



B-ASSOCIATION RELAUNCH

Connecting Former and Current
Butler Student-Athletes

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WHAT IS THE B-ASSOCIATION?

The B-Association is the official association for former student-athletes at Butler University. It serves as an organization formed to support former student-athlete letterwinners on building a community that provides opportunities for letterwinners to stay connected to Butler while maintaining relationships across different sports, generations, and geographical locations.

The purpose of the B-Association is to engage Butler Alumni with the university and make sure they always feel at home at Butler. In doing so, the B-Association honors past athletic accomplishments, supports current athletes, and helps Butler University BUILD for the future.

B-ASSOCIATION MISSION & VISION STATEMENT

Mission Statement:

To honor the traditions of Butler Athletics, the B-Association will continue to increase active members, strengthen the bonds amongst letterwinners, and enhance the connectivity between our former and current student-athletes. Our slogan is “Dawgs Supporting Dawgs.”

Vision Statement:

To preserve the heritage of Butler Athletics through networking and mentorship across all teams and generations while creating an active and engaging environment for all letterwinners.

KEY STAKEHOLDERS & RESOURCES

KEY STAKEHOLDERS

- Butler Athletics Administration
 - VP & Director of Athletics
 - Senior Associate AD of Development
 - Senior Associate AD of Strategic Communications
 - Associate AD of Academics
- Butler Advancement Services & Operations
- CaPS – Potential Dedicated Mentors for current SA's
- Future B-Association Officers and Board Members [TBD]
- Former Student-Athletes from Various Teams and Generations

KEY RESOURCES

- Butler Advancement Services
- Butler Career & Professional Services
- The College Athlete Network
- SAAC

PROJECT TIMELINE

See separate Project Infographic for details

THE FOUNDATION FOR SUCCESS

BUILDING RELATIONSHIPS

The B-Association will strive to develop meaningful and long-lasting relationships with our former and current student-athletes, coaches, and Athletics staff to enhance the Butler student-athlete and alumni experience.

GROWTH

As membership grows each year with the graduation of our student-athletes, the B-Association will serve as the network and forum to build and maintain connections and assist fellow Bulldogs in their professional and personal lives.

EXCELLENCE

The long-term strategy of the B-Association will be to help Butler Athletics provide high-level student-athlete experiences and help all letterwinners emulate the values of The Butler Way and achieve excellence in our athletic competitions, in the classroom, and in our communities.