

**Athletic Board**  
**Wednesday, November 30, 2016**  
**Convocation Center, Multi-Purpose Room, 1pm**

**Present:** Matthew Streb (Chair), Peter Garrity, Thomas Bough, Yolanda King, Andy Small, Glenn Roby, Joe Bittorf, Mary Burns, Sarah Johnston-Rodriguez, Mark Groza, Sean Frazier, Randi Napientek, Lorena Martin, Quinton Rosser

**Guests:** Ryan Sedevie, Sr. Assoc AD/Advancement and External Affairs, 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, Sr. Administrative Assistant and Director of Personnel; **Student guests:** Quinton Rosser, Lorena Martin

- I. Call to Order – M. Streb (1:03 pm)
- II. Approval of September 14, 2016 Meeting Minutes. A. Small moved to approve; J. Bittorf seconded the motion; motion carried unanimously.
- III. Faculty Athletics Representative – M. Streb  
M. Streb opened the meeting with commentary on the 2016 NIU student-athletes' Graduation Success Rate (GSR), which was released by the NCAA on November 16<sup>th</sup>. NIU student-athletes posted the second highest GSR in the MAC at 87%, and had six individual sports programs leading the MAC in GSR. Student-athlete graduation rates were also 21% higher than non-student-athletes at NIU.

Also noted was a brief culmination of the release of the Program Prioritization reports by the President, of which the President agreed with the task force that the Athletics program needs to become more self-sustaining.

- IV. Athletic Department Update – S. Frazier  
S. Frazier provided a Fall Sports Update handout to the group. He touched base on the aggressive scheduling under the competitive model the football team undertook this fall, and expressed the need to compete against challenging teams. He also noted that he would issue a release of some kind to discuss and explain some of the ups and downs of the season.

S. Frazier highlighted the accomplishments of the fall sports programs. Women's Volleyball won the MAC Championship, and will be heading to the NCAA Tournament tomorrow to take on Missouri. Also notable was the Women's Cross Country team, who made school history with a 9<sup>th</sup> place finish at the NCAA Regionals. S. Frazier attributed these successes to the coaching staff, and praised Coach Gooden and Coach Meyers for their accomplishments this year. S. Frazier also discussed the decision of the Athletics program to release Men's Soccer Head Coach, Eric Luzzi, indicating that the Athletics program felt it in the best interest for the program to move in a different direction, narrowing down the primary reason as wins versus losses.

Additionally, two revenue generating opportunities are coming up in the New Year, the Victor E. Ball, an annual fundraising event to support student-athletes, which will be hosted on April 29<sup>th</sup>, 2017, and the 2017 NCAA Golf Championships, hosted at Rich Harvest Farms from May 19-24, and May 26-31.

- V. Major Issue: MAC Time Demands legislation – Rodgers  
J. Rodgers discussed four new pieces of legislation regarding Time Demands on student-athletes. The included handout laid out the proposals, which are to be effective in the 2016-2017 academic school year.

A working group, chaired by Mike Kunigonis and comprised of representatives from the coaching staff, strength and conditioning staff, and SAASS, has been initiated to discuss the areas of concern and the implementation of the new legislation. The group discussed the first topic on Tuesday, looking at the proposal to have two-weeks off from required athletic activity following the end of a championship season segment.

*Questions:* How do we implement rules for multi-sport student-athletes such as those on the track and field/cross country team? Are team sports treated differently than individual sports? How do we work around pre-existing legislation? Is the new legislation universal to all sports, or do some need to be more sport specific?

S. Frazier commented that despite operational challenges, these proposals need to be enacted as they affect the longevity of the student-athletes and the Athletics program as a whole.

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 apprised the group on updates to facilities, most notable being the installation of LED Boards in Victor E. Court.

The recently proposed idea of pre-loaded debit cards is now on hold until the year-end financial reports are complete. Also noted, Procurement Services is now requiring departments to obtain three quotes for products/services totaling \$50,000 or more, and, whenever possible, would like one or more of the quotes to be from a minority or woman-owned business.

The OGC is working on a contract with Sodexo as a third party vendor for Athletics concessions. J. Cheney indicated that he will speak with Sodexo on Friday to finalize the details.

Lastly, all students of the University are required to have health insurance, however this does not cover athletic injuries. Athletics is currently working on the logistics of primary insurance policies for student-athletes, and are looking to wrap up in spring 2017.

