

Athletic Board
Wednesday, April 19, 2017
Convocation Center, Multi-Purpose Room, 1pm

Present: Matthew Streb (Chair), Josephine Umoren, Lara Sala, Peter Garrity, Glenn Roby, Joe Bittorf, Mary Burns, Mark Groza, Sean Frazier, Jeffrey Salmon, Mary Wyzard, Greg Brady, Lorena Martin

Guests: Debra Boughton, Sr. Assoc. AD/Finance and Chief of Staff, Melissa Dawson, Sr. Assoc. AD/Director of SAASS, John Cheney, Sr. Assoc. AD/Facilities and Event, Jerome Rodgers, Sr. Assoc. AD/Compliance and Administration, Jay Vickers, Sr. Assoc. AD/Sports Administration, Lisa Stocksdale, Director of Personnel, Kiera Miller, Asst. AD/Compliance, Scott Foelske, Director of Compliance, Marcus Everett, Compliance GA, Michelle Batty, Compliance GA; Danielle Schultz, Internal Audit

- I. Call to Order – M. Streb (1:03 pm)
- II. Approval of February 22, 2017 Meeting Minutes. J. Bittorf moved to approve; P. Garrity seconded; motion carried unanimously.
- III. Faculty Athletics Representative – M. Streb
M. Streb updated the group on the status of the Academic Progress Rate, which will be released publicly in two weeks.
- IV. Athletics Department Update – S. Frazier
S. Frazier provided a NIU Athletics Update handout to the group, which highlights the accomplishments of the NIU Athletics sports teams during the 2016-2017 season.

He also discussed some of Athletics upcoming events:

- Rich Harvest Farms has currently sold just under 10,000 tickets to the NCAA men's and women's golf national championships with little under a month to go.
- The NIU Football Spring game is this weekend, and will host a donor/season ticket appreciation event after the game.
- Victor E. Ball is set for next Saturday with just over 300 guests confirmed. Jerry Kill will be the keynote speaker, and the goal is to raise at least \$250,000 to support NIU Athletics student-athlete cost of attendance. Athletics also intends to release their "Campaign to Sustain", a fundraising opportunity to answer some of the financial challenges the Athletics program will face after mandatory cut-backs are finalized in the next few weeks.
- The Huskie Summer Circuit is also approaching. Dates are set for June 5th-8th and offer the public an opportunity to meet with the Senior Staff and Head Coaches.

S. Frazier also discussed Buffalo's decision to drop Men's Soccer from their program. The financial climate in Illinois is forcing schools to make tough decisions, however S. Frazier does not believe cutting sports will solve any of the issues.

- V. Topic for Discussion – Meeting Schedule – M. Streb
M. Streb asked the group how they felt about the current number of Athletic Board meetings, and the proposal of adding a 5th meeting. The group consensus was to continue with 4 quarterly meetings, and assess at a later date if the substance of the meetings seems to be compromised.
- VI. Liaison Reports

- a. Diversity Integration Group (D.I.G.) – Y. King/J. Rodgers
No updates.
- b. Finance and Facilities –J. Bittorf/ J. Cheney
J. Bittorf updated the group on some of the financial contracts that are currently under review:
 - There will be a meeting with Pepsi representatives in May to discuss the Campus Pouring Rights and the possibility of reviewing and negotiating the current contract.
 - Athletics is hoping to re-negotiate royalties and new-contract signing bonuses with the current licensing group.
 - J. Cheney met with Ticketmaster to look into possibility of a free marketing option and creating an amendment to allow us to sell tickets locally.

J. Bittorf also updated the group on the profits from the Thomas Rhett concert, which brought in approximately \$75,000.00 in net profit, including commissions. J. Cheney indicated that they are working on getting more shows with Live Nation, possibly two per semester.

- c. Student Staff Services –R. Napientek/M. Dawson
No updates.
- d. External Affairs – M. Groza/R. Sedevie
Upcoming events include the Fall Homecoming dance, scheduled for October 7th, and Student-Athlete Recognition at the Victors on May 2nd.

M. Groza also reported that Athletics Season Tickets and Premium Sales are going well, and that there is a possibility of adding Premium Sales areas for Women's Basketball.

Athletic Department Reports

- a. Strategic plan update – critical issue #4 – M. Dawson
M. Dawson discussed the Strategic Plan Critical issue #4, Student-Athlete Experience (handout provided). The objective is to strengthen and enhance the student-athlete experience in a well-balanced athletic, academic, social and mental environment, and to be recognized nationally for academic and athletic achievement through the commitment of best practices and innovations.

Goal #1 is to inspire student-athlete leadership development. Objectives to aid in this area include encouraging student-athletes to participate in campus organizations such as Fraternities, Sororities, and Clubs outside of Athletics, the nomination of three student-athletes to participate in MAC/NCAA leadership training committees/forums, and the encouragement of at least one student-athlete per sport to participate in Captain's Council.

Goal #2 is meet and exceed student-athlete well-being standards. Completed objectives include the implementation of annual reviews of concussion protocol by medical staff and annual training/education for all student-athletes, coaches, administration and staff on sexual violence, eating disorders, etc. Athletics has also incorporated assistance for mental health practices, and is working on putting together quarterly workshops for student-athletes and staff that focus on current trends.

Goal #3 is providing optimal student-athlete support services and programming through an infrastructure while preparing for life after graduations. To fulfill this goal, Athletics has implemented Huskie Experience workshops, which host a

minimum of one featured community, business or campus leader/speaker per semester working with student-athletes on building resumes, job fairs, and preparing for life after graduation. One other goal is to get the Huskies without Borders study abroad program off the ground, hopefully within the next year or two.

The last goal is to strengthen the athletic brand through student-athlete engagement with campus and community, which is being done through continual encouragement and education of student-athletes on Engaged Learning opportunities, community service initiatives, and promotion of the Honors Program. Just last year, NIU student-athletes logged over 6,000 hours of community service!

- b. End of the year Compliance presentation – K. Miller & S. Foelske
K. Miller and S. Foelske provided a handout to the group and presented a PowerPoint on the NIU Huskie Athletics Compliance office, what they do, and some of their processes/resources.

K. Miller discussed the use of the JumpForward database, which allows coaches, student-athletes, and staff to access/share forms, design workflow processes and connect to campus information systems. The database also has a place for coaches to upload their CARA logs (practice schedules), which must be approved by at least two student-athletes weekly. Compliance has also integrated PeopleSoft into their daily use, which assists in tracking student-athletes continuing eligibility and Bursar accounts.

K. Miller and S. Foelske described the continual educational efforts of the Compliance office through email reminders, newsletters, student-athlete education sessions, coaches education sessions, weekly educational emails, social media blasts, and more.

They provided a brief overview on the management and calculation of the APR and GSR, and detailed the process of violation reporting, noting that all violations, whether big or small, are reported to the MAC and reviewed by an infraction committee, who decides whether the punishment that was given is acceptable.

Lastly, the group discussed the Cost of Attendance and Athletically related financial aid. If at any point during a student-athletes time with NIU they become ineligible, their scholarships can be terminated. There is an opportunity to appeal if aid has been reduced, not renewed, or revoked.

- VII. Announcements/Adjournment
 - a. This is the last Athletic Board meeting of the year.
 - b. M. Streb called the meeting to a close at 2:30 pm; motion carried unanimously.