

# RESULTS OF THE MARYLAND ATHLETICS PROGRAM 1994 - 2004

The Maryland Athletics Program was officially recognized in 1888. This document reflects the goals and results for the last 10 years. We are pleased with our progress, but not satisfied. There is much yet to be achieved.

## A. OVERVIEW OF RESULTS

### 1. **Academic Integrity**

#### a) **Graduation Rates**

(Rate calculation does not allow inclusion of student-athletes without scholarships, such as the majority of the men's tennis team, per counting formula currently used by NCAA.)

**1995:** 65% **1996:** 68% **1997:** 69% **1998:** 51% **1999:** 54% **2000:** 61%  
**2001:** 63% **2002:** 68% **2003:** 65% **2004:** 68%

#### b) **Exhausted Eligibility Graduation Rates**

(Scholarship student-athletes who stayed for their entire careers at Maryland)

**1996:** 89% **1997:** 84% **1998:** 76% **1999:** 83% **2000:** 92%  
**2001:** 85% **2002:** 82% **2003:** 86% **2004:** 84%

#### c) **University of Maryland Scholar-Athletes**

(minimum 3.0 GPA in Fall or Spring Semester)

**1995:** 197 **1996:** 240 **1997:** 295 **1998:** 266 **1999:** 294 **2000:** 340  
**2001:** 409 **2002:** 377 **2003:** 311 **2004:** 340

#### d) **ACC All-Academic Athletes from Maryland**

(minimum 3.0 GPA for an entire academic year; ACC does not currently recognize the Academic Achievements of student-athletes on teams for which the NCAA does not offer championships)

**1995:** 120 **1996:** 144 **1997:** 143 **1998:** 150 **1999:** 164 **2000:** 181  
**2001:** 206 **2002:** 200 **2003:** 173 **2004:** 203

2.

**Fiscal Integrity**

a) **Balanced Operating Budgets for Ten Consecutive Years.**  
FY95, FY96, FY97, FY98, FY99, FY00, FY01, FY02, FY03 and FY04.

(From FY84-FY94 no operational budget was balanced.)

b) **1994 Inherited Operating Debt**      —————>      

<b>Paid</b>
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\$8 million

c) **1994 Inherited Facility Debt**      —————>      

<u>2004 Balance</u>
\$ 13,060,180

  
\$43 million

d) **Athletics Department Revenue Transfer to Campus**  
(University overhead, College Park amusement tax, concessions revenue, parking revenue, and merchandising revenue)  
?? FY03 – \$4,350,058  
?? FY04 – \$4,163,035  
?? FY05 projection – \$4,200,000

e) **Special Budget Assistance to University from Athletics Department**  
?? FY02 - provided \$470,000 to campus  
?? FY03 - provided \$1,843,732 to campus  
?? FY04 - provided \$1,839,873 to campus  
?? FY05 – scheduled to provide \$1,839,873 to campus

3.

**Compliance Integrity**

a) **Keys: Education and Appropriate Oversight**

4.

**Overall Competitive Progress of Entire Sports Program**

a) **National Director’s Cup Competition of Athletics Programs**  
(Measures overall competitive excellence)

- 1995 #57
- 1996 #34
- 1997 #32
- 1998 #19
- 1999 #24
- 2000 #45\*
- 2001 #40
- 2002 #44\*
- 2003 #22\*

<b>2004</b>	<b>#24</b>
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Points earned exclusively through  
NCAA Tournament finish each year

\* Scoring structure modified a number of times  
since inception. Will likely require scholarships to  
be provided to the eight men’s teams currently not  
fully scholarshiped to reach Top 20.

**b) Championships**

	<u>1994-95 to 2003-04</u>	<u>All-Time</u>
?? NCAA Championships (Team)	9	16*
?? NCAA Championships (Individual)	0	15**
?? ACC Championships (Team)	20	167
?? ACC Championships (Individual)	31	721
?? Bowls (Orange, Peach, Gator)	3	20

\*12 Women's NCAA Championships ranks 6<sup>th</sup> all-time in Division I.

\*\*15 Individual NCAA Championships were secured via men's sports, for which 8 teams have been underscholarshipped for the last 25 years.

