



Cornell University  
Student Assembly

109 Day Hall  
Ithaca, NY 14853

t. 607.255.3715  
f. 607.255.2182  
e. sa@assembly.cornell.edu  
w. http://assembly.cornell.edu/SA

2012 - 2014 SAF Application Form

Checklist for Application

	Applicant	Office
<b>Preliminary Items Due 4pm, April 25, 2011</b>		
Eligibility Checklist (reverse side)	<u>uj</u>	<input type="checkbox"/>
Dollar request per student per year	\$ <u>10.00</u>	<input type="checkbox"/>
Petition signatures (if new applicant)	<u>N/A</u>	<input type="checkbox"/>
<b>Final Attachments Due 4pm, September 9, 2011</b>		
Constitution, Charter, Bylaws	_____	<input type="checkbox"/>
Mission Statement (1 pages)	_____	<input type="checkbox"/>
Group Profile (3 pages)	_____	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>● Officers</li> <li>● Number of Members</li> <li>● History</li> <li>● Activities, Programming, Events in Current Cycle</li> </ul>		<input type="checkbox"/>
Summary of request (2 pages)	_____	<input type="checkbox"/>
08-11 Financial Statements	_____	<input type="checkbox"/>
11-14 Projections	_____	<input type="checkbox"/>
<b>Office Use Only</b>		
Received by:	_____	
Date Received:	_____	
Sigs Checked:	_____	

**Applicant Organization/Program Name:** Department of Athletics & Physical Education

**Primary Contact**

**Secondary Contact**

Name: Larry Quant

Name: Jeff Hall

Address: Teagle Hall

Address: Bartels Hall

512 Campus Road

554 Campus Road

Phone: 5-1317 Email: lwq2

Phone: 5-6680 Email: jwh33

A representative must certify that the documents provided in this application are accurate, represent best information available to the organization at this time, and are suitable for public distribution. The documents provided constitute the organization's application for undergraduate byline funding for the 2012-2013 and 2013-2014 fiscal years. The Student Assembly will review the applications in the fall semester of 2011. **Organizations may not submit or amend applications after 4pm on Monday, April 25, 2011.**

Representative: Larry Quant  
(print name)

[Signature]  
(signature)

April 19, 2011  
(date)



**Department of Athletics and Physical Education**  
**Student Assembly Funding Application for 2012-2014**  
**September 9, 2011**



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## Department of Athletics & Physical Education

### Summary of Request for Funding

#### Introduction

The Department of Athletics and Physical Education (A&PE) looks forward to continuing its partnership with the Student Assembly during the 2012/13 and 2013/14 academic years. We believe this to be a mutually-beneficial partnership that provides needed resources to A&PE and exceptional value to the undergraduate students.

A&PE requests funding of \$10.00 per student per year for the 2012/13 and 2013/14 years. This proposed amount is unchanged from the approved funding for the current funding cycle. The request includes \$7.00 for the Big Red Sports Pass program and \$3.00 for the student marketing and promotion program. This funding will provide undergraduate students with the following benefits:

- A&PE will provide all undergraduate students will the opportunity to sign up for the Big Red Sports Pass (BRSP) at no cost. The BRSP provides free admission to all intercollegiate athletics games and contests except for men's ice hockey games.
- A&PE will maintain the current quantity and price for men's ice hockey undergraduate student season tickets.
- A&PE will continue its student marketing and promotion program which seeks to increase student attendance and provide an enhanced game experience for Cornell undergraduate students.

The potential value to each undergraduate student of discounted men's ice hockey tickets and free admission to other games exceeds \$190 (see Attachment 1, page 12). A&PE is fully committed to providing such exceptional value to Cornell undergraduate students in return for the \$10.00 per student per year funding.

#### Big Red Sports Pass

- Undergraduate students may sign up for the BRSP online.
- No physical card; information is electronically coded on students' ID cards.
- Provides free admission to all intercollegiate athletics games except men's ice hockey, subject to availability of seating.
- For most sports, including football, students are admitted by showing their BRSP (student ID) at the door/gate.
- For sports with a limited and defined number of seats allocated to students (i.e. basketball, wrestling) students may be required to present their BRSP in advance at the ticket office to receive a hard ticket.
- **The BRSP does not provide free admission to Ivy League, ECAC Hockey, or NCAA postseason games hosted by Cornell.** These are not Cornell events and the revenue from these events does not accrue to Cornell.

