



Objectives of this presentation:

- 1. Discussion of what success looks like for Intercollegiate Athletics at UC Davis.**
- 2. Outline of ICA strategic plan.**
- 3. Review of ICA finances and budget.**

1. Student-athletes, especially URM, are being educated in an exemplary fashion.

Measurable gains in personal growth and career outcomes are evident among student-athletes. Academic performance is in alignment with the overall student body.

2. The undergraduate experience for all students is being enriched by Athletics.

All students are privy to enhanced social opportunities, sense of community, diversity, and institutional spirit.

3. Athletics is enhancing the academic enterprise.

Successful and innovative collaborations are taking place in research, instruction, and academic programming.

Indicators of success for Intercollegiate Athletics at UC Davis.



4. Athletics is having a tangible positive impact on alumni and donor relations.

Competitive success has created a strengthened point of connection and engagement for supporters of our university.

5. Marketing benefits are accruing to the campus because of Athletics.

Competitive success has created increased exposure, which is having a measurably positive impact on applications, institutional brand, and public relations.

6. Athletics is making an external impact - on students, parents, and educators throughout our state.

UC Davis is a visible example of diverse and elite scholar-athleticism occurring at an accessible public institution. We are a demonstrable example to students from all backgrounds that it is "cool" to try your best at both sports and school.

ICA engages undergraduate students, and will aspire for increased contemporary engagement with students.

- 1300 first year students took part in "Running of the First Years" in 2016.
- 3000 students attend our ESPN televised basketball games.
- 5200 students attended our "kick-off" on Sunday.
- 45 sections of PHE classes are taught by ICA coaches.
- ICA-owned venues are utilized for classes, club sports, and ROTC.
- Nearly 150 students employed by ICA annually; \$269,562 salaries and benefits paid.
- Partnership with ASUCD provides experience for KDVS to broadcast football and basketball games.
- Coffee House caters team meals.
- Unitrans provides transportation to the football team on game day.



Comprehensive scholar-athleticism.



- Commitment to Division One competitiveness, academics, and student-athlete personal growth.

Togetherness.

- In how we act, compete, and operate.

Moral uprightness.

- Active ethical conscience in doing right, especially for our student-athletes.

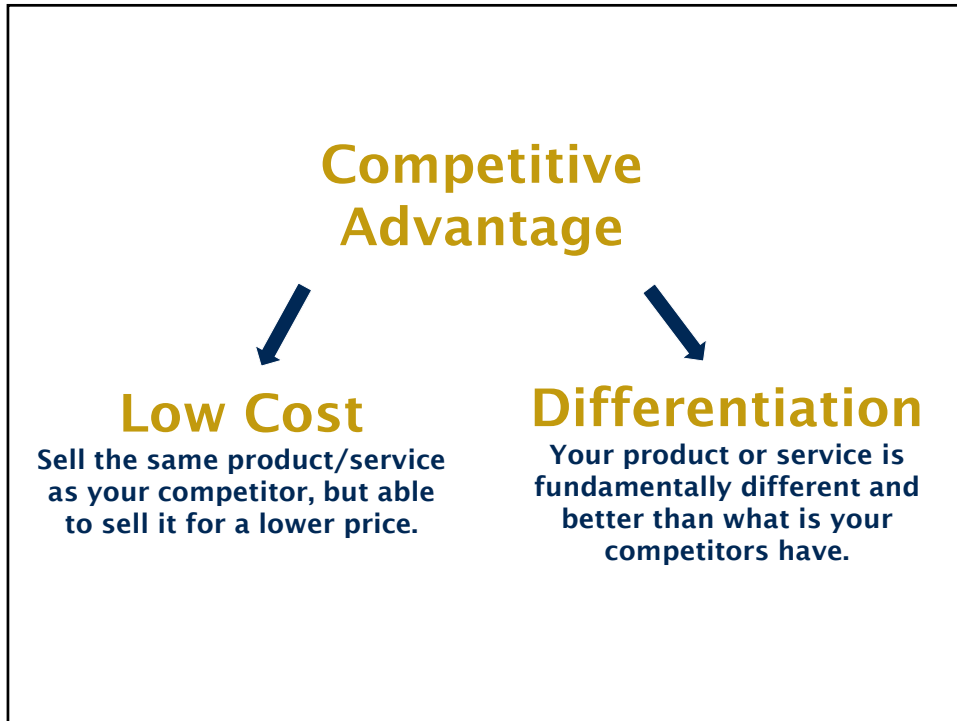
Institutions from US News & World Report Top 50 Competing in NCAA D1 Football Championship Subdivision (FCS)

	Academic rank (US News 2016)	Director's Cup rank (2016)	Graduation Success Rate (student-athletes)	Federal Graduation Rate (all students)
Princeton	1	35	98%	96%
Harvard	2	67	98%	98%
Yale	3	76	98%	97%
Columbia	4	93	98%	94%
Penn	9	58	97%	96%
Dartmouth	12	79	99%	95%
Brown	14	86	97%	95%
Cornell	15	78	96%	93%
William & Mary	34	95	92%	90%
UC Davis	41	Unranked	88%	82%
Lehigh	47	169	92%	87%

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Objective of strategy is to gain a *defensible competitive advantage* over rivals.





