WISDOM AND STRENGTH
ACADEMICS AND ATHLETICS
AT UNCG
UNCG Athletics

- UNCG became a division I school in 1991
- Currently have 17 competitive sports
- Over 250 Student Athletes with 24 international student-athletes representing 14 countries
- Kim Record has served as Athletic Director since 2009
ACADEMIC INTEGRITY AT UNCG

UNCG programs such as SASS, promote greater academic success among athletes.

Academic integrity for UNCG athletes is not presently a major concern as it is in other institutions.
POLARIZED (MIS)PERCEPTIONS OF ATHLETICS AND ACADEMICS AT UNCG

Supporters

Detractors
**ACADEMIC PERFORMANCE**

**Myth:** Athletes do not perform well academically.

**Truth:** Athletes performed better than the average undergraduate student in 2013.

<table>
<thead>
<tr>
<th></th>
<th>Below 2.0</th>
<th>BTW 2.0 &amp; 2.99</th>
<th>3.0 or Above</th>
</tr>
</thead>
<tbody>
<tr>
<td>University</td>
<td>5.7%</td>
<td>45.2%</td>
<td>49.1%</td>
</tr>
<tr>
<td>Athletes</td>
<td>2.6%</td>
<td>45.1%</td>
<td>52.4%</td>
</tr>
</tbody>
</table>
2013 Cumulative GPA - Undergraduate Students Compared to Athletes

<table>
<thead>
<tr>
<th>Cumulative GPA</th>
<th>University %</th>
<th>Athletes %</th>
</tr>
</thead>
<tbody>
<tr>
<td>AVG 0.01 - 1.29</td>
<td>0.9%</td>
<td>0.4%</td>
</tr>
<tr>
<td>AVG 1.30 - 1.49</td>
<td>0.5%</td>
<td>0.0%</td>
</tr>
<tr>
<td>AVG 1.50 - 1.74</td>
<td>1.3%</td>
<td>0.0%</td>
</tr>
<tr>
<td>AVG 1.75 - 1.99</td>
<td>3.1%</td>
<td>2.1%</td>
</tr>
<tr>
<td>AVG 2.00 - 2.49</td>
<td>18.9%</td>
<td>14.2%</td>
</tr>
<tr>
<td>AVG 2.50 - 2.99</td>
<td>26.3%</td>
<td>30.9%</td>
</tr>
<tr>
<td>AVG 3.00 - 3.49</td>
<td>27.2%</td>
<td>25.3%</td>
</tr>
<tr>
<td>AVG 3.50 - 3.99</td>
<td>17.9%</td>
<td>20.2%</td>
</tr>
<tr>
<td>AVG 4.00</td>
<td>4.0%</td>
<td>6.9%</td>
</tr>
</tbody>
</table>
Myth: Athletes encounter unique obstacles

Truth: Other students face similar obstacles

International students
• Linguistic/cultural challenges
• Inadequate support

Performing students
• Class absences for performances
“Faculty Buy-in”
• Episodes of disrespect
FUNDING

Myth: Athletics uses millions of state dollars that could fund academics, including faculty raises

Truth: No state dollars are used for athletics
2013-2014 Budget (as of 7/18/13)
$11,249,373 (down about $11,000 from 12-13)

### Income
- Student Fees: $9,245,885 (82%)
- University/Transfers: $534,200 (4.74%)
- Fundraising: $603,179 (5.36%)
- Marketing/Tickets: $115,000 (1.02%)
- Special Events/Concessions: $75,000 (0.6%)
- NCAA/SoCon: $558,000 (5.13%)
- Other: $118,109 (1.04%)

### Scholarship
- Full Scholarship*: 2007-08: $200,300
- Full Scholarship: 2013-14: $200,300
- % Change: 0%

### Expense
- Personnel: $4,948,688 (43.99%)
- Operating: $3,142,257 (27.93%)
- Scholarship: $3,158,428 (28.07%)
- NCAA/SoCon: $558,000 (5.13%)
- Fundraising: $603,179 (5.36%)
- Marketing/Tickets: $115,000 (1.02%)
- Special Events/Concessions: $75,000 (0.6%)
- Other: $118,109 (1.04%)

### Table: Full Scholarship*

<table>
<thead>
<tr>
<th></th>
<th>2007-08</th>
<th>2013-14</th>
<th>% Change</th>
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</thead>
<tbody>
<tr>
<td>In-state</td>
<td>$10,604</td>
<td>$16,686</td>
<td>57.35%</td>
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<tr>
<td>Out-of-state</td>
<td>$21,872</td>
<td>$30,484</td>
<td>39.37%</td>
</tr>
</tbody>
</table>
INCOME VS EXPENSE

Total budget for 2014-2015 = $11,465,588

Substantial increase in cost since 2010 due to:
- Larger investment in Men’s Basketball, move to the Coliseum (2013)
UNCG Peer Institutions without Football

