LobosELITE

11.19.24

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# Narrative

In May 2024 the NCAA and Power 5 Conferences (ACC, SEC, Big 10, Big 12, Pac 12) voted to approve a settlement for three antitrust lawsuits. One of the lawsuits is the House v. NCAA, which consists of two main components.

The first component is “back pay,” or payment for work done in the past. This $2.8 billion payment, to be made over the course of 10 years, is geared to the current and former athletes as far back as 2016 that lost out on possible profits from the NIL landscape post-2021. These athletes claim they lost potential NIL (name, image, and likeness) revenue.

The NCAA would use its reserve fund — set aside from its profits — to pay roughly 40% of the $2.8 billion. The other 60% comes from conferences. Out of this 60%, power-conference schools (the ACC, SEC, Big 10, Big 12, Pac 12) will take on 40%, and the remaining 20% will be paid by non-power conference schools.

The second is a framework where conferences and schools would directly pay student-athletes.

There are two different ways for college athletes to make money — NIL and revenue sharing, revenue sharing, which is money generated from conferences and university athletic department budgets. Revenue sharing creates a spending cap of roughly no more than $22 million annually for each university — similar to salary caps used by professional leagues — starting in the 2025-26 season. This figure represents 22% of “average media rights, ticket sales and sponsorship revenue of each power-conference school.” Basically, the average power-conference school generates about a $100 million annual revenue stream, 22% of that being $22 million.

In addition to revenue sharing, NIL deals- the sponsorships players negotiate with booster collectives or companies to make appearances in commercials and at charity events using their name, image, and likeness. Those can still continue, but an April ruling allowed schools to directly facilitate NIL deals, meaning universities can be an intermediary between athletes and collectives.

The following pages show the University of New Mexico (UNM) Athletic Department’s outline for sustained and elevated success moving forward under NCAA and House Settlement guidelines.

# Core Values

UNM Athletics believes in UNMatched Excellence: The Lobo Standard. We believe in everything we do, we set the standard by operating with:

**Integrity:** We will always do the right thing in our daily lives, in our work, in our studies and in competition.

**Accountability:** We hold ourselves and each other to the highest standards.

**Excellence:** We have an unwavering commitment to being the best that we can be in all that we do.

**Leadership:** We are leaders in the community, in the classroom, and in competition. We take seriously our inherent responsibility to represent the University of New Mexico.

**Resilience**: We put everything we have into all that we do and when faced with obstacles, we persevere.

**Respect:** We respect each other and our community and honor a culture rooted in inclusivity and equity.

# Strategic Priorities

### **Competitive Excellence**

* Lead the Conference in annual championships and achieve postseason success.
* Continue to provide the necessary resources to athletic programs to position them to compete for championships.
* Attract, retain, and develop the best coaches and staff by providing a positive culture, competitive compensation, and a comprehensive professional development plan.
* Create a master facility plan to continue to improve training and competition facilities to further enhance the student-athlete experience and to assist with recruitment of top student-athletes.
* Celebrate the powerful UNM Athletics traditions that guide us while embracing change and innovation to enhance all aspects of our programs.

### **Student-Athlete Development**

* Build upon the current academic excellence while increasing the annual Graduation Success Rate (GSR) and Academic Progress Rate (APR) of all athletic programs.
* Prioritize graduating student-athletes and preparing them for their lives and careers after UNM.
* Lead the conference in Scholar-Athlete selections.
* Maximize student-athlete wellness with an acute focus on addressing mental health, sports medicine, and nutritional needs.
* Grow the Lobo Institute for Excellence (LIFE) program to provide meaningful career opportunities and postgraduate experiences.
* Leverage the Alumni Letterman Association to engage current student-athletes with alumni, to build community, and to provide career opportunities.

