

2019-20 ANNUAL REPORT

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The 2019-20 West Coast Conference Annual Report has been prepared by the Conference Office (951 Mariners Island Blvd. 3rd Floor, San Mateo, CA 94404).

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from the commssioner GLORIA NEVAREZ



The 2019-20 academic vear in the West Coast Conference was full of celebration and heartbreak. We celebrated a NCAA crown in men's cross country. a NCAA runner-up finish

in women's cross country, in basketball were looking forward to three men's teams in the top half of the NCAA tournament bracket and on the women's side saw our pre-season tenth ranked team win the WCC tournament. We cheered on top-ranked individuals and teams in women's tennis and men's golf. However, the excitement of a banner year for WCC programs was snatched from our grasp abruptly in the middle of March, as the NCAA canceled the men's and women's basketball championships and all spring championships due to the COVID-19 pandemic. This forced us to cancel the remainder of the spring seasons in our eight sports.

It was a very difficult decision for all of us and I empathize with our student-athletes who had their seasons taken away from them in the middle of competition. It was the responsible decision to ensure the health and safety of everyone connected with the Conference. WCC programs compete for national titles and we never want to take these opportunities away. However, health and safety will always be paramount in guiding our decisions.

The summer months were not any easier as we all adjusted to a quarantined lifestyle. With the COVID-19 pandemic remaining a serious threat to conducting athletic competition in a safe manner, the WCC Presidents' Council along with consultation from our 10 athletic directors and myself, made the decision to postpone the fall sports seasons.

We remain committed to providing opportunities for our membership to compete and continue to work with the NCAA on plans to return to competition at the appropriate time. In order to weather the storm, we let our 10-year office lease expire and conduct business virtually. I can assure you that I share your pain and the Conference office is working to get us all back to celebrating the tremendous achievements of our programs as soon as we can compete in a safe manner.

These past several months have had a great impact on our lives and our livelihoods. The senseless acts during this time have opened our eyes to the racial injustice that has been a part of our world for decades. At the WCC, We Create Champions for Change and are committed to combating racism and social injustice. I was very humbled by the opportunity to work with WCC and NBA legend Bill Russell and our WCC Presidents' Council to introduce the Russell Rule diversity hiring commitment that will provide opportunities for underrepresented communities in hiring processes around the WCC. The first conference-wide diversity hiring commitment was among several initiatives, including a continuing educational webinar series for coaches, administrators and student-athletes, a civic engagement pledge and expansion of our equity, diversity and inclusion committees. The focus on equality and inclusion will not end. We must continue to unite with an unwavering commitment to provide meaningful change for a better world. We Create Champions and we must continue to create opportunities for everyone connected to this great conference.

While a lot has transpired since competition in 2019-20 came to an abrupt conclusion in the middle of March, it is important to reflect on the tremendous achievements of our programs over the past year.

Championship excellence was personified in November, as the BYU men's cross country team captured the 2019 NCAA title in Terre Haute, Indiana. The BYU women's team was the NCAA runner up and the Portland men's team placed 10th, capping a historic year for the Conference in cross country.

The BYU women's soccer team, which enjoyed a No. 1 national ranking during the year, reached the quarterfinals of the NCAA Tournament and finished 21-1-1 overall. The Gonzaga men's basketball team and Pepperdine men's golf team also captured the top spot in their respective national polls.

Gonzaga's success highlighted a historic year for men's basketball in the WCC, which established records for the most non-conference wins and best winning percentage for the second straight year. The Conference was poised to send three teams to the NCAA Tournament, with Gonzaga set to earn another No. 1 seed, and BYU and Saint Mary's all projected in the top half of the bracket.

The WCC would be a multi-bid conference in women's basketball as well, sending Gonzaga and Portland to the NCAA Tournament. The Pilots, after being projected to finish 10th in the preseason standings, completed a historic run to the WCC Tournament crown under first-year head coach Michael Meek.

There was so much momentum and excitement in March with our winter sports heading to the postseason and our spring sports beginning conference play. It was devastating to see it all end so quickly and those opportunities eliminated.

The past year was unlike any other in our rich history and we continue to face challenges with the virus. The Conference and membership are working tirelessly and remain committed to providing a safe environment for us all to return to the competition and the celebrations as quickly as we possibly can.

I continue to learn and grow as the conference Commissioner. I am thankful to have the opportunity to work with the great leadership at our member institutions as we navigate the best path to move forward to return to competition and compete for national championships once again.

