

***CENTRAL
CONNECTICUT***



ATHLETICS



WHERE WE STAND: NATIONALLY

NCAA Division I is made up of 337 member institutions.

	FBS	<i>FCS</i>	AAA
Total Members	120	<i>119</i>	100

CCSU IS AN FCS MEMBER INSTITUTION

FCS is comprised of: Private Institutions: 45

TM

PUBLIC INSTITUTIONS: 74

CCSU IS A MEMBER OF THE NORTHEAST CONFERENCE

THE NORTHEAST CONFERENCE is comprised of 1 Public & 11 Private Institutions.

CCSU IS THE ONLY PUBLIC SCHOOL IN OUR CONFERENCE.





NATIONAL SNAPSHOT

Division I	FBS	<i>FCS</i>	<i>CCSU</i>	AAA
Median	\$45,887,000	<i>\$12,019,000</i>	<i>\$11,746,819</i>	\$10,502,000

REGIONAL SNAPSHOT

	CT-FBS University of Connecticut	CT-FCS Yale University	CT-FCS Sacred Heart University	<i>CCSU</i>	CT-AAA University of Hartford	CT-AAA Quinnipiac University
Expenses*	\$62,948,800	\$36,610,620	\$20,088,340	<i>\$11,746,819</i>	\$11,232,756	\$17,059,947

*Athletic Expenses – Institutions in Connecticut

Based on FY '09-10





CCSU COMPARISON TO COMPARABLE INSTITUTIONS AND NEC MEMBERS

	Total Expenditures	Athletics Expenditures as percentage of Institutional Expenditures
<i>CCSU</i>	<i>\$11,764,819</i>	<i>5.6%</i>
All FCS Comparison	50 th percentile \$12,356,619	50 th percentile 5.7%
FCS Public Comparison	50 th Percentile \$10,176,505	50 th percentile 5.1%
Northeast Conference Comparison	50 th Percentile \$11,764,819	25 th percentile 6.6%
America East Conference Comparison (7/9 large regional publics)	25 th percentile \$12,445,688	75 th percentile 5.3%

Comparison data FY '09-10





CCSU COMPARISON TO COMPARABLE INSTITUTIONS AND NEC MEMBERS

	Athletic Expense Rate of Change v. University Expense Rate of Change	Athlete Expenses/ Student Athlete
<i>CCSU</i>	<i>2.4%</i>	<i>\$32,589.50</i>
All FCS Comparison	50 th percentile 1.4%	50 th percentile \$32,370.50
FCS Public Comparison	50 th Percentile 1.4%	50 th percentile \$32,492.70
Northeast Conference Comparison	50 th Percentile 2.0%	50 th percentile \$30,069.1
America East Conference Comparison (7/9 large regional publics)	50 th percentile 1.5%	25 th percentile \$30,720.90

Comparison data FY '09-10





CCSU COMPARISON TO COMPARABLE INSTITUTIONS AND NEC MEMBERS

	Total Athletics Revenue	Revenue Self Sufficiency
<i>CCSU</i>	<i>\$12,275,725</i>	<i>11.3%</i>
FCS Comparison	50 th percentile \$12,377,352	25 th percentile 16.8%
FCS Public Comparison	50 th Percentile \$10,486,335	25 th Percentile 23.6%
Northeast Conference Comparison	50 th Percentile \$11,847,221	50 th Percentile 10.9%
America East Conference Comparison (7/9 large regional publics)	25 th percentile \$12,883,756	25 th percentile 18.4%

Comparison data FY '09-10





NORTHEAST CONFERENCE SURVEY (FY '11-12)

Northeast Conference Sports of Emphasis Comparison

Category & Rank	Athletic Aid Equivalencies Rank (No. Reported)	Operating Budget Rank (No. Reported)
M Basketball	All schools fully Fund - 13	4th (12)
W Basketball	All schools fully fund – 15	5th (12)
Baseball	3rd(9)	7th (9)
Softball	5th (11)	4th (11)
M Soccer	5th (11)	7th (11)
W Soccer	3rd (11)	6th (11)





NORTHEAST CONFERENCE

SURVEY (CONT.)