Differentiation

Your product or service is fundamentally different and better than what is your competitors have.



Building a great athletics department?



Low Cost

Sell the same product/service as your competitor, but able to sell it for a lower price.



Differentiation

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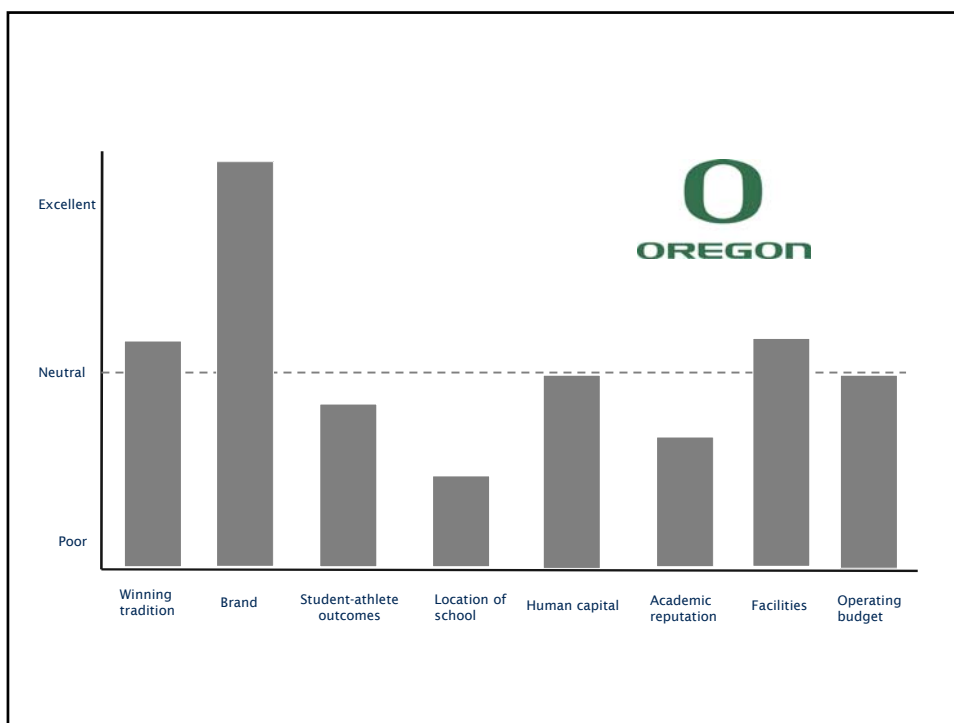
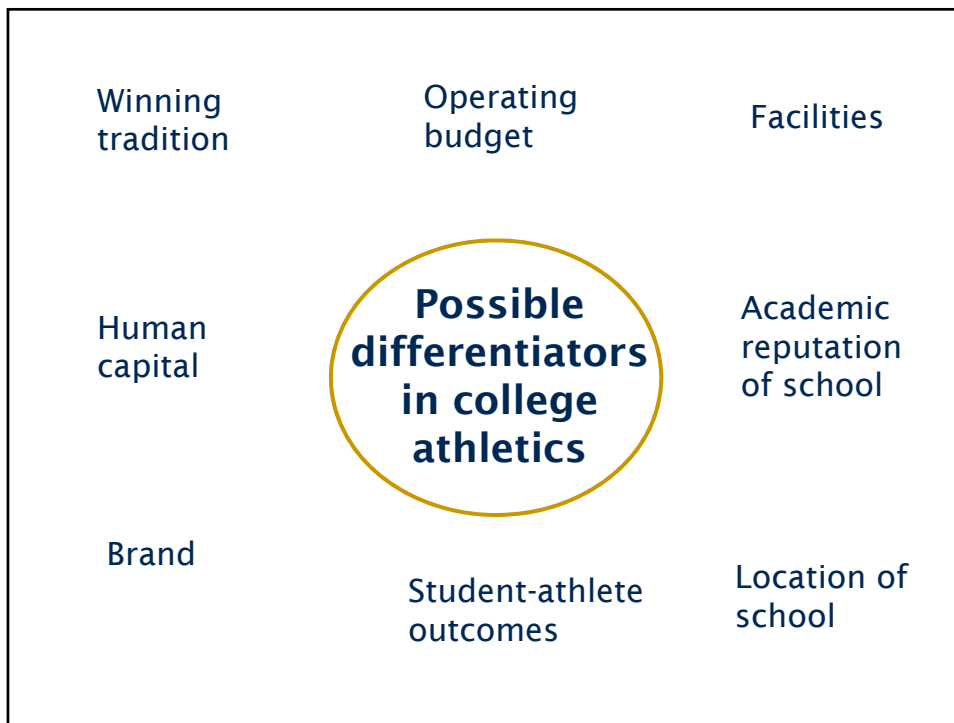
**Building a great athletics
department?**

