



2024-2025 ANNUAL REPORT

PREPARING STUDENT ATHLETES TO
WIN NOW AND BEYOND



BADGER BUILT
PREPARING STUDENT-ATHLETES TO WIN NOW AND BEYOND



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WHAT IS BADGER BUILT?

Badger Built is Wisconsin Athletics' comprehensive approach to student-athlete personal development, designed to prepare student-athletes to win now and beyond. Grounded in holistic development, Badger Built supports the full life cycle of the student-athlete experience—before, during, and after their time at Wisconsin—ensuring each individual is equipped to thrive in all areas of life. This work is powered by the collective expertise of our staff, alumni, campus, and community partners, who are aligned in helping student-athletes reach their ultimate goals.

At the foundation of Badger Built shapes the student-athlete experience. Peak Performance challenges student-athletes to pursue their personal best. Exploration encourages them to better understand themselves and others. Community emphasizes the importance of building meaningful connections—within Wisconsin Athletics and beyond—that foster belonging, purpose, and impact.

The Badger Built Blueprint brings this development journey to life. As an individualized development plan, the Blueprint is designed by the student-athlete, for the student-athlete—aligned to their unique goals, needs, and aspirations. It provides a flexible and personalized framework, allowing student-athletes to engage in opportunities that matter most to them, when and how they choose.

IT'S *THEIR* JOURNEY, *THEIR* WAY.



BADGER BUILT: YEAR IN REVIEW

THE FOUNDATIONS



PEAK PERFORMANCE
Personal best



EXPLORATION
Exploring self and others



COMMUNITY
Creating connections

THE FLOORS

**GRADUATION
CAREER READINESS
LIFE SKILL DEVELOPMENT**

400+

student-athletes worked for a cause not applause



94%

graduation success rate, highlighting our student-athletes' commitment to excellence





The Fall Frenzy is a spirited gathering that brings together student-athletes, coaches, and staff to celebrate the start of a new year. Through friendly competition, shared meals, and powerful moments centered on our core values, Fall Frenzy reminds us what it means to be a Badger. We leave united, energized, and proud to represent the W.



Team USA Paralympic wheelchair basketball players visited our basketball teams, sharing their love of the game and earning mutual respect on the court.



Badger Built proudly hosts Wisconsin Athletics annual celebration of student-athlete excellence: The Buckingham. Through this amazing, shared experience, the evening honors those who truly represent what it means to be a Badger.

ACADEMICS & CAREER

Academics & Career ensures every student-athlete has the resources to excel in the classroom and beyond. We provide personalized support to maintain NCAA eligibility, continue to make consistent progress toward graduation, and build confidence for careers after athletics.

ACADEMIC AND CAREER HIGHLIGHTS:


- The Career Fair provided a platform for 90+ student-athletes to engage with employers spanning 26 industries.
- Over 170 student-athletes earned their degrees during the 2024-2025 academic year. Including over 30 earning graduate degrees.
- Our student-athletes averaged a 3.325 cumulative GPA.

350+

Academic All-Big Ten
team student-athletes

100+

majors were represented
amongst student-athletes



“ My academic support this year helped me get the best grades I have gotten at Wisconsin so far and helped me stay on top of my work even while having a busy schedule. It has continued to help me succeed in all my classes even during some of the most hectic hockey seasons.”

