FEE BOARD MEETING MINUTES

January 21, 2026| 5:00 PM | TSC Senate Chamber

IN ATTENDANCE:

Officers: President Brandon Sorensen, Executive VP Max Alder, Student Advocate VP Collin Hastings, Logan VP Po'okela Yamakoshi-Singh, Jon M. Huntsman School of Business Senator J.J. Watt, Graduate Studies Senator Jamie Parry, S.J. & Jessie E. Quinney College of Agriculture and Natural Resources Senator Brinley Rhodes, Quinney College of Agriculture and Natural Resources Senator Elijah Manwill College of Education and Humanities Senator Halle Hart, College of Arts and Sciences Breanna Cahoon, Clubs and Organizations Executive Director Mia Bean, College of Engineering Senator Kaylee Shelton, College of Arts and Sciences Senator Lily Takemoto, Athletics and Campus Recreation Executive Director Ben Burdette, Student Events Executive Director Josie Packer, and Public Relations Director Abigail Murcray

Students At-Large: Jackson Capener, Kinsey Hill, Shailynn Spangler, Alex Bodrero, Gabe Cortez, Ariana Garcia Hernandez

Staff/Administrators: Interim VP for Student Affairs Krystin Deschamps, Executive Director of Student Involvement and Leadership Office Linda Zimmerman, Executive Director for Budget and Planning Office Whitney Pugh, Staff Assistant for Student Involvement David Higashi

Absent: None

Welcome:

VP Max Alder welcomes everyone and starts the Fee Board meeting.

Athletics Fee: Fee Increase Presentation

Vice President and Deputy Athletics Director Cameron Walker,
Athletics Business Manager Rhonda Christofferson,
Associate Athletics Director Carter Young
Staff Assistant Abby Piling

Refer to Athletics Fee Presentation

Athletics Fee: Questions & Answers

Brandon Sorenson asks for some context on the 2021-2022 fee decrease, what is affecting the overall budgets, and how this fee proposal would help bring Athletics back up.

Athletics Director Walker replies that the fee was reduced by $26 in 2021. That means that the athletics fee took a $26 cut in student fees. In terms of the overall budget, that is roughly a million-dollar cut. That is significant given rising operational costs and inflation, which continue to climb. Operational costs, such as food and travel, significantly affect the budget, which is already difficult to balance. This proposed increase would return Athletics to the pre-COVID level, adjusted for inflation.

Executive Director Packer asks why Athletics needs the money it does, which comes from students, especially since Athletics has advertising opportunities and controls the coaches' salaries. Why are athletics wanting to take money from students who sometimes cannot afford groceries?

Athletics Director Walker responds that the proposed fee should be viewed holistically as an investment in the university community, not just sports. While not every student values athletics, strong athletic programs benefit the entire institution by supporting student-athletes, enhancing the school's visibility, and strengthening academic and cultural programs across campus. Coach salaries are market-driven, and reducing them could weaken competitiveness and program quality. Overall, well-supported athletics contribute to the health and success of the whole university, with benefits that extend far beyond the teams themselves.

Executive Director Packer asks about getting more money from advertising or external sources.

Athletics Director Walker says it is part of current efforts, and there is a need to do better at selling tickets and at the ticket prices. He shares that there is an initiative to double all those goals, which is ambitious but necessary. The student fee helps fund needs that are difficult to fund elsewhere.

Senator Parry asks if there is an expected increase in TV viewership, what are the advantages of raising the student fee now rather than waiting to see how revenue increases under the new comprehensive plan?

Athletics Director Walker responds that this is similar to investment capital, where returns come later. The increase in TV money won’t be seen over the next year, which means we'll start behind and will be constantly chasing due to other institutions planning increases. Athletics needs the money invested up front. Student investment is needed now to improve USU Athletics.

Senator Parry notes that Athletics consistently requests an increase, but the Athletics budget is transparent enough to show where every dollar of student fees goes.

Athletics Director Walker responds that even though Athletics has a large budget, there is a very specific categorization system in place to track where each dollar goes.

Senator Parry asks whether students can see where student fee money goes in the budget.

Athletics Director Walker responds that they provide full budget reports that the

President Sorensen and the Board of Trustees can review, including every line item, and relay it to others.

Senator Watt asks if the numbers presented in the Six-month plan are based on the student fee increase?

Athletics Director Walker explains that the initial six-month "sprint" to prepare for the Pac-12 is funded separately, since student fee revenue will not be available until the next operational year. This sprint is meant to quickly make the program competitive, followed by a second phase starting in July, which will create an ambitious 18-month plan. The goals include nearly doubling the donor base, building momentum early through wins, and demonstrating shared commitment from students, staff, coaches, and leadership. Demonstrating broad campus investment is intended to encourage donors to join early and help drive long-term success.

Senator Manwill asks whether there is precedent for involving students in athletes' nutrition, such as developing meal plans or other related activities to support student-athletes.

