

The Pac-12 is taking the lead across the board. We can expect a great football season filled with highly competitive teams, a championship game in an exciting new location, improved efforts surrounding fan engagement, innovative research on student-athlete health and safety, and continued commitment to our primary academic mission.

#### **CONFERENCE OF CHAMPIONS**

Last year, across all sports, the Pac-12 was once again the Conference of Champions

We won 10 NCAA Championships

The most recorded

non-Conference

wins in history

Consecutive years with most

NCAA titles

Championships all-time, the most of any conference

### DEEPER AND MORE EXPERIENCED THAN EVER

Five teams posted 10 or more wins during the season

Nine Pac-12 teams qualified for a bowl posting a 6-3 record

LAST SEASON

THIS SEASON

10 of our 12 teams

An average of 15 have returning starters per team starters at QB are returning

#### STRONG 2014 FOOTBALL SCHEDULE





















### **COMMITMENT TO STUDENT-ATHLETE HEALTH & SAFETY**



### Head Trauma Task Force

We have taken a leadership role by creating a Pac-12 Student-Athlete Research Program, including a Head Trauma Task Force.

\$3.5M

For the next three years, we have committed over 3.5 million dollars a year to this initiative. The collaborative research that will result from this and the subsequent sharing of data across all Pac-12 institutions will be cutting-edge and ground-breaking.

# NCAA Leadership

We've also collaborated with others within the NCAA to achieve consensus on medical care for student-athletes, and the diagnosis and management of concussions. Pac-12 leadership and collaboration with our coaches led the NCAA to essentially adopt our approach to regulating contact in football practice.

# CREATING A WORLD-CLASS FAN EXPERIENCE



We're making Pac-12 Networks

"Football Central" for our fans. Exclusively televised football games.



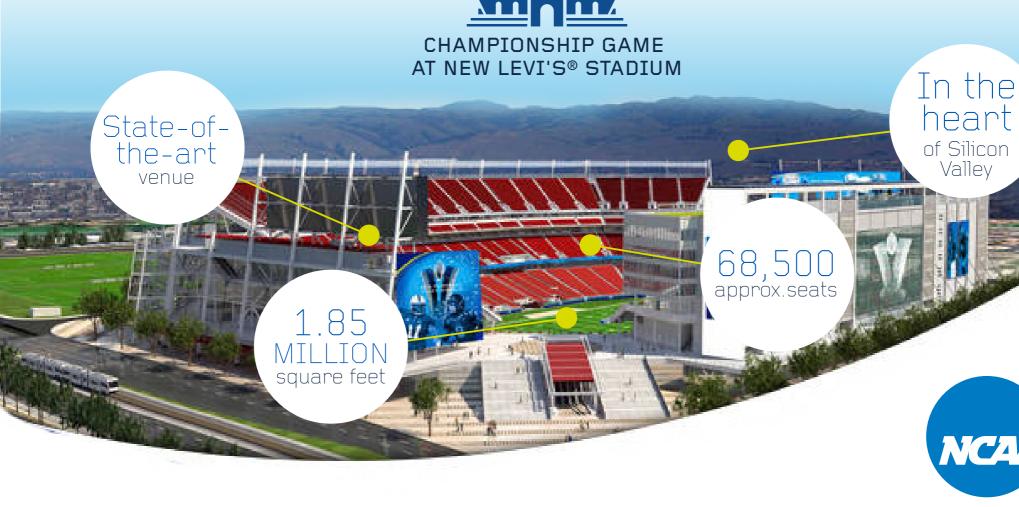




Developed key partnerships with AT&T and Sporting Innovations.

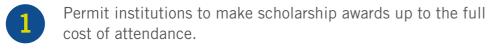


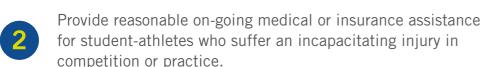
Stanford Pilot Project Launch for the 2014 football season. One piece of the pilot, a new mobile app, will be tested that will provide fans with convenient tools to participate in the game day experience and provide real time feedback.

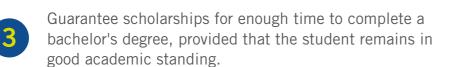


# LEADERSHIP IN NCAA REFORM

The Presidents and Chancellors of the Pac-12 universities demonstrated national leadership by taking a bold approach to reforming college athletics. Their 10 principles ensure we meet the evolving needs of our student-athletes and protect the primacy of our academic mission.







Decrease the time demands placed on the student-athlete in-season. Prevent the abuse of organized "voluntary" practices and more realistically assess the time away from campus.

Similarly decrease time demands out of season by reducing out-of-season competition and practices, and by considering shorter seasons in specific sports.



Further strengthen the Academic Progress Rate requirements for post-season play.



Address the "one and done" phenomenon in men's basketball.



conference and NCAA levels. Adjust existing restrictions so that student-athletes preparing

Provide student-athletes a meaningful role in governance at the



for the next stage in their careers are not unnecessarily deprived of the advice and counsel of agents and other competent professionals.



Liberalize the current rules limiting the ability of student-athletes to transfer between institutions.