

# **Student Fee Advisory Committee FY13 Request**



November 2, 2011



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# Mission Statement

The University of Houston Department of Intercollegiate Athletics inspires excellence today while preparing leaders for life by fostering a culture, which challenges student-athletes to achieve their highest academic, athletic and personal aspirations.



# Core Values

Excellence

Integrity

Inclusivity

Loyalty

Accountability

Sportsmanship



# Principles

- To cultivate the highest quality sports programs, facilities and resources to build and maintain winning traditions
- To provide a competition environment of high entertainment value for a loyal fan base with a commitment to sportsmanship and customer service
- To attract and develop student-athletes who exhibit the qualities of intellectual growth, accountability, maturity, independence and leadership with the goal of building champions for life
- To enrich the opportunity to earn an undergraduate degree by offering each student-athlete a quality educational, social and athletic experience
- To ensure the department is in adherence with NCAA, Office of Civil Rights, Conference and University rules and regulations to operate with the highest degree of integrity
- To exercise fiscal responsibility throughout the Department of Intercollegiate Athletics
- To build and strengthen relationships throughout the University campus and the Houston community



# Conference USA

- Charter Member – 1995
- Institutions
  - East Carolina University
  - Marshall University
  - University of Memphis
  - Rice University
  - Southern Methodist University
  - University of Southern Mississippi
  - Tulane University
  - The University of Tulsa
  - University of Alabama – Birmingham
  - University of Central Florida
  - University of Texas at El Paso



## 2010-11 Academic Progress

- As of spring 2011, the average student-athlete had an overall grade point average of 2.79 – *the highest ever cumulative average.*
- As of spring 2011, the average student-athlete passed 13.7 semester hours per term – *the highest ever hours passed per term.*
- 17% of student-athletes were named to the Dean's List in spring 2011 – 58 current student-athletes, *the highest ever* number of student-athletes so honored.
- Student-athletes are represented in every College, and in more than 30 majors.
- Federal Graduation Rate, Graduation Success Rate and Academic Progress Rate of student-athletes have increased steadily since 2000.

National and NCAA  
Academic Measures:

	2000-2003	2004-2007	2008-2011
FGR: Federal Graduation Rate	39.20%	49%	52%
GSR: NCAA Graduation Success Rate	NA	62%	69%
APR: NCAA Academic Progress Rate	946	949	957





# Cougar Pride Leadership Academy

The Cougar Pride Leadership Academy develops, challenges and supports student-athletes and coaches in their continual quest to become world-class leaders in athletics, academics and life. The Academy functions to equip participants at every level with the skill sets necessary to be a confident, cooperative, critical decision maker and ethical contributor in a competitive and ever-changing world.

**One of only 16 programs in the country – The only program with full participation**

## **UNDERCLASS PROGRAMS – PERSONAL LEADERSHIP**

*Level I* – Designed for all first-time-in-college student-athletes; the program will help them acclimate to the collegiate atmosphere and build a collegial community while providing the strategies and skills to become effective teammates and successful students.

*Level II* – Designed for sophomore student-athletes; the program will build upon Level I and go more in depth to provide student-athletes with the knowledge and skills to develop into successful teammates, students and community members.





# Cougar Pride Leadership Academy

## **EXECUTIVE LEADERS PROGRAM – EXPERIMENTAL LEADERSHIP**

*A select group* of sophomore and junior student-athletes; the program provides current and future team captains with the insights, strategies and skills necessary to become effective leaders on their team, on campus and in the community. Module topics include: leading by example, commitment to team rather than self and developing values that promote success.

## **VETERAN LEADERS PROGRAM – VOCAL LEADERSHIP**

*A select group* of juniors and seniors; the Veteran Leaders program provides established team leaders with advanced leadership training and support. The program teaches student-athletes the critical skills and insights necessary to be effective as they perform the day-to-day responsibilities and challenges of leadership. Module topics include: commitment to community, communication, succession and integrity.

