

STUDENT FEES ADVISORY COMMITTEE(SFAC)
FY2022 PROGRAM QUESTIONNAIRE

Submitted by:



The Department of Athletics
Chris Pezman – Vice President

INSTRUCTIONS: *Please respond to all questions. Restate the question before providing your response. An electronic copy of your responses in PDF format should be sent to: SFAC Chair, in care of the Dean of Students Office, at dlyoung4@central.uh.edu by 1:00 p.m., Thursday, October 22, 2020. It should be noted that only electronic submissions will be considered. Only those requests submitted by 1:00 p.m., October 22, 2020 will be guaranteed full consideration.*

1. Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms: your unit's mission, how you accomplish your unit's mission, and a justification of your unit's student fee allocation in terms of benefits for students.

The University of Houston, Athletics Department would like to thank the Student Fee Advisory Committee (SFAC) for its continued support and generosity.

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

The impact of COVID-19 cannot be expressed enough for the alteration it has caused on all virtually every aspect of our collective world. As unprecedented and enormous as the challenge the pandemic has posed to the UH campus, UH's response has been exceptional. Athletics has followed campus' lead with a solutions-minded approach to the many ways in the students, staff and daily operations have been affected.

Like so many other students who experienced opportunities lost as a result of the pandemic, student-athletes also suffered lost opportunities. In all, twelve (12) UH teams were affected by cancelled NCAA Championships.

The cancellation of the American Men's Basketball Conference Championship, and subsequently the NCAA Men's Basketball Championship, was particularly disappointing as the team had earned its way to a high seed for both tournaments, with each appearance bringing excitement and significant exposure to the University. Similarly, for our Men's and Women's Track and Field teams, the loss of the NCAA Championships represented a real lost opportunity to contend for NCAA titles in each.

Despite how unexpectedly 2019-20 ended for all of collegiate athletics, like UH, our department continued driving toward excellence beyond competition results. Student-athletes achieved remarkable success in a number of academic categories, demonstrating a commitment to success in life through education. Engaging community service opportunities, student-athletes were able to assist our local community while gaining an improved understanding of the value of helping others. Outwardly, UH Athletics embraces its role in inspiring pride for UH and its role in assisting the University as it seeks to drive growth, excellence and enhanced opportunities for its students.

Through our responses, we exemplify what can be accomplished for the benefit of the University and its students. Our passion for Houston Athletics is to be an undeniable source of student pride and campus identity by positively affecting the student experience. Our hope is that we have demonstrated the potential for what we can accomplish when we work together. Our expectation is to bring all Coogs together, uniting campus and using Athletics achievement to enhance the overall institutional mission.

UH Athletics is requesting the full allocation of SFAC support to further our mission and increase institutional exposure.

2. Provide an organization chart of your unit. Large units may need to have an overview chart and then more specific charts for each program. Where you have multiple staff in the same position (e.g. counselor, advisor, etc.), note this on your chart. Student employees should be cited on the chart and identified as students.

(Attached)

3. List your unit's strategic initiatives and action steps identified for the 2019-2020 academic year and cite the specific Division of Student Affairs and Enrollment Services (DSAES) Strategic Initiatives and University of Houston Strategic Goals to which they relate. Please comment on your success in achieving these strategic initiatives/action steps. If a strategic initiative/action step changed during the year, please note this and explain. Also, list any new strategic initiatives/action steps, the rationale for the addition, and comment on your success in achieving these items.

UH Athletics Objectives for 2019-2020

Strategic goals fall into the framework of the Department's Operating Principles. All initiatives, programs and objectives support our commitment to advance these principles.

1. Cultivate the highest quality sports programs, facilities and resources to build and maintain winning traditions.

University of Houston Strategic Goal impacted:

- National Competitiveness
- Athletic Competitiveness
- National and Local Recognition
- Resource Competitiveness

Division of Student Affairs & Enrollment Services Strategic Initiatives impacted:

- Student Success - Champion exceptional opportunities and services to support all UH students
- Division Cohesion - Create and foster a cohesive division identity, culture and community

Success in achieving Initiative 1:

Results of sports performance are through March 2020.

