

FACULTY

SENATE

PRESENTED BY:

LISA CAMPOS, ED.D

VICE PRESIDENT OF INTERCOLLEGIATE ATHLETICS

&

GREGG MICHEL, PH.D

ASSOCIATE PROFESSOR - DEPARTMENT OF HISTORY



AGENDA

1. Overview of Athletics
2. Strategic Destinations
 1. Model for Student Success
 2. Great Public Research University
 3. Strategic Growth And Innovative Excellence



OVERVIEW OF

ATHLETICS



VISION

UTSA Athletics transforms lives as San Antonio's nationally recognized NCAA Division I program.

MISSION

UTSA Athletics develops champions in the classroom, in competition, and in life, while serving as an integral part of the undergraduate student experience, enhancing the visibility of the university and engaging the community.

CORE VALUES

Excellence. Integrity. Unity.

ORGANIZATIONAL CHART

EXECUTIVE STAFF



Dr. Lisa Campos
VP/IA/Athletics Director



Linda Oliver
Executive Assistant to
the Director of Athletics



Angelica Barrera
Associate Vice Provost
Director of Institutional
of Student Success Compliance



James Weaver
Director of Institutional
Compliance



David Onion
Sr. Assoc. VP/
Development



Carlos Martinez
Chief of Staff/SrVP
Presidents Office



Mike Bazemore
Deputy AD/Finance
and Strategic
Initiatives Business
Office, HR, Facilities,
Equipment



Christine Moeller
Sr. Assoc. AD/
Student Services &
SWA SA Affairs, Sports
Medicine, Strength
and Conditioning



Maria Woods
Sr. Associate
AD/Administration



Shanda Hayden
Sr. Associate
AD/Academics



Steve Lautz
Sr. Associate
AD/Compliance



Brendan Hoffer
Sr. Associate
AD/Development



Darren D'Attilio
AVP for Revenue
Generation/External
Operations



A photograph of Dr. Taylor Eighmy, President of The University of Texas at San Antonio, speaking at a podium. He is wearing a dark suit, a light-colored shirt, and a striped tie. A microphone is positioned in front of him. In the foreground, a football helmet is visible on the left. The background is a dark, textured wall. The entire image has a blue color cast.

DR. TAYLOR EIGHMY

President of The University of Texas at San Antonio

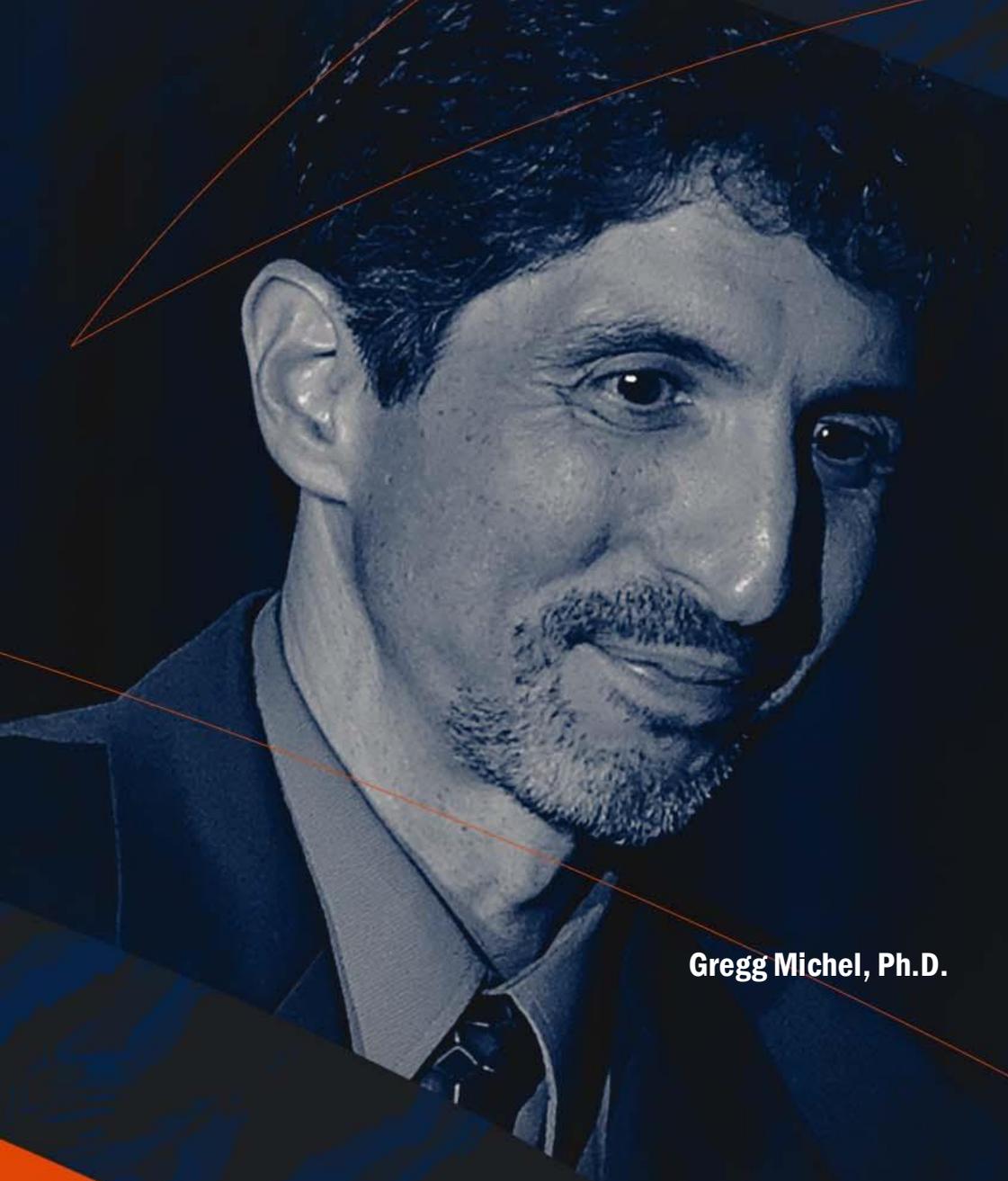
- **President of UTSA has ultimate responsibility and final authority for conduct of the Intercollegiate Athletics program.**
- **President Attestation of Compliance Obligations – annually due October 15 – Attests to an understanding of the institutional obligations and personal responsibilities imposed by the constitution, specifically the Principle of Institutional control and Responsibility and Principle of Rules Compliance.**



