



Why a stadium?

**... to ensure PVAMU student
body continues to grow ...**

Since the University began putting financial resources back into athletics, we have won our conference championship once, and the overall athletic program won the SWAC Commissioner's Cup for the best athletic program in the conference. As an indicator of academic quality, the athletic program has been recognized with the Southwestern Athletic Conference's Institutional Academic Excellence Award for the academic achievement of its student athletes.

The anecdotal record shows that donations to Prairie View increased after the University's appearance in the SWAC championship. Also, after winning the 2009 SWAC championship in football, the University enrolled its largest freshman class (1,746) in its more than 130-year history, and recorded a nearly 5% increase in overall enrollment (8,956) from the previous year.

Nationally, research supports the fact that students are attracted to universities with nice recreational facilities and competitive sports teams. In an article titled, *College Athletics: Necessary, Not Just Nice to Have*, Robert J. Sternberg, Provost at Oklahoma State University, presented reasons that athletics provide value on and off the field: leadership development, school spirit, pride and loyalty, student memories, lifetime fitness, recruitment, stress relief and social behavior, well-roundedness, and balance, town gown relationship, alumni loyalty and involvement, advancement, branding, and lifelong friendships.

Each identified attribute is instrumental in the development of a fully rounded student. Increases in enrollment at Prairie View A&M University supports every mission at Prairie View A&M University. Our goal in this endeavor is to help PVAMU remain competitive and continue to grow as a leader in producing productive people.

