

MANDATORY STUDENT FEE ADVISORY COMMITTEE (MSFAC)

FY19 ATHLETIC FEE PRESENTATION

Georgia Tech Athletic Association

November 27, 2017



AGENDA

- Return on Investment
- The Intangibles
- How You Can Help
- Questions



RETURN ON INVESTMENT



Access to seats in prime sections
for all football and men's
basketball contests

- FB - 8,700+ seats available at Bobby Dodd Stadium
- MBB – 900+ seats available at McCamish Pavilion



RETURN ON INVESTMENT

Unlimited access to all other home athletic events to include women's basketball, baseball, volleyball, softball, tennis, etc.



RETURN ON INVESTMENT

- Discounted or free student tickets to post season competitions
 - 2016 TaxSlayer Bowl (\$45 discount)
 - 2017 MBB NIT (free tickets = \$15 value)
 - 2017 WBB NIT (free tickets = \$8 value)
- 40% discount on football, men's basketball, and baseball tickets for young alumni



RETURN ON INVESTMENT

Regular use of practice courts at Ken Byers Tennis Complex.

- Available to students 3-4 hours per day totaling approximately 28 hours per week



RETURN ON INVESTMENT

- Marketing and promotions directed to student attendance (i.e. give-a-ways, prizes, etc.)



- Salary expenses for various student assistantships (managers, interns, tutors, graduate assistants, etc.)



THE INTANGIBLES

- Alignment with the Institute's "whole student experience" objectives
- Allows GIT to maintain a championship level athletics program. We represent you!!



THE INTANGIBLES

- Opportunities to enhance relationships
 - Potential and current students
 - Fans, donors, and sponsors
 - Atlanta community
 - International community



- Tradition, pride, and loyalty for OUR Institution



THE INTANGIBLES



HOW YOU CAN HELP

- Continue to promote and emphasize attendance at ALL athletic events
- Educate fellow students on the benefits and participation opportunities
- Help engage GTAA with any community and unity initiatives on campus



HOW YOU CAN HELP

- Provide feedback to GTAA as we engage the student body into college athletics
 - Swarm Group (GIT Student Leaders)
 - Student Center Programs Council (SCPC)
 - Ramblin' Reck Club
 - Collegiate Panhellenic Council (CPC)
 - GT Housing (Resident Life)
 - International Affairs
 - Young Alumni Association (Ramblin' On)



HOW YOU CAN HELP

- Understand GTAA's current financial picture
 - FY17 = \$3 million operating deficit
 - 8 sports scholarships are not fully funded
 - Student fees represent less than 7% of budget
 - Over \$20 million in BDS deferred maintenance
- Note that any future requests will include projects and initiatives that directly impact the student body and/or student athletes



QUESTIONS?