VICE PRESIDENT OF INTERCOLLEGIATE ATHLETICS

- Over 20 years of experience working in higher education
- Recognized by Street & Smith's Sports Business Journal's Forty Under 40 in 2017
- Serves on numerous NCAA Committees
 - NCAA Division I Council
 - NCAA Division I Council Coordination Committee
 - Chairs NCAA Women's Basketball Oversight Committee
- Served on Women Leaders in College Sports Board of Directors

Dr. Lisa Campos
Vice President of Intercollegiate Athletics



Gregg Michel, Ph.D.

- **Designated by the institution to serve as a liaison between the institution and the athletics department.**
- **Member of the faculty and appointed by the president.**
- **Representative of the institution in Conference and NCAA affairs.**
- **Role of the FAR is to:**
 - Ensures that the academic institution establishes and maintains the appropriate balance between academics and intercollegiate athletics.
 - Ensures academic integrity of the athletics program
 - Ensures personal well-being of student-athletes
 - Promotes institutional control of intercollegiate athletics by monitoring and assessing rules compliance
 - Enhances the student-athlete experience

INTERCOLLEGIATE ATHLETICS COUNCIL

- **Advises UTSA President on all matters of policy and procedures for Intercollegiate Athletics program**
- **Meet at least three times each academic semester**
 - **FAR serves as the Chair**
- **Subcommittees:**
 - **Rules Compliance and Institutional Control**
 - **Academic Integrity**
 - **Student Welfare and Gender and Minority Issues**

Voting Members

2 UTSA Students (SGA, Athletic Fee Advisory Committee)

6 Faculty members appointed by President (at least one from Faculty Senate)

Senior VP for Business Affairs

Associate VP for Communications

Marketing and VP for Development and Alumni Relations

Non-Voting Liaison Representatives

2 UTSA Student-Athletes (Male Sport, Female Sport)

VP/Director of Athletics, Sr. Associate AD/Compliance, Sr Associate AD/Senior Woman Administrator, Sr Associate AD/Administration, Sr. Associate AD/Academic Services and Deputy Athletics Director/Finance and Strategic Initiatives.

Representative from: Office of Student Success, Registrar's office, Admissions Office, Financial Aid and Scholarships, Financial Affairs, Institutional Compliance & Risk Services, Office of Auditing and Consulting Services, Office of Equal Opportunity Services and Offices of Housing and Residential Life.

INTERCOLLEGIATE ATHLETICS COUNCIL (FACULTY)



Gregg Michel, Ph.D.
Associate Professor
of History



Victor DeOliveria, Ph.D.
Professor of Management
Science and Statistics



Brian Hermann, Ph.D.
Associate Professor
Of Biology



Ron Ellis
Director of Bands



Langston Clark, Ph.D.
Associate Professor of
Education



Kathy Ewoldt, Ph.D.
Assistant Professor of
Interdisciplinary
Learning and Teaching



William Land, Ph.D.
Associate Professor
of Education

BASEBALL

5 conference championships
3 NCAA regional appearances
3 All-Americans
88+ all-conference selections
40+ MLB draftees

MEN'S BASKETBALL

7 conference championships
4 NCAA Tournament appearances
1st NCAA postseason victory in any UTSA sport
2 All-Americans
2 NBA players
55 all-conference selections

MEN'S CROSS COUNTRY

8 conference team titles
6 individual conference champions
1 top-25 national finish

FOOTBALL

1 conference championship
3 bowl game appearance
6 All-Americans
80+ all-conference selections
15 NFL players

MEN'S GOLF

4 individual NCAA qualifiers
2021 NCAA Regional appearance
2 conference medalists
40+ all-conference selections

MEN'S TENNIS

5 conference championships
4 NCAA regional appearances
70+ all-conference selections

MEN'S TRACK & FIELD

14 conference team titles
150+ individual conference champions
18 All-Americans
6 top-50 national finishes

WOMEN'S BASKETBALL

4 conference championships
2 NCAA Tournament appearances
25+ all-conference selections

WOMEN'S CROSS COUNTRY

6 conference team titles
4 individual conference champions
2 All-Americans
1 top-25 national finish

WOMEN'S GOLF

6 NCAA regional appearances
4 conference team titles
5 conference medalists
30+ all-conference selections

WOMEN'S SOCCER

1 conference championship
1 NCAA Tournament appearance
44+ all-conference selections

SOFTBALL

5 conference championships
2 NCAA regional appearances
75+ all-conference selections

WOMEN'S TENNIS

3 conference championships
1 NCAA regional appearance
55+ all-conference selections

WOMEN'S TRACK & FIELD

8 conference team titles
130+ individual conference champions
13 All-Americans
10 top-50 national finishes

VOLLEYBALL

6 conference championships
3 NCAA Tournament appearances
3 All-Americans
50+ all-conference selections



- **UTSA Student-Athlete Graduation Success Rate 82%; Federal rate 60%**
- **Student-athletes in 60+ different majors across multiple colleges on campus**

School/College	Total S-A's
College of Business	84
Education and Human Development	7
College of Engineering & Integrated Design	25
Liberal and Fine Arts	56
Health, Community and Policy	73
Sciences	16
University College	46
Graduate School	21
Exploratory Programs	25
Post Baccalaureate	5
Honors College	16

- In 2021-22, 40 student-athletes competing with earned degrees (pursing second undergraduate degree or graduate school)
- More than 50% of student-athletes have maintained a 3.0 or greater UTSA GPA
- In 2021, over 30% of student-athletes received academic honors – Honor Roll, Dean’s List, President’s List



2020-21 STUDENT-ATHLETE DEMOGRAPHICS

386

Total student-athletes

Our student-athletes reflect the demographics of UTSA's overall student body – a high percentage come from underrepresented, low-income households and are the first in their family to attend college.

