Ten Baylor athletic programs scored above 80 on the national 2010 Division I APR average for their respective sport—baseball, men’s basketball, men’s cross country, football, men’s golf, women’s cross country, women’s golf, women’s soccer, softball and women’s tennis.

Baylor student-athletes continued their winning ways in the classroom, as 105 individuals were selected to 2009-10 Academic All-Big 12 teams, including a school-record tying 89 first-team honorees.

Baylor had one of three Big 12 football programs to post a 2009 Federal Graduation Rate of at least 60 percent, as it ranked No. 3 in the league with its 62 percent mark. Kansas State and Nebraska tied for first at 66 percent. Baylor football has led the Big 12 in football graduation rates six times in 14 years.

Baylor’s 52 percent exhausted eligibility graduation rate tied Iowa State for third in the Big 12, just behind Nebraska (94 percent) and Texas Tech (93).

Baylor’s men’s and women’s golf programs received 2010 public recognition awards from the NCAA Division I Academic Performance Program for having Academic Progress Rates (APRs) scores which ranked among the top 10 percent within their respective sport. It marked the second straight year the Baylor women’s golf program was recognized by the NCAA for academic excellence, while it was the first such honor for the men’s golf program. Both teams registered APR scores of 1,000.

The 2009-10 totals for overall, fall and spring Academic All-Big 12 teams, including a school-record tying 89 first-team honorees. It marked the first time in school history Baylor produced at least 100 overall Academic All-Big 12 honorees in back-to-back years, as it established school records for both total (113) and first-team (89) honorees in 2008-09.

Each of Baylor’s 17 teams which compete in the Big 12 Conference produced at least one 2009-10 Academic All-Big 12 performer, and 16 squads had multiple first-team honorees, led by women’s soccer’s 13 first-team picks. All-tied, six Baylor programs—football (16), women’s soccer (13), women’s track & field (12), baseball (10), softball (10) and women’s cross country (10)—had at least 10 first-team honorees.

A school-record 492 Baylor student-athletes earned 2009-10 Big 12 Commissioner’s Honor Roll status—254 for the 2009 fall semester and 238 for the 2010 spring term. Eighty-six (86) of those were named with a perfect 4.0 grade-point averages for at least one of the two terms. Student-athletes must achieve a minimum 3.0 semester grade-point average to earn Commissioner’s Honor Roll status.

Baylor established school records for fall, spring and total Big 12 Commissioner’s Honor Roll selections during the 2009-10 academic year; the fifth consecutive year it established overall total, fall and spring semester records.

Some 53.4 percent of Baylor’s student-athletes registered at least a 3.0 fall 2009 semester-grade point average, while 54.1 percent recorded that mark over the spring 2010 term.

Thirty-eight (38) Baylor student-athletes achieved perfect 4.0 grade-point averages during the fall 2009 term, while 48 registered 4.0 marks for the 2010 spring semester.

Some 91 Baylor student-athletes, including 14 master’s degree recipients, earned degrees during fall 2009 (45) and spring 2010 (46) commencement exercises. Baylor’s mid-year graduation total was a school-record, beating the previous high of 52 student-athletes in the fall of 2006. All told, 1,056 student-athletes have earned degrees since Baylor joined the Big 12 Conference in 1996.

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Baylor senior linebacker Joe Pawelek was one of 16 student-athletes selected as a 2009 National Football Foundation (NFF) Scholar-Athlete and received an $18,000 post-graduate scholarship for his classroom and on-field achievements during his standout career. All 16 honorees were also finalists for the Campbell Trophy, considered by many to be the Academic Heisman Trophy. Pawelek became the fourth Bear ever to receive an NFF post-graduate scholarship, and first since Don Trull in 1983.

Two seniors on Baylor's 2009 football team — Jason Lamb and Joe Pawelek, were named to the fourth annual Hamparas Honor Society, which is selected by the National Football Foundation (NFF) & College Hall of Fame, and recognizes senior college football players from all divisions of play who each maintained a 3.2 GPA or better.

