

Create an advertising campaign that incorporates the five attributes of women's college basketball that attract fans to attend games.

2004-05 Arizona State University

# WOMEN'S BASKETBALL

"Play Hard" imagery highlights the student-athlete's commitment to training in order to compete at a high level.

"Play Smart" imagery highlights the student-athlete's commitment to playing fundamentally sound basketball.

"Play Together" imagery highlights the student-athlete's commitment to working together as a team that values sportsmanship.



Educate the general public about the institution's women's basketball team in a way that communicates the positive identity of its student-athletes.

## FAMILIES



### Joseph Anders' Family

Joseph, Nicole (daughter) & Pamela (wife).



### Amy Denson's Family

Randy (brother), Amy, Nancy (mother) & Rodney (father).



### Betsy Boardman's Family

Russ (father), Mary Anne (mother), Mindy (sister), Scott (brother) & Betsy.

Showing the women's basketball players with their families displays these student-athletes as relatable role models for young children.



### Alisha Godette's Family

Alisha & Brenda (mother).



### Carrie Buckner's Family

Linda (mother), Carrie & Moses (father).



### Aubree Johnson's Family

Desiree (sister), Tom (father), Aubree, Cyndie (mother) and Jordan (brother).



# HOOPS FOR THE CAUSE

**Cross promote with a local event to create added community involvement.**

promote children making healthy choices and ASU's STAR P.O.W.E.R. program.

The game will mark the third time that Arizona State has staged a game to raise awareness about important health issues. In 2000, the Sun Devils held the inaugural AstraZeneca Hoops for the Cure Classic, taking on Tennessee at Bank One Ballpark in Phoenix in the first outdoor college women's basketball game. With 16,782 fans in attendance, ASU set school and Pac-10 Conference attendance records and raised \$10,000 for breast cancer research, treatment and education in the Valley of the Sun.

In 2002, the Sun Devils held the second Hoops for the Cure Classic game at Wells Fargo Arena, playing host to a four-team event with ASU taking on Notre Dame and Vanderbilt taking on Purdue. The game set ASU's single-game attendance record for a women's game at Wells Fargo Arena and continued to raise awareness about the importance of breast cancer health. Both events were nationally televised by Fox Sports Net and garnered tremendous media attention throughout the country.

This year's event will promote **STAR P.O.W.E.R.: FIVE POINT PLAN FOR HAPPY, HEALTHY LIVES** (Win in Life: Choose healthy habits). ASU women's basketball is working to implement the program that is designed to encourage children in grades K through 8 to better themselves by focusing on five key areas for personal growth and the establishment of healthy life habits.

This program will teach youngsters how to think healthy thoughts, be positive with themselves and others, do good deeds, and take care of their physical health. Our goals are to teach a simple approach to greater mental, emotional and physical health, including:

- Pride in oneself – improve self-esteem.
- Optimistic outlook – teach importance of a positive attitude.
- Work well with others – reward unselfish behavior.
- Eat well and exercise – avoid health issues by increasing activity and providing basic nutrition.
- Refuse to take drugs or alcohol – self-discipline to make good choices.



*Arizona State will play host to Connecticut on Dec. 21 for the team's Hoops for the Cause game to promote children making healthy life choices. The game will be a rematch for the Sun Devils who traveled to Hartford, Conn., to take on the three-time defending national champion Huskies last year.*

The goal of the program is to focus on prevention of health problems. We strive to create more positive behavior and an environment to allow kids' success and to give them the tools to make good choices such as staying away from drugs, alcohol, and tobacco, and being active.

**This promotion draws community participation while highlighting that these student-athletes are good role models and citizens.**

## CHARLI'S ANGELS

Arizona State women's basketball fans can join Charli's Angels and support the program with a \$100 tax-deductible donation. As members, fans will be invited to several receptions held exclusively for Charli's Angels and a reception hosted by Athletic Director Gene Smith. Additionally, with this donation, Charli's Angels will automatically become a member of the Sun Angel Foundation, the non-profit organization supporting ASU's student-athletes.

The goal of Charli's Angels is to increase ASU's fan and donor base in order to position the program to achieve an NCAA Championship. Support of ASU Women's Basketball through Charli's Angels will ultimately give the team the "winning edge" to be the best women's basketball program in the country. Most



recently, ASU has used the funds for special team locker room projects, elite speed and agility training sessions for our athletes and to keep up with the changing video and recruiting technology available. With the help of the Charli's Angels, ASU can go above and beyond the rest.

To join Charli's Angels, a membership form is available online at [www.thesundevils.com](http://www.thesundevils.com) and can be sent to the ASU Sun Angel Foundation, P.O. Box 872505, Tempe, AZ 85287-2505. For questions, please call Christina Wombacher in the ASU Women's Basketball Office at 480-965-9576.



Use the coach's voice as a platform to discuss the positive characteristics of her team.

## A Conversation with Tina Martin...

### On University of Delaware:

"I knew two years prior to coming to Delaware that if the head coaching position here ever became open, I would apply. I knew the University had an excellent academic reputation. In addition, I had been on the beautiful campus and the athletic facilities were top notch.

"I felt there were three things that were very important to me about Delaware. I wanted to work with the administration and staff because they were going to support their women's basketball program. Secondly, I felt Delaware was a program that was going to be committed to succeeding both in the classroom and on the court.

"As a University, I feel we have established an outstanding environment in which young people can grow and mature in a positive setting."

### On Her Tenure with the Blue Hens:

"My staff and I did not promise instant success when we first took over the Delaware program. We were excited about taking on the challenge of turning it around. However, we knew there was a lot of work ahead of us and we had to be patient.

"The first two years were a struggle, but the growth of our program from the standpoint of the talent pool in our recruiting was excellent. We started out taking baby steps, and then walked, and then sprinted to a championship. Making the Women's NIT the last two seasons gave us a consistency. We now have established a quality basketball program that provides a challenge for our players. I believe our program continues to head in the right direction and we are very excited about the future."

### On Recruiting:

"Everything with recruiting starts with our coaching staff. We all do it together. I believe whole-heartedly in surrounding myself with good people. Our staff is a wonderful mix of personalities, backgrounds, experience and strengths. They are characterized by their integrity and great work ethic. They are caring genuine people who have a great enthusiasm for basketball and for the young people we work with every day.