- AUSTRALIA
- AUSTRIA
- BARBADOS
- BULGARIA
- CANADA
- CAYMAN ISLANDS
- CHILE
- ESTONIA
- GERMANY
- GRENADA
- HONG KONG
- IRELAND
- ITALY
- JAMAICA
- MEXICO
- NIGERIA
- NORWAY
- PERU
- PORTUGAL
- RUSSIA
- SERBIA
- SOUTH AFRICA
- SPAIN
- SWITZERLAND
- UNITED KINGDOM

65%

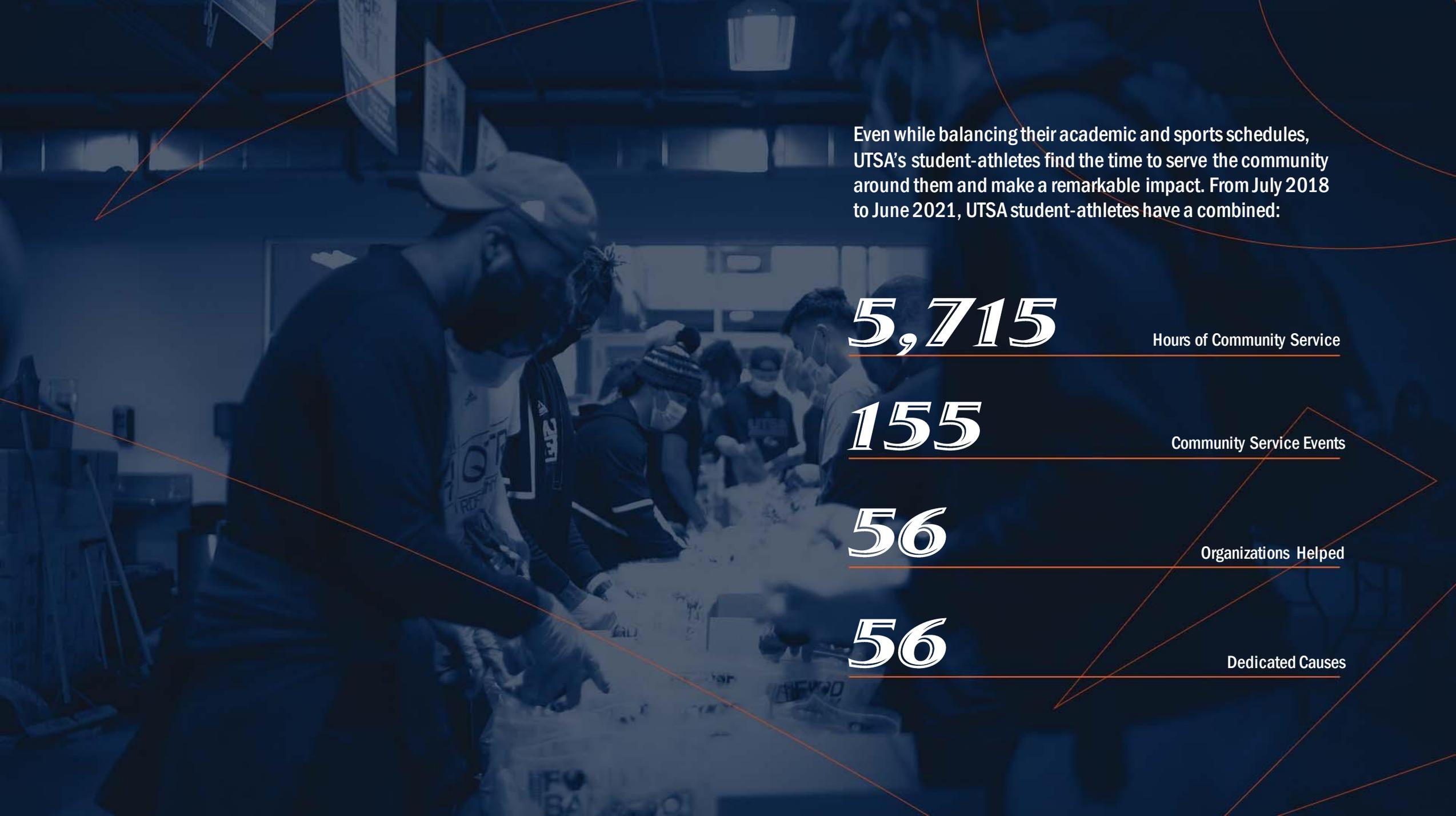
ARE UNDERREPRESENTED

70%

ARE FROM THE STATE OF TEXAS

12%

ARE INTERNATIONAL STUDENTS
REPRESENTING 25 COUNTRIES



Even while balancing their academic and sports schedules, UTSA's student-athletes find the time to serve the community around them and make a remarkable impact. From July 2018 to June 2021, UTSA student-athletes have a combined:

5,715

Hours of Community Service

155

Community Service Events

56

Organizations Helped

56

Dedicated Causes



STRUCTURED PERSONAL DEVELOPMENT

- Leadership Development
- Career Development / Networking Opportunities
- Personal Brand Development
- Time Management
- Preventative Programming
- Community Outreach
- Study Skills Training

INTANGIBLES

- Confidence
- Discipline
- Leadership
- Preparedness
- Self-motivation
- Teamwork
- Will to Win/Resilience
- Time Management

ATHLETIC SCHOLARSHIP PROVIDES

- Access to Education
- Top level Athletic and Personal Training
- Mentorship
- Community Support
- Access to Health and Safety Support Services



- Tracy Rule/Set the Expectation
- Athletics Diversity and Inclusive Excellence Board
- Roadrunner Leadership and Professional Development Academy

A football player in a blue and orange UTSA uniform is running with the ball. The player is wearing a blue jersey with "UTSA" and the number "39" in orange. He is also wearing a blue helmet with orange accents and blue pants with orange stripes. The background is a blurred orange and white field.

