

Meeting Minutes
University Athletics Council
Thursday, April 12, 2012
12:00pm University Suite 2217

PRESENT: Karen Bonnell, Steve Bridges, Kevin Celuch, Randa Dallas, Katie Ehlman, Jon Mark Hall, John Key, Jay Newton, Paula Nurrenbern, Kim Reddington, Linda Tribble, Jeff Seyler, Ray Simmons

CALL TO ORDER: Dr. Karen Bonnell calls the meeting to order at 12:00pm. Dr. Bonnell introduces that today's meeting will include some revisions to the Pregnancy Policy and announces that Ray Simmons, USI Sports Information Director will be reporting. Also, work will continue to finalize the Data Dashboard Project.

MARCH 12, 2012 MINUTES

Minutes were previously distributed electronically and via hard copy today. Dr. Bonnell asks for any recommendations/changes to minutes and receives none. Ms. Linda Tribble moves to accept the minutes; Dr. Kevin Celuch seconds the motion. Minutes are approved.

PREGNANCY POLICY

Dr. Katie Ehlman describes two revisions to the Pregnancy Policy. First change removes reference to ECHO so not bound to telephone number/specifics. Second change is to the title on Page 2 and recognizes difference between actual policy and inclusion to the student athlete handbook.

Discussion: Mr. Steve Bridges questions the language of sentence on Page 2, Paragraph 2 "The Athletic Department will allow a leave of absence for pregnancy as long as medically necessary and will reinstate the athlete to the position held before pregnancy." Mr. Bridges gives hypothetical scenario that if could give indication that if a student was a starting goaltender before she became pregnant, that spot as starting goaltender is guaranteed to her after the pregnancy. Ms. Linda Tribble agrees that this could be problematic. Discussion continues including whether student would still remain a member of the team or not? Mr. Jon Mark Hall explains that the student athlete would probably be left on the NCAA software squad list on NCAA software with notation, but from the Sports Information aspect, student athlete might be temporarily removed from the Athletics website to avoid confusion to the public. Dr. Bonnell suggests possibility of stopping the sentence "as long as medically necessary" to avoid this prospective confusion. Mr. Hall expresses that he feels deleting this portion of the sentence would make the student less feel comfortable. Ms. Tribble agrees and adds that the intent is to reinsure the student that they aren't going to be penalized for the pregnancy. She adds that to her the term "leave of absence" does indicate that you will be returning so she is okay with ending the sentence as Dr. Bonnell suggested. Dr. Ehlman points out that the last sentence of the same paragraph does state that "The support team will monitor academic and athletic performance and assist the student athlete with return to competition after the pregnancy if the student athlete chooses." With this consideration, Council agrees to edit the questioned sentence to read "The Athletic Department will allow a leave of absence for pregnancy as long as medically necessary." Dr. Bonnell asks for any other changes or edits

the policy and receives none. Dr. Kevin Celuch makes motion to approve the policy and Mr. Steve Bridges approves. Dr. Bonnell polls Council for approval of *USI Policy on Pregnant Student Athletes* with one amendment discussed; policy is approved.

Ray Simmons, USI Sports Information Director

Mr. Simmons explains that due to changes in local TV channel ownership, USI sports have lost very nice video presence on the web. Consequently, Mr. Simmons and Mr. Jon Mark Hall made appeal to students and faculty in Communications Dept. to try to get some help with publicizing these student athletes in video form on the web. Mr. Simmons explains that it took approximately six months to do just basketball. On President Linda Bennett's advice, Mr. Simmons is making appeal to University Athletic Council today for guidance, ideas, help, and collaboration on time, technology and student manpower for this type of large video presence on the web. Mr. Simmons explains that this appeal includes everything from bodies to run cameras, switchers, to full scale production of top notch programming. Mr. Simmons adds that goals include not just game coverage but previews, interviews, and editing for coverage on the web. He adds that USI has some very good equipment to help accomplish these goals and feels like this offers true opportunity for our students.

Mr. Simmons states that USI students have their TV show called *Access USI*, which airs once a week. He has made numerous requests just to get their sportscast sent to him to put out on the web. He has not had any luck with achieving this. Mr. Simmons feels that this student collaboration could be a great partnership and appeals to this Council.