Together, **We Create Champions**. Regards,

Gloria Nevarez

We Create Champions

VISION

The West Coast Conference competes for national titles across sports, strengthens all sports through success in men's basketball, and is recognized nationally for holistically developing student-athletes into champions in sport and as leaders in life.

MISSION

To enhance the holistic development of student-athletes through the fostering of an environment of athletics and academic excellence consistent with that of a premier, nationally prominent NCAA Division I athletics conference: and to create inclusive and equitable opportunities representative of the respective faith-based missions and values of the West Coast Conference institutions.

STUDENT-ATHLETE EXPERIENCE

West Coast Conference student-athletes continued to have great achievements on their campuses by participating in initiatives reflective of the values of the WCC Student-Athlete Advisory Committee (SAAC) Strategic Plan including:

- « #WCCREPRESENT: which supports the community service opportunities and promotion of positive sportsmanship
- « Student-athlete wellbeing: supports personal growth (mind, body, and spirit) and leadership development of student-athletes.

APR public recognition

Each year, the NCAA honors teams earning multi-year Academic Progress Rates in the top 10-percent of all squads in each sport. The 43 recognized teams is the most in WCC history and marks the third consecutive year the Conference has established a new standard. Last season 38 programs were honored, besting the previous record of 31 The WCC had 43 teams recognized:

Beach Volleyball (5)

Pacific
Pepperdine
Portland
San Francisco
Santa Clara

Men's Basketball (2) Gonzaga

Saint Mary's

Women's Basketball (3)

Gonzaga Pepperdine San Diego

Men's Cross Country (3)

Gonzaga San Diego Santa Clara

Women's Cross Country (6) BYU Gonzaga Pepperdine Saint Mary's San Diego Santa Clara

Men's Golf (2) Gonzaga LMU

Women's Golf (2)

San Francisco Santa Clara

Men's Soccer (2)
Gonzaga
San Francisco

Women's Soccer (1)
Portland

Men's Tennis (3)
Portland
San Diego
Santa Clara

Women's Tennis (3)
Gonzaga

Pacific Santa Clara

Men's Track & Field (2)

Gonzaga Santa Clara

Women's Track & Field (2)

Gonzaga Santa Clara

Softball (1)
Pacific

Volleyball (5)

Gonzaga Pacific Pepperdine San Diego Santa Clara

APR

The data reflects a four year average from 2015-16 to 2018-19:

- «WCC men's basketball teams increased its average by six points over the past four years (June 2020: 970, June 2019: 970, June 2018: 969, June 2017: 966, June 2016: 964)
- « Both WCC Men's and Women's basketball have a higher APR average than the national average.
- « Eighty-six WCC teams have an APR that exceeds the relevant sport NCAA average (June 2019: 83 teams, June 2018: 82 teams)
- «Thirty-five WCC teams from 10 institutions have perfect APR scores (1000). WCC equaled or outperformed the national average in 9 or 15 sports (60%).

GSR

Based on freshman cohorts from 2015-16

- « WCC GSR average is 91, the national average is 88.
- « WCC equaled or outperformed the NCAA DI average for 9 out of 10 institutions.
- « The overall NCAA graduation success rate for the 2019 cohort increased by a point to 89%, the highest rate ever



from the NCAA

Between 2002 and 2019 Cohorts there have been major increases in the GSRs for Black and Hispanic/Latino groups. Black males have seen their graduation rates increase by 25 percentage points (now 76%) and Black females have increased by 16 percentage points to 87%. Overall, Hispanic/Latinos have seen their GSR increase by 23 percentage points over this period and currently stand at 87%



STUDENT-ATHLETE EXPERIENCE

engagement highlights

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The Conference hosted multiple WCC SAAC videoconferences throughout the academic year. The meetings provided an opportunity to discuss WCC and NCAA governance, campus SAAC initiatives and NCAA legislative proposals with a specific emphasis on the topics of mental health, transfer rules, and diversity and inclusion initiatives. Additionally, the student-athletes discussed the success of the WCC SAAC Community Service Award and evaluated the WCC SAAC Awards structure with a goal to maintain highlight institutional commitment to community service, leadership initiatives on campus, and commitment to #WCCREPRESENT. Unfortunately the annual WCC Student-Athlete Leadership Summit was unable to take place as an in-person meeting. The Conference hosted an educational webinar for student-athletes, entitled "Starting the Conversation of Race and Antiracism in the WCC." The Conference's continued goal is to provide student-athletes with tools and awareness regarding leadership skills, which will be helpful as student-athletes grow as leaders on their campuses and move forward to create an inclusive and antiracist environment for our student-athletes. Additional interactive webinars will be hosted by the Conference to follow up on the conversations that began this summer.

