



# UC Davis Intercollegiate Athletics

Rocko DeLuca, Director of Athletics

# ICA Mission Statement

**The purpose of Intercollegiate Athletics (ICA) at UC Davis is to mirror the mission of the University by providing a student-centered program dedicated to excellence. ICA empowers student-athletes to compete at the highest level academically and athletically while preparing them to become the next generation of leaders.**

**As ambassadors of UC Davis and the community, our student-athletes, coaches and staff are committed to Passion, Respect, Inclusion, Discipline, and Excellence.**

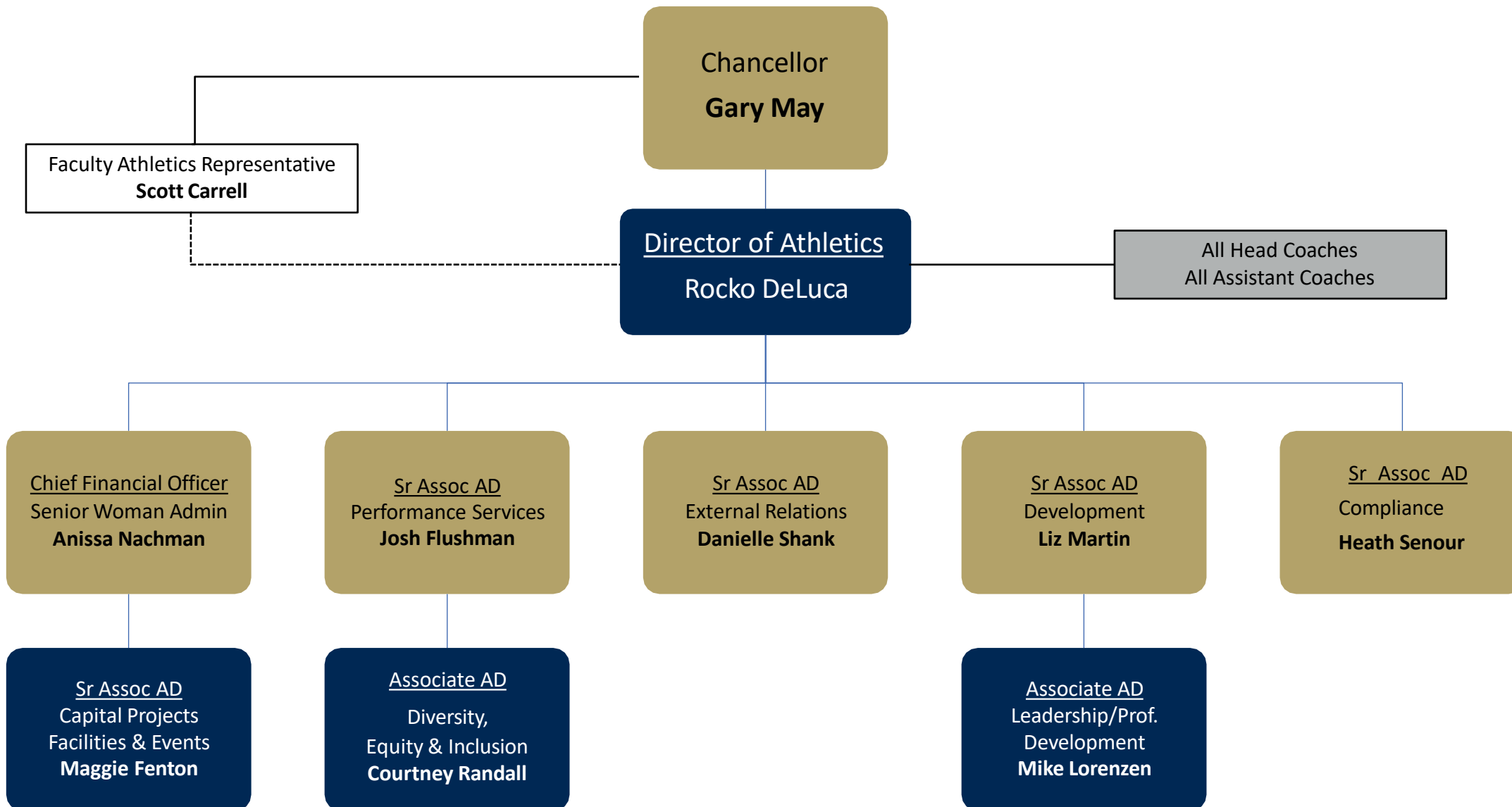






# UC DAVIS ATHLETICS

ORGANIZATIONAL CHART  
JULY 2022



# Intercollegiate Athletics At-a-Glance

- Over 650 student-athletes compete on 25 varsity athletics teams. 16 women's teams and 9 men's teams.
- Undergraduate students voted to transition from Division II to Division I more than 20 years ago.
- Compete at the FCS level of Division I vs. nation wide competition – most notably the Big West and Big Sky Conferences.



- Uniquely focused and investing in our DEI efforts and post-graduate success.
  - Aggie EVO Program
  - Project Destined – Mentoring Opportunity for minority student-athletes.
  - Focused DEI work including three SRO's: AAPI, Davis Athlete Ally, and CADSA.



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 each year.

### **Visibility for all of UC Davis.**

- Self produce over 60 ESPN+ broadcasts from campus facilities.
- Over 4M people watched UC Davis in 2017 NCAA Tournament.
- Messaging on sports broadcasts promotes the academic strengths and national rankings of UC Davis.
- ICA leads all UC Davis campus units in social media engagement across IG,T,FB

### **Alumni engagement and fundraising opportunities.**

- Chancellor May, Campus Leadership, and DEVAR use athletics events for fundraising opportunities and alumni engagement.
- Cal Football game is largest CAAA event in the Bay Area.

### **Edwards Family Athletics Center (opening 9/26)**

- UC Davis Health Sports Medicine Clinic –campus and public use.
- Auditorium and large classroom spaces made available.
- Club sports will have access to new weight room and existing weight room near Hickey Gym.

