



UVUSA STUDENT FEE PRESENTATION

FEBRUARY 1, 2024

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.



ACCOUNTABILITY & USAGE

| <i>Athletics Operating Expenses - FY23</i> | | <i>Athletics Student Fees – FY23</i> | |
|---|---------------------|---|----------------------------|
| <i>Team Travel</i> | <i>\$ 3,080,299</i> | <i>Student Fee Revenue</i> | <i><u>\$ 4,218,959</u></i> |
| <i>Salaries & Benefits</i> | <i>\$ 1,469,549</i> | | |
| <i>Equipment & Uniforms</i> | <i>\$ 581,998</i> | <i>Expenses funded by Student Fees:</i> | |
| <i>Medical</i> | <i>\$ 571,632</i> | <i>Salaries (19%)</i> | <i>\$ 1,469,549</i> |
| <i>Game Expenses</i> | <i>\$ 513,077</i> | <i>Travel (70%)</i> | <i>\$ 2,157,006</i> |
| <i>Administrative Expense</i> | <i>\$ 429,283</i> | <i>Equipment (66%)</i> | <i>\$ 381,314</i> |
| <i>Athlete Nutrition</i> | <i>\$ 389,098</i> | <i>Marketing (78%)</i> | <i><u>\$ 211,090</u></i> |
| <i>Fundraising, Marketing, Promotion</i> | <i>\$ 319,074</i> | | |
| <i>Recruiting</i> | <i>\$ 309,255</i> | <i>TOTAL</i> | <i>\$ 4,218,959</i> |
| <i>Memberships</i> | <i>\$ 181,007</i> | | |
| <i>Guarantees</i> | <i>\$ 62,203</i> | | |
| <i>Other (gift fees, cc fees, tickets, gifts)</i> | <i>\$ 100,395</i> | | |
| <i>TOTAL</i> | <i>\$ 8,006,870</i> | | |



THE DEN & MARKETING

| <i>The Den Expenses – FY23</i> | | <i>General Marketing Expenses - FY23</i> | |
|--------------------------------|---------------------|--|--------------------|
| <i>Promo / Advertising</i> | <i>\$ 65,960</i> | <i>Promo / Advertising</i> | <i>\$ 70,299 *</i> |
| <i>Food / Advertising</i> | <i>\$ 24,187</i> | <i>Food / Advertising</i> | <i>\$ 27,701 *</i> |
| <i>Branding / Advertising</i> | <i>\$ 6,839</i> | <i>Branding / Advertising</i> | <i>\$ 11,059</i> |
| <i>Equipment</i> | <i>\$ 5,730</i> | <i>Equipment</i> | <i>\$ 7,383</i> |
| <i>Printing / Advertising</i> | <i>\$ 5,416</i> | <i>Printing / Advertising</i> | <i>\$ 10,602</i> |
| <i>Misc.</i> | <i>\$ 2,248</i> | <i>Photo & Video</i> | <i>\$ 9,669</i> |
| | | <i>Van</i> | <i>\$ 4,007</i> |
| | | <i>Mascot</i> | <i>\$ 2,710 *</i> |
| | | <i>Misc.</i> | <i>\$ 16,521</i> |
| | | | |
| <i>TOTAL</i> | <i>\$ 110,380 *</i> | <i>TOTAL</i> | <i>\$ 159,950</i> |

