

University Athletic Committee
March 26, 2009
Bowman Room, Jamerson Athletic Center

Members Present: Eileen Van Aken, Hap Bonham, Richard Cothren, Eric Davis, Sam Easterling, Richard Ferraro, Leon Geyer, Charisse Ghattas, Rosemary Goss, Mike Kelly, John Maher, Margarita McGrath, Lu Merritt, Scott Pleasant, Glenn Reynolds, Kent Stanton, Jim Weaver, Meghan Weyrens-Kuhn.

Members Absent: Christen Callan, Kenny Jarels, Larry Killough, Mary Ann Lewis, Stephen Prisley.

Representatives: Brennan Shepard for Dwight Shelton.

Guest Present: Annie Aigsler, Miles Office Graduate School, Kelly Cagle, Head Coach Women's Soccer, Susan Duncan, Food Science & Technology, Natalie Hart, Director of NCAA Initiatives & Diversity Management, Chris Helms, Associate Athletics Director, Olympic Sports, Jermaine Holmes, Director for SAASS, Jon Jaudon, Associate Athletics Director, Administration, Tim Long, College Science, Grad School, Vicki Long, Chemistry, Sharon McCloskey, Senior Associate Athletics Director/SWA, Sandy Smith, Assistant Director of Athletics for Ticketing Services.

Recorder: Joyce Wynn, Athletics

Rosemary Goss, Chair, called the meeting to order at 3:30 pm. The agenda was accepted as presented. Minutes for the February 4, 2009 meeting were approved (motion was proposed, seconded and approved).

BUSINESS

ACC Scientific Forum for Discovery (Tim Long, Susan Duncan, Vicki Long)

Tim Long, Susan Duncan and Vicki Long shared with the UAC their plans to have an ACC Scientific Forum for Discovery. They have an NSF sponsored center that integrates science and life sciences (e.g., therapeutics, obesity) and involves 7 of the Colleges and 13 departments across campus.

- Would like to create a tradition occurring every two years that would initiate more collaboration across ACC universities that would cultivate the athletic-academic partnership. Have endorsement from DePauw and McNamee.
- Big picture of this program is to have "All-ACC scholars" strive to bridge the ACC universities. Foster collaborative partnerships.
- Conference venue would rotate every two years; VT would host the inaugural event.
- We need the support of the Athletic Program in order to be successful in promoting this. We also need access to conference facilities on campus.
- Would like to hear dialogue about this athletics and academics collaboration. Are there issues/barriers that we need to know about?
- Discussion/Questions:
 - The program would be focused on graduate students because that's where discovery takes place, but recognizing that undergraduate's go on to become graduate students. The reason we list both is because the funding for ACCIAC is targeted towards funding of undergraduate students. We were willing to expand our audience to include this group of students.
 - Jim Weaver: Very supportive of these types of efforts. South End Zone will be available as long as it doesn't conflict with an athletic event.

- Would there be different themes for the conference? Our theme is around materials for medicine/life sciences. We've chosen this but each school would select their own focus area when they host the conference
- Think it's a wonderful idea to get more of these interactions between academics and athletes. If you look at Big Ten, they have a lot of interaction between the schools. One of the conversations we had with Dean DePauw is that this won't always be science-based.
- Jim Weaver: Really need to interface with the faculty athletic representatives. They should be the biggest allies and can make things move down the track.
- If they have specific questions related to the Athletic Department, who should be a specific point of contact? R: Jim Weaver, he could forward it to a staff member, depending on the issue/question.
- If we have a prestigious speaker to come here, give speaker two tickets to a game. They could come and make a presentation then they can socialize with people in Athletics and see a game. (Jim Weaver: we can help with 2 tickets. But keep in mind we can't offer facilities on game days).

Coach's Perspective (Kelly Cagle, Women's Soccer)

- Came here during a time that was difficult for the program. It didn't have a history of winning.
- Conference switch six years ago when we moved from the Big East to the ACC. When this happened, it was awesome even though ACC women's soccer is the most competitive in the country.
- ACC:
 - Being in the ACC had a huge impact. Immediately following, we had the best recruiting year and were able to get out of our region for recruiting. We recruit in Virginia, regionally, nationally and globally. We're working on attracting international students. The ACC also helped attract the best students in the classroom. We have our best class ever coming in fall 2009.
- Facilities:
 - We have to get people on campus to see facilities in order to sell them. We have one of the best soccer facilities in the country and in the conference.
- Resources:
 - Our athletes have access to more resources than I could have envisioned when I was a student. We're one of five programs that have a full-time nutritionist; sports psychologist.
- Expectations:
 - We have really high expectations for ourselves. It starts with me and continues down in the program and into the classroom. We want to be industry leaders, best mom's they can be, best colleagues they can be. We want to be one of the fittest programs in the country. We have policies which promote open communication. We also have the expectation to win.
- Culture and Values
 - We talk a lot about team culture and put a lot of emphasis in this. Bridging two gaps: be as competitive as you can be and be the best teammate you can be. Part of the culture is working hard to be the best in every facet. Our six core values are: compete, excellence, responsibility, acceptance, balance, and accountability. They were written by our players the first year I was here.
- Leadership Development
 - Every Friday in the spring for 10 weeks. Two years after I was here, we had our best player transfer. We decided we weren't going to sacrifice the team for anyone, ever. Topics: body language, goal setting, conflict management, mental toughness, etc. We feel that it will help us win.
- We've had four out of six winning seasons. This is a work in progress. We'll be returning the best team and adding the best recruits we've ever had.

