

Tennis Budget Proposal

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Summary

When reviewing the Texas Tech Women's Tennis Team budget, we discovered many problems and concerns. Our proposal covers possible solutions to the problems. Our main goal when presenting the proposal is to reveal the need for an enlarged budget to satisfy the costs that the tennis team encounters year after year and to increase the awareness of these troubles among the student body.

Our first goal was to determine the exact amount of monies allocated to the tennis team in one calendar year, and analyze the costs of every aspect from traveling to fundraising and every cost in between. After determining the deficit that faced the team, we wanted to approach the budget committee with a probable resolution. The main focus we will direct toward the committee will be the proposed increase of \$10,000 for budgeting. Over the last three years, the team has elevated from a non-recognized team to being nationally ranked and respected.

Another aspect of the proposal was to increase the effectiveness of pre-existing fundraising programs and the knowledge of the team and their events among the community. We discussed that an increase in the budget would allow for greater possibilities and a wider dissemination. We touched on the evidence that more money would provide the means for more flyers, posters, ads, etc.

In conclusion, our hopes are that our proposal will bring light to the obvious downfall of the budget received by the tennis team. The progression of the tennis team proves their merit and the reality that they have earned the right to a bigger and brighter future. Unfortunately, a team can only do so much with such a limited budget. The opportunities are always there, but not always achievable with so little monetary resources. With the gain of at least \$10,000, we feel that the team will be able to be even more competitive and perform to their fullest ability.

Introduction

The tennis team here at Texas Tech is experiencing a quandary: what do you do to improve the program when every decision means something has to give? Balancing the team's budget has proven itself to be a problem in recent seasons, with the costs of competing and traveling increasing to increase the prestige and rank awarded to the team. However, as funds dwindle, recruiting American students becomes an issue because nobody wants to travel to play in Lubbock, especially when the team was unranked. Currently ranked 61st, the Texas Tech tennis team is now well outfitted, coached and continuing to expand; unfortunately, they have expanded beyond their ability to support themselves. As many students and faculty are not aware of the problems facing the Texas Tech Tennis budget, the dilemma still exists.

The basis of our proposal is to develop new ways of acquiring more funds to allow the tennis team to perform to its highest potential. In order to be successful in reaching a wider range of audience, we will begin targeting not only the faculty involved in creating and distributing budgets, but also the Texas Tech student body at large. By informing a large variety of people, we hope to encourage more involvement and support by involving the students in tennis events, tournaments, and fundraisers.

In light of the recent updates and alterations made to the coaching staff, many of the traditional practices of the team have been altered severely. The original problem faced by the team was the lack of scheduling against competitive opponents; now, since the former problem have been rectified, they find themselves traveling more and being sorely under-funded. As they have begun to travel extensively in their quest to play more teams that are competitive, there has been no corresponding expansion in the budget to allow this type of mobility.

The majority of our information was obtained from public documents, school records and persons of authority on and around the tennis team. Interviews with the new coach responsible for the alterations to the team were a great source for our cause.

As students ourselves, we hope to draw some critical attentions to the plight in which our tennis team finds themselves, namely, no longer overmatched but now horribly under-funded. We understand that we cannot truly alter the status quo, but if we can draw enough attention to the problem, the budgeting committee might resolve it.

Proposed Programs

The famous English author Francis J. Braceland gave a quote to literary magazine “O Magazine” in 2003 that very accurately addresses the dilemma that exists today. He said that “we can be sure that the greatest hope for maintaining equilibrium in the face of any situation rests within ourselves;” Inspired and reassured by these words, we have set out to address the unbalanced distribution of funding to athletic programs, and more specifically to rectify the lack of funding for the Texas Tech Women’s tennis team.