Josh Lomers was named to the 2009-10 National Association of Basketball Coaches Honor Court, just the second Baylor men's basketball player ever to be honored, and first since Mark Shepherd in 2008. The honor recognizes four seniors for men's basketball student-athletes who had a cumulative GPA of 3.20 or higher at the end of the academic year.

Lady Bear senior Morgan Medlock was one of five recipients selected by the National Association of Academic Advisors for Athletics (N4A) to receive the association's 2010 Wilma Rudolph Student-Athlete Achievement Award. The Wilma Rudolph Student-Athlete Achievement Award honors student-athletes who have overcome great personal, academic, and/or emotional odds to achieve academic success while participating in intercollegiate athletics.

Baylor women's golfer Morgan Chambers was named to the 2010 National Golf Coaches Association (NGCA) All-American Scholar Team, and in the process, became the sixth player in school history to earn three or more academic citations from the national coaches organization. The selection continued the tradition, as the BU All-American Scholar Team are some of the most stringent in all of college athletics, with a minimum GPA requirement of 3.50 and 50% participation in the team's scheduled competitive rounds during the year.

Baylor's women's cross country team, which qualified for the NCAA Championship for the seventh consecutive season, compiled a team GPA of 3.51 to earn a 2009 NCAA Division I USTFCCCA Women's All-Academic Team award.

Three Lady Bear cross country standouts — seniors Erin Bedell and Danielle Bradley and sophomore teammate Cassie Westenhover, received 2009 USTFCCCA All-Academic honors. The award honors those student-athletes who have succeeded both academically and athletically. To be eligible for the award a student-athlete must carry a minimum 3.25 cumulative grade-point average and must finish among the top 15 finishers (or top 10 percent) of the field at their respective NCAA regional meet.

For the third consecutive year, the Baylor women's tennis team was named an All-Academic Team by the Intercollegiate Tennis Association (ITA). To be eligible for the ITA All-Academic Team award a squad must have a team grade-point average of 3.20 (on a 4.00 scale). The Bears posted a 3.52 GPA for the spring 2010 semester and a 3.41 GPA for the 2009-10 academic year.

Baylor's men's track & field team was one of 73 nationally (and one out of the Big 12 Conference) to be selected as a 2010 Division I All-Academic Track & Field Team by the U.S. Track & Field and Cross Country Coaches Association (USTFCCCA). The squads earned the distinction as a result of being the highest-placing teams with at least 3.00 cumulative GPA at the most recent NCAA indoor and outdoor championship, respectively. The Baylor team registered a 3.04 team grade-point average.

The Baylor women's track & field program was one of 151 nationally (and one of eight in Texas) selected as a 2010 USTFCCCA Division I Academic team. This distinction is awarded to teams with a cumulative grade-point average of 3.0 or better. The Baylor women's team owns a 3.20 mark.

In addition, six Baylor men's tennis players received 2010 ITA Scholar-Athlete honors — Julian Big, Athila Bucko, Chris Gordon, Matt Hamby, Dominik Mueller and Jordan Rux. To be eligible a student-athlete must have a grade point average of at least 3.50 on a 4.0 scale.

Not to be outdone by its male counter-parts, the Baylor women's team also earned 2009-10 ITA All-Academic Team honors. The Lady Bears, who reached the Round of Eight at the 2010 NCAA Championships, registered a 3.32 GPA for the year, which included a 3.55 spring term mark. It marked the third time in the last four seasons that the program earned All-Academic Team honors.

Joe Pawelek (football) and Tiffany Wesley (softball) received Baylor's 2009-10 Big 12 Senior Awards, while Pawelek and women's tennis' standout Lenka Broosova were the school's Big 12 Male and Female Athlete of the Year nominees.

Three Baylor student-athletes were named to the Big 12's fourth annual Chick-A-HA Community of Champions teams, which recognize community service activities and academic achievement three times annually. Football's Robert Griffin III (tall), soccer's Gianna Quintana (winter) and women's track & field's Brittany Bruce (spring) were honored from Baylor during the 2009-10 academic year.

