

**Cornell University
Student Assembly**

109 Day Hall
Ithaca, NY 14853

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2014 - 2016 Undergraduate SAF Application Form

Checklist for Application

	Applicant	Office
Preliminary Items Due 4pm, April 25, 2013		
Eligibility Checklist (reverse side)		
Dollar request per student per year	\$ <u>10.00</u>	
Petition signatures (if new applicant)		
Final Attachments Due 4pm, September 13, 2013		
Constitution, Charter, Bylaws		
Mission Statement (1 pages)		
Group Profile (3 pages)		
<ul style="list-style-type: none"> ● Officers ● Number of Members ● History ● Activities, Programing, Events in Current Cycle 		
Summary of request (2 pages)		
10-13 Financial Statements		
13-16 Projections		
Office Use Only		
Received by:	_____	
Date Received:	_____	
Sigs Checked:	_____	

Applicant Organization/Program Name: Department of Athletics + Physical Education

Primary Contact	Secondary Contact
Name: <u>Larry Quant</u>	Name: <u>Jeff Hall</u>
Address: <u>Teagle Hall</u> <u>512 Campus Road</u>	Address: <u>Bartels Hall</u> <u>554 Campus Road</u>
Phone: <u>5.1317</u> Email: <u>lwq2@cornell.edu</u>	Phone: <u>5.6680</u> Email: <u>jwh33@cornell.edu</u>

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 2014-2015 and 2015-2016 fiscal years. The Student Assembly will review the applications in the fall semester of 2013. Organizations may not submit preliminary applications after 4pm on Monday, April 25, 2013 or amend final submissions after 4pm, Friday, September 13, 2013.

Representative: JOHN ANDREW NOEL, JR J.A. Noel, Jr. 4/23/2013
(print name) (signature) (date)



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Dollar request per student per year	\$ 10.00	<input type="checkbox"/>
Petition signatures (if new applicant)	NA	<input type="checkbox"/>
Final Attachments Due 4pm, September 13, 2013		
Constitution, Charter, Bylaws	<i>WJ</i>	<input type="checkbox"/>
Mission Statement (1 pages)	<i>WJ</i>	<input type="checkbox"/>
Group Profile (3 pages)	<i>WJ</i>	<input type="checkbox"/>
<ul style="list-style-type: none"> ● Officers ● Number of Members ● History ● Activities, Programing, Events in Current Cycle 		<input type="checkbox"/>
Summary of request (2 pages)	<i>WJ</i>	<input type="checkbox"/>
10-13 Financial Statements	<i>WJ</i>	<input type="checkbox"/>
13-16 Projections	<i>WJ</i>	<input type="checkbox"/>
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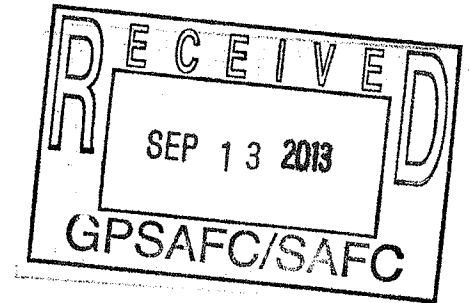
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(print name) (signature) (date)

Department of Athletics and Physical Education
Student Assembly Funding Application for 2014-2016

September 13, 2013



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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 2014/15 and 2015/16 academic years. We believe this to be a mutually-beneficial partnership that provides needed resources to A&PE and exceptional value to the Cornell undergraduate community.

A&PE requests funding of \$10.00 per student per year for the 2014/15 and 2015/16 years. This proposed amount is unchanged since 2010/11. 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 with 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.
- BRSP 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.
- The Sports Marketing Group will assume greater responsibilities in the marketing and promotion of games and events. Specifically, this group will be tasked with developing a more effective marketing program to include online advertising and implementing (and monitoring the effectiveness of) promotional activities to generate additional undergraduate student interest and attendance.
- 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).
 - New marketing and promotion initiatives as noted above.

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.

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

Group 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>2010/11</u>	<u>2011/12</u>	<u>2012/13</u>
Intercollegiate Athletes	1,089	1,098	1,083
Physical Education Courses	10,341	11,155	11,456
Fitness Center Memberships	10,754	11,015	11,251
Outdoor Education	3,211	3,302	4,555
Intramural Sports	5,190	5,487	7,028

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 76 Ivy League championships in the last 11 years compared to 29 championships during the preceding 11 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 – 2011/12 through 2015/16
2. Table 2 – Financial Statement – 2011/12 through 2013/14
3. Table 3 – Financial Projection – 2013/14 through 2015/16

Current year projections are included in both Table 2 and Table 3 for easier comparison with the prior 2 years (2011/12, 2012/13) and the following 2 years (2014/15, 2015/16).

