

Report to Senate – Athletic Department

The Department of Intercollegiate Athletics at the University of Oregon (UO) is privileged to be a part of a great institution. The UO Department of Intercollegiate Athletics is a relatively small, but comprehensive athletic department. We currently compete in 20 sports through which approximately 450 students are provided the opportunity to participate at the highest level of intercollegiate athletics. The following report provides detail on academics and a number of other areas for 2016-17.

Academics

Academics are the priority for the Athletic Department (AD) and our student-athletes are very competitive in this regard. Nearly half of the student-athletes have cumulative GPA's of 3.0 or above and the cumulative average grade point average for all student-athletes is 3.05. UO Student-Athletes have received 31 Academic All-American awards in the last four years and have earned 101 of these awards overall. On the list of 1,092 NCAA institutions, UO currently ranks 39th in Academic All-Americans and has moved from a rank of 103 to 39 in the last six years.

The average incoming GPA of the 103 new student-athletes who enrolled for the first time at UO summer or fall 2016 was 3.54 compared to the entering freshman class at UO of 3.58. The new student-athletes had an average SAT score of 1044, compared to 1105 for all entering freshman. Of the 110 student-athletes who were admitted as freshman in summer or fall 2015, 81% remained registered for fall 2016. This compares to the general freshmen retention rate of 87%.

The overall NCAA Academic Progress Rate recently released for UO was 981. For the most recent cohort, 2009-10, the Student-Athlete Graduation Success Rate was 80%. The federal graduation rate for that same cohort was 70% as compared to all UO students at 71%. All sub-categories of student-athletes have had academic success. For the 2009-2010 cohort, 1.5% of the students who graduated from UO were African-American, however 21% of those African-American graduates were student-athletes.

Student-Athlete Support

A commitment to provide opportunities for a well-rounded student-athlete permeates the AD. Student-Athlete Development creates and implements innovative programs and individualized support services beyond the classroom that will empower student-athletes to make positive contributions to their communities. These activities and programs assist student-athletes to grow and succeed during their college years as well as later in life.

Specific programs include:

- Student-Athlete Advisory Committee
- Mentor Program
- Career Development
- Leadership Development
- Transferrable/Life Skills
- O Heroes – volunteer and community outreach program

For the current year (through April 28), student-athletes have provided 3,000 service hours to approximately 45 organizations, reached 2,000 youth in our community and raised over \$5,000 for those organizations. In addition, on April 30, we hosted the Inaugural Oregon Baldfest in conjunction with St. Baldrick's Foundation. This organization helps raise awareness and money for childhood cancer research. Caitlyn Wong, women's soccer student-athlete, and her team helped raise over \$30,000 for this organization and created an event around a 7 v 7 soccer tournament with other collegiate teams in the state.

In the fall of 2016 the AD, with the support of Nike, initiated the BEOREGON campaign. This is a call to action for all Ducks to be their most authentic selves. It is a visual display of our commitment to diversity, inclusion and unleashing the potential for all Ducks. Regardless of faith, ethnicity, sexual orientation, beliefs, everyone is welcome and encouraged to be their true self. Almost all teams hosted "BEOREGON" nights during a selected contest to raise both internal and external awareness of our commitment.

In the past few years, O Heroes has developed a close relationship with a nonprofit organization, Courts for Kids, and have provided opportunities for students to immerse themselves in a new and different international community while making a lasting contribution. After the Alternative Break program this summer, 111 student-athletes will have explored the unique cultures and social issues in Peru, Nicaragua, Dominican Republic and Panama while constructing "courts" that provide a play space for the community. Student-athletes find it difficult to engage in long term international experiences due to the rigors of training and competition schedules and these programs create a meaningful opportunity.

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

Competitive Excellence

The Director's Cup is a means whereby colleges and universities with broad-based athletic program are competitively compared. Last year, the University of Oregon finished 10th in the Director's Cup, which is the highest finish ever, and has finished in the top 15 in each of the last three academic years. UO has now had the highest Director's Cup finish nationally among schools of our size (# of sports) or smaller for nine consecutive years. Additionally, thirteen of the top 15 schools in the 2015-16 Director's Cup were AAU institutions demonstrating our competitiveness among programs with a similar academic profile.

Oregon Athletics has won the most NCAA Division I championships this decade (16) representing half of the Ducks' all-time total of 32. Oregon athletics is the only Division I athletic department in the country to have won multiple NCAA team titles in each of the last five academic years, extending its streak of at least one NCAA team championship to 10 straight academic years.

Compliance

Compliance continues to be a primary focus of the athletic department. The understanding is that this responsibility is shared among each staff member and is fundamental to the institution's adherence to the NCAA principle of institutional control. For each of its constituent groups, the compliance office is devoted to rules education, monitoring and enforcement of institutional, conference and NCAA legislation.

The UO completed its NCAA Committee on Infractions probationary period in June 2016. As part of its response to the infraction, the institution commissioned a review of its compliance services by the law firm of Bond, Schoeneck and King (BSK) in 2012 in which several areas were identified for improvement. Policies and practices based upon industry best practices were implemented to address those areas. Last year, the institution again commissioned a follow-up by BSK to review the department's compliance efforts and adherence to current industry best practices.

