



UC Davis Intercollegiate Athletics
COSAF Orientation Meeting 09.26.23

Rocko DeLuca, Director of Athletics
Sean Quinn, Chief Financial Officer (ICA)

ICA
Mission,
Vision &
Core Values



UC Davis Athletics is committed to excellence, while creating and fostering an inclusive environment developing leaders.

UC Davis Athletics strives to win Championships and develop holistic student-athletes who personify Aggie Pride.

Aggie Pride

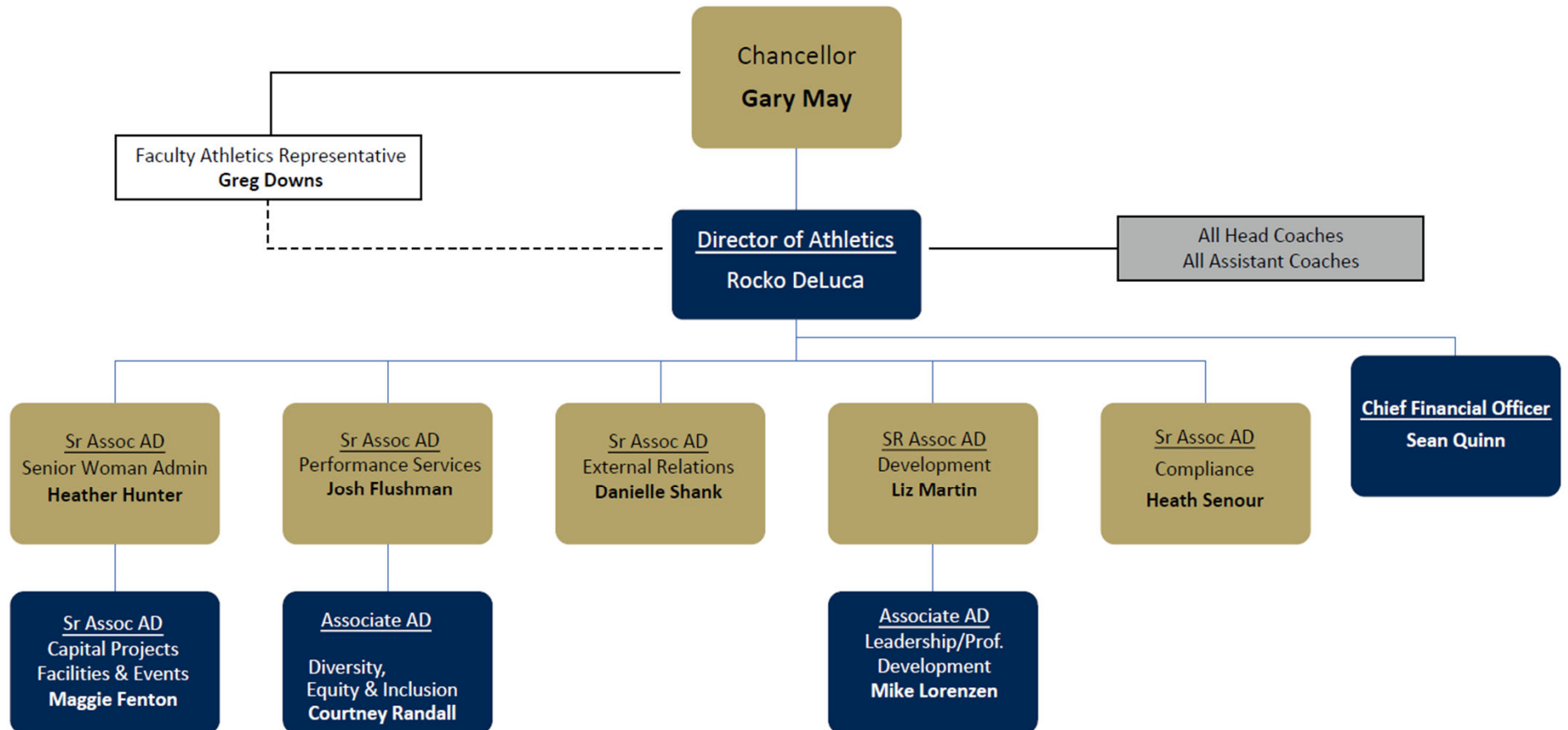
- **Pride:** A spirit that unites a diverse group of people on tradition.
- **Resourceful:** Open-minded, innovative problem solvers.
- **Inclusive:** A respectful and supportive community.
- **Determined:** A fearless, hardworking mentality.
- **Excellence:** An unrelenting pursuit of success.





