Athletic Board  
Wednesday, May 20, 2015  
Holmes Student Center, Room 306, 1pm

Present: David Changnon (Chair), Terry Bishop, Don Tidrick, Joe Bittorf, Yolanda King, Bill Cassidy, Thomas Bough, Randi Napientek, Sean Frazier, Matt Streb, Jerry Blakemore.

Guests: Ryan Sedevie, Assoc AD/Advancement and External Affairs, Debra Boughton, Sr Assoc AD/Finance, Melissa Dawson, Sr. Assoc AD/Director of Student-Athlete Academic Support Services, John Cheney, Sr Assoc AD/Facilities and Event, Jerome Rodgers, Sr. Assoc AD/Compliance and Administration, Lisa Stocksdale, Sr. Administrative Assistant; Ms. Candice Patrick, 1st year student.

I. Call to Order – D. Changnon (1:02 pm)

II. Motion by D. Tidrick to move Agenda item #9, Comp Ticket Policies, to before approval of March 18, 2015 Minutes to ensure quorum to vote. Motion Seconded by J. Bittorf; motion carried unanimously.

III. Comp Ticket Policies – R. Sedevie
   A. Comp Ticket Policies have not changed significantly from previous years.
      i. Volleyball Line Item #10, changed from 250 to 100.
      ii. Volleyball Line Item #11, changed from 400 to 250.
      iii. Football Line Item #10, changed IMG to Learfield.
      iv. Athletic Staff Tickets changed from six (6) tickets per game to four (4) tickets per game.
   B. T. Bishop made a motion to approve changes to Comp Ticket Policies; D. Tidrick seconded the motion; motion carried unanimously.

IV. Approval of March 18, 2015 Meeting Minutes
   A. Noted: Yolanda King and Randi Napientek’s names were misspelled. D. Tidrick moved to approve; T. Bough seconded the motion; motion carried unanimously.

V. Faculty Athletics’ Representative – M. Streb
      Student Athletes overall carried a 3.0 GPA with thirteen (13) of the sixteen (16) sport programs over the 3.0 GPA. Additionally three (3) teams achieved a GPA over 3.5. The overall goal was 3.2 and M. Streb indicated that a round of applause should be given to M. Dawson and her crew in SAASS for the hard work they do to keep our Student-Athletes on the road to academic success. Nationally, Gymnastics, Cross Country, and Mens tennis programs were recognized for their APR achievement whereas in the past there was never more than two (2) NIU teams recognized.
   B. Sponsor Admittance Rate
      M. Streb presented data on Sponsor Admittance Rate.

VI. Athletics Department Update – S. Frazier
   A. Spring Highlights
      S. Frazier handout out the Spring Highlights to Board members for their knowledge. It was a very productive spring that included the transitioning of the new baseball coach, Mike Kunigonis. Men’s and Women’s Tennis programs are getting better and with the opening of the new indoor practice site on
campus, the squads will spend less time in practice commuting. Track and Softball both showed great momentum. Overall, our student-athletes are seeing a lot more swagger on how they do things. From this point forward, everything we do in athletics is geared toward recruitment and retention.

Additional highlights include the Russell Wilson Passing Academy coming to DeKalb on June 25, 2015; new field turf being laid at Huskie Stadium; Summer Circuit events to engage Chicago and surrounding communities. S. Frazier indicated that engaging our alums is key to our future success and all coaches and Sr. Staff will take part in the Circuit.

VII. Bowl Report – D. Boughton
   A. D. Boughton reminded the Board that she had emailed all Bowl Report documents to them prior to this meeting. To recap, every Bowl is different; every experience is different and nothing short of abnormal. Poinsettia Bowl was less expensive due to how we were able to transport the Band and Cheer squad to the location. M. Streb asked if there has been any media inquiries concerning the financial reports to which Boughton said there was none that she knew of.

VIII. Third Quarter/Budget Update – D. Boughton
   A. D. Boughton noted to the Board that football revenue included internal purchase of tickets; conference distribution will show on the last day of June, 2015; and Learfield will report last day of June 2015.

   B. Factors that dipped into the budget include two rounds of diversity training and the Strategic Plan Workshop. Travel enters into the budget as well but D. Boughton informed the Board that the travel restrictions that were imposed by the University have been shared with Athletics.