### **Campus Integration and Involvement**

* Strengthen the relationship between UNM Athletics and University units through greater collaboration and outreach.
* Coordinate programming and resources to engage the UNM student body in UNM Athletics.
* Collaborate with relevant campus entities to enhance the safety and security of the campus community and at athletic events.
* Maintain exemplary adherence to policies and procedures as it relates to UNM Athletics’ protocols in alliance with the University Office of Equal Opportunity and the Title IX Coordinator.
* In partnership with the University and Lobo Development, prioritize South Campus development to enhance South Campus student-life.

### **Diversity, Equity, and Inclusion (DEI)**

* Promote a culture of belonging within the UNM Athletics community that celebrates our diversity.
* Strategically recruit, develop, and retain diverse student-athletes, coaches, and staff.
* Develop hiring and recruitment guidelines to encourage diverse candidate pools and to minimize bias in the processes.
* Partner with the University to continue to expand inclusion programming for the Department.
* Designate a DEI Coordinator withing UNM Athletics to spearhead initiatives within the Department and establish measurable goals.
* Ensure equity between male and female sports programs.

### **External Engagement**

* Strengthen relationships and foster meaningful connections with all stakeholder groups including donors, season-ticket holders, alumni, students, letter winners, media, and community.
* Maintain and advance UNM Athletics as the front porch for the University and elevate its responsibility to serve as a brand ambassador.
* Invest in new initiatives and programs such as an economic impact study to better connect UNM Athletics with the City of Albuquerque and greater State of New Mexico communities.
* Leverage external partnerships to improve the student-athlete experience, including relationships with Name, Image, and Likeness (NIL) collectives founded to enhance the student-athlete experience.
* Evaluate and prioritize UNM Athletics communication and marketing strategies to tell “the UNM story” and to enhance engagement.

### **Financial Stability**

* Continue to operate the department with financial integrity and transparency.
* Develop sustainable short and long-term financial models for UNM Athletics that allow our athletic programs to consistently compete at the highest level.
* Establish metrics to measure and track financial success.
* Encourage an entrepreneurial spirit for staff to be creative with resources and in revenue generation.
* Increase the number of season ticket holders in premium area sales and seat donations for football, men’s, and women’s basketball.
* Retain and grow the UNM Athletics donor base. Enhance the reach of the Lobo Club within the state of New Mexico and nationally.
* Identify new revenue streams and corporate partnerships. Stabilize and increase revenues generated from multi-media rights. Purse potential opportunities for venue naming rights.

# LobosELITE

The LobosELITE program will be UNM Athletics unique and individualized plan for its student-athletes to excel athletically, academically, in the community and in their career after Lobo athletics.

The program will focus on 5 main areas:

### **Excellence**

UNM Athletics is committed to being the best in all that we do. This includes providing the best services for our student athletes in all areas including athletics, academics, sports medicine, mental health, DEI, facilities and more.

In addition, UNM Athletics promotes a culture of belonging beyond the playing surface. LobosELITE follows a compliant and advanced Title IX strategy to ensure equity among Male and Female Sports.

### **Leadership**

We believe in the holistic student-athlete experience by prioritizing student-athlete graduation, mental health, sports medicine, and nutritional needs. We want to continue to lead the conference in scholar-athletes, while providing meaning career and postgraduate experience for our student-athletes.

LobosELITE in collaboration with the LIFE program will offer programming for student student-athletes that focuses on career preparation, financial literacy, mental health, nutrition, NIL, DEI and more. LobosELITE will prepare UNM student-athletes for success beyond their years at UNM.

### **Investment**

LobosELITE will have Individualized plans for each student-athlete that includes a financial package, a marketing plan, an academic pathway, and LIFE programming opportunities.

Although every student may not be on a financial package, every student-athlete will have a marketing plan (Appendix C), an academic pathway (Appendix D) and LIFE programming opportunities (Appendix E).

The financial package for student-athletes could include, a financial aid agreement, revenue share and/or NIL.

### **Talent**

UNM Athletics strives to lead the conference in annual championships and postseason success. LobosELITE will provide the necessary resources to attract, develop and retain the best student-athletes, coaches, and support staff.

