

UNIVERSITY OF MASSACHUSETTS
AMHERST•BOSTON•DARTMOUTH•LOWELL•WORCESTER

**MINUTES OF THE MEETING OF THE
ATHLETICS COMMITTEE**

Wednesday, September 26, 2007; 7:00 a.m.
Amherst Room
225 Franklin Street – 33rd Floor
Boston, Massachusetts

Committee Members Present: Chair Carlin; Vice Chair MacAfee; Trustees Endich and Lawton

Committee Member Absent: Trustees Braceras and Thompson

University Administration: President Wilson (conference call); Vice President Chmura; Mr. Goodhue, Executive Director of Alumni Affairs; Chancellors Cole and Motley, Athletics Directors McCutcheon, Day and Skinner; Vice Chancellors Titus and Kim; Mr. Wright, Director of Public Information

Chair Carlin convened the meeting at 7:07 a.m. President Wilson joined the group by phone.

The first item was the **Chair's Report**. Chair Carlin thanked Trustee Lawton for his efforts with the Athletics Director Search at UMASS Dartmouth which resulted in the hiring of Mr. Ian Day. Highlights from the Chair's Report included:

The early start of 7:00 a.m. for this Committee is to help people avoid traffic, get our work done and get on with our day. This Committee meets following every Board meeting because there are many issues related to athletics such as the branding of the University and this way the issues receive proper attention.

Chair Carlin noted the loss of longtime Committee member, Bob Sheridan, whose term on the Board has expired. Bob was thrilled about the news of the Groundbreaking on November 2 for the Recreation Center at UMASS Amherst. Over the years, this project had been very important to Bob.

Chair Carlin re-emphasized the need for the Committee members to identify areas of concern and re-invest in issues that require our attention. A good example of this is the Lowell Ice Hockey program. We had candid conversations with then-Chancellor David MacKenzie and Athletics Director Dana Skinner which led to a satisfying conclusion.

After reviewing the minutes from the past ten years, there were many issues such as gender equity, Title IX, etc., that were addressed but not followed through to conclusion. The Committee intends to review individual issues and help the campuses move their agendas forward.

Chair Carlin then asked for a motion to **Consider the Minutes of the Prior Meeting of the Committee.**

It was moved, seconded and

VOTED: To approve the minutes of the June 27, 2007 meeting of the Committee.

The next item was the **President's Report.** President Wilson indicated his absence from the meeting today was due to his attendance at the first meeting of the Chancellor's Search Committee in Amherst. He, too, thanked former Trustee Bob Sheridan for all he has done on behalf of the University. Former Trustee Sheridan has been a particularly strong supporter of the athletics program, in his service on this Committee, including service as Chair, but also through his company's support (Savings Bank Life Insurance) and his personal support. His commitment to our student athletes has really been commendable.

President Wilson also welcomed new UMass Dartmouth Athletics Director Ian Day. He then commended Chair Carlin and the Athletics Committee members for their work. We have learned a great deal about the current status of the athletics programs on the Amherst, Boston, Dartmouth and Lowell campuses as a result of the thorough review of those programs conducted during the past year. The Committee has reviewed and discussed athletics department's financial and operating budgets, athletic scholarships issues, graduation rates of our student athletes, sports facilities issues, the UMass Lowell men's ice hockey situation, the UMass Amherst 1-A football issue and the possibility of establishing a women's ice hockey team at UMass Amherst, among other topics.

This has been a very busy Committee with a very busy Chair. The Committee has worked with the UMASS Lowell Administration, the Lowell city government leaders, and the new Chancellor Marty Meehan, to take steps that greatly improved the men's hockey team situation and the use of Tsongas Arena, in particular. President Wilson commended the Chancellor for the very large number of clubs seats sold already for ice hockey games.

