

UNLV
Athletic Goals
2011 - 2012

Academic
Compliance
Competition
Revenue Generating
Community Outreach
Equity and Diversity
Financial
IMG

ACADEMIC *goals*

- Student-athletes shall demonstrate academic performance at a higher standard than that of the general student population with regards to the six-year graduation rate and overall GPA.
- Student-athletes who remain at the University after they exhaust their competitive eligibility shall graduate at a rate greater than 80%.
- A minimum of 10 teams will achieve a team semester GPA of 3.0 or higher each each semester.
- Fifty percent of all student-athletes will achieve a semester GPA of 3.0 or higher.
- Each sport shall demonstrate solid evidence of academic performance, student retention, and timely graduation through achievement of a multi-year APR score of 940 or better.



COMPLIANCE *goals*

- **RULES EDUCATION** -- To provide rules education to student-athletes, institutional staff, and the university community.
- **MONITORING** -- To monitor and review all elements of NCAA rules to ensure activities and behaviors are not contrary to NCAA, MWC, and University rules.
- **EVALUATION OF COMPLIANCE MECHANISMS** -- To provide service to the University community, prospects, students and their parents in a manner that reflects courtesy, professionalism, integrity, and competence.
- **NCAA RULES, POLICY & PROCEDURE ENFORCEMENT** -- To maintain a “Zero Tolerance for Major Infractions” or for blatant disregards to rules. To demonstrate that the compliance staff has a high standard of proof to proceed in investigating an allegation of rules violations; the compliance staff will take the time necessary to obtain complete information from individuals involved and outside sources and report all violations in a timely matter to the appropriate entity (e.g. MWC or NCAA).



COMPETITION *goals*

- Have representation from 12 teams in NCAA post-season competition.
- Win three MWC (or equivalent) team championships.
- Win one NCAA team championship.
- Place in the top 80 nationally in the Director's Cup.



REVENUE GENERATING *goals*

- Priority Seating \$3,200,000
- Sport Interest Groups \$634,653
- General Scholarship Fund \$1,785,528
- Total Cash: RAF \$5,620,181**

- Major Gifts and Pledges \$3,500,000 -- (This number is in pledges, NOT cash)
- Suites and Club Seats \$3,700,000
- RAF Memberships 2012
- Total Cash: VIP Seating \$3,700,000**

Total Cash: RAF/VIP Seating \$9,320,181



COMMUNITY OUTREACH *goals*

- Lead the effort to generate \$5 million in total ticket sales for all sports during the 2011-12 academic year.
- UNLV Athletics will be Southern Nevada's leading community partner focusing its efforts on Youth Reading, Youth Health & Wellness, and Parental Involvement.
- UNLV Athletics will be recognized as the premier brand in Southern Nevada through its messaging, creativity, and partnerships with media.
- The new UNLVRebels.com will be the No. 1 website of choice for UNLV fans and will be considered one of the top collegiate athletic websites in the nation for its content and design.
 - Assist the Rebel Athletic Fund's growth to 2012 members by the end of the academic year.



EQUITY & DIVERSITY *goals*

- UNLV will monitor, assess, and take specific necessary actions within its athletics program to ensure full compliance with Equal Opportunity, Affirmative Action, and Title IX policies.
- UNLV will provide at least four educational opportunities to its athletics staff and student-athletes to ensure an environment that values equity and diversity.



FINANCIAL *goals*

- Continue to develop and implement cost containment measures that will assist with financial management.
- Merge the financial operations (accounting principles for TMC and Athletics) into one operation to better meet the needs of the department.
- Implement, in conjunction with RAF, a more comprehensive program to annually use scholarship and endowment dollars.
- Establish a better procedure and accounting system for trade-outs.
- Provide an annual financial report to be used for distribution and publication.
- Annually update the Capital Planning Plan and prioritize the list, to include both Athletics and the Thomas & Mack Center.
- Create a task force to review, revise, and update the 2002-2007 Strategic Planning Plan, to include both Athletics and the Thomas & Mack Center.



IMG *goals*

- Reach our sales goal of \$4.1 million.
- Each member of our sales team will average over eight in-person meetings per week.
- Make 25 new business calls per week.
- Collect 100% of all sponsorship money due.
- Have less than 10% attrition (number of sponsors).
- Continue new Spanish Language Programming (radio, schedule cards, and community outreach in the form of a “Rules of the Game” Clinic) for the 2010 UNLV Football Schedule.
- Create and implement at least two new sponsor events.

IMG

sports · entertainment · media

The slide features a central white area with a subtle, wavy pattern. This area is framed by a thick red border at the top and bottom, which is itself set against a black background. The text is centered within the white area.

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