

**The University of North Carolina at Chapel Hill
Faculty Athletics Committee
Minutes of Meeting: December 13, 2016**

Present: **Committee Members:** Carl Folt, Beverly Foster, Melissa Geil, David Guilkey, Daryhl Johnson, Steven Knotek, Josefa Lindquist, Layna Mosley, Darin Padua, Andrew Perrin, John Stephens, Kim Strom-Gottfried.

Advisors: Michelle Brown (ASPSA), Bubba Cunningham (Athletics)

Liaisons from the Student-Athlete Advisory Council: Ezra Baeli-Wang, Blake Dodge

Guests: Chris Faison (CSSAC – Minority Male Mentoring & Engagement), Karen Moon (UNC Media Consultant), Debbie Clark (Consultant to Provost, Process Review Group) Marielle van Gelder (Athletics Compliance)

Undergraduate Admissions Advisory Committee (members and consultants): Jon Engel, Dan Gitterman, Susan King, Bettina Shuford, Abigail Panter (Dean of Undergraduate Students), Rumay Alexander (Consultant, Chancellors Office, Director of the Office of Multicultural Affairs, Interim Chief Diversity Officer), Chris Dedrickson (University Registrar), Steve Farmer (Vice Provost for Enrollment and Undergraduate Admissions), Barbara Polk (Deputy Director, Undergraduate Admissions), Lynn Williford (Director, Institutional Research and Assessment).

I. Welcome and Administrative Matters

Layna Mosley, FAC chair, called the meeting to order and asked everyone in the room, including guests, to introduce themselves.

II. Chancellor's Remarks

The Chancellor took a moment to thank FAC for its work for the semester. No one had questions for Chancellor Folt.

III. November Minutes review

Draft minutes of the November 8th meeting were reviewed. Corrections were identified and the amended minutes were adopted.

IV. Athletic Director's Remarks

Bubba Cunningham noted various proposed legislation, some pertinent to the Autonomy Five Conference group, other items for NCAA Division I, and referred to Lissa Broome's written update (attached).

Discussion focused on UNC athletics spending in some categories compared to other universities. Cunningham noted certain budgetary concerns and a difference on the amount of food at “fueling stations” compared to other programs. The largest factor is the number of teams in varsity athletics: at 28 teams UNC is significantly higher than some other athletics programs.

Andrew Perrin advocated for FAC and UNC Athletics to pay attention to NCAA legislation that impacts the athletics budget, with attention to potential effects on academic concerns.

Cunningham reported that men’s and women’s soccer teams both played in the Final Four. Both teams had the student-athlete with the highest GPA at the Final Four competition.

Cunningham described how UNC and other ACC schools share their thinking and seek common positions on Autonomy Five Conferences and NCAA proposed legislation. He noted one proposal is a package of changes for football. Cunningham said that some parts of the package are attractive, but UNC may not be able to support the package as a whole. One change would be moving forward the date to sign recruits to a national letter of intent.

Separate from specific legislation, Kim Strom-Gottfried asked about possible support for a fifth year of athletic scholarship to allow students to participate in study abroad and other options often difficult for student-athletes to enjoy. Cunningham is opposed to a 5th year of scholarship support because of the budgetary challenges posed when trying to support 28 teams.

V. Check-in with FAC members: Team liaisons and discussing the Spring agenda.

Mosley asked FAC members to check in with their coaches, per liaison goals. No one had questions or comments on this point.

She also noted certain topics and subgroup reports for the spring semester:

- February: Academics
- March: SAAC – FAC focus groups (separate from FAC meeting)
- April: Student-Athlete Experience

Mosley asked members to contact John Stephens (chair for January-June) if there are other items for spring semester meetings of the committee.

There was discussion about more student-athletes entering UNC in the spring semester. There is a trend for December high school graduation, and starting UNC classes in January. Discussion noted NCAA rules constraints on what can be done to onboard these student-athletes. Mosley noted this touches on several areas: admissions, advising, and appropriate course choices. She would like to know if there is data on how these students are doing.

Michelle Brown described the increased academic programming ASPSA is offering for January enrollees. One goal is to support these students in forming a cohort among themselves, regardless of team affiliation. It was noted there could be further attention to this area, but discussion was concluded in order to move to the joint meeting of the Faculty Athletics Committee and the Advisory Committee on Undergraduate Admissions.

VI. Joint Session of FAC and Advisory Committee on Undergraduate Admissions

Members of and advisors to the Undergraduate Admissions Advisory Committee joined the meeting. Steve Farmer led a presentation, noting that some material and discussion points will need to be conducted in closed session. The open session material is attached.

Farmer stated how the Undergraduate Admissions Office makes all admissions decisions. The Athletics Department does not, and individual academic departments do not. They follow the policies of the Board of Governors and the Board of Trustees, and apply procedures approved by the Advisory Committee on Undergraduate Admissions (ACUA).

Board of Trustees policies on special talent does not specify what constitutes special talents. The ACUA approved athletics, music, and dramatic art as special talent categories. Farmer noted that not all student-athletes fall into the category for special talent review. ACUA decides how many places to allocate for athletics: there have been 160 spaces for an entering first-year class. The ACUA reports to Faculty Council on athletics admissions.

Farmer reported on 2016 data (all admits, January-August): 149 student-athletes went through the special talents review process; 35 others went through competitive review. Farmer described how from an initial pool of 473 potential student-athlete applicants, 270 applied for admission and 219 were admitted. Of the overall pool, 35 potential student-athletes required review by the Committee on Special Talent. Of the 35, 19 applied for admission and 13 were admitted.

The criteria for review by the Committee on Special Talent is projected GPA (PGPA). A formula developed with the Odum Institute, PGPA draws on test scores and high school course grades, to predict about 1/3rd of the variation in first-year performance. Three groups are identified: Group 1, PGPA of less than 2.3; Group 2, PGPA of between 2.3 and 2.6; and Group 3, PGPA equal or greater than 2.6.

The aim over time is to move students out of the lower end of the PGPA and into the upper end. The Athletics Department has been very supportive in helping make decisions about whom to recruit and that has made a huge difference, according to Farmer.

Perrin asked Farmer if he has evaluated the boundaries between groups 1 and 2, and groups 2 and 3. Farmer replied that examination of the boundaries has not been conducted.

Farmer showed historical data, applying the PGPA analysis retroactively to the 2006 enrolled class. His conclusion is that UNC is recruiting stronger students, even at the lower end of PGPA.