A. All Sports

- 99 total team wins
- 3 NCAA Individual postseason appearances
- 14 All-Americans
- 3 NCAA team postseason appearances
- 4 American Athletic Conference team championships
 - Fifth straight season with 4+ conference championships, a first in school history
- Note: Reduced number of overall victories and the lower number of American Athletic Conference championships should be attributed to COVID-19 pandemic, which forced cancellation of all NCAA Winter Championships events and American Athletic Conference & NCAA Spring Championships events

B. Men's Basketball

- Posted a 23-8 overall record for a fifth straight 20-win season, a first in program history
- Finished with a 13-5 record in American Athletic Conference play to capture the

- league's regular-season championship for the second straight season
 - First back-to-back regular-season conference titles since 1983-84 in Southwest Conference
 - Finished among the top-25 leaders in both final national polls for the third consecutive season, a first in program history
 - Guards Nate Hinton and Caleb Mills were named to the All-American Athletic Conference Second Team
 - Mills and fellow guard Marcus Sasser were named to the American Athletic Conference All-Freshmen Team
- C. Track & Field/Cross Country
- 2020 American Athletic Conference Men's Indoor Champions
 - Sixth straight American Men's Indoor championship and seventh title in last eight years
 - 2020 American Athletic Conference Women's Indoor Champions
 - Second straight American Women's Indoor championship and 10th indoor title in program history
 - NCAA Women's Cross Country South Central Regional
 - NCAA Men's Cross Country South Central Regional
 - Under the leadership of Head Coach Leroy Burrell, Houston was named the American Athletic Conference Coaching Staff of the Year in Men's and Women's Indoor Track & Field
 - Houston became the first program in American Athletic Conference history to sweep the Men's and Women's Indoor Championships in consecutive years
 - Travis Collins received the Most Outstanding Performance Award at the American Athletic Conference Indoor Championships
 - Naomi Taylor received the Track Most Outstanding Performer Award at the American Athletic Conference Indoor Championships for the second straight season
 - Taylor Scaife received the Field Most Outstanding Performer Award at the American Athletic Conference Indoor Championships
- D. Swimming & Diving
- Finished at No. 29 in *CollegeSwimming.com* Championship rankings
 - Seven NCAA Championships individual qualifiers: Zarena Brown, Mykenzie Leehy, Peyton Kondis, Laura Laderoute, Ioanna Sacha, Samantha Medlin and Elizabeth Richardson
 - American Athletic Conference champions for the fourth straight season
 - Twelve American Athletic Conference individual champions and six relay titles
 - Head Coach Ryan Wochomurka named the American Athletic Conference Coach of the Year for the third straight season
 - Bob Gunter named the American Athletic Conference Diving Coach of the Year
 - Zarena Brown and Peyton Kondis shared the league's Swimmer of the Year award
 - Lauren Burrell was named the league's Diver of the Year
- E. Volleyball
- Cougars accepted a bid to the National Invitational Volleyball Championship, marking program's first postseason appearance since 2000
 - David Rehr was named the American Athletic Conference Coach of the Year
 - Houston finished second in American Athletic Conference West Division
 - With 10-6 record in American Athletic Conference play, Cougars recorded highest conference victory total since joining The American and most league

