

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 2014-2015

REVENUES:	TOTAL	% of TOTAL
Football Tickets	17,231,990	22.5%
Basketball Tickets	1,022,125	1.3%
Baseball Tickets	928,050	1.2%
SEC Revenue	25,545,326	33.4%
Merchandising & Licensing	636,087	0.8%
Concessions	913,500	1.2%
Apparel/Soft Drink Contracts	2,224,565	2.9%
Multi Media Rights/Sponsorships	2,680,000	3.5%
Game Guarantees	2,042,500	2.7%
Student Fees/Waivers	3,109,325	4.1%
Annual Fund Revenue	13,160,850	17.2%
Other Contributions	3,743,341	4.9%
Other Revenue	3,251,235	4.3%

TOTAL REVENUE	76,488,894
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EXPENSES:	TOTAL	% of TOTAL
Coaches/Staff Salaries & Benefits	17,980,141	23.5%
Scholarships	8,395,054	11.0%
Team Travel	4,744,042	6.2%
Apparel, Equipment, Supplies	3,615,110	4.7%
Recruiting	1,226,750	1.6%
Game Guarantees	2,188,800	2.9%
Student Athlete Support	5,665,600	7.4%
<small>(Sports Medicine, Strength & Conditioning, Academic Support)</small>		
Athletics Administration	4,591,061	6.0%
Compliance	615,931	0.8%
Media Relations, Marketing, & Ticket Office	4,813,311	6.3%
Facilities & Event Management	5,446,379	7.1%
Utilities	1,589,686	2.1%
Debt Service - Athletics	4,730,532	6.2%
Institutional Support	1,850,000	2.4%
Band/Cheer/Dance	498,925	0.7%
Foundation Operations	4,698,710	6.1%
Other Expenses	3,838,862	5.0%

TOTAL EXPENSES	76,488,894
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