

# THE **ORANGE PERSPECTIVE**

## WITH **BOB DE CAROLIS**

2012 - 2013 ATHLETIC DIRECTOR REPORT

### **March 25, 2013**

There's no doubt that OSU football is hot right now. Think about it. Spring football is about to kick off and give us an early look at what's on tap for this fall. A great recruiting year is in the books. Season ticket renewals are going strong. And we've already had a preview of the team's new uniforms.

As Coach Riley, his staff, and our student-athletes head into spring ball, here's a look at some other key football facts:

- Coach Riley became OSU's all-time winningest football coach with 81 wins and earned the American Football Coaches Association Region Coach of the Year honor.
- The team finished No. 19 in the USA Today Coaches Poll and No. 20 in the Associated Press Poll.
- We were ranked in the Associated Press Poll a school record 12 consecutive weeks, and as high as No. 7 in the AP and BCS Polls.
- With a 9-4 final record, 2012 marked the biggest one-season turnaround in a single season at OSU and equaled the best improvement from 2011 to 2012 in the Football Bowl Subdivision.
- The team played in the Valero Alamo Bowl for the first time and competed in a bowl game for the seventh time with Mike Riley as head coach.
- Seventeen players that started in the Alamo Bowl are expected to return for 2013.





Our annual membership drive, currently under way for Our Beaver Nation, is underlying all of this football momentum. You'll recall that late last year I told you that we have revamped our annual giving program to best serve our donors and student-athletes. Membership guides were sent out earlier this month, and I'm pleased to report that we've had a great response so far. Donors like the new simplified giving levels (from 10 to 8), and we've seen an early uptick in increased donations from individuals. Football ticket renewals are keeping pace with last year and already more than 600 new season ticket packages have been sold.

As I've made clear many times over the years, our vision for OSU Athletics is a broad-based program that's competitive across all of our 17 sports. With this in mind, our development staff focused on building stronger relationships with our donors to help them find meaningful connections to Oregon State Athletics. We want your giving experience to be more than just the donation required to purchase football season tickets. The evolution of our annual giving effort is about creating a program that draws you closer to Beaver Athletics and the student-athletes who represent us each day.



For example, through ongoing conversations with one of our donors, it became clear that he was passionate and had an emotional connection to helping student-athletes make a smooth transition into future careers. Those conversations have led to a future leadership center that will connect our student-athletes with key people in the Portland business community in their field of focus. These interactions with business leaders will help our student-athletes gain real-world experience while creating a roadmap for their professional lives after college.



We're hopeful that through ongoing, meaningful conversations with our donors, our staff can help create opportunities that will have positive impacts on our student-athletes. We want to learn more about our donors so that we can best serve them and make the process more personal. If you're interested in talking to a member of our professional team of fundraisers, please call **541-737-2370** to set up a meeting. In the interim, we've relaunched **[OURBEAVERNATION.COM](https://ourbeavernation.com)**, our donation web site, which showcases great stories about our student-athletes.

As we move toward our March 31 football season ticket renewal and Our Beaver Nation pledge deadline, I'd like to thank all of our donors—and potential donors—for their commitment to bettering the lives of our 500+ student-athletes. We strive to provide athletic, classroom and real-world experiences that will help pave the way for a bright and positive future.

Go Beavs!