- c. Student Staff Services –R. Napientek/M. Dawson  
M. Dawson drew attention to a publication by the NCAA entitled, *Mind, Body and Sport - Understanding and Supporting Student-Athlete Mental Wellness*. Mental health comes up often in athletics, and student staff services aims to make the necessary resources known and available to all students and staff.
- d. External Affairs – M. Groza/R. Sedevie  
M. Groza discussed upcoming events: Inside Huskie Basketball (beginning 12/8/16, and every Thursday 12/29/16-2/23/17), Staff/Faculty appreciation nights (upcoming 12/31/16), and Family/Homecoming weekend (2/4/17).

Athletic Department Reports

- a. Strategic plan update – critical issue #2 – R. Sedevie  
There are four critical issues outlined in the Strategic Plan. R. Sedevie discussed Critical issue #2 (handout provided): Foster an environment that makes NIU a destination of choice/preferred choice. Many of the goals accomplished in 2015-2016 will continue to be reviewed and fostered annually, such as working with sports programs prior to the start of their season to work on a compressive marketing plan tailored for the specific sport, arranging the best game times to maximize attendance, and working with ESPN3, which now airs 35 broadcasts highlighting the University.

For the 2016-2017 year, R. Sedevie highlighted three goals for the 2016-2017 year: finish in the top half of the Reese Jacoby standings, officially release NIU brand standards, and coordinate with the NIU Foundation for the launch of a Capital Campaign. In regards to the release of NIU brand standards, R. Sedevie indicated that he has a meeting tomorrow to go through the coordination of what these brand standards will be.

- b. Overview of SAAC initiatives (SAAC E-Board - Quinton Rosser, Lorena Martin)  
Q. Rosser discussed SAAC initiatives, which are meant to enhance the student-athlete experience by promoting opportunity and fostering a positive environment. Some of the more recent initiatives includes Operation Christmas Child, a canned food drive, involvement in the Homecoming parade, and the Victors music video (which will be taped today). A few ideas on future initiatives involved pairing up with Greek life to get students more involved in athletics and a possible student-athlete job fair to improve interview techniques.
- c. Student-athlete wellbeing discussion – R. Napientek  
R. Napientek showed the group a PowerPoint presentation that outlined Student Athlete well-being, with information regarding committees and assessments used to assist. The goal of the group is to create and foster ways to identify areas of concern and provide the necessary resources and support to student athletes.

The Wellness Assessment for Education Enhancement, comprised of surveys on learning style, reading comprehension, motivation and confidence, learning disabilities, and math assessments, provides critical information to staff on students who might need additional assistance for academics. Another area of assessment is the Mental Health Survey, which was given to all 450 Student-Athletes this year and will be incorporated into the initial packet with Athletic Trainers. These surveys identify students within certain categories to be quickly referred to specific counseling resources. The final assessment is a survey of the Student-Athlete experience, which is given to all student-athletes, and asks 14 questions, geared toward gaining information on areas the students might need more assistance with in regards to Sport Psychology.

R. Napientek discussed Mapworks, the program they use to calculate First Year Freshman and First Year Transfer students success retention rates. The data indicated that students who participated in the surveys are retained at a higher rate than students who did not participate (by a margin of 14% and 10% respectively).

- d. Revenue generation update – J. Vickers  
J. Vickers provided a Revenue Generation Overview handout to the group, which highlighted the dramatic increases in HAF total gifts received, football premium area sales, and basketball premium area sales. He also discussed the breakdown of the revenue stream for FY16. Some challenges moving into FY17 include declining enrollment and the budget crisis; S. Frazier indicated that we need to continue to work on sustainability and creating a transactional donor base by improving the

fan/donor experience and engaging the alumni.

- e. Evaluation of staff and coaches overview – L. Stocksdales  
L. Stocksdales presented the Athletics' 360 Evaluation tool, which was created in Qualtrics for a more comprehensive evaluation of the senior administration, coaches and department heads. The evaluation looks at several areas and includes a self-evaluation by the employee focusing on accomplishments/disappointments and goals for the upcoming year. The Qualtrics link is sent out to direct reports, peers, and other departments, and is completed anonymously. The results are then sent back to the Sport AD and Director of Athletics to be reviewed. In addition to the 360 Evaluation, athletics also has the student-athletes provide feedback through anonymous surveys at the end of each season. The student-athlete surveys, combined with the Qualtrics reports, and the overall academic/competitive performance, are all analyzed and considered carefully going into the evaluation meeting with the staff member.
- f. Football/Volleyball season ticket prices – R. Sedevie  
R. Sedevie indicated that there will be no real changes to the ticketing structure for Volleyball; however Athletics will move forward with a more dynamic ticket structure for football, which will include price differentials based on date of the game (i.e. weekday vs. weekend) and the opponent (i.e. conference vs. non-conference opponents).

VII. Announcements/Adjournment

- a. M. Streb called the meeting to a close at 2:56 pm.