



Program Facts

- With an enrollment of more than 14,000 students representing all 50 states, Baylor University is largest Baptist university in the world.
- Founded in 1845, Baylor is the oldest continually operating university in the State of Texas and has more than 100,000 living alumni.
- Baylor is a member of the Big 12 Conference which is part of the BCS (Bowl Championship Series). First year head football coach Art Briles brings a winning resume, an exciting offense, and a new attitude to Baylor football. Jason Smith was #2 NFL draft pick for 2009.
- The 2007-2008 Baylor men's basketball team is coming off of their first NCAA Tournament appearance since 1988. The 2008-2009 men's basketball team played in the NIT Finals.
- The Baylor women's basketball team won the 2005 NCAA National Championship, and the team continues to be a top contender for Big 12 Conference championships and post season play year in and year out. They have recruited the #1 high school player in the country, Britney Griner, for the 2009-2010 women's basketball season.
- Baylor supports the sell through of Baylor branded apparel and non-apparel merchandise through internal marketing efforts with the:
 - [Baylor Magazine](#) (see page 7) sent out to an audience of 118,000 x 4 times a year
 - [Baylor Proud Blog](#) sent out to approximately 87,000 about every 10 days
 - theGrowler sent out to approximately 20,000 sent out every other week

Baylor University – Living Alumni/Donors:

[Greater Austin](#) – 7,938

[Dallas/Ft. Worth Metroplex](#) – 40,439

[Greater Houston](#) – 21,590

[Greater San Antonio](#) – 6,933

[Waco Area](#) – 21,896 (does not include 14,451 students and 2,431 in Temple area)