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AIMING

Poised to go from great to elite

HIGHER



2015 KENTUCKY ATHLETICS ANNUAL REPORT



OUR CORE VALUES

Our Core Values represent the shared lasting beliefs and ideals for all levels of the UK Athletics Department. Our desired goal is to have these values reflected on a daily basis by all employees and student-athletes who represent UK Athletics.

CHARACTER: Be the right person and you will do great things

INTEGRITY: Possess great integrity and act responsibly

KNOWLEDGE: Pursue competence through education and experience

STEWARDSHIP: To whom much is given, much is expected

COMPETITIVE GREATNESS: Perform at your absolute best every day

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IBC A PART OF IT ALL

Wendell and Vickie Bell, two of UK Athletics' most loyal supporters, made a new soccer stadium a reality.

The 2015 Annual Report is published by the UK Athletics Department, Mitch Barnhart, Director. The publication was written and edited by Guy Ramsey and the UK Athletics External Operations Staff. Design by Craig Hornberger. Principal photography by UK Athletics/Chet White, Britney Howard. Printed by Welch Printing.

LIVING UP TO ELITE STANDARDS

We have reason to be proud. We have an outstanding group of students. They are unwavering in their commitment to pursuing the best of themselves whether they are training, competing or working in the classroom.

I wouldn't trade our 16 head coaches and their staffs for another 16 anywhere. Their leadership means everything to our department, and they have made Kentucky their home. We have surrounded those students and coaches with an outstanding staff. They work every day behind the scenes to help us excel in all we do. And I could never forget you, the Big Blue Nation. You're the best fans in America and your support makes this all possible.

You see, our people make this place special. They were unfazed by the ambitious goals we set as part of the 15 by 15 by 15 Plan and got the job done. They carried us to a school-record third straight top-25 Directors' Cup finish. They have embraced the importance of academics, and grade-point averages of 3.0 or better in six-

straight semesters have followed. They have made enriching lives in the Lexington community and beyond a priority, no matter the busy schedules that have to be balanced.

Just the same, our people will allow us to succeed as we take on our next challenge.

We have made the climb from good to great in these last few years. Competing at the highest level of college sports has become the expectation. Now, it's time we go from great to elite. We want to win at the highest level of college sports. We want to be in the conversation as one of the top athletics departments in America.

'til the Battle is Won,



UK Athletics Director

CELEBRATING EXTRAORDINARY ACCOMPLISHMENTS

Two Kentucky teams made history in 2014-15. The men's basketball team became the first power-five conference team to finish the regular season unbeaten in nearly three decades, while the women's track and field team set a school record with a runner-up finish at the NCAA Outdoor Championships.





2009	2009	2010	2010	2011
The rifle team captures Kentucky's first championship toward the 15 by 15 by 15 Plan with a Great American Rifle Conference regular-season title.	The rifle team completes a sweep of 2009 Great American Rifle Conference championships by winning the tournament.	John Calipari leads Kentucky to the regular-season Southeastern Conference championship in his first season as head coach.	John Wall and DeMarcus Cousins lift UK to the Southeastern Conference Tournament title with a dramatic overtime victory over Mississippi State.	The rifle team toppled No. 1 West Virginia in its final regular-season match to claim the Great American Rifle Conference championship.
1	2	3	4	5

By chasing and **ultimately achieving the stated goals of its bold 15 by 15 by 15 Plan**, including winning 15 conference or national championships by 2015, Kentucky Athletics **reached a sustained level of greatness on and off the field** over the last seven years.

BELIEVE & ACHIEVE

The plan began as a challenge, meant to inspire Kentucky athletes, coaches and staff to accomplish things that had never been done at the school. A north star, meant to give everyone involved with UK Athletics something to chase as the department sought greatness.

The journey, in the eyes of the man who hatched 15 by 15 by 15, would be just as important as the destination. The goals Athletics Director Mitch Barnhart set as part of the plan, you see, were ambitious. Even a cursory review of UK's history suggested achieving them was unlikely.

Barnhart set out to build a top-15 athletics department by the year 2015. UK had never even finished in the top 25 of national all-sports standings before 15 by 15 by 15 was launched in November 2008.

He called on UK teams to win a combined 15 conference and national championships in the next seven years. The Wildcats had won just two in the previous three seasons.

He asked for excellence away from the field of competition as well, establishing a 3.0 department-wide grade-point average as the every-semester standard. The department had never reached the plateau since Barnhart's arrival in 2002.

As lofty as 15 by 15 by 15 might have been, UK athletes didn't blink. Instead, they went to work on their crafts and their coursework. As far off as 2015 seemed, UK coaches never wavered. Instead, they focused on inspiring their athletes to be their best. As difficult as the road ahead appeared, UK staff refused to give in. Instead, they committed to providing the support that would be needed.

Rather than becoming overwhelmed by the enormity of the task ahead, all of UK Athletics followed Barnhart's lead and focused on the journey. Along the way, the department grew by leaps and bounds.

There were championships, including a pair of the national variety won by rifle in 2011 and men's basketball a year later. There were memorable individual performances, including All-Americans,

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2011	2011	2012	2012	2012
Harry Mullins ends a career-long chase by leading the rifle team to its first national championship.	The men's basketball team began an incredible March run by dominating en route to the Southeastern Conference Tournament title.	The rifle team went unbeaten through conference competition to win the Great American Rifle Conference regular-season championship.	Women's basketball won the Southeastern Conference regular-season championship, its first in 30 years.	The men's basketball team ran the table in Southeastern Conference play to win the regular-season conference title.
6	7	8	9	10

continued from page 5

national players of the year and draft picks. There were hundreds of college graduates, tens of thousands of hours logged serving in the community and countless lives affected in a positive way.

And one day along the journey, UK Athletics found it had arrived at the destination Barnhart originally laid out.

The success came on the strength of a comprehensive effort, with 18 of 22 UK teams contributing to a school-record 11th-place Directors' Cup finish in 2013-14. All told, four teams accounted for Kentucky's 15 conference and national championships, with men's basketball's 2015 Southeastern Conference Tournament championship serving as the caper, and in grand fashion no less. More teams used the pursuit of 15 by 15 by 15 as fuel for historic performances, namely softball's run to the 2014 Women's College World Series and women's track and field finishing a school-record fifth at the 2015 NCAA Indoor Championships, followed by a runner-up finish at the NCAA Outdoor Championships in June.

By the time the seven years of the 15 by 15 by 15 Plan were in the books, UK Athletics had gone from good to great, building on the rich tradition of the department and unmatched fan support. But just as soon as it ended, it was on to the next challenge.

It's time to go from great to elite.

15 x 15 x 15 POST A 3.0 DEPARTMENT STUDENT GPA

With each passing semester, Kentucky Athletics proves success in competition can go hand in hand with success in the classroom. Fulfilling the academic component of the 15 by 15 Plan, UK athletes have combined for a 3.0 cumulative grade-point average in six straight semesters and seven in the last eight. Along the way, all 22 UK teams have surpassed the NCAA cut score as part of annual Academic Progress Rates, with nearly 100 athletes graduating each year and even more receiving Academic All-Southeastern Conference recognition. Balancing classwork, games, practice and their responsibilities as regular college students, UK athletes also make time to volunteer. Each year, they spend more than 4,000 hours serving in the community.

15 x 15 x 15 FINISH IN THE TOP-15 OF NATIONAL ALL-SPORTS STANDINGS

It took more than a second consecutive trip to the national championship game for men's basketball or a Women's College World Series berth by the softball team to lift UK Athletics into the top 15 of Directors' Cup standings. Eighteen of Kentucky's 22 teams contributed to the department's 11th-place finish for the 2013-14 season, with seven finishing in the top 10 of their respective sports. All those efforts combined to carry UK Athletics to a school-record finish, topping the previous best of 25th by a wide margin, and putting the department a year ahead of schedule in ticking off one item of Mitch Barnhart's ambitious 15 by 15 by 15 Plan.