- wins since 2013
- F. Softball – In the pandemic shortened season, finished season with 16-7 overall record and received votes in final USA TODAY/NFCA Coaches poll when remainder of season was cancelled due to COVID-19 pandemic.
- G. Football
 - Competed for the first time under Head Coach Dana Holgorsen
 - Senior punter Dane Roy was recognized as American Athletic Conference Special Teams Player of the Year and a finalist for the Ray Guy Award (nation’s best punter).
 - Marquez Stevenson and Dane Roy were named to American Athletic Conference First Team.
- H. Women’s Golf - Stood at No. 31 in GolfStat national rankings and at No. 38 in *Golfweek* rankings when remainder of spring season was canceled due to COVID-19 pandemic
- I. Men’s Golf - Stood at No. 50 in GolfStat national rankings when remainder of spring season was canceled due to COVID-19 pandemic
- J. Soccer - Advanced to American Athletic Conference Championship for first time in school history

2. Provide a competitive environment of high entertainment value for a loyal fan base with a commitment to sportsmanship and customer service.

University of Houston Strategic Goal impacted:

- National and Local Recognition

Division of Student Affairs & Enrollment Services Strategic Initiatives related:

- Resources - Evaluate, actively pursue, and leverage resources to enhance the UH experience

Success in achieving Initiative 2:

University Exposure:

- All 12 Football games were nationally televised over various networks/platforms.
- 31 Men’s Basketball games were televised during the 2019-20 season – limited due to COVID-19
- 3 Baseball games were televised – limited due to COVID-19
- 14 Women’s Basketball games were televised – limited due to COVID-19
- Softball did not have any games televised due to COVID-19
- XFL had three games broadcast nationally from TDECU Stadium on either ABC or Fox prior to COVID-19
- Visitors to Campus for 2019-20
 - Football – 127,592 total attendance to TDECU Stadium (five games)
 - Men’s Basketball – 107,490 total attendance to Fertitta Center (16 games) – Second consecutive year with total home attendance of 100,000+, which is the first time it has happened since 1983-84
 - Baseball & Softball seasons were cancelled in March 2020
 - Baseball – Total attendance of 8,030 through 7 games
 - Softball – Total attendance of 7,290 through 17 games
 - Special Event ticketing totaled almost 60,000 from XFL, Harlem Globetrotters and other events hosted on campus

Customer Service/Entertainment Value:

- TDECU Stadium has an allocation of 5,000 student seats located in the lower bowl of the east end zone for every home Football game with additional student seating made available in the upper level of the east end zone
- Fertitta Center has 1,000 seats for students to attend all UH sporting events with 300 situated courtside
- Provide a DJ in student section at both Men's Basketball and Football games to enhance the student venue experience
- Provided value menu options exclusively for UH students at both TDECU Stadium and Fertitta Center
- Hosted student tailgates at several home Men's Basketball games to add excitement to the game day experience
- Periodically provide promotional giveaways exclusively for students in TDECU Stadium and the Fertitta Center

3. 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.

University of Houston Strategic Goal impacted:

- Student Success
- National Competitiveness

Division of Student Affairs & Enrollment Services Strategic Initiatives related:

- Student Success - Champion exceptional opportunities and services to support all UH student

Success in achieving Initiative 3:

Student-Athlete Leadership Initiatives

- Coogs' All-In – Student-athlete diversity and inclusion council organized patches, decals and gear promoting EQUALITY
- Unity March – campus activity organized and led by student-athletes to promote Equality
- Establishment of TDECU Stadium as a polling station for 2020 election and promoted early voting at the UH Student Center

Student-Athlete Advisory Committee:

- Student-Athlete leaders with representation for every sport – 37 members with at least two from each sport
- Empowered with the responsibility of being the voice of UH student-athletes for our department, on campus, in The American and among the NCAA membership
- Serve as counsel on matters of time management – an enhanced focus within the NCAA construct
- Populate review committees which evaluate scheduling performance of student-athlete commitment in compliance with NCAA guidelines
- On the forefront of raising awareness of mental health issues affecting students through the POW6RFULMINDS campaign
- Reconnecting with Third Ward – partnership with Generation 1 to support the community surrounding UH main campus

Career Development – program opportunities to assist student-athletes with interview skills, professional contacts and job openings to facilitate employment after earning degrees

4. Enrich the opportunity to earn an undergraduate degree by offering each student-athlete a quality educational, social and athletic experience.