### **Men's Ice Hockey Season Tickets**

- 1,500 season tickets will be reserved for undergraduate students (this includes 51 for the pep band).
- The cost for undergraduate student season tickets will be \$13 per game. This is a \$5 discount from the general public price of \$18 per game.
- The total cost for an undergraduate student season ticket will vary from year to year based on the number of home games.
- Tickets for ECAC Hockey playoff games are not included in the undergraduate student season ticket package.

### **Marketing and Promotion**

- The student marketing and promotion program will be managed by the A&PE marketing staff with significant assistance from the Sports Marketing Group. The Sports Marketing Group is a group of approximately 50 Cornell students who share an interest in sports marketing and assist with marketing and promotion activities. The Sports Marketing Group will play an important role in managing the marketing and promotion funds, providing a valuable learning experience for the students in this group.
- Elements of the undergraduate student marketing and promotion program will include:
  - Increased marketing of games and contests through posters, flyers, table tents, Cornell Sun advertisements, and other appropriate means.
  - Theme nights at certain games and contests (i.e. Greek Night).
  - Increased number of promotional “give-away” items. Examples of such items include T-shirts, hats, foam fingers, food (pizza, hot dogs), and other novelty items.
  - Enhanced game experience for students, including music/DJ's, half-time contests, etc.
  - Free T-shirts for undergraduate student support groups (Red Zone, Newman Nation, etc).

### **Alternatives to SA Funding**

- Undergraduate students would be required to purchase the BRSP at a cost of \$50 in order to gain free admission to football, lacrosse, basketball, soccer, and wrestling games and matches.
- Undergraduate students without a BRSP would be charged \$5 for admission to football, lacrosse, basketball, soccer, and wrestling games and matches.
- The cost of undergraduate student men's ice hockey season tickets would increase by \$5 per game to equal the general public price.
- Student marketing and promotion activities would be significantly reduced, if not eliminated.

### **Conclusion**

The Department of Athletics & Physical Education is committed to working closely with the Student Assembly to provide all Cornell undergraduate students with access to games, a quality game experience, and increased school spirit. In order to ensure the best possible student experience, A&PE is requesting continued funding of \$10.00 per student per year for the 2012/13 and 2013/14 years.

## **Department of Athletics and Physical Education**

### **Mission Statement**

The Department of Athletics and Physical Education strives to provide students with powerful and meaningful participatory experiences that forge enduring bonds with Cornell, and to provide for the well-being of members of the faculty, staff, and community.

We offer a diverse program of physical and outdoor education, recreational services, and intercollegiate athletic competition, equitably administered with special attention to the needs of women and members of under-represented minority groups. We foster the values of physical fitness, total well-being, and enduring participation in athletics; teach leadership skills, teamwork, responsibility, and accountability; and administer programs that can be critical to the educational and personal development of students in keeping with the high standards of Cornell, the Ivy League, the Eastern College Athletic Conference, and the National Collegiate Athletic Association.

The department promotes pride and unity within the university community and provides opportunities to develop, strengthen, and maintain ties to external audiences such as alumni, friends, the educational community, and the general public by attracting interest, recognition, and support.

# Department of Athletics and Physical Education

## Organization Profile

### A&PE Administrative Staff

The Department of Athletics and Physical Education operates under the direct supervision of the Vice President for Student and Academic Services. Senior administrators in the department include:

1. Andy Noel  
Director of Athletics and Physical Education
2. Larry Quant  
Senior Associate Athletic Director – Administration and Finance
3. Anita Brenner  
Associate Athletic Director – Intercollegiate Administration
4. Andrea Dutcher  
Associate Athletic Director – Physical Education and Recreation
5. Amy Foster  
Associate Athletic Director – Compliance and Student Services
6. Jeff Hall  
Associate Athletic Director – External Operations

### Student Participation

The Department of Athletics and Physical Education provides programming for essentially every undergraduate student through one or more of the following programs: intercollegiate athletics, physical education courses, fitness centers, outdoor education, and the intramural sports program.

During the last 3 academic years the following numbers of students have participated in the various programs:

	<u>2008/09</u>	<u>2009/10</u>	<u>2010/11</u>
Intercollegiate Athletes	1,077	1,046	1,089
Physical Education Courses	9,456	10,739	10,341
Fitness Center Memberships	10,106	10,386	10,754
Outdoor Education	3,038	3,110	3,211
Intramural Sports	6,507	6,088	5,190

### Profile and History

The Cornell University Department of Athletics and Physical Education is one of the largest and most broad-based programs in the country. The department's programming can be categorized

into three distinct areas: intercollegiate athletics programs, physical education programs, and fitness/recreation programs.

