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## LOU ANNA K. SIMON, PH.D. PRESIDENT MICHIGAN STATE UNIVERSITY



Lou Anna K. Simon is the 20th president of Michigan State University, leading the university in advancing the common global good. Her commitment to applying knowledge to benefit society is reflected in her key initiatives and detailed in *Embracing the World Grant Ideal: Affirming the Morrill Act for a Twenty-first-century Global Society*, a monograph available online at [worldgrantideal.msu.edu](http://worldgrantideal.msu.edu).

Simon has a distinguished history with Michigan State University, from earning her doctorate in administration and higher education from MSU in 1974 to her appointment as president by the MSU Board of Trustees in January 2005.

Simon's dedication to advancing Michigan's economic future has been a hallmark of her presidency. She is a member of the Michigan Strategic Economic Investment and Commercialization Board and serves on the board of directors for Business Leaders for Michigan and for Prima Civitas, mid-Michigan's economic development foundation. She also has led MSU's participation in the University Research Corridor, a partnership with the University of Michigan and Wayne State University, to improve Michigan's economy through innovation, technology transfer, and education.

Under Simon's leadership, in 2009, MSU opened its Detroit Center, a 22,000-square-foot facility to foster and to enhance 21st-century learning and partnerships that will serve as catalysts for future prosperity. To address the state's physician shortage, MSU's Colleges of Human

Medicine and Osteopathic Medicine have expanded to Grand Rapids, Detroit, and Macomb County, which has doubled MSU's medical student enrollment. For her support of medical advancement, the Michigan Health Information Technology Commission awarded Simon its 2010 Leadership Award.

Simon also has helped extend MSU's reach in the nation and around the world. She is a member of the Council on Competitiveness, a nonpartisan, nongovernmental organization working to ensure U.S. prosperity; the board of directors for the American Council on Education; and the executive committee of the Partnership to Cut Hunger and Poverty in Africa.

Under Simon's tenure, MSU received more than \$400 million in externally sponsored research in 2008-09. In the past two years, MSU was chosen by the U.S. Department of Energy as the site for the approximately \$600-million Facility for Rare Isotope Beams and selected by IBM to host a global application development center. The university opened the Energy and Automotive Research Laboratories and was named one of the nation's top five campuses for sustainability by the National Wildlife Federation. MSU leads U.S. public universities in study abroad participation, ranks among the nation's top 10 public universities for international student enrollment, and is the sixth largest all-time producer of Peace Corps volunteers.

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# ATHLETICS DIRECTOR MARK HOLLIS

*"We gather and engage our community to teach, support and celebrate our student-athletes in their quest for excellence."*

This is the vision Mark Hollis has for the Michigan State Athletics Department. A Michigan State graduate and veteran Spartan athletics administrator, Hollis assumed the role of MSU's 18th athletics director on Jan. 1, 2008, succeeding Ron Mason.

Hollis was named athletics director-designate on Sept. 12, 2007, and teamed with Mason in the transition throughout the fall of 2007.

Hollis has more than 20 years of athletics administration experience, either at the school or conference level. His well-rounded background has led to his knowledge of all areas within an athletics department, including marketing, financial administration, television negotiations, fund-raising, game operations, facility management, personnel policy, corporate interaction, sports management and public relations.

Hollis, a 1985 MSU graduate, returned to his alma mater in 1995. Since then, he has been a critical component of the athletic department executive management staff, helping guide the department through short- and long-range plans.

On the playing field, Michigan State proved again in 2009-10 to be one of the most consistent athletic departments in the country, finishing 39th in the Learfield Sports Directors' Cup standings, marking the 11th time in the past 12 years the department has placed in the top 40. Highlights included the men's basketball team advancing to the Final Four for the sixth time in the last 12 years and winning its second straight Big Ten regular-season title, field hockey capturing both the Big Ten regular-season and tournament championships, and the football team appearing in its third-straight bowl game. Overall, 11 sports participated in their respective team NCAA Championships, while individuals competed in four more NCAA Championships.

One of Hollis' major goals upon becoming athletics director was accomplished this past spring when he unveiled the new brand and identity program for the athletics department. All of Michigan State's uniforms now incorporate consistent use of colors, logos, lettering and numerals along with standardization for logos. Throughout the project, equal attention was devoted to maintaining an appreciation for the traditions of the past, while positioning the athletics program for the future. The brand and identity program for Michigan State Athletics was a result of nearly a two-year collaborative effort between the athletics department and Nike that included input from university and athletic administration, coaches and student-athletes.

