2009-2010 ANNUAL REPORT

of the

ATHLETIC COUNCIL

UNIVERSITY OF MASSACHUSETTS AMHERST

Presented at the
704th Regular Meeting of the Faculty Senate
March 24, 2011

COUNCIL MEMBERSHIP

Representing the Faculty
Carol Barr (Co-Chair)
Marilyn Billings
Dayo Gore
Tracy Schoenadel
Rebecca Spencer
Patricia Vittum (Secretary)
Rod Warnick (Co-Chair)
Ernest Washington (Resigned April 2010)

Representing the Alumni
Robert Goodhue
George Richason, Jr.
Ed Ward

Representing the Students
Chris Celano
Pete Chiaro
Jennifer Corriveau
Danielle Grobmyer
Li Gu (Representing Graduate Students)
Ben Johnson
John Ihne
Tyler Langlais
Samantha Schnoerr

Ex-Officio Members
Ernest May (non-voting, Faculty Senate)
John McCutcheon (non-voting, Director of Athletics)
Steve Upton (voting, University Advancement designee)
Glenn Wong (voting, NCAA Faculty Athletic Representative)

Submitted March 2011
I. ATHLETIC COUNCIL OVERVIEW

According to Section 4: paragraph 5-4-1 of the Bylaws of the University of Massachusetts Amherst’s Faculty Senate (May, 2004), the Athletic Council is responsible for implementing a “Statement of Athletic Policy” and reporting to the Faculty Senate and Student Government Association on an annual basis. This bylaw statement may be found at the Faculty Senate Web site along with the current membership, copies of the minutes and annual reports. Please see <www.umass.edu/senate/councils/athletic.html> for full updated and archived reports.

A. Introduction. In accordance with its mission, the Athletic Council (hereafter the Council) held seven regularly scheduled meetings during the academic year 2009-10. Five subcommittees (Finance; Facilities; Compliance; Academics; and Equity, Minority Opportunities and Student Athlete Welfare) were charged to focus on issues within their purview. A summary of each of the subcommittee reports appears within this report.

The Council’s meetings were organized around an agenda that included but was not limited to (1) brief reports from representatives of the Athletic Department, (2) discussion of items of current interest to the Council, (3) reports from the five active subcommittees, (4) reports from invited guests, and (5) reports from coaches and administrators/staff.

Last year’s Athletic Department representatives included John McCutcheon (Director of Athletics), Tim Kenney (Senior Associate Athletic Director for Advancement and Athletic Development), Elaine Sortino (Associate Athletic Director and Senior Women's Administrator), Kim Callicoate (Associate Athletic Director for Compliance), Carol Ford (Assistant Athletic Director), Jeff Smith (Associate Athletic Director of Athletic Training and Head Athletic Trainer), Joan Hopkins (Associate Athletic Director for Academic Support Services), Josh Maurer (Manager of Broadcast Properties and “Voice of the Minutemen”), Jason Yellin; (Associate Athletic Director for Media Relations) and the regular attendance and note-taker, Julie Sarsynski, (Athletics Office Manager).

Last year’s special invited guests included:

- Chancellor Robert Holub (Toured Campus Recreation Center with AC members)
- Cleve Carrens, Project Manager – Campus Recreation Center
- Angela Napoli, Interim Head Women’s Soccer Coach
- Zuma Garcia, Campus Recreation Director
- Jon Westover, UMass Admissions
- Ed Matz, Head Women’s Soccer Coach (New Hire)
- Linda Reed, Registrar’s Office.

In addition to issues that faced the Council on an on-going basis, these topics dominated the agenda over 2009-10:

1. The Recreation Center project update and its scheduled opening in November 2009, including a tour and co-chair participation in the Dedication Ceremony on December 3, 2009
2. Course registration process, the RAM, for student-athletes
3. APR reports and compliance issues
4. Gender and minority equity and opportunity within the Athletic Department.
5. Media Relations enhancements
6. UMass Men’s Basketball scheduling
7. UMass Athletic Department Pregnancy Policy
8. Athletic Injury and Training Report
9. The Council also heard from the Glenn Wong on the search for a new Women’s Basketball Coach, and received a report from the Student Athlete Advisory Committee (Jennifer Correvia and John Ihne)

B. Council Structure. The membership list of the Council included eight faculty members/librarians (appointed by the Faculty Senate), three members appointed by the Alumni Association, four ex-officio members (Director of Athletics, NCAA Faculty Athletics Representative, Secretary of the Faculty Senate, and a designee from the office of the Vice Chancellor for University Advancement) and eight student members. The full roster of the Athletic Council appears on the cover page of this document. Each member of the Athletic Council is also appointed to one of six (6) subcommittees.

C. Attendance Records. Attendance records for the 2009-10 year (meetings attended/meetings eligible as member) for each member of the Council:

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<th>Faculty, Alumni, and Ex-Officio</th>
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<tr>
<td>Barr ................................5/7</td>
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<td>Billings ..........................2/4*</td>
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<td>Goodhue .........................6/7</td>
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<td>May .............................0/3*</td>
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| Spencer ....................4/4* |
| Upton ....................6/7 |
| Vittum ...................5/7 |
| Ward .....................7/7 |
| Washington .............3/7 |
| Wong 5/7 |

* Mid-year appointment/service

<table>
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<td>Langlais .......................2/3**</td>
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<td>Schnoerr .......................1/7</td>
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** Late or mid-year appointment/service

D. Meetings Schedule – 2009-2010 Academic Year. Council meetings took place on:

Friday, September 11, 2009; October meeting cancelled due to conflicting schedules; Friday, November 13, 2009; Friday, February 5, 2010; Friday, March 5, 2010; Friday, April 2, 2010; and Friday, May 7, 2010.

II. OUTSTANDING ATHLETIC ACCOMPLISHMENTS DURING 2009-2010

The Athletic Department and Media Relations provided this overview of the success of UMass Athletics in the 2009-2010 Academic Year including academic, athletic, facility upgrades and media exposure.

Academic Success

- 2009-2010 academic year
  - 408 student athletes had a term GPA above 3.0 for at least one semester.
  - 21 student athletes had a term GPA of 4.0 for at least one semester.
- On average, 98 student-athletes were named to A-10 Commissioner’s Honor Roll since Fall of 2008 (earning a GPA of 3.5 or better).
In the most recent NCAA Academic Progress Rate Report, released in spring of 2010:
- The men’s sports had a composite score of 954/1000, with all 10 teams’ multi-year rates above the cut score of 925.
- The women’s sports had a composite score of 989/1000, with all 11 teams at or above a 970.
- The composite multi-year rate for UMass was a 971, seven points higher than the national average for all Division I institutions of 964.