As the Committee members have met with the Chancellors and Athletics Directors, they not only reviewed current conditions of their sports programs but also listened to their plans for the future and their assessments of their campuses' future needs in the areas of NCAA competition, and students' needs for recreational facilities. Given that we are in the midst of our largest ever capital plan, with \$2.9 billion in construction and rehabilitation projects planned throughout the system over the next five years, it makes sense to have an up-to-date assessment of future facilities needs. To get that \$2.9 billion, we need to have an up-to-date assessment of needs. We recognize the need for making recreational opportunities and facilities available to students and faculty, administrators and other staff because we want everyone in the UMASS community to have access to our fitness facilities in order to maintain good health. We also know that the existence of quality recreational facilities can be an important component in recruiting future students who expect to have those types of venues available to them. They will see such recreational and fitness centers when they visit our competitors and are in the process of making decisions about which university or college they will attend.

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President Wilson continued his report by noting another important project that the Athletics Committee has proposed and that is the creation of a University-wide website where information about intercollegiate athletics at all four campuses would be aggregated and promoted so that there is one site to promote all the sports. At our last meeting, Associate Vice President Leslie Granese presented two potential options for increasing the visibility of athletics and consolidating our varsity schedules on our University website. One option was to build functionality into our existing website, not starting from scratch but using the existing website. The second option was to engage our Boston, Dartmouth and Lowell campuses in exploring a shared web platform which would power their individual athletics sites and roll up to an enhanced University site with aggregate athletics content.

Amherst already has a very strong site in that area. Based on a strong interest in the second option, the Boston, Dartmouth and Lowell campuses are open to exploring a common web vendor. Ms. Granese has asked Athletics Directors Dana Skinner, Ian Day, and Vice Chancellor Charlie Titus to begin the discussion on their campuses. Currently, this group is evaluating campus needs and several third-party vendors. The University has offered to contribute funds in support of a shared athletics web platform. We will have an updated report on that at a future meeting.

President Wilson concluded his report by noting that on Saturday, UMASS Amherst will meet Boston College on the football field. As you know UMASS Amherst is currently ranked second nationally in the 1-AA division, what they now call the Championship Division. BC is ranked 11th in one poll and 12th in another for Division 1-A, which is now called the Bowl Division. We are expecting to do to BC what Appalachian State managed to do to Michigan earlier this season.

Chair Carlin noted that Jennifer Braceras, Chair of the Women's Ice Hockey Task Force, is chairing the Chancellor Search out at Amherst and could not be with us today. Vice President Chmura will provide an update on the Task Force.

Vice President Chmura reported that the **Task Force on Women's Ice Hockey at Amherst** is a newly organized group that was authorized by the Board. It had its kickoff meeting on September 11. Trustee Braceras is chairing it, and the Committee members includes Trustees Lawton and Carlin, Athletics Director McCutcheon, Professor Carol Barr, who was a Sports Management professor at Amherst, Scott Fusco, who is President of the East Coast Wizards program in Massachusetts, and Ben Smith who is a former college and Olympic hockey coach for women. The sense of the group was that this is an issue that has been discussed for a while, and it is hoped that a task force can move this issue along.

There has been a preliminary feasibility study prepared by the athletics department at UMASS Amherst. That study was discussed and there were many questions and issues raised and debated. At the end of the meeting, Trustee Braceras felt that before we delve into all the issues of feasibility and costs, she wanted us to step back and consider two special questions: 1) Is there really a demand for a Division I ice hockey program at UMASS? and 2) Can a women's ice hockey program add value to the UMASS athletics brand? Since that meeting we have

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solicited input from the other Committee members about the factors that we should be considering.

Trustee Braceras has also discussed the possibility of adding a couple of other people on the committee who really have more of a marketing and branding management perspective - for example people within the sports management department, and possibly an outside marketing professional. She was also interested in seeing if there was actually somebody on the team who might be willing and able to contribute to this. She is looking at October for her next meeting.

Trustee Lawton indicated that the opportunities are there for the ice hockey team, but there are so many other ramifications that need to be talked about. There are a lot of things to consider before we jump into it and Trustee Braceras had highlighted some of those concerns. Adding some more members will add another element that should prove valuable.

Chair Carlin reported that this issue has been talked about formally and informally over a number of years. There are many moving parts to consider and it comes down to what makes sense for UMASS, the athletic department, the Chancellor and the Athletic Director. We will take a close look at it and make a recommendation. If it makes sense, we should do it.

