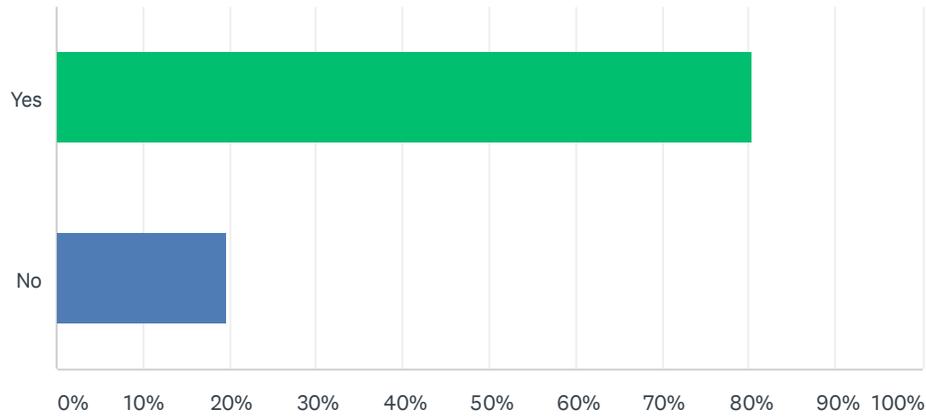


Q1 Are you an alumna/alumnus of EWU?

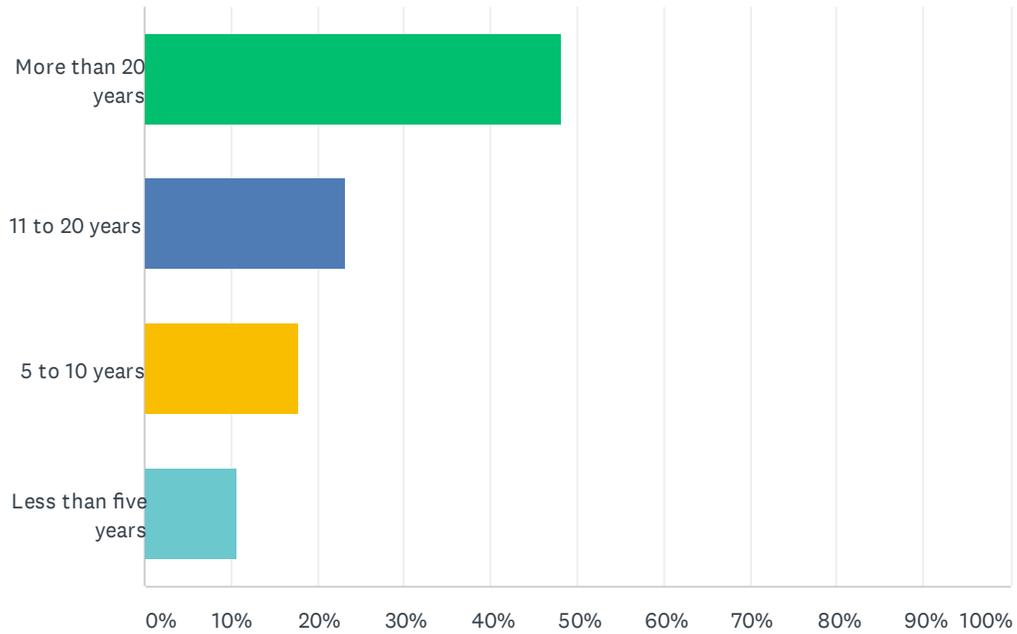
Answered: 56 Skipped: 1



ANSWER CHOICES	RESPONSES
Yes	80% 45
No	20% 11
TOTAL	56

Q2 How long have you been a donor to the EWU Athletics Program?

Answered: 56 Skipped: 1



ANSWER CHOICES	RESPONSES	
More than 20 years	48%	27
11 to 20 years	23%	13
5 to 10 years	18%	10
Less than five years	11%	6
TOTAL		56

Q3 What are the strengths of the EWU Athletics Program? List one to three.

Answered: 56 Skipped: 1

Eastern Washington University Athletics Department Donor Questionnaire

#	RESPONSES	DATE
1	1 Scholarships for high school athletes who otherwise might not get an opportunity or even afford to attend college and play sports. 2 We have a broad base of financial support from numerous small donars to million dollar donars with the strong potential of other big donars looming. In between we have a number of 25 to 100 thousand dollar donors which i will personally become. 3 As a graduate (66) and former athlete i have watched and been a part of the advancement into the Big Sky and seen it grow successfully in attending the 2010 national championship game. That should be recognized as the beginning of the next higher level of football as a potential FCS powerhouse, along with mens and womens basketball and volleyball. The new red turf will help once again be our signature but the level of excellence of our athletes both on the field and in the classroom as well as our quality coaching staff, our community and reigonal support, both physical and financial will put us at or near the top for years to come. Go Eags	10/23/2020 10:14 PM
2	1) Athletic Director, Lynn Hickey and the dedicated coaches and staff. It's true when people say EWU can do more with less resources than any other school in Big Sky. 2) Support of the University Presidents and members of the EWU Board of Trustees	10/23/2020 3:56 PM
3	Great coaches/leaders. Good recruiting. Ability to succeed despite having less funding than peers.	10/23/2020 2:17 PM
4	Relationships! Run programs the right way. Great representation of EWU in both academics and athletics.	10/22/2020 5:51 PM
5	Quality of programs - from the AD to the student athlete. Emphasis on excellence - in the classroom and the field of play.	10/20/2020 9:33 PM
6	Camaraderie and well organized	10/20/2020 4:02 PM
7	1. Basketball 2.football 3. Womens basketball	10/20/2020 2:39 PM
8	Football	10/20/2020 12:16 PM
9	1) Always compete at a High Level with the least amount of resources. 2) Quality Coaches 3) Connectivity with Fan Base/tradition	10/20/2020 11:19 AM
10	Ethnic cultural diversity for the university. Regional/national exposure for the university. With limited budget, puts an absolutely fantastic product on the field and in the classroom.	10/20/2020 10:32 AM
11	1. Community Engagement 2. Student-first focus 3. Marketing Outreach - Regional and National	10/20/2020 9:48 AM
12	Football Talent/Recruiting GPA/Quality Students	10/20/2020 9:39 AM
13	Small, regional school with ability to provide more personal experience. Great competition which draws a high caliber level of players and coaches alike. Instills pride to see success at the "next level" when some play professionally.	10/20/2020 6:05 AM
14	Produces true "student-athletes," consistently competitive, and quality coaches and support staffs	10/16/2020 11:26 AM
15	We are one of the best Football programs not only in the Big Sky but nationwide.	10/15/2020 4:00 PM
16	Striving for excellence. Team work and integrity combined to make successful adults.	10/15/2020 11:55 AM
17	Competitive, opportunities for athletes, school pride	10/15/2020 4:01 AM
18	1. Unique 2. Only FCS program in WA 3. Does a lot with little	10/14/2020 7:02 PM
19	National Brand (red turf), winning tradition, die hard fanbase.	10/14/2020 5:56 PM
20	1. Outstanding athletes that advance further into professional careers 2. Great coaches 3. Community involvement	10/14/2020 5:19 PM
21	Brings recognition and diversity to EWU; competitive football and basketball programs	10/14/2020 4:31 PM
22	Community and championship caliber Division 1 teams	10/14/2020 4:30 PM
23	Community, pride, tradition	10/14/2020 4:11 PM
24	Good facilities, and good fans.	10/14/2020 3:54 PM

