



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**

10

We won 10 NCAA Championships

9

Consecutive years with most NCAA titles

469

Championships all-time, the most of any conference

DEEPER AND MORE EXPERIENCED THAN EVER

31

The most recorded non-Conference wins in history

10+

Five teams posted 10 or more wins during the season

9

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

10

10 of our 12 teams have returning starters at QB

15

An average of 15 starters per team are returning

STRONG 2014 FOOTBALL SCHEDULE

O

vs.

Sept 6

UCLA Bruins logo

vs.

Sept 13

U

@

M

Sept 20

S

@

ND

Oct 4

ASU

vs.

ND

Nov 8

ND

@

Trojans

Nov 29

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

NETWORKS

We're making Pac-12 Networks "Football Central" for our fans.

35 Exclusively televised football games.

TECHNOLOGY

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.

CHAMPIONSHIP GAME AT NEW LEVI'S® STADIUM



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.

- 1

Permit institutions to make scholarship awards up to the full cost of attendance.
- 2

Provide reasonable on-going medical or insurance assistance for student-athletes who suffer an incapacitating injury in competition or practice.
- 3

Guarantee scholarships for enough time to complete a bachelor's degree, provided that the student remains in good academic standing.
- 4

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.
- 5

Similarly decrease time demands out of season by reducing out-of-season competition and practices, and by considering shorter seasons in specific sports.
- 6

Further strengthen the Academic Progress Rate requirements for post-season play.
- 7

Address the "one and done" phenomenon in men's basketball.
- 8

Provide student-athletes a meaningful role in governance at the conference and NCAA levels.
- 9

Adjust existing restrictions so that student-athletes preparing for the next stage in their careers are not unnecessarily deprived of the advice and counsel of agents and other competent professionals.
- 10

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