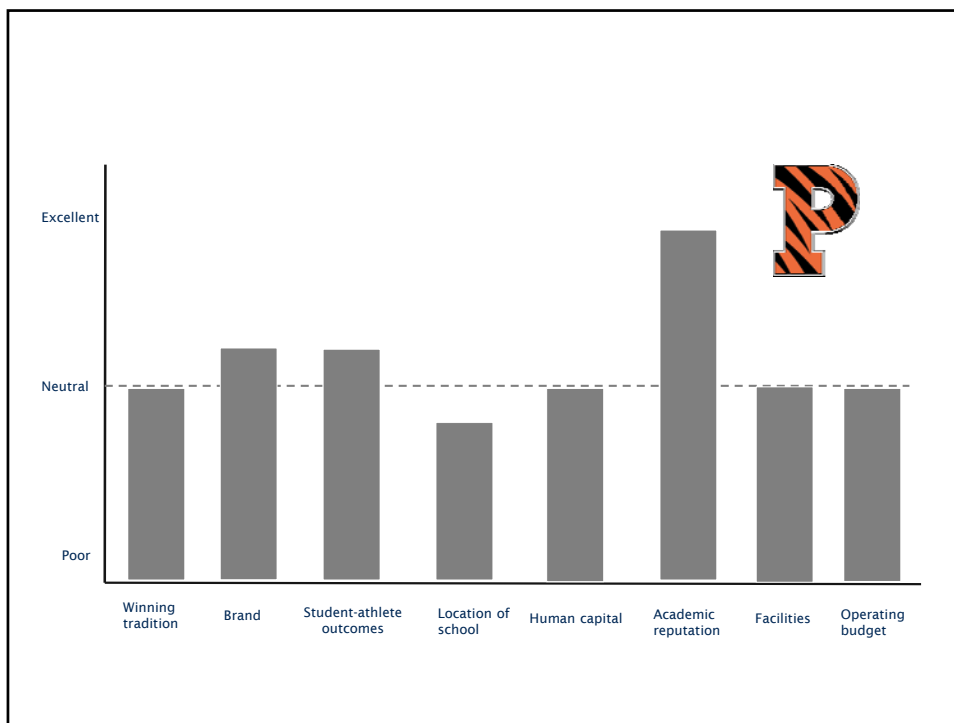
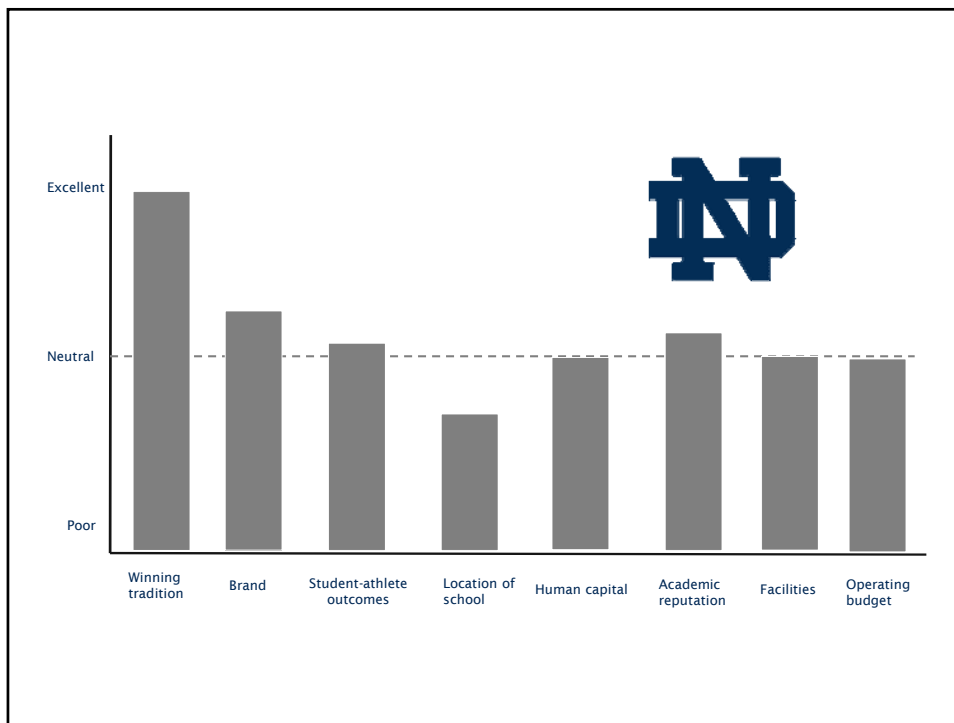