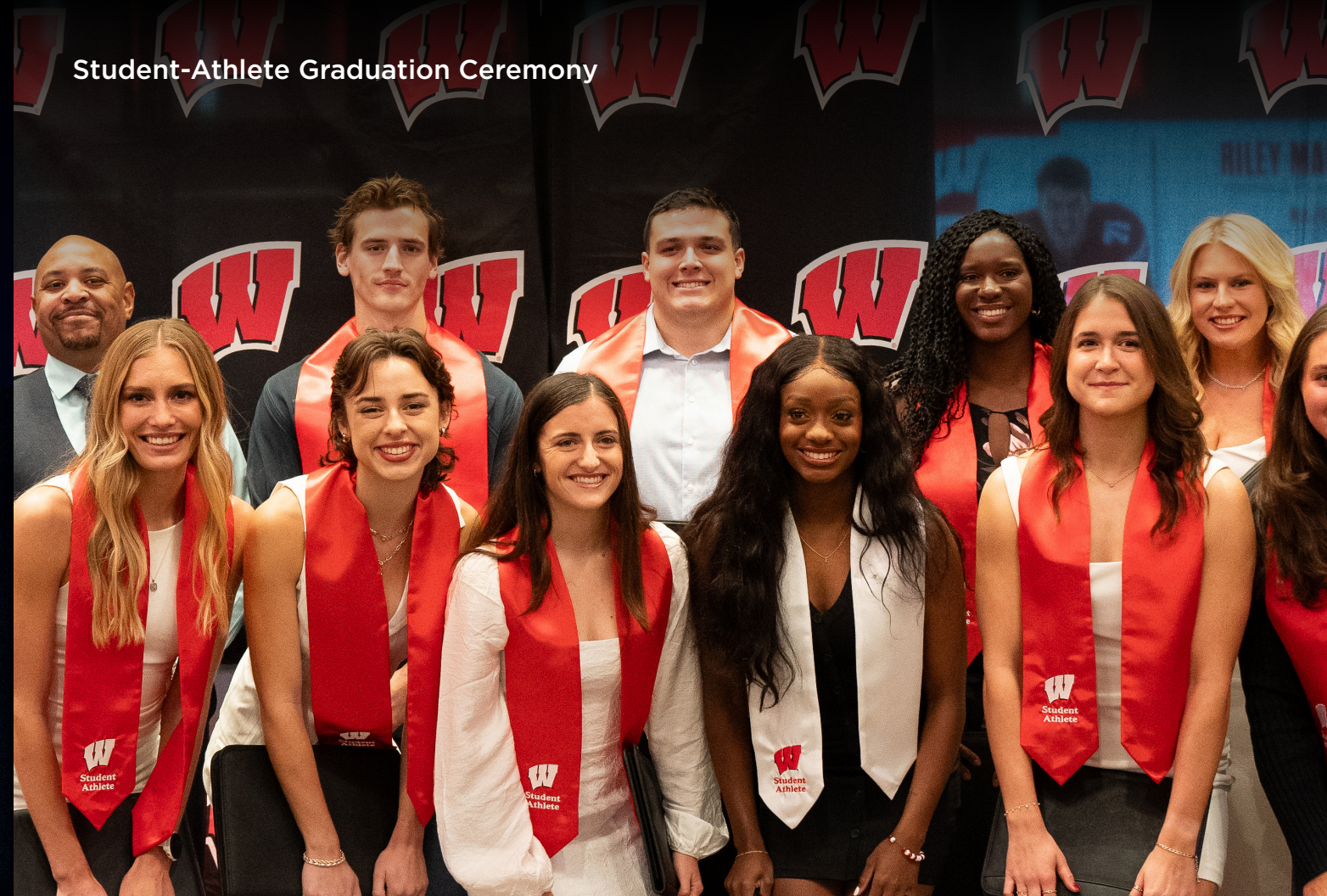
KIRSTEN SIMMS
WOMEN'S HOCKEY

“ The services Academics & Career provided at UW helped me out in ways that I couldn’t imagine... they helped set me up for success in class and in life outside of school without feeling pressure!”

KAMARI MCGEE
MEN’S BASKETBALL



Student-Athlete Graduation Ceremony



Career Night gave student-athletes the opportunity to connect with employers across a wide range of industries.



ENGAGEMENT & COMMUNITY OUTREACH

Engagement & Community Outreach is the heart of Wisconsin Athletics, creating opportunities for student-athletes to grow through meaningful connection, shared experiences, and service to others. This work extends the student-athlete experience beyond competition—strengthening community within our department while expanding our impact across the state and beyond. Through signature traditions like the Buckingham, our annual celebration of student-athlete excellence, and Fall Frenzy, which brings all teams together to launch the year, student-athletes build relationships, celebrate shared success, and deepen their sense of belonging within Wisconsin Athletics.

At the center of this work is Badgers Give Back, our community service platform that empowers student-athletes to use their time, talent, and voice to make a difference. Through meaningful service with partners such as American Family Children’s Hospital, Girls On The Run, Boys & Girls Clubs, Miracle League, Special Olympics, and local schools, student-athletes form lasting relationships and gain perspective beyond sport. These experiences are transformational—cultivating empathy, reinforcing that life is bigger than the game, and demonstrating the power of sport to elevate others.