Farmer showed UNC comparisons, for athletics scholarship students only (i.e. not all student-athletes) with peer universities. The comparison groups are: ACC, "system peers" (Cal, UCLA, duke, Maryland, Michigan, Minnesota, Northwestern, Pittsburgh, USC, Texas, Virginia, Washington, Wisconsin), and "aspirational peers" (Cal, UCLA, Duke, Michigan, Northwestern, Notre Dame, USC, Stanford, Vanderbilt, Virginia, Wake Forest). He presented data from 2010-2015 on Critical Reading and Math Scores, Core GPA, and PGPA, for athletics scholarship

students as a whole, and then for football. Each of the graphs showed marked improvement in the performance of both our overall student-athlete population and the football team.

John Stephens moved to go into closed session, seconded by Bev Foster and the motion was adopted. Athletic Director Bubba Cunningham was invited to participate in the closed session where protected and confidential student information was discussed. Other guests departed.

Information where individual students could be identified was presented for FAC and ACUA to better understand admissions for student-athletes.

Upon conclusion of the discussion, a motion was made, seconded, and passed to return to open session. Guests were invited to return to the room.

VII. ACC Network and Its Implications for Academic Issues (Ken Cleary and Rick Steinbacher)

Cunningham introduced Rick Steinbacher (Senior Associate Athletic Director for Marketing & Football and Olympic Sports Operations), Ken Cleary (Assistant Athletic Director for New Media), and Joe Canady (Chancellor's office) to present on the ACC Network. Cunningham noted that Cleary is a UNC-CH graduate and has been central to the growth of the Athletics Department's media production capabilities over the last 15 years.

Steinbacher provided a brief history of the Athletics Department's in-house production capabilities and venues, ranging from video boards, live broadcasts and Internet streaming, with milestones 2007 to present (see attached).

Currently there are six venues with video boards which cover 14 sports and in 2016 there will be 200 live broadcasts, across all sports, and across all distribution methods (ESPN-U, ACC-Extra, etc.). Steinbacher noted this covers 90% of all home sports events, and that Facebook, Twitter and other methods allow a wide range of content to reach different kinds of audiences. In addition to coverage of live events, about 1000 video vignettes are produced annually (e.g., interviews, athlete profiles, humorous and creative stories) and the Athletics Department provides creative services for special events, such as Late Night with Roy, the RAMMY awards, etc. The Athletics Department's media production unit is about 50% funded based on fees for its services.

The ACC Network was announced in July 2016 and August 19, 2016 was the first ACC Network-Extra production (i.e., a live Internet stream of a women's soccer match). The biggest front-end effect of the network is for each college to create or expand media production capabilities to meet ESPN standards and to create productions for the network. For UNC, the plan is to seek Board of Governors approval in January 2017 to build new production facilities to be ready by Fall 2019, per the terms of the ACC Network agreement.

Ken Cleary noted that fall 2019 is the launch of the cable channel part of the network. For 2019-20, the ACC Network will carry a minimum of 1200 broadcasts of sports in either digital or linear (cable channel) formats. The anticipated UNC investment for infrastructure and personnel

to be ready for fall 2019 is \$8-10 million. This compares to \$4-12 million per school for production facilities required for the SEC Network. Cleary anticipates the net revenue for UNC will be \$2-3 million annually. Cleary noted this is a more conservative estimate than the SEC Network experience, given the greater availability of colleges' sports productions and the trend for fewer cable subscribers in general. The revenue estimate does not include potential revenue for non-athletics use of the facilities.

The ACC Network is a partnership with ESPN. Each school produces material. The material is broadcast via the network and the net proceeds are split 50% ESPN and 50% ACC Network. Each ACC school receives 1/15th of the ACC net revenue (i.e., an equal distribution for each school).

Cleary summarized the different levels of production for sports events and related equipment and personnel requirements. He presented the components of the new broadcast center and its capabilities.

Cleary referred to Chancellor Folt directing Joe Canady to meet with individuals across campus to gather ideas and feedback related to the academic benefits of the ACC Network. Canady has a draft report pending the chancellor's review. Canady anticipates a final report in early 2017.

Cleary previewed the themes of where value can be advanced: enhanced and new curricular offerings, online education, and employment and career opportunities for students. Cleary also noted a potential positive impact via the "creative cloud" work of the partnership between UNC-CH ITS and Adobe on digital literacy.

Steinbacher noted two challenges:

1. An increase in scheduling non-Saturday football games. Currently, across the ACC, 11 non-Saturday games are needed, per the ESPN contract. Starting in 2019, that number rises to 16 and the new dates are largely early in the fall on Thursday and Friday nights. UNC is expected to participate.
2. Potential impact on Olympic sports. Steinbacher expects no anticipated impact for the number of games played. Many games are already on weeknights. Steinbacher said there may be interest in clustering games for a particular sport on a day, such as "Monday lacrosse night" (a hypothetical illustration). Steinbacher believes the impact on student-athlete travel and missed classes will not be large.

There was not time for questions, so Mosely requested that FAC members send questions about the ACC Network to her.

VIII. Thanks to Layna Moseley for chairing FAC.

Kim Strom-Gottfried presented a poster storyboard to Layna noting the path to Layna's becoming chair of FAC for fall 2016. The full committee thanked Layna for her leadership.

Respectfully submitted by Melissa Geil

Attachments

- Update to FAC from the Faculty Athletics Representative, December 12, 2016
- Farmer presentation: Special Talent Student-Athletes (protected information deleted)
- Steinbacher and Cleary: ACC Network

**Update to FAC from the Faculty Athletics Representative
December 12, 2016**

NCAA

1. NCAA Legislation --Autonomy Conferences -- Time Balance (one school, one vote)
 - a. Timeline
 - i. ACC Legislative teleconference held on December 7
 - ii. Membership comment period on proposals ends December 15
 - iii. NCAA Autonomy Legislative Session on January 20
 1. Amendments that do not expand the scope of the original proposal may be submitted prior to or during the autonomy business session
 - b. Highlights from ACC teleconference
 - i. Expressed desire to pull 2016-133 from Autonomy Consent Agenda (8-5-2)
 1. Entertainment outside of competition season
 2. There is supposedly modified language that makes clear this is not carte blanche
 - ii. (Autonomy) 2016-136 – re no RARA on 7 days off and 14 days off
 1. ACC will draft an amendment to revise the definition of RARA to exclude multi-sport life skills sessions
 2. ACC will draft an amendment to revise the definition of RARA to exclude community service
 - iii. (Autonomy) 2016-136-1 – Submitted by the SEC to provide that travel day can count as a day off if travel concludes between midnight and 5 a.m. and following return SAs have 24 hours without RARA.
 1. One of the students on the call would be supportive but only if the time window was reduced from 5 hours.
 - iv. Council Items for January
 1. 2016-120 – Written notice to PSAs of SA time demands
 - a. There is an NCAA interpretation of this that even though it may be sport specific, it is not individual team specific (so men's basketball time issues, but the not UNC MBB time specifics)
 - b. ACC agreed to explore Marielle's suggestion that the process be automated to come directly from the Clearinghouse prior to the official visit or issuance of an NLI and not be in the manual.
 2. 2016-124 – Definition of RARA for Division I
 - a. This is really meaningless and to be used only in conjunction with Division I best practices
 - b. If Autonomy amends its definition of CARA, then even further confusion.