UC DAVIS ATHLETICS

ORGANIZATIONAL CHART
July 2023



Intercollegiate Athletics At-a-Glance

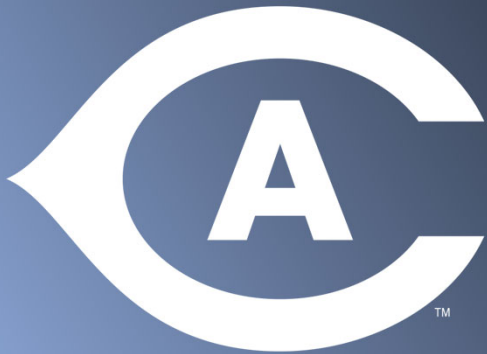


- Over 650 student-athletes compete on 25 varsity athletics teams. 16 women's teams and 9 men's teams.
- Undergraduate students voted to transition from Division II to Division I more than 20 years ago.
- Compete at the FCS level of Division I vs. national competition – most notably the Big West and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



- Uniquely focused and investing in our DEI efforts and post-graduate success.
 - Aggie EVO Program
 - ICA & ASUCD Fellowship 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.
- Employ over 300 UC Davis Students annually.

Visibility for all of UC Davis.

- Self produce over 100 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,X,FB

Alumni engagement and fundraising opportunities.

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

Edwards Family Athletics Center

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

Other collaborative partnerships with campus groups.

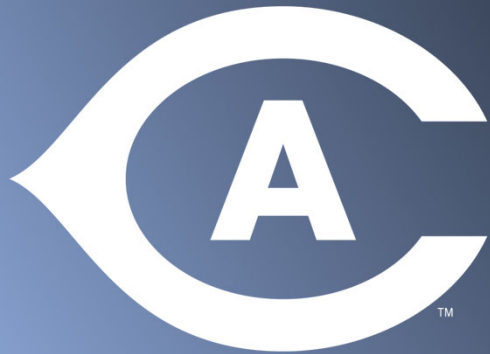
- Over 35 RSO's involved in and around ICA home games.
- Including FREE tabling opportunities for ALL sporting events.
- Support ASUCD units including: CoHo, Unitrans, KDVS, Entertainment Council, Bike Barn, Picnic Day, The Pantry including Gunrock's Gallop 5k.
- Letters & Science, Vet Med, Law, Engineering,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

