

2-18-2011

## Athletics Committee, February 18, 2011

Coastal Carolina University

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### Recommended Citation

Coastal Carolina University, "Athletics Committee, February 18, 2011" (2011). *Board of Trustees Committee Minutes*. 513.  
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**Minutes  
Coastal Carolina University  
Board of Trustees**

**Athletics Committee Meeting  
E. Craig Wall Sr. College of Business Administration, Wall Board Room  
February 18, 2011**

**Members of the Committee Present:** Mr. Larry L. Biddle, Mr. William S. Biggs, Mr. R. Duke Brown, Mr. Mike Pruitt (telephone), Mr. Charles J. Hodge, Mr. Eugene C. Spivey and Mr. John Vrooman

**Other Trustees Present:** Mr. William H. Alford, Mr. Samuel H. Frink, Mr. J. Wayne George, Ms. Natasha M. Hanna, Mr. D. Wyatt Henderson, and Dr. Samuel J. Swad

**Others Present:** Ms. Stacie Bowie, Mr. Josh Chesson, Dr. David A. DeCenzo, Mr. Will Garland, Ms. Martha S. Hunn, Mr. Jeff P. Linder, Mr. Tim Meacham, Mr. Mark R. Payne, Mr. Mark A. Roach, Dr. Michael Ruse, Dr. Rob Sheehan, Ms. Sharon Sluys, Dr. Sharon Thompson, Dr. Judy W. Vogt, Mr. Hunter Yurachek, Ms. Jennifer Packard and Ms. Chyrel Stalvey

(In accordance with the requirements of the South Carolina Freedom of Information Act, the news media were notified of the time, location, and agenda for the meeting.)

Mr. Charlie Hodge called the meeting to order at 8:00 a.m.

**Mr. Gene Spivey moved to approve the October 21, 2010, Athletics Committee minutes and Mr. Larry Biddle seconded. The motion passed.**

Mr. Hunter Yurachek presented an update on the NCAA Cycle 3 Certification which will be submitted to NCAA by April 24<sup>th</sup>. The Governance and Rules Compliance section has been completed and is in the process of the second draft. The first draft of the Academic Integrity section is being finalized. The first draft of the Gender Equity Diversity and Student-athlete Well-being section has been reviewed and is in the process of completing the second draft.

Mr. Yurachek distributed a handout on Athletics' strategic planning outline. Each of the eight goal focus areas (academics, athletics, student-athlete personal development, fiscal accountability, integrity in compliance, community loyalty, diversity and gender equity, and sportsmanship as a way of life) has a plan of action with an assigned director and a team. An update on each of the focus areas was included for review. These goals will help with the recertification process.

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We have an agreement with Russell, Inc. to be the official apparel provider for all 17 athletic teams starting in 2011-2012 sports seasons. This five-year agreement has an opportunity for a five-year extension on the backend and is valued at \$1.1 million. However, the individual sports will have their own choice of shoes whether it be Nike, New Balance, Adidas, etc.

When the new student recreation and convocation center opens, Russell, Inc. will devote significant resources to developing a Russell athletic corner in the bookstore with official game apparel.

Mr. Mark Payne reported that the goal for marketing the upcoming baseball season is to build baseball to minor league status with various out-of-the box promotions—bucket hat night, Gary Gilmore mustache night, etc. In December, he met with his staff in a retreat to develop a 2011-2012 external relations plan. A viral advertising campaign will be developed for football tickets. A waiting list website will be developed for men's basketball season tickets. More information will be forthcoming.

Mr. Alford asked how much money is spent in marketing athletics. Messrs. Yurachek and Payne reported that the total Athletic budget, including scholarships, is \$14 million of which \$3.5 million is the operating budget. The marketing budget is \$24,000 and promotions budget is \$24,000. Mr. Alford would like to see more marketing of athletic events in order to bring more exposure and revenue to the University and would like to see that issue addressed.

Mr. Yurachek reported that Athletics is ready to launch a campaign to sell tickets in the student recreation and convocation center when there is a better opening date.

Mr. Mark Roach stated that the Athletic Foundation is proposing that one pre-set donation for all three sports will give the donor the right to buy tickets. This donation will go into the Athletic Foundation and the ticket portion goes to the Athletic Department. For \$5,000 annually, you will become a suite member. The “wow zone” has already been created for football and a suite level will be created in basketball at center court. You will be able to transfer from football to basketball. When the baseball stadium is renovated, there will be a suite there, too.

The Athletic Foundation has been very successful in their first year and a half and pledges this fiscal year is \$1.793 million and in-kind gifts is \$375,000. The Athletic Foundation has a \$10,000 marketing budget.

Ms. Martha Hunn reported that the two USA Today articles generated an ad value of \$358,000 and reached more than 17 million people. Dr. DeCenzo reported that this generated a 5.2% spike of hits on our website and Facebook hits referencing the article was 2,113.

Mr. Yurachek reported that we have been without a ticket manager for five months and the new ticket manager will be a significant sales person. There are also other positions unfilled.

Chairman Alford asked Dr. DeCenzo to work on a plan for expanding marketing. Dr. DeCenzo stated once the position slots are approved from the state then all of the vice presidents will sit

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down and review. The state has told us that the vast majority of the positions need to be on the academic side. As we review efficiency, we need to see where we can move people around.

Chairman Alford commended Mr. Yurachek and his staff on their job performance; however, he has noticed a lack of student engagement and involvement at the games. He recommends that we do a survey with the students to find out what we can do to rectify the problem before the next football season. Mr. Payne has determined that football game day is spread out and has met with Special Events to discuss the issue. They would like to bring the students by the tennis courts on game. At the recent Athletic retreat, a student loyalty program was developed using an attendance point system whereby tickets to first game in the convocation center was the incentive.

Mr. Yurachek reviewed the Athletic Academic Fact sheet for Fall 2010: women's teams 3.216 GPA; men's teams 2.799; cheerleading 3.298; and, teams overall 2.958.

The new class attendance policy appears to have been successful with the reported class absences of 109 resulting in six practice suspensions and no competition suspensions. After analyzing the number of D's and F's that student-athletes received in Fall 2009 and Fall 2010, the overall number of D's and F's combined went down slightly in the Fall 2010 Semester. Also, the number of F's went down significantly (22) in Fall 2010.

A Fall 2010 sports review was presented: men's soccer, men's basketball, football, and women's soccer won Big South Championships; men and women's cross country played in the NCAA postseason championship; and 23 student-athletes earned All-Big South. There will be 105 athletic events in the next six weeks on campus. Currently, we are in second place for the men and third place for the women for the Sasser Cup.

The Champions for Life Cup emphasizes academic, athletic, and community involvement amongst student athletes. The point-weighted areas are being accumulated and an award will be presented to one team at the end of every year. The standings report was distributed.

The hitting facility should be completed early to mid-April. The athletic training room remodeling construction will start March 7<sup>th</sup> and will be completed by fall semester. It will include a new strength and conditioning center, athletic training room and academic center. This will be another new showcase for recruitment. The student convocation center construction is five to six weeks behind and will most likely not be ready for the basketball season opener with Louisiana State University. We will need to explore alternative options for this game. Dr. DeCenzo does not want the contractor to cut corners in order to finish in time for the game.

As there was no further business, Mr. Biggs moved to adjourn and Mr. Biddle seconded.

Respectfully submitted,

Samuel H. Frink  
Secretary/Treasurer