

# Athletics

SHSU Strategy in Action  
FY 2027 Planning and Budget Presentation

**Mr. Bobby Williams**



# Department of Athletics

- NCAA Division I Men's Sports Sponsored (7)

- Baseball
- Basketball
- Cross Country
- Football
- Golf
- Indoor Track
- Outdoor Track

- NCAA Division I Women's Sports Sponsored (11)

- Basketball
- Beach Volleyball
- Bowling
- Cross Country
- Golf
- Soccer
- Softball
- Tennis
- Indoor Track
- Outdoor Track
- Volleyball

# Part 1 – Execution Accountability

# FY25 & FY26 Keep–Stop–Start (KSS) Initiative Progress

## University Athletics

Initiative Area	Key Accomplishments	Status	Evidence of Impact	Strategic Plan Alignment
<b>Keep #1: Providing Cost of Attendance To Student-Athletes</b>	<ul style="list-style-type: none"> <li>Expanded Cost of Attendance (COA) funding to support as many student-athletes as possible</li> </ul>	Ongoing	<ul style="list-style-type: none"> <li>COA funding has grown steadily and now supports 36% of student-athletes in the department.</li> </ul>	Supports Strategy 1 (Prioritize Student Success and Access), Goal 1.1 (Recruit, Retain, Graduate, and Empower Students), and advances Student Success, Retention, and Institutional Agility.
<b>Keep #2: Expanding the Department Nutrition Program</b>	Expanded the nutrition program to provide student-athletes with the resources needed for peak performance academically and athletically.	Ongoing	Baseball team reduced average in-season weight loss from 4.2 lbs (prior season) to just 0.3 lbs, demonstrating strong program effectiveness.	Supports Strategy 1 (Prioritize Student Success and Access) and Goal 1.1, advancing Student Success and Retention
<b>Keep #3: Strengthening Fan Engagement Opportunities</b>	<ul style="list-style-type: none"> <li>Centralized management of affiliation agreements and MOUs</li> <li>Reclassified staff role to streamline oversight and coordination</li> </ul>	Completed	Invested in targeted fan engagement initiatives, including a new dedicated student section at the basketball arena	Supports Enrollment, Community Engagement, Institutional Reputation, and Revenue Generation.



# University Athletics

## FY25 Funded Initiative Outcomes

Initiative	Original Allocation Overview	Implementation Status	Measurable Outcomes / Early Indicators	Next Steps	Strategic Alignment
HEF / Athletic Funds for Beckner Tennis Center construction and upgrades to Baseball & Softball Complex	HEF and athletic capital funds allocated for the new Beckner Tennis Center (6+ courts with modern facilities) and major improvements to the baseball and softball complex, including site work, infrastructure, and player amenities to elevate competition and recruiting	Completed	<ul style="list-style-type: none"><li>• Beckner Tennis Center opened Fall 2024 as a state-of-the-art facility adjacent to Don Sanders</li><li>• Enhanced training and competition venues for baseball and softball</li><li>• Improved recruiting visibility and student-athlete experience</li></ul>	<ul style="list-style-type: none"><li>• Complete remaining site enhancements and landscaping</li><li>• Integrate new facilities into full recruiting and game-day operations</li><li>• Track utilization, recruiting impact, and fan attendance metrics</li></ul>	<ul style="list-style-type: none"><li>• Student Success and Access</li><li>• Institutional Reputation</li><li>• Athletic Excellence</li><li>• Community Engagement</li></ul>



