Objectives of Today’s Meeting

1. Provide an overview of Intercollegiate Athletics and how the organization operates.

2. Help you understand the dynamics that drive ICA’s financial model.

3. Answer your questions.
Intercollegiate Athletics At-a-Glance

- Over 650 student-athletes compete on 25 varsity athletics teams. 16 women’s teams and 9 men’s teams.

- Compete at the FCS level of Division I in a handful of conferences – most notably the Big West and Big Sky.

- Undergraduate students voted to transition from Division II to Division I more than 20 years ago.

- Hire over 200 students to work part-time and about 5 recent graduates into full time jobs each year.
ICA works with campus partners to pursue institutional opportunities.

- Community-building for students, staff, and City of Davis residents.
  - Approximately 120,000 people attend ICA events in a given year.

- Visibility for all of UC Davis.
  - Over 4M people watched UC Davis in 2017 NCAA Tournament.
  - Messaging on sports broadcasts promotes broad academic strengths.

- Alumni engagement and fundraising opportunities.
  - Chancellor May and DEVAR use athletics events for fundraising opportunities
SCHOOL PROFILE
UC DAVIS AGGIES

LOCATION: DAVIS, CA

ENROLLMENT: 35,186

CONFERENCE: BIG WEST

#1 UNIVERSITY FOR VETERINARY MEDICINE

RANKED 6TH BEST PUBLIC UNIV IN NATION

ACCORDING TO WALL STREET JOURNAL
San Diego Duck
@PeterJ20

@YogiRoth I was not aware UC Davis was such a strong academic school...looked it up during the telecast and was surprised...

1:26 PM - 15 Sep 2018

1 Like

Yogi Roth ☑️ @YogiRoth · 15h
Replying to @PeterJ20
Yea, really impressive university. Adding @CoachHawkinsUCD & it's going to be a special combination in CFB/school. Thanks for watching @Pac12Network

1 Like

San Diego Duck @PeterJ20 · 15h
It was not that long ago they were d2...impressive jump! I played against them in preseason at western Oregon...we always thought it was strange playing a d2 school with 25k enrollment haha
Financial operating principles

1. Transparent
   - Kevin’s cell phone number is (530)-219-4023.
   - Open invitation to be “AD for the day” and shadow.

2. Frugal
   - Staff salaries that are lower than the campus average.
   - Only one half of one person in the entire organization is used as administrative assistant.
   - Budgets are managed tightly.

3. Clear and easy to understand
   - We want you to know and understand all of the facts.
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<th>Revenue Categories</th>
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On average, athletics programs at the FCS level operate with 74% of revenue coming from allocated sources (e.g., fees or institutional support). UC Davis typically approximates the FCS average.

(Source: WinAD Database)
UCSD students vote to fund Div. I sports

Nearly 70 percent said yes to Div. I and the accompanying fee hike.
We are increasing generated revenue and will continue to do so.

- **Fundraising**
  - Beat annual fundraising record by 20% in FY17 and again by another 22% in FY18.
  - Give Day 2018: ICA led all schools and units in revenue and donors. Also led in 2017.
  - First endowed head coaching position in school history in 2017.
  - Secured largest gift in UC Davis Athletics history in 2018.

- **Ticket Sales**
  - Ticket revenue increased nearly 30% from FY17 to FY18.

- **Sponsorship**
  - Forthcoming announcement of stadium naming rights deal.
  - Partnership with Learfield (third party sales agency) to help increase monetization of sponsorship assets.

- **Game Guarantees**
  - Will generate almost $1.5M in revenue from game guarantees.
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Some costs in athletics are not within our immediate control.

Many costs are subject to inflationary increases.
Other fundamental financial trends in college athletics:

- No FCS school, and only 7 of the FBS public schools, operates without either student fees or institutional support. (Source: WinAD database)

- The median ratio of athletics expenses to institutional expenses has grown from just over 5% in 2004 to 7.4% in 2015. This ratio at UC Davis is 0.8% in 2017-2018. (Source: NCAA Revenue and Expense Report)

- UC San Diego students recently voted for a similar fee structure to transition UCSD’s athletics program to D1. They will join the Big West Conference in the coming years.