The intercollegiate athletics program includes 36 varsity teams and more than 1,000 student-athletes. Cornell is a charter member of the Ivy League and has enjoyed a long history of athletics success. In recent years Cornell has emerged as one of the most competitive programs in the Ivy League, winning 63 Ivy League championships in the last 9 years compared to 18 championships during the preceding 9 years. We expect continued success with championship-caliber teams in several sports including wrestling, track & field, ice hockey, and lacrosse. In addition to winning Ivy League championships, many of Cornell's teams are highly competitive at the national level, a remarkable achievement for a program that does not offer athletic scholarships. In recent years several teams have advanced to NCAA championships, including men's basketball (Sweet 16 in 2010), wrestling (NCAA runners-up in 2010 and 2011), women's ice hockey (NCAA runners-up in 2010), and men's lacrosse (NCAA runners up in 2010).

The physical education program provides many options for undergraduate students, who must successfully complete at least 2 physical education courses in order to graduate. During the past several decades the PE program has expanded to include such courses as sailing, water skiing, ballroom dance, cardio-kickboxing, tae kwon do, yoga, skiing, and shooting. These are but a few of the dozens of courses offered.

The fitness/recreation programs include the fitness centers, the outdoor education program, and the intramurals program. The Cornell Fitness Centers (CFC), established in 1996, provide recreational and fitness opportunities for students, faculty, and staff. CFC facilities encompass more than 15,000 square feet at 4 locations and provide a comprehensive set of fitness equipment including treadmills, steppers, bikes, rowers, elliptical trainers, weight machines, and free weights.

Cornell Outdoor Education (COE), established in 1972, is the largest and most comprehensive collegiate outdoor education program in the country. COE uses challenge, adventure, and outdoor experiences, with reflection and analysis, to help individuals and teams learn and grow. COE offers over 130 courses and activities, including backpacking, kayaking, mountain biking, wilderness first aid, and many more. COE operates the Lindseth Climbing Wall, the largest indoor natural rock climbing wall in North America, and the Hoffman Challenge Course.

The intramural sports program has grown over time to become one of the most diverse and broad-based in the country. Cornell offers opportunities for thousands of students and hundreds of teams to participate in such activities as flag football, soccer, tennis, basketball, badminton, snowboarding, disc golf, and dodge ball.



## **Department of Athletics and Physical Education**

### **Activities, Programming and Events in the Current Funding Cycle**

During the present funding cycle the Department of Athletics and Physical Education provides the following activities, programs, and events for Cornell undergraduate students:

1. Free Big Red Sports Pass for all undergraduate students who sign up for a BRSP membership. The BRSP provides free admission to all games and contests with the exception of Men's Ice Hockey.
2. Discounted Men's Ice Hockey season tickets. The department allocates 1,500 season tickets for undergraduate students at a price that is \$5 per game less than the normal season-ticket price.
3. Marketing and promotion activities targeted specifically to undergraduate students. Examples of such activities include giveaways (t-shirts, hats, thunder sticks, etc.), in-game contests and prizes, sport-specific groups (Red Zone, Newman Nation, etc.), and advertising in the Cornell Daily Sun and other venues.

## **Department of Athletics and Physical Education**

### **Financial Information**

The following financial information is included on the following 3 pages:

1. Table 1 – SA Funding Allocation Summary – 2009/10 through 2013/14
2. Table 2 – Financial Statement – 2009/10 through 2011/12
3. Table 3 – Financial Projection – 2011/12 through 2013/14

Current year projections are included in both Table 2 and Table 3 for easier comparison with the prior 2 years (2009/10, 2010/11) and the following 2 years (2012/13, 2013/14).

SA Total Funding projections in Tables 2 and 3 for 2010/11 through 2013/14 are based on estimated undergraduate student enrollment of 13,200.

**Table 1 - SA Funding Allocation Summary**

	<u>2009/10 Actual</u>	<u>2010/11 Actual</u>	<u>2011/12 Approved</u>	<u>2012/13 Requested</u>	<u>2013/14 Requested</u>
Homecoming FB Game free admission for all undergraduate students	\$1.20	included with BRSP		included with BRSP	
Big Red Sports Pass free admission to all games except for men's ice hockey	\$4.90	\$7.00	\$7.00	\$7.00	\$7.00
Marketing and Promotion marketing and promotion activities targeted to undergraduate students	\$3.85	\$3.00	\$3.00	\$3.00	\$3.00
	<u>\$9.95</u>	<u>\$10.00</u>	<u>\$10.00</u>	<u>\$10.00</u>	<u>\$10.00</u>

