



ATHLETIC BOARD MEETING
September 13, 2017 – 1:00 pm

Present: Mark Groza (Chair), Vicky Nay, Brian McCormick, Thomas Bough, Glenn Roby, Joe Bittorf, Mary Burns, Laura Sala, Aurora Walker, Bill Cassidy, Sarah Johnston-Rodriguez, Jeffrey Salmon, Pete Garrity, Yolanda King, Sean Frazier, Brianna Linco, Devin Halicki, Aubrie Purtell

Guests: Ryan Sedevie, Sr. Assoc. AD/Collegiate Advancement & External Affairs; TJ Feuerbach, Sr. Assoc. AD/Development & Revenue Generation; Melissa Dawson, Sr. Assoc. AD/Director of SAASS; Lisa Stocksdale, Sr. Assist. AD/Human Resources & Donor Relations; Jerome Rodgers, Sr. Assoc. AD/Sports Administration; Debra Boughton, Chief of Staff/Sr. Assoc. AD/Finance & Operations/SWA; John Cheney, Sr. Assoc. AD/Internal Operations

- I. *Call to Order – M. Groza (1:03 pm)*
- II. *Approval of Previous Meeting Minutes – P. Garrity moved to approve; G. Roby seconded; motion carried unanimously.*
- III. *Faculty Athletics Representative – M. Groza*

M. Groza opened the meeting with a discussion on his role as the FAR. As the FAR, it is his job to serve as a liaison between the Athletic department and the University, ensuring that the Athletic department's mission is in concert with the mission of the University.
- IV. *New member orientation/Org chart*
- V. *Open Discussion – M. Groza*
 - a. *How do you see your role as an Athletic Board member?*

Members felt it was their role to monitor the workings of the Athletics department and advise as necessary. P. Garrity provided insight on his role on the Athletic Board, stating that he utilizes information from these meetings to provide insight and facilitate conversations between Athletics and the Alumni Association.

G. Roby remarked on his role in engaging local businesses, as well as connecting Greek life and student engagement to Athletics. He mentioned a misconception that the students had regarding the tailgating set-up, and how he was able to work with Athletics to resolve that.
 - b. *Member best practices – how best can board be leveraged to advance mission of university & athletic department?*

J. Bittorf encouraged the group to be proactive, to let people know of the activities going on in Athletics, and to turn around any misconceptions. He recommended generating a listing of key-takeaways from each Athletic Board meeting that can be easily circulated to department chairs, instructors, professors, etc.
- VI. *Major Issue: Engaging internal stakeholder in NIU Athletics – R. Sedevie*

R. Sedevie discussed the importance of engaging stakeholders to support the University's mission. Pride in Athletics can and should be a major source of this engagement. He provided a handout with the Athletics' Premium Hospitality contact information, and briefly described the amenities/features of each area. M. Groza encouraged the group to spread the word to both academic and non-academic units on campus about the available hospitality areas. P. Garrity suggested possibly opening up the Coaches Club during the IHSA Football Championships, which J. Cheney pointed out would be difficult due to the need to turn the area over.

VII. *Liaison Reports:*

a. *Diversity Integration Group (D.I.G.) – Y. King/J. Rodgers*

Y. King discussed the group's first initiative, the International and Diversity night hosted at the Men and Women's Soccer games on Friday, September 8th. The event was coordinated with the assistance of the office of Academic Diversity, Equity and Inclusion and the support of local vendors. She indicated that the D.I.G. working group has a robust action plan for this AY, and will provide more insight after their first meeting next Thursday.

b. *Finance and Facilities – J. Bittorf/ D. Boughton/ J. Cheney*

The Finance and Facilities working group is set to meet next week, and are set with a fairly consistent agenda: personnel updates from D. Boughton, project updates from J. Cheney, and continual discussions on contracts, licensing and Procurement. J. Bittorf will have additional updates at the next AB meeting.

J. Cheney discussed briefly some of the initiatives that Athletics is currently pursuing, such as the replacement of the Convocation Center video board and upgrades/modernizations across the board. Plans for Chick Evans have not been solidified and conversations on the use of the building are ongoing.

c. *Student Staff Services – J. Salmon/ M. Dawson/ L. Stocksdaile*

The Student Staff Services working group met last week and identified issues and ways to enhance the student and staff experience. Their next meeting will clarify goals.

d. *External Affairs – G. Roby/ R. Sedevie/ T. Feuerbach*

The east-side tailgate area has been moved closer to the stadium in an effort to better engage the students in attending the game and to maximize the students' safety. Feedback from the first and second game will be used to continue to enhance the student tailgate experience.

