



**OAKLAND
GOLDEN GRIZZLIES**



STUDENT-ATHLETE EXPERIENCE

» Academics

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

» Community Service

- Over 3,000 hours served in our communities

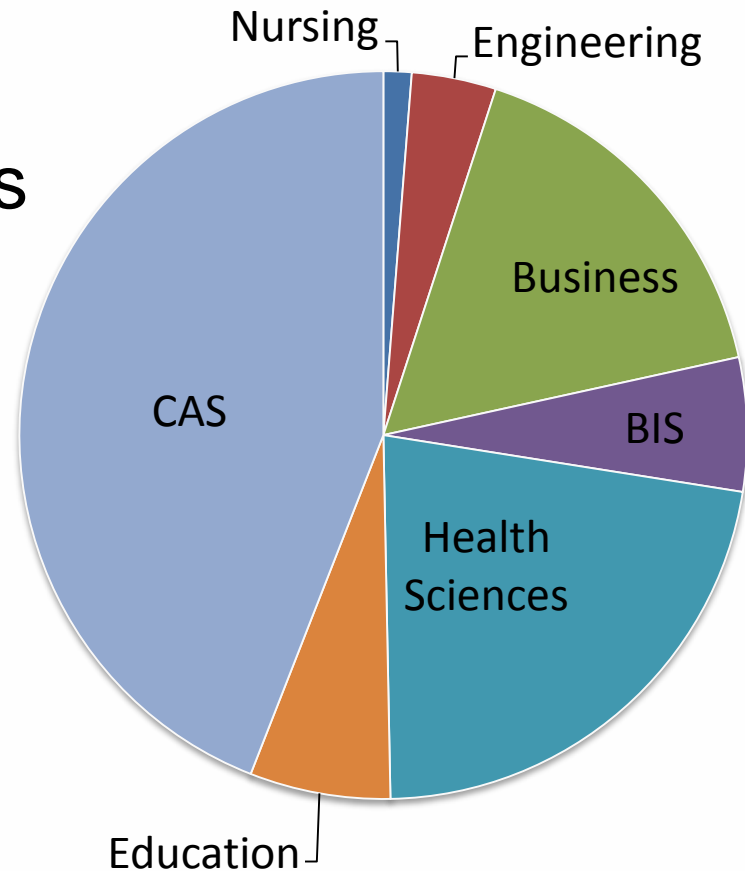
» Athletics Success



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

