

University Athletic Committee
November 14, 2012
3:30 PM
Bowman Room, Cassell Coliseum

Members Present: Fred Benfield, Kirsten Blue, Richard Ferraro, Art Keown, Margarita McGrath, Bijan Peters, Glenn Reynolds, Susanna Rinehart Stephen Schoenholtz, Terry Swecker, Jim Weaver.

Members Absent: Richard Benson, Kelsey Brunton, Robena Hughes, Larry Killough, Lu Merritt, Jacqueline Nottingham, Don Shoemaker, Holly Scoggins, Susan Short, Joe Tront.

Representatives: Savita Sharma for Dwight Shelton, Vicke Langford for Bevelee Watford

Guest Present: **Chris Helms**, Associate A. D. Olympic Sports, **Jermaine Holmes**, Director, Student Athlete Academic Support Services, **Jon Jaudon**, Associate A. D., Administration, **Pam Linkous**, Human Resources & NCAA Initiative for Athletics, **Anne Panella**, Publications Director, **Lisa Rudd**, Associate Director for Athletic Financial Affairs, **Damian Salas**, webmaster, hokiesports.com.

Recorder: Joyce Wynn, Athletics

Art Keown, Chairman, called the meeting to order at 3:35 pm.

The agenda was accepted as presented (motion was proposed, seconded and approved).

Minutes for the October 2012 meeting were approved (motion was proposed, seconded and approved).

BUSINESS

Graduation rates overview – Jermaine Holmes

APR comes out in the spring. (Handout)

- Data excerpted from 2012 NCAA Division I Federal Graduation Report (2005 Cohort)
- Federal student athlete graduation rates are a function of the student athletes who enroll as freshmen, receive athletics related financial aid and graduate within six years of initial enrollment.
- The Graduation Success Rate is a NCAA measurement which supplements rather than replaces the federal methodology, credits institutions for transfers—both incoming and outgoing—as long as they are academically eligible. It gives students a six year window to graduate as well.
- Question – There was an article in the Roanoke Newspaper on Graduation Rates that talked about Baseball Graduation Rates at both Virginia and Virginia Tech being incredibly low. Is there something about Baseball and is there anything we can do to help. – Jermaine – Baseball will be lower next year.
Jon – NCAA changed legislation for Baseball to address some of these concerns. It will take a few years to have the impact desired.
Question – Can you give us the transfer rate statistics? – Jermaine – For this particular cohort, out of the 27 athletes that did not finish degrees, 21 transferred.
- Question – In general is there a trend? Are numbers going up or down, bounced around? Jermaine – I think that they are pretty steady. 70 to 72 percent for the last several years.
- Question – Do you do exit interviews on students leaving? Jermaine – On our end we do not focus on exit interview for transferring students but there is a process that they have to go through administration to get released to transfer. We do not know a lot of the time when students transfer in SAASS.

- Question – Do you have activities that encourage students to stay and graduate in terms of programing or any kind efforts to retain students and get the rates up? Jermaine- I think everything we do on the database is geared toward retention and assisting the students to be successful in the class room. We give support to former athletes who finish a professional career and come back to finish their degree.
- Question – But you do not get credit for them on this sheet. Jermaine – no
- Question – Why do you not break down all sports? Jermaine – This is the way the Federal and NCAA break it down. Chris – If you look at the GSR that is sport specific.
- The Graduation Success Rates does not correlate with what we would call success. Success could be getting into the NFL and then at some later date finishing your degree at some later time. It seems like regardless of what it is that the NCAA does an institution needs to track their data. The difference in someone just dropping out verses having this incredible opportunity and having 9 more credits to finish up in 5 more years that is a success.
- Question – Is it just scholarship athletes or is everyone included? Jermaine – Just scholarship athletes are in those cohorts.

Hokiesports.com redesign – Damian Salas and Anne Panella

- We talked to designers on campus to figure out how to proceed and developed a written plan, concept and timetable.
- We assigned roles within our core group.
- We enlisted News City Media
- Started webpage unofficially in Fall 1994
- sports.vt.edu launched July 1, 1996 – February 1998
- HokiesSports.com - outsourced in February 1998 to Fans only with is now CBS which does a lot of the sports websites around the nation.
- November 29,1999 back in house with hokiesports.com
- Redesign in 2011
 - More Video
 - Declutter - reorganize
- We needed to reorganize website from ground up. We wanted
 - People to find what they needed
 - Repository of all public information that we put out.
- We decided to redesign to solve these problems. To give us a better appearance and ease of use for website users.
- Goals within our publication group.
 - We realized that we need to incorporate social media.
 - We wanted to add motion.
 - Take advantage of our vibrant colors.
 - Make images and videos more prominent.
 - We realized that mobile devices were important to people
- We went beyond cosmetics to streamline, organize and modernize the whole site.
- We added the slide show header – a larger video presence
- Landing pages for our sports
- Added game day information
- Facilities images
- Live stats updates every 3 seconds
- Rosters can be sorted
- Updated player stats
- News releases are there by sports
- Upcoming schedules featured on front page
- Plan on redoing tickets.

Question – What was your major? **D**amian – Started out in computer science but I was more into the BIT area that they have now, switched to IDST

Question – Do you hear any comments from the media? Damian – there are other things in here that I have access to that we can give to the media. Ann – A letter this year from a guy who finds information for a living and he complimented us that he found everything in 5 minutes on our website.

