

# UC DAVIS ATHLETICS

## Introduction to ICA

**Council on Student Affairs & Fees**  
Orientation Meeting  
September 23, 2024

**Rocko DeLuca**, Director of Athletics



## 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 around tradition.
- **Resourceful:** Open-minded, innovative problem-solvers.
- **Inclusive:** A respectful and supportive community.
- **Determined:** A fearless, hard-working mentality.
- **Excellence:** An unrelenting pursuit of success.



## Intercollegiate Athletics: Overview



- More than 650 student-athletes compete on 25 varsity athletics teams, including 16 women's teams and 9 men's teams.
- Over 20 years ago, undergraduate students voted to transition from Division II to Division I.
- We compete at the FCS level of Division I, primarily within the Big West and Big Sky Conferences.



- We are uniquely focused on investing in DEI initiatives and promoting post-graduate success.
  - Aggie EVO Program
  - Project Destined – Mentoring Opportunity for minority student-athletes.
  - Our DEI efforts include three SRO's: AAPI, Davis Athlete Ally, and CADSA.

We collaborate  
with campus  
partners to  
pursue  
*institutional*  
opportunities.



#### Community-building for students, staff, and City of Davis residents.

- Each year, approximately 120,000 people attend ICA events.

#### Showcasing UC Davis to broader audiences.

- Self produced 114 ESPN+ broadcasts from campus facilities.
- 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 on 8/31/24 is largest CAAA event in the Bay Area.

#### 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, and The Pantry.
- Letters & Science, Vet Med, Law, Engineering, Agricultural & Environmental, Staff Assembly, CAAA.
- **Aggie EVO Program** collaboration with Internship and Career Center.

### ICA Impact: Entry Point to University & Marketing UC Davis

## STUDENT IMPACT REPORT

SEPTEMBER 2023

### MOOVE-IN | 9/21

10 teams of student-athletes, coaches and staff came out to help new Aggies get settled into the residence halls.

### WELCOME RALLY | 9/22

**STUDENT GROUPS:**  
AFRO BEATS,  
TAIKO DAN,  
UC DAVIS  
MARCHING  
BAND, CHEER,  
& DANCE

In partnership with Orientation, over 10,000 incoming students participated in an evening of games, music and student performances. We learned a little about the history of our mascot Gunrock, increased our proficiency with the fight song as well as a heard valuable advice on the campus adjustment process from Provost Mary Coughlan. The residence halls battled in a series of challenges with the winner Torcoro claiming the prize of a hosted movie night at the stadium.

### STUDENTS & FOOTBALL ARE BACK! | 9/23

We could hear you loud and proud on 9/23; our first game back with students. You helped set a new stadium attendance record of **14,724!**

### BLACK FALL WELCOME | 9/27

In partnership with the Center for African Diaspora Student Success (CADSS), Black Fall Welcome brings together Black students from across campus to learn about the supportive resources UC Davis provides. Students are able to enjoy food, fun and share community.

### WOMEN'S SOCCER PROMO | 9/28

**300** students in attendance received Women's Empowerment t-shirts.

### MEMORIAL STAIR CLIMB | 9/30

Our campus and community came together Sunday September 30th to participate in the second annual Memorial Stair Climb at UCDH Stadium. Participants walked up 110 flights, the same number that confronted first responders that fateful day in the twin towers of the World Trade Center.

## STUDENT IMPACT REPORT

JANUARY 2024

### NEW RECORDS SET!

### 1/20 "It's Gonna Be May" Challenge & International Night

**852 STUDENTS**  
Students registered to be selected for Team Gary (449 students) or Team LeShelle (403 students). 12 lucky students selected for on court races & trivia throughout the game. Team Gary took the victory with a score of 7 to 6. Flags from 36 different nations representing UC Davis student home countries were draped around the arena.

### 1/27 Aggie Pack Record

**1,000 STUDENTS**  
Taylor Swift "In My Aggie Pack Era" t-shirt giveaway.

### ADDITIONAL STUDENT GIVEAWAYS THIS MONTH

### 1/18

Women's Basketball Pride Night & Flag Giveaway

### 1/27

Women's Swim & Dive Cowbell Game

### 1/28

Gymnastics Mental Health Awareness & Shirt Giveaway

### JANUARY PARTNERS

ASPEC AT UC DAVIS	UC DAVIS HEALTH PHARMACY
Aggie mental health	EMPLOYEE WELLNESS
AGGIE MENTAL HEALTH	GLOBAL AFFAIRS
LGBTQIA+ RESOURCE CENTER	NA KEIKI O HAWAII CLUB

### 1/27 NATIONAL ANTHEM

Salina Kamburova '25 sings the national anthem

Interested in performing at an Aggie game?  
Contact: [icamarketing@ucdavis.edu](mailto:icamarketing@ucdavis.edu)

## Student-Athlete Academic Success



### Spring Quarter Academic Update

- Overall, 3.29 average team GPA
- 62 students with a 4.0 GPA
- 251 students with 3.5 GPA or higher
- 439 students with 3.0 GPA or higher
- ICA's average quarterly GPA has consistently exceeded 3.00 for the past **decade**.

