OHIO UNIVERSITY
ATHLETICS
EDUCATING STUDENTS,
IMPACTING COMMUNITIES

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INTRODUCTION

Ohio University Intercollegiate Athletics (OHIO Athletics) supports $70 million in total economic output annually within the state of Ohio, representing over 800 Ohio jobs (2012). This impact is a result of OHIO Athletics spending on operations, capital investments, and compensation and benefits of University employees who work for OHIO Athletics; spending by student-athletes; student compensation associated with undergraduate or graduate student employees of OHIO Athletics’ administration; OHIO Athletics visitor spending; and spending by retired OHIO Athletics staff.

OHIO Athletics significantly contributes to the state in a host of other ways that are less quantifiable, yet equally meaningful:

- Strengthening academic opportunities at Ohio University (OHIO) through collaboration and connectivity with entities across the Athens Campus.
- Improving the overall quality of life and place in Athens and southeast Ohio through sporting events, conferences, and camps.
- Serving the Athens and southeast Ohio communities through the service and civic engagement of teams, student-athletes, coaches, and staff.
- Bringing publicity to the University through athletic promotion and successes, strengthening the Ohio University brand.
- Cultivating an environment of OHIO pride among students, alumni, and fans.

800 JOBS

OHIO Athletics supports over 800 Ohio jobs (2012)
PROMOTING LEARNING AND COLLABORATION ACROSS THE CAMPUS

At the individual, team, and organizational levels, OHIO Athletics is closely connected with the rest of the Athens Campus, joining with students and academic programs to use resources in a mutually beneficial way.

OHIO ATHLETICS
Ohio University’s strong Division I athletics program offers students unique, quality educational experiences.

Enhanced Student Educational Experiences

OHIO is home to several nationally recognized athletics-related academic programs, and the University’s strong Division I athletics program offers students in those fields unique, quality educational experiences. OHIO Athletics and the University’s renowned academic programs cultivate a reciprocal relationship; the high quality of education allows OHIO Athletics to include students as an integral part of its operations, while the strength and success of OHIO Athletics gives students high-profile experiences that enhances their education and future careers. OHIO Athletics’ presence is also an advantage for several specific academic programs—such as the highly regarded Department of Sports Administration—in recruiting students who know that they will have access to these unparalleled educational opportunities.
OHIO Athletics also is a learning laboratory where students can gain experience in their fields through internships, practicums, work-study, and volunteer opportunities. Many of these quality experiences are in positions that at many other universities are traditionally filled by full-time staff members, giving these students high-level practical experience and enhancing efficiency.

Over 200 students each year support Athletics or individual sports teams in areas such as facilities, marketing, media and community relations, multimedia, sports medicine, strength and conditioning, ticket sales, and academic services. These students gain hands-on learning experiences where they explore real-life situations and challenges. As a result, OHIO students who work in Athletics have resume-building experiences comparable to those of professionals in their first or second job, giving these students a leg up in the competitive job market.

**Emphasis on the Student in “Student-Athlete”**

OHIO Athletics places a strong emphasis on the academic success of its student-athletes, providing a wide range of support to ensure that academic preparation is kept on par with athletic preparation. Student-athletes have access to study halls, tutoring, and meetings with a student-athlete success coordinator—all of which are mandatory for freshmen and students who do not meet a department-determined GPA. The OHIO Athletics staff communicates with coaches and professors, providing mid-term progress and status reports to ensure that student-athletes are on track to graduate.

This level of support has proven to be successful among OHIO student-athletes. In the 2011–12 school year, the average GPA of OHIO student athletes was 3.069, up from 3.04 in 2010–11. A low percentage of freshman student-athletes were on academic probation in 2011–12, at 14 percent. OHIO’s overall retention rate for student-athletes is very high: 90.7 percent of student-athletes enrolled in fall 2011 returned for the fall 2012 semester. The student-athlete

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**A UNIQUE RESEARCH OPPORTUNITY IN COUNSELOR EDUCATION**

A doctoral student’s research led to a unique partnership between the Patton College of Education’s Counselor Education Program and Ohio Athletics. The student was interested in helping student-athletes with challenges they faced, on or off the field, that might be impeding their progress academically or athletically. Starting in 2011, the doctoral student spent 18 months working with Ohio Athletics, providing psychological support and contributing to the well-being of student-athletes.

