VISION: To become the leading mid-major athletics department in the Nation; and a leader in all that we do.
Core Values

A- Accountability
X- Excellence
E- Integrity
E- Innovative
M- Teamwork

Stephen F. Austin State University
Core Values Definition

Call to Action

A-Accountability  ➔ Be Responsible
X-Excellence  ➔ Be the Best
E-Integrity  ➔ Be True
E-Innovative  ➔ Be Different
M-Teamwork  ➔ Be Unified

2019-20 Departmental Goals

- Academics: 3.1 GPA
- Community Service: 4,500 hrs
- Athletics: Top 100 Learfield Cup Finish

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Volleyball

- 22-1 Overall
- 10-0 Southland Conference; 1st place
- 37 consecutive sets won
- Receiving votes in top 25 National poll

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Soccer

- 6-10 Overall
- 3-6 Southland Conference
- Currently in 8th place in SLC
Football

• 1-7 Overall
• 1-4 Southland Conference
• Currently in t-10th place in SLC
• Average of 24 freshman playing in the last 5 games
Other Sports in Action

- M/W Cross Country
  - Conference meet, November 1 (Conway, AR)
- Bowling
  - All-State Sugar Bowl Collegiate Invite (9th Place)
  - Championship season in Spring
- M/W Golf and Tennis finishing fall seasons
  - Championship seasons in Spring
Challenges/Weaknesses

- Degradation of current facilities
  - Student-athlete welfare areas
    - Academic Center
      - ~2000 sq ft for 400 student-athletes
      - No tutoring space
      - Limited computer access
      - Office space is limited for current staffing
  - Sports Medicine
    - ~2000 sq ft for 400 student-athletes
    - Very limited rehabilitation space for injury recovery
    - Limited office space for private consultations
  - Sports Performance
    - One weight room for 400 student-athletes
    - Timing and scheduling is almost impossible
    - Space planning is not functionally efficient for current needs
Challenges/Weaknesses

• Degradation of current facilities continued...
  • Student-athlete welfare areas
    • Nutrition/Fueling Stations
      • No real area for enhancing nutritional programs for student-athletes due to lack of facility/space and permanent funding
  • Locker Rooms
    • Old, outdated
    • Teams sharing
    • No place to build team chemistry (lounge spaces)
  • Off-Campus facilities
    • Baseball/Softball
    • Bowling

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Challenges/Weaknesses

- Degradation of current facilities continued...
  - No Indoor practice facility space
    - Inclement weather causes major issues with missed practices
    - Impedes on student-athletes schedules and increases demands on their time
    - A multi-purpose indoor facility would be used by all student-athletes at some point (also a potential P3 partnership with community stakeholders)

- Office Space
  - Multiple coaches/staff members sharing offices
  - Old, moldy, leaking, infested
  - Staff members are spread out, causing issues with internal communication
  - One (1) meeting room for staff, coaches or teams (Lawton Room)
Challenges/Weaknesses

- Evolving and changing landscape of the NCAA provides instability and vulnerability
  - Conference alignment, affiliation, membership
  - Litigation/Legislative Changes
    - Name, Image and Likeness (Pay for Play)
      - Would allow S/A’s to profit from of NIL, while maintaining amateur status
    - California (SB 206); Florida (HB 251 & HB 287); Illinois (HB 3904); Colorado, Kentucky, Washington, North Carolina, Minnesota, Pennsylvania, South Carolina (others are coming)
    - Federal legislation (House Res. 1804)
  - Sports Betting:
    - 32 of 50 states already permit or are highly likely to permit sports gambling
  - Title IX Challenges:
    - Recent decisions:
      - USC, Oregon, St. Cloud State, Guilford College, Sacred Heart, No. Dakota

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**Challenges/Weaknesses**

- **Athletics Department Funding model**
  - Rely heavily on institutional/designated tuition support
  - Infancy stages of athletics industry standard business practices and procedures to increase self generated revenues in order to decrease % of institutional support for athletics
  - Outbound ticket sales
  - Robust annual fund (Purple Lights Fund)
  - Royalties from licensing
    - Lack of consistency in brand marks (logo, typography, graphics, etc.) limits the ability to maximize royalties from merchandise sales
  - Dedicated athletic fee
  - Non-traditional fees and partnerships:
    - Public, Private Partnerships
    - Facilities usage revenue

**Stephen F. Austin State University**
Opportunities for Growth

- Due to the growth of the cities of Houston, DFW, and the state of Texas, we have a great opportunity to increase external revenues, but more importantly, partnerships through various means:
  - Private funding (Purple Lights Fund)
  - Corporate funding (both sponsorship and partnerships)
  - Ticket sales
  - Licensing
  - P3 initiatives
  - Grant funding (Lumberjack Sports Institute; Youth Leadership Institute)
  - Develop and enhance relationships with outside organizations to utilize our facilities for outside events
  - Develop and create an exclusive club for former student-athletes
Opportunities for Growth

- Expanding on recent basketball success (and the success of other sports), creating and capitalizing on marketing and branding efforts to create a synergy with various constituency groups to achieve and promote growth
- Creating a family of logos (secondary logos, font, typography, word marks, etc.) and brand marks that create a connection and enhance the visibility of the athletics department, increases merchandise sales and generates awareness
- Partnering with the institution to leverage athletic events and unique experiences to tell the SFA story and create transformational experiences for our students
- Conduct marketing research to better understand and leverage our donor/consumer purchasing behavior
Opportunities for Growth

- Develop an Athletics facilities master plan that focuses on fiscally responsible facilities growth to help attract and retain student-athletes, coaches, staff, and external constituency groups.
- Areas of emphasis include:
  - Creation of Athletics Village
  - Indoor facility to be used by all sports (potential non-traditional revenue and P3 opportunity)
  - Field House
    - Expansion of office, locker room, sports performance, nutrition, sports medicine and academic spaces
  - Homer Bryce Stadium
  - Baseball/Softball
  - Soccer/Track
  - Shelton Gym

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QUESTIONS?

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