Athletics Director Walker notes there is precedent and hopes to use it more. Some students in dietetics on the Salt Lake Campus were excited about similar conversations. However, the current need is for a full-time person to coordinate all those efforts to fully and effectively utilize student work and student health.

Ronda Christofferson shares that there is currently a graduate assistant through the college who works with the part-time Athletics nutritionist.

Executive Board Update

Interim VP Deschamps shared that, after the meeting, university executive leadership—including the Provost and Deans—was consulted and offered mixed perspectives on student fees. Some deans supported the student discussion and the initial straw poll. Others argued for a user-based fee system in which only students who use the services

pay, acknowledging scalability challenges. Two deans strongly opposed additional fees altogether, arguing that these costs should be folded into tuition because they support the academic mission (such as shuttles, the art museum, and campus recreation). One emphasized concerns about students being “nickel-and-dimed” by line-item fees and argued that combining fees into tuition would improve transparency, goodwill, and clarity for students and parents—though it would require a tuition increase. The counterpoint shared was that student fees give students more direct voice and control over funding decisions, whereas tuition reduces that influence. Overall, the discussion highlights a tradeoff between simplicity and transparency versus student voice and flexibility in funding decisions.

Executive Director Packer asks whether, if student fees are moved to tuition, students will lose transparency.

Interim VP Deschamps says she does not know whether it would be more transparent, but having them in student fees would be less complicated.

Senator Parry notes that the Library fee is arguably highly academic. The biggest concern is the lack of transparency about whether the fee was moved into tuition. There is also fear that students will not have the same level of input. The Library resources are very dependent on student enrollment. Senator Parry notes that, as a student, it is useful and greatly appreciated to see the breakdown of student fees. If there were a shift into a tuition-based system, she would want to learn more about how transparent the tuition breakdown would be for students before that happens.

President Sorensen expresses his appreciation for all the work Interim VP Deschamps did to gather input from the other administrators. He also shared that one or two fee areas could be moved into tuition; however, students need to see where their fee dollars go. President Sorensen states that he disagrees with the practicality of a usage-based system because it is unstable across departments and areas, and that departments and other areas would base their budgets on a usage fee system.

Interim VP Deschamps notes that the dean who suggested converting Student fees to a usage-based system said he had a problem with differential tuition because it seemed like another obscure line-item charge to parents. Another dean responded, saying that differential tuition is a usage fee, subject solely to the users of the service.

Parking & Transportation Fee: Discussion

Senator Parry shared that, upon further review, the presentation and the question-and-answer portion of last week's meeting, she changed her view on supporting the fee. Director Hulse said the service would not decrease and the night route would still run without the fee increase, indicating there was no need for the increase. Senator Parry says she would rather see them return to the board when there is an actual need for the fee to increase.

Executive Director Burdette states that his understanding was that the fee increase was not intended to maintain the current level of service they provide, but to improve it. The increase is to purchase newer, more ADA-friendly buses.

Shailynn Spangler asks for clarification if Director Hulse mentioned that instead of asking for a big increase a couple of years ago, but instead planned on doing just small increases over the years, and if this was the final year.

VP Alder confirms.

Shailynn Spangler shared that tabling was underway to survey the Aggie Shuttle and a potential night route, and that it had strong engagement. 87.89% voted yes when asked whether to increase the bus fee from $1 to $3. There is strong support for improving the Aggie Shuttle, not just keeping it the same.

VP Hastings notes that during the presentation, it was stated that the fee increase helps the university pay off the bus loans more quickly, meaning less interest over time and saving a little bit of money in the future.

Parking & Transportation Fee: Vote

VP Alder shared the fee increase passes, which passed with 82% of the vote.

The $1.73 increase for the Bus fee passes.

Campus Recreation Fee: Discussion

Senator Parry states that she fully supports noting that nearly 90% of students use the resource, making it one of the most utilized fees. Since it hasn't increased since 2015, the proposal clearly outlines how funds will be used and how the investment could generate additional revenue, particularly through the aquatics program. With strong communication between the student fee board and the new Executive Director of Campus Recreation, this is seen as an ideal time to invest while ensuring student voices are heard.

VP Hastings says he has talked to many students about this fee, especially because it is a slightly higher increase than the others discussed by the board. There were various complaints; however, the overall outlook was positive. VP Hastings also states that he fully supports the fee.

Shailynn Spangler reports that she also spoke with many individuals who work at the Aggie Recreation Center and others around campus, and that the fee increase was

generally well-received and needed to help cover general costs. Based on her experience working at Campus Recreation and what she was told, Shaylin supports the full fee increase.

Campus Recreation Fee: Vote

Refer to Athletics Fee Presentation
VP Alder reports that with 82% of the vote, the full $10.46 fee increase has passed.