# University Athletics

## FY26 Funded Initiative Outcomes

Initiative	Original Allocation Overview	Implementation Status	Measurable Outcomes / Early Indicators	Next Steps	Strategic Alignment
Competitive Excellence Fund / NIL & Revenue Share Funding	New initiative funding to expand Cost of Attendance (COA) and NIL/revenue-share support for student-athletes, enabling SHSU to remain competitive in the post-House Settlement collegiate athletics landscape.	In Progress	<ul style="list-style-type: none"> <li>• COA funding has grown steadily and now supports 36% of student-athletes</li> <li>• Strong recruiting momentum maintained in Conference USA</li> <li>• Enhanced retention of high-quality talent</li> </ul>	<ul style="list-style-type: none"> <li>• Adapt COA/NIL strategy to new NCAA revenue-sharing model</li> <li>• Finalize additional revenue-share agreements</li> <li>• Maximize impact on 2026 recruiting class</li> </ul>	<ul style="list-style-type: none"> <li>• Student Success and Access</li> <li>• Retention</li> <li>• Institutional Agility</li> <li>• Institutional Reputation</li> </ul>
Bowers Stadium Press Box & Premium Fan Experience Enhancements	Major investment in renovated press box, premium seating, and fan-engagement infrastructure to elevate game-day experience and revenue potential upon 2026 reopening	In progress	<ul style="list-style-type: none"> <li>• New dedicated student section at basketball arena produced 48% increase in student attendance</li> <li>• Positive early feedback on premium areas and contactless screening pilot</li> <li>• Preparations complete for full stadium return in Fall 2026</li> </ul>	<ul style="list-style-type: none"> <li>• Complete final press box fit-out and technology integration</li> <li>• Launch new premium seating packages</li> <li>• Roll out enhanced fan-engagement strategies for 2026 football season</li> </ul>	<ul style="list-style-type: none"> <li>• Enrollment</li> <li>• Community Engagement</li> <li>• Institutional Reputation</li> <li>• Revenue Generation</li> </ul>
Department Nutrition & Holistic Student-Athlete Wellness Program	Expanded nutrition program and implementation of NCAA-mandated Holistic Student-Athlete Model to support peak academic and athletic performance	Ongoing	<ul style="list-style-type: none"> <li>• Baseball team reduced average in-season weight loss from 4.2 lbs (prior season) to 0.3 lbs</li> <li>• Formal Holistic Model standards now in place for every student-athlete</li> <li>• Improved overall student-athlete wellness metrics</li> </ul>	<ul style="list-style-type: none"> <li>• Integrate nutrition services into new press box operations</li> <li>• Expand holistic wellness services across all sports</li> <li>• Track long-term retention and performance gains</li> </ul>	<ul style="list-style-type: none"> <li>• Student Success</li> <li>• Retention</li> <li>• Student Excellence</li> </ul>





# University Athletics

## FY26 Funded Initiative Outcomes

Initiative	Original Allocation Overview	Implementation Status	Measurable Outcomes / Early Indicators	Next Steps	Strategic Alignment
Keep – Providing Cost of Attendance to Student-Athletes	Expanded Cost of Attendance (COA) funding to support recruitment and retention of student-athletes in the evolving NIL/revenue-share environment.	In Progress	<ul style="list-style-type: none"> <li>• COA funding has grown steadily and now supports 36% of student-athletes</li> <li>• Strong recruiting momentum maintained in Conference USA</li> <li>• Enhanced retention of high-quality talent</li> </ul>	<ul style="list-style-type: none"> <li>• Adapt COA/NIL strategy to new NCAA revenue-sharing model</li> <li>• Finalize additional revenue-share agreements</li> <li>• Maximize impact on 2026 recruiting class</li> </ul>	<ul style="list-style-type: none"> <li>• Student Success and Access</li> <li>• Retention</li> <li>• Institutional Agility</li> <li>• Institutional Reputation</li> </ul>
Keep – Expanding the Department Nutrition Program	Implemented a comprehensive nutrition program to equip student-athletes with the resources needed for peak performance on the field and in the classroom	Ongoing	Baseball team reduced average in-season weight loss from 4.2 lbs (prior season) to just 0.3 lbs, reflecting strong program effectiveness	Continue expanding the program and track long-term impact on student-athlete performance and retention.	<ul style="list-style-type: none"> <li>• Retention</li> <li>• Enrollment</li> <li>• Student Success</li> </ul>
Keep – Strengthening Fan Engagement Opportunities	Invested in fan engagement initiatives to enhance university reputation, generate revenue, build community, and attract more students and donors	In Progress	New dedicated student section at basketball arena resulted in a 48% increase in student attendance.	Capitalize on the reopening of the renovated football stadium by developing new premium seating and fan experience packages	<ul style="list-style-type: none"> <li>• Enrollment</li> <li>• Community Engagement</li> <li>• Institutional Reputation</li> <li>• Revenue Generation</li> </ul>