Eastern Washington University Athletics Department Donor Questionnaire

25	1. Quality Athletes with quality grades 2. Brings National attention to the campus which brings in more non-athlete students plus funding. 3. Encourages Alumni to support the student athletes and improve the facilities at Eastern. Go Eags!!!!	10/14/2020 3:42 PM
26	Well, I will first start with the two given strengths of our Athletics program--The amazing athletes that EWU recruits AND the successful teams EWU puts on the court/fields. Not a lot of programs in the country can say that they've been as successful as we have, especially with as little (financially) as they do it with. EWU Athletics gives my family and myself a sense of community and family. Being a part of Eagle Nation is electrifying. I get to know a lot of the head coaches, coaching staff and players on personal levels. And even get lucky enough to have many of them interact with me, virtually and in person. I know that is not a common thing to experience, but I get to here in Cheney. Our head football coach, personally takes the time to say hi to my 6 year old son, gives him a hug and always makes him feel so important. THAT IS NOT A NORMAL THING.... and Coach Best does that. I can say that for many of the other coaches, too. I feel this sense of family with them, and I am just a fan. I see the same thing with their players, too. It is a very special place to be a part of. I think the Athletics also does a good job connecting fans across the country with their brand awareness, marketing efforts; specifically with social media. They do a great job putting exciting content out there, showcasing former athletes (professionally) and keeping us engaged during a time when there isn't a lot to be engaged with.	10/14/2020 3:23 PM
27	Outstanding Director, Athletes, and Coaches.	10/14/2020 3:01 PM
28	Division 1 caliber of athletes/play Washington focused recruiting Reputation spearheaded by mens basketball/football success	10/14/2020 1:22 PM
29	Usually a very good football team Basketball teams usually pretty good Strong recruiting with lots of PNW student-athletes	10/14/2020 1:19 PM
30	They win a lot, with no athletic budget compared to the other teams in the conference. Good AD and Coaches	10/14/2020 8:26 AM
31	Recruiting athletes from the state of Washington Graduating athletes Consistency in athletic teams performances, on and off the field	10/14/2020 7:34 AM
32	Provides visibility to the community and surrounding area. Provides education and opportunities for students to reach their potential that may not have received at other universities.	10/14/2020 7:31 AM
33	Champions, Diverse, Transformation of Students to Leaders in Business, Family	10/14/2020 7:22 AM
34	wide diversity of it's programs and strong local support	10/14/2020 3:55 AM
35	Great Football Coaching and Recruiting. Winning tradition. Player Development	10/13/2020 7:28 PM
36	The great athletes they produce become community leaders. The coaches are real people and care and are approachable.	10/13/2020 6:33 PM
37	Top Nationally Ranked annually High academic standards and a high graduation rate	10/13/2020 6:00 PM
38	Good quality student/athletes. Great football history in the past 20 years. Good quality of coaching in most of the programs.	10/13/2020 5:26 PM
39	1. Dominant FCS football team 2. Very fun game day FB experience 3. Very competitive men's basketball program	10/13/2020 5:25 PM
40	The football program is consistently at or near the top of the FCS. The men's basketball program is very competitive in the Big Sky Conference.	10/13/2020 5:00 PM
41	Football, basketball and academic excellence	10/13/2020 4:47 PM
42	1. Being in NCAA Division one Athletics 2. Hiring dedicated coaches and administrators 3. Giving scholarships to instate athletes, but out of state when necessary to be competitive.	10/13/2020 3:43 PM
43	national recognition, diversity opportunities, accomplished academics	10/13/2020 3:43 PM
44	Coaches Athletes Staff	10/13/2020 3:34 PM
45	Winning programs, dedicated and fun atmosphere	10/13/2020 3:33 PM

Eastern Washington University Athletics Department Donor Questionnaire

46	1. Quality coaches 2. Quality student-athletes 3. Competitive teams in spite of limited funding	10/13/2020 3:28 PM
47	1. Local, state, and national recognition for the University. 2. The athletic program is an important recruiting tool for students, not only for the athletes, but for students in general. 3. The athletics program helps keep alumni involved with the university.	10/13/2020 3:27 PM
48	True student athletes. Do a lot with limited resources Good regional rivalries with peer institutions	10/13/2020 3:23 PM
49	Football Team School pride	10/13/2020 3:11 PM
50	Coaching Administration Facilities	10/13/2020 2:57 PM
51	1. Brings the Spokane Valley together 2. Excellent academic performance 3. Proven winning program which helps bring quality students to campus	10/13/2020 2:54 PM
52	Integrity. Competitiveness. Ability to get things done on a shoestring budget.	10/13/2020 2:48 PM
53	1. Outstanding football program and 2. good nucleus of football supporters. 2. Developing an outstanding basketball (both men's and women's) program.	10/13/2020 2:34 PM
54	Quality programs	10/13/2020 2:33 PM
55	Competitiveness, Honorable, Asset to University and community	10/13/2020 2:31 PM
56	I only support the basketball program. 1) the quality and emphasis put on education. 2) the quality of the program 3) winning record	10/13/2020 2:27 PM

Q4 What are the weaknesses of the EWU Athletics Program? List one to three.

