

## **Mandatory Student Fee Committee**

**November 20, 2024**

# DISCUSSION OUTLINE

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**I. Introductions**

**II. Short Video – Athletics brings students together**

**III. Value Added for Students through Athletics**

**IV. Budget and Planning Overview**

**V. Questions**

# CALL PARTICIPANTS

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**Charles Nieves - Executive Associate Athletic Director/Chief Revenue Officer**

**Jon Palumbo – Executive Deputy Athletic Director/Chief Operating Officer**

**Jim Pierce – Interim CFO**

# INSTITUTE STRATEGIC PLAN – VALUES

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**Students are our top priority.**

**We strive for excellence.**

**We thrive on diversity.**

**We celebrate collaboration.**

**We champion innovation.**

**We safeguard freedom of inquiry and expression.**

**We nurture the well-being of our community.**

**We act ethically.**

**We are responsible stewards.**



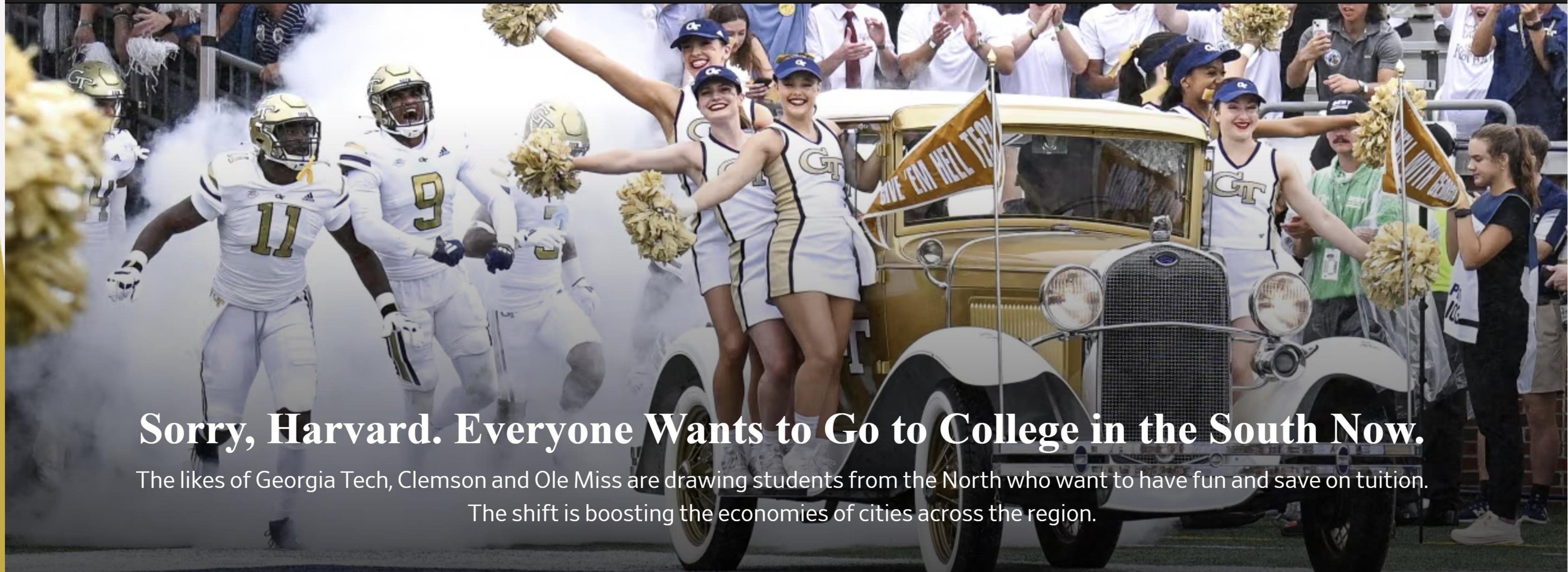




# VALUE ADDED BY GT ATHLETICS



THE WALL STREET JOURNAL.



**Sorry, Harvard. Everyone Wants to Go to College in the South Now.**

The likes of Georgia Tech, Clemson and Ole Miss are drawing students from the North who want to have fun and save on tuition.

The shift is boosting the economies of cities across the region.

