

University Athletic Committee
October 22, 2009
Bowman Room, Jamerson Athletic Center

Members Present: Hap Bonham, Richard Cothren, Mike Ellerbrock, Richard Ferraro, Rosemary Goss, Larry Killough, Drew Marrs, Kari Morrison, Hunter Pittman, Glenn Reynolds, Susan Short, Joe Tront, Beville Watford, Paul Winistorfer.

Members Absent: Kenny Jarels, Art Keown, Lu Merritt, Scott Pleasant, Steve Prisley, Sean Ryan, Jim Weaver.

Representatives: Alex White for Leon Geyer, Jake Carter for Eric Rucinski, Melinda West for Dwight Shelton.

Guests Present: **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. **Bert Locklin**, Director of Compliance, **Sharon McCloskey**, Senior Associate Athletics Director/Senior Woman Administrator.

Recorder: Joyce Wynn, Athletics

BUSINESS

Rosemary Goss, Chair, called the meeting to order at 3:30 pm. The agenda was accepted as presented (motion was proposed, seconded and approved). Minutes for the September 24, 2009 meeting were approved (motion was proposed, seconded and approved).

Remarks about the President's role in the NCAA (President Steger)

We are very proud of all the athletics programs we have here at the university. They are programs that are very well managed and run with high integrity. When I read about some of the situations that institutions incur around the country, I am always grateful that we do not have those kinds of problems. And there are several reasons for that. One is our shared sense of integrity, we all like to have great teams and win but we have to do it with integrity or it is not worth it. I can tell you without reservation that I do not get request for exceptions of any variety that in any way infringe on the full execution of the rules or the laws that we use to govern the university. The whole organization shares that same vision for athletics. The business side is also very well managed. I have been on some of these rescue committees sent out to other institutions and a lot of places have some very serious financial problems in terms of managing their athletics program. I view the whole athletics enterprise in a very broad way. And when I think about athletics, I think about intercollegiate athletics but I also think about what we do with all the intramural sports. Because when you look at what we are trying to do with our students, to provide an experience at the undergraduate level, that helps to educate them and bring them to high confidence of professional discipline to have a young person who graduates with a set of values and ethics and who is holistically educated. Their physical health and the whole idea of "play" in the terms of the development of the intellect as a human being is all part of this holistic viewpoint. I think it is wonderful that we have about 13,000 students in our intramural program and that we are able to field 21 intercollegiate sports. That type of activity, in whatever form that you like to pursue, is something that helps your physical health and your mental health. The second thing intercollegiate athletics does is to join communities together. This kind of coming together, sharing the team "as a common object" of support is very beneficial to the overall pride we feel about Virginia Tech. I think this is a very important ingredient in helping to sustain the sense of community that we refer to with great affection as the Hokie Nation. As I travel around the country and indeed around the world, I can tell you that the Hokie Nation is alive and well. That people care deeply about this place. Intercollegiate athletics experiences,

whether you know who has the football or not is kind of secondary in a way. But bringing people together at these events is a very valuable part of the function of athletics. Finally, if you look at the marketing of the institution, we have worked very hard and very carefully at positioning the Virginia Tech brand nationally and internationally. And the fact that virtually every morning through various news outlets our football scores are reported in the fall reinforces our capacity to market our brand. We are very lucky that we have been successful and that our name is out there. I remember years ago people would ask where I went to school and I would say Virginia Tech and then I would explain where we were located in Virginia but that does not happen anymore. Everybody knows who we are and where we are. That has been a tremendous asset! As our brand value has increased we have sought to increase the revenue coming to the institution. We have been extremely successful in doing that. It is not an accident. We have been very carefully orchestrating this over time and the athletics program plays a very important roll in that regard. So on balance I try to be as supportive as I possibly can of intercollegiate athletics. I know we are providing opportunities for all ranges of physical activity, intercollegiate athletics and intramurals, and it all goes to help create a coherent and cohesive academic community that helps our people develop and have a little fun in the process. Now that is my overall view.