During Hollis' tenure, Michigan State student-athletes have excelled not only in competition, but in the classroom as well. In 2009-10, Spartan student-athletes posted 3.0 or higher semester GPAs in record numbers, as a school-record 365 student-athletes achieved that mark in the spring semester, breaking the previous record of 356 which was set just the previous semester in the fall. Additionally, 224 student-athletes earned Academic All-Big Ten honors throughout the academic year. In 2008-09, the department posted the highest cumulative GPA in program history at 3.0052 for the second consecutive year; it also marked the first time the department has ever had back-to-back years with a cumulative GPA of over a 3.0, as the 3.0038 GPA in 2007-08 set the previous record. The department also set another record in 2008-09 as 13 teams achieved a 3.0 or higher term GPA during the spring semester.

In Hollis' first full season as athletics director in 2008-09, Michigan State enjoyed one of its most successful years of the decade with a 27th-place finish in the Directors' Cup, the best showing for the department since 2003 and the third highest in the department's history. Ten teams earned bids to their respective NCAA Championships, led by the men's basketball team, which reached the national title game against North Carolina while also winning the Big Ten regular-season championship. In addition, the

football team won nine games for the first time since 1999 and played on New Year's Day in the 2009 Capital One Bowl, the men's soccer team won the Big Ten regular-season and tournament championships, and the crew team won its second-straight Big Ten title. Individually, wrestler Franklin Gomez claimed the 133-pound national title.



During the spring semester of Hollis' first year as athletics director in 2008, six winter and spring sports garnered team berths to the NCAA Championships, while individuals saw action in four more NCAA Championships. The men's golf and women's rowing teams claimed Big Ten Championships and the men's basketball program reached the Sweet 16 for the seventh time in 11 years. This success propelled Michigan State to 29th in the Directors' Cup standings.

Prior to his official appointment as athletics director, Hollis played a lead role in two significant head coaching searches during the 2006-07 year. He spearheaded the effort to hire Mark Dantonio as football coach, which has resulted in three consecutive bowl appearances for the program, including a bid to the 2009 Capital One Bowl. He also provided major assistance in the hiring of women's basketball coach Suzy Merchant in the spring of 2007, who led the Spartans to the Sweet 16 in 2009. Hollis' first hire as athletics director arrived on July 2, 2008, when he tabbed Jake Boss Jr. to direct the Spartan baseball program.

Spartan athletic facilities have been upgraded at an unprecedented rate the past decade, and will only continue to improve under Hollis. In August 2008, the Spartans moved into one of the nation's finest football facilities, as a \$15 million expansion and renovation project for the Duffy Daugherty Football Building was completed. MSU alumni Robert and Julie Skandalaris of Bloomfield Hills, Mich., donated \$5 million as the lead gift for the facility expansion and upgrade. The Skandalaris Football Center includes new team, staff and position meeting rooms, coaches' offices and a hall of history. In addition, an expanded weight room was finished in September 2008 that increased the facility in size from 9,000 to 16,500-square feet. Also in 2008, the men's and women's soccer programs opened DeMartin Stadium, a state-of-the-art 2,500-seat facility that enables MSU to host conference and national tournaments. In spring 2009, the baseball program played its inaugural season in McLane Baseball Stadium following a \$4 million donation to the 2,500-seat ballpark by Houston Astros owner Drayton McLane Jr., and a new softball stadium is scheduled to be completed in December 2010.

As a senior associate athletics director, Hollis oversaw all external relations for the MSU athletics department. Included in this group are marketing and promotions, community relations, special-event fund-raising, sports information, ticket operations, spirit groups, broadcast services and corporate sponsorships. He also had sports management supervision of the men's basketball program, while also supervising the cheerleading, dance team and band programs.

Hollis has been recognized by his peers as one of the best in the business. In 2002, he was named recipient of the National Marketer of the Year Award as selected by the National Association of Collegiate Marketing Administrators (NACMA). Under his direction, Michigan State has enjoyed increases in ticket revenues, including nine years of sold-out football seasons and nearly 200 consecutive sellouts in men's basketball. He was successful in negotiating a \$2 million donation to the university for the construction of the Berkowitz Basketball Complex, providing both the men's and women's basketball programs with one of the nation's top office complexes.