Equal Opportunity and Athletics – Pam Linkous

Handout

- The Minority Opportunity Plan for Athletics was created in 1997 during Cycle 1 of NCAA Certification.
- The final document was submitted to University President Dr. Paul Torgersen and approved May 4, 1999.
- In 2006, Virginia Tech participated in Cycle 2 (2006-2007) of the NCAA Certification process.
- Virginia Tech was required to produce Plans for Improvement as part of the certification process.
- One particular Plan for Improvement under Equity and Student-Athlete Well Being, Operating Principle 3.2 Minority Issues, called for an annual review of the initiatives included in the department’s Minority Opportunity Plan.
- The 2007 Self-Study instrument indicated: “The lack of periodic, comprehensive, and documented review of the Department of Athletics commitment to minority opportunities is a deficiency”
 - In response, the University’s future plan for minority issues addressed the deficiency by implementing: “Annual reviews of the Department of Athletics activities for consistency with goals and objectives set forth in the Principles of Community will be conducted in a manner consistent with other areas of internal review, including reviews of Title IX compliance, and the University Athletics Committee and Virginia Tech Internal Audit Department’s review of rules compliance. The Commission on Equal Opportunity and Diversity (CEOD) is the appropriate partner for review of this area, due to its broad based representation of Virginia Tech departments and constituencies invested in issues of diversity. The Office of Multicultural Affairs is the appropriate staffing unit to support the CEOD’s periodic review. Alternatively, an external consultant knowledgeable in NCAA Equity and Student Well-Being issues and standards could conduct the periodic review.”
- The Director of Athletics established a committee, in which membership was recommended to the Director of Athletics, and Chaired, by the Director of Compliance and NCAA Initiatives (position no longer exists).
- Committee was charged with collecting and organizing pertinent data, holding quarterly meetings, obtaining input from appropriate campus constituencies, reviewing relevant sections of the Certification Self-Study, reviewing and updating the Athletics Minority Opportunity Plan, and reporting annual findings to the Commission on Equal Opportunity and Diversity.
 - No term limits for Committee members.
 - Current committee members includes:
 - John Beach, Director of Strategic Initiatives, Facilities Services (reports through Physical Plant)
 - Francesca Galarraga, Director of Diversity Education and Training, Diversity and Inclusion (reports through the Vice President for Diversity and Inclusion’s Office)
 - Jermaine Holmes, Director of Student-Athlete Academic Support Services (reports through the Provost’s Office)
 - Larry Killough, Faculty Athletics Representative (reports to the President)
 - Karisa Moore, Director of ?Equity Initiatives (reports through University Human Resources)
 - Reyna Gilbert-Lowry, Assistant Director of Athletics for Student Life, ex officio member
 - Pam Linkous, Director of Human Resources and NCAA Initiatives for Athletics (and Chair of the Committee), ex officio member.

STATUS:

- The Committee initially met quarterly, but now meets once per year, with periodic email updates on diversity initiatives for the Chair.
- Recommendations are made by the Committee during their yearly meeting.

- A report is drafted by the Chair, which includes recommendations and actions, approved by the Committee, and presented to the Commission on Equal Opportunity and Diversity.
- Most recent Committee on Equal Opportunity in Athletics Report (2010-2011) to the Commission on Equal Opportunity and Diversity is attached.
 - Recommendations from the Commission meeting included focusing on the following areas:
 - Principles of Community
 - LGBTQ
 - Mentoring Program for Student-Athletes and Personnel

The 2011-2012 Committee on Equal Opportunity in Athletics Report will be presented to the Commission between February-April 2013.

November 11, 2012	Virginia Tech's Life After College Athletics Forum
October 29, 2012	Sponsored a film "NO LOOK PASS"
August 6, 2012	Director of Athletics assigned Chris Helms, Associated Director of Athletics for Olympic Sports and Pam Linkous, Director of Human Resources and NCAA Group. To participate in the University's Cross-Divisional Work Group in support of the Diversity Strategic Plan alignment.
June 28, 2012	Reyna Gilbert-Lowry, Assistant Athletics Director for Student Life, attended Safe Zone 101 Training.
April 17, 2012	Sexual Harassment and Discrimination presentation by Maggie Sloane, Director, Compliance and Conflict Resolution, and University Title IX Coordinator, to all faculty/staff in Athletics.
March 12, 2012	Women in Sports Medicine
February 8, 2012	NCAA Inclusion of Transgender Student-Athletes
December 7, 2011	Title IX Compliance under the Dear Colleague Letter.
Mentoring Program	Determined not feasible at this time
Principles of Community	Video spots ran throughout football season on the video board.
Strong Together Campaign	Virginia Tech Athletics' marketing and promotions team worked closely with Perry Martin in the Office of Diversity and Inclusion, to support the campaign.

I would gladly take any recommendations or thoughts on how we possibly can revamp the committee. Let me know what your departments are doing. We are always looking to co-sponsor events.

Question – I truly wonder if the Athletics Committee shouldn't try and integrate rather than being another third entity looking at these events. Art – I think that is something we are going to have to figure out what we can do. That would certainly make sense at least in my mind.

Questions for Athletic Director - Jim Weaver

- Question – Basketball is really fun to watch this year there is no question about it at all. How tall is Marcus Patrick? Jim – I cannot answer the question. We do not have a lot of depth and JJ has approached the season by playing a lot of guys.

Art dismissed the committee at 4:45 p.m. to tour the new Olympic Sports Athletic Training Room.