University of Houston Strategic Goal impacted:

- Student Success
- National Competitiveness

Division of Student Affairs & Enrollment Services Strategic Initiatives related:

- Student Success - Champion exceptional opportunities and services to support all UH students

Success in achieving Initiative 4:

Academics:

- In 2019-20, 78 student-athletes received their bachelor's degrees
- Fall 2019 GPA for all student-athletes: 2.94
- Fall 2019 cumulative GPA for all student-athletes: 2.94
- Spring 2020 GPA for all student-athletes: 3.43 (Highest Ever)
- Spring 2020 cumulative GPA for all student-athletes: 3.07 (Highest Ever)
- Average hours passed per student-athlete: 14.00
- 114 student-athletes earned Dean's List honors in Spring 2020 (Highest Ever)
- All programs exceeded the minimum threshold of the NCAA Academic Progress Rate of 930 meaning more than 93 percent of each team (over the last four years) was eligible, retained and/or graduated
- 226 student-athletes earned The American All-Academic honors
- Five programs – Men's Basketball, Women's Basketball, Softball, Men's Cross Country and Women's Cross Country – recorded perfect 1,000 APR single-year scores in 2018-19

5. 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.

University of Houston Strategic Goal impacted:

- Student Success

Division of Student Affairs & Enrollment Services Strategic Initiatives impacted:

- Division Cohesion - Create and foster a cohesive division identity, culture and community
- Resources - Evaluate, actively pursue, and leverage resources to enhance the UH experience

Success in achieving Initiative 5:

Gender Equity:

- Continued emphasis on creating and promoting a culture of gender equality
- Ongoing assessment and self-evaluation of gender equity compliance
- Provide leadership opportunities for female employees through NACWA

membership
NCAA Compliance Program:

- Full implementation and maintenance of Head Coach Accountability program
- Cultivating relationships with UH Offices of similar responsibilities like General Counsel, University Compliance, Internal Audit and Employment Opportunity Services
- Consistent review of policies and procedures to ensure alignment with National Association for Athletics Compliance reasonable standards

6. Exercise fiscal responsibility throughout the Department of Intercollegiate Athletics.

University of Houston Strategic Goal impacted:

- Resource Competitiveness

Division of Student Affairs & Enrollment Services Strategic Initiatives impacted:

- Division Cohesion - Create and foster a cohesive division identity, culture and community
- Partnerships – Forge and strengthen partnerships to expand our reach into the university and greater community

Success in achieving Initiative 6:

- Ongoing collaboration with University Finance & Administration to evaluate and model go forward multi-year financial plans.
- With University guidance, continued attention to University policy and best practices as it relates to both revenue generation and reduction of expenses.
- Alongside the revenue generation team, a continued focus to drive positive results in terms of increased self-generated revenues from ticket sales, donations, media rights and licensing along with non-traditional revenue opportunities
- Renewed approach to generating resources from non-athletics programming in Athletics facilities (i.e. special event revenues)

7. Build and strengthen relationships throughout the University campus and the Houston community.

University of Houston Strategic Goal impacted:

- Community Advancement

Division of Student Affairs & Enrollment Services Strategic Initiatives impacted:

- Division Cohesion - Create and foster a cohesive division identity, culture and community
- Partnerships – Forge and strengthen partnerships to expand our reach into the university and greater community

Success in achieving Initiative 7:

Community Service:

- 2019 Holiday Initiatives
 - Shop with a Cop, Shop with a Jock - Student-athletes participated in program to provide low income and disadvantaged children a gift opportunity with law enforcement officers supported by TARGET

- Basketball programs promoted Toy Drive to accept donations to help children in need with gifts during the holidays
- UH student-athletes voluntarily worked with Blackshear Elementary School
- Promoted voter registration and census awareness initiatives
- Aforementioned Coogs' All-In program, Unity March and TDECU Stadium Polling location

4. Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned strategic initiatives and/or action steps and their importance as compared to others that you might pursue. Where data exist, discuss the number of persons served by each of your programs and any assessment measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting these data.