One of Hollis' greatest strengths is his ability to "dream big" in an effort to create greater exposure, not just for the Michigan State Athletics Department but for Michigan State University as a whole. He conceptualized "The BasketBowl," establishing a then-world record attendance of 78,129 for a basketball game between

Michigan State and Kentucky at Detroit's Ford Field. The concept of placing the court in the middle of the field in a domed stadium was used by the NCAA at the 2009 Final Four in Ford Field. Michigan State University earned net revenues of \$1 million from the event. Similarly, he executed the "Cold War" ice hockey game between Michigan State and Michigan, drawing a then-world record crowd of 74,554 to an outdoor hockey game in Spartan Stadium.

On Oct. 13, 2005, Michigan State University and WJR - 760 AM announced a five-year agreement to carry Spartan football and men's basketball games, along with coaches' radio shows. The successful partnership led to the announcement on Jan. 19, 2010, of a 10-year extension through 2020. Hollis played a leading role in finding MSU athletics a home on the 50,000-watt Detroit radio station, known as the "Great Voice of the Great Lakes." The agreement has benefited more than just athletics as WJR regularly promotes the academic accomplishments of the university in addition to broadcasting sporting events.

His creativity and negotiation skills have helped Michigan State enhance its postseason bowl appearances in a very competitive environment. During his time at MSU, the Spartans have appeared in the Alamo Bowl twice, along with the Capital One Bowl, Champs Sports Bowl, Citrus Bowl, Aloha Bowl, Sun Bowl, Independence Bowl and the Silicon Valley Football Classic. He is also a key component during men's basketball postseason play, having been a part of 13 straight trips to the NCAA Tournament and six Final Fours, handling many operational logistics.

In this era of college athletics, Hollis also excels in his relations with corporate partners. During his time guiding the office, the athletic department's annual sponsorship revenue billing increased from \$350,000 to nearly \$3 million. He developed an innovative sponsorship relationship with Nike for footwear, apparel and licensing resulting in cash payments to the university and product for all athletic programs.

Hollis also understands the importance of television broadcasts and other multi-media outlets for promoting the athletic department and the University. Through a combination of innovative strategies and personal relationships with ESPN, ABC and CBS television, he has increased Michigan State's television exposure by 60 percent for football and men's basketball. His background in the field allows Hollis to better understand how to use the emerging Big Ten Network to provide national television exposure for each one of MSU's varsity sports, and how to combine athletics with the academic mission of the university. Understanding the importance of the Internet in today's world, he negotiated an Internet agreement that has MSU ranked consistently in the national top 20 with more than 1.8 million page views monthly.

Prior to returning to Michigan State, Hollis spent two years at the University of Pittsburgh as assistant and associate athletic director. While at Pitt, he directed the operations for external affairs, game management and facilities, while also managing the day-to-day operations and budget of the football and men's basketball programs.

Before his stint at Pitt, Hollis worked for the Western Athletic Conference. He joined the WAC as an administrative assistant immediately after college. Two years later, he was appointed assistant to the commissioner and soon thereafter was promoted to assistant commissioner. As assistant commissioner, Hollis was responsible for all aspects of the budget, financial management, corporate sponsorships, promotions, personnel policies, conference tournaments, basketball officiating and general administrative duties. He coordinated relationships with postseason bowl games and television entities, resulting in significant increases in bowl appearances by conference teams.

Hollis earned his bachelor of arts degree in communication from Michigan State in 1985, where he served as a basketball team manager under Jud Heathcote. In 1992, he earned his MBA in business administration from the University of Colorado.

He and his wife Nancy, have a daughter, Katy, and two sons, T.R. and Michael.

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# SPARTAN STADIUM



Spartan Stadium is in its 87th season as home to Michigan State football. Since its opening in 1923, Michigan State has won nearly 69 percent of its games played in Spartan Stadium. In 2005, the natural grass playing surface in Spartan Stadium earned Field of the Year honors from the Sports Turf Managers Association (STMA).