Chair Carlin called on Trustee MacAfee to provide an update on the **UMASS Amherst Football Program Task Force** which is scheduled to meet directly following this meeting. Basically, the task force has been assembled and will tackle some important issues surrounding this subject. We hope to have a status report for the next Athletics Committee meeting.

Chair Carlin then called on Athletics Director, John McCutcheon, from the Amherst campus. Mr. McCutcheon speaking for himself and the other Athletics Directors indicated his appreciation for the Board's interest and support of our athletic programs and recognized the value that athletics have on a university campus. He welcomed this Board's involvement and wants it to continue.

Mr. McCutcheon congratulated President Wilson for knowing the different nomenclature definitions for the new football divisions.

The Championship Center concept is an idea that came up on the Amherst campus and started with a conversation with then-Chancellor Lombardi. It was really an answer to a question that was presented to us by this Committee at one point. What will we do with the athletics program at UMass Amherst that will take us to the next level and best position us for the next 20, 30 or 40 years? A facility of that magnitude will, first-off, address our lead program which has been a cornerstone of anything we've done historically and probably has the most potential for us in the future on the national level: and that is basketball. Secondly, it would address a significant concern we have. The Boyden Gym is a facility that is approaching 50 years and houses about 80% of our support programs for student athletes and is in need of a great deal of investment even to get it to a working level. Is it worth the investment or would going in a new direction, have more impact for the long-term?

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Mr. McCutcheon believes going in a new direction would have the most impact. He presented several visual aids, prefacing that this is a very early concept. They have worked on a volunteer basis with Clough Harbor and Associates, which is a sports design and engineering company that has done several projects on campus. As a gift-in-kind they developed a concept of what might be included in this facility. The location for this would be the site where the baseball field is now. Parallel to this discussion we have another initiative going on with some of our baseball parents and supporters to construct a new baseball field out behind the football stadium. It would be a turf field. We have identified this location for the facility because of its proximity to the Mullins Center. Part of our problem is that we have a split department and getting the camaraderie and support of everybody together is a key ingredient to what we are trying to accomplish.

There are basically three pods to this project. The first pod is this facility which would address the men's and women's basketball teams' needs. It would provide practice courts, offices and locker rooms to support both of those programs. It is a similar facility to ones that are being built on many campuses today, such as at Duke and Louisville. The price-tag for this is somewhere around \$20 million, but in terms of our lead program, positioning that to take it to the next level in terms of recruiting, retention of coaching staffs; it is a huge step in a positive direction. It also puts us in position for possible conference realignments down the road.

The second pod is the replacement for the Boyden Gym. It would house all support activities, a new weight-room facility, a new sports medicine clinic area, state-of-the-art sports information area, our own radio and TV stations that could link to the national media effectively and an academic support area which is now in Boyden Gym. This component is between \$30 million and \$35 million. The back component is an indoor track and tennis facility. It would have five indoor tennis courts and a competition level indoor track. This would be a huge addition. We can use it for practices for baseball, softball, football and all the winter sports or spring sports when you can't get outside until the weather breaks. That component is probably about a \$20 million component, so altogether we are looking somewhere at a price tag of \$60 million to \$80 million for the full Project.

You need to have some gift interest in the indoor track with some of our alumni to make this project happen. We have a good idea of what the cost would be at this stage of development. We want to see what our fundraising potential is. We have had conversations with Chancellor Cole and we have agreed we want to try to bring in Grenzebach Glier and Associates, Inc. who have consulted with us before to do an assessment of our alumni to see what the gift potential is. It is high with basketball people, and there will be great interest in the project because they know the kind of impact it can have positioning our basketball program for the future.

Trustee McAfee had a question about the practices. Mr. McCutcheon responded that they practice as often as they can in the Mullins Center, because they always want to practice close to where the locker rooms are. If they can't practice there due to different events, they have to go up to the old Cage. The Cage is cold in the winter and it is far away. It isn't a bad facility for some other type of functions like student activities, dances, etc. The other thing would be the practice gyms; this would enable men's and women's basketball to not be in the Mullins Center

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as much as they are, thus creating more dates for concerts and shows and increase the income potential of the Mullins Center.