Evaluations are based on competitive benchmarking processes reviewing comparable peer institutions for the NCAA Division I Football Bowl Subdivision level. The evaluation process focused on programs classified as non-Power Five Conference programs with operating budgets in the \$30-\$70 million range and comparators to Power Five Conference members with operating budgets in \$70-\$110 million level. Financial data is sourced through available NCAA resources as well as through industry trade sources such as WIN AD and available American Athletic Conference benchmarking surveys. Department benchmarking for services and support were obtained through institutional surveys gathered by the NCAA and/or conference affiliates.

Other evaluative information assessed is based on responses from alumni, fans, students, University administration, competitive records of teams and academic records of student-athletes. Comparator information is further derived from the Learfield IMG Director's Cup results which evaluates the athletics success of every NCAA Division I member. Data regarding the number of persons served is based on attendance figures, ticket office audits and business office and other Athletics related records.

Number of Students Served (* - Student Tickets Claimed):

1. Student-Athletes/Managers/Trainers/Tutors.....629
2. Band, Cougar Dolls, Cheerleaders (Spirit Groups).....509
3. Student Employees (Athletics and affiliates).....107
4. Average FB Student Attendance.....4,283*
5. Average MBB Student Attendance.....814*

5. Please discuss any budget or organizational changes experienced since your last (FY2021) SFAC request, their impact on your programs, and your reason for implementing them. SFAC recognizes that some programs did not receive the funds that they requested, that some programs were impacted by additional expenses after the conclusion of the budget cycle, and that some programs may be ahead of or behind their self-generated income projections.

Athletics revenue streams were greatly affected by the COVID-19 pandemic. Established sources of funds from donations, ticketing and sponsorships experienced significant decline, and revenue growth opportunities associated with hosting third-party events were effectively eliminated. While XFL, in particular, showed positive financial results, outperforming revenue projections, destabilization associated with the pandemic caused the league to ultimately file for bankruptcy.

NCAA Governance modeling is a principal driver of our department's budget and strategy.

Under current NCAA regulations, Power 5 Conferences (SEC, ACC, Big 12, Pac 12 and Big 10) are afforded more decision power with respect to NCAA legislation (often referred to as autonomy legislation). In the lens of remaining nationally competitive, it is critical for UH to acquire the resources necessary to adopt many of these autonomous guidelines. Our ability to adapt to changing NCAA culture will affect our success at the University of Houston in the coming years, not only on the field of play but in classrooms and in what is the make-up of our future student-athlete population.

UH Athletics' membership in the American Athletic Conference continues to assist UH as it seeks to expand the Houston brand on a national scale. Consistent with UH goals to be nationally competitive in many areas, UH Athletics continues to evaluate and position itself, and UH, for possible conference realignment opportunities in the future.

A major initiative within Athletics control for conference positioning is athletics competitiveness and the development/enhancement of key facilities. These facilities include the TDECU Stadium, the Guy V. Lewis Development Facility, Carl Lewis Complex (track/soccer facility), the Dominic & Ellen Ng Academic Center for Excellence, Cougar Den, Softball Hitting Facility, Baseball Clubhouse and the Football Indoor Practice Facility.

Facility improvements like the ones mentioned above are essential to enhance financial stability and athletic success. Fan experience as well as our ability to recruit top talent will grow as our facility enhancements move forward, in turn bringing more positive local and national attention to the University of Houston. Epitomizing facility transformation is the renovation of Hofheinz Pavilion to become the Fertitta Center which opened on December 1, 2018 with a Men's Basketball win over Oregon. This major project, along with TDECU Stadium and the Guy V. Lewis Development Facility, fulfills UH's commitment to the students from the 2012 student referendum to improve Athletics facilities.

