

*Houston Cougars*

STUDENT FEE ADVISORY  
COMMITTEE

FY26 REQUEST



## **ATHLETICS OVERVIEW**

- **UH Athletics is requesting SFAC support to support UH's 400+ student athletes as they seek to positively impact our community and represent UH across our 17 varsity sport teams.**
- **Focuses of SFAC support include:**
  - **Student-Athlete Development**
  - **Student-Athlete Welfare**
  - **Student and Campus Engagement**
  - **Student Employment Opportunities**
  - **Growth of The University of Houston Brand**

## 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.





## ACCOMPLISHING THE MISSION

- Challenge student athletes to succeed.
- Provide engagement opportunities where students and others...
  - Can participate
  - Be entertained
  - Increasingly connect with one another
  - Increasingly connect to the University of Houston



## SHORT AND LONG TERM IMPACTS

- **Pride**: UH Athletics is honored to serve as a source of pride for UH students, the University of Houston, the greater city of Houston, and the State of Texas.
- **Support**: Provide support to 400+ student athletes as they strive to excel.
  - Academically, Athletically and in Life
- **Engage**: Entertain and grow student involvement in UH Athletics and their love for the University of Houston.
- **Compete**: Compete Nationally and in the Big 12 Conference for Championships.
- **Adapt**: Adapt to the changing landscape within the college athletics enterprise. Grow in our revenue while establishing financial stability and responsibility.
- **Sustain**: serve as a means by which UH alums stay connected to their Alma Mater.

## 2023-24 STUDENT ATHLETE ACADEMIC OUTCOMES

- Student-Athlete Representation
  - Represent 37 states, 1 U.S. territory, and 33 foreign countries.
- Athletic Success
  - 93 graduates in 2023-24.
  - Overall student athlete GPA for the year of 3.21.
  - 222 Academic All-Big 12 selections.





## 2023-24 STUDENT ATHLETE COMMUNITY SERVICE

- Our student athletes participated in over 30+ community service initiatives. A few highlights are.
- Special Olympics, TX – The opportunity to support athletes, fostering inclusivity and empowerment.
  - Third Ward Street Clean-up – Hands on work to beautify neighborhoods, creating a cleaner and safer environment while reinforcing a commitment to community stewardship.
  - Hope Lodge Foundation – offered support, comfort and companionship to cancer patients and their families.



## 2023-24 ATHLETIC OUTCOMES



- UH's inaugural Big 12 year
  - 11 programs participated in NCAA Championships.
  - Men's Basketball finished **3rd** in the country.
  - Men's Track and Field finished **6th** in the country.
  - Volleyball finished **21st** in the country.
  - **22** All-American honors earned.
  - **61** All-Big 12 Conference selections.
  - **45** student-athletes participated in individual NCAA postseason events.
- **2 Student Athletes** earned medals at the 2024 Summer Olympics.