Differentiation

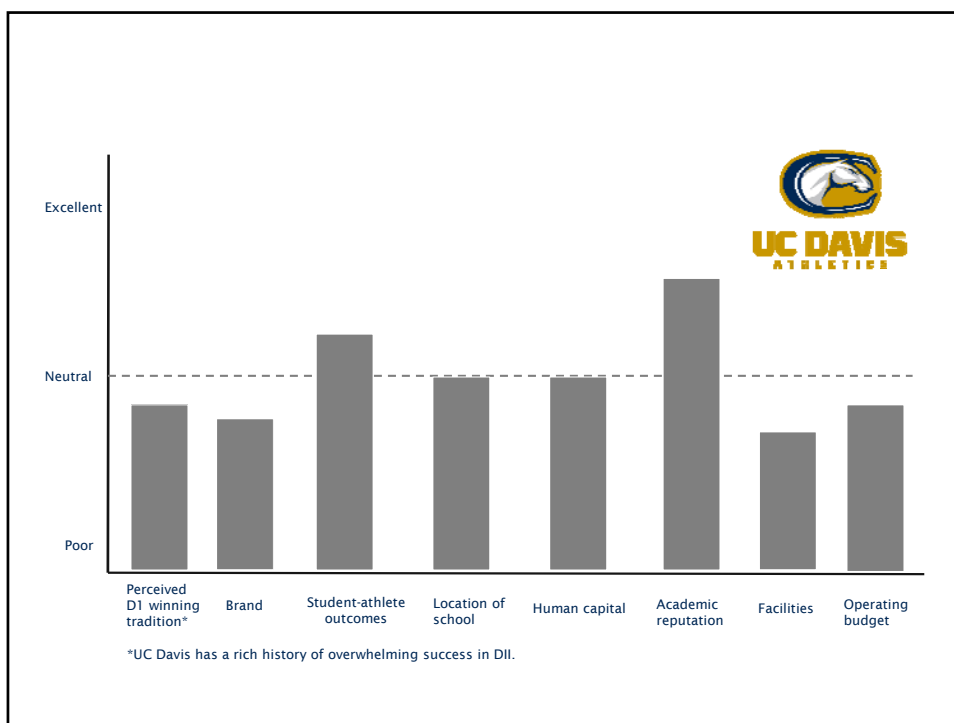
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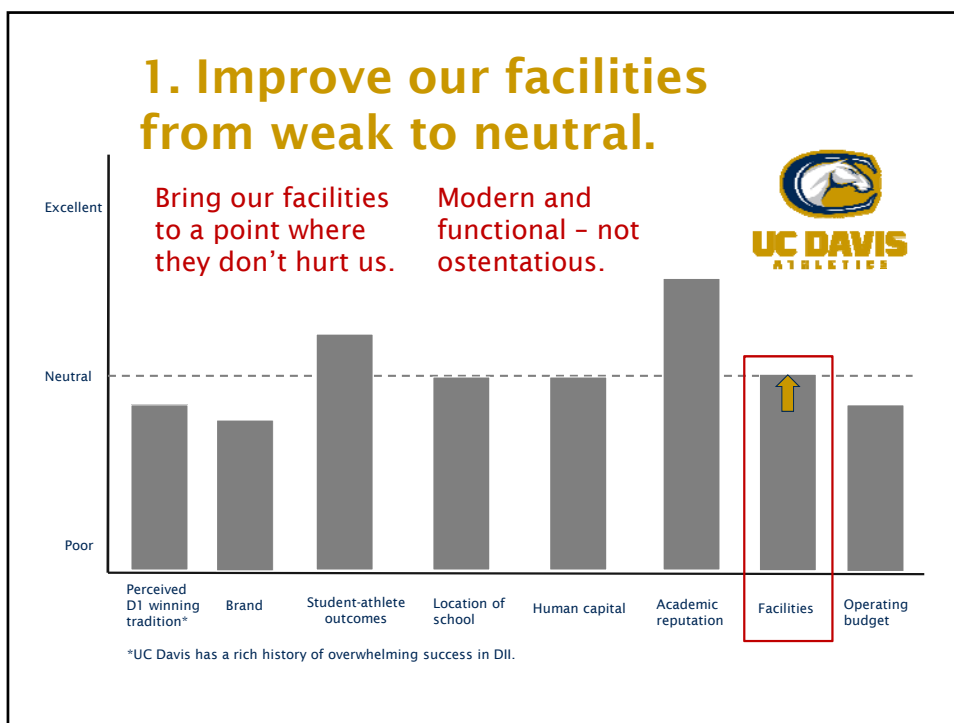
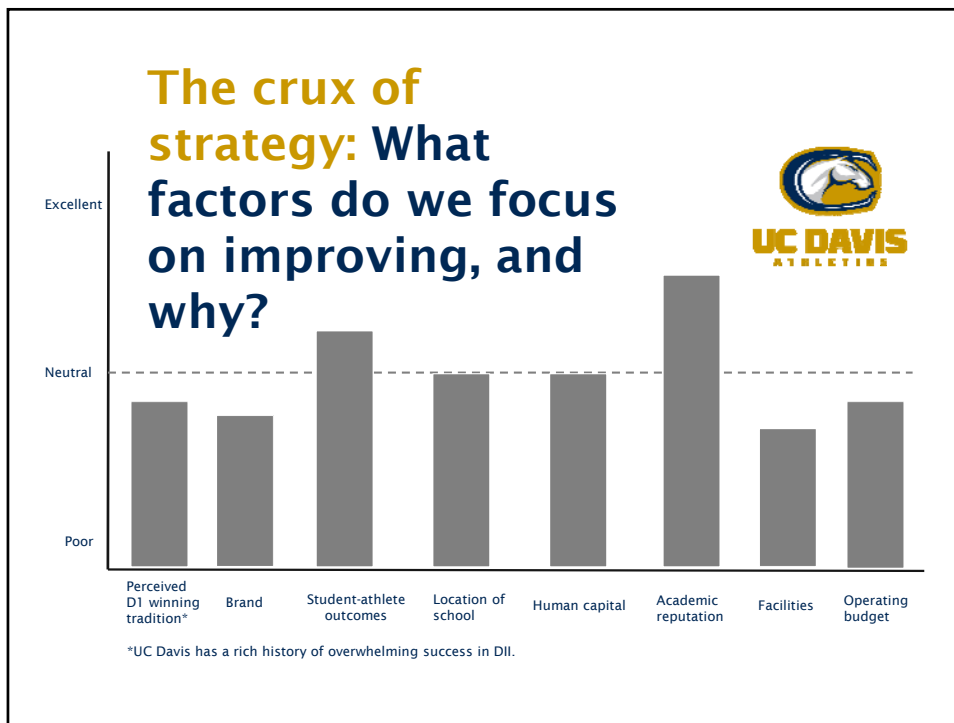
**How do athletics
departments differentiate
themselves from each other?**