“We believe that the services that the student trainee gave to the student athletes was helpful, and was a degree of assistance that they may have otherwise not have experienced. We found this to be helpful for both sides. Our student gained an excellent experience, while the student-athletes received needed services.”

— Tom Davis, Professor Emeritus, Counselor Education
graduation success rate, as defined by the NCAA, is also high at 93.7 percent.

These statistics place OHIO student-athletes at or near the top of multiple categories for the 2011–12 season compared to the other 12 institutions in the Mid-American Conference (MAC). Five of OHIO’s teams are ranked first in Academic Progress Rate1 (APR) in their respective sports, with an additional four teams ranking second or third in the same category. Four OHIO teams were ranked first in Graduation Success Rate2 (GSR), with an additional four teams ranking second or third.3

Collaboration and Partnerships with Academic Departments

Staff and coaches of OHIO Athletics support the classroom efforts of various OHIO academic programs. For example, the Department of Sports Administration is exceedingly interconnected with OHIO Athletics, which provides an outlet for internships, service learning, and observation for sports administration students.

OHIO Athletics heavily supports the Patton College of Education’s graduate programs in coaching education, including the use of graduate assistants as assistant coaches. OHIO Athletics also supports the Patton College’s Global Coaching Workshop, an opportunity for all students in the online master’s degree program in coaching education to participate in a four- to five-day on-campus workshop including a series of coaching activities. Students network with other students and coaches, learn techniques and practice teaching them, and hear from keynote speakers that include Bobcat head coaches.

The coaching education program also holds an annual Coaching Education Symposium that is free to all coaches in the community. OHIO Athletics coaches, athletic trainers, and strength and conditioning professionals participate in the symposium, lending their knowledge and expertise on topics such as game and practice strategy, communication, equipment, injuries, and officiating to education and develop local coaches. At the 2013 Symposium, attendees heard from special guest speaker OHIO Head Football Coach Frank Solich, as well as interacted with other head coaches, including Rob Smith (baseball) and Aaron Rodgers (women’s soccer). This event is an invaluable asset to coaches in the community, providing access to high-profile coaches and athletics programs they would not have otherwise if OHIO Athletics did not exist.

1 The Academic Progress Rate (APR) is a team-based measure used by the NCAA as an early indicator of eventual graduation rates, accounting for the eligibility and retention each student-athlete, each term.
2 The Graduation Success Rate (GSR) is an NCAA measure designed to show the proportion of student-athletes on each athletic team who earn a college degree.
Sporting events offer a stage for many OHIO students to showcase their talents. The 15-member Dance Team—composed of dance majors and recreational dancers alike—performs at all home football and men’s basketball games, as well as at special University and community events. The team also travels with the men’s basketball team to the Mid-American Conference Tournament in Cleveland.

Perhaps the most famous example of the Athletics stage is Ohio University’s Marching 110, “The Most Exciting Band in the Land.” Recognized as one of the best marching bands in the nation, the Marching 110 entertains fans before, during, and after Bobcat football games. The increasing success of the football program and the rise of social media have brought the band’s entertaining performances to more and more fans. A 2011 video of the band performing LMFAO’s “Party Rock Anthem” during halftime at a home football game went viral on YouTube, garnering more than 9 million views worldwide.