Mr. McCutcheon indicated that the Boyden Gym is going to be hard to knock down, but with the ventilation systems and air conditioning, it really is not an efficient building. Basement offices are under steps and in closets and we avoid it in the recruiting process.

Trustee Lawton had a question about the track and field piece of the equation: how would that work with football? Mr. McCutcheon responded that it would not be an indoor football practice facility, per se. Those would have artificial field turf. This would be a tighter surface that would be suitable for track and tennis. However, the football players could use it wearing sneakers when they're absolutely not able to get outside.

Chair Carlin asked Mr. McCutcheon to report on the Recreation Center. This is a significant building with 120,000 square feet and four floors. It will fit most effectively because of its relationship to the Southwest residential area, the new dorms on the northern part of campus, and more importantly its proximity to the Mullins Center and the recreation fields. The indoor track will be right beside it too. There is a connection to the Campus Center with a walkway that leads right to the library, which is the academic core of campus and is designed to pull the students down in a very direct path so they can see that it is very accessible. On the ground floor we will have locker rooms, a large multipurpose room, office space and meeting space for the club programs, storage for the club programs, recreational settings, staff offices and support areas for laundry.

The next level up is the walkway that connects the upper campus through the lower entrance. There will be a juice bar here and three basketball courts with wood floors, a significant area for weight and fitness, and two very large multipurpose rooms which can be used for many activities. And, finally, the third floor is the most significant in terms of weight and fitness. There are 22,000 square feet of area devoted to weight and fitness. We did a student survey before we got into the design and it was by far the highest priority for the student body. The one big component that we were not able to get in the project was a pool, but the facility is designed so that a pool can be added later if funds were identified for it. The total project was \$50 million, the total square footage is 120,000 square feet and the bid has been awarded to Fontaine Brothers. There will be a groundbreaking on November 2, with estimated completion and occupancy in Spring, 2009.

Chair Carlin indicated that the pool issue came up a number of times during Building Authority meetings. We need to look at the costs associated with that. Mr. McCutcheon responded that there are two pools on campus; we would need an Olympic size pool that services the intercollegiate program as well as provide recreation swimming. Pools are expensive to run and the initial investment would be a big hurdle to get over.

Chair Carlin reminded the Committee that all student athletes aren't at the varsity or sub varsity level. They are the majority and we have to remember - as Trustee Endich continues to remind us - that it is a big constituency that we need to recognize and provide services for.

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Mr. McCutcheon agreed that it would be a great resource for the campus and a recruiting tool for future students. It is not designed to address intercollegiate athletics; it would be used solely for students and faculty and staff recreation.

President Wilson indicated that Bob Sheridan would be exhilarated with recent developments. He worked so hard to try to make sure the Recreation Center was built. We went through that \$100 to \$150 million budget hit, and are now back on track.

Chair Carlin reported that the Boston Campus had not been on today's agenda but asked Chancellor Motley and Vice Chancellor Titus for an update.

Chancellor Motley reported that this is a very exciting time to be back on the Boston campus - seeing the quality of not only the athletics teams but the students who are participating in athletics. This is one of the parts of what attracted the Chancellor to Boston in the first place - coming to Boston as a student athlete and connecting with those students really makes a difference.

Chancellor Motley indicated that he was pleasantly surprised to see the change in facilities. The locker rooms are much different; the facilities for athletes in training have been upgraded. Another thing was the competitive nature of the teams. Right now we have seen two victories by our soccer team, and are very fortunate to have an exceptional assistant Athletics Director who also serves as volleyball coach who was an All-American at UCLA.

The Boston campus anticipates a great season from the basketball team, both men's and women's, and from the hockey program. There is a wonderful women's ice hockey program and one that you may want to take a look at as you're starting to think about ice hockey on the Amherst campus.