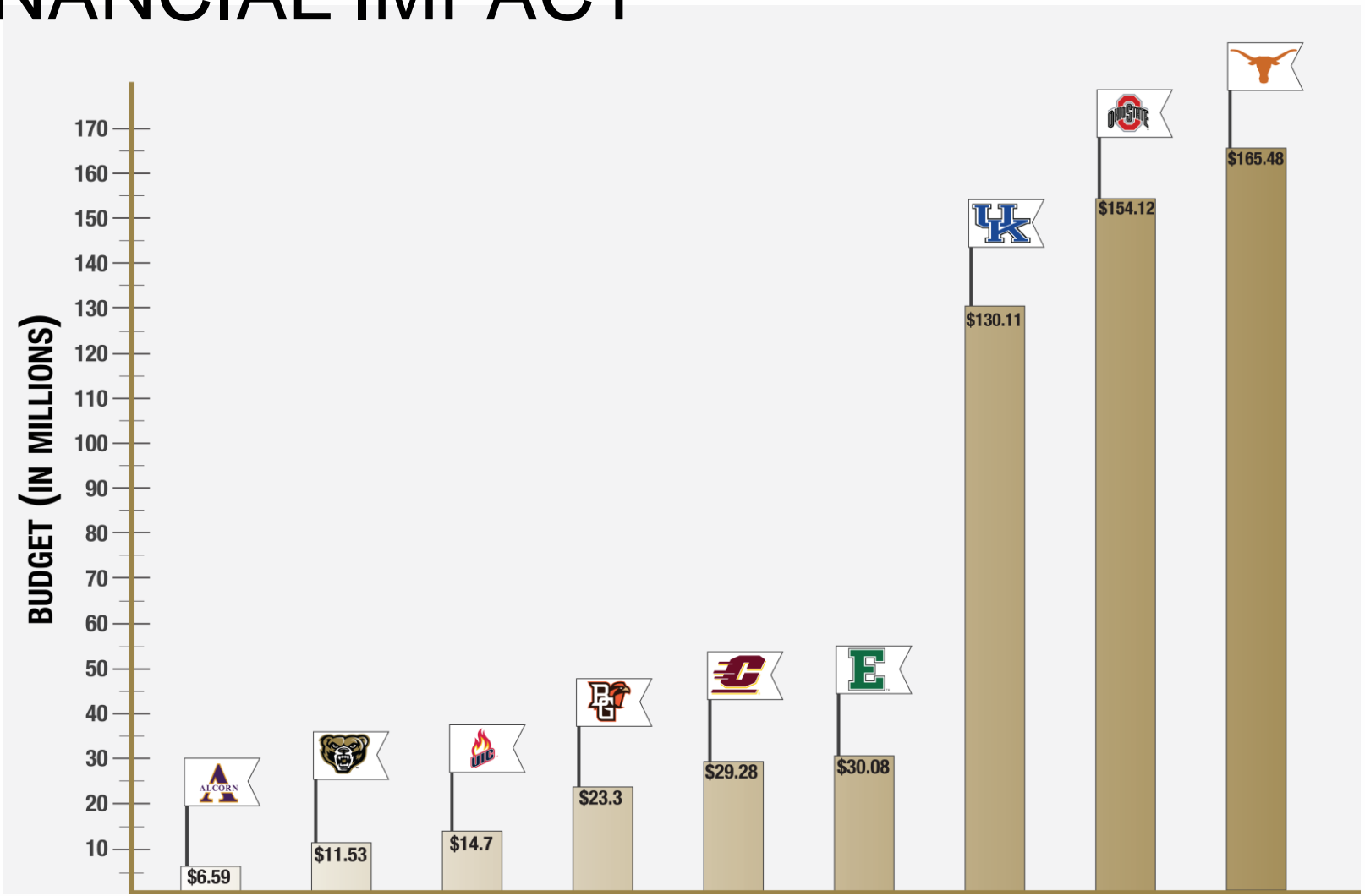


ATHLETICS, BRANDING, AND CAMPUS LIFE

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



FINANCIAL IMPACT



DEPARTMENT OF ATHLETICS - ANNUAL
EXPENSE BUDGETS

FINANCIAL IMPACT

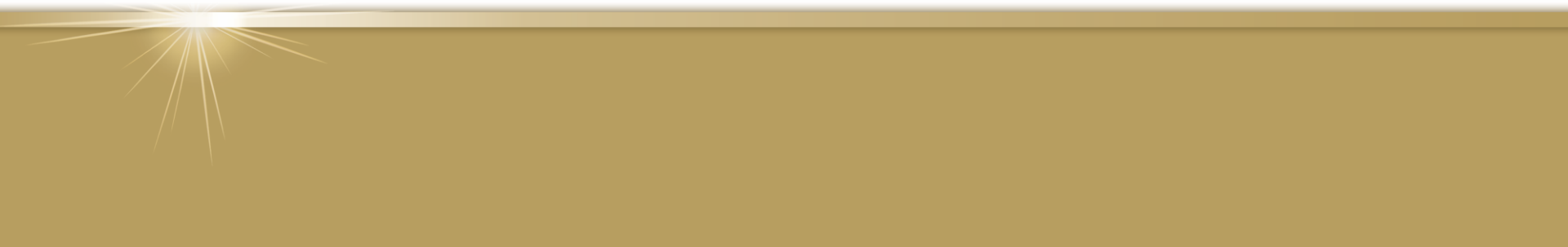
» Athletics can generate revenue

- 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?