Answered: 55 Skipped: 2

Eastern Washington University Athletics Department Donor Questionnaire

#	RESPONSES	DATE
1	1 Financial shortfalls has become the major dilemma for all college athletic programs but EWU was already facing that and making preparations to deal with it successfully. 2 There has been a long standing inability or lack of willingness of academics and athletics to work together for a common goal for the benefit of everyone associated with the college, most importantly the students. I believe we have a new president that has dedicated one, if not his main goal to do just that, bring it all together to create a friendly college atmosphere that will boost enrollment and help the college financially. 3 What used to be a major problem but not so much today is the commuter college stigma. Today we are selling out most home games and tailgating is huge. we just need to continue to sell EWU, not only as a campus in Cheney but as the college of the Spokane/Cheney and local area .	10/23/2020 10:14 PM
2	1) Communication 2) Being located near Gonzaga basketball and WSU football does take away from fan base at times.	10/23/2020 3:56 PM
3	Fundraising. Consistent relationship building with existing donors.	10/23/2020 2:17 PM
4	Mixed messages from school leadership. Perceived competition for fundraising within University. Funding.	10/22/2020 5:51 PM
5	empathy from fan base and alumni to financially support	10/20/2020 9:33 PM
6	None	10/20/2020 4:02 PM
7	To cold for football in that stadium Not enough quality seating and warmer conditions for football donors	10/20/2020 2:39 PM
8	Keeping their word/ agreement/ hank shake	10/20/2020 12:16 PM
9	1) Need \$ to sustain... Coaches/Facilities/Recruiting 2) In previous Years Growth Plan poorly executed. 2) Disappointing Alumni Support...Needs to be Broader & Consistent	10/20/2020 11:19 AM
10	Historic, and I mean from inception of move to Div 1AA, a divide between some faculty/administration/athletics. Lack of Leadership from various Presidents over time. I dont view Athletics as the problem...	10/20/2020 10:32 AM
11	1. Donor base - Prior 3 years made great progress until COVID 2. Lack of institutional support 3. High coaching turnover	10/20/2020 9:48 AM
12	Consistent Large Donations/Major Gifts	10/20/2020 9:39 AM
13	Small, regional school easily taken for granted by the community with not enough donors to support the financial needs of competing at high level. Hard to compete with WSU and GU for donor dollars. Laws created because of excessive spending by "big" schools which limits state monies that can be spent on collegiate athletics. However, those larger schools have better capacity to fund raise with their donor base, plus tv deals. The state needs to reconsider, this is not apples and apples. EWU, Community Colleges and other small state schools, should not be penalized for the overspending at our state land grant schools.	10/20/2020 6:05 AM
14	Lack of financial resources, non-competitive facilities, and inconsistent internal support from the university leadership	10/16/2020 11:26 AM
15	We have done very poorly in raising money for Athletics. Football plays 1 or 2 Money games early in the season that covers the program for the year. Our Athletic Directors are NOT Fund Raisers.	10/15/2020 4:00 PM
16	No Money and not enough of a donor base committed. Not sure about effective use of staff time, costs and results. seems loaded with minimum results.	10/15/2020 11:55 AM
17	Lack of funding	10/15/2020 4:01 AM
18	1. Overshadowed 2. Lack of donors 3. Hesitancy to go big	10/14/2020 7:02 PM
19	Donor retention, donor outreach, institutional support.	10/14/2020 5:56 PM
20	1. Facilities need updating 2. Increase branding to be more available at retail locations 3. More advertising to promote Eastern athletics	10/14/2020 5:19 PM
21	Marketing to students and community	10/14/2020 4:31 PM

Eastern Washington University Athletics Department Donor Questionnaire

22	Lack of support, HS feel with the facilities.	10/14/2020 4:30 PM
23	Lack of money, stuck in old ways of thinking, failure to aim high.	10/14/2020 4:11 PM
24	1. Applies to No. 3 Above - Need to do more to get the alumni to fund the eastern programs. None of us would be where we are today without eastern. 2. Need to reach out more to the alumni to get them more involved in supporting the school, which could be accomplished through more community events or one on one discussion. 3. More outreach programs to other communities where eastern alumni are located and to reach out to local schools to make eastern more known to high school students. Seem to be lacking here.	10/14/2020 3:42 PM
25	1. Campus support, specifically with faculty. Not sure this is Athletics' fault, but goodness it's a major problem. 2. Difficulties in fundraising. There seems to be a real disconnect with our alumni and giving back to the university. 3. Assessing some of their programs and evaluating them, like the annual Killin event. How they can improve or make it better.	10/14/2020 3:23 PM
26	Not enough Attendance, some coaches doesn,t seem to care.	10/14/2020 3:01 PM
27	Fundraising Football stadium Support of faculty and administration	10/14/2020 1:22 PM
28	Costs a TON to compete at a national level Coaches move on after having success Regular/large donations are tough to obtain	10/14/2020 1:19 PM
29	They don't market the program to the right people. It to Cheney base. They don't communicate consistently with donors. They are looking for the big hit donor, EWU is a \$1000.00 are year donor school. They need to market to those donors and they have a lot of EWU alumni in Washington that they need to recruit.	10/14/2020 8:26 AM
30	Lack of funding	10/14/2020 7:34 AM
31	Small base of alumni support. Need larger group of alumni support. Location of week night basketball games in Cheney is difficult to attend. Conflict between the academic departments and athletics doesn't provide a good image to the community.	10/14/2020 7:31 AM
32	Funding, Support from institutional folks who are given tenor and don't understand what the athletes and programs bring to the university. Without them you will not have the diversity and growth sustained over the past 15 years.	10/14/2020 7:22 AM
33	sorry...don't know any	10/14/2020 3:55 AM
34	Stadium needs upgraded. Need more money from businesses like Amazon.	10/13/2020 7:28 PM
35	More statewide events needed.	10/13/2020 6:33 PM
36	Funding Facilities	10/13/2020 6:00 PM
37	outreach to former student/athletes and Alumni is minimal and poor at times. Not enough point to point energy put into fundraising. No boosters club.	10/13/2020 5:26 PM
38	Lack of donors (I know hundreds or alumni that have never been asked to donate) limited corporate sponsorship	10/13/2020 5:25 PM
39	The seating on the east side of Roos field could use some improvement. The sound system at Roos filed is far too loud, and it is used far too much. When I leave the games my ears are ringing. When music is played right up to the snap it is very distracting and takes away from the game day experience. Unfortunately EWU has to compete with WSU football and GU men's basketball for fans.	10/13/2020 5:00 PM
40	Facilities, lack of support from small minded faculty	10/13/2020 4:47 PM
41	1. Need upgrade in football stadium. 2.	10/13/2020 3:43 PM
42	1.A.D. is the wrong person-skill set for our needs (was the right hire at the time and I was on the hiring committee), 2.no/poor oversight of staff work quality and accountability 3.consistently undersells the value of programs and fund raising events	10/13/2020 3:43 PM
43	lack of institutional support	10/13/2020 3:34 PM
44	Asking former scholarship athletes for support, being more intentional asking other individuals for support and being politely persistent in relationships and fund raising.	10/13/2020 3:33 PM
45	1. Inadequate funding 2. low student support 3. Low fan base and community (Spokane)	10/13/2020 3:28 PM

Eastern Washington University Athletics Department Donor Questionnaire

	interest	
46	1. Program funding and costs. 2. Lack of support from the some university constituents. 3. Continually having to prove themselves when they are doing such a great job with the minimal support.	10/13/2020 3:27 PM
47	Lack of resources Not enough support from greater Spokane community	10/13/2020 3:23 PM
48	Football Stadium Promotions to get people in the seats	10/13/2020 3:11 PM
49	Money	10/13/2020 2:57 PM
50	1. Lacks proper support from administrative leadership 2. needs to build out stadium to seat more fans	10/13/2020 2:54 PM
51	1. Poor financial support. 2. Lack of internal support (personnel) and communication due to poor financial support. 3. Poor financial support.	10/13/2020 2:48 PM
52	1. Facilities are not keeping pace with the competition. 2. Lack of big money supporters. 3. Lack of student support because of high volume of commuter students.	10/13/2020 2:34 PM
53	Communication to season-ticket holder Is not great	10/13/2020 2:33 PM
54	Under financed,	10/13/2020 2:31 PM
55	1) lack of sufficient monetary support 2) programs that don't pay for themselves results in support spread too thin. 3) lack of marketing in the grater Spokane are	10/13/2020 2:27 PM

Q5 What do you think are the opportunities for the EWU Athletics Program? List one to three.