### **Engagement**

As the flagship institution of the state, UNM Athletics understands the importance of community engagement and involvement. LobosELITE provides opportunities for the community to engage with student-athletes in several ways Including, Career Development, NIL, Philanthropy, Sponsorships, Facility Rental and Employee Engagement.

UNM Athletics will also strive to lead the conference in meaningful community service opportunities through hospital visits, school visits and more.

# Financial Investment

There are four ways for student-athletes to receive money: athletic scholarships, revenue sharing, internal NIL and external NIL. The first three ways are funds that UNM can pay directly to the student-athletes. External NIL opportunities must be paid through a third party.

### **Athletic Scholarships**

Financial aid is funds provided to student-athletes from various sources to pay or assist in paying their cost of education at the education at the institution.

The cost of attendance is an amount calculated by an institutional financial aid office, using federal regulations, that includes the total cost of tuition and fees, living expenses, books and supplies, transportation, and other expenses related to attendance at the institution.

These financial aid agreements are determined by the head coach of the students’ sport and cannot exceed the value of the cost of attendance.

### **Revenue Sharing**

UNM Athletics has opted into the House Settlement. Each student-athlete who is a part of the revenue sharing distribution will be on a contract and must meet certain criteria to receive the money.

These revenue sharing agreements are determined by the head coach and the athletic director. The revenue sharing dollar amounts for men and women must be equal.

### **Internal NIL**

UNM Athletics can share revenue with student-athletes for their market value of their name, image, likeness. Each student-athlete who is a part of the revenue sharing internal NIL distribution will be on a contract and must meet certain criteria to receive the money.

These internal NIL revenue sharing agreements are determined by the market value of the student-athlete and are approved by the athletic director.

### **External NIL**

External NIL opportunities must be a paid through a third party. UNM athletics can help find opportunities for student-athletes, can help negotiate deals for student-athletes, but cannot sign contracts or pay UNM student-athletes directly.

# Title IX Compliance

The UNM Athletics Department has worked with several outside consultants to ensure compliance with Title IX. UNM Athletics is operating under Prong 3 compliance and will follow a strict Athletics Related Financial Aid (AFA) plan.

UNM Athletics will have a roster management and scholarship dollar limit for each of its sports to ensure Title IX Compliance. This method will be evaluated each year to provide its student-athletes the nest opportunities for equality and success.

Under its Revenue Sharing policies, UNM Athletics will ensure that the dollar amounts received are equal for its Men’s and Women’s teams. For example, if $500,000 is given to Men’s Student-Athletes, then $500,000 will be given to Women’s Student-Athletes.

Under its Internal NIL policies, UNM will ensure the marketing of its Men’s and Women’s teams are equal. However, the fair market value of the individual student-athletes can be awarded. For example, the starting point guard on the Men’s Basketball and Women’s Basketball team may not receive equal amounts, but UNM Athletics will justify equitable availability based on fair market value.

# Roster Limits

Part of the House Settlement puts a cap on how many student-athletes may be on a team’s roster. The below chart shows the current UNM Sports Offerings, what the old scholarship limit was, how many student-athletes UNM has on each team in 2024-2025, and what the new roster limit will be beginning in August 2025.

|  |  |  |  |
| --- | --- | --- | --- |
| Sport | Old Limit (Equivalency and Head count scholarships) | New Limit (Roster Spots) | Total # of SA’s on Each Team in 2024-25 |
| Baseball | 11.7 | 34 | 38 |
| Men’s Basketball | 13 | 15 | 16 |
| Women’s Basketball | 15 | 15 | 14 |
| Men’s Cross Country |  | 17 | 12 |
| Women’s Cross Country |  | 17 | 43 |
| Football | 85 | 105 | 115 |
| Men’s Golf | 4.5 | 9 | 12 |
| Women’s Golf | 6 | 9 | 9 |
| Softball | 12 | 25 | 29 |
| Women’s Soccer | 14 | 28 | 34 |
| Women’s Swimming/Diving | 14 | 30 | 32 |
| Men’s Tennis | 4.5 | 10 | 9 |
| Women’s Tennis | 8 | 10 | 8 |
| Men’s Track | 12.6 | 45 | 33 |
| Women’s Track | 18 | 45 | 59 |
| Volleyball | 12 | 18 | 18 |

The chart above shows that UNM will lose at least 65 opportunities for student-athletes to compete in the 2025-26 school year. UNM is also undergoing an intensive Title IX review that may limit those roster spots even more as stated in the scholarship allotment and Title IX section.