Information about Tickets (Sandy Smith)

- We were asked to look at seat location options for student season tickets.
- We didn't want to do anything to hurt the group process that we have. That's a beneficial program to the students. About 95% of the students who purchase a season ticket select a group. Same thing with individual game tickets.
- This was all developed in coordination with SGA under direction of Student Affairs in 2004.
- Location preference could be put in everyone's order. The two main challenges are: 1) what if you joined a group and 4 people were in the group and selected two different places (we wouldn't know where to put them. We'd have to choose one or the other); 2) right now the vast majority of students prefer the north end zone. That area will hold only 50% of the people who would want this location.
- If group leader selects the location this would work. We'd have to do some programming. This still wouldn't help us with challenge 2.
- We talked to ticket provider we use to discuss what we could do. Since we met last, the company has been purchased by Ticketmaster and is moving us to a new platform by 2012. A custom program would take 3-6 months to get in place; and Ticketmaster is not in a hurry to do this. We'd have to have another custom program written after two years when we go to the new platform. A new program would cost about \$10,000 and would be good for only two years. We're trying to influence other universities in joining our request for this feature in the new program in 2012.
- Question: how did you determine that the majority of students prefer the north end zone? R: Based on how many students have called us.

Request from Faculty Senate: Coalition on Intercollegiate Athletics (COIA)

- Faculty Senate has been invited for a second time to join the Coalition on Intercollegiate Athletics.
- COIA was formed in 2002, and VT's faculty senate was asked in 2005 to consider joining this group. At the time the Faculty Senate asked the UAC to make a recommendation as to whether joining would be of benefit. The UAC voted and sent to the Faculty Senate that they didn't think there would be a major benefit to join. Since the Faculty Senate has been asked again to join, the UAC needs to reconsider this and make a recommendation to the Faculty Senate.
- Discussion/comments:
 - Jim Weaver: Last time, Joe felt the benefit wasn't there and also Larry Killough was not in favor of joining the group. That would also be my position.
 - General comments: Given the amount of time people spend on committees and given the budget situation where most faculty are stretched, I'm not sure who would want to take on some of these kinds of activities. What would be the benefit? Don't really see a benefit. Seems that if we're not doing something right, we have enough other mechanisms to know that.
 - It was moved and seconded that we recommend no involvement with COIA at this time. Motion carried.

Questions for Athletic Director

- Q: Is there concern that basketball season is too long, with too many games?
 - R: If it's too long, it's on the front end, not on the back end. The back end it's no longer than it's been in the past. Three years ago, went to a scheduling change in terms of pre-season tournaments. I would personally like to see it begin a little later into the fall in terms of competition. It's longer than it was 20 years ago, no doubt.
- Q: Since the President has weighed in on a national championship playoff, has that had any trickle down discussion?
 - R: No. There's no way you can have a football playoffs like you can in other sports. You can't get the fans from one place to the next and you have to have them there to guarantee sale of tickets. I think what will come after the next four-year period, will be the "plus-one model." You seed 1-4 and 2-3 and take the winners and play one more game. The primary mission of the

BCS has a single orientation to it – to match #1 and #2 – rather than let the media vote the national champion. The positive of the BCS – people talk about it almost every day of the year.

- Q: Do we know the time of the Alabama game?
 - R: No – not yet. It’s probably going to be 8 pm.
- Q: Do we know the sales of the ACC championship and Orange Bowl game?
 - R: They were not sold out. Part of the reason is because of the way tickets were sold to the games. Tickets to both games in Miami were sold together. This created a secondary market for the Orange Bowl .
 - We’ll still operated in the black this year because we deciding to play ECU in Charlotte (vs. at ECU).

Announcements

- We will have reports by Academic Integrity and Equity and Student Well-Being Committees at our next meeting, April 23, 2009.

Rosemary Goss adjourned the meeting at 4:55 p.m.