### **Other collaborative partnerships with campus groups.**

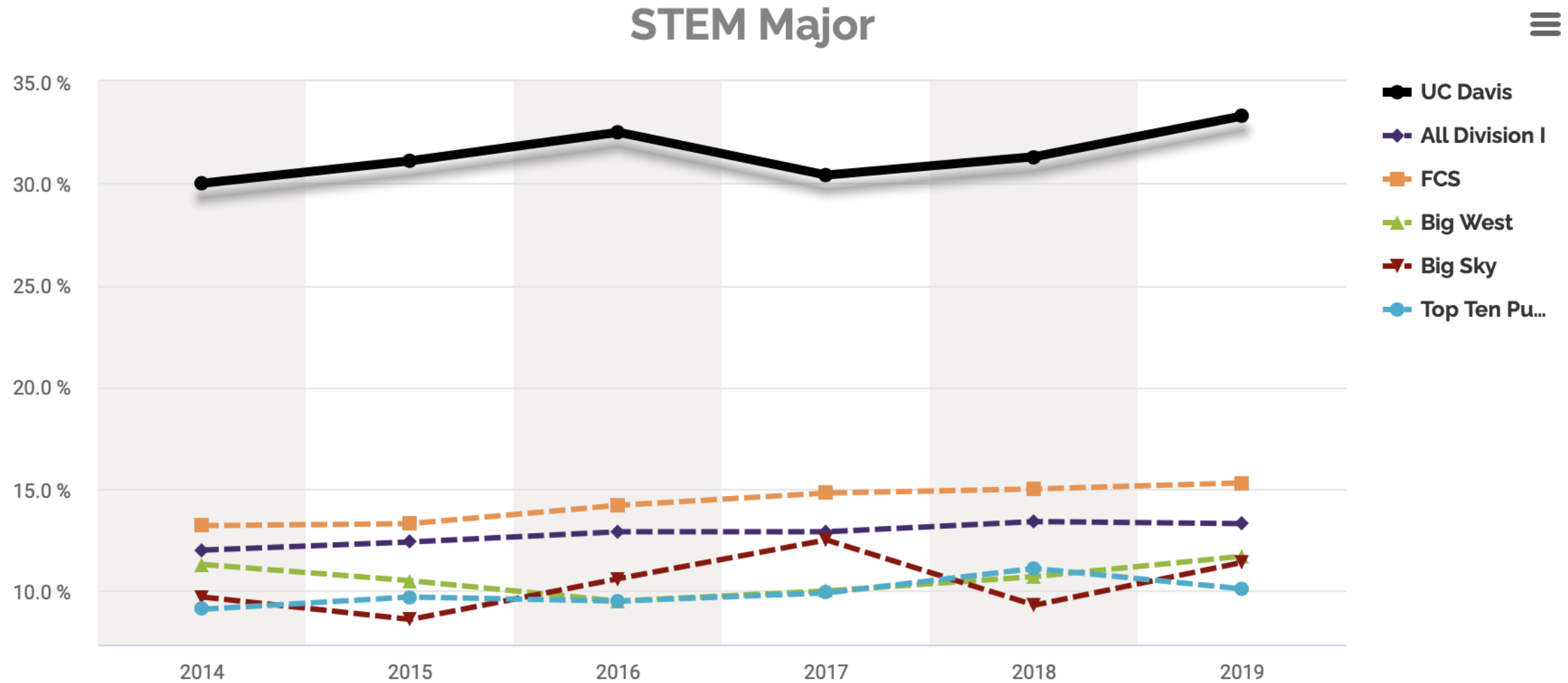
- Over 35 RSO's involved in and around ICA home games.
- Support ASUCD units including: CoHo, Unitrans, KDVS, Entertainment Council, Bike Barn, Picnic Day, The Pantry including Gunrock's Gallop 5k.
- Letters & Science, Vet Med, Law, Engineering, Agricultural & Environmental, Staff Assembly, CAAA.
- **Aggie EVO Program** catalyst for Aggie Launch.

Student-  
Athlete  
*Academic*  
Success



- **Spring Quarter Academic Update**
  - Overall 3.2 average team GPA
  - 64 students with a 4.0 GPA
  - 226 with 3.5 GPA or higher
  - 398 with 3.0 GPA or higher
  - Average quarterly team GPA over 3.00 for at least 27 consecutive quarters.
- Student athletes are currently enrolled in 74 different undergraduate majors and 6 graduate programs.
- Five and Six-year graduation rates for athletes and non-athletes continue to be nearly identical.
- '20-21 GSR 92% tops in Big West
- UC Davis Launch Rate: 87%\*
  - \*Launch is considered with graduation and full-time employment, or grad school acceptance in hand by commencement.

# UCD Student-Athletes in STEM Majors







*Ucla*



LMU

SC



