As we head into a new academic year, we challenge ourselves to define what it means to be elite - to operate by One Standard and One Accord. Last August, we unveiled a new mission statement centered on our distinct vision of Preparing Champions for Life. Our ability to carry out this purpose hinges on our collective commitment to live by One Standard - to faithfully steward the authentic pursuit of competitive excellence through Christ. In upholding this standard, as a department we have also committed to be in One Accord on six scripturally based operating principles.

Reflecting on this past year, I’m pleased to see many steps forward. We are building upon a strong athletic tradition here at Baylor, and it’s exciting to witness many accomplishments stemming from the dedication and commitment of our student-athletes, coaches, staff and administration season after season.

I’m incredibly proud of the collaborative effort that brought to life the Baylor Built program. No one in the country is doing it like us. Baylor Built brings in representatives from our Student-Athlete Center for Excellence, Health and Wellness professionals and others to provide a holistic and unmatched student-athlete development program. (Read more about this signature program on page 8.)

When it comes to academics, we often focus on student-athletes achieving their “personal best.” As a department, we continued to raise the bar with a number of great successes in the classroom during the 2018-19 academic year. Of them, I consider 32 percent of all student-athletes achieving their personal best term GPA, a cumulative student-athlete GPA of 3.25, and seeing 114 student-athletes graduate among some of our greatest accomplishments.

We can certainly say we are upholding a standard of excellence across all 19 intercollegiate sports. This year was punctuated by many impressive team performances – none more thrilling than our Lady Bears’ basketball program securing its third National Championship title under Head Coach Kim Mulkey. This incredible team also delivered not one but two Big 12 Conference crowns this year, joining soccer, men’s golf, equestrian and men’s tennis in earning a whopping six conference titles on behalf of Baylor University.

Amazing things are happening here every day, and your support as a partner, donor or fan is the foundation of it all. Thank you for joining us in this worthwhile mission.

Blessings,

Executive Leadership
Mack B. Rhoades, IV, Vice President & Director of Intercollegiate Athletics
Jeramiah Dickey, Associate Vice President for Intercollegiate Athletics
Dawn Rogers, Deputy Athletics Director
Kenny Boyd, Senior Associate AD | Student-Athlete Health & Wellness
Cody Hall, Senior Associate AD | Financial Services
Chad Jackson, Senior Associate AD | Compliance
Jovan Overshown, Senior Associate AD | External Affairs
Erica Schilling | Chief of Staff
Marcus Sedberry, Senior Associate AD | Student-Athlete Success

Year In Review
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<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>BAYLOR UNITED</td>
</tr>
<tr>
<td>6</td>
<td>FOUR PILLARS</td>
</tr>
<tr>
<td>8</td>
<td>BAYLOR BUILT</td>
</tr>
<tr>
<td>9</td>
<td>GIVE LIGHT</td>
</tr>
<tr>
<td>10</td>
<td>BEAR FOUNDATION</td>
</tr>
</tbody>
</table>
In April 2019, Baylor Athletics in partnership with NIKE unveiled an evolution of the visual representation of the Baylor Athletics brand. A process that brought together a variety of representatives from within the athletics department and across campus to speak into the hallmarks of Baylor Athletics and the core elements that best represent who we are: Tradition. Family. Strength. Passion. Spiritual Growth. The goal was to refine, reenergize and refresh the existing Baylor Athletics brand elements while honoring a longstanding tradition of excellence. The result is a clear, concise, consistent and distinct brand identity that reflects the best of Baylor: rich traditions and a bold future.

Following this announcement, Baylor President Linda A. Livingstone, Ph.D., announced the institution’s associated vision to unite all of the institution’s colleges, schools, divisions and athletics under a single logo. One brand. One Baylor.

Baylor is now recognized university-wide by its traditional, iconic “interlocking BU” logo, a mark with roots dating back more than 100 years, long before its use by the athletics program in the 1950s. Additionally, the entire campus and all athletics teams will now use a consistent green and gold to enhance Baylor’s brand recognition.

THE COLORS
A distinctive identity unlike any other. Of the 1,117 NCAA member institutions, not one shares the striking, powerful and prominent color pairing of Baylor Athletics.

Baylor’s iconic green and gold can be traced back to the spring of 1897. As legend has it, a group of Baylor students were traveling by train to Bryan, Texas, to participate in a debate tournament, and student Sara Rose Kendall spotted a rolling field of dandelions from her train window, and thought it made a “lovely combination.” Shortly thereafter, green and gold made their historic debut as the school colors at a Baylor Glee Club concert on March 25, 1897. From that date, we have proudly flung “our green and gold afar.”

