Presented 9 21 11
Approved 9 21 11

Athletic Board
Wednesday, May 4, 2011
Holmes Student Center Room #406, 1pm

Present:  Terry Bishop (Chair), Ken Zehnder, Brian Hemphill, TJ Lusher, Todd Latham, Don Tidrick, Jan Rintala, Hamid Bateni, Jerry Blakemore, Marcia Dick, Matt Streb, Meaghan Bennett.

Guests:  Shelley Binegar, Assoc AD/Development and Marketing; Debra Boughton, Assoc AD/Business Affairs; Mark Montgomery, Head Men’s Basketball Coach; Christian Spears, Sr. Assoc AD/Administration

I.  Call to Order – T. Bishop (1:04pm)

II.  Approval of February 16, 2011 Meeting Minutes

    TJ Lusher made a motion to approve the February 16, 2011 meeting minutes.  T. Latham seconded the motion.

    Having no additions, deletions or corrections, motion was carried unanimously.

III. Introduction of New Athletics Staff Member

    A.  Mark Montgomery, Head Men’s Basketball Coach

        In J. Compher’s absence, C. Spears reported that after a nationwide search, Mark Montgomery was hired as the new head men’s basketball coach.  He has been very busy, already having signed a number of players.  His background is very solid as he spent 10 years with Tom Izzo at Michigan State University.

        Coach Montgomery said he feels very fortunate to be here.  He wants to bring energy and excitement back to the team.  There are good recruits signed and a good staff in place.  Invite everyone to stop by practices and come to the games.

        T. Bishop then asked everyone to introduce themselves and following that, provided a brief overview of what the Athletic Board does.

IV.  Faculty Athletics Representative – Jan Rintala

        Will be going to the MAC spring meetings in Cleveland May 17-20 and will report on them at the June Board meeting.

        Wrapping up student-athlete exit interviews for the winter and spring athletes.  Will compile the results and report back to Athletics senior staff.

        APR data will be coming out later this month but teams in the top 10% will be announced on May 17.  The other data and any penalties will be released the following week.
She and Christian will be reviewing the GSR data before its June 1 submission. J. Rintala monitors those student-athletes who have not graduated and who can be helped to get that done.

Reviewing both this year’s and next year’s sports schedules relative to missed class time.

V. Committees

A. Equity/Diversity – D. Tidrick
   Currently in the information gathering mode. C. Spears stated that Athletics is working with the institution to make sure we are in compliance with Title IX in a number of areas. Steve Cunningham is actively involved in the process. Provided information from an outside consultant relative to the eight factors they consider to gauge a school’s compliance. Will have a meeting of the work group to discuss whether or not to bring in an outside firm to assist. C. Spears has a good idea of the cost to build a survey for us to administer. The outside consultant will review our program to see where we are and assist in administering a survey this coming fall through myniu. That method should be more friendly for the students to use and hope it results in a higher yield. The last survey resulted in a 5-6% return which does not meet the new guidelines which are 30%-40% return. It should be a fairly swift process once the instrument is built and then the results are analyzed. Part of the new policies require us to look at interscholastic sports in our state which we do not offer at the collegiate level. Depending on the outcome, we could need to add sports we currently do not offer. It does provide the opportunity for us to make a data-driven decision. Athletics will be discussing this in the next few weeks.

B. Budget – P. Bauer
   In Bauer’s absence, D. Boughton distributed the FY11 Third Quarter Report and reviewed areas of note. There is nothing very surprising in this information.

   Relative to income, the athletic fee will come in a bit short in terms of the enrollment number. There is also a slight carry forward at this point which will help. The IMG contract and basketball payment from the Mid-American Conference will come in the next quarter. Athletics is conservatively budgeting fees for FY12. A 6.7% fee increase was approved which will help with scholarship costs.

   As it relates to expenses, this is not the entire budget but a component of it. If there are any questions, please let Debra know.

