Texas A&M University – Corpus Christi
Athletic Department
Student Government Association
Meeting

January 25, 2012
Texas A&M-Corpus Christi is a Division I member of the National Collegiate Athletic Association (NCAA) which currently lists 340 members sponsoring over 40 sports. TAMUCC currently sponsors 14 of those sports with Women’s Soccer being added as a countable sport in 2013.

Our 14 sports are comprised of over 225 student-athletes including cheer and dance team members.
Athletics has long been considered the “front porch” of the university. The athletic teams are many times the first impression one has of a particular institution. While growing up, how did you first hear about colleges? ESPN, Newspapers, Jerseys, T-Shirts, etc...

- Duke University has a world renowned medical facility and one of the top law schools in the country, however their basketball team is the first thing that people think of when their name is mentioned.
Why Sponsor Collegiate Athletics?

- Athletics is also an integral part of any growing institution. Athletic events increase school pride and enhances the collegiate experience bringing all areas of campus and alumni together.

- Our athletics department provides job experiences for students. We currently employ between 15-20 students in the areas of marketing, media relations and game day promotions. This provides them with meaningful work experience and class credits.

- Provides an avenue for students to attend college that normally would not be able to. Some of our student-athletes would not be here if it was not for the scholarship opportunity.

- Engages alumni who are future donors to the university and thus ensuring support in unsure economic times.
How is Athletics Funded?

- NCAA Sponsorship Funds
- Donors/Corporate Sponsors
  - Fundraising Efforts
  - Advertising – Website, signage
- Ticket Sales
  - Volleyball, Men’s & Women’s Basketball, Baseball, Softball
- Student Athletic Fee
Women’s Soccer

Why add women’s soccer?

1. Title IX – Federal law basically requiring that institutions provide the same opportunities for both sexes. Each institution must ensure that it is compliant with all aspects of the law.
   - How is it measured?
     - Participation Ratio – One way it is measured is by the number of female/male participants vs the female/male enrollment of the university. Currently the undergraduate enrollment at our university is 60% female & 40% male. Therefore, our student-athlete participation percentage must be within 1% of that (currently 58%/42%). Three years an action plan was put in to place to get us to within the allowable range. (50/50 in 2008-09)
Currently, we have to limit the number of male participants (men’s track – 25, women’s track – 39). With the addition of Women’s Soccer (approx. 25 student-athletes) we will be able to come within the 1% requirement without having to limit male student-athlete participation numbers.

2. Exposure
   • Soccer is a major sport in south Texas and will bring more exposure to our university. With the building of a brand new soccer complex it will provide an avenue to bring more individuals on to our campus as well as provide another entertainment event for our students.
3. Only Southland Conference institution to not sponsor it.

Since the announcement of women’s soccer the local and south Texas response has been overwhelming. We receive e-mail and phone calls everyday from fans, donors, prospects, students and parents.

**Budget**

Our budget is currently in the bottom 3\(^{rd}\) of the Southland Conference. We run a highly efficient program, however it is becoming more and more difficult to keep a level playing field with our fellow conference members.
Current Athletic Fee:

- Rate = $22.05/credit hour, cap = $275/semester
- Example:
  - 12 hours/semester = $264.60/semester
  - 15 hours/semester = $275.00/semester
    - If no cap?
Proposed Athletic Fee Increase:
Increase by $1.10/credit hour to $23.15/credit hour with a cap of $300.95 (If necessary, the cap can be lowered to $291.00).

Example:
- 12 Hours/semester = $277.80/semester
- 15 Hours/semester = $300.95/semester

Increase on 12 hours/semester is an extra $13.30/semester.
Increase on 15 hours/semester is an extra $25.95/semester.
What is the fee being used for?

- Cover the operating expenses for soccer:
  - Momentum Campus
  - Uniforms, apparel
  - Operating, recruiting, travel
  - Scholarships
    - NCAA allows 14 scholarship in women’s soccer. Plan for allocating:
      - 2013-14 – 5 scholarships (will add 4-5 with each year)
Athletic Fee Increase Proposal

Questions?