### **Roster Cuts**

For those student-athletes who get cut from the roster, but would like to remain a student at UNM, the UNM Athletic Department will honor the student-athletes scholarship through exhaustion of eligibility on the students five-year clock, or until undergraduate graduation, whichever comes first.

The student-athlete will remain on the same scholarship dollar amount as they were awarded during the Spring 2025 semester, if the student-athlete meets the following requirements:

* In order for the student-athlete to receive room and board money, the student-athlete must remain in the locale of Albuquerque for the entire semester that UNM Athletics is paying for the student-athlete.
* Student-Athlete must attend all class sessions, scheduled tutoring sessions
* Student-Athlete must meet on regular basis, with academic advisor, determined by the Senior Associate AD for Student-Athlete Development

# New Revenue Opportunities

UNM Athletics will continue to look for new revenue opportunities in all areas. Some ideas are below:

* Corporate Sponsorships
  + Facilities
  + Uniforms
  + Licensing Agreements
* Facility Rental
  + Concerts
  + Events
* Facility Tours
  + VIP Tours
  + Birthday Parties
* Premium Seating
  + Fan Experience
* NIL
  + Storytelling
  + Lobo Tailored: Individual approach to Student-Athletes
  + Student-Athlete New Mexico Road Trip

# Appendix A

## **The University of New Mexico Athletics Grant-in-Aid Agreement**

# Appendix B

## **The University of New Mexico Athletics Licensing Agreement**

# Appendix C

## **The University of New Mexico Athletics Individual Student-Athlete Marketing Plan**

Each student-athlete at the University of New Mexico is on an individualized marketing plan. This plan will help student-athletes in their NIL exposure as well as help UNM Athletics promote each event. The individualized marketing plan is guaranteed to include:

* The number of exposures (posts) each student will be a part of each year.
* A beginning of the season photo and video shoot.
* Poster and/or schedule card of team.
* Podium X account and help creating profile.
* Athletes Thread and NOCAP accounts.
* Help finding and securing NIL deals.

In addition, student-athletes individual marketing plan could include:

* Pregame media sessions.
* Postgame media sessions.
* On camera interviews.
* Live TV or Live Stream of contests.
* Behind the scenes content.
* Podcast guest.
* Radio show guest.
* Highlight reels.
* Commercials.

**UNM Athlete**

**Personal Marketing Plan**

**A logo of a wolf

Description automatically generated**

1. **General NIL Information** 
   1. *505 SVF (Sports Venture Foundation)*
      1. Assist with securing:

* Endorsements
* Appearances
* Other NIL-related financial opportunities
  + 1. Support and resources for athletes including:
* Financial literacy
* Compliance reporting
* Contract vetting
* Tax assistant
* Mentoring and Personal growth opportunities

1. **Athletes Thread**
   1. *Official UNM Merch Store* 
      1. Help student athletes promote their personalized merch
      2. Create and sell your own merchandise
      3. Examples of items that can be personalized:
         1. Active Wear
         2. Sweatshirts
         3. Hoodies
         4. Headwear
         5. Jackets
         6. Pants
         7. Stickers
2. **Social Media Followers per Team**

|  |  |  |
| --- | --- | --- |
| Team | Instagram | X |
| Lobo Athletics | 25.7 K | 99.3 K |
| Football | 19.1 K | 48.9 K |
| Men’s Basketball | 22.4 K | 31.6 K |
| Women’s Basketball | 6 K | 7.6 K |
| Baseball | 9.4 K | 10.8 K |
| Softball | 6.9 K | 14.7 K |
| Volleyball | 6.4 K | 2.7 K |
| Track and Field / XC | 7.8 K | 9.6 K |
| Men’s Tennis | 1.3 K | 1 K |
| Women’s Tennis | 1.1 K | 770 |
| Swim and Dive | 2.1 K | 820 |
| Women’s Soccer | 5.9 K | 4 K |