Baylor quarterback Robert Griffin III was one of 10 male finalists for the 2010 Arthur Ashe Jr. Overall Sports Scholar Award. He was among 10 male and 10 female finalists profiled in the April 29, 2010, issue of the magazine Diversity: Issues in Higher Education.

A pair of Baylor student-athletes, soccer's Gianna Quintana and tennis' Dominik Mueller, earned $7,500 Dr. Prentice Gautt Postgraduate Scholarships from the Big 12 Conference.

Baylor's James Gilreath and Chrisowell were named to the 2010 USTFCCCA All-Academic Track & Field Team. To qualify for the USTFCCCA All-Academic Track and Field Team, the student-athlete must have compiled a cumulative grade point average of 3.25 and have met either the NCAA Division I indoor automatic or provisional qualifying standard or participated in the NCAA Division I Outdoor Championships (including preliminary rounds) in their respective event.

Eight members of the Baylor women's track and field team were named to the 2010 USTFCCCA's All-Academic Track & Field Team — Erin Bedell, Brittany Bruce, Kristen Hanselka, Christina Holland, Samantha Patty, Diamond Richardson, Jessica Ubajanyonw and Cate Westenhover. To qualify for the USTFCCCA All-Academic Track and Field Team, student-athletes must have compiled a cumulative grade point average of 3.25 and have met either the NCAA Division I indoor automatic or provisional qualifying standard or participate (in the NCAA Division I Outdoor Championships (including preliminary rounds) in their respective event.

Athletes Chapter Wes Yeary led a mission trip, which included a strong group of Baylor student-athletes, to Kenya in May 2010. It marked the second straight Yeary-led spring mission trip to Kenya.

Coach Steve Smith's baseball team embarked on a six-day humanitarian trip to Havana, Cuba, in late January. The team worked through the Baptist Convention of Western Cuba on a variety of projects, including the renovation of a Soviet-era sports complex. With the help of Caring Partners International, an estimated $200,000 worth of goods were shipped to Cuba in advance of the trip and then distributed by the Bears.

The Baylor Student-Athlete Advisory Council collected 5,683 pounds of food during its second-annual food drive in advance of the 2009 Thanksgiving season. That was an increase of more than 3,000 pounds from its 2008 total of 2,594 pounds.

A total of 49 student-athletes, 20 identified as emerging leaders and 29 veteran leaders, comprised Baylor's third Leadership Academy graduating class. The upperclassmen completed the Veteran Leaders program while the underclassmen completed the Emerging Leaders program. The Leadership Academy was formed to provide Baylor student-athletes comprehensive leadership programming with the goal of developing them as effective and vocal leaders for today and successful worldwide leaders for tomorrow. All Leadership Academy members are appointed by their head coach and must complete a year-long program in order to earn graduate status.

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For the second consecutive year, a school-record 14 teams earned 2009-10 postseason invitations, which marked the fifth straight year at least 10 Baylor teams made the postseason, and three more Big 12 championship trophies now reside in Waco.

Texas Tech (No. 44), Missouri (No. 49), Colorado (No. 69), Kansas (No. 73) and Kansas State (No. 123). Stanford won the Directors’ Cup for the 16th consecutive season, followed by Florida, Virginia, UCLA and Florida State.

If Baylor’s 633, 2009-10 Directors’ Cup points, more than half (350) came from the spring sports season which saw eight of its nine teams reach the postseason.

Nine Baylor teams finished the season ranked in their sports season-ending poll—women’s basketball (No. 4 in ESPN/USA Today coaches poll; No. 14 Associated Press); women’s tennis (No. 4 in Campbell’s ITA Tennis Rankings; equestrian (No. 6 in National Equestrian Coaches poll); men’s tennis (No. 7 in Campbell’s ITA Tennis Coaches ranking); men’s basketball (No. 10 in ESPN/USA Today coaches poll; No. 19 in Associated Press); volleyball (No. 20 in American Volleyball Coaches Association poll), women’s outdoor track and field (No. 20 in USTFCCCA poll), men’s golf (T-1 in Nike Golf Coaches Association poll) and women’s cross country (No. 26 in USTFCCCA).

