UNIVERSITY OF MASSACHUSETTS
UNIVERSITY ATHLETIC COUNCIL

Minutes of Meeting – December 11, 2009 11:30 a.m.

G. Richason, T. Schoenadel, S. Upton, P. Vittum, E. Ward, R. Warnick
E. Washington, G. Wong

GUESTS T. Kenney, J. Sarsynski

ABSENT C. Celona, Li Gu, R. Goodhue, E. May, S. Schnoerr

Opening Remarks

- Co-Chair Barr called the meeting to order and thanked Rod Warnick for co-chairing the November meeting. Dayo Gore, Professor of Women’s Studies was introduced to the council as the new Faculty member on the council. Council members introduced themselves to Professor Gore.
- Co-Chair Barr mentioned the announcement on the umass.edu website of the Recreation Center Opening ceremony having been held December 3rd. President Wilson, Chancellor Holub, AD McCutcheon and Trustees attended the ceremony. Carol Barr spoke at the ceremony on behalf of the Athletic Council. George Richason noted that the ceremony held on the open basketball courts was enhanced by the activity of the runners on the track above and usage of the equipment surrounding the ceremony. Tours of the Recreation Center are a wonderful recruitment tools for prospective students and their parents.
- A number of remarks centered on the success of the center’s opening and admiration of the facility by students, faculty and staff. It was also mentioned that the Recreation Center was both improving the quality of life on campus but was also serving as a quality recruitment and admissions tool for both the general student population and student athletes. An unexpected demand of the facility was the request for tours for both on-campus groups and incoming students.

Approval of Minutes – November 10, 2009 Meeting

- Co-Chair Barr opened the floor to discussion on the minutes. There being none, it was so moved by George Richason and seconded by Tracy Schoenadel to approve the minutes. All members voted to approve the Minutes from the November 10, 2009 meeting.

UMass Basketball Scheduling - Tim Kenney, Associate AD for Development

- Tim Kenney spoke on the moving parts in creating the schedule for the UMass Division I Men’s Basketball Team, which includes balancing six (6) 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 and RPIs and the RPI system were also discussed in detail.

Meet the Administrator: Jason Yellin, Media Relations
- Jason Yellin updated council members on the improvements to the UMass Athletics website which include online auctions, online viewing of events through All Access partnered with CBS sports via CBSsports.com website, advertising revenue generated through the online store, and “Just Take a Minute” – up to the minute updates on UMass Athletics news. The UMass Athletic website is one of the top 30 college athletic sites in the nation 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 on the UMass 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.

Equity Report
- Co-Chair Barr distributed the Equity Report and highlighted the areas of Participation, Title IX, Compliance, Student-Athlete Minority Opportunity, Financial Aid and Scholarships, Athletic Department Staffing, Student-Athlete Welfare, and Gender Equity.

Annual Report Update – C. Barr/ Warnick
- The final written document will be mailed or emailed to the council within the month. Co-Chair Barr encourages council members to provide comments after reviewing.
- George Richason reminded the Finance Subcommittee of their meeting following the Athletic Council meeting.

Report from the Athletic Department- AD John McCutcheon
- Winter sports programs are in full swing.
- The budget reduction situation and cost details in relation to Athletics were reviewed. AD McCutcheon is confident there will not be reductions in sports. He meets weekly with the Executive Management Team comprising of a group of Senior Vice Chancellors.
- The Recreation Center has opened to rave reviews; over three thousand people using it per day. Co-Chair Warnick discussed the ongoing safety issues for pedestrians and the walkways from the Mullins Center to the Recreation Center. Safety measures include a blinking red light at the cross walk and parking meters being moved to the other end of the Red Lot.

New Business
• Spring dates for the Athletic Council are February 5, March 5, April, 2 and May 7.