Vice Chancellor Titus reported on the importance of going to full-time coaches from part-time coaches. It is a move that has been made throughout Division III and for the Boston campus it has made a tremendous difference. This year we have 100 new student athletes. The full time coaches are now available to the student athletes and that has made a major difference for the Boston campus.

Vice Chancellor Titus discussed the impact the implementation of drug testing has had. There had been some minor issues with marijuana. The drug testing people have told us that they believe close to 80% of college students have smoked marijuana at some point. The drug testing did not show problems with steroids or human growth hormones. We have sent a message to all our student athletes that we are not going to tolerate any type of drug use at all.

Study hall has been in some ways a challenge because of a lack of facilities. The campus is overcrowded. The Campus Center has made a huge difference in attracting more students. We are in the process of working on the campus' overall master plan and strategic plan. A big issue for us this year is looking at the divisional status. We are working on trying to develop a position for ourselves.

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Chair Carlin called on Mr. Skinner, Athletics Director from the Lowell campus. Mr. Skinner reported that he had met with the City Council last night and invited them to our opening game party. There has been one addition to the terms; we have negotiated a one-year adjustment to our lease. We are awaiting a decision by the American Hockey League franchise as to whether or not they're going to agree to the two-year extension of their contract. They have requested the last two years and there are discussions going on with the city manager and some other folks in the city on extending our new terms for two more years

The Lowell campus had a terrific convocation distributing T-shirts with "see you at the Tsongas" logo on it, distributed to every freshman. For convocation we had Bert Jacobs from Life is Good making his presentation in a UMASS Lowell hockey shirt.

A new student body got together and developed a new tradition in conjunction with the first home hockey game every year. They're calling it the "break the record" rally. Their goal every year is to set a new record for student attendance. Our visibility has increased here and around the campus with all kinds of new banner displays that are now allowed inside the Tsongas Arena. Street pole banners are going up around the University and the city and coming in and out of the Tsongas Arena. We also have a new inflatable game area for children attending the games.

Chair Carlin thanked Mr. Skinner for his report and commented on the covering of the seats in the Arena which creates a more intimate seating which leads to a better atmosphere on game nights.

Mr. Skinner responded that they are testing the seat covers this afternoon. We are removing 2,000 seats for the building to make it a 4,500 seat facility for hockey games. The tarps can be rolled back if we need to do that. The covers have been used to sell advertising panels across the tops of the seat covers, and our logo is underneath so it is not a big light blue tarp.

There is an awful lot going on inside the building. We have partnered with the Lowell Spinners, the Boston Red Sox single-A affiliate. Minor-league baseball is a little different than hockey but we have been discussing a co-marketing relationship. We have a terrific marketing individual, Peter Casey. Our band has created some new traditions of their own including leading everybody in the school song as they lap around the concourse to get everybody in their seats.

Chair Carlin congratulated Mr. Skinner and welcomed Mr. Day from the Dartmouth campus who apologized for being late as this is his first visit to Boston. This was Mr. Day's first meeting as the Athletics Director and he proceeded to provide some background information. Mr. Day comes from Tiffin University in Ohio, a private school where he had worked in athletics for the last 24 years. The school had a great deal of success and became an NCAA Division II institution.

UMASS Dartmouth Vice Chancellor for Student Affairs Kim then reported on the recreation center expansion issue. The athletics department for a number of years has been in an interim kind of arrangement and leadership has been vacant so Mr. Day and she are looking forward to

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providing a sense of direction and vision for the area. Vice Chancellor Kim has asked all the directors to do an infrastructure assessment and compare the Dartmouth campus to our peer institutions in terms of the staffing, square footage and number of sports. How do we compare with our peers? Depending on that outcome we need to make decisions and create a plan for how we move from where we are now to where we want to be; which is really moving from a good program to being a great program within our league and in our conference.

We also need strategic planning for the athletic department that would be embarked on later this year. The expansion of the fitness center is one of our priorities, but there is also the desire to have a field house there, renovating the athletic center, which is long overdue, as well as doing the field inside the track and continuing our efforts to upgrade and expand a variety of buildings that really need to be upgraded.