This is the second year that student-athletes have been included as representatives in the WCC governance structure, as Student-Athlete Representatives, or STARs. The STARs participated in the October 2019 and June 2020 WCC Executive Council Meetings.

### student-athlete advisory committee

During the 2019-20 academic year, the WCC Student-Athlete Advisory Committee (SAAC) continued to discuss innovative ways to activate the student-athlete voice and enhance the student-athlete experience. The annual community service and meeting were canceled due to the COVID pandemic.

### student-athlete governance engagement

In accordance with the WCC 2017-20 Strategic Plan Leadership Pillar, the membership established the goal of increased integration of student-athletes in Conference governance structure and pertinent Conference issues. Beginning in June 2019, institutional Student-Athlete Representatives (STAR) have participated in annual Executive Council meetings, providing greater student-athlete governance engagement and a direct impact on Conference legislative action.

### community service

In lieu of presenting the annual WCC Community Service Award this year, we were able to honor the many community service hours our student-athletes have put in at each institution with a highlight video that was debuted at the WCC Virtual Awards Show.

### mental health

The WCC sponsored the attendance of athletic department staff members from each of our institutions at the Student-Athlete Mental Health Summit offered by the David Geffen School of Medicine at UCLA along with the PAC-12 in January of 2020. In addition to attendance at the Summit, the group has convened to share best practices and initiatives on campus in the area of student-athlete mental health.

#### Nikki Leishman

University of the Pacific women's soccer student-athlete, Nikki Leishman, has begun her term as the WCC NCAA SAAC Representative.



# COMPETITIVENESS

# **NATIONAL** TITLE BYU MEN'S CROSS COUNTRY

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NO. 1 RANKINGS

GONZAGA MEN'S BASKETBALL PEPPERDINE MEN'S GOLF ASHLEY LAHEY, PEPPERDINE SAHITH THEEGALA, PEPPERDINE

NCAA **TOURNAMENT PARTICIPANTS**

MEN'S SOCCER WOMEN'S SOCCER VOLLEYBALL CROSS COUNTRY

Conner Mantz



ACADEMIC ALL-AMERICANS

TJ HAWS, BYU ASHLEY LAHEY. PEPPERDINE MIGUEL BERRY, SAN DIEGO

DRAFTEES

MEN'S SOCCER

JONATHAN JIMINEZ, UOP REY ORTIZ, PORTLAND REMI PRIEUR, SMC ANDERS ENGEBRETSEN. SMC MIGUEL BERRY, SAN DIEGO

> **WOMEN'S SOCCER** KELCIE HEDGE, SCU

BASEBALL NICK FRASSO, LMU

*NBA Draft postponed to 11/18/2020

25 **ALL-AMERICANS**

MEN'S SOCCER

ANDERS ENGEBRETSEN, SAINT MARY'S REMI PRIEUR, SAINT MARY'S MIGUEL BERRY, SAN DIEGO

> **WOMEN'S SOCCER** MIKAYLA COLOHAN. BYU ELISE FLAKE, BYU ALYSSA JEFFERSON, BYU

> > VOLLEYBALL MARY LAKE. BYU

McKENNA MILLER, BYU GRACE FROHLING, SAN DIEGO

MEN'S CROSS COUNTRY DANNY CARNEY. BYU JACOB HESLINGTON, BYU CONNER MANTZ. BYU CALEB WEBB, PORTLAND

WOMEN'S CROSS COUNTRY ERICA BIRK-JARVIS. BYU WHITTNI ORTON, BYU

COURTNEY WAYMEN, BYU AOIBHE RICHARDSON, USF

MEN'S BASKETBALL FILIP PETRUSEV, GONZAGA

MEN'S GOLF PETER KUEST, BYU RHETT RASMUSSEN. BYU WILLIAM MOUW, PEPPERDINE SAHITH THEEGALA, PEPPERDINE

WOMEN'S GOLF MOMOKA KOBORI, PEPPERDINE

WOMEN'S TENNIS ASHLEY LAHEY. PEPPERDINE MARIIA KOZYREVA, SAINT MARY'S



Momoka Kobri



20 20 20 AWARDS

SPORTSMANSHIP AWARD
TIM ZEITVOGEL
PEPPERDINE

POSTGRADUATE SCHOLARSHIP HANNAH FROHLING PEPPERDINE





MIKE GILLERAN SCHOLAR-ATHLETE
ANDERS ENGEBRETSEN
SAINT MARY'S









POSTGRADUATE SCHOLARSHIP BEAU FOREST PACIFIC

CROSS COUNTRY & VOLLEYBALL

Thana Fayad San Diego

volleyball **(**

« **San Diego** (17-1) made history collecting its 11th WCC Championship, matching Pepperdine for the most in conference volleyball history