In a partnership with the Scripps College of Communication and the College of Business and its Schey Sales Centre, OHIO Athletics supports the Southern Ohio Copperheads, an independently run summer baseball team. The Copperheads compete in the Great Lakes Summer Collegiate League, using OHIO’s Bob Wren Stadium as its home field. The team gives

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**10,000 SPECTATORS**
The Southern Ohio Copperheads baseball team hosts 25 to 30 home games at Bob Wren Stadium throughout its season, drawing over 10,000 spectators.
college baseball players a chance to play during the summer, and provides entertainment for Athens and southeast Ohio. The team hosts 25 to 30 home games throughout its season, drawing over 10,000 spectators. Students also benefit from this collaborative effort, as it provides summer internship and volunteer opportunities for students in sports administration.

Outstanding Facilities, Open to All

OHIO Athletics operates 10 venues and facilities on the Athens Campus: the Carin Strength and Conditioning Center, Chessa Field, the Convocation Center, Goldsberry Track, the Ohio Softball Field, Peden Stadium, Pruitt Field, Bob Wren Stadium, the Indoor Hitting Cages, and Phillips Academic Center. These facilities are used not only by student athletes and teams, but also are available to other campus entities.

The Convocation Center is host to Bobcat basketball, volleyball, and wrestling matches, as well as many OHIO Athletics offices; however, it is also used for non-OHIO Athletics events, such as freshman orientation, intramural championships, concerts, resource fairs, blood drives, and many other activities that draw a large number of students, community members, and visitors. Most notably, the Convocation Center hosts Ohio University’s Commencement Ceremonies, welcoming thousands of family and friends of graduates from all over the country.

Other OHIO Athletics venues and resources are often available for use by campus entities. Club sports have some access to athletic facilities and often benefit from the use of equipment or uniforms that have been replaced among OHIO Athletics teams. Pruitt Field, home of OHIO’s field hockey team, is used by the Marching 110 and the University’s ROTC program.

Some athletics teams also utilize other facilities on campus throughout the course of their training and preparation, and in return provide resources that help to keep these facilities open and maintained for their use by the rest of the University, as well as the community. The swimming and diving team is a heavy user of OHIO’s Aquatic Center, so OHIO Athletics provides funding for lifeguards and contributes to maintenance and the replacement of pool equipment, such as touch pads and lane lines. The public Ohio University Golf Course hosts practices, matches,
and outings for both the men’s and women’s golf teams, as well as provides a course for OHIO’s cross-country teams. The golf teams have their own tee box at the course’s driving range; OHIO Athletics purchases the golf balls used there. Other facilities are used by various teams when they need alternate practice space, including the University’s tennis courts and the Ping Recreation Center.

All of OHIO Athletics’ collaborative efforts across the University and campus community create mutually beneficial partnerships, maximize the use of resources, and enhance the unique network of academic and athletic opportunities that are available at OHIO. Through this collaboration, all parties are able to extend their economic, academic, and community impact beyond that which they could have on their own.

**ENGAGING WITH AND SUPPORTING THE COMMUNITY**

OHIO Athletics is an integral part of the Ohio University and Athens communities, creating an economic impact locally, as well as region- and state-wide. By hosting events that bring visitors to Athens, OHIO Athletics stimulates economic activity in the area through hotel stays and local spending. Student-athletes, coaches, and staff also give back to the community through volunteering, community service, fundraising, and raising awareness of important issues.

**A Source of Community Entertainment and Pride**

At the most basic level, OHIO Athletics provides a variety of entertainment options for University students and employees as well as community members. As a result, OHIO Athletics creates a significant economic impact on Athens and the surrounding community, drawing visitors to the area. In 2011–12, OHIO Athletics hosted 131 home athletic events in Athens, with attendance of over 270,000 at ticketed events. In 2012–13, Ohio University became the only school in Mid-American Conference history to generate over $1 million in ticket revenue.
The OHIO football team draws the largest number of Bobcat fans: During the 2012 season, the team played six home games, hosting more than 130,000 attendees, an average of nearly 22,000 per game. During the 2012–13 season, the men’s basketball team played 18 games at the Convocation Center with nearly 125,000 attendees, an average of almost 7,000 per game.