**Athletic Success**
- In 2009-2010, UMass teams won three conference championships and three teams reached NCAA tournaments.
- The softball program won an all-sport conference record 23 A-10 Conference championships and made 17 NCAA appearances.
- Athletes at the professional level:
  - In 2010, nine former UMass football players were in NFL training camps and seven of those players (a school record) were on NFL rosters.
  - In addition to football, since 2008, nine former UMass athletes have played at the professional level in basketball, ice hockey, baseball, Men’s Lacrosse.
  - In the 2010 NFL Second-Round Draft pick Vladimir Ducasse (New York Jets) was the highest selected UMass player in more than 40 years. He was also the highest drafted player from all of FCS in 2010. Ducasse was an All-American lineman at UMass.

**Other Success**
- Largest single gift to the Athletic Department in history - $10 million irrevocable bequest.
- Gender equity compliance for 2009-2010 Academic Year.
  - Successfully closed the scholarship budget gender equity gap between men’s and women’s programs.
  - Added several coaching staff positions to female programs.
  - Increased female programs recruiting budgets.
- Facility Additions and Improvements
  - Opened the new Recreation Center in the Fall of 2009. The Center is 120,000 sq. feet and boasts basketball courts, three floors of cardio equipment, free weights, three exercise rooms, a jogging track, and court side café.
  - McGuirk Stadium, home of UMass Football and UMass Women’s Lacrosse.
  - Installed permanent high definition television level-lighting, installed a new video scoreboard and PA system, and completed banner image enhancement project.
  - Garber Field, home of UMass Men’s Lacrosse and UMass Field Hockey.
  - Installed new bleachers, new press box, and have completed image enhancement projects throughout the facility.
  - Boyden Gym
  - Currently completing the renovation of space for teams and offices including added new locker rooms for Women’s Rowing, tennis, Women’s Lacrosse and Softball and doubled the size of the training room to accommodate the needs of the 700+ student athletes.
  - Mullins Center
  - Renovated basketball offices and completed banner image enhancement project inside and outside of Mullins Center.

**Exposure**
- **Television Appearances**
  - More than 150 games on TV including 67 national showings and 84 regional/local appearances in 13 different sports.
• The UMass-New Hampshire football game at Gillette Stadium, the 2010 Colonial Clash, drew a 0.88 Nielsen rating, equating to 1.12 million households in the on Oct. 23, 2010.

• UMass’ mascot Sam The Minuteman filmed two TV commercials for ESPN’s “This Is SportsCenter.” They included commercial appearances with future Hall of Famer Brett Favre in Fall of 2009 and 2010 World Series champ Tim Lincecum of the San Francisco Giants.

• Launched an initiative where 100 games for all sports to air on CBS 3 Now, a digital TV station of CBS 3 Springfield.

• Statewide Outreach Games

  • Basketball team played two games at TD Garden in Boston, drawing close to 20,000 fans vs. Memphis & Boston College.
  • Basketball played “home” games at MassMutual Center in Springfield each season, drawing more than 15,000 total fans.

• Website, Multimedia Traffic

  • The UMassAthletics.com web site receives close to 1,000,000 page views per month on average and set a record with 1.1 million in September 2010. Web site traffic has grown 200 percent since 2008. The site ranks nationally in the Top 50 in web traffic. The site is also among the Top 25 in All-Access video subscriptions and online store revenue.

III. OVERVIEW OF THE ATHLETIC COUNCIL’S 2009-2010 ACTIVITIES

The Athletic Council is responsible for making recommendations on policy and providing advice on general operations of the Department of Athletics at the University of Massachusetts Amherst. The Department of Athletics has long been visible regionally and nationally, achieving success both in the classroom and on the playing fields. The University maintains its long tradition of balance between academics and athletics.

During the 2009-2010 year, the Athletic Council worked in an advisory capacity with the Athletic Director John McCutcheon and other athletic department staff members on the budget concerns given the ongoing budget issues that were experienced by the University and the Athletic Department in general. The Athletic Council felt it was important that a representative join the Chancellor’s Budget Planning Task Force and Co-Chair Barr continued to serve on this Task Force through the AY 2009-2010.

Highlights of the Athletic Council’s Report for 2009-2010 including the following:

1. Opening and Dedication of the Campus Recreation Center – November/December 2009
2. Registration Process for Student Athletes
3. Gender Equity and Diversity Planning
4. Academic Vision Plan for the Athletic Department

Campus Recreation Center Opening and Dedication. After some delay in the opening of the Campus Recreation Center, a soft opening occurred in the Fall semester 2009 and the full opening and dedication occurred on December 3, 2009. Included in the dedication ceremony was a presentation from Co-Chair Barr on the significance and importance to the student body and the Athletic Department in providing a new facility dedicated to the improvement of the quality and health of the University’s population. Especially noteworthy was the acknowledgement of the work of the students from nearly a decade ago who voiced their opinions on the need for a new Campus Recreation Center, its importance to the fabric of the University and the diligent work of the Athletic Council and the Athletic Department to move the construction of the facility to being a high priority. The newly completed Campus Recreation Center was described as a beacon of light and non-stop activity viewable through the glass walls and beacon of campus activity and a symbol or identity marker to the campus.

After the review of pending opening of the Campus Recreation Center, the Director, Zulma Garcia, attended the November 2009 AC Meeting and reported that student use of recreation facilities had increased by 30-
Of particular interest was the certificate of occupancy, the architectural design and award nominations, circulation/parking/access issues, and increased use of classes and programs at the center. In particular, the Campus Recreation Center’s staff were amazed at the increased demand, the number of new members using the facility and, in particular, the requests for tours by perspective students and current students who want to tour and show the facility to their parents. AC student members also noted that the new Campus Recreation Center provides us with another recruitment advantage for students and student athletes, as it is high on the campus tour requests. Preliminary figures indicate that projected use of the facility could average in the range of 5,000-8,000 visits per day.

**Registration Process for Student Athletes.** The Athletic Council reviewed and provided support for the Registration Appointment Modification (RAM) for student athletes. This process was and is intended to provide registration assistance to student athletes and was implemented for the first time in the April pre-registration process for student athletes and other affected groups for the Fall semester 2010 registration period. This process is open not only to student athletes but also to other students from across campus who have unusual university-specific commitments. RAM will be especially helpful to student athletes in order to accommodate their schedules for team practices, workout sessions/athletic training and game competition commitments. Equally important is ensuring that student athletes are making significant academic progress and there is a new NCAA requirement called the Academic Progress Report (APR) that now monitors all student athletes by team.

**Gender Equity and Diversity Planning.** The Director and Senior Women’s Administrator of Athletics have been charged with reporting annually to the Council on the representation, opportunities, and support services provided by the department to minority student athletes, as well as the attention given to the representation in coaching and administrative positions. This report also serves to provide monitoring and reporting on Title IX compliance, gender issues and general student athlete welfare. Specific sections of the report include participation or roster management; student-athlete minority opportunity; scholarships; athletic department staffing; and student-athlete welfare.

