

**STUDENT FEES ADVISORY COMMITTEE (SFAC)**

**FY2010 PROGRAM QUESTIONNAIRE**

INSTRUCTIONS: *Please respond to all questions on a **separate** sheet of paper. Restate the question before providing your response. **Submit 15, three-hole punched copies** to SFAC at the address cited below by 1:00 p.m., on Thursday, January 29, 2009. **An electronic copy of your responses in PDF format should also be sent, by 1:00 p.m., January 29, 2009, to: SFAC Chair in care of the Dean of Students Office at [wmunson@uh.edu](mailto:wmunson@uh.edu).***

1. Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms: your unit's mission, how you accomplish your unit's mission, and a justification of your unit's student fee allocation in terms of benefits for students.

The mission of the University of Houston Athletics Department is to promote the University of Houston through successful athletics competition and sportsmanship while developing leaders with academic focus and lasting life skills in congruence with the University's mission.

The Athletics Department, a significant division within the University of Houston, is dedicated to pursuing the following objectives to support and achieve university expectations. By cultivating and expecting academic success; cultivating and expecting athletic success; developing and nurturing life skills; enhancing university exposure; increasing external financial support; providing equitable opportunities; and maintaining fiscal integrity, we commit to fulfilling university administration and student body responsibilities to our mission.

As a public focus for the University of Houston, our support of university morale is a significant function within our directives. Earning student support in the manner of attendance is a core ambition of our department. Through success, campus marketing and positive media attention, we expect to engender enthusiasm and interest from the university's student body as well as faculty and staff.

The athletics programs and administration are committed to attracting potential students to campus, and not just for our athletics teams. The exposure afforded through television and radio coverage extends to regional and national audiences, and our athletics contests draw attendance over 200,000 to campus per year. Sports camps/clinics and special events account for over 350,000 visitors per year of which over 100,000 are age 18 and younger.

The department is also committed to involving students of all levels of interest in athletics activities. For those who have the committed fanaticism to join the spirit groups, to support roles as trainers and managers, to students who wish to

work events, athletics welcomes student involvement. Furthermore, each team will accommodate in one manner or another, a student's interest to tryout for one of our teams.

2. Provide an organization chart of your unit. Large units may need to have an overview chart and then more specific charts for each program. Where you have multiple staff in the same position (e.g. counselor, custodian, etc), note this on your chart. Student employees should be cited on the chart and identified as students.

(See Attachment)

3. List the objectives that you provided with your 2008-2009 SFAC request. Please comment on your success in achieving these objectives. If an objective changed during the year, please note this and explain. Also, list any new objectives, the rationale for the addition, and comment on your success in achieving these objectives.

Previous year's objectives include:

- A. Student-Athlete Academic Integrity and Academic Success -- continue efforts to improve the annual graduation rate for student-athletes and maintain a minimum grade point average of 2.67 each semester for each team, with 95% student-athletes in good academic standing (2.0 or higher cumulative GPA), thereby continuing to represent the University of Houston with academic as well as athletic achievements

Average GPA for student-athletes is a 2.68, and 92% of all student-athletes are in good academic standing with a cumulative GPA of a 2.0 or better. Also student-athletes earn an average of 13.4 hours per semester. Graduation rate is currently 58% for the class entering 2002 which is 15 points higher than UH overall student body.

- B. Student-Athlete Athletic Success -- achieve athletic success in all Conference USA sponsored sports by competing for the Conference Championship and finishing in the top three spots in the overall conference standings

Five programs finished the regular season in the top three of Conference USA: Football, Men's Basketball, Men's Indoor and Outdoor Track, and Softball. Softball won the regular season and conference tournament and advanced to the NCAA Super Regional. Baseball won the conference tournament and advanced to the NCAA Regional. Football accepted its fifth bowl bid in six years and secured its first bowl win since 1980.

- C. Enhance and Develop Life Skills -- create an environment through Student-Athlete Services and Community Outreach to broaden the perspectives and well-roundedness of student athletes

Offer programs such as:  
New Student-Athlete Orientation  
Outreach and Community Service Activities  
Career Counseling/Placement Referrals  
Drug/Alcohol Education  
Nutrition Counseling  
Faculty/Staff Mentor Program  
Internship Placement  
Summer Job Referrals  
Gambling Prevention Programs  
Non-Athletic Award Recognition

- D. Generate External Financial Support -- increase the percentage of contribution to the athletic budget from fund-raising in both annual giving and endowment funds

Cougar Pride (Athletics Department Fund Raising Collective) raised \$2.7 million towards scholarship expense. Furthermore, between capital projects for baseball and football, an additional \$9.1 million was raised

- E. Equitable Opportunities -- ensure fair and equitable treatment for all of our student-athletes

Of our student-athletes, 37% are female, and women's teams receive 40% of all athletics financial aid. Women make up 29% of our coaching positions and 43% of the administrative positions

Minorities compose the majority of our student-athletes at 52% and receive more than half of all athletics financial aid granted. In terms of coaching positions, 29% are minorities as well as 42% of administrative positions.