YANNIS ROUTSAS

Spring 2018 Graduate

Bachelor of Science in Mechanical
Engineering

UTSA Football 2015-18

MANUFACTURING ENGINEER AT VIANT MEDICAL

- **First Generation College Graduate**
- **CUSA All-Academic Team, 2018**
- **SAAC Rep Football, 2016-2018**
- **CUSA Commissioner's Honor Roll, Multiple**
- **NFF Hampshire Honor Society Hall of Fame Inductee, 2018**
- **Rowdy Readers Volunteer at Myers Elementary, 2018**
- **FTK Dance Marathon Volunteer, 2015-2017**



NIKKI LONG

**2018 Graduate
BBA – Economics
2021 USC Gould School of Law
Doctor of Law**

UTSA Women's Golf 2014-18

JUDICIAL LAW CLERK, US DISTRICT COURT FOR THE EASTERN DISTRICT OF MICHIGAN

- Student-Athlete Advisory Committee President, 2017-2018
- UTSA Distinguished Business Student, 2017-2018
- Omicron Delta Epsilon Economic Society, 2017 inductee
- CUSA Women's Golf Scholar Athlete of the Year, 2017
- CUSA Spirit of Service Award, Spring 2016
- Women's Golf coaches Association All-American Scholar in 2015, 2016, 2017
- Fellowship of Christian Athletes President, 2017-2018
- One Love Escalation Workshop Trained Facilitator, 2017-2018
- First Tee of Greater San Antonio Volunteer
- For The Kids Dance Marathon Volunteer
- Taking it to the Streets, Homeless Outreach Program Volunteer



BUDGET OVERVIEW

NO ACCESS TO

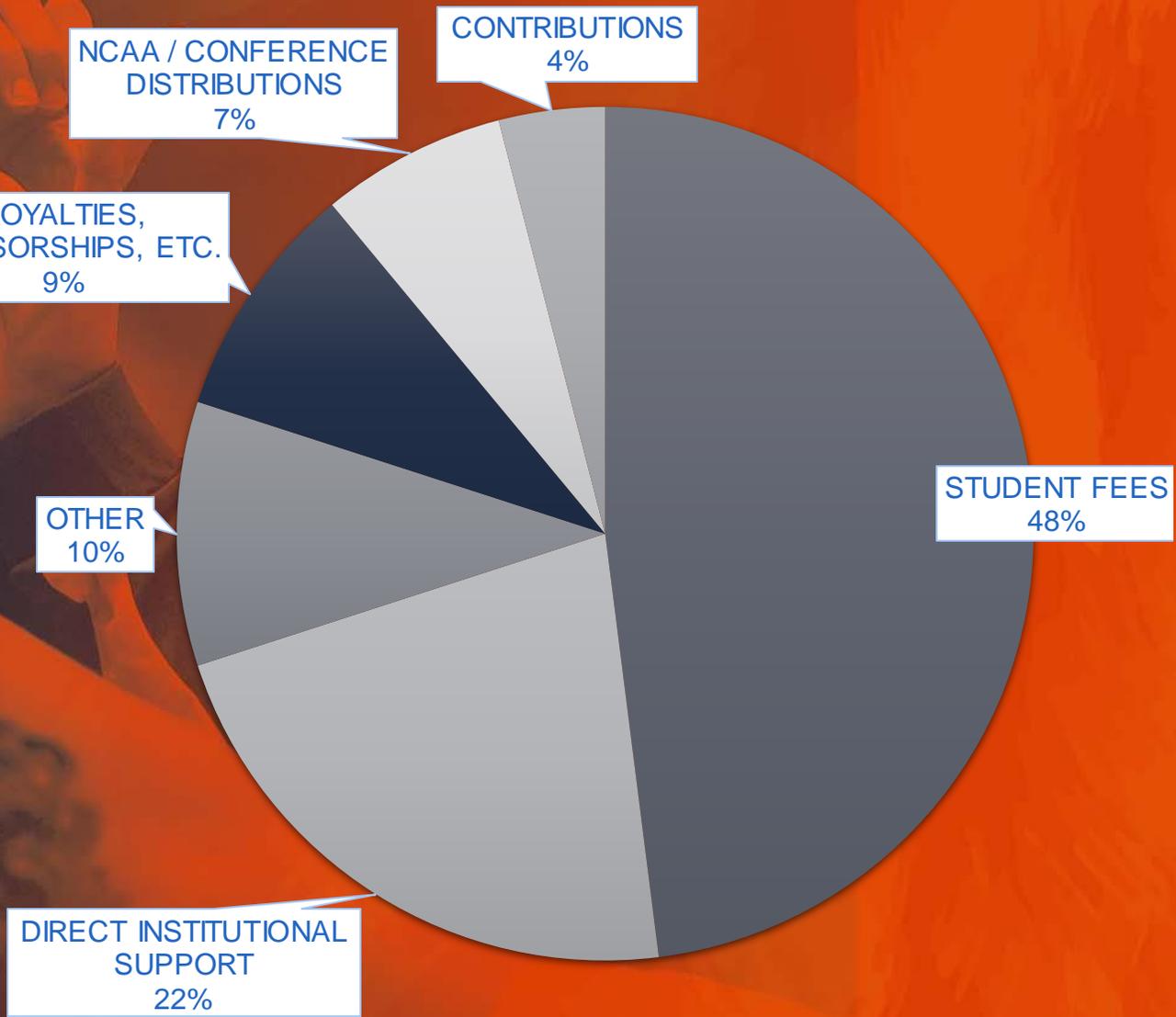
- State appropriated funds
- Permanent University Fund (PUF)
- Tuition Revenue Bonds

