

UNC Charlotte Football Feasibility Committee

Brainstorming Tree on the Addition of College Football

Feasibility Committee Brainstorming Session 7/31/07

Should football be added to UNC Charlotte athletics?

Yes

- Protect/improve athletic program (conference affil. and recruitment/retention)
- Student experience (traditional, well-rounded, more spirit/pride, job/internship opportunities)
- Perception of school ("major" University, year-round media attention, national name recognition)
- Improved student and faculty recruitment
- Economic impact on community
- Additional female sports
- Alum ("Lifetime 49ers," increased support)
- Shorten "10 miles" - give community reason to come to campus
- Brings youth to campus during summer
- Improved athletic scheduling for overall program

No

- High cost (tuition, fees, salaries, facilities)
- Questionable support and attendance from students/faculty - may impact fundraising as well
- Takes away from academics
- Oversaturation/domination by athletics
- Negative element: increases campus violence, athletes with poor academics
- Location off campus would not help
- Inability to play in good conference
- Not much media coverage for the effort

Impact of "No"

- Deterioration of basketball program
- Long-term revenue decrease
- Negative perception of University
- Potential decrease in female sports
- Positive economic impact on other local athletics
- Missed opportunities (media, economic, alum support)
- Athletics lag behind UNCC growth
- Improve conference affiliation/no conference realignment

Which division should UNC Charlotte's football team join?

1-A

- To accomplish "Yes," goal should be 1-A
- Market dictates 1-A program
- Impact on basketball
- Goal to be BCS
- Better competition
- More media
- Meets "permanent" assumption

1-AA

- Could achieve student experience
- Lower cost and revenue potential
- Negative impact on basketball

What funding sources should pay for UNC Charlotte football?

- Student fee increase; set target and build other sources; inquire with Board of Governors
- Remain affordable for students
- Current fees increase about 5%
- Have donor and corporate buy-in from community (ticket sales, sponsorships)
- Gauge support with a threshold
- Look at licensing fees
- Game guarantees
- Ticket sales

Facilities

- Add to campus master plan, along with other Title IX programs
- Immediate needs: office space, locker rooms, weight training space, academics, training rooms, video room
- Future needs: 2 grass fields, 1 turf field, intramural fields, soccer, lacrosse, swimming
- 2 women's sports facilities
- Stadium decisions: on or off campus? temporary or permanent?

Other considerations

- Effect on University infrastructure
- Impact on other sports marketing
- Board of Governors review of University priorities