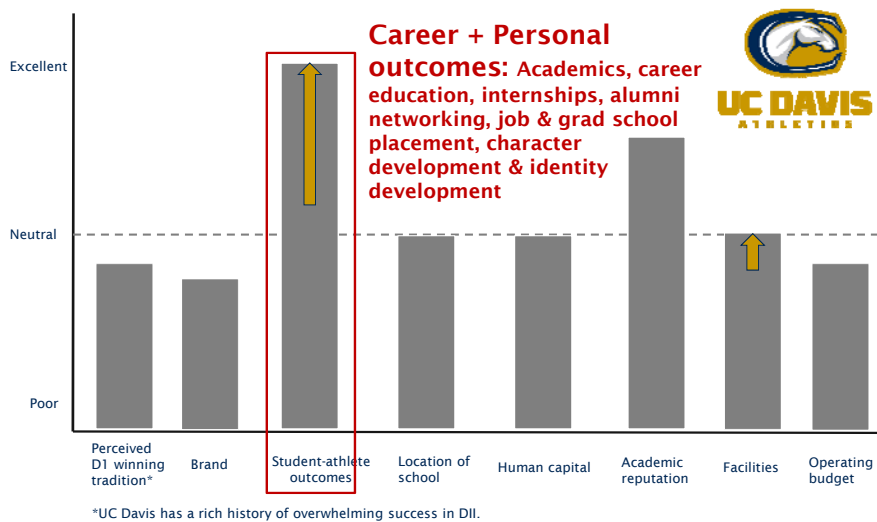


What about us?