Answered: 54 Skipped: 3

Eastern Washington University Athletics Department Donor Questionnaire

#	RESPONSES	DATE
1	1 Attracting higher skilled athletes. 2 Attracting overlooked athletes like Cooper Kupp and attracting potentially good athletes that don't have the resources to attend many other colleges. 3 Receiving national attention at the FCS level to help achieve the goals listed above.	10/23/2020 10:14 PM
2	Aggressive and consistent fundraising.	10/23/2020 2:17 PM
3	Build upon successes. Unity with athletics and University Leadership.	10/22/2020 5:51 PM
4	renovation of Roos Field Continue to excel in the Big Sky Conference	10/20/2020 9:33 PM
5	Growth, community, revenue, university branding, untapped market	10/20/2020 4:02 PM
6	Quality education	10/20/2020 2:39 PM
7	Keeping a strong Big Sky Conference	10/20/2020 12:16 PM
8	1)Develop First Class Facilities coupled with Athletic Success... will take EWU to another level 2) Opportunities(#1) with the addition of Key Corporate Support will provide consistent added Revenue(Sponsorships/Suites/ Game Experiences/Atmosphere... They are Begging for it right now! 3) Spokane is "THERE" for the Taking (Huge Alumni Base)...BUILD the BRAND!	10/20/2020 11:19 AM
9	Geographic. Located to one of the larger population markets in the Big Sky. The ability to recruit diverse student athletes In-State. Consistant leadership can continue to solidify corporate/university relations through athletic success. Its the front porch of the University. Nothing else brings the number of folks to campus to cheer on our teams/university.	10/20/2020 10:32 AM
10	1. Fundraising was seeing large increases and had a very promising capital campaign just kicking off when COVID derailed everything. 2. Men's and Women's Basketball, Football, Volleyball, and Soccer have all had deep post-season runs in recent history, and there's no reason why this trend will not continue. 3. Facilities overhaul: The aforementioned capital campaign was off to a great start pre-COVID, and should continue that way going forward.	10/20/2020 9:48 AM
11	Larger outreach/connectivity to it's alumni	10/20/2020 9:39 AM
12	Provide the best experience possible and make personal connections with current student athletes. Maintain those connections and strongly advocate for their continued involvement, especially financial. Every little bit helps.	10/20/2020 6:05 AM
13	Become Spokane's "home football team," and consistently compete for league championships in both male and female sport	10/16/2020 11:26 AM
14	We have the best football program in Eastern, WA by championships in conference and at the National level. We need to have a Stadium that Reflects this and will raise the funds to support such an incredible program.	10/15/2020 4:00 PM
15	Best directional university in the region with Division 1 sports programs. 2. build on past success. 3. Invest appropriately and end the battles with Academic side.	10/15/2020 11:55 AM
16	Compete at high level, gain an education	10/15/2020 4:01 AM
17	1. Growth 2. Community Involvement 3. Potential for more alumni involvement	10/14/2020 7:02 PM
18	Increased engagement with potential donors, continued exposure for the university through athletic competition, greater opportunity for a wide range of student athletes	10/14/2020 5:56 PM
19	1. Support from fans and Alumni financially and in stands to better the opportunities for the great athletes to keep enrolling at EWU	10/14/2020 5:19 PM
20	Establish better relationship with city of Cheney; make it a true college town. Bring in new businesses growing in the West Plains.	10/14/2020 4:31 PM
21	We need a stadium and arena that looks and feels like a D1 program. That will gain support	10/14/2020 4:30 PM
22	To own the conference, to dominate regional recruiting, capitalize on its unique brand	10/14/2020 4:11 PM
23	Stay in the race for Big Sky titles every year.	10/14/2020 3:54 PM
24	The opportunities are limitless with all of the alumni in the USA and around the world. Need to find a way to tap this resource to help fund the college or be more organized in finding a way to	10/14/2020 3:42 PM

Eastern Washington University Athletics Department Donor Questionnaire

tap this resource. The athletics program has made this college a national power house so hate to see it go away.

