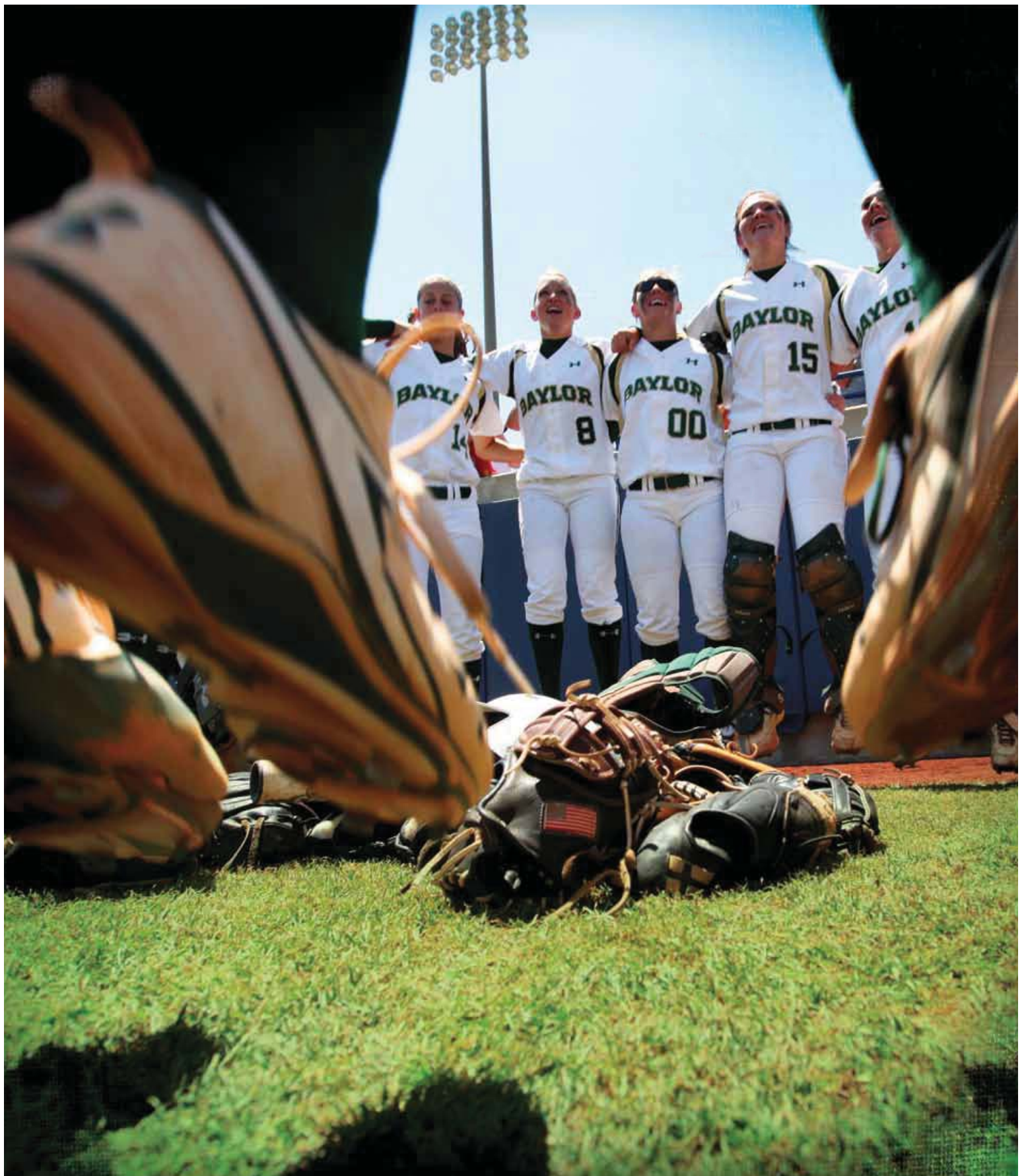




Imperative

*Build with integrity
a winning athletic
tradition in all sports*





Imperative

Build with integrity a winning athletic tradition in all sports

BAYLOR RECOGNIZES BOTH the vital role of athletics in the life of the collegiate institution and the potential for harm from misplaced priorities. Pursuant to the goal of creating a winning tradition with complete integrity, Baylor will participate across the full spectrum of men's and women's athletics and will strive to be competitive in every athletic venue in which it participates. We will achieve graduation rates comparable with the very finest Division I schools and integrate student-athletes into the full range of student life.

