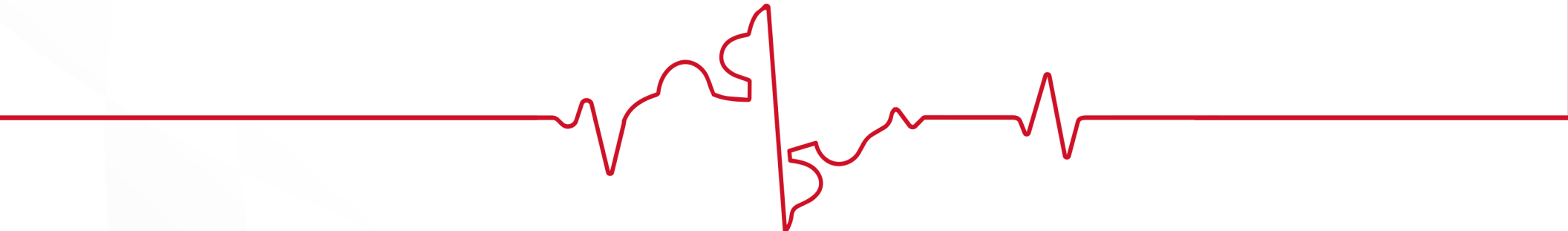


2025-26 MARYLAND ATHLETICS



IMPACT REPORT

UNDER THE SHELL



M AS MARYLAND'S **HEARTBEAT**

WE WILL ELEVATE CHAMPIONSHIP CULTURE, INSPIRE PRIDE, AND CREATE LASTING IMPACT.

WINNING ✚ EXCELLENCE ✚ ACCOUNTABILITY ✚ COLLABORATION ✚ INNOVATION

A LETTER FROM JIM SMITH

As I reflect on the 2025-26 academic year, I am filled with pride and gratitude for the momentum we are building across Maryland Athletics. This year was especially meaningful as it was my first year as the Barry P. Gossett Director of Athletics — an honor that reflects Barry's extraordinary generosity and belief in the future of Maryland.

Together, we celebrated a year defined by championship success, academic excellence and unprecedented engagement from Terp Nation. Men's Soccer captured Maryland's 50th Big Ten Championship overall, while our department continues to rank third among all Big Ten institutions in conference championships since joining the league. Men's Lacrosse captured the 2026 Big Ten Championship. Overall, nine programs qualified for NCAA postseason competition or produced NCAA individual qualifiers, while Women's Lacrosse advanced to the NCAA Semifinals for the 29th time in program history.

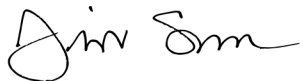
Our student-athletes also continued to excel in the classroom, combining for a 3.29 cumulative GPA. Fourteen programs earned perfect Academic Progress Rate scores, and more than 121 student-athletes received Spring Academic All-Big Ten recognition.

The support from our fans, alumni and donors reached historic levels. Maryland Athletics had a record-breaking fundraising year in fiscal year 2026 as it **set records** in both total commitments at **\$43.7 million** and unique donors with **10,366**. Football attendance reached its highest level since 2015 with three sellouts for the first time since 2007, while fan engagement and attendance surged across multiple programs.

Most importantly, we continue to invest in the total development of our student-athletes through Maryland Made, creating meaningful opportunities in leadership, career readiness, community service and personal growth.

Maryland Athletics is built on passionate people who believe in excellence and in each other. Thank you for your continued support as we work together to elevate championship culture, inspire pride and create lasting impact.

