



**SFA Athletics BOR
Presentation
October 27, 2019**

STEPHEN F. AUSTIN STATE UNIVERSITY



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

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Core Values

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

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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

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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

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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

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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

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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

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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)

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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 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

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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

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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

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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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