

STUDENT FEES ADVISORY COMMITTEE (SFAC)
FY2017 PROGRAM QUESTIONNAIRE

Submitted by:



The Department of Athletics
Hunter Yurachek – Vice President

INSTRUCTIONS: *Please respond to all questions. Restate the question before providing your response. An electronic copy of your responses in PDF format should be sent to: SFAC Chair, in care of the Dean of Students Office, at wmunson@uh.edu by 1:00 p.m., Monday, October 19, 2015. It should be noted that only electronic submissions will be considered. Only those requests submitted by 1:00 p.m., October 19, 2015 will be guaranteed full consideration.*

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 University of Houston, Department of Intercollegiate Athletics would like to thank the Student Fee Advisory Committee (SFAC) for its continued support and generosity.

Mission Statement

The University of Houston, Department of Intercollegiate Athletics inspires excellence today while preparing leaders for life by fostering a culture, which challenges student-athletes to achieve their highest academic, athletic and personal aspirations.

Core Values

Excellence – Integrity – Inclusivity – Loyalty – Accountability – Sportsmanship

Our athletic, academic and community service achievements earned over the last year demonstrate our ownership of our responsibility to build value in the University. Athletically, we continue to show improvement on the field of play, and our progress is facilitated by the increased focus of recruiting talented student-athletes who balance their athletic aspirations with character and academic prowess. We, again, achieved unprecedented “firsts” with our finest performances in a number of academic categories evidencing our commitment to education beyond NCAA eligibility requirements. Our student-athletes also performed more community service hours to broadly diverse groups of recipients, inspiring our student-athletes to not only make an impact in the community but also to gain essential life skills which will enable success after the student-athlete chapter in their lives closes. These accolades validate our commitment to the student-athlete experience, preparing them to be champions for life. American culture continues to support the popularity of college athletics and the impact it has on the application rates of students seeking admission. As we settle into our third year in the American Athletic Conference (The American), we are experiencing the heightened exposure afforded to us with this elevated platform for media attention.

Our commitment to capital construction and facility improvement progresses with the opening of the Guy V. Lewis Basketball Center later this fall which is integral to renovating Hofheinz Pavilion scheduled to begin in March 2017. Athletics is also close to starting new projects for a baseball clubhouse facility and a tennis center. Lastly, we are embracing a swell of support to construct a football fieldhouse and base of operations to compliment the achievement in opening TDECU Stadium. Coupled with our work to improve facilities as well as engaging new business opportunities, UH will benefit from this expanded focus, which will advance our relevance in higher education.

Athletics is also a magnetic source of student pride and campus identity. We have seen that impacted in recent years, which demonstrates the tremendous potential for our institution. Also the positive television exposure that promotes the UH brand continues to grow. Achievement in Athletics brings the campus together, enhances the student experience and provides an opportunity to connect with alumni.

UH Athletics is requesting the full allocation of SFAC support to further our mission and increase institutional exposure.

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, advisor, etc.), note this on your chart. Student employees should be cited on the chart and identified as students.

See page 18

3. List your unit's strategic initiatives and action steps identified for the 2014-2015 academic year and cite the specific Division of Student Affairs and Enrollment Services (DSAES) Strategic Initiatives and University of Houston Strategic Goals to which they relate. Please comment on your success in achieving these strategic initiatives/action steps. If a strategic initiative/action step changed during the year, please note this and explain. Also, list any new strategic initiatives/action steps, the rationale for the addition, and comment on your success in achieving these items.

UH Athletics Objectives for 2014-2015

Strategic goals align with the framework of the Department's Operating Principles. All initiatives, programs and objectives support our commitment to advance and to epitomize these principles.

1. Cultivate the highest quality sports programs, facilities and resources to build and maintain winning traditions.

University of Houston Strategic Goal impacted:

- National Competitiveness
- Athletic Competitiveness
- National and Local Recognition
- Resource Competitiveness

Division of Student Affairs Strategic Initiatives impacted:

- Cultivate a collective identity that demonstrates a united vision.