## **HISTORICAL ATHLETICS SFAC FUNDING**

### **➤ Background**

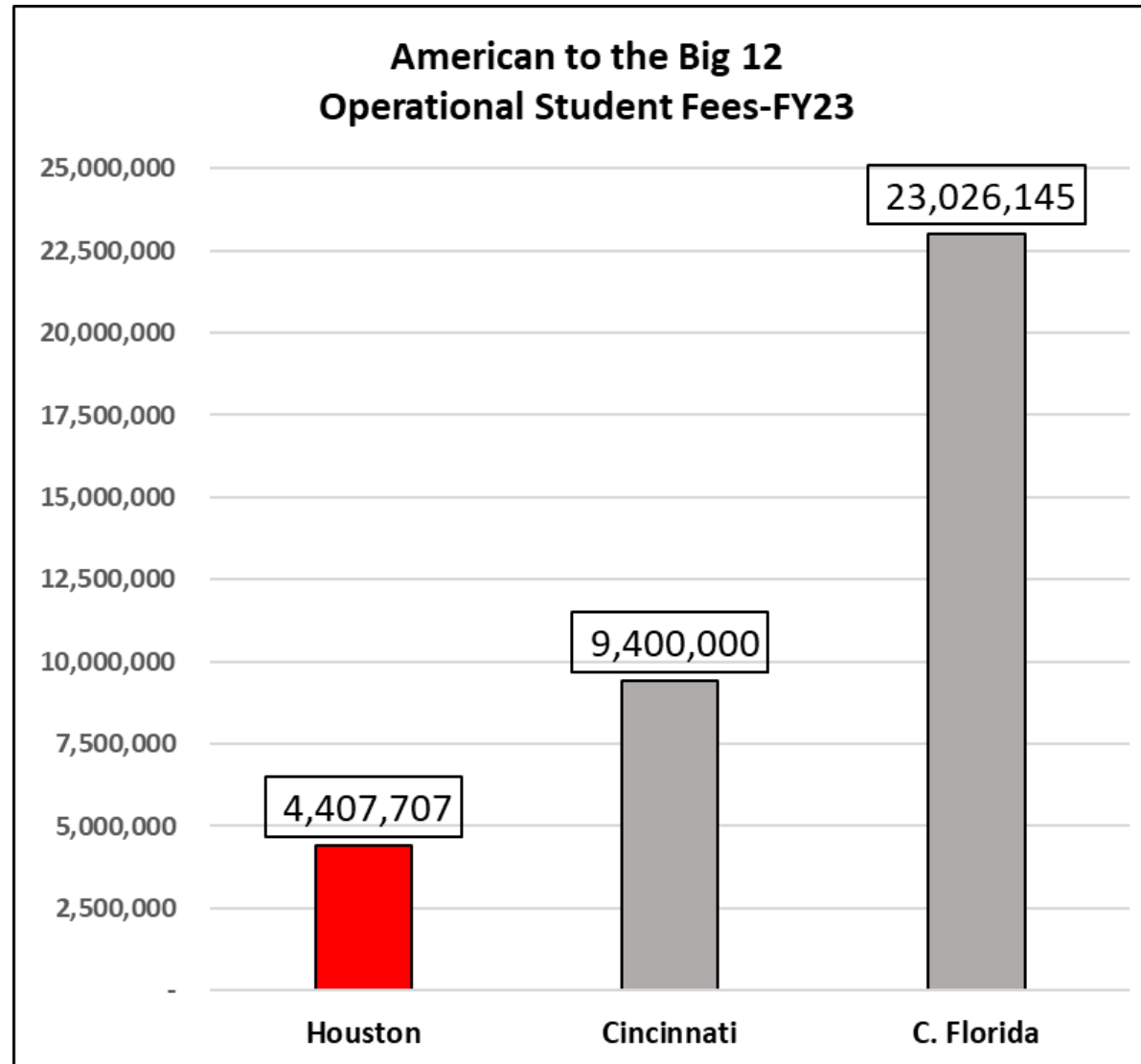
➤ Since FY15 (9 Years) Athletics Allocations has remained the same at \$4,407,707.

➤ Last year Athletics was reduced 5% (\$4,187,322)