ICA Impact: Entry Point to
University & Marketing
UC Davis



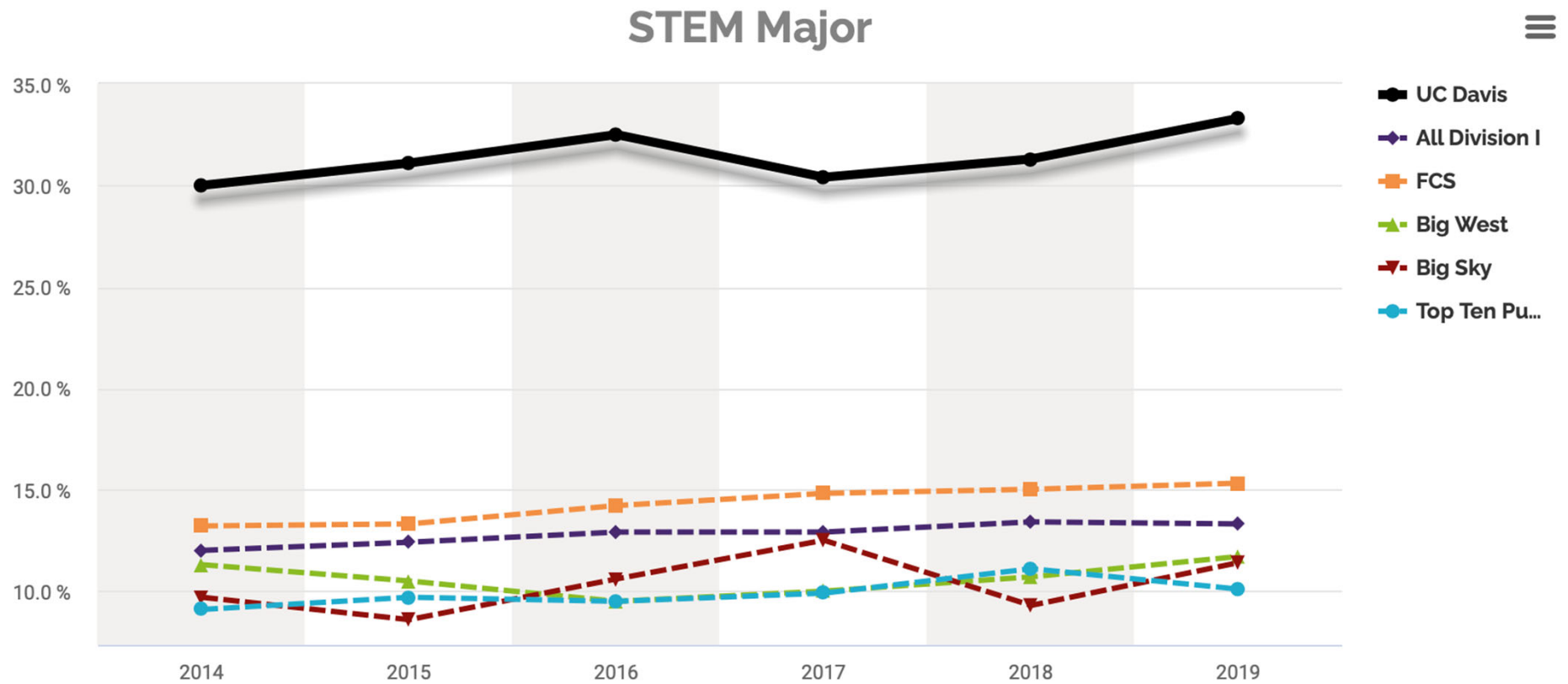
UC DAVIS ATHLETICS

Student-
Athlete
Academic
Success



- **Spring Quarter Academic Update**
 - Overall 3.13 average team GPA
 - 61 students with a 4.0 GPA
 - 217 with 3.5 GPA or higher
 - 378 with 3.0 GPA or higher
 - Average quarterly team GPA over 3.00 for at least 30 consecutive quarters.
- Student athletes are currently enrolled in 77 different undergraduate majors and 4 graduate programs.
- Five and Six-year graduation rates for athletes and non-athletes continue to be nearly identical.
- '21-22 GSR 91% & UC Davis Launch Rate: 88%*
 - *Launch is considered with graduation and full-time employment, or grad school acceptance in hand by commencement.

UCD Student-Athletes in STEM Majors





Student-
Athlete
Athletic
Success
2022-23



- **Men's soccer made BWC Tournament for 11th consecutive season**
- **Women's soccer made BWC Tournament for 1st time**
- **Football finished season ranked #20**
- **Men's Water Polo 2021 & 2022 WWPA Champions**
 - **2021 NCAA Tournament Final Four Appearance (first ever)**
- **Gymnastics 2023 MPSF Champions**
 - **Two NCAA Qualifiers (Abraham, Ray)**
- **Equestrian 2023 ECAC Conference Champions**
 - **Individual Champions: Matthew Okonkow, Sierra Atkins, Marlene Gutierrez**
- **Men's Tennis Tied for 1st Place Big West Conference Season**
- **Women's XC / Track & Field - Brianna Weidler All-American (T&F), Won Big West 5k set school record, Won 3k MPSF Indoor Title, Won Cross Country Championship fall '22**

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 assistant positions.*
- *Budgets are managed tightly.*

Clear and easy to understand

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

Revenue Categories

Student Fees

→ "Allocated
revenue"