A

P



SC

WF

SVC



*Cal*



Ψ

O

TM

Student-  
Athlete  
*Athletic*  
Success  
2021-22



- **Women's Basketball 2021 Big West Champions**
  - **2021 NCAA Tournament Appearance (third ever)**
- **Women's Lacrosse 2021 MPSF Champions**
- **Women's Cross Country 2021 Big West Champions**
- **Men's soccer made BWC Tournament for 10<sup>th</sup> consecutive season**
- **Football made 2022 NCAA Playoffs (second ever) and finished #15**
  - Single game attendance record 12,315 vs Sac State beating 11,622 that was set vs Idaho this same season.
  - Total attendance averaged over 10k for the first time ever over the five home games.
- **Men's Water Polo 2021 WWPA Champions**
  - **2021 NCAA Tournament Final Four Appearance (first ever)**
- **Gymnastics 2022**
  - Kyla Kessler MPSF Gymnast of the year
  - Three NCAA Qualifiers (Abraham, Kessler, Ray)
- **Track & Field**
  - Individual Champions: Matthew Okonkow, Sierra Atkins, Marlene Gutierrez
- **Men's Golf 2022 Big West Champions**
  - Tom Hutchison Conference Champion

# ICA Financial operating principles



## Transparent

- Rocko's cell phone number is 530.219.3291.
- Open invitation to be "AD for the day" and shadow.