Success in achieving Initiative 1:

A. All Sports

- 135 Total Team Wins
- 24 Individual NCAA Postseason Appearances
- 12 American Athletic Conference Individual Championships
- 11 Team NCAA Postseason Appearances
- 10 All-Americans
- 2 American Athletic Conference Team Championships

B. Football

- Armed Forces Bowl Champion
- Armed Forces Bowl comeback was the largest comeback in any FBS game during the 2014 season
- Houston hired Tom Herman as its 14th Football head coach on Dec 16. He was named the 2014 Broyles Award winner as the nation's top assistant coach as he helped lead Ohio State to a National Championship
- Running back Kenneth Farrow became the first 1,000-yard rusher in a season since 2008, and was named the Armed Forces Bowl Most Valuable Player
- Seven players from the Houston Football program were named to the American Athletic Conference All-Conference Teams
- The opening of the brand new, state-of-the-art TDECU Stadium in 2014 brought an increase of Houston Football fans as the Cougars finished the season ninth nationally with an average attendance increase of 17 percent

C. Volleyball

- Outside hitter Kadi Kullerkann received All-America Honorable Mention honors and was a member of the AVCA All-Southeast Region First Team
- Libero Natalie Keck closed out the season with a career best of 654 digs, third most in school single-season history

D. Track & Field

- The Houston men won the 2015 American Athletic Conference Indoor Championships in dramatic fashion. Coming down to the final event, with Houston trailing Tulsa and UConn by 1 point, senior Drevan Anderson-Kaapa burst into the lead on the final turn of the men's 4x400-meter relay to win the race and the championship for the Cougars
- The Cougars won nine conference championships in 2015 with seven coming in individual events and two from relays. Junior Issac Williams (60-meter hurdles, 110-meter hurdles), junior LeShon Collins (60-meter) and sophomore Bria Carter (60-meter) won conference championships in the sprints, while Anderson-Kaapa (800-meter) won in the middle distance. Senior David Brown (triple jump) and sophomore Cameron Cornelius (shot put) won championships in field events
- Houston set four school records in 2014-15. At the Houston Indoor Opener, Williams set a record in the 60-meter hurdles (7.72), while junior Damon Thompson broke the indoor weight throw record (19.10 meters). Sophomore Brian Barraza broke the indoor 3000-meter record (8:04.05) three times in 2015 before also setting the 5000-meter record (13:56.76) during the outdoor season
- Houston earned a total of 12 spots on the indoor and outdoor All-America lists, including Williams' three and senior Sade-Mariah Greenidge, who earned honors in the 4x100-meter relay and 100-meter hurdles

E. Swimming & Diving

- Sophomore Taylor Olanski was named American Athletic Conference Diver of the Year
- Yulia Pakhalina was named American Diving Coach of the Year. It marked the 14th consecutive season in which Houston collected this honor
- Junior Danielle Shedd won the 1-meter dive title at the American Championships, and Olanski won the 3-meter and platform dive crowns at the American Championships
- In April, Ryan Wochomurka was introduced as the program's seventh head coach. Bob Gunter was selected to lead the divers in July

F. Baseball

- Houston Baseball finished the 2015 season with a 43-20 overall record and a 16-8 mark in the American Athletic Conference under Head Coach Todd Whitting. Whitting was named the ABCA/Diamond South Central Regional Coach of the Year
- Houston captured its first regular-season conference title since 2002 and eighth in program history
- Houston was honored as the No. 1 seed and one of 16 host sites for the NCAA Regional – first since 2000 and third time in program history
- The Cougars notched their second straight 40-win season and made its 20th NCAA Regional appearance
- Freshman Seth Romero was tabbed a Freshman All-American and named the American Athletic Conference Rookie of the Year