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In light of the recent updates and alterations made to the coaching staff, many of the traditional practices of the team have been altered severely. The original problem faced by the team was the lack of scheduling against competitive opponents; now, since the former problem has been resolved, they find themselves traveling more and being sorely under-funded. As they have begun to travel extensively in their quest to play these more competitive teams, there has been no corresponding expansion in the budget to allow this type of mobility. As students ourselves, we hope to draw some critical attention to the fact that the tennis team is no longer overmatched but now under-funded by almost ten thousand dollars. We understand that we cannot truly alter the status quo, but if we can draw enough attention to the problem, it might be rectified by the budgeting committee. The head of this committee is Robert Gleason and by convincing him of the importance of our proposal we hope to obtain the monetary support that the team deserves instead of forcing the players themselves, already busy student-athletes, to raise the money as has happened in the past.

The Texas Tech Women’s tennis team, in conjunction with their male counterparts, hold annual charity doubles events, sell season programs, and even coupon books to attempt to raise the necessary money to allow them to travel to, train for and play against other schools. According to the women’s team’s head coach, it seems as if “Olympic sports such as golf and tennis are given what is left over after all other sports are taken care of....,” a situation that assuredly needs to be rectified. Furthermore, positive performance does not seem to be reflected when annual budgets are being allotted; thus teams with dismal records like the Texas Tech Women’s soccer team, even under another new coach, are being handed more money after winning only five percent of the games they played this year and the university seemingly throws money at the

problem. A record such as that does not even have them close to being ranked anywhere, by anyone; in direct contrast the Texas Tech Women's tennis team is currently ranked 61st in the nation after rising from obscurity in the wake of their program changes. All this begs the questions "Why can't money used negatively in one program be used positively in another?" and "Why isn't funding disbursed based on need and performance, and not simply precedent?"

In an attempt to draw the student body at large to tennis matches, the Texas Tech Women's tennis team has implemented student/player doubles tournaments, posted flyers and posters, and instituted fundraisers marketed towards their peers. These tournaments are designed to allow the students and faculty to get to know the actual players on the team, develop a rapport with them and have a little bit of fun in the process (Figure 1). Another form of fundraising that the Tech Women's Tennis Team implements is the distribution of \$10 coupon cards that offer many different discounts and free merchandise. These cards have proven to sell quickly, but the funds received and the work invested does not result in a significant gain (Figure 2). Flyers and posters detailing the "whens," "wheres," and "hows" of football games have proven extremely successful (even taking into account that we live in a state in which football dominates the athletic arena with no semblance of competition) and the notion translates respectably well to the similar path taken by our tennis team. Unfortunately, in the past there had been joint printing and posting of these flyers by male and female tennis teams; however, for the 2005 season the seemingly uninformed powers that be of the budgeting committee have split the posting, inherently creating a greater strain on the women's tennis team's already under-funded program. This additional one thousand eight hundred dollars is seemingly a drop in the three hundred thousand dollar budget, but when everything else is already set aside to cover other incurred costs, the student-athletes are forced to come up with the money through fundraisers such as the coupon booklets that are being sold around campus to benevolent, philanthropic, and money savvy students. Unfortunately, the need for adequate funding has progressed beyond the ability of the helpful handful to alter the dearth of monies.

Other tools that the tennis team already uses to increase the participation could be enhanced to increase their effectiveness on campus. With an increase in the budget, many more promotional techniques could be executed throughout the tennis team. For example, they would have the capability of more properly advertising tournaments, fundraisers, etc, during the season. Within fundraising opportunities, the team would have the ability to allocate more money toward collecting prizes to give away. By doing this, the team would be able to draw more attention to their fundraisers and create more student involvement.

The only remaining option is to seek the attention of the Texas Tech Athletic Budgeting Committee and its' chair, Mr. Robert Gleason. The process by which money is allocated to various athletic organizations isn't based on merit apparently, or the women's soccer team would be naught but a sad memory, nor is funding distributed via proposal. The only evidence of any sort of amendment to the Texas Tech Women's tennis team's budget is the increase of scholarship money, which is already the lion's

share and a portion that could be augmented by scholastic scholarships in an attempt to free up funds for other necessities. Thus, we ask Mr. Gleason and his fellow committee members whether or not there is a better means of manifesting equitable distribution of funds amongst the respective athletic programs, one in which money is given based on merit and performance and demonstrated need, not simply precedent and simple fact that the money given is all that remains. After reviewing all information, we feel that an adequate increase in budgeting for the tennis team would amount to \$10,000 that would be directed toward areas of deficiency. More specifically, in the areas of travel, recruitment, fundraising, promotions, and facility maintenance. The position maintained by Arthur Graves must be altered, the notion that “Olympic medals and tennis trophies [signify] that the owner has done some of no benefit to anyone more capably than anyone else” must be abandoned; have some pride in your peers, your students: support the Texas Tech Women’s Tennis Team.