## Frugal

- Staff salaries that are lower than the campus average and our staffing model is lean.
- We have no administrative assistants.
- Budgets are managed tightly.

## Clear and easy to understand

- We want you to know and understand all of the facts.

## Revenue Categories

**Student Fees**

**Generated Revenue**

**Institutional Support**

*“Allocated  
revenue”*

On average, athletics programs at the FCS level operate with about  $\frac{3}{4}$  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

**Some costs in athletics are not within our immediate control.**

**Many costs are subject to inflationary increases.**



# RECORD BREAKING SUCCESS



**OVER \$7 MILLION RAISED  
FROM 2,100**



**54 FULL ESPN+ EVENTS.  
137 TOTAL STREAMED  
EVENTS**



**TICKET SALES UP  
31%, HIGHEST IN  
SCHOOL HISTORY**



**RECORD SETTING  
ATTENDANCE IN  
FOOTBALL BOTH  
WITH STUDENTS &  
GENERAL FANS  
INCLUDING 2 NEW  
STADIUM RECORDS**



Aggressively  
increasing  
*revenues* and  
vigilantly  
controlling  
expenditures

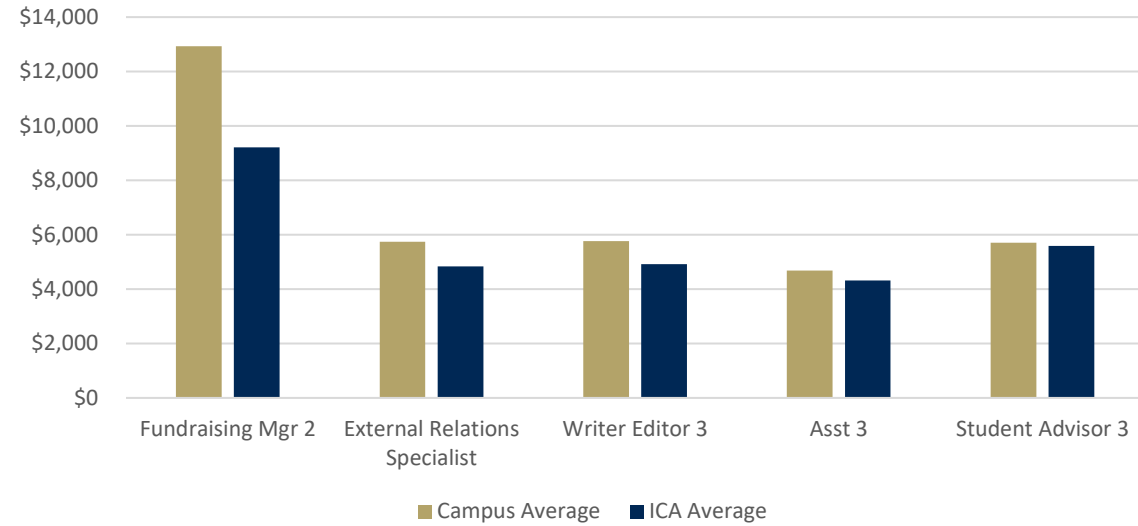


- ICA has significantly increased generated revenues, including:
  - Increased annual fundraising by over 150% since FY16.
  - Annual Giving for Sport Programs – 24 of 25 Sport Programs exceeded fundraising goals in FY22.
  - Champions Achieve Giving week '22 - \$320,635 from 707 donations.
  - Give Day 2022 – ICA led campus for 5<sup>th</sup> Consecutive Year with 1,550 gifts
  - Including capital gifts, fundraising increased from \$2M in FY16 to \$7.2M in FY21
  - FY22 total fundraising exceeded \$7M cash for second consecutive year!
  - Ticket revenues exceeded budget goal by \$200k in FY22.