The Department of Athletics also annually provides the NCAA with information on the ethnicity of student athletes and these data are broken down into required NCAA categories and are collected for all student athletes and for all scholarship student athletes specifically. Participation numbers by gender and race and scholarship aid by gender and race and Athletic Department staffing are included in the Committee Reports on Compliance noted later.

Student athlete welfare is a major focus in the Athletic Department. Two committees remained highly active during the past year on this topic – the Student Athlete Welfare Group and the Diversity Group. The Student Athlete Welfare Group expanded its staff during the past year and now includes a broader range of Athletic Department staff and this committee now meets monthly. The Diversity Group, formed in the Spring Semester of 2010, also consists of a broad base of Athletic Department staff and also met monthly and it focuses on diversity issues of both student athletes and staff.

The Athletic Department and the Athletic Council did review and pass a Pregnancy Policy. The policy creates “a safe environment by encouraging the student athlete to voluntarily reveal a pregnancy in order for the University to provide optimal support for the physical and mental health of the pregnant or parent student athlete and the unborn child with professional health care.”

**Academic Vision Plan for the Athletic Department.** A preliminary draft of a strategic plan for the Athletic Department was reviewed by the Vision Subcommittee in May 2010. It will be further refined and adopted in the coming year.

The Council also carefully reviewed issues on admission procedures, student athlete disciplinary issues, compliance issues, team sport scheduling, pending NCAA legislation, student academic support services, athletic training and injury reporting, SAAC reporting, and the financial standing of the department, athletic
ticket sales, practice facility timing and issues, and attention to the registration process for student athletes. These issues and others are discussed in more detail in the subcommittee reports that follow.

IV. ATHLETIC COUNCIL SUBCOMMITTEE REPORTS

The following are the reports from the Athletic Council Subcommittees:

The Athletic Council has six subcommittees, with five to eight members appointed (by the Co-Chairs) to each. In addition, at least one member of the Department of Athletics is assigned (by the Director of Athletics) to work directly with each subcommittee. Each of these department liaisons has been very cooperative and provided all information that was requested, as well as unsolicited information that could further enhance understanding of the items under discussion. Each subcommittee meets, on average, once per semester.

A. Academics Committee Report

The Academics Subcommittee receives reports and monitors the academic performance of team members. This includes team graduation rates, team GPA, and academic progress. The Academic Subcommittee also addresses issues pertinent to the academic performance and support provided to student athletes. Joan Hopkins has served as the Athletic Department Representative to this subcommittee and to the Council and Carol Barr served at the Committee Chair for this area.

Topics Discussed:

1) Registration Appointment Modification (RAM). The Registration Appointment Modification Policy was approved by the Faculty Senate on March 12, 2009. This policy states that various student cohorts across campus may, within the current University course registration system, incur difficulties in registering for certain courses needed to fulfill their requirements toward graduation. If indeed the current University course registration system is problematic to a particular student cohort and impedes timely progress toward a degree, an advanced course registration appointment schedule should be implemented for this student cohort. Any University department or program, including athletics, may request that a specific activity be made eligible for advanced student registration. These requests will be reviewed and approved by the Provost, after consultation with the Faculty Senate. The RAM system was first tested in the Fall semester 2009 and then more fully implemented in the Spring semester 2010. Joan Hopkins, Associate AD, publically thanked the Council for their vital role in helping bring Registration Appointment Modification (RAM) to fruition and approval at March 2010 AC meeting and then later reported on the first success of the registration process in the spring semester 2010. Nearly 95% of the student athletes eligible to participate completed the registration under this system in a timely manner.

2) Student Athlete Management System. Student Athlete Management System (SAM) has been implemented within Academic Support Services. SAM is a software tracking system that helps Academic Support Services to track and monitor all student athletes’ status and progress in the classroom, keeps notes on those who may need help in tutorials, and tracks APR (academic progress rate). SAM also helps to eliminate a slow paper trail. The possibilities of integrating SAM features into or with SPARK are being explored. SPARK is the University’s online learning management system for both full-time and online students. Its features assist faculty and students in the management of courses and it has the ability to automatically send emails to students and groups of students such as student athletes who can be identified by the instructors. SPARK also keeps an active grade book, calendar, assignments and assessment components online and accessible to students where counselors may be able to assist student athletes in monitoring their progress.

3) CHAMPS Program. Tami Drummond, Assistant Director of Academic Support Services, reviewed the Life skills programs and the “Challenging Athletes Minds for Permanent Success” (CHAMPS) program, which is a challenge program based on a point system to encourage friendly competition among the UMass athletic teams. The areas of competition are personal development, community service, academic progress and
success. January’s winner of the CHAMPS trophy was Softball, with Women’s Crew and Field Hockey next in the runner-ups.

4) **FLAG Program.** The Council was updated on the FLAG system that helps monitor risk factors on incoming student athletes. This is a program introduced by the NCAA to assist student athletes who might be at risk in a college environment. Such risk factors may be a low high school GPA, a low score on SATs, a learning disability, being a first generation college student, and low resources.

5) **Issues or Areas of Concern Discussed:**
   a) **Course Schedules:** Some courses are scheduled on the same days/times each semester year after year. This can be problematic for some student athletes in certain majors when this course is the only section offered and the days/times for both semesters conflict with dedicated practice times of their respective athletic teams.
   b) **Faculty Reports on Student Athletes.** Student athlete progress reports submitted by faculty continue to be an area of concern with Academic Support Services. The Academic Support unit within Athletics is continuing to look for ways to increase submission of this information from faculty members as it helps them to be informed and better able to work with the student athletes on academic issues and areas of concern. Faculty who teach courses in which high-risk student athletes are enrolled are personally called if the Academic Support Services unit does not receive a progress report from them.
   c) **Privacy Issues.** Privacy issues in the Academic Support Services area are a concern as the advisors work out of cubicles with low-rise walls and doors. This makes it difficult for confidential conversations with student athletes to take place.

6) **Special Guests and Reports.**
   **Admissions Department Report.** Jon Westover, the Athletic Department’s liaison staff member in the Admissions Office met with the Athletic Council during the February 2010 Athletic Council meeting. Jon Westover provided an overview of the admissions process and his role overseeing all incoming freshman applications. Jon has fifteen professional staff members reviewing all applications. The admissions funnel usually begins with an online application form followed up by campus tours and visits averaging over 30,000 visitors a year including 5,000 visitors at open houses. Admission staff members are out on the road each fall visiting 1,100 high schools and college fairs with the goal of increasing out-of-state applications and are now targeting such states as California, Florida, Illinois, Minnesota and the upper Mid-West. Jon also commented and explained what’s involved in helping high school and college coaches navigate the student athlete’s admission process. Jon pre-screens all athlete applications and their high school transcripts. Jon advocates for UMass emphasizing strong school spirit and sense of community, strength of diverse academic offerings, and the economic savings in attending UMass.