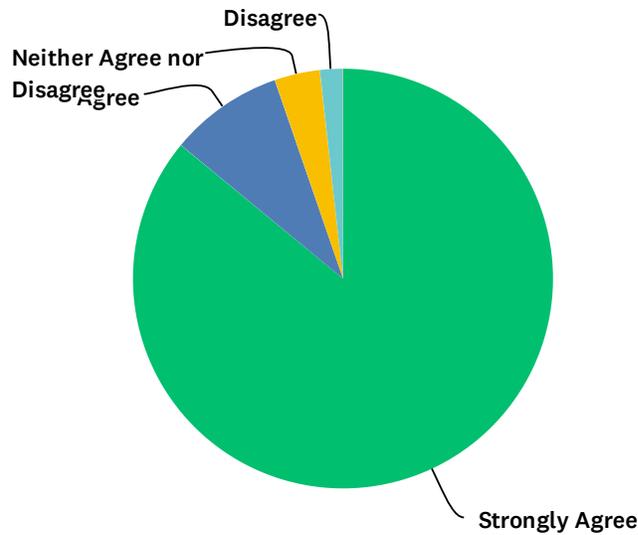
25	Fundraising and cultivating donors.	10/14/2020 3:23 PM
26	Outstanding Football, Basketball, and track.	10/14/2020 3:01 PM
27	continue to build on reputation with strong programs invest in facilities -necessary to stay on par with other Big Sky programs Build network of donors who contribute to success	10/14/2020 1:22 PM
28	Can regularly compete at the top level of the Big Sky More growth and support from ALL of eastern Washington... Wenatchee, Yakima, Tri Cities	10/14/2020 1:19 PM
29	To grow their donor base. They need to budget the personnel to make that happen. They can't get it done with just a couple of people.	10/14/2020 8:26 AM
30	Allow for minority student athletics to obtain an education Ability to showcase what EWU can do for all future students Future employment opportunities for graduating student athletics	10/14/2020 7:34 AM
31	Quality programs with great coaches and overall athletic program leadership. Recruiting good students that work hard and represent the university well in their sport and also in the classroom.	10/14/2020 7:31 AM
32	Leaders, Champions, Transformation of student athletes to community representatives that drive success!	10/14/2020 7:22 AM
33	continued growth in Pacific NW exposure,	10/14/2020 3:55 AM
34	Winning Big Sky football titles, Playoff caliber team every year, and National title aspirations most all years.	10/13/2020 7:28 PM
35	Continue to grow the alumni base in the state of Washington. Grow the EAF	10/13/2020 6:33 PM
36	Capital campaign fundraising Increasing awareness of our needs among alumni Utilizing our precious assets (professional athletes)	10/13/2020 6:00 PM
37	Get the fan base to fill Roos Field. Get the fan base to fill Reese Court. Step up fundraising efforts.	10/13/2020 5:26 PM
38	1. Invest in top notch fund raising team. In the 35 years we have lived in Cheney, I believe we haven't tapped more than 5% of the potential	10/13/2020 5:25 PM
39	An improved fan experience at Roos field may help increase attendance.	10/13/2020 5:00 PM
40	Continue to do best with minimal funding and idiot faculty. Remain the branding leader because the faculty can't separate itself from any other school.	10/13/2020 4:47 PM
41	1. significantly increased fund raising. 2. increased national/regional presence leading to greater recruitment and student growth 3. recruiting and hiring of qualified and exceptional staff	10/13/2020 3:43 PM
42	continued growth getting better in every way if the University support is there	10/13/2020 3:34 PM
43	The sky is the limit!	10/13/2020 3:33 PM
44	Given current funding I don't see opportunities for the athletics program.	10/13/2020 3:28 PM
45	1. Provide enhanced recognition of the University for the greater Spokane area, Washington State and the United States. 2. Provide an avenue for students to obtain a college education who otherwise might be unable to attend an institution of higher education. 3. Provides employment opportunity for a number of head coaches, assistant coaches, trainers, and support staff to succeed in their operational field.	10/13/2020 3:27 PM
46	Selling of EWU as a more economical alternative to WSU football or Gonzaga basketball for fans to follow.	10/13/2020 3:23 PM
47	Bringing other sports besides football to the highest level	10/13/2020 3:11 PM
48	If financial support improved facilities	10/13/2020 2:57 PM
49	1. could be a perennial winner at the national level 2. Could be a better enabler for attracting incoming students	10/13/2020 2:54 PM

Eastern Washington University Athletics Department Donor Questionnaire

50	1. Bring regional and national awareness to EWU through athletic competition. Both for athletics and academics. 2. Athletics is the front porch to an institution. It's face from the street. Something academics alone cannot do for a school of it's size.	10/13/2020 2:48 PM
51	Development of giving program using ex EWU Professional athletes.	10/13/2020 2:34 PM
52	?	10/13/2020 2:33 PM
53	Chance to compete at a high level,	10/13/2020 2:31 PM
54	1) let us focus on the sports that are at least self sustaining 2) EWU LEADERSHIP needs to recognize the contribution sport makes to the university and it image. 3) narrow the athletic focus.	10/13/2020 2:27 PM

Q6 Do you believe that NCAA Division I is the appropriate competitive level for EWU athletics?

Answered: 57 Skipped: 0



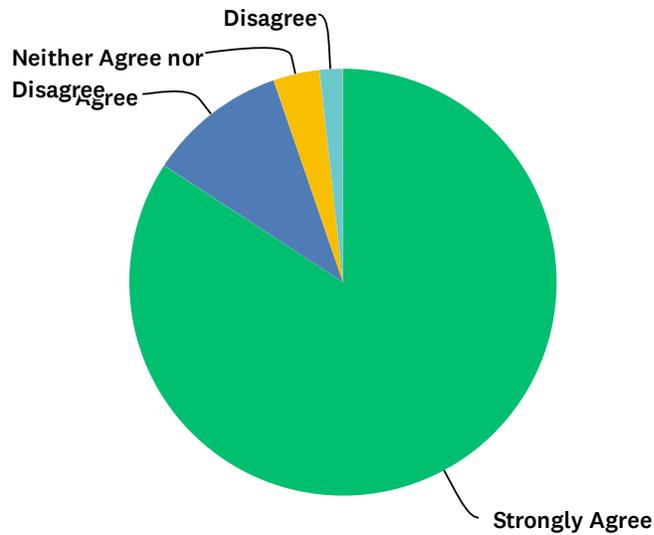
ANSWER CHOICES	RESPONSES	
Strongly Agree	86%	49
Agree	9%	5
Neither Agree nor Disagree	4%	2
Disagree	2%	1
Strongly Disagree	0%	0
TOTAL		57

Eastern Washington University Athletics Department Donor Questionnaire

#	COMMENT	DATE
1	We attract the student-athletes that are definately NCAA DI caliber athletes.	10/23/2020 3:56 PM
2	Absolutely!	10/20/2020 11:19 AM
3	The recent success of the various programs is proof that we are playing where we belong.	10/20/2020 9:48 AM
4	We have proven we can compete and this level.	10/15/2020 4:00 PM
5	This has been beneficial to the school to participate at this level.	10/15/2020 11:55 AM
6	EWUs tradition of success at this level is proof positive that we are amongst our rightful peers within Division1	10/14/2020 5:56 PM
7	We prove day in and day out we are fielding competitive and championship level teams.	10/14/2020 3:23 PM
8	Considering the investment over decades it would be a reckless to take steps backwards.	10/14/2020 1:22 PM
9	As long as it works for the rest of the Big Sky, then stick with it... If dropping to D-II for football could be paired with other sports still D-1 that might work... but I don't think it is allowed.	10/14/2020 1:19 PM
10	Change down or remove, you will make a mistake that will cost you everything you have built over the past years. Don't make a mistake you can't undo. Idaho made one and they have not recovered. Going Up or down, the problems don't go away. What you get for playing in the Sky is very valuable. I leverage that fact in many growth opportunities as a Director at Salesforce and previously at Microsoft. It matters. Nobody knows what schools Central plays. Everyone knows Montana, Idaho etc.. it matters.	10/14/2020 7:22 AM
11	Do not drop down to D-2, it will kill the program.	10/13/2020 7:28 PM
12	We compete here and it grows our diversity	10/13/2020 6:33 PM
13	More post season wins in football other than North Dakota State.	10/13/2020 6:00 PM
14	Look at our results(FB, MBB, soccer,... etc). Please see previous comments on weak fundraising efforts!	10/13/2020 5:25 PM
15	dropping to Division 2 doesn't make sense because there aren't enough D2 teams in the region.	10/13/2020 3:43 PM
16	dropping down will decimate recruiting and raising \$\$\$	10/13/2020 3:43 PM
17	the donor support will evaporate if a move is made to a lower division	10/13/2020 3:34 PM
18	The University, students and fans can't fund Division I	10/13/2020 3:28 PM
19	Provides strong name recognition for the University.	10/13/2020 3:27 PM
20	Would not attend a lower level	10/13/2020 3:11 PM
21	EWU has proven across all sports that it can be competitive and be successful winning several Big Sky Championships and a National Championship in Football.	10/13/2020 2:48 PM
22	EWU has shown that it can more than compete at this level.	10/13/2020 2:34 PM

Q7 Do you believe that the Big Sky Conference is the appropriate league for EWU?