"Our philosophy is to recruit not just great athletes, but quality people who we feel fit into our program. We recruit players who value education, who have potential as athletes and who are young people with good character. It is most important to our staff that they share our love for the game, have an eagerness for hard work, and are motivated to achieve.

"We want to bring student-athletes to Delaware who will contribute positively to our basketball program as well as to society as a whole."

### On Importance of an Education:

"Our coaching staff and our outstanding academic support staff are committed to a 100 percent graduation rate.

"A look at our graduates and the outstanding careers they are pursuing demonstrates what we are all about from an education standpoint. We have a proud tradition of excellence. Success in the classroom and on the court go hand-in-hand."

### On Importance of Commitment:

"Every season my staff and I have been at Delaware, we have made a commitment to turning our program around. We achieved that goal by winning the America East regular season and tournament titles, and earning our first-ever NCAA Tournament bid three years ago. We continued that success with our strong showing in our first season in the CAA and our first WNIT bid.

"We have committed ourselves to do everything we can to assist our student-athletes in realizing their goals and developing them to the greatest potential in the classroom and on the basketball court. Along the way, we hope to challenge ourselves as coaches, players and people

This interview with the head coach shows her commitment to developing a team that is committed to a high quality of play and competition.

Coach Martin states that she surrounds herself with good people. She characterizes her team as demonstrating strong sportsmanship.

Coach Martin discusses the team's commitment to education, highlighting that her student-athletes are sound role-models.

to reach the excellence in all we endeavor.

"Who is going to succeed and who is going to fail? What does it finally come down to? More than anything, it is commitment that keeps players good. Players have to keep working at their full potential. Anyone can be great for a day, a week, a month. But the people who ultimately will be successful are the ones who understand that success is a long-term commitment – a marathon instead of a sprint in life.

"No matter what, you must never end the pursuit of your dreams. You must put your heart and soul into everything you do. You must outwork everybody in sight. The most important thing to remember – you must never quit."

### On What it Takes to Make a "Successful" Program:

"We believe you have to start with a clear picture of what you want to see from your team. This 'vision' is a blueprint for building a successful team.

"Every team needs to develop the basic skills of shooting, passing, dribbling, running, screening, defending, and rebounding. In addition to these fundamentals, our system, if you will, is designed by discipline, unselfish teamwork, and positive attitudes.

"I believe in the theory that one must communicate to motivate. Accordingly, I speak from my heart. I wish to share the passion I have for the game and for our team. I think it is important to let players know that what they do makes a difference to our team.

"I truly care about my players. I talk to our players all of the time about having good character. Consistency, dependability, honesty, integrity and trust are all components of individual character. You have to surround yourself with good people.

"My staff and I work hard to ensure that rules are consistently followed. We are committed to providing great support to our team both on and off the court."

### On Her Relationship with Players:

"Our players know they can walk in my office any day. We have an open door policy about everything. We talk about life in general, not just basketball. We enjoy the company of our players. We are a close-knit group that cares about and has respect for each other as individuals.

"My goal is to treat people the way I would like to be treated. I believe this positive attitude has a great affect on everyone in our program. We speak from our hearts.

"Our coaches want to share the passion and love we have for the game with our team. We express our excitement about the season and the opportunity to work with our players. We are constantly giving our players feedback.

"The bottom line is that our players know we care about them and respect them. We have a commitment to our players beyond their years at Delaware."





# ACADEMIC SUPPORT SERVICES

Communicate that the success of women's basketball is a reflection on the athletics department, institution and community.

Karen Ercole, Director of Academic Support Services, has been a key figure in the success of GW's Academic Support Program for the past 14 years.