“The goals we set through 15 by 15 by 15 seemed lofty and ambitious at the time, but a sustained and passionate effort by our coaches, staff and students these seven years made them a reality. We have much to be proud of, but also much to look forward to.”

Mitch Barnhart
UK Athletics Director

2012	2012	2013	2015	2015
Behind national player of the year and future No. 1 pick Anthony Davis, the men's basketball team won its eighth national championship by downing Kansas, 67-59.	Soon-to-be NCAA runner-up Eric Quigley helped UK men's tennis to an unbeaten Southeastern Conference regular season and outright conference title.	The Kentucky rifle team won its third consecutive Great American Rifle Conference championship after another perfect conference regular season.	The UK men's basketball team became the first power-five conference team to go undefeated through the regular season, winning the Southeastern Conference championship in the process.	Running its record to 34-0, the men's basketball team put the finishing touches on 15 by 15 by 15 by winning the Southeastern Conference Tournament championship.
11	12	13	14	15

A WINNING HABIT

In addition to the UK teams that won 15 conference or national championships over the last seven years, Kentucky teams came close to winning it all on numerous other occasions.

The 15 by 15 by 15 Plan was meant to inspire Kentucky teams to climb to heights that had never been reached. That vision came to fruition in the two national championships and 13 conference titles that were won, but its impact was felt just as much in the teams that came close to claiming championships. Five different times, UK teams finished as the national runner-up. There were near-Final Four trips for both the men's and women's basketball team, as well as the first Women's College World Series appearance ever by softball.

PERFECT START

Passing a top-10 test just three games into the season with a 72-40 thrashing of Kansas, Kentucky backed up its No. 1 preseason ranking and more. The Wildcats completed a 13-0 run through nonconference play with wins against the likes of Louisville, North Carolina, Texas, UCLA and Providence to amplify the buzz that had come to accompany their every move to a dull roar. Unfazed, they kept their attention on day-to-day improvement and realizing their vast potential, both individually and collectively.



CAPTURING THE NATION'S IMAGINATION

The clutter only got louder as the season went on. Shouldering a burden of hype and expectations that only grew heavier with each passing victory, the Kentucky men's basketball team stayed and thrived together as the Wildcats chased a ninth national title and a perfect 40-0 season. In spite of having bright individual futures to consider, the Cats put team before self and made history with a 38-0 start and a fourth Final Four trip in five seasons. That history, though UK fell short of its ultimate goal, remains even after a national semifinal loss to Wisconsin.

From the very beginning, this Kentucky team was different. It started back in August. When most teams weren't even practicing yet, the Wildcats were bound for the Bahamas and a trip the likes of which the world of college basketball had not seen. Facing two national teams and a French professional squad, UK played six exhibition games – all on national television – on its Big Blue Bahamas tour. The talent, depth and unselfishness that would carry Kentucky to a history-making season

were immediately apparent, even though Big Blue Madness was still two months away.

With a roster comprised of a group of returnees who bypassed the NBA Draft with a loss in the national championship game still fresh on their minds and four eager newcomers, the Wildcats jelled from the outset. John Calipari employed a platoon system to allow 10 players to get the time they deserved, and they never batted an eyelash.

PERFECT CHEMISTRY

Opponents unlucky enough to catch the Cats when they were clicking sure did.

UK dispatched its first 12 opponents by double digits, including dizzying displays against bluebloods Kansas and UCLA on national stages. For seemingly every game, there was a new star. One night Willie Cauley-Stein would do it all, the next Karl-Anthony Towns would showcase his blooming post game. One game Andrew Harri-

son would control every moment from his point-guard position, the next it was Tyler Ulis' turn. Sometimes it was Aaron Harrison pouring it in from the perimeter and sometimes it was Devin Booker.

After passing a road test at rival Louisville, the Cats learned about the rigors of Southeastern Conference play in surviving a pair of overtime games against Ole Miss and Texas A&M out of the gate. Freshly committed to returning to the defensive dominance

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PERFECT RESPONSE TO ADVERSITY

Through one month, the season had gone perfectly according to script, but the script had an unfortunate turn in store. Forward Alex Poythress suffered a torn ACL in practice, ending the junior season he had elected to return for rather than declare for the NBA Draft. Poythress' teammates, however, rallied around their injured teammate. The Wildcats defeated North Carolina days after the injury with Poythress in attendance and kept their "Roar for 22" mantra in their hearts throughout a remarkable 2014-15 season.



**ROAR
FOR
22**



“ Our strength is in the pack more than any team I’ve ever coached. ”

John Calipari
UK Head Men's Basketball Coach



2015 HONORS

WILLIE CAULEY-STEIN

- AP First Team All-America
- USBWA First Team All-America
- NABC First Team All-America
- CBS First Team All-America
- NABC Defensive Player of the Year
- NBC Sports National Defensive Player of the Year
- NBC Sports First Team All-America
- USA Today First Team All-America
- Sporting News First Team All-America
- Sports Illustrated Second Team All-America
- Rupp Award All-America
- Kareem Abdul-Jabbar Center of the Year Award Finalist
- Naismith Trophy Finalist
- USBWA Oscar Robertson Finalist
- John R. Wooden Award Finalist
- NABC Defensive Player of the Year
- NBC Sports National Defensive Player of the Year
- NCAA Midwest Regional All-Tournament Team
- All-SEC First Team - AP
- SEC Tournament MVP
- SEC All-Tournament Team
- SEC Defensive Player of the Year - Coaches
- All-SEC First Team - Coaches
- All-SEC Defensive Team - Coaches

DEVIN BOOKER

- SEC Sixth Man of the Year - Coaches
- All-SEC Second Team - Coaches
- All-SEC Freshman Team - Coaches
- USBWA All-District IV Team
- USBWA Wayman Tisdale Finalist
- Five-Time SEC Freshman of the Week

AARON HARRISON

- All-SEC Second Team - Coaches
- All-SEC Second Team - AP
- SEC All-Tournament Team

ANDREW HARRISON

- NCAA Midwest Regional All-Tournament Team
- SEC All-Tournament Team

TREY LYLES

- All-SEC Freshman Team - Coaches
- Two-Time SEC Freshman of the Week

TYLER ULIS

- All-SEC Freshman Team - Coaches
- USBWA Wayman Tisdale Freshman of the Week
- SEC Freshman of the Week

KARL-ANTHONY TOWNS

- AP Second Team All-America
- NABC Second Team All-America
- USA Today First Team All-America
- Sports Illustrated Second Team All-America
- Sporting News Third Team All-America
- NCAA Midwest Most Valuable Player
- NCAA Midwest Regional All-Tournament Team
- SEC Freshman of the Year - AP
- SEC Freshman of the Year - Coaches
- All-SEC First Team - AP
- All-SEC First Team - Coaches
- All-SEC Freshman Team - Coaches
- USBWA Wayman Tisdale Finalist
- NBC Sports National Player of the Week - Feb. 9, 2015
- USBWA Wayman Tisdale Freshman of the Week
- Three-Time SEC Freshman of the Week



PERFECT REGULAR SEASON

The Wildcats made time for a brief celebration after a 67-50 over Florida to cap a 31-0 regular season. Donning a blue T-shirt commemorating the special occasion, Andrew Harrison took the microphone in Rupp Arena to reinforce the message that UK was "not done" even as the Cats became the first team from a power-five conference to complete an unbeaten regular season since 1975-76.



Weeks after UK advanced to its fourth Final Four in five seasons, seven Wildcats declared for the NBA Draft. In June, a record-tying six were selected with four in the lottery.

