Report to Senate – Athletics Director

The Department of Intercollegiate Athletics at the University of Oregon is privileged to be a part of a great institution.

The University of Oregon’s Department of Intercollegiate Athletics is a relatively small, but comprehensive athletic department. We currently compete in 20 sports with the addition of sand volleyball this year. Approximately 500 students are provided the opportunity to participate on intercollegiate athletic teams representing the UO. The competitive accomplishments of colleges and universities maintaining are recognized by the Director’s Cup. Oregon ranked 15th in the country for the 2012-2013 academic year and for the sixth consecutive year was ranked highest for all schools with 18 or fewer sports with NCAA championships.

Academics
Academically, our student-athletes are also competitive. Nearly half of the student-athletes have cumulative GPA’s of 3.0 or above. In the last four years, UO Student-Athletes received a total of 28 new Academic All-American awards, which brings the total to 93 overall.

On the list of 1,092 NCAA institutions, UO currently ranks 41st in Academic All-Americans and with the recent success, has moved from 103rd to 41st in the past four years.

The average GPA of the 130 new student-athletes enrolled for the first time at UO summer or fall 2013 was 3.48 compared to the entering freshman class at UO of 3.60. The new student-athletes had an average SAT score of 1033, compared to an 1108 for all entering freshman - the highest ever at UO.

The UO admitted 64 special admits across entire University last fall, 10 of whom were student-athletes. Of the student-athletes who were admitted as freshman in summer or fall 2012, 84% remained registered for fall 2013. This compares to the general freshmen retention rate of 87%.

The overall NCAA Academic Progress Rate recently released for UO was 971. For the 2006-07 cohort the Student-Athlete Graduation Success Rate was 81%, an increase of 11% over the last 6 years. The federal graduation rate for the 2006-07 student-athlete cohort was 63% as compared to all students at 67%.

Current graduation rate for African American Student-Athletes is higher than African Americans Students generally at UO. The 377 student-athletes receiving athletics aid are included in these general data.
**Student-Athlete Support**

Student-Athlete Development develops and implements innovative programs and individualized support services that empower student-athletes to make positive contributions to their communities and have the best opportunity to grow and succeed in college and later in life. Specific programs include:

1. Student-Athlete Advisory Committee
2. Mentor Program
3. Career Development
4. Leadership Development
5. Transferrable/Life Skills
6. O Heroes – volunteer and community outreach program

For the current year through April 15, student-athletes have provided 3,075 service hours to approximately 30 organizations, reached 3,000 youth in our community and raised over $4,000 for those organizations.

O Heroes has developed a close relationship with a nonprofit organization, Court for Kids, and have provided opportunities for students to immerse themselves in a new and different community while making a lasting contribution to the international community. Student-Athletes find it difficult to engage in long term international experiences due to the rigors of training and competition schedules. After the Alternative Break program this summer, 56 student-athletes will have explored the unique cultures and social issues in Peru, Nicaragua, and the Dominican Republic.

The student-athlete commitment to the well-rounded experience has been a key element in the recent rise of Oregon Athletics.

**Finances/Economic Impact**

The UO athletic department's budget and other financials are available at goducks.com. The overall FY14 athletic budget is $93M. Of this amount, approximately $13M represents direct payments to the UO campus. The growth in the athletic budget has been driven by building a program of broad based excellence with an exceptional student-athlete experience, the retention of high-achieving coaches, escalating scholarship costs, and the addition of $16M in annual debt service related to Matthew Knight Arena. As scheduled, the Legacy Fund has been utilized to support a portion of the debt payments with the goal to continue to reduce dependence on this fund.

A December 2012 economic impact study performed by Oregon Economics Professor Tim Duy, with assistance from Warsaw Sports Marketing Center Professor Dennis Howard concluded that Oregon Athletics supports approximately $258M in overall economic activity and 2,700 jobs. Within Lane County alone, Oregon Athletics supports $115M of economic activity and over 1,000 jobs on an annual basis.
**Compliance**
The UO response to the NCAA Committee on Infractions report has been implemented this year with documentation of enhanced educational endeavors, confirmation of attention to rules and regulations through monitoring and the personal accountability of internal and external constituents. Policies and procedures manuals must be living documents which reflect current expectations, and those expectations have been enforced.

**Donors/Fans/Community Engagement**
Donor and fan engagement remains a top priority for the success of the University. In recent years, Athletics has continued to focus on the collaboration with central development, resulting in combining efforts for events and stewardship opportunities. With athletics attracting large crowds, this cross-department collaboration has created an increased and more diverse donor interest and furthered advancement of the University as a whole. Continued collaboration will benefit the entire university.

**Brand or Visibility**
The athletic department has one of the strongest brands in college athletics, receiving record television ratings and consistently ranking among the nation’s leaders in merchandise sales and social media following. The exposure of Oregon’s athletic teams and the ever expanding audience has provided global recognition for the University of Oregon. We always enjoy hearing the numerous stories from campus visitors, prospective students, alumni about their connections to the UO through Athletics.

**Events (Track)**
The major national and international track and field events hosted at Hayward Field have extended the reach of the University of Oregon to a global audience. Figures from the 2008 and 2012 U.S. Olympic Team Trials are impressive:

- The 2012 Olympic Trials were seen by over 25 million viewers on NBC.
- At the 2012 Olympic Trials, over 25,000 people visited the UO booth; over 11,000 people visited the UO Duck Store; and over 30,000 people visited the UO photo site online.
- Run by the UO’s Brand and Marketing Team, the 2012 UO Gold Medal Game during the Trials provided those visitors with rewards for visiting 13 unique locations on campus. Over 10,000 rewards were handed out. Over 234,000 people received the UO’s Facebook and Twitter posts during the event.

By hosting the 2014 IAAF World Junior Championships on July 22–27, the University of Oregon now stands alongside some of the most impressive cities in the world as host of this prestigious event, including Athens, Seoul, Sydney, Beijing and Barcelona. The event will be broadcast to approximately 160 countries around the world.
In December 2013, the University of Oregon was awarded the right to host the NCAA Division I Men’s and Women’s Outdoor Track & Field Championships through 2021. The length of such an agreement is unprecedented for the sport and ensures that the UO will be featured to a live national television audience into the next decade.

**Overall**
In the past year, the Athletic Department has hired a new soccer coach, women's basketball coach, football coach, and chief compliance officer. Those changes are the result of regular turnover along with the desire to maintain the overall excellence UO desires.

Excellent student-athletes, excellent coaches and staff, along with the excellence in infrastructure continues to be a priority of UO Athletics. With the addition of the Hatfield-Dowlin Complex and the new Pape Complex for women’s soccer and women’s lacrosse, one of the top priorities for Athletics to address is a facility for women's softball. Last spring, architecture professor Michael Fifield was gracious enough to collaborate with Athletics and lead a studio class to consider this priority and his students provided useful perspectives.

We are proud of our contributions to the University of Oregon.