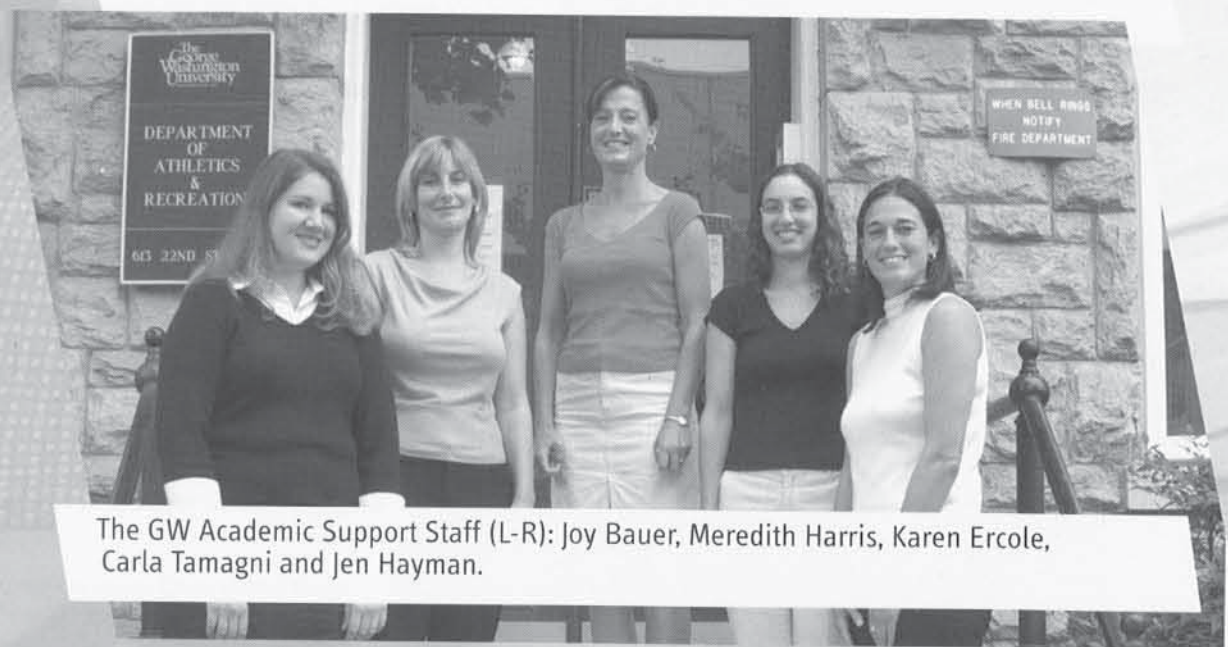


**ESTABLISHED IN 1983**, the Academic Support Services Program includes services for all student-athletes, with an emphasis on individual responsibility and pride in academic accomplishments. The department employs full-time staff members and 30-40 tutors to assist 400-plus student-athletes. The goal of tutoring is to provide assistance which encourages student-athletes to become independent learners. The academic coordinators also work with student-athlete peers offer an orientation for freshmen to discuss time management, study strategies, campus resources and the college experience. Academic progress is monitored on all student-athletes. Each student-athlete's professors are provided with regular progress reports to the Academic Coordinator. The Support Program works with the student-athletes to help them explore career interests, explore employment opportunities, and become familiar with the GW Career and Cooperative Education Center.

**Giving attention to the George Washington Academic Support Service program illustrates that the athletics department is committed to developing its student-athletes academically and athletically, making them positive role models for the community.**

classes and choices of majors. New Student Orientation: the Academic Support Office, along with peer athlete leaders (PALs), conduct an orientation program for new students.

- Academic Monitoring: provided for all student-athletes to track academic progress for NCAA eligibility and to assist students who may be experiencing academic difficulties.
- Assessment: done informally through interviews, writing samples and regular meetings.
- Review Sessions: conducted for those classes that are often taken by student-athletes and that seem to present difficulty for many students are done in small group tutoring sessions.
- Study Sessions: freshmen, transfers and continuing students with a grade point average below a 2.5 may be required to attend study hours.
- Individual Tutoring: offered in a wide variety of subject areas and is provided on a case-by-case basis.
- Learning Strategies Development: offered to students requesting assistance in this area.
  - It includes several components: efficient and faster reading, reading comprehension, vocabulary development and strategies for improved academic performance.
- Writing Instruction: provided on an individual basis. Outlines, discussions, rough drafts, instruction on the use of the library, as well as computer instruction, are part of the success of this approach. Students are also referred to the University Writing Lab, (202) 994-3765 which has tutors available for all students.
- Math Instruction: small group review sessions are offered each semester for specific math courses, as well as individual tutoring.
- Athletic Career Track Program (ACT): a comprehensive career development program engages the student-athlete in career development activities throughout their career at George Washington.
- Leadership Development (Peer Athlete Leaders): PALs are responsible for assisting with new student orientation at the beginning of the Fall semester, meeting with freshmen and transfers on their team on a regular basis, and encouraging their team to participate in the Athletic Career Track program.
- Community Service: community service projects throughout the school year include meeting and visiting children at local elementary schools and hospitals and canned food drives.
- Referral to University Support Services: a referral service for student-athletes needing campus resources such as the Counseling Center, Career Center, academic departments, peer tutoring, international student services, the Multicultural Center, and other campus offices and departments.



The GW Academic Support Staff (L-R): Joy Bauer, Meredith Harris, Karen Ercole, Carla Tamagni and Jen Hayman.





# ATMOSPHERE

## *Smith Center Magic*

**CHARLES E. SMITH CENTER** has become one of the most feared arenas for visiting teams in all of college athletics. Both GW's men's and women's basketball teams were undefeated there in 1995-96, boasting 11-0 and 12-0 records, respectively. The men also enjoyed an undefeated home record in 1998-99 at 12-0 while the women posted a 15-0 mark in 1999-2000. From 1994-95 through 1996-97, the women put together a 34-game home-court winning streak, second longest in the nation. There isn't a bad seat in the house where more than 5,000 fans are on top of the action.

Nearly 2,000 screaming students fill the student section of the arena behind the team benches.

The teams' mascots, "George" and "Big George" serve as catalysts for the mayhem and often can be found performing skits during timeouts or posing for photos with younger fans. The Colonials' nationally-ranked cheerleading squad and dance team, "The First Ladies," perform a variety of entertaining stunts and dance routines that punctuate the exciting on-court action, while the talented and enthusiastic GW Band adds to the Colonials' charged-up atmosphere.