Spartan Stadium represents a tribute to Michigan State's football past and a vote of confidence in its future. A \$64 million expansion project completed prior to the start of the 2005 football season features the addition of nearly 3,000 seats, including 24 suites and a 193-seat press box, bringing the current stadium capacity to 75,005. "The Spartan" statue has been relocated to the atrium of the new structure. The 200,000-square-foot addition also houses the MSU Alumni Association, University Development and other units. The MSU Board of Trustees approved the major addition and expansion project of Spartan Stadium in September 2003.

Here's a quick look at some Spartan Stadium construction milestones:

- Dec. 22, 2003 – Groundbreaking begins at construction site.
- May 7, 2004 – Erection of steel framework begins.
- July 30, 2004 – Topping-out ceremony held as the uppermost steel beam is lifted into place.
- Nov. 13, 2004 – Press box demolition begins just 13 hours after Michigan State concluded its 2004 home schedule against Wisconsin.
- Aug. 1, 2005 – The 20-month construction project was completed.

Barton Malow/Clark served as the construction manager for the Spartan Stadium expansion project, with HNTB providing architectural services.

Prior to the 2002 season, ESPN.com's Mel Kiper Jr. ranked Spartan Stadium No. 8 on his list of the nation's most scenic venues.

Natural grass returned to Spartan Stadium in 2002 after a 33-year absence, with the installation of a modular field. The new playing surface, planted in May of 2001 at MSU's Hancock Turfgrass Research Center, is comprised of a blend of nine varieties of Kentucky bluegrass. The original switch from natural grass to artificial turf came in time for the 1969 season.

Since 1957, capacity crowds have attended 152 games in Spartan Stadium, including the single-game record 80,401 fans who witnessed MSU's 20-19 loss to top-ranked Notre Dame on Sept. 22, 1990. The Spartans have ranked among the NCAA's top 25 in attendance each of the last 54 seasons, including 18th in 2009, averaging 74,741 fans per game.

Season-ticket sales have topped the 60,000 mark five times in Spartan football history, with an all-time record 61,479 season tickets purchased in 2000.

A series of projects paralleling the Spartans' rise to national football prominence enlarged the steel-and-concrete facility from its original 14,000 seats in 1923 to its present size in 1957.

The first came in 1935, the year in which the stadium was officially named Macklin Field, boosting the capacity to 26,000. The 1948 enlargement raised the total to 51,000.

After 9,000 new seats upped the capacity to 60,000 in 1956, the upper decks were added to the east and west stands in 1957, bringing the capacity to 76,000. It also became Spartan Stadium that year. Renovations during the summer of 1994 improved sightlines and comfort for fans, while reducing the capacity to 72,027.

On Oct. 6, 2001, Spartan Stadium added another chapter to its storied history as a world-record crowd of 74,554 attended the MSU-Michigan outdoor hockey game.

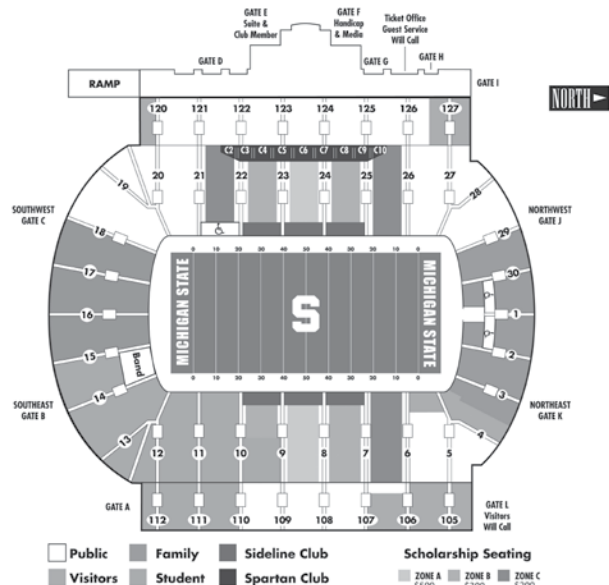
Prior to the 1998 season, a Mitsubishi Diamond Vision was installed in the south end zone and a new scoreboard and black and white message board were added to the north end zone. The CRT video display measures 21 feet x 27 feet and it is operated from a digital production control room in the Breslin Center. The video display board shows live game action, replays and special features. In addition, a concert-quality 50,000-watt sound system was installed.