- i. Suggested that this not be included in manual but in any best practices that result.
- 3. Council Items for April
 - a. 2016-116 – Football Recruiting Model (4-6-5)
 - i. Many supported breaking package into separate items even though the committee is adamant that they must be considered together.
 - ii. ACC asked each institution to submit its positions on individual items.

ACC

- 1. Executive Committee call to approve the appointment of a special committee to review missed class time and conference scheduling in a 15-school conference as well as consider missed class time issues and the ACC Network.
 - a. Committee is being constituted now and will report back in February and May.

Overview

- The Office of Undergraduate Admissions has the final decision-making authority for all candidates for undergraduate admission.
- The admissions office follows policies established by the Board of Governors and the Board of Trustees.
- By trustee policy, the admissions office also applies procedures approved by the Advisory Committee on Undergraduate Admissions, a faculty committee appointed by the Chancellor.

Special Talent

- Trustee policy provides for the admission of students “who demonstrate special talent for University programs requiring such talent.”
- The Advisory Committee has approved intercollegiate athletics as one program requiring special talent.
- The committee has allocated 160 spaces in each entering first-year class for students who are recruited to participate in athletics.
- Each year other student-athletes apply and are admitted competitively and without specific consideration of their talent in athletics.
- The Advisory Committee reports annually to Faculty Council on athletics admissions, using guidelines developed by a working group.

Committee on Special Talent

- The Advisory Committee has appointed a Committee on Special Talent to develop policies and procedures regarding special-talent admissions and review individual candidates who do not meet certain thresholds.
- The Committee on Special Talent consists of at least six voting members, the majority of whom must be tenured or tenure-track faculty members in the College of Arts and Sciences.
- The governance of the committee was reviewed and approved by the Faculty Committee on University Government in Spring 2014.

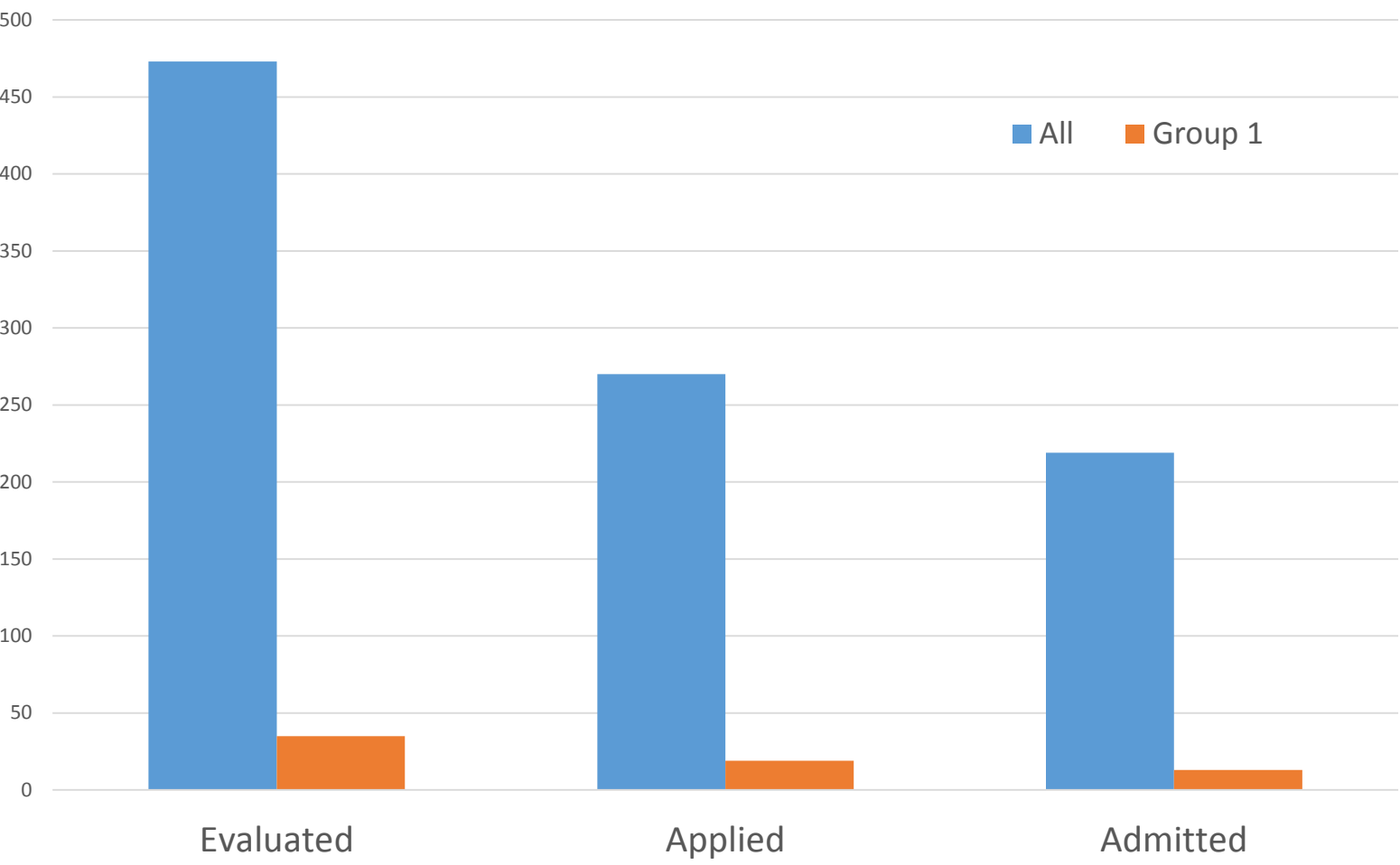
Enrolling Student-Athletes—Class Entering 2016

- In 2016 the University enrolled a total of 149 new first-year student-athletes through the special-talent provisions outlined above. Approximately 35 others were admitted through competitive review and without specific consideration of their talent in athletics.
- Thirteen of these students required review by the Committee on Special Talent.