HOW WE GROW

- Ticket Sales
- Sponsorships
- Fundraising
- Athletic Fee

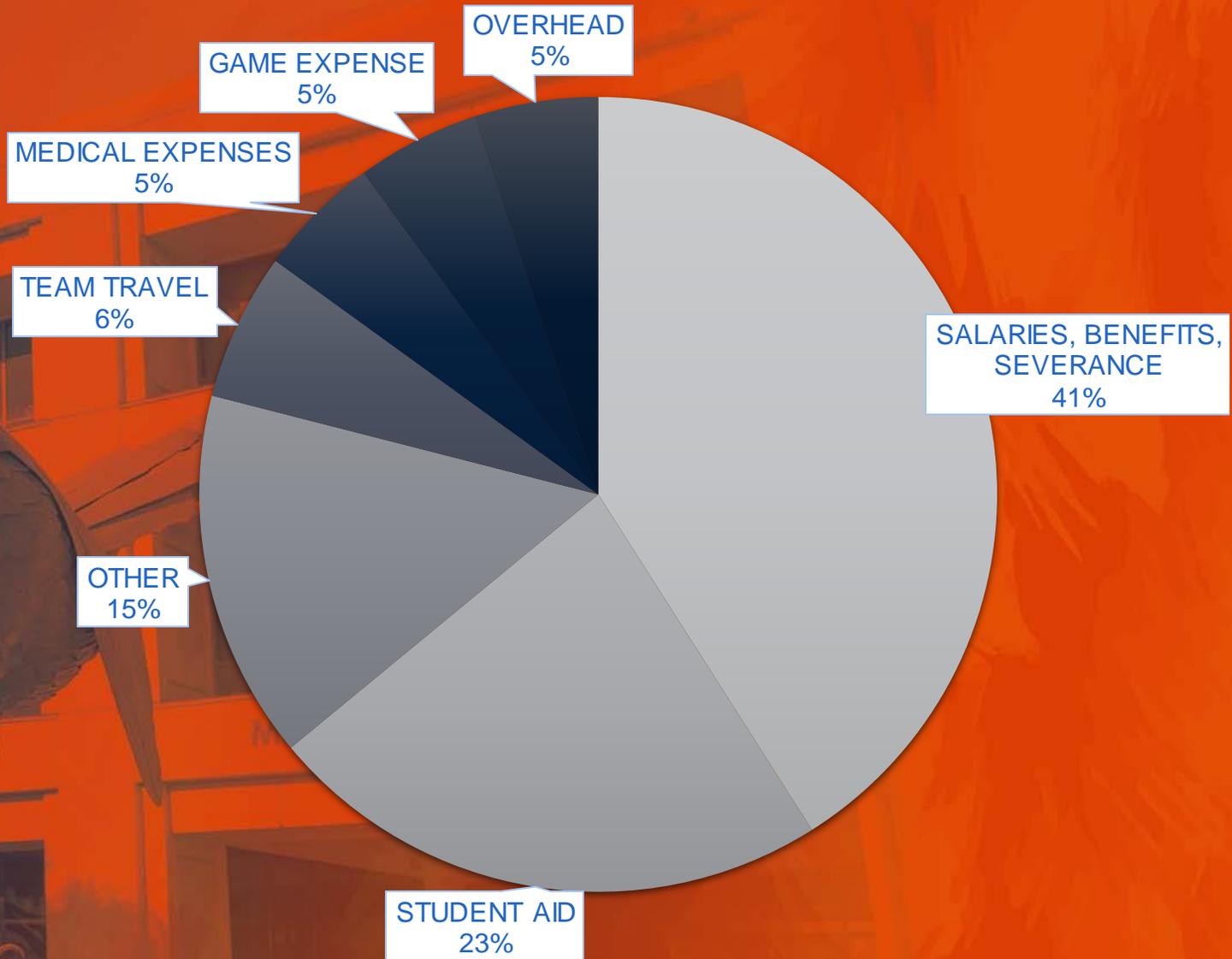
SOURCES OF FUNDS
TOTAL: \$30,361,814

- STUDENT FEES
- DIRECT INSTITUTIONAL SUPPORT
- OTHER
- ROYALTIES, SPONSORSHIPS, ETC.
- NCAA / CONFERENCE DISTRIBUTIONS
- CONTRIBUTIONS



**ATHLETICS USES
TOTAL: \$29,521,154**

- SALARIES, BENEFITS, SEVERANCE
- STUDENT AID
- OTHER
- TEAM TRAVEL
- MEDICAL EXPENSES
- GAME EXPENSE
- OVERHEAD
-





***STUDENT FEES AND
INSTITUTIONAL SUPPORT***

University Name	Total Expenses (FY20 Budget)	Student Fees & Institutional Support
ODU	\$42.6	\$32.6
Rice	\$42.0	N/A
North Texas	\$39.9	\$29.1
FIU	\$36.9	\$28.8
UAB	\$35.4	\$23.2
Middle Tennessee	\$34.8	\$21.2
Charlotte	\$33.2	\$21.3
FAU	\$32.2	\$17.6
Marshall	\$31.8	\$17.0
UTSA	\$29.9	\$21.5
UTEP	\$28.9	\$19.9
Western Kentucky	\$26.6	\$17.3
Southern Miss	\$22.8	\$12.4
La Tech	\$21.7	\$9.0



