University of Massachusetts
Athletic Council Committee Minutes
November 4, 2011
Boyden Building Conference Room

Committee Members Present:

N. Avanzato, E. Boucher, R. Goodhue, D. Gore, S. Hazen,
B. Johnson, E. May, J. McCutcheon, G. Richason, P. Vittum,
E. Ward, Co-Chair R. Warnick, Co-Chair N. Lacey

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

Absent: R. Anderson, M. Billings, S. Hayes, S. Curran-Hays, Z. Hathaway,
C. Morley, T. Schoenadel, R. Spencer, S. Upton, G. Wong

I. Call to Order

Co-Chair Warnick called the meeting to order at 11:32 a.m. and welcomed members
and guests to the November meeting.

II. Approval of the Minutes of October 7, 2011

Co-Chair Warnick opened the floor to discussion of the Athletic Council minutes
from October 7, 2011. It was moved by George Richason and seconded by Nelson
Lacey to approve the Minutes of October 7, 2011. All were in favor.

Council members and guest introduced themselves and briefly described their role at
the University.

III. Faculty Senate Panel Discussion Feedback (Lacey and May)

Co-Chair Lacey reported that President Caret spoke to the Faculty Senate on
November 3rd. Ernie May said the President handled himself well and believes he
will align effectively with state government helping to tap into state resources.
Co-Chair Warnick said the President Caret briefed the Senate on six key points and
fielded several questions on the football transition. President Caret thoroughly
reviewed football budgetary items while expressing his full support of the move to
FBS Football. The Senate gave the President a respectful and warm welcome.

Co-Chair Warnick reported that President Caret had been at Towson for 15 years in
the roles of Provost and President helping to transition Towson from a state school
of five thousand students to a metropolitan school of 22 thousand students. During that time, he helped with an Athletic Division upgrade and was instrumental in graduation rates increasing to 72% with concentration improvement in minority APRs.

IV. Report from the Athletic Department Report (McCutcheon)
AD McCutcheon updated the council on:

- Athletic Teams Performance: Women’s soccer beat #5 St. Bonaventure yesterday, 11/3 and is playing #1 LaSalle today, 11/4. Field Hockey plays at Temple this afternoon. Football plays Villanova tomorrow at Homecoming at McGuirk Stadium. Men’s Soccer is in their 3rd A-10 Championship. Hockey is underway and 1-3-2 and Men’s and Women’s Basketball are gearing up for next weeks’ openers. Early returns are pretty optimistic.
- The Gillette Colonial Clash #2 vs. UNH went well except for the loss. Our ticket count was twenty four thousand (NCAA count is twenty thousand). Season ticket sales up by eight hundred with good public sales.
- Conference Realignment Update: The Big East extended offers to the following six schools – Boise, Air Force, Navy, SMU, Central Florida and Houston for the 2013 Season. The realignment could shift in 2 years with the elimination of the AQ conference which would lead to another round of reshuffling. UMass is fine with the MAC with no movement to convert our membership to a temporary membership.
- Staff Hiring has brought the following new faces to the Athletic Department: The new Recreation Center Director is John Blihar; Stephen Hanjack is the Director of Marketing; Craig Boivin and Rachel McCaffrey are the new Marketing Coordinators. The Director of Media Relations search in in its final stages for the new hire.

V. Athletic Corporate Outsourcing Program and Nelligan Sports marketing (McCutcheon and Batalis)
Co-Chair Warnick introduced Pam Batalis who was chosen by Nelligan Sports Marketing to be the Athletic Department’s outsourcing agent for corporate sponsorship and radio rights. Pam distributed a listing of thirty colleges represented by Nelligan Sports Marketing and explained how UMass Athletics will be able to partner with their existing 45 corporate sponsors because of the affiliation with Nelligan. Pam spoke on the renewal process with the Department’s existing local corporate sponsors. She brings a high level of expertise to these strategic conversations with sponsors. Pam hopes to leverage community outreach to potential sponsors and advertisers with the immense assets of Nelligan’s experience and corporate partners.
VI. **Rules Committee Presentation – Strategic Plan and Branding Program**
The Faculty Senate Panel Discussion has been postponed until December 1. Co-Chair Warnick outlined the branding slogans of “Together We’re One” and “Join the Revolution” that will be covered in the presentation. The presentation will include the initial phases of FBS Football and the handout of FBS Football FAQ’s which Co-Chair Warnick distributed to the Council. This FBS Football Transition question and answer fact sheet was a collaborative effort compiled by Chancellor Holub, AD McCutcheon, Todd Diacon, Co-Chairs Warnick and Lacey.

VII. **New and Old Business**
Upcoming Business – Gender Equity Report will be reported to the council next month. The Annual Report is almost completed. Co-Chair Warnick briefed the council on approaching the Academic Sub Committee on extending RAM to the entire year for student-athletes. He is cautiously optimistic in moving forward with the RAM presentation. Co-Chair Warnick also opened the floor to discussion on the current configuration of the council with the number of faculty, alumni representatives and students. Since the meetings are open, the council members agreed that it is well represented.

The final fall semester council meeting is December 9th.

George Richason moved to close the meeting. Ed Ward seconded the motion. All were in favor. Meeting adjourned at 12:48 p.m.