

Pathway Goal: Community Partnerships **Report:** Year-End: July 2018
Action Item # 5-1

Action Item Description:

Goal: Build relationships through and invite support of athletics.
 Action: Encourage increased attendance at all athletic events.

Submitted By:

Name	Department
Kris Giese	Thomas and Mack – Tickets – Special Events Facility

Working Group Members: (*Edit as needed*)

Name	Department
Rebecca Pugh	Academic Success Center
Andy Grossman	Intercollegiate Athletics
Kris Giese	Thomas and Mack – Tickets – Special Events Facility

Process and Timeline: Provide a brief description of the process to obtain these data.

Ticket sales for attendance at all athletic events, tracked by Athletics Ticketing, reported annually.

Enter your data below. (If you are attaching data or data reports, please enter “See Attached” in the box).

Google sheets contains all ticket attendance information for 2017-18 season as well as previous 4 seasons for comparison.

SWOT Analysis: Determine the strengths, weakness, opportunities, and threats presented in the data.

Strength(s)	Increased attendance in Women’s soccer & Women’s basketball
Weakness(es)	Lower attendance in Men’s basketball & baseball
Opportunity(ies)	Increase attendance across all ticketed sports
Threat(s)	Schedule of opponents, additional entertainment options within the area

You may have reference material to attach to this report. Select from the list.

No additional reference material

OR

Any report(s) generated (e.g. annual reports)

Additional information to include (optional).

End of Report

TOTAL ATTENDANCE REPORT**2017-18**

<u>Sport</u>	<u>Total Tickets</u>	<u>Games</u>	<u>Tickets Per Game</u>
Men's Basketball - 2017-18	177,903	17	10,465
Football - 2017	104,685	6	17,448
Men's Soccer - 2017	6,629	9	737
Women's Soccer - 2017	5,455	10	546
Volleyball - 2017	5,534	14	395
Women's Basketball - 2017-18	15,136	17	890
Baseball - 2018	18,465	29	637
Softball - 2018	11,913	24	496

Men's Basketball	177,903	17	10,465
Football	104,685	6	17,448
Olympic Sports Combined	63,132	103	613

2017-18**TOTAL TICKETS 345,720****2016-17**

<u>Sport</u>	<u>Total Tickets</u>	<u>Games</u>	<u>Tickets Per Game</u>
Men's Basketball - 2016-17	204,317	20	10,216
Football - 2016	105,470	6	17,578
Men's Soccer - 2016	6,053	9	673
Women's Soccer - 2016	4,067	10	407
Volleyball - 2016	6,744	14	482
Women's Basketball - 2016-17	12,765	14	912
Baseball - 2017	19,681	30	656
Softball - 2017	8,064	25	323

Men's Basketball	204,317	20	10,216
Football	105,470	6	17,578
Olympic Sports Combined	57,374	102	562

2016-17**TOTAL TICKETS 367,161****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>
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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
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Olympic Sports	54,447	95	573

2013-14

TOTAL TICKETS 435,306

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Total Tickets

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