- Sophomore Andrew Lantrip became the program's first All-American since 2006, being named to Perfect Game's All-America Third Team
- Three Cougars were named to an All-Region Team, while seven Cougars were honored on American Athletic Conference Teams

G. Men's Basketball

- The Cougars competed for the first season under Head Coach Kelvin Sampson and ended the year as winners of four of their last five games, including a 66-60 victory against Tulane in the American Athletic Conference Championship First Round
- Junior guard Jherrod Stiggers and sophomore forward Danrad Knowles each enjoyed 30-point scoring games. They were in a group of five players who scored at least 20 points in a game in 2014-15, joining junior guard Cavon Baker, junior point guard L.J. Rose and junior forward Devonta Pollard
- Houston closed out the Continental Tire Las Vegas Classic Championship Round with an impressive 82-69 win over Big 12 member Texas Tech
- The Cougars led the American Athletic Conference with 8.1 3-pointers per game and ranked 31st nationally with that total. Stiggers topped the league with 3.1 treys made per game and stood 15th nationally

H. Women's Basketball

- The Cougars earned four American Athletic Conference Weekly Honor Roll laurels
- Houston finished runner-up at the Athletes in Action Classic with Marche' Amerson and Mariah Mitchell earning All-Tournament Team spots
- Head Coach Ronald Hughey collected his first win with the Cougars in a 46-42 decision over North Texas on Nov. 14, 2014
- Alecia Smith became just the seventh Cougar to hit 100 career 3-pointers
- Tyler Gilbert finished among the American's top-5 leaders with 2.1 blocks per game

I. Tennis

- Houston finished the 2014-15 season with a 22-6 overall record and a 9-1 mark against American Athletic Conference opponents
- The Cougars went 7-0 against American opponents in regular-season play and finished the season ranked No. 34 in the ITA national rankings
- The Cougars earned a bid to the NCAA Championships, where they faced Mississippi State at the NCAA Berkeley Regional
- Despoina Vogasari was named American Player of the Year and joined teammates Elena Kordolaimi and Tina Rupert on the All-American Athletic Conference Team
- Vogasari received a bid to the NCAA Singles Championship, Houston's first since 2002. She also won the USTA/ITA Texas Regional Championship, the first in program history
- In June, Courtney Steinbock was hired as the program's ninth head coach

J. Softball

- Houston Softball finished the 2015 season with a 28-27 overall record and 11-8 mark in American Athletic Conference play under Head Coach Kyla Holas
- Houston finished the season in third place, exceeding the conference's preseason expectations
- Junior LHP Julana Shrum was named to the NFCA All-Region Third Team for the first time in her career

- Shrum and Shelby Miller were named to the American Athletic Conference All-Tournament Team, while Courtney Klingler, Selena Hernandez and Katie St. Pierre were named Second Team All-Conference following the regular season
- Houston's defense tied the single-season record for double plays turned (28) for the second consecutive season

K. Soccer

- Junior goalkeeper Jordan Brown enjoyed a top-10 season in several categories, including saves (83, 9th), saves per game (5.19, 8th), ties (5, school record), goalie games played (16, 10th), goalie games started (16, 8th) and goalie minutes played (1,534, 10th)
- Junior defender Sydnie Green was named Second Team All-American Athletic Conference by *CollegeSportsMadness.com*
- The Cougars played future American Athletic Conference champion UConn to a scoreless draw on Oct. 9

L. Men's Cross Country

- Houston was one of 179 men's cross country squads nationally to be named USTFCCCA All-Academic Team with a 3.36 GPA for the Fall Semester
- Barraza also became the first Cougar since Wesley Ruttouh in 2011 to earn a trip to the NCAA Championships and just the fifth Houston student-athlete since 1961. Barraza finished fourth in the 10K at the NCAA South Central Regional in 29:41.5 to earn the qualifying spot

