I. Call to Order
Co-Chair Lacey called the October meeting of the Academic Year to order at 11:32 a.m. and welcomed guest speakers, Derek Kellogg, Tom Doherty and Rocko DeLuca to the meeting.

II. Approval of the Minutes of September 26, 2014
Co-Chair Lacey opened the floor to discussion of the Athletic Council minutes from September 26, 2014. There being none, it was so moved by George Richason and seconded by Rebecca Spencer to accept the motion. All were in favor of approving the Minutes from the September 26, 2014 meeting.

III. Meet the Coach: Derek Kellogg, Head Coach of Men’s Basketball
Coach Kellogg was excited about the opening exhibition game last night vs. AIC, how his team performed and about his son Max featured on Mass Live with his huge Halloween wig. Coach appreciates all the people who had faith in him and his program. He gave an enthusiastic overview of the Men’s Basketball Program, his team’s roster, its schedule, recruiting and his optimistic vision for his program this year and the phenomenal growth for the University of Massachusetts as a whole, now ranked as one of the top destination Universities in the world equating an UMass degree to a lucrative stock investment. He noted that this helps in recruiting across all sports. Coach Kellogg reviewed his three tier emphasis for his team with helping his players be fully aware that they are role models for the school on the Court, in the Classroom and in the Community. Coach believes his Basketball Program sheds a light on the University and that UMass Pride is coming back in a big way. Coach is proud of the high GPA levels of his graduates who excel in post-graduate careers and of the players who continue to play professionally in a number of international venues (Chaz Williams in Turkey, Sampson Carter in Spain and Rafael Putney back from Asia and now in the NBAs D League in San Antonio. He is excited about both the
cause and competition for the Coaches vs. Cancer games at Boston’s TD North on Sunday, November 16th. UMass will play Boston College in the second game including BU vs Northeastern and Harvard vs Holy Cross.

Coach is eagerly looking forward to practicing in the new Champions Center facility, and moving all their coaches’ offices to the Champions Center building. Coach explained how the new Champions Center will impact time savings for his players. Players will not only be able to train, practice, shower and change but will also be able to have their academic study area, and group meals all under the same roof of the new CC building. Co-Chair Lacey wished Coach Kellogg luck with his upcoming season and thanked him for his leadership with the Men’s Basketball Program. Season tickets sales are currently at 102% from last year.

Coach answered questions on his team’s high APR, post-graduate careers for players, career skills, and Conference affiliations – A-10 and the American Athletic Conference.

IV. Guest Administrator – Rocko DeLuca, Senior Associate AD and Executive Director of Development

Rocko DeLuca spoke about staffing changes in the Athletic Development area. Currently underway is a national search for Katie Wood’s replacement that is frontline position as well as for Associate AD for Development. There is also an on-campus search for a new administrative staff position. Rocko distributed detailed hand-outs on Athletic Development. Rocko explained the many opportunities available to be involved with UMass Athletics by attending athletic competitions for the nineteen sports and participating in the annual Golf Tournaments for the Pond Club, the Gridiron Club, the Court Club, the Lax Backer Club and other sport specifics tournaments. Other special events include the Annual Hall of Fame Banquets, Senior Banquets, Team Events, and weekly Sports Luncheon events that highlight Head Coaches, Athletes of the Week and Senior Administrators as guest speakers.

Rocko outlined different types of financial support from donors. Gifts to the Minutemen Club help with current needs of the Department. These gifts include Unrestricted Giving as well as Direct Giving to Special Programs such as scholarships funds, Championship travel & awards, Sports Medicine and other special projects; additional support is in the form of Directed Giving to any of the nineteen Athletic Programs. Larger leadership gifts ($125,000), Major Gifts ($25,000), Special Gifts ($10,000) are considered Investment gifts that address the longer-term and special needs of the Department’s Capital Projects, Endowed Scholarship, Coaching Endowments and Planned Giving.