Spousal Pass: Discussion

VP Alder explains that the document outlines how spousal pass revenue is distributed across different areas and includes historical data on spousal pass purchases dating back to 2013. The spousal pass has not been increased since at least before 2010—and possibly for over 25 years—according to the Registrar's Office. The proposal is to raise the pass from $40 to $50 to support better the areas it funds, which have not seen increases despite rising student fees, while still keeping the price reasonable.

Executive Director Burdette asks if the board could get a breakdown of the distribution if the fee were increased to $50.

VP Alder says that the distribution percentage will be the same at $50. The dollar amount increase is the same as the percentage at $50.

Kinsey Hill asks why there are separate spouse pass fees for the Campus Recreation and Fieldhouse portions.

Executive Director Zimmerman responds that the Fieldhouse portion is to go to the Fieldhouse and the second-floor fitness area for maintenance and equipment replacement, separate from the Aggie Recreation Center.

Executive Director Packer notes that the $10 increase is fair, especially since students pay much higher fees.

Senator Manwill says he spoke with someone in the registrar's office last week, who told him the spousal pass could increase by about $120. He is glad that the cost of the pass is only going up by $10, and $50 is a good price that married students and their spouses would support and consider worth it for access to the gym, music & theater, and athletic events.

Alex Bodrero asks whether the $10 increase is intended to account for inflation since the last increase. Or is it to help smaller departments out?

VP Alder shares that the registrar's office approached him, and $10 is the maximum he

felt comfortable increasing it to.

Interim VP Deschamps notes that the reason is not the most strategic; however, she agrees that a $10 increase is easy for people to understand and support. There is no discussion of the benefits of retention or engagement, or of the wear and tear on services. Interim VP Deschamps recommends that the board have an intentional discussion about the strategic and thoughtful use of this money, whether the spousal pass is priced correctly, and the actual benefits for those paying for it.

VP Alder asks Executive Director Zimmerman whether that can be included in the letter to the president.

Executive Director Zimmerman says she doesn't know whether any approval is required beyond the Student Fee Board. It can be included for reference. Executive Director Zimmerman asks Executive Director Pugh for confirmation.

Executive Director Pugh responds that he would recommend sending it as a separate letter to the president, separate from the fee issues letter, because the fee issues letter will need to go all the way up to the Board of Higher Education. His opinion is to secure some kind of endorsement from the President.

Alex Bodrero notes that there should be language about the intent behind the increase. The board should not change the price on a whim. Students want to be shown the reason for the increase and the plans for its future.

Senator Parry agrees that the purpose of the spousal pass needs clearer intentionality, but believes this issue stems from it being unchanged for years. The proposed $10 increase is seen as strategic and proportional, balancing necessary support without creating a financial barrier. Student feedback indicated opposition to large increases but comfort with a $10 change. While supporting the increase now, the speaker suggests developing future USUSA legislation to formally review the fee and better track outcomes like resource usage and student retention.

Gabe Cortez shares that if the $40 spousal pass had kept pace with inflation, it would now be around $60, making a $50 increase insufficient. Gabe suggests raising the fee to $60 to meet better funding needs for athletics and other student services already supported by fees. While acknowledging concerns about convenience with payment amounts, they view the additional $10 as a missed opportunity to align with inflation and generate needed revenue without creating a new fee.

VP Hastings says he views the spousal pass primarily as a way to enhance the student experience rather than as a revenue-generating tool. He notes that revenue increases in individual fee areas are relatively small and emphasizes that the pass should focus on supporting students' quality of life by allowing them to include their spouses, rather than on maximizing profit.

Senator Cahoon agrees that it is important to be strategic and intentional; however, the pass is intended not to generate revenue but to serve students and their spouses. The money generated by the spouse's pass is not contributing significantly to the departments with deficits. It is not a serious source of revenue for these departments.

Senator Manwill notes that revenue from the spousal pass should be viewed as a bonus rather than as an expected or inflation-adjusted source of income. He emphasizes that the pass significantly supports student retention and engagement, especially for married students whose priorities and social habits change. By enabling spouses to participate in campus activities, the pass helps build community and improve students' overall experience, rather than serving as a primary revenue tool.

Interim VP Deschamps agrees that the intention could very well be to make no money, but to support married students and encourage involvement, and for spouses to consider attending USU. She notes an opportunity to be more intentional about pricing and benchmarking for the spousal pass in the future to support students and their spouses better.

President Sorensen shares that he appreciates the opportunities the spouse cards create for married couples and notes that the value of the benefits received relative to the cost they pay is excellent. He fully supports the full increase.

Senator Manwill notes that many people recognize how great a bargain the spousal pass is and that there should be a small increase. He also notes natural deterrents, no advertising, an in-person purchase requirement, and a cash-only requirement. USU's married student population is comparable to BYU's, and the spousal pass provides an incentive to attend USU. Senator Manwill agrees that the USUSA Senate should establish guidelines.

Jackson Capener suggests that the board should leave the fee as it is, determine how the cost will increase, and raise it at a later date. He believes that will make it easier to explain the purpose of the increase and get approval for it.

Director Murcray notes that the spousal pass is similar to any marketing investment, where money must be spent to draw people in. The spousal pass draws many people to USU and its various resources.

Senator Parry explains that the proposed increase is in response to a request from the Registrar's Office and is set to balance students' accessibility with institutional needs. The $10 increase reflects what decision-makers feel comfortable implementing now, with plans to improve the review process for future adjustments.

VP Alder moves to call for a vote on the $10 increase for the Spouse pass.

Senator Parry seconds the motion.

Spousal Pass: Vote

VP Alder announces that the $ 10 increase has passed with 91% of the vote.

Athletics Fee: Discussion

President Sorensen states that he fully supports the increase. He emphasizes the importance of entering the PAC-12 competitively and not falling behind peer institutions. They argue that strong athletics increase Utah State's visibility, which in turn boosts awareness of its academic programs and research. To support transparency, they note that a detailed, line-by-line report is being prepared to show how the student fee will be used.

Carter Guiness, drawing on his personal experience as a former Utah State track and field athlete, strongly supports directing funds toward nutrition and mental health services. He highlights inadequate nutrition resources and the lack of structured guidance for student-athletes, noting that Utah State lags behind peer institutions. Carter also emphasizes the intense mental health pressures athletes face related to performance and the lack of security of their scholarships. Given the difficulty of raising funds for these foundational needs, Carter argues that using student-fee funds to support nutrition and mental health is a smart and necessary investment in student-athlete well-being.

Director Packer agrees with President Sorensen that Carter Guiness should be good, but she strongly opposes the fee. She does not think it is the students' job to make athletics good; it should be the Athletics department's job. Students should not be paying for Bryson Barnes' meal prep. It is not fair to require students to pay to ensure the football team wins when the already making a lot of money. Athletics should be reaching out to other avenues for this money.

Ariana Garcia Hernadez notes that she understands the billboard analogy and that there are various exchange programs for research, specifically with the College of Engineering's partner institutions such as the University of Central Florida and Washington State University, which would not be possible without Athletics.

Senator Manwill supports the proposal, highlighting the "billboard" effect of athletics exposure in the PAC-12, where televised games showcase a university's research and academic strengths and can influence students' decisions to attend. He emphasizes the value of national visibility for Utah State's research, especially to the different colleges. Additionally, he notes that investing in athletics creates meaningful opportunities for student involvement—such as hands-on experience in nutrition—that translate well into professional and résumé-building opportunities.

Senator Watts says he agrees with Executive Director Packer and is eager to see the

results of the proposed six-month sprint plan. According to Athletics Director Walker, the Six-month sprint plan did not include the increase of student fees. He suggests that the board deny the increase, wait to see the results of the Six-month sprint, and reevaluate afterward.

Gabe Cortez shares that athletics play a major role in student recruitment, noting that conversations with prospective students often center on events like March Madness rather than academic statistics. Drawing from personal experience, he explains how athletic success can strongly influence college choice. He views the proposal as a long-term investment that enhances the university's visibility and appeal. While acknowledging the value of waiting to evaluate fundraising outcomes, he ultimately supports moving forward now to strengthen Utah State's position before entering the PAC-12.

Senator Takemoto says she struggles to support the fee increase because there is no clear connection between fine arts and athletics. There is a connection through the marching band; however, this fee does not support the marching band, and the band gets very little national TV coverage at games. The little financial support the marching band receives comes from the Music and Theater fee. Athletics does not benefit the fine arts departments in terms of enrollment, because those who enroll in the fine arts are not interested in athletics.

VP Alder states that at this time, he will not be taking any more speakers and will exhaust the existing list.

VP Hastings shares that, despite not being a strong supporter of athletics and previously opposing athletic fee increases, expresses tentative support for this proposal. He views it as a long-term investment in future students, particularly given potential enrollment declines that could otherwise drive up student fees. He cites examples of improved enrollment tied to athletic success and appreciates that the fee directly supports student-athlete mental health, wellness, and nutrition rather than marketing or advertising, making him more comfortable supporting it pending further student input.

Senator Parry expresses reservations about the fee, arguing that student fee money should prioritize serving current students over recruiting future students. She questions the evidence presented, noting it shows correlation rather than causation and may not translate well to Utah State's context. She suggests waiting to see the financial and exposure impacts of joining the PAC-12 before increasing the fee. However, she indicates she could be more supportive if there were clear transparency showing that the funds would directly address unmet needs for current students within athletics—such as better treatment of student-athletes and the marching band—rather than being used for marketing and recruitment.

Senator Rhodes notes that, despite having no background or interest in athletics, she agrees that athletics provides benefits for research, enrollment, and potential opportunities for Nutrition, Dietetics & Food Sciences students.

President Sorensen says the fee increase will help USU start with a stronger position among Pac-12 institutions. He notes that university leadership, including President Mortensen and AD Walker, supports the increase with a student-first focus. He emphasizes that student-athletes are still students and deserve support, particularly in mental health and nutrition. While the fee benefits a smaller group, he sees it as a strategic first step that could prevent higher costs for students in the future, such as paid ticketing systems.

Alex Bodrero notes that nutrition and mental health are crucial issues; however, they should not be students' problems. It should be an athletics- and university-level problem. He reminds everyone that the board's purpose is to evaluate where student fees go and how they benefit the student body as a whole. The increase should go more into the band or the HURD. Alex Bodrero explains that the Nutritionist and the mental health service may benefit athletes; however, they do not benefit the student's body as a whole.

Jackson Capener shares that he is not a frequent attendee of athletic events, acknowledges the strong sense of school pride and shared experience that athletics create. He notes that wins and losses noticeably affect campus morale and student conversations, contributing to overall student experience. He agrees that entering the PAC-12 already behind would make it difficult for Utah State to catch up, and supports investing now to avoid long-term disadvantages.

Executive Director Burdette shares that he strongly supports the fee increase, emphasizing that university leadership—including President Mortensen and AD Walker—fully backs it and that the proposal was only brought forward after broad alignment. He clarifies that the fee will not fund recruiting, which is covered by donors and athletics revenue, but will instead support student services, particularly mental health and nutrition for student-athletes. He stresses that student-athletes are students first and deserve the same level of care as any other student. Ben also notes that a prior reduction in student fees reframes the increase as relatively modest, addresses concerns about the marching band by highlighting the benefits they already receive, and counters market-size concerns by arguing that Utah State can still compete nationally. Overall, he argues the fee is necessary to support student well-being and position Utah State Athletics to compete and succeed in the PAC-12.

Athletics Fee Increase Straw Poll

VP Alder announces the results of the Straw poll

- For: 15
- Against: 7
- Abstain: 1

Updating Logan Fee Board Procedure Policy: Discussion

VP Alder notes that the next item on the agenda is to update the fee board policy; however, it does not make sense for the board to discuss and vote on it at this meeting. There are two reasons that are forcing the board to update the policy: the first reason is due to the updated positions and responsibilities consistent with the college merger that occurred this year, and the second is that this year is the five-year comprehensive review, and the possibility of certain fee areas moving over to tuition. The reason this does not make sense for the board to discuss in this meeting is that, currently, the board does not know which fee areas will or will not move to tuition, and it would be pointless to update the procedure only to have to update it again. VP Alder suggests that he will either send out an email vote or convene another meeting at a later date. VP Alder motions to amend the agenda to adjourn the meeting.

Senator Parry Seconds

Everyone was in favor.


WELCOME

OUR TIME IS NOW

“Utah State Athletics is primed for success and has a unique opportunity not only to be competitive in the Pac-12, but to dominate the conference from day one. With added investment, USU can better support key areas that directly impact the student-athlete experience, leading to stronger retention and the recruitment of championship-level talent that influences wins and benefits the university. When athletics wins, the university wins, generating additional resources that are reinvested in the student population.”

Vice President and Director of Athletics Cameron Walker



PURPOSE

- Utah State Athletics is requesting an increase in student fees to directly support key priorities for the university:
  - Elevate the university's institutional profile, generating broader campus-wide impact
  - Enhance the overall student and student-athlete experience
  - Improve resources supporting student-athlete mental health and well-being

An increased student fee would support both the short- and long-term future of the athletics department while advancing the university's mission to be among the nation's premier student-centered land-grant and space-grant institutions.

ATHLETICS & STUDENT SUCCESS

- Athletic events at Utah State University are deeply woven into campus life, particularly among students. Even for those who don’t attend games, athletics has a direct influence on the university.
  - Athletic programs help showcase Utah State through sponsorships, television coverage, and other media exposure. The more successful the athletics department, the greater the visibility for the university, which can lead to higher enrollment and a stronger alumni network. These alumni, in turn, have the opportunity to support the university through philanthropic giving, helping expand student opportunities on campus.

ATHLETICS IMPACT

Indiana University's rise in college football has driven improvements in both athletics and the broader institution, demonstrating how athletic success can positively impact the university as a whole.

INDIANA UNIVERSITY	PRE-CIGNETTI (2021-2023 AVG)	CIGNETTI (2024-25)	CHANGE
Applications	50,000-54,000	67,657	+25%
Freshman Class Size	9,500-9,600	10,127	+6%
Acceptance Rate	80-82%	78.2%	More Selective
Athletic Revenue	$144.7M	$173.5M	+20%
Season Tickets	22,000	35,000	+50%
Football Spending	<$50M	$61.6M	+25%
Athletic Donations	$19.6M	$23.6M	+20%
Peak TV Audience	<3M	13.39M	+400%

Information provided by Dropback with sources including, AOL/Indiana Daily Student, Yahoo Sports, BVM Sports, Sports Illustrated, Front Office Sports, Sports Media Watch, CBS Sports, Inside Indiana Business.

