

Athletics Fee Discussion Student Government Association Meeting

3/20/2024



**STEPHEN F. AUSTIN
STATE UNIVERSITY**
THE UNIVERSITY OF TEXAS SYSTEM
NACOGDOCHES, TEXAS

TEC Sec 54.5202

- Added to Texas Education Code in 2015
- SFASU authorized to charge an initial amount not to exceed \$10/SCH (statute limits at 15 SCH)
- The Athletics Fee may be increased only:
 - if approved by a majority vote of the students participating in a general student election held for that purpose or,
 - if the amount of the increase does not exceed five percent, by a majority vote of the legislative body of the student government of the university

Impact on Student Service Fee

- Eliminate \$960,000 funding of Athletics
- \$120 increase per semester in Tuition and Fees (for students enrolled in 12 or more Semester Credit Hours)

Conversation Timeline

- **10/9/2023** – Student Body Vice President emailed VPFA regarding the process required to instate an athletics fee
- **October 2023 - March 2024** – Ongoing conversations with UT System regarding Athletics Fee
- **March 2024** – Fee Proposals Due
- **3/5/2024** – VPSA and SGA Advisor discuss draft resolution and timeline
- **3/18/2024** – President’s Cabinet discussion regarding FY25 Athletics Fee and referendum process
- **3/18/2024** – VPSA met with SGA Executive Board regarding process

Process Timeline

March 20 – April 4

- **3/20/2024** – Informational session I (VPFA Presentation)
- **3/27/2024** – Informational session II (Athletics Presentation)
- **4/3/2024** – Informational session III (Recap, Q&A)
- **4/4/2024 - 4/5/2024** – Potential Referendum (campus-wide student vote to gather the official opinion of the student body)
- **Fall 2024** – Athletics Fee would begin being charged (if referendum passes)

Comparative Data

Institution	Athletics Fee	Limits
UTRGV	\$26.25/SCH	
UT Tyler	\$16/SCH	Capped at 15 SCH
UTSA	\$20.00/SCH	Capped at 12 SCH
UTEP	\$20.50/SCH	Capped at 12 SCH
UTD	\$45/Semester	
UTA	\$8.50/SCH	
UTPB	\$24/SCH	
UT Austin	n/a	
SFASU Proposed	\$10/SCH	Capped at 12 SCH

Q&A

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Welcome

Loree McCary

Interim Director of Athletics & SWA

Wally Crittenden

Senior Associate Athletics Director of
External Affairs

Loree McCary

Interim Director of Athletics & SWA

'Jacks in the Classroom

- Department-wide cumulative 2022/23 GPA – 3.0
- Department-wide Fall 2023 GPA – 2.971
- Department-wide Graduation Rate – 77%

- 11/18 sports had a 3.0 team GPA or higher.
- Our student-athletes have study hall, travel proctors and regularly scheduled academic advising to keep them on track to graduate.
- This is in addition to the 20 hours per week of countable athletic related activities when in season.

'Jacks in the Community

- Has completed 4,610 hours from July 1, 2023 up until today.
- 32 community organizations impacted.
- 73% participation (Includes staff, coaches and student-athletes).
- Total economic impact to the East Texas Community is \$146,600.

Wally Crittenden

Senior Associate Athletics Director for
External Affairs

Athletics Revenue Sources

Self-Generated Revenues

NCAA Revenue

Athletic Ticket Sales

Licensing (Merchandise + MMR)

Game Guarantees

Purple Lights Fund

Chartwells Concessions - Gross

Funding That Stays on Campus

Tuition from Non-scholarship athletes (348)

Tuition allocation from Scholarship athletes (197)

Housing

Meal Plan

Chartwells Premium Catering

Growing Our Brand Sentiment

Description	Amount
Social Ad Value Equivalency (FY23 – 29M Impressions)	\$1,247,000 (*Nielsen valuation)
Known Audience in FY23	246,454 Fans/Followers
Web Ad Value Equivalency (FY23 – 1,216,692 Pageviews)	\$52,317 (*Nielsen valuation)
WACVegas Example (March 12-16, 2024) Social-TV-Radio	\$144,421 AVE Across All Channels

- Advancement Donor Stewardship
- Alumni Engagement & Stewardship
- Academic Student Recruitment
- Faculty & Staff Recruitment
- Academic Advocacy in Recruitment

What does a
YES
vote mean?

Benefits for All Students

- **Student Experiences**
 - Athletics and Student Services will continue to increase investments in with travel, promotions and merchandise.
 - Examples are trips to NWSU, Utah Tech, ECU, UT-Arlington
- **Student Away-Ticket Allotment**
 - We will have a ticket allotment for students for away games within driving distance to be claimed from our Ticket Office.
- **Classroom to Career Training**
 - Athletics employs dozens of student workers in areas of marketing, communications, game operations, facility management and medical training.

Student Organizations Benefit

Bands (Marching Band)	SGA (Student Government Association)	Evening Shuttle Bus (UPD)
Campus Programming (SAA Programming & SAA)	SGA University Speaker Series	Fraternity/Sorority Life
University Police Department (RAVE)	Spirit & Traditions (Homecoming, AXExperience, Purple Haze)	Gallery (Fine Arts)
University Series	Sport Clubs	Health Services
Veterans Resource Center	SSF Student Travel - Business	Jack Camp
Campus Recreation	SSF Student Travel - Education	Leadership & Service (L&S and Student Awards)
CCPD	SSF Student Travel - Fine Arts	Orientation Programs (Weeks of Welcome)
Cheer and Dance (Spirit Programs)	SSF Student Travel - Forestry	SSF Student Travel - Liberal and Applied Arts
Counseling Services	Student Dev & Access Serv (AXcel and Aspire Mentor Programs)	SSF Student Travel - Science and Math
Dance Production	Student Organizations (Jack SORC and SORF)	Twirl-O-Jacks
The Axes	Transportation (Shuttle Bus)	Title IX Compliance

Q&A