# FY26 Keep–Stop–Start (KSS) Initiative Progress

## University Athletics

Initiative Area	Key Accomplishments	Status	Evidence of Impact	Strategic Plan Alignment
<b>Stop #1: Redundancies in the department to increase efficiencies</b>	Identified and began eliminating redundant processes, staffing overlaps, and duplicated efforts across the department.	In Progress	Improved focus on high-priority areas through better allocation of time, resources, staffing, and technology.	Supports Strategy 2 (Embody a Culture of Excellence) and Goal 2.2 (Align processes and resources), advancing Pillar 4 – Agility.
<b>Start #1: NCAA Holistic Model</b>	Began formal adoption of the NCAA-required Holistic Student-Athlete Model to establish consistent baseline expectations.	In Progress	Formalized foundational standards that ensure a consistent and elevated experience for every student-athlete.	Supports Strategy 1 (Prioritize Student Success and Access) and Goal 1.1, advancing Student Success and Retention.

# Part 2 – Strategic Resource Alignment (*Budget Requests*)

# FY27 Operational Enhancements

## University Athletics

Priority	Proposal	What the Investment Enables	Why Needed Now	Expected Outcomes / Institutional Impact	Strategic Alignment
1	<b>NIL/ Rev Share Funding</b>	Competitive recruitment and retention packages for high-quality student-athletes across all sports, enabling SHSU to remain competitive in the evolving collegiate athletics landscape.	The House Settlement and new NCAA revenue-sharing model have fundamentally changed college sports. CUSA standards and conference peers are rapidly adapting, requiring a shift from traditional management approaches.	Strengthens recruiting and retention; positions SHSU as a competitive destination; helps close scholarship and NIL gaps that directly impact roster quality and conference performance.	<ul style="list-style-type: none"> <li>• Institutional Agility</li> <li>• Institutional Reputation</li> <li>• Retention</li> </ul>
2	<b>Additional Scholarships</b>	Expanded scholarship availability for key sports, allowing coaches to attract and retain top talent during the recruiting process	NCAA roster and scholarship limits have tightened significantly. Expanding funding directly addresses retention challenges for newly affected student-athletes.	Improves retention rates of high-performing athletes; enhances conference competitiveness; serves as a key differentiator in recruiting.	<ul style="list-style-type: none"> <li>• Retention</li> <li>• Student Success</li> <li>• Institutional Reputation</li> </ul>

# FY27 Operational Enhancements

## University Athletics

Priority	Proposal	What the Investment Enables	Why Needed Now	Expected Outcomes / Institutional Impact	Strategic Alignment
3	Contactless Weapons screening System for Events	Faster, more efficient fan screening at University events using advanced magnetometer technology, improving the overall guest experience and unlocking greater revenue potential through reduced wait times.	Contactless screening has become an industry standard across major venues. It has proven highly effective at maintaining safety while significantly improving flow at high-traffic events.	Reduces queue lengths and wait times; enhances guest experience and safety; increases concessions and ticket revenue opportunities through smoother event entry. Community Engagement Revenue Generation Institutional	<ul style="list-style-type: none"> <li>• Community Engagement</li> <li>• Revenue Generation</li> <li>• Institutional Reputation</li> </ul>



# Part 3 – Institutional Listening



# Part 3. Institutional Listening

## University Athletics

Category	Summary
<i>Ideas Submitted</i>	Three ideas submitted, all interdisciplinary in nature.
<i>Key Themes</i>	<ol style="list-style-type: none"> <li>1. Campus engagement through Athletics (e.g., broader campus and community involvement via events, parades, and fan experiences).</li> <li>2. Employee Gym / Wellness Facility (cross-divisional idea with broad support across Athletics and multiple colleges/divisions).</li> <li>3. Leadership evaluation and decision-making processes (e.g., "Fewer Meetings, Smarter Decisions" and "Annual Evals of Leadership – Evaluating Up").</li> </ol>
<i>Actions Taken in Response</i>	Ideas were placed in the “Parking Lot” for further evaluation. Athletics continues to prioritize fan engagement initiatives and competitive excellence investments in response to broader campus feedback.
<i>Future Investment Considerations (of the two Parking Lot initiatives)</i>	Significant cross-divisional collaboration and resource commitments would be required. Athletics is actively exploring enhanced campus engagement opportunities and wellness support as part of its ongoing facility and operational enhancements.

### Other Feedback Mechanisms (See notes Page for details)

1. Systematic Feedback Collection,
2. Fan and Community Engagement,
3. Student-Athlete Voice,
4. Data-Driven Competitive Planning,
5. Cross-Unit Collaboration:

