



Athletics Committee
October 10, 2023
3:30 pm

Discussion Item

ATH-3 Fundraising Strategy and Department Culture (Mackin)

Background Information

Athletic Director Brian Mackin will share with the Committee his objectives and progress towards his goals since his arrival at UNCG in January of 2022. His fundraising plan is to raise \$5 million in 5 years. To date, Mackin has secured commitments and donations of \$2.3 million. He will also share his objectives regarding department culture, initiatives taken, and progress made.