Sponsored Sports Comparison

Category & Rank	Athletic Aid Equivalencies Rank (No. Reported)	Operating Budget Rank (No. Reported)
Football	2 nd (9)	8 th (9)
M Golf	4 th (11)	8 th (11)
W Golf	4 th (11)	8 th (11)
Lacrosse	10 th (10)	7 th (10)
Swimming	3 rd (7)	4 th (7)
M XC/Track	9 th (12)	7 th (12)
W XC/Track	10 th (12)	8 th (12)
Volleyball	4 th (9)	6 th (9)





DEMOGRAPHICS

FT Undergraduates	In State	Out of State	% In State	% Out of State
7823	7588	235	97%	3%

Taken from the CCSU Enrollment report, 2011

Student Athletes	In State	Out of State	% In State	% Out of State
374	228	146	61%	39%

FY '11-12, as of first date of competition

3% OF THE STUDENT BODY IS OUT OF STATE

39% OF STUDENT ATHLETES ARE OUT OF STATE

OUR STUDENT ATHLETES ADD TO THE DIVERSITY OF CAMPUS





SCHOLARSHIP

	# Student Athletes	# Equivalencies Awarded	Total Athletic Aid	Scholarship Expenses as % of Total Expenses
FCS*	382	165	\$3.5 million	28.9%
CCSU	404	115.82	\$2.56 MILLION	27%

FY '09-10, all athletes TM

*Median 2010, Sport Participation & Scholarship
NCAA/Financial Sustainability of Division I, August 2011





SCHOLARSHIP

	Student Athletes	# with Athletic Aid	# with Full Aid	# with Partial Aid	# with No Athletic Aid	Total Athletic Aid	Need Based Aid
FY '09-10	404	245 (61%)	37 (9%)	208 (51%)	159 (39%)	2.56 Million	1.57 Million
FY '10-11	419	277 (66%)	34 (8%)	243 (58%)	142 (34%)	2.93 Million	1.55 Million
FY '11-12	404	256 (63%)	45 (11%)	211 (52%)	118 (29%)	3.1 Million	\$1.39 Million

All athletes

APPROXIMATELY 1/3 OF OUR ATHLETES RECEIVE NO ATHLETIC AID

*FY '09-10, tuition and fees increased 5.5% - \$135,000

FY '10-11, tuition and fees increased 5.6% - \$150,000

FY '11-12, tuition and fees increased 2.43% - \$80,000





SCHOLARSHIP REVENUE

Total cost FY '12*	\$6, 698,000
Athletics aid paid	\$3,100,000
Need based aid granted	\$1,390,000
Costs paid by student athletes	\$2,208,000
Total approximate revenue paid to CCSU	\$5,308,000

*Approximate costs are derived from the following:

Tuition, fees, room and board charges to all on campus student athletes (in state and out of state tuition/fee rates) and Tuition/fee charges to all off campus student athletes (in state and out of state tuition/fee rates)





STRATEGIC OBJECTIVES

1. Provide each student-athlete with a positive educational experience.
2. Be the premier athletics program in the Northeast Conference.

CORE VALUES

TM

Hard Work
Competitiveness
Commitment
Determination
Pride
Passion
Family





OPERATING PRINCIPLES

- Student-Athlete Experience
- Staff Experience and Development
- Commitment To Rules Compliance
 - Academic Success
 - Athletic Success
- Campus Integration
- Community/External Engagement
- Branding – Spirit/Pride/Identity
 - Facility Master Plan
 - Fiscal Responsibility
 - Revenue Generation





ACADEMIC SUCCESS

Fall 2011, cumulative student athlete GPA, 2.89: 374 Student-Athletes

10 teams with a GPA > 3.0: 56% of Sponsored Teams

223 student athletes, GPA > 3.0: 60% of Student-Athletes

112 student athletes, GPA > 3.5: 29% of Student-Athletes

14 student athletes, GPA > 4.0: 4% of Student-Athletes

Academic Progress Rate TM measures eligibility and retention for Division I student-athletes, developed as an early indicator of eventual graduation rates. Currently all but one team achieved a single/multi-year 925 (930*) APR score, the eligibility requirement. Our current average score is 960.





COMMUNITY/EXTERNAL ENGAGEMENT

- 2010-11, Student athletes logged over 3,000 hours of community service
 - Boys & Girls Club New Britain, Hospital of Special Care, Interval House
- 2011-12, with the aid of the Wal-Mart Foundation Grant, student athletes are able to contribute even more to their surrounding community
 - 7 local elementary schools, New Britain Housing Authority
- Through the grant, student athletes have reached out to over 3,600 students grades K-5
- 2012, CCSU Athletics hosted their first annual National Girls and Women in Sports Day, 4 teams volunteered, over 50 community participants
- 2012, CCSU Athletics hosted their first annual Read Across America Day, Student Athlete Advisor Council volunteers, over 100 community participants
- This means over 3,700 young people have been inspired to become fans of CCSU and the Blue Devils, just this Winter





ATHLETIC SUCCESS

NEC Commissioner's Cup Standings (12 Institutions)

Year	Place
97-98	6 th
98-99	2 nd
99-00	3 rd
00-01	3 rd
01-02	4 th
02-03	6 th
03-04	7 th
04-05	7 th
05-06	8 th
07-08	7 th
08-09	6 th
09-10	6 th
10-11	5 th

Goals:

2011-12 Finish top 4 in the NEC Commissioner's Cup. *Currently 4th*





ATHLETIC SUCCESS BEGINNING 1996 - 1997

- Northeast Conference regular season championships, 17
- Northeast Conference tournament championships, 34
- NCAA tournament teams, 15
 - Men's Basketball tournament titles
 - 2000
 - 2002
 - 2007
- 2003, Women's soccer recorded first NCAA Division 1 tournament win
- 2008, Men's soccer recorded first NCAA Division 1 tournament win in men's sports, reached sweet sixteen





FUNDRAISING

	Unique Donors	% of Overall Unique Donors	Amount	% of Overall Amount
AVG LAST 3 YEARS (FY09-11) ATHLETICS	662	15.70%	\$437,469.67	14.31%
Avg last 3 years (FY09-11) Other	3,556	84.30%	\$2,620,291.00	85.69%
AVG LAST 5 YEARS (FY07-11) ATHLETICS	693	16.51	\$390,725.40	15.43%
Avg last 5 years (FY07-11) Other	3,502	83.49%	\$2,141,445.00	84.57%



BRANDING/ADMISSIONS

- 1985, CCSU's first year as a D1 program
 - Applications: 4,370
- 2011, 26 years CCSU as D1 program
 - Applications: 6,428
- 1985-2011, 47% INCREASE IN APPLICATIONS***
- 2001 (After Men's Basketball win's the NEC tournament)
 - APPLICATIONS INCREASED 5% (4,443 TO 4,660)***
- 2003 (After Men's Basketball win's the NEC tournament)
 - APPLICATIONS INCREASED 9% (5,084 TO 5,523)***
- 2008 (After Men's Basketball win's the NEC tournament)
 - APPLICATIONS INCREASED 7% (5,668 TO 6,061)***





BRANDING/INSTITUTION EXPOSURE

Men's Basketball Home Game Attendance

Season	NEC Rank	Home games/ attendance	Avg	NEC Avg
97-98	8 th	8/5420	678	1162
98-99	9 th	10/8710	871	1138
99-00	2ND	9/22390	2488	1275
00-01	1ST	10/16787	1679	1061
01-02	1ST	10/25523	2552	1169
02-03	1ST	9/17381	1931	1210
03-04	2ND	9/17201	1911	1227
04-05	2ND	9/15744	1749	1077
05-06	1ST	9/18263	2029	1218
06-07	2ND	9/17737	1971	1236
07-08	1ST	9/16275	1808	1158
08-09	1ST	9/18669	2074	1160
09-10	2ND	9/13943	1549	1034
10-11	2ND	9/17549	1950	1167



BRANDING/INSTITUTION EXPOSURE

- From 2/24/11-2/24/12, ccsu.edu received 6,372,362 visits
- In one year, ***CCSUBLUEDEVILS.COM*** received 1,400,000 visits
- ***FROM 2010-11, OVER 10 ATHLETICS EVENTS WERE HELD THAT DREW IN OVER 3,000 CCSU ALUMNI***

