1. **Call to Order – T. Bishop (1:08pm)**

2. **Approval of December 4, 2013, Meeting Minutes**

   J. Bittorf made a motion to approve the December 4, 2013, meeting minutes. D. Tidrick seconded the motion.

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

3. **Faculty Athletics Representative – M. Streb**

   A. **SAASS Position Update**

      The candidate to whom the position was offered first accepted and then on December 27 declined the position. The week prior to that, the top assistant and coordinator of SAASS left NIU.

      In the short term, a call was made to Dr. Gip Seaver asking him to serve as the interim SAASS director. It was a good call since SAASS is a direct report to Dr. Seaver’s unit. Some extra help has been hired and the office is running very well. An individual who applied for the position several months ago was one of the top three selected to be brought to campus to interview but she declined the interview at that time. Timing is now better for her and she will be here on February 6. If that interview does not work out, the search will be stopped and plans developed from there.

   B. **Dr. Streb and S. Frazier have chosen the new group of LEaD Huskies. Together, the new group has an average GPA of 3.9. This will be another good group.**

   D. **Attended the NCAA convention last week and there was a great deal of discussion about Division I governance. History was not made at the meeting but it will be very soon. There needs to be presidential control but the group wants the ADs to be the ones making the decisions. They are trying to determine what ‘legislative autonomy’ really means.**

     S. Frazier said it was the first time the Division I group has gotten together in over 15 years. He was involved in good discussion about the balance of athletics and academics. However, there is not a real sense of what the model looks like yet. It will be an inclusive process which helps the
conversation but there are some things coming along that will have been predetermined as well as more conversation. We need to be thinking strategically about this relative to NIU moving forward. More information will be coming to this group for discussion. Some thoughts out there, though are:

- Why we do what we do
- Who should be in the room making decisions?
- What does it look like?
- Where would NIU fall? We should get to make that decision. Know that there will be struggles to make the changes.
- Will this be a catalyst for conference realignment? Could possibly prompt some discussion. Schools within the MAC are very similar.

IV. Introduction of Athletics Staff Member

A. Sr. Assoc AD/Facilities and Events Operations – John Cheney

Carl Armato’s departure opened a significant spot to be filled. Following a national search, some very qualified people were brought to campus to interview. At the end, John Cheney was hired for the position. He comes to NIU from Oregon State University. The facilities there are much like what we want our facilities to be like.

J. Cheney expressed his excitement about the opportunity. It is an exciting time at NIU and he can already see the potential here. He is beginning the process on facility upgrades to match the quality of the Athletics Department’s teams. He is excited about bringing to fulfillment the vision for those facilities.

V. Athletics Department Update – S. Frazier

A. Fall Semester Recap

Quite a few great things happened during the fall semester. He provided an overview of the sports’ fall season. Significant growth will be taking place in Huskie Athletics during the next three to four years.

B. Athletics Organizational Chart

The organization will continue to change until all the vacant positions are filled such as the Director of Ticketing, the Director of the Convocation Center, etc. Frazier is very excited about the direction in which the Athletics Department is headed. On January 31, there will be a daylong athletics retreat specifically to discuss revenue production within the department. Will be discussing all inventory and making sure we are doing everything possible to cultivate opportunities. A facilitator will be brought in to assist with the process. Athletics wants to work to eliminate the ‘silo’ mentality which may be in place in some areas.

M. Muhlhauser reported that Tim Rice has begun as the new Assistant AD/Annual Fund. He comes to us from San Jose State University and possesses a very good understanding of the annual fund and how it works. He will be working to grow the donor base and, with that, the revenues that accompany it.
VI. Committees

A. Equity/Diversity – TJ Lusher
   No report.

B. Budget – P. Bauer
   No report.

C. Student-Athlete Wellbeing – D. Changnon
   No report.

D. External Relations - D. Tidrick
   No report.

VII. New Business

A. Poinsettia Bowl Recap
   D. Boughton began by stating she is working to finish up all the financial information. The report is due to the NCAA by April 1, 2014.

   The bowl steering committee met this morning to discuss the trip. S. Frazier made suggestions for ways to manage the bowl travel process in the future and also improving the experience. The experience was positive but there are always ways to improve.

   S. Frazier said the events were very streamlined there which he found to be refreshing. Organization of the events was also good. The bowl process is transparent on campus and in the communities, as it should be. We need to continue to understand the finances and match the expectations.

B. FY15 Ticket Prices
   1. Volleyball
      R. Sedevie began by stating that Volleyball ticket prices have not changed since 2011. The only change this year is the addition of a $40 season ticket. Because next year’s schedule is not yet set, by comparison, there were 19 home Volleyball matches last season. If the price is split among those matches, the price is approximately half the cost of purchasing a single game ticket for each of the matches.

      D. Boughton, as the Volleyball AD, and she and Coach Gooden have talked about a season ticket for Volleyball. The option has been discussed for a while but offering a season ticket helps the perception of Volleyball at the next level. For those of you who have not attended a Volleyball match in Victor E. Court, the atmosphere there is very exciting. Offering a season ticket seems to be a natural progression for the Volleyball program.

