Mission Statement

The Midwestern State University Department of Intercollegiate Athletics guides National Collegiate Athletic Association Division II programs for men and women characterized by excellence, development of character, ethics, sportsmanship and a stewardship of the high standards of the University.

The Athletics program will always strive to be a leader in the University with regard to cultural diversity, ethnicity and general welfare of every student. It is the explicit philosophy of the Midwestern State Athletics program to strongly encourage and support our student-athletes in their endeavors to complete a degree while competing in a Division II athletic program whose environment is consistent with the highest standards of scholarship, competition and personal growth. The decisions and priorities of the Midwestern State Athletics Department will always focus on our student athletes as students, as athletes and most importantly as people—the foundation of our University.

Member of NCAA Division II and the Lone Star Conference, participates in 13 varsity sports including:

Women: Basketball, Cross Country/Track, Golf, Soccer, Softball, Tennis and Volleyball;
Men: Basketball, Football, Golf, Soccer, and Tennis
Goals:

• NCAA post season competition for the entire program
• 60% graduation rate
• 2,000 hours+ of community service
• #1 in attendance for football and basketball
• Model DII program (100% graduation rate, perennial contenders for Post Season, Top 10 of Director’s Cup)
• Increase Student Attendance
• Top10 in the Director’s Cup
Current state of Athletics:
• Over 3700 hours of community service (Hands to Hands, Boys and Girls Club, Straight Street, WF Food Bank, Habitat, and Make-a-Wish)
• 53% graduation rate overall student body 44%
• 3rd Men’s basketball attendance
• 10th Women’s basketball attendance
• 12th Football attendance
• Football getting ready to move into the West Campus Annex
• 313 Participants 245 receiving some form of athletic aid and 68 not on any aid (~$1,100,000 in tuition and fees generated through walk-ons)
• 38 of 300 Schools in Director’s Cup Rankings

Revenue Generation:
• Increase ticket sales
• Increase in corporate sponsorships
• Fundraising (sport specific)
• Economic impact in the City of Wichita Falls by hosting outside events
Cost Saving Procedures:
- Delayed hiring for vacant positions
- Using coaches, grad assistants, and 5th year seniors to staff events
- Team clean-up for events
- Maximize negotiating power with hotels by combining stay commitments
- Insurance savings (ensuring all athletes have coverage)
- Minimizing recruiting costs (staying in friends homes, no per diem, paying for personal meals)

Uncontrollables:
- Ticket sales (weather and success)
- Travel costs (gas, bus usage)
- Insurance (coverage, number and severity of injuries)
- Future of LSC—Ongoing discussions about a merger with the Heartland Conference—Only 7 football playing schools—mandatory 10 games for NCAA competition (travel costs or guarantees) UTPB adding football in 2016
# 2014-15 Lone Star Conference Financial Survey
## ATHLETICS OPERATING BUDGETS (Travel/M & O)

<table>
<thead>
<tr>
<th>Sport</th>
<th>No. Reporting</th>
<th>High</th>
<th>Low</th>
<th>Average</th>
<th>Median</th>
<th>MSU</th>
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</thead>
<tbody>
<tr>
<td>Basketball/Men</td>
<td>8</td>
<td>165,500</td>
<td>45,500</td>
<td>88,692</td>
<td>76,880</td>
<td>45,500</td>
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<tr>
<td>Basketball/Women</td>
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<td>121,300</td>
<td>45,250</td>
<td>80,040</td>
<td>75,466</td>
<td>45,250</td>
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<tr>
<td>Football</td>
<td>7</td>
<td>350,000</td>
<td>96,691</td>
<td>204,047</td>
<td>214,047</td>
<td>125,000</td>
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<tr>
<td>Golf/Men</td>
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<td>45,000</td>
<td>27,200</td>
<td>34,940</td>
<td>33,781</td>
<td>27,200</td>
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<tr>
<td>Golf/Women</td>
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<td>45,000</td>
<td>23,000</td>
<td>36,869</td>
<td>36,950</td>
<td>36,950</td>
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<tr>
<td>Soccer/Men</td>
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<td>36,000</td>
<td>35,000</td>
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<tr>
<td>Soccer/Women</td>
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<td>44,658</td>
<td>47,388</td>
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<tr>
<td>Softball</td>
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<td>65,516</td>
<td>74,469</td>
<td>38,100</td>
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<tr>
<td>Tennis/Men</td>
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<td></td>
<td>12,300</td>
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<tr>
<td>Tennis/Women</td>
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<td>24,660</td>
<td>11,500</td>
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<td>Track/Women</td>
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<td>23,000</td>
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<tr>
<td>Volleyball</td>
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<td>92,963</td>
<td>31,200</td>
<td>56,384</td>
<td>50,000</td>
<td>31,200</td>
</tr>
</tbody>
</table>

*We depend on the generosity of donors to keep the programs running at a championship level.*
Needs

• Travel budget increase
• M & O budget increase
• Recruiting budget increase (within the two categories above)
• Academic/retention support