***STUDENT FEES AND
INSTITUTIONAL SUPPORT***



New American Athletic Conference*	Total Expenses (FY20 Budget)	Student Fees & Institutional Support
Southern Methodist	\$68.8	N/A
Memphis	\$61.2	\$19.8
Temple	\$60.7	N/A
USF	\$59.5	\$36.1
East Carolina	\$48.5	\$25.1
Rice	\$42.0	N/A
North Texas	\$39.9	\$29.1
Tulsa	\$38.0	N/A
UAB	\$35.4	\$23.2
Charlotte	\$33.2	\$21.3
FAU	\$32.2	\$17.6
Tulane	\$31.8	N/A
UTSA	\$29.9	\$21.5

*Full Members Only

BUDGET

- Between FY17 and FY21, athletics spending decreased by 2%
- While its overall expenditures decreased from FY17 to FY21, scholarship costs actually increased by 14% and student-athlete medical expenses increased by 300%
- UTSA Athletics makes up 5% of the entire UTSA budget

23%

of the student-athlete population receives no athletics scholarship assistance

386

Student-athletes are projected to send more than **\$5 MILLION** back to the university in the form of tuition, fees and housing. These dollars help to support their respective colleges through the IRM model as well as campus-wide support services.

STRATEGIC PLAN

DESTINATIONS





66 99

***WE WANT TO BE AN INTEGRAL PART
OF THE UNDERGRADUATE EXPERIENCE,
ENGAGING STUDENTS TO COME TO
GAMES AND STAY ON CAMPUS SO
THEY'RE MORE LIKELY TO BE RETAINED,
GRADUATE, AND BECOME
ENGAGED ALUMNI.***

**- Dr. Lisa Campos
Vice President of Intercollegiate Athletics**

MODEL FOR
STUDENT
SUCCESS





Angellca Barrera
Associate Vice Provost of
Student Success



Shanda Hayden
Sr. Associate AD/Academics

ATHLETICS ACADEMIC SERVICES AND DIVISION OF STUDENT SUCCESS PARTNERSHIP

Athletics Academic Services and the UTSA Division of Student Success collaborate to provide tutoring and Student Success Coaching support to student-athletes.

Fall 2021

- 116 student-athletes received Tutoring Support with 191 weekly tutoring requests
- UTSA tutors completed a total of 595 tutoring appointments with student athletes
- 40 weekly tutoring requests supported through TutorMe 24/7 Online Tutoring
- 46 student-athletes received individualized Student Success Coaching support
- 295 Student Success Coaching sessions completed
- 109 freshman student-athletes were enrolled in Roadrunner Success Playbook (RSP) Support

CLASSROOM TO CAREER

EXPERIENTIAL LEARNING

75-100

Student Workers, Work Studies, Graduate Assistants in UTSA Athletics

**SPORTS MEDICINE
MARKETING
SPORTS PERFORMANCE
VIDEO/BROADCAST
EQUIPMENT
ACADEMIC SUPPORT**



VIDEO / BROADCAST



SPORTS MEDICINE



EQUIPMENT



NEW COACHING HIRES

**KAREN
ASTON**

HEAD COACH / WOMEN'S BASKETBALL

2017 NATIONAL COACH OF THE YEAR FINALIST
SECOND-WINNINGEST COACH IN UNIVERSITY OF TEXAS HISTORY
CAREER WINNING PERCENTAGE OF 66%

**JEFF
TRAYLOR**

HEAD COACH / FOOTBALL

2021 C-USA COACH OF THE YEAR
2021 NATIONAL COACH OF THE YEAR FINALIST
SAN ANTONIO EXPRESS-NEWS SPORTSMAN OF THE YEAR
BOWL APPEARANCES EACH OF HIS FIRST 2 YEARS

**CAROL
PRICE-TOROK**

HEAD COACH / VOLLEYBALL

2018 MISSOURI VALLEY COACH OF THE YEAR
FORMER UTSA ASSISTANT COACH
WENT TO NCAA TOURNAMENT ALL 4 SEASONS AS PLAYER AT TEXAS A&M

GREAT PUBLIC

***RESEARCH
UNIVERSITY***



ACADEMIC PARTNERSHIPS

***COLLABORATIONS BETWEEN ATHLETICS
AND CAMPUS DEPARTMENTS***

KINESIOLOGY - DR. CHEEVER

100+ in the Spirit of San Antonio

ENGINEERING - DR. COMBS

MUSIC DEPARTMENT - RON ELLIS

350+ in the Spirit of San Antonio marching band

MARKETING DEPARTMENT - DR. JENSEN

KINESIOLOGY

GPS MONITORING

MEASURING MENTAL HEALTH

MEASURING INJURY RISK

CONCUSSION ASSESSMENT



ENGINEERING

- ***UTSA COMPRESSIBLE FLOW LAB PROVIDES HIGH-SPEED IMAGING CAPABILITY AND AERODYNAMICS EXPERTISE TO UTSA SOFTBALL***
- ***INTERPRETATION & ANALYSIS OF SPIN/FLIGHT DATA FROM HIGH-SPEED IMAGING AND RAPSODO***
- ***HIGH SPEED VIDEO ALLOWS COACHES AND ATHLETES TO IMPROVE PITCH RELEASE AND SPIN***

STRATEGIC GROWTH &

***INNOVATIVE
EXCELLENCE***





UT Health
San Antonio

UTSA-UT HEALTH PARTNERSHIP

UT Health San Antonio plans to build a major community medical facility at UTSA's Park West Campus to meet the healthcare needs of San Antonio's growing population on the Northwest side. The facility will ultimately support the sports medicine program for UTSA student-athletes and has the potential to provide future collaborative opportunities in academics, research and health care delivery.