## **LEADERSHIP 360 – SENIORS AND FIFTH-YEAR STUDENT-ATHLETES**

*A select group* of seniors and student-athletes with a fifth year of eligibility; the program provides team captains with an in-depth leadership skills evaluation and guides student-athletes to create a comprehensive Leadership Development Plan based on the assessment outcome.



# 2010-11 Athletics Success

- The University of Houston Department of Intercollegiate Athletics enjoyed progress and/or championship performances from 14 of its 16 sponsored sports. Eight of the 16 teams took part in postseason NCAA competition, and five student-athletes earned All-America honors.
- In Conference USA competition, four teams took home league titles, while 11 student-athletes won Conference USA individual championships. Additionally four Houston coaches were honored by their peers as Conference USA Coaches of the Year, including track coach Leroy Burrell who took home both Indoor and Outdoor awards.
- The men's track and field team swept both the Conference USA Indoor and Outdoor Championships for the third straight year. For the indoor squad it was the fifth-straight title.
- The women's basketball team went a perfect 16-0 in league play to win the Conference USA title and earned a trip to the NCAA Tournament. It was the first trip since the 2004-05 season.
- The softball team came one win shy of making its first trip to the College World Series. The squad's berth in the NCAA Super Regional was its second in four years.
- The women's soccer team earned its best record in school history, while the volleyball team improved its win total by 10 in 2010.

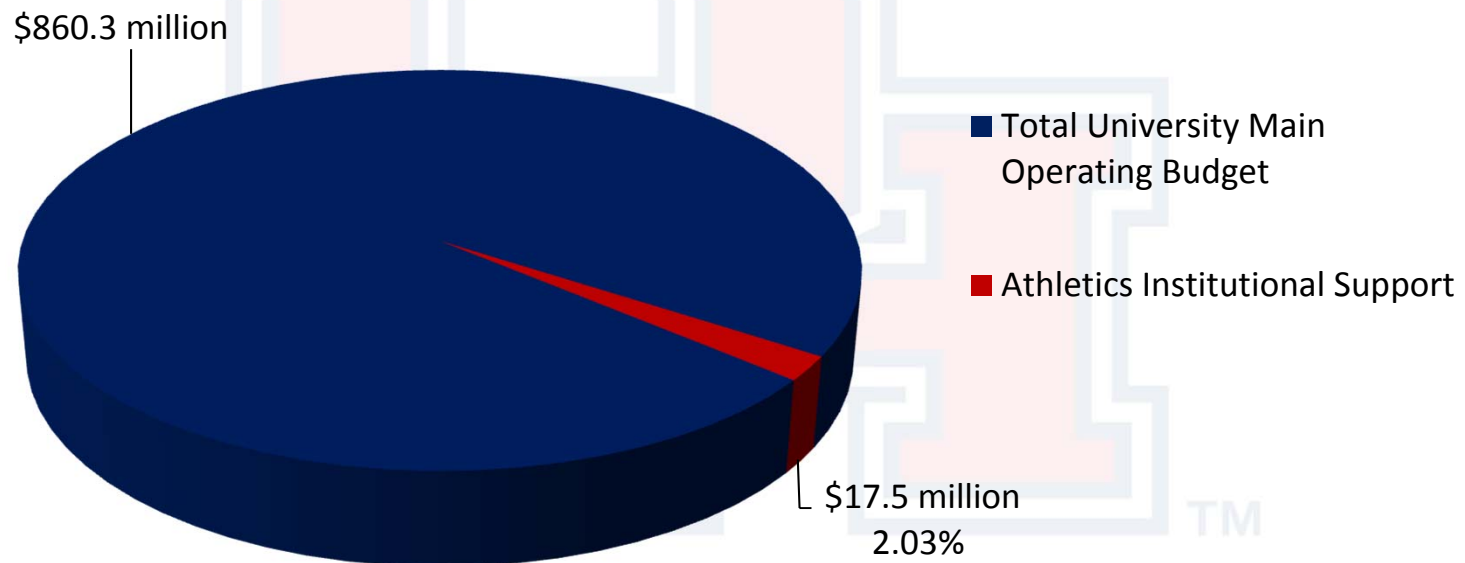


## Budget Information – FY12

- Revenue
  - Generated \$15,597,177
  - Allocated 17,477,702
  - Total Revenue \$33,074,879
- Expenses
  - Scholarships \$5,047,000
  - Salaries 13,056,578
  - Operating Expenses 14,971,301
  - Total Expenses \$33,074,879