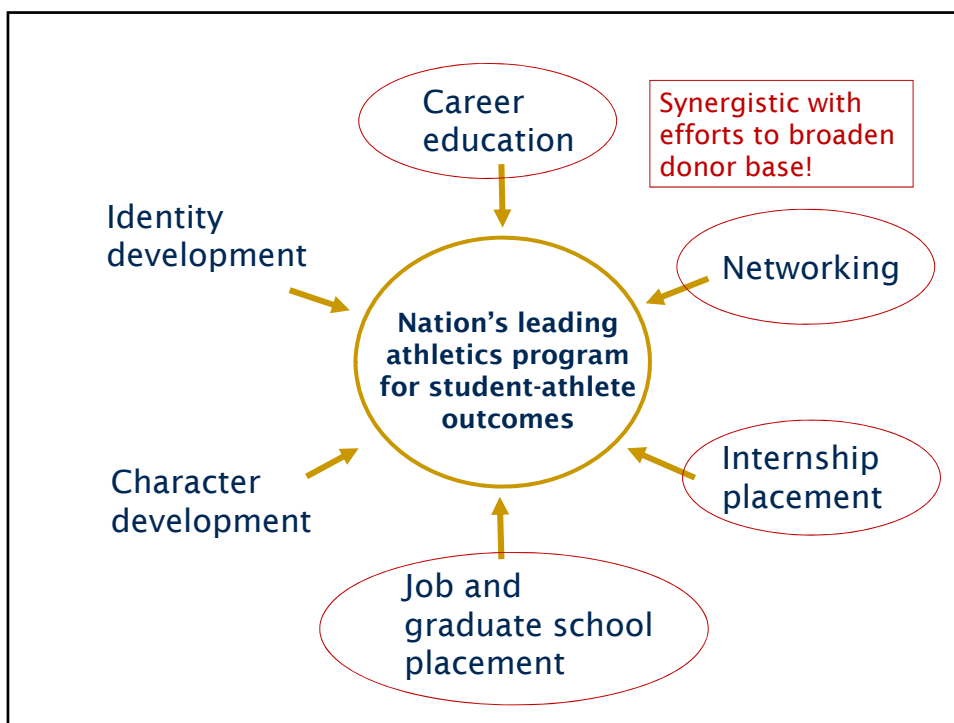
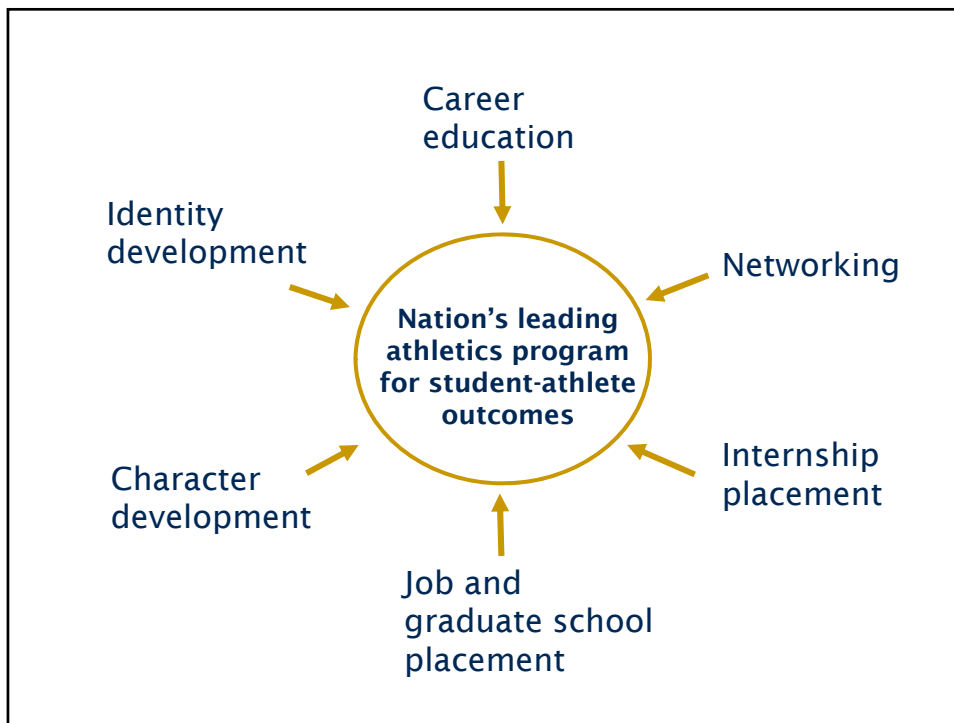


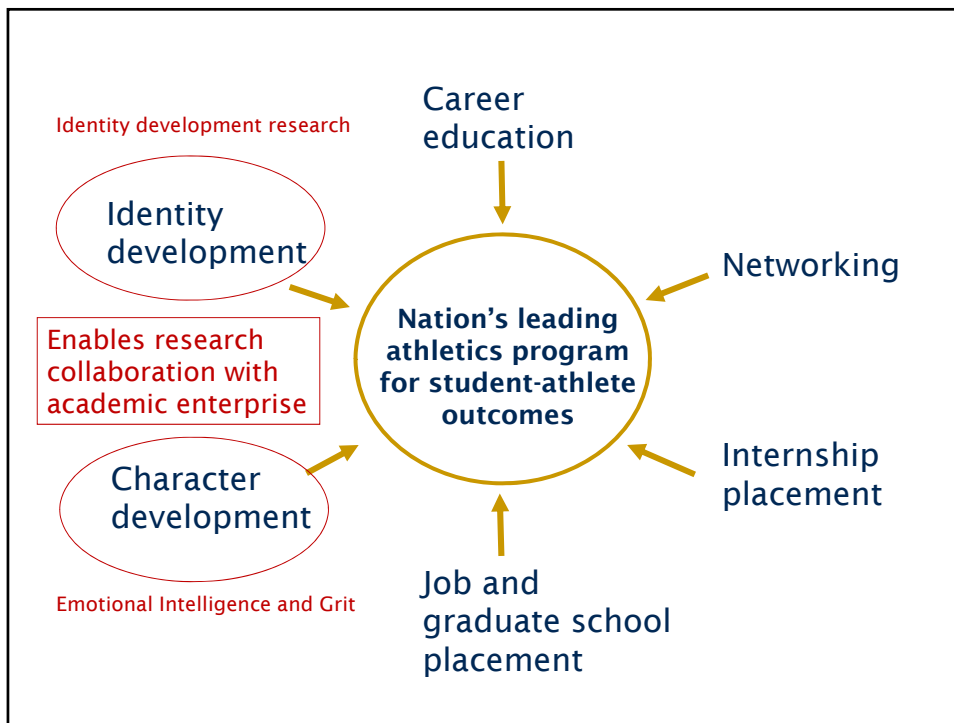
2. Pursue differentiation in student-athlete outcomes.



