Athletic Council Meeting Agenda and Minutes

1. Welcome and Introductions
   Nelson Lacey opened the meeting at 10:02AM and asked members to introduce themselves and then the approval of the April 2015 minutes was taken.

2. Report from the Nominating Committee: Sam Hazen
   Nelson then accepted the Report from the Nominating Committee (Schnabl and Goodhue) to put forward the names of Pat Vittum and Sam Hazen as Co-Chairs and Rod Warnick as Secretary of the Athletic Council. Vote was unanimous and Pat Vittum thanked Nelson Lacy for his guidance over the past few years.

3. Meet the Athletic Administrator: Rob Peterson, Associate Director of Athletics for Finance and Administration
   Rob Peterson was introduced as the new Associate AD of Finance for Athletics and spoke to his start at UMass in July 2015 and how he became interested and reviewed his background with finance and facilities at South Dakota State University and his work with Carr Sports. After his first three months, he was pleased with the new software that allows coaches and staff to review day-to-day expenses and the positive meetings with Ruth Yanka which will help the department in recruitment and overall budgeting. Nelson Lacy inquired about the 2016 Budget and Rob Peterson indicated that the budget would be very similar to 2015 and is being closely monitored to the budgeted numbers and he also stressed the importance of revenue enhancement through the success of the revenue sports. Rob’s introduction drew the discussion around to the finances of the Athletic Department including topics of cost of attendance (COA) and overall budget issues.
The question of COA came up and Ryan Bamford indicated that the full cost will be approximately $1600 per full scholarship student athlete per year and the disbursements will be made four times per year at $400 increments. Student athletes are also reimbursed for books up to $800. The full COA will be approximately $385,000 this year and this number will grow as we increase the female student athlete budget. The department will be engaged in a zero-base budget this year to more fully assess the program needs to make sure we are allocating resources to the right areas and to also make certain we are equitable with a priority on helping student athletes to succeed. The Chancellor’s Office has also provided $250,000 toward the transition of $385,000 and the other funds will be reallocated from other areas.

Ed Ward commented on the department being underfunded for a number of years and Ryan Bamford commented that our Athletic Fee is the lowest of nearly every nearby competing program and the fee was raised $20 per student this year with the bulk of this fee going to fund student engagement including activities to support tailgating programming, Olympic sports, and general programming to increase awareness and outreach.

Ryan also commented that he would continue to try to add value to the program in ways that may not require dollars immediately and has addressed the issues of what can be done for the individual sport programs and student athletes that does not cost money. Some of this work will involve the use of social media, more outreach and engagement with coaches and student athletes and there will continue to methods examined to grow revenue and investments in other ways.

Rebecca Spencer who arrived late introduced herself to the council membership.

4. NCAA Academic Program Review and Certification: Joan Hopkins

Joan Hopkins indicated that the date for the Academic Audit by the National Association of Academic Advisors will be October 25-26, 2015. The review committee will be meeting with Athletic Department staff, the chairs of the Athletic Council, the FAR, the AD, and Senior Associate for Internal Affairs. They will also be talking to student athletes, tutors and employees of the Student Academic Services Department. They does not appear to be the need to conduct a student athlete survey, but it was discussed briefly that we did an extensive survey back under Elaine Sortino’s guidance of more that 500 of our student athletes.

Joan commented on the renewed energy in the department and the busy nature of the Add-Drop period in the office and academic advising period. Upcoming events included Maroon Week beginning on October 19th; Etiquette Dinner with the HTM Department and student athletes on October 20th; an upcoming Career Forum with 25 different employers that will include speed interviewing, Career Fair and the appearance of five local alumni/employers meeting with the student athletes as well. Other activities that Joan described included sophomore resume boot camp and internship placement; freshmen – “Your Winning Season”
– a one-credit class for every freshmen held every week. An Alumni Panel will meet with student athletes before Homecoming on marketing and developing a brand image. The Basketball Programs have been developing an on-going relationship with the Boys and Girls Clubs and will work with them to have them attend basketball games during the season. Joan is also teaching an online Career Class and is covering such topics transitioning to life after athletics, setting up personal budgets and starting your first job.

5. **Athletic Council Sub-Committee Structure: New Chair(s), Rebecca Spencer, FAR**

The subcommittees for the Athletic Council were discussed and the committees and the members’ respective choices were to be sent to Julie for tallying and review by the co-chairs. Rebecca Spencer commented on the new Student Athlete Health and Wellness/Mental Health Subcommittee to help us respond to the NCAA’s on-going emphasis on concussions and general mental health issues.

6. **Report From The Athletic Department: Ryan Bamford, Director of Athletics**

Ryan Bamford, AD commented on the busy summer season including the filling and hiring of 6-7 senior staff positions including the placement of D. Griffin; A. Pandiani; T. McElroy; M. O’Mara; R. Boudway, K. Wisssmann and R. Peterson. Ryan also commented on examining the structure of the department and looking at ways to add value, prioritize goals both short and long term, our visibility on campus and externally throughout the state and region and especially our place in the eastern part of the Commonwealth. There were no major changes with the coaching staff over the summer and the hiring of the support staff of Kevin Wisssmann will help in working with the UMass procurement system and Auxiliary Services. Current goals will include more work on the budgeting process; building strategic planning and constant attention to building a program of national prominence and conference affiliation. He has felt great about the progress so far and the addition of Darrice Griffin to handle the day-to-day operations will enhance our internal operations and will be sharing our external relations staff in the coming meetings.

Champions Center is now open and we have taken occupancy after a setback of a flood required the replacement of the basketball courts. The basketball coaches offices are now located in the Champions Center and some changes in the old offices will also occur in the coming months. The building itself is a “game changer” just as the addition of the Football Performance Center has helped Coach Whipple and the football program.

Other items discussed included John Calipari’s Basketball Hall of Fame visit; the University of Colorado’s facilities; the new hires and replacement of a number of part-time staff; the addition of an Associate AD of Communications; the connectivity issues on campus and around the athletic facilities to keep students involved; and ticket sales for first home game at Gillette against Temple, the
Notre Dame game and train from Chicago to South Bend and the Alumni Pep Rally in Chicago; and the need to upgrade/update facilities in Boyden.

7. New Business

It was brought to our attention the passing of former soccer coach, Joe Maroni, a national Hall of Fame Coach who went onto UConn and M. O’Mara will look into this for the department.

Ryan discussed meeting the Chamber Breakfast; discussing conference affiliation; and the need to build strong strategic planning for the opportunity to set up UMass for both the next 25 to 50 years now.

Nelson Lacy is serving as the representative to the COIA – Coalition on Intercollegiate Athletics – group of Faculty Senate Reps from across the country with some 60 universities that serve to monitor the role of athletics in academia. Some questions revolved around the placement and role of the COA with the Faculty Senate and MJ Peterson will bring this back to the Rules Committee for more clarification.

Remaining Fall Council Meetings

10 am – 11:30 am – Recreation Center Conference Room 117

- Friday, October 23
- Friday, November 20
- Friday, December 11

Meeting was adjourned at 11:29AM.

Respectfully submitted;

Rod Warnick
Secretary, Athletic Council