

BOARD OF REGENTS
BRIEFING PAPER

1. AGENDA ITEM TITLE: INFORMATION ITEM: Nevada State University Athletics

MEETING DATE: June 6 -7, 2024

2. BACKGROUND & POLICY CONTEXT OF ISSUE:

Nevada State University is pursuing competitive sports teams.

3. SPECIFIC ACTIONS BEING RECOMMENDED OR REQUESTED:

Nevada State University President DeRionne Pollard is providing information regarding the exploratory process the campus is taking to build an athletics department.

4. IMPETUS (WHY NOW?):

Athletics in Nevada and across the country have significantly grown. As southern Nevada continues to sports as key economic development lever, Nevada State University will be a valuable option to many student athletes who would like to continue to compete at the college level.

5. CHECK THE NSHE STRATEGIC PLAN GOAL THAT IS SUPPORTED BY THIS REQUEST:

- Access (Increase participation in post-secondary education)
- Success (Increase student success)
- Close the Achievement Gap (Close the achievement gap among underserved student populations)
- Workforce (Collaboratively address the challenges of the workforce and industry education needs of Nevada)
- Research (Co-develop solutions to the critical issues facing 21st century Nevada and raise the overall research profile)
- Not Applicable to NSHE Strategic Plan Goals

INDICATE HOW THE PROPOSAL SUPPORTS THE SPECIFIC STRATEGIC PLAN GOAL

Nevada State University will continue to be positioned as the state college and offer options and alternatives to students closely aligned with the mission of Nevada State University. Athletics at Nevada State University has the potential to offer alternatives to the DI experience and attract many students across the state who are not attending college because their primary motivation is to participate in sports. Athletics at Nevada State University is another opportunity to provide access to college and potentially change the lives of many students in the state.

6. BULLET POINTS TO SUPPORT REQUEST/RECOMMENDATION:

- Athletics is supported by students and Nevada State Student Alliance (NSSA).
- Prospective students and members of the community continue to inquire about Nevada State University starting an athletic program.
- Understanding the impact of offering collegiate sports, Nevada State University may attract more students to enroll as well as improve the overall retention of students.
- Nevada State University has support from CSN and UNLV athletic directors.
- Nevada State University has a MOU with CSN which includes the use of their facilities for athletics.
- Nevada State University is taking a thoughtful approach to athletics, looking at every option to strategically enter athletics.

7. POTENTIAL ARGUMENTS AGAINST THE REQUEST/RECOMMENDATION:

- Nevada State University will have to raise funds to support the launch of the athletics program.

8. ALTERNATIVE(S) TO WHAT IS BEING REQUESTED/RECOMMENDED:

None

9. RECOMMENDATION FROM THE CHANCELLOR'S OFFICE:

N/A

10. COMPLIANCE WITH BOARD POLICY:

- X Consistent With Current Board Policy: Title # 4 Chapter #24 Section #1
- Amends Current Board Policy: Title # _____ Chapter # _____ Section # _____
- Amends Current Procedures & Guidelines Manual: Chapter # _____ Section # _____
- Other: _____
- X Fiscal Impact: Yes X No _____

Explain: Initially, Nevada State will seek funding from private sources for the first year/start-up revenues, and in subsequent year (2nd year) request funding from the state through state appropriations and/or enhancement/special consideration funding, whichever is appropriate. Additionally, Nevada State will seek to add a student fee to supplement those aforementioned revenues.



NEVADA STATE
UNIVERSITY



Athletics Update

Dr. DeRionne Pollard, President

Dr. Stefanie Coleman, Vice President for Student Affairs

Ms. Erin Keller, Vice President of Advancement

Dr. Pete Martini, Nevada Faculty Alliance Chair

Kevin Osorio Hernandez, NSSA President

Lahana Pearce, Incoming NSSA Vice President, Member of Spirit Squad

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June 2024

Athletics at Nevada State

- Why Athletics?
- The Student Perspective
- What We've Learned
- The Cost of Athletics
- The Faculty Perspective



Why Athletics?



Why Athletics?

- ❑ **Access, mental health, equity**
- ❑ A space for:
 - High school athletes who want to play at the **collegiate level**
 - Students who appreciate the **value** of competitive sports
 - Our community to learn more about **our campus** and the **students we serve**



Timeline

2019

- Met with NSSA President to discuss sports at Nevada State
- Faculty and staff with an athletic background came together to discuss the value of athletics at Nevada State

2020

- Researched collegiate sports associations
- Met with the new NSSA President to discuss sports at Nevada State
- Approached by a high school flag football coach
- Discussion with incoming President (Dr. Pollard) regarding sports at Nevada State

2021

- Met with new NSSA President to discuss sports at Nevada State

2022

- Introduced to the Comprehensive Athletics Consulting (CAC)
- Met with newly elected NSSA President to discuss sports at Nevada State



Timeline con't

2023

- Met with Las Vegas women's club flag football coach
- Met with new NSSA President to discuss sports at Nevada State
- Met with CSN and UNLV athletic directors
- Consultants visited Nevada State University and met with the following: key internal stakeholders; President; NSSA President; Faculty Senate Chair; Director of Admissions; Registrar; Director of Advising; VP of Advancement
- Consultants concluded that "NSU is ready for athletics."
- Nevada State hosted first women's flag football clinic for high school and currently enrolled Nevada State students

2024

- Presented to Nevada State Foundation Board
- Hosted second flag football clinic
- Presented to Nevada State University Faculty Senate



The Student Perspective



Which Sports?