Baylor ranked 11th among the 75 programs in the final 2009-10 season’s NCAA bid; seventh consecutive Elite Eight appearance, women’s tennis (in sixth straight NCAA Tournament appearance, reached Elite Eight for third consecutive season), volleyball (first-ever Sweet 16 appearance; first NCAA Tournament appearance since 2007), men’s golf (13th consecutive NCAA Regional appearance; 14th consecutive NCAA Championship appearance all-time and first since 2002), women’s golf (10th NCAA Regional appearance in last 11 years), women’s cross country (placed 28th in seventh straight NCAA Championship appearance), women’s outdoor track and field (T-20th at NCAA Championships), men’s indoor track and field (T-26th at NCAA Championships), men’s outdoor track and field (T-45th at NCAA Championships), women’s indoor track and field and equestrian.

Here’s a sport-by-sport recap of Baylor’s 2009-10 season:

FOOTBALL (4-8/1-7 in Big 12):

After a promising start, Baylor’s 2009 football campaign suffered injury setbacks in its first month, including the season-ending loss of superstar quarterback Robert Griffin III to the season’s third trip to the hospital (all told, eight different starters missed minutes of play).

The Bears remained competitive, but a season that began with a road win over 11th-ranked Wake Forest and the team receiving votes in the AP Top 25 poll ended with a 4-8 record. The Bears notched a second consecutive impressive road victory with their 40-32 upset over Missouri in Columbia.

ATHLETIC ACHIEVEMENTS

Baylor’s 2009-10 season:

- In addition to the nine Baylor teams which ended the year in their respective sports season-ending polls, six were either ranked or received votes in their sports’ polls at some point during the 2009-10 season—women’s indoor track & field (ranked No. 16 for season’s first two weeks in USTFCCCA poll; four total weeks in ranking), men’s indoor track & field (rated as high as No. 10 for three weeks and ranked eight consecutive weeks overall in the USTFCCCA poll), men’s outdoor track & field (reached No. 14 in the USTFCCCA poll).

- Baylor ranked fifth among all Big 12 institutions in the 2000-10 all-sports rankings, behind No. 6 Texas A&M, No. 12 Oklahoma, No. 10 Texas and No. 17 Nebraska. No. 31 BU placed ahead of Big 12 institutions Oklahoma State (No. 33), Iowa State (No. 34), Iowa (No. 35), Kansas State (No. 36) and Texas Tech (No. 37) in the final standings.

- With one Final Four team, three NCAA Elite Eight entrants and a Sweet 16 participant among its school-record tying 14 2009-10 postseason teams, Baylor recorded its second-highest finish ever in the Learfield Sports Directors’ Cup standings with a 31st-place standing in the final rankings released by the National Association of Collegiate Directors of Athletics (NCAA). Baylor totaled 633 points to register its highest finish in the national all-sports sweepstakes since 2002-03 and place fifth among Big 12 institutions.

- For the second consecutive year, a school-record 14 teams earned 2009-10 postseason invitations, which marked the fifth straight year at least 10 Baylor teams made the postseason, and three more Big 12 championship trophies now reside in Waco.

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- Over the last six years, Baylor has featured 11 of 12 Big 12 postseason teams, Baylor recorded its second-highest finish ever in the Learfield Sports Directors’ Cup standings with a 31st-place standing in the final rankings released by the National Association of Collegiate Directors of Athletics (NCAA). Baylor totaled 633 points to register its highest finish in the national all-sports sweepstakes since 2002-03 and place fifth among Big 12 institutions.

