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Athletics Committee, February 16, 2012

Coastal Carolina University

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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 16, 2012**

**Members of the
Committee Present:** Dr. Larry L. Biddle, Mr. R. Duke Brown, Mr. G. Wayne George,
and Mr. Eugene C. Spivey

**Committee Members
Not Present:** Mr. William S. Biggs

**Other Trustees
Present:** Mr. Samuel J. Frink, Ms. Natasha M. Hanna, Mr. D. Wyatt
Henderson, Mr. Carlos C. Johnson, Mr. William L. Lyles Jr.,
Mr. Daniel W. R. Moore Sr., Dr. Oran P. Smith, Dr. Samuel J.
Swad, and Mr. William E. Turner III

Others Present: Ms. Stacie Bowie, Mr. Josh Chesson, Ms. Lori Church, Dr. Debbie
Connor, Dr. David A. DeCenzo, Mr. Edgar L. Dyer, Dean Haven
Hart, Mr. Matt Hogue, Ms. Martha S. Hunn, Dr. Keshav
Jagannathan, Mr. Mark Kelley, Dr. Jeffery P. Linder, Mr. Tim
Meacham, Ms. Anne. T. Monk, Mr. Mark Roach, Dr. Rob
Sheehan, Mr. Greg Thornburg, Dr. Matthieu Chan Tsin, 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. Ms. Heather Gale of the Horry Independent was in attendance.)

Chairman Gene Spivey brought the meeting to order at 11:15 a.m.

**Dr. Larry Biddle moved to approve the October 20, 2011, Athletic Committee minutes.
Mr. Wayne George seconded, and the motion carried.**

Mr. Eddie Dyer stated that Mr. Will Garland had prepared financial reports for men's and women's athletics detailing recruiting expenses, average coaches' salaries, gameday operating expenses and made charts to compare Coastal Carolina University with other like universities and other conferences. Everyone received a copy.

As far as spending for men's athletics, we compare very well in the Big South Conference, favorably with the Southern Conference, and the Colonial Athletic Conference is ahead of us. We would have to improve in a couple of sports to be more comparable to that conference. We compare very well to other public universities within the state.

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In women's recruiting expenses, we are not as highly ranked; salaries are towards the middle of the pack. Mr. Yurachek noted that women's sports decide how they spend their recruitment money as long as they are within the budget. Women's recruiting is done mostly in club settings, rather than going to individual high schools.

Mr. Dyer stated that if we continue to posture ourselves to another athletic conference, it will require additional funds.

Mr. Spivey felt this report has been very helpful to see exactly where we are in regards to Title IX and where we need to improve.

Mr. Yurachek shared a PowerPoint on the successful highlights of the athletic program since he came to CCU. Athletics' vision is to become the premier Division 1 Football Championship Subdivision department in the country and from that vision the Athletics' mission statement was developed to have Champions for Life which includes academics (graduate), athletics (facilities, operating budgets, coaches, championships), and community.

Student-athletes have a cumulative 3.01 gpa; 15 earned a perfect 4.0 gpa; 113 student-athletes earned a degree (one-fourth of the student-athletes); Marcus Lott was the 35th Academic All-American; 15 named Academic All-District; Sierra Oates minority/women post-graduate award winner; volleyball team earned national recognition for their perfect score of 1,000 for APR; Katie White (women's basketball) won the George A. Christenberry Award; swept scholar-athletics of the year in the Big South Conference in 2010; and 205 Big South Honor Roll members in 2011 (earning 3.0 gpa or better).

In the last two years, we have won 16 Big South regular season or tournament championships. Men won the all-sports trophy two years for best overall program; second in the Sasser Cup; 160 all-Big South selections, and 118 players of the week honors.