Evaluated – Applied – Admitted

- To yield this class of student-athletes, 473 candidates were presented for preliminary evaluation for admission. As a result:
 - The admissions office advised athletics that some students would not be admitted.
 - Athletics chose not to recommend other students for admission.
 - Other students chose to pursue other colleges and universities.
- Of the 473 students presented for preliminary evaluation, 270 applied for admission, and 219 were admitted.
- Of the 473, 35 were identified as requiring review by the Committee on Special Talent; 19 applied for admission, and 13 were admitted.

Evaluated – Applied – Admitted



Special-Talent Student-Athletes by Group, 2006-2016

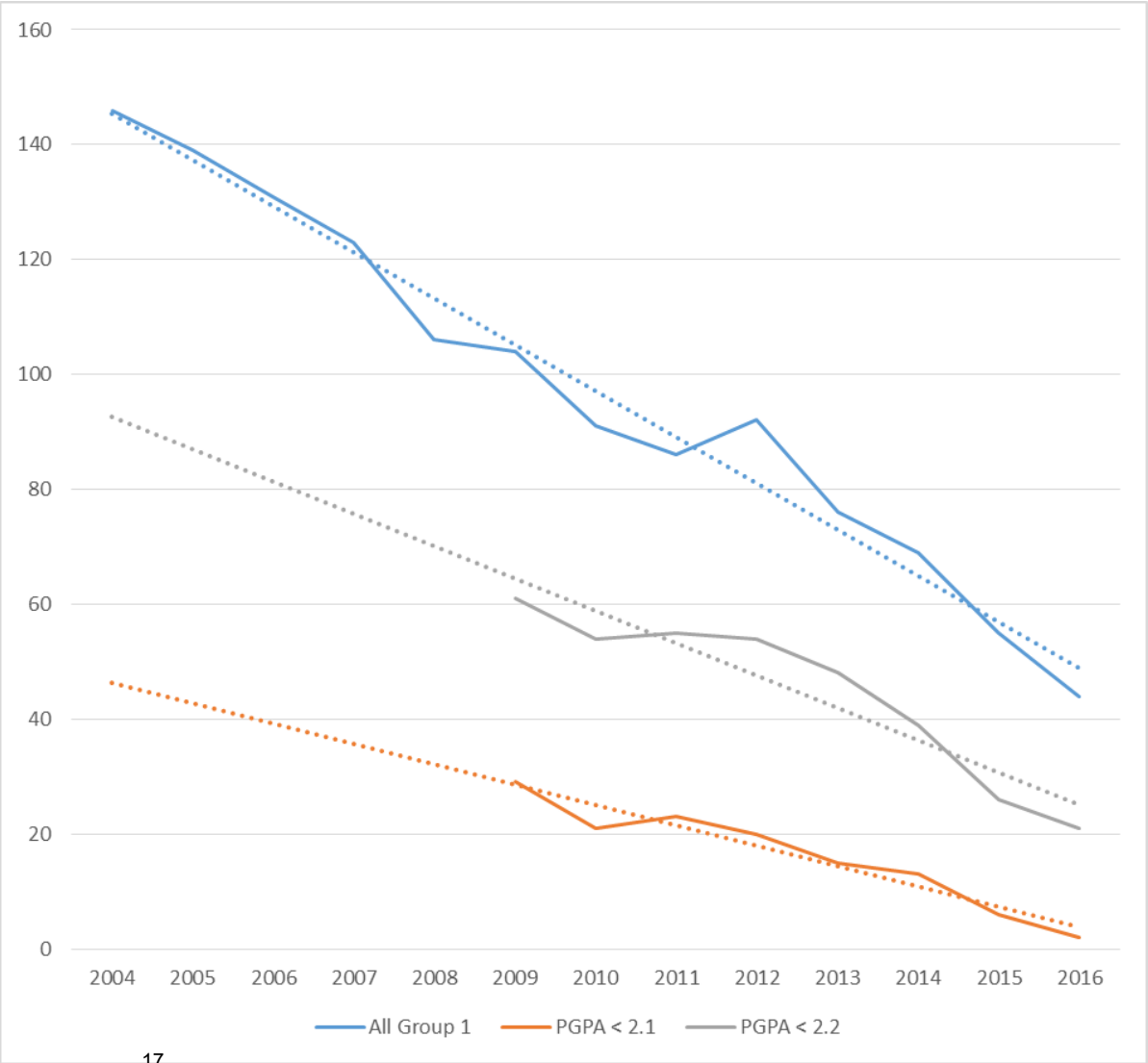
	Students	Group 1 (PGPA < 2.3 and Other)		Group 2 (PGPA \geq 2.3 and < 2.6)		Group 3 (PGPA \geq 2.6)	
2006	157	29	18%	43	27%	85	54%
2007	156	28	18%	44	28%	81	52%
2008	152	17	11%	65	43%	69	45%
2009	159	30	19%	63	40%	66	42%
2010	148	16	11%	60	41%	72	49%
2011	163	23	14%	49	30%	91	56%
2012	167	23	14%	52	31%	92	55%
2013	154	14	9%	52	34%	88	57%
2014	147	9	6%	51	35%	87	59%
2015	152	9	6%	47	31%	96	63%
2016	149	13	9%	41	28%	95	63%

Group 1 Special-Talent Student-Athletes by PGPA Band, 2006-2015

	Students	PGPA < 2.1		PGPA < 2.2 (Includes PGPA < 2.1)		PGPA < 2.3 (Includes PGPA < 2.2)	
2006	157	11	7%	21	13%	29	18%
2007	156	5	3%	13	8%	28	18%
2008	152	7	5%	12	8%	17	11%
2009	159	6	4%	15	9%	30	19%
2010	148	3	2%	14	9%	16	11%
2011	163	7	4%	14	9%	23	14%
2012	167	4	2%	11	7%	23	14%
2013	154	1	1%	9	6%	13	8%
2014	148	1	1%	5	3%	9	6%
2015	152	0	0%	1	1%	9	6%
2016	150	0	0%	6	4%	13	9%

Student-Athletes Requiring Faculty Review—Four Classes

	All Group 1	PGPA < 2.1	PGPA < 2.2
2004	146		
2005	139		
2006	131		
2007	123		
2008	106		
2009	104	29	61
2010	91	21	54
2011	86	23	55
2012	92	20	54
2013	76	15	48
2014	69	13	39
2015	55	6	26
2016	44	2	21