Dr. Kevin Celuch asks if anyone has explored the possibility of (unpaid) student internship opportunity for this type of collaboration. Mr. Simmons says he advertised for intern last year and did not get one application. Dr. Katie Ehlman shares that when her area does offers internships they have worked with Career Services in partnership with Academic Programmer. Mr. Simmons says he went directly through Career Services to set up the internship position. Dr. Bonnell states that in her opinion the importance of what Mr. Simmons is trying to do is of University wide consequence. Dr. Bonnell elaborates that because of this level of importance, this project needs to be done right. While not inferring that students cannot accomplish this, Dr. Bonnell explains that there needs to be someone overseeing production that can assure that this is done right. She explains that there are two very talented producers /directors on staff at USI and asked if they are not able to do/supervise some of this? Mr. Simmons explains that when we had the affiliation with Channel 25, they were involved but not since. Dr. Bonnell suggests the office of Information Technology and includes that there are two very experienced video producers in this area. Dr. Bonnell continues that the time and effort of this department and these services will want to be charged back. Dr. Bonnell states that there will need to be a budget for this. Dr. Celuch understands the importance of quality control and supervision but also suggests possibility of using high school students. Ms. Linda Tribble agrees and offers possibility of high school CAP courses. Dr. Bonnell explains that she knows that David Black is inundated with requests and states again, that money (budget) is what is going to get you moved to the top of that list.

Some other ideas, suggestions by Council members regarding this issue include:

Mr. Simmons will repost the internship.

Dr. Ehlman wonders about Sport Management students, possibly having a publication minor?

Mr. Steve Bridges points out that this type of collaboration falls into Strategic Plan in two particular areas be sure to point that out when requesting.

Dr. Bonnell is happy to be liaison with Communications Dept. and try to work to help get the Access USI sports footage. She will also spread word to Radio and TV majors of internship opportunity.

Dr. Ehlman suggests Student Athlete Alumni or Foundation office might be interested in helping with support.

Dr. Jeff Seyler – wonders about the possibility of the Endeavor Program Grant for the right student interested in this type of project.

Dr. Bonnell suggests possibility of examining advertising on the website as possible revenue.

Mr. Hall adds that both he and Mr. Simmons will continue to work on this over the summer and appreciates the help and collaboration of this group with providing constructive feedback on this issue and the opportunity for students.

DATA DASHBOARD PROJECT

Dr. Karen Bonnell presents revised Data Dashboard mockup for review and asks for information and stylistic feedback. Dr. Katie Ehlman discloses her Committee's discussion and possible decision to omit Assistant Coaches Salary from Dashboard and asks for Council's opinion. Council agrees to delete Assistant Coaches salary from Dashboard this year. Dr. Jeff Seyler suggests including a box containing how many coaches we have instead of the assistant coaches' salaries. After discussion of pros and cons, Council approves this idea. Dr. Ehlman points out that the Committee of Academic Progress and Integrity's material contains the number of student athletes who graduated in 2010-2011 and the average GPA but they did not have the total number of students who graduated and their GPA. Dr. Ehlman reports that this data has now been added. Mr. Jon Mark Hall points out that he feels that an important point missing from the Dashboard project is the graduation rate or academic success rate. To this point, Dr. Bonnell suggests confirming the accuracy of this data with Mr. Brody Broshears, who was unable to attend this meeting; and possibly substituting or adding this important academic success rate data. Questions and discussion on this point and further data comparing these statistics to the student body at large and the athletic Conference continues. Mr. Hall can provide detailed academic success rate data computed and provided by NCAA. Dr. Bonnell will take these suggestions back to her sub-committee. Discussion and suggestions continue regarding the Data Dashboard design, layout, pictures, and detail. Dr. Bonnell will send electronic final draft to Council for approval.

ATHLETICS DIRECTOR REPORT

Mr. Jon Mark Hall had sent his report to Council members electronically prior to this meeting. Dr. Bonnell asks Council members for any questions/comments regarding Mr. Hall's report. Dr. Seyler asks about Men's Tennis upcoming tournament and Mr. Hall reports that if we are the #1 or #2 ranked team in the Region in the Men's Tennis Regional, we will enter a bid to host.

Dr. Bonnell would like to plan one summer meeting of this Council to establish goals for upcoming year, look at how frequently Council needs/wants to meet. Dr. Bonnell will send out the date of the summer meeting, speculating that it will be in July, 2012 and asks Council members to watch for the final draft of the Data Dashboard.

Dr. Karen Bonnell asks for motion to adjourn meeting if no other business. Mr. Linda Tribble makes motion to adjourn; Dr. Jeff Seyler seconds that motion. Meeting is adjourned at 1:20pm.