**OLYMPIC-LEVEL
HEALTHCARE
UT HEALTH SAN ANTONIO
PARTNERSHIP**

***SPORTS MEDICINE
EXCELLENCE***

We leverage our sister-institution relationship with UT Health San Antonio through a special partnership that gives UTSA's student-athletes 24/7 access to a primary care sports medicine doctor, as well as access to orthopedic surgeons and a variety of specialty physicians.



UT Health
San Antonio

A UTSA ATHLETICS GIFT BOOSTS NEW ATHLETICS CENTER.

In September 2020, James H. and DeAnna Bodenstedt pledged \$5 million to support the Roadrunner Athletics Center of Excellence, a state-of-the-art, \$41.5 million athletic training facility on the Main Campus. As longtime friends and advocates for UTSA, the Bodenstedts established the Bodenstedt Chair for the Dean of Business in 2012. In 2015 they made a significant gift to support Distinguished Presidential Scholarships for transfer students and have also made notable contributions toward the Alumni Association and the President's UTSA Excellence Fund. A decade ago, Bodenstedt became the first private donor to make a million-dollar gift to support the launch of Roadrunners Football.

“ ”

***DEANNA AND I ARE THRILLED TO BE
IN A POSITION TO SUPPORT UTSA
ATHLETICS. WE'RE PROUD TO INVEST
IN UTSA STUDENT-ATHLETES WHO
REPRESENT OUR GREAT INSTITUTION
THROUGH THEIR DEDICATION TO
COMPETITION AND ACADEMICS.***

**- James H. Bodenstedt '96,
President and CEO of MUY! Companies**

A large, semi-circular portrait of James H. Bodenstedt, a man in a suit and tie, is positioned on the right side of the page. The portrait is overlaid with a semi-transparent orange and blue gradient. In the bottom right corner of the image, the text "\$5M" is displayed in a large, white, stylized font.

\$5M

ROADRUNNER ATHLETICS CENTER OF EXCELLENCE

UTSA
Roadrunner Athletics
Center of Excellence





CITY AND COUNTY PARTNERSHIPS

*SINCE 2003, CITY AND COUNTY
HAVE CONTRIBUTED OVER \$30M.*

- 2022 Requesting \$8M from Bexar County for the construction of the Park West Field House
- 2022-Requesting \$10M from the City of San Antonio for a Basketball and Volleyball Training Facility

A portrait of Marcus Davenport, a young man with dark curly hair and a goatee, wearing a white zip-up jacket. The image is overlaid with a semi-transparent orange and blue filter. The background is dark blue with some faint, abstract shapes.

“ ”

***THE ROADRUNNER ATHLETIC FUND
HAS HELPED MANY STUDENT-ATHLETES
ACCOMPLISH DREAMS THAT BEGAN
WHEN THEY WERE KIDS.***

**-Marcus Davenport, '18,
NFL Defensive End for the New Orleans Saints**

Like many public universities with strong athletics programs, UTSA fully funds its student-athlete scholarships annually. In addition, UTSA Athletics has established the Roadrunner Athletics Fund (RAF), which provides UTSA's student-athletes with the support to receive a first-class education while competing at the highest levels. Every dollar received is used to enhance student development—in academics, athletics and life skills.

UTSA
Roadrunner Athletics
Center of Excellence

CAPITAL CAMPAIGN

- Goal: \$70M
- Raised to Date: \$31M
 - 5,859 donors
 - 30,887 gifts
 - 3- \$1M Gifts
 - 1- \$5M Gift

Raised: \$31m

Remaining: \$39M



FOOTBALL IMPACT

PRIOR TO FOOTBALL

- 667 Athletic Supporters
- \$521,763 Annual Avg

CURRENT SUPPORT

- 7,040 Athletic Supporters
- \$6.28M Annual Avg

ALUMNI ENGAGEMENT

Over the past 10 years, UTSA has averaged an alumni giving participation rate of 5.02%. During this time span, the university has also averaged the third best participation rate within The University of Texas System, which is one of the largest and most prestigious university systems in the country.

Roadrunner alumni are also well-known for their commitment to UTSA Athletics. When it comes to support for our Roadrunner athletes, our alumni come out in full force through their engagement in athletics events and volunteer opportunities year-round.

30,000+

Alumni Engaged with Athletics

18K+

Alumni athletics email and
Social media followers

15K+

Alumni Athletics
event participants

18K+

Alumni football ticket buyers

7K+

Alumni athletics donors



SAN ANTONIO IS MILITARY CITY USA

Our location in Military City USA means we have a special responsibility to recognize the sacrifices made by those who defend our country. UTSA Athletics has organized **Ticket for Troops** in 2019 and **Operation Defend the Dome** in 2018 to provide football tickets to local active-duty and veteran military members in appreciation for their military service.

ROADRUNNERS™



SINCE 1997, UTSA HAS HOSTED

19 NCAA CHAMPIONSHIPS

*INCLUDING FOUR MEN'S AND THREE
WOMEN'S FINAL FOURS.*



**MEDIA
EXPOSURE**

JANUARY 2021 - DECEMBER 2021

8,218
MENTIONS

Tropical Smoothie Cafe Frisco Bowl viewership

1.15 million viewers for national broadcast on ESPN

Also aired on national radio (via syndication and mobile apps)