Comparisons

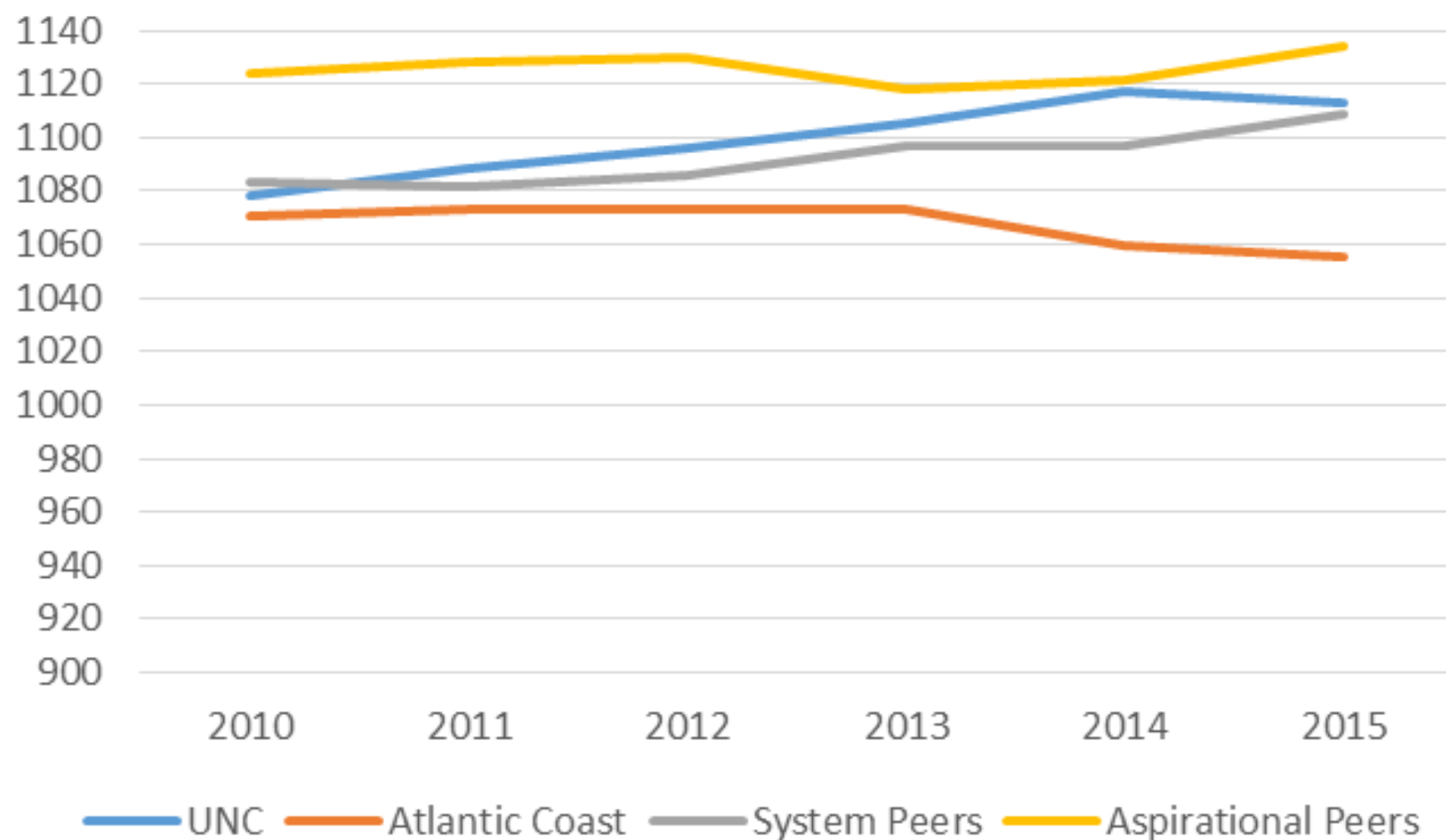
- Comparisons are for **scholarship** students only; many UNC data are protected because of small cell sizes.
- **System peers (13):** Cal, UCLA, Duke, Maryland, Michigan, Minnesota, Northwestern, Pittsburgh, Southern California, Texas, Virginia, Washington, Wisconsin.

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- **System peers (13):** Cal, UCLA, Duke, Maryland, Michigan, Minnesota, Northwestern, Pittsburgh, Southern California, Texas, Virginia, Washington, Wisconsin.
- **Aspirational peers (11):** Cal, UCLA, Duke, Michigan, Northwestern, Notre Dame, Southern California, Stanford, Vanderbilt, Virginia, Wake Forest.