Generated Revenue

Institutional Support

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

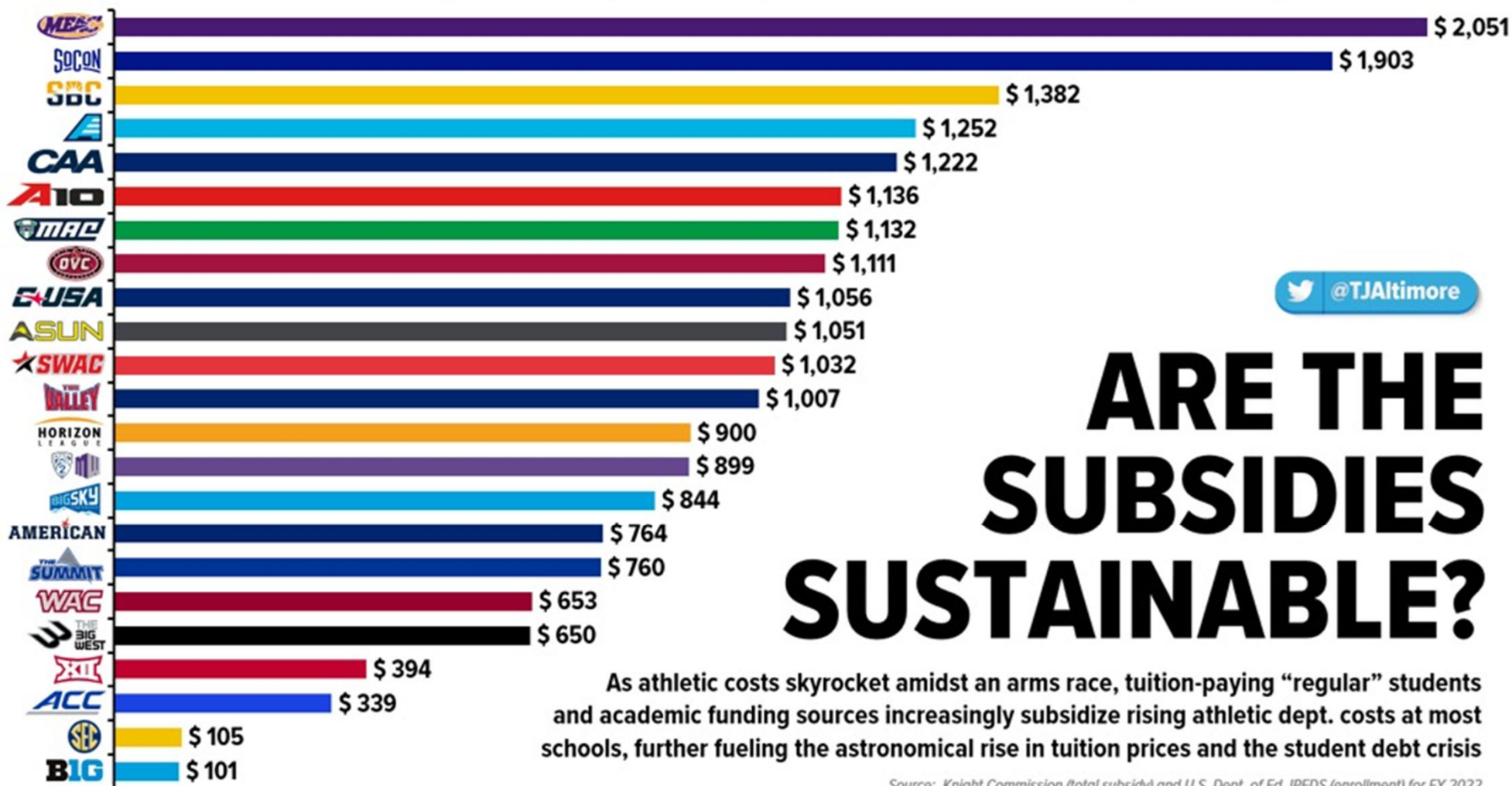
Operating Expenses

Debt Service

Some costs in athletics are not within our immediate control.

Many costs are subject to inflationary increases.

PER STUDENT: Avg. Annual Subsidy of Athletic Dept. via School + Student Funds (among Public Schools only)



 @TJAltmore

ARE THE SUBSIDIES SUSTAINABLE?

