

NC State Council on Athletics  
Friday, October 25th – Talley Student Union, Rm #4280  
12:00pm

**Attendees:**

Kermit Bailey – Faculty, Graphic & Industrial Design  
Jason Bocarro – Faculty, PRTM  
Boo Corrigan – Director of Athletics  
Wendy Crumpler – NC State Student Aid Association  
Ricky Etheridge – NC State Alumni Association  
Jeremiah Feducia - Faculty, Chemistry  
Rachel Finn, Undergraduate, Student Senate  
Jason Flores – Faculty, Biological Sciences  
Katie Graham – Director, ASPSA  
Cynthia Zuckerman Hyman – Faculty, Communication  
Michael Kanters – Faculty, PRTM (*Chair – Faculty Academic Committee*)  
March Krotee - Faculty, Health and Exercise Studies  
Betsy Lanzen – Associate General Counsel  
Jim Mickle – Faculty, Plant and Microbial Biology  
Jason Osborne – Faculty, Statistics  
Joel Pawlak – Faculty, Forest Biomaterials (*Chair – Council on Athletics*)  
Joe Rhyne – NC State Alumni Association  
Jimbo Robbins – NC State Student Aid Association  
Nicole Teague – Undergraduate, Student Senate

**Guest Attendees:**

Beverly Armwood, Josh Dalton, Fred Demarest, Carrie Doyle, Will Hale, Raymond Harrison, Jenna McLaughlin, Stephanie Menio, Colin Hargis, (athletics administrators); Kia Rankin (SAAC representative); Alliah Harrison (guest student-athlete); Kevin Keatts (guest head coach)

**Unable to Attend:**

Laura Bottomley – Faculty, Engineering  
Kimberly Bush – Faculty, PRTM  
Joy Gayles - Faculty, ELPHD  
Sheri Schwab – Office for Institutional Equity and Diversity

1. Welcome. Dr. Joel Pawlak welcomed the group and called the meeting to order at 12:01pm.
2. Previous Minutes. The minutes of the September 27th, 2019 meeting were reviewed, with no recommendation for edits,

It was MOVED to:

“Approve the minutes of the September 2019 Council on Athletics meeting”  
(*APPROVED - Unanimously*)

3. Guest Head Coach. Coach Keatts joined the Council as the guest head coach. When introducing Coach Keatts, Dr. Pawlak noted that Coach Keatts' winning percentage of 56 percent in conference play is the best for an NC State coach in the first two years of his career since the 1964-66 seasons. Further, Keatts finished his first regular season with 21 wins, tying with legendary coach Everett Case (21-4 in 1946-47) for the most regular season wins by a first year head coach in program history--and the Pack's 11 ACC wins that season are the most for a first-year head coach in program history. Coach Keatts expressed his appreciation for the Athletics Council and their support of student-athletes. He highlighted the team's academic growth: the team achieved a perfect 1,000 APR in 2018-19. The team maintains goals of 100% graduation, an APR of of 1,000 and a team GPA greater than 3.0. Coach Keatts discussed his gratitude to Wolfpack fans for their continued support and attendance (NC State has routinely been ranked in the top-12 in attendance). Finally, Coach Keatts discussed the potential of this year's team and the continued pursuit of competitive excellence.
4. Guest Student-Athlete. Alliah Harrison joined the Council as the guest student-athlete. Alliah is a sophomore and is majoring in Psychology. In 2019, she earned All-EAGL honors for the beam and was recognized as a member of the All EAGL Scholastics team. Alliah is a Raleigh native who spent one year at another university before transferring to NC State. Alliah aspires to attend law school following her undergraduate studies. She expressed her appreciation for the resources available to her, including the academic resources available at Case Academic Center. Lastly, Alliah discussed the team and upcoming season beginning in November. The gymnastics team will participate in their annual red and white exhibition on December 21 at Reynolds Coliseum.
5. Athletic Department Update. Athletic Director Boo Corrigan provided a brief update regarding Athletic Department matters. Today, women's cross country won its fourth-straight conference championship and the program's 25th-overall conference title. Boo noted the success of the men's and women's soccer programs to-date--and how ACC soccer is widely recognized as one of the most competitive conferences in the nation. On November 23, NC State and the soccer community will celebrate the life of long time coach George Tarantini. Boo will be hosting SAAC team representatives for the SAAC monthly meeting at his house this weekend. Boo went on to discuss facilities updates. The new swimming and diving outdoor 50-meter pool with an integrated diving well and 2 bulkheads is progressing forward. In addition, the Athletic Department master facility plan is in progress and will be developed in conjunction with campus. Lastly, Boo noted the faculty and staff professional development discussion on November 12 regarding Applied Empathy featuring Michael Ventura.
6. SAAC Update. Joel introduced Student Athlete Advisory Council Representative Kia Rankin who provided updates on SAAC initiatives. Kia highlighted several events and initiatives that SAAC will host including a food drive for pack pantry and a trunk or treat initiative. The Pack Pantry is a pantry for students on campus who are in need of meals and refreshments. Kia also noted the further discussion that have occurred regarding the Brenda Tracy rule.

7. Finance Update. Beverly Armwood provided financial updates. Beverly provided handouts with an overview of expense and revenue budgets:
  - a. Expense. The total expense budget is \$89.7M. Salary and benefit expenses make up 46% of these budgeted expenditures.
  - b. Revenue. The total revenue budget is \$89.8M. Of this, 35% of Athletics revenue is generated by ACC distributions (television, revenue, football championships/bowl game revenues and men's basketball tournament revenues).
  
8. Ticketing and Marketing Update: Colin Hargis, Sr. Associate AD for Marketing and Ticket Services, joined the group to provide updates regarding strategic efforts for NC State's Marketing, Ticket Sales, Service and Operations units. He has embraced strategic efforts utilizing analytics. Customer profiles are ranked according to their likelihood of buying tickets. That is, sales reps can use their time strategically and primarily call prospective customers within selected profiles--increasing their propensity to convert. Hargis implemented an internal marketing and sales team that generated over \$1.8M in revenue in FY19. In a highly competitive ecosystem, we must continue to adapt and innovate. In this regard the department has recently partnered with SAS, as well as NC State's Advanced Institute for Analytics. These efforts are focused on ticket sales, fan engagement and additional insights regarding customer behavior.
  
9. Update on Standing Committees.
  - a. Faculty Academic Committee (FAC): Michael Kanters, Chair of the FAC, indicated that the FAC will convene prior to Thanksgiving break. .
  - b. Committee on Student Health and Wellness: Jason Bacarro, Chair of the Committee on Student Health and Wellness, is working to create spaces and arrange health and wellness collaborative events and initiatives that connect traditional students and student athletes.
  - c. Committee on Legislation: Jason Flores, Chair of the Committee on Legislation, informed the Council that the Committee recently reviewed selected legislative proposals.
  
10. Other Business. No other business.
  
11. Next Meeting. The next meeting is scheduled for November 22, 2019, in Talley #3222. Lunch will be provided.
  
12. Adjournment. Having no further business, the meeting was adjourned at approximately 1:40 pm.

*Respectfully submitted by Will Hale.*