



Battle for Spartan Swim and Dive
Reinstatement Proposal

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Background



“How they learn to manage time, how they develop leadership potential, the difference they can make to the community...they really are the leaders on campus. I see very positive things about Athletics.”

President Samuel Stanley about his time on the NCAA Board of Governors, May 29, 2019.

Who Are We?



Mindy Arbaugh

Swimming - 1996

Former grants manager and newspaper editor, chauffeur and chef to three active girls, married to former Spartan baseball player Stuart Hirschman.

mindy.arbaugh@gmail.com

512.988.9641



Mike Balow

Swim Parent (2023)

Michigan Commercial Real Estate Broker. 1994 graduate of U.S. Naval Academy. Parent of distance swimmer Sophia Balow.

mikebalow@gmail.com

734.634.6558



Meg Gore

Swim Parent (2024)

VP of Sales, Anthem Properties. Relentless swim mom of 2. It takes passion to do all a swim parent does to watch your kid compete for 2 minutes. Mom of Fly/Back swimmer Cris Gore.

meg.gore@sbcglobal.net

916.496.2226



David Habel

Swimming - 2006

Director of Operations for Family Dentistry. Swimming All-American. 2020 Cincinnati 40 Under 40.

dmhabel@gmail.com

513.478.3984



Who Are We?



Tom Munley

Swimming - 1996

1996 All-America (HM) & Academic All-America First Team. VP for North America for Salesforce consulting firm. Dad of 3 girls. Established and helped to endow the John Munley Memorial Scholarship in honor of his late brother.

tmunley@gmail.com

734.476.3262



Jim Phalen

Swim Parent (2024)

Executive Attorney, D.C. Board on Professional Responsibility. Father of sprint freestyler, Sheridan Phalen.

jtphalen@gmail.com

703.582.7332



Jim Thurston

Swimming - 1994

CFO of Ambrose Property Group (industrial real estate developer). MBA - Northwestern.

jim@thurstonadvisory.com

317.627.3355



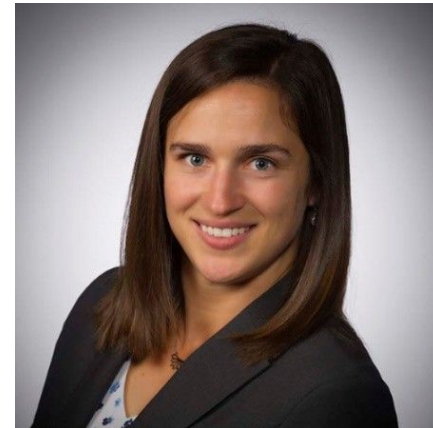
Kayla Williams

Diving - 2010

Mom of 3 girls. Associate Research Scientist at Dow. Assistant (diving) coach for Midland Public Schools.

kaylamkwilliams@gmail.com

616.304.6619



Why Are We Doing This?



- We formed the Battle for Spartan Swim and Dive because there are over 900 alumni and nearly 3,000 supporters who believe Michigan State should save a 99-year-old program which has produced:
 - **405 All-Americans**
 - **127 Big Ten Champions**
 - **40 Academic All-Americans**
 - **45 National Champions**
 - **20 Olympians**
 - **Top Team Average GPA in the U.S. for both Men and Women in the past 3 years**
 - **Hundreds upon hundreds of hours of community service in Greater Lansing area**
 - **17th best program in the country all time per SwimSwam**
- Swimmers and divers represent the very best student-athletes, in the pool, the classroom, and the community. They add value to the Athletic Department, and MSU.