Athletics representatives also travel around the state to engage Bobcat fans and alumni. Bobcat Caravans, hosted across Ohio, are aimed at building relationships and bringing OHIO supporters together. Head coaches attend to interact with fans, who enjoy free refreshments and can win prizes. Six Caravans toured the state in spring 2013, attracting a total of nearly 450 Bobcat fans and supporters.

A Venue for Community and State Events

In addition to hosting OHIO teams, OHIO Athletics facilities provide space for community and state organizations to host events, bringing more visitors to Athens and introducing them to the OHIO brand. These events welcome area youth and families to campus, many of whom might not otherwise visit a large university. This allows attendees to become comfortable in a college setting, which often leads young students to consider future academic possibilities.

A major partner in bringing outside events to Athens is the Ohio High School Athletic Association, which uses OHIO athletic facilities to host regional high school basketball, wrestling, and baseball tournaments. The regional basketball tournament, held at the Convocation Center, includes 26 games over the course of three weeks. Roughly 40,000 tickets are sold for this tournament each year, a measure of the great number of fans who travel...
OHIO’s athletics facilities, as well as its coaches and players, draw thousands of youth to the Athens Campus each summer for the popular Bobcat sports camps. Each camp provides an opportunity for youth of all ages to practice their sport with OHIO student-athletes and coaches. More than 1,800 youth participated in 11 camps during the summer of 2012; 850 of those took part in the men’s basketball camp. These events also provide a revenue stream: The 2012 camps brought in $202,050, over 35 percent of which was attributed to the men’s basketball and women’s field hockey camps.

The Convocation Center’s ability to accommodate large audiences—it seats over 13,000—attracts many community events each year. Each April, the Center hosts IMPACT as part of the Ohio State Patrol’s “prom promise” campaign. Over 7,000 high school students from southeast Ohio visit campus for this four-hour event that encourages sound decision-making during prom season. The event draws over $30,000 in sponsorship support from local business and charities.

The Convocation Center also hosts Kidfest each April, an event organized by Athens County Children Services. Kidfest is designed to provide a fun, healthy, and affordable entertainment outlet for local families. Over 100 local businesses sponsor Kidfest, which draws over 3,000 children and their parents to campus. Activities include live music, inflatable games, interactive displays, and a healthy living expo.

Such events not only provide direct benefits to their organizers, but also yield a significant economic impact for the city of Athens and the surrounding area. Whether they are intended for entertainment, outreach and awareness, or recognition, outside events held in OHIO Athletics facilities bring large numbers of visitors to Athens, leading to increased economic activity as visitors stay at hotels and patronize local businesses.

Bobcat sports camps provides an opportunity for youth of all ages to practice their sport with OHIO student-athletes and coaches.
Athletes Serving the Community

Athletes Serving the Community

OHIO Athletics is actively involved in various volunteer, community service, and fundraising efforts. Annually, Ohio student-athletes, coaches, and staff participate in over 4,000 hours of community service with over 50 organizations throughout southeast Ohio. OHIO Athletics hosts the Bobcat Cup Challenge, a competition among OHIO’s 16 varsity sports, to encourage student-athlete participation in these service opportunities. Throughout the year, student-athletes earn points by participating in community service projects, attending personal and career development events, and excelling academically and athletically.

Examples of annual volunteer and community service programs in which OHIO Athletics representatives participate are:

• **Rufus Reads** – In the Rufus Reads Program, Ohio University student-athletes and Rufus the Bobcat visit local elementary schools to read books to area children. Around 15 local schools participate in the program each year, with outreach to over 4,000 students in kindergarten through sixth grade.

• **“Pink” Games** – The field hockey, softball, women’s basketball, and volleyball teams each host an annual “pink” game to support breast cancer research and awareness. Student-athletes don special pink uniforms, as well as a pink giveaway item (t-shirts, ribbons, etc.) for fans. In addition, each team partners with a breast cancer charity and makes a concerted effort to raise donations from fans and supporters. OHIO Athletics raises over $5,000 each year for these charities.

