



UNC
GREENSBORO

Board of Trustees

Athletics Committee

March 16, 2021

3:00 p.m.

Live Stream

Discussion Item

ATH-2 Campaign for Champions Update

Background Information

Executive Associate Athletic Director for Development, Kevin Bostian, will report on the campaign progress.

Attachment: See presentation below.

Kim Record, Director of Athletics

Board of Trustees Athletics Committee Meeting

March 16, 2021



WHAT'S ON TAP:

- Why Make an Impact
- Your Impact
- The Cost of Excellence
- Success of 5 for 5: Campaign for Champions
- Athletics Campaign Priorities
- Other Support Opportunities



MAKE AN IMPACT

Why:

- Athletics is often referred to as the front door to a University. It welcomes patrons with its accomplishments and national recognition, serving as a tremendous recruiting tool and a catalyst for philanthropy to all areas of UNCG
- Essential private support enables the University to recruit and train student-athletes in first-class facilities, create a competitive advantage over peer institutions, fund scholarships, and provide college education for future leaders
- Ultimately, financial stability in athletics breeds success and success breeds pride amongst UNCG Alumni and Friends



YOUR IMPACT

Academic Performance (FY20):

- 3.39 Student-Athlete Cumulative GPA
- 16 Teams with 3.0+ Cumulative GPA
- 178 Student-Athletes with a 3.0+ Term GPA
- 27 Student-Athletes with a 4.0 Term GPA
- 49 SoCon Commissioner's Medals (Cumulative GPA 3.8+)
- 86% Graduation Success Rate



YOUR IMPACT

Competitive Performance (FY20):

- 2 Southern Conference Championships
- 4 Southern Conference Players of the Years
- 1 Southern Conference Freshman of the Year
- 1 Southern Conference Coach of the Year
- 17 All-Southern Conference selections
- 1 All-American
- 1 Freshman All-American

**Most Sports are currently in season since the fall sports were postponed to the Spring. Our men's basketball are Southern Conference Champions, Isaiah Miller was named Player of the Year and Defensive Player of the Year for the 2nd straight year. He was also named SoCon Tournament MVP.



YOUR IMPACT

Top Student-Athlete Majors:

- Business Administration
- Kinesiology
- Communication Studies
- Economics
- Biology
- Psychology
- Finance



COST OF EXCELLENCE

Athletics By the Numbers:

- 220+ Student-Athletes
- 17 Varsity Sports
- 120 Scholarships Awarded
- Athletic Scholarship Cost Breakdown
 - In-State: \$19,761
 - Out-of-State: \$34,920
- ***Total Scholarship Costs: \$3.2M***

- Total Dollars Raised: \$1.14M
- Lowest amount when compared to our SoCon peers
 - Chattanooga: \$1.8M (next lowest)
 - The Citadel: \$7.2M (most)



5 for 5: Campaign for Champions

Campaign By the Numbers:

- Goal: \$3M
- Raised: \$2.89M
- Projects Completed:
 - Bodford Family Speed, Strength & Conditioning Center
 - Academic Success Center
 - Rush Men's Basketball Team Center
- Projects still left to complete
 - Men's and Women's Basketball Office Suite (Construction to start in May)
- Working on closing several gifts to get us to the \$3M goal by the end of the fiscal year
- Special Thanks to George Hoyle, Kathleen Kelly and Vanessa Carroll for Co-Chairing the Campaign



Athletics Campaign Priorities

Goal: \$17M

Priorities:

- Endowments
- Capital Projects
- Athletic Scholarship Fund



Priority #1: Endowments

Student-Athlete Scholarships

- Currently, spend \$3.2M per year on student-athlete scholarships
- Money that is generated from scholarship endowments frees up general operating dollars to be used toward other department initiatives that enhance our student-athlete experience
- Current Endowment Principle: \$7.5M-generates \$300,000 per year
- Goal: additional \$7.5M



Priority #1: Endowments

Sport Specific Excellence Funds

- Allows donors to give directly to their sport of choice
- Typically, these funds are unrestricted and allows the head coach to use the dollars to enhance the student-athlete experience
- Goal: \$1.5M

Sustaining Success

- Endowment will provide a sustainable fund source for incentives and bonuses to recruit, retain, and reward the best and brightest coaches
- Goal: \$1.5M



Priority #2: Capital Projects

Soccer Stadium Upgrades

- Men's and Women's Locker Rooms and Player Lounges
- Digital Video Scoreboard
- Goal: \$1M

Baseball Stadium Upgrades

- Padded Outfield Wall
- Turf Apron behind Home Plate
- Digital Video Scoreboard
- Goal: \$750K



Priority #2: Capital Projects

Softball Stadium Upgrades

- Additional Indoor Hitting Cage
- Stadium Seating Roofing
- Digital Video Scoreboard
- Goal: \$600K

Team Meeting Room

- Tiered movie theatre style seating-to be used for film study for all student-athletes
- Video Editing Software
- Goal: \$200K



Priority #3: Annual Scholarships

Athletic Scholarship Fund

- Annual Scholarship program is the lifeblood of every athletic department
- Currently, endowment distributions cover *less than 10%* of annual scholarship costs leaving annual gifts and general athletic department operating dollars to bridge the gap
- FY20 Raised \$400,000
- Goal: \$1M per year by the end of the Campaign
- Goal: \$4M overall for the Campaign



Other Athletics' Support Opportunities

Student-Athlete Development Initiatives

- Career Development
 - Etiquette Dinner
 - GFIT
- Leadership Development
- Study Abroad
- Nutrition and Mental Health



QUESTIONS/DISCUSSION