Recent Capital Projects include the Champions Center (Basketball Practice Facility); the Football Performance Center; the Jacobson Press & Suite Complex; Garber Field Turf Project; the Field Hockey Field Project; the UMass Boathouse; Sortino Field, as well as other facilities enhancements and equipment. Rocko DeLuca reviewed Annual Gifts made to UMass Athletics Minutemen Club and the nineteen specific sports from FY’09 to FY’15. Also reviewed were Donations to UMass Athletics from FY04 – FY14. A breakdown of Donations included Endowments, Realized Bequests, Capital Projects, Annual Giving, and
Pledges. A critical issue for development is to develop relationships with season ticket holders and this is one of the better means of developing/enhancing/engaging various alumni and supporters of UMass Athletics.

Rocko answered a number of questions on the following topics: the percentage of gifts from families of student-athletes and post-graduates of each of the sport programs; Leadership within the specific booster clubs being key in development; the comparison of UMass’s Development staff to other schools in the A-10 as well as ideal models for contributions with other peer groups; and costs of Courtside Seats that are $10,000.

V. Subcommittee Assignments – Nelson Lacey

Co-Chair Lacey distributed the most up-to-date Subcommittee Assignment sheets is open to requests on preference changes after today’s meeting. Members are assigned to two subcommittees as opposed to three as in past years, which proved to be too much of a time commitment. Subcommittee Chairs will be contacting members before the end of the semester. The Finance Subcommittee will meet after Thanksgiving Break and has requested as much data as possible for the Ad Hoc Meeting on December 11 and the last Faculty Senate Meeting. Co-Chair Lacey encouraged council members to contact him with any concerns, questions, or issues.

VI. Athletic Department Update by Senior AD Rocko DeLuca

- Football has only three games left in the season with fans excited and already looking forward to next year. Football is ranked #17 overall in total offense and has the #2 quarterback in the country in passing yardage. Two players – T. Sharpe (WR) and J. Sifrin (TE) are also receiving national recognition for performances.
- The Ball State Football Game on November 12th will be broadcasted on ESPN2 or ESPNU nationally starting at 8pm. Tailgating will start at 5 pm.
- Sports Programs on the road this weekend include Women’s Soccer who has a strong chance for the playoffs.
- Field Hockey, ranked #7 in the country is also on the road.
- Cross Country is looking to be a top contender in the A-10 Championship.
- Rowing has had a phenomenal fall season.
- Men’s Soccer had a tough loss last night and is experiencing a challenging coaching transition after beloved Coach Koch’s passing this summer. Men’s Soccer’s competition remains fierce this year.
- Men’s Hockey is in Maine this weekend and has had quality wins recently.
- Future football scheduling remains successful with University of Hawaii now on the schedule for 2016.
- Conference opportunities remain a topic of conversation.
• Men’s Basketball is underway soon with their conference season opener vs. Siena at home on Friday, November 14th.

VIII. New Business

• Rebecca suggested the Council invites members from the SAAC Board to speak at future meetings.
• Ernie May asked about the charges or goals of each of the subcommittees. Faculty Athletic Representative Rebecca Spencer and Co-Chairs reviewed that Academics meets with Joan Hopkins, Associate AD for Academics and SWA for a review and summary of Academics. Each of the subcommittees meets with their respective Senior Staff within Athletics. A discussion followed on the advisory role of the subcommittees including the Vision’s Subcommittee chaired by Bob Goodhue.
• Ed Ward asked to revisit the feasibility of the Bubble Project for an indoor practice facility for football and to address the next steps to further its cause.
• November 28th is Family Fun Day at UMass Football vs. Buffalo as well as Faculty and Staff Recognition Day. The Band will be facing the Press Box in future performances.
• The November meeting of the AC will be on Friday, November 21, 2014.

Co-Chair Schoenadel called for a motion to close the meeting. George Richason so moved to close the meeting at 12:48 pm. Ed Ward seconded the motion. Meeting was adjourned at 12:48 pm.