Go Terps,



Jim Smith
Barry P. Gossett Director of Athletics
University of Maryland



ATHLETIC HIGHLIGHTS

51

Maryland Athletics **won its 50th and 51st Big Ten Championships** when Men's Soccer and Men's Lacrosse both captured their conference crowns

9

Teams made NCAA Appearances
or had Individual Qualifiers



29

Maryland Women's Lacrosse advanced to the NCAA Semifinals for a **sports record 29th time**

36

Only school in history to appear in **all 36 Women's Lacrosse NCAA Tournaments**



- Men's Lacrosse won its **seventh Big Ten Championship** and **11th overall**, including Big Ten Tournament titles.
- Women's Basketball earned its **16th straight NCAA Tournament bid**, dating back to 2011 and won a game in the NCAA Tournament for the 14th time in 15 years. This was the Terrapins' 22nd Tournament bid under head coach Brenda Frese in her 24 seasons in College Park.
- Women's Tennis qualified for its **first NCAA Tournament since 2011** as the Terps had a record-setting season tying the school record for wins in a season (18), setting a school record for Big Ten wins in a season with eight and advancing to the **Big Ten Tournament Semifinals for the first time ever** with a dramatic upset of No. 2 seed USC.
- Women's Gymnastics returned to the NCAA Regionals for the **eighth consecutive year**.
- In addition to team accomplishments, Maryland had NCAA Individual Qualifiers in four sports: **Cross Country** (Rose Coats); **Men's Golf** (Emil Riegger), **Track & Field** (Tolu Akinduro); **Wrestling** (Branson John, Braxton Brown, Dario Lemus, Carter Young). John **finished eighth in the NCAA Championships**, earning All-American status.

18

Big Ten Champion Men's Soccer advanced to the NCAA Quarterfinals for the **18th time in school history**

14

Maryland had **14 student-athletes drafted** into the professional ranks, including Jalen Huskey, Jacksonville Jaguars (NFL); Brayden Martin, Toronto Blue Jays (MLB); Lance Williams, Chicago Cubs (MLB); Sadam Masereka, Colin Griffith, Stephane Njike, Lasse Kelp (MLS); Will Schaller, Eric Spanos, Leo Johnson, Eric Kolar, Braden Erksa (PLL); Kori Edmondson, Maddy Sterling (WLL)



BIG CHAMPIONSHIPS

SINCE 2014-15

MICHIGAN	98
OHIO STATE	72
MARYLAND	51
PENN STATE	44
MINNESOTA	30
MICHIGAN STATE	27
NORTHWESTERN	27
INDIANA	27
IOWA	24
WISCONSIN	24
ILLINOIS	21
NEBRASKA	20



ACADEMICS



- Maryland Athletics programs continue to perform at outstanding levels in the classroom.
- Maryland student-athletes combined for a **3.22 spring semester grade-point average** and set a cumulative departmental GPA record with a **3.29**. This marks the 13th semester in a row with a GPA above 3.00. The strong academic performance marks the 20th consecutive semester with a cumulative GPA above 3.00.
- A total of **17 Maryland programs** had a cumulative GPA of better than 3.00, and 16 of them had a GPA of better than 3.00 for the Spring 2026 semester.
- It was a standout spring semester as **30 student-athletes posted a perfect 4.00 GPA** and **171 earned Dean's List recognition**, boasting a 3.50 GPA or better. Overall, **346 student-athletes** achieved Athletic Honor Roll status for posting a 3.00 or better Spring 2026 semester GPA.
- The Maryland Athletic Department set its highest Academic Progress Rate (APR) score in history with a **990 mark for 2024-25**, as released by the NCAA.





- The women's golf, women's gymnastics, women's lacrosse and women's tennis teams earned multi-year scores of 1000, which is attained by four consecutive years of **perfect single-year APR scores**.
- During the year, Maryland had a total of **134 graduates**, including 22 in the winter and 112 in the spring.
- Overall, Maryland had **240 Academic All-Big Ten selections** in 2025-26 with 86 in the fall, 31 in the winter and 123 in the spring.

Impressively, **14 University of Maryland athletic teams earned a perfect 1000 Academic Progress Rate (APR) score**. The teams include: women's basketball, cross country, field hockey, men's golf, women's golf, women's gymnastics, men's lacrosse, women's lacrosse, men's soccer, women's soccer, softball, tennis, men's track & field, volleyball and wrestling. Maryland's overall departmental APR score increased from last year's record of 988.



MARYLAND MADE



For its 5th annual Career Exposure Tour, Maryland Made selected 14 student-athletes from nine teams to participate in an **immersive New York City experience**, providing direct exposure to eight leading organizations, including NFL Headquarters, the FBI, and Morgan Stanley.



