

ANNUAL REPORT

University Standing Committee: Council on Athletics

Academic Year Covered by Report: 2019-20

Date Report Submitted: June 30, 2020

Report Submitted by: Joel J. Pawlak, Chair

Number of times committee met: Seven

RECOMMENDATIONS

The Council on Athletics remains an engaged and active part of the university governance structure. During this past academic year, there were no formal recommendations made by the council or its subcommittees. It is recommended that the council continue to engage in its work to connect together Athletics with the wider university and other university stakeholders.

SUMMARY OF DISCUSSION ITEMS/ACTIVITIES OF COMMITTEE

This year the Council on Athletics welcomed a new Athletics Director to NC State. Boo Corrigan came to NC State after being the Athletics Director at Army. Under Boo's leadership, the department has continued to provide excellent experience for our student athletes. The Council visited the new ACC Network Broadcast and Production studios as well as the re-furbished 6000 sq. ft. Albright Medical center located in the Murphy Football Center. It is worth noting that our last meeting of the academic year was conducted online due to the worldwide COVID-19 Pandemic.

Council Charge: Chancellor Randy Woodson met with the Council at its initial meeting on August 30, 2019 and reaffirmed the group's role as an advisory board on athletics matters. He spoke to the role of the council in creating transparency in the activities of athletics and that the council represents a key to the integration of athletics and academics. The chancellor expressed his gratitude for having Boo Corrigan as the new Athletic Director.

Head Coach Guests: During the academic year, the following coaches met with the Council and provided reports on their teams: Kevin Keatts (Men's Basketball), Pat Popolizio (Wrestling), Press McPhaul (Men's golf), Wes Moore (Women's basketball), Kyle Spencer (Men's Tennis), Dave Doeren (Football), Page Marsh (Women's golf).

Student Athlete Guests: During the academic year, the following student athletes met with the Council and discussed their experiences as student athletes: Kellen Devlin (Wrestling), Tziarra "Zee" King (Women's Soccer), Alliah Harrison (Gymnastics), Grant Gibson (Football), Savannah Bryant (Volleyball), Nina Sharpton (Volleyball), Anna Rogers (Women's tennis), Kia Rankin (Women's soccer).

Athletics Director Updates: Athletics Director Boo Corrigan shared and discussed multiple topics with the Council throughout the year including updates on NCAA rule changes, the NCAA NOA status, the ACC network and the ACC Studio on campus, development plan for facilities, maintaining a culture of

compliance within the organization. Director Corrigan noted the academic and athletic accomplishments of the students throughout the year including a record high GPA and multiple conference championships. Teams won ACC Championship in Wrestling, Men's Swimming,

Financial Reporting Updates: Beverly Armwood, Associate AD for Business and Finance, 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).

Pack Performance Team: Senior Associate AD for Sports Administration & Student Services, Raymond Harrison gave an update regarding the Pack Performance Team. He shared the makeup and background of the Pack Performance team. Select engagement initiatives for student athletes include the Heart of the Pack Award, the Thriving Series (student-initiated), #SetTheExpectation (student-initiated), along with various community service opportunities.

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.

Sports Medicine: Rob Murphy, Associate Athletics Director/Sports Medicine Director, joined the Council to provide an update regarding Sports Medicine. Murphy shared an overview of Sports Medicine and the tremendous resources available in the department, as well as University benefits such as University Counseling services. Murphy indicated the focus on providing comprehensive healthcare services for student-athletes with numerous in-house services to aid in recovery. Lastly, Murphy mentioned the numerous partnerships with local healthcare entities that help reduce costs.

Academic Updates: Katie Graham, Director of Academic Support for Student Athletes, joined the council to provide an update on academic progress. Katie highlighted that the department has achieved its highest ever department GPA of 3.07 with 18 of 23 teams garnering a GPA above a 3.0. Katie also discussed the various information and metrics for APR and graduation success rate.

Compliance Education: Senior Associate Athletics Director Carrie Doyle briefed the group on various topics throughout the year. This included NCAA legislation and the potential impacts of these rules on the functioning of the athletics department. Associate Athletics Director/Senior Woman Administrator Michelle Lee also provide highlights of recently adopted NCAA legislations and its potential impacts on NC State Athletics.

Title IX Review: Associate Athletics Director/ Senior Woman Administrator Michelle Lee provided a report on Title IX compliance including the percent of men and women student athletes compared to the overall student body, and details on scholarship and other athletics spending for men's and women's sports. The student body composition continue to move towards a 50/50 composition, which places increased pressure on the athletics department to meet the participation requirements. Data presented included comparison with other ACC and peer institutions. This data indicated that NC State compares favorably with other institutions in terms of matching student body and athletics participation ratios. Other institutions may be complying using other metrics. It should be noted that we are still very closely matching participation numbers and budget numbers based on our student body make-up.