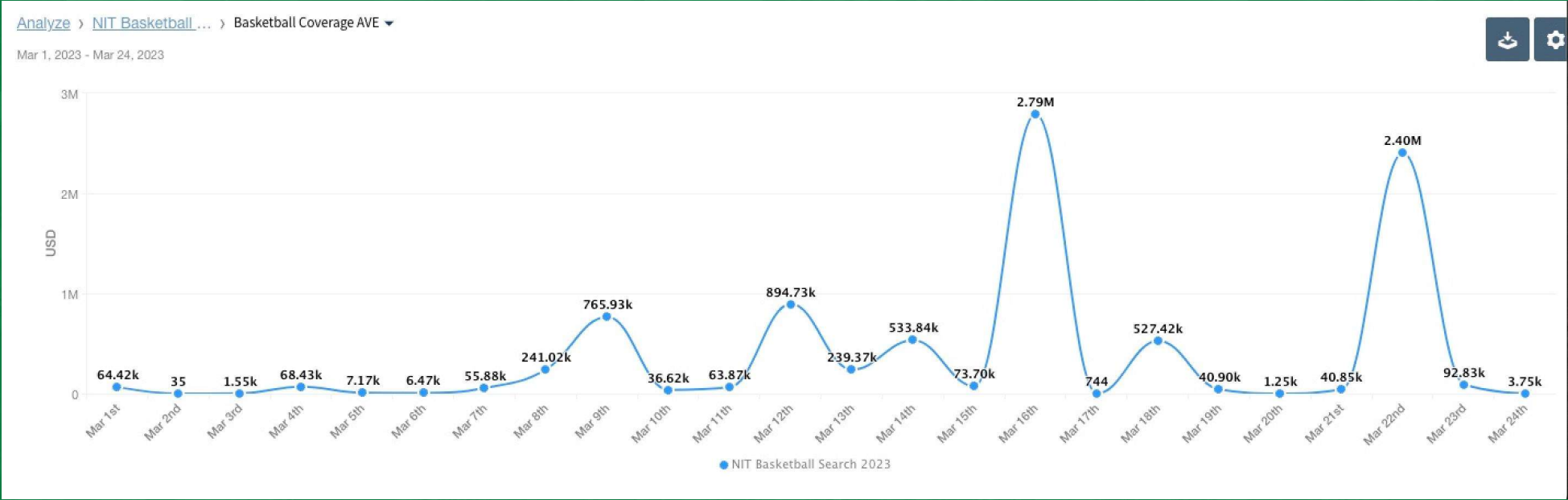
* Paid for by student fees





VALUE OF COLLEGIATE ATHLETICS

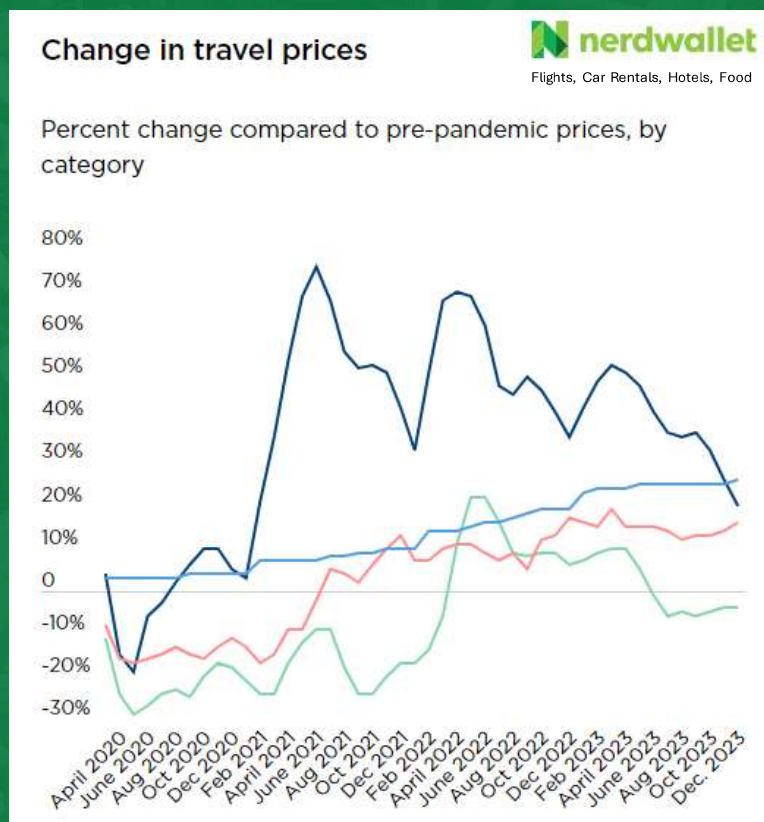
“Advertising Value Equivalency (AVE) is a calculation that estimates the value of a PR mention by comparing it to the cost of comparable advertising.”