The Department of Athletics' push for national relevance, conference positioning, brand expansion and community partnerships continues to build the image and stature of Houston Athletics and demonstrates its importance to the growth of the institution and the enhancement of the overall student experience.

6. If your unit concluded FY2020 with a Fund 3 addition to Fund Equity in excess of \$5,000, please describe the conditions which caused the addition and provide a line-item identification of the budgetary source(s) of the addition (i.e. lapsed salary, conference travel, etc.).

Intercollegiate Athletics Fund 3 concluded FY2020 with two (2) carry forward amounts, each earmarked for specific purposes. Those earmarks were:

\$1,234,311 – in capital improvement funds associated with the American Athletic Conference new broadcast rights agreement with ESPN. These funds, carrying forward to FY2021, must be used for infrastructure improvements to facilitate our ESPN productions and/or game presentation experience.

\$175,883 – in Camp Operations carry forwards. Due to accounting changes associated with IRS requirements, summer camps & clinics operated by our various sports/coaching staffs have had to transition from UH's Fund 9 (Agency fund) to Fund 3 (Auxiliary fund). As a result, net proceeds will carry forward in these camp cost centers from year to year.

7. Please list your 2021-22 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs and Enrollment Services Values and University of Houston Strategic Goals to which they relate. Larger units may wish to group responses by subprogram. Under each strategic initiative, please state the specific action steps (programs, activities, services, policies/procedures, etc.) that you intend to implement to accomplish your stated initiative.

UH Athletics Objectives for 2021-22

In understanding the broad nature of Intercollegiate Athletics Operations, department goals roll into the framework of the department's Operating Principles.

1. Cultivate the highest quality sports programs, facilities and resources to build and maintain winning traditions.

University of Houston Strategic Goal related:

- National Competitiveness
- Athletic Competitiveness
- National and Local Recognition
- Resource Competitiveness

Division of Student Affairs & Enrollment Services Strategic Initiatives related:

- Student Success - Champion exceptional opportunities and services to support all UH students
- Division Cohesion - Create and foster a cohesive division identity, culture and community

2. Provide a competition environment of high entertainment value for a loyal fan base with a commitment to sportsmanship and customer service.

University of Houston Strategic Goal related:

- National and Local Recognition

Division of Student Affairs & Enrollment Services Strategic Initiatives related:

- Resources - Evaluate, actively pursue, and leverage resources to enhance the UH experience

3. 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.

University of Houston Strategic Goal related:

- Student Success
- National Competitiveness

Division of Student Affairs & Enrollment Services Strategic Initiatives related:

- Student Success - Champion exceptional opportunities and services to support all UH students

4. Enrich the opportunity to earn an undergraduate degree by offering each student-athlete a quality educational, social and athletic experience.

University of Houston Strategic Goal related:

- Student Success
- National Competitiveness

Division of Student Affairs & Enrollment Services Strategic Initiatives related:

- Student Success - Champion exceptional opportunities and services to support all UH students

5. 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. University of Houston Strategic Goal related:

- Student Success

Division of Student Affairs & Enrollment Services Strategic Initiatives related:

- Division Cohesion - Create and foster a cohesive division identity, culture and community
- Resources - Evaluate, actively pursue, and leverage resources to enhance the UH experience

6. Exercise fiscal responsibility throughout the Department of Intercollegiate Athletics. University of Houston Strategic Goal related:

- Resource Competitiveness

Division of Student Affairs & Enrollment Services Strategic Initiatives related:

- Division Cohesion - Create and foster a cohesive division identity, culture and community
- Partnerships – Forge and strengthen partnerships to expand our reach into the university and greater community

7. Build and strengthen relationships throughout the University campus and the Houston community.

University of Houston Strategic Goal related:

- Community Advancement

Division of Student Affairs & Enrollment Services Strategic Initiatives related:

- Division Cohesion - Create and foster a cohesive division identity, culture and community
- Partnerships - Forge and strengthen partnerships to expand our reach into the university and greater community

8. Recognizing that the potential to generate additional Student Service Fee income for FY2022 base funding is extremely limited and recognizing that it is likely that some units will not be allocated the new base budget and/or one-time funds requested. Please provide a narrative of how your unit would accommodate a reduction of 5% in your total FY2022 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.