   **Registrar’s Office Report.** Linda Reed of the Registrar’s Office met with the Athletic Council as part of the Academic Committee recommendation at the April 2010 meeting. Linda has been part of the Registrar’s Office for nearly 30 years and has worked on NCAA Compliance since 1987. She reviewed the typical yearly schedule for certifying NCAA graduation rates, eligibility qualifications, and NCAA compliance issues for all student athletes. She works closely with the Athletic Department’s Compliance Office on both compliance and eligibility issues. The reporting and monitoring requirements have increased significantly in recent years especially with more attention now to the Academic Progress Reports (APRs). She also attends monthly coaches meetings in the Athletic Department and the Northeast Regional NCAA Rules Compliance Meeting each year as part of her responsibilities.
7) **Data Reports for Athletic Council:**
   a) **Academic Progress Rate Institutional Report (2008-2009):**
      The multi-year APR rate (2005 – 2009 academic years) for UMass Amherst indicates no athletic team falling below the minimum 925 APR required by the NCAA which indicates 92.5% academic retention and eligibility. No team fell below the 925 rates for the multi-year review.
      
      The most recent 2008-2009 one-year APR data indicates only two athletic teams fell below the 925 rate – Men’s Basketball and Men’s Cross Country. This compares to the previous period when two athletic teams fell below the 925 APR level (Football and Men’s Swimming).
   
   b) **Graduation Rates Report.** The 2002-2003 freshmen-cohort graduation rates when allowing for 6 years to graduate show student athletes graduating at 49% compared to all students at 66% rate. The four-class average indicates that student athletes possess a 59% graduation rates compared to 67% for all students. The student athlete graduation success rate that measures the graduation rate of scholarship athletes excluding transfer student athletes shows UMass at a 77% graduation rate for the most recent cohort. For more detail on graduation rates by team and other demographic attributes, please see the NCAA website at [<fs.ncaa.org/Docs/newmedia/public/rates/index.html>](http://fs.ncaa.org/Docs/newmedia/public/rates/index.html)

B. **Compliance Committee Report**

The Compliance Subcommittee reviews the Department of Athletics efforts to comply with NCAA regulations and mandates. The Subcommittee meets near the end of each semester to review the functions of the Athletic Department Compliance Office. For the AY 2009-2010, the Subcommittee met on May 4, 2010 for review of compliance issues for Spring Semester 2010 and on December 10, 2009 for a review of compliance issues for the Fall semester 2009.

Every coaching staff member must complete an annual exam that tests knowledge of recruiting regulations, along with other NCAA-mandated rules. A member of the Compliance Office and the Faculty Athletics Representative or a designee proctors this exam. The Compliance Office meets monthly with the coaching staff of all sports to discuss and review NCAA legislation and compliance activities.

The Athletic Department Compliance Director, Kim Callicoate, and Assistant Athletic Director for Compliance, Carol Ford met with the Compliance Subcommittee each semester of AY 2009-2010. A working agenda included a Compliance Department Update covering violations, special assistance fund, waivers, APR reports, coaches meetings and pending NCAA legislation.

Seven (7) violations were reported since July 2009 that were addressed and corrective actions taken where necessary. These violations were considered minor and all were self-reported. Men’s Basketball reported a violation that also affected numerous other coaches along the east coast who attended an AAU tournament in Orlando and conducted interviews with an ESPN reporter. Women’s Basketball violation, August 2009 when a women’s assistant coach called a recruit who was a high school junior. Women’s Crew, September 2009 sent a text message to a recruit during an official visit. Women’s Lacrosse violation in September 2009 sent recruiting materials to a high school sophomore. Women’s Swimming had two (2) violations – one in October 2009 for texting during an official visit with a recruit and in November 2009 an assistant coach contacted via email a student athlete at American University without the school’s permission. Women’s Soccer reported a violation in February 2010 when coach had an on-campus contact during a dead recruiting period. The inappropriate text messages are labeled as Level 1 violations and the minor violation in Women’s Basketball was a result of the incorrect information listed on prospect web site.

The SAF (special assistance fund) has been renamed to be called the “Special Athletic Opportunity Fund” and this fund name was enacted this past year. Funds come from the NCAA per settlement of the White Case and funding set aside with the NCAA and CBS Sport Broadcasting Contract. Abbie Thornblach was administering
this fund up until her resignation on April 16, 2010. A graduate assistant will now be hired to pick up the fund and continue to manage it. No final financial report was available at the reporting deadline. The most common issue continues to be receipts for medical assistance and covers some preventive procedures such as dental and prescriptions where there is financial need. Other coverage includes insurance coverage and various incidentals for those student athletes determined to qualify under financial need. The fund could also cover certain types of travel home for emergencies and some clothing, summer school expenses, and also international taxes for those determined to have high need. For example, one international player was assisted as the athletic scholarship was considered to be income earned and taxed at the home country’s appropriate level.

Representatives from the Athletic Department, met with the Compliance Subcommittee to provide an update on a variety of items including the Special Assistance Fund (a fund this year of $166,000 that is used to assist student athletes experiencing or having financial need with financial assistance to cover such items as health insurance and clothing); Initial Eligibility or Extension Waivers for student athletes; and Medical Hardship Waivers for student athletes. One minor athletic violation and one other violation were reported to the NCAA during this period with appropriate action being taken (rules education of the coaching staff and student athletes, and, in one case, a student athlete being held from competition until reinstated by the NCAA).

Update on Faculty Athletic Representative (FAR) Duties and Progress Report. Glenn Wong, Professor of Sport Management and current UMass FAR, provided an update on the FAR (faculty athletic representative) issues he dealt with over winter and spring semesters. Glenn continues to see overall more faculty involvement and visibility of the FARs especially with the appointment of the new A10 Commissioner, Bernadette McGlade. In fact, there was an A10 Leadership Conference in January 21, 2010 in Philadelphia made up of Athletic Directors, Senior Women Administrators and Faculty Athletic Representatives. Instead of focusing on preparing a major strategic plan with so much uncertainty regarding conference realignment, the A10 group conducted “Strategic Initiatives Sessions” at this conference. Separate sessions were held for ADs, SWAs and FARs. In the FAR meetings there were three (3) major focuses:

- Role in Conference. FARs generally agreed that their main task was to represent the faculty interest and the academic side. Topics of discussion include missed class time, rotation of championship dates to avoid more final exam conflicts; and the A10 and NCAA playoffs impacting student academics. A rule did pass that 20% of the NCAA Council/Cabinet be made up of FARs. The topic of diversity was also discussed at these meetings and it continues to be a concern but searches also must find the most qualified athletic staff to fit their needs. Nevertheless, it was clear that FARs will have a more active role in both the A10 and NCAAs in the future.