• **Santa Tree Project** – For over 10 years, OHIO Athletics has partnered with Athens County Children Services for its annual Santa Tree Project. OHIO Athletics “adopts” 10 to 15 local children and provides them with gifts for the holiday season. All student-athletes, coaches, and staff are encouraged to participate in this cause to support local disadvantaged youth.

• **Food Drives** – OHIO Athletics hosts four to six canned food drives at home events throughout the year. The largest of these food drives occurs at one home football and one home basketball game. In total, OHIO Athletics collects over three tons of nonperishable food each year, all of which is donated to the Southeast Ohio Food Bank.

• **Blood Drives** – The Convocation Center hosts three to four blood drives a year, collecting donations from over 500 students, faculty/staff, and community members. OHIO Athletics has actively promoted awareness of local blood drives, partnering with the Athens County Red Cross for its annual “Battle for the Blood” challenge between OHIO and Miami University. In 2012, OHIO Athletics partnered with the School of Nursing in the first “Bloody Nursing Challenge” against Bowling Green State University. Each of these events was promoted with recognition ceremonies and PA announcements at home football and men’s basketball games.

**STUDENT ATHLETES IN THE COMMUNITY**

Freshmen women’s basketball team members Hannah Boesinger, Quiera Lampkins, and Destini Cooper play with school children at recess, one of many community volunteer opportunities in which OHIO athletes participate.

**4,000 HOURS**

Of community service performed annually by OHIO student-athletes, coaches, and staff with over 50 organizations throughout southeast Ohio.
Fundraising Opportunities for Organizations

Community organization and student groups can leverage OHIO Athletics events for their own fundraising operations. These groups send volunteers to run OHIO Athletics’ concessions and/or parking operations for home games and events, in exchange for a percentage of the revenue from that event. Some organizations use these opportunities as their primary funding stream over the course of the year. Student and community organizations that take advantage of fundraising opportunities offered through OHIO Athletics include:

- Alexander French Club
- Alexander Tone Definities
- Christ Community Wesleyan Church
- Delta Sigma Phi
- Federal Hocking Boosters
- Gamma Lambda Sigma

PROMOTING THE OHIO UNIVERSITY BRAND

OHIO Athletics plays a pivotal role in building a brand for Ohio University. Students, alumni, and community members rally around sports teams to demonstrate their allegiance and ties to the University. The high levels of publicity that come to a strong Division I (FBS) athletic program contribute greatly to Ohio University’s public image. This strengthened brand engages fans and alumni, promotes school pride among students and community members, and introduces OHIO to potential students, faculty, and staff around the nation.

The Public Face of OHIO

The success of various Bobcat teams have propelled the University into the public eye through various media, including television, radio, and print. In the last five years, the OHIO football team has appeared on television 44 times—including four bowl games—reaching fans and casual viewers across the country. The men’s basketball team has made 49 television appearances in the same time period, 20 of which were broadcast to national audiences.

OHIO athletic events are also broadcast on 17 different radio stations across Ohio and bordering counties in West Virginia. Broadcasts include football, basketball, and baseball game commentary, as well as coach’s shows for football and men’s and women’s basketball. Teams have also received national recognition in print publications with features in USA Today and Sports Illustrated.

OHIO Athletics’ local advertising on billboards, on the radio, in newspapers, and on TV promotes the University to the surrounding community in Ohio and West Virginia. The value of advertising through these outlets is nearly $80,000 each year.

The University is also promoted through the licensing and retail sales of OHIO Athletics merchandise. Currently, OHIO Athletics receives royalties from more than 225 companies that are licensed to sell merchandise branded with Ohio University Athletics. Merchandise sales royalties for 2012 were just under $300,000, representing $6 million
in sales. Buyers of OHIO Athletics merchandise become walking advertisements for the University, providing a level and extent of exposure that is immeasurable.

