Green Bay Athletics
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.
Recognized as one of the top 20 Most Impressive College Gyms and Student Recreation Centers by Best Value Schools
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)
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

<table>
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<tr>
<th>Institution</th>
<th>Budget</th>
<th>Sports</th>
<th>SAs</th>
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<tr>
<td>Illinois-Chicago</td>
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<tr>
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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.
greenbayphoenix.com
@gbphoenix