

University Athletics Committee

November 30, 2016

Bowman Room, Jamerson Athletic Center

Members Present: Holly Scoggins (Chair), Whit Babcock, Harvey Creasey, Joseph Gabbard, Holly Harper, Rachel Holloway, Jennifer Hundley, Rosemary Goss (for Irene Leech), Thomas Mills, Jay Poole, Savita Sharma (for Dwight Shelton), Brian Strahm, Terry Swecker, Joe Tront, Steve Trost, Kelly Williford, Paul Winistorfer, Chris Wise

Members Absent: Mike Casasanta, Leon Geyer, Bill Lansden, Jacob Lutz, Rob Parker, Patty Perillo, John Pinkerton, Donna Raines

Guests Present: Scot Thomas, Head Women's Softball Coach
Chris Helms, Senior Associate AD Administration and Sports Programs
Matt Mayotte, Director Student Athlete Academic Support Services (SAASS)
Tim Parker, Senior Associate AD Compliance and Governance
Desiree Reed-Francois, Deputy Athletics Director
Danny White, Associate AD Student-Athlete Development

Recorder: Alison Whittaker, Assistant Director Compliance and Admissions

Holly Scoggins, Chair, called the meeting to order at 3:34 pm.

1. Approval of Agenda

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

2. Approval of Minutes from October 19, 2016

A motion was made and seconded to approve the minutes of October 19, 2016. The motion passed by unanimous vote.

Business

3. AD Update and Q&A

Whit Babcock, Director of Athletics

- Leadership philosophy always focuses on "CAPS"- Compliance, Academics, Performance, Support
 - Compliance- the monitors of what the department does, leading aspect of integrity.
 - Academics- 3.09 overall GPA for the Fall semester for all sports. 92% graduation rate, highest of all public institutions in the ACC.
 - Performance- great momentum based upon how our sports perform.
 - Support- 2016/2017 budget is \$80-81 million, 10th in the ACC. (Pitt, GT, BC, Syracuse, WF below us.)
 - Hokie Club structure change for 2017. "Drive for 25" campaign- aiming for 25,000 donors.
 - ACC Network
 - Scholarships- cost of \$14.9 million per year for our student-athletes.
 - Student-Athlete Development

Questions/Comments:

What are the implications and monetary impact on having an ACC team in the playoffs?

If the ACC puts a team in the playoffs, it is a 6 million dollar payout to the conference.

Do you do Tech Talk Live? Do you talk about academics for an end of the season wrap up?

I do not, I go on once or twice a year. We do push out content on our academics.

How do NCAA appearances help the school?

Financially, they do not really help. The way that it gets measured is by the Learfield Directors Cup. Schools earn points by qualifying for the postseason.

Can you give an update on facilities, club seats, and where we are with debt repayment and funding?
We will break ground next month on the upgrades to the baseball stadium and Rector Fieldhouse (track and softball). These projects will carry debt service of 2 million a year for 20 years. On the plus side, we have \$500,000 of old debt coming off the books soon, Union Bank gave a gift of 3.5 million over 10 years, and the extensive Carilion sponsorship. Next capital campaign will roll out in about 18 months, focusing on scholarship endowments and Cassell Coliseum. We have minimal debt and very good debt service on the West side expansion of Lane Stadium.

4. Organizational Overview

Desiree Reed-Francois, Deputy Athletics Director

- Mission Statement- developed through a collaborative effort to create and capture a concise statement of our collective mission.
- Core Values- they provide our guide.
 - Integrity
 - Service
 - Honor
 - Excellence
 - “Strong Together”
- Culture- our job is to create an environment for our student-athletes to be successful.
- “Pylons of Promise”- our promise to student-athletes, and their responsibilities.
- How we make and spend money.
 - How we spend our money- Budget breakdown: 34% personnel, 27% other (travel, equipment, officials, game guarantees, operations, IT, etc.) 23% facilities, 16% scholarships.
 - How we make our money- Budget breakdown: 37% ACC revenue, 26% ticket sales, 19% annual fund, 16% corporate sales, 2% licensing.
- Top 10 Departmental Priorities.

Questions/Comments:

Is the Hokie Club’s income covering all of the scholarships or is some taken from other revenues to cover all of the scholarships?

Right now, fundraising is not covering the total scholarship bill. One short-term plan to address this was the 110% campaign. We actualized approximately \$800,000.00 from that campaign. Our long-term plan is two-fold: First, implementing the per-seat model for Lane Stadium, which will go into effect Fall 2017. Second, is the “Drive for 25,” which is our campaign to increase the donor base.

Is there no endowment?

Our athletics endowment is currently around 65 million dollars. We realize about 1.5-1.8 million each year that goes towards scholarships. For the first time in about a decade, what we were raising didn’t pay the scholarship bill, so we had to pull from the operating budget. That’s not a situation we want to continue.

We rank 40th in the Power 5 conferences for budget. How has that trended over the last 10 years?

We are trending in the right direction. Like the cost of education, the athletic department budgets have gone up. A lot of that is attributed to conference revenue, which is tied to television revenue.

What is the expected contribution of the ACC network? Will that be a game changer?

Yes it is. We do not have an exact number to put on it. It all depends on the distribution model, the number of households and how many have it and what is in/out of market.

5. Academic Update

Matt Mayotte, Director Student Athlete Academic Support Services (SAASS)

- FGR- Federal Graduation Rate
 - Includes all student-athletes who begin their collegiate career at Virginia Tech, enroll initially in the fall, and receive partial or full athletics scholarships as freshmen; does not include midyear enrollees, transfers, or individuals who begin as non-scholarship student-athletes and later earn a scholarship.
- GSR- NCAA Graduation Success Rate

- Does include midyear enrollees, transfers (in and out), and student-athletes who first receive athletics scholarship as upperclassmen.
- Virginia Tech is to top public institution in the Power 5 with 92% and tied for 4th in the ACC.

6. Coach Introduction and Report

Scot Thomas, Head Women's Softball Coach

- Started the program at Virginia Tech, now going into his 22nd season.
- Academics- 3.25 team GPA.
- Eight players in the current team who are first-generation college attendees.
- Discussed the softball hitting/pitching facility upgrade currently under construction.
- Recruiting- Just signed the 2017 class.

7. Summer Program Report

Danny White, Associate AD Student-Athlete Development (with Joe Tront)

- Five years ago, a study abroad opportunity was formed for those students who can't do the traditional semester long study abroad.
- Sport and Development- entry level course (1 credit hour)
 - Focus on several areas, including: development sectors; how sport can be used in development; global citizenship.
 - Met with the UN and IOC this past summer.

Questions/Comments:

How much is the program/fee?

Generally, it is a \$3500 program fee on top of tuition.

Is there any way to set up a scholarship for this program?

I have not discussed setting up a scholarship, but that would be great.

What is the future of this program?

My vision has always been to expose students to the upper level policy drivers and also the grassroots development work. It is very difficult to do in the condensed timeframe. Next summer will be the first time that both elements can be packaged together.

8. Other Items:

- Next meeting dates- January 24, February 22, March 21, April 19