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MEN’S CROSS COUNTRY:
- After finishing 10th at the 2009 NCAA South Regional, Baylor improved to ninth place in 2010 by placing from three to seventh in 2010, finishing fourth in the first three to seventh division.
- At the Big 12 Championships, the men placed 11th as they finished 11th in the Big 12.
- Despite impressive wins and performances in the region, the Bears placed 11th as they finished 11th in the Big 12.
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SOCCER (8-5-5/4-3 in Big 12):
- The 2009 soccer team accomplished many feats, and did so with a chip on its shoulder. After being picked 10th in the Big 12 Preseason poll, the Bears earned the No. 7 seed at the conference tournament.
- Baylor wrapped up the season with a 6-1-1 won-lost-tied record, marking the most wins by the program since 2002, and qualified for the Big 12 Tournament for the first time since 2006.
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MEN’S BASKETBALL (27-10-9 in Big 12, NCAA Final Four):
- Despite only having one senior on the roster, the young Baylor men’s basketball team exceeded all expectations by advancing to the Final Four for just the second time in program history.
- Led by freshman sensation Brittney Griner, the Lady Bears posted a 27-10 season record, giving head coach Kim Mulkey her 10th season ranked No. 1 in the USA Today/ESPN coaches poll and No. 14 in the Associated Press poll.
- Griner, a 6’6’’ post, shattered the NCAA record for blocked shots, rejecting 223 on the season, and led the nation in blocks per game at 6.4. In addition, she led the Lady Bears with 18.4 points and 8.5 rebounds a contest. Griner earned a bounty of honors including USBWA Freshman of the Year, AP All-American (second team), WBCA/State Farm All-Region, Big 12 Freshman of the Year, Big 12 Co-Defensive Player of the Year, All-Big 12 first team, All-Big 12 Defensive team, All-Big 12 Freshman team, Most Outstanding Player of the Montgomery Tournament and Big 12 Freshman of the Week seven times.
- Juniors Melissa Jones and Kelli Griffin and senior Morgan Medlock provided solid leadership for the young Baylor squad that featured nine underclassmen on its roster. Despite posting a 5-7 Big 12 Conference record, the Lady Bears regained their form once NCAA Tournament play began.
- After posting wins over Fresno State and 13th-ranked Georgetown, 14th-ranked Baylor moved on to Memphis, Tenn., and upset No. 3 Tennessee and No. 6 Duke to advance to the Final Four.

WOMEN’S BASKETBALL (28-8 in Big 12, 10th in the Big 12):
- Freshman transfer Epic Udoh made an immediate impact on the Baylor program, helping them reach the NCAA Tournament for the first time since 1946. Baylor also established a school record for Big 12 wins (18), tying for second in the league standings, its best since a second-place finish in the SWC in 1986.
- Baylor, which was the only school in NCAA Division I with no loss or more than seven points lost, finished the season ranked No. 10 in the final ESPN/USA Today Top 25 and No. 19 in the AP Top 25 polls. The No. 10 ranking is the highest in school history, beating the previous high of No. 18 during the 1946-47 season. It marked the first time in program history that Baylor was ranked in the final AP and ESPN/USA Today polls. Entering the 2009-10 season, Baylor had been ranked six consecutive weeks in the AP and six weeks in the ESPN/USA Today Coaches Top 25 poll, however, the 2010 Bears were ranked for 10 weeks by the AP and seven by the coaches.
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- After posting wins over Fresno State and 13th-ranked Georgetown, 14th-ranked Baylor surpassed the 100,000 fan mark in home attendance and set an all-time single-season attendance record with 122,550 fans attending 17 games.

WOMEN’S TRACK & FIELD (10th Big 12/10th NCAA Championship):
- Sophomore Erica Jackson and sophomore Dondre Brown each earned multiple Big 12-Athlete honors as part of Baylor’s 15 all-conference performers at the 2010 Big 12 Championship. The highlight of the season came from newcomer Skylar White, who broke the BU indoor shot put record time three times. The freshman added nearly two feet to BU’s own indoor shot put record to finish in third place at the Big 12 Championships. As a team, BU placed ninth at the Big 12 Indoor and did not score at the NCAA Indoor meet.
- Sophomore Jessica Ubyanyi was named to the school’s second-best triple jump performance to earn All-Big 12 honors and a berth in the NCAA Championships. With her berth in the NCAA Championships, Ubyanyi was named to the school’s second-best triple jump performance to earn All-Big 12 honors and a berth in the NCAA Championships. With her berth in the NCAA Championships, Ubyanyi was named to the school’s second-best triple jump performance to earn All-Big 12 honors and a berth in the NCAA Championships. With her berth in the NCAA Championships, Ubyanyi was named to the school’s second-best triple jump performance to earn All-Big 12 honors and a berth in the NCAA Championships. With her berth in the NCAA Championships, Ubyanyi was named to the school’s second-best triple jump performance to earn All-Big 12 honors and a berth in the NCAA Championships.