## Athletics Institutional Support Portion of FY12 Total Budget





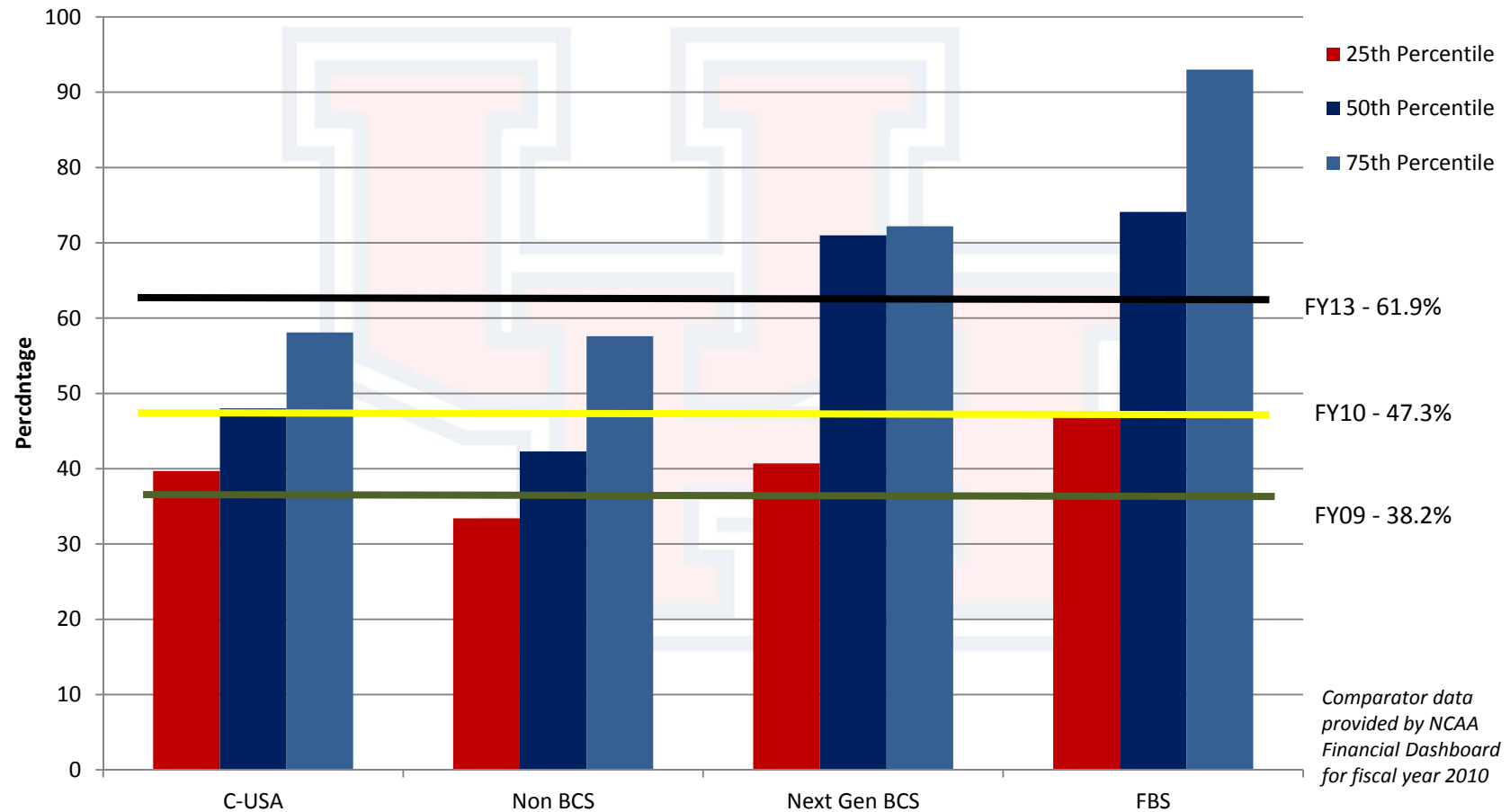
## Comparator Groups

- **Conference USA** – ECU, Marshall, Memphis, Rice, SMU, Southern Miss, Tulane, Tulsa, UAB, UCF & UTEP
- **Non-Bowl Championship Series** – C-USA, Mountain West, Western Athletic, Mid-American, Sun Belt & Independent
- **Next Generation BCS** – Utah, BYU, Temple, Fresno State, Boise State, Memphis, TCU & UCF
- **NCAA Football Bowl Subdivision** – 120 Programs, 65 BCS and 55 Non-BCS (at the conclusion of the FY10 Fiscal Year)



## Generated Revenue Percentage

*Athletics Generated Revenues/Total Athletics Revenues - Generated revenues include all revenues that are earned by the athletics department for participation in athletics (ie. ticket sales, contributions, royalties, etc.)*







# Cougar Pride/Development

- Unrestricted Giving
  - 2008-2009 . . . \$1.9 million
  - 2009-2010 . . . \$2.3 million
  - 2010-2011 . . . \$2.6 million
- Restricted Giving
  - 2008-2009 . . . \$NA (not an option)
  - 2009-2010 . . . \$800,000
  - 2010-2011 . . . \$600,000
- Total Funds Raised
  - 2008-2009 . . . \$1.9 million
  - 2009-2010 . . . \$3.1 million
  - 2010-2011 . . . \$3.2 million
- Progress in capital gifts for new stadium
  - \$45.6 million – FIRM
  - \$14 million – PROJECTED
  - \$59.6 million – TOTAL



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# Athletics Capital Plan Partnering with Students

*Student Fee Advisory Committee – Special Request*

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# I. Feasibility Study Results

- Analyzed three locations for stadium
- Estimated both renovation and new construction approaches
- Performed market analysis
- Provided concepts and recommendations



## II. Why a New Stadium?

- Robertson Stadium is 70 years old – deteriorated and outdated infrastructure
- Economically responsible
- Conference affiliation
- Vital for recruiting and coach retention
- Need more capacity
- Infuses value to a residential campus™