Launched in partnership with Under Armour and Luminary, the **inaugural Women's Leadership Program** empowered 22 student-athletes representing all 12 women's teams.



Now in its fourth year, the **Kubasik First Impact program** graduated 17 student-athletes from eight teams, continuing to strengthen leadership development and transition readiness among participants.



In its fifth year, the **Gossett Fellows Program** graduated 19 student-athletes, with 13 securing full-time employment or pursuing graduate education. The current Class of 2027 includes 28 student-athletes, and the program now engages 47 student-athletes across 15 teams.



- In partnership with the University of Michigan, Maryland Made's Pre-Health Terps group hosted the **inaugural Big Ten Healthcare Summit**, bringing together more than 80 student-athletes from all 18 Big Ten institutions for a first-of-its-kind virtual professional development opportunity in healthcare.
- The **Student-Athlete Advisory Committee** and **Share the Shell** achieved record engagement during **TerpsGiving**, collecting 2,561 cans, supporting 14 families through the **Adopt-A-Family Holiday Drive**, and launching **Pie-A-Terp**, a new initiative that raised \$1,004 for Toys for Tots.

- The **summer INTERPship Academy** continued to expand its impact, drawing 52 applicants and selecting 41 student-athletes to participate across 30 organizations in the program's eight-week experience, held from June 1 through July 24. Notably, six partner organizations committed financial support to fully fund student-athlete internship positions.
- Through the fourth annual **"Secure the Bag" Career Fair** and six Career Nights, Maryland Made hosted more than 60 organizations and engaged more than 250 student-athletes from 17 teams. During the academic year, the cornerstone event created meaningful opportunities for student-athletes to build connections, explore career pathways, and engage directly with employers.
- The **Leadership Academy** served 37 student-athletes from 12 teams, a 20% increase from the previous year and a reflection of continued momentum in leadership development programming.



COMMUNITY SERVICE

The Terps' relentless strive for excellence extends beyond the playing field. Through its incredible commitment to community service, Maryland Athletics has helped make lasting impacts across College Park and the state of Maryland.

Throughout the 2025-26 academic year alone, Maryland student-athletes spent countless hours working with and around the College Park community. Student-athletes spent time reading in **local classrooms, volunteering with youth sports organizations, supporting Maryland teachers, and raising on-campus awareness** of groups that help individuals within the community.

Maryland Athletics, Maryland Made and the Student-Athlete Advisory Council (SAAC) partnered with the Prince George's County Resource Center to create lasting holiday memories across the county for those who needed some extra cheer. The Terps continued their annual **Adopt-A-Family effort** by adopting 13 local families and raising money to buy them gifts from their wishlists while simultaneously raising additional funds for a Toys-For-Tots drive.



10 - IMPACT REPORT



This winter, select student-athletes, coaches, and staff worked with Maryland Made to host its second-annual **Terpsgiving**. Throughout the month of October, student-athletes collected non-perishable food items. In total, they collected 2,561 cans, 876 more cans than the previous record.

Maryland's student-athletes also go above and beyond in their efforts to help the next generation of athletes fall in love with sports. So many Terps spend their free time coaching others and helping them build their skill sets and confidence. **Logan Buckmon** and **Gianna Ruffing** are two specific student-athletes that have used their platforms as collegiate gymnasts to grow the sport and help inspire future athletes as volunteer coaches.

At times, Maryland's efforts to connect with the local community happened right after events in College Park. Many teams hosted autograph sessions after select competitions in 2025-26, giving the community a chance to get to know their favorite athletes and strengthen the bonds between Maryland Athletics and the state it calls home.

TERRAPIN CLUB AND FUNDRAISING

\$43.7M

Maryland Athletics had a **record-breaking fundraising year** in fiscal year 2026 as it set a record for total commitments at **\$43.7 million**. The total of \$43.7 million exceeded the previous fundraising record set in FY15 and is an increase of nearly \$10 million from FY25. It also marks the only time in history Maryland has raised \$30M+ in consecutive years after it raised \$33.6M last year.

