THE GOOD, THE BAD, AND THE UGLY

Auburn Alumni Association
PURPOSE

To raise awareness of Auburn Alumni Association and scholarship dollars

A little background:
• The first Tiger Trek was in 2009
• In 2010 the association regionalized the events. To garner a larger crowd for the head coach.
• The average number of Tiger Trek events are 6-8
• In 2014 the association committed to 10 events
• The number one goal has always been to raise scholarship dollars.
PARTNERSHIPS

The Good, The Bad, and The Ugly of Partnerships with Auburn Athletics and Clubs
Partnerships

Athletics:

• The Good: Through the partnership with athletics the association is able to send assistant coaches to club meetings outside of Tiger Trek events. Athletics also assists in the promotion of Tiger Trek events, resulting in more exposure for the association and the cause.

• The Bad: The association is responsible for covering the cost of travel expenses for Tiger Treks events.

• The Ugly: The association is, frequently, reminded to be thankful of the partnerships we do have.
Partnerships

Clubs:

- **The Good**: Attendance numbers continue to improve each year.
- **The Bad**: Regionalizing the events means working with multiple clubs on one event. The challenge of organizing all the clubs is understanding each club’s wishes:
  - Scholarship dollars
  - The host club
  - The worker bee
  - The other club(s) may not be as proactive
  - This sometimes results in different goals for each individual club and the need to all be on the same page.
- **The Ugly**: Expectation sheet
PLANNING

The Good, The Bad, and The Ugly of Planning Tiger Treks with Auburn Athletics and Clubs
PLANNING

Athletics:

• **The Good**: A preliminary walk through is needed for these events. The relationship the association has with state troopers allows staff to ride down early for walk throughs.

• **The Bad**: Although staff travels early for preemptive adjustments to be made, athletics has the final say.

• **The Ugly**: They change their mind at the last minute and it can be hard to put a foot down without destroying relationships.
Clubs:

• **The Good:** Due to several clubs being involved in individual Tiger Trek events, we are able to spearhead against many possible errors in planning or execution by having numerous conference calls.

• **The Bad:** In having several clubs together to plan an event, there is some push back from clubs not wanting to work with another club.

• **The Ugly:** Ultimately, these are the association’s events and we want alumni to have the best experience possible. So, when it is all said and done, the association wins.
PLUGGING IN VOLUNTEERS

The Good, The Bad, and The Ugly of Plugging in Our Volunteers at Tiger Treks
PLUGGING IN VOLUNTEERS

Athletics:

• The Good: Volunteers have exposure to the coach and staff from the athletic department.
• The Bad: Volunteers have access to athletics stars.
• The Ugly: The lack of understanding a volunteers excitement and position.
Plugging in Volunteers

Clubs:

- **The Good**: Club volunteers pick the location so they are familiar with the venue. This is extremely helpful for executing the event.

- **The Bad**: As clubs layout plans for the event sometimes requests are made from athletics to ensure safety and efficiency of the event. These requests are not always understood or well received.

- **The Ugly**: Occasionally, volunteers will deny a request or ignore the restrictions. This creates a sticky situation for all involved.
PRODUCT

The Good, The Bad, and The Ugly of the Final Product at Tiger Treks
Product

Athletics:

- **The Good**: Clubs and alumni get to experience the personal side of the head coach. The event is added exposure for athletics.
- **The Bad**: The association serves as the middle-man
- **The Ugly**: The reality is that the stresses of the whole event, from start to finish, prove to be too much for all involved. However, like all good events, a little time off serves as a rejuvenation period and we’ll be back at it for the 2015 season.
PRODUCT

Clubs:

- **The Good**: The 2014 Tiger Trek events raised a record making amount of scholarship dollars.
- **The Bad**: Bruised relationship with staff and fellow clubs
- **The Ugly**: Each year as plans are being made clubs are selected and given thoughtful consideration; however, in the end some clubs get left out.
CONCLUSION

Q & A
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