



UVUSA STUDENT FEE PRESENTATION

JANUARY 30, 2025

UTAH VALLEY UNIVERSITY
DEPARTMENT OF ATHLETICS

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PURPOSE & BENEFITS

UNITY & PRIDE

Athletics promotes school spirit and unity, which allows students to take pride in and feel connected to the university. Athletic competitions provide an opportunity to visit campus for extracurricular events, and athletics builds a sense of belonging for the community and locals. Athletics also helps promote diversity, as one of the most diverse groups on campus.

OPPORTUNITY

Athletics provides an opportunity for students to compete and get an education, many of whom would not be able to earn a college education otherwise. The NCAA focuses on academics, well-being, and fairness. As a college athlete, students learn leadership, confidence, discipline, effective time management, and teamwork, preparing them for the working world.

FRONT PORCH

Athletics is often seen as the face of a University. It may not be the most important room in the house, but it is the most visible. Athletics can also serve as a significant driver of enrollment, as many student athletes bring other students to UVU with them when they come. Also, as the school becomes more prominent in the media that attracts more general students.



PURPOSE & HIGHLIGHTS

Men's Soccer

2024 (current academic year)

- Ranked second in the WAC for average & accumulative attendance
- Average student attendance up by 25% from 2023 season
- Packages sold increased by 153% from the 2023 season

Women's Soccer

2024 (current academic year)

- Ranked first in the WAC for average attendance
- Ranked second in the WAC for accumulative attendance
- Ranked Top-30 in the country (#26) in average attendance
- Packages sold increased by 586% from the 2023 season

Volleyball

2024 (current academic year)

- Ranked third in the WAC for average & accumulative attendance
- Average student attendance increased by 8% from the 2023 season
- Packages sold increased by 4% from the 2023 season

Wrestling

2023 – 2024 (last academic year)

- Ranked Top-25 in the country (25) in average attendance
- Average student attendance increased by 124% from the 2022-23 season

Men's Basketball

2023 – 2024 (last academic year)

- Ranked fourth in the WAC in average & accumulative attendance
- Average student attendance increased by 5% from the 2022-23 season
- Packages sold increased by 5% from the 2022-2023 season

Women's Basketball

2023 – 2024 (last academic year)

- Average student attendance increased by 206% from the 2022-23 season

Baseball

2024 (last academic year)

- Average student attendance increased by 34% from the 2023 season

Softball

2024 (last academic year)

- Ranked fourth in the WAC in average attendance
- Average student attendance increased by 11% from the 2023 season

Social Media

- Followers have increased by 9%
- Impressions have increased by 6%
- Engagement has increased by 3%
- Views have increased by 10%



ACCOUNTABILITY & USAGE

Athletics Non-Appropriated Expenses - FY24 (everything that student fees could be used for)

Team Travel	\$ 3,262,326
Salaries & Benefits	\$ 1,243,866
Equipment & Uniforms	\$ 656,851
Medical	\$ 617,927
Game Expenses	\$ 608,168
Administrative Expense	\$ 408,482
Athlete Nutrition	\$ 414,793
Marketing, Fundraising, Promotion	\$ 331,887
Recruiting	\$ 293,183
Memberships	\$ 160,613
Guarantees	\$ 89,321
Other (gift fees, cc fees, tickets, gifts)	\$ 100,072

TOTAL \$ 8,187,489

Athletics Student Fees – FY24 (percentage of expenses paid by student fees)

Student Fee Revenue	<u>\$ 4,384,296</u>
Expenses funded by Student Fees:	
Salaries (15%)	\$ 1,243,866
Travel (70%)	\$ 2,283,628
Equipment (65%)	\$ 426,953
Marketing (80%)	\$ 265,510
Medical (27%)	<u>\$164,339</u>
TOTAL	\$ 4,384,296



THE DEN & MARKETING USAGE

<i>The Den Expenses – FY24</i>		<i>General Marketing Expenses - FY24</i>	
<i>Digital Media Advertisement</i>	<i>\$ 15,931</i>	<i>Digital Media Advertisement</i>	<i>\$ 66,376</i>
<i>Print Advertisement</i>	<i>\$ 21,241</i>	<i>Print Advertisement</i>	<i>\$ 2,655</i>
<i>Tailgates</i>	<i>\$ 42,482</i>	<i>Giveaways & Swag</i>	<i>\$ 5,310</i>
<i>Giveaways & Swag</i>	<i>\$ 23,896</i>	<i>Equipment</i>	<i>\$ 21,241</i>
<i>Equipment</i>	<i>\$ 5,310</i>	<i>Media Relations</i>	<i>\$ 26,551</i>
		<i>Software</i>	<i>\$ 6,638</i>
		<i>Mascot</i>	<i>\$ 9,293</i>
		<i>Administrative</i>	<i>\$ 18,586</i>
<i>TOTAL</i>	<i>\$ 108,860</i>		
		<i>TOTAL</i>	<i>\$ 156,650</i>