Women's Flag Football and Men's Track and Field

- High School pipeline
- **No competition** with other NSHE institutions
- Booster clubs for all sports to assist with fundraising and build community



Lahana's Athletic Experience

- Enhances academic success
- Creates community
- Helps with time management and an enhanced campus experience
- Creates more school spirit
- Develops teamwork and leadership skills
- Promotes diversity and inclusion



The Athletic Student Experience

- Creates a **game day experience**, from a pre-game pep rally to a sense of belonging to the excitement of competition
- Creates **traditions and rituals**
- Allows **alumni** to **support** their alma mater after graduation
- Provides a space for **family and community** activities
- Helps promote **physical fitness and wellness**



Athletics Fee

Students are willing to pay a fee to support athletics at Nevada State because they:

- Understand the value of athletics for a college campus
- Understand the value of athletics for athletes
- Understand the connection between academics and athletics



What Students Think

- “I would have loved to participate in sports after high school.”
- “Bring more school spirit on to campus.”
- “Competing in sports can teach valuable life lessons about teamwork, perseverance, and sportsmanship.”
- “Sports promote discipline, resilience, and dedication – all qualities that are vital for success in academics and beyond. Go Scorpions.”





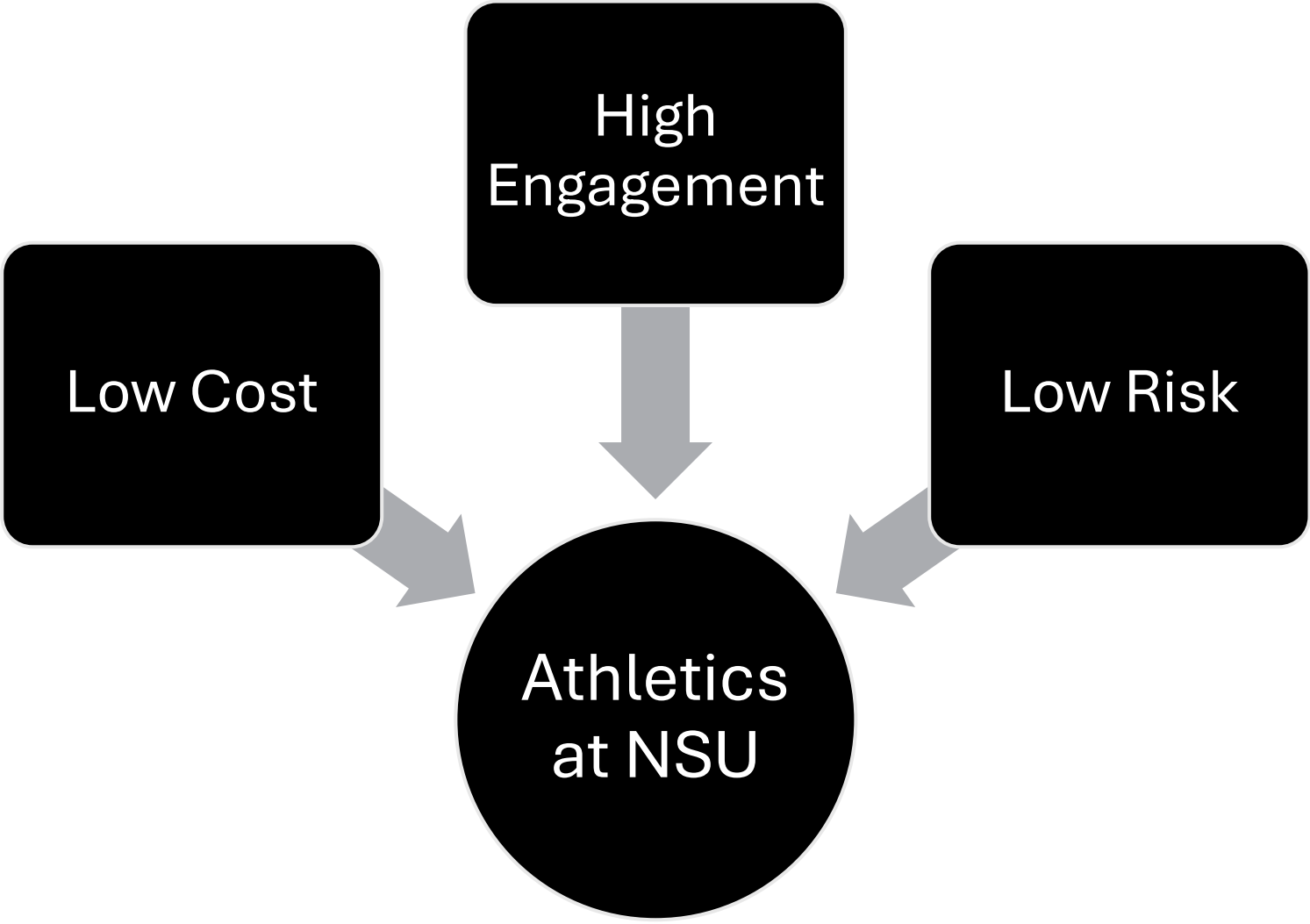
What We've Learned



What We've Learned

- Our students want athletics
 - When asked on how to improve Nevada State, students have responded to add athletics
 - Admissions and Recruitment are consistently asked if we have sports
- Our consultants deemed NSU "ready for athletics."





SPORT	MEN	WOMEN	LOW COST/LOW RISK	HIGH COST/HIGH RISK	HIGH ENGAGEMENT	FACILITIES
Flag Football		x	x		Yes	outdoors
Track and Field	x	x	x		Yes	outdoors
Cross Country	x	x	x		moderate	outdoors
Basketball	x	x		x	Yes	indoors
Soccer	x	x		x	Yes	outdoors
Volleyball		x		x	Yes	indoors
Beach Volleyball	x	x		x	moderate	outdoors
Golf	x	x	x		low/moderate	outdoors
Bowling	x	x	x		low	indoors



What We've Learned

- Women's flag football in CCSD has evolved into a popular sport and many athletes are being recruited to play out of state because there is no collegiate flag football team in Nevada
- There is no collegiate Men's Track and Field in Nevada
- Conversations with WNC, TMCC, CSN, and UNLV



	NCAA DII	NCAA DIII	NAIA	USCAA	NJCAA	INDEPENDENT
Annual membership cost	\$100,000	\$41,000	\$10,000	\$6,600	\$3,200	N/A
Location of member schools	CA, WA, OR Midwest, East South	Southern CA, Midwest, East, Northern Oregon	CA, AZ, Midwest, East, South	East region	2-year institutions in region	A.D. would schedule competitions with schools