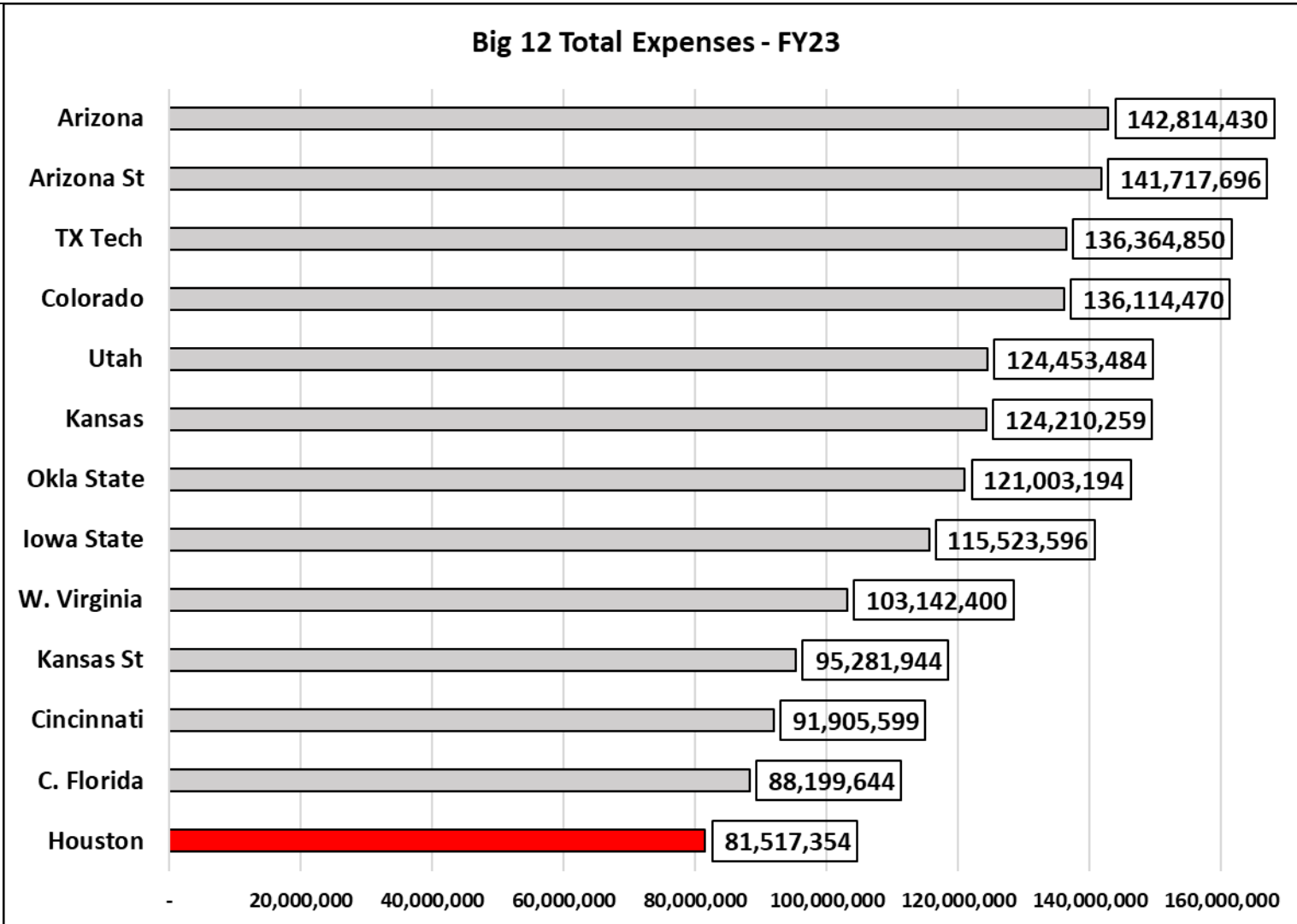
➤ Since FY15, SFAC Funds have increased 14% \*

*\*Understanding that there was some reductions to everyone due to COVID during this period.*

## PEER EVALUATION – BIG 12



# PEER EVALUATION – BIG 12





## 2023-24 STUDENT ENGAGEMENT OUTCOMES

- **Football**
  - 34,554 tickets claimed across all home games.
  - Averaged 4,936 tickets claimed per game. Good for 98.8% of 5,000 capacity.
- **Men's Basketball**
  - 23,726 tickets claimed across all home games.
  - Averaged >1,000 tickets claimed per game. Good for 100% of 1,000 capacity.
- **Complimentary student access to 172 Cougar Athletics home contests.**
- **Cage Rage**
  - Over 3,500 students in attendance.
- **Frontier Fiesta**
  - Over 2,000 students attended the concert.
- **Over \$1 million in student employment opportunities.**



- **Student Opportunities**
  - **266** students were employed or gained experience working in various areas of the Athletics Department.
  - FY24 expenditure for student related employment was **\$1.02M.**

## STUDENT EMPLOYMENT

Unit	Paid employee	Volunteer/ Class Credit	Grad Asst	Total
Ticket Office	35	-	-	35
Academics	34	-	-	34
Equipment	24	2	2	28
Content Solutions	27	-	-	27
Marketing	23	-	3	26
Cougar Productions	20	2	-	22
Sport-Specific Managers	5	8	6	19
Football Video	12	5	-	17
Facilities/Event Management	13	-	-	13
Nutrition	3	9	-	12
Cougar Pride	10	-	1	11
Sports Medicine	6	-	-	6
Business Office	3	1	-	4
Ath Media Relations	3	-	-	3
Sports Performance	1	2	-	3
Info Tech	2	-	-	2
Grounds Services	2	-	-	2
Student Athlete Development	-	-	1	1
Compliance	1	-	-	1
	224	29	13	266