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that made them special to begin with, the Cats went back to work.

They charged through league play, completing the first 18-0 run in SEC history. They took every team's best shot, blowouts that were decided in the opening minutes and close games alike, and overcame late deficits and even Coach Cal telling them he hoped they would lose in a huddle as a teaching moment.

As the regular season ended with UK unbeaten and celebrating the first such season for a power-five conference team in nearly four decades, the Cats remained focused on their ultimate goals. Those goals could only be achieved in the postseason. There, UK breezed through the SEC Tournament and tightened its grip on the No. 1 overall seed in the NCAA Tournament. Once March Madness

began, the Cats kept winning, most memorably in the Elite Eight vs. Notre Dame on the strength of a pair of clutch free throws by Andrew Harrison and a full-court defensive stand to give Kentucky the first 38-0 start in college basketball history.

In the Final Four, the magical run came to an end and with it Kentucky's dreams of a ninth national championship. UK's loss to Wisconsin might have left the Cats short of what had long seemed to be their destiny, but the lessons learned – and taught – of sacrifice, teamwork, hard work and perseverance will last nonetheless, even as some team members go on to professional careers and others return to pursue the title that escaped them.

To the very end, this Kentucky team was different too.

MAKING A BIG BLUE SPLASH

A mere three seasons into Edrick Floréal's quest to make Kentucky track and field a national player, the women's team finished as runner-up at the 2015 NCAA Outdoor Championships.



SAVORING THE MOMENT

Runner-up trophy in tow, the Wildcats celebrate their finish at the 2015 NCAA Outdoor Track and Field Championships with head coach Edrick Floréal.

The usual suspects were there.

Perennial contender and host Oregon claimed the NCAA Outdoor Track and Field championship. Four-time national champion Texas A&M finished third. Southeastern Conference powers Arkansas and Georgia rounded out the top five.

But there among them as national runner-up was a group of fresh faces – the women of Kentucky – serving notice there's a new force to be reckoned with in college track and field.

The result, surprising as it may have been to even those who follow the sport closely, was no accident. The Wildcats, led by third-year head coach Edrick Floréal, went toe to toe with the best in America and beat all but one of their opponents.

As has been the case over each of the past two seasons, Kendra Harrison and Dezerea Bryant led the way.

Harrison nearly accomplished an almost unthinkable double, winning the 100-meter hurdles championship and coming up mere feet short of the 400-meter hurdles title. She was named National Track Athlete of the Year for her efforts, capping a remarkable college career. Bryant had a case for the award herself, winning the national championship in the 200 meters and claiming a bronze medal in the 100 meters.

Leah Nugent and Sha'Keela Saunders also won bronze medals in the 400-meter hurdles and long jump, respectively, while Rebecca Famurewa and Keilah Tyson each scored their first NCAA Championship points.

It wasn't long, however, after UK received the trophy for its school-record finish that Floréal was thinking about the future.

"Now we have to find a way to get the next color trophy," Floréal said.



SHINING ON TRACK AND FIELD'S BIGGEST STAGE

Kendra Harrison (top) and Dezerea Bryant (above) each claimed individual national titles to pace Kentucky's record finish, while Sha'Keela Saunders (below) claimed a medal in the long jump for the second year in a row.



WINNING IN BIG WAYS



10

Kentucky is one of 10 volleyball programs nationwide to appear in each of the last 10 NCAA Tournaments. Ten of UK's 16 all-time NCAA appearances have come during Craig Skinner's record-setting tenure as head coach.



3

The Kentucky softball team has made three consecutive Super Regional appearances under the leadership of head coach Rachel Lawson. The Wildcats have also made seven straight NCAA Tournament trips.



Arin Gilliland – the most decorated player in UK women's soccer history – led the Wildcats to the first Sweet 16 in program history as a senior.



The UK women's tennis team spent most of the 2015 season in the polls, finishing the year with a No. 25 ranking and a second straight NCAA Tournament appearance.

25



16

2

For the second season in a row and second time in school history, UK Hoops received a No. 2 seed in the 2015 NCAA Tournament.



17

Freshman Isabelle Jobansson became the first Kentucky women's golfer in 17 years to qualify for the NCAA Championships as an individual.



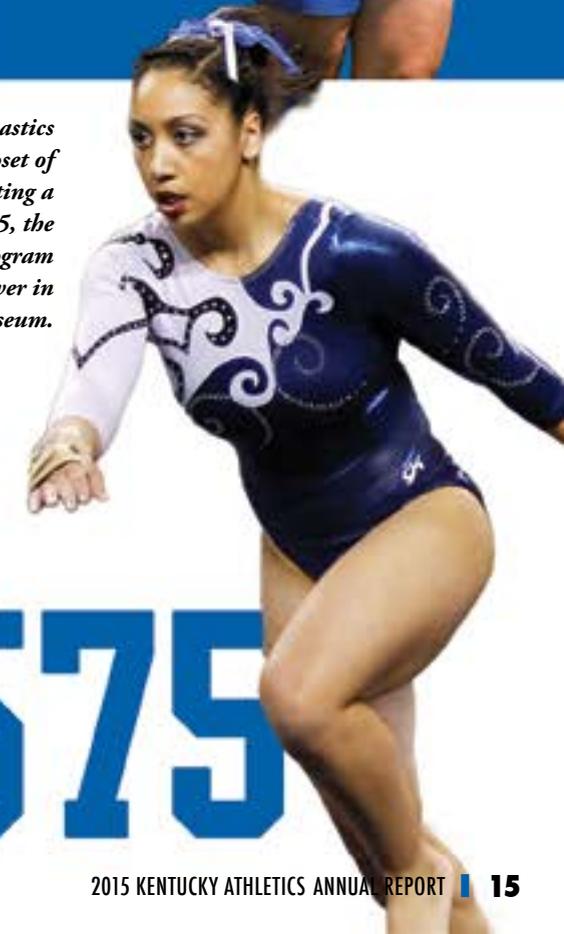
17

UK's women's swimming and diving team earned a total of 17 All-America honors in nine events this season. The team finished 16th overall, its best finish since 2007 and fourth best in program history. Christina Bechtel (left) earned four All-America honors, including a runner-up finish in the butterfly, the best NCAA swimming performance in UK history.



The Kentucky gymnastics team scored an upset of No. 9 Auburn by posting a team score of 196.575, the second highest in program history and its best ever in Memorial Coliseum.

196.575



Embarking on a **BOLD NEW** Journey

Fresh off the successful completion of its 15 x 15 x 15 initiative, the UK Athletics Department has set its sights even higher **as it strives to go from great to elite** in all aspects of its operation over the next seven seasons.

UK Athletics' annual awards show – the CATSPYs – was the celebration it normally is this past April. Kentucky athletes, coaches and staff dressed up and gathered to hand out some hardware and honor the year that was. Considering the men's basketball team's Southeastern Conference Tournament championship barely a month prior had marked the completion of the 15 by 15 by 15 Plan, a celebration was certainly in order.

Athletics Director Mitch Barnhart, delivering the keynote speech of the evening, made that clear. With retiring SEC commissioner and CATSPYs Lifetime Achievement Award winner Mike Slive in attendance, he spoke of an athletics department that embraced the challenge to go from good to great, of a group of people that didn't back down in the face of ambitions that may have seemed unattainable to some.

Knowing he was addressing that very group of people at the CATSPYs, Barnhart didn't hesitate in unveiling the successor to 15 by 15 by 15.

It's called 1-3-5.