10K

The Terrapin Club **surpassed 10,000 donors for the first time in department history** and increased its donor count by more than 1,400 from FY25.

\$77M

The \$77 million raised over the past two fiscal years is \$20 million more than the previous two-year fiscal cycle and the **highest two-year cycle in department history**.



Terp Nation has sent a clear message that it is invested in elevating every area of Maryland Athletics and is committed to building a winning program in College Park. The generosity of Maryland supporters has and will continue to position our programs, coaches and student-athletes for success.

JIM SMITH
BARRY P. GOSSETT DIRECTOR OF ATHLETICS



TERRAPIN CLUB AND FUNDRAISING

Maryland Athletics' campaign priorities fit into four fundraising objectives:

- **Elevate a championship culture**
- **Empower young people to realize their full potential**
- **Mold tomorrow's leaders today**
- **Foster success through community**

The generosity of Maryland Athletics supporters this past year stretched across all aspects of the department and at all levels, including:

- A record **seven gifts of \$1 million or more.**
- A record **41 endowments were created** in support of student-athlete scholarships and programmatic support.
- Supporters continue to invest at a high level as a record **100 accounts either joined or renewed their place in the Terrapin Club's Victory Circle**, a philanthropic giving society for those who have made gifts or pledges of \$50,000 or more. The Victory Circle now has more than 280 accounts.
- In its inaugural year, **61 people joined the Next Gen Terps program.**
- Raised \$18.68M in cash, marking the **first time in department history raising \$18M-plus in cash in consecutive years.**
- Fourteen donors hosted six **Flagship Series** events across Florida, Washington, D.C., Maryland, and Southern California. Flagship Series events are hosted by members of the Athletics community and intended to bring new prospects forward while giving Athletics leadership and coaches an intimate opportunity to share the department's vision and needs.

Maryland Athletics aims to raise at least \$350M as part of Forward: The University of Maryland Campaign for the Fearless, a \$2.5 billion fundraising initiative in support of expanding access to UMD's top-tier education, accelerating groundbreaking research and building stronger communities.



WHY IS MARYLAND PUSHING SO HARD FOR TWO RECORDS THAT ON THE SURFACE MIGHT SEEM LIKE VANITY?

Because they represent impact on the young women and men who suit up for the Terps. They represent a community of thousands of people from all walks of life coming together in support of a shared passion. They represent momentum – under Jim Smith's leadership, Maryland is building to win now and in the future, and ensuring the collegiate athletics model at Maryland works for the young people it supports.

But when Maryland talks about these things – impact, community, momentum – it isn't limited to just numbers. Earlier this year, Maryland hosted its Investors Night event at Congressional Country Club and had more than 100 people with upwards of \$55M in lifetime giving in the room talking about how they can work together to elevate Maryland. In May, in New York City, Maryland had more than 275 people, including more than 50 Maryland letterwinners, gathered together to raise funds toward its shared cause.

Maryland wants to break records, but more importantly, wants to send a message to everyone everywhere that the Terps are serious about winning on and off the playing surface.

GIVING DAY RECORDS

\$632,071

Maryland's 2026 Giving Day was a record-setting one thanks to **more than 1,000 generous donors** in athletics and nearly 10,000 donors campus-wide. Maryland Athletics **received 1,211 total gifts** for a **record-setting \$632,071** amount of funds raised.

1,109

This year, **1,109 donors** — over half being new Maryland Athletic donors — demonstrated their support for Maryland Athletics, blowing past the previous Giving Day **record of 786 donors**. **Across 33 states and Washington, D.C.**, Maryland Athletics received **339 gifts made** that support sport-specific funds, including 17 endowment funds.

\$9.42M

Across the entire day of giving to all facets of the University of Maryland, **9,985 Terps on campus**, across the country, and around the world came together to support the University of Maryland, raising **\$9.42 million in philanthropic support** in just 24 hours—a new Giving Day record.

100%

Maryland's football student-athletes enthusiastically gave back to Maryland by participating in Giving Day.

On behalf of everyone at Maryland Athletics, I want to extend my heartfelt thanks to our incredible fans, alumni, and supporters who made this year's Giving Day a truly historic one. Giving Day is always about more than a single number; it's about the strength of the Maryland community. This year, you showed once again that when Terp Nation comes together, we can accomplish extraordinary things.