As athletic costs skyrocket amidst an arms race, tuition-paying “regular” students and academic funding sources increasingly subsidize rising athletic dept. costs at most schools, further fueling the astronomical rise in tuition prices and the student debt crisis

Source: Knight Commission (total subsidy) and U.S. Dept. of Ed. IPEDS (enrollment) for FY 2022

Aggressively
increasing
revenues and
vigilantly
controlling
expenditures

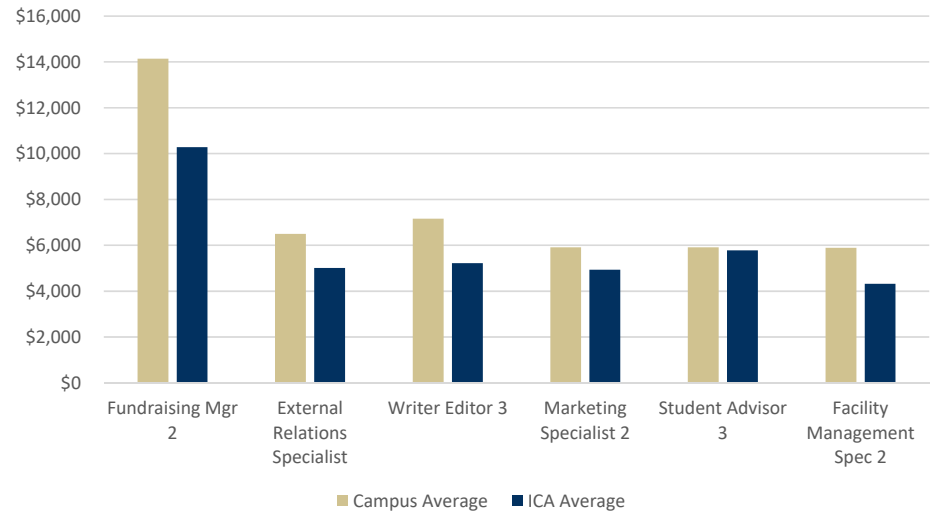


- ICA has significantly increased generated revenues, including:
 - Increased annual fundraising by over 150% since FY16.
 - Annual Giving for Sport Programs – 24 of 25 Sport Programs exceeded fundraising goals in FY23.
 - Champions Achieve Giving week '23- \$320,635 from 707 donations.
 - Give Day 2023 – ICA led campus for 6th Consecutive Year with 1,500 gifts
 - FY23 Highest Annual Fund total in school history \$2M
 - FY22 total fundraising exceeded \$7M cash for second consecutive year!
 - Ticket revenues \$683k (only \$2k short of school record).
 - Learfield Partnership; will bring in \$210K in FY22.
- ICA operates in a very lean manner:
 - Administrative budgets were left at same level as FY23.
 - ICA staffing very lean, with nearly 25% of our non-coach positions being filled by \$35K 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).

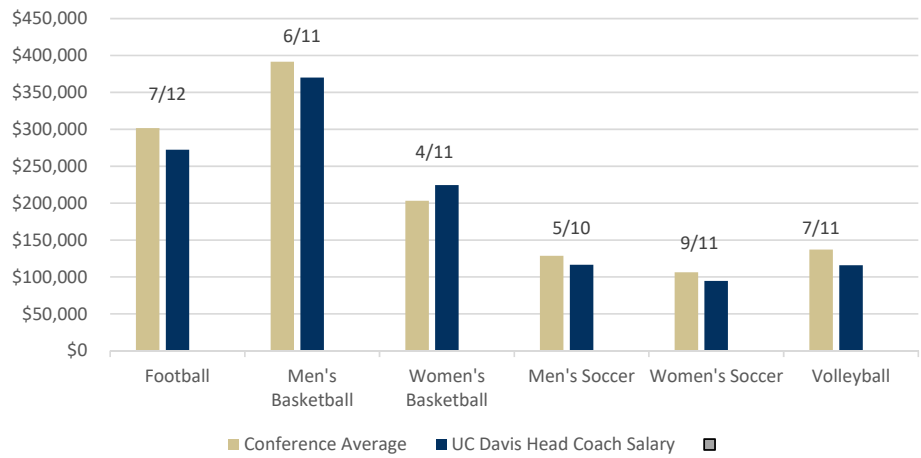
ICA Salary Opportunities



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**
- **Fan Experience and External Engagement**



*Important
Dates
'22-'23*



- Football vs Eastern Washington Saturday!
- Men's Soccer vs Santa Barbara 10/4
- Volleyball vs Cal Poly 10/5
- Homecoming Weekend – 10/7
 - Football Game vs Montana
- UC Davis Football vs Sac St. 11/18

www.ucdavisaggies.com



QUESTIONS?



West Village

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