- 1** – Within the next seven seasons, each of UK's 22 teams will win at least one conference or national championship
- 3** – UK athletes will combine for a cumulative department-wide 3.0 grade-point average each and every semester
- 5** – By the year 2022, UK Athletics will finish in the top five of the national all-sports standings

The goals, just as they were for 15 by 15 by 15, are way out there. And that's by design. To take the next step and go from great to elite, UK Athletics will have to do things it's never done before.



Barnhart, an avid climber in his infrequent free time, likened UK's ascendance among college athletics departments to scaling a tall mountain. The work that has been done to this point has brought Kentucky to within a few thousand feet of the summit, but the final leg of the climb to becoming elite is the most difficult of all.

Looking at the people who will ultimately define UK's success in that pursuit, Barnhart asked a series of questions.

"Are you committed to working, to becoming the best version of yourself?" Barnhart said. "You were brought here because you possess unique gifts. It's on you to develop them.

"Are you willing to embrace the expectations that come with being at Kentucky? The resources that go into supporting you, the facilities you play in and the fans that cheer you on demand excellence. It's on you to make it happen.

"Are you able to put yourself out there? You will never reach the heights you're capable of if you're not willing to make yourself uncomfortable. You're going to have to risk failure to succeed the way I know you can."

It's that faith that ultimately guided Barnhart in his shaping of 1-3-5. As steep as the climb ahead may be, Barnhart knows he leads a department that can make it.

ISSUING A NEW CHALLENGE

Athletics Director Mitch Barnhart spelled out his vision for UK Athletics over the next seven years at the 2015 CATSPY Awards, unveiling 1-3-5. The plan is designed to inspire Wildcat student-athletes, coaches and staff to establish UK as one of the nation's truly elite athletics departments.

ELITE 1-3-5 GOALS

As Simple As They Are Lofty

Barely a month after UK Athletics completed the 15 by 15 by 15 Plan, Mitch Barnhart unveiled its successor at the 2015 CATSPYs – UK's annual awards show. Challenging athletes, coaches and staff to lift Kentucky to a place among the elite programs in college athletics, Barnhart outlined the following ambitious goals:

- 1** ▶ By 2022, all 22 UK teams will win at least one conference or national championship
- 3** ▶ Achieve a cumulative department-wide GPA of 3.0 each and every semester
- 5** ▶ UK Athletics will finish in the top five of the Directors' Cup standings within seven years

MAKING IT ALL FIT TOGETHER

The goals set as part of 1-3-5 might be lofty, but UK Athletics has the road map to achieve them. It all begins with the five core values Mitch Barnhart has established for the department. The five core values – character, integrity, knowledge, stewardship and competitive greatness – define what everyone involved with UK Athletics should strive to be on a daily basis, from student-athletes to coaches to staff.

Putting it into action is the next step.

For student-athletes, that means living the Wildcat Creed. Developed by the UK Student-Athlete Advisory Committee, the Wildcat Creed defines what it means to be a student-athlete at the University of Kentucky.

Similarly, UK Athletics staff is challenged to “Win the Moment” in all they do. The phrase serves as a simple second-to-second guide for how to act, think, interact and work, and is the result of the department’s work to enhance departmental culture and give Kentucky fans the experiences they deserve at each and every UK event.

Armed with those tools, 1-3-5 doesn’t seem so hard to reach after all.

“We’re here to take on the challenge to go from great to elite. To me, being elite means we are in the conversation for the best athletics department in the country. Individually, it means each of us pursues being the best version of ourselves.”

Mitch Barnhart
UK Athletics Director



Our Core Values represent the shared lasting beliefs and ideals for all levels of the UK Athletics Department. Our desired goal is to have these values reflected on a daily basis by all employees and student-athletes who represent UK Athletics.

▶ WHO WE ARE OUR CORE VALUES

CHARACTER: Be the right person and you will do great things

INTEGRITY: Possess great integrity and act responsibly

KNOWLEDGE: Pursue competence through education and experience

STEWARDSHIP: To whom much is given, much is expected

COMPETITIVE GREATNESS: Perform at your absolute best every day

WIN THE MOMENT WITH PEOPLE, PASSION AND PRIDE

Our Quality Service Standards represent the operating priorities that guide UKAD employees and representatives in our goal to provide world-class customer service.

▶ HOW WE AIM TO SERVE OUR QUALITY SERVICE STANDARDS

SAFETY: Protect the well-being of our guests, student-athletes, and staff

PROFESSIONALISM: Do the right thing, the right way, at the right time

INTENTIONALITY: Work on purpose, with a purpose, for a purpose

INNOVATION: Pursue curiosity, wonder out loud, and imagine what could be

WILDCAT CREED

The Wildcat Creed defines what it means to be a student-athlete at the University of Kentucky.

▶ WILDCAT CREED

I am a Wildcat.

Standing on the shoulders of tradition, I press on to break barriers and leave legacies through my sacrifice of mind, body, and spirit.

I win the battle for my MIND through education and engagement, enabling me to think clearly and act skillfully.

I win the battle for my BODY through effort and will, allowing me to compete harder and fight longer.

I win the battle for my SPIRIT through compassion and humility, calling me to both respect and serve my fellow man.

I am a Wildcat.

I will keep my mind sharp, my body powerful, and my spirit unshakable. Unified as teammates we will relentlessly pursue victory in play and in life.

'til the Battle is Won!



▶ 1-3-5 GOAL

1 – By 2022, all 22 UK teams will win at least one conference or national championship

3 – Achieve a cumulative department-wide GPA of 3.0 each and every semester

5 – UK Athletics will finish in the top five of the Directors’ Cup standings within seven years

CORE VALUES

UK STAFF

UK STUDENTS

UKAD



ENJOYING THE CLIMB

Under the leadership of Mitch Barnhart, UK Athletics has reached new heights both on and off the field. That's only fueling the department's leader to climb higher.

INVESTING IN ELITE FACILITIES

The Kentucky football team will play the grand opening game in The New CWS on Sept. 5. UK Athletics relied on a strong relationship with the university it represents to get it done, funding nearly two-thirds of the new Academic Science Building as part of an unprecedented partnership in the process.

If Mitch Barnhart were ever going to rest on his laurels, the time is now.

The 2014-15 season was one of remarkable achievement for Barnhart and the department he leads, ranging from long-term goals accomplished to success in the classroom achieved to facilities built. The 15 by 15 by 15 Plan Barnhart hatched seven years ago? UK Athletics got that done with men's basketball winning the Southeastern Conference Tournament championship in March. Matching excellence in competition with sound academics? UK Athletics did it again with a top-25 Directors' Cup finish and a sixth straight semester with a department-wide grade-point average of 3.0 or better. Providing UK's 22 teams with the facilities they need to compete at the highest level? That's happening with the construction of The New CWS and practice facility for the football program, and with the completion of new soccer, softball and track facilities over the last three years. Considering Barnhart's role in all of this, recognition was inevitable. It began in February with the Jim Host Sports Business Award at the Bluegrass Sports Commission's annual dinner. Over the coming months, Barnhart was honored as one of four Athlet-

ics Director of the Year winners and four nominees for Athletics Director of the Year at the SportsBusiness Awards. Just as UK Athletics has established itself among the top departments in the nation, Barnhart has become widely recognized as among the best leaders in college athletics.

He didn't get there by being satisfied by success, so Barnhart isn't about to start now.

Barely a month after the completion of 15 by 15 by 15, Barnhart unveiled its successor: 1-3-5, an even bolder vision for the future. Having presided over UK Athletics' growth from good to great, Barnhart is asking student-athletes, coaches and staff to go from great to elite.

Barnhart wouldn't ask them to make the journey if he wasn't willing to make it himself.

Fresh off his big year, Barnhart spent the offseason finding ways to take his leadership to the next level. In May, he signed John Calipari to a contract extension. In June, he secured approval from the Board of Trustees to move forward with the design of a new baseball stadium and a tennis facility upgrade.