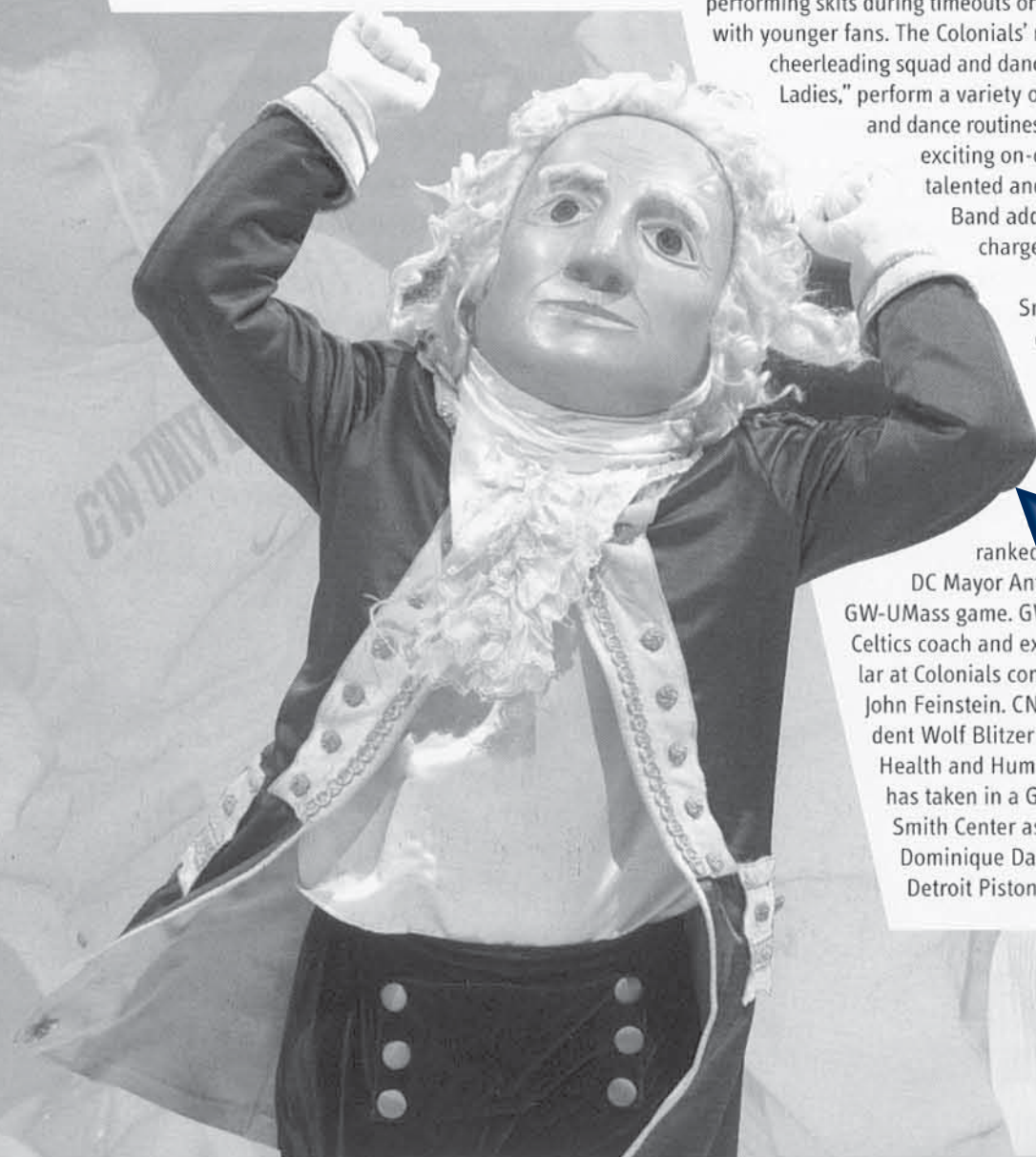
Smith Center crowds are often dotted with local and national celebrities and high-profile politicians. Former president Bill Clinton and "first daughter" Chelsea attended the opening victory over top

ranked

DC Mayor Anthony Williams, GW alumnus and Celtics coach and executive Paul Pierce, and former NFL star John Feinstein. CNN senior correspondent Wolf Blitzer is a season ticket holder. Health and Human Services Secretary Michael Leavitt has taken in a GW women's game. The Smith Center has also hosted Olympic athletes Dominique Dawes, film actor Ice Cube, and Detroit Pistons Richard Hamilton.

**Create a championship atmosphere by creating an invigorating environment at the site throughout the entire sports season.**

**The energetic, positive atmosphere in the Smith Center is created from mascot interaction and supportive fans – many of them students. This excitement helps to create a fun, family-oriented brand of entertainment.**







ALL DAY. EVERY DAY.  
OUR GAME.

2006-07

# Women's Basketball Media Guide

Prominently display the tagline *all day, every day, our game* on the cover of your media guide to help promote and brand women's college basketball.



Canisius  
Marist

Fairfield  
Niagara

Iona  
Rider

Loyola  
Saint Peter's

Manhattan  
Siena





## FUNDAMENTALS

Use the NCAA activation kit as a valuable marketing resource. Here a full page women's college basketball advertisement was customized to promote the conferences women's basketball teams.

## HIGH QUALITY OF PLAY



## ROLE MODELS

This customized print resource uses photographs to promote the skills, sportsmanship, and community atmosphere of women's college basketball.



## FAMILY-ORIENTED



## SPORTSMANSHIP



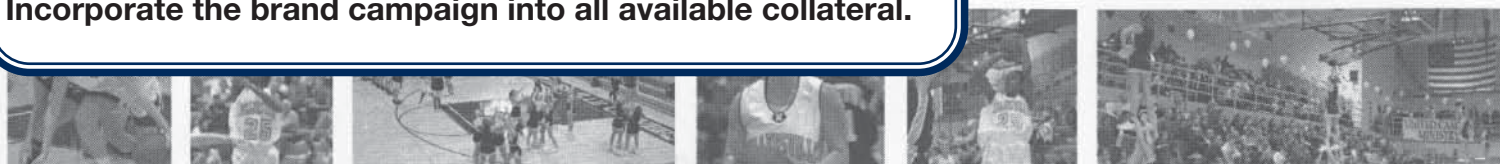
ALL DAY. EVERY DAY.  
**OUR GAME.™**







Incorporate the brand campaign into all available collateral.



# 2003-04 Final Statistics

Overall Record: 19-9

PSAC East Record: 10-2 (2nd)

