# Xavier Athletics Vision

To enhance Xavier's identity, visibility and brand by building the premier athletics program in the BIG EAST.

**Mission**

Xavier Athletics empowers student-athletes to excel academically, athletically and spiritually. Athletics serves as a platform for national exposure and a vehicle for the pride and engagement of students, faculty/staff, alumni and Cincinnati.

## OVERARCHING FOR FY15

<table>
<thead>
<tr>
<th>OBJECTIVE</th>
<th>POINT</th>
<th>FY14 FINAL</th>
<th>FY15 FINAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effectively execute the strategies and action steps outlined in Magis, Xavier's strategic plan for Athletics.</td>
<td>CSS</td>
<td>Accomplished</td>
<td></td>
</tr>
<tr>
<td>Increase external revenues by at least 5%.</td>
<td>CSS</td>
<td>Completed</td>
<td></td>
</tr>
</tbody>
</table>

## STUDENT-ATHLETE SUCCESS

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Maintain overall student-athlete GPA of 3.24.</td>
<td>ANW</td>
<td>3.23 GPA</td>
<td>3.29 GPA</td>
</tr>
<tr>
<td>Achieve a minimum GSR of 95%.</td>
<td>ANW</td>
<td>97%</td>
<td>94%</td>
</tr>
<tr>
<td>Earn NCAA APR public recognition awards.</td>
<td>ANW</td>
<td>5</td>
<td>5 NCAA APR Public recognition awards with 4 of 5 being perfect multi-year scores of 1,000.</td>
</tr>
<tr>
<td>Maintain Employment Graduation Rate for student-athletes that is at least equal to the overall student body.</td>
<td>ANW</td>
<td>Not Available</td>
<td>No baseline student-athlete EGR until next year. EGR for Xavier Class of 2013-14 was 94%.</td>
</tr>
</tbody>
</table>
### ATHLETICS SUCCESS

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<tr>
<td>Overarching athletic aspirations: all sports consistently finishing in</td>
<td>TPE</td>
<td>8 of 18 - Men's Soccer, Men's Basketball, Women's Cross Country, Men's</td>
<td>Top-half finishes for regular season: Men's Soccer, Volleyball, Men's Tennis and Women's Tennis. (4 out of 8 with regular season standings).</td>
</tr>
<tr>
<td>the top half of the BIG EAST; team sports regularly competing for league</td>
<td></td>
<td>Swimming, Women's Swimming, Men's Tennis, Women's Tennis and Volleyball</td>
<td>Top-half finishes for tournament: Men's Basketball, Men's Soccer, Men's Swimming, Women's Golf, Men's Golf, Men's Tennis, Women's Tennis, Volleyball, Women's Swimming, Women's Basketball.</td>
</tr>
<tr>
<td>championships and post-season; and the goal of a national championship</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>in either a flagship or priority BIG EAST sport.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 of 18 sports finish in the top half of their BIG EAST standings.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Win at least one BIG EAST championship.</td>
<td>TPE</td>
<td>2 BE Championships - Baseball and Men's Swimming</td>
<td>1 BE Championship: Men's Swimming.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 Team NCAA Appearances - Baseball and Men's Basketball</td>
<td>2 NCAA Appearances: Men's Basketball and Men's Soccer.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 Individual NCAA Appearances - Track/Field and Cross Country</td>
<td>1 Individual NCAA Appearance: Men's Golf</td>
</tr>
<tr>
<td>Improve on Director's Cup finish from last year; finish in the top</td>
<td>TPE</td>
<td>252nd out of 349; w/in BE 9th out of 10</td>
<td>122nd overall and 6th in the Big East.</td>
</tr>
<tr>
<td>half of the BIG EAST in overall competitiveness.</td>
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### VISIBILITY AND BRANDING