- **« BYU** and **San Diego** each earned NCAA Tournament berths and advanced to the Second Round. It is the 10th straight NCAA Tournament for the Toreros and eighth consecutive for the Cougars.
- « Three WCC student-athletes named AVCA All-Americans: **BYU's Mary Lake** & **McKenna Miller** and **San Diego's Grace Frohling** captured honorable mention accolades.
- « 10 student-athletes named AVCA All-Region and San Diego's Grace Frohling was named Pacific South Region Freshman of the Year.







BYU Men's Cross Country
2019 National Champions; 2019 WCC Champions

NATIONAL DOMINANCE

- « **BYU** men's cross country captured the 2019 NCAA Championship for the first time in program history and WCC history. Portland posted its 10th top-10 finish in program history, placing 10th.
- « **BYU** women's cross country finished second at the 2019 NCAA Championship.
- « Since 2017, WCC cross country programs have been among the most dominant on the national landscape, posting seven NCAA National podium finishes, including four NCAA Runner-Up showings.
 - « 2017: (M) No. 2 Portland, No. 3 BYU (W) No. 2 San Francisco
 - « 2018: (M) No. 2 BYU, No. 3 Portland
 - « 2019: (M) BYU No. 1 (W) BYU No. 2.

MEN'S

- « BYU men's head coach Ed Eyestone is the first individual in NCAA Cross Country to win an NCAA individual title and coach a team to the NCAA championship.
- « The WCC saw four All-Americans across two schools: **BYU** and **Portland**.

WOMEN'S

- « BYU finished 5-6-7 led by Courtney Wayment (20:16.1), Erika Birk (20:16.1) and WCC Individual Champion Whittni Orton (20:17.0) at the NCAA Championship.
- « The WCC saw four All-Americans across two schools: **BYU** and **San Francisco**.



San Diege Volleyball 2019 WCC Champions

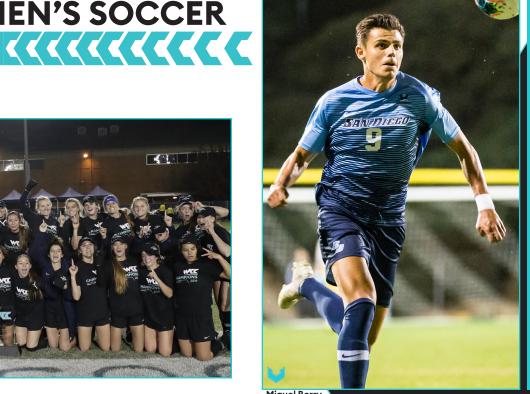
MEN'S & WOMEN'S SOCCER

BYU Women's Soccer 2019 WCC Champions



WOMEN'S

- « Kelcie Hedge (SCU) was selected in the first round of the NWSL Draft.
- « Two MAC Hermann Trophy Semifinalists: Mikayal Colohan (BYU), Elise Flake (BYU).
- « BYU finished the regular season as the only unbeaten team in the NCAA.
- « The 2019 season marked the 18th time in the last 20 seasons that the WCC has sent three teams to the NCAA Tournament. BYU earned the no. 2 seed while Santa Clara and Pepperdine earned at-large bids.
- « **BYU** advanced to the NCAA Quarterfinals and **Santa Clara** advanced to the NCAA Third Round.
- « Flake finished fifth in the NCAA in total points (47).



Miguel Berry San Diego

MEN'S

- « No. 10 *Saint Mary's & LMU* made it to the NCAA Tournament. It was the fourth consecutive season the WCC has sent two teams to the NCAA Tourney.
- « Two MAC Hermann Trophy Semifinalists: *Miguel Berry (USD), Anders Engebretsen (SMC)*.
- « Four of five conference awards went to *Saint Mary's*.
- « *Miguel Berry* finished with the second most goals (17) in the NCAA while *Engebretsen* finished with the third most (16).
- « **Berry** finished second in points per game in the NCAA (2.33) and Engebretsen finished fourth (2.22).
- « **Berry** selected No. 7 overall. Five WCC student-athletes were selected in the MLS SuperDraft.