Meet the Team



Rachel Aycock
Knoxville, TN
Junior



Sophia Balow
Plymouth, MI
Senior



Annette
Dombkowski
Canton, MI
Senior



Kylie Goit
Canton, MI
Junior



Alli Haak
Ann Arbor, MI
Junior



Sydney Kelly
Bartlett, IL
Junior



Sheridan Phalen
Alexandria, VA
Junior



Liz Quarin
Dayton, OH
Senior



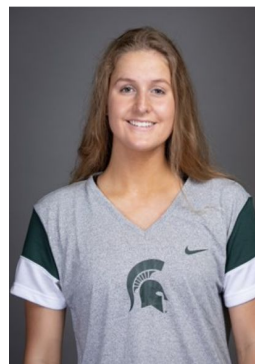
Chloe Reed
Brighton, MI
Senior



Olivia Starzomski
Sault Ste. Marie, ON
Junior



Riley Szara
Northville, MI
Junior



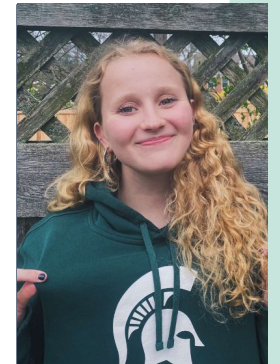
Kasey Venn
Oakbrook
Terrace, IL
Senior



Pruitt Walther
Dayton, OH
Senior



Lindsey Witte
Brighton, MI
Junior



Audrey
Richardson
Winnetka, IL
Junior



Meet the Team



Stephan Freitag
Canton, MI
Junior



Cris Gore
Folsom, CA
Junior



Jack Hiss
Naperville, IL
Senior



Travis Nitkiewicz
Novi, MI
Senior



Peter Corsetti
Rochester, MI
Senior



Evan Stanislaw
Greenville, SC
Junior

Program Cost



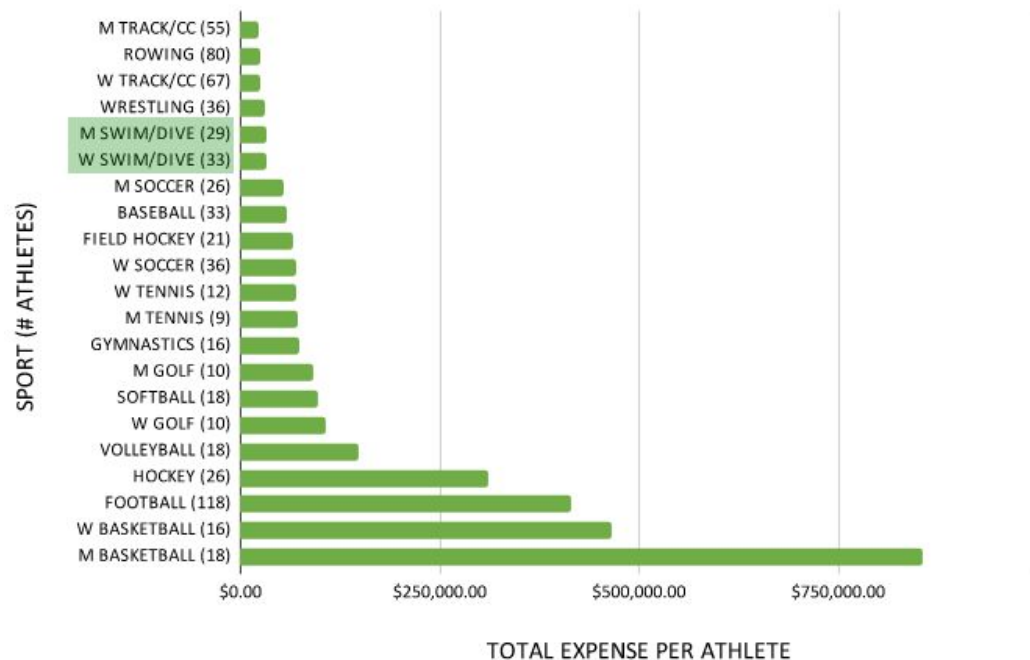
Swim and Dive was one of the least expensive programs at MSU supporting **(33) women** and **(29) men** in FY 2020.

Given NCAA scholarship limitations, the result was 20 men and 19 women paying MSU tuition.

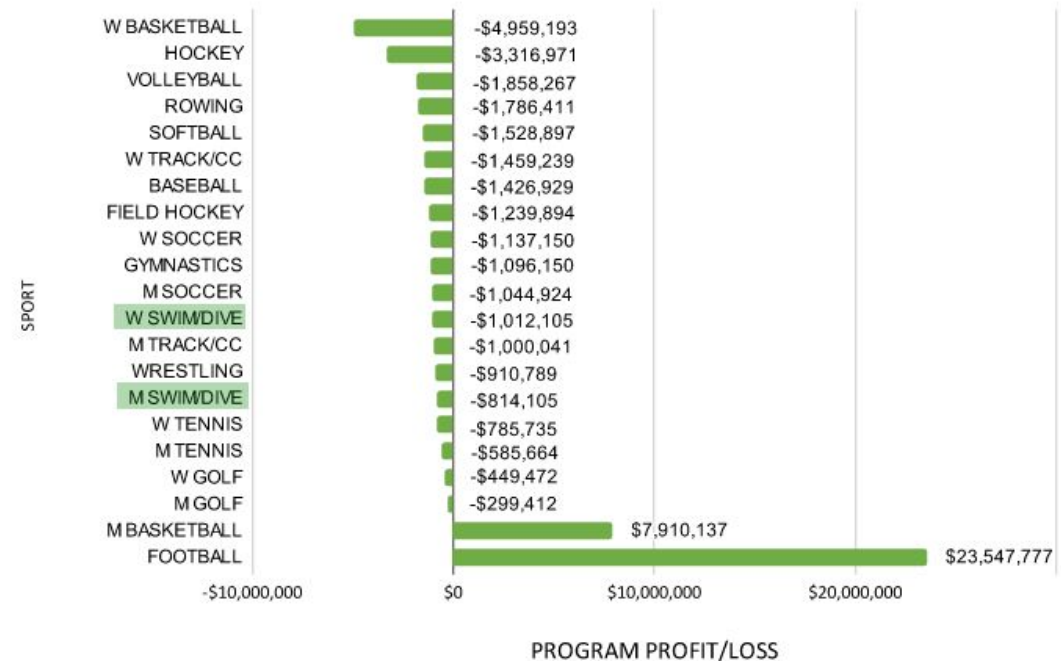
The teams shared a coaching staff consisting of (1) head coach and (3) assistant coaches which accounted for another \$369,404 in combined program expenses. Remaining operating costs were approximately \$600,000.

