

Student Athletic Fee Proposal
University of Nevada, Las Vegas, Fall 2015 (FY 2016)

Proposal

The University of Nevada, Las Vegas Intercollegiate Athletics Department, hereinafter referred to as UNLVICA, respectfully requests a \$2.00/SCH increase in undergraduate and graduate student fee support, effective Fall 2015 (FY 2016).

Historical Framework

Since 1985, UNLV has allocated a portion of student registration fees – \$3.80/SCH for undergraduate students and \$2.00/SCH for graduate students – to UNLVICA. In Spring 2010 (FY10), a new fee of \$1.00/SCH was allocated to UNLVICA outside the registration fee, becoming the first new fee benefitting UNLVICA in 25 years.

Therefore, FY16 will represent the 31st year since support from registration fees was first introduced for UNLVICA, and during that time the lone increase has been \$1.00/SCH, or an average of 3.3 cents per year.

Rationale

Since 2013, UNLVICA has been working closely with the President's Office and the University's Finance and Business Services Division to identify ways to develop a more sustainable financial model for UNLVICA while preserving our ability to remain competitive in the Mountain West Conference and nationally. This has resulted in the introduction of a series of cost-containment measures and the development of new revenue streams.

With these measures in place, we are now asking UNLV students to partner with UNLVICA to ensure our Intercollegiate Athletic Program remains competitive and continues to serve as a source of pride and national identity for our University; to ensure our student-athletes have the resources and support necessary to excel in the classroom, on the fields of play and in life; and to achieve a balanced budget for UNLVICA.

Examples of cost-containment measures that have already been implemented:

- The introduction of a new operating structure for UNLVICA, which included the elimination of several positions in senior and middle management, the elimination of several coaching positions and, where possible, the consolidation of duties;
- Reductions in administrative expenses associated with travel, lodging, printing, information technology and other business services;
- A greater emphasis on scheduling non-conference games and matches with universities located on the West Coast and Southwest, thereby reducing travel and lodging costs.

And, examples of how UNLVICA is already generating new revenue:

- On an every-other-year basis (odd numbered years), UNLV Football will play a 'guarantee game' against a high profile opponent from one of the so-called Resource Five Conferences, resulting in a seven-figure payout to UNLVICA;
- Expanding the inventory of seats in the Thomas & Mack Center that require a major gift contribution to the Rebel Athletic Fund in order to purchase Men's Basketball season tickets;
- Expanding private donor fundraising through the Rebel Athletic Fund, which during the last five years has almost doubled the amount of revenue it generates on an annual basis (from \$3.7 million in 2009-10 to \$6.6 million in 2013-14).

It is also important to note that, at present, UNLVICA lags significantly behind its sister institution, the University of Nevada, Reno (UNR), and other institutions in the Mountain West Conference in contributions from student athletic fees. The addition of \$2.00/SCH in student athletic fee support will bring what UNLV students provide for athletic benefits into relative parity with what UNR students are now paying, and will improve UNLV's standing across the Mountain West, where UNLV currently ranks 9th among 11 member-institutions.

If approved, the fee increase will provide UNLVICA with approximately \$1.2 million in new funding on an annual basis. These funds will be used as follows:

Approximately 50% will be used annually to help create a financially sustainable operating plan and bring the UNLVICA budget into balance. The other 50% will be used for enhancements to programs and services offered by UNLVICA to student-athletes, with an emphasis on those programs and services that support academic achievement. The projected impact of these enhancements must be defined and measurable. Examples include:

- The addition of a full-time Director of Student-Athlete Development, to focus on life skills, career planning and post-graduate transition;
- The addition of eight Graduate Assistants (students who are enrolled in graduate-level classes at UNLV) to work in areas including Academic Advising, Sports Medicine, Nutrition, and Strength and Conditioning; in addition to providing important support to UNLVICA, Graduate Assistants gain valuable hands-on experience that significantly enhances their professional development;
- The addition of a full-time Academic Advisor to support student-athletes in football.

Value To The University

Student fees help underwrite the costs of scholarships and support the operations of an Intercollegiate Athletics Program that offers varsity competition in 17 sports for more than 450 undergraduate and graduate students. Academically, these student-athletes typically attain grade point averages and graduation rates that are higher than the university average. Socially, these student-athletes are expected to contribute to the quality of life on campus and throughout greater Las Vegas through volunteer community service. And athletically, these student-athletes regularly compete for championships at both the regional and national level.

Student fees also help make the following benefits available to UNLV undergraduate and graduate students:

- Free admission to all UNLV intercollegiate athletic events, including men's basketball and football (note: purchased individually, the cost of season tickets to these events would be approximately \$1,245.00; however, the average undergraduate student pays 75% less through student fees);
- With a complimentary ticket, each student can purchase an additional ticket at half price;
- Prime seat locations at Sam Boyd Stadium, the Thomas and Mack Center and Cox Pavilion;
- Use of other athletic facilities. Intramurals and recreation use athletic facilities from November through May due to the intramural field(s) being used by the National Finals Rodeo. The Intercollegiate Athletics Department is responsible for maintaining its athletic venues.

There is also the undeniable value that a successful Intercollegiate Athletics Program provides to the wider university community. Intercollegiate Athletics should reflect the vision and aspirations of the entire university – and in the case of UNLV, the ambition to reach new heights of excellence academically while achieving Tier One/Carnegie Research Very High status as a research institution. Intercollegiate Athletics is essential in shaping the identity and reputation of a university. It makes a direct and positive impact on the college experience for students, faculty and staff. And, it has a measurable impact on the ability of areas such as Admissions, Development and Alumni Relations to prosper and generate revenue for the wider university.

Request For Consideration

We therefore respectfully request consideration of a \$2.00 increase per credit hour for undergraduate and graduate student fees beginning in Fall 2015 (FY 2016) – and the support and partnership of UNLV students in making certain our Intercollegiate Athletic Program remains competitive in the Mountain West Conference and nationally. If approved, this proposal will generate an additional \$1.2 million annually in student fee allocations, which will be essential in building a more sustainable financial model for UNLVICA.

Thank you for your consideration.