WOMEN’S SOCCER (28-8 in Big 12, 10th in the Big 12):
- Freshman of the Week seven times.
- Player of the Memphis Regional and Big 12 Freshman of the Year, AP All-American (second team), WBCA/State Farm All-America honors and senior Udoh garnered third-team honors from the same outlet.
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Baylor's late-season run
The Baylor men's tennis team came into their final stretch with hopes high as they had marked the end of the record-breaking career of Lenka Broosova. She earned All-America honors in both singles and doubles for the third consecutive season, finishing the season ranked ninth. Broosova ended her career at Baylor as the all-time singles (154) and doubles (120) career wins leader. In 2010, she was also named the ITA Texas Region Player of the Year. The Big 12 Player of the Year and first-team All-Big 12 in both singles and doubles for the fourth consecutive season. In the NCAA Singles Championships, Broosova made a run to the Round of 16, while teammate Nina Serebcegovica made it one win further, before losing out in the quarterfinals.

EQUESTRIAN
(Big 12 Champions)
The Baylor equestrian team completed its season with head coach Ellen White, and did so in fantastic fashion, winning its first-ever Big 12 Championship. Entering as the No. 3 seed in the four-team tournament, the Bears dominated Oklahoma State, 13-3, in the opening round, before knocking off Texas A&M, 9-6 to claim the Bears' ninth straight trip to the Championship's final site and set up a rematch with No. 10 Texas A&M. Baylor would get revenge for its two earlier losses to the Aggies with a 4-1 win, but in its next match the Bears' season would come to a close as they were eliminated in the NCAA quarterfinals by No. 9 Tennessee. As a team Baylor finished 2010 year 24-7 and ranked No. 7 in the country.

The Bears placed three individuals on the All-Big 12 team. Senior Denes Lukacs and junior Jordan Ruix were recognized for their singles play and Roberto Maytin partnered with Lukacs to be honored in doubles. All three would represent Baylor in the NCAA Individual Championships as Lukacs made a run to the round of 16 en route to his third straight ITA All-America honor and Ruix was knocked out in the first round. As a doubles tandem Maytin and Lukacs also dealt a first-round loss.

BASEBALL
(36-24/12-13 in Big 12; NCAA Tournament)
The 2010 Baylor baseball team started its season with one of the longest lineups in program history. The Bears had four freshmen and two sophomores in their usual batting order, so a slow start wasn't entirely unexpected. A five-game home losing streak early in the season was the low point, but the Bears grew up quickly and won 22 of their last 26 games at Baylor Ballpark.

Needing a strong finish to the season to earn a postseason berth or win a series at Texas Tech for the first time since 1998, and then the Bears returned home to close the regular season with a sweep of Oklahoma State. That momentum carried over into the Big 12 Championship, where Baylor swept its pool before losing a late lead in the tournament title game.

Baylor's late-season surge earned it the second seed at the NCAA Fort Worth Regional, where the Bears would eliminate Lamar and Arizona before falling to TCU in the regional title round. With its postseason bid, Baylor became one of just 16 teams to play in 11 NCAA Tournaments since 1998. The Bears' 36-24 record was their best since going to the College World Series in 2005.

MEN'S GOLF
(6th in Big 12/25th at NCAA Championship)
The Baylor Bears made their 13th consecutive NCAA regional appearance in 2009-10 as the No. 9 seed at the NCAA South Central Regional in Bryan, Texas. Norwegian sophomore Joakim Mikkelsen sunk a birdie putt on the first playoff hole at the NCAA South Central Regional to send the Bears to the 2010 NCAA Men's Golf Championships in Ooltewah, Tenn. After finishing tied for fifth at the regional, the Bears made just their fifth NCAA Championships appearance – and first since 2002 – in program history (1980, 1986, 1967, 2002, 2010). Baylor's season ended with a 25th-place finish at the NCAA Championships, missing the cut for match play after 54 holes of stroke play. The Bears posted top-five finishes in seven of their 14 tournaments in 2009-10. Baylor's fifth-place finish at the NCAA South Central Regional was its best regional finish in program history.

