



Potential Solution	Pro's	Con's
A. Proportional reduction	Perhaps quicker	Does not get at system waste based on value Patch-work quilt
B. 80/20 target biggest areas	Focus on proportional "Pro's"	Does not get at system waste or renewal
C. Rethink AD system	Rethink based on customer Focus on value & innovation External vs. Internal	Requires commitment to future could take longer w/o leadership

Pro's & Con's

U of Michigan Athletic Department Business Model Assessment

Examine AD department "fitness" and offer recommendations for implementation with business model to achieve both fund revenues and expenses objectives. Complete recommendations & drive change management plan
redesign examination of AD system governance to change culture.