Source: ICA Media Relations Office

**c) Special Department Awards**

?? *US News & World Report* – Honor Roll of 20 Best Athletic Programs – March, 2002 (no ranking done since 2002)

?? *Sports Illustrated* – Top 25 Athletic Programs – September, 2002 (ranking discontinued after 2002)

?? *Sports Illustrated for Women* – Top 10 Athletic Programs for Women – 1999 & 2000 (ranking discontinued after 2000)

**5.**

**Facilities Completed**

- ?? New soccer stadium, 1995
- ?? New track, 1995
- ?? Football upper deck, 1995
- ?? Women's BB locker room, 1995
- ?? Comcast Center, 2002
- ?? Softball Facility, 2002
- ?? Field Turf Football Field, 2003
- ?? New Football Grass Fields, 2003
- ?? Phase I of Field Hockey & Women's Lacrosse facility, 2003
- ?? Gossett Football Team House, expansion, 2004

**Future Facilities/Campaign Priorities**

- ?? Golf team practice facilities, no date
- ?? Ludwig Field upgrades or new facility, no date
- ?? Renovations to Shipley field, 2004, ongoing
- ?? Phase I of field hockey/women's lacrosse facility, August, 2004
- ?? Phase II of field hockey/women's lacrosse facility, August, 2005
- ?? Expansion of indoor facility, no date
- ?? Complete renovation of Varsity Team House, no date
- ?? New Baseball Facility, 2010

**6.**

**Fundraising**

**a) Terrapin Club Annual Gifts Total:**

?	<b>1995:</b> \$2.0 million	<b>1996:</b> \$2.2 million	<b>1997:</b> \$2.5 million	<b>1998:</b> \$2.8 million
?	<b>1999:</b> \$3.4 million	<b>2000:</b> \$3.8 million	<b>2001:</b> \$4.6 million	<b>*2002:</b> \$8.5 million
?	<b>2003:</b> \$7.0 million	<b>2004:</b> \$8.42 million		

\*Year seats assigned in Comcast Center.

?

**b) Overall Fundraising Results:**

**1995-96:** \$ 2,431,824    **1996-97:** \$ 4,036,584    **1997-98:** \$15,182,815

**1998-99:** \$ 7,650,002    **1999-00:** \$19,125,208    **2000-01:** \$20,738,237

**2001-02:** \$16,153,530    **2002-03:** \$11,771,331    **2003-04:** \$12,692,263

[Totals provided by UM Division of University Relations using Council for the Advancement and Support of Education (CASE) counting policy, the standard University-wide measurement.]

**c) Fear the Turtle Campaign**

The goal of the Fear the Turtle campaign is to raise \$1.2M to annually fund scholarships for the eight men’s teams at the University of Maryland that do not have the maximum number of scholarships allowed by the NCAA. These men’s sports include Baseball, Cross Country, Golf, Swimming, Tennis, Indoor Track and Field, Outdoor Track and Field, and Wrestling. They need additional scholarships in order to recruit talented student-athletes to compete effectively for the Terrapins. The campaign allows Maryland alumni and friends to target their donation to one of the under-funded men's sports, so that they may have the best possible opportunity to compete successfully within the ACC and nationally.

<b>Fear the Turtle Campaign (as of August 1, 2004)</b>				
<b>Sport</b>	<b>NCAA Scholarship Limit</b>	<b>Scholarships for 2003-04</b>	<b>Fear the Turtle Commitments</b>	<b>Scholarships for 2004-05</b>
Baseball	11.7	7.6	1.1	8.7
Golf	4.5	2.5	1	3.5
Swimming	9.9	4	1.7	5.7
Tennis	4.5	.5	4	<b>4.5- Fully Funded</b>
Track	12.6	3	3.9	6.9
Wrestling	9.9	5	3.9	8.9
<b>TOTAL</b>			<b>15.6</b>	

**d) Athletic Endowment:**

**The 2004 Total is yet to be determined.** An average of 5% of the interest income from these sources is applied to the annual scholarship bill.