Each Badger Friday, I looked forward to the chance to connect with the children, share in their laughter, and create memorable experience. These moments not only enriched my understanding of community service but also solidified my passion for making a difference in the lives of other.”

BROOKE KUFFEL
SOFTBALL | '25

146,239

community members
impacted

3,000+

hours poured into the
community

ENGAGEMENT & COMMUNITY OUTREACH *(continued)*

6,230

smiles brought to patients and families at American Family Children's Hospital and Ronald McDonald House Charities

496

second grade students spent time reading with student-athlete role models across eight schools

300+

hours dedicated to expanding youth access to the joy of sports



LEADERSHIP & INCLUSION

Leadership & Inclusion helps student-athletes grow as leaders, understand themselves and others, and build community through shared experiences. Through programs and real-world experiences, student-athletes gain new perspectives, deepen relationships, and grow as leaders in sport and life.

Through groups like the Student-Athlete Advisory Committee (SAAC), Student-Athlete Leadership Council (SALC), leadership retreats, team programs, and the Big Ten/NCAA opportunities, student-athletes engage in meaningful development that builds self-awareness, strengthens leadership skills, and prepares them to make a lasting impact.

LEADERSHIP AND INCLUSION HIGHLIGHTS:

- Power of Us Experience Tour: Chicago
- NCAA Career in Sports Forum
- Big Ten and CBS Immersion Program
- Fall SAAC meeting
- Leadership retreat
- Big Life Series:
 - Selma to Montgomery
 - Agriculture Experience

23

out of 23
teams engaged

21

population specific
program offerings

14

leadership program
offerings





Big Ten Life Series: Selma to Montgomery
An immersive B1G 10 experience that brings student-athletes & staff together to learn about the civil rights movement, journeying from Selma to Montgomery



Big Ten Life Series: Agriculture Experience



Power of Us Experience: Chicago

OBAMA
PRESIDENTIAL
CENTER

STUDENT-ATHLETE DEVELOPMENT

We equip student-athletes with essential life skills and empower them to engage in healthy relationships. We offer comprehensive resources and dynamic programming for financial education, personal brand development, and professional readiness. Through these opportunities, we prepare student-athletes to thrive through all of life's transitions during and after their time at Wisconsin.

STUDENT-ATHLETE DEVELOPMENT HIGHLIGHTS:

- Over 125 student-athletes assisted with their transition
- 22% increase in financial literacy knowledge



1,469

hours cultivating life skills for student-athletes

98

student-athlete development program opportunities

603

student-athlete attended healthy relationships workshop

“I love the Final Frenzy. It was awesome to make a lot of connections, to work on my golf swing, to eat good food and learn about what the W Club has to offer. It was so open, fun, inclusive, and inspiring.”

MACY MOSNER
ROWING | '25



2024 Badger Built Academy
A transition program designed for student-athletes, offering guidance on key topics such as financial literacy, professional readiness, and more.

Financial Literacy



Career Liftoff



ALUMNI RELATIONS

The W Club nurtures the legacy, tradition, and values that come from the participation in intercollegiate athletics, and to deliver the services that elevate the letterwinners' lives through connections to each other, Wisconsin Athletics, the University of Wisconsin-Madison, and Badger Nation

ALUMNI ENGAGEMENT HIGHLIGHTS:

- **Expanded Alumni Engagement:** Strengthened connections in Chicago, Los Angeles, Milwaukee, and Minneapolis
- **Badger Athlete Alumni Supporting Kids:** The Women's Hockey Teddy toss and Ronald McDonald House initiatives gave letterwinners meaningful opportunities to give back, both in Madison, and beyond, through donations of meal distribution.
- **50 Years of Women's Sports:** We welcomed 50 alumnae from current and legacy sports to hold the flag during the national anthem.

3,000+

letterwinner touch points

1,600+

letterwinners attended reunions or visited Heritage Hall

40+

opportunities/events for Letterwinners to connect

150+

letterwinners engaged with our current student-athletes





Lauren O'Connor (left), Sophia Vitas (middle), and Grace Joyce (right) were honored on the field after the 2024 Paris Olympics.

Women's Hockey Teddy Toss



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