

# UAA Administrative Review Questionnaire – Spring 2020

## Department of Athletics

**1) What are the core functions of your unit that are funded in Fund 1 (i.e. Fund 104110)? (Bullet point list is preferred. No more than one-page, please.)**

- a. Athletics Administration (includes special events)
  - i. Administration / Development – Operational support for all 13 sports; includes business, travel, and human resource functions.
  - ii. Compliance & Academics – Supports the processes that keep UAA compliant with NCAA rules, ensures student-athletes are progressing toward graduation.
  - iii. Sponsorships / Merchandising / Advertising / Marketing & Promotions / Media Relations / Website – Promotes and celebrates the people and events associated with Seawolf Athletics. Utilizes tools and technology to communicate messaging to numerous communities. Revenue generation.
  - iv. Strength & Conditioning – One of the cornerstones of student-athlete injury prevention. The NCAA requires certified strength coaches to conduct and monitor activity.
  - v. Sports Medicine / Insurance – Supports the health, safety, and welfare of all student-athletes and is a critical part in managing risk.
- b. Athletics Varsity Sports (includes accounts for sport operating budget, hosting post-season events, and financial aid)
  - i. Women's Cross Country
  - ii. Men's Cross Country
  - iii. Women's Skiing (Alpine & Nordic)
  - iv. Men's Skiing (Alpine & Nordic)
  - v. Women's Gymnastics
  - vi. Men's Ice Hockey
  - vii. Women's Volleyball
  - viii. Women's Basketball
  - ix. Men's Basketball
  - x. Women's Track and Field (Indoor & Outdoor)
  - xi. Men's Track and Field (Indoor & Outdoor)
- c. Athletics Sports Complex (includes administrative and operating budget for the Seawolf Sports Complex facility and its programs)
  - i. Sports Complex (Recreational Sports) – The SSC exists primarily to enhance the educational athletic experience available on the Anchorage campus. Realizing that

events. Serves as a means of improving the quality of life, which allows all participants, regardless of degree of skill, an opportunity to develop new friendships, group loyalty, sportsmanship and the respect for all opponents and officials.

- iii. Concessions – Revenue generation.
- iv. Maintenance & Repair – Necessary to maintain 40+ year old facility.

**2) If one or more of these functions was reduced or discontinued, what would be the impact on: (Not all elements may be relevant for your unit. Only address relevant items.)**

**a. More students persisting and completing educational goals?**

- i. Less students attending UAA, as the majority of student-athletes would transfer to another institution. Student-athletes pay a yearly average of approximately \$570,000 to UAA (tuition, fees, etc.).
- ii. Student-athletes are perennial leaders in the classroom.
  - 1. Student-athletes graduate at approximately double the rate of their student peers.
  - 2. The cumulative average GPA across all UAA student athletes and teams over the past three academic years has been at least 3.3. The 2019 calendar year cumulative average GPA was 3.42, a department record. In fall 2019, 26 student-athletes earned a perfect 4.0 GPA and 44% of all student-athletes earned a GPA



- d. Impacts/restrictions to reductions specific to Intercollegiate Athletics:
  - i. Reduction of strength & conditioning and sports medicine programs would cause non-compliance with NCAA and national sports medicine standards.
  - ii. Reduction of administration and compliance & academics would be counter to NCAA requirements for institutional control and self-monitoring.
  - iii. UAA Athletics is currently a member of NCAA Division II with 13 sports, two of which participate in Division I (men's hockey and women's gymnastics). To maintain Division II membe

- c. Restructured financially unfavorable agreements (e.g., Learfield contract for athletic sponsorships) and continuing to review contracts.
- d. Increased record program-wide GPA.
- e. Renovated Seawolf Sports Complex, increasing size and availability of fitness center and Olympic lifting weight room for student, staff, faculty, and public use.
- f.

- 7) Potential cuts: Please describe any function reductions or eliminations that are feasible without significantly affecting UAA's mission fulfillment or its compliance mandates? Are any functions within your unit are duplicated elsewhere at UAA? Is there an opportunity for efficiency to be created by partnering or combining functions? Please describe the opportunities you identify within your unit and include the approximate dollar values and savings that would result.**
- a. Intercollegiate Athletics, Recreation, and Intramural Sports are unique in that no other unit provides the same functions at UAA.
  - b. The opportunity to further diminish expenses to Intercollegiate Athletics can no longer occur without an immediate and sharp diminishing effect on the success of UAA Athletics. For all of the reasons cited within this document, substantial reduction to Intercollegiate Athletics does not come without drastic alteration to the student opportunities and success that Athletics currently offers.
  - c. The benefits of Intercollegiate Athletics to institutions of higher education are numerous. They include the most accessible and public connection to our campus, community and alumni. In addition to the potential of this powerful emotional connection, Intercollegiate Athletics generates brand identity, awareness, and marketing for our respective campuses unlike any other aspect of the University. A highly visible athletics program can increase the number of prospective student applications, bolster alumni participation, and encourage and facilitate philanthropic support to the entire campus (not just athletics). The athletic department supports and provides the backdrop against which campus cohesion, community engagement and community building can develop, grow and thrive. "The primary form of mass media advertising by academic institutions in the United States is, arguably, through their athletic programs," says Harvard Business School Associate Professor of Business Administration, Doug J. Chung.
  - d. Simply stated, Athletics is a significant contributor to a university's identity, serves as the most significant gateway to external stakeholders, and provides the soil in which school spirit and institutional pride take root and mature with students, alumni, faculty, staff and community.