Texas Tech Income Budget 2005

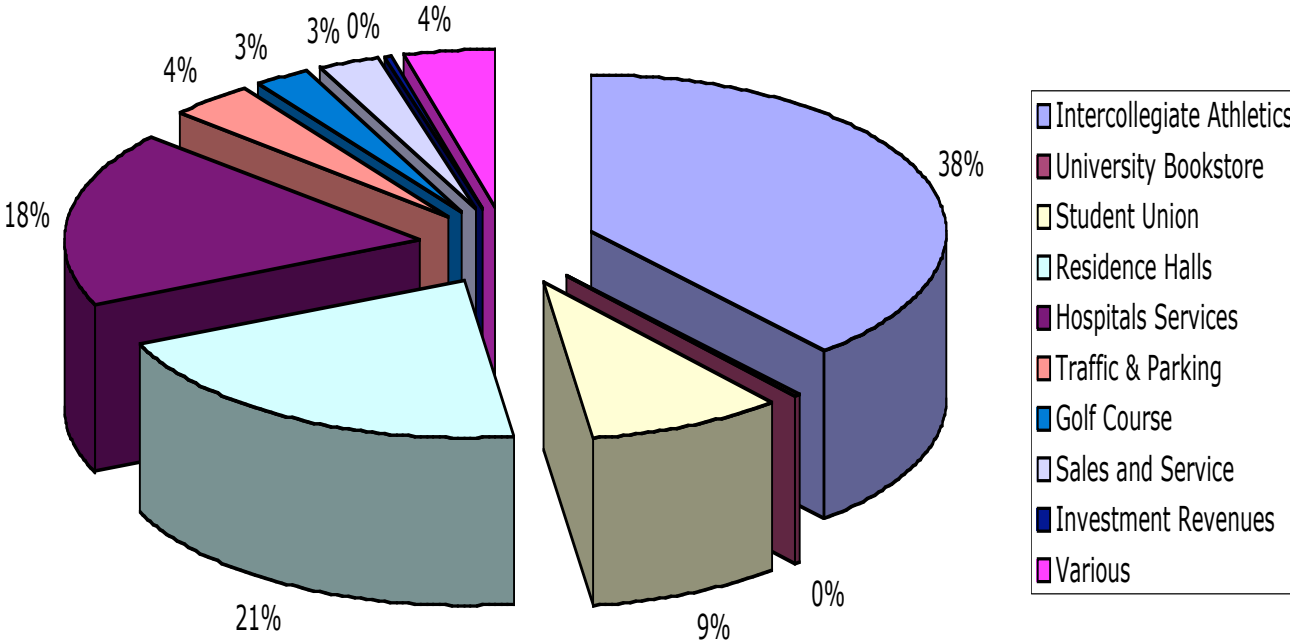


Figure 1

Budget

After addressing the problem within the Tennis program, we conducted intense research regarding the distribution of Texas Tech's complete funding. The Womens' tennis team is allotted \$313,940 a year to provide for scholarships, travel (air fare, hotels, and three meals a day), team attire, recruiting, maintenance, and further unexpected expenses. When reviewing the Texas Tech budget as a whole, we concluded that the Intercollegiate Athletics received \$40,378,071 of the \$104,217,145 University expenses, which amounted to approximately 39% of the whole. The tennis team's allocation is only representative of less than 1% of the Intercollegiate Athletic Budget distribution. (See Figure 1)