TOTAL STUDENT FEE MARKETING EXPENSES

\$265,510



STUDENT FEE INCREASE REQUEST

Last Year, Athletics requested \$9.85 and was allocated \$8.19 from student fees

**USHE only allowed an increase of \$2.85*

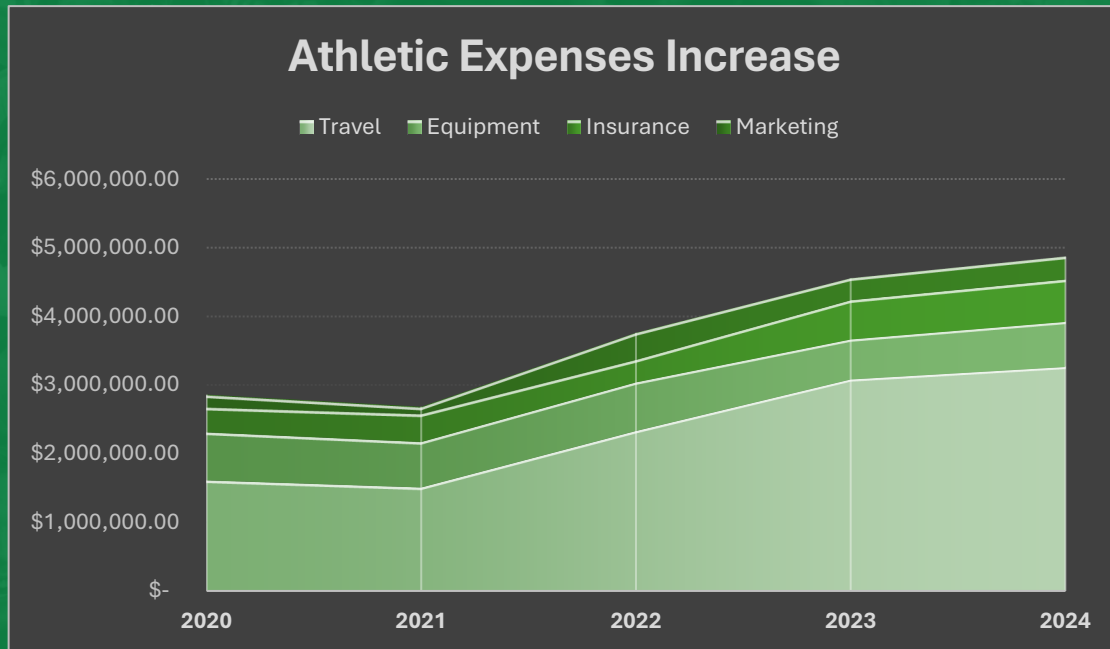
Currently requesting an increase of \$5.34

- \$.60 for COLA increases*
- \$ 2.00 for Equipment / Brand Affiliation*
- \$ 1.74 for increased travel costs*
- \$ 1.00 for Student-Athlete insurance*

Maintaining Excellence

- Recruiting*
- Student-Athlete Welfare (NCAA Mandate)*
- Academic Excellence (Cumulative GPA 3.52)*
- Athletic Excellence*
- Maintaining NCAA standards & Impending Changes*
- Conference Realignment?*

We continue to do more with less, but it is not sustainable. Without a student fee increase we will seek increased funding through tuition.



***Overall increase of 26.8%
since 2021***

2024-25

STUDENT FEE COMPARISION

<i>School</i>	<i>Athletic Fee</i>
<i>Utah State</i>	<i>\$ 230.56</i>
<i>Southern Utah (WAC)</i>	<i>\$ 206.00</i>
<i>Utah Tech (WAC)</i>	<i>\$ 204.00</i>
<i>University of Utah</i>	<i>\$ 165.38</i>
<i>Utah Valley (WAC)</i>	<i>\$ 162.12</i>
<i>Weber State</i>	<i>\$ 147.30</i>



QUESTIONS?

THANK YOU!