Answered: 57 Skipped: 0



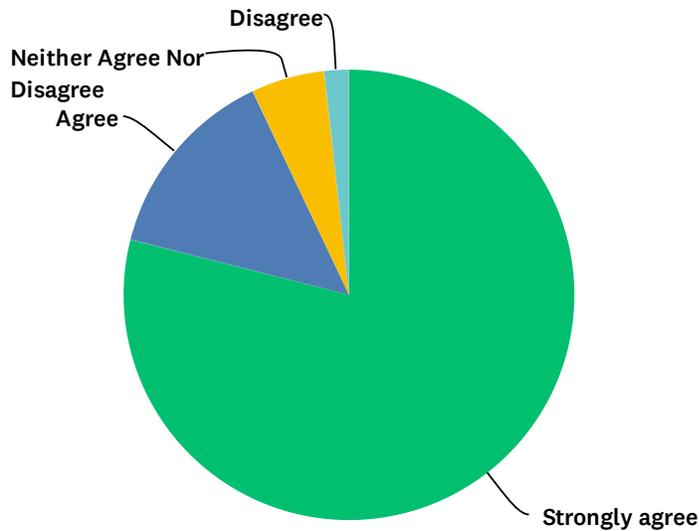
ANSWER CHOICES	RESPONSES	
Strongly Agree	84%	48
Agree	11%	6
Neither Agree nor Disagree	4%	2
Disagree	2%	1
Strongly Disagree	0%	0
TOTAL		57

Eastern Washington University Athletics Department Donor Questionnaire

#	COMMENT	DATE
1	Big Sky is a very strong conference that challenges each other to make us all better to be competitive on the national level. The conference is made up of western states schools where travel for the teams and fans can travel.	10/23/2020 3:56 PM
2	Absolutely! Strong Traditional Rivalries!	10/20/2020 11:19 AM
3	Strong regional rivalries and good competition.	10/20/2020 9:48 AM
4	Our championships and ranking in the conference shows that we are competitive in the conference.	10/15/2020 4:00 PM
5	Regional Institution - geographically appropriate	10/14/2020 1:22 PM
6	See previous comments. Big Sky is invaluable to Eastern Washington and the state that supports it. It demands and commands the commitment to excellence. Changing to save money is short sighted. Track Western Washington, it has lost value as a University. When bringing in perspective employees, I look for athletes who have proven records of success. Level at which they do it matters!	10/14/2020 7:22 AM
7	Perfect conference for EWU	10/13/2020 7:28 PM
8	The locations of the members is the best fit.	10/13/2020 6:33 PM
9	We've won the Big Sky Championship 6 times in the past 10 years and won the Big Sky Championship in Basketball and Soccer.	10/13/2020 6:00 PM
10	In my opinion the best Conference top to bottom in the country.	10/13/2020 5:26 PM
11	Not any other FCS options on the west coast	10/13/2020 5:25 PM
12	Eastern can stay competitive at that level, attendance would drop way off if we dropped out of the Big Sky.	10/13/2020 3:43 PM
13	peer institutions	10/13/2020 3:43 PM
14	Must drop down	10/13/2020 3:28 PM
15	Competitive league and EWU is always a top contender	10/13/2020 3:11 PM
16	As above.....	10/13/2020 2:48 PM
17	Proven success.	10/13/2020 2:34 PM

Q8 Do you believe EWU should continue to support a NCAA Division I football program?

Answered: 57 Skipped: 0



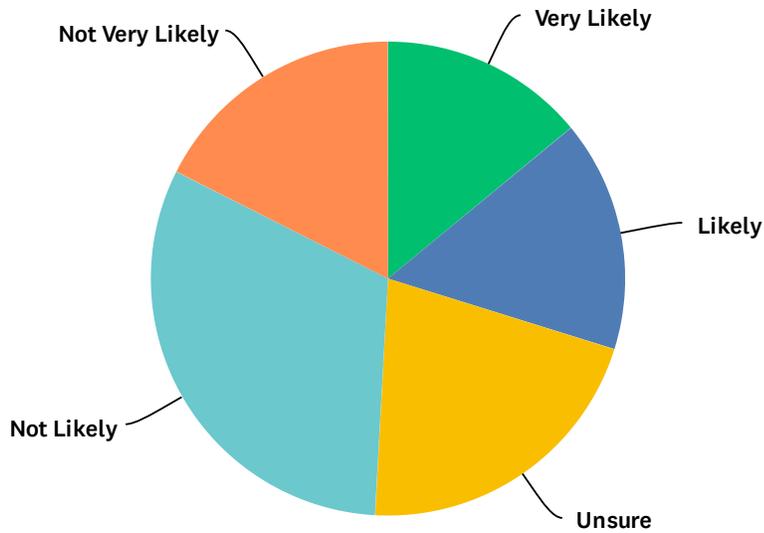
ANSWER CHOICES	RESPONSES	
Strongly agree	79%	45
Agree	14%	8
Neither Agree Nor Disagree	5%	3
Disagree	2%	1
Strongly disagree	0%	0
TOTAL		57

Eastern Washington University Athletics Department Donor Questionnaire

#	COMMENT	DATE
1	Being in Division I football has brought and will continue to bring us national notoriety. I've talked to many students and parents that have said they had never heard of EWU until they saw EWU football play on TV especially on the red turf. Many wanted to come to a school that had a successful football team. When they researched EWU they found out that EWU had a great reputation for the majors they were looking. They would never have found EWU without the football team on television.	10/23/2020 3:56 PM
2	Absolutely! Tradition of Excellence	10/20/2020 11:19 AM
3	Sports is the frontporch of the university and football is the most prominent	10/16/2020 11:26 AM
4	Of course, you would be CRAZY to say no. Look Gonzaga is a great basketball team but they have NEVER won a National Championship. I and all my friends think you are CRAZY for asking this question.	10/15/2020 4:00 PM
5	Football is the biggest spotlight on the university. The successes of the program have brought more attention to the university than any other endeavor in the last decade +.	10/14/2020 5:56 PM
6	I can't even imagine EWU, let alone the city of Cheney (in which I live in) to NOT have football.	10/14/2020 3:23 PM
7	Biased as a former football athlete who is now a donor. Reliving the nightmares of the 80's 90's with continued skepticism om despite all that FB success has brought to the University	10/14/2020 1:22 PM
8	See above	10/14/2020 1:19 PM
9	Best program in the Big Sky given the budget!	10/14/2020 7:22 AM
10	But miss the interaction with other Washington schools	10/14/2020 3:55 AM
11	Hell yes, will become a community college if it's dropped	10/13/2020 7:28 PM
12	This brings a very diverse population to the school.	10/13/2020 6:33 PM
13	A strong program attracts students, alumni support, increased community awareness	10/13/2020 6:00 PM
14	It is the ONE program that brings people consistently from other outside communities (Tei cities, Seattle, Yakima, ...	10/13/2020 5:25 PM
15	This was studied earlier and not found feasible	10/13/2020 3:43 PM
16	nationally recognized, has produced exceptional scholars and athletes	10/13/2020 3:43 PM
17	The hand writing is on the wall	10/13/2020 3:28 PM
18	It's the athletic departments bread and butter	10/13/2020 3:11 PM
19	Absolutely! Following our 2010 National Championship interest in the university soared with inquiries coming in from all over the country.	10/13/2020 2:48 PM
20	Proven success.	10/13/2020 2:34 PM