- Catalyst for University exposure





### III. New Stadium Concept

- 40,000 capacity (expandable to 60,000)
- Enhance student and fan experience
- New and modern amenities
- Signature facility on campus
- Premium seating options



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# New Concept - View SE Corner



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# New Concept - View NW Corner



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## IV. Why Renovate Hofheinz?

- Solid structure – space opportunities
- Economically responsible
- Tremendous history
- Appropriate size and capacity
- Practice facility – program development including enhanced recruiting



## V. Renovated Hofheinz Concepts

- Fresh and modern appeal – audio/visual experience
- Designed for fan amenities
- Accommodates practice facility
- Capable of hosting concerts and other special events





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## Exterior - Cullen View



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# Interior - Bowl View



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## VI. Enhance Student Experience

- Advances Tier One status
- Source of University pride and spirit
- Builds campus identity, improving residential culture
- Strengthens alumni involvement and support
- Vital for conference affiliation
  - National exposure
  - Public perception
- Imperative for national competitiveness
- Improve sport amenities and experience



## VII. Partnering with Students

- Student representative on committee for selecting architect – SGA designee
- SGA Loge Box in new stadium and in Hofheinz
- Naming rights for student body
- Realize accrued Cougar Pride points when joining after graduation
- Utilize for intramural championships – event production
- Provide opportunity to host at least one special student event per year (e.g., concert)
- Establish special tailgating village for students
- Offer preferred seating locations (as allowed by conference)