## BENEFITS TO STUDENTS

- Admission to Athletic events.
  - Bring a friend for free ticket option (select games).
- Prime tailgate locations at Football games.
  - Reserved spaces on Cullen Blvd.
- Complimentary all-student tailgate for each home football game.
- Complimentary pre-game tailgates for home men's basketball games (when the students are in school).
- Student only \$5 value meal at event concession stands.
- Discount guest ticket purchase program for home football games.
- Facilities Utilization: Cage Rage, Frontier Fiesta, UH Graduations.
- Employment, intern, class credit, and volunteer opportunities.
- Discount ticket purchase options for springtime UFL football games.





## **IMPACT ON THE UNIVERSITY**

- **Through our Big 12 Conference affiliation and related TV viewership opportunities, UH benefits from growing our brand and level of prestige.**
- **ESPN**
  - 114 home Cougar athletic events aired over ESPN.
  - 70 road Cougar athletic events aired over ESPN.
- **UH Brand growth**
  - 7.15m viewers watched Houston football (2023 season).
  - 26.98m viewers watched Houston men's basketball.
  - 42.5% increase in all social media engagements to 10.4m.
  - 106.3% increase in social media video views, up to 31.7m.

## USE OF STUDENT FEES

### ➤ Student Athlete Wellbeing

#### ➤ Services encompass:

- Mental health and wellness initiatives.
- Academic support.
- Athletic Training and Medical services.
- Strength & Conditioning.
- Nutrition.

## USE OF STUDENT FEES

- **Student Engagement, Encouraging Attendance:**
  - Tabling events at the Student Center, in Residence Halls and non-athletic events.
    - Range of 50-100 students stop during each event.
  - The Cage weekly email to students.
  - Residence Halls posters.
  - Yard signs.
  - Digital TV screen graphics around campus.
  - UH Athletics/Rewards App.
    - Over 1,200 students used the app in its first year.
    - 500+ students used the app to redeem earned reward points for prizes.
  - Summer Orientation sessions.
    - Engaging ~500 students during each session.
  - Homecoming activities.



# *Houston Cougars*

## THANK YOU

Whose House? Coogs House!



## APPENDIX

# ➤ Student Service Fee History

Fiscal Year	Net SSF Revenue*	Net SSF % Change from Prior Year	SSF Allocation (SFAC) to Athletics	SSF Allocation % Change from Prior Year	Athletics Allocation As % of SSF Rev	Athletics Expense	Athletics Allocation As % of Athletics Expense
FY08	14,364,328		4,258,910		29.65%	30,988,450	13.74%
FY09	14,991,457	4.37%	4,236,772	-0.52%	28.26%	31,341,925	13.52%
FY10	15,586,579	3.97%	4,362,707	2.97%	27.99%	33,034,482	13.21%
FY11	15,933,243	2.22%	4,362,707	0.00%	27.38%	33,450,817	13.04%
FY12	16,679,466	4.68%	4,407,707	1.03%	26.43%	36,395,207	12.11%
FY13	17,696,697	6.10%	4,407,707	0.00%	24.91%	42,664,044	10.33%
FY14	16,518,763	-6.66%	4,407,707	0.00%	26.68%	39,486,396	11.16%
FY15	18,201,248	10.19%	4,407,707	0.00%	24.22%	45,437,942	9.70%
FY16	19,021,324	4.51%	4,407,707	0.00%	23.17%	52,204,566	8.44%
FY17	19,806,274	4.13%	4,407,707	0.00%	22.25%	55,277,308	7.97%
FY18	20,360,053	2.80%	4,407,707	0.00%	21.65%	57,106,913	7.72%
FY19	21,154,183	3.90%	4,407,707	0.00%	20.84%	73,678,308	5.98%
FY20	20,713,077	-2.09%	4,407,707	0.00%	21.28%	66,370,147	6.64%
FY21	19,743,999	-4.68%	4,407,707	0.00%	22.32%	67,196,088	6.56%
FY22	21,472,850	8.76%	4,407,707	0.00%	20.53%	73,806,804	5.97%
FY23	20,752,117	-3.36%	4,407,707	0.00%	21.24%	81,517,354	5.41%
FY24	20,861,416	0.53%	4,187,322	-5.00%	20.07%	98,914,486	4.23%