M. Men's Golf

- The Cougars competed at the NCAA Championships for the second straight season, a first for the program since 2000-01
- Houston defeated Purdue in a 1-hole team playoff to clinch the fifth and final place out of the NCAA Lubbock Regional to advance to the NCAA Championships. It was the fourth straight season in which the Cougars competed at an NCAA Regional
- Blair Hamilton shared the individual championship at the NCAA Lubbock Regional with a score of 8-under-par 205. He joined Brett Callas (2003) and Dean Larsson (1997) as the only Cougars to earn medalist honors at an NCAA Regional
- Hamilton earned PING All-America Honorable Mention honors for the first time in his career. It was the second straight season a Cougar received All-America accolades
- All-American Roman Robledo capped his collegiate career among the Cougars' top-10 leaders in tournament titles (5), scoring average (72.40), rounds played (151) and strokes (10,933)
- Kyle Pilgrim was named to the Capital One Academic All-District 7 At-Large First Team and was honored as a Cleveland Golf/Srixon All-America Scholar

N. Women's Golf

- In only their second season of existence, the Cougars advanced to the NCAA postseason, competing at the NCAA San Antonio Regional. It was the first year that the team was eligible to play in an NCAA Regional.
- The Cougars earned their first team championship in school history at the UNF Collegiate on March 9-10 with a 15-stroke victory over Texas
- Raegan Bremer was named to the All-American Athletic Conference Team for the second straight season. She was joined on that postseason squad by freshman Yuka Kajiki

- At the UNF Collegiate, freshman Megan Thothong captured the first individual title of her collegiate career, thanks to a school-record 68 in the Final Round. She joined Bremer as the only Cougars to win tournament championships in program history
- O. Women's Cross Country
- Houston Women's Cross Country was one of 227 squads nationally to be named a USTFCCCA All-Academic team with a 3.43 team GPA for the fall semester

2. Provide a competition environment of high entertainment value for a loyal fan base with a commitment to sportsmanship and customer service.

University of Houston Strategic Goal impacted:

- National and Local Recognition

Division of Student Affairs Strategic Initiatives impacted:

- Actualize and leverage the fiscal, human, technological, and facility resources that enhance the student experience

Success in achieving Initiative 2:

University Exposure:

- 31 Men's Basketball games were nationally televised (ESPN, CBS and CBS College Sports) during the 2014-15 season
- 13 Football games nationally televised games on ESPN or CBS family of networks
- 15 Baseball games televised including the national broadcast NCAA Regional hosted at Cougar Field
- 6 Softball games televised

Customer Service/Entertainment Value:

- Completion and grand opening 40,000+ seat state-of-the art stadium with 26 suites, 42 loge boxes and an approximately 12,000 square foot club area.
- More than 10,000 UH Student attended grand-opening game on August 29, 2014
- TDECU Stadium allocates over 5,000 student seats located in the lower bowl of the east end zone for every home football game, additional student seating is made available in the upper level of the east end-zone
- An increased number of concession stands are located at TDECU Stadium with a variety of new food options
- State-of-the-art 2,584 square foot HD video board located on the west end of TDECU Stadium

3. Attract and develop student-athletes who exhibit the qualities of intellectual growth, accountability, maturity, independence and leadership with the goal of building champions for life.

University of Houston Strategic Goal impacted:

- Student Success
- National Competitiveness

Division of Student Affairs Strategic Initiatives impacted:

- Foster the creation of a global learning community that actualizes and embraces inclusion while preparing students to become active citizens

Success in achieving Initiative 3:

Houston Leadership Academy:

- One of only 16 programs in the country
- The only program with full participation beginning in freshman year
- Goal: To develop, challenge and support student-athletes and coaches in their continual quest to become world-class leaders in athletics, academics and life
- Process: Equip participants at every level with the skill sets necessary to be confident, cooperative, critical decision makers and ethical contributors in a competitive and ever-changing world

4. Enrich the opportunity to earn an undergraduate degree by offering each student-athlete a quality educational, social and athletic experience.