From a profit and loss perspective, Swim and Dive ranked 7th and 10th out of the 21 programs.

Total Expense/Athlete by Sport - FY 20 per NCAA FRS Report



Program Profit/Loss by Sport - FY 20 per NCAA FRS Report



Pool/Facilities



DID YOU KNOW?

10 of the Big Ten's 12 varsity swim/dive programs use a campus recreation pool. In fact many Power 5 schools utilize intramural and community facilities for varsity training and competitions. *That includes Michigan State's wrestling, basketball, tennis, and golf teams.*



The proposed indoor aquatics center at Michigan State is long overdue and the Battle team is thrilled to support it. Built correctly with a 50-meter pool, a new natatorium will:

- Bring MSU into National Intramural-Recreational Sports Association (NIRSA) compliance
- Become a revenue source by hosting club, high school, collegiate and national aquatics competitions
- Help recruit top student-athletes to the Spartan athletics family
- Provide ample space for MSU clubs, swim instruction, ROTC, kinesiology classes, East Lansing community and more
- Proper scheduling and lane allocation can accommodate varsity AND community access

WHAT ABOUT IM WEST?

- Sufficient to house varsity swim/dive program until new natatorium is built
- Upgraded in 2017 (structural repairs, renovated locker rooms, new scoreboard)
- NCAA regulation at 25 yards - more than 50 D1 programs use a 25-yard pool



Georgia Tech hosts two large events each month, bringing in entry fees, ticket revenue, concessions and parking averaging \$50K per meet. Where is the closest comparable pool to MSU?

250 miles away at OSU

Competitiveness

The “competitiveness” of the Swimming and Diving program has been repeatedly cited as a primary reason for the program’s elimination. Yet, many of Michigan State’s non-revenue sports have remained in the bottom third of the Big Ten Conference over the last decade. Some have seen success with coaching changes in the last few years.



Only one Spartan sport was cut. Without warning. Without a coaching change.

Sport	2021-2022	2020-2021	2019-2020	2018-2019	2017-2018	2016-2017	2015-2016	2014-2015	2013-2014	2012-2013	Cost per Athlete	Expense Rank
Baseball											\$44,591	10
Field Hockey			N/A								\$53,908	9
Gymnastics		N/A	N/A								\$73,076	4
Hockey											\$132,678	1
M Golf			N/A								\$37,426	11
W Golf			N/A								\$56,184	7
M Soccer			N/A								\$65,307	6
W Soccer											\$34,459	12
M Tennis			N/A								\$48,805	8
W Tennis											\$65,477	5
M Wrestling											\$12,022	18
M XC&TR											\$18,182	17
W XC&TR											\$21,779	15
Rowing			N/A								\$20,072	16
Softball			N/A								\$89,935	2
Volleyball			N/A								\$88,488	3
M Swim Dive	N/A		N/A								\$26,261	14
W Swim Dive	N/A		N/A								\$29,767	13

Color Coding:
Top 30%
Middle
Bottom 30%



Current State



Is Michigan State University better without the exceptional student-athletes and storied legacy of Swimming & Diving?



Title IX Lawsuit

The suit was filed by 11 members of MSU's Women's Swim and Dive team as a result of former Athletic Director Bill Beekman and President Samuel Stanley refusing to engage in any constructive discussions, leaving the women with no alternative.

It is an incredible coincidence that this week marks the 50th anniversary of the groundbreaking federal Title IX law. Despite MSU honoring its women's basketball team on the "Game Changers" wall in the Smith Center, the University is actively fighting against women for equal opportunity in Spartan Athletics

The only thing that the women want is to be able to represent MSU in the pool again and allow future generations the same opportunity. At its core, the suit is about providing an equal number of REAL opportunities for women athletes on campus.

Recent rulings in favor of the plaintiffs have put MSU's reputation on Title IX at further risk, yet MSU continues to commit time and financial resources to contest the suit. Invoices reviewed by BSSD have indicated MSU legal fees are more than \$400,000 to date, and are likely to exceed \$1,000,000 by the time this lengthy process is complete.

MSU should be leading the way in this regard nationally as opposed to looking for loopholes to continue to fly under the radar of the federal law.

Financials & Pledges

\$10.85M in Pledges



The Battle for Spartan Swim and Dive took the initiative to solicit pledges in support of our programs. These pledges were collected without any reasonable target from MSU. Leveraging the Spartan Fund’s database of nearly 1,000 living alumni, we are confident these amounts are just the foundation of our support.

- Current pledged commitment base is substantial enough to make MSU Swim and Dive the first program at MSU to realistically target full endowment of all scholarships.
- An estate pledge of **\$7,500,000** is included in our totals.
- The programs have a history of strong endowments with **existing endowments totalling \$1,222,145** making the women’s team 7th and men’s team 9th of 21 programs at MSU in terms of revenue from endowments.
- Our team is prepared to work with the Spartan Fund to assist in expanding our model to other Olympic sports at MSU - **we know how to mobilize alumni.**
- We have multiple alumni who have expressed additional interest in committing to leading match donations with the support of the Spartan Fund - this would total a minimum of \$500,000+ in additional support.
- Program cost is a **\$1.2M net positive for the University** after the \$2M Athletic Department spend due to a majority of athletes paying tuition.

	Year 1	Year 2	Year 3	Year 4	Year 5
One-Time Pledge	\$155,775	--	--	--	--
Annual Pledge	\$295,300	\$295,300	\$295,300	\$295,300	\$295,300
Endowment	\$500,000	--	--	--	--
	\$951,075	\$295,300	\$295,300	\$295,300	\$295,300
	\$2,132,275				

\$2.13M pledges and new endowments + \$1.2M existing endowments + \$7.5M estate = \$10.85M

**** See appendix for list of amounts per donor ****



Proposal

“...but as Spartans we have hope for the future, because we ARE the future.”

The late Jim Pignataro, Executive Associate Athletics Director for Student-Athlete Services during his speech at the 2021 Spartan Academic Excellence Gala where the Women’s Swim and Dive team took home this Athletic Director's Award with 20 team members earning a perfect 4.0 GPA.





Just Add Water

Reinstatement of the program to varsity status does not require more than turning on a hose:

- Board votes to reinstate on June 24
- AD Alan Haller reassigns Kathleen Milloy (actively employed in the Athletic Dept.) on interim basis effective July 1
- Coach Milloy rounds out existing team via transfer portal during July and announces tryouts for the first week of school in August
- BSSD works with Coach Milloy to set up meet schedule for 2022-23
- BSSD works with the Spartan Fund to collect financial pledges during the remainder of 2022
- BSSD works with SVP Vennie Gore and his team to ensure the new H&W aquatic facility will serve MSU for the next 50 years
- 21 varsity team members continue training with the support of MSU

Building Blocks



“At least three current Division I coaches (including one B1G Head Coach) have told me MSU is their ‘dream job.’” - Greg Earhart, former Executive Director, College Swimming & Diving Coaches Association of America

Better Together

A majority of the top college women’s swim and dive programs have a corresponding men’s team. Of the Top 25 NCAA Division 1 swim and dive programs, 24 have both men’s and women’s teams. It’s vital to reinstate BOTH programs.

Just as Mel Tucker has utilized the transfer portal to fortify his roster, MSU Swimming and Diving can quickly rebuild doing the same.

- **Reach out to transfers.** There are [dozens of transfers reported this spring](#) for swim and dive, meaning many are open to a change.
- **Utilize current talent.** With 21 former varsity swimmers still on campus after this school year, the foundation is strong and there is ample time to recruit and train for the 2022-23 season.
- **Recruit internationally.** Some of MSU’s best finishes in recent memory came from fast foreign talent.

IF YOU BUILD IT ...

Ohio State opened its new aquatic pavilion (a rec department facility) in October 2005. In the four years prior, their B1G finishes were:

2001: M 7th; W 11th
2002: M 7th; W 11th
2003: M 8th; W 9th
2004: M 8th; W 10th

Since 2005, OSU women have finished in the top five 14 times, and this year won their **third consecutive B1G title**. The men have finished top three in 14 straight years, winning in 2010.

In 2020, six Spartan swimmers qualified for Olympic Trials, 10 competed in the U.S. Open, and five divers earned All-American honors.



Request for the MSU Trustees:

The BSSD has repeatedly demonstrated its professionalism and dedication to the return of this storied and successful MSU program.

Student-athletes demonstrated their continued commitment to excellence and to MSU, even winning a club national championship.

Despite our efforts, the only result was one meeting held just two weeks ago between four Swim and Dive student-athletes and President Stanley, with no commitment. No parents, alumni, or Trustees were permitted to attend.

The time has come for us to make this very specific request of the Trustees to pass the resolution below to direct reinstatement of the varsity Swimming and Diving program.

Resolution for June 24 Board Meeting:



“The Board has hereby voted and is resolved that the MSU Men’s and Women’s Swim and Dive teams shall be reinstated to full varsity status, effective 7/1/22.

President Stanley and AD Haller are to work closely with the team members who remain enrolled and the Battle for Spartan Swim and Dive (BSSD) group to identify and solve any remaining issues regarding this reinstatement. Further, President Stanley, AD Haller, or individuals directed by them, will work with the BSSD group to gain the support of the financial commitments to MSU.

President Stanley, AD Haller and BSSD will report back to the Board by 8/1/22 on the results of the reinstatement, in light of the details covered during the collaboration between all parties.”

BSSD's Commitment of Support:



- The Battle for Spartan Swim and Dive will aid the Spartan Fund in meeting with key donors and securing the promised \$2.6M+ in endowment funding over the next 5 years per our pledge campaign.
- The estate donor is given an opportunity to discuss their gift with the Spartan Fund directly. *NOTE: After a prior meeting between these parties was abruptly canceled earlier this year, this meeting must take place as part of the agreed terms.*
- Battle for Spartan Swim and Dive will collaborate with the Spartan Fund to replicate the engagement and endowment model to other MSU sports. Expanding the fundraising abilities of all programs helps alleviate funding pressure on the Athletic Department.
- Former Assistant Head Coach Kathleen Milloy can serve as interim coach, while BSSD engages CSCAA and helps recruit and vet potential permanent head coach candidates.
- BSSD will assist MSU to explore the benefit of a full competition pool, connecting with D-1 universities, Michigan club aquatic programs, the Greater Lansing Sports Authority, and others who can inform on a new aquatic center's revenue and recruiting potential.



Where there's
SPARTANS WILL
There's a way.



Supporting Data

Prospective Donor/Pledges



ALIAS	One Time	Total Annual	ALIAS	One Time	Total Annual	ALIAS	One Time	Total Annual	ALIAS	One Time	Total Annual	ALIAS	One Time	Total Annual	ALIAS	One Time	Total Annual	ALIAS	One Time	Total Annual
s42A	200		s85C	50		t00H	200		e04K	20		n09L	100		r44N	100		n71S	10000	
y57A		5000	m14C	50		n16I	1000		k91K		2500	t53L	50		g96n	100		s67S	100	
d94A	20		d15C		1000	n89I	300		h36K		500	d63L		6000	C43O	100		s96S		2500
e16A	100		y11C	100		y05I	100		y90K	500		t42L		2500	w98P	150		n96S	1000	
k51A		5000	r45C	25		k86I	1000		e59K	200		i42L	100		i30p	20		i86S		1000
z66A	20		d74D		50000	v97I	2000		y41K	200		i56M	1000		r43P	500		e19T		1000
n75A	1000		n97D	1000		n17J		5000	i17K		12000	n92M	10		r38P		250	e09T	100	
r03A		3500	g24D	50		n30J		500	d47K	500		g03M	1000		n58P	100		r37T	100	
t01A	20		s56D	100		n85J		500	i25K		1000	g79M	500		g21p	1000		s22T	100	
k86A	100		r18D		2500	l00J	20		y85K		1500	s80M	100		y58P		30000	s39T	100	
y96A	500		y41D		2500	g49J	500		i39K	75		n13M		5000	r50P	300		y62T	50000	
n96A	25		i84D		5000	n32J		25000	y36K	1000		n72m	100		e23P		5000	h34T	500	
r36A	100		s88D	2000		n55J		2500	s79K	20		r70M	25		x53P	10000		r08T	100	
s19A	100		y69D	200		n93J		1250	r18K	150		s98M	5000		d49P	2500		e65T		5000
r76A		1000	a56D		500	g30J	300		k76K		2500	s38M		2500	s10P		500	d26T	100	
n41A	250		s59D	1000		r18J	200		i13K	250		r54M	100		z82P	1000		i90T		50000
k81A	50		d75D	25		y57J		2500	e04K	1000		t48M		5000	t96P	10		g19T		50
y79A		500	n55D		200	h04J	100		t79K		1000	h81M	2500		i94P	300		k92V	100	
s82A		1000	h39D	50000		n21J	100		e03K	100		y59M		1000	i26P		500	t57V		1000
y48A	75		s72D		500	i78J	100		s19K		2500	m11M	500		k60R		1000	t57V		1000
i08A	250		g36D		500	y58J	1000		m54K	250		g58M		2500	n21R		500			
s68A		1000	n91D	200		n53J		5000	y58K	2000		e81M	100		s38R		500			
i27A	1000		l01D	800		n77J	100		i46K	250		n52M	25		n34R	100				
r90A	200		n07D	100		t90J	100		d21K	500		s41M		50	n32R	500				
n93A		1000	s53E		5000	a45J	300		y24K	100		k23M		500	t22R	500				
d70B		500	p28E	50		n93J	100		r97K	500		s75M	500		g24R	75				
e91B	1000		m45E	500		r00J		250	x34K	1000		e26M		6000	s31R	100				
h92B	30		n82E	1000		d00J	100		n73K		2000	w58M	2000		y30R	1000				
n33B		15000	t26E		2500	t55J		500	i58K	50		n00M	100		i76R	1000				
m76B		250	o71E		500	a13J	75		n43K		100	n91M	500		k32S		250			
k89B		500	t82E	200		s31J	500		e48K	1000		n09M	500		e28S	1000				
e60B	300		n48E	100		k61J		2500	s95K	1000		e36M		4000	n60S	100				
y00B	500		e77E		1000	n80J		10000	c62K		750	s34M	1000		k67S		250			
i92B		5000	n87E		1000	t31J		5000	y50K	10		r08M	100		y02S	50				
r86B	200		n87E	100		h67J		3750	e44K	1000		i44M		500	r55S		750			
r90B	100		w59E	5		n65J	20		r56K		2500	k22M	1000		t63S	100				
e66B		2500	z02E		1250	y83J	100		o63K	50		h25M	100		r96S	500				
n68C	50		n11F	205		n72J		2000	k61K	500		d55M	100		r96S	100				
y64C		2500	r01F	100		s84J		100	a85L	500		r99M		1000	n10S	500				
g58C	1000		r35G		1000	e38J		500	n74L		1250	h41M		5000	t51S	15				
y16C	50		r09G	500		h26J	500		n57L	1000		n44M		5000	m90S		2500			
r13C	50		t43G	100		e81J	100		i67L		250	n47M	150		s13S	100				
k24C		500	d27G	1000		h63J		5000	d11L	500		d04M	300		k87S	100				
n65C	1000		y51G		5000	s44J	400		y13L		2500	e03M	300		e23S		2500			
n76C	500		d87G	250		t88J	600		e95L	1000		e78N	100		k86S	1000				
t61C	100		f30G		2500	n23J	200		n37L		5000	t48N	250		n28S	100				
t81C	5		n30G	100		e51J	200		s76L		5000	w90N		50000	g87S	100				
n09C	50		d87G	50		i19J	100		i14L		1000	k68N		5000	s76S	5000				
i36C		2000	h21G	100		n15J	1000		i41L		500	n53N		5000	n60S		5000			
s85C	1000		h95H	100		f94J	50		d07L	50		s02N	100		a84S	1000				

323+ individuals

\$670,325 pledged (over 5 years)

\$500k endowment
contingent on reinstatement

\$7.5M estate donation

\$1M matching annual
donation (over 5 years)

**ALL WITH NO PROMISE
OR TARGET!**

Endowment Math



ABOUT US ATHLOS SOCIETY **WAYS TO GIVE** BENEFITS TICKETS & PARKING CONTACT LOGIN **DONATE NOW**

UNDERGRADUATE TUITION AND FEES

ANNUAL GIFTS

ENDOWMENTS

- Scholarship Endowments
- Program Endowments
- Coaching Endowments

FACILITY PROJECTS

- Tom Izzo Football Building
- Munn Ice Arena
- Breslin Center Addition
- North End Zone Expansion
- Gilbert Pavilion/Tom Izzo Hall of History
- Lasch Family Golf Center

PLANNED GIVING

HOW TO GIVE

IN-STATE FEES	OUT-OF-STATE FEES
\$452.00/CREDIT + FEES	\$1,212.00/CREDIT + FEES
TWO SEMESTERS (15 CREDITS/SEMESTER)	TWO SEMESTERS (15 CREDITS/SEMESTER)
\$14,914 T&F \$10,676 R&B \$900 BOOKS	\$40,726 T&F \$10,676 R&B \$900 BOOKS
\$26,490	\$52,302

SCHOLARSHIP ENDOWMENT OPPORTUNITIES

Named Fully-Funded Scholarship:

To name a fully endow a scholarship: \$500,000 (in-state) or \$1,000,000 (out-of-state)

Named Athletic Scholarship:

To name a partial scholarship in a specific sport: \$50,000 – \$499,000

Ralph Young Endowment:

Gifts of less than \$50,000 will become part of the Ralph Young Endowment

Per the Spartan Fund Website, in-state fully endowed scholarships require \$500k. As MSU is a public university in the state of Michigan, targeting in-state tuition serves the student demographic most likely to benefit from reinstatement.

Fully Endowed scholarship (in-state) \$ 500,000.00

<https://spartanfund.net/ways-to-give/endowments/scholarship-endowments/>

Men's Scholarships	9.9	\$ 4,950,000.00
Women's Scholarships	14	\$ 7,000,000.00
		\$11,950,000.00

Precedent for Reinstatement



IOWA	A federal judge found the Hawkeye's women's swim/dive team had a "fair chance" of winning a Title IX lawsuit after the program was cut along with the men's team as well as men's gymnastics and tennis. Iowa reinstated the women's team in February 2021.
STANFORD	Eleven varsity programs were eliminated in July 2020. After alumni mobilized, raised tens of millions of dollars, and met with the university president, all 11 programs were reinstated in May 2021.
EAST CAROLINA	Members of the women's swim/dive and tennis teams threatened a class-action lawsuit after their programs were cut in May 2020 along with their male counterparts. ECU reversed its decision for the women in January 2021.
DARTMOUTH	Men's and women's swimming along with women's golf were reinstated in January 2021 as part of a settlement after a lawsuit was filed following the July 2020 cuts.
CLEMSON	In April 2021, Clemson reversed its decision to cut the men's track and cross country programs after threat of a Title IX lawsuit - the first time a men's team has been saved under the legislation.
WILLIAM AND MARY	Seven sports were eliminated in September 2020, and one month later the AD resigned after it was revealed she plagiarized portions of the letter announcing the cuts. Three women's teams were reinstated to stave off a Title IX lawsuit, and the remaining four men's programs were brought back in March 2021.
BROWN	After eliminating 11 teams, Brown first brought back men's track and cross country, then reinstated women's equestrian and fencing in order to comply with Title IX.
LASALLE	In September 2020, seven teams were cut, though LaSalle administration said it would reconsider the decision if fundraising goals were met. The men's swim team was brought back in May 2021 after exceeding its goal. LaSalle also agreed to reinstate the women's team if a review indicates it's out of Title IX compliance.
BOWLING GREEN	After alumni and donors pledged \$1.5M, BGSU brought back the baseball team less than one month after it was cut in May 2020.

Financial Improvements at MSU



<p>Massive Big Ten media deal on the horizon</p>	<p>The B1G Conference is negotiating a new media rights deal worth a record-setting \$1 billion per season, starting in 2023. MSU's take is projected to be an additional \$25+M annually.</p>
<p>Ishbia major donation</p>	<p>MSU alum Mat Ishbia's record \$32M donation goes to expanding Spartan Athletics facilities. Ishbia designated \$8M for an MSU Athletics Excellence Fund to "provide flexible, unrestricted resources that can address needs and take advantage of new opportunities as they arise."</p>
<p>\$1M for Olympic sports</p>	<p>Michael Williams donated \$1 million to benefit 10 sport programs, providing funds for recruiting, technology, travel, and health and wellness for W Basketball, M/W Cross Country & Track, M/W Tennis, Volleyball and Wrestling</p>
<p>Partnership with Caesars Sportsbook</p>	<p>A multi-year partnership worth an estimated \$9,000,000 makes Caesars Sportsbook the official betting partner of MSU Athletics. It includes new broadcast and digital visuals, upgrades premium seating and an outdoor tailgating area beginning this fall.</p>
<p>Five-year deal with Rocket Mortgage</p>	<p>The extension of MSU's ongoing deal with Dan Gilbert's company was called a "presenting sponsorship of the MSU Men's Basketball season," with additional funds going to women's basketball, hockey and football.</p>
<p>Couple donates \$10M for Izzo facility</p>	<p>Greg and Dawn Williams gave \$10M for the expansion of the Tom Izzo Football Building, including a modern weight room and mental health and wellness area.</p>
<p>Investment performance and federal cash infusion</p>	<p>MSU's investment funds have performed exceedingly well since October of 2020, which, along with infusions of cash from the federal government's various COVID-related stimulus programs, have helped MSU's financial position tremendously.</p>



APPENDIX - Barriers to Reinstatement?

The following pages outline the issues that we have been made aware of from the original letter announcing the cut, discussions with various Trustees, and the student-athletes' meeting recently with President Stanley.

“Swim and Dive is the most expensive sport”



- Data presented above clearly shows that this is not the case, with Swim and Dive having one of the lowest “cost per athlete” ratios among varsity sports.
- Construction of a pool is indeed a capital project, but one that MSU is undertaking with certainty and benefits the entire university community.
- It’s reported that Wrestling will move out of IM West to the new H&W center, to the tune of \$10M - \$12M paid by the Athletic Department - a significant investment by Athletics for a facility with limited value to the broader MSU community.
- Swimming moves over to the H&W center at \$0 in marginal capital cost to the Athletic Department, assuming the aquatics center is designed properly to serve the MSU community for the next 50 years, which would include stands and locker rooms for broader use.
- Athletics pays a usage fee for use of the H&W center for Swimming/Diving. In the Big Ten, the known average pool usage fees paid by athletic departments is \$186,750 annually. It becomes a residual income source for MSU with nominal impacts to Athletics.

“There is no funding for the new aquatics center yet”



- This is semantics. It is widely known that the new H&W center will include aquatics an Olympic-sized 50M pool, which is currently being planned for and designed.
- Expected cost of this pool is ~\$30M. The current student rec fee of \$260 per year does not completely fund this portion of the Health & Wellness Center.
- If the rec fee is raised to just \$300 per year, that would solve the funding gap. Residual rental revenue from Swim/Dive & Athletics would add ~\$200,000 annually.
- Alternatively, MSU could seek naming rights on the facility.
- MSU must build this, due to not meeting NIRSA standards and aging pools on campus that are beyond their useful lives and are expensive to operate and maintain.
- MSU’s desire to demolish IM West would leave it with no pool for 50,000 students and even more faculty and staff, thus it CANNOT demolish IM West until building this new aquatics facility.
- The pool on its own solves the “stated” original reason for cutting this program. IM West is fine in the interim period to house the team as it has the last 60+ years.

“A varsity team can’t use a rec-funded facility”

- In the Big Ten, only the University of Michigan and Nebraska have a varsity-only facility. All others train and compete in recreation pools.
- A financial arrangement between Recreation and the Athletic Department secures necessary pool access, at a reasonable fee.
- Other MSU sports use Rec and RHS facilities, including Basketball (Breslin Student Events Center), Wrestling (IM West), M/W Tennis (MSU Tennis Center), and M/W Golf (Forest Akers).
- Confirming equitable access for students, clubs, and varsity teams to the pool is not an issue. Proper lane allocation and scheduling mean for a busy (but profitable) aquatic center, operating from 5 a.m. to 10 p.m.





“Swim and Dive funding has been allocated to other sports already”

- The stated reason for the cut in 2020 was the pool facility, NOT reallocation of Athletic Department dollars. In fact, the official PR signed by Bill Beekman and President Stanley specifically downplays the financial impact
- MSU is still paying for scholarships for the existing student-athletes, so total reallocation of the \$2.1M in operating costs is not possible.
- BSSD can help offset remaining costs for the upcoming season, which will be much lower than average total costs.
- In addition, we refer you to the “Financial Improvements” slide. The new Big Ten TV contract should provide \$25M - \$30M in incremental revenue, one of many funding solutions available.
- We would like to understand exactly where the money has been reallocated to if this is the case.
- This appears to be another case of “moving the goalposts,” and one that BSSD is prepared to clear.



“It is a changing landscape in college athletics with NIL & Rewards for Academic Performance”

- Our analysis is focused on money spent by MSU Athletics. Name, Image, Likeness (NIL) payments would not impact this budget.
- If MSU considers paying its student-athletes a reward for academic performance, as approved by the NCAA in August 2020, it would have a maximum exposure of \$5,980 per athlete.
- Based on the last tally of +/- 700 student-athletes, that would be a maximum payout of \$4.2M. This tally would likely be lower since it is to be expected that not all athletes would meet the bonus criteria.
- This amount is covered by the incremental funds generated by the Athletics Department, as outlined in this presentation, funds which did not exist on 10/22/20 - the date of Swimming and Diving’s elimination.

“Swim and dive has been the least competitive sport at MSU for the last 25 years.”



- Mediocre performances have been recorded by many Spartan programs over the last decade (see Competitiveness slide). Recent coaching changes have been made, some with an impact. For example, W Soccer rose in the Big Ten standings from 13th in 2021 to 4th last season.
- MSU did it not make a coaching change with the Swimming and Diving program in 19 years. Matt Gianiodis started as head coach in 2002 and was one of MSU’s longest serving coaches when the program was cut.
- According to sources, Coach G’s instructions were to recruit high-achieving students, run a clean program, and earn top grades.
- If performance was an issue, why were no new directives given to the MSU swim and dive coaches? Why was a coaching change not made (as is happening right now in other sports)?
- To improve competitiveness immediately, a coach only needs to change the profile of who is recruited. Faster swimmers vs. top students, who score more points at dual meets and the Big Ten championships, and qualify for NCAAs.
- In the 1990s, the Men’s team recruited one of the top classes in the country, bolstered by foreign Olympic athletes and four-year athletes brought in for speed vs. academics. The result was multiple Top 25 finishes at the NCAA Championships, All-American performances, and a competitive Big Ten team.



“The Swim and Dive donors are not real”

- Just months after the October 22, 2020 announcement, Battle for Spartan Swim and Dive launched a pledge campaign. Without any commitment from MSU, our alumni, parents, and supporters offered more than \$1.13M in pledges toward reinstatement
- Combined with existing endowments, that was \$2.35M committed in less than a year.
- Then, an anonymous donor offered \$7.5M of their estate to MSU Swim and Dive. A second donor offered \$200K per year over five years, for a total donation of \$8.5M.
- A meeting was scheduled this spring with the Spartan Fund between the anonymous donor and Spartan Fund Senior Director of Development Rebecca Surian to assess the offer and review the terms of the donation.
- Only two hours prior to the scheduled meeting, Surian unexpectedly cancelled, saying “we can’t accept money for programs that no longer exist.”
- The donors stand ready to meet and verify the legitimacy of their offer. MSU leaders must demand this meeting so we can move forward with the proposal.