OHIO Athletics engages in a licensing relationship with Russell Athletic, an active wear and apparel company, to provide gear for all OHIO Athletics’ student-athletes, coaches, and staff. Through this five-year contract, units across campus also can purchase Russell apparel at cost, saving money for those departments or organizations that wish to purchase branded apparel and help the University to further promote the OHIO brand. A number of units have participated in this program including the Division of Student Affairs, Campus Recreation, Event Services, ROTC, Athletic Training Education, The Marching 110, Baker University Center, and the Sports Administration Program.

### Partnerships and Sponsorships

As the OHIO brand becomes more visible through athletic success and advertising, companies and organizations are recognizing the increasing value of exposure through OHIO Athletics events. OHIO Athletics maintains a partnership with IMG Sponsorship to sell advertising opportunities to businesses that want

### $6 MILLION IN SALES

Merchandise sales royalties from more than 225 companies licensed to sell merchandise branded with Ohio University Athletics

### NATIONAL RECOGNITION

In the last five years, the OHIO football team has appeared on television 44 times—including four bowl games—reaching fans and casual viewers across the country. Teams have also received national recognition in print publications with features in USA Today and Sports Illustrated.
to use athletic events as marketing outlets. Revenue from these partnerships have grown by 13 percent since 2010. Currently, more than 120 companies support the program on a local, regional, and national level. In the last two years, more major brands have begun signing on as partners, including Lowe’s, Hershey’s, UPS, and Allstate. Partners also are becoming more aggressive in using their relationship with OHIO, increasing the use of official logos and branding that provides significant free publicity for Ohio University. OHIO Athletics’ relationship with IMG Sponsorship also benefits other entities on campus, as they have access to the relationship and can also utilize OHIO Athletics platforms for their advertising.

Sponsorship partnerships also provide significant in-kind benefits to OHIO Athletics that help to offset hard costs. Examples of these benefits include complimentary hotel rooms, food provided in premium seating sections at OHIO football games, and reduced-cost housing for OHIO Athletics interns.

REPEAT TITLES
In 2012, the women’s volleyball team captured its seventh Mid-American Conference regular season title.

120 COMPANIES
Support OHIO Athletics on a local, regional, and national level, including Lowe’s, Hershey’s, UPS, and Allstate.
The publicity associated with OHIO Athletics presents a positive image of the University to diverse audiences. The increased attention makes the University more attractive to prospective students, creates more OHIO fans, brings more visitors to campus, and entices more alumni to become University donors. These effects are essential to allowing OHIO Athletics and the University to extend their impact even further in the local community and the state of Ohio.

**Equating OHIO with Success**

The value of the OHIO brand is increased significantly as individual student-athletes and teams experience greater success, which has been the case in recent years for the Bobcats. Multiple events have seen notable growth and improvement, with teams and individuals receiving national recognition through post-season play and All-American designations.

Since Head Coach Frank Solich took the reins of the Bobcat football program in 2005, the team has been invited to bowl games five out of seven years, after having not played in the post-season since 1968. In the last five seasons, the football team bounced back from a losing record in 2008, going 10-4 in 2011 and 9-4 in 2012 and winning back-to-back bowl games in those seasons. The team was also ranked in all three of the major polls for the first time in school history in 2012.

In the same time span, the OHIO men’s basketball team also experienced considerable growth. From a losing record in 2008–09, the team turned around to records of 29-8 and 24-10 in 2011–12 and 2012–13, respectively, and was invited to play in the post-season from 2009 to 2013. In 2012–13, led by stand-out senior D.J. Cooper, the team captured the Mid-American Conference title for the first time since the 1993–94 season.

Comparing OHIO’s post-season success to that of other NCAA Division I (FBS) institutions, Ohio University is one of 28 football programs to go to four straight bowl games from 2009 to 2012, and one of 17 to win back-to-back bowl games in 2012 and 2013. Combined with the men’s basketball team’s recent post-season success, this makes Ohio University one of only 7 schools to participate in post-season competition in both football and men’s basketball in each of the 2009–10, 2010–11, 2011–12, and 2012–13 seasons.
The resurgence of these programs has led to measurable increases in visibility in the community and beyond. Between 2008 and 2012, the football team experienced a 43 percent increase in attendance and an 85 percent increase in student attendance, doubled its number of televised games, and increased website traffic by 84 percent. Similarly, the men’s basketball team experienced a 38 percent increase in attendance and 63 percent increase in student attendance, went from just three televised games in 2010–11 to 29 between 2011 and 2013, and increased website traffic by 84 percent.