Georgia Tech's cheer squad leads football players onto the field in September. RICH VON BIBERSTEIN/ICON SPORTSWIRE/ GETTY IMAGES



# 2023-24 STUDENT SUPPORT EVENTS

<u>Event</u>	<u>Location</u>	<u>Attendance</u>	<u>Cost</u>
First Saturday on the Flats	Bobby Dodd	1,000+	\$20,000
Bobby Dodd House Party	Bobby Dodd	1,500+	\$38,000
T-Night	McCamish Pavilion	1,000+	\$7,000
Helluva Block Party	North Ave.	2,000+	\$855,000
Field Passes for student organizations	Bobby Dodd	140+	\$0
Football Promo Items and Giveaways	Bobby Dodd	10,000+	\$20,000
Graduate Student Night at Baseball	Mac Nease Ballpark	200+	\$3,000
Yellow Jacket Club budget		6,000+	\$25,000
General Promo items for 2024			\$6,000
MBB Promo Items and Giveaways			\$37,000
WBB Promo Items and Giveaways			\$11,000
Baseball Promo Items and Giveaways			\$12,000
<b>Total Cost</b>			<b>\$1,034,000</b>



# HELLUVA BLOCK PARTY





# GAME DAY AT BOBBY DODD STADIUM



- In 2024 there were 6,051 seats in Bobby Dodd Stadium allocated to student season ticket holders, with an additional 2,000 available for single game student claims.



# GAME DAY AT McCAMISH PAVILION



- There are 900 seats in McCamish Pavilion allocated to students for all home basketball games
- At the discretion of GTAA staff, seats unsold at game time are distributed to students remaining in line
- 1,847 students were admitted to the men's basketball game against UGA last Friday



# GTAA SUPPORTED STUDENT SPECIAL EVENTS



**Hoops and Hip Hop  
featuring free concert  
by NLE Choppa**



# GTAA SUPPORTED STUDENT SPECIAL EVENTS



**Brent Key Coaches Show from Sigma Alpha Epsilon fraternity house**



# BUDGET AND PLANNING OVERVIEW

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- The current student athletic fee is \$127 per semester. Athletics has not requested a fee increase since 2012
- Since FY12, total Athletics revenue has increased 151% while the per student athletic fee has remained flat
  - Since FY2015, Athletics has generated the following increases in annual revenue in the following areas:
    - Ticket sales revenue has increased 44%
    - Contributions revenue has increased 115%
    - Concessions, parking and novelty sales revenue has increased 142%
    - Media Rights revenue has increased 306%
- All incremental revenues have been reinvested in scholarships, facilities maintenance and upgrades, medical care, nutrition, support staff and fan experience initiatives



# PROJECTED USES OF STUDENT FEES

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- Access to tickets to all home athletic contests, including reserved lower bowl seats at Bobby Dodd Stadium and McCamish Pavilion
- Access to discounted tickets for away games, bowl games and postseason contests
- Special events including Helluva Block Party, House Party, T Night, First Saturday on the Flats, Hoops & Hip Hop, Grad Student Night at baseball and away game watch parties and much more
- Yellow Jacket Club operational expenses and events
- Promotional giveaways at various sporting events
- Band and spirit operational expenses
- Athletics student employee compensation
- Title IX operational expenses



# REQUEST

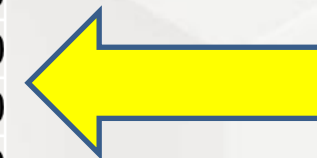
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- GTAA is requesting an increase of \$25 per semester to the current Student Athletic Fee for all full-time residential students effective in FY26
- This will bring the total fee to \$152 per semester which is still below the USG average Athletic Fee of \$154
- GTAA is also requesting that the same \$152 Athletic Fee be applied to online masters at scale students
- The additional revenue from the increased fees will be reinvested in the operations of all 17 Georgia Tech athletics programs in the rapidly changing landscape of intercollegiate athletics



# USG PER SEMESTER ATHLETIC FEE COMPARISON

USG Athletic Fee	FALL 2024
Savannah State University	\$300.00
Georgia State University - Atlanta	\$275.00
Georgia Southwestern State University	\$264.00
Fort Valley State University	\$220.00
Georgia Southern University - Statesboro	\$214.00
Kennesaw State University	\$211.00
Georgia Gwinnett College	\$207.00
Albany State University	\$200.00
Columbus State University	\$200.00
College of Coastal Georgia	\$195.00
University of West Georgia	\$195.00
Augusta University	\$187.00
Georgia College and State University	\$181.00
Valdosta State University	\$178.00
Clayton State University	\$170.00
South Georgia State College - Douglas	\$145.00
South Georgia State College - Waycross	\$145.00
University of North Georgia - Dahlonega	\$140.00
University of North Georgia - Gainesville	\$140.00
Middle Georgia State University - Cochran	\$130.00
Middle Georgia State University - Dublin and Eastman	\$130.00
Middle Georgia State University - Macon	\$130.00
Middle Georgia State University - Warner Robbins	\$130.00
Georgia Institute of Technology	\$127.00
Dalton State College	\$117.00
East Georgia State College	\$110.00
Abraham Baldwin Agricultural College	\$103.00
Georgia Highlands College	\$91.00
Georgia Southern University - Armstrong	\$90.00
Gordon State College	\$85.00
University of North Georgia - Blue Ridge	\$70.00
University of North Georgia - Cumming & Oconee	\$70.00
University of Georgia	\$53.00



With proposed increase to \$152



# ACC ATHLETIC FEE COMPARISON

ACC Athletic Fee	Fall 2024
Virginia	381.50
Virginia Tech	218.50
NC State*	164.00
Miami	155.00
North Carolina	139.50
Georgia Institute of Technology	127.00
Pittsburgh	125.00
Florida State	94.80
Louisville	25.00

ACC schools not listed either do not charge an Athletic Fee or charge a single rate for mandatory fees and the Athletic fee rates are not identifiable.