In 1998, Spartan Stadium celebrated its 75th anniversary plus it reached another milestone that season when it played host to its 400th game, a 29-5 MSU victory over Northwestern on Oct. 31.

With its 49-14 victory over No. 4 Wisconsin in the 2004 home finale, Michigan State recorded its 300th win in Spartan Stadium. Michigan State has compiled a 320-142-13 record (.687) since taking up residency in Spartan Stadium (formerly Macklin Field) in 1923. The Spartans have gone undefeated at home 16 times since the stadium opened, including a perfect 6-0 mark in 1999. It marked MSU's first undefeated home record since 1966 (5-0-1) and its first unbeaten and untied home slate since 1965 (5-0-0).

In addition, Michigan State has suffered only one home loss during a season 28 times. Only nine times in the history of the stadium have the Spartans experienced a losing record at home.

Michigan State's longest home winning streak is 19 games from Oct. 14, 1950, through Nov. 21, 1953.



TOP 10 CROWDS AT SPARTAN STADIUM		
Att.	Opponent	Year
80,401	Notre Dame	1990
80,383	Ohio State	1975
80,193	Notre Dame	2006
80,157	Michigan	1991
80,093	Michigan	1971
80,011	Notre Dame	1966
79,895	Notre Dame	1986
79,776	Michigan	1975
79,687	Michigan	1997
79,561	Purdue	1979

ALL-TIME MSU FOOTBALL SEASON-TICKET SALES		
Rank	Season	Tickets Sold
1.	2000	61,479
2.	2006	61,227
3.	2001	61,198
4.	2005	60,692
5.	1999	60,109



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# SPARTAN STADIUM

## YEAR-BY-YEAR ATTENDANCE

THE UNIVERSITY OF MICHIGAN  
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Year	HOME				AWAY			TOTAL		
	G	Attendance	Avg.	NCAA Rank	G	Attendance	Avg.	G	Attendance	Avg.
1948	5	191,903	38,380	—	5	121,186	24,237	10	313,089	31,309
1949	6	226,786	37,797	—	3	135,478	45,159	9	362,264	40,252
1950	6	229,159	38,193	—	3	183,804	61,268	9	412,963	45,885
1951	5	195,340	39,068	—	4	230,553	57,638	9	425,893	47,321
1952	5	226,856	45,371	—	4	191,334	47,833	9	418,190	46,466
1953	5	248,349	49,669	—	5	327,047	65,409	10	575,396	57,540
1954	4	189,016	47,254	—	5	293,052	58,610	9	482,068	53,563
1955	5	244,863	48,972	—	5	316,377	63,275	10	561,240	56,124
1956	4	203,051	50,762	No. 10	5	348,976	69,795	9	552,027	61,336
1957	6	358,563	59,760	No. 4	3	190,287	63,429	9	548,850	60,983
1958	5	295,938	59,188	No. 4	4	188,296	47,231	9	484,864	53,878
1959	5	288,429	57,685	No. 4	4	285,534	71,383	9	573,963	63,774
1960	4	276,605	69,150	No. 2	5	223,098	44,619	9	499,703	55,523
1961	5	282,607	56,521	No. 6	4	259,361	64,840	9	541,968	60,219
1962	4	273,372	68,343	No. 2	5	190,882	38,016	9	464,254	51,584
1963	5	328,632	65,726	No. 3	4	256,737	64,184	9	585,369	65,041
1964	4	290,080	72,520	No. 2	5	235,250	47,050	9	525,330	58,370
1965	5	347,299	69,459	No. 3	6	425,520	70,918	11	772,809	70,255
1966	6	426,740	71,123	No. 2	4	216,429	54,107	10	643,169	64,317
1967	6	411,916	68,652	No. 3	4	280,203	70,050	10	692,119	69,212
1968	6	414,177	69,029	No. 3	4	265,856	66,462	10	680,033	68,003
1969	5	352,123	70,425	No. 3	5	295,190	59,083	10	647,313	64,731
1970	6	387,051	64,509	No. 6	4	239,840	59,960	10	626,891	62,689
1971	5	306,162	61,232	No. 10	6	364,598	60,766	11	670,490	60,954
1972	6	398,660	66,443	No. 8	5	303,015	60,603	11	701,675	63,789
1973	5	306,542	61,308	No. 10	6	282,211	47,035	11	588,753	53,523
1974	6	386,237	64,372	No. 7	5	308,725	61,745	11	694,962	63,178
1975	6	401,369	66,894	No. 7	5	229,611	45,922	11	630,980	57,362
1976	6	341,440	56,907	No. 15	5	296,904	59,381	11	638,344	58,031
1977	6	369,501	61,583	No. 13	5	249,560	49,912	11	619,061	56,278
1978	6	426,854	71,142	No. 10	5	293,040	58,608	11	719,894	65,445
1979	6	460,135	76,689	No. 5	5	302,398	60,479	11	762,533	69,321
1980	6	420,550	70,092	No. 10	5	281,631	56,326	11	702,181	63,835
1981	6	381,545	63,591	No. 17	5	300,243	60,049	11	671,788	61,072
1982	5	320,925	64,185	No. 17	6	372,647	62,108	11	693,572	63,052
1983	5	359,744	71,949	No. 13	6	345,137	57,523	11	704,881	64,080
1984	6	406,082	67,680	No. 16	6	400,845	66,808	12	806,927	67,244
1985	6	400,496	66,479	No. 16	6	319,397	53,233	12	719,893	59,991
1986	6	423,225	70,538	No. 12	5	336,032	67,206	11	759,257	69,023
1987	6	462,090	77,015	No. 8	6	395,035	65,839	12	857,125	71,427
1988	6	454,948	75,825	No. 9	6	416,349	69,392	12	871,297	72,608
1989	6	433,896	72,316	No. 10	6	299,520	49,920	12	733,416	61,118
1990	5	369,395	73,879	No. 11	7	366,848	52,407	12	736,243	61,354
1991	6	421,231	70,205	No. 12	5	272,146	54,429	11	693,377	63,034
1992	6	358,886	59,814	No. 20	5	246,533	49,307	11	605,419	55,038
1993	6	368,922	61,487	No. 19	6	310,682	51,780	12	679,604	56,634
1994	6	402,163	67,027	No. 17	5	342,045	68,409	11	744,208	67,655
1995	6	431,583	71,930	No. 14	6	293,655	48,942	12	725,238	60,437
1996	6	418,338	69,723	No. 16	6	436,196	72,699	12	854,534	71,211
1997	6	447,924	74,654	No. 13	6	292,660	48,777	12	740,584	61,715
1998	7	490,989	70,141	No. 19	5	386,152	77,230	12	877,141	73,095
1999	6	444,886	74,148	No. 18	6	371,170	61,862	12	816,056	68,005
2000	6	444,138	74,023	No. 19	5	424,569	84,914	11	868,707	78,973
2001	6	442,292	73,715	No. 19	6	333,507	55,585	12	775,799	64,650
2002	8	591,539	73,942	No. 19	4	318,571	79,643	12	910,110	75,843
2003	7	509,811	72,830	No. 20	6	407,758	67,960	13	917,569	70,582
2004	6	441,613	73,602	No. 20	6	392,229	65,372	12	833,842	69,486
2005	6	451,097	75,183	No. 20	5	345,040	69,008	11	796,137	72,376
2006	7	495,731	70,819	No. 21	5	333,743	66,749	12	829,474	69,123
2007	7	493,779	70,540	No. 22	6	441,015	73,503	13	934,794	71,907
2008	7	524,005	74,858	No. 20	6	406,987	67,831	13	930,992	71,615
2009	7	523,186	74,741	No. 18	6	387,758	64,626	13	910,944	70,073