Home: 10-4

Road: 8-2

Neutral: 1-3

| Player            | G-S   | MIN  | FG-A     | PCT  | FT-A    | PCT  | REB  | AVG  | PF-D   | AST | TO  | BK | ST  | TP   | HI | AVG  |
|-------------------|-------|------|----------|------|---------|------|------|------|--------|-----|-----|----|-----|------|----|------|
| D. Parker-Stewart | 28-27 | 794  | 130-261  | .498 | 101-152 | .664 | 232  | 8.3  | 80/1   | 22  | 54  | 13 | 72  | 361  | 25 | 12.9 |
| J. Mertz          | 28-28 | 917  | 107-289  | .370 | 59-79   | .747 | 120  | 4.3  | 57/0   | 74  | 64  | 5  | 70  | 310  | 21 | 11.1 |
| K. Garner         | 28-27 | 840  | 118-258  | .457 | 61-94   | .649 | 245  | 8.8  | 59/2   | 51  | 87  | 36 | 51  | 299  | 19 | 10.7 |
| D. Marshall       | 28-24 | 769  | 110-325  | .338 | 50-72   | .694 | 72   | 2.6  | 60/1   | 47  | 89  | 9  | 39  | 296  | 23 | 10.6 |
| B. Uppy           | 27-5  | 562  | 65-166   | .392 | 22-26   | .846 | 64   | 2.4  | 62/2   | 36  | 49  | 1  | 21  | 183  | 16 | 6.8  |
| J. Bailey         | 27-26 | 806  | 57-136   | .419 | 53-89   | .596 | 89   | 3.3  | 81/2   | 133 | 77  | 5  | 82  | 173  | 16 | 6.4  |
| N. Howard         | 28-3  | 506  | 70-190   | .368 | 18-42   | .429 | 110  | 3.9  | 74/2   | 19  | 49  | 28 | 36  | 164  | 21 | 5.9  |
| T. Breslin        | 8-0   | 42   | 8-14     | .571 | 5-6     | .833 | 9    | 1.1  | 4/0    | 3   | 11  | 0  | 2   | 21   | 7  | 2.6  |
| R. Brewer         | 18-0  | 143  | 13-23    | .565 | 14-25   | .560 | 24   | 1.3  | 13/0   | 7   | 16  | 0  | 7   | 40   | 7  | 2.2  |
| K. Imes           | 7-0   | 38   | 5-15     | .333 | 3-4     | .750 | 9    | 1.3  | 6/0    | 3   | 1   | 0  | 3   | 14   | 5  | 2.0  |
| L. Tuukkanen      | 9-0   | 40   | 7-8      | .875 | 4-8     | .500 | 11   | 1.2  | 5/0    | 1   | 5   | 1  | 3   | 18   | 8  | 2.0  |
| M. Pawlowski      | 17-0  | 111  | 11-20    | .550 | 5-9     | .556 | 25   | 1.5  | 10/0   | 6   | 5   | 0  | 8   | 27   | 5  | 1.6  |
| B. Bearden        | 9-0   | 57   | 3-10     | .300 | 3-6     | .500 | 7    | 0.8  | 12/1   | 9   | 7   | 0  | 3   | 10   | 7  | 1.1  |
| Team              |       |      |          |      |         |      | 95   |      |        |     |     |    |     |      |    |      |
| MU TOTALS         | 28    | 5625 | 704-1715 | .410 | 398-612 | .650 | 1112 | 39.7 | 523/11 | 411 | 521 | 98 | 397 | 1916 | 99 | 68.4 |
| OPP TOTALS        | 28    | 5625 | 606-1550 | .391 | 367-557 | .659 | 1068 | 38.1 | 509/-  | 370 | 659 | 49 | 269 | 1703 | 90 | 60.8 |

Deadball Rebounds: MU 96, OPP 83

Three-Point Field Goals: MU 110-389 (.283)—Uppy 31-85 (.365), Howard 6-28 (.214), Bailey 6-33 (.182), Garner 2-10 (.200), Marshall 26-91 (.286), Mertz 37-125 (.274), . OPP 124-412 (.301).

## 2003 - 04 Final Results

| Date     | Record | Opponent                        | Score     | Top Scorer                     | Top Rebounder                |
|----------|--------|---------------------------------|-----------|--------------------------------|------------------------------|
| 11/15/03 | 0-1    | <sup>1</sup> Longwood           | 47-66     | Parker-Stewart-17              | Parker-Stewart/Garner-11     |
| 1/16/03  | 0-2    | <sup>1</sup> Glenville State    | 54-61     | Parker-Stewart/<br>Marshall-13 | Garner-13                    |
| 11/21/03 | 1-2    | <sup>2</sup> Bowie State        | 82-58     | Marshall-20                    | Parker-Stewart/<br>Garner-12 |
| 11/22/03 | 2-2    | <sup>2</sup> Wilmington         | 87-42     | Uppy-15                        | Pawlowski-9                  |
| 12/3/03  | 2-3    | Pitt-Johnstown                  | 59-81     | Mertz-15                       | Parker-Stewart/<br>Garner-8  |
| 12/5/03  | 2-4    | at California (Pa.)-I           | 53-90     | Parker-Stewart-18              | Garner-5                     |
| 12/6/03  | 3-4    | at Slippery Rock                | 62-56     | Uppy-16                        | Garner-13                    |
| 12/17/03 | 4-4    | at Lock Haven                   | 71-65     | Parker-Stewart-21              | Garner-13                    |
| 12/29/03 | 5-4    | <sup>3</sup> Western New Mexico | 43-40     | Parker-Stewart-12              | Parker-Stewart-11            |
| 13/30/03 | 5-5    | <sup>3</sup> West Texas A&M     | 52-59     | Parker-Stewart-18              | Parker-Stewart-11            |
| 1/3/04   | 5-6    | Edinboro                        | 51-60     | Garner-13                      | Parker-Stewart/<br>Howard-5  |
| 1/4/04   | 6-6    | Clarion                         | 66-56(OT) | Parker-Stewart-21              | Garner-11                    |
| 1/10/04  | 7-6    | IUP                             | 71-56     | Marshall-14                    | Garner-13                    |
| 1/11/04  | 8-6    | Shippensburg                    | 58-50     | Bailey-16                      | Garner-8                     |
| 1/14/04  | 9-6    | *at Bloomsburg-I                | 65-53     | Garner/Marshall/<br>Mertz-14   | Garner-9                     |
| 1/17/04  | 10-6   | *Mansfield-I                    | 67-53     | Garner-18                      | Parker-Stewart-15            |

| Date    | Record | Opponent                | Score | Top Scorer        | Top Rebounder               |
|---------|--------|-------------------------|-------|-------------------|-----------------------------|
| 1/21/04 | 11-6   | *Cheyney-I              | 90-76 | Garner-19         | Garner-14                   |
| 1/24/04 | 11-7   | *West Chester-I         | 58-61 | Mertz-12          | Bailey-9                    |
| 1/28/04 | 12-7   | *at East Stroudsburg-I  | 78-57 | Mertz-20          | Parker-Stewart-10           |
| 1/31/04 | 13-7   | *at Kutztown-I          | 78-66 | Parker-Stewart-19 | Garner/Mertz-7              |
| 2/7/04  | 14-7   | *at Mansfield-II        | 81-64 | Marshall-23       | Parker-Stewart/<br>Garner-8 |
| 2/11/04 | 14-8   | *Bloomsburg-II          | 59-66 | Mertz-19          | Garner-9                    |
| 2/14/04 | 15-8   | *at West Chester-II     | 89-47 | Parker-Stewart-25 | Parker-Stewart-12           |
| 2/18/04 | 16-8   | *at Cheyney-II          | 99-56 | Marshall-19       | Garner-10                   |
| 2/21/04 | 17-8   | *East Stroudsburg-II    | 81-68 | Howard-21         | Parker-Stewart/<br>Garner-9 |
| 2/28/04 | 18-8   | *Kutztown-II            | 80-48 | Garner-19         | Garner-10                   |
| 3/2/04  | 19-8   | *Bloomsburg-III         | 83-70 | Mertz-21          | Garner-9                    |
| 3/5/04  | 19-9   | *at California (Pa.)-II | 52-80 | Parker-Stewart-11 | Parker-Stewart-11           |

Including statistics and records reinforces the program's high quality of play.

