

University of Idaho
Sun Belt Conference
Membership Presentation

February 15, 2016
Chuck Staben, President

University of Idaho

- Idaho's Leading Research University
- 11,400 students
 - High graduation rate
- Doctoral “Higher Research” university - Carnegie
 - \$100 million research
- State land-grant university, serving all of Idaho

Idaho in the Sun Belt

- Idaho Founding FBS Sun Belt member
 - Idaho was instrumental in helping the Sun Belt become an FBS football league
- Idaho and New Mexico State brought the Sun Belt immediate FBS stability
 - Established FBS programs - no transition
- Initiation Fee through reduced revenue has provided the Sun Belt approximately \$1 million in additional revenues the last two years.

Factor: CFP revenue distribution model change

Provides a conference with \$1 million per member up to 10 members & Future financial impact on overall SBC revenue distribution - “splitting the pie” 10 ways versus 12 ways

Beyond Idaho or Sun Belt control

Sun Belt Conference 2015-2016 Ranking

SUN BELT	A & H	Billingsley	Colley Matrix	Massey	Sagarin	Wolfe	Average	High	Low	Difference
Appalachian St	48	32	39	55	60	43	46.17	60	32	28
Arkansas St	57	40	47	61	68	50	53.83	68	40	28
Ga Southern	75	62	60	71	76	64	68.00	76	60	16
Georgia St	92	90	88	94	98	92	92.33	98	88	10
South Alabama	100	101	94	101	107	91	99.00	107	91	16
Troy	109	102	105	99	99	99	102.17	109	99	10
Idaho	101	109	106	108	114	103	106.83	114	101	13
UL-Lafayette	117	103	111	112	108	110	110.17	117	103	14
Texas St	121	111	115	121	120	117	117.50	121	111	10
New Mexico St	120	114	116	119	124	114	117.83	124	114	10
UL-Monroe	123	112	124	126	125	123	122.17	126	112	14
Average	96.64	88.73	91.36	97.00	99.91	91.45	94.18	99.91	88.73	11.18

Factor: Past two year financial impact on “Group of 5” computer rankings

2015: No impact on ranking, finances

Conference	Average	Rank
American	65.3	1
MAC	83.6	2
Mountain West	90.0	3
C-USA	92.5	4
Sun Belt	94.2 (92.9)	5

Factor: Past two year financial impact on “Group of 5” computer rankings

2014: Idaho impact \$1,500,000 less revenue

Idaho did not receive any net base funding during this year as part of initiation.

Conference	Average	Rank
Mountain West	75.9	1
C-USA	82.17	2
American	85.3	3
MAC	97.3	4
Sun Belt	99.17 (96.4)	5 (4)

Factor: Impact on Sun Belt brand & perception

- Idaho expands Sun Belt footprint to Pacific Northwest
 - Two major media markets: Spokane, Boise
- Idaho football exciting, high-scoring
- USA Today: Kibbie Dome a top-10 football environment
- Positive human interest coverage



Factor: Change in NCAA legislation

Allows conference football championship game with 10 teams

Beyond Idaho or Sun Belt control

Unclear if Sun Belt championship game benefits conference

Factor: UI football 5-year performance

Only 1 Sun Belt school (ULL) has won more FBS bowl games than the University of Idaho

Year	Won	Loss	Conference
2015	4	8	Sun Belt
2014	1	11	Sun Belt
2013	1	11	Independent
2012	1	11	WAC
2011	2	10	WAC

Conference stability has improved our performance!

Idaho Football Sun Belt Performance 2015

- Finished among top 25 percent of the nation's FBS teams in 12 team categories
- Nationally, individuals ranked in top third of the FBS in 10 categories
- Idaho among the top third of SB teams in 16 categories, with individuals ranking in the top four in 17 categories
- As a team, the Vandals led the Sun Belt in:
 - Completion percentage (.629, 27th nationally)
 - Fewest penalties (54, eighth nationally)
 - Fewest penalties per game (4.5, 11th nationally)
 - Fewest penalty yards (512, 15th nationally)
 - Fewest penalty yards per game (42.67, 22nd nationally)
 - Red-zone offense (.882, 26th nationally)
 - Tackles for loss allowed (4.83, 19th nationally)

Idaho Football Sun Belt Performance 2015

As a team, the Vandals were second in:

- Fourth-down conversion percentage (.625, 23rd nationally)
- Fumbles lost (8, 55th nationally)
- Fumbles recovered (11, 20th nationally)
- Passing offense (281.3, 27th nationally)
- Time of possession (31:43, 28th nationally)

Individually:

- Six Idaho players ranked in top three in multiple categories: Matt Linehan, Austin Rehkow, Elijah Penny, Quinton Bradley, Dorian Clark and Callen Hightower



Sun Belt FBS Non Conference Wins 2013-2015

Texas State = 3

Idaho = 1

Arkansas State = 1

Troy = 1

ULM = 1

ULL = 1

NMSU = 1



Sun Belt Football Expenditures

School	Total Expenditures
UL-Lafayette	\$8,510,000
South Alabama	\$8,420,000
Arkansas State	\$7,590,000
New Mexico State	\$7,050,000
Idaho	\$6,700,000
Texas State	\$6,510,000
Georgia State	\$6,490,000
Appalachian State	\$5,020,000
UL-Monroe	\$4,710,000
Georgia Southern	\$4,240,000
Troy	N/A

Factor: 5-year attendance history

Football	Paid Attendance	Comp Attendance	Total	Announced Attendance
2015	34,413	11,549	45,962	69,915
2014	29,004	10,334	39,338	64,432
2013	28,995	9,916	38,911	73,718
2012	33,290	10,354	43,644	62,908
2011	29,082	12,871	41,953	71,877
2010	39,120	11,649	50,769	75,379

ESPN3
Viewership

School	Viewership
Arkansas State	332,381
Georgia Southern	190,855
UL-Lafayette	176,431
Appalachian State	175,553
Georgia state	165,187
South Alabama	160,404
Idaho	137,001
Texas State	128,750
New Mexico State	119,728
UL-Monroe	108,585
Troy	102,290

University of Idaho



Factor: Impact of student-athlete travel

- Football student-athlete travel is not extremely demanding
 - Charter air
 - Six away contests per year
- Opportunity for Sun Belt student-athletes to visit Northwest
- Great fan experience in the Kibbie Dome
- Sun Belt schools schedule non-conference games in the West
 - Arkansas State at USC - 2015
 - Georgia State at Oregon - 2015
 - South Alabama at San Diego State - 2015
 - ULM at Hawaii - 2015
 - Georgia State at Washington - 2014
 - ULL at Boise State - 2014
 - Arkansas State at Oregon - 2012

Factor: Financial impact for SBC football teams to travel to Moscow

- Team travel subsidies (\$350,000)
- Moscow Airport is undergoing \$100 million transformation
 - In the future teams can fly directly in to Moscow



Future Non-Conference Football Schedule

2016	2017	2018	2019	2020	2021	2022
Montana State	UNLV	at Fresno	at Penn State	at Temple	Nevada	?
at Washington	at Western Michigan	Wyoming	?	?	at SJSU	SJSU
at WSU	at Nevada	at NIU	at Wyoming	SJSU	?	at Indiana
at UNLV	at Missouri	at Florida	at SJSU	at LSU	at Indiana	?

Conclusion

- Sun Belt Conference stability has benefitted Idaho
- Idaho is in the league for the next two years
- Program is moving in the right direction
 - Performance-wise
 - Scheduling
- Idaho broadens Sun Belt exposure nationally
- Exciting football, top-10 fan venue