The Texas Tech Womens' tennis team budget is broken down into eight different categories. The first expense, accounting for the majority of the budget (\$183,000), was dispersed as scholarship funding. The money allotted for scholarships is the only area of the budget that was accurately distributed based on the needs of the team. Travel was calculated to cost the team \$24,000 in 2005, and the team actually spent \$43,000. As you can see, the team was only allotted around half of what was actually needed. In need of \$21,000 more, the team was not compensated for these costs in the following year's budget. Recruiting, a big part of the tennis program, is only allocated \$2500 a year, and in the past year alone, the team spent \$5400 (more than 1.5 times the allotted amount). Miscellaneous costs add up to around \$28,500, while the team is expected to spend only \$20,600. A deficit of almost \$8000 a year in just miscellaneous costs. The team's budget is extremely under par when it comes to the needs of the players. In order for the team to compete at respected level, the budget is going to need to be raised to meet their needs and qualifications. (See Figure2)

When researching the costs of an average trip for the tennis team, we found that travel from Lubbock to Kansas City, Missouri is an estimated \$405 per person (www.orbitz.com). This trip in airfare alone would cost the tennis team around \$4455 (1.4% of their given budget). Outside of airfare, the tennis team will incur costs from food, hotel, and transportation while visiting Missouri. Food can amount to \$30 per person per day, which costs the team approximately \$330/ day. Hotel expenses total an average of \$60 a night per room, which would equal \$300 a night (www.hotels.com). Day-to-day costs add up to approximately \$630 a day. The average tournament lasts up to 4 days, 3 nights, and therefore incurs a cost of around \$6675/trip on the tennis team budget. One trip may account for 2% of the entire budget. During the season, the team generally makes eleven trips to varied destinations. With the research we have found, we can partially conclude that on trips alone, the team spends around \$75, 000. Many trips are more financially demanding, and therefore there will be variance for the costs due to destination locations. The costs also may vary when destinations are in driving distance. For example, during Spring Break 2006, the team will be traveling to Hawaii for a five-day tournament. Hawaii air-fare reaches \$8000 alone. Displaying the costs of a calculated trip for the team to fly to only one tournament, proves that the budget is truly under estimated, and needs to be re-evaluated.

