

Faculty Athletics Committee Annual Report to the Faculty Council
October 9, 2009

This annual report on the activities of the Faculty Athletics Committee (FAC) during the 2008-09 academic year was prepared by FAC Chair Steve Reznick and was reviewed and approved by the FAC members.

Overview of Committee's Purpose and Structure

Charge: "The Faculty Athletics Committee is concerned with informing the faculty and advising the chancellor on any aspect of athletics, including, but not limited to, the academic experience for varsity athletes, athletic opportunities for members of the University committee, and the general conduct and operation of the University's athletic program" (Faculty Code § 4-7[b]).

Members 2008-09: J. Steven Reznick, Psychology, term expires 2009; Kathleen Mullan Harris, Sociology term expires 2011; George Lensing, English, term expires 2011; Barbara Osborne, Exercise & Sports Science, term expires 2011; Glynis S. Cowell, Romance Languages, term expires 2010; Noelle A. Granger, Cell and Development Biology, term expires 2010; Helen V. Tauchen, Economics, term expires 2010; H. Garland Hershey, Jr., Orthodontics, term expires 2009; Rachel A. Willis, American Studies, term expires 2009.

Members who were elected in spring 2009 are: J. Steven Reznick, Psychology Department, new term expires 2012 and also re-elected as FAC Chair for 2009-