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You are the managing partner of a marketing consulting firm that specializes in athletics and sports management. Your firm includes the following departments: legal, public relations, accounting, management consulting, talent representation, and event management.

University of Strops Athletic Department

Location: Mobile, AL

Enrollment: 10,000 with a 70% acceptance rate

Male = 6,000, Female = 4,000

African-American = 75%, Caucasian = 20%, Other = 5%

NCAA Division III member (no athletic scholarships)

Conference: We Are Strops Universities & Schools (WASUS), which has 12 members

Mascot: Dolphins

Student-Athletes: 1,200

Male = 400, Female = 700

| Sports: Male | Female |
|---------------------|---------------|
| Basketball | Basketball |
| Golf | Field Hockey |
| Lacrosse | Gymnastics |
| Soccer | Lacrosse |
| | Soccer |
| | Softball |
| | Volleyball |

Administrative Staff:

Interim athletic director (female)

Assistant athletic director (male)

Administrative assistant (female)

Sports information director (female)

Athletic trainer (male)

Compliance coordinator (male)

Coaching Staff:

All head coaches are full-time with part-time assistant coaches

Men coach all men's sports, women's basketball, soccer, softball, & volleyball

Women coach field hockey, gymnastics, & lacrosse

There has been little turnover in the department, the newest coach (field hockey) was hired five years ago, and all staff members are relatively happy in their jobs. Granted they

would like to put more wins in the books, but they believe everything is cyclical, and they will start winning again soon.

Budget Information:

The previous athletic director felt each team should receive the same amount of money regardless of travel schedule, team size, officiating needs, equipment needs, etc. Facility and field maintenance costs are covered by the institutional budget.

The department is allocated \$500,000 annually, not including salaries. This must cover the following: equipment, officiating, team travel, department travel (meetings, etc.), team meals, recruiting, publicity, compliance, event management, conference fees, athletic training, post-season, conference fees, uniforms (four-year replacement cycle per team), and incidentals.

Team Results/Records:

Men's and women's basketball both finished within two games above or below .500 for the fifth straight year.

Field hockey lost in the conference championship, and returns all starters from that team.

Golf finished fourth in the conference and sent one golfer to the NCAA Championships.

Men's lacrosse finished one game above .500, their worst record in five years.

Men's soccer finished one game above .500, their best record in five years.

Gymnastics won their third straight conference championship, and sent four gymnasts to the NCAA Championships.

Women's lacrosse finished .500, their best record in five years.

Women's soccer finished two games above .500, their worst record in five years.

Softball finished third in the conference with a .750 record, improving on last year's .500 finish, which was their first record of .500 or more in five years.

Women's volleyball went undefeated in conference play winning their first conference championship and advanced to the second round of the NCAA Tournament. This was their fifth straight winning season, and first trip to the NCAA Tournament.

Your firm has been hired to represent the University of Strops athletic department.



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