OPPORTUNITIES

As Utah State joins the Pac-12 and collegiate athletics continues to evolve, now is the right time to move USU forward, lead in the new conference, and keep student-athletes at the center of every decision. The areas outlined below represent key opportunities in need of growth within Utah State Athletics, but they are only a starting point. The needs identified here are not exhaustive. New and unexpected needs will continue to emerge, which is why increased investment is necessary to provide the best possible student-athlete experience.

2026 AND BEYOND

MENTAL HEALTH SUPPORT	CAREER DEVELOPMENT FOR LIFE BEYOND ATHLETICS	ENCHANCED ACADEMIC INITIATIVES AND SUPPORT
LEADERSHIP AND LIFE SKILLS TRAINING	NUTRITION AND PERFORMANCE INITIATIVES	MARKETING AND BRANDING OPPORTUNITES
INCREASE RESOURCES TO BETTER SERVE STUDENT-ATHLETES	IMPROVEMENTS TO BETTER STUDENT-ATHLETE EXPERIENCE	NAME, IMAGE & LIKENESS EDUCATION

MENTAL HEALTH & WELL-BEING

- Like the broader student population, student-athletes' mental health and well-being must be a priority, as it directly affects their academic performance and athletic success at Utah State.
  - With additional resources, Utah State Athletics can expand its services and strengthen mental health support for student-athletes. Currently, the department has one full-time director of mental wellness and one part-time nutritionist serving more than 350 student-athletes.
  - Nutritional offerings remain limited but could be significantly enhanced, leading to meaningful gains in student-athlete health and athletic performance.

PAC-12 ERA

- In this new era of intercollegiate athletics, it is essential to prioritize talent acquisition. These athletes help our teams compete with peer institutions, increasing the likelihood of success and raising the university's profile through television, social media, and other media platforms.
  - Entering the Pac-12, Utah State is required to reallocate resources from other key operational areas, creating new gaps that may impact competitiveness and on-field success.
- Greater exposure enables USU's multimedia rights partner, Aggie Sports Properties, to secure stronger financial support for athletics, which can be reinvested in support services.
  - When elite student-athletes graduate and become alumni, they foster pride in Utah State University and help keep USU in the national spotlight.
    - Bobby Wagner, Jordan Love, Sam Merrill and Chari Hawkins exemplify what it means to represent Utah State on the professional stage.

MEDIA EXPOSURE & REVENUE

- Athletic success plays a direct role in expanding Utah State's visibility and financial opportunities. Competitive teams drive increased television viewership, which strengthens the university's appeal to media partners and sponsors. That growth creates a cycle of reinvestment that benefits both athletics and the broader campus community, including:
  - Higher-performing teams that generate stronger broadcast ratings and wider national exposure.
  - Increased sponsorship and advertising revenue tied to expanded viewership and brand recognition.
  - Reinvestment of sponsorship dollars into athletics programs, mental health resources for student-athletes, and campus-wide student services that enhance the overall student experience.

BROADER STUDENT IMPACT

- Increased funding for athletics extends well beyond student-athletes and delivers meaningful benefits to the entire university community. Additional resources strengthen academic and campus programs, creating a sustainable model for long-term growth and support, including:
  - Greater revenue that supports more scholarships, improved facilities, and enhanced programs for students across campus.
  - A cycle in which stronger athletic programs lead to greater exposure, increased revenue, and expanded support for students and the university.
  - Opportunities for students to attend athletic events, support fellow students, and engage in a shared sense of community that promotes a well-rounded college experience.

ATHLETIC DEPARTMENT BUDGETS

Below is a list of available budgets for FY24 for the new Pac-12 conference.