C. Student-Athlete Wellbeing – M. Streb
   No report.

D. External Relations – T. Latham
   No report.
VI. New Business

A. Presidential Statement on Athletic Policy and Self-Regulating Guidelines
   T. Bishop said this statement really outlines the institutional control over Athletics. It has been reviewed and approved by the Board of Trustees and President Peters. It will be posted on the Athletics website.

B. FY12 Volleyball Ticket Prices
   D. Boughton said there is no change in the pricing from last year. It was a very successful year for Volleyball and the MAC has designated Volleyball as one of its priority sports. S. Binegar said people may think a successful season should translate into higher ticket prices but right now, we would like to build over the next couple of years.

   T.J. Lusher made a motion to approve the FY12 Volleyball ticket prices as submitted. M. Streb seconded the motion.

   Motion carried.

C. Sales Overview – S. Binegar
   1. Season Ticket Sales
      Athletics is focusing heavily on season ticket sales and has hired Bill Guertin, a nationally-known trainer, who will come to campus and train a sales force of approximately 12-14 people. They will work from the campus calling center for eight weeks making calls to NIU alums living in close proximity to campus. Goals and incentives have been established for the callers. If you hear from friends that they have received sales calls regarding season tickets, this is where they are originating.

   2. Soldier Field Marketing Plan
      S. Binegar provided an overview of the market plans developed for the NIU Football game vs. Wisconsin at Soldier Field on September 17, 2011. Ads on CTA, in the Sun-Times and Tribune, billboards in the region, special ticket packages developed for establishments in Chicago where Wisconsin fans will gather, were all highlighted.

      We are waiting on ESPN to let us know if they will be televising the game and they could wait as long as 14 days before the game to let us know. We also do not know the game time yet and, again, may not know until 14 days before the game. Dr. Hemphill is providing buses to take our students to and from the game. IMG is selling sponsorships for the game and when they hit a targeted revenue threshold, Athletics will receive additional revenue shares.

      Our 2007 game at Soldier Field versus Iowa was sold out on July 15 so we anticipate our fans being well informed of the date to order tickets. In the process now of allocating seats to those who have purchased tickets.

D. Humanitarian Bowl recap – D. Boughton
   Since the game, you probably have seen articles in the Northern Star and the DeKalb Chronicle about where we netted on the event. D. Boughton tried to emphasize that Athletics did retain a consistent spending philosophy. The costs increase as we keep the student-athletes on
campus; however, this bowl is earlier and we did receive more up front. The spending was very consistent and Athletics will continue to budget for these trips.

C. Spears acknowledged the great job D. Boughton does with budgeting for events such as this. She developed lots of information at the beginning, the group lived within its means and did not travel extravagantly. It is very costly to go to a bowl game but the timing of the Humanitarian Bowl was in our favor.

J. Blakemore suggested that the appropriate way to look at expenses of keeping athletes on campus is a good idea as this is not a vacation for them, per se. He went on to ask if there is anything his office should be doing in preparation for such a trip. D. Boughton said that the Legal Services staff was very instrumental in helping us prepare for the trip.

**VII. Announcements/Adjournment**

A. M. Dick congratulated the Athletics staff for a great job on *The Victors*. She attended and noted that there are 195 student-athletes with a GPA over 3.0.

B. T. Latham noted the great job Coach Doeren did singing the 7th inning stretch at the Cubs game on April 26.

C. T. Bishop reported that Dee Abrahamson is going to be retiring on May 31. It was also noted that M. Dick and K. Zehnder are also retiring. We wish them all well!

D. J. Rintala made a motion to adjourn the meeting. T. Latham seconded the motion. Carried unanimously. Meeting adjourned at 2:22pm.

*The final meeting of the 2010-11 academic year will be on Wednesday, June 15, 2011, at 2pm in Holmes Student Center #306. PLEASE NOTE THE CHANGE IN TIME. The executive committee will meet on Wednesday, June 1, at 1:30pm in the Athletics Administration Conference Room in Convocation Center #200.*