ATHLETIC ACHIEVEMENTS

NCAA Central Regional in Columbus, Ind. All 10 NCAA postseason appearances have come under the guidance of 16-year head coach Sylvia Ferdon. Baylor posted six top-five finishes in 12 events in 2009-10, including a tournament win in the Baylor Spring Invitational at Twin Rovers Golf Club.

Hannah Burke became the first three-time All-Big 12 player in program history when the Hertfordshire, England, native earned all-conference accolades in 2010. Burke, who also earned Big 12 All-Tournament honors for a third time in 2010, concluded her stellar collegiate career tied for the Baylor all-time lead with 21 top-10 finishes and the all-time leader in top-five finishes (12).

MEN'S OUTDOOR TRACK & FIELD
(5th in Big 12/14th at NCAA Championships)
Baylor men battled key injuries, but managed to put together their 24th consecutive All-American 4x400-meter relay team with Zwede Hewitt, Michael Leggins, Thaddeus Gordon and James Gilreath. Meanwhile, senior Chris Gowell earned his third All-America honor in the 800 meters.

At the Big 12 Championships, Baylor's 4x100-meter relay team stole the show for the Bears, as Marcus Boyd, Whitney Prevost, Jeremy Thomas and Trey Harts ran through a rain-soaked afternoon to deliver the conference title as part of 17 all-conference performances. The Bears made their presence felt in the sprints with two sprinters among the top eight in the 200, 400 and 800 meters, while also winning the 4x100-meter relay and narrowly missing the 4x400-meter relay title by 0.03 seconds. Baylor placed fifth in the team standings to register its best Big 12 finish since a fourth-place performance in 2001.
While Baylor Athletics continued to enjoy extraordinary 2009-10 academic and athletic success, it also saw the following administrative achievements during the year:

- Thanks to the generosity of more than 6,000 loyal donors, Baylor’s five-year, $90 million Victory With Integrity fundraising campaign raised over $95 million in support of the school’s intercollegiate athletics program. The campaign, approved on February 4, 2005, by Baylor’s Board of Regents, officially closed in February, 2010, Baylor, which topped its original $90 million campaign goal in the fall of 2009, utilized these gifts to provide $62 million in new facilities for its teams; with another $25.5 million being donated in annual giving through the Baylor Bear Foundation over the campaign’s lifetime and $7.5 being provided to grow the athletics endowment.

- The Victory With Integrity Campaign Champions—Jay and Jenny Allison; the Richard W. “Bootsie” George, Jr., Estate; Ted and Sue Gettman; Jim and Nell Hawkins; the late Alwin O. and Dorothy Hurd; Mark and Paula Hurt; Bob and Janice Simpson; Julie and Jim Turner; Jack and Martha Weslager; Richard and Karen Willis and XTO Energy, Inc., were recognized at halftime of the Jan. 23, 2010, Baylor-Miss men’s basketball game.

- The Jay and Jenny Allison Indoor Practice Facility at the Highers Athletics Complex was completed in July 2009 and dedicated on Sept. 26, 2009.

- The Hurd Tennis Building was dedicated on January 24, 2010, prior to the Bears’ 5-2 homecourt victory over Florida. The renovated facility features state-of-the-art

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Karry Forsey was hired as Baylor's first competitive cheer head coach in January 2010. She had spent the past nine years as coach of the cheerleaders and dance team at Blinn College in Brenham, Texas.

In the most recent Gender Equity Scorecard, conducted by Penn State York University Political Science Instructor Charles Kennedy, Baylor ranked fourth in the Big 12 behind Texas A&M, Kansas and Iowa State and 41st nationally, in the study which ranks 115 Division I-A institutions and their conferences on their commitment to gender equity in intercollegiate athletics for the 2008-09 academic year. The Scorecard scores, grades and ranks Universities according to the criteria of participation, scholarship, operation, expenses, recruitment budget and coaches' salaries.