Kelcie Hedge Santa Clara

MEN'S BASKETBALL

- « Three WCC teams were in Joe Lunardi's final 2020 Bracketology report: **BYU** (No. 6 West), **Gonzaga** (No. 1 West) and **Saint Mary's** (No. 8 South).
- $\scriptstyle\rm ($ Gonzaga finished the 2019-20 campaign ranked No. 2, spent five weeks at No. 1 and spent 14 weeks in the top-three.
- « BYU returned to the top-25 Feb. 17 and surged up to No. 14.
- « Saint Mary's entered the season in the top-20 and received votes in every weekly poll.
- « Three WCC teams received votes in both the AP and USA Today Coaches polls **Zags, Cougars** and **Gaels.**
- « For the third time in four seasons, two #WCChoops programs earned a top-25 ranking in the final regular season poll (*Gonzaga* and *BYU*).
- « Four WCC teams rated in the top-100 of the NET, led by two in the top-10 Gonzaga (No. 1) and BYU (No. 9).
- « A record seven WCC programs finished the season in the top-150 of the final NET.

- « **Gonzaga** finished as the statitical champion in three categories: scoring offense (87.4 ppg), scoring margin (19.6 points), and winning percentage (93.9).
- « *Filip Petrusev* was named a consensus All-American.
- « **Corey Kispert** was named DI-AAA ADA Scholar-Athlete of the Year.



Filip Petrusev Gonzaga





Gonzaga Men's Basketball 2020 WCC Champions

- « Seven WCC programs were in contention for postseason play, which would have established a new conference record.
- « WCC led all Division I conferences in both field goal (45.93) and 3-point field goal (35.61) accuracy.
- « BYU's TJ Haws named Academic All-American
- « *BYU's Yoeli Childs* named Senior CLASS All-American.
- « *Pacific's Damon Stoudamire* named Ben Jobe Award recipient.
- « Nine WCC Student-Athletes named to NABC All-District teams
- « Gonzaga's Mark Few and BYU's Mark Pope were named Naismith Coach of the Year semifinalists.

WOMEN'S BASKETBALL



Portland Women's Basketball 2020 WCC Champions

The following WCC programs ranked in the top-10 among NCAA Division I leaders:

- « Blocked Shots /per game BYU (3rd/195); (3rd/6.7)
- « Fewest Turnovers /per game Pepperdine (6th/347); (5th/11.2)
- « Field Goal Percentage Defense BYU (2nd/32.2)
- « Scoring Defense *Gonzaga* (3rd/51.9)
- « Steals /per game San Diego (8th/347); (8th/11.2)
- « 3-Pointers /per game Saint Mary's (8th/287); (8th/9.3)
- « 3-Point Percentage Defense Gonzaga (2nd/39.5)



Jill Townsend Gonzaaa

- « Gonzaga finished the 2019-20 campaign ranked No. 13 in both the AP and the USA Today/WBCA Coaches polls and rose to 11/10 in (2/24-25) – both setting program records.
- « Portland captured its first NCAA Tournament berth since 1997 by winning the 2020 UCU WCC Tournament.
- « For the second straight season and fifth time since 2014, the WCC was poised to send multiple teams to the NCAA Tournament - WCC Tournament Champion Portland and No. 13/13 Gonzaga who was projected as a potential national seed.
- « Five WCC programs finished the season in the top-150 of the final RPI rankings.
- « Five WCC programs were in contention for postseason play.
- « The WCC programs posted an 81-57 (.587) slate against non-conference foes.
- « WCC ranked sixth among Division I conferences in 3-point field goal (32.55) accuracy.
- « BYU's Sara Hamson, the 2020 WCC Defensive Player of the Year, led the nation in blocked shots and blocks per game (137/4.72).
- « Portland's Alex Fowler, the 2020 WCC Newcomer of the Year, ranked fourth among Division I field goal leaders with 242 and was 21st in total points (577).
- « Pacific's Valerie Higgins ranked sixth in Division I steals leaders (3.54).



Sara Hamson

SPRING SPORTS

On March 12, the sports world was abruptly halted. The NCAA canceled all remaining Championships due to the COVID-19 pandemic. Following the NCAA's decision, the WCC Presidents' Council canceled all spring competitions, including WCC championship events, and in-person formal and organized practices in an effort to mitigate the spread of the virus.

women's golf

- « Pepperdine's Momoka Kobori earned honorable mention All-American accolades, ranked No. 49 nationally, and won the Dick McGuire Invitational.
- « BYU won the 2019 Edean Ihlanfeldt Invite, behind a runner-up showing from Allysha Mae Mateo.
- « Gonzaga won the 2019 Couer d' Alene Collegiate. The Zags also won the Pat Lesser Harbottle Invitational at 4-under and **Quynn Duong** won medalist honors at 7-under.
- « BYU's Naomi Soifua shot a WCC-low round of 8-under 64 in the third round of the WSU Cougar Cup.
- « Santa Clara's Sarah Busey named Wisconsin State Golf Association Player of the Year.
- « San Francisco's Annika Borrelli named Northern California Golf Association Player of the Year.
- « 12 student-athletes named WGCA Academic All-American.