SA Total Funding projections in Tables 2 and 3 for 2013/14 through 2015/16 are based on estimated undergraduate student enrollment of 13,500.

Table 1 - SA Funding Allocation Summary

	<u>2011/12 Actual</u>	<u>2012/13 Actual</u>	<u>2013/14 Approved</u>	<u>2014/15 Requested</u>	<u>2015/16 Requested</u>
Big Red Sports Pass free admission to all games except for men's ice hockey	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00
Marketing and Promotion marketing and promotion activities targeted to undergraduate students	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00
	<u>\$10.00</u>	<u>\$10.00</u>	<u>\$10.00</u>	<u>\$10.00</u>	<u>\$10.00</u>

Table 2 - Financial Statement - 2011/12 through 2013/14

	2011/12 Actual	2012/13 Actual	2013/14 Projected
Big Red Sports Pass			
SA Per Student Funding	\$7.00	\$7.00	\$7.00
SA Total Funding	\$93,359	\$94,842	\$94,500
Passes Issued	6,333	6,027	6,000
Marketing and Promotion			
SA Per Student Funding	\$3.00	\$3.00	\$3.00
SA Total Funding	\$40,011	\$40,646	\$40,500
Expenditures			
T-Shirts			
Red Zone	\$6,000	\$9,500	\$9,500
Newman Nation	\$8,200	\$6,500	\$6,500
Lynah Faithful	\$7,300	\$7,500	\$7,500
Pink Zone	\$1,500	\$2,000	\$2,000
Rock the Red	\$5,000	\$2,500	\$0
Soccer	\$1,000	\$1,000	\$2,500
Cancer Awareness	\$1,000	\$1,000	\$2,000
Redman's Army (wrestling)	\$1,000	\$1,000	\$1,500
	<u>\$31,000</u>	<u>\$31,000</u>	<u>\$31,500</u>
Giveaways			
Foam fingers	\$4,800	\$4,000	\$0
Cheering Noodles	\$2,500	\$2,500	\$2,000
Thundersticks	\$1,000	\$1,500	\$0
Nintendo Wii	\$500	\$300	\$0
Rally Towels	\$2,000	\$5,000	\$2,500
Break Berman	\$500	\$500	\$500
Plastic Cups	\$0	\$0	\$1,000
Lacrosse Pinneys	\$2,500	\$2,500	\$2,500
Beanie Caps	\$0	\$1,000	\$2,000
Free Food Friday	\$0	\$1,000	\$1,000
Sunglasses	\$0	\$0	\$2,500
Dry Erase Boards	\$3,000	\$2,500	\$2,000
	<u>\$16,800</u>	<u>\$20,800</u>	<u>\$16,000</u>
Advertising			
Cornell Daily Sun	\$12,000	\$15,000	\$10,000
Quartercards	\$3,500	\$3,000	\$3,000
Dining Hall (table tents/painting)	\$700	\$250	\$500
Posters and Flyers	\$1,200	\$2,000	\$2,000
Z95/Halftime Promos	\$3,300	\$2,500	\$2,500
Email Marketing (push provider)	\$1,500	\$2,500	\$5,000
Online Promo Videos	\$0	\$500	\$1,500
	<u>\$22,200</u>	<u>\$25,750</u>	<u>\$24,500</u>
Total Expenditures	<u><u>\$70,000</u></u>	<u><u>\$77,550</u></u>	<u><u>\$72,000</u></u>
Total Funding			
SA Per Student Funding	\$10.00	\$10.00	\$10.00
SA Total Funding	\$133,370	\$135,488	\$135,000

Table 3 - Financial Projection - 2013/14 through 2015/16

	<u>2013/14</u> <u>Projected</u>	<u>2014/15</u> <u>Requested</u>	<u>2015/16</u> <u>Requested</u>
Big Red Sports Pass			
SA Per Student Funding	\$7.00	\$7.00	\$7.00
SA Total Funding	\$94,500	\$94,500	\$94,500
Passes Issued	6,000	6,000	6,000
Marketing and Promotion			
SA Per Student Funding	\$3.00	\$3.00	\$3.00
SA Total Funding	\$40,500	\$40,500	\$40,500
Expenditures			
T-Shirts	\$31,500	\$31,500	\$31,500
Giveaways	\$16,000	\$16,000	\$16,000
Advertising	\$24,500	\$24,500	\$24,500
Total Expenditures	<u>\$72,000</u>	<u>\$72,000</u>	<u>\$72,000</u>
Total Funding			
SA Per Student Funding	\$10.00	\$10.00	\$10.00
SA Total Funding	\$135,000	\$135,000	\$135,000

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</u>		<u>Total Admission Cost</u>	
		<u>with SA Funding</u>	<u>without SA Funding</u>	<u>with SA Funding</u>	<u>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, m/w indoor track, m soccer)