More than $4,500 million during the recently 2009-10 academic year, work continued on the addition of a new indoor practice center adjacent to softball’s Getterman Stadium. Baylor’s Board of Regents also approved a new $3 million state-of-the-art center hung, four-sided video board at the Ferrell Center which will be installed prior to the start of the 2010-11 men’s and women’s basketball seasons, and installation of wall-to-wall artificial turf at Floyd Casey Stadium prior to the 2010 football season. The new turf at Floyd Casey Stadium will match the surface installed in the Allison Indoor Practice Facility.

For the sixth time in as many years, Baylor volleyball established single-game, season average and total home attendance records during the 2006 campaign. The Lady Bears drew a program match record crowd of 3,022 fans for its contest vs. Texas A&M in route to school single-season records for per-match average (815) and total home attendance (11,407) for its 14-date home schedule.

Baylor volleyball established single-game, season average and total home attendance records during the 2006 campaign. The Lady Bears drew a program match record crowd of 3,022 fans for its contest vs. Texas A&M in route to school single-season records for per-match average (815) and total home attendance (11,407) for its 14-date home schedule.

For the third straight year, the Baylor-ISP Sports Network reached the revenue-sharing threshold of the partnership. Team Baylor in 2009-10 included Baylor-ISP Sports’ signature corporate partners—Texas Farm Bureau, Dr Pepper, Hillcrest Baptist Medical Center and Time Warner Cable.

In an effort to jump-start merchandise sales and grow the Baylor brand, Baylor signed a three-year agreement with the Licensing Resource Group in the spring of 2009, and the result was a record licensing year for Baylor. Retired nearly $260,000 in royalties during the 2009-10 academic year, while it has not happened in more than a decade, merchandise sales from its men’s and women’s basketball NCAA Tournament runs. It marked the third consecutive year Baylor’s net royalties had increased, and the 2009-10 eclipsed the previous mark of $245,181 set during the 2005-06 academic year.

Baylorbears.com established records for total number of unique visitors (2,015,416) and average unique visitors per month (167,561). It marked the seventh straight year more than 1.1 million unique visitors visited the site, but the first time it topped the 2 million mark in that category. The official athletic site of Baylor Athletics has averaged more than 100,000 unique visitors in each of the last three years for the first time in the site’s history, and those visitors viewed more than 13.79 million pages in 2009-10—an average of more than 1.41 million page views per month.

Nearly $190,000 in officially licensed Baylor apparel and merchandise was sold through baylorbears.com in 2009-10, the second highest amount in school history and the third straight year sales have topped the $100,000 mark. The 2009-10 sales total of $117,892 is the highest since 2004-05 and generating a record $328,531.31 during the 2004-05 fiscal year. Over the stores first five years sales have totaled nearly $480,000.
Baylorbears.com had a school-record 11,221 subscribers to its on-line audio and video All-Access product in 2009-10, more than double the previous record of 4,756 established just a year earlier. Baylor’s All-Access subscription numbers have grown in each of the last five years, starting with 2,484 subscribers in 2005-06, topping the 4,000 mark for the first time in 2007-08 and reaching the 11,000 mark in 2009-10. Audio continues to be offered free of charge for all events on the web site, while there is a nominal fee for fans to view the video of select home Baylor athletic events.

- Sixty-four (64) Baylor athletic contests in nine sports were televised in 2009-10.
- BaylorVision produced 149 live events in 2009-10.
- Director of Athletics Ian McCaw served as chairman of the Big 12 Director of Athletics during the 2009-10 academic year and completed his second year on the NCAA Recruiting Cabinet.

- Associate Athletics Director for Internal Affairs Paul Bradshaw completed his fourth and final year on the NCAA Women’s Soccer Committee and served as that group’s chairman.
- Executive Associate Athletics Director Todd Patulski completed his second year of service to the NCAA Men’s and Women’s Track & Field Committee.
- Senior Associate Athletics Director Nick Joos completed his seventh year on the College Sports Information Directors of America Board of Directors and served as the organization’s first Past President in 2009-10.