



**OAKLAND  
GOLDEN GRIZZLIES**



# STUDENT-ATHLETE EXPERIENCE

## » Academics

- Fall 2015 GPA – 3.21
- 125 student-athletes with over 3.2 GPA
- 14<sup>th</sup> consecutive semester with 3.0+ cumulative GPA

## » Community Service

- Over 3,000 hours served in our communities

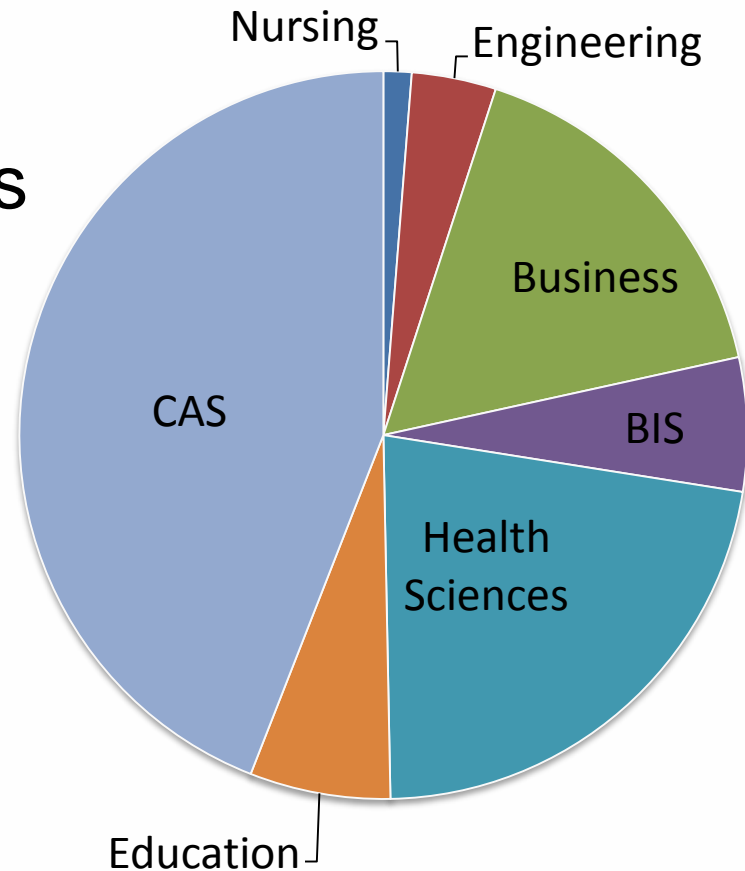
## » Athletics Success



# WHO ARE OAKLAND UNIVERSITY STUDENT-ATHLETES?

» 320 Total Student-Athletes

- No cluster of majors
  - Nursing – 4
  - Engineering – 12
  - Business – 53
  - BIS – 19
  - Health Sciences – 71
  - Education – 20
  - CAS – 141



# THE FLUTIE EFFECT



# ATHLETICS, BRANDING, AND CAMPUS LIFE

- » Athletics is the front porch of the university
- » Athletics, Branding and Campus Life
  - Branding the university and campus
  - Add to campus life

