University of Massachusetts  
Athletic Council Committee Minutes  
October 7, 2011  
Boyden Building Conference Room

Committee Members Present:

R. Anderson, N. Avanzato, M. Billings, S. Curran-Hays, R. Goodhue, D. Gore,  
Z. Hathaway, S. Hayes, S. Hazen, B. Johnson, C. Morley, E. May,  
J. McCutcheon, G. Richason, T. Schoenadel, R. Spencer, S. Upton,  
P. Vittum, E. Ward, Co-Chair R. Warnick, G. Wong  
Co-Chair N. Lacey

Guests:  J. Sarsynski, J. Hopkins, A. Sharma (Chair-Program and Budget Council)

Absent:

I. Call to Order

Co-Chair Lacey called the meeting to order at 11:32 a.m.

II. Approval of the Minutes of September 9, 2011

Co-Chair Lacey opened the floor to discussion of the Athletic Council minutes from September 9, 2011. It was moved by George Richason and seconded by Ed Ward to approve the Minutes of September 9, 2011. All were in favor.

Council members and guests introduced themselves to the new students and briefly described their role at the University.

III. Update Athletic Department Report (McCutcheon)

AD McCutcheon updated the council on FBS Scheduling on the 2012 schedule and game guarantees for Football 2012:
Away at UConn
Home (Gillette Stadium) vs. Indiana University
Away at Michigan
Away at Vanderbilt University
4 MAC Conference Games at Home (Gillette)
4 MAC Conference Games away
McCutcheon briefed the council on the September Faculty Senate Presentation on the Transition to Division I. He also noted the national conference realignment activity and implications of shifting memberships in the Big East.

Tim Kenney, Executive Associate AD for External Relations distributed a marketing report “Together We’re One- FBS Football” and discussed the goals of increasing ticket sales, developing a powerful branding and advertising campaign, and creating an exciting game day atmosphere. He highlighted increasing ticket sales to target markets of alumni, families, sports fans, corporations, and students. Also reviewed was the announcement of “Together We’re One” and the grass roots efforts on branding and awareness highlighting the media, Athletic Website/ Social Media, licensing and merchandising. McCutcheon, Goodhue and Kenney conveyed a clear understanding of the slogan “Together We’re One” during an engaged discussion with May and other Council members. UMass Football hopes to become everyone’s team as in “Together We’re One”, the Commonwealth’s team.

Kenney also highlighted the A-10 Basketball Schedule for 2011-12 and the 3-year composite of basketball scheduling.

IV. Faculty Senate Presentation on Athletic Budget and D1 Football Upgrade (McCutcheon and Seguin)

The Faculty Senate requested more budget information on the Football Upgrade after last spring’s meeting. AD McCutcheon and Jaime Seguin walked the Athletic Council through the Department of Athletics Financial Overview FY11-FY12, which was the power-point presentation given to the Faculty Senate on September 15, 2011. Topics reviewed was FY11-12 Revenue and Expenses for all sports as well as FY12 Football Expense and Revenue Budget.

V. Implementation and Feedback on Academic Support Audit (Hopkins and Co-Chairs)

Joan Hopkins, Associate AD for Academic Support thanked Marilyn Billings, Rebecca Spencer, Rod Warnick and Nelson Lacey for completing the audit of Academic Services. She reviewed several areas including remote service delivery (which is on the road tutoring using Skype while student-athletes are away for games), RAM which is Registration Access Modification its critical need in season and off season, and extending study halls to 10pm each night in order for student-athletes to get necessary tutoring help after night practices.

Joan reviewed a four-year outline on “Maroon Connections” which was formerly the Life Skills Program. Some key objectives for the student-athlete are academic preparation, career exploration, professional skills development to help transition out of the student role into a career role.
VI. Subcommittee Assignments and Student Assignments (Warnick)

A preliminary Subcommittee and Student Assignment for Academic Year 2011-2012 was distributed. Co-Chair Warnick noted that he tried to place members on the sub-committees they requested. The student assignments are still pending. At this point, only four students will serve this year.

VII. Athletic Department Update (McCutcheon)

AD McCutcheon briefed the council on Men’s Soccer playing Charlotte this afternoon, Hockey playing at Northeastern tonight, and UMass Men’s Lacrosse heads to the Catamount Classic on October 9th.

VIII. Closing Remarks from Co-Chairs:

Co-Chair Warnick asked the members to email any pressing items for future agendas and reminded the council of the remaining Fall Semester Meeting Dates being November 4 and December 9.

Future Agenda Items:

- Faculty Senate Review of Athletics
- Recreation Center – New Director and Status Report
- New Director of Media Relations
- New Outsourcing Director – Pam Batalis
- Campus Planning and Facilities Update

George Richason moved to close the meeting. Bob Goodhue seconded the motion. All were in favor. Meeting adjourned at 12:56 p.m.