

Pathway Goal: Community Partnerships

Action Item #
5-1

Report:
 Mid-Year: December 2016
 Year-End: April 2017

Action Item Description:

Encourage increased attendance at all athletic events.

Submitted By:

Name	Department
Kris Giese	Athletic Ticket Office

Working Group Members:

Name	Department
Andrea Aires	Athletics – Rebel Athletics Fund
Carrie Ahlborn	UNLV Foundation
Kris Giese	Athletics - Ticketing
Andy Grossman	Athletics - Communications
Alan Hott	Student Athlete Academic Services
Autumn Spicer	Athletic – Community Relations
Rhett Vertrees	Athletics/TMC – Business Services

Provide a written overview of the year-long process for your working group. (You may use the “Process and Timeline” information from your action plan, if still applicable.)

We will start with our average attendance for all ticketed sports over the previous 3-year period. We will take the 2016-17 seasons attendances and compare to the previous three years. After each game, a ticket office sport manager enters and updates game-by-game reports detailing the ticketed attendance for that event. These reports are verified and distributed around the athletic department. At the end of each sport season the total attendance is compiled and added to a combined attendance summary for the year.

What will your final product be at the end of the year? Such as, what metrics which will be used to assess your progress/achievement, will a report be generated, etc?

The final metric at the end of the year will be the combined announced attendance spreadsheet, summarizing the year-long announced attendance for all sports, and comparing to the previous 3-year period.

Describe what has been accomplished so far this year.

See attachment.

Next steps

Update each sport announced attendance report after each game.

You may have additional reference material. Please review the list below and click on the appropriate box to select.

No additional reference material

OR

Potential resources required (if identified)

Any reports generated by this working group (if completed at this time)

Metrics to be used

Any additional information you wish to share.

TOTAL ATTENDANCE REPORT

2016-17

<u>Sport</u>	<u>Total Tickets</u>	<u>Games</u>	<u>Tickets Per Game</u>
Men's Basketball - 2016-17		20	0
Football - 2016		6	0
Men's Soccer - 2016		9	0
Women's Soccer - 2016	4,067	10	407
Volleyball - 2016		14	0
Women's Basketball - 2016-17		14	0
Baseball - 2017			#DIV/0!
Softball - 2017			#DIV/0!

Men's Basketball	0	20	0
Football	0	6	0
Olympic Sports Combined	4,067	47	87

2016-17

TOTAL TICKETS 4,067

2015-16

<u>Sport</u>	<u>Total Tickets</u>	<u>Games</u>	<u>Tickets Per Game</u>
Men's Basketball - 2015-16	187,390	16	11,712
Football - 2015	116,228	6	19,371
Men's Soccer - 2015	4,585	8	573
Women's Soccer - 2015	4,957	11	451
Volleyball - 2015	6,112	13	470
Women's Basketball - 2015-16	12,670	16	792
Baseball - 2016	17,413	27	645
Softball - 2016	13,517	31	436

Men's Basketball	187,390	16	11,712
Football	116,228	6	19,371
Olympic Sports Combined	59,254	106	559

2015-16

TOTAL TICKETS 362,872

2014-15

<u>Sport</u>	<u>Total Tickets</u>	<u>Games</u>	<u>Tickets Per Game</u>
Men's Basketball - 2014-15	194,702	16	12,169
Football - 2014	94,043	6	15,674
Men's Soccer - 2014	4,695	11	427
Women's Soccer - 2014	2,878	9	320
Volleyball - 2014	7,516	13	578
Women's Basketball - 2014-15	9,349	15	623
Baseball - 2015	24,052	29	829
Softball - 2015	12,222	24	509

Men's Basketball	194,702	16	12,169
Football	94,043	6	15,674
Olympic Sports	60,712	101	601

2014-15

TOTAL TICKETS 349,457

2013-14

<u>Sport</u>	<u>Total Tickets</u>	<u>Games</u>	<u>Tickets Per Game</u>
Men's Basketball - 2013-14	260,376	20	13,019
Football - 2013	120,483	7	17,212
Men's Soccer - 2013	3,744	9	416
Women's Soccer - 2013	3,545	8	443
Volleyball - 2013	5,432	12	453
Women's Basketball - 2013-14	12,121	19	638
Baseball - 2014	18,310	23	796
Softball - 2014	11,295	24	471

Men's Basketball	260,376	20	13,019
Football	120,483	7	17,212
Olympic Sports	54,447	95	573

2013-14

TOTAL TICKETS 435,306

Total Attendance

