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



Lou Anna K. Simon was appointed the 20th president of Michigan State University by the MSU Board of Trustees in January 2005. An MSU graduate, she began her career at Michigan State as the assistant director of the Office of Institutional Research (now Office of Planning and Budgets) after earning her Ph.D. in 1974. From there, she moved into a variety of administrative roles, including assistant provost for general academic administration, associate provost, and provost and vice president for academic affairs; she served as interim president in 2003.

As president, Simon has engaged Michigan State University in a strategic and transformative journey to adapt the principles of the land-grant tradition to twenty-first century challenges. She has expanded MSU's reach in the state and around the world by focusing the university's strengths on solutions that enhance and protect quality of life: clean and affordable energy, access to education, safe and plentiful food, and health care. She recently outlined these commitments and the philosophy driving them in her monograph *Embracing the World Grant Ideal: Affirming the Morrill Act for a Twenty-first-century Global Society*.

Simon's key initiatives, particularly in economic development and international engagement, reflect her commitment to applying knowledge to benefit society and further the global common good. Simon is a member of the Council on Competitiveness, a nonpartisan, nongovernmental

organization working to ensure U.S. prosperity, and serves on the Blue Ribbon Panel on Global Engagement of the American Council on Education (ACE). She serves on the National Higher Education Security Advisory Board, a group of presidents and chancellors of several prominent U.S. universities that consults regularly with national agencies responsible for security, intelligence, and law enforcement.

Simon's resolute commitment to advancing Michigan's economic future has been a hallmark of her presidency. She serves on the board of directors of Prima Civitas, mid-Michigan's economic development foundation; Business Leaders for Michigan; and the Detroit Branch of the Federal Reserve Bank of Chicago. In the area of international engagement, Simon is a member of the executive committee of the Partnership to Cut Hunger and Poverty in Africa.

Research at Michigan State University reflects Simon's commitment to advancing knowledge and improving quality of life in the world. Under her leadership, MSU has expanded its research in, among other areas, biofuels and green energy; medicine and medical technology; physics and rare isotopes; safe water; and agriculture to address world hunger. Through nearly \$500 million annually in externally sponsored research, Simon is ensuring that Michigan State University makes a significant difference in the region, state, nation, and world.



# ATHLETICS DIRECTOR MARK HOLLIS

2011  
OUTLOOK

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COACHING  
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2010  
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HISTORY

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BOWL  
HISTORY

THE  
UNIVERSITY

*"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. In addition, Hollis serves on the NCAA Men's Basketball Issues Committee and acts as chairperson for the NCAA Amateuism Cabinet.

On the playing field in 2010-11, Michigan State had a record-setting year, winning five Big Ten Championships – the most in department history. The football team won a school-record 11 games and claimed the program's seventh Big Ten Championship en route to participating in the 2011 Capital One Bowl, which marked MSU's fourth-straight bowl appearance and second in the last three seasons on New Year's Day. The baseball team won its first Big Ten title since 1979, while the women's cross country, women's basketball and women's golf teams also won conference championships. Overall, 12 sports participated in their respective team NCAA Championships, while individuals competed in four more NCAA Championships.

In three-plus years with Hollis serving as the athletics director, Michigan State has proved to be one of the most successful athletic departments in the country, as the Spartans have already won 12 Big Ten Championships in addition to appearing in three bowl games and two Final Fours during his tenure.

In 2009-10, MSU finished 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.

One of Hollis' major goals upon becoming athletics director was accomplished in 2010 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 the spring of 2011, the athletic department posted the highest GPA in program history with a 3.0272; it marked the third time in the past four years the department has achieved a record GPA. The department also set another benchmark as 14 teams achieved a 3.0 or higher term GPA during the spring semester. Additionally, 238 student-athletes earned Academic All-Big Ten honors throughout the academic year.

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, 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 four consecutive bowl appearances for the program and a Big Ten Championship in 2010. 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; in just three seasons, Boss won a Big Ten title in 2011, the first for the program in 32 years.

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 the spring of 2009, the baseball program played its inaugural season in McLane Baseball Stadium following a \$4 million donation to the 2,500-seat ballpark by former Houston Astros owner Drayton McLane Jr. This past year, with the help of a \$1 million gift by alumnus Ambassador Peter F. Secchia – the largest cash (outright) gift received by an MSU women's intercollegiate sports program – Secchia Stadium opened for the softball program in the spring of 2011, a 1,100-seat facility located at Old College Field.

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.

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 10 years of sold-out football seasons and more than 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; MSU earned net revenues of \$1 million from the event. The concept of placing the court in the middle of the field in a domed stadium has been used by the NCAA at the past three Final Fours. 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.

Another one of Hollis' ideas will come to fruition on Nov. 11, 2011 – Veteran's Day – when the Michigan State men's basketball team takes on North Carolina in the "Carrier Classic" in San Diego, Calif. Hollis has been instrumental in the planning and implementation of the event, which will be the first NCAA basketball game to be played aboard an aircraft carrier.

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.

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 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 2.1 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. 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.

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.

# SPARTAN STADIUM



Spartan Stadium is in its 88th season as home to Michigan State football. Since its opening in 1923, Michigan State has won 69 percent of its games played in Spartan Stadium.

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.

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

Following the June 26, 2011, U2 "360" concert, the entire playing surface in Spartan Stadium had to be replaced. The new playing surface, planted in April 2010 at Graff's Turf Farms in Fort Morgan, Colo., is comprised of a blend of four varieties of Kentucky bluegrass. The installation of the new sod, transported to Spartan Stadium in 26 refrigerator trucks, took three days (July 12-15).

Spartan Stadium, which officially opened in 1923 at its current location, featured a natural grass playing surface until artificial turf was installed in 1969. The stadium returned to natural grass for the 2002 season. In 2005, the natural grass playing surface in Spartan Stadium earned Field of the Year honors from the Sports Turf Managers Association (STMA).

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 154 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 55 seasons, including 19th in 2009, averaging 73,556 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.

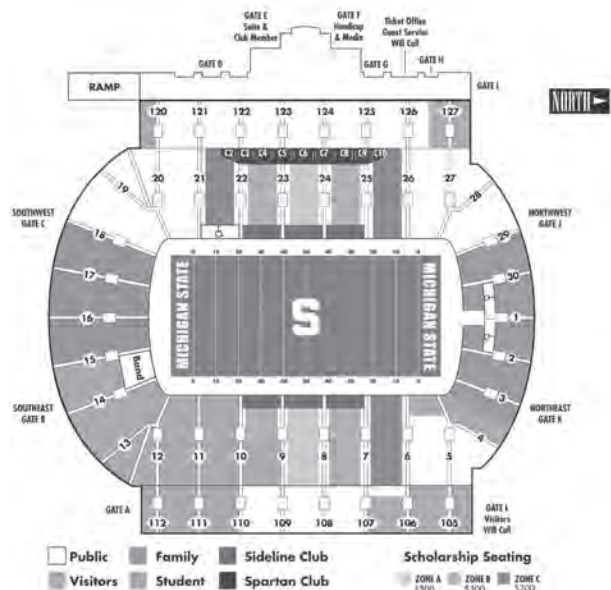
Prior to the 1998 season, a Mitsubishi Diamond Vision was installed in the south end zone and a new scoreboard and black and white message board were added to the north end zone. The CRT video display measures 21 feet x 27 feet and it is operated from a digital production control room in the Breslin 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.

Michigan State has compiled a 327-142-13 record (.692) since taking up residency in Spartan Stadium (formerly Macklin Field) in 1923. With its 35-31 come-from-behind win over Purdue in the 2010 home finale, Michigan State completed its first-ever 7-0 home season and its first undefeated home season since going 6-0 in 1999. The Spartans have gone undefeated at home 17 times since the stadium opened in 1923. With its 49-14 victory over No. 4 Wisconsin in the 2004 home finale, Michigan State recorded its 300th win in Spartan Stadium.

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

2011 OUTLOOK  
2011 SPARTANS  
COACHING STAFF  
2010 RECAP  
SPARTAN RECORDS  
SPARTAN HISTORY  
HONORS & AWARDS  
BOWL HISTORY  
THE UNIVERSITY



# SPARTAN STADIUM

## YEAR-BY-YEAR ATTENDANCE

THE UNIVERSITY OF MICHIGAN  
 BOWL HISTORY  
 HONORS & AWARDS  
 SPARTAN HISTORY  
 SPARTAN RECORDS  
 2010 RECAP  
 COACHING STAFF  
 2011 SPARTANS  
 2011 OUTLOOK

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	7	514,894	73,556	No. 19	6	425,057	70,842	13	939,951	72,303

# 2011 BIG TEN COMPOSITE SCHEDULE



Iowa



Michigan



Michigan State



Minnesota



Nebraska



Northwestern



Illinois



Indiana



Ohio State



Penn State



Purdue



Wisconsin

	LEGENDS DIVISION						LEADERS DIVISION					
Sept. 3	Tennessee Tech	Western Mich.	Youngstown State (Sept. 2)	@ USC	UT-Chattanooga	@ Boston College	Arkansas State	vs. Ball State (Lucas Oil Stadium, Indianapolis)	Akron	Indiana State	Middle Tennessee State	UNLV (Sept. 1)
Sept. 10	@ Iowa State	Notre Dame	Florida Atlantic	New Mexico State	Fresno State	Eastern Illinois	South Dakota State	Virginia	Toledo	Alabama	@ Rice	Oregon State
Sept. 17	Pittsburgh	Eastern Mich.	@ Notre Dame	Miami, Ohio	Washington	@ Army	Arizona State	South Carolina State	@ Miami-Fla.	@ Temple	Southeast Missouri St.	vs. Northern Illinois (Soldier Field, Chicago)
Sept. 24	La-Monroe	San Diego State	Central Michigan	North Dakota State	@ Wyoming		Western Michigan	@ North Texas	Colorado	Eastern Michigan		South Dakota
Oct. 1		Minnesota	@ Ohio State	@ Michigan	@ Wisconsin	@ Illinois	Northwestern	Penn State	Michigan State	@ Indiana	Notre Dame	Nebraska
Oct. 8	@ Penn State	@ Northwestern		@ Purdue	Ohio State	Michigan	@ Indiana	Illinois	@ Nebraska	Iowa	Minnesota	
Oct. 15	Northwestern	@ Michigan State	Michigan			@ Iowa	Ohio State	@ Wisconsin	@ Illinois	Purdue	@ Penn State	Indiana
Oct. 22	Indiana		Wisconsin	Nebraska	@ Minnesota	Penn State	@ Purdue	@ Iowa		@ Northwestern	Illinois	@ Michigan State
Oct. 29	@ Minnesota	Purdue	@ Nebraska	Iowa	Michigan State	@ Indiana	@ Penn State	Northwestern	Wisconsin	Illinois	@ Michigan	@ Ohio State
Nov. 5	Michigan	@ Iowa	Minnesota	@ Michigan State	Northwestern	@ Nebraska		@ Ohio State	Indiana		@ Wisconsin	Purdue
Nov. 12	Michigan State	@ Illinois	@ Iowa	Wisconsin	@ Penn State	Rice	Michigan		@ Purdue	Nebraska	Ohio State	@ Minnesota
Nov. 19	@ Purdue	Nebraska	Indiana	@ Northwestern	@ Michigan	Minnesota	Wisconsin	@ Michigan State	Penn State	@ Ohio State	Iowa	@ Illinois
Nov. 26	@ Nebraska (Nov. 25)	Ohio State	@ Northwestern	Illinois	Iowa (Nov. 25)	Michigan State	@ Minnesota	Purdue	@ Michigan	@ Wisconsin	@ Indiana	Penn State
Dec. 3	Big Ten Championship Game Lucas Oil Stadium • Indianapolis, IN											

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HISTORY

THE  
UNIVERSITY

Subject to Change



# BOWL CHAMPIONSHIP SERIES

2011  
OUTLOOK

2011  
SPARTANS

COACHING  
STAFF

2010  
RECAP

SPARTAN  
RECORDS

SPARTAN  
HISTORY

HONORS &  
AWARDS

BOWL  
HISTORY

THE  
UNIVERSITY

## 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 13 times in 13 years by BCS measurements and 10 times in the last 13 according to the AP poll – including the last seven years in a row. Additionally, it has provided more access to the major bowls for all eleven 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, Discover Orange Bowl, Rose Bowl Game presented by VIZIO, 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-12, 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 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 SHARING

The share an automatic qualifier from one of the five non-AQ conferences will be approximately \$26.4 million. (Those conferences have elected to divide the revenue among themselves according to a formula they have devised.) If no team from the non-AQ conference participates, those conferences would receive approximately \$22.3 million. Each conference whose team qualifies automatically for the BCS receives approximately \$22.3 million in net revenue. The share of each team selected at-large by one of the bowls will be \$6.1 million. Notre Dame

will receive \$6.1 million if it participates in a BCS game; its share will be \$1.8 million if it does not. If Army, Navy or BYU becomes an automatic qualifier or is selected at-large, it will receive \$6.1 million; if not selected, each will receive \$100,000. Each NCAA Football Championship Subdivision conference will receive \$250,000.


## ECONOMIC IMPACT

The total economic impact in the host cities from the five BCS games in January 2010, was estimated at more than \$1.2 billion.

## 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.

## BCS BOWL SCHEDULE




**JAN. 2, 2012 | 5 P.M. EST**  
ESPN  
PASADENA, CALIF.  
ROSE BOWL (92,059)



**JAN. 3, 2012 | 8:30 P.M. EST**  
ESPN  
NEW ORLEANS, LA.  
LOUISIANA SUPERDOME (72,500)



**JAN. 4, 2012 | 8:30 P.M. EST**  
ESPN  
MIAMI, FLA.  
SUN LIFE STADIUM (72,230)



**JAN. 5, 2012 | 8:30 P.M. EST**  
ESPN  
GLENDALE, ARIZ.  
UNIVERSITY OF PHOENIX STADIUM (73,000)



**JAN. 9, 2012 | 8:30 P.M. EST**  
ESPN  
NEW ORLEANS, LA.  
LOUISIANA SUPERDOME (72,500)




## BIG TEN BOWL SCHEDULE



**DEC. 27, 2011 | 4:30 P.M. EST**  
**BIG TEN VS. MID-AMERICAN**  
ESPN  
DETROIT, MICH.  
FORD FIELD (65,000)



**DEC. 30, 2011 | 10 P.M. EST**  
**BIG TEN VS. BIG 12**  
ESPN  
TEMPE, ARIZ.  
SUN DEVIL STADIUM (73,000)



**DEC. 31, 2011 | 12 P.M. EST**  
**BIG TEN VS. BIG 12**  
ESPN  
HOUSTON, TEXAS  
RELIANT STADIUM (71,500)



**JAN. 2, 2012 | 12 P.M. EST**  
**BIG TEN VS. CONFERENCE USA**  
ESPN  
DALLAS, TEXAS  
COTTON BOWL (92,000)



**JAN. 2, 2012 | 1 P.M. EST**  
**BIG TEN VS. SEC**  
ESPN  
ORLANDO, FLA.  
FLORIDA CITRUS BOWL STADIUM (65,438)



**JAN. 2, 2012 | 1 P.M. EST**  
**BIG TEN VS. SEC**  
ABC  
TAMPA, FLA.  
RAYMOND JAMES STADIUM (65,000)



**JAN. 2, 2012 | 1 P.M. EST**  
**BIG TEN VS. SEC**  
ESPN2  
JACKSONVILLE, FLA.  
MUNICIPAL STADIUM (77,000)