FY24 BUDGETS

SAN DIEGO STATE
Budget: $120.5M

BOISE STATE
Budget: $65.5M

OREGON STATE
Budget: $112.8M

FRESNO STATE
Budget: $56.6M

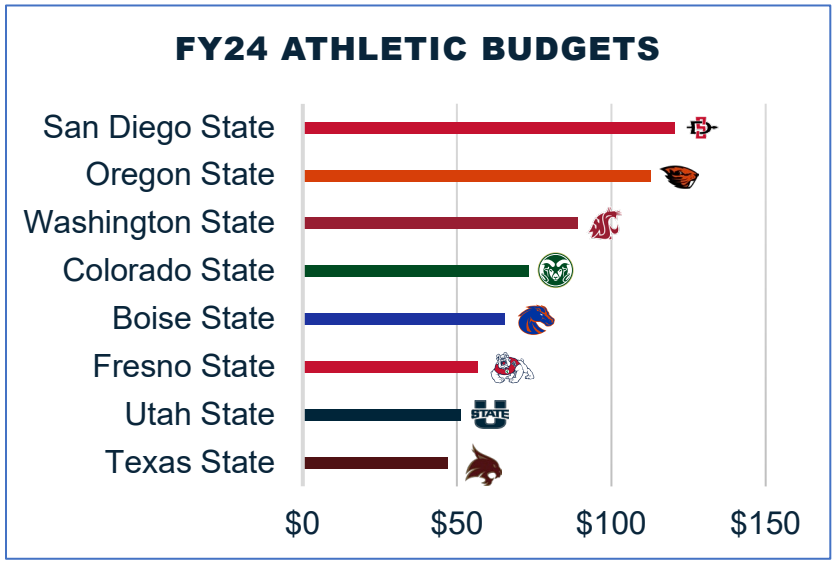
WASHINGTON STATE
Budget: $89.0M

UTAH STATE
Budget: $51.3M

COLORADO STATE
Budget: $73.2M

TEXAS STATE
Budget: $47.2M

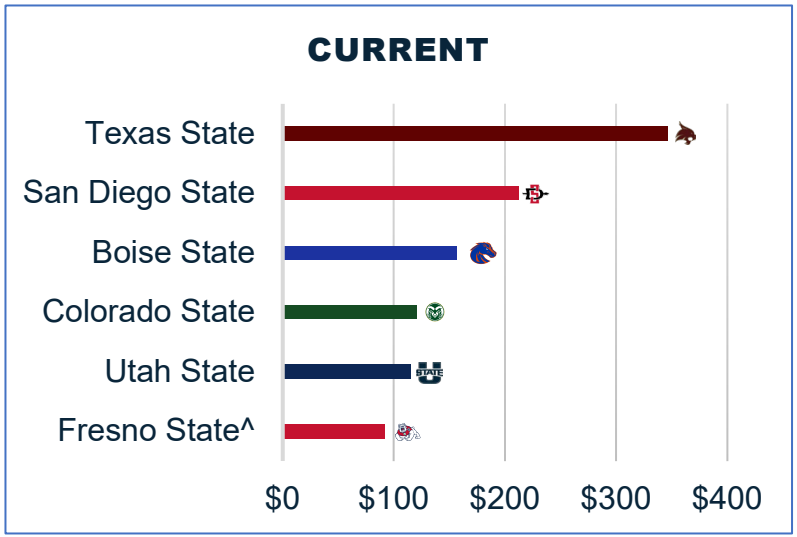
**Gonzaga's estimated athletics budget is $48.3M*



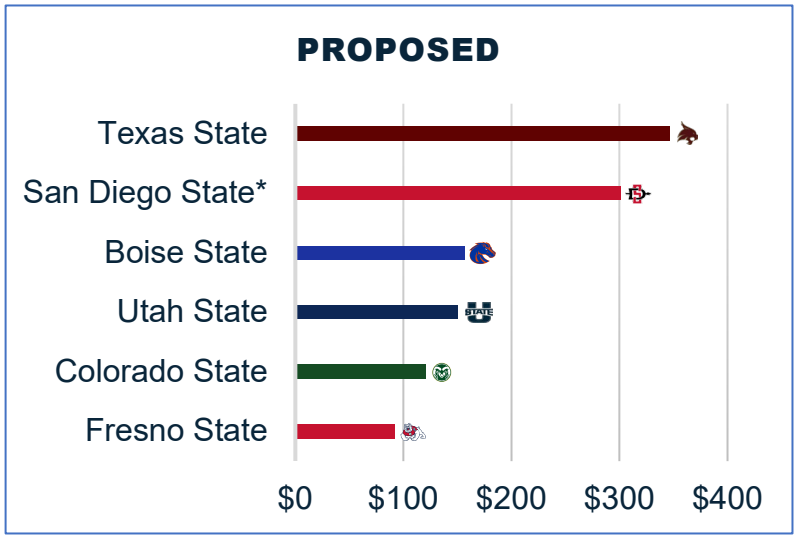
STUDENT FEES NEW PAC-12

Benchmark USU against its future Pac-12 competition. Washington State and Oregon State do not charge an athletics fee. WSU offers a student sports pass at a set cost, while Oregon State's ASOSU purchases tickets on behalf of the student body at a cost of about $3 million annually. Gonzaga does not provide a detailed athletics breakdown within its fees, which total $1,120 per year.

NEW PAC-12



** Fresno State sells student season tickets for football.*



** San Diego State is proposing a 41% increase in its student fees*

STUDENT FEES NEW PAC-12

Below is a list of available student fees, including the proposed athletics fee for Utah State. USU would rank fourth in the new Pac-12 among schools that use student fees, trailing well behind Texas State and San Diego State and comparable to Boise State.