- Strategic Plan versus Strategic Initiatives. The initial plan to develop a strategic plan for the A10 Conference has been replaced with a plan to develop strategic initiatives as a more flexible approach given the complexity of conference realignment. It was felt that this would allow the conference to be more flexible, responsive and fast acting in the coming months regarding a number of issues.

- A10 Conference Changes and Preparation for Change. Part of these meetings included whether the A10 will be able to make significant changes which may include A10 scheduling requirements; facility upgrades; strength of schedule issues among others.

As part of this process, the A10 Conference brought in a consultant from TCG Consulting, to help work through the joint strategic initiatives sessions at the January 2010 A10 Winter meeting. This was a two hour session and a committee was formed consisting of two (2) athletic directors (GW and Duquesne); one (1) SWA (Fordham); one FAR (UMass); and three presidents (Dayton, St. Joes and GW). The A10 Commissioner has also formed a Strategic Planning Committee comprised of three (3) Presidents, a SWA, an AD and an FAR. Glenn Wong has been appointed as the FAR to this committee. The committee has been charged with five (5) areas to focus upon:

1. Conference Membership
2. Institutional Competitive Operating Standards
3. Conference Revenues and Distribution
4. Student Athlete Experience
5. Institutional Leadership

The general thinking is the conference is not strong enough as there are too many schools at the bottom of the conference to promote the conference as a true power conference and this is largely due to “strength of scheduling” issues. Furthermore, the strategic initiatives charge would help schools find common ground and work together to boost scheduling issues. These issues were open to all comments and there was feedback sought at the A10 Basketball Championships in Atlantic City, NJ in March and at St. Joseph University during the spring meeting and conference call. More will be known with the Athletic Directors Meetings in May and the A10 Conference Presidents Meetings in June.

Conference realignment and its impact on the A10 was briefly discussed but it is such a large unknown that there are simply too many scenarios to consider. A great deal will depend upon whether the Big Ten Conference adds three or five new conference schools and if Super Conferences come into existence that are comprised of 16 teams and two (2) divisions of eight teams each. There will be a ripple effect throughout most all of the conferences and whether other BCS schools opt to upgrade to Super Conference status as well with the addition 16-team concept leagues with two (2) divisions. This could open a domino effect of numerous schools switching conferences. The A10 will not be in a position to dictate but rather to react and this will ultimately affect the status of UMass as well.

Other topics mentioned briefly as updates included the movement for a new television contract for basketball, the hiring of the new Women’s Basketball coach and the RFPs being prepared for the outsourcing of the marketing arm of the Athletic Department.

**APR Reports.** Kim Callicoate shared the NCAA Division I 2008-2009 Academic Progress Report Public Report that was released on December 9, 2009 for the UMass Athletic Teams. These reviews affect the team’s eligibility/graduation and retention rates and scholarship renewals for the coming academic year based on the outcomes of these issues respective to the 2008-2009 academic year that continues through until the start of the 2009-2010 academic year and the rates are calculated on a four year rolling average and includes a composite rolling average APR rate and individual eligibility/graduation rates -- both multi-year and current year (2008-2009) and retention rates both multi-year and current year (2008-2009). The UMass four-year average needs to be 925, which represents a 92.5% of academic retention and eligibility. A 925 rate projects a graduation rate of 50% or better of all student athletes. The UMass Athletic Department average is 964, up from 963, last year’s average. All teams are currently above the 925 rate and none of the women’s teams are in danger. All of the women’s teams are well above the 925 rate. Two teams were reviewed as being at risk – Men’s Football and Basketball. Men’s Basketball is at 930 and football is at 927. Only these teams were reviewed in this session and no team in good standing was reviewed at this time. Both coaches are aware of their ratings as it could ultimately affect their scholarships. Both Coaches Kellogg (MBB) and Morris (Football) are in contact with previous student athletes who did not graduate to impress upon them the importance of academic priorities and completion of their degrees. The change in coaches does not help the situation as often when a coaching change occurs players also transfer who were not recruited by the current coach. The Academic Support Services Department has helped review and updates the non-graduating cases and staff from the Registrar’s Office has also assisted in keeping the Compliance Office updated on those cases that affect the APR. The subcommittee also discussed the implications of dropping below the 925 mark and related consequences that include the level of competition, revenue games and impact on scholarships.

**Waivers – NCAA Eligibility and Medical.** No medical hardship cases were brought forward during the AY 2009-2010 although one (1) may have been pending. Three NCAA eligibility waivers were filed, including one eligibility waiver for an additional competitive season in lacrosse. Two of these waivers have been denied – one for a sixth year medical and another for relief of the transfer residence requirement. More may be expected over the course of the summer. Additional transfer eligibility cases were expected to be reviewed as a result of the suspension of football programs at Northeastern and Hofstra. These will involve reviewing cases of football student athletes who desire to transfer to UMass to play football for the Fall semester 2010.
One National Letter of Intent (NLI) issues was reviewed during this period involving a Men’s Basketball player and contact with Seton Hall University. The player will need to remain ineligible through Spring 2010 and Fall 2010 with re-instatement expected in the spring semester 2011.

Pending NCAA Legislation. A great deal of time was spent discussing the implications of new pending legislation primarily directed at Men’s Basketball that was proposed through an emergency meeting in the Summer of 2009 between the NCAA Board and Presidents. This is likely to be voted on soon and the issues covered: 1) donations and tax returns of coaches – who donated to what organizations, including Boys and Girls Clubs, United Way, etc.; 2) limits on hiring; 3) foundation related issues and limitations including gifts and funding sources; 4) regulations of camps and clinics; 5) level and involvement with prospects and association with program personnel and 6) more oversight and enforcement with more NCAA staff on sight at various recruiting/camp events. Time was spent discussing the effects and impacts of enforcement and if it moves into an arbitration process will the legal aspects of discovery and the ability to subpoena records impact programs. No pending legislation was discussed during the Spring semester 2010 Committee meeting.

Coaches Compliance Meetings. Kim Calliacotte reviewed the Coaches meeting agendas from the Fall Semester 2009 and Spring Semester 2010 meetings of the coaches and staff. Those agendas and the topics reviewed are available from the Compliance Office. All coaches and staff are required to attend these meetings, which are supplemented with monthly newsletters updating the coaches on compliance issues. The Compliance Office Newsletter, Inside the Lines, from September 2009, November 2009, Winter 2009-2010, April 2010 and the Summer 2010 – UMass Athletics Sentinel, the student athlete compliance newsletter were also shared with the committee. Some topics covered included the use of Facebook™; National Letters of Intent; Winter Clinic Reminders and Skill Classes/Informal Practices; Conduct and Employment of Athletic Staff Personnel; and issues for students during the summer of 2010 regarding eligibility and specific and general employment issues.