\* Note – NCSU includes Athletics Indebtedness Fee



**Georgia Institute of Technology**  
**Summary of Mandatory Fees for Fall Semester**  
**FY2011 through FY2025**

Detail of Mandatory Fees:	FY11	FY12	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24	FY25	15-Year \$ Change	15-Year % Change
Student Activity (a)	123	123	123	123	123	123	123	40	40	40	40	40	40	40	52	\$12	30.0%
Transportation	72	76	81	81	81	81	85	85	85	85	85	85	85	85	99	\$27	27.3%
Health	150	154	154	160	160	160	160	165	168	172	172	172	172	172	172	\$22	12.8%
Athletic	123	127	127	127	127	127	127	127	127	127	127	127	127	127	127	\$4	3.1%
Technology	107	107	107	107	107	107	107	107	107	107	107	107	107	107	107	\$0	0.0%
Campus Recreation								51	51	51	51	51	51	51	51	\$0	0.0%
Student Center								32	32	32	32	32	32	32	32	\$0	0.0%
Student Recreation Facility (debt service on Campus Rec Ctr)	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	\$0	0.0%
Campus Center Facility Fee (debt service on Student Center)											85	85	85	85	79	\$79	100.0%
Undergraduate - Special Institutional Fee (b) (1st imposed Spring 2009 @ \$100)	544	544	544	544	544	544	544	544	544	544	544	544	-	-	-	-\$544	-100.0%
Graduate - Special Institutional Fee (b) (1st imposed Spring 2009 @ \$100; Graduate includes OMS)	544	544	544	544	544	444	444	344	344	344	344	344	-	-	-	-\$544	-100.0%
<b>Total - All Undergraduate Fees</b>	<b>\$1,173</b>	<b>\$1,185</b>	<b>\$1,190</b>	<b>\$1,196</b>	<b>\$1,196</b>	<b>\$1,196</b>	<b>\$1,200</b>	<b>\$1,205</b>	<b>\$1,208</b>	<b>\$1,212</b>	<b>\$1,297</b>	<b>\$1,297</b>	<b>\$753</b>	<b>\$753</b>	<b>\$773</b>	<b>-\$400</b>	<b>-51.7%</b>
<b>Total - All Graduate Fees</b>	<b>\$1,173</b>	<b>\$1,185</b>	<b>\$1,190</b>	<b>\$1,196</b>	<b>\$1,196</b>	<b>\$1,096</b>	<b>\$1,100</b>	<b>\$1,005</b>	<b>\$1,008</b>	<b>\$1,012</b>	<b>\$1,097</b>	<b>\$1,097</b>	<b>\$753</b>	<b>\$753</b>	<b>\$773</b>	<b>-\$400</b>	<b>-51.7%</b>
<b>Online Learning Fee (c) - Online Programs only (excludes OMS)</b>															\$ 440		

**NOTES:**

- (a) Prior to FY18 Student Activity, Campus Recreation, and Student Center were 1 fee. In an effort to increase transparency the fee was broken out in FY18 with no increase. 15-Year change is calculated on FY18 - FY25 for these three fees.
- (b) Institutional Fee, instituted by the Board of Regents in the spring of 2009 to help mitigate budget cuts and maintain quality, was sunset in FY23.
- (c) The Board of Regents (BOR) imposed the Online Learning Fee for students in online program beginning in FY25. Online Masters at Scale programs are exempt from this fee due to the separately approved tuition and fee rates approved by the BOR.

Factoring in inflation, \$127 in 2012 equates to \$91 in 2024 dollars – the Athletic Fee has lost \$36.



# CONCLUSION & QUESTIONS

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- Athletics is both highly connected with and highly dependent upon students.
- Athletics is committed to providing exciting and memorable experiences for all Georgia Tech students by competing successfully at the highest level of intercollegiate Athletics
- Athletics is committed to generating positive brand awareness for Georgia Tech through nationally competitive athletic programs who represent the Institute with character and integrity.
- Athletics is committed to maintaining a strong partnership with SGA:
  - We have student representatives on our GTAA Board and Administration & Finance Committee.
  - We are actively involved on student engagement and event planning – we frequently provide use of athletic facilities for use by student groups, and we continue to welcome more!
  - Athletics staff currently meet monthly with SGA leadership.
- Athletics is always open to discussions regarding how we can enhance the student experience.