Trowing

« Santa Clara's Trinity Billingslea was one of 46 rowers selected to the U.S. national Team U23 camp.

Cmen's golf

« **Pepperdine** earned the first in-season No. 1 national ranking in program and WCC history and completed the year atop the standings.

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- « The Waves swept National Player and Coach of the Year honors - both WCC and program firsts.
- « Four-time WCC Coach of the Year Michael Beard earned National Coach of the Year honors, leading Pepperdine to No. 1.
- « BYU's Peter Kuest the 2019 WCC. Golfer of the Year - was named First Team All-American; Rhett Rasmussen earned Honorable Mention accolades for the Cougars.
- « Pepperdine's William Mouw joined Sahith Theegala as a First Team All-American.
- « 15 student-athletes named Srixon/ Cleveland Golf All-American Scholars.
- « San Diego was recognized for posting the best scoring improvement in Division I.

# **C**women's tennis

- « Pepperdine's Ashley Lahey was named ITA Senior Player of the Year in Southwest Region.
- « Maria Kozyreva from Saint Mary's named ITA Player to Watch in Northwest Region.
- « Lahey won the Arthur Ashe Leadership and Sportsmanship Award in the Southwest Region also.



**Ashley Lahey** 

« All-American Ashley Lahey finished the

2020 season

ranking No. 1.



### Sahith Theegala

« All-American Sahith **Theegala** swept all three National Player of the Year honors, capturing the Jack Nicklaus, Fred Haskins and the Ben Hogan awards. Theegala is the fifth player to sweep since 1990.

### **SPRING SPORTS**

### **て**baseball

- « Pepperdine finished the season ranked No. 16 in the Baseball America poll.
- « Four WCC programs finished in the top-100 in the final NCAA RPI report, including three - No. 24 San Diego, No. 32 Pepperdine and No. 41 Santa Clara - in the top-50.
- « Portland ranked seventh nationally in home runs (23/1.44) and was a WCC-high 25th in slugging (0.471).
- « Two WCC hitters ranked in the top-10 among Division I batting average leaders - Portland's Jake Holcroft (3rd/.484) & San Diego's Shane McGuire (7th/.469). **Holcroft** ranked second nationally in hits with 30, averaging two hits per game.
- « San Francisco's Tyler Villaroman ranked second nationally in stolen bases (13/0.76).
- « San Diego's Adam Kerner & Thomas Luevano were named Academic All-District 8.
- « San Diego's Carter Rustad & Conner Thurman were named Collegiate Baseball Freshmen All-American.
- « San Diego's Jake Miller tossed a no-hitter in a 7-0 triumph against Monmouth (2/28) recording 10 strikeouts.
- « San Diego's Madison Earnshaw tossed a no-hitter as the Toreros posted a 3-0 victory over Long Island University (LIU) in February.

### **▼**softball

« BYU's Taylei Williams was named to the CoSIDA Academic All-District Team.

### **L**beach volleyball

- « In the third and final AVCA coaches poll, LMU ranked No. 8 and Pepperdine ranked No. 10.
- « Saint Mary's Elena Baka was selected to train with Greece for the Tokyo Olympics.
- « Jasmin Suarez of Saint Mary's was selected to the 2020 Beach Collegiate National Team.





Nick Frasso « RHP Nick Frasso was drafted by the Toronto Blue Jays in the fourth round of the 2020 MLB Draft.

**Taylei Williams** BYU



**Jasmin Suarez** 

# **NATIONAL EXPOSURE**

### landmark media rights agreements

- « The West Coast Conference announced two landmark media rights agreements in 2019, extending its long-standing relationships with ESPN and Stadium, and beginning a new national television partnership with CBS. The agreements give the WCC remarkable national exposure, with multiple national television network partners showcasing WCC men's basketball games.
- « The WCC streamed every men's basketball game during league play on a national or regional level, and/or produced for broadcast on the *WCC Network*, the conference's digital network.