The NCAA has a lot of rules and regulations. I do not know how anybody can be in compliance with them quite honestly. I know we all try. As you all know we do a lot of self reporting when we discover something improper. I do believe there is some room to improve the roll that the NCAA plays in governing athletics on a national basis. They are very interested in the football revenue that comes into the institutions. The argument is that the big name institutions and we are one of them have all the money opportunities. Others believe the hierarchy produces economic advantages. They believe, if they just had some of that money they could be good too. And that is your fundamental argument in terms of NCAA matters. And that is your fundamental argument in the BCS. That is the root of the whole deal. I represent the ACC in the BCS Presidents Oversight Committee. There are six conferences that make that up. Next month we will be meeting in Washington D.C. to talk about some organizational strategy. There is a lot of interest in this whole business from President Obama to Orrin Hatch from Utah. Surprisingly they have created a PAC to lobby to change the BCS structure. My view is that at the end of the day they will not be successful. It will take a lot of time and effort in the process. I do not think they will ever get it through the senate. There are several different perspectives on this. One is the national fan base, the people that watch football on TV. They all want a playoff. But they do not think about the economic impact on the community that hosts a major bowl. They don't really think about the fans that travel to the bowl. If you are going to have a playoff this week and the next week the economics do not make sense for the fan. What you do is jeopardize the whole economic development imitative of the bowl and secondly you are not going to have the kind of attendance needed. It also begins to stress the student academically. Extending the season another three or four weeks or whatever is counter productive. Most of the players would say that they want to play more but I do not think that is a good idea. Orrin Hatch recently called a meeting and John Swofford testified along with some other Presidents. No other senators were at the meeting. They were not sitting in the room. They would ask a question and then get up and leave the room. So there is not powerful political support for this thing. But never the less they are accusing us of restrain of trade and our lawyers believe there is no case what so ever for that. You know there is always going to be a few exceptions, Boise State. Most of the time there is no case, 97% of the time.. So what we have to do is find some vehicle that can make it a little more flexible because our objective is not to keep out good teams. But we have signed a very lucrative television contract for four years and I participated in those negotiations. I sat there and listened to the recommendations from the professional negotiators and said that was great. We hired the best person in the whole United States to help negotiate this and John Swofford participated also. We came out extremely well 125 Million a year for four years. Since the very first days and really even before we were brought into the ACC, I have never experienced anything but the most cordial and welcoming environment by every institution in the conference. And after the initial shock and the hate mail from West Virginia fans stopped I have had positive experiences with our former colleagues in the Big East. I know from Commissioner Swofford's point of view the ACC has been strengthened and the TV contracts have grown significantly since the expansion of the ACC.

Q: That argument about the antitrust issue in reference to the BCS, coming from the TV networks point of view or the ones that want more games, don't they have a powerful hand to play?

A: They would like to have more games but the reality is that we produce the product they are selling and we are concerned about the welfare of the student. We have struck up a compromise that every ACC school will have one home Thursday night game and one away Thursday night game.

Q: You talked about a 125 million/year contract. I assume that comes to the BCS schools and is that divided equally?

A: It is split up among six conferences and we have a separate contract for ACC TV contract. There are about 110 Division I schools playing FBS football and about 35 are operating in the black in terms of athletics and we are one of the 35. We run a very good operation. The consequence of our financially operating in the black is the Athletic Student Fees are about \$268 compared to James Madison and William and Mary that run around \$1,200.00. We generate the money to pay for all these intercollegiate sports, the facilities and everything else and still can keep our student fees low is a great asset to everybody. A lot of people do not realize that when you look at our total tuition and fee package. One of the reasons that we are among the lowest costs in the state is that we have a very effectively run Athletics Program.

Q: Reduced state base adequacy funding, how does that impact the universities funding for athletics?

A: The base adequacy funding is a calculation done by the state. Before this upcoming round of cuts, we are underfunded on an annual basis, by the state's own calculation, 70 Million dollars. But the fact of the matter is athletics funding does not come from any of that money. There is no state money in it. So the state really has no claim to the athletics money raised. If we had \$70 million dollars in other parts of the university it sure would make a lot of other things possible, no question about it. But I do not anticipate in the foreseeable future that the state will come close to restoring the funding. We have fewer state dollars today per full time instate student than we did in 1999. Our plan is to become as self-sufficient as we can as fast as we can and we are doing it. Our current fundraising campaign has raised 852 million and we have a year and some months to get to the one billion dollar goal.

Committees Assignments for 2009-2010 (Rosemary Goss)

We will make committee assignments at the next meeting. These committees are by-products of the last two NCAA certifications.

- **Academic Integrity** (freshman/Transfers orientation, degree selection, academic progress, monitoring and reporting, assistance for special academic needs, learning assessments.)
Hap Boham, Richard Cothren, Art Keown, Eric Rucinski, Bevlee Watford, (Support from Jermaine Holmes)
- **Governance and Rules Compliance** (recruiting, rules education, and rules violations)
Larry Killough, Drew Marrs, Scot Pleasant, Susan Short, Joe Tront, (Support from Tim Parker and Bert Locklin)
- **Equity and Student-Athlete Well Being** (Diversity)
Richard Ferraro, Kara Morrison, Steve Prisley, Glen Reynolds (Support from Natalie Hart and Sharon McCloskey)

Rosemary Goss adjourned the meeting at 4:05 p.m. so that everyone can meet with their respective committees.