Troy Dannen sees fan base rallying ‘round

Troy Dannen, Tulane athletic director. (Photo by Ryan Rivet)
season. “There’s a different level of hunger,” he said. “The Tulane freshman class is the highest ranked Tulane has ever had. Everyone realizes we belong here and we can beat anyone we play in the league.”

Dannen, who has been on the job for nearly three years, readily admits that football takes up a lot of his time. But being an athletic director, he says, is so much more. Since taking the helm of Tulane athletics in December 2015, he has hired several coaches, reorganized his staff and introduced sailing as a varsity sport. He resurrected the Angry Wave logo. And he’s traveled far and wide as part of the Wave 100 fundraising campaign, which aims to grow Green Wave Club membership and to tell the story of Green Wave student-athletes, coaches and staff.

Looking ahead, Dannen is hoping to raise enough money in the coming years to build a comprehensive performance center and a tennis competition facility.

“The weight room needs to be improved, we need to add more space, more amenities, more academic support space,” Dannen said. Such improvements can only enhance recruiting efforts, putting it on a level comparable to such private institutions as Duke, Vanderbilt and Stanford.

“Since the ’98 (undefeated) team, we haven’t given the fans a lot to embrace,” he said. “People will walk away if you’re not successful and you’re not fun. And winning is fun. I’m a big believer that people are waiting for good things to happen so they can get engaged and involved.”

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