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▼ broadcasts

WCC CHAMPIONSHIPS
BROADCAST LIVE

MEN'S & WOMEN'S CROSS COUNTRY

MEN'S & WOMEN'S BASKETBALL

*SPRING CHAMPIONSHIPS CANCELED DUE TO COVID-19

18
WCC BASKETBALL
TOURNAMENT GAMES
TELEVISED NATIONALLY
EVERY GAME AIRED ON LINEAR TV

600+
WCC NETWORK
LIVE BROADCASTS
PRODUCED ATTY QUALITY IN HD

27
TELIVISED GAMES
ON MULTIPLE
REGIONAL SPORTS
NETWORKS



C social media

TWITTER @WCCsports @WCChoops	↑ 7% ↑ 16%	11,115 followers 7,692 followers
INSTAGRAM @WCCsports	↑ 31%	5,754 followers
FACEBOOK /WCCsports	↑5%	12,504 likes
YOUTUBE /WCCsports	↑ 40%	2,010 subscribers

2,685,471
IMPRESSIONS
@WCCSPORTS
TWITTER

7,653,211
IMPRESSIONS
@WCCHOOPS
TWITTER
25% INCREASE

514,565
IMPRESSIONS
WCCSPORTS
FACEBOOK

1,374
NEW FOLLOWERS
WCCSPORTS
INSTAGRAM

ESPORTS

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# NATIONAL EXPOSURE

### partnership with ESL

The WCC launched its venture into esports in 2019-20, partnering with ESL, the world's largest esports company, in a one-year agreement. The WCC's esports season took place from November through March and culminated with the 2020 College League of Legends Tournament that saw Pepperdine capture the crown in the Spring.

The League of Legends tournament final, streamed on Twitch, drew 83,859 unique views with a peak of 2,463 concurrent users.



### **FINANCIALS**

### Tfinancial highlights

- « The Conference successfully completed the 2020 UCU WCC Men's and Women's Basketball Tournament, grossing 110% of projected revenues, despite the onset of COVID-19.
- « Renewed agreements with ESPN and Stadium, and inked new contracts with CBS and Dyehard Fan Supply, increasing revenue by over \$100,000.
- « In response to the COVID pandemic and to offset the 60% reduction in distributions from the NCAA in 2019-20, after more than ten years in San Bruno, the Conference has converted to a virtual office for the 2020-21 academic year.
- « Established strict expense controls to support member institutions, saving over \$800,000 in 2019-20 and over \$900,000 in 2020-21. In response to the COVID pandemic and to offset the 60% reduction in distributions from the NCAA in 2019-20.

### wcc all-access

« WCC All-Access tells the story of the West Coast Conference, its institutions, its teams, and its student-athletes – both on and off the field. The fast-paced show features interviews with WCC coaches and student-athletes, the most exciting highlights, and compelling feature stories. WCC All-Access aired on multiple regional sports networks through the WCC footprint.

« In 2019, WCC All-Access won the SVG/NACDA College Sports Media Award for Best Program Series.

### **2019-20 Episodes**

| Episode / | Premier Date      |                         |
|-----------|-------------------|-------------------------|
|           |                   |                         |
| 1 /       | September 8, 2019 | San Francisco           |
|           | ,                 |                         |
| 2         | October 6, 2019   | <u>Pepperdine</u>       |
|           |                   |                         |
| 3         | November 7, 2019  | Gonzaga                 |
|           |                   |                         |
| 4         | December 8, 2019  | <u>Loyola Marymount</u> |
|           |                   |                         |
| 5         | January 9, 2020   | Santa Clara             |
|           |                   |                         |
| 6         | February 4, 2020  | San Diego               |
| _         |                   | 200                     |
| /         | March 5, 2020     | BYU                     |
| _         |                   |                         |
| 8         | April 3, 2020     | Bay Area                |
| 9         | July 10, 2020     | Bay Area                |
| /         | 3diy 10, 2020     | <u> </u>                |
|           |                   | -                       |

### **BRANDING**



The West Coast Conference launched a new brand positioning and logo that reflects the mission and goals of the conference. First introduced at the WCC men's and women's basketball tournament in 2019, the conference's new identity officially launched Aug. 12. The Conference's digital platform was rebranded from the W.tv to the WCC Network. The updated look is the result of months of collaborative work spearheaded by Legend Labs, a brand strategy firm.

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The Conference's new visual identity was represented at each of its events in 2019-20, highlighted by the brand new court for the 2020 UCU WCC Men's and Women's Basketball Tournament. The process began as the member schools and the Conference administration explored a refresh of the brand to better reflect the mission and goals of the Conference. The extensive brand survey led by Legend Labs included a diverse range of stakeholders:

- « Campus visits
- « President interviews
- « Athletic Director and staff interviews
- « Media interviews
- « Student Athlete focus groups
- « Individual student athlete surveys

The collaborative initiative shown throughout the brand refresh process reflects the commitment of the WCC as a national leader. The West Coast Conference and its members have made a commitment to continued growth and sustained basketball success via its Basketball Enhancement Plan enacted in 2018, along with unprecedented investment in enhanced facilities for student-athletes across all sports.