**e) Major Gifts:**

Seven-figure gifts must be pursued for (1) Gossett Football Team House expansion (2) Ludwig Field enhancements, (3) Field Hockey Field enhancements, and (4) Baseball Stadium renovations, (5) a field naming opportunity for Byrd Stadium, and (6) naming opportunity for softball complex.

7.

**Title IX/Gender Equity Commitment and Student Athlete Welfare**

- a) Six-year Title IX plan developed in May of 1995 to reach federal compliance in scholarships and participation rates (51% male, 49% female undergraduate enrollment).
- b) 192% increase in the total budget for women's sports over the last 10 years (1994-95-2003-04) -- a monumental movement toward equity (from \$2,748,934 to \$8,017,813).
- c) Addition of ICA's 25<sup>th</sup>, 26<sup>th</sup> and 27<sup>th</sup> varsity teams: women's golf in 1999, and water polo and competitive cheerleading in 2003.
- d) Student Athlete Advisory Council (SAAC) activated to provide input at campus level, ACC, and to national SAAC.
- e) "Fear the Turtle" campaign began in October of 2003 to solicit funds for 8 historically under-scholarshipped men's sports.

8.

**Quality in the Workplace Committee**

(Developed in 1996-97 as an Appreciation Outreach to Internal Staff.)

- a) Establishment of Social Committee to create special events for employees each year.
- b) New Employee Luncheon annually for new employees.
- c) New Terrapin apparel provided for all full-time staff for work-related assignments (1997 & 2000).
- d) An occasional away football trip for ICA employees (e.g., Temple game in 1997, UVA game in 1998, UVA game in 2000).
- e) Staff invited, free of charge, to annual Student Athlete Picnic.
- f) Special outings, 2004 baseball game and picnic for staff and families.

9.

**Public Service Outreach to the Disadvantaged in Our Area**

(Department-wide Initiatives. There are additional, team led efforts, too.)

- a) **Holiday Adopt-A-Family Program:** Work with Prince George's County Department of Social Services to provide food and clothing to a needy family in the area.
- b) **Thurmont Middle School:** Provide students with the opportunity to "job shadow" staff members in various ICA units as part of 8<sup>th</sup> grade life skills curriculum.
- c) **Sports Marketing:** Provided over 10,000 complimentary tickets to UM athletic events to area organizations in 2003-04 (many representing underprivileged youth).

10.

**Enhanced Quality of Customer Care**

- a) Enhanced customer care to external and internal customers. Included in PRDs\* as a specific goal for most employees.
- b) Our customers include boosters, ticket buyers, members of the media (print and electronic), student athletes, faculty and staff, general student population, coaches, administrators and staff.
- c) AD meets with SGA President to discuss how athletics can work with the student body in ways to support their goals, and meets with members of the University Senate.
- d) The Student Athlete Advisory Council (SAAC) has been formed as an advocate group for all 700 student-athletes. Meets monthly during the academic year.

\*Performance Review and Development is the official annual assessment utilized by the University of Maryland

**B. PERFORMANCE REVIEW & DEVELOPMENT CONSISTENCY: IN EMPLOYEE EVALUATIONS AND FAIR/MEASURABLE ASSESSMENTS**

- 1. Offers a baseline measurement of performance.
- 2. ICA has improved results across the board because staff has clear, measurable goals with specific objectives developed to achieve those goals.
- 3. Annual merit increases are based on PRD evaluations.
- 4. PRD process is used by coaches and administrators to set goals for competitive, academic and financial excellence.
- 5. PRD has provided an avenue of communication about performance.
- 6. PRD increases productivity because employees “buy-in” to objectives/see clear correlation between achieving goals and the results of their annual PRDs and attending rewards.

**C. NCAA CERTIFICATION OF MARYLAND ATHLETIC PROGRAM**

- 1. Fully certified subsequent to on-site visit by NCAA peer review evaluation in May, 1995.
- 2. Among the strengths cited by the peer review team were that “the fiscal controls and budget discipline” were clearly in line with prudent management and fiscal practices.
- 3. Fully recertified during second-cycle of NCAA Certification subsequent to on-site visit by NCAA peer review team in November, 2000.

**Good, better, best  
Never let it rest  
Until your good becomes better  
And your better is the best**