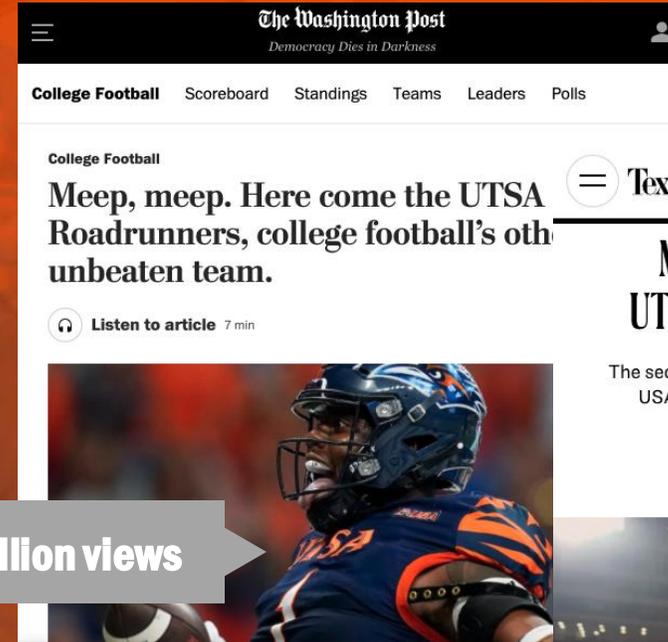
9.4
BILLION
TOTAL
AUDIENCE

\$187
MILLION
PUBLICITY
VALUE

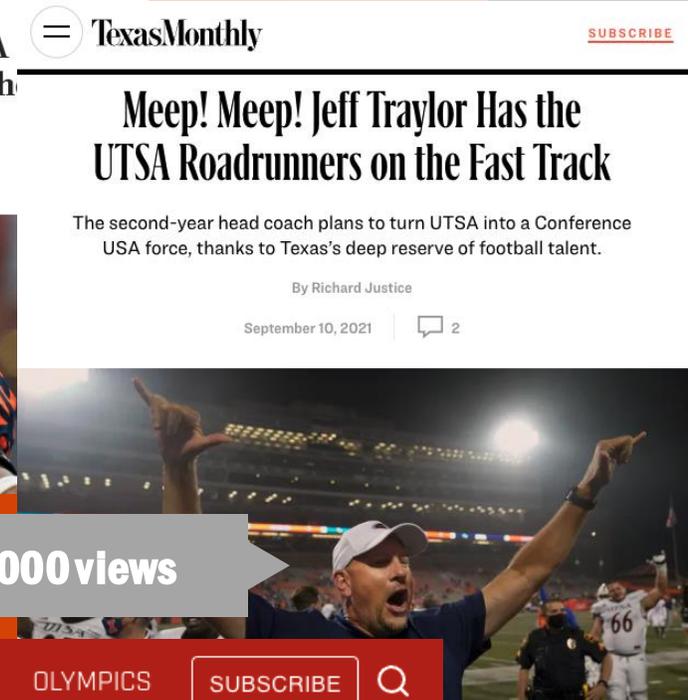
MEDIA EXPOSURE

- UTSA media relations generated 3 billion impressions and a \$70 million ad equivalency in 2021, and a significant portion of that was directly related to the successful football season.
- UTSA Football Twitter ranked second among all UTSA social media accounts in number of followers.

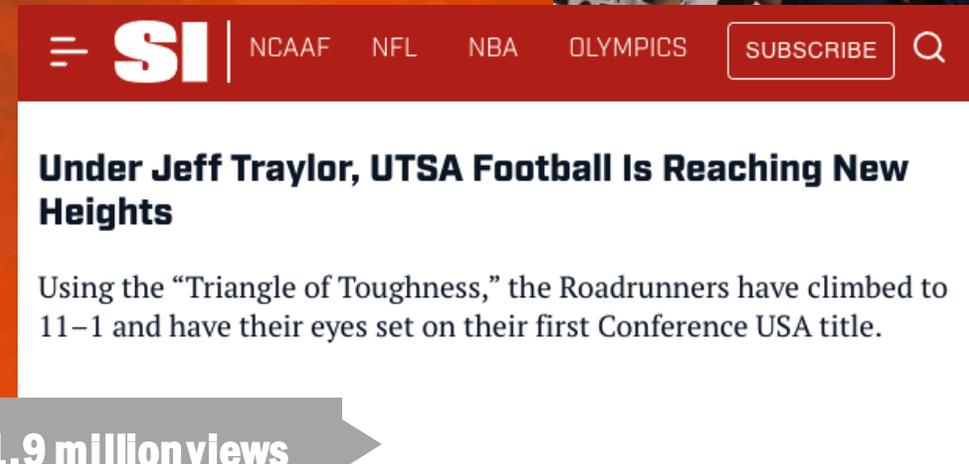
13.8 million views



890,000 views



1.9 million views



SOCIAL MEDIA EXPOSURE

JULY 2021 - DECEMBER 2021

@UTSAFTBL TWITTER

IMPRESSIONS

55.7 MILLION
(236,667 PER DAY)

LIKES

339,900

RETWEETS

67,200

LINK CLICKS

43,600

@UTSAATHLETICS TWITTER

IMPRESSIONS

6.0 MILLION
(33,333 PER DAY)

LIKES

29,400

RETWEETS

5,100

LINK CLICKS

11,200

@UTSAFTBL Instagram

Total accounts reached increased by 236%; engagement increased by 145%; and number of followers grew by 61.8% between October and December compared to the previous 90 days

@UTSAAthletics Instagram

Total accounts reached increased by 162%; engagement increased by 338%; and number of followers grew by 5.4% between October and December compared to the previous 90 days

WELCOME TO



THE AMERICAN





MOVE TO THE AMERICAN ATHLETIC CONFERENCE

- Premier Group of 5 Conference
- Aligned with the trajectory of the University
- Significant increase in media rights deal
 - Increased national exposure
 - Higher Level of Competition
- Alignment with other R1 Institutions TM
- Maintaining rivalries with other Texas institutions

CURRENT STATE OF ATHLETICS

Uncertainty

Complexity

Pressure

ISSUES

- Decentralization of Governance in NCAA
 - Name, Image, Likeness
 - Transfer Portal
- NLRB and student-athletes as employees
 - Supreme Court ruling- Alston Case