While over the years, various color combinations have emerged, with the partnership of NIKE and a desire to strengthen and unify our visual identity, we have found our way back to our roots with a singular and traditional Baylor Green and University Gold.

THE INTERLOCKING BU
Making its debut in the early 1950s, the interlocking BU has existed as the primary mark for Baylor Athletics for over half a century. It represents honor, tradition, faith, excellence and resilience. With a focus on legacy and tradition, the interlocking BU has evolved in a way that respects the integrity of the past while representing our continual push toward the future.

In keeping with the core architecture of the former interlocking BU, the updated mark boosts rounded edges, angled interior corners, and a sharp interior chisel fashioned to replicate the tip of a bear claw. The single-color variation of this mark will serve as the primary logo for the athletics department and all related programs and teams to enhance brand consistency and clarity.

Design inspiration for the Baylor font and numeral sets draws visual cues from the tall architecture of the four columns at Independence, paired with the sharp inner chisel of the bear claw.

THE BEAR HEAD
Drawing on previous variations of the bear, while taking a more powerful modern approach, the new bear is striking both in presence and posture. His intense eyes and open mouth exemplify strength, power, valor and pride while exhibiting the passion of our students, alumni, fans and supporters.
FOUR PILLARS

ACADEMIC ACHIEVEMENT
Achieving Your Personal Best and Laying a Foundation for the Future
• We embrace the value of a Baylor education.
• We are committed to helping student-athletes push their limits to achieve their personal best in the classroom and beyond.
• We believe success in academics lays a strong foundation for life after college.

ATHLETIC SUCCESS
Competing with Excellence and Representing Baylor on a National Stage
• We pursue excellence in all aspects, from wellness to training to competition.
• We hold student-athletes accountable for attitude, effort, preparation and performance.
• We believe championships are realized when the proper foundation is laid and the right support is provided.

CHARACTER FORMATION
Developing the Whole Person and Preparing for a Life Beyond Sports
• We provide resources for student-athletes to cultivate healthy habits for a lifetime of success.
• We help student-athletes envision and prepare for a future beyond college athletics.
• We believe practical life skill development is as important as academic and athletic pursuits.

SPIRITUAL GROWTH
Growing in Faith and Intentionally Living a Life of Purpose
• We embrace Baylor’s deeply rooted commitment to faith.
• Our Christian heritage is woven into everything we do.
• We strive to create tangible opportunities for student-athletes to explore and live out their faith.

ATHLETIC SUCCESS
• Six Big 12 team championships – Soccer (regular season), Men’s Golf (match play), Women’s Basketball (regular season and tournament), Equestrian (tournament), Men’s Tennis (tournament)
• Nation’s only school to win a bowl game and record wins in NCAA Tournaments for Men’s Basketball, Women’s Basketball and Baseball
• 17 of 19 teams advanced to postseason play
• Combined record of 156-118 among 11 sports that compete head-to-head (excludes track [6] and golf [2])
• Combined record of 99-40 across four highest-visibility sports (Football, Men’s Basketball, Women’s Basketball, Baseball)
• 9 teams finished season ranked top-25 nationally (WBB, VB, SOC, MT, MTRK [outdoor], MG, EQ, AT, BSB)
• 10 Draft picks among the six sports that hold professional drafts (6-BSB, 1-FB, 1-SOC, 2-WBB)
• 25 All-Americans
• 97 All-Big 12 selections
• 289 Academic All-Big 12 Selections
• 4 Big 12 Scholar-Athletes of the Year (BSB, MG, MT, VB)
**ACADEMIC ACHIEVEMENT**

- 247 student-athletes were recognized as academic champions for the Fall 2018 semester (personal best term GPA, 3.5 or greater term GPA, graduate)
- 304 student-athletes were recognized as academic champions for the Spring 2019 semester (personal best term GPA, 3.5 or greater term GPA, graduate)
- 3.25 Baylor Athletics Cumulative GPA
- 32% of all student-athletes achieved their personal best GPA (2018-19 academic year)
- 5 teams had 50% or more of their student-athletes achieve their personal best GPA during the 2018-19 academic year (acrobatics and tumbling, men’s basketball, men’s golf, soccer, volleyball)
- 3 teams had their highest all-time term GPA during the 2018-19 academic year (Women’s Cross Country, Football, Soccer)
- 114 total graduates
- Spring 2019 was the 22nd consecutive semester with a 3.00+ departmental GPA
- Men’s Golf - Division I Academic Performance Program Award given to teams scoring in the Top 10 percent nationally in Academic Progress Rate (APR) for their respective sport
- Eight different teams recorded a perfect single-year APR of 1000 (Women’s Basketball, Men’s Golf, Men’s Tennis, Men’s Track & Field, Men’s Cross Country, Women’s Track & Field, Women’s Cross Country, Volleyball)
- Five different teams led the Big 12 in multi-year APR for their respective sports (Baseball, Men’s Golf, Soccer, Softball, and Men’s Track)
- Led Big 12 in Graduation Success Rate (GSR) for the 5th straight year