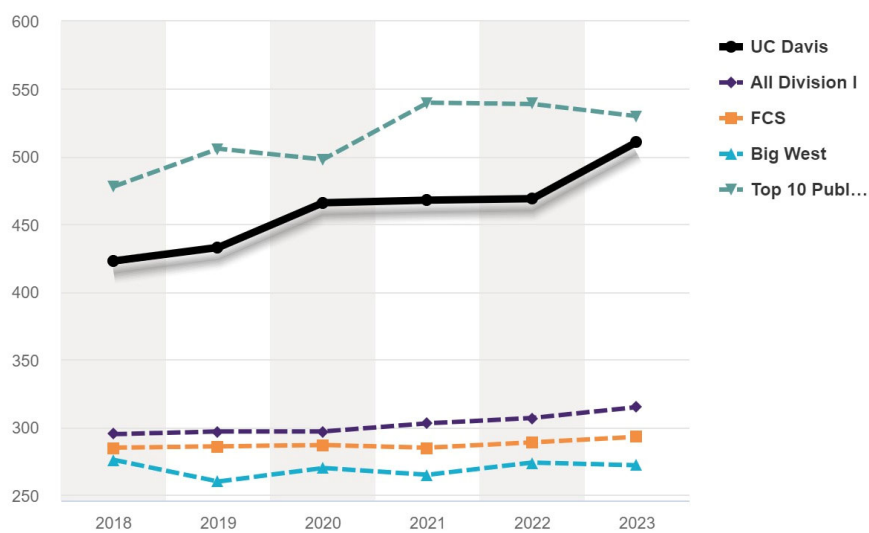
Our student-athletes are currently enrolled in 71 different undergraduate majors and 2 graduate programs.

Five and six-year graduation rates for student-athletes are nearly identical to those of non-athletes.

'23-24 GSR 93% **Top 10 Nationally** & UC Davis Launch Rate: +80%\*

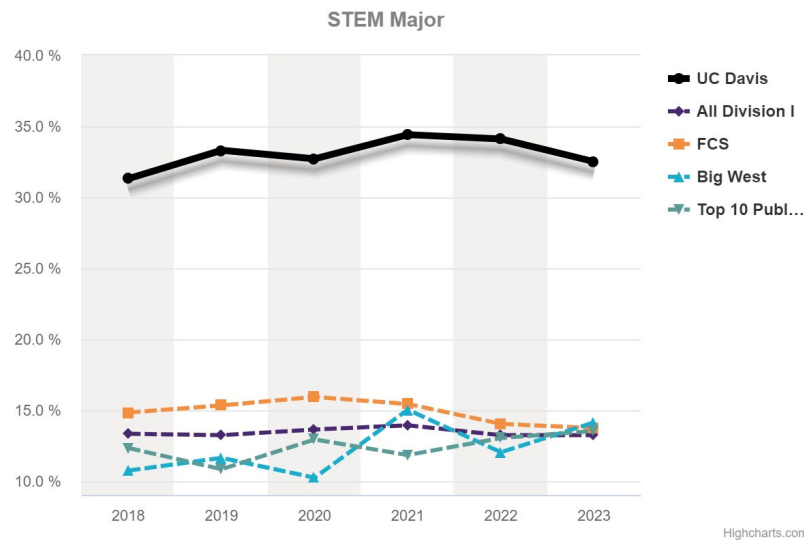
\*Launch is defined as full-time employment, acceptance into graduate school, or signing a professional sports contract following graduation from UC Davis.

## UCD Student-Athletes on Scholarship



Highcharts.com

# UCD Student-Athletes in STEM Majors



## '23-24 Athletic Highlights

## ICA Financial Operating Principles



### Athletic Highlights

- Equestrian back-to-back ECAC Conference Champions
- Indoor & Outdoor Track and Field
  - Bri Weidler 3000m Champion (indoor), 5,000m Champion (outdoor) and XC Champion.
- 2024 Year of the Runner-up: 2<sup>nd</sup> Place Finishes in Conference Tournaments
  - Gymnastics
  - Men's Soccer
  - Men's Basketball
  - Women's Basketball

### Transparency

- We want to ensure you're fully informed and understand all the details.

### Strong Financial Stewards

- The financial reality: Costs continue to escalate.
- Our staff salaries are lower than the campus average, and we operate with a lean staffing model.
- We manage our budgets with precision and care.

## Revenue Categories

Generated Revenue

Allocated Revenue

Institutional Support

Student Fees

At the FCS level, approximately 75% of athletic program revenues come from allocated sources, such as fees and institutional support.  
(Source: WinAD Database)