Many other student-athletes and teams have also experienced great success in recent years.

- **Baseball** – The baseball team faced a challenging season in 2013 with ranked and NCAA Championship-bound teams on the schedule. Sophomore Jake Madsen earned All-MAC First Team honors from CollegeSportsMadness.com.

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**OHIO’S ALL-AMERICAN ATHLETES**

**JULI ACCURSO | WOMEN’S CROSS COUNTRY**

In 2012, Accurso captured the Great Lakes Regional title, posting a school record time of 20:07 en route to earning USTFCCCA Regional Runner of the Year and being recognized with All-America honors for the second season in a row.

**DJ COOPER | MEN’S BASKETBALL**

In his senior season in 2012–13, Cooper was named Mid-American Player of the Year and received Associated Press All-American Honorable Mention recognition, making him the first Bobcat to do so since Gary Trent in 1995. Cooper finished his career as the only player in NCAA history to achieve 2,000 points, 900 assists, 600 rebounds, and 300 steals.
• **Women’s Basketball** – Freshmen made an immediate impact on the women’s basketball team in 2012–13, as Kiyanna Black made the MAC All-Freshman team and Lexie Baldwin was the team’s leading rebounder.

• **Men’s Cross Country** – Ohio placed 20th at the 2012 NCAA Great Lakes Regional Championship and placed seven runners in the top 10 to claim the title at the Ohio Invitational.

• **Women’s Cross Country** – The women’s cross country team placed 12th at the 2012 NCAA Great Lakes Regional, with junior Juli Accurso winning the regional title in a school-record time. Accurso earned All-America honors and won the MAC individual title for the second consecutive season.

• **Men’s Golf** – The men’s golf team earned its best finish of the 2013 season, placing fifth out of 18 teams at the NYX Hoosier Invitational, with its best score (879) in more than a year.

• **Women’s Golf** – Sarah Tranelli was named the 2013 MAC Sportswoman of the Year, while freshman teammate Angela Codian earned Second Team All-MAC honors.

• **Women’s Soccer** – In 2012, the women’s soccer team went on a six-game winning streak, its longest since 2004.

• **Softball** – Ohio’s softball team set a new program and conference record in 2013 for home runs in a season, with 80.

• **Swimming and Diving** – The Ohio Swimming and Diving team took second place at the 2013 Mid-American Conference Championships, with three individuals and relay teams earning titles.

• **Track and Field** – In 2013, Ohio’s distance medley relay team won the relay at the MAC Indoor Championships for the third straight season.

• **Women’s Volleyball** – In 2012, the women’s volleyball team captured its seventh Mid-American Conference regular season title and finished the year with a 21-10 record, ending on a streak winning 15 of their last 15 games.

• **Wrestling** – Five of OHIO’s wrestlers qualified for the NCAA Championships in 2013, including All-American and MAC Freshman of the Year Cody Walters.

The athletic success of the Ohio Bobcats does more than contribute to the impressive statistics of the athletic program. In addition to the advertising and sponsorship benefits described above, athletic teams’ success contributes to the University and community in many other, sometimes less tangible, ways. One of the most visible of these effects is an increase in school pride among students, faculty and staff, community members, and alumni. This enhanced sense of pride, along with the athletic successes, leads to many positive benefits—increased attendance at events, more visitors to Athens, boosted alumni involvement resulting in a strong network, more fundraising opportunities for the University, and an increase in applications and enrollment.
ENGAGING ALUMNI

OHIO Athletics plays a pivotal role in keeping alumni and community members engaged. Athletic events are a common way for graduates to stay involved in the University, uniting them in pride for the Bobcats and OHIO’s brand.