Knight Commission 2012 Reported

UNCG - 3rd or 4th in every category
FOOTBALL IS NOT THE ANSWER

Consider ----
The COSTS

Opposition from Key Stakeholders
Students, Faculty, Alumni

Risks
Athletes

Conflicts
Research
WHY ATHLETICS MATTERS

Consider What Athletics Can Do for UNCG
UNIFYING FORCE
WINDOW TO THE WORLD
UNCG FIGHT SONG
Blue and Gold
fight with valor
Win with a Spartans might
Together we’ll bring victory
to all who shout with pride
GO SPARTANS!
Blue and Gold U-N-C-G
Bidding our foes goodbye
We come from the best
with no contest,
The Spartans will never die!
ATHLETICS FURTHERS SHARED VALUES

• Develops leadership and social skills students need to be productive members of society
• Enables some students to attend college who would not otherwise have the opportunity: affordability and accessibility:
  • Provides numerous academic scholarships.
  • Provides support for otherwise at-risk students
• Increases diversity of the student body; contributes to internationalization
Participation in athletics is a strong predictor for long-term leadership success, especially for women.

Positive correlation between wages and successful athletic programs for athletes and non-athletes.
EXAMPLES IN OUR COMMUNITY

• Dr. David Perrin
• Dr. Bryan Terry
• Dr. Terri Shelton
• Dr. Rosalind Fuse-Hall (Bennett College)
• Dr. MacRae Banks
CAMPUS WIDE CONVERSATION

Not the right time to begin a major conversation regarding athletics.

Focus on:
• short-term solutions immediate issues affecting athletics
• long-term initiatives to generate wide-spread/grassroots support from the campus and the community.
FUTURE RECOMMENDATIONS
IMMEDIATE & LONGER TERM
UNCG Next Steps

Seek concrete solutions

Increased education & awareness

Consistent university wide policies governing student-athletes
  • Priority registration
  • Missed class policy

Preserve academic accountability
PROMOTE “THE SPARTAN WAY”

Envisioned Future:

• We will build a nationally recognized model for mid-major athletic programs, continuously competing for championships.

Core Values:

• We operate with integrity, honesty and personal responsibility.
• We foster academic success and continual learning.
• We win, display good sportsmanship, and play by the rules.
• We are fiscally responsible.
• We collaborate, engage our communities and are committed to quality service to our stakeholders.

“WE DISCOVER AND DEVELOP CHAMPIONS IN LIFE”
TRUE PRIORITY REGISTRATION

Priority registration over all student levels for athletes*
  – Minimize missed classes
  – Continues tradition of widely varied majors by student athletes

*Current priority is only over other students of same level
COMPLIANCE WITH EXISTING POLICIES: MISSED CLASS/ATTENDANCE POLICY

UNCG

• Signed off by the Faculty Athletic Representative and Chair, Faculty Committee for Intercollegiate Athletics.
• Student-athletes are not permitted to miss more than four (4) days of the same class per semester due to athletic competition (now untenable).
• Inconsistencies across campus; conflicts with departmental/course policies

SoCon/Peers

• University adoption of a missed class policy by faculty senate and chancellor/president to allow missed classes for participation in university sanctioned activities.
• Policy - A&T, NC State, Western Carolina
EDUCATE ADVISORS AND FACULTY

• Advising
  – Lack of consistency across departments
  – Lack of understanding of NCAA regulations and impact on student-athletes

• Disrespect of Student-Athletes by Some Faculty
  – Student-athletes are not “smart” enough to be in college
MOVING FORWARD

Thinking Outside The Box
STEP ONE
Reclaim MINERVA
wisdom + strength = academics + athletics
WHY? - RECONNECT WITH OUR HISTORY

1900 Basketball
“Naughty Naughts”

1942 Basketball
Rosenthal Gymnasium
MOBILIZE MINVERA

Capitalize on Minerva to connect with alumni in support of women’s athletics.
Minerva’s MVPs

Meaningful public recognition of academically outstanding student athletes and academically strong students who provide outstanding support for athletics

#minerva
STEP 2
Bridge the Gap/Forge Connections
Re-envision/Re-frame Athletics & Academics as partners in enhancing the UNCG experience for ALL (students, faculty, staff, alumni and community)
ENGAGE ALL SECTORS OF CAMPUS

- Create “Department nights” highlighting faculty/staff/student at athletic events: Take a student=Spartan Spot (improve Spot)
- Academically-focused incentives for participating in athletic events (free books)
EMBRACE THE TEAM EXPERIENCE

- Faculty mentors for each athletic team
- Staff/Alumni as “Honorary Coaches”
- Residence Halls “Adopt A Team”
- Recognize those who make a difference
STEP 3
UNCG - Where Global meets Local
Engage Students, Staff, Faculty, Alumni, Community

- Involve UNCG athletes in recruitment of local high school students (as part of their service hours)
- Reach out to local high schools to invite students to watch their alums compete
- Partner with CNNC to invite community members to watch athletes from their native countries
- Pair international athletes with non-athlete students native to Greensboro
THEN WHAT?

• Assess impact/effectiveness of measures

• Initiate Campus-Wide Dialogue to Integrate Athletics/Academics in Strategic Visioning
From our team to yours:
Thanks!

Ryan Collins
Susan Hensley
Garrett Saake
Jennifer Sansevero
Amy Williamsen