<sup>2</sup> M  
<sup>3</sup> M  
<sup>4</sup> PSAC Tournament (1-3rd)



## LOBO ACADEMICS UNDER DON FLANAGAN

Honoring academic excellence helps to demonstrate how these student-athletes are positive role models.

The women's basketball team combined to post a 3.52 grade-point-average during the 2002 fall semester, the highest in school history. In fact, all the top GPA performances for the Lobos have occurred since Don Flanagan took over at UNM in the spring of 1995. UNM has been charting grades since the fall of 1988.

Since Flanagan's arrival at UNM, New Mexico has had 23 players claim academic all-conference honors, and several of those players have earned the honor more than once. Last season the team produced nine honorees, the most since UNM began charting grades.

### 1996-97

Katie Kern

### 1997-98

Sonya Bryant  
Jodi Cory  
Katie Kern  
Whitney Reiersen  
Tamika Stukes

### 1998-99

Susan Bocock  
Sonya Bryant  
Jodi Cory  
Nikki Heckroth  
Katie Kern  
Molly McKinnon  
Aiyana Nash  
Jennifer Williams

### 1999-00

Susan Bocock  
Sonya Bryant  
Nikki Heckroth  
Molly McKinnon  
Aiyana Nash  
Jennifer Williams

### 2000-01

Nikki Heckroth  
Molly McKinnon  
Lauren McLeod  
Jennifer Williams

### 2001-02

Lindsey Arndt  
Melissa Forest  
Molly McKinnon  
Lauren McLeod  
Mandi Moore  
Tiffany Scaglione  
Brittany Wolfgang

### 2002-03

Daja Adams  
Jordan Adams  
Lindsey Arndt  
Melissa Forest  
Abbie Letz  
Lauren McLeod  
Mandi Moore  
Tiffany Scaglione

### 2003-04

Lindsey Arndt  
Julie Briody  
Melissa Forest  
Jana Francis  
Abbie Letz  
Lauren McLeod  
Katie Montgomery  
Mandi Moore  
Judy Vogt

## 2003-04 ACADEMIC ALL-CONFERENCE HONOREES



Lindsey Arndt



Melissa Forest



Abbie Letz



Katie Montgomery



Julie Briody



Jana Francis



Lauren McLeod



Mandi Moore



Judy Vogt

### TEAM GPA

UNM women's basketball team grade point average since Don Flanagan's arrival in 1995-96:

|      | Spring | Fall |
|------|--------|------|
| 2004 | 3.24   |      |
| 2003 | 3.33   | 3.44 |
| 2002 | 3.29   | 3.52 |
| 2001 | 3.23   | 3.19 |
| 2000 | 3.15   | 2.97 |
| 1999 | 3.16   | 3.17 |
| 1998 | 2.96   | 3.02 |
| 1997 | 3.01   | 3.07 |
| 1996 | 2.99   | 2.82 |
| 1995 | —      | 2.72 |

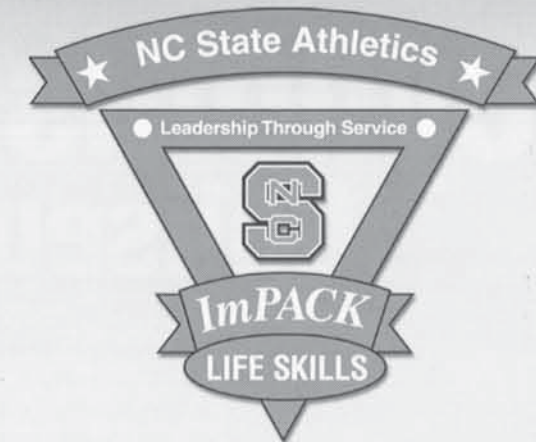


# In the Community

Identify and promote women's basketball to a target market.



Youth-targeted community outreach employs the voice of the student-athlete, a promotional ticket element, and the media guide to illustrate that these women can be amazing role models for young children. Those who attend a game (with the free ticket promo) are able to experience firsthand that women's basketball is a family-oriented brand of entertainment.



## ImPACK Program

ImPACK is a "Life Skills" program designed to support the total development of NC State student-athletes. The mission of ImPACK is to provide an unmatched comprehensive life skills program for student-athletes that encourages their growth in decision making, enhances their interpersonal relationships, and enables them to make meaningful contributions to their communities. The ImPACK program consists of five major components:

### >> The Academic Commitment

The primary goal is to educate student-athletes so they not only obtain a degree, but also develop an appreciation for learning in addition to the knowledge and skills that will carry them through life. The following topics are primarily covered in the first-year orientation course taught by academic coordinators in the Academic Support Program for Student-Athletes (ASPSA).

### >> The Athletic Commitment

NC State pledges that all student-athletes will be provided with quality facilities, equipment, coaching and support services so each student can achieve his or her maximum potential both academically and athletically. Sensitivity to the dignity of the student-athlete is vital to the success of the department.

### >> The Career Development Commitment

The goal of this component is to explore and develop career options and to prepare student-athletes for an exciting long-term career. The goal is to aid our student-athletes in securing their first professional job in their chosen career after graduation. Services in this area include: Career counseling, job fair, interviewing workshops, networking, resume writing, internships, summer employment, etc.

### >> The Personal Development Commitment

The ImPACK program focuses on the individual as a whole person, and provides a system of balanced "life learning" that addresses the needs of the individual before and after graduation.

