



SPRING 2012

LETTER FROM THE PRESIDENT

April 12, 2012

Dear Alumni, Faculty, Staff and Friends:

This letter is about the power of athletics to change lives and improve communities.

In December we hired Curtis Johnson as the Green Wave's new head football coach. Coach Johnson has created an instant rapport with Tulane's student-athletes and the Green Wave faithful. He has brought the promise of success back to Tulane's football program.

Coach Johnson took the first step toward fulfilling this promise on National Signing Day when he announced one of Tulane's best recruiting classes ever.



Just days after Coach Johnson's hiring, Tulane announced "Home Field Advantage," a \$60 million fundraising campaign to build a new on-campus football stadium. Around the same time, Tulane, as host institution of the NCAA® Men's Final Four®, began the countdown to the championship tournament that took place March 31 through April 2 in the Mercedes-Benz Superdome.

The success of the Final Four and the building of a new Tulane stadium will be triumphs for the city of New Orleans, further strengthening the partnership with New Orleans that has come to define Tulane since Katrina.

The successful Final Four meant an approximate \$135 million economic boost to our city along with the incalculable value of increased tourism, media exposure and goodwill such events engender. But the Final Four has an impact far beyond the court, sports



President Scott Cowen announces the "Home Field Advantage" campaign. Curtis Johnson dons his new garb as head of Tulane's football program. Top: Historic Tulane Stadium



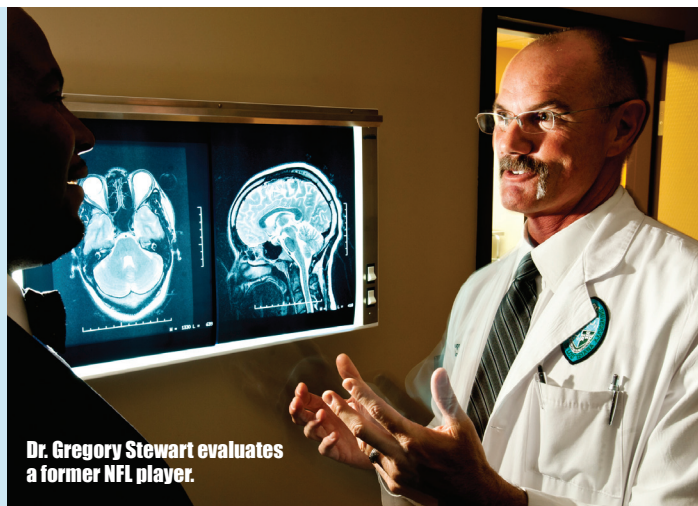
The stadium will bring new energy to the campus and uptown area.



HELP FOR FORMER NFL PLAYERS

The National Football League has selected Tulane as one of only seven institutions in the country to be part of its Neurological Care Program for retired players.

The program gives former players special access to the nation's leading neurological hospitals for comprehensive evaluation of brain and spinal function along with an individually tailored treatment plan. Dr. Roger Kelley, chair of neurology at Tulane University School of Medicine, and Dr. Gregory Stewart, medical director of Tulane Centers for Physical Medicine and Rehabilitation, will lead the program. Tulane is the only medical institution in the Gulf South selected to participate in the program.



Dr. Gregory Stewart evaluates a former NFL player.



Dr. Roger Kelley helps lead the program that treats retired NFL players.

GOOD SAMARITANS

Players and coaches of the Tulane basketball team skipped practice on March 29 and spent the morning instead washing children's feet and fitting them with new pairs of shoes at Dr. King Charter School in the Lower Ninth Ward.

The event was one of many community outreach events hosted in New Orleans by the NCAA as part of its Final Four basketball tournament. The association teamed with two nonprofit agencies, Samaritan's Feet and Feed the Hungry, to distribute shoes and food to the needy at four sites on four days, giving out 2,012 pairs of shoes to kids and seniors and 2,012 boxes of food. At each event, volunteers including student-athletes washed the feet of each child, symbolizing care and respect, then gave them shoes provided by Samaritan's Feet. Volunteers also gave each school family a box of food from Feed the Hungry.

2012

**“An on-campus stadium
... there’s nothing like it to
boost the esprit de corps of a
campus and community.”**

—Rick Dickson, Tulane athletic director

**“To imagine something
as simple as having
homecoming at home.
It’s incredible.”**

—Evan Nicoll, Associated
Student Body president

**“The Tulane Stadium will
unite the athletic and
academic missions of
Tulane and create a true
home field that will change
the student’s experience.”**

— Jay Lapeyre,
Board of Tulane president

desk or economy. The Final Four’s local organizing committee, headed by Tulane staff members, organized a host of events that brought the excitement of the game to the community while using the power of sports to do good.