For Barnhart, his big year is just the beginning.



SETTING ELITE STANDARDS

Mitch Barnhart says it every chance he gets: Kentucky's current group of head coaches is the best he's been around in more than three decades as a college athletics administrator. The group includes established veterans like rifle's Harry Mullins, volleyball's Craig Skinner and Brian Craig of men's golf, as well as relative head-coaching newcomers like Cedric Kauffmann of the men's tennis team, football's Mark Stoops, men's soccer's Johan Cedergren and Lars Jorgensen of swimming and diving. It includes coaches like Carlos Drada of women's tennis and baseball's Gary Henderson who took over after assistant-coaching tenures at UK and ones like Jon Lipsitz of women's soccer who had successful head-coaching runs elsewhere. Most all corners of the globe are accounted for, from women's basketball's Matthew Mitchell (Louisville, Miss.) to gymnastics head coach Tim Garrison (Conroe, Texas) to women's golf's Golda Borst (Visby, Sweden). As diverse as the head coaches may be, they have a role in common: putting the vision of UK Athletics into action and leading Kentucky student-athletes to success on and off the field.

At top, from left to right, John Calipari (men's basketball), Edrick Floréal (track and field and cross country) and Rachel Lawson (softball) led teams to top-10 national finishes in each of the last two seasons.

UK's 16 head coaches set the tone for the athletics department with their leadership and commitment to excellence in all phases of life, working every day to mold more than 500 Wildcat student-athletes.

JOHN CALIPARI



WINNING WITH A PLAYERS-FIRST PHILOSOPHY
By committing to developing his players and preparing them for life after college, John Calipari has led the most tradition-rich program in the game to one of its best six-year runs ever. Over that span, UK has won an average of nearly 32 games per season and 25 Wildcats have been selected in the NBA Draft.



JOINING AN ELITE GROUP
A fitting recognition for a remarkable college coaching career that has spanned more than two decades with stops at UMass, Memphis and Kentucky, John Calipari was elected to the Naismith Memorial Basketball Hall of Fame. He is joined in the class of 2015 by Louie Dampier, a UK star from 1965-67.

It was a challenge John Calipari had never faced before. When six of his players opted to bypass the NBA Draft and return to join yet another highly touted four-member freshman class, Coach Cal had a team with unprecedented depth. Another coach might have let competition run its course and picked out a tighter rotation, but not the man who has returned Kentucky basketball to its rightful place atop the mountain of college basketball. Instead, he committed to a platoon system that would allow 10 players to showcase their talent. The move was such a departure from Calipari's normal style that it was no guarantee to work, but those 10 players unselfishly embraced their roles and results followed. Injury and natural player development would trim the rotation by the end of the season, but the lessons learned through Calipari's platoon system propelled the Wildcats to the first 38-0 start in the history of the game and a fourth Final Four trip in five seasons. And when it all ended, six of Calipari's players went on to be selected in the NBA Draft, and he himself was named national coach of the year.

EDRICK FLORÉAL



COACHING EXCELLENCE REWARDED

Edrick Floréal has been named Southeast Region Coach of the Year by the U.S. Track & Field and Cross Country Coaches Association in back-to-back seasons and shared Coach of the Year honors at the CATSPY Awards (at left) in April.



Edrick Floréal minced no words when he took over as Kentucky track and field and cross country head coach.

Though the program he inherited regularly placed near the bottom of the ultra-competitive Southeastern Conference, Floréal saw potential in it when he left his prestigious post at Stanford and succeeded UK legend Don Weber. Just as importantly, he promised – and demanded – that potential would be met.

It's become clear that wasn't just idle talk.

The former Olympic long jumper and triple jumper has established UK track as a player on the national stage just three years into his tenure, culminating in a school-record runner-up finish for the women's team at NCAA Outdoor Championships in June. Along the way, Kentucky has had individual national champions, a national track athlete of the year and hosted two SEC championship meets, as well as arguably the best indoor meet in the country this season in January.

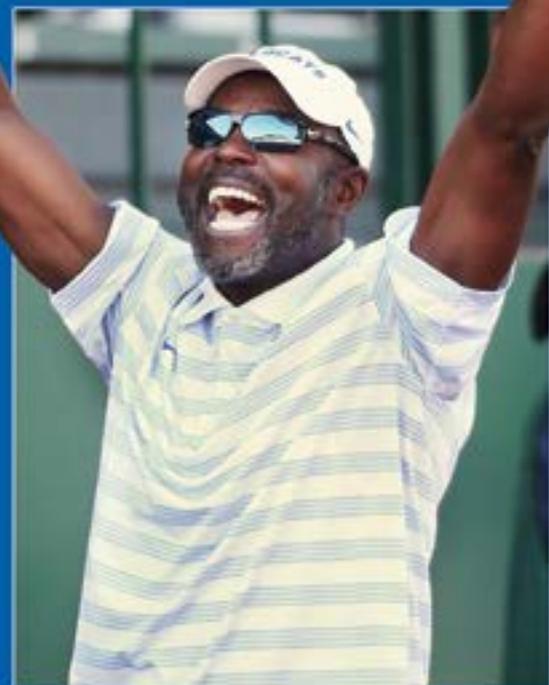
Due in large part to his success at Kentucky, Floréal was named head coach of Team USA track for the 2015 World Championships in Beijing, China. After that, it's back to his goal in his main job: bringing a national championship to Lexington.

COACH ON A MISSION

Within three years, Edrick Floréal has awakened UK track and field and built the program into a contender on the national stage. The Kentucky women's team finished second at the NCAA Outdoor Championships in June.

“ We’ve come a long way in three years. We wanted to show Kentucky track is a force to be reckoned with and we’ve done that. Now we want that national title. ”

Edrick Floréal
UK Head Track & Field Coach



GAME CHANGER

Rachel Lawson has presided over an incredible turnaround of the Kentucky softball program in her eight years at the helm. During her tenure, UK has reached the Women's College World Series, opened a state-of-the-art new stadium and established itself as a contender both in the rugged Southeastern Conference and nationally.



The program had been in existence for more than a decade, but the history of Kentucky softball didn't really begin until Rachel Lawson took the reins.

In Lawson's eight seasons, UK has reached the NCAA Tournament seven times, the Super Regionals four times – including the Women's College World Series once. Prior to her arrival, Kentucky didn't have a single trip to any of the three. Lawson also already has more wins than the program had its first 11 seasons without her.

The list of records and firsts is impressive, but it's the way she's built the program that makes Lawson so special. Combining tireless preparation, unmatched motivational skills and a keen eye for talent that fits her system, Lawson is a model for what a college coach should be.



Her leadership has lifted Kentucky softball to unprecedented heights, but her vision calls for an even brighter future. With what she has accomplished so quickly, it would be unwise to doubt her.

RACHEL LAWSON

I am a Wildcat. Standing on the shoulders of tradition, I press on to break barriers and leave legacies through my spirit. I win the battle for my

WILDCAT CREED

Being a Kentucky student-athlete has always been special, but what it means to be a Wildcat has now been put to paper. The Wildcat Creed, developed by the leaders among UK student-athletes, serves as a set of principles to guide life as a Wildcat. Even though the Wildcat Creed was unveiled in April, many student-athletes are already models of how to put it into action.

Each of UK Athletics' varsity teams has a unique personality and members of all 22 of them identify themselves as such. But all 500-plus Kentucky student-athletes have something in common: They're Wildcats.

This spring, the leaders among that group of student-athletes joined together to define exactly what that means.

Working with Athletics Director Mitch Barnhart and Director of Impact Leadership Jason Cummins, UK's Student-Athlete Advisory Committee developed a mission statement that will serve as the compass for all current student-athletes and those that follow. The Wildcat Creed challenges student-athletes to commit to pursue the best of themselves by winning the battle of mind, body and spirit in all facets of life, from competition to the classroom to day-to-day interactions.