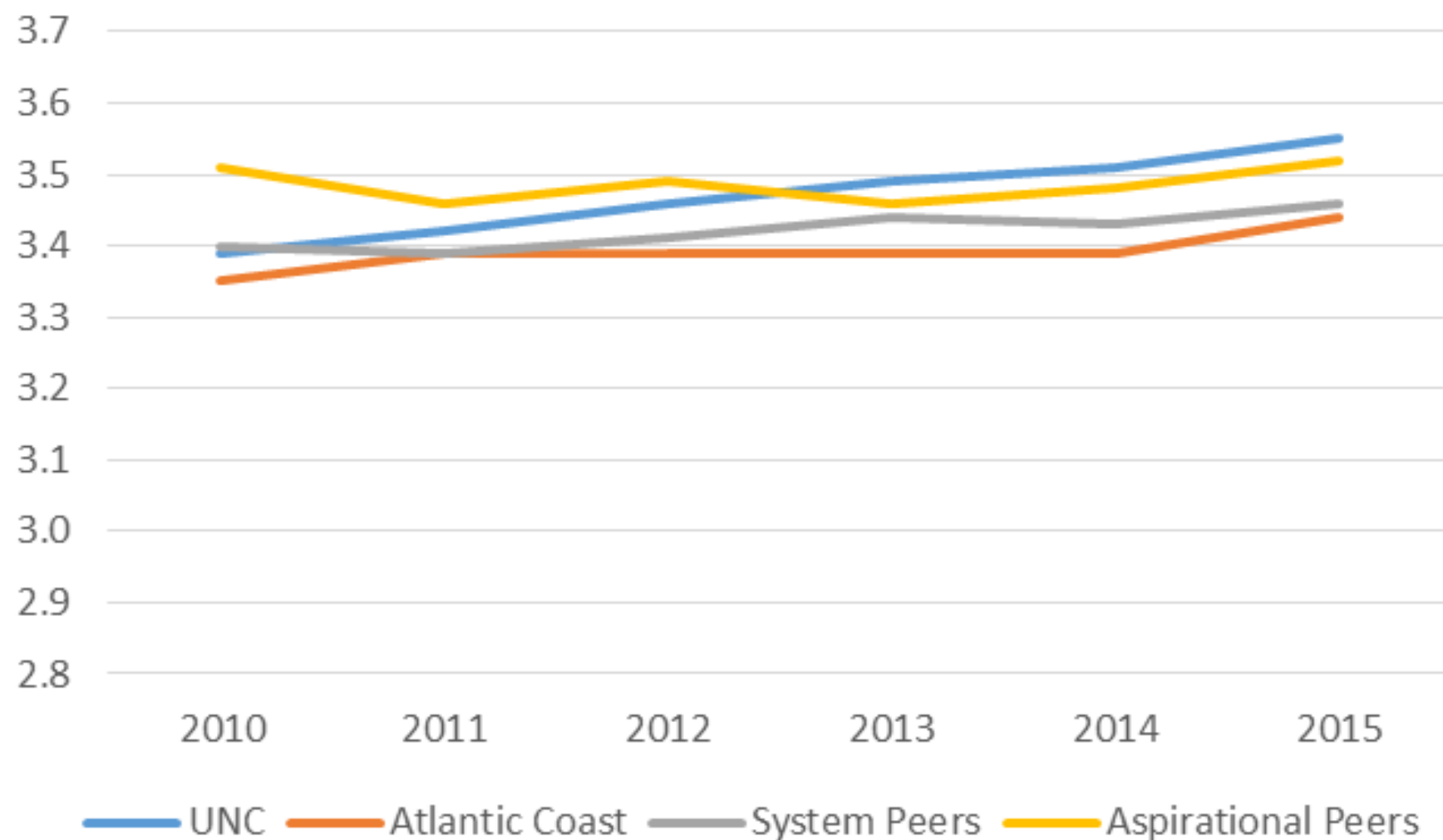
Score

All Scholarship Students



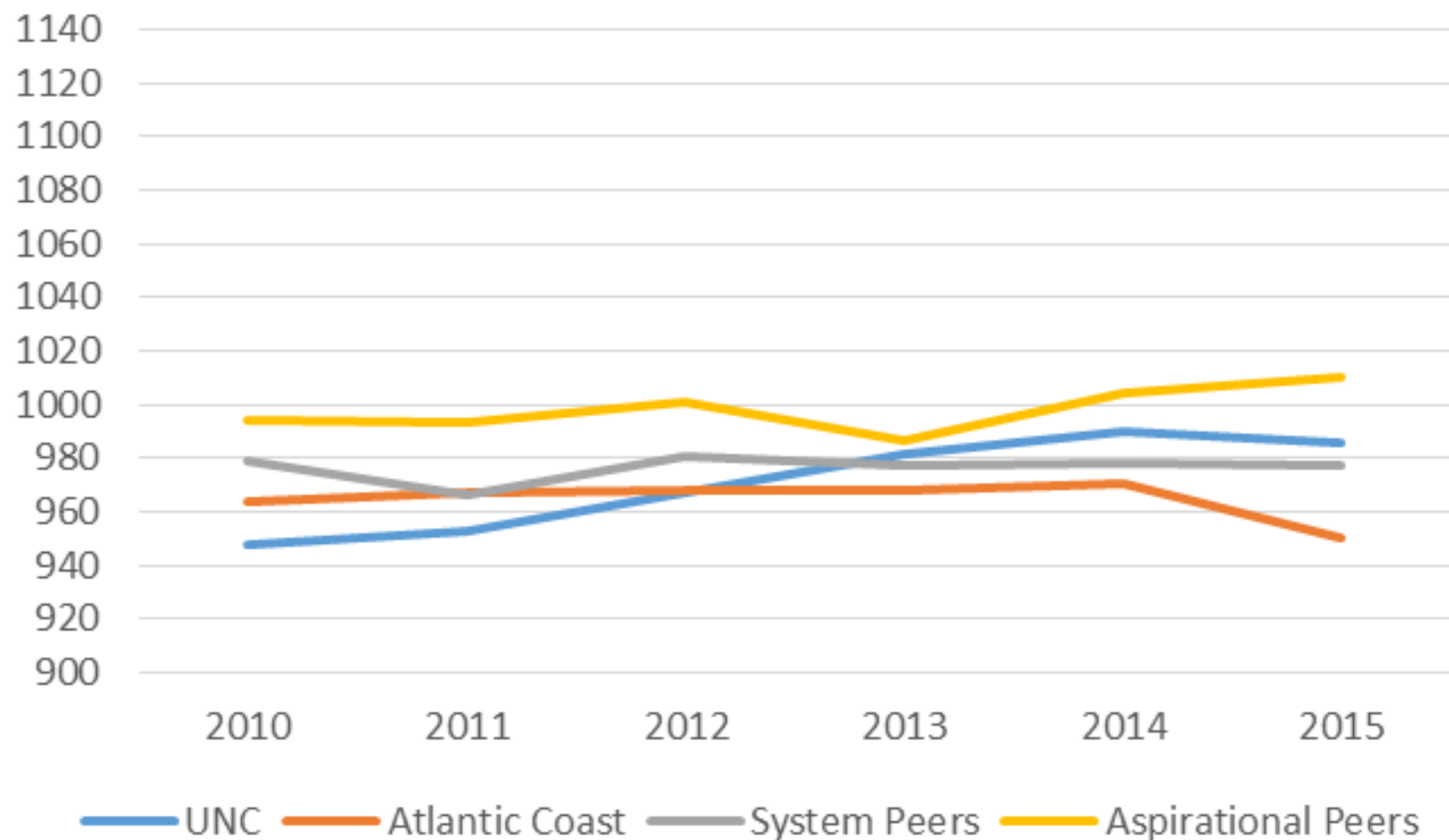
Core

All Scholarship Students



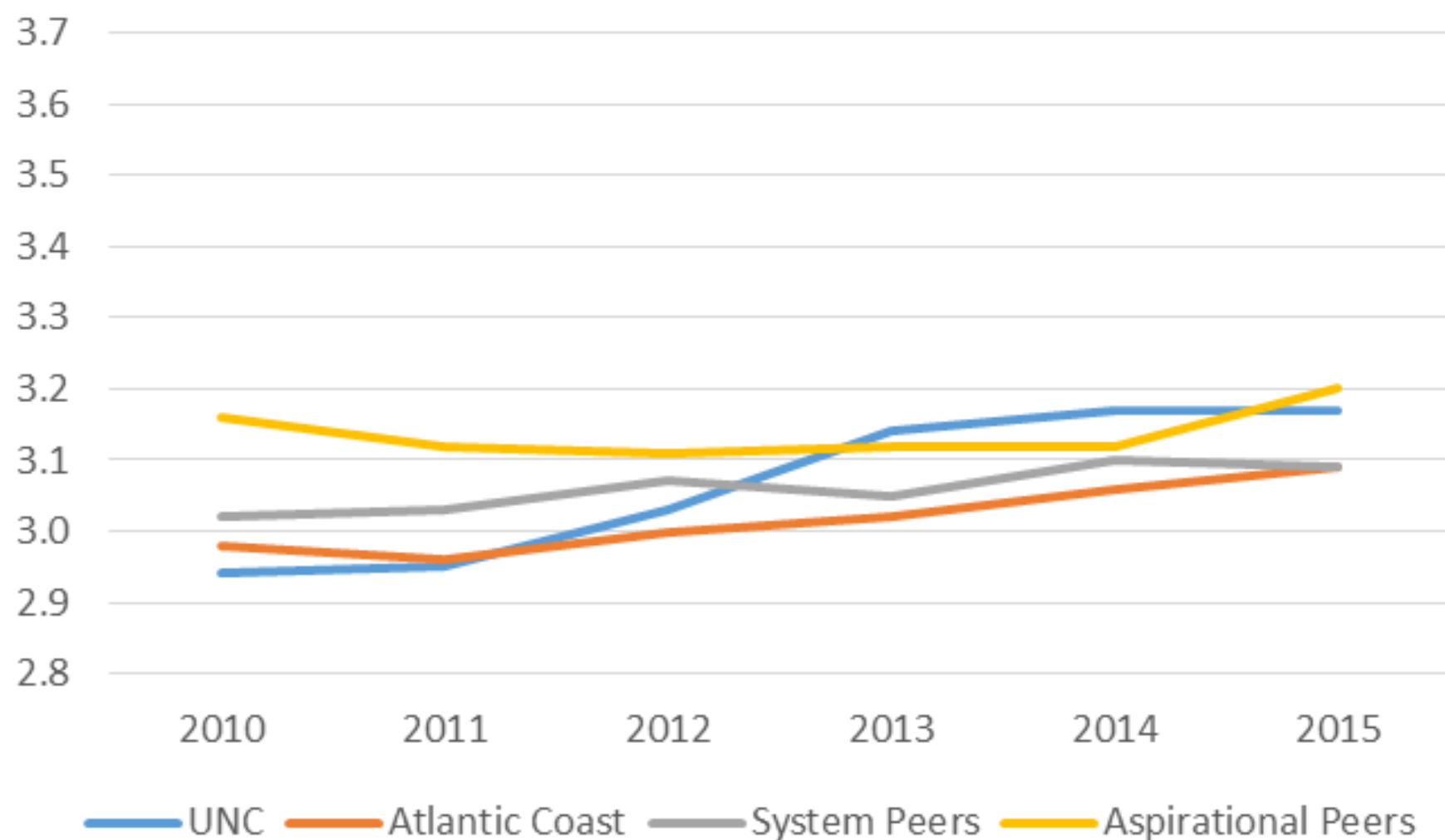
Score

Football



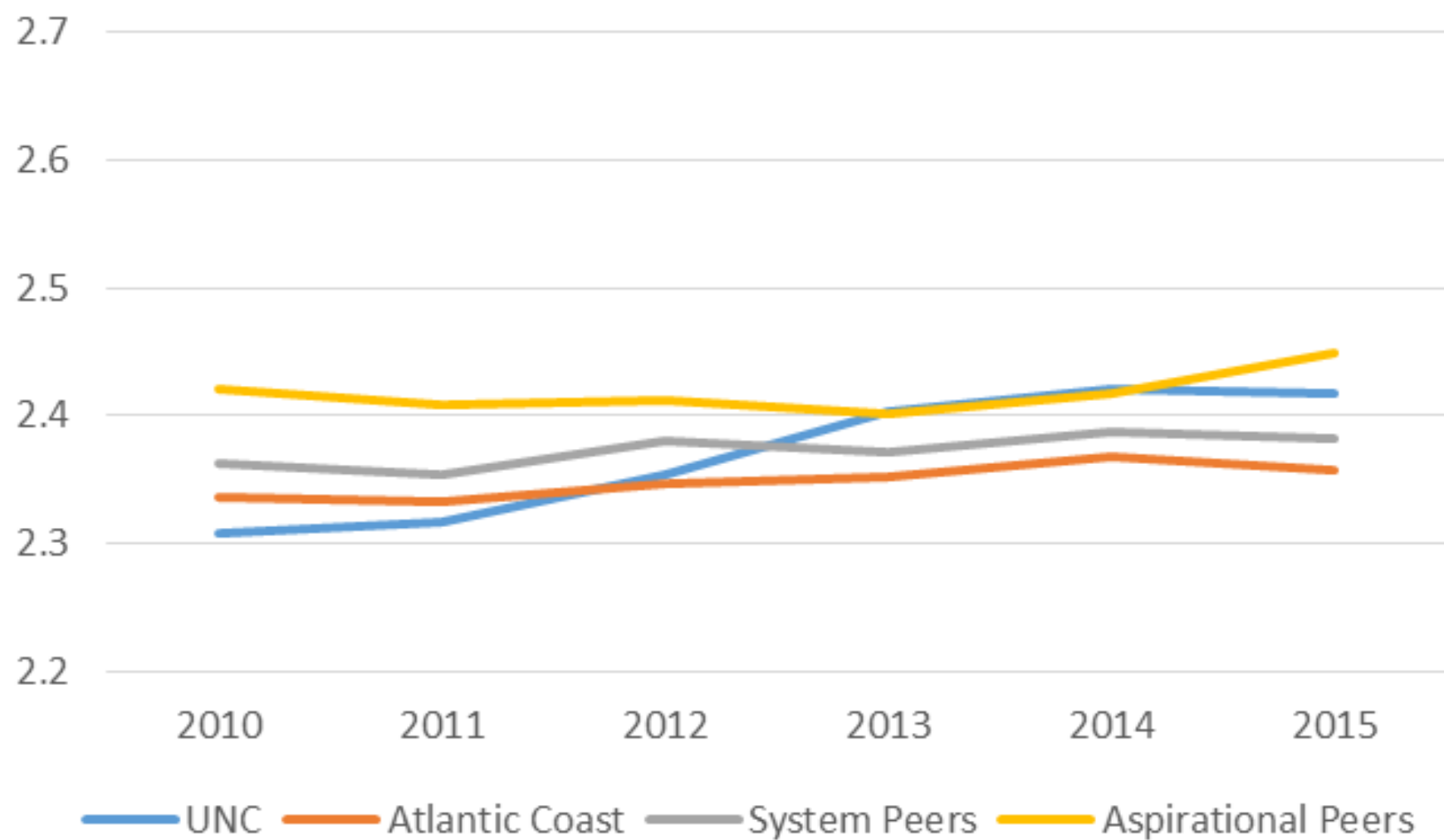
Core

Football



PGPA

Football



Protected and confidential student information

Course Enrollments by Department, Class Entering 2015

- What courses did students reviewed by the Committee on Special Talent take during their first year at UNC?
- What courses did other students take?
- For students entering in 2015:

	Group 1	Random	Arts
Different courses	49	82	56
Different departments	21	40	25
At least one FYS	6	6	3



WHY AN ACC NETWORK?

Exposure

By 2019-20 a minimum 1,200 broadcasts of ACC sports each year will be aired on the linear channel or digitally through ESPN platforms, with the potential for hundreds more.

Budget Impact

Projected to return \$2-3 million annually after linear launch in 2019. It will require approximately \$10 million of investment over the next 3 years to be ready.





WHAT IS IT?



ACC NETWORK BASICS

- ACC Schools have been producing broadcasts for ESPN since 2011-12
- ACC Network Announced July 2016
- ACC Network Extra Launched 8/19/16 (UNC-produced Women's Soccer match)
- Cable TV channel launch August 2019

SCHOOL PRODUCTIONS

The ACC Institutions will produce the backbone of the network through broadcasts across all production levels

Production Levels

Linear

A typical TV production. 6-8 cameras, 2-3 talent, ESPN graphics. ESPN supplies Producer, Director, Talent. School supplies balance of crew of 20-25 over 2 days.
(UNC produced 0 in 2015-16)

Digital

Traditional ESPN3 level production. 4-5 cameras, 2 talent, ESPN graphics. School supplies all positions. Crew of 13-16.
(UNC produced 42 in 2015-16)

Extra

Production below the ESPN standard. 1-2 cameras, 1 talent, school graphics. Crew of 4-6. GoHeelsTV prior to this year.
(UNC Produced 101 in 2015-16)

Video Boards

Produced separately but may share some resources. (132 in 2015-16)