1. **Creatives**
   1. *Media Day* 
      1. Chance to represent UNM during the Mountain West Media Day based on market value
      2. X amount of personalized pictures during Team Media Day based on market value
   2. *Photo Shoots*
      1. X amount of personalized photo shoots based on market value
   3. *Game Recaps* 
      1. X amount of graphics and live shots used based on market value
   4. *Reels for Social Media*
      1. X amount of personalized reels or image usage based on market value
2. **Marketing** 
   1. *Posters*
      1. Team poster for the beginning of the season
   2. *Individual game - theme night posters*
      1. X amount of times on theme night poster based on market value
   3. *On-Field Recognition* during major sporting events (e.g. football or men’s basketball)
      1. Depending on the team’s season
   4. *Videoboard graphics* 
      1. X amount of times on video board graphic depending on market value
   5. *Game Day Graphic for home and away games* 
      1. X amount of times on home game graphic depending on market value
      2. X amount of time on away game graphic depending on market value
   6. Podcast
3. **Community Engagement** 
   1. *Reels of Special events / community projects*
      1. Being part of the visit and reel depending on market value
   2. *Pictures and graphics of special events on Social Media* 
      1. Shown on pictures of graphics x amount of times depending on market value
   3. Apartments / Rental Agreements
      1. Work close with an apartment complex or multiple to get free housing for student athletes off campus
      2. Use them as a main sponsor – Playlfy
4. **Personal Growth / Brand Awareness** 
   1. *Personal Coach* 
      1. Helps you increase your revenue and market value
      2. Helps you budget and explains how to make good financial decisions
   2. *Career Coach*
      1. Supports athletes and will look at different career options after college
   3. Ambassador Programs
      1. Work close with Playfly and work with major brands to become an ambassador
      2. Example:
         1. Alani
         2. State Farm
5. **Student Led / Academic Led**
   1. Student led organization (E.g.: Brandsquat at Oklahoma State University)

* Group of top tier Business Students at UNM who have been trained and certified to assist UNM student athletes with their Name, Image and Likeness (NIL) efforts
* Has an academic advisor who will train and teach them
* Gives students an opportunity to grow their resume as they are taking their next steps in their careers
  + 1. Possible position held by students in the organization:
* Executives:
  + President
  + Academic Advisor
  + Executive Administrator
* Vice Presidents:
  + VP of Membership
  + VP of Marketing
  + VP of Deals and Sponsorship
  + VP of Treasury and Funding
  + VP of Social Media
* General Managers:
  + Podcast
  + Website
  + Photography and Videography
  + Student Athletes Social Media
  + Recruiting
  + Deal Lead
  + Merchandise
    1. How can this organization help student athletes?
       1. Help student athletes build their online presence and create marketable accounts
          1. Social media team there to give advice on what to post and how to build a following
       2. Put on signing events throughout the community to promote a relationship with our athletes and the community
       3. Photography and Videography
       4. Main benefits being deals and sponsorships
  1. Financial Support
     1. Led by student organization
     2. Use finance students to help student athletes how to invest their money
     3. Bring alumni in
  2. Podcast
     1. Telling student athlete stories

1. **Name, Image and Likeness (NIL)**
   1. *NIL Agent* 
      1. Receive one-on-one directors / meetings with a NIL agent to capitalize on your name, image, and likeness
   2. Playfly
      1. IRS coming down on non-profits
      2. Use Playfly to get in contact with main sponsors
         1. Have sponsors pay extra money to get specific athlete/athletes to partner with their business