TOURNAMENT ENHANCEMENTS

The 2020 University Credit Union WCC Men's and Women's Basketball Tournament experience was greatly enhanced through collaborative efforts that represented the Conference's new visual identity and greater focus on fan engagement.

Enhancements for the 2020 tournament included:

- « Completely rebranded tournament look Purchased new court
- « Addition of VIP lounge for upgraded experience
- « Investment in game production
- « Revamped Hall of Honor event
- « New national merchandise vendor in Dyehard Fan Supply
- « Increased ticket inventory
- « Share of concession revenue through new agreement









Under strong leadership and guidance of the West Coast Conference Presidents and Athletic Directors, we have developed a clear vision and mission for the future of the conference and its membership. As a conference, we are committed to showcasing what the WCC has to offer on the national stage and this innovative direction and updated brand will help us achieve that endeavor.

Inclusion and collaboration were two important aspects in the branding process. We were able to do extensive surveying and gathered feedback from all of our important stakeholders around the league. With almost 600 student-athlete surveys received, we were both impressed and proud of how engaged the student-athletes were, providing us with strong direction. The consistency of the feedback represents our shared values and culture. When you embark on this process you expect to be wrangling opinions far and wide into a central place. This process took half the time because the majority were very much aligned about positioning.

- Commissioner Gloria Nevarez

We thoroughly enjoyed working on this project with the West Coast Conference. After touring schools, and interviewing everyone from student athletes to athletic directors to school presidents, the attitude of this conference came into focus very quickly. We are beyond excited to help them share their story with the world and help them with a new, exciting, and aggressive direction.

- Jeff Hunt of Legend Labs

We had an extremely aggressive time table and high expectations on both the process and the outcome. We are extremely impressed with the manner in which Gloria attacked this important task and couldn't be happier with the results as we continue to amplify our collective voices on the national level.

- Brigham Young University President Kevin Worthen

LEADERSHIP

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Over the course of the 2019-20 academic year, the WCC was involved in serving on 21 NCAA Cabinets/Committees. The WCC has key individuals in leadership roles including Commissioner Gloria Nevarez, serving on the NCAA Division I Men's Basketball Oversight Committee and Saint Mary's President James Donahue, serving on the Division I Presidential Forum.

| COMMITTEE NAME                                  | NAME              | INSTITUTION           |
|-------------------------------------------------|-------------------|-----------------------|
| Div. I Women's Softball Committee               | Ashley Armstrong  | LMU                   |
| Div. I Progress Toward Degree Waivers Committee | Chad Gwilliam     | BYU                   |
| Baseball Rules Committee                        | Chris Standiford  | Gonzaga               |
| Div. I Men's Golf Committee                     | Connie Hurlbut    | West Coast Conference |
| Div. I Men's & Women's Tenniss Committee        | Glenn Layendecker | West Coast Conference |
| Div. I Men's Basketball Oversight Committee     | Gloria Nevarez    | West Coast Conference |
| Women's Gymnastics Committee                    | Guard Young       | BYU                   |
| Div. I Committee on Academics                   | Hannah Buck       | Santa Clara           |
| Div. I Presidential Forum                       | James Donahue     | Saint Mary's          |
| Div. I Board of Directors                       | James Harris      | San Diego             |
| Div. I Men's & Women's Tennis Committee         | Jason Brough      | Portland              |
| Beach Volleyball Committee                      | Joan McDermott    | San Francisco         |
| Div. I Degree Completion Award Committee        | Karen Peters      | Portland              |
| Div. I Initial-Eligibility Waivers Committee    | Matthew Casana    | LMU                   |
| Div. I Women's Basketball Competition Committee | Melissa Barlow    | West Coast Conference |
| Div. I Student-Athlete Advisory Committee       | Nikki Leishman    | Pacific               |
| Div. I Competition Oversight Committee          | Renee Baumgartner | Santa Clara           |
| Div. I Council                                  | Renee Baumgartner | Santa Clara           |
| Div. I Women's Soccer Committee                 | Scott Leykam      | Portland              |
| Div. I Legislative Committee                    | Shannon Strahl    | Gonzaga               |
| Div. I Interpretations Committee                | Shannon Strahl    | Gonzaga               |
|                                                 |                   |                       |



