

***UC DAVIS***

**A T H L E T I C S**

# 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

▶ | 🔊 0:04 / 1:38





**San Diego Duck**  
@PeterJ20

Follow

**@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



2



1



Tweet your reply



**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

3

3



**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.

## **Revenue Categories**

**Student Fees**

**Generated Revenue**

**Institutional Support**

## **Expense Categories**

**Salary and Benefits**

**Scholarships**

**Operating Expenses**

**Debt Service**

## Revenue Categories

**Student Fees**

→ *“Allocated  
revenue”*

**Generated Revenue**

**Institutional Support**

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)

## Expense Categories

**Salary and Benefits**

**Scholarships**

**Operating Expenses**

**Debt Service**

# The San Diego Union-Tribune

## UCSD students vote to fund Div. I sports



UC San Diego athletes celebrate after undergraduates voted to more than double student athletics fees to fund a move to NCAA Division I in sports. (K.C. Alfred)

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.

## Revenue Categories

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**Debt Service**

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.**

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