The areas that this commitment addresses include: Social Development, Personal Health, Fundamental Values, Emotional Health, Leadership Training/Citizenship.

### >> The Service Commitment

The ImPACK program supports the philosophy that student-athletes gain "leadership through service." Through their efforts, they make a positive contribution in an extensive community outreach program as well as develop a commitment to life-long service. Student-athletes are participating in the following programs: School programs, community outreach, and P.A.C.K.

## Making an ImPACK in the Community

ImPACK's outreach program places special emphasis on touching the lives of Wake County's thousands of school children. NC State student-athletes are encouraged to provide tutoring and mentoring activities for children. This program seeks to avoid one-time events such as assemblies, and focuses instead on building long-standing personal relationships between the children and the student-athletes. Also, visits are made to children in local hospitals.

## The Program

- >> ImPACK's Community Outreach Program, in which representatives from every varsity team participate, reached more than 9,000 people last year through reading programs, assemblies, career fairs, visits to children's hospital wards and other charitable organizations.
- >> Last year, ImPACK worked with community programs such as Special Olympics, Habitat for Humanity and the North Carolina Food Bank.
- >> Another program that student-athletes are involved with is Pack Athletes Challenging Kids (P.A.C.K.). P.A.C.K. is the athletic department's speakers bureau, where student-athletes talk to children about current issues they are facing.

## GWIS (Girls and Women in Sport)

The NC State women's basketball team is heavily involved in the community and their main outreach program is through the Wake County Girls and Women in Sport (G-WIS) Foundation. Each season, players, coaches and staff go to elementary and middle schools in Wake and Vance counties to talk to girls about the importance of being active and staying fit. The young group of attendees has a very popular question and answer session with the athlete(s), which typically addresses questions about life as a student-athlete.

The visit comes to a close with an invitation for the girls of the school and their families to attend a Wolfpack Women's basketball game where they can get a ticket free of charge and enjoy special reserved seating. Immediately following the game, the players sign autographs with the girls and spend time catching up since their visit.

Each year the program sets a goal to visit more than 30 schools and last year, the Wolfpack did just that. By visiting so many schools, the players become role models to more than 600 kids by reaching out to them about life and the importance of being fit.

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# We are Student Athletes

"We, the North Carolina State University community, in order to foster an environment of scholarship and mutual disdain for academic dishonesty, hereby commit ourselves to uphold the principles of honor, integrity and moral responsibility."

Sharing the university's commitment to developing the academic and moral quality of its student-athletes drives the perception that women's basketball players have good character and therefore are sound role models.

Employ a promotional strategy at the institutional level.

## NC STATE achieve!

We are a community of achievers in education, research, public service

### Wolfpack Making the Grade

- >> 86% graduation rate for student-athletes who have exhausted their eligibility
- >> 230 student-athletes attained semester GPAs above 3.0 during spring semester
- >> 136 student-athletes named to the Deans list during spring semester
- >> Over the past eight years 23 out of 26 NC State Student athletes nominated have won the prestigious Weaver Corrigan ACC Postgraduate Scholarship, more than any other ACC school.
- >> 184 ACC Honor Roll Honorees

### First-Year College Program

- >> NC State's First-Year College program offers new freshmen a year of study and guidance before choosing an academic major.
- >> Over 750 students are served by the first-year college.
- >> First-Year College also offers a comprehensive first year experience with immersion into the academic, social and cultural life at NC State.
- >> First-Year College includes a career development program designed to help students make an informed choice of a major

### Student-Athlete Academic Honors

- >> NC State has a 84% graduation rate for student-athletes who have exhausted their eligibility.
- >> 1201 student-athletes attained semester grade-point averages of above 3.00 during the spring 2003 semester.
- >> 112 student-athletes were named to the Dean's List during the spring 2003 semester.
- >> 181 ACC Honor Roll Honorees for 2002-03.
- >> Over the past seven years, 20 out of 23 NC State student-athletes nominated have won the prestigious Weaver Corrigan ACC Postgraduate Scholarship, more than any other ACC school.
- >> All current NC State women's basketball players are on pace to graduate

### Services Provided by ASPSA

**Orientation Courses:** A training course in college survival and success meets 75 minutes each week to cover topics such as adjustment to college, time management, stress management, study skills, test-taking skills, cultural diversity, university policies and other topics.

**Academic Advising:** The ASPSA's academic coordinators complement the university's departmental advising by providing information regarding policies, procedures, course selection, selection of majors and minors, and NCAA and NC State guidelines for adequate academic progress.

**Counseling:** Individual work is done with students with specific concerns such as decision-making, adjustment to college, communications, relationships, test anxiety and study skills. Appropriate referrals are made to other campus resources as necessary.

**Monitoring of Academic Progress:** The academic progress of NC State student-athletes is closely and carefully monitored. Monitoring forms are used to gather classroom performance information from professors and this information is shared with the student-athlete and the coaches.

**Tutorials:** Unlimited personal tutorial services are provided and available for each and every class. These appointments begin at the start of every semester and continue regularly through the end of final exams. Supplemental instructional programs and a departmental learning center are also available.

### Services Provided by the Academic Support Program for Student-Athletes (ASPSA)

Orientation courses, academic advising, counseling, monitoring of academic progress and tutorials.

- >> Tutorial Services
- >> Academic Counseling
- >> Study and Computer Skills Development
- >> Graduation Planning
- >> Career Counseling
- >> Leadership Development
- >> Time Management
- >> Academic Information Resource
- >> Referral Service

The Career Network for Student-Athletes is a partnership between the ImPACK and a variety of businesses. These businesses provide summer employment opportunities, internships and postgraduate career options.

Graduate student-athletes are featured each year in the Corporate Playbook. This publication, which features photos and resumes of NC State student-athletes is sent to over 2,000 businesses, government agencies and corporations, providing the NC State student-athlete with major exposure.



Women's basketball student-athletes, as well as all of the athletic programs, have the outstanding assistance from the NC State Academic Support Program for Student-Athletes. Over \$1 millions dollars, including \$300,000 in tutoring is used to provide comprehensive academic support year round. Academic support coordinator Dena Freeman-Palton works alongside the players and coaches to develop academic programs geared toward graduation.