**CHARACTER FORMATION**

- Student-athletes volunteered more than 3,400 hours throughout the Waco community and internationally
- Character Formation coordinated events and opportunities with more than 20 partners, both locally and around the globe, focused mainly on Poverty, Healthy Lifestyle, Literacy and Human Rights
- 415 student-athletes served the Waco community with 254 completing at least 4 hours of service
- In addition, more than 100 student-athletes went to at-risk elementary schools in Waco to support their efforts to increase reading literacy rates among 3rd grade students
- 105 student-athletes participated in the Leadership Retreat, Leadership Institute and SAAC – All sports represented
- 32 Leadership Institute Graduates from 17 of 19 sports
  - 8-week program centered on Authentic Leadership
  - Explored values, strengths as a leader, emotional intelligence, etc.
  - Elite leaders hand selected by Coaches
- Baylor’s Student-Athlete Advisory Committee (SAAC) collaborated with Waco Habitat for Humanity to serve the Waco community through hands-on labor and connect with families in the community
- Implemented a recycling initiative within athletics
- More connection with campus Student Life department
- Planned programs for National Student-Athlete Day and Thanksgiving
- Initiated a Be Inclusive program focused on diversity and inclusion

**SPIRITUAL GROWTH**

- 49 student-athletes from football, volleyball, track & field, equestrian, soccer, acrobatics & tumbling participated in mission trips to Guatemala, South Africa and Kenya
The launch of Baylor Built, an essential piece of the Character Formation pillar of Preparing Champions for Life, was formally announced in December 2018. The four-year, classification specific program that aims to ensure each student-athlete participates in at least 48 hours of character formation programming, including no less than 16 hours of service, focuses on holistically developing each individual.

The Baylor Built Blueprint is a comprehensive program that progresses student-athletes from foundational information in year one to formational education in year two, culminating with framing and finishing experiences in years three and four. Student-athletes receive specific hours of character formation in five different categories to aid in their personal development.

- **Career development** programming is offered to student-athletes sequentially and delivers specific experiences designed to prepare them for a successful transition into their profession. Unique to the Baylor Blueprint is one-on-one career coaching and connecting former letter winners to the program through job shadowing, an internship program and networking receptions.

- **Leadership development** opportunities are offered in a variety of formats to meet the diverse needs of student-athletes and their individualized leadership journeys. Participating in the Baylor Athletics Leadership Institute or serving on the Student-Athlete Advisory Committees are among a number of options available.

- **Personal skills** is an area that equips student-athletes with life skills that will contribute to developing their full potential. The Character Formation department has partnered with Baylor Athletics Health & Wellness to provide skills that will be immediately relevant and tangible.

- **Social responsibility** focuses on emphasizing and highlighting the importance of treating people with respect in all aspects of life. Helping student-athletes understand the value of cultural humility and responsibility to their community is accomplished through an interactive model of delivery.

- **Community engagement** provides service opportunities to student-athletes in the local community, placing specific focus on literacy, healthy lifestyles, poverty and human rights. This allows student-athletes to directly meet the needs of the Waco community.

Partnering with the Baylor Sports Ministry Team, led by John Maurer, will provide opportunities to train and develop existing and new sport ministry leaders. This team is also charged with undergirding all programming with biblical principles. In addition, global service opportunities have been expanded to include two multi-sport mission trips per year, as well as continuing to support team-specific efforts.

To learn more about the program, visit baylorbears.com/baylorbuilt.