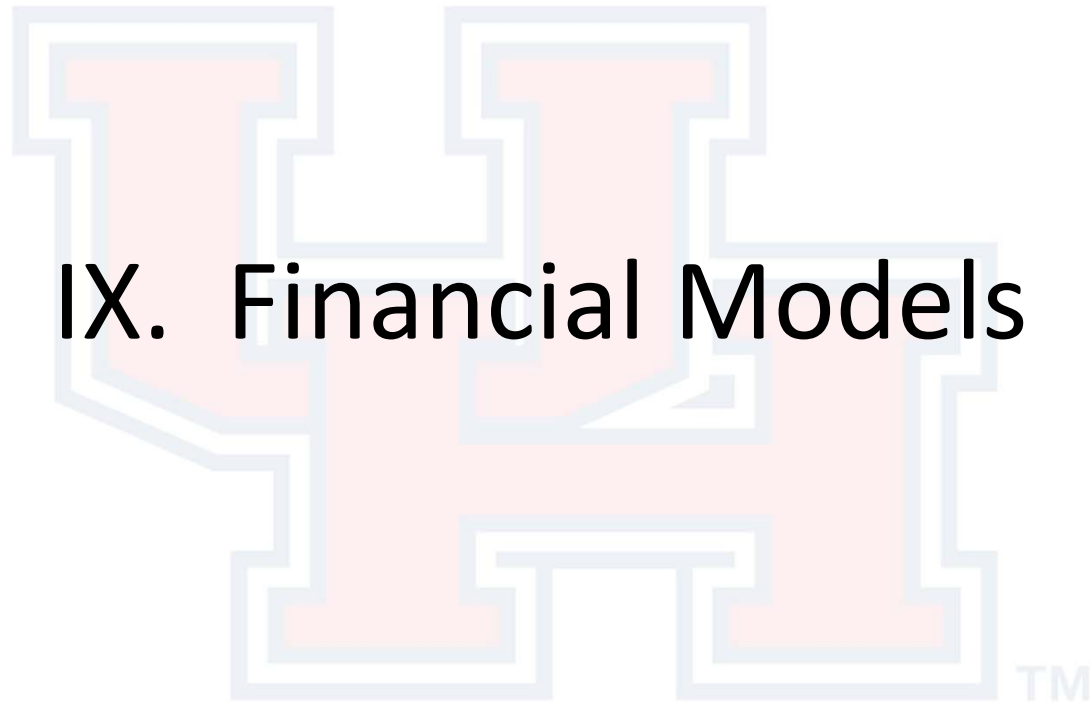
## VIII. Academic Partnerships

- Moores School of Music
- The Jack J. Valenti School of Communication
- Conrad N. Hilton College of Hotel and Restaurant Management
- College of Liberal Arts & Social Sciences – Kinesiology, Sports Administration





## IX. Financial Models





# Project Assumptions

- Total stadium project cost – \$105 million
- Total arena project cost including practice facility – \$39 million
- Current market condition – \$700,000 annual payment secures \$10 million in project costs
- Funds committed to date – \$45.6 million
- Additional funds projected – \$27.8 million  
(Total – \$73.4 million)
- Annual operating revenue generated to fund debt – Stadium \$1.05 million and Arena \$175,000
- Student population – 37,500





# Additional Student Fee Impact

	<u>Per Semester</u>	<u>Per Credit Hour</u>	<u>Funding</u>
A.	\$40.00	\$3.33	\$42,857,142
<b>B.</b>	<b>\$45.00</b>	<b>\$3.75</b>	<b>\$48,214,285*</b>
C.	\$50.00	\$4.17	\$53,571,428

\* Based on maximum of 12 credit hours not to exceed \$45/semester multiplied by 37,500 enrollment accumulates \$3,375,000 in annual debt service funding



# Stadium Funding Model

Private Donation – Current	\$45,620,000
Private Donation – Future	15,337,500
Student Fee – 50% (model B)	24,107,142
Annual Stadium Revenue*	15,000,000
HEAF	<u>5,000,000</u>
Total	<u><u>\$105,064,642</u></u>

\* Per assumptions – \$1.05 million annually contributable to debt service from stadium operating revenues



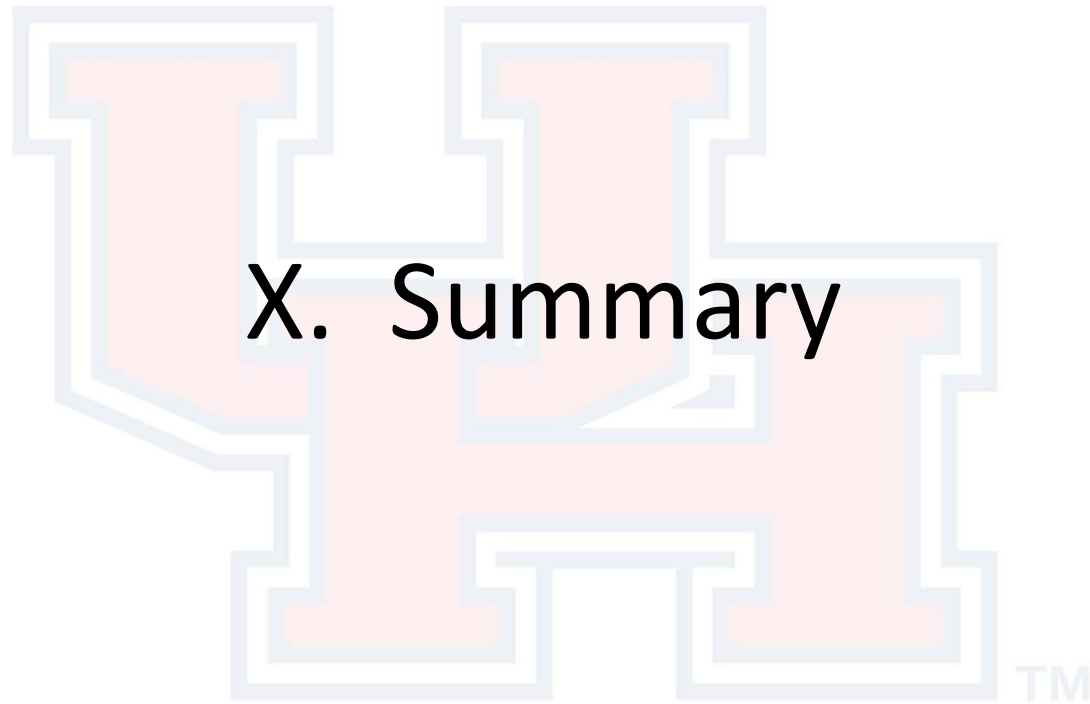
# Hofheinz Funding Model

Private Donation – Future	\$12,500,000
Student Fee – 50% (model B)	24,107,142
Annual Arena Revenue*	<u>2,500,000</u>
Total	<u><u>\$39,107,142</u></u>

\* Per assumptions – \$175,000 annually contributable to debt service from arena operating revenues



# X. Summary





**For 37,500 students enrolled in a minimum of 12 credit hours**

- Current support of Athletics – \$4,407,707 equates to
  - \$117.54 per academic year
  - \$58.77 per semester
  - \$4.90 per hour at 12 hours
- Additional request for Athletics – \$3,375,000 equates to
  - \$90.00 per academic year
  - \$45.00 per semester
  - \$3.75 per hour at 12 hours
- Total amount proposed for Athletics – \$7,782,707 equates to
  - \$207.54 per academic year
  - \$103.77 per semester
  - \$8.65 per hour at 12 hours

For approximately \$8.65 per credit hour, the students get two signature facilities and a nationally competitive athletics program.





# XI. The Future