NIT Men’s Basketball Run 2023 = \$13.22 million



STUDENT FEE INCREASE REQUEST



Requesting an increase of \$9.85

- *\$2.71 for COLA increases*
- *\$4.89 for increased travel costs*
- *\$1.00 for Student-Athlete insurance*
- *\$1.25 for decrease in brand affiliation*
 - *Adidas / NIKE / Under Armour?*

Maintaining Excellence

- *Recruiting*
- *Student-Athlete Welfare*
- *Academic Excellence (Cumulative GPA 3.48)*
- *Athletic Excellence*

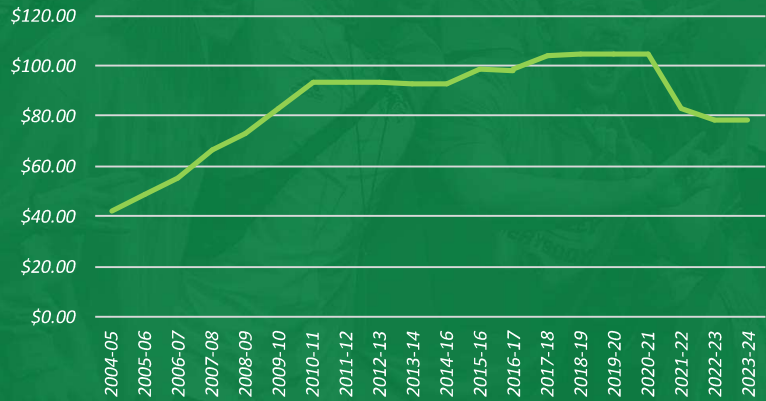
We continue to do more with less, but it is no longer sustainable.



STUDENT FEE COMPARISON

| School | Athletic Fee |
|---------------------|--------------|
| Utah State | \$ 266.56 |
| Southern Utah (WAC) | \$ 206.00 |
| Utah Tech (WAC) | \$ 204.00 |
| University of Utah | \$ 165.38 |
| Weber State | \$ 160.80 |
| Utah Valley (WAC) | \$ 156.42 |

Athletic Fee History



THANK YOU!

QUESTIONS?





9:16
41°

FOX
13



ATTENDANCE HIGHLIGHTS

Men's Soccer

2023 (current season)

- Ranked first in the WAC for average attendance
- Average attendance up 21% from 2022-23 season
- Ranked Top-25 in the country (22) in average attendance

2022

- Ranked Top-30 in the country (28) in average attendance

Women's Soccer

2023 (current season)

- Ranked Top-25 in the country (5) in average attendance
- Ranked Top-25 in the country (11) in accumulative attendance
- Ranked first in the WAC for average attendance
- Ranked first in the WAC for accumulative attendance
- Clyde Field attendance record (4,742)

2022

- Ranked Top-25 in the country (17) in average attendance
- Ranked Top-25 in the country (21) in accumulative attendance
- Ranked first in the WAC for average attendance
- Ranked first in the WAC for accumulative attendance

Volleyball

2023 (current season)

- Ranked third in the WAC for average attendance
- Ranked third in the WAC for accumulative attendance

2022

- Average attendance up 32% from 2021-22 season
- Ranked second in the WAC for average attendance
- Ranked third in the WAC for accumulative attendance

Men's Basketball

2022-23

- Average attendance up 8% from the 2021-22 season

Wrestling

2022-23

- Ranked Top-25 in the country (25) in average attendance

Baseball

2023

- Ranked fourth in the WAC for average attendance





2024 WAC BUDGETS

| <i>School</i> | <i>Budget</i> |
|------------------------------|----------------------|
| <i>California Baptist</i> | <i>\$ 34,405,848</i> |
| <i>Grand Canyon</i> | <i>\$ 28,044,998</i> |
| <i>Stephen F. Austin</i> | <i>\$ 24,950,248</i> |
| <i>Abilene Christian</i> | <i>\$ 23,865,159</i> |
| <i>Seattle U</i> | <i>\$ 21,071,000</i> |
| <i>Tarleton State</i> | <i>\$ 20,963,372</i> |
| <i>UT Arlington</i> | <i>\$ 19,047,328</i> |
| <i>UTRGV</i> | <i>\$ 18,659,670</i> |
| <i>Utah Valley (+BIG 12)</i> | <i>\$ 17,485,442</i> |
| <i>Southern Utah</i> | <i>\$ 16,723,367</i> |
| <i>Utah Tech</i> | <i>\$ 16,009,355</i> |

