

# University Athletics

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- Access
- Opportunity
- Diversity
- Achievement

# Athletics Opens Doors

- Recruitment
  - First Generation
  - Students of Color
- Financial Aid
  - Scholarships
  - Sports Lottery Funding
- Academic Opportunity
- Health
- Career



# Athletics Builds Community

- Civic Engagement
- Economic Development
- Tourism
- Volunteerism
- Community Spirit
- Institutional Pride
- Alumni Engagement
- Philanthropy



# Student Athletes Enrich Universities

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*Maya Ah You Días*





# Athletics Expands Diversity

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# Athletics Improves Academics

- Effective academic model
  - Higher GPA
  - Better retention
  - Faster time to degree
- Competition helps in classroom
  - Prioritization
  - Teamwork
  - Collaboration
  - Benchmarks
- And career



# Student Athletes Enrich Universities

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*LaShaun Emile*





# Investments Matter

Sports Lottery

Public University Support Fund