# 2010 OPPONENTS



Illinois



Indiana



Iowa



Michigan



Michigan State



Minnesota



Northwestern



Ohio State



Penn State



Purdue



Wisconsin

	Illinois	Indiana	Iowa	Michigan	Michigan State	Minnesota	Northwestern	Ohio State	Penn State	Purdue	Wisconsin
Sept. 2		Towson				@ Middle Tennessee		Marshall			
Sept. 4	vs. Missouri (St. Louis, Mo.)		Eastern Illinois	Connecticut	Western Michigan		@ Vanderbilt		Youngstown State	@ Notre Dame	@ UNLV
Sept. 11	Southern Illinois		Iowa State	@ Notre Dame	vs. Florida Atlantic (Ford Field, Detroit)	South Dakota	Illinois State	Miami-Fla.	@ Alabama	Western Illinois	San Jose State
Sept. 18	Northern Illinois	@ Western Kentucky	@ Arizona	Massachusetts	Notre Dame	Southern California	@ Rice	Ohio	Kent State	Ball State	Arizona State
Sept. 25		Akron	Ball State	Bowling Green	Northern Colorado	Northern Illinois	Central Michigan	Eastern Michigan	Temple	Toledo	Austin Peay
Oct. 2 Big Ten Season Starts	Ohio State	Michigan	Penn State	@ Indiana	Wisconsin	Northwestern	@ Minnesota	@ Illinois	@ Iowa		@ Michigan State
Oct. 9	@ Penn State	@ Ohio State		Michigan State	@ Michigan	@ Wisconsin	Purdue	Indiana	Illinois	@ Northwestern	Minnesota
Oct. 16	@ Michigan State	Arkansas State	@ Michigan	Iowa	Illinois	@ Purdue		@ Wisconsin		Minnesota	Ohio State
Oct. 23	Indiana	@ Illinois	Wisconsin		@ Northwestern	Penn State	Michigan State	Purdue	@ Minnesota	@ Ohio State	@ Iowa
Oct. 30	Purdue	Northwestern	Michigan State	@ Penn State	@ Iowa	Ohio State	@ Indiana	@ Minnesota	Michigan	@ Illinois	
Nov. 6	@ Michigan	Iowa	@ Indiana	Illinois	Minnesota	@ Michigan State	@ Penn State		Northwestern	Wisconsin	@ Purdue
Nov. 13	Minnesota	@ Wisconsin	@ Northwestern	@ Purdue		@ Illinois	Iowa	Penn State	@ Ohio State	Michigan	Indiana
Nov. 20	@ Northwestern (Wrigley Field, Chicago)	vs. Penn State (Landover, Md.)	Ohio State	Wisconsin	Purdue		vs. Illinois (Wrigley Field, Chicago)	@ Iowa	vs. Indiana (Landover, Md.)	@ Michigan State	@ Michigan
Nov. 27		@ Purdue	@ Minnesota	@ Ohio State	@ Penn State	Iowa	@ Wisconsin	Michigan	Michigan State	Indiana	Northwestern
Dec. 3	@ Fresno State										

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2010  
SPARTANS

COACHING  
STAFF

2009  
RECAP

SPARTAN  
RECORDS

SPARTAN  
HISTORY

HONORS &  
AWARDS

BOWL  
HISTORY

THE  
UNIVERSITY

Subject to Change



# BOWL CHAMPIONSHIP SERIES

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OUTLOOK

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## THE BCS IS:

The Bowl Championship Series (BCS) is a five-game showcase of college football. It is designed to ensure that the two top-rated teams in the country meet in the national championship game, and to create exciting and competitive matchups among eight other highly regarded teams in four other bowl games.

It has been undeniably successful in achieving those goals. Thanks to the BCS, the top two teams have played each other 12 times in 12 years by BCS measurements and 9 times in the last 12 according to the AP poll – including the last six years in a row. Additionally, it has provided more access to the major bowls for all 11 conferences, more television exposure, and more postseason revenue than ever before.

The BCS allows for preserving the significance of the regular season, which is the most meaningful in sports. It also maintains the bowl system to the benefit of dozens of universities each year.

The bowl games participating are the Tostitos Fiesta Bowl, FedEx Orange Bowl, Rose Bowl, Allstate Sugar Bowl and the BCS National Championship Game, which is played each year at one of the bowl sites.

The BCS is managed by the commissioners of the 11 NCAA Football Bowl Subdivision (“FBS”) (formerly Division I-A) conferences, the director of athletics at the University of Notre Dame, and representatives of the bowl organizations. The conferences are Atlantic Coast, Big East, Big Ten, Big 12, Conference USA, Mid-American, Mountain West, Sun Belt, Pacific-10, Southeastern and Western Athletic.

The conference commissioners and the Notre Dame athletics director make decisions regarding all BCS issues, in consultation with an athletics directors advisory group and subject to the approval of a 12-person presidential oversight committee whose members represent all 120 FBS programs.