JIM SMITH
BARRY P. GOSSETT DIRECTOR OF ATHLETICS

ANOTHER NATIONAL CHAMPIONSHIP



- Nearly **300 Terps, fans, donors and supporters** gathered at the Tribeca Rooftop in New York City on May 13 for the inaugural: “Another National Championship: An evening to elevate Maryland Athletics.”
- Nearly **50 Maryland letterwinners** were represented, including **17 national champions** who competed as Terps. Among them are members of the 2002 NCAA Men’s Basketball National Championship Team, 2006 NCAA Women’s Basketball National Championship Team, 2018 NCAA Men’s Soccer National Championship team, along with several Field Hockey National Champions.
- The group also included **11 Maryland Athletics Hall of Famers**, more than 110 years of combined NBA, WNBA and NFL experience, and over a century of Maryland Athletics coaching experience.
- Accomplishments represented include a retired jersey hanging just miles away at Brooklyn’s Barclays Center, a two-time WNBA champion and two-time All-Star, a No. 1 overall draft pick and National Player of the Year, a first-team All-Pro and three-time Pro Bowler, a Super Bowl champion and an 18-year-old Olympic gold medalist.
- The event also featured three legendary head coaches who have combined for 11 national championships: Gary Williams, a Naismith Memorial Basketball Hall of Fame inductee; Missy Meharg, a nine-time National Coach of the Year; and Sasho Cirovski, owner of the most NCAA Tournament appearances in Division I men’s soccer history. They were joined by Maryland Football Head Coach Michael Locksley and Maryland Men’s Basketball Head Coach Buzz Williams.



M CLUB AND LETTERWINNER ENGAGEMENT

UNDER THE NEW LEADERSHIP OF LEGENDARY TERRAPIN RENALDO NEHEMIAH, THE M CLUB HAS EXPERIENCED A RESURGENCE.



A Maryland Athletics-record **501 letterwinners across 23 sports** gave back philanthropically to Maryland Athletics through the Terrapin Club in 2025-26 and more than 600 came back to campus for a variety of celebrations, reunions and events throughout the year.

National champions were recognized and honored throughout the year, including a **20th anniversary** celebration of the 2006 Women's Basketball National Championship highlighted by a dinner with the 2025-26 and 2005-06 teams and a pre-game fan event.

Other notable championship celebrations included the 1973 Men's Lacrosse team receiving its **long-awaited championship rings**, the **20th anniversary** celebration of the 2005 Men's Soccer National Championship and the **30th anniversary** celebration of the 1996 Women's Lacrosse National Championship.



The University of Maryland athletics department and the M Club proudly announced the selection of nine exceptional Terrapins for induction into the University of Maryland Athletics Hall of Fame as part of the Class of 2026, which will take place on October 16, 2026, prior to Homecoming the following day.

THE CLASS INCLUDES:

Marissa Coleman, Women's Basketball
Taylor Cummings, Women's Lacrosse
Brenda Frese, Women's Basketball
Michael Howley, Men's Lacrosse)
Dennis Ivory, Men's Track & Field
Thea LaFond, Women's Track and Field
Shawne Merriman, Football
Joe Smith, Men's Basketball
Graham Zusi, Men's Soccer

ATTENDANCE AND GAMEDAY ACTIVATION



252,422

Football's total attendance of 252,422 (avg. 38,213) was **the highest since 2015**, an 11% year-over-year increase. **Three sellout games** were recorded for the first time since 2007, following intentional capacity optimization through ADA enhancements and lower-bowl reconfiguration.

17,300

Women's Basketball hosted a **sold-out crowd of 17,300** for Field Trip Day, introducing a next generation of Maryland fans to the program at its best. For the season, women's basketball **averaged 7,213 fans per game**, 10th in the NCAA and third in the Big Ten. Maryland has been in the Top 15 in attendance in each of the last 11 years.