“**We aspire to lead the industry in character formation programming. No other program in the country is preparing student-athletes with a holistic focus on their development in these five areas with spiritual growth as the foundation and cornerstone of the program.**”

Mack B. Rhoades, IV
Vice President and Director of Intercollegiate Athletics

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**2018-19 ACCOMPLISHMENTS**

- **Career Development**
  - Scheduled appointments with student-athletes – 221 hours
  - Career development workshops and events – 17 hours

- **Leadership Development**
  - 33 leadership retreat graduates
  - 32 leadership institute graduates
  - Hosted Student-Athlete Tax Session

- **Personal Skills**
  - Mentor program – 19 mentor pairs
  - Financial education – 316 participants

- **Social Responsibility**
  - Be Inclusive participants – 136 student-athletes
  - Real Relationship Talks participation – 100%

- **Community Engagement**
  - Student-athlete participation – 83%
  - More than 30 collaborations
  - 49 students participated in mission trips
  - 254 students completed at least 4 hours
  - 3,477 total hours volunteered – 83% of all SAs participated in Community Engagement

- **Hosted Culminating Golden Bruiser Awards Show**
Give Light, the University’s ambitious $1.1 billion comprehensive philanthropic campaign, was unveiled in Fall 2018 and undergirds the overarching academic strategic plan – Illuminate – while also setting forth tangible high-level priorities, including several that will be truly transformative for Baylor Athletics. The campaign will impact every aspect of campus life and will provide further support for Baylor’s student-athletes and the coaches and staff who are committed to Preparing Champions for Life.

One of the four signature projects in the Athletics Master Plan is the new Baylor Basketball Pavilion which will be partially funded by the historical $100 million anonymous gift that was announced in May. The new facility will transform the sport at Baylor with an arena that allows fans to be closer to and more a part of action on the court. In addition to enhancing fan experience, new team lounges, locker rooms, office suites and practice gyms for both the men’s and women’s teams will be included in the project along with shared spaces for athletic medicine and athletic performance.

Once complete, the Ferrell Center will be repurposed to allow for additional, and necessary, space for both the acrobatics and tumbling and volleyball teams. The estimated $20 million renovation will allow for significant improvements to the facility resulting in a state-of-the-art competitive and practice facility for the nationally ranked teams to call home.

Remaining needs for Athletics, as part of the overall campaign, are a football operations center, growing the endowment of the department, and providing additional support and resources to the Baylor Built program, which is focused specifically on character formation of student-athletes. Completion of these high priority needs will allow Baylor Athletics to fulfill the mission of the institution and prepare student-athletes to lead in their communities while also thriving in both personal and professional pursuits.

"This is a game-changer for our program. There’s nothing more impactful than a new arena, especially one that brings our fans closer to the action. The Baylor Basketball Pavilion will be an incredible environment and will create a tremendous home-court advantage to help us compete for Big 12 championships. The Baylor Basketball family is so grateful for these generous donors who stepped forward to provide this lead gift."

Scott Drew
Head Basketball Coach

"We are grateful to Baylor for its continued commitment to our basketball program. The Ferrell Center has housed some great moments in Lady Bear history and we look forward to creating new memories in our new arena. Thanks to the generosity of our donors who have made it possible to continue to build the country’s best home-court advantage."

Kim Mulkey
Head Lady Bears Basketball Coach
The Baylor Bear Foundation again exceeded budgeted goals, reporting $19.2M in total giving at the close of the 2018-19 fiscal year. This figure marks the foundation’s third-highest annual giving total in its 70+ year history and exceeds giving totals from the previous two years.

In addition to continued fundraising success, 2019 football season ticket sales surpassed 2018 sales with nearly 2,500 new season tickets sold.

Baylor Athletics’ fiscal year runs from June 1 through May 31. The year-end total reflects giving across the department, including Baylor Bear Foundation contributions ($12.15M), credits ($2.2M), and gift-in-kind totals ($450K), along with gifts to athletic excellence funds ($1.2M) and athletic endowment interest distributions ($3.2M). It excludes ticket revenue and capital gifts, such as the recent announcement of a $100 million gift to the Give Light Campaign, with a significant portion earmarked for a new state-of-the-art basketball pavilion.

The successful fundraising year is attributed to increased annual giving from current Bear Foundation donors, along with new members generated due to increasing interest in season tickets.

Through the Bear Foundation, excellence funds and other means of giving, generous donors provide essential funding that helps offset the significant cost of athletic scholarships and other expenses associated with operating an NCAA Division I athletics department. The current cost of a full athletic scholarship is approximately $65,293 per year for each student-athlete.

“The success we celebrate as a resource development team is a direct reflection of the strong Baylor Community,” said Cody Gougler Associate Athletic Director for Resource Development. “Bear Foundation memberships are forever impacting the lives of our young people, and we are sincerely grateful for the investment our donors continue to make in our vision of Preparing Champions for Life.”

For more information on how you can support the many initiatives of Baylor Athletics, please visit www.baylorbearfoundation.com or contact the Bear Foundation at 710-254-2582.
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