A. Equity, Minority Opportunities and Student-Athlete Welfare Committee Report

The Equity, Minority Opportunities and Student Athlete Welfare Subcommittee is responsible for monitoring and reporting on Title IX compliance, gender issues, minority issues, and student athlete welfare within the Athletic Department. Elaine Sortino, Associate Athletic Director and Senior Women’s Administrator, is the Athletic Department’s liaison to this Subcommittee. Elaine provided the Equity and Student Athlete Welfare Report for 2009-2010.

Participation. The Department continues the practice of “roster management” which gives each sports program a target roster number for their first date of competition. Information provided by the University’s Office of Institutional Research shows that there were 9,757 males (50.8%) and 9,444 females (49.2%) full-time undergraduate students enrolled at the University of Massachusetts for the Fall 2008. The roster numbers for all sports for the 2009-2010 academic year, based on the first date of competition totaled 362 men (50.8%) and 351 women (49.2%). Therefore, the participation numbers were in compliance with Title IX for 2009-2010 academic year. It should be noted that the totals on each roster for all sport programs included those student-athletes who have medical exceptions or have exhausted their eligibility.

Student Athlete Minority Opportunity. The Department of Athletics provides the NCAA annually with information on the ethnicity of student-athletes. The data is broken down into NCAA categories, and collected for all student athletes including scholarship athletes. This information indicated that the total percentage of minority student-athletes for 2009-2010 was 24.8% compared to 23%. When further defined by gender, the total was 33% male, and 13.3% female student athletes compared to the total in 2008-2009 when the total was 30% male, and 15% female student athletes.

There were 198 male student athletics receiving aid in 2009-2010, of which 71 were minorities for a total of 35.8%. On the female side, there were 166 women receiving scholarships, of which 22 were minorities for a total of 13.2% in 2009-2010.
Scholarships. The scholarship dollar expenditure for 2009-2010 was $3,540,343 or 56.8% going to male student athletes and $2,687,517 or 43.2% provided to female student-athletes. It should be noted that these figures include all scholarships, winter session aid, summer session aid, and course-related books. Furthermore, the women’s scholarship figure represents 83% of the total budget in scholarship for all women’s teams.

Athletic Department Staffing. The Athletic Department continues to remain committed in its effort to encourage and recruit minority applicants for coaching and administrative positions. When conducting a search, the department advertises positions with the NCAA, Black Coaches Association, the Springfield Newspapers, and uses the NCAA Diversity and Inclusion Participant Profiles.

In 2009-2010, there were 12 full-time positions searched with eight (8) being offered and filled by minority candidates (both females – 58.3% and a minority male – 8.3%) and overall represents 66.7%. Ten (10) of these full-time positions were for coaches with five (5) of these positions being filled by females (50%) and one position being filled by a minority male (10%). The Department was made up of 145 full and part-time employees, of which 13 or 9% were of minority ethnicity. Additionally, 39% of the athletic department staff in 2009-2010 were women. Hires do not include additional employment opportunities created with the opening of the new Campus Recreation Center.

Student Athlete Welfare. The Athletic Department continues its practice of conducting exit interviews with student athletes who have exhausted their eligibility. In 2009-2010, the Senior Staff continued the practice of personally interviewing randomly selected student-athletes at the end of their competitive seasons. The Department also conducted an exit interview online of which 76 out of 92 student-athletes (82.6%) participated.

Overall, the interviews continue to reflect that most of the student athletes are satisfied with their athletic experience at the University of Massachusetts. When asked how they would rate their overall athletics experience at UMass during the 2009-2010 AY, 26.1% indicated “Excellent” and 46.4% indicated “Very Good” and 18.85% rated their experience 18.8% “Good.”

B. Facilities Subcommittee Report

The Facilities Subcommittee met on April 14th to discuss issues regarding athletic and recreational facilities on the UMass Amherst campus. Dan Markowski Assistant Athletic Director/Facilities & Operations provided an update on facility improvements that were completed or underway between June 2009 and May 2010. He also provided a list of anticipated facility upgrades. These projects were reviewed and discussed.

Projects Completed in 2009-2010. The Campus Recreation Center was completed in the Fall semester 2009 at a cost of $55M and funded through student fees. The building contains basketball courts, rooms for fitness and dance classes, running track, and aerobic and weight training equipment plus support facilities for these activities and UMass Sport Clubs. The Center has been well received by students, faculty, and staff as well as prospective students and their parents.

The football stadium received a new video scoreboard. The scoreboard cost $140,000 and was paid for with advertising revenue and athletic department funds.

The athletic training facility in Boyden was expanded into the old recreation weight room space. The expansion tripled the size of the facility and contains private offices for trainers and doctors. The cost for renovations was $4,400 and was funded by Athletics.

The softball team received a new locker room. It occupies part of the old recreation weight room. Painting and wall installation was done by facilities. The team purchased the lockers and furniture. The old softball locker room is now the Women’s Lacrosse locker room. The Women’s Tennis locker room is now in the Boyden basement. Women’s Crew has a locker room for the first time. It is located in space vacated due to the
recreation center opening. Men’s & Women’s Swimming and Diving and Men’s Soccer offices moved to the
second floor of Boyden into the old recreation office space. All locker room and team offices were upgrades
in terms of space and accommodations for the teams and coaches.

All of the campus swimming pools received new drains in order to comply with federal regulation and drain
safety issues.

**Projects Underway in 2009-2010.** Planning for a boathouse for rowing continues. The location will be
Sportsman’s Marina in Hadley. The plan calls for the marina to construct a boathouse and the University will
lease space. Legal issues regarding the lease are still being explored by facilities and the Athletic Department.

Site improvements to McGuirk Stadium will continue through the summer including landscaping, final fencing
improvements, and improved signage and displays for the complex.

Longer range planning continues for an athletic facility called the Champions Center to be located on or near
at the site of the current baseball field. The plan calls for a building containing office space, basketball
practice facilities, weight rooms, training rooms and an indoor practice bubble. To accommodate this,
building planning is underway to relocate the baseball field behind the football stadium at the south end.

The first phase of the project, basketball practice facilities, will cost approximately $35M with athletics raising
$20M.

The Mullins Center received new ice compressors in the summer of 2010.

**Additional Facility Planning Issues.** Mr. Markowski reported the athletic department successfully hosted A-
10 Softball, A-10 Field Hockey, and A-10 Men’s and Women’s Track and Field. He also stated the A-10 track
and field will return in 2012.

The Totman Building is no longer part of athletics, except for the swimming pool.

