OLLU OUR LADY OF THE LAKE UNIVERSITY

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OLLU SAINTS FOOTBALL FAQS

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PROGRAM OVERVIEW AND TIMELINE

Q: Why is OLLU adding football now?
A: Adding football is part of a broader strategy to expand educational opportunities, strengthen the student experience, grow enrollment and create new connections among students, alumni and the San Antonio community. Football has a unique ability to bring people together, particularly in Texas and South Texas, where the sport is deeply connected to families, schools and communities. We see it as another pathway for students to discover OLLU and pursue a transformative college education.

Q: Is OLLU primarily adding football to increase enrollment?
A: Enrollment growth is one strategic consideration, but this initiative is broader than enrollment alone. Football creates another pathway to higher education while also supporting student formation, leadership development, school spirit, alumni engagement and community connection.

Q: When will OLLU play its first football game?
A: The plan is to begin competition in fall 2027. During the 2026-27 academic year, we will hire a coach, continue building the program, recruit student-athletes, develop the coaching staff and finalize the schedule and other operational details.

Q: What conference will OLLU football compete in?
A: OLLU Football will compete in the Sooner Athletic Conference. Additional competition and scheduling information will be announced as those details are finalized.

Q: What happens next?
A: The next year will be about building the foundation of Saints football: assembling the coaching staff, recruiting student-athletes, finalizing a home venue and schedule, developing the game-day experience and engaging students, alumni and the community. There will be several milestones and announcements leading up to that first kickoff.

FUNDING AND RESOURCES

Q: How is OLLU going to pay for this?
A: We have a formal commitment from a donor that will cover the full startup costs of football. The football program is projected to generate sufficient revenue to cover its operating costs beginning in its first year. No existing institutional resources are expected to be reallocated to football.

Q: Football is expensive. How can OLLU afford to add a program?
A. The university approached this decision through extensive planning and evaluation. The Board of Trustees determined that football aligns with OLLU's long-term priorities for enrollment, student experience, institutional visibility and community engagement. As the program develops, OLLU will continue to manage the responsibility with the university's overall institutional priorities. Furthermore, the increase in revenue from adding football to our athletic programs will cover the additional costs incurred on an annual basis, starting in the 2027-2028 academic year.

Q: Will adding football take money away from academics or student services?
A: OLLU's academic mission remains our highest priority. Football is being developed as part of the university's broader strategy to create educational opportunities and strengthen the student experience. The goal is for athletics to complement the academic mission, not compete with it.

Q: Why invest in football instead of another academic program?
A: This is not an either-or proposition. OLLU continues to invest in academic programs, student success and innovative educational opportunities. Athletics is another avenue through which students can access higher education, develop leadership skills and become engaged members of the university community.

Q: Will the focus now be on growing athletics instead of non-athlete students?
A: The start of a football program or any other athletic program does not and will not change OLLU's focus or mission to recruiting and enrolling students seeking higher education for personal and professional growth.

RECRUITING AND STUDENT EXPERIENCE

Q: How many football players does OLLU expect to have?
A: Our goal is to build a roster of 100 student-athletes.

Q: Will football scholarships be available?
A: Student-athlete financial aid and scholarship opportunities will be administered in accordance with NAIA and university policies. Specific scholarship information will be discussed with prospective student-athletes through the recruiting and financial-aid process.

Q: What do you want football players to gain from attending OLLU?
A: We want them to leave OLLU with much more than a football experience. They should graduate academically prepared, professionally prepared and ready to lead and serve their communities. Football is one part of a broader OLLU education centered on intellectual growth, leadership, service and personal development.

Q: Does OLLU have enough housing and food plans to support athletes?
A: We have capacity in our housing to accommodate new athletes. Meal plans will be evaluated to ensure they support all athletes to include football.

HOME FIELD AND FACILITIES

Q: Where will the Saints play their home games?
A: No final decision has been made. OLLU is evaluating several potential venues and partnerships to determine which option will provide the best experience for our student-athletes, students, alumni and fans while also helping Saints football build a strong connection with the San Antonio community.

Q: Is OLLU planning to build a football stadium on campus?
A: Our immediate focus is on preparing the program for competition in fall 2027 and identifying the best home-game venue. We are evaluating available options and partnerships. We do not have additional facility announcements to make at this time.

TICKETS AND AFFORDABILITY

Q: How much will tickets cost?
A: Final ticket prices have not yet been established. However, accessibility will be an important consideration as we develop our ticketing structure. We want Saints football to be an experience that OLLU students, alumni, families and members of the San Antonio community can enjoy at an affordable price.

FOOTBALL GAME DAY TRADITIONS AND SCHOOL SPIRIT

Q: Will OLLU have a marching band?
A: Football creates opportunities to expand the entire game-day experience, including music and spirit programming. Specific plans for a marching band have not been finalized, but we are exploring ways to involve musical groups, students and other campus organizations, including our award-winning Saints Drumline and Cheer Team as Saints football traditions develop.

Q: What other changes could football bring to campus?
A: Football has the potential to touch many areas of university life—from student organizations and spirit programs to alumni events, community partnerships and game-day traditions. Over the next year, we will be working with students, faculty, staff, alumni and community partners to shape what the Saints football experience will become.

COMMUNITY ENGAGEMENT

Q: How will the San Antonio community be involved?
A. We envision Saints football creating partnerships throughout San Antonio, including opportunities involving youth football, community service, businesses and community organizations. We want the program to strengthen OLLU's connection with the city and particularly the communities we serve.

Q: Will OLLU host youth football camps or clinics?
A: Youth football engagement is one of the opportunities we anticipate exploring as the program develops. Camps, clinics, mentoring and other partnerships could provide meaningful ways for our student-athletes and coaches to connect with young people throughout San Antonio.

EXISTING SPORTS AND ATHLETIC OPPORTUNITIES

Q: Will adding football affect OLLU's existing sports?
A: OLLU remains committed to supporting its existing Saints athletic programs. Football is being added to strengthen the overall athletics and student-life experience, not diminish opportunities for current teams.

Q: Will OLLU add additional women's sports with the addition of football?
A: OLLU already offers a strong and diverse women's athletics program, with opportunities in volleyball, track and field, cross country, tennis, soccer, basketball, softball and flag football. OLLU was also the first university in San Antonio to announce a women's flag football program, demonstrating our commitment to expanding athletic opportunities for women. Our women's softball program has also achieved national success, winning the 2024 NAIA National Championship.
The university continually evaluates its athletics offerings based on student interest, participation opportunities and the overall growth of OLLU Athletics. While we do not have any additional women's sports to announce at this time, OLLU remains committed to providing meaningful and competitive opportunities for women student-athletes and will continue to evaluate opportunities as our athletics program grows.

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