  - Learfield Partnership; will bring in \$210K in FY22.
- ICA operates in a very lean manner:
  - Administrative budgets have been reduced annually for past five years.
  - ICA staffing very lean, with nearly 25% of our non-coach positions being filled by \$30K fellowship positions.
  - Head coach salaries generally lower than conference average.
  - Assist. coaches avg salary is \$54K; avg is \$41K without football and basketballs
  - Do not have administrative assistants.
  - Campus per diem limit is \$62; ICA is \$40 (33% increase from FY15-FY22).
  - Campus lodging cap is \$275/night; we budget at \$150/night (2 per room).

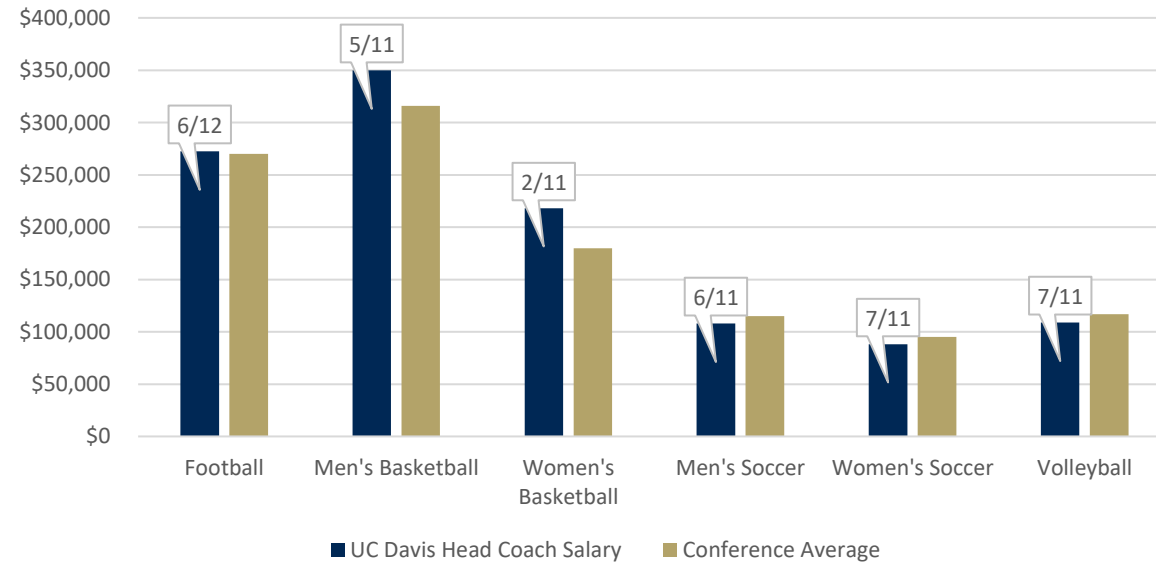
# ICA Salary Opportunities



ICA Monthly Salaries vs. Campus



Head Coach Salaries vs. Conference Average



Call outs represent rank of coaches' salary w/in the conference.

# Trends in Intercollegiate Athletics Across the *NCAA*



- **Increased Investment in Student-Athlete Wellness**
  - Major focus areas on mental health support and nutrition.
- **NCAA Transformation Committee and Governance**
- **NIL Rulings and Compliance**
- **Conference Realignment**
- **Transfer Portal**
- **Staff & Coaching Turnover Rate 48% over at two-year period within Division.**
  - (Matt Huml, Elizabeth Taylor for Sportico 9/14/22)
- **Fan Experience and External Engagement**











# Important Dates '22-'23

- Edwards Center Opening – 9/24/22
  - Running of the 1<sup>st</sup> Years
- Homecoming Weekend – 10/14/22
  - Pep Rally, Friday 10/14/22
  - Football Game vs NAU 10/15/22
- UC Davis Football vs Cal Poly 10/29/22

[www.ucdavisaggies.com](http://www.ucdavisaggies.com)



QUESTIONS?