## Expense Categories

Salary and Benefits

Scholarships

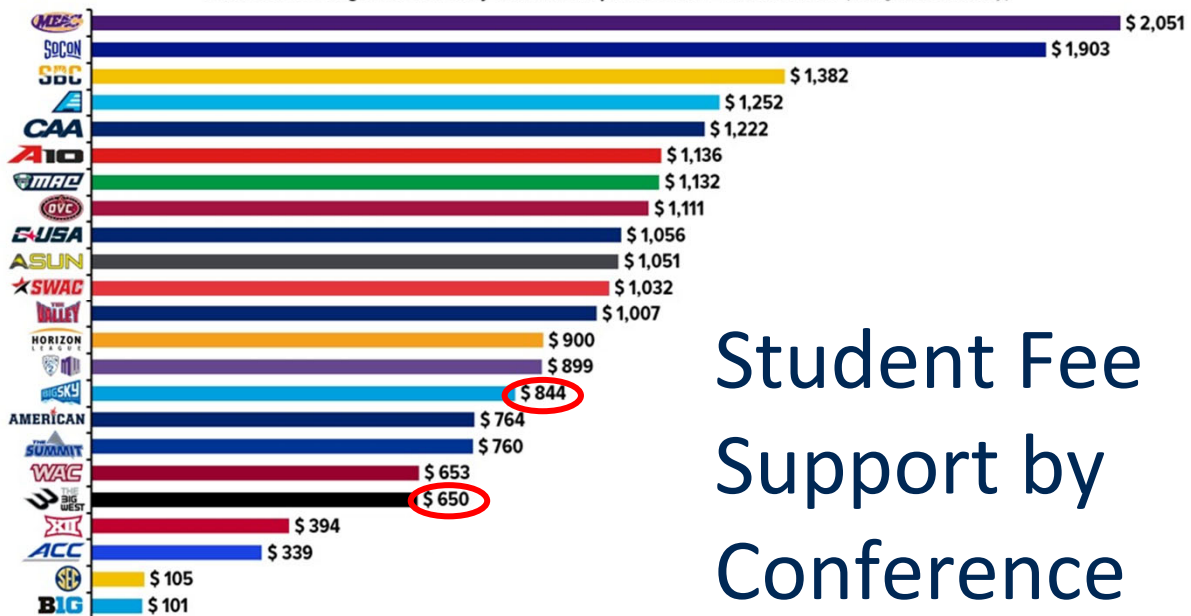
Operating Expenses

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)



Student Fee  
Support by  
Conference

Strategically  
increasing  
revenues while  
carefully  
managing  
expenses.



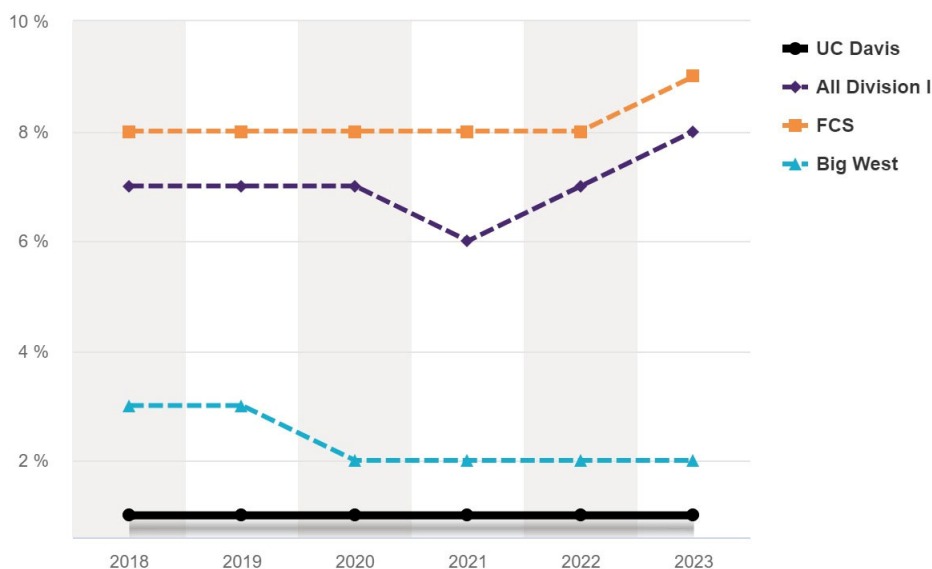
ICA continues to significantly increase generated revenues, including:

- In FY24, 23 of 25 sport programs exceeded their fundraising goals.
- Champions Achieve Giving week '23- \$360,207 from 725 donations.
- Give Day 2024 – ICA led campus for 7<sup>th</sup> consecutive Year with 1,586 gifts.
- FY24 realized \$3M cash for annual fund for first time.
- Ticket revenues \$748k (exceeded previous record by over \$100k).

ICA operates in a very lean manner:

- Our FY25 administrative budgets were reduced below FY23 budgets.
- ICA staffed with lower paid positions, with nearly 25% of our non-coach positions being filled by \$37K fellowship positions.
- Head coach salaries generally lower than conference average.
- Campus per diem limit is \$79; ICA is budgeted for \$40/day.
- Campus lodging cap is \$333/night; we budget at \$150/night (2 per room).

## Athletics as a % of Institutional Expenditures



Highcharts.com



## Trends in Intercollegiate Athletics Across the **NCAA**.



- Increased investment in student-athlete wellness, focusing on mental health support and nutrition.
- Name Image Likeness (NIL) and SA employment
- NCAA vs House Lawsuit & Impacts on ICA
- Conference Realignment
- Transfer Portal and Unlimited Transfers
- Fan Experience and External Engagement