Number of required teams with application	12	12	6 by year 4 of application approval	Up to 8 sports in association to select	Up to 3	If possible, recommended to follow NCAA process
Number of required positions with application	10	10	4	3	2	If possible, recommended to follow NCAA process
Sponsorship	Yes	Yes	No	Yes	No	No
NSU Values	?	?	No	?	?	Yes

What We've Learned

- NSU has no onsite facilities but there is an MOU between CSN and NSU to use their facilities
- CSN is changing conferences to lower the cost of competition travel
- Strategic selection of sports—low cost and low risk/ high end engagement—gives NSU a competitive edge
- Intramurals/ club sports are not attractive to perspective and current students
- Athletics is expensive but is an added value to the student experience



What We've Learned

"As the person who helped start Nevada State University, it was always our intention to have athletics at the institution so as to provide a comprehensive experience for the students. While we knew we would have to wait until the institution became established, it is exciting to hear the University has begun the process to fulfill our vision."

*Richard Perkins, Former Nevada Legislator,
One of the Founders of Nevada State University*



The Cost of Athletics



Annual Costs

- Athletic Director and Coaching Positions \$500,000
 - Facility Rentals \$150,000
((\$50,000 per sport))
 - Marketing \$100,000
 - Insurance \$100,000
 - Miscellaneous \$100,000
- Total: \$950,000



Annual Cost by Sport

• Women's Flag Football	\$100,000
• Men's Track and Field	\$80,000
• Women's Track and Field	\$80,000
• Men's Cross Country	\$50,000
• Women's Cross Country	\$50,000
• Bowling	\$65,000
• Men's Golf	\$75,000
• Women's Golf	\$75,000
• Men's Basketball	\$250,000
• Women's Basketball	\$225,000
• Men's Soccer	\$225,000
• Women's Soccer	\$200,000
• Men's Volleyball	\$100,000
• Women's Volleyball	\$175,000



Scholarships

- Student Athletes will also potentially receive scholarships
- Scholarships are some of the easiest gifts from donors
- Private universities are typically more expensive, even with an athletic scholarship



Funding Plan

- Private gifts to start and sustain
- Student Fee
 - Exploring flat fee vs. credit hour fee
- Sponsorships
- Ticketing: Expect to support 2-5% of expenses
- Eventual ask of State for support





Faculty Perspective



What We've Learned

- Faculty co-creating with Student Affairs a student athletic experience unique to NSU
- Faculty/Coach/Athletic Relationships are important to us
- Curriculum can be built/expanded for all students to align with the opportunities of athletic programs (kinesiology, sports communication, sports management, etc.) and advance broader workforce and economic development goals
- Athletics will enhance the culture of the campus



Questions?



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