R. Sedevie discussed the creation of the "Huskie Fan Advisory Board", a twelve-member group comprised of current and former student-athletes, staff, and alumni. The goal is to gain insight and input on ways to engage our fan base and enhance the fan experience at all NIU Athletic events.

Other topics included the change in taping for the "Inside Huskie Football" Radio show and plans for The Yard later in the season. "Inside Huskie Football" has been moved to Mondays at Fatty's during the noon hour, allowing the show to be picked up by two other markets in the evening, and The Yard will be moved indoors to the Chessick Practice Center later this season during the mid-week games.

VIII. *Athletic Department Reports:*

a. *Strategic plan "Year 3" overview – D. Boughton*

There are four (4) critical issues in the Strategic Plan. D. Boughton indicated that Athletics is currently in the planning stages of setting goals for the next Strategic Plan, aiming to have goals out in the next 9 months.

b. *FY budget report – D. Boughton*

D. Boughton discussed the funding sources for Athletics: 31% - student athletic fees; 12% - tuition waivers; 11% - State appropriations; 14% - external funding (i.e. donors); 11% - NCAA and conference; 5% - game contracts; and 17% - auxiliary enterprises (i.e. revenue from events hosted at Convocation Center). It was noted that the top three funding sources are not controlled by Athletics. Alternatively, the allocation/spending of funds for Athletics is as

follows: 27% - student-athlete scholarships; 26% - employee salaries; 20% - operating costs; 17% - auxiliary enterprises; and 9% - travel. D. Boughton indicated that these percentages are relatively standard across all Universities, regardless of total available funding.

It was brought to the group's attention that NCAA mandates allow NIU to award 235.5 athletics scholarships per year. With over 400 student-athletes on campus, Athletics is responsible for attracting the equivalent of over 150 full-paying students to campus.

c. Prior Year IPP review – J. Rodgers

J. Rodgers offered insight on the use of the IPP (Institutional Performance Program) on the NCAA website. The IPP provides data on institutional GSR (Graduation Success Rate) and APR (Academic Progress Report), among other features. In 2016, NIU recorded an APR of 979, well above the NCAA mandated minimum requirement of 930 (averaged over four years). If a University drops below this number, various repercussions could include reduction in practice hours, post-season bans, and financial penalties.

d. SAASS academic report – M. Dawson

M. Dawson provided a brief overview of the Student Athlete Academic Support Services (SAASS), which services the over 400 student-athletes at NIU, offering academic and personal support. The Academic Performance Overview handout that was provided showed an overall athletic department cumulative GPA of 3.12 in the fall of 2016, and a 3.17 in the spring of 2017. M. Dawson indicated that their goal is a cumulative GPA of 3.2. Additionally, 42 student-athletes in the fall of 2016 and 43 in the spring of 2017 earned a semester GPA of 4.0, accounting for approximately 10% of student-athletes.

e. Complimentary Ticket Policies – J. Cheney

J. Cheney quickly recapped the complimentary ticket policy, noting that complimentary season tickets are IRS taxable. Volleyball, football, and men/women's basketball Complimentary ticket policies for 2017-2018 were provided to the group.

IX. Announcements

a. Jacoby Award Tour – D. Boughton

The Athletics department was the recipient of the Jacoby trophy, an award presented to the top women's athletic program in the Mid-American Conference. D. Boughton provided the group with the award tour schedule.

X. Athletics Department Update – S. Frazier

a. Introduction of TJ Feuerbach, Sr. Assoc. AD/Development & Revenue Generation

S. Frazier briefly discussed some of Athletics' current initiatives, noting that this year is a Hall of Fame year. He also remarked that he is seeing a lot of positive momentum after the BC game, and anticipates a great fall season.

XI. Closing Remarks/Adjournment

a. The next Athletic Board meeting will be on November 8, 2017. G. Roby called the meeting to a close at 2:59pm; J. Salmon seconded.