Post-season and national recognition included: baseball went to the NCAA regionals in 2010 and 2011 and Super Regionals in 2010; in 2011 the women's golf team became the first women's golf team in Big South history to advance to the NCAA championship; women and men's golf advanced to NCAA regionals in 2010 and 2011; men's soccer team to the first round in 2010 and second round in 2011; football team participated in NCAA first round and hosted game in 2010; men's basketball recently participated in NCAA in 2010 and 2011; women's volleyball advanced to first round of NCAA in 2009.

National rankings: baseball highest ranking was #3 in 2010 and 21 in 2011; men's soccer highest ranking was #9 in 2011; men's basketball highest ranking was #26; women's golf finished #24; and football team ranked as high as #21. In the Learfield Sports Directors' Cup National ranking, we were 106 of 340 Division I teams this past year and currently we are 105. We continue to climb in that ranking and our goal is to be in the top 100.

National competitive major wins: men's basketball beat Louisiana State University the past two years, women's soccer defeated Clemson in 2010; this year men's basketball defeated Clemson; women's golf team defeated Auburn, Florida State, Kentucky and Michigan State on the way to

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the national championship; men's soccer beat Ohio State; baseball beat Boston College, Notre Dame, UConn, Virginia Tech, Illinois, Michigan, NC State and West Virginia.

In the last two years, student-athletics and staff have donated over 5,000 hours of community service with the Miracle League, Shepherd's Table, Habitat for Humanity, River Sweep, adopting a needy family at Christmas, and Soap for Souls, the SAAC project.

We received television exposure seventeen times on various channels reaching more than 200 million homes. USA Today's lead sports article reached 3.2 million readers, in addition to on-line subscribers. Five times CCU had the ESPN Top Plays of the Day.

He is appreciative of athletic projects investing in student-athletes: the student recreation/convocation center will be completed summer of 2012; new baseball/softball complex begins later this year; Adkins Fieldhouse houses offices and the strength and conditioning center; hitting and practice facility; academic enhancement facility; recently dedicated Richard Ward Sports Performance Center; and the soon-to-be designed tennis complex.

The University's investment return is the development of 425 student athletics becoming Champions for Life by sending them off with a degree and the skill set to accomplish great things as Coastal Carolina University graduates.

The Big South Conference has expanded and added Longwood University as the twelfth school in the conference. Coastal Carolina has worked on their athletic schedules to include Longwood who will become a full member of the conference by 2012-2013.

Information regarding the Colonial Athletic Conference (CAC) was distributed to everyone. Mr. Yurachek believes the Colonial Athletic Conference would be the best fit for us. The top three schools in the conference are Virginia Commonwealth University, Old Dominion University and Georgia Mason. The NCAA payout is much higher.

Yesterday the University hosted a Football Game Day Experience meeting, trying to determine how best to encourage the student population to attend games. Discussions included the lack of traditions, getting students excited as freshmen, leaving the stadium at halftime to tailgate and coming back for the rest of the game, lack of energy in the teal lots, and changing game times to maximize attendance.

We are in the process of installing a new ticketing system which will be used much like a credit card. Ticket holders will have an online account and Coastal Carolina will be able to track who attends the game. Students will scan their student ID card. We are looking to establish a student point system.

Coach Moglia has hired nine of the ten assistant coaching slots and stayed within budget.

Mr. Wayne George made a motion to recommend to the full Board of Trustees to direct the President and Athletic Director to pursue other conference opportunities. Dr. Biddle seconded.

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After discussion, Mr. George withdrew the motion to have further discussion in the Executive Committee's Executive Session and everyone was in agreement.

DeCenzo cautioned that we need to wait for the appropriate timing to change conferences because of the changes that are now taking place. Ms. Hanna has reservations because of the cost of changing conferences and feels we should be more successful within our own conference. Mr. Dyer feels the CAC is attractive because it is a better athletic conference. We recruit heavily from the area where the members of the CAC live. Mr. Spivey said that the spending report today shows that we could financially participate in CAC.

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

Respectfully submitted,

Larry. L. Biddle
Secretary/Treasurer