

University Athletic Committee
October 22, 2014
3:30 PM
Bowman Room, Cassell Coliseum

Members Present: Lu Merritt, Whit Babcock, Rick Ferraro, Jacob Lutz, John Clary, Paul Winistorfer, Tom Burbey, Bob Denton, Art Keown (Chair), Donna Raines, Brian Strahm, Terry Swecker, Susan Short, Bryce Chalkley, Ryan Shifler, Bijan Peters

Members Absent: Joe Tront, David Knight, Katherine Lafon, Margarita McGrath, Susanna Rinehart

Representatives: Debbie Greer for Dwight Shelton

Guests Present: Matt Mayotte, SAASS
Reyna Gilbert-Lowry, Student-Athlete Development
Tom Gabbard, Athletic Administration
Lisa Rudd, Athletic Administration
Tim Parker, Athletic Administration
Chris Helms, Athletic Administration
Buzz Williams, Head Coach, Men's Basketball
Lyle Wolf, Assistant to Head Coach, Men's Basketball
Katie Cross, SAASS
Sarah Armstrong, SAASS
Desiree Reed-Francois, Athletic Administration

Recorder: Darla Chudzik, Athletics

Art Keown, Chair, called the meeting to order at 3:33 pm. A quorum was present.

1. Approval of Agenda

A motion was made and seconded to approve the agenda, and was passed by unanimous vote.

2. Introduction

Chair Art Keown explained that subcommittees have not been set up yet; he is researching best practices before doing so.

3. Approval of Minutes from September 23, 2014

A motion was made and seconded to approve the minutes of September 23, 2014. The motion passed by unanimous vote.

4. Business

A. Coach's Perspective – Men's Basketball

Buzz Williams, Head Coach of Men's Basketball, spoke about his program. He said that he is building a program of trust and a "culture of excellence." Everything boils down to people, so when working on team building, the team deals with issues of intellect, i.e. Sunday tech talks during the off season; issues of emotions, i.e. walk-throughs to manage emotions during game situations; and issues of experiences in life, both real and imagined. Some of the student-athletes have heard the same things for so long that those things become real to them. Coach Williams believes that when trying to change a culture, the hardest thing to change is perception of experiences.

Coach Williams spoke to statistics, stating that setting specific statistical goals and rewarding those goals can sometimes result in achieving a level of satisfaction with the status quo, rather than working harder to continue to meet new challenges. Setting specific goals along the way may actually slow things down. Coach is helping the team to stay away from criticism, congratulations, and imposters and continuing to move forward in progress. How we handle imposters dictates our growth and improvement; the goal is always to get better.

Coach instills in the team that getting better involves continuing to do all the things that generate success in the classroom and in basketball. All of those things matter when working to go from a culture of losing to a culture of excellence.

The team is way behind in basketball, as far as talent and coaching are concerned, than where things should be; however, the student athletes are all growing as young men. Coach asked for assistance in encouraging students to attend basketball games. He is willing to help in any efforts to manufacture support for the players and the team.

Answers to questions asked:

- a. Buzz is willing to do Chalk Talk this year
- b. Wants to get student tickets sold ASAP and create good game atmosphere
- c. (Per Desiree Reed-Francois) There is an ACC ticket package, but it is not being publicized until the full season sales close

B. Overview of the NCAA Governance Structure and Updates

Tim Parker, Senior Associate Athletics Director, Compliance and Governance, offered NCAA updates. There is a new NCAA governance structure, with key changes consisting of a new Board of Directors that will focus on strategic issues rather than day-to-day operations. Student athletes will now be involved in the process, and will vote. Athletic Directors will manage day-to-day affairs and have an increased role. The Power 5 conferences (ACC, Big 10, PAC 12, SEC, Big 12) can now make some of their own legislative decisions.

The new Board of Directors will have 24 people on it. The Division I Council consists of one representative from each of the 32 conferences, with a minimum of 20 of the people being ADs; two student athletes; four conference commissioners; and two faculty members. The voting is now weighted, with 37.5% of the voting weight going to the Power 5 conferences; 18.8% to other FBS schools; 37.5% to FCS schools; 3.1% to student athletes; and 3.1 % to faculty representatives.

Power 5 Autonomy will allow permissive use of resources; other conferences may apply the autonomy legislation if they desire. Areas not currently on the table for discussion include minimum academic standards and team scholarship limits. Wellness, academics, financial aid are all included in discussions. Each school has one vote, plus there are three student athlete representatives from each conference, for a total of 80 votes.

Beginning December 1, discussions will include increased scholarship amounts, expansion of provision of expenses, multi-year scholarships, removal of some career pursuit restrictions, time demands, and existing personnel limits.

Under the new “cost of attendance” model, VT will incur additional costs of \$800,000 to \$900,000 the first year. Our “gap” is about \$2500 per year between tuition/fees/room/board/books and full cost of attendance.

(Per Whit Babcock) Every school has a different “gap” number, based on federally mandated figures.

Desiree Reed-Francois then passed out a copy of a letter from the US Senate Committee on Commerce, Science and Transportation to university presidents, requesting the university’s position on NCAA policies. She also included a copy of the university’s response to the request.

Answers to questions asked:

- a. Currently, an academic scholarship counts toward cost of attendance, but there are some unknowns for the future
- b. Under the new model, equivalency sports would have to develop a new formula for countable aid

C. Answers to Questions for the Athletic Director (Whit Babcock):

- a. Cost of attendance changes will definitely be approved
- b. New rules may make it so that operating budgets are much larger – the impact at VT may be an additional \$1.5 million to \$2 million per year
- c. Texas has already gone to a full CoA model, plus a \$5,000 payment to each athlete for name, likeness and image rights; this could create a larger division between the schools
- d. CoA can create issues with funding for many universities; we will have to generate more revenue from different sources
- e. ACC Network – we should know more by June 2015 due to ESPN’s contract stipulations; we will either have a lump sum payment or our own network off the ground by 2016
- f. We’d like the ACC Network option, because it would result in more revenue for all schools
- g. We want to provide for our students; we hope to maintain the amateurism model
- h. Attendance at football games is declining all over the country due to the lure of HDTV and costs of travel to games; many schools are downsizing their stadiums
- i. We are working on pricing, marketing and retention
- j. May not know the UVA game time until November 15 or later
- k. Student groups cannot get free advertising on the video boards because we don’t have the time or space, and because it’s scheduled by IMG
- l. IMG has outsourced phone calling for ticket purposes and that company’s only pay is 30% of sales, plus we provide phones and facilities; that company is also calling ticket buyers to thank them for their support
- m. We are still using last year’s practices in the student ticket lottery, but for the Miami game we are opening up the give-back tickets to students
- n. With men’s basketball, we’ve created a culture where students are not buying season tickets; we need three years of experience to get them buying instead of waiting for the free ticket lottery
- o. Whit is pleased with fan response so far; he’d rather thank the fans that come than complain about the ones that don’t

5. Announcements

The meeting was adjourned at 5:07 pm.