- F. Fiscal Integrity -- develop, implement, and maintain a plan which provides student-athletes an opportunity to succeed both academically and athletically, while reducing the level of subsidy the University provides the Athletics Department

The Athletics Department has continued its trend over the last several years by meeting the target subsidy. Through careful budgeting and close controls, the department has sufficiently managed to reduce overall expenditures in the face of increasing tuition and a weakened economy. In a parallel effort, extraordinary focus and planning have resurged energy into maximizing all possible revenue streams from department function – including the following:

1. Home game operations (ticketing, concessions, parking, etc)
2. Houston Dynamo Professional soccer events
3. Outside events and contracted facilities administration
4. Merchandising
5. Royalties (licensing and imaging)
6. Television revenue sharing
7. Post-season participation

The department has also been successful in improving existing facilities on top of responsibly managing the operating budget. Since 2002, athletics has invested \$6.9 million in capital improvements on current facilities including Hofheinz Pavilion, Robertson Stadium, Yeoman Fieldhouse, as well as the Softball and Tennis Facilities.

4. Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned objectives and their importance as compared to other objectives that you might pursue. Where data exist, discuss the number of persons served by each of your programs and the satisfaction level of those served. Please provide the method for collecting these data.

Evaluations are based on responses from alumni, fans, students, University administration, competitive records of teams, and academic records of student-athletes. With the development of an Athletics Strategic Plan, goals and objectives are reviewed on a regular basis and revised to reflect the current climate. Data regarding the number-of-persons-served is based on attendance figures, ticket office audits and business office accounting records.

Number of Students Served

1. Student-Athletes/Managers/Trainers/Tutors.....	520
2. Band, Cougar Dolls, Cheerleaders (Spirit Groups).....	345
3. Student-Workers at events.....	80
4. Total Student Attendance at Athletics Events.....	34,023

5. Please discuss any budget changes from your last (FY2009) SFAC request, their impact on your programs, and your reason for implementing them. SFAC recognizes that some programs did not receive the funds that they requested, that some programs were impacted by additional expenses after the conclusion of the budget cycle, and that some programs may be ahead of or behind their self-generated income projections. In addition, if your unit concluded FY2008 with a Ledger 3 Fund Equity balance, please describe the conditions which caused the fund balance.

For FY2009, travel budgets during the fiscal year were increased due to inflation. Furthermore, as an auxiliary, Athletics funded the University mandated 4.0% salary increase, and also absorbed the approved utility increase.

6. Please list your 2009-2010 objectives in priority order. Larger units may wish to group your response by subprogram. Under each objective, state the specific programs, activities, and/or services that you plan to implement to meet your objectives.

A. Cultivate and Expect Academic Success

Continue efforts to improve graduation rates, academic progress, and academic performance

The Academic Center for Excellence continues to assist student-athletes in achieving high academic goals. The NCAA graduation rate for the student-athlete class of 2002 was 58%, compared to the rate for all UH students entering as freshman that year of approximately 43%.

Current student-athletes benefit from over 20 tutors in subjects ranging from nutrition to biomechanics, accounting to Spanish. Student-Athletes also have access to the Athletics Academic Center, which houses a computer lab, private study rooms, and tutoring/group study rooms. In addition, academic counselors are on duty five nights per week. Currently, 92% of our student-athletes are in good academic standing (cumulative GPA above 2.00), and 14% made the Dean's List for Fall 2008. The average grade point average for a University of Houston student-athlete is 2.68. In addition, the average student-athlete at UH passes 13.4 hours per semester.

B. Cultivate and Expect Academic Success

Achieve athletic success in all Conference USA sponsored sports by competing for the Conference Championship and finishing in the top three spots in the overall conference standings

Five programs achieved the goal of finishing in the top three in Conference USA competition. Women's softball won the regular season title and tournament championship as well as advanced to the NCAA Super Regional. Baseball won the conference tournament championship and participated in the NCAA Regional Tournament. And the Men's Indoor Track program won the conference championship as well.

Football earned a bowl berth for the fifth time in six years in which the team achieved the program's first bowl win since 1980.

In Olympic competition, two divers (one current and one former) won silver in Beijing representing their native Russia.

C. Develop and Nurture Life Skills

Through the operations of Student-Athlete Services, a myriad of programs have been implemented to broaden and educate the perspectives of our student-athletes. A New Student-Athlete Orientation Program is required of all incoming participants in addition to mandatory University Orientation where we advance measures to acclimate the

student-athletes to the college culture at the University of Houston. The Faculty/Staff Mentor Program for student-athletes provides a more personal network of university contacts for guidance and direction. Conversely, exposure as role models and public assistance is provided through extensive Outreach and Community Service Activities. Personal awareness programs address drug/alcohol/gambling abuse education, nutrition counseling, as well as pregnancy and domestic abuse prevention. For life after college, career counseling, planning/placement referral, and internship access are offered.