**Table 2 - Financial Statement - 2009/10 through 2011/12**

	2009/10 Actual	2010/11 Actual	2011/12 Projected
<b>Homecoming FB Game</b>			
SA Per Student Funding	\$1.20	\$0.00	\$0.00
SA Total Funding	\$16,717	\$0	\$0
Student Attendance	5,250	1,547	5,000
<b>Big Red Sports Pass</b>			
SA Per Student Funding	\$4.90	\$7.00	\$7.00
SA Total Funding	\$68,262	\$93,478	\$92,400
Passes Issued	5,811	6,083	7,000
<b>Marketing and Promotion</b>			
SA Per Student Funding	\$3.85	\$3.00	\$3.00
SA Total Funding	\$53,634	\$40,062	\$39,600
Expenditures			
T-Shirts			
Red Zone	\$6,000	\$9,500	
Newman Nation	\$8,200	\$6,500	
Lynah Faithful	\$7,300	\$7,500	
Pink Zone	\$1,500	\$2,600	
Rock the Red	\$5,000	\$6,500	
	<u>\$28,000</u>	<u>\$32,600</u>	<u>\$25,000</u>
Giveaways			
Foam fingers	\$4,800	\$4,000	
Cheering Noodles	\$2,500	\$3,500	
Thundersticks	\$1,000	\$1,500	
Nintendo Wii	\$500	\$300	
Banner Towels	\$2,000	\$5,000	
	<u>\$10,800</u>	<u>\$14,300</u>	<u>\$10,000</u>
Advertising			
Cornell Daily Sun	\$12,000	\$15,000	
Quartercards	\$3,500	\$3,000	
Trillium Painting	\$700	\$250	
Posters and Flyers	\$1,200	\$1,500	
Z95/Halftime Promos	\$3,300	\$3,000	
	<u>\$20,700</u>	<u>\$22,750</u>	<u>\$20,000</u>
 Total Expenditures	 <u>\$59,500</u>	 <u>\$69,650</u>	 <u>\$55,000</u>
<b>Total Funding</b>			
SA Per Student Funding	\$10.00	\$10.00	\$10.00
SA Total Funding	\$138,613	\$133,540	\$132,000

**Table 3 - Financial Projection - 2011/12 through 2013/14**

	<u>2011/12 Projected</u>	<u>2012/13 Requested</u>	<u>2013/14 Requested</u>
<b>Homecoming FB Game</b>			
SA Per Student Funding	included with BRSP		
SA Total Funding	\$0	\$0	\$0
Student Attendance	5,000	5,000	5,000
<b>Big Red Sports Pass</b>			
SA Per Student Funding	\$7.00	\$7.00	\$7.00
SA Total Funding	\$92,400	\$92,400	\$92,400
Passes Issued	7,000	7,000	7,000
<b>Marketing and Promotion</b>			
SA Per Student Funding	\$3.00	\$3.00	\$3.00
SA Total Funding	\$39,600	\$39,600	\$39,600
Expenditures			
T-Shirts	\$25,000	\$25,000	\$25,000
Giveaways	\$10,000	\$10,000	\$10,000
Advertising	\$20,000	\$20,000	\$20,000
Total Expenditures	<u>\$55,000</u>	<u>\$55,000</u>	<u>\$55,000</u>
<b>Total Funding</b>			
SA Per Student Funding	\$10.00	\$10.00	\$10.00
SA Total Funding	\$132,000	\$132,000	\$132,000

## **Department of Athletics and Physical Education**

### **Charter and Bylaws**

As a university department, the Department of Athletics and Physical Education does not have a charter and bylaws.

Department of Athletics and Physical Education

Attachment 1

SA Funding - Value to Students

	<u>Number of Games</u>	<u>Admission Cost Per Game with SA Funding</u>	<u>Admission Cost Per Game without SA Funding</u>	<u>Total Admission Cost with SA Funding</u>	<u>Total Admission Cost without SA Funding</u>
Football	5	\$0.00	\$5.00	\$0.00	\$25.00
Men's Basketball	12	\$0.00	\$5.00	\$0.00	\$60.00
Men's Lacrosse	5	\$0.00	\$5.00	\$0.00	\$25.00
Men's Ice Hockey	16	\$13.00	\$18.00	\$208.00	\$288.00
				<u>\$208.00</u>	<u>\$398.00</u>
Potential Value					<u><u>\$190.00</u></u>

Note: Additional value would be derived from free admission to other ticketed sports  
(wrestling, w basketball, w ice hockey, volleyball, m soccer)