Q9 If EWU were to drop to a lower NCAA division, how likely are you to continue to support EWU Athletics?

Answered: 57 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very Likely	14%	8
Likely	16%	9
Unsure	21%	12
Not Likely	32%	18
Not Very Likely	18%	10
TOTAL		57

Eastern Washington University Athletics Department Donor Questionnaire

#	COMMENT	DATE
1	Still a very big fan but it would not be quite as exciting.	10/23/2020 3:56 PM
2	We would win decades of National Championships. Is that what you are asking? I am my friends are Insulted that you would even consider this because the previous AD's left us in the HUGE deficit doesn't mean the teams can't compete!!!!	10/15/2020 4:00 PM
3	It would unnecessarily take away a lot of potential and momentum that has been built and hurt the university and region	10/14/2020 7:02 PM
4	EWU owns my heart, but my passion and donations would reflect a move down	10/14/2020 4:11 PM
5	Absolutely would not support	10/14/2020 1:22 PM
6	My attendance and financial support would probably decrease... Not sure how much.	10/14/2020 1:19 PM
7	The program would become irrelevant. Look at a program like Gonzaga. It's a poster for what can be done when embraced. Have a proper vision! It can make the program grow and lead the university.	10/14/2020 7:22 AM
8	I appreciate the competition at the D1 level	10/13/2020 6:33 PM
9	It would be like the Seahawks moving down to arena football	10/13/2020 6:00 PM
10	I believe Eastern is where they ought to be in Div. 1, Big Sky Conference	10/13/2020 5:26 PM
11	I gave EWU \$3500 this year I would drop to zero if we drop to a lower division	10/13/2020 3:43 PM
12	certainly I would reduce my giving	10/13/2020 3:43 PM
13	We are not likely to continue the current level of financial support.	10/13/2020 3:27 PM
14	It would depend on who conference foes were	10/13/2020 3:23 PM
15	I would not	10/13/2020 3:11 PM
16	I believe very strongly that we belong at the Division 1 level.	10/13/2020 2:48 PM
17	My support is because of Division 1 level.	10/13/2020 2:34 PM

Q10 Is there anything else that you would like to share with us?

Answered: 47 Skipped: 10

Eastern Washington University Athletics Department Donor Questionnaire

#	RESPONSES	DATE
1	GO EAGS	10/23/2020 10:14 PM
2	The higher level of our athletics has brought alumni back in to the fold. The are proud and excited to have gone to EWU. That translates as more donations not only for athletics but also to other depart	10/23/2020 3:56 PM
3	Athletics is a key part of creating both an educational experience and institutional brand. It takes work to capitalize on that.	10/23/2020 2:17 PM
4	Need commitment from Administration to support Athletics and take advantage of the success to attract students.	10/20/2020 9:33 PM
5	Great coaches with minimum money and lockerrooms. Basketball program needs new flooring To many chiefs and not enough Indians in administration	10/20/2020 2:39 PM
6	No	10/20/2020 12:16 PM
7	EWU has suffered with Poor Leadership in the past, and has not taken advantage of Opportunities/Timing. There are Some Outstanding Qualified People currently in Place Now...Let them Do their Jobs, "Support it" in every way, Execute it and EWU will thrive....GO EAGS!	10/20/2020 11:19 AM
8	Grit is in our DNA with EWU athletics. They have consistently fielded successful programs with very limited budgets, and sometimes with limited Presidential support. I've always wondered if white privilege/academic elitism is at play here. Who is it that athletics is hindering...white upper/middle income kids.? What is the diversity of our students at EWU vs. the academic/administration? If no athletics, what programs would be implemented to recruit peoples of color and low incomes to EWU? In this moment, BLM, is this constant drum against athletics some sort of "shut up and dribble" reaction, looking for blame. Hell, going backward is no plan. Make all areas of academics be responsible to raise more funds for the university. Get this constant surveying out of the conversation and get to work growing the university!	10/20/2020 10:32 AM
9	The current financial woes that the University as a whole are going through are not completely COVID related - enrollment rates were declining prior, presumably due to the recent push for high-paying careers in the Trades - and the Athletic Department, while underwater as well, was on it's way to at least treading water prior to COVID.	10/20/2020 9:48 AM
10	Athletics, and especially football, are a major portal for people to see EWU outside of the inland northwest. They create the visibility throughout the country that helps bring a diverse student body to the university. It is the strongest connection point the university can offer to it's students. Losing athletics and/or football would, in my opinion, demolish the heart and soul of the alumni connection as well as the reach of the university's marketing.	10/20/2020 9:39 AM
11	GO EAGS!!	10/20/2020 6:05 AM
12	I understand the financial constraints facing the university athletics program....this is not new....but if EWU could ever get out of the "little engine that could" to appropriately funding the program, I'd like to think that the community would become more and more interested, hopefully resulting in more financial gifts to the program.	10/16/2020 11:26 AM
13	RAISE MONEY!!! Its not the athletes fault that previous AD's did Not raise money to keep the Athletic budget in check. They made their money and left. Those AD's not to be mentioned, you know who left EWU will a big debt ball to handle. Its not the athletes fault. You need to figure out and RAISE MONEY for a stadium we can support.	10/15/2020 4:00 PM
14	The board of trustees has let us down. hired and developed a contract with our past president that is harmful. This unsuccessful president should not have been hired in the first place. Her cushy deal will make it very difficult for us to donate our hard earned money to the school. The focus should be on the trustees and how they are selected by the governor.	10/15/2020 11:55 AM
15	EWU alumni are apparently not able or not willing to donate to the extent that is needed.	10/15/2020 4:01 AM
16	EWU is in a perfect spot as far as level and conference. I hope EWU is given the opportunity to improve itself, while also being given more funding and attention, not less!	10/14/2020 7:02 PM
17	I love in Cheney, having moved from central Virginia where I spent 20+ years of my life. If not	10/14/2020 5:56 PM

Eastern Washington University Athletics Department Donor Questionnaire

for the athletics program at Eastern Washington, I never would have heard of the university, much less the town of Cheney. I am an extreme case, but there are doubtlessly countless others whose first exposure to Cheney and EWU was seeing the red turf on ESPN, watching the Eagles in the NCAA tournament, or seeing Beau Baldwin lift the National Championship trophy. Eliminating athletics or reclassifying to a lower division would be a terribly shortsighted decision that leads to fewer donors and more revenue lost to Gonzaga and Washington State.