Update on Professional Sports Counseling Panel. Shawn Troxler from the Office of General Counsel joined the panel to provide updates. The Professional Sports Counseling Panel has an Athlete and Agent registration process to offer insight for contracts and agency selection, as well as discussions on do's and don'ts for agents and athletes. There is more information about the program online.

Student Athlete Advisory Committee: Drew Grantham (Gymnastics) served as the SACC President for NC State this academic year. During the Council meetings, she reported on the various activities that our students athletes are undertaking outside of their sport or academic obligations. The SAAC group acts as the voice and main student group for the student athletes.

Committee Reports:

Faculty Academic Committee: Chair, Michael Kanters

The primary role of the Faculty Academic Committee (FAC) is to determine the continuing academic eligibility of our student athletes. In this role, the committee met four times to conduct a continuing eligibility review – at the end of the first summer session, before the beginning of the fall semester, at the end of the fall semester and at the end of the spring semester.

The committee met one additional time during the Fall semester on November 11, 2019 with the following agenda items:

1. Eligibility review training – Adam Hubbard and Michael Kanters engaged FAC members in a eligibility review training in preparation for the reviews planned for the end of the Fall semester.
2. Discussion regarding creation of criteria for evaluating independent study and special topic courses with enrolled student athletes. Concerns were raised about the lack of oversight for independent study and special topic courses completed by student athletes. The current process included an inquiry sent from Joel Pawlak to the course instructor requesting a copy of the course syllabus for review. No additional policies or procedures were recommended at this time.
3. NCAA legislative update. Carrie Doyle provided an update in current and pending NCAA legislative changes.

4. Voting for ACC Postgraduate Scholarship. Michael Kanters reviewed procedures for review and selection of this year's ACC Postgraduate Scholarship awardees.

A second FAC meeting was planned for the Spring semester but was cancelled when university activities were cancelled due to Covid-19.

Committee on Student Athlete Health and Wellness sub-committee (2019/20): Chair, Jason Bocarro

The Council on Athletics Student Health and Wellness subcommittee was formed in August 2019. This goal of this subcommittee was to advise on matters pertaining to the quality of life, personal development, and collegiate experience of individual student-athletes and their teams, including but not limited to, training, safety during practice, treatment and care of student athletes related to both their physical and mental well-being. The committee should serve to provide a platform for input and feedback related to student athlete well-being and services provided to them throughout their duration as student athletes. The committee should also address the overall student athlete experience while on campus and seek to enhance their development while on campus.

Members of the subcommittee included Jason Bocarro (Chair), Joel Pawlak (ex-officio), Cynthia Zuckerman Hyman, Kimberly Bush, Bailey Kermit, Jeremiah Feducia, Jimbo Robbins, Ricky Etheridge, Joe Rhyne, Drew Grantham (student athlete, and Raymond Harrison (ex-officio).

The chair of the subcommittee met with Raymond Harrison in Fall 2019 to examine ways that the subcommittee could support the initiatives that the Pack Performance Team and Sports Administration & Student Services oversee. Two key themes emerged from that meeting to bring back to the wider committee:

- Explore and think about ways Student Athletes (SA) can take advantage of opportunities that are available for non-student athletes and promote these opportunities to the SAs. The philosophy being that the SAs are students and how can initiatives be designed to allow more interaction with the broader campus community
- A benchmarking or evaluation study related to student athlete support in regards to Health and wellness.
- Collaborative efforts to think about transitions post college.
- A new initiative similar to the Penn State faculty partner program (see PSU document)

The committee met in late Fall 2019 to explore and discuss these issues. It was decided that an initiative/event, potentially partnering with Pack Performance Team and Sports Administration & Student Services and other relevant partners, that educates the wider campus community (including faculty) on the health challenges faced by student athletes would be meaningful. It was also suggested that this could be part of an overall student health summit.

Due to COVID-19 (and the fact that the chair was out of the country), the committee did not meet in the Spring 2020

Committee on Legislation: Chair, Jason Flores

The committee focuses on providing guidance regarding proposed NCAA legislation as well as input on how to enact passed NCAA legislation. The committee met in October of 2019 to discuss proposals in

the upcoming legislative cycle. Feedback was given to the FAR and Athletics Compliance in relationship to a number of proposals. The committee did not meet in the spring of 2020 due to the COVID-19 pandemic.