[**HEA at SII: University of Wyoming AD Tom Burman Questions for the Classroom**](https://www.youtube.com/watch?v=x3aeBvrNw60)

**Discussion Questions**

1. Describe the advantages and challenges the University of Wyoming faces because of its location.
2. How does the Athletic Department’s hashtag, #OneWyoming, reflect on the marketing message of the university?
3. Describe Burman’s stance on the Pay-For-Play model that has been discussed around the implementation of NIL in college athletics.

**Comprehension Questions**

1. Which of the following statements about the University of Wyoming is false?
	1. There are around 13,000 Students are enrolled
	2. The athletic department competes in the Mountain West Conference
	3. The university is near many major cities
	4. The athletic department has 420 student athletes across 7 sports
2. True or False? The University of Wyoming’s Bucking Bronco Logo is named Steamboat.
3. What strength below did Burman NOT cite as useful for attracting big name opponents and Power 5 schools for Football scheduling?
	1. The athletic department creates a high-quality experience for guest teams
	2. The university experiences reliably good weather
	3. The university offers expensive and luxurious facilities
	4. Burman has many relationships with major programs due to his experience as an AD
4. List three disadvantages associated with entering the transfer portal as a college athlete.
	1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Research Question**

1. Burman stresses the importance of unifying the names of teams within an Athletic Department, specifically around the use of “Lady” in front of Women’s teams. Use a real-world example to discuss the challenges and advantages of rebranding a team in this way.