PROGRESS SUMMARY

IMPERATIVE GOALS

1. Pursuant to the goal of creating a winning tradition with complete integrity, Baylor will participate across the full spectrum of men's and women's athletics and will strive to be competitive in every athletic venue in which it participates.

We are maintaining our challenging goals, and we continue to strive to establish a winning tradition in all areas of competition.

2. We will achieve graduation rates comparable with the very finest Division I schools and integrate student-athletes into the full range of student life.

The NCAA Graduation Success Rate for Baylor student-athletes was 78 percent in fiscal year 2010.

PROGRESS IN DEPTH

GOAL 1

Pursuant to the goal of creating a winning tradition with complete integrity, Baylor will participate across the full spectrum of men's and women's athletics and will strive to be competitive in every athletic venue in which it participates.

For the past few years, we have met or exceeded our goal of having at least 12 teams participate in NCAA post-season play (with the exception of 2008). [Fig. 10.1] We met our goal of having 10 teams ranked in the Top 20 in the nation in 2005. We had nine teams ranked in the Top 20 in the nation in 2010. [Fig. 10.2]

We met our goal of finishing 25th in the NACDA Directors' Cup standings in 2005. In 2010, we finished 31st in the Cup standings, which is the second highest ranking in Baylor athletic history. [Fig. 10.3]

Fig. 10.1 Athletic teams in post-season play

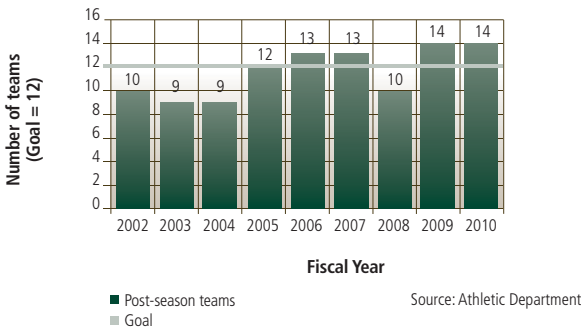


Fig. 10.2 Athletic teams ranked in Top 20 in nation

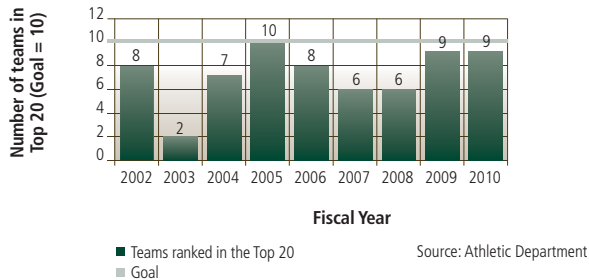
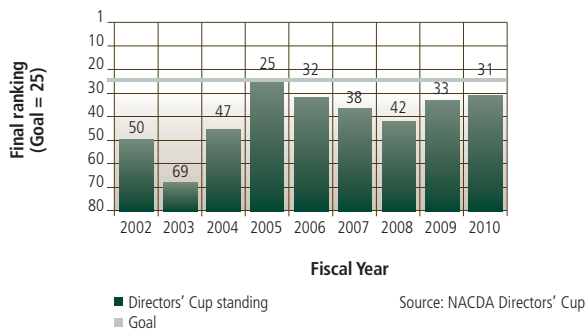


Fig. 10.3 NACDA Directors' Cup standings



GOAL 2

We will achieve graduation rates comparable with the very finest Division I schools and integrate student-athletes into the full range of student life.

Until 2009, Baylor had ranked first in NCAA Graduation Success Rate (GSR) among all Big 12 institutions. In 2010, Baylor's rank dropped to fourth in the Big 12. [Figs. 10.4 and 10.5] The GSR adds to the first-time freshmen cohort those students who entered midyear as well as student-athletes who transferred into an institution. In addition, the GSR will subtract students from the entering cohort who are considered allowable exclusions (those who either die or become permanently disabled, those who leave the school to join the armed forces, foreign services or attend a church mission), as well as those who would have been academically eligible to compete had they returned to the institution.



Fig. 10.4 Big 12 NCAA Graduation Success Rate ranking

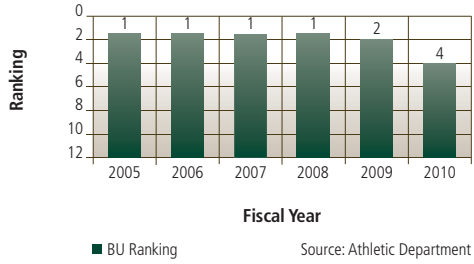


Fig. 10.5 NCAA Graduation Success Rate for Texas' Big 12 institutions