The Ohio Bobcat Club, the official fundraising organization for OHIO Athletics, raises funds to support student athletes academically, provide necessary equipment for 16 varsity sports, and aid in the construction of athletics facilities. The great success of athletic teams in recent years has correlated with increased success of development efforts: in fiscal year 2012, total membership in the Ohio Bobcat Club reached an all-time high at over 2,000, and the total funds raised toward the Annual Fund was the highest in the organization’s history. In the same time period, OHIO Athletics received nine donations of $50,000 or more (totaling $925,000) toward capital improvements, and raised $170,803.90 in sport-restricted giving. The organization as a whole raised over $4 million in fiscal year 2012.

One way the Ohio Bobcat Club engages alumni is through the Bobcat Representative Program. Over 80 alumni make up this volunteer network and serve as ambassadors for OHIO Athletics, reaching out to the University’s nearly 190,000 alumni to provide a personal connection to and communication about athletic programs. The Bobcat Representatives play a key role in the success of athletics, attracting more fans through regional alumni events and helping to identify new donors, ensuring the future sustainability OHIO Athletics.

OHIO Athletics engages alumni through collaborative events with the Ohio University Alumni Association (OUAA). The Bobcat Bash is a gathering held before away football games for OHIO alumni and fans to meet and mingle before heading into the game. This event is also held

$4 MILLION
Raised by the Ohio Bobcat Club toward the Annual Fund, the highest in the organization’s history
before bowl games, drawing many out-of-town fans and supporters. For fans who cannot travel to game sites, OUAA chapters hold viewing parties across the country for OHIO supporters to gather and watch Bobcat events together.

To re-engage alumni student-athletes, OHIO Athletics has begun a campaign called Varsity Ohio. Currently, around 8,500 active Ohio University alumni are identified as former OHIO student-athletes. Launched in 2012, Varsity Ohio reconnects these former student-athletes to Ohio University with reunions for former teammates and peers and updates on OHIO Athletics news. Varsity Ohio currently has more than 700 members.

As these engagement efforts continue and expand in the future, so will the reach of OHIO Athletics. The growth in both the network of engaged alumni and OHIO Athletics’ fundraising capabilities will ensure that OHIO Athletics’ impact on the community, University, and its student-athletes will continue to grow.

**SETTING PRIORITIES FOR FUTURE GROWTH**

Looking toward the future, OHIO Athletics has set priorities to expand its excellent service to student-athletes and the University, increase its impact on the community, and continue engaging more OHIO alumni and fans.

OHIO Athletics is committed to maintaining high-quality athletics programs at OHIO and is working to increase revenue and provide for the program’s long-term financial stability. This will increase the program’s impact on the state and region well into the future.

OHIO Athletics places a strong emphasis on both academics and athletics, working to build upon individual successes in the classroom and teams’ competitive successes on the playing field. OHIO Athletics will continue to make every effort to optimize the student experience at OHIO, making student engagement with athletics an important part of University life, pride, and support. OHIO Athletics seeks to uphold a positive reputation in the NCAA community, striving always to operate with integrity and compliance with all regulatory by-laws. These strategic priorities guide the mission and growth of OHIO Athletics, ensuring a positive experience for OHIO students, student-athletes, alumni, and fans.

**FIG. 1 / OHIO ATHLETICS STRATEGIC PRIORITIES**

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**8,500 ACTIVE ALUMNI**

Have been indentified as former OHIO student-athletes; Varsity Ohio currently has more than 700 members
CONCLUSION

OHIO Athletics is a key component of the University’s impact on the state and local community and provides a valuable asset for enhanced academic and community experiences. Through partnerships with entities across the University, OHIO Athletics offers important academic resources and enriches students’ educational experiences. OHIO Athletics actively engages the local community, offering support to local organizations through volunteer and fundraising opportunities. With its highly visible teams, OHIO Athletics promotes a university that is successful both academically and athletically, and places a strong emphasis on improving the quality of life for those in the Athens and southeast Ohio communities.