2024-25 FEES

TEXAS STATE
Current Fee: $346.5

UTAH STATE
Current Fee: $115.28
Proposed Fee: $145

OREGON STATE
Current Fee: N/A*

SAN DIEGO STATE
Current Fee: $212.80
Proposed Fee: $300.85

COLORADO STATE
Current Fee: $120.61

WASHINGTON STATE
Current Fee: N/A*

BOISE STATE
Current Fee: $156.98

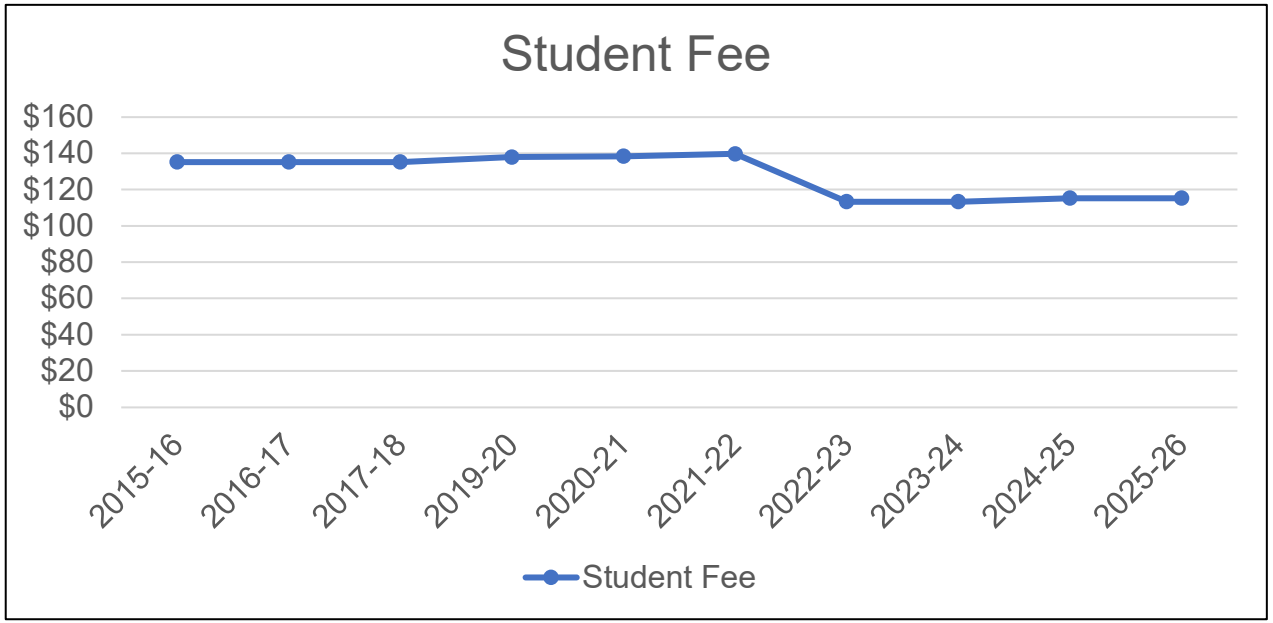
FRESNO STATE
Current Fee: $92^

** Washington State and Oregon State do not charge an athletics fee. WSU offers a student sports pass at a set cost while Oregon State's ASOSU purchases tickets on behalf of the student body at a cost of about $3 million annually. Gonzaga does not provide a detailed athletics breakdown within its fees, which total $1,120 per year.*

^ Fresno State sells student season tickets for football.

HISTORICAL STUDENT FEE DATA

Below are the previous 10 years of athletics student fee data, showing an 18.87% decline before the 2021-22 academic year.



YEAR	FEE	+/-
2015-16	$135.14	0.0%
2016-17	$135.14	0.0%
2017-18	$135.14	0.0%
2018-19	$137.88	+2.03%
2019-20	$138.33	+0.33%
2020-21	$139.64	+0.94%
2021-22	$113.28	-18.87%
2022-23	$113.28	0.0%
2023-24	$113.28	0.0%
2024-25	$115.28	+1.77%
2025-26	$115.28	0.0%

LONG-TERM BENEFITS

- Utah State Athletics is requesting a targeted increase in student fees as an investment in student-athletes, the athletics department and the future of the university.
  - **Enhance the student and student-athlete experience**
    - Enhance and elevate the game-day experience for students and provide a more comprehensive and engaging experience for student-athletes.
  - **Support mental health and well-being**
    - Expand resources for student-athletes, delivering better care that supports stronger performance in the classroom and on the field.
  - **Strengthen Utah State's profile**
    - Attract and retain talent while increasing media exposure and revenue, benefiting the university through a cycle of success. When athletics succeeds, the university succeeds.

This investment supports student success today and enhances Utah State's long-term prestige, while advancing the university's mission to be a premier student-centered land-grant and space-grant institution.

THANK YOU