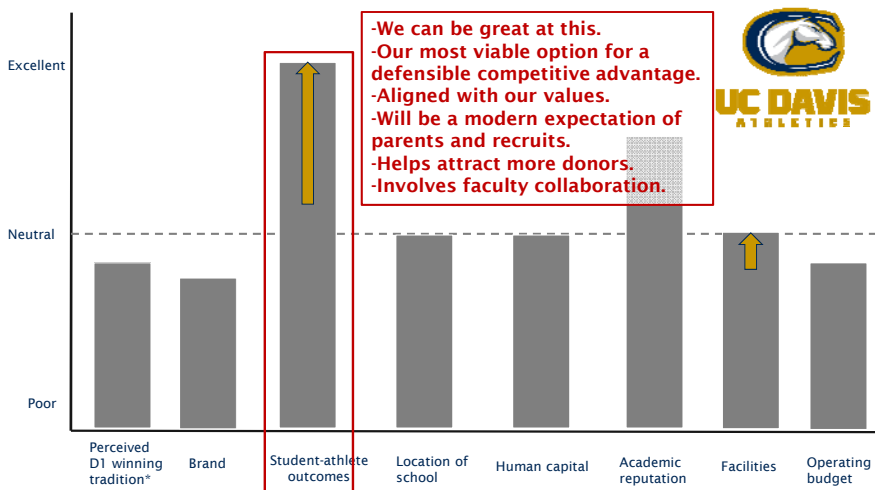
Year	Personal Growth	Career Education	Career Placement
Freshman	<ul style="list-style-type: none"> - EQ and Grit test - Myers/Briggs - Identity development introduction 	<ul style="list-style-type: none"> - Learn career fundamentals from alumni speaking to teams. 	<ul style="list-style-type: none"> - Establish resume, networking, and interviewing skills.
Sophomore	<ul style="list-style-type: none"> - Identity development emphasis - EQ and Grit test 	<ul style="list-style-type: none"> - Learn career fundamentals from alumni speaking to teams. 	<ul style="list-style-type: none"> - Begin networking with alumni. - Internship that fits training schedule.
Junior	<ul style="list-style-type: none"> - Leadership training - EQ and Grit test - Myers/Briggs 	<ul style="list-style-type: none"> - Informational interviews in area of interest. 	<ul style="list-style-type: none"> - Internship that fits training schedule.
Senior/5th	<ul style="list-style-type: none"> - Leadership training - EQ and Grit test 	<ul style="list-style-type: none"> - Job interviews and grad school applications. 	<ul style="list-style-type: none"> - Placement in job or grad school by graduation.
Alumni	<ul style="list-style-type: none"> - Learn to give back to UC Davis! 	<ul style="list-style-type: none"> - Return to campus to talk to former team about career. 	<ul style="list-style-type: none"> - Help by hiring Aggies for full time and internships.