University of Houston Strategic Goal impacted:

- Student Success
- National Competitiveness

Division of Student Affairs Strategic Initiatives impacted:

- Foster the creation of a global learning community that actualizes and embraces inclusion while preparing students to become active citizens

Success in achieving Initiative 4:

Academics:

- In 2014-15, 75 Student-Athletes received their bachelor's degrees
- Fall 2014 GPA : 2.89
- Fall 2014 Cumulative GPA: 2.84
- Spring 2015 GPA : 2.92; Highest ever spring term GPA
- Spring 2015 Cumulative GPA: 2.92; Highest spring cumulative GPA ever after a spring term
- Ten of Houston's 17 sport programs recorded a cumulative GPA of 3.00 or better in the Spring of 2015
- Women's Golf, Soccer, Baseball and Men's Track and Field all posted their highest cumulative GPA for the academic year 2014-2015
- Women's Golf and Soccer recorded their highest spring semester GPA ever
- Tennis led all 17 sport programs with a spring semester GPA of 3.39, and Softball has the program's highest cumulative GPA of 3.29
- Twenty percent of all student-athletes earned Dean's List honors for Fall 2014, and 22 percent earned Dean's List designation for Spring 2015
- All programs exceeded the minimum threshold NCAA APR rate of 930 – meaning more than 93 percent of student-athletes for each team (over the last four years) were eligible, retained and/or graduated!
- Men's Cross Country and Tennis received the NCAA Public Recognition Award which is presented to programs with Academic Progress Rate scores in the top 10 percent of their respective sports
- FTIC student-athletes entering in year UH for 2008-09 graduated at a rate of 54 percent (as compared to FGR from FTIC 2006-07 at 40 percent) with FTIC student-athletes in the 2009-10 cohort projected to graduate at a rate of 60 percent or higher

5. Ensure the department is in adherence with NCAA, Office of Civil Rights, Conference and University rules and regulations to operate with the highest degree of integrity.

University of Houston Strategic Goal impacted:

- Student Success

Division of Student Affairs Strategic Initiatives impacted:

- Develop a culture of innovation and accountability in the redesign of Division policies, processes and procedures.

Success in achieving Initiative 5:

Gender Equity:

- Initiation of the Women Empowered Program
- Ongoing assessment and self-evaluation of gender equity compliance
- Initiated internal Title IX Self-Study
- Provide leadership opportunities for female employees through NACWA membership

NCAA Compliance Program:

- Full implementation of Head Coach Accountability program
- Expansion of full-time compliance staff by one employee
- Successful completion of annual internal compliance audit with no major findings
- No major infractions

6. Exercise fiscal responsibility throughout the Department of Intercollegiate Athletics.

University of Houston Strategic Goal impacted:

- Resource Competitiveness

Division of Student Affairs Strategic Initiatives impacted:

- Develop a culture of innovation and accountability in the redesign of Division policies, processes and procedures
- Create and engage in strategic partnerships

Success in achieving Initiative 6:

- Under new athletic department leadership we have agreed to a 3-year financial plan with administration and finance for base university support and competitive university support.
- Record season ticket sales for football
- Another record year surpassing \$5 Million in annual giving to Cougar Pride for scholarships
- More than doubled our athletic apparel and equipment support from Nike effective August 2016

7. Build and strengthen relationships throughout the University campus and the Houston community.

University of Houston Strategic Goal impacted:

- Community Advancement

Division of Student Affairs Strategic Initiatives impacted:

- Foster the creation of global learning community that actualizes and embraces inclusion while preparing students to become active citizens

Success in achieving Initiative 7:

Community Service:

- Houston student-athletes registered 516 hours of community service
- Houston student-athletes, coaches and staff worked with many organizations in the Houston area including:
 - Texas Children's Hospital
 - Generation One Academy
 - Nehemiah Center
 - Center for Hearing and Speech
 - YES Prep
 - Marathon Kids
 - Habitat for Humanity
 - UH National Night Out
 - Star of Hope Mission
 - Heroes' Day with Houston Fire Department
 - Special Olympics
 - Reading with the Pros
 - Ronald McDonald House
 - Meals on Wheels

4. Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned strategic initiatives and/or action steps and their importance as compared to others that you might pursue. Where data exist, discuss the number of persons served by each of your programs and any assessment measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting these data.