NC State University is committed to providing its student-athletes with all the tools necessary to achieve excellence on the fields of competition and in the classroom. The ASPSA is evidence of this commitment.

Under the auspices of NC State's Division of Undergraduate Studies, the ASPSA complements the university's substantial faculty advising and academic resources, paying special attention to the unique demands and expectations of the Division I student-athlete.

The degree in which Wolfpack student-athletes are involved with ASPSA varies according to individual needs. Generally, all freshmen are expected to be heavily involved, as the transition from high school to university life can be difficult.

The purpose of ASPSA is to assist the student-athlete in a move toward academic independence, but the services of the organization are available upon request at any point during a student-athlete's career. Students who have proven themselves to be self-reliant are allowed more optional use of the program with only moderate oversight.



# ORU Athletics... Traditions

**Market women's basketball games as big events using cheerleaders, bands, visual aids and the media to create a championship atmosphere at the site throughout the entire sports season.**

originally a shade of royal blue. This has been modified to navy blue. The shade of gold has been shifted from a newer gold to what is officially known as vegas gold, a hue which closely resembles old gold.

The significance of ORU's colors: blue represents God's enveloping presence over all things; gold represents the royalty of God; and white represents God's purity and the purity of spirit in every person.

## New ORU Fight Song

*Golden Eagles, ORU!  
None defeats the GOLD and BLUE!*

*Victory is just in sight,  
so come on Eagles  
FIGHT, FIGHT, FIGHT!*

*Golden Eagles, ORU!  
None defeats the GOLD and BLUE!*

*Shout it louder,  
Scream it prouder*

*O - R - U!*

*ORU CHANT*

*Go*

*ORU*

*Golden Eagles*

*O - R - U!*

## ORU Mascots

ORU's athletic teams are known as the Golden Eagles, a change which became effective on April 30, 1993.

Originally, ORU's nicknames were the Titans for men and the Lady Titans for women. These monikers were adopted in 1965 by a vote of the student body, many of whom were from the East Coast or were either casual or serious New York Titan (now known as Jets) football fans.

The nicknames endured until 1993, when a search for a new nickname was concluded with the selection of the Golden Eagles. ORU's new mascot hatched out of its papier-mache egg on Nov. 17, 1993, before the start of an exhibition basketball game. With this unveiling, the Golden Eagle nickname became the official symbol of a new era in ORU athletics.

In 1995, ORU's mascot underwent even more changes. The generic golden eagle evolved into the animated Eli, a golden eagle with characteristics all his own. Oral Roberts University's golden eagle is now not only more attractive, but it can also be distinguished from the golden eagle mascots at other universities.

**Oral Roberts' game-day traditions create an energetic, family-oriented atmosphere.**



## 2004-05 Quick Facts

Use the media guide as a foundation for both a short- and long-term marketing campaign by providing consistent messaging about women's basketball.

Head Coach:

Alma Mater:

MS-University of St. Thomas, St. Paul, MN (1998)

Record at School: 95-21 (5th)

Career Collegiate Record: 95-21 (5th as head coach)

Assistant Coach: Peg Moline

Student Assistant Coach: Becca Spaeth

Office Number: 715-836-3489

## Team Information

2003-04 Team Record:

Conference Record (Finis

Letterwinners Return

Letterwinners

**Publishing information on the athletic accolades earned by student-athletes calls attention to the athletic ability, and sound fundamental skills displayed by the players.**

## 2003-04 Awards, Honors

Team MVP: Becca Spaeth

Defensive Player of the Year: Brooke Wozniak-Schmidt

Blugold Award: Laura Tamm

Most Improved Award: Toya Banks, Liz VanDrasek

Rookie of the Year: Liz Krieg

Captain's Award: Becca Spaeth, Laura Tamm, Katie Murphy

Eau Claire Thanksgiving Showcase:

All-Tournament: Joanna Leafblad, Becca Spaeth

California Lutheran Posada Royale Classic

All-Tournament: Becca Spaeth

Tournament MVP: Brooke Wozniak-Schmidt

All-WIAC: Becca Spaeth, Brooke Wozniak-Schmidt

All-WIAC Honorable Mention: Katie Murphy

All-WIAC Defensive Team: Brooke Wozniak-Schmidt

WIAC Tri-Scholar-Athlete: Becca Spaeth

D3hoops.com All-Central Region: Becca Spaeth (2nd), Brooke Wozniak-Schmidt (2nd)

Jostens Trophy Division III

Player of the Year Finalist: Becca Spaeth

Verizon Academic All-District V

College Division First Team: Becca Spaeth

Verizon Academic All-American Third Team: Becca Spaeth



Use student-athletes as key figures to promote women's college basketball as a valuable commodity with the athletics department, the media, and the community.

## PHOENIX IN THE COMMUNITY

2001 WBCA ACADEMIC NATIONAL CHAMPIONS NCAA TOURNAMENT 1994, 1998, 1999, 2000, 2002, 2003, 2004 ASSOCIATED PRESS & USA TODAY TOP 25 - 2003



The Phoenix women's basketball program understands the value of the connection to Northeast Wisconsin. The team spends time in many settings in the Green Bay area making an impact.

Interaction between the student-athletes and the community in the past has included an adopt-a-school program where players spend time every week working with area youth in various capacities.

From post-game autograph sessions for young and old fans alike to working with the Northeast Wisconsin Special Olympics, the opportunity to work with the Green Bay area has allowed the team members to grow not only as individuals, but as contributing members of the community.

Northeast Wisconsin has reciprocated in support of the women's basketball squad. Just this past season, the Phoenix averaged over 1,400 fans a game, including six games with capacity crowds.

The Phoenix will participate in many projects this season, including the following:

(formerly Big Event for Little Kids  
Phenoms Girls Basketball Clinics  
S Club Clinics  
Olympics

- Guest speaking for local youth groups and schools
- Green Bay Chamber of Commerce After Hours Event
- Book reading at local grade schools
- Christmas caroling for area shut-ins
- Prevea Kids Basketball Clinic



This team's involvement with youth organizations and visibility within the community facilitates awareness about the sport, and provides instant credibility to the positive image of women's basketball.

