

**Pathway Goal:** Community Partnerships  
**Action Item #** 5-6

**Report:** Year-End: July 2018

**Action Item Description:**

Goal: Build relationships through and invite support of athletics.  
Action: Evaluate the financial sustainability of revenue-generating teams.

**Submitted By:**

Name	Department
Michelle Edwards	Intercollegiate Athletics-Business

**Working Group Members:** *(Edit as needed)*

Name	Department
Rebecca Pugh	Academic Success
Michelle Edwards	Intercollegiate Athletics-Business

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

Compile revenues and expenses and provide comparative analysis year to year. On sources and uses of funds.

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

See attached.

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

Strength(s)	Clearly defined budget process with key focus areas of student-athlete health & well-being/gender equity/FSLA/recruiting, balanced FY18 budget, UNLV basketball brand, Olympic sports success
Weakness(es)	Institutional support compared to other MW & Group of Five Institutions, MW Conference revenue compared to Power 5 conferences
Opportunity(ies)	Growth in FB & MBB revenues due to on field success (ticket sales, philanthropy, suite sales), Growth in third party contract revenues (apparel, licensing, novelties, etc.), Drive for Five Initiative, new Raiders Stadium financial opportunities, operational efficiencies and ways to streamline costs
Threat(s)	Increased operating and personnel costs (college athletics trends), Conference instability, Competition in Las Vegas entertainment market growth which impacts revenue

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

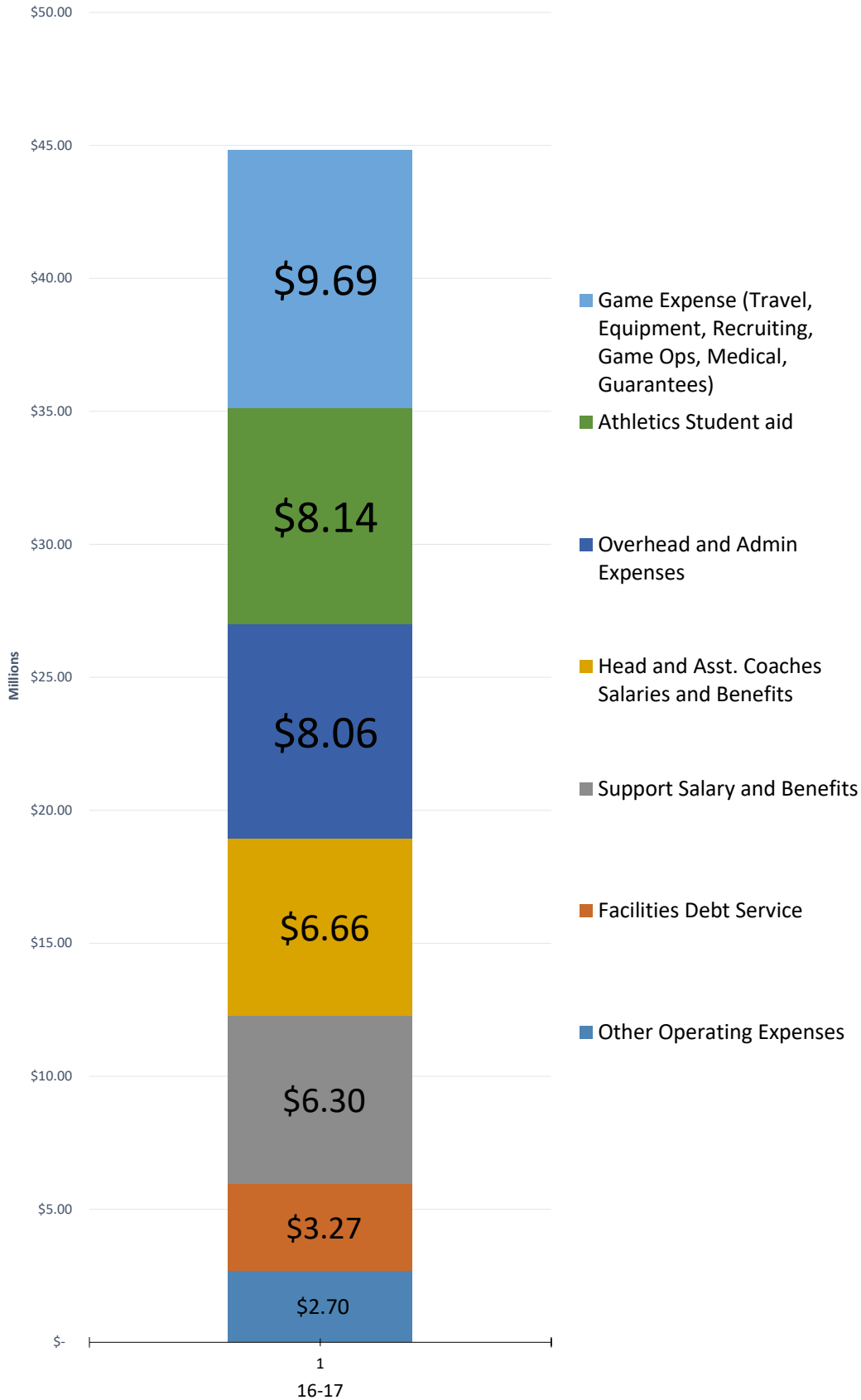
<input type="checkbox"/> No additional reference material  <b>OR</b>  <input checked="" type="checkbox"/> Any report(s) generated (e.g. annual reports)
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**Additional information to include (optional).**

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**End of Report**

### UNLV Athletic Uses of Funds



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