Budget Breakdown

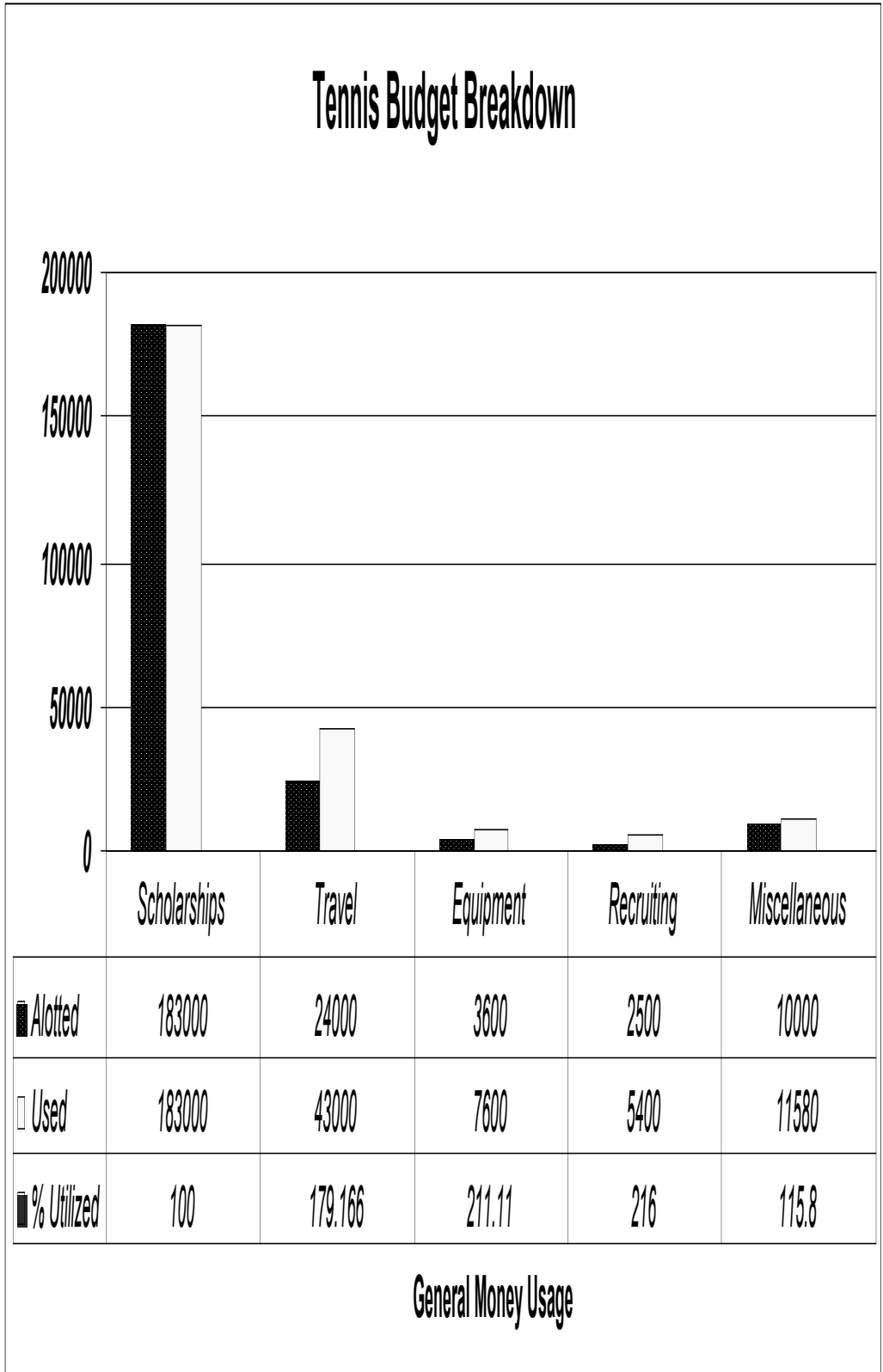


Figure 2

Texas Tech Tennis Survey

1. Do you consider yourself a fan of college sports?
2. What sports do you typically support?
3. Were you aware that Texas Tech has a tennis team?
4. Have you ever attended a Texas Tech Tennis tournament?
5. Do you know where the Texas Tech tennis facilities are located?
6. If you don't attend tennis tournaments then please state why.
7. Would you be interested in attending fundraising activities to support the tennis team? (for example, playing in mock tournaments with the team members, or attending clinics)
8. Would you be more willing to attend tennis matches if you were aware that there was free pizza and t-shirts provided?
9. Would you find a rules and regulation sheet helpful in following a match?
10. Have you ever seen any sort of advertisement related to the Texas Tech Tennis team?

Survey Explanation and Summary

In performing a study, it is imperative to understand every angle of the problem you are trying to solve. To this degree, our group performed a random survey of the population to help us understand exactly what needs to be clarified or addressed on the issue of the Texas Tech Tennis Team's budget problems. Survey questions are focused specifically on awareness and possible reasons why there is little student involvement. We are also looking to use the information gleaned from the survey to rectify the disparaging difference in college sports awareness as a whole.

In order to introduce the survey, we started with a fundamental query on the subject's involvement with college sports as a whole. The results say that the majority of people are fans of college sports (94%). Therefore, the athletics program is receiving a significant amount of money due to its support on campus. When broken down, we found that even more so that 79% of their support of college sports was focused specifically on football and/or basketball. This was the expected result from the survey. Most of Texas Tech's funding for the athletic program is channeled into either the football or the basketball teams. Could this possibly be related to why the Tennis Team is not as well known by the Texas Tech population?

The next set of questions on the survey focus on the tennis team and the questionnaires personal knowledge of them. We found that surprisingly everyone that filled out a survey was aware that Texas Tech had a tennis team. However, only one person had ever attended a tournament, and this was because they "had to take photos". Their presence is involuntary and can therefore render inapplicable. Another subject stated that they "never know when or where they are". Only three people knew where the tennis facilities are located. Perhaps better funding would allow more for more information dissemination or at the very least present the team with the opportunity.