# Appendix D

## **The University of New Mexico Athletics Academic Pathway**

Each student-athlete at the University of New Mexico is on an individualized academic pathway. There is an athletic academic advisor assigned to each sport. Before a student-athlete sets foot on campus for the first time, they will have met with their academic advisor for an orientation and class selection. The pathway will also include:

* An introduction to UNM and Higher Education class to help with the transition from high school to college for all freshmen student-athletes.
* One on one meetings with their athletic academic advisor to track progress in current classes and to track progress towards degree.
* Major selection before the start of fourth term.
* Meeting with major advisor on campus each term.
* Help with class selection each semester.
* Individual audit for graduation for each student-athlete.
* Graduation plan for each student-athlete.
* A Stoll ceremony for graduating student-athletes each semester.
* Study Hall access.
* An academic recovery plan as needed.
* Accommodation testing as needed.
* Learning strategist sessions as needed.
* Tutoring as needed.

In addition to the services above, International students will receive:

* An international orientation to help accommodate to the United States as well as UNM.
* ITIN support.
* Tax support.
* Visa support.
* Work study guidance and opportunities.

# Appendix E

## **The University of New Mexico Athletics Lobo Institute for Excellence (LIFE) Program**

### **Mission Statement:**

The Lobo Institute for Excellence (LIFE) is committed to developing and maintaining a culture of excellence through professional development, leadership, diversity, and wellness in order to promote personal and professional growth for all students, staff, and faculty in the University of New Mexico Athletic Department

### **Vision Statement:**

To help all student-athletes, coaches and staff excel in their personal and professional journey.

### **4 Pillars of L.I.F.E:**

**Professional Development:** A way to develop our student-athletes into more than just an athlete when they graduate from UNM. Helping develop life skills such as how to write a resume, prepare for job interviews, financial literacy, and more.

**Wellness:** A way to offer mental health services to our student-athletes as they go through the challenges of being a student while also competing at the highest level. Offering services such as therapy, mediation workshops, counseling services, and more.

**Leadership:** A way to develop the student-athletes professional goals after graduation. Partnering them with former Lobos in the community, connecting them with other alumni, setting up workshops for a look into professional sports, and more.

**Diversity:** Partnering with the Social Justice Student Action Committee in making sure UNM is a respectful, empathic, communicative, safe space for all our student-athletes. Making sure that we provide a safe space for when social injustice happening in our world.

## **Programming**

UNM Athletics offers a myriad of LIFE sessions for student-athletes to attend. Programming for the 2023-2024 school year included:

|  |  |  |
| --- | --- | --- |
| * Financial Literacy | * Effective Habits of a College Student | * Study Skills |
| * Performance Anxiety | * Business Start Up Tips | * Mindfulness/Stress Relief |
| * Writing Workshop | * Research and Notetaking | * Leadership Workshop |
| * Transferable Skills | * Writing and Citations | * Time Management |
| * Reality Fair | * Communications | * Stryker Medical Sales |
| * Stress Management |  |  |

In addition to the programming above, UNM Athletics has four student-led groups.

### **Student-Athlete Advisory Committee (SAAC)**

* The Student-Athlete Advisory Committee (SAAC) is a group of student-athletes who provide input on the rules, regulations, and policies that affect their lives. SAAC also aims to promote the student-athlete experience by providing leadership opportunities and encouraging involvement in the campus community.

### **Lobos for Change**

* Lobos for Change is a social justice group committed to creating, embracing, supporting, and sustaining a culture of inclusion, diversity, equity, and social justice within the athletic and Albuquerque community.

### **Athlete Ally**

* The goal of Athlete Ally is to allow student-athletes equal access, opportunity, and experience in sports-regardless of their sexual orientation, gender identity or gender expression. Athlete Ally’s mission is to end homophobia and transphobia in sport and to activate the athletic community to exercise their leadership to champion LGBTQI+ equality.

### **Hidden Opponent**

* Hidden Opponent is an advocacy group that raises awareness for student-athlete mental health and addresses the stigma within sports culture. We believe that all student-athletes should be able to speak openly about their mental health experiences without worrying about being judged or viewed as weak.