The Wildcat Creed was unveiled at the CATSPY Awards in April, but many Kentucky student-athletes are already living out its tenets by excelling both on the field and off. A few of their stories can be found in the pages to follow.



UK men's basketball player Marcus Lee spoke at the 2015 CATSPY Awards on behalf of the Student-Athlete Advisory Committee, which helped develop the Wildcat Creed.

“Representing the University of Kentucky, our state and our fans is a privilege, an opportunity and a responsibility. It's with that in mind that our student-athletes crafted the Wildcat Creed. From this point forward, the creed will define what it means to be a Wildcat.”

Mitch Barnhart
UK Athletics Director



CHRISTINA BECHTEL

For the last two seasons, Christina Bechtel has been a mainstay for the Kentucky swimming and diving team. In a time of transition with Lars Jorgensen taking over as head coach prior to her junior year, Bechtel formed a strong bond with her new coach and committed to the culture he was seeking to build. That paid off, both for the team and for Bechtel herself. With Bechtel serving as one of several vital leaders, the UK women's team posted its best finish since 2007 at the 2015 NCAA Championships, establishing a solid foundation that will last long after Bechtel's graduation last May. Bechtel, meanwhile, became one of the most decorated swimmers in program history. She concluded her college career in March by winning the silver medal in the 200-yard butterfly and earning her fifth All-America honor. She made her USA Swimming National Team debut in July, but not before she earned First-Team Scholar All-America honors, her third academic accolade of her career by the College Swimming Coaches Association of America.



BUD DUPREE

Bud Dupree took a simple approach to becoming a dominant player, consummate teammate, respected leader and well-rounded human being. He did what was asked of him, then did a little more. After arriving on campus a relatively skinny two-way prospect, Dupree didn't blink when his coaches asked him to play defensive end full time and bulk up. He did the work, bided his time and played his way into a starting role in the final three games of his freshman season and emerged as a star as a sophomore. That offseason, Mark Stoops took over and saw potential for Dupree to be even better. He asked Dupree to buy in to a High Performance training regimen, learn a new scheme and eventually be a vocal presence. He did, turning into one of the SEC's premier pass rushers in the process. Off the field, Dupree was a model citizen throughout, even graduating mere weeks after he was selected in the first round of the NFL Draft.

*I win the battle for my MIND through education and engagement, enabling me to think clearly and act skillfully.
I win the battle for my BODY through effort and will,*

MAX GODBY

Mark Stoops had a way of surprising Max Godby. The first time was in August 2013, when Stoops told Godby he would be receiving a scholarship. The offensive lineman came to Kentucky in 2010 as a walk-on from Louisville, Ky., and played only mop-up snaps in one game through his first three seasons. But when Stoops took over, he saw something in the 6-foot-4, 298-pound lineman. Godby had played his way onto the depth chart thanks to a tireless work ethic and team-first attitude. The second surprise came in the fall of his senior year, when Godby thought he was headed to the Catholic Action Center with the sole purpose of delivering a message of hope to the homeless. Instead, Stoops, Godby's parents and a few of his teammates were there to present him with the Allstate AFCA Good Works Trophy to recognize his commitment to doing good in the community. Godby never asked for the recognition, but his character certainly made him deserving.



KENDRA HARRISON

Even on a campus rife with NBA and NFL Draft picks and All-Americans, nobody has a better argument for the title of best Wildcat student-athlete than Kendra Harrison. The senior Clayton, N.C., native is one of the most decorated hurdlers in NCAA history, capturing an individual national title at both NCAA Indoor and Outdoor Championships. She also came within 0.35 seconds of sweeping the 100-meter and 400-meter hurdles, an almost unthinkable feat considering she had only 45 minutes to rest between the two grueling events. Not only is Harrison dominant at the collegiate level, she's also elite in international track and field. She's the only woman in the world to rank in the top five in the world – including professionals – of both the 100-meter and 400-meter hurdles. And if that weren't impressive enough, Harrison did it all this season while carrying a full course load and even earning Academic All-America honors. If Kendra Harrison is going to do something, she's going to do it well.



BRIA GOSS

For the last four years, Matthew Mitchell has had an easier time preaching his three winning tools of success: honesty, hard work and discipline. He had an easier time preaching them because he had Bria Goss, a player who embodied all three, to point to as a shining example. Goss used those virtues to go from standout freshman to upperclassman leader to distinguished graduate during her time as a member of the Kentucky women's basketball team and a student at the University of Kentucky. Goss was a fixture in the starting lineup from the moment she arrived in Lexington, only willingly stepping aside for a handful of games as a sophomore when she believed she was more valuable to the team coming off the bench. Off the court, Goss was committed to both community service and academics in spite of spending so much of her time in the gym. She was named to the Allstate WBCA Good Works Team and received SEC Academic Honor Roll recognition multiple times.



CALLUM IRVING

Callum Irving might be at the back of the Kentucky defense, but he's out front when it comes to nearly everything else. Irving, who will be a senior next season, has already been voted the top goalkeeper in the nation by NCAA coaches and established himself as the undisputed leader of his team. He was an NSCAA All-American and the Conference USA Player of the Year in 2014, leading the Wildcats to a hosting berth in the NCAA Tournament. Irving might be destined for a professional career after Kentucky, but that hasn't stopped him from excelling off the field. Irving is an NSCAA College Scholar All-American with a sterling 3.692 GPA as a history major, as well as a three-year member of the SEC Academic Honor Roll, the UK Dean's List and the C-USA Commissioner's Honor Roll. He also makes time to be active in the community, volunteering with God's Pantry, the UK Children's Hospital, youth soccer leagues and local elementary schools.



I win the battle for my SPIRIT through compassion and humility, calling me to both respect and serve my fellow man. I am a Wildcat. I will keep my mind sharp,

GRIFFIN JOINER

It takes a lot to make Rachel Lawson cry, but that's how much Griffin Joiner meant to her and the Kentucky softball program over her four seasons. Joiner was a fixture behind the plate from the moment she set foot on campus, taking immediate control of the position Lawson says is among the most difficult in college sports. She started every game of her decorated college career, including all but four at catcher. She was UK's rock, steadying Wildcat pitchers, piloting the defense, serving as Lawson's eyes on the field and anchoring the lineup. Joiner finished her career in the top 10 of many statistical categories, including batting average, doubles, walks, home runs, slugging percentage, putouts and fielding percentage and was a team captain to boot. Off the field, the Senior CLASS Award All-American and NCAA Woman of the Year Nominee graduated with honors and was active in the community after coming to UK as an in-state product from Hopkinsville, Ky.



KELSEY NUNLEY

Rachel Lawson had already lifted Kentucky softball to unprecedented heights entering the 2013 season. The program went to the next level when a freshman from Soddy Daisy, Tenn., stepped into the circle for the first time. By the time Southeastern Conference play began in her first season, Kelsey Nunley was the ace of the Wildcat pitching staff. As a sophomore, all she did was serve as UK's workhorse in the program's first-ever run to the Women's College World Series. At the end of her junior season, she was already the most decorated pitcher in school history, taking over career records for wins and earned-run average and pitching UK to three straight Super Regional appearances. Nunley has also come into her own as a leader, becoming a steady vocal presence after arriving a shy freshman. Off the field, Nunley is a three-time SEC Academic Honor Roll member. If she's done all that in three years, what could be in store for Nunley as a senior?