Track results of placements & salary; create recruiting reputation



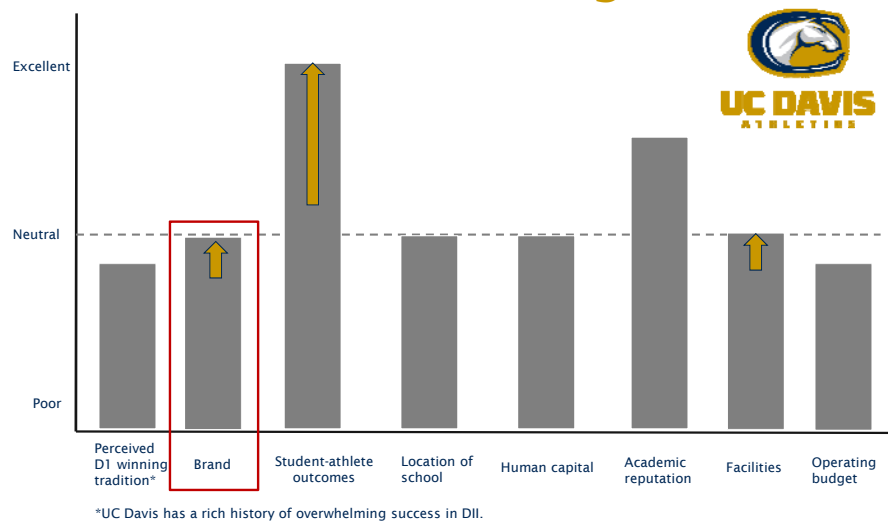


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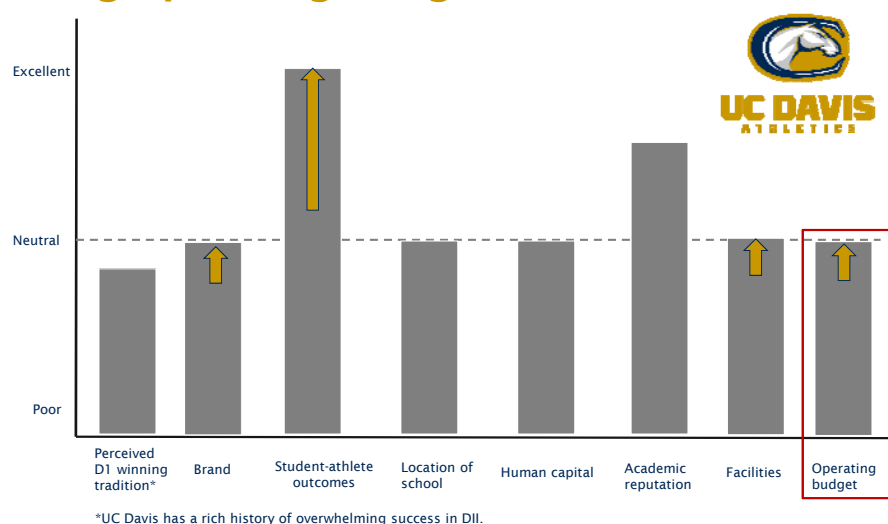


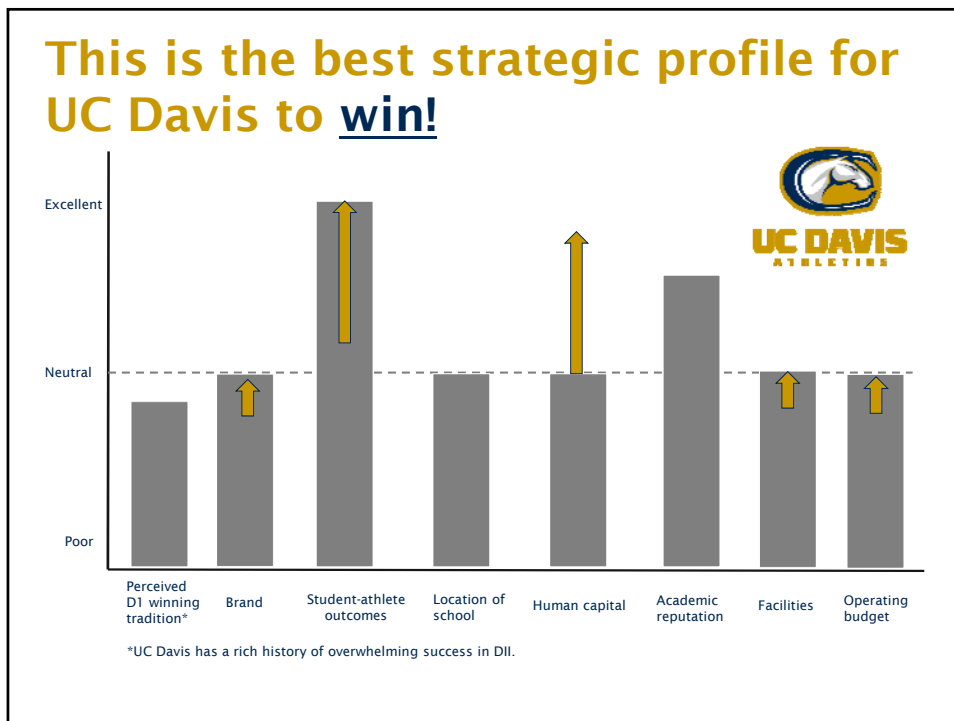
*UC Davis has a rich history of overwhelming success in DII.

3. Enhance our brand so it is more relevant in modern college athletics.



4. Professionalize our revenue generation; bring operating budgets to neutral.





So what will happen when we achieve this strategic profile?

**We will become a national example
for *modern* college athletics.**

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for *modern* college athletics.**

In addition to traditional outcomes like winning and academics, **schools will increasingly be accountable for modern outcomes** like job placement, character development, adding value to the academic enterprise, and stewarding underrepresented student-athletes.

UC Davis as a national example for *modern* college athletics:

- Highest-ranked FCS school in the D1 Director's Cup.
- Student-athlete GPA and grad rate in alignment with the undergraduate student population.

“Traditional” outcomes

UC Davis as a national example for *modern* college athletics:

- Highest-ranked FCS school in the D1 Director's Cup.
- Student-athlete GPA and grad rate in alignment with the undergraduate student population.

Modern outcomes

- Vast majority of student-athletes placed in jobs or graduate school *before* graduation day.
- The character of student-athletes – as measured by Emotional Intelligence and Grit – is measurably improved.
- Underrepresented minority student-athletes, and student-athletes from disadvantaged socioeconomic backgrounds, are served in a nation-leading manner.
- Enhancing the academic enterprise of the university – not just coexisting alongside it – through collaborations with faculty.

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UC DAVIS
ATHLETICS

Discussion, Feedback, and Questions