Evaluations are based on competitive benchmarking processes reviewing comparable peer institutions on the NCAA Division I Football Bowl Subdivision level. Specifically, the process focused on programs classified as non-Power Five Conference programs with operating budgets in the \$20-\$50 million range. Financial data is sourced by the NCAA Dashboard Indicators for FY2014 data (most recent available) as well as the WIN AD program available through Winthrop Intelligence. Department benchmarking for services and support were obtained through institutional surveys gathered by the NCAA and/or conference affiliates.

Other evaluative information assessed is based on responses from alumni, fans, students, University administration, competitive records of teams and academic records of student-athletes.

Number of Students Served

1. Student-Athletes/Managers/Trainers/Tutors.....531
2. Band, Cougar Dolls, Cheerleaders (Spirit Groups).....303
3. Aramark Student Employees.....159

5. Please discuss any budget or organizational changes experienced since your last (FY2016) 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 FY2014 with a Fund 3 addition to Fund Equity, please describe the conditions which caused the addition.

Ongoing restructuring of the NCAA Governance Model continues to impact our department's budget. Power 5 Conferences (SEC, ACC, Big 12, Pac 12 and Big 10) now have more decision-making power in regard to NCAA legislation. For UH to maintain a competitive balance it is necessary we have the resources to adopt many of their legislative decisions. Our ability to adapt to the changing NCAA culture will set the tone for the amount of success at the University of Houston in the coming years, not only on the field of play but in classrooms, research laboratories and in the make-up of our student-body.

UH Athletics' membership in the American Athletic Conference continues to expand the University of Houston brand at a national level. We continue to position our University for future conference realignment opportunities to grow our department as well as the University as a whole.

A major initiative in our efforts for conference positioning continues to be the development and enhancement of key facilities. These facilities include the opening of TDECU Stadium last fall, the opening of the Guy V. Lewis Basketball Center next month, the construction of the new baseball clubhouse which will begin in the next six months as well as the renovation of Track/Soccer facility complex enhancements.

Facility improvements such as the ones mentioned above are essential to enhance our capacity for financial stability and athletic success. Fan experience as well as our ability to recruit top talent will only grow as our facility enhancements take place, in turn bringing more positive local and national attention to the University of Houston. A major renovation to our current basketball complex (Hofheinz Pavillion) as well as the addition of an indoor practice facility to support our nationally ranked football program are essential to our future success, revenue generation, conference affiliation and fan and student-athlete experience.

Athletics continues to partner with UH Sports and Entertainment who manages our facility maintenance, grounds operations and event management. Over the past year Athletics has assumed greater control over this operation. Athletics is working in conjunction with student leadership and Sports and Entertainment to plan student programming in athletic venues.

The Department of Athletics pushes for national relevance, conference positioning, brand expansion and community partnerships continues to build the image and stature of Houston Athletics and demonstrates its importance to the growth of the institution and the enhancement of the overall student experience.

Please list your 2016-2017 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs Strategic Initiatives and University of Houston Strategic Goals to which they relate. Larger units may wish to group responses by subprogram. Under each strategic initiative, please state the specific action steps (programs, activities, services, policies/procedures, etc.) that you intend to implement to accomplish your stated initiative.

UH Athletics Objectives for 2016-2017

In understanding the expansiveness of our operation, all department goals fall into the framework of the department's Operating Principles. All strategic initiatives, programs and objectives support our predisposition to adhere to these principles.

