



## VISION STATEMENT

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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

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

## CORE VALUES

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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 2016-2017

<b>REVENUES:</b>	<b>TOTAL</b>	<b>% of TOTAL</b>
Football Tickets	\$20,464,910	19.34%
Basketball Tickets	1,342,250	1.27%
Baseball Tickets	1,138,400	1.08%
SEC Revenue	38,887,000	36.74%
Merchandising & Licensing	1,213,600	1.15%
Concessions	1,050,000	0.99%
Apparel/Soft Drink Contracts	3,887,310	3.67%
Multi-Media Rights/Sponsorships	4,200,000	3.97%
Game Guarantees	2,827,500	2.67%
Student Fees	1,911,778	1.81%
Non-Resident Tuition Waiver	3,609,556	3.41%
Annual Fund Revenue	21,013,402	19.85%
Other Contributions	213,950	0.20%
Other Revenue	4,078,138	3.85%

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**TOTAL REVENUE** **\$105,837,794**

<b>EXPENSES:</b>	<b>TOTAL</b>	<b>% of TOTAL</b>
Coaches/Staff Salaries & Benefits	\$24,658,815	23.30%
Scholarships	11,593,368	10.95%
Team Travel	6,861,667	6.48%
Apparel, Equipment, Supplies	4,237,130	4.00%
Recruiting	1,452,900	1.39%
Game Guarantees	2,234,300	2.11%
Student Athlete Support	6,437,944	6.08%
Student Athlete Nutrition	2,085,868	1.97%
Athletics Administration	8,687,884	8.21%
Compliance	791,338	0.75%
Media Relations, Marketing, & Ticket Office	6,436,060	6.08%
Facilities & Event Management	9,427,016	8.91%
Utilities	2,332,206	2.20%
Debt Service - Athletics	6,032,914	5.70%
Institutional Support	1,900,000	1.80%
Band/Cheer/Dance	802,754	0.76%
Foundation Operations	2,957,154	2.79%
Transfer to Reserves	2,725,000	2.57%
Officials	881,250	0.83%
Sales Tax	1,578,104	1.49%
Other Expenses	1,724,122	1.63%

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**TOTAL EXPENSES** **\$105,837,794**