Finances

The UO athletic department's budget is available at goducks.com. The overall FY17 athletic budget is \$110M. Of this amount, approximately \$14M represents direct payments to the UO campus in the form of tuition, services, and administrative/gift assessments. UO athletics pays the University the full cost for all athletic scholarships, approximately 85% of which are awarded to out-of-state student-athletes on an annual basis. In recent years, the primary drivers of growth in the athletic budget have been rising tuition, escalating salary/benefit costs, continued facility enhancement, and NCAA legislative reforms which have enhanced the benefits which may be provided to student-athletes. These benefits include areas such as enhanced meals/nutrition, scholarships which include full cost of attendance, and student-athlete family travel.

Our primary objectives are to be fiscally responsible and sustainable, while generating and strategically allocating the resources necessary to achieve broad-based excellence at the highest national level and providing an exceptional student-athlete experience. The athletic department continues to be one of the least subsidized (student fees and direct institutional support) athletic programs in the country, ranking 209th out of 231 in Division 1 and 10th out of 10 in the Pac-12 among publicly reporting schools in the 2014-15 academic year. Additionally, UO Athletics ranked 20th nationally in expenses among publicly reporting schools in the 2014-15 academic year (11 of the Top 20 are AAU member institutions). UO Athletics has been annually recognized by the Texas A&M Excellence in Management study as a program which efficiently manages and outperforms the available resources.

Moving forward we will continue to place a heavy emphasis on student-athlete experience and fan experience. Ticket and donation revenues annually account for over 50% of our total athletics revenues, and football-specific revenues generate approximately 70% of our total athletics revenues. The competitive success of our revenue generating programs and continued financial support of our fans and donors will be critical to the continued success of UO Athletics and our ability to remain a largely financially self-sustaining athletic program.

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 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. In addition, with the success of athletic teams in large-scale athletic events, such as the College Football Playoff and Final Four, it has engaged many of our top academic donors. This continued collaboration benefits 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. UO football has been featured in three of the top four cable television broadcasts of all-time. In social media, the Ducks boast the largest college athletics following in the country on Instagram and YouTube and rank in the top five on Twitter and the top ten on Facebook. The exposure of Oregon's athletic teams and the ever-expanding audience has provided global recognition for UO. We hear numerous stories from campus visitors, prospective students, and alumni about their connections to UO through Athletics.

Football, softball, men's basketball, women's basketball, cross country, indoor and outdoor track and field, and golf all have brought extensive visibility to the UO through the national and international media performances and events.

Events and Facilities

UO has been host to a number of large-scale events, exposing the University of Oregon to a global audience. In the past few years the athletic department has hosted NCAA men's basketball, lacrosse, volleyball, softball and baseball. Partnering with the Eugene Country Club, UO also served as host to the 2016 NCAA Men's and Women's Golf Championship, where the Ducks advanced to the final eight on the women's side and won the men's national championship before record crowds.

The major national and international track and field events hosted at historic Hayward Field have extended the reach of the University of Oregon also. As the host of the 2008, 2012 and 2016 Olympic Trials, visitors from all over the globe have visited Eugene, as well as viewed on NBC.

Beginning in 2014, the UO 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.

Preparations are underway for the 2021 IAAF World Championships at historic Hayward Field, an event that has never been held in the United States. UO now stands alongside some of the most impressive cities in the world as host of this prestigious event. The event will be broadcast

to approximately 160 countries around the world and will bring unprecedented exposure to the UO and the state.

In the past year, the athletic department has opened two new facilities, which enhance the student-athlete experience. Jane Sanders Stadium for Oregon softball opened in the spring of 2016, thanks to the generosity of a lead gift of \$16M from Bob Sanders and family. The new facility ranks among the best in college softball and was completely privately fundraised. In the fall of 2016, the Marcus Mariota Sports Performance Center opened. In uniquely Oregon style, the recently opened Marcus Mariota Sports Performance Center combines sports performance, sports science, sports medicine and technology in one efficiently designed space on the ground floor of the Casanova Center. Another part of the project, the overhaul of the equipment room, is a testament to style and function. The project was generously donated by Phil and Penny Knight.

During the past year, the facilities of the AD were host to nearly 100 events that exposed the campus to a large number of people that might not ordinarily visit the U of O. Over 100,000 people attended events as varied as Elton John, James Taylor, Def Leppard, Chicago, Earth Wind & Fire and International Champions Cup Soccer.

In addition, Matthew Knight Arena was home to University Convocation, the 2017 Ruhl Lecture with TaNehisi Coates, School of Law Commencement (moved from the Hult Center) and the general UO Commencements. UO Athletics facilities have hosted over 30 campus activities and meetings such as the Reverse Vendor Fair, a training collaboration with UO Safety & Risk Services and the City of Eugene and the Black Student Union Divine Nine Step Show.

Diversity

The Athletic Department developed a Diversity Plan to both establish priorities and educational endeavors to reflect best practices. The activities identified and incorporated into ongoing operations were Community and Inclusion, Implicit Bias, Behavioral Health Management, LGBTQ issues and BeOregon.

An Athletics Department Demographic Summary Report comparing October 2013 with October 2016, showed an employee count of 243 in 2016 as compared with 226 in 2013(a 7.5 percent increase). Within that same time period the percentage of employees of color increased from 13.3 percent to 17.3 percent. Those summary data are prior to the recent changeover in the football coaching staff which included 18 replacement hires, 12 of whom are persons of color.

Excellent student-athletes, excellent coaches and staff, along with the excellence in infrastructure continues to be a priority of UO Athletics. We are proud of the excellence we promote and applaud the continued opportunities and excitement generated.