

**Measure 62**

Referendum Title: Athletics Operations Enhancement Fee  
Ballot Type: New Fee  
Ballot Author: OPERS – Sports Clubs, Intramurals, and Athletics  
Contact: Cliff Dochterman, Director of Athletics, Sports Clubs, and Intramurals.

Question: Shall the undergraduates of UCSC provide funding for the operations for Intercollegiate Athletics by implementing a compulsory fee of \$117 per student, per quarter, starting in the fall of 2015?

**Summary Points:**

- New undergraduate student fee of \$117 per student, per quarter, and effective Fall 2015 with no end date.
- Fee will be assessed to all undergraduates enrolled in Fall, Winter, and Spring Quarters. A reduced Fee will be charged in summer quarter that will be based on the degree of service available and consultation with the Student Fee Advisory Committee.
- Fee will generate approximately \$5,295,888 annually.<sup>1</sup> Of this amount 33%, or \$1,747,643 will go toward the Return-to-Aid component that will help students who receive financial aid pay for this fee.
- The measure will provide \$3,548,245 to be used to support the ongoing operations of the Intercollegiate Athletics Programs. This operation support will be used to supplement the general support and user fees that are currently in place.
- UCSC undergraduate students will be provided free admission to all athletics events as long as they are still enrolled.
- The concepts, structure, and financial strategies behind the adoption of this measure have been previewed and discussed with 14 different student groups.
- The Student Fee Advisory Committee (SFAC) does not support this fee. We are concerned that this fee appears excessive, includes high annual inflationary increases, and does not include a date for reaffirmation or ending.
- The fee is sponsored for undergraduates on the ballot by Resolution of the Student Union Assembly and Resolution of the following College Governments: College 8, College 9, College 10, Cowell, Crown, Porter, Stevenson.

**Background Information:**

- The measure will provide the financial support for the operations of Intercollegiate Athletics. The largest expense categories are salaries and benefits for coaches, assistant coaches, and support staff, followed by travel, uniforms and equipment.
- The budget for Intercollegiate Athletics includes funding from Student Services Fees, the Student Programs Fee (Measure 7), the Intercollegiate Athletics Sports Team Fee (a \$5/quarter mandatory campus fee paid by all students that began in Fall 2007), revenues generated by students participating in their programs or attending events, donations, and the central campus administration. Currently, the budget is approximately \$1.4 million; however, expenses are estimated to be closer to \$2 million. The imbalance between budget and expenditures is primarily due to the salary and benefits enhancements provided to coaches and assistant coaches last year as well as measures adopted to ensure the safety of our athletes, including: the hiring of two additional athletic trainers and modifying travel guidelines that result in higher travel costs. The central campus allocation includes \$1,000,000 in temporary funding that ends after the 2016-17 academic year. Without a new funding stream, various sports and other

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<sup>1</sup> Based on the 2013-2014 three quarter undergraduate enrollment average of 15,088.

operations would need to be curtailed and/or eliminated, which would likely mean intercollegiate athletics would end at UC Santa Cruz.

- One of the major factors in the budget is the fact that as an NCAA Division III institution, UCSC is left with few opponents to play on the west coast, and our traditional opponents have all moved to the NCAA Division II level. As the result, to play NCAA Division III competition, the Slugs need to travel all over the country to play games. In fact the closest opponent for our men's volleyball team is in Wisconsin. The swimming and tennis teams must travel to Georgia to be in a League that will allow qualification for NCAA Championships. Golf must also travel to compete to Texas. A major supplement must be made to this budget.
- Currently the 14 sports UCSC Athletics Program has annual operating expenses estimated to be \$575,000 for operations and \$1,430,000 for salaries and benefits for a total of about \$2 million. This amount is one of the lowest Division III athletics budgets in the nation. Because there has not been overall strong commitment to athletics along with an inadequate budget, the program faces a significant operating deficit each year. This situation is not sustainable and will get worse once central campus funding expires. Throughout the years, the budget has always been small and limited UCSC from fielding teams which are competitive and reflective of the overall commitment to excellence that our Campus seeks to achieve.
- The student-athletes must buy their own equipment; fund raise to participate, and often have 4 people per room, including two per bed on most trips. The UCSC teams compete against teams with drastically different resources and training opportunities.
- The revenue generated by this fee would support the existing operating expenses of the Intercollegiate Athletics Program, as described above, which would close the current shortfall. In addition, this funding would allow for program enhancement by significantly increasing staffing, including: coaches, assistant coaches, support staff, and student positions. Funds would also support travel costs, equipment, uniforms and other expenses related to operating the program. Expenditures for both the salary and non-salary areas of the program would be approximately twice the size they are currently at.

### **Student Consultation:**

The concepts, structure, and financial strategies behind the adoption of this measure have been previewed and discussed with 14 different student groups. The information that was received via the consultative process has helped to craft a proposition that has a high degree of acceptance and voting support. The focus groups, group discussions, and individual meetings with students, faculty, and staff provided a wide-range of perspectives and motivations for upgraded facilities and operating budgets.

While additional consultation will take place over the next three months, the basis for targeting in on the amount for the referendum and the components of the measure were formulated after meetings with every student in our program.

## **Student-Athletes**

Met with each student-athlete in open forums to discuss the future of the Athletics, the Referendum, and our strategies to mobilize athletics. The focus groups were set-up to ask students for their true opinions on attitudes on campus, the appetite for a referendum, what evolutions needed to take place to provide a better program.

The Student Athlete Advisory Council met on October 13th, 2014 to discuss and plan the referendum. Every UCSC Sport was represented by at least two representatives. The status and structure of the campaign were discussed, and the students explained what would be the best strategies to approach getting the measure on the ballot, and how to bring home a successful vote. The students explained the needs for more safety while traveling, better training conditions, additional coaches, better equipment, etc. It was suggested that we meet with additional student-athletes about the specific needs of their sport.