The five BCS games are part of the overall bowl structure. All bowl games provide meaningful season-ending opportunities to teams.

As one conference commissioner said, “The celebration that occurs among the student-athletes, coaching staff and fans at the end of each bowl games is an indication of the importance of all bowl games.”

The BCS places great premium on the regular season of college football.

“Football weekends are an important ingredient in the overall college experience – going well beyond simply what occurs in the athletics department,” said BCS Executive Director Bill Hancock. “A significant amount of the revenue that supports all athletic programs is generated by regular-season football. And so it is important that the regular season remains strong and vibrant.”

The top two teams were matched in bowl games only eight times in the 56 years before the BCS and its predecessors (the Bowl Coalition and Bowl Alliance) were created. In those days, conferences were contractually obligated to certain games and there was no flexibility to attempt to match the top teams.

The 11 BCS conferences have a contract with ESPN to televise the games through the 2013-14 season.

## REVENUE

Each conference whose team qualifies automatically for the BCS receives approximately \$18 million in net revenue. A second team qualifying brings an additional \$4.5 million to its conference. Notre Dame receives approximately \$1.3 million. Army and Navy also receive \$100,000 each, and the NCAA's Football Championship Subdivision conferences share approximately \$2 million.


## ECONOMIC IMPACT

The total economic impact in the host cities from the five BCS games in January 2009, was estimated at more than \$1.2 billion.


## ACCESS

Each conference had an opportunity to earn annual automatic qualification through a four-year evaluation covering the regular seasons of 2004, 2005, 2006 and 2007. The Atlantic Coast, Big East, Big Ten, Big 12, Pac-10 and Southeastern Conferences met the threshold and earned automatic qualification through the 2013-14 season. A seventh conference could qualify for the 2012-13 and 2013-14 bowl season based on an evaluation of the 2008, 2009, 2010 and 2011 regular seasons.

## BCS BOWL SCHEDULE




**JAN. 1, 2011 | 5 P.M. EST**  
**ESPN**  
PASADENA, CALIF.  
ROSE BOWL (92,059)



**JAN. 1, 2011 | 8:30 P.M. EST**  
**ESPN**  
GLENDALE, ARIZ.  
UNIVERSITY OF PHOENIX STADIUM (73,000)



**JAN. 3, 2011 | 8:30 P.M. EST**  
**ESPN**  
MIAMI, FLA.  
SUN LIFE STADIUM (72,230)



**JAN. 4, 2011 | 8:30 P.M. EST**  
**ESPN**  
NEW ORLEANS, LA.  
LOUISIANA SUPERDOME (72,500)



**JAN. 10, 2011 | 8:30 P.M. EST**  
**ESPN**  
GLENDALE, ARIZ.  
UNIVERSITY OF PHOENIX STADIUM (73,000)



Additionally, institutions can qualify in any given season by meeting certain thresholds.

## A WORD ABOUT A PLAYOFF

The NCAA membership has not voted for the creation of a playoff. Given that context, the conferences created the BCS in order to match the top two teams in a bowl game while maintaining the importance of the regular season and preserving the bowl system.


## BIG TEN BOWL SCHEDULE




**DEC. 26, 2010 | 8:30 P.M. EST**  
**ESPN**  
DETROIT, MICH.  
FORD FIELD (65,000)




**DEC. 28, 2010 | 10 P.M. EST**  
**ESPN**  
TEMPE, ARIZ.  
SUN DEVIL STADIUM (73,000)




**DEC. 29, 2010 | 6 P.M. EST**  
**ESPN**  
HOUSTON, TEXAS  
RELIANT STADIUM (71,500)




**JAN. 1, 2011 | 12 P.M. EST**  
**ESPN**  
DALLAS, TEXAS  
COTTON BOWL (92,000)



**JAN. 1, 2011 | 1 P.M. EST**  
**ABC**  
TAMPA, FLA.  
RAYMOND JAMES STADIUM (65,000)



**JAN. 1, 2011 | 1 P.M. EST**  
**ESPN**  
ORLANDO, FLA.  
FLORIDA CITRUS BOWL STADIUM (65,438)



**JAN. 1, 2011 | 1:30 P.M. EST**  
**ESPN2**  
JACKSONVILLE, FLA.  
MUNICIPAL STADIUM (77,000)