For example, on March 29, the NCAA joined forces with the Grow Dat Youth Farm, a Tulane community partnership that provides underserved high school students with employment and lessons in nutrition, culinary skills and leadership. Grow Dat and the NCAA brought middle school students from Langston Hughes Academy to the Grow Dat farm where they learned about future

job opportunities and heard from NCAA officials, members of the Opportunity Youth organization and Tulane student-athletes on the importance of education in realizing their dreams.

As great as the Final Four is, the community benefits of a new stadium are even more numerous and long lasting. Besides serving as home for a resurging Green Wave football program, the new Tulane stadium also will be a resource for other campus activities.

People are always sharing their memories of the old Tulane stadium with me. For many New Orleanians, the stadium was their first introduction to Tulane and to college life. It was an indelible part of New Orleans’ landscape and history. It hosted Super Bowls and epic contests between the Green Wave and LSU. But like so much of our city’s past —Schwegmann’s, K&B, Maison Blanche, D.H. Holmes, etc.—it was thought to be gone forever. However, a new stadium offers the rare opportunity to recapture and relive the glory of the past while providing a lifetime of memories for a new generation of Green Wave fans.

Besides being the revival of a tradition, the new stadium, located less than a football field away from the original Tulane Stadium, also will be an economic boost during its construction phase and for years afterward.

We could not be more excited about our new stadium, but anyone who has followed college athletics over recent years, especially football, would have to conclude that

Matt Lewis, right, director of basketball operations, and student-athlete Grant Fiorentinos, center, meet a young friend during the NCAA event.





NEW ATHLETICS ASSOCIATION AHEAD

Presidents and chancellors from 16 universities including Tulane met in Dallas on Feb. 12 and agreed to work on forming a new intercollegiate athletics association that would begin competition in the 2013–14 academic year.

This presidentially led association will ensure stability and be built upon the principles of operating at the highest level of integrity and sportsmanship, enhancing the student-athlete academic and competitive experience, bringing fiscal discipline into athletics and ensuring competitive fairness.

In addition to Tulane, universities involved in the discussions were the U.S. Air Force Academy, University of Alabama–Birmingham, Colorado State University, East Carolina University, Fresno State, University of Hawaii, Marshall University, University of Nevada–Reno, University of New Mexico, University of Nevada–Las Vegas, Rice University, University of Southern Mississippi, University of Texas–El Paso, University of Tulsa and University of Wyoming.



INTRODUCING THE GREEN WAVE

Representing Tulane University, the host institution for the NCAA Men's Final Four in New Orleans, members of the Green Wave basketball team, along with their coach, Ed Conroy, were introduced at the first semifinal game on March 31.

The national championship games took place in the Mercedes-Benz Superdome. Related events were held throughout the community, including free Powerade NCAA Youth Clinics in which student-athletes and coaches from Tulane basketball teams joined volunteers who taught court skills to children age 8 to 16.

something is seriously awry with the principles and values that guide many major university sports programs.

Tulane, on the other hand, wants to do college athletics the right way. While competing at the highest level of collegiate sports, we have committed ourselves to aligning our athletic aspirations with the mission and core values of the university as a whole. Our student-athletes are students first, consistently ranking well above the national average on the NCAA's Academic Performance Rates and graduating at rates far above many of their peers.

Excelling, as Tulane students do, in the classroom as well as on the field takes an incredible amount of personal discipline and dedication. But our students go beyond that by engaging in the community—mentoring and tutoring public school students and introducing them to the rigors, demands and benefits of a college education. Thanks to the generosity of Kate and Bob Devlin, longtime supporters of Tulane athletics, Tulane is home to the Devlin Student-Athletes for Education Center, which is dedicated to organizing and empowering the community efforts of our student-athletes.

Through programs such as Wave Days, Shadow-A-Student-Athlete Day and the NFL-sponsored summer Youth Impact Program, Tulane athletes welcome hundreds of New Orleans schoolchildren onto campus each year. These special programs provide many local schoolchildren their first opportunity to set foot on a college campus. Our student-athletes use the kids' star-struck admiration to teach lessons on the importance of education, teamwork, personal integrity and more.

These programs also help us achieve our goals as a university. We want to build a new stadium. We want to build a winning football program. We want to build up all of our athletics programs. But we want, and will, do it the right way while continuing to build the community beyond our campuses.

All the best,

Scott S. Cowen