#3

Maryland Men's Soccer **ranked third nationally** in average home attendance, with average attendance growing more than 25% year-over-year, the highest average since the 2017 season. The Indiana game drew **5,580 fans, the largest crowd since 2018**.



#2

Men's Lacrosse **ranked second in the NCAA and 1st in the Big Ten** in cumulative attendance at the completion of regular season play, a national standard that reflects the sustained strength of the program's fan base.

TOP 25

Men's Basketball finished in the **Top 25 in attendance** for the 32nd time in 33 years, dating to 1993-94.

1,855

Women's Lacrosse ranked third in the NCAA and first in the Big Ten in average attendance with a mark of 1,855 per game. That is the **second-highest average season attendance ever**.

5,093

Volleyball recorded the **second-largest home crowd** in program history with 5,093 fans at the Penn State match.

62%

Field Hockey average attendance at Big Ten games **increased 62% year-over-year**.



STRENGTHENING STUDENT ENGAGEMENT

65.7%

The Football student section **reached capacity for six of seven home games**, with the lone exception on Fall Break. Student scan rate reached 65.7%, the highest in four seasons.

6,000

Nearly 6,000 students requested tickets for the Georgetown Men's Basketball game, the **fourth-highest total demand in the last ten years**.

2,268

Men's Soccer drew 2,268 student supporters for the Indiana game. For the season, Maryland had its **highest average student attendance** since 2023, including 2,590 students at the home opener.



33%

Volleyball recorded a **nearly 33% increase** in student and faculty/staff attendance year-over-year.

6.7%

Women's Basketball student attendance **grew 6.7% year-over-year**, with the two highest-attended games both featuring a themed event, a student-focused challenge or prize, and a pre- or post-game activity.



FAN EXPERIENCE AND ENGAGEMENT

Terpsville Fan Fest completed its first full season as Football's pregame platform, engaging more than 9,100 fans across seven home games while supporting fan engagement, sponsorship activation, and donor interaction. The concept extended beyond the regular season for the first time with a Maryland Day edition at the **Spring Game in April**, drawing more than 4,000 attendees.



Family-focused programming expanded across Football and Women's Basketball, including dedicated family sections, in-stadium stroller check, kid-friendly concessions, and pre- and post-game on-court activities.

Turtle Time with Testudo, a halftime concourse photo opportunity, ran at every Men's Basketball home game after proving successful at Football.

The Kids Zone debuted at Men's Basketball games with special programming for **Testudo's Kids Club** members, including a post-game Dance Party on the court.





Women's Lacrosse's Girls Night Out promotion was embraced by fans and the team alike, complemented by a Type 1 Diabetes fundraiser that connected to the program's coaching staff and players on a personal level, demonstrating how cause-driven engagement deepens fan investment in a sport.



Gymnastics introduced a range of **creative fan experience enhancements this season**, including an in-meet DJ, post-meet autograph sessions that proved so popular that additional autograph cards had to be ordered mid-season, and themed meet activations including a student group who painted themselves to match the team leotard, generating visible energy from both fans and student-athletes.

DIGITAL, MEDIA AND ADVERTISING

29.6M

Football social media views grew **59% year-over-year** to **29.6M**; umterps.com page views grew 15%.

9.7M

Football television viewership **increased 55% year-over-year**, with four games surpassing one million viewers and total viewership exceeding **9.7M**.

6M

Men's Basketball's total social media followers grew to **469K combined**, with a 6M rise in overall impressions.



2

Maryland finished **second nationally as NACMA Marketing Team of the Year** and earned **nine** NACMA "Best Of" awards (2 Gold, 2 Silver, 5 Bronze).

2

Maryland's Broadcast & Production unit won **two Big Ten Plus Awards** in 2025-26. Winning for Best Game Coverage for a men's soccer broadcast in the Fall and Best Creative Graphic in men's basketball.

3

The Broadcast & Production department for Maryland Athletics won **three Sports Excellence Chesapeake Bay Capital Emmy Awards** as part of six nominations.

5

Maryland earned **five National CSC Stabley Writing Awards** in five different categories: Coach/Administrator Profile, National Story of the Year, Season Recap/Preview, Social Justice/Diversity, Student Submission.