After investigating why the respondents don't attend tennis matches we found that the majority of them didn't even know when they are. If they aren't aware of when the team plays how are they supposed to attend the tournaments? Out of all the respondents, only one has the recollection of ever seeing advertisement for the tennis team. Our informant from the team states that they do make schedules similar to the other athletics, but they are less well known and unable to make as many.

The survey also examines the possibility of raising attendance at tournaments by having more fundraisers and giving away of free items. As it is, the team provides free t-shirts and pizza at their matches. 86% of respondents stated that they would be more willing to go to games if they were aware of the free t-shirts and pizza the team gives away. Most of the subjects had no idea that there was such an incentive already to support the team. Another item included on the survey studies whether or not attendance is possibly related to an understanding of the sport of tennis itself. Football and basketball are standard American sports. Most families watch them regularly and they are more of a part of home life as opposed to tennis. Whereas, in more European countries and outside the U.S., tennis, cricket, rugby, and soccer are more of the norm.

The survey found that out of all the results only one had an understanding of the sport and would not derive any use out of a rules and regulations sheet. This means that of the whole population of Texas Tech, 94% do not have a good understanding of tennis and require additional help in watching matches. We also queried whether survey respondents would be interested in participating in fundraisers, specifically mock tournaments or free clinics with the team members. A little over half of the results found the possibility “interesting”.

The conclusion of our study finds that there are many complex reasons as to the tennis team’s budgeting and its lack of support as opposed to other campus sports. These results show that there is little awareness of the team as a whole, where they are located, when they play, how to understand matches, and what goes on at them. The causality of the relationship of awareness of the team and its budgeting is unclear, but it is sure that given better budgeting, the team would have the ability to raise its awareness.

Qualifications and Experience

In order to have a successful proposal it is crucial to have a basic knowledge of your topic. We feel that as a group each member contributes a diverse amount of information. Our group is composed of people who have very different interests yet are united by a similar goal – the Tennis Team’s budget. Diversity is imperative for a wider knowledge base, while similarity is important for group cohesiveness. All of the members of our group are strong advocates of intercollegiate athletics. Each of us at some point in our lives has participated regularly in an athletic program and understands the dynamics that are a normal part of any sports team.

Emily Sauls:

As a member of the group, she is important in representing a large part of the student body and their position. This is because like the majority of students she is Anglo-Saxon, Protestant, a good student, female, and attends athletic events regularly. Having a representative of the student population is crucial in obtaining their perspective on our issue. She is also a part of the Tech Climbing Club, which like the Tennis Team, is small and has little budgeting. Therefore, she understands the Tennis Team’s situation and budget problems.

Andrea Gilmore:

Andrea is an avid sports fan. She has made it a special point to attend as many of the athletic events as her schedule will allow. In addition, she was the star player on her tennis team in high school. Therefore, is aware of the budgeting needs of a tennis team and understands the politics of sports programs. She has held leadership positions on student council in high school and is currently the secretary for Kappa Delta sorority.

Mark Sutton:

Mark brings a broad grasp of economics to our group. He is currently majoring in International Economics with a finance minor. He specializes in the areas of international finance, econometrics, and has conducted physical research among the student body. These are very important because the main focus of our proposal is on budgeting problems. His expertise is financial problems.

Katja Kovacic:

Katja is currently a member of the Texas Tech women’s tennis team. She has played tennis for a total of eleven years. Her participation in our project is vital to understanding the current problems that her team is going through. She has connections with the coaches, faculty members, and other important information sources to help us better comprehend the scope of the budget. Katja is also a Public Relations major with a minor in Marketing. Therefore, she also is aware of how to appropriately conduct surveys and fundraising events. Our study is also important to her because she is personally involved with the team and is directly affected by their money shortage.