1. Cultivate the highest quality sports programs, facilities and resources to build and maintain winning traditions.
University of Houston Strategic Goal related:
 - National Competitiveness
 - Athletic Competitiveness
 - National and Local Recognition
 - Resource CompetitivenessDivision of Student Affairs Strategic Initiatives related:
 - Cultivate a collective identity that demonstrates a united vision.
2. Provide a competition environment of high entertainment value for a loyal fan base with a commitment to sportsmanship and customer service.
University of Houston Strategic Goal related:
 - National and Local RecognitionDivision of Student Affairs Strategic Initiatives related:
 - Actualize and leverage the fiscal, human, technological, and facility resources that enhance the student experience.
3. Attract and develop student-athletes who exhibit the qualities of intellectual growth, accountability, maturity, independence and leadership with the goal of building champions for life.
University of Houston Strategic Goal related:
 - Student Success
 - National CompetitivenessDivision of Student Affairs Strategic Initiatives related:
 - Foster the creation of a global learning community that actualizes and embraces inclusion while preparing students to become active citizens.
4. Enrich the opportunity to earn an undergraduate degree by offering each student-athlete a quality educational, social and athletic experience.
University of Houston Strategic Goal related:
 - Student Success
 - National CompetitivenessDivision of Student Affairs Strategic Initiatives related:
 - Foster the creation of a global learning community that actualizes and embraces inclusion while preparing students to become active citizens.
5. Ensure the department is in adherence with NCAA, Office of Civil Rights, Conference and University rules and regulations to operate with the highest degree of integrity.
University of Houston Strategic Goal related:
 - Student Success

Division of Student Affairs Strategic Initiatives related:

- Develop a culture of innovation and accountability in the redesign of Division policies, processes and procedures.

6. Exercise fiscal responsibility throughout the Department of Intercollegiate Athletics.
University of Houston Strategic Goal related:

- Resource Competitiveness

Division of Student Affairs Strategic Initiatives related:

- Develop a culture of innovation and accountability in the redesign of Division policies, processes and procedures.
- Create and engage in strategic partnerships.

7. Build and strengthen relationships throughout the University campus and the Houston community.

University of Houston Strategic Goal related:

- Community Advancement

Division of Student Affairs Strategic Initiatives related:

- Foster the creating of global learning community that actualizes and embraces inclusion while preparing students to become active citizens.

6. 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.)? If you receive funds from other sources, please briefly describe the source, purpose, and duration of the funding and report the amounts received in the appropriate rows/columns on the SFAC Spreadsheet.

Externally generated revenue is a key element to athletic success and viability. Pursuing excellence in the recruiting and training of exemplary student-athletes, the hiring and retaining of exceptional coaching talent and staff and the provision of quality facilities are all fueled by Athletics' ability to draw financial interest to our program. Comprehensive strategy and conjunctive effort will be executed to maximize any and all possible sources of funding of which we can control. These sources include:

- Season and individual game ticket sales
- Annual giving
- Capital gifts
- Parking revenue
- Concession sales
- Corporate sponsorships
- Marketing royalties
- Conference and NCAA Distribution

7. Please describe any services that are similar to yours and/or any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.

Student-Athlete Services overlaps the academic advising component for student-athletes. Due to the consuming schedule commitments (competition, training, travel, etc.) and NCAA academic eligibility rules compliance required of a student-athlete, Athletics has provided academic counselors who are more accessible and specifically trained to address these specific concerns.

Sports Medicine overlaps with University Health Services. Due to the distinct nature of sport injuries and prevention it is imperative our student-athletes are being treated by athletic trainers who have studied sport-specific practices.

Sport performance overlaps with aspects of the Student-Recreation Center, but to have the ability to properly train for sport specific purposes, student-athletes need equipment and strength and conditioning coaches which have the ability to enable our student-athletes to reach their highest potential.

NOTE: *The totality of your responses to these questions should give the members of the Committee a comprehensive 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 send electronic responses ONLY (PDF format) to:

Chair, SFAC
% Dean of Students Office
wmunson@uh.edu

Department of Athletics

Vice President