**C. Finance, Development, and Tickets Subcommittee**

Role of the Finance, Development, and Tickets Subcommittee: This Subcommittee reviews the distribution of
funds from sources of funding to the department (including state funds, trust funds, student activity fees, and
advancement funds). This Subcommittee also monitors the ticket distribution policies and practices. The
overall obligation of this Subcommittee is to correlate programs and financing and to provide advice or
recommendations as appropriate.

In FY09, the Finance, Development, and Tickets Subcommittee’s annual meeting briefly reviewed the Athletic
Department’s FY09 actual versus FY10 budget projections. The Subcommittee reviewed and discussed any
significant changes in the overall department budget. The Subcommittee discussed the FY09 allocation of
non-base funding rather than the requested athletic student fee increase, the impact of the increased costs of
scholarships, and the significant operating cost increases in both the sport and administrative areas due
primarily to travel, scheduling, and game operations. After reviewing these various parts, the Subcommittee
noted the fact that the Department is projecting to remain fiscally sound in FY10.

The majority of the Subcommittee’s meeting during this academic year concentrated on reviewing and
discussing the overall potential University budget cuts and the impact of these cuts on the Athletic
Department. The discussions at the Subcommittee meeting centered on the process and philosophy that the
Athletic Department followed in reviewing fiscal matters under the premise of budget reductions. A copy of
the final FY 10 actual operating budget for the Athletic Department is attached here in the Appendix.
D. Visions Subcommittee Report

Role of the Visions Subcommittee: This Subcommittee reviews the Strategic Plan of the Athletic Department providing suggestions and feedback as appropriate.

The Visions Subcommittee met once during the Academic Year 2009-2010. The purpose of the meeting was to review the draft Strategic Plan 2010-2015 of the Athletic Department. The Subcommittee members were provided with a copy of the draft prior to the meeting. The Subcommittee members met on May 7, 2010 with Associate Athletic Director Kim Callicoate. Ms. Callicoate explained the process of preparing the Plan and indicated that the current draft was close to the final product. The Subcommittee discussed the draft and had no significant revisions or corrections. It was decided that the Athletic Department would finalize the document during the summer, present it to the Subcommittee for its endorsement during the AY 2010-2011 and then present it to the Athletic Council for discussion and approval.

E. Additional Special Reports

Throughout the course of the AY 2009-2010, the Athletic Council requested and heard special reports from various areas in the Athletic Department. A number of specific special reports were filed during the year including Athletic Training, Media Relations, Team Scheduling (Basketball) and Student Athlete Advisory Committee. Brief overviews of these reports are noted here.

Athletic Training Report and Injury Reports

**Athletic Training Overview.** Associate Athletic Director Jeff Smith, Head of Sports Medicine and Athletic Training met with the Athletic Council in April 2010. Jeff has been with the Athletic Department since 2002 and heads up a staff of six (6) full-time athletic trainers and three (3) graduate assistants. Two of these assistants will be graduating this year. Jeff also has sport program administrative oversight for rowing and track and field programs.

UMass provides its student athletes with four fully-equipped athletic training rooms. The main treatment facility is in Boyden Gymnasium, with the other three athletic training rooms located in Curry Hicks Cage, Warren McGuirk Alumni Stadium and the William D. Mullins Center. The training rooms are available to student athletes, who can receive treatment before, during and after practice or athletic competition. The Boyden Athletic Training Room is open from 7:00 a.m. to 1:00 p.m. for scheduled rehabilitation programs. These periods are typically arranged by appointment only and the team physicians and medical staff hold regularly scheduled days of visitation for appointments and treatment of student athletes.

Sports Medicine has just recently experienced the new expansion to athletic training space with the conversion of the old fitness center into an athletic training space, offices and some workout equipment from the old facility was passed onto the training staff for use in rehabilitation work for the athletes with the transfer and opening of the fitness areas in the new Campus Recreation Center.

The Sports Medicine Department also has two team physicians on staff – Dr. Little and Dr. Rouzier and two teaching fellows from UMass Worcester – one serving last fall semester and one this spring semester. The Sports Medicine Department has had the services of four (4) orthopedic surgeons from the Hampshire Orthopedic Group including Drs. McBride and Kurtis. Dr. Wilburn the team chiropractor comes every Tuesday; a massage therapist, Karin O'Brien visits and trains staff in massage techniques, and Dr. Fournier serves as the certified podiatrist who works on athletes’ footwear and foot care for the teams. The program has also utilized an acupuncturist, Dr. Grossman, from time to time as an alternative treatment method.

The Athletic Health and Wellness Program is headed up by Robin Harris and Bob Atrando heads up the strength and conditioning programs and he manages the weight lifting room located in Boyden in the old gymnastics area. The Sports Medicine Program has also formed an Athletic Care Committee and Student Athlete Welfare Group to improve communication to red flag cases, focus on at-risk athletes and to improve
the general health and welfare of all student athletes. These committees meet regularly to review caseloads and the status of injured and rehabilitating athletes.

Sports Medicine has focused on some new training and rehabilitation programs over the year including more emphasis on the Gasten Technique – more deep tissue and soft tissue massage techniques and now have four (4) staff certified in this technique. They have daily rehab programs operating from 7AM to 12 Noon and have moved all rehab services specific to physical therapy and other prescribed services here to Boyden and consulted directly with staff from Health Services. The department also prides itself in the academic approach to sports medicine and offers semester long internships for students. This year the program had one of its interns become fully certified and placed into full-time programs. Two interns have also advanced their education with one being accepted into Physical Therapy School and another into Physician Assistant School. The department is also a clinical site for students from Springfield College, Westfield State and Quinnipiac.

A major interest of the sports medicine staff is education. The professionals on staff mentor sports medicine fellows, medical residents, athletic training students, scholar interns, and student assistants who are exploring the different careers that are a part of the sports medicine field. Education is provided through in-service presentations, attendance at continuing education programs, and hands-on experience. Special care is taken to provide a valuable learning experience without putting the student in a situation that they are not prepared or qualified to succeed, or compromising the student athlete's well being.

Jeff also reviewed his responsibilities with Rowing and the boathouse project that is getting closer to completion. He also spoke about the track and field meets including the hosting of the A-10 Championships this year at the new track complex and the coverage provided by the Athletic Training staff.

**Athletic Injury Report.** On the request of the members of the Athletic Council, Jeff Smith provided an Athlete Injury Report that focused on 1) Concussion Program and 2) Injury Types. Jeff included the assessments for concussions and the added assessment procedures and benchmarking of concussion incidents. Particular care is taken in monitoring these injuries, passing the PPE exam and receiving the doctor’s clearance before the athlete is allowed to return to practice and/or game play. The clearance to participate was discussed and reviewed and the conditions for season ending injury, medical hardship, and medical disqualification were discussed and reviewed. Special types of injury were also reviewed including ACL injury for female student athletes and new jump training programs to help prevent such injuries. Most of the ACL injuries are non-contact type injuries. The Athlete Health Enhancement program also helps to work with the injured athlete to deal with the mental aspects of injury and rehabilitation.