Another issue and one of our challenges is that we have been out of compliance on Title IX for quite some time. We have contracted Janet Judge who is very well known in the field of title IX issues and she has done an initial assessment and will be submitting her report in a couple of weeks.

Vice Chancellor Kim also mentioned the balancing of the coaching from part-time to full-time. We have an abundance of part-time coaches and really need to take a look at how we add two more full-time coaches. One of the items on the strategic plan is doing a study for the expansion of the fitness center.

Mr. Day indicated that the fitness center is probably one of the jewels of the athletic department. It is our newest facility built in 2000, is bright, clean and functional and the number of offerings that we have down there is excellent. Greg Hommel and his staff have done an excellent job of utilizing the space on campus. It came as somewhat of a surprise that the fitness center was the priority for Dartmouth. As we assess the entire department and the infrastructure, it will cause us to ask questions. When you look at the fitness center you have to look at it and ask yourself where would we expand? It seems the only logical way to expand would be up or down. It's a very difficult building to add onto because of the location and when you do that, the expense of the addition is a little bit greater than what we anticipated. There was the proposal put together for an 11,500 square-foot building of \$160 a square foot. We'd already be looking at close to \$2 million with an 8% contingency.

We need to ask if it would be better to renovate an area that isn't as bright or as new or has not been upgraded in the last 30 years. Do we want a concentration of students all in one smaller facility? As mentioned, Greg Hommel and his staff did a great job. They are addressing the immediate needs of the students.

One of the initiatives for the department would be to put back together the Student Athletic Advisory Committee. A Student Athletic Advisory Committee would be a tool that could involve itself in the capital planning of prioritizing the different facilities. Those students have now been selected and our first meeting will be in the next two weeks.

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Mr. Day thanked Leslie Granese for her work on the website. We are going to make a decision very shortly as to which outside vendor we are going to go with, but we will soon have an updated, more informative website. One of the focuses for the coaching staff is to talk about the number of and quality of recruited student-athletes and the website is a great tool by which those recruited student athletes are attained.

There was an update on the Dartmouth campus' fall sports. Mediocrity is no longer going to be acceptable. The men's soccer team has the best record in the conference. The women's tennis team is having its best season. The football team, although they are only one in three, is going to be impressive down the road with Coach Robichaud. The women's soccer team is at 500.

Trustee Lawton indicated that he was involved in the search for the Athletics Director and while visiting the Dartmouth campus, saw that everyone was willing to take the bull by the horns and lead that program. They have a great athletics program and there are a lot of great athletes on campus.

Trustee Endich commented that the fitness center is a relatively new building and is a big draw to people who live on campus but there are only six treadmills and eight elliptical machines.

Vice Chancellor Kim agreed that expanding the fitness center is one of their priorities. We also want to do it in the context of a larger plan. We are also talking about looking at expanding the hours of the center. It might be good to have some students working out at one o'clock in the morning, for example.

Mr. Day reported that the fitness center is always manned by qualified, certified strength and conditioning coaches from the time it is open to the time it is closed.

Trustee Lawton asked Dr. Kim, what is the top priority as relates to the capital plan as far as new buildings campus-wide?

Dr. Kim responded that improving the athletic facility like the fitness center is high up there. There are other simple infrastructure issues, for example, sidewalks would be very high on the list because it is an issue of safety. The Campus Center also needs to be expanded to meet the increased student needs

Chair Carlin wrapped up the meeting by noting his confidence in the Athletics Directors. They care about the student athletes. While we may not always agree, the directors are doing a great job and are extremely optimistic.

Vice Chancellor Titus thanked Leslie Granese for her support and her work clarifying and broadening the whole situation around the campus athletic website. Ms. Granese indicated that the group would be meeting with CSTV and Presto. The decision needs to be made on each campus.

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Vice Chancellor Titus suggested we take a look at other systems that are similar to UMASS in structure, for instance North Carolina or California to see how they work their websites.

The meeting adjourned at 8:35 a.m.

Barbara F. DeVico
Secretary to the Board of Trustees