ACC NETWORK PRODUCTIONS YEAR-BY-YEAR

YEAR	LINEAR	DIGITAL	EXTRA (EST)	VIDEO BOARDS (EST)
2016-17	0	47	100	135
2017-18	0	48	99	135
2018-19	0	57	90	135
2019-20 and beyond	17	65	65	135

production levels

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WHAT DO WE NEED?



BROADCAST CENTER

Needed by August 2019

- 3 control rooms to handle all event production - linear, digital, Extra, video boards. We have 1 now.
- Studio for UNC Coaches Shows, shoulder programming.
- "Bureau Cam" studio - live interviews for ESPN studio shows.
- Office, editing, engineering, storage space.

PEOPLE

Athletic Staff Positions

- Director of Broadcasting (2017)
- Broadcast Engineer (2018)
- Graphics Producer (2019)
- Event Producer (2019)

A more robust pool of professional free-lancers and students

As the University projects grow,
will be need for a University
Communications employee

UNIVERSITY PARTNERSHIPS

- ITS - Build out the campus fiber-optic infrastructure required to produce events from all athletic venues.
- Purchasing - Need to develop a process for handling the significant freelance labor needs.
- Production Services - Can this project offer resources to academic units and other campus entities to generate incremental revenue?

ACADEMIC INITIATIVES

In October Chancellor Folt asked for research into University initiatives that can be incorporated into the ACC Network build out.

GROUPS PROVIDING INPUT

- **Administrative Units**
 - Chancellor's Strategic Implementation Group
 - Office of Communications and Public Affairs
 - ITS
- **Academic Units**
 - Department of Communications
 - Carolina Office for Online Learning
 - Department of English and Comparative Literature
 - Department of Exercise and Sports Science
 - School of Media and Journalism
 - Kenan-Flagler Business School

CORE THEMES

1. *Curricular* - academic programming developed in concert with the ACC production requirements
2. *Space Programming* - athletics production facilities available to other campus units