      TJ Lusher made a motion to approve the FY15 Volleyball ticket prices as presented. J. Bittorf seconded the motion. Having no further discussion, the motion was carried unanimously.
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2. Football  
R. Sedevie began by stating that Athletics wants it to be a real value for our fans to be season ticket holders so they are being invited to ‘Commit to NIU.’

There are a few changes on the single game side. East side seating is general admission and ADA and in the past, if a ticket was purchased for the west side, the purchaser could walk over and sit on the east side. This year, there will be a general admission section so if a ticket is purchased for the west side but the person wants to sit on the east side, they will be in the general admission section.

TJ Lusher made a motion to approve the FY15 Volleyball ticket prices as presented. J. Bittorf seconded the motion. Having no further discussion, the motion was carried unanimously.

2. FY15 Football Ticket Prices  
Sedevie began by stating that Athletics wants it to be a real value for people to be a season ticket holder so they are being asked to ‘Commit to NIU’ which is also the department’s theme for the coming year.

There are a few changes in single game pricing. Pricing was increased by a percentage rather than a dollar amount. Also, in the past, if a fan purchased a ticket on the west side, it could also be used on the east side. This year, there will be a general admission section so if someone buys west side tickets but wants to sit on the east side, it will be in the section designated for general admission. The pricing also takes into account the increase in single game prices to 1/3 of the highest priced ticket.

P. Simonds asked if the south endzone will ever be utilized for additional seating. J. Cheney answered that it would be part of a feasibility study.

Having no further discussion, TJ Lusher made a motion to approve the FY15 Football ticket prices as presented. D. Changnon seconded the motion. Motion carried unanimously.

C. OCR Update – D. Boughton

D. Boughton has already updated TJ Lusher, chair of the Board’s Equity/Diversity committee, on the status of the case with OCR (Office for Civil Rights) but is bringing the status report to the full Board.

Boughton received a call over the holiday break informing her that representatives from OCR would be coming to campus to visit. Three members from that office came to campus and met with herself, C. Spears, and Greg Brady and Laura Sala from the office of the General Counsel. This case has been open since 2002. In 2008, Athletics administered an Interests and Abilities survey. There are three prongs by which institutions can be considered to be in compliance with Title IX:
the percentages of male and female athletes are about the same as the percentages of full-time male and female students;

the school has a history and continuing practice of expanding opportunities for women; or

the school is fully and effectively meeting its female students’ interests and abilities, even if it does not provide equal sports opportunities.

The Athletics Department administered an ‘Interests and Abilities’ survey and of the 1,000 surveys administered, received a 6% response rate. Those six individuals wanted NIU to reinstate Swimming. NIU now has the opportunity to re-evaluate the information based on enrollment. The assessment is based on the fall numbers and our participation rates based on the first day of competition. Upon review of that data, if we are in compliance, the information will be submitted and the case would be closed. That submission is due to the OCR by March 15 and depending on the outcome, it is possible we would have to administer another survey.

This group will be kept informed about the progress of the case.

D. HASF Parking at Basketball – J. Moulton

J. Moulton asked for an explanation of the HASF parking plan at the Convocation Center for basketball events. M. Muhlhauser answered that designated parking has been set aside for HASF member in the southeast corner of the lot. J. Moulton said that those spaces have not been pointed out to him when he goes to the games. R. Sedevie said at the beginning of the season, 100 spots for HASF members were sectioned off, however, parking staff have not been protecting those spots. At the most recent Basketball Operations meeting, the parking staff was informed that it is Athletics’ expectation that they set those spaces aside for HASF members.

D. Boughton added that Athletics is no longer charging for parking since looking at the reality of attendance numbers it did not make sense to continue to charge for Basketball parking. However, we need to make sure those parking spaces continue to be made available and protected for HASF members. That is a benefit and is a premium as part of their membership. Athletics will make sure that happens. S. Frazier added that this will continue to evolve as Athletics further upgrades the event management structure. As attendance at basketball increases, the event management area will be upgraded, as well. J. Cheney will work on solving this issue.

J. Moulton went on to ask about the seating at basketball games. It has been his experience that when arriving at games there are people already sitting in his seats. He is aware that this also happens to other season ticket holders. D. Boughton stated that the situation will be changing since J. Cheney will now be upgrading the event management piece. S. Frazier reiterated that things will also change because basketball is going to improve soon so attendance will be increasing.
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VIII. Announcements/Adjournment

A. Upcoming Events

1. **Baseball Leadoff Banquet** - Sun, Jan 26 – 3:30pm – Blumen Gardens in Sycamore  
   Tickets are $60 and can be purchased through the Baseball Office by 4pm January 22

2. **Signing Day Party** - Wednesday, February 5 – 5pm – Faranda’s Banquet Center (302 Grove Street) in DeKalb  
   Open to all 2013 FB Season Ticket Holders and HASF donors. You can purchase tickets for $35 by calling the HASF office at 753-1923

J. Bittorf made a motion to adjourn the meeting. TJ Lusher seconded the motion. Motion carried unanimously. (2:24pm)

The next meeting of the Athletic Board is Wednesday, February 19, 2014, at 1pm in Holmes Student Center room #306. The executive committee will meet on Wednesday, February 5, 2014, at 1:30pm in the athletics administration conference room in Convocation Center #200.