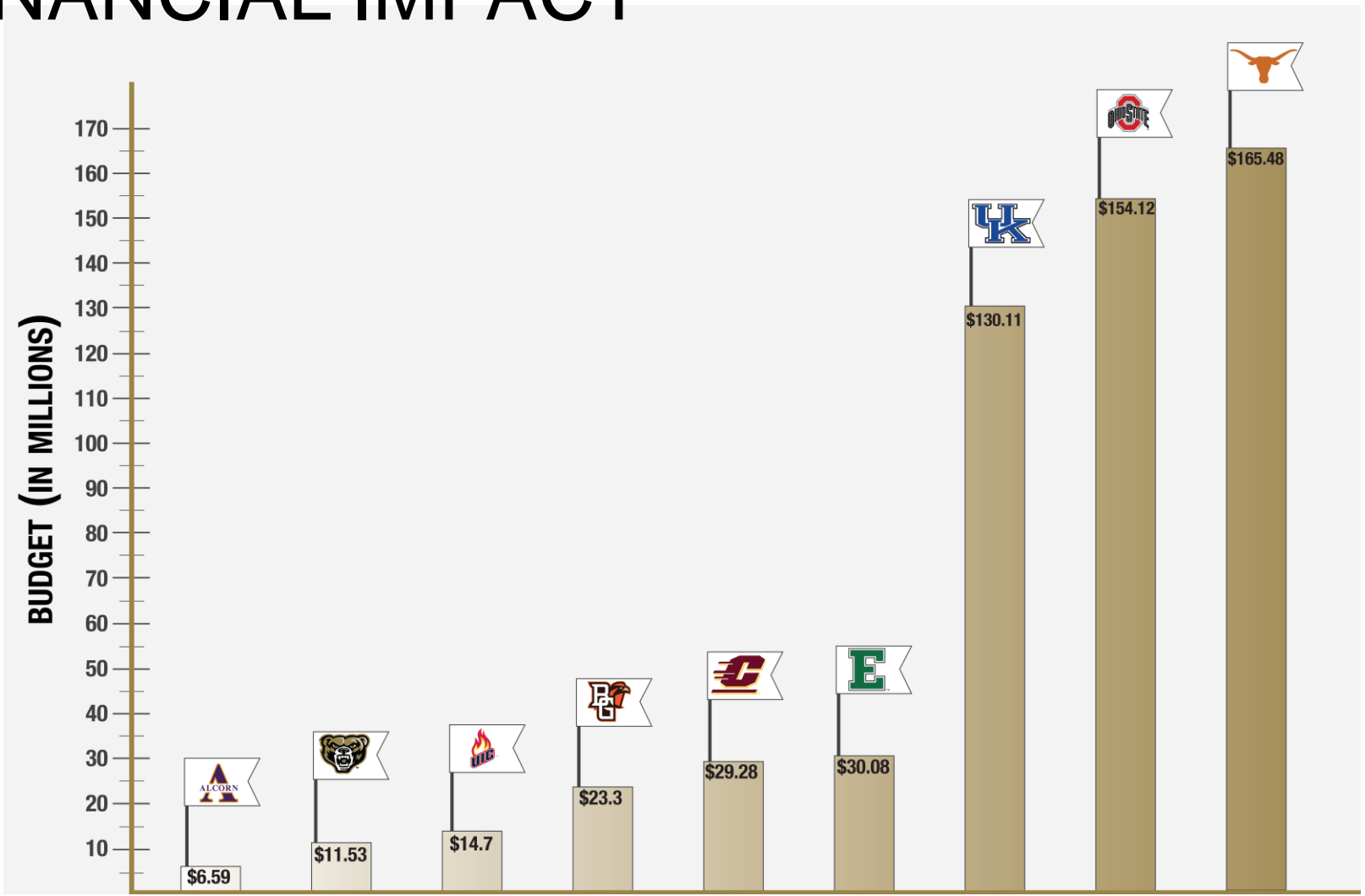


# ATHLETICS, BRANDING, AND CAMPUS LIFE

- » Hub of traditions and culture
  - #WearTheBear
  - Bear head logo



# FINANCIAL IMPACT



DEPARTMENT OF ATHLETICS - ANNUAL  
EXPENSE BUDGETS

# FINANCIAL IMPACT

» Athletics can generate revenue

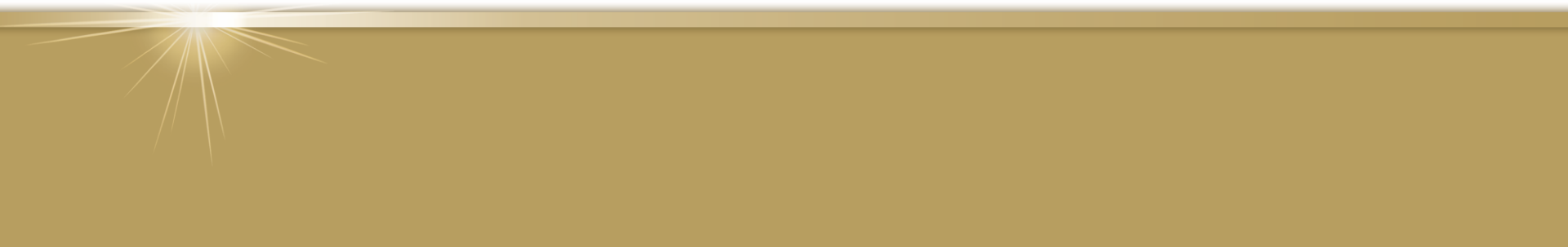
- Become an economic driver
  - Donations
  - Ticket sales
  - Corporate sponsorships
  - Special events
  - Merchandise sales
  - Licensing





# FINANCIAL IMPACT

- » Athletics can serve as a platform for university
  - “Friend” raising
  - Community engagement
  - Alumni connectivity
  - University fundraising and support
- » Need to grow revenue base of support branding
  - Athletics
  - University



# WHERE TO GO FROM HERE

## NEW INTERCOLLEGIATE ATHLETICS LANDSCAPE

### » NCAA Reforms

- Big 5 conference “autonomy”
- Cost of attendance
- What does this mean for “mid-major” schools?
  - Oakland?

### » Horizon League

- Are we on par with peer schools?
- Current and future state of athletics facilities
- Men’s basketball program



# WHERE TO GO FROM HERE

## NEW INTERCOLLEGIATE ATHLETICS LANDSCAPE

- » Title IX Focus
  - Compliance
  - Impact on the student-athlete experience
- » Content delivery – local, regional and national platforms
  - How do we play our part for Oakland University?
  - Social networking and changes in branding



# WHERE TO GO FROM HERE

## NEW INTERCOLLEGIATE ATHLETICS LANDSCAPE

### » #OaklandUnited

- Cultivation and stewardship of supporters
- Collaboration with internal and external partners
- Community engagement and alumni connectivity
- Pioneers and Golden Grizzlies – the past and present

How does athletics play its role in the mission of the institution?