3. *Production Horsepower* - athletics' remote production resources used for campus events



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The poster features a dynamic background of red, white, and blue streaks. At the top is the Adobe logo. The main headline is in large, bold, white capital letters. Below it, a paragraph of text describes the availability of Creative Cloud on campus. A blue button contains the website URL. At the bottom, the university's name and logo are displayed.



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of NORTH CAROLINA
at CHAPEL HILL

1. in c
2. fac
3. pro

WHAT WILL IT COST?



HOW DO WE PAY FOR IT?

CHALLENGES

Increase in non-Saturday football games
(particularly early in the season)

Possible shifts to traditional playing day/dates for
Olympic Sports

Staffing challenges

COSTS

- Equipment - \$4 million by 2019
- Facilities - \$4 million by 2019
- Fiber-Optics - TBD
- Personnel - 4 F/T positions plus Temp/Free-lance labor

SEC Network build-out costs ranged from \$4 million to \$12 million

REVENUE

- ACC Rights Increase in 2017-18
- Network revenue share after linear launch in 2019

The ACC Network is expected to provide a bottom-line increase of \$2-3 million annually.

- Revenue potential from non-ACC Network projects (shoulder programming, campus projects) not included

CHALLENGES

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ACC NETWORK EXPANSION YEAR-BY-YEAR

YEAR	EQUIPMENT	PERSONNEL	FACILITY	ANNUAL INCREASE OVER BASE ('16-17)	COSTS
2016-17	No Equipment Expenditures	Replace open position	Begin Design Development – January 2017 (costs in this year?)	\$0	\$35,000
2017-18	\$1 million in equipment	Hire Director of Broadcast	Design Development, Temporary location, begin construction	\$2,706,620	\$1,922,050
2018-19	\$3 million in equipment	Hire Engineer	Construction project to be completes by July 2017	\$3,449,918	\$7,921,950
2019-20	\$200,000 annual equipment maintenance budget	Hire Producer, Graphics Producer	Facility up and running	\$4,691,401	\$902,950