D. Enhance University Exposure and Publicity (New Objective)

As an ambassador of the University of Houston, the Athletics Department strives to maximize exposure through athletics competition attendance, televised athletics events, media coverage, and non-university related activities. The interest is to promote the institution in a positive manner through experiences on-campus, on-air, and on-paper. In 2008, University of Houston athletics competitions were broadcast for over 56 hours of televised coverage and 145 hours of radio coverage. Annual attendance at home athletics contests ranged over 225,000, and outside events brought an additional 350,000 more visitors to campus.

E. Increase External Financial Support

The Athletics Department endeavors to augment our operation through Cougar Pride to raise money for scholarships and from home game events to increase revenue off-setting expenses.

In March 2003, the Athletics Department established its own fund-raising organization, Cougar Pride. The primary purpose of Cougar Pride is to raise money for scholarships. It is an association of alumni, fans, former student-athletes, coaches and friends who join together to provide current student-athletes with a first-class education and a chance to excel in the classroom and on the playing field. During the last three years, tuition has increased dramatically. However, the UH Athletics Department has remained committed to fully funding all 17 of the University's intercollegiate sports. Cougar Pride is committed to raising significant funds to offset the cost of athletic scholarships. Cougar Pride offers several methods of giving: cash gifts, young alumni program, UH student pride organization, endowments, planned giving, gifts in kind, trade and matching gifts.

The Athletics Department has also reasserted efforts to expound on current revenue streams from game operations, television revenue sharing, outside events contracted through athletics facilities, royalties (licensing and imaging) as well as post season opportunities in men's basketball and football.

F. Equitable Opportunities -- ensure fair and equitable treatment for all student-athletes.

During the 1997-98 academic years there were 27.8% women participants as compared to 37.0% reported for the 2008-09 season. Furthermore, females represent 29% of the coaching staff, and 43% of the administration – both increases from the previous year.

Commitment within the department has changed significantly over the past 7 years to insure that all student-athletes are receiving equitable treatment and support. All student-athletes exhausting their eligibility are given exit interviews by the Athletics Advisory Committee, which monitors and confirms the progress within the department. Those interviews are available through Dr. Richard Scamell, the Faculty Athletics Representative for the University. DeJuena Chizer, Senior Woman Administrator, is responsible for monitoring the departments Gender Equity plan, compliance with Title IX and the equitable treatment of all student-athletes. A subcommittee of the President's Athletics Advisory Committee is currently reviewing the current gender equity plan and recommending steps towards future compliance.

The University of Houston - Department of Athletics continues to field a diverse group of student-athletes. Approximately 52% of all student-athletes are minorities, and 52% of student-athletes receiving athletics aid are minorities as well. Also, minorities represent 29% of the coaching staff and 42% of the administration.

In addition, the Department of Athletics is committed to continuing its hiring practice of employing a diverse coaching and administrative staff in order to provide positive role models for all student-athletes.

A subcommittee of the President's Athletics Advisory Committee continually reviews current diversity plans and recommends steps toward future compliance, when applicable.

- G. Fiscal Integrity - develop, implement, and maintain a plan which provides student-athletes an opportunity to succeed both academically and athletically, while reducing the University subsidy for Athletics.

The current fiscal year budget was approved as a semi zero-based budget for both revenue and expenditures for each sport and administrative unit. The Athletics Director, Deputy Athletics Director and Assistant Athletics Director for Business Operations develop the annual budget each year. The budget is then presented to the University President and staff for approval. The Athletics Business Office monitors year-to-date revenue and expenses on a daily basis, and the Head Coaches and Administrative Department Heads meet with the Assistant Athletics Director for Business Operations, monthly. Each Head Coach and Department Head is held accountable for his/her own budget and any deviation from the approved budget must be approved by the Assistant Athletics Director for Business Operations, the Deputy Director of Athletics, and/or the Director of Athletics.

7. What are the other possible sources of funding available to your unit and what efforts are being made to access them (e.g. grants, donations, etc.)?

Additional gate receipts through increased attendance at athletics events

- i. C-USA bowl and television revenue sharing
- ii. Annual giving
- iii. Ticket sales campaign
- iv. Cultivation of major gifts
- v. Programs, parking and concessions sales
- vi. Apparel and merchandise sales
- vii. Additional events in athletics facilities
- viii. Advertising and Royalties
- ix. NCAA/NIT Tournament Participation

8. Please describe any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.

There is no overlap between Athletics and other units in providing services to student-athletes.

NOTE: *The totality of your responses to these questions should give the members of the committee a good, overall understanding of the role and function of your unit(s). To the extent that your responses do not accomplish this, please revise them accordingly.*

**Please return your hard copy questionnaire responses to:** Chair, SFAC  
% Dean of Students Office  
UC Room #252, DOS 3035

**Please send electronic responses (PDF format) to:** Chair, SFAC  
% Dean of Students Office  
wmunson@uh.edu

12/2008

