

Torero Athletics

Championing Teamwork

*Leading
Change*

THE CAMPAIGN FOR USD

Support for Operations: \$4 million

Background

Torero Athletics is seeking \$1 million to provide **support for operations**. The University of San Diego became an NCAA Division I athletics program and member of the West Coast Conference (WCC) in 1980. The emphasis at that time was on the basketball, baseball and tennis and the majority of the resources were primarily distributed among those sports. Over time, additional sports were added, or elevated to a higher level of priority, including: men's and women's soccer; volleyball; women's rowing; golf; softball, women's swimming and diving; men's and women's cross-country; women's track; and football.

The emphasis on a comprehensive athletics program was part of Torero Athletics' strategic plan of 2004. To have broad-based success, it was imperative that operating budgets were across the board. The result was a consistent success in the West Coast Conference, winning five straight WCC Commissioner's Cups as the best overall athletics program in the conference.

As Torero Athletics develops its new strategic plan, the goal is to reach beyond success in the West Coast Conference — become more competitive on the national level and raise USD's ability to compete for the Directors' Cup, given out by the National Association of Collegiate Directors of Athletics. USD regularly competes with some of the best-known programs in the country — USC, UCLA, University of Texas, Nebraska and many more. However, our programs are competing against these schools with fewer resources.

Objectives

If Torero Athletics is to be successful at the national level, coaches must be provided with the resources to attract outstanding student-athletes. The student-athletes of today are attracted to facilities, quality of schedule, quality uniforms and equipment, student services, quality of team travel and much more. The top-level athletics programs in Division I do not

depend on the university budget to fund the majority of their operating budgets; they fund them through endowment and additional annual revenues.

The Phase I goal is to increase the operating budgets for USD's most competitive sports to help them attract even more outstanding student-athletes and help assure consistent national prominence. The Phase II goal is to fund the operating budgets for all of our sports at a level that will provide the opportunity to be competitive at the highest level.

Impact

Your support will allow Torero Athletics to:

- Increase the operating budgets to maintain high quality facilities;
- Increase the quality of the travel budgets to allow our student athletes to travel on par with most Division I programs;
- Provide the resources to offer guarantees to high-quality opponents to play on our campus. Quality opponents at home, provide more competitive opportunities for our student-athletes, as well as the marketing advantage of outstanding competition for the fan experience. As an example, top-tier Division I opponents requires a minimum guarantee of \$100,000;
- Increase funding for equipment and uniforms. It is USD's responsibility to provide our student-athletes with the best possible equipment for safety and competitive equality. It is also important for team and school pride to look good in competition; and
- Increase funding for academic support and other student-athletes services, providing the best possible academic and campus experience while competing at the highest level.

Helping to raise operating budgets is often not the first choice of our generous donors, but competitive operating budgets are crucial to our ability to schedule the biggest and best athletics programs in the country.

At the present time, the biggest and best athletics departments have annual budgets exceeding \$100 million. USD often beats teams with this kind of funding. However, to reach the goal of national prominence, this success must be consistent. Increased endowment over time will ensure the long-term ability to fund the needs of Torero Athletics programs and make this goal a reality.

For More Information

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