

UNIVERSITY OF MASSACHUSETTS

UNIVERSITY ATHLETIC COUNCIL

Minutes of Meeting – March 27, 2009 11:30 a.m.

PRESENT: C. Barr, P. Chiaro, J. Gladden, D. Hernandez, T. Langlais, L. Mackay, J. McCutcheon, B. O'Connor, G. Richason, T. Schoenadel, S. Upton, P. Vittum, E. Ward, R. Warnick, E. Washington, G. Wong
GUESTS J. Sarsynski, T. Milligan, K. Morris, E. Sortino
ABSENT R. Goodhue, E. May, S. Schnoerr

Opening Remarks

- Co-Chair Barr welcomed the council to the March Spring Council meeting and asked members to introduce themselves to the guest speakers.

Approval of Minutes – February 13, 2009 Minutes

- Co-Chair Barr opened the floor to discussion on the minutes. There being none, it was moved by George Richason and seconded by Jay Gladden to approve the minutes. All members voted to approve the February 13, 2009 minutes.

Meet the Coach – Kevin Morris, Head Football Coach

- Co-Chair Barr welcomed Coach Morris, an '86 Williams College graduate, to the meeting and thanked him for speaking to the council.
- Coach Morris became the Head Football Coach at UMass Athletics in Amherst this past January after having been Coach Don Brown's offensive coordinator for five years. Prior to UMass, Coach Morris was the offensive coordinator and quarterbacks coach for four seasons (2000-03) at Northeastern University before making the move to UMass with Coach Brown.
- Coach Morris discussed his excitement in heading up the football program. He reported on winter recruiting and the exciting new group of student-athletes coming in. Coach Morris also outlined the new format of the team program breaking down into six groups with thirteen athletes in each group. Each group will compete against the other in the areas of academics/ team GPA and winter weight room workouts. The team philosophy will encompass winning every day by "doing it right". Coach will encourage the student-athletes' success and growth by "keeping it flavorful and fun on and off the field".
- Questions and answers followed on the Kansas State game guarantee, the fall football schedule, sports dinner theme nights, and sports rally days.

University Marketing and Communications Strategy – Tom Milligan, Executive Vice Chancellor for University Relations

- Co-Chair Barr introduced Tom Milligan as a breath of fresh air to the University in his leading the charge of the University Marketing and Communications.
- Tom Milligan reviewed the importance of the University's branding and identity in reaching out to the public and prospective students. Milligan is implementing positive guidelines in building UMass's image. Milligan's charge is to attract the best and the brightest students, dollars to improve endowments, votes, and enhancing the University's instate image.
- Questions and answers followed on the University Admission's approach to marketing, increasing student attendance at athletic games.
- AD McCutcheon praised Tom Milligan in bringing a fresh, fun professional branding and marketing approach to the campus.

Update on Registration Appointment Modification (Priority Registration) – Barr

- Co-Chair Barr reported that the Faculty Senate voted in favor of an advanced registration process for certain cohorts on campus. This process will formally be called "Registration Appointment Modification". Any University department or program may request that a specific activity be made eligible for advanced student registration. If indeed it can be shown for a particular cohort group that the University's course registration system is problematic and impedes timely progress toward a degree, an advanced course registration appointment schedule can be implemented for this student cohort. Activities that fall into this designation may be approved for eligibility by the Provost after consultation with the Faculty Senate. The Fall 2009 appointment schedules have already been built on the SPIRE system to the earliest this advanced registration process could be put in place would be for the Spring 2010 semester.

Budget Update – McCutcheon

- AD McCutcheon discussed that no definite budgetary decisions have been made in reference to elimination of any sports. If budget cuts are made across the board, then all the teams will become less competitive and the quality of the student-athlete experience will be impacted.
- This difficult budget situation will continue to be analyzed as effectively as possible with the help of Chancellor Holub.

Athletic Department Update (McCutcheon)

- Softball has had a fantastic start with away games. The home opener is today.
- Men's lacrosse plays Penn State tomorrow; women's lacrosse plays Northwestern. Kevin Morris's sister is an Associate AD at Northwestern who happens to have eight players from Massachusetts as opposed to our seven players from Massachusetts.
- Divers qualified for the NCAA Nationals, 27 out of 35.
- Other spring sports are gearing up.

New Business

- Chancellor Holub will be attending the May 15th Athletic Council Meeting.

- The student advisory board will speak to the council to update us on their semester's activities.
- There being no other items, George Richason moved that the meeting be adjourned and Ed Ward seconded. All members voted to close the meeting.
- Meeting adjourned at 12:40 pm.