MARCUS LEE

Perhaps more than anything else, unselfishness has come to define Marcus Lee. Lee, like nearly every John Calipari recruit, came to Kentucky with a McDonald's All-America pedigree and a spot on most mock draft boards. On-court expectations were high for the springy Antioch, Calif., native, but eye-popping statistics escaped him as a freshman. He, of course, had his moments – most notably the show he put on in the Elite Eight against Michigan in 2014 – but the stars of his teammates shined brighter. As a sophomore, he once again took a backseat, showing flashes of his obvious talent but never emerging as a star. His teams, however, have thrived, with back-to-back Final Four trips and 67 combined wins. Lee's unselfishness extends to all facets of his life, as he has developed a reputation for unannounced visits to hospital patients in addition to his regular community service. Lee, a two-time All-SEC Academic Team member, is the kind of teammate everyone wants to have.



GRACE TRIMBLE

Grace Trimble is one of the most decorated student-athletes, off the court, at the University of Kentucky. She also is one of the most decorated students at the school, period. As a junior, she became one of just 13 students in UK history to be a Truman Scholar, recognition given to those who exhibit exceptional leadership and commitment to a career in public service. The honor was the most high profile of her four-year Kentucky career, but it was far from the only one. She won the SEC's Brad Davis Community Service Scholarship this spring and has been named to the Athletics Director's Honor Roll in each semester she's been on campus. Trimble has shown a unique commitment to serving others throughout her time at UK, most notably in founding Smart Shots, a non-profit organization that helps underprivileged elementary-aged students. She is also a leader for both the women's tennis team and athletics department as a whole, capping her career as Student-Athlete Advisory Committee president.





THE NEW CWS IS HERE

UK Athletics secured approval to move forward with plans for The New CWS on the strength of an unprecedented partnership with the university it represents, including funding nearly two-thirds of the \$100-plus million Academic Science Building currently under construction. Shown above is a digitally produced composite image of what the new stadium will look like.

FOOTBALL PRACTICE FACILITY UPDATE

When it comes to building state-of-the-art facilities for the Kentucky football program, there's no time to waste.

With crews hard at work on The New CWS next door, construction on a new football practice facility began in February.

Located on the back side of Nutter Field House, the new facility will serve as a one-stop shop for UK football. It will cover between

95,000 and 100,000 square feet and feature three practice fields, a weight room, offices, meeting rooms, a locker room, an academic area and much more. Head coach Mark Stoops and his staff worked closely with Mitch Barnhart and Russ Pear, UK's senior associate athletics director for facilities and operations, on plans for the new facility. Its design will complement the look and feel of the renovated stadium, complete with Kentucky limestone.

The practice facility will open in 2016.



THE WAIT IS OVER!

A \$120 million-plus renovation has transformed the longtime home of Kentucky football and generated more excitement for a program already buzzing with it. On Sept. 5, the Wildcats will host UL Lafayette for the grand opening of The New CWS.

Back in November 2013, the plans were unveiled. The new home of Kentucky football was a sight to behold in renderings, with its striking limestone façade. On the inside, everything would change. New concourses, concessions and restrooms would enhance the experience for all fans, while new premium seating areas would create a place to enjoy games in style and the team would benefit from a new recruiting room, team facilities and training table.

Over the last two years, UK football players, coaches and fans have watched and waited as the vision for The New CWS has

become reality one day of construction at a time. The wait is finally near its end.

On Sept. 5, Kentucky football will christen its new home with a grand-opening game against UL Lafayette. The lights will be on in the more intimate venue for the 7 p.m. start and it will be a festive atmosphere with a pregame performance outside the stadium by Sundry Best.

The real party, however, begins when the Wildcats take the field for the first time.



STADIUM GRAND OPENING 9.5.15

- 4 pm Sundry Best concert
- 4:45 pm Cat Walk
- 5 pm Sundry Best encore
- 6:40 pm Wildcat Marching Band pregame
- 6:45 pm National anthem performance
- 7 pm Kickoff vs. UL Lafayette

“The New CWS is going to be an incredible place for us to call home for years to come. A new era of Kentucky football will begin when we play our first game in the new stadium. Sharing that moment with our fans and everyone who made the day possible will be a special moment.”

Mark Stoops
UK Head Football Coach



Cranes have become a fixture at the University of Kentucky. With construction at nearly every turn, campus is undergoing a transformation.

UK Athletics is a major part of that transformation. In addition to a new football stadium and practice facility set to open in the next calendar year, UK has built new competition venues for its track and field, softball, and men's and women's soccer programs in the last three years, as well as an indoor practice facility for its men's and women's golf teams.

The outdoor track opened in 2012 and has already played host to the prestigious Southeastern Conference Outdoor Championships. An ascendance of UK's track program has followed, culminating in a runner-up finish at the NCAA Outdoor Championships in June.

In 2013, the softball program opened John Cropp Stadium, a state-of-the-art 1,500-seat venue UK has already used to establish a home-field advantage that has helped carry the Wildcats to three Super Regional trips in a row, including a Women's College World Series appearance in 2014.

UK's soccer programs, meanwhile, just completed the inaugural season in the Wendell & Vickie Bell Soccer Complex. Both the men's and women's programs are housed in the \$7.7 million venue, with separate team rooms, player lounges, locker areas and coaches offices, as well as a new grandstand and press box.

2014 was also an important year for the golf program, as the men's and women's teams opened the UK Golf House, a first-of-its-kind practice facility.

NEXT ON THE HORIZON

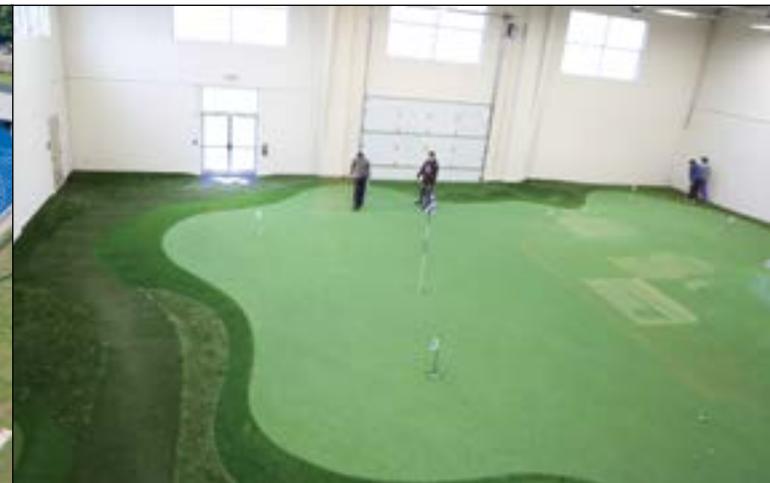
With the most glaring needs addressed through upgrades and new facilities for the football, track and field, softball, golf and soccer programs, Kentucky Athletics has shifted its focus forward. In June, the University of Kentucky Board of Trustees approved UK Athletics' plans to design a new baseball stadium and an expansion of the facility that the men's and women's tennis programs call home.

The new baseball stadium will be located along Alumni Drive, adjacent to the Wendell & Vickie Bell Soccer Complex and John Cropp Stadium. The baseball stadium will feature seating for 4,500 fans, locker rooms, offices, concessions, viewing suites, practice infield, scoreboard, sport turf maintenance facilities and a parking area.

The expansion of the Hilary J. Boone Tennis Center will give both the men's and women's programs an upgrade needed to take the next step in their development. Two tennis courts, spectator seating, team offices, player locker rooms, a player lounge and a study area will be added to the existing facility

NEW FACILITIES FOR A NEW ERA OF COMPETITIVE SUCCESS

Counterclockwise from top left, UK has built new competition facilities for its men's and women's soccer, softball, and track and field teams in the last three years, as well as the UK Golf House at the University Club (below).



