

## Football Forum Key Themes

### Alumni Forum

October 15, 2007; 6:00 pm to 8:00 pm

Harris Alumni Center

Level of Competition	Cost and Funding	Facilities	Other Considerations
<ul style="list-style-type: none"> <li>▪ 1A provides higher level of media exposure</li> <li>▪ 1AA will provide more regional rivals (Appalachian State &amp; other familiar NC/SC schools)</li> <li>▪ 1A has higher revenue generation potential</li> <li>▪ Adding football provides opportunity to change conference affiliation (Big East, etc.)</li> <li>▪ A better conference will attract more alumni &amp; community support</li> <li>▪ Getting out of Atlantic 10 will help other sport programs – more recognizable competitors</li> </ul>	<ul style="list-style-type: none"> <li>▪ Too high expense</li> <li>▪ Corporate &amp; Community support important, and has high potential considering corporate dollars in community</li> <li>▪ Football will draw increased alumni support</li> <li>▪ Students already expressed willingness to take on higher fees for football</li> <li>▪ Football experience will make increase worthwhile</li> <li>▪ Higher fees may make attending UNC-Char cost prohibitive for potential students</li> <li>▪ Hope to see decline in fee with increased community/corporate support</li> </ul>	<ul style="list-style-type: none"> <li>▪ Partner with local high schools to reduce start-up costs (i.e., use local high school bands at games)</li> <li>▪ On campus stadium will bring community to campus &amp; help with recruitment</li> <li>▪ Revenue generators: luxury box, alcohol sales, parking, etc.</li> <li>▪ Opportunities for collaboration within the athletic department</li> <li>▪ Need to address growth/expansion issues (i.e., parking)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Football adds to overall college experience</li> <li>▪ Positively impact student recruitment</li> <li>▪ Football improves athletic recruitment</li> <li>▪ Will help give UNC Charlotte’s a better image, more recognition and legitimacy</li> <li>▪ Concerns about maintaining community interest considering other athletic venues</li> <li>▪ Community support is a key component of a successful football program (financial support of school and economic development in the region)</li> </ul>

### Feedback Card Key Themes

*Question: What is the most important factor that the Football Feasibility Committee should consider in its report?*

- The long term benefits. Football will allow UNC Charlotte to become a great institution.
- Impact potential on Academics. Positive – better recruitment. Negative – competing for money.
- Alumni donations / connection to the University could increase with football.
- Additional school pride / intangible benefits.
- Community support is critical to football.

## Football Forum Key Themes

### Faculty & Staff Forum

October 25, 2007; 12:30 pm to 2:00 pm

Harris Alumni Center

Level of Competition	Cost and Funding	Facilities	Other Considerations
<ul style="list-style-type: none"> <li>▪ 1A provides higher awareness/recognition to the University</li> <li>▪ Help to recruit better student/athlete</li> <li>▪ 1A has higher financial costs/strain</li> <li>▪ Community development</li> <li>▪ Create in-state rivalries</li> </ul>	<ul style="list-style-type: none"> <li>▪ Increase in student fee may prohibit ability of future students to attend</li> <li>▪ Attract increased corp/alumni donations</li> <li>▪ Would football detract funding/donations from academics?</li> <li>▪ Increased funds from merchandising/tv</li> </ul>	<ul style="list-style-type: none"> <li>▪ On Campus facility will bring those from "outside" to the campus</li> <li>▪ Off Campus facility will be logistically difficult for students</li> <li>▪ New on campus facility could be used for other events (help raise Money)</li> <li>▪ Funding – high cost, how would it be done?</li> <li>▪ Parking</li> </ul>	<ul style="list-style-type: none"> <li>▪ Will other areas of UNC Charlotte suffer to help pay for football?</li> <li>▪ Gives recognition to who we are/ increased visibility</li> <li>▪ Perception is that football makes you a complete university</li> </ul>

### Feedback Card Key Themes

*Question: What is the most important factor that the Football Feasibility Committee should consider in its report?*

- Negative impact on academic funding – remember that mission is to be highly ranked academics.
- Make sure the community/corporate support (funding) is there.
- Enrollment growth.
- The increased cost to students does not inhibit access to the University.

### Misc. Question:

- Did University of Alabama cut any programs?

## Football Forum Key Themes

### Student Forum

November 5, 2007; 2:00 pm to 4:00 pm

Barnhardt Student Activity Center Salons C,D,E

Level of Competition	Cost and Funding	Facilities	Other Considerations
<ul style="list-style-type: none"> <li>▪ Opportunity to change conference</li> <li>▪ 1A more exposure</li> <li>▪ 1AA can still bring great atmosphere (especially with high profile win – App State)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Increased cost is a short term hurdle for a long term gain</li> <li>▪ Football will help build the value of the degree</li> <li>▪ Increased cost</li> </ul>	<ul style="list-style-type: none"> <li>▪ On campus facility connects community to campus</li> <li>▪ Off campus lower student attendance – many students don’t have cars</li> <li>▪ On campus will increase school spirit</li> <li>▪ Parking?</li> <li>▪ Safety – off campus possible DUI’s? Would have to hire someone for security?</li> <li>▪ On campus facility takes away from green space</li> </ul>	<ul style="list-style-type: none"> <li>▪ City of Charlotte accepts UNC Charlotte as its college</li> <li>▪ Gives recognition and more worth to degrees</li> <li>▪ Respect – reputation improving, but school does not have status – UNC Charlotte known as school to attend if you don’t get in anywhere else.</li> </ul>

### Feedback Card Key Themes

*Question: What is the most important factor that the Football Feasibility Committee should consider in its report?*

- The Charlotte Community – what can be done to “build a bridge” to make sure the City embraces this University and feels a vested interest in its success. Football could unify the City and University.
- Football will enhance school spirit.
- Adding football would shed the image of Charlotte as a second-rate school.
- Student Fees – the lowest possible fee or provide more support for student academic programs (academic travel/student conferences) to make the increase more palatable.

### Misc. Question:

- Will students have to pay for tickets?