18	I firmly believe Eastern Washington University would lose enrollment and the whole community would suffer if they were to move down or lose athletics. As a parent of past students and a supportive fan, I truly hope the athletics remain and stay at the current level.	10/14/2020 5:19 PM
19	Athletics brings in more Foundation money than academics. What are the academics doing to bring donations into the University?	10/14/2020 4:31 PM
20	Dropping a division will kill the school	10/14/2020 4:30 PM
21	EWU is special and athletics are an integral part of any successful university and should be treated as a top priority.	10/14/2020 4:11 PM
22	No	10/14/2020 3:54 PM
23	EWU/Eastern would not be the college it is today without the EWU athletic programs. This program has brought national attention to the college, which has brought in more quality students - athletes and non-athletes. EWU is a very affordable college.	10/14/2020 3:42 PM
24	I realize there are economic challenges but I hope that this exercise expands on all the positives that D 1 affiliation brings to the university as a whole. Seems like many are short sighted in this regard.	10/14/2020 1:22 PM
25	If the teaching staff at EWU does not want athletic to be a part of the University, maybe they should look to teach else where!!!!	10/14/2020 8:26 AM
26	Athletics and specifically football in our current society is an integral part of life in our country. A sense of pride for college students, alumni, and fans is derived for athletes performing. The football team and the "Red Turf" are the most widely known identifier for EWU.	10/14/2020 7:34 AM
27	Athletics is a gateway for students, alumni and the community to the overall university. Without supporting their success, the overall university wouldn't be as successful as it is.	10/14/2020 7:31 AM
28	Don't make the mistake that will not be undone. Do the right thing and build the University, don't bring it down or backwards, move it forward and that includes being in the Big Sky.	10/14/2020 7:22 AM
29	It is exciting to see the growth of EWU sports and how some players go on to bigger and better things....it is more gratifying to them become teachers and coaches, using their skills with young students.	10/14/2020 3:55 AM
30	Let's just make it through the pandemic, don't cancel any programs, especially football. EWU athletics are outstanding, please keep them funded and where there at in the Big Sky	10/13/2020 7:28 PM
31	I believe EWU should stay division 1 in all current athletics and the student athletes become leaders in our communities and go on to do great things.	10/13/2020 6:33 PM
32	Why would you lower the standards of an outstanding Athletic program that has built a National reputation?	10/13/2020 6:00 PM
33	Get in touch with the Eagle base. Expand contact with former athletes, alumni and friends of Eastern. Keep the energy in the house. Go Eagles. . .	10/13/2020 5:26 PM
34	PLEASE Commit to an all out fundraising effort.. We may have to spend money to explore this. I do NOT think we have the people qualified to do this on staff now. I understand that budget is incredibly tight and this seems counterintuitive but just remember we really don't know what the fundraising potentially is because we've never even began to explore it in an effective way. I believe we have tens of thousands of alumni living within an hour of our institution. We need one more all out effort to try to save our division one program. People will not show up to watch us play Western Washington and Central Washington	10/13/2020 5:25 PM
35	Faculty needs to understand it is not the Harvard of the west. Do students come to Eastern for faculty? They come because it's affordable and football and basketball creates pride and a long term connection to the school.	10/13/2020 4:47 PM

Eastern Washington University Athletics Department Donor Questionnaire

36	Don't try to fix something that isn't broken, Just work on getting alumni more involved financially.	10/13/2020 3:43 PM
37	how much space do I have?? So many comments...1. Need new A.D. 2. Need not to apologize for asking for funding 3. need to hire competent employees and have objective standards that are adhered to for continued employment. 4. Raise prices, the programs are high quality, for seats and for events. We keep underselling the value of events we put on that are fundraisers. 5. Create a specific "Spokane Strategy" and hold people accountable to execute it with quantifiable deliverables 6. Hire a new A.D. that wants to meet the public, give presentations and raise funds. 7. Get someone in ticketing that can actually execute on the job and communicate! 8. Utilize your advocates/donors and people whom are connected and respected in the community to help you. We have a scarcity of resources, capital comes in time, treasure and talent and there are many qualified people willing to step up (example being the old fund raising model where volunteers called every year on "their" book of donors during the EAA fund drive. Athletics saw a reduction of fundraising when they stopped this model and lost many donors. 9. Partner with Alumni to hold events i.e. we had a game at Jacksonville State (Alabama) last year, Alumni and athletics did nothing to set up tailgate/invite alumni. Our first ever trip to the S.E. U.S. I reserved a tailgate spot, got a canopy, bought supplies of beer and snacks and held a tailgate. We got a number of Alumni to show up!!! I have many more examples of missed opportunities/issues, but they are captured in the comments above	10/13/2020 3:43 PM
38	We love the current coaching staffs and administration. We feel athletics is a positive and necessary addition to academics and college life at EWU.	10/13/2020 3:33 PM
39	University financial mis-management is of great concern!	10/13/2020 3:28 PM
40	The athletic program provides student training opportunities. Student athletes are doing exceptional academic work due to support from the program. They always are among the top academic ratings in the Big Sky Conference. The athletic programs continue to represent the university with excellence in the classroom and on the playing fields.	10/13/2020 3:27 PM
41	We worked so hard to get to the Big Sky conference - it would be a tragedy to lose that	10/13/2020 3:23 PM
42	Get the faculty senate out of athletics and stick to academics.	10/13/2020 2:57 PM
43	EWU has been very successful for many years at the D-1 level. It simply needs more financial support from its community. Namely its alumni. With the exception of WSU...EWU has more regional graduates in the area than all other schools put together. How can we tap into that 'base' on a consistent and ongoing basis for support?	10/13/2020 2:48 PM
44	It is clear that COVID 19 has hurt our already hurting financial picture. Eastern needs someone who can raise the money to fix it.	10/13/2020 2:34 PM
45	No	10/13/2020 2:33 PM
46	I realize funding athletics at the current level is a challenge so I am really unsure as to rather or or not we should continue to do so. We apparently don't have the alumni that are either willing or able to contribute to the extent that we need.	10/13/2020 2:31 PM
47	No	10/13/2020 2:27 PM