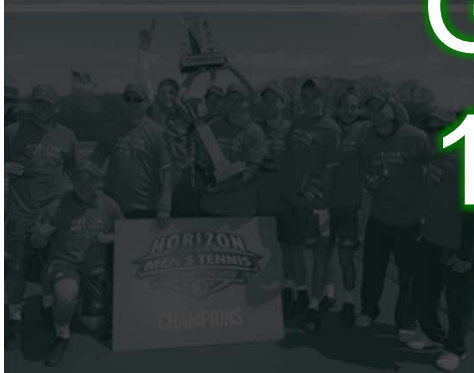




Green Bay Athletics
16 Sports. 1 Team.
Changing Lives.
Building Leaders.



PHILOSOPHY

- ✧ Athletics exists to help the institution grow
- ✧ Decisions made with student-athlete welfare in mind
- ✧ Partner on campus and in the community
 - ✧ The Green Bay and surrounding community wants, values and supports D1 Athletics
- ✧ Win the right way
- ✧ Develop leaders
- ✧ Platform for engagement-Front Porch
 - ✧ 78% of national and regional media attention that UWGB receives comes through the athletics vehicle.



KRESS EVENTS CENTER



Recognized as one of the top 20
Most Impressive College Gyms
and Student Recreation Centers
by Best Value Schools

Intramurals
& Recreation

Health
& Wellness

Events
& Games

KRESS
EVENTS CENTER

NCAA Division I Athletics



Competitive History

- 31 consecutive semesters with a GPA above a 3.0
- 32 conference championships
- 36 tournament/meet championships
- 62 post-season appearances
- 32 All-Americans
- 35 conference players of the year
- 47 conference coaches of the year
- KEC top 20 facility
- KEC usage increasing
- Largest student employer



Year Two: Walking the Talk

- Addressed the low hanging fruit
 - Apparel deal
 - Pouring rights
 - Currently working with media rights deal to better benefit athletics
 - Filled vacancies on senior administration staff. Peeling back the layers of the onion.
- Creative funding
 - Game guarantees in MBB contract
 - Buy-outs in coaching contracts
 - Outsource head athletic trainer position
 - Hotel contracts for teams



Year Two: Walking the Talk

- Record breaking fundraising
 - Phoenix Fund raised \$1MM+ for first time (33% increase)
 - Phoenix Steak Fry raised \$150,000 (82% increase)
 - Women's basketball golf outing raised \$100,000+ (22% increase)



IT TAKES A VILLAGE



Challenges

- Finances
 - Smallest budget in the league
 - Budget cuts
 - How we make our decisions (4 guiding principles)
- Staffing: one deep in all areas
 - Academics and compliance
 - PT Coaches
- Relevancy
 - Only way to remain relevant is to compete at high level



Horizon League Budgets

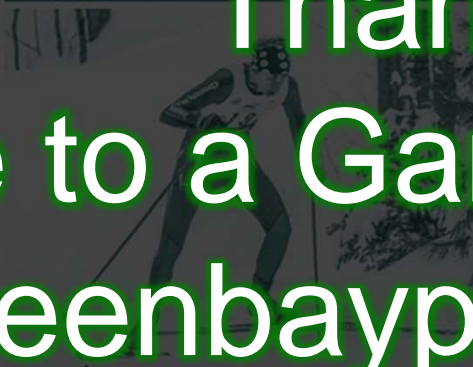
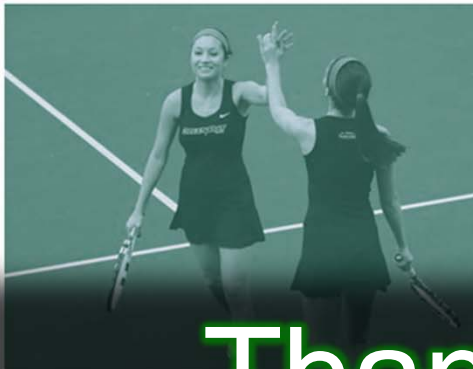
Illinois-Chicago	\$20.87M	16 Sports	405 SAs
Youngstown State	\$14.39M	16 Sports	360 SAs
Milwaukee	\$12.97M	13 Sports	298 SAs
Detroit	\$13.00M	17 Sports	309 SAs
Oakland	\$12.72M	16 Sports	326 SAs
Valparaiso	\$11.70M	17 Sports	333 SAs
Cleveland State	\$11.29M	16 Sports	326 SAs
Northern Kentucky	\$11.95M	13 Sports	270 SAs
Wright State	\$11.24M	15 Sports	255 SAs
Green Bay	\$8.82M	16 Sports	262 SAs



2015-2016 Big Picture Items

- Successful hosting of Horizon League women's basketball championship
- Continue to build men's basketball
 - Scheduling, budgets, men's tourney, aggressive distribution model
 - Re-visit contract with UW-Madison
- Involvement in campus dining RFP in order to enhance student-athlete welfare
- Continue to increase fundraising and grow external revenue
 - i.e. St. Norbert College rental
- Strategic Plan (spring 2016)
- Grow student-athlete development experiences
 - High Performance Team (campus and community collaboration)
- Division I athletics will aid UWGB growth agenda
 - 4 College Model
 - Accredited School of Business
 - Graduate Programs
- Work to re-negotiate media rights deal
- Grow base of former athletes
 - FAAC
 - Hall of Fame
 - Varsity GB





Thank You
Come to a Game. Follow Us.
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[@gbphoenix](https://www.instagram.com/gbphoenix)