Sources and Appendices

Cari Groce. Texas Tech Women's Head Coach

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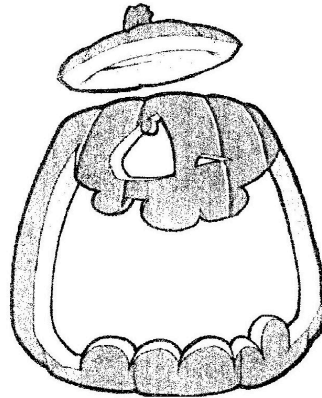
Katja Kovacic. Current Texas Tech Women's Tennis team member.

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Texas Tech Budget Office. Texas Tech University. 11/01/05.
<http://www.depts.ttu.edu/budgetoffice/>.

Promotional Flyer for a Fundraising Tournament

**TRICK-OR-TREAT
DOUBLES TOURNAMENT**
Hosted By Tech Tennis



October 25-27, 2005
Under the Lights
McLeod Tennis Center
Adults and Juniors
Doubles and Mixed Doubles

Name: _____ PH#: _____

Address: _____

E-Mail: _____

DIVISION: (Circle One) Adults / Juniors *(Circle One/or Both) Doubles / Mixed
(Circle One) Open / Amateurs / Beginners

Doubles Partner: _____

Entry Fee: \$25.00 per event* Made payable to: Texas Tech Tennis

Please send this portion of entry along with ENTRY FEE to:
Kendall Brooks TTU Box 43021 Lubbock, TX 79409 or fax to (806)742-0660





Sample Fundraising Card for the players to sell


Nº 30484
\$10

**LUBBOCK COTTON KINGS
 FUNDRAISING CARD**
SAVINGS OVER \$100.00
 FOR HELP WITH FUNDRAISING CALL 747-PUCK

<u>COTTON KINGS</u> ONE FREE BLUE OR GREEN LEVEL TICKET.	<u>COTTON KINGS</u> BUY UP TO TWO BLUE OR GREEN LEVEL TICKETS AND GET TWO FREE	<u>COTTON KINGS</u> BUY UP TO TWO BLUE OR GREEN LEVEL TICKETS AND GET TWO FREE
<u>DOUBLE DAVE'S</u> ONE FREE MEDIUM ONE-TOPPING PIZZA	<u>DOUBLE DAVE'S</u> BUY ONE LARGE PIZZA GET ½ DOZEN FREE PEPPERONI ROLLS	<u>DOUBLE DAVE'S</u> BUY ONE BUFFET & DRINK GET ONE BUFFET AND DRINK FREE
<u>CHICK-FIL-A</u> ONE FREE CHICK-FIL-A CHICKEN BISCUIT	<u>CHICK-FIL-A</u> BUY ONE CHICK-FIL-A CHICKEN SANDWICH GET ONE FREE	<u>CHICK-FIL-A</u> BUY ONE CHICK-FIL-A CHICKEN SANDWICH GET ONE FREE
<u>COLD STONE CREAMERY</u> ONE FREE LOVE-IT SIZE ICE CREAM	<u>COLD STONE CREAMERY</u> BUY ONE LOVE-IT SIZE ICE CREAM GET ONE FREE	<u>COLD STONE CREAMERY</u> \$3.00 OFF ANY CAKE
<u>AROMAS COFFEHOUSE</u> ONE FREE TALL COFFEE	<u>AROMAS COFFEHOUSE</u> BUY ONE SPECIALTY DRINK GET ONE FREE	<u>AROMAS COFFEHOUSE</u> BUY ONE DRINK GET A MUFFIN OR SCONE

Valid only at Participating Locations:

 1309 University	 5109 82 nd St.	 6820 Slide Rd  405 Slide Rd 780-Dave
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EXPIRES 4/30/06. REDEEMABLE ONLY AT THE COTTON KING OFFICE, 1309 UNIVERSITY	EXPIRES 4/30/06. REDEEMABLE ONLY AT THE COTTON KING OFFICE, 1309 UNIVERSITY	EXPIRES 4/30/06. REDEEMABLE ONLY AT THE COTTON KING OFFICE, 1309 UNIVERSITY
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