Kentucky's emergence among the best departments in college athletics has been accompanied by a reinvention of the facilities 22 Wildcat teams use for competition and training, and it's no coincidence. UK Athletics has committed to providing its teams and student-athletes with the facilities they need to compete for championships and those teams and student-athletes have responded in kind. But on both fronts, the work isn't finished.

“ We ask a great deal of our student-athletes and coaches. In order for them to deliver on those expectations, we must provide the facilities they need to become their best. The work is never-ending, but we have made incredible strides. ”

Mitch Barnhart
UK Athletics Director

THE VALUE

of being elite

As UK Athletics excels in competition like never before, the athletics department continues to make responsible stewardship of its resources a top priority by operating with a balanced budget and contributing millions of dollars annually to the University of Kentucky's academic mission.

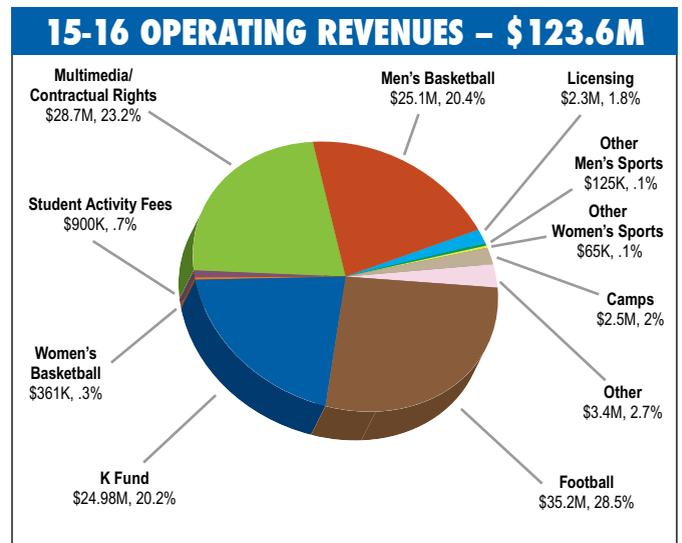
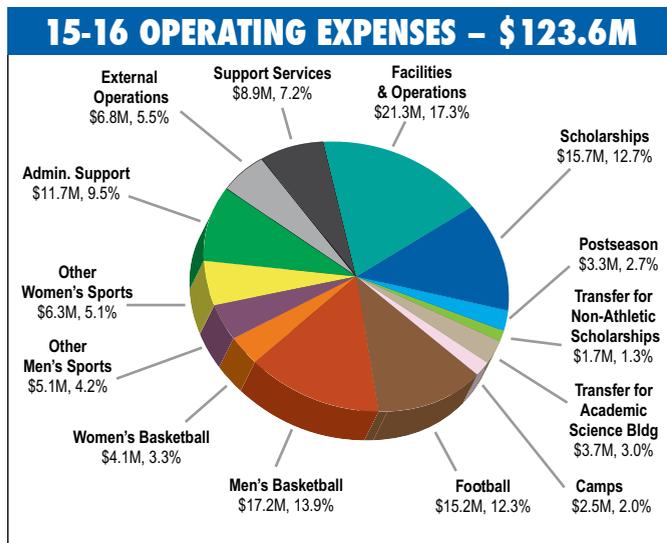
An ever-changing collegiate sports landscape and escalating expenses haven't stopped UK Athletics from responsibly managing its resources and serving as a strident partner of the university it represents.

The University of Kentucky Board of Trustees approved UK Athletics' proposed budget of \$123.6 million in June, a total that represents 3.67 percent of the university's overall budget of \$3.4 billion. UK Athletics continues to operate with a balanced budget in spite of the reinvention of its facilities in recent years and rapidly rising expenses due to travel, salaries and the NCAA's new cost-of-attendance measure, all without receiving any state or university funds. UK Athletics is doing so by maximizing existing revenue streams and capitalizing on new ones, namely premium seating in The New CWS and enhanced multimedia packages.

UK Athletics' commitment to contributing meaningfully to the University of Kentucky's overall academic mission has also

never been stronger. The athletics department continues to pay full in-state and out-of-state tuition rates for 340 scholarships, which includes student-athletes, trainers, managers and interns. Not only does UK Athletics contribute \$1.7 million annually for academic scholarships for students not affiliated with the athletics department and pay a University Service Assessment Fee of \$1.9 million, it also now contributes \$3.7 million annually toward the under-construction Academic Science Building. All told, UK Athletics will fund nearly two-thirds of the \$100-plus million project that will be completed next year.

UK's 22 teams also create unmatched public awareness for the university by competing at an elite level, in addition to providing more than \$2 million in annual licensing revenue and \$500,000 in annual radio advertising inventory to the university. All totaled, UK Athletics has contributed nearly \$150 million to the university under Mitch Barnhart's leadership.



Wendell and Vickie Bell have long been committed to helping in UK Athletics' mission to serve student-athletes and enrich their lives. Last season, they took that commitment to the next level by making possible a new stadium for the men's and women's soccer programs.

A PART OF IT ALL

Mitch Barnhart came across more new faces than he could count when he came to Kentucky in 2002. He kept noticing two of them.

They belonged to longtime UK supporters and K Fund members Wendell and Vickie Bell, and Barnhart couldn't help but build a relationship with them. It didn't take him long to understand why they were always around.

"What we began to realize is that they've invested in the lives of all these young people," Barnhart said.

On Aug. 31, 2014, UK Athletics recognized that investment with the dedication of the Wendell & Vickie Bell Soccer Complex. The new \$7.7 million complex houses separate facilities for both soccer programs, with team rooms, lounges, locker-room areas, coaching offices and new grandstand.

"You have no idea how much this means for us," women's soccer senior Arin Gilliland said. "Being here for the last four years, I've gotten to see a change from aluminum bleachers to this amazing facility.

The women's soccer team is coming off the first Sweet 16 appearance in school history, while the men's team has made two NCAA Tournament appearances in Johan Cedergren's three seasons.

"As a men's soccer program, to have what we have here is abso-

lutely mind-blowing," Cedergren said, marveling at the new facility.

The Bells enjoy simply being a part of it all.

"We've been very involved with the program for so many years, and I was talking with (UK President) Dr. (Eli) Capilouto and (UK first lady) Mary Lynne," Wendell Bell said. "Just the transformation academically and athletically we have seen and the changes over those years are amazing. And the vision going forward is just as impressive."

As meaningful as the new soccer facility is to that vision, the Bells' meaning to UK Athletics goes far deeper. That's why the two teams presented jerseys to the Bells and the ball used to score the first regular-season goal in the Bell Soccer Complex.

"It takes money to do these things and we know they've been incredibly generous," Lipsitz said. "But I literally made a note and I wrote down a dollar sign and I crossed it out and I drew a heart. Because that is my first thought when I think about them."

That makes the tribute to the Bells unveiled at the grand opening of the stadium all the more fitting.

After the speeches were done, Barnhart led the Bells outside, where a new bell and plaque were unveiled next to the field as a surprise. The bell rings after each UK goal, creating a new tradition that will be part of all game days to come.



Wendell and Vickie Bell (far right and third from right) were joined by family members, Mitch Barnhart, Jon Lipsitz, Johan Cedergren and UK President Dr. Eli Capilouto at the dedication of the new soccer complex bearing their names.



WIN THE MOMENT WITH PEOPLE, PASSION & PRIDE

Our Quality Service Standards represent the operating priorities that guide University of Kentucky Athletics employees and representatives in our goal to provide world-class customer service.

SAFETY: Protect the well-being of our guests, student-athletes, and staff

PROFESSIONALISM: Do the right thing, the right way, at the right time

INTENTIONALITY: Work with purpose, with a purpose, for a purpose

INNOVATION: Pursue curiosity, wonder out loud, and imagine what could be