Given Athletics has already absorbed an FY21 base funding cut in excess of \$2.2 million, absorbing a 5% reduction in FY2022 SSF funding would be a sizable challenge. Having already reduced operations budgets for FY21 by \$1.366 million, salaries by \$758,000 (affecting change in ~18 positions) and summer school aid by \$135,000, for any reduction in SSF funding, Athletics management would have to further evaluate salaries & wages to accommodate the reduction. Given previous salary reductions, both full-time and part-time support would likely be impacted.

9. What are the other possible sources of funding available to your unit and what efforts are being made to access them (e.g. grants, donations, etc.)? **If you receive funds from other sources, please briefly describe the source, purpose, and duration of the funding and report the amounts received in the appropriate rows/columns on the SFAC Spreadsheet.**

Externally generated revenue is a key element to Athletics future success and viability. Pursuing excellence in the recruitment and training of exemplary student-athletes, the hiring and retaining of exceptional coaches and staff and the provision of quality facilities are all supported/enhanced through our ability to attract financial resources to our program. Given the importance of these self-generated revenues, a great deal of on-going time and effort is paid to enhancing these important revenue sources.

These sources include:

- Season and individual game ticket sales
- Annual giving & capital gifts
- Parking revenue
- Concession sales
- Corporate sponsorships
- Marketing royalties
- Conference/NCAA revenue distribution
- Special events
- Non-Athletics programming
- Facility use agreements
- Long-Term partnerships

10. Please describe any services that are similar to yours and/or any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.

Athletics provides several student-athlete services that may overlap with similar lines of service offered by the University. Often, the principal reason for the comparable services is due to the demanding schedule of a student-athlete and highly specialized nature of the service for NCAA Division I competition.

Student-Athlete Services concurs with campus' academic advising component. The consuming schedule commitments (competition, training, travel, etc.) and NCAA academic eligibility rules compliance required of a student-athlete proves need for Athletics to provide academic counselors who are accessible and specifically trained to address these detailed requirements.

Sports Medicine intersects with University Health Services. The distinct nature of sport injuries – prevention, diagnosis, treatment and rehabilitation – elevates its significance for our student-athletes who are competing on the highest collegiate level. Partnerships with medical consortiums specializing in this specific care is tremendously important for the well-being of our student-athletes.

Sport Performance coincides with aspects of the Student Recreation and Wellness Center, in terms of opportunities for strength and conditioning training and access to athletics facilities. Virtually unlimited access to dedicated facilities is key for appropriate sport-specific training. For optimal performance and success, student-athletes' have need for specialized strength and conditioning equipment and access to specialized strength and conditioning coaches armed with the ability to drive and assist student-athletes in attaining their highest athletic potential.

Athletics offers services for mental health and well-being in affiliation with UH Counseling and

Psychological Services. These services are tailored more to the needs of student-athletes as evidenced by national trends across the NCAA membership.

Career Development is an emphasis in Athletics which aligns with University Career Services. The approach has been in response to specific requests in the marketplace, which embraces the desirability for having individuals as employees who have been in the student-athletes culture.

NOTE: *The totality of your responses to these questions should give the members of the Committee a comprehensive understanding of the role and function of your unit(s). To the extent that your responses do not accomplish this, please revise them accordingly.*

Please send electronic responses (PDF format) to:

Chair, SFAC
% Dean of Students Office_
dlyoung4@central.uh.edu