   C. Summer School was recently approved and monies have been allocated.

   D. D. Boughton discussed waivers with the Board and stated that there are regulations as to the number we can use as a department and a university. These waivers are dependent on tuition which is dependent on enrollment. This is not a separation of Athletics and University. Those of us in the athletic department need to help the university more with recruitment and retention. Jerome shared with the Board that he is on the Enrollment Committee and there have been several coaches who have asked to serve on this as well. This is a key component as this is what our coaches do best – recruit; they can bring insight to the committee.

IX. Strategic Plan – D. Boughton
   A. Athletic 2016-2018 Strategic Plan was presented to all athletic staff at the Town Hall Meeting held on Tuesday, May 19, 2015 and a copy was presented today to the Board. It was imperative that the Athletic Plan align with the University Plan and the final version does just that. Captain’s Council added in the word “NIU” to the Core Values of F.A.M.I.L.Y. (Forward, Accountability, Maximize, Inclusive, Legacy, You). The Critical Issues listed are the “meat” of what we will do going forward. Each of those Critical Issues was assigned to a sub-committee overseen by a member of Sr. Staff (CI1/J. Cheney; CI2/R. Sedevie; CI3/D. Boughton; CI4/M. Dawson & J. Rodgers) to create goals and then the objectives for those goals. This is a three year plan. S. Frazier mentioned that this is a working document, there will be an annual review of the Plan, and we will use
the Athletic Town Hall meetings to keep staff apprised of our progress toward reaching the goals.

IX. Revised Ticket Language Recap – R. Sedevie
   A. R. Sedevie reminded the Board of the early introduction to the revisions made to the Men and Women Basketball ticket language and Football ticket language; the Board already has this document. Based on the revised language that the Board previously approved, NIU Athletics provided summaries of unique ticket packages:

   a. Hoops for Holidays; tickets purchased were donated to groups who could not normally attend.
   b. Seats for Soldiers; introduced for football season where 400 have already been sold for the upcoming season and 100 tickets for the Boca Raton Bowl were sold.
   c. Youth Days at Women's Basketball; 250 youth tickets sold.
   d. Alumni Card & Pin; introduced by the Alumni Association where NIU Athletics partnered with them to include on the back of the card the following offer: purchase one (1) season ticket to get one (1) free. This offer is for the first 500 who respond by August 1, 2015.

   A. DIG was created in the Fall 2013 at the request of S. Frazier. After the March 2014 Work Study Survey, in which 88 participants took part, was reviewed, the Action Plan was created. J. Rodgers provided a handout to the Board as to the timeline of this creation. D. Changnon appreciated the “progress column” that was part of the Plan in order to keep assessing the Plan and update accordingly.

X. Committees (Present Goals):

   A. Equity/Diversity – Yolanda King/Debra Boughton/Jerome Rodgers
      a. Y. King had no other updates for the Equity/Diversity group. King shared that Money Smart Week had 3,450 in community attendance. King also told the Board that all presenters spoke very highly of our student athletes who attended. Orientation meeting was also held today and for the first time it was discussed that student-athletes are a different population and an effort is being made to highlight athletics during orientation.

   B. Budget – Terry Bishop/Debra Boughton
      a. Nothing to report

   C. Student Athlete Wellbeing – Randi Napientek/ Melissa Dawson
      a. Nothing to report.

   D. External Relations – Don Tidrick/Ryan Sedevie
      a. Athletics will have more presence at orientation by bringing students to Huskie Stadium to sit on the East Side and go through some cheers. R. Sedevie shared with the Board that they had a football game day program used from 50 years ago and as this is the 50th Anniversary of Huskie Stadium this year, they plan on using the program to engage the students and have some fun with it.
      b. Currently working on marketing, highlighting, and making Homecoming feel more like a special university-wide event for the upcoming season.
      c. Student Athletes will be helping at move-in day in order to build peer-to-peer relationships with incoming students.
XI. New Business
None to report.

XII. Upcoming Events
Nothing to report.

XIII. Announcements/Adjournment
T. Bough made a motion to adjourn the meeting; T. Bishop seconded the motion; motion carried unanimously and meeting adjourned at 2:15 pm.

The next meeting of the Athletic Board is scheduled for Wednesday, June 17, in the Holmes Student Center room #306 at 1 pm. The executive committee is scheduled to meet on Wednesday, June 10, 2015 at 1 pm in Convocation Center, room 200.