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<td>Improve performance measures for TV and web exposure.</td>
<td>BTH</td>
<td>MBB TV Rating - 76 HH (000) GoXavier.com Page Views - 3,892,388 (+11.5%)</td>
<td>TV ratings to date - Avg. of 104 HH (000). 25 broadcasts on Fox Networks.</td>
</tr>
<tr>
<td>Total event attendance of at least 500,000 at the Cintas Center.</td>
<td>MKB</td>
<td>446,905</td>
<td>500,000+</td>
</tr>
<tr>
<td>Increase licensing revenue.</td>
<td>BTH</td>
<td>$107,830</td>
<td>$128,457; growth of 19.1%</td>
</tr>
<tr>
<td>Increase the number of streamed home events</td>
<td>TPE</td>
<td>29</td>
<td>30</td>
</tr>
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</table>
### Engagement Objective

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| BTH   | Faculty/Staff 71.1%  
Student 70.6% | Faculty/Staff 64.4%  
Student 75.9% |
| BTH   | Facebook - 19,432 (+30%)  
Twitter - 7,000 (+43%) | Facebook - 23,989 "likes" (+23%)  
Twitter - 9,692 "followers" (+38%)  
Instagram - 1,994 "followers" (+45%) |

### Financial Sustainability Objective

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<tr>
<td>CSS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RJF</td>
<td>$1,879,000</td>
<td>$1.34 million for FY15.</td>
</tr>
<tr>
<td>BTH</td>
<td>9</td>
<td>9 sell outs. Avg Paid attendance increased to 9,344; and actual attendance increased to 7,075.</td>
</tr>
<tr>
<td>BAS</td>
<td>$2,856,052</td>
<td>Finished at $2,878,475.</td>
</tr>
<tr>
<td>BAS</td>
<td>6,480</td>
<td>Increased to 6,776.</td>
</tr>
<tr>
<td>TJK</td>
<td>3.5 suites unsold on season basis</td>
<td>Suites sold for all games; 3.5 unsold on a season basis.</td>
</tr>
<tr>
<td>BAS</td>
<td>763</td>
<td>750 tickets sold.</td>
</tr>
<tr>
<td>BAS</td>
<td>$44,430</td>
<td>Finished at $37,877.</td>
</tr>
<tr>
<td>BAS</td>
<td>443</td>
<td>356 tickets sold.</td>
</tr>
<tr>
<td>MJD</td>
<td>$273,752 in MG cash in FY14</td>
<td>Will exceed $2 million.</td>
</tr>
<tr>
<td>BEM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MJD</td>
<td>$4,964,857</td>
<td>Total Athletics giving as of 6/17/15 is up $3.5M; an increase of 66%.</td>
</tr>
<tr>
<td>SLB</td>
<td>$1,112,460</td>
<td>Will end over $1,205,075 up 8.3%.</td>
</tr>
<tr>
<td>SLB</td>
<td>1,223 donors at $1,000+</td>
<td>1,249 donors at $1,000+. An increase of 26.</td>
</tr>
<tr>
<td>MKB</td>
<td>$411,439</td>
<td>Projected $430,000 net revenue.</td>
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## INTEGRITY, EQUITY AND DIVERSITY

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<tr>
<td>No Level 1 or Level 2 NCAA rules violations.</td>
<td>TBA</td>
<td>None</td>
<td>TBA</td>
</tr>
<tr>
<td>Monitor and maintain equity and diversity objectives.</td>
<td>TBA</td>
<td>Needs to be fully developed by new AAD</td>
<td>TBA</td>
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## FACILITIES

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<tr>
<td>Finalize Cintas Center Plan</td>
<td>GAC</td>
<td>N/A</td>
<td>Plan is complete.</td>
</tr>
<tr>
<td>- Funding Model</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Project List</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Timeline</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Convert former Hoff Dining space to SAAS space.</td>
<td>RJF</td>
<td>N/A</td>
<td>Received all University approvals. Construction has started.</td>
</tr>
<tr>
<td>Complete tennis court project.</td>
<td>RJF</td>
<td>N/A</td>
<td>Completed</td>
</tr>
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