For career ending injury, the Athletic Department maintains a $75K insurance policy per athlete and this will be increased to $90K per athlete for the coming year. Student athletes who experience career ending injuries are assured of scholarship aid through the contracted period and each athlete is counseled and rehabbed back into off-campus programs with all medical records and case work passed onto their home medical services. The NCAA assures the student athlete of appropriate and extended coverage if needed.

**Media Relations Report.**

Jason Yellin, Associate Athletic Director of Media Relations, met with the Athletic Council on December 2009 AC to update the council on media relation matters and new evolving media.

Jason Yellin updated council members on the improvements to the UMass Athletics web site which include online auctions, on line viewing of events through All Access partnered with CBS Sports via the CBS sports.com web site, advertising revenue generated through the online store, and “Just Take a Minute” – up to the minute updates on UMass Athletics news. The UMass Athletic web site is one of the top 30 college athletic sites in the national in monthly hits and subscribers and is generating positive revenue for the department.
Media guides will no longer be printed in hard copy form that will be a cost saving measure of about $75 – 100 K per year. Media guides will be available in digital form on the UMass Athletics website. Many schools in the Pac-10, A-10, America East including Michigan and Ohio State have followed suit of phasing out hard copy of Media Guides.

Jason also shared the department’s goals for media excellence and how the department is moving to engage fans and supporters through a variety of new social media – including blogs, chat rooms, Facebook™, audio and video feeds, and Twitter. Jason concluded his presentation with examples of how Media Relations “tells the story” of UMass athletes and works to develop and strengthen those relationships.

Team Scheduling – Men’s Basketball

Tim Kenney, Associate Athletic Director, spoke to the Athletic Council at the December 2009 meeting on the moving parts in creating the schedule for the UMass Division I Men’s Basketball Team, which includes balancing numerous variables such as current team composition, conference strength, available dates, engaging/desirable opponents, and RPI ratings, financial arrangements; and the coach’s impact/draw. Discussion here also centered around practice teams, playing bye teams, coaches, RPI’s, strength of schedules, the opponents’ schedules, and how each conference is doing during each year. Selecting opponents on RPIs and the RPI system were also discussed in detail. Games such as the Memphis game at the Boston Garden and games played in Springfield and in the region were also discussed as ways to generate fan interest and engage alumni from around the Commonwealth.

Student Athlete Advisory Committee Report

Jennifer Corriveau and John Ihne updated the committee on the SAAC activities over the past year. The SAAC Committee meets about twice monthly under the direction of Peter Montague. The purpose of the Committee is to provide an update to all teams, improve communications, and to involved more student athletes in the student athlete experiences. Programs reviewed included: 1) Big Game attendance; 2) Brother/Sister Teams and involvement with “big game” activities; 3) SLAC Program – student leaders across campus program; and 4) A10 conference calls from SAAC at conference schools to discuss community services and committee programs and ideas. A new honor society for student athletes is also being formed by the SAAC and is called “Chi Alpha Sigma.” Additional programs coordinated through SAAC include: 1) Read and Rock Program; 2) Food Drives; 3) National Walk to School Day; 4) Toy Drives; 5) Bowl-A-Thon; and 6) Jump Rope for Heart Program. Jean will also be attending the A10 SAAC Conference in Pittsburgh on April 23-25, 2010 in Pittsburgh, PA. Other items open for discussion included team representation on SAAC and the possibility of club team representation, the CHAMPS Program.

V. ATHLETIC DEPARTMENT BUDGET

Pursuant to our charge as a Council, the Athletic Department’s FY10 budget is provided on the next page. As can be seen, the Athletic Department operated in the black for the fourth straight year.
<table>
<thead>
<tr>
<th></th>
<th>FY10 Final</th>
<th>% of Overall Budget</th>
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<tbody>
<tr>
<td><strong>Revenue</strong></td>
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<tr>
<td>State and University Subsidy (intercollegiate)</td>
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<td>Student Fees</td>
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<td>Marketing Corporate, TV, and Radio Sponsorship</td>
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<td>Conference and NCAA Distribution*1</td>
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<td><strong>TOTAL REVENUE</strong></td>
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Please note that this report is cash basis versus the NCAA EADA and Audit Report are accrual basis

*1 This includes portion of NCAA SAOF grant allocated to scholarship expenses

*2 This only includes the portion of the annual fund drive that was allocated towards scholarships. This does not reflect the overall fundraising efforts.

*3 The following is a breakdown of scholarship revenue sources.
VI. OTHER ISSUES

A. Faculty Athletic Representative to the NCAA. The University continues to be fortunate to have Glenn Wong, Professor in Sport Management, serving in the capacity of Faculty Athletics Representative (FAR), a position mandated by the NCAA. Professor Wong, a sports attorney, keeps the Athletic Council and the Department of Athletics informed about the issues being discussed by FARs nationally. Glenn also shared with us that the FARs will now likely play a larger role in conference issues in the A10 Conference in particular.

B. Athletic Council Co-Chair Activities. In addition to preparing agendas and reports, the Co-Chairs are called upon to undertake additional duties during the course of the year. Brief highlights of each of these additional items are noted below.

1. Meetings with the Athletic Director.
2. Representation at Athletic Luncheon for Honoring Academic Achievement by Student Athletes.
3. Preparation of Annual Reports to the Faculty Senate.
4. Participation in Chancellor, President, and Trustees meetings.
5. Serving on Special Advisory Committee when needed included coach searches and other review processes.
6. Representing the Athletic Council at Alumni and Development functions of the University, including Athletic Council at Hall of Fame Inductions.

VII. SUMMARY

This report provides the “State of the Athletics Program” at the University of Massachusetts as seen through the eyes of the Athletic Council for the 2009-2010 academic year. While not a regulatory body, the Council is responsible for making recommendations on policy and providing advice on general operations of the Department of Athletics at the University of Massachusetts Amherst.

UMass Athletics continued its commitment to excellence, both on and off the field. As a group, UMass student athletes shine on the playing field/court as well as in the classroom. We are proud of their accomplishments. We also acknowledge the work of the coaches who continue to produce quality teams, show a commitment to winning traditions, engage in high-quality athletic experiences for the student athletes and the University community, and are recognized for their efforts in being awarded Coach of the Year honors and related honors. We commend the Athletic Director, John McCutcheon, on his leadership as well as all of the Athletic Department staff members who do an outstanding job in their support of the student athletes, coaches, and our athletic program.