

**STUDENT FEE ADVISORY COMMITTEE  
FY19 REQUEST**

November 2, 2017

# UH Athletics: Overview

Building Champions for Life

***MISSION*** – *Building Champions for Life*

***VISION*** – *To be the Best*

***FOCUS*** – *Student-Athlete Success*

## **STRATEGIC PRIORITIES**

Academic Success

Transparency & Integrity

Athletics Success

Student-Athlete Development

Facility Enhancements

Revenue Generation

Strategic Communications and Digital Media Development



# President's Vision and Priorities

## STRATEGIC GOALS

1. National Competitiveness
2. Student Success
3. Community Advancement
4. Athletics Competitiveness
5. Local & National Recognition
6. Competitive Resources

<http://www.uh.edu/president/vision-priorities/>



# Division of Student Affairs

## STRATEGIC INITIATIVES

1. Create new opportunities for student success through learning, engagement and discovery.
2. Actualize and leverage the fiscal, human, technological, and facility resources that enhance the student experience.
3. Foster the creating of a global learning community that actualizes and embraces inclusion while preparing students to become active citizens.
4. Develop a culture of innovation and accountability in the redesign of Division policies, processes and procedures.
5. Cultivate a collective identity that demonstrates a united vision.
6. Create and engage in strategic partnerships.

[http://www.uh.edu/dsa/about\\_student\\_affairs/strategic\\_plan.html](http://www.uh.edu/dsa/about_student_affairs/strategic_plan.html)



# Academics Success

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- 75 Student-athletes graduated during the 2016-17 academic year
- 90% of the student-athletes who exhausted their eligibility in 2016-17 earned degrees
- 108 student-athletes earned Dean's List honors: 27%
- Cumulative GPA for all student-athletes: 2.93
- Highest overall GPA for a spring term: 2.95
- 12 of 17 programs achieved team GPA's of 3.0 or higher



# Athletics Success

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- 1 NCAA Men's Outdoor Track & Field Relay National Championship - 4 X 100m
- 5 American Athletic Conference team championships (Led the league in 2016-17 and was the most in Houston history since 2003-04)
- 11 Team NCAA postseason appearances
- Hosted NCAA Baseball Regional at Schroeder Park
- 23 Individual NCAA postseason appearances
- Fourth consecutive bowl appearance (Las Vegas Bowl)



# Student-Athlete Development

Building Champions for Life

## **CORE 1101 – first year student-athlete academic success course**

- Vision, Goal Setting & Motivation
- Sexual assault education, drug & alcohol awareness
- Diversity & Inclusion Awareness
- Time Management & Values clarification
- Financial Planning
- Social Media: Risks, opportunities and lessons

Career Development: Major Selection, Resume Building, Networking, Interview Skills and Placement



# Student-Athlete Leadership

Building Champions for Life

Hannah Dauzat – Women’s Soccer  
Student-Athlete Advisory Committee  
Vice President

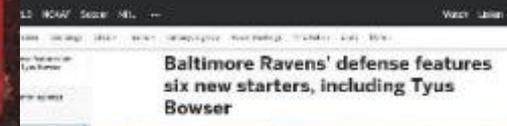
Connor Hollis – Baseball  
Student-Athlete Advisory Committee  
Representative



# University Exposure

Building Champions for Life

- Houston had five games of over 2 million national viewers in 2016 – Houston-Oklahoma (5.7 million), Houston-San Diego State (3.7 million), Houston-Memphis (3 million), Houston-Louisville (2.4 million) and Houston-Cincinnati (2.1 million)
- Social media growth over 2016-17:
  - 76.9% on Instagram
  - 60.9% on Twitter
  - 22.4% on Facebook
- Football Twitter
  - 66.7K followers
  - More followers than 22 of 65 P5 programs
- Facebook Live
  - A direct reach of 1,847,931 individuals in just 19 events
  - Average of 97,259 individuals reached per broadcast
- Over the last 3 years
  - 7.3 million average page views per year on *UHCougars.com*
  - 1.6 million average unique visitors per year



# Athletics Financial Comparison

Building Champions for Life

## AMERICAN ATHLETIC CONFERENCE

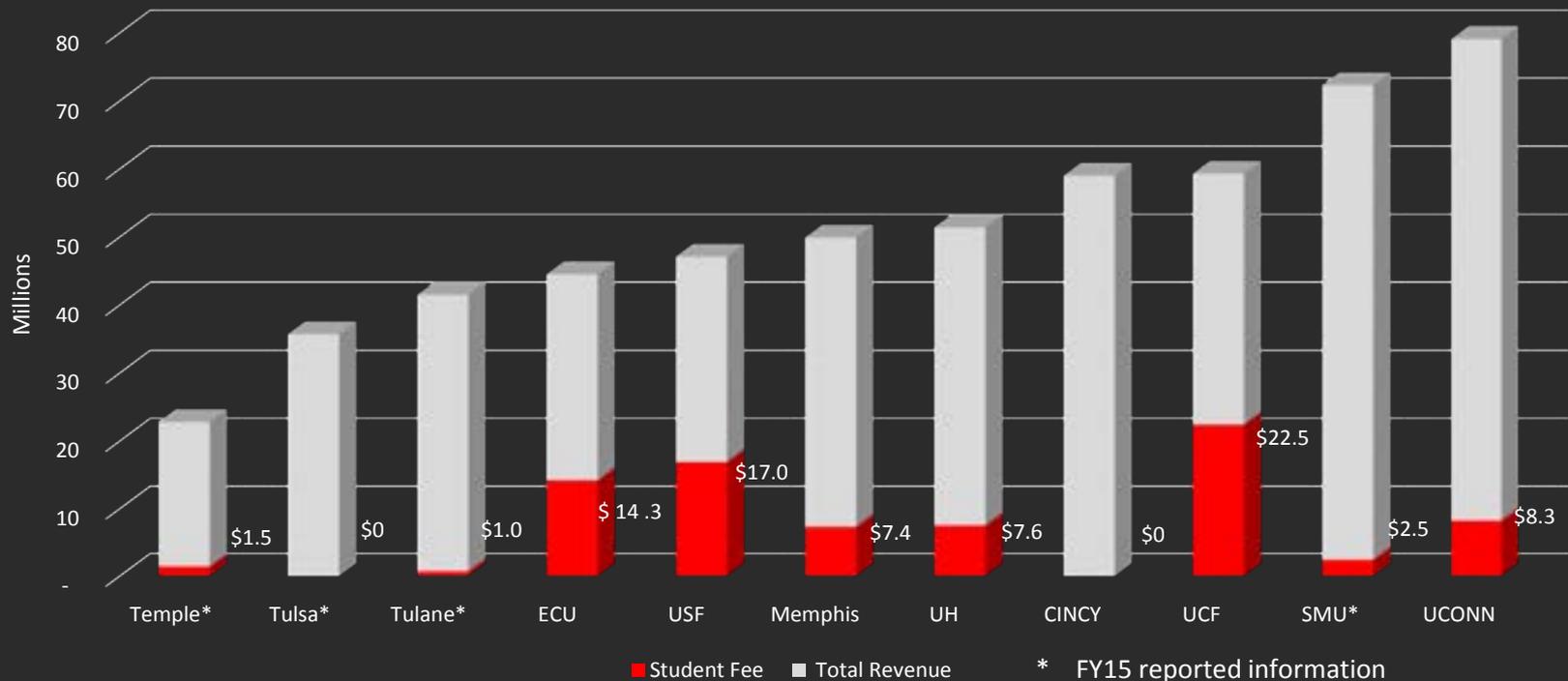
The following information was collected by the AAC Office and represents figures from the Fiscal Year 16 NCAA Financial Report that was filed by each member institution.



# Financials: AAC Comparison

Building Champions for Life

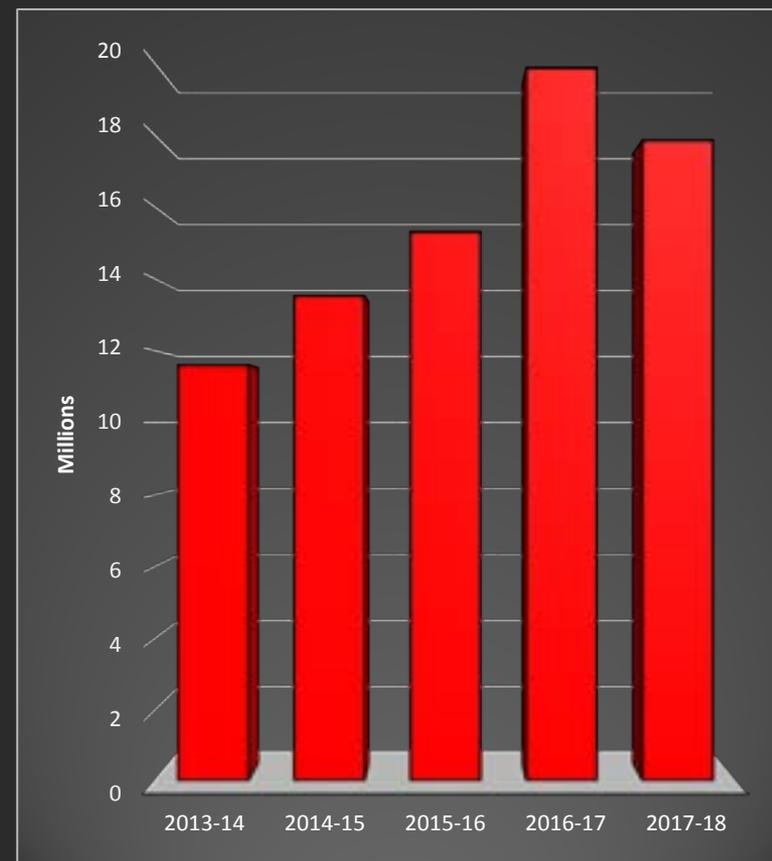
## 2015-16 Total Operating Revenue & Student Fees



# Revenue Generation

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	2013-14	2014-15	2015-16	2016-17	2017-18
Ticket Sales	3,450,712	4,283,816	4,837,330	6,622,794	4,900,364
Cougar Pride Annual Fund	5,292,787	5,698,341	6,480,039	6,954,385	7,089,980
IMG/ Sponsorships	1,650,290	1,650,155	1,820,788	2,975,679	2,500,500
Licensing/ Merchandising	525,220	681,395	765,199	1,048,716	1,175,000
Concessions & Parking	131,434	717,829	910,659	985,206	900,000
Nike Sponsorship*	550,000	500,000	500,000	1,300,000	1,300,000
<b>Total</b>	<b>\$11,600,443</b>	<b>\$13,531,536</b>	<b>\$15,314,015</b>	<b>\$19,886,780</b>	<b>\$17,865,844</b>



\* Accounted for in expenses



# Athletics Budget Overview

Building Champions for Life

## Allocation of Student Fee Referendum Funding

Total Present Value	(Figure provided by UH A&F)	\$56,962,405
Commitment toward TDECU Stadium		<u>45,960,035</u>
Remaining Balance		11,002,370
Allocation Plan		
Guy V. Lewis Basketball Center		5,000,000
LED & Auxiliary Boards		984,558
Hofheinz Locker Room/Floor Renovation		<u>458,988</u>
Remaining Balance for Arena Renovation		<u>\$4,558,824</u>



Your support is greatly appreciated

GO COOGS!