

Ole Miss®

VISION STATEMENT

The Department of Intercollegiate Athletics at The University of Mississippi will strive to be the number one academic and athletics program through the strong emphasis of core values and the opportunity to experience athletic pursuits at the highest level.

PURPOSE

The ultimate purpose of the Ole Miss Department of Intercollegiate Athletics is to develop students to their fullest potential through athletics.

CORE VALUES

Academic Excellence
Integrity
Social Responsibility
Student-Athlete Welfare
University Integration
Community Engagement
Competitive Excellence

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OLE MISS ATHLETICS OPERATING BUDGET FOR FISCAL YEAR 2013-2014

REVENUES:	TOTAL	% of TOTAL
Football Tickets	15,227,817	21.6%
Basketball Tickets	1,079,150	1.5%
Baseball Tickets	959,650	1.4%
SEC Revenue	21,527,519	30.5%
Merchandising & Licensing	2,275,722	3.2%
Concessions	854,343	1.2%
Apparel/Soft Drink Contracts	2,224,380	3.1%
Multi Media Rights/Sponsorships	2,515,000	3.6%
Game Guarantees	442,500	0.6%
Student Fees/Waivers	2,936,521	4.2%
Annual Fund Revenue	12,054,637	17.1%
Other Contributions	3,527,005	5.0%
Other Revenue	4,915,402	7.0%

TOTAL REVENUE **70,539,646**

EXPENSES:	TOTAL	% of TOTAL
Coaches/Staff Salaries & Benefits	16,465,745	23.3%
Scholarships	8,134,491	11.5%
Team Travel	4,413,009	6.3%
Apparel, Equipment, Supplies	3,345,200	4.8%
Recruiting	1,240,500	1.8%
Game Guarantees	2,811,340	4.0%
Student Athlete Support	5,402,174	7.7%
<small>(Sports Medicine, Strength & Conditioning, Academic Support)</small>		
Athletics Administration	4,736,308	6.7%
Compliance	578,299	0.8%
Media Relations, Marketing, & Ticket Office	4,163,071	5.9%
Facilities & Event Management	5,009,156	7.1%
Utilities	1,348,282	1.9%
Debt Service - Athletics	4,738,329	6.7%
Institutional Support	1,500,000	2.1%
Band/Cheer/Dance	482,837	0.7%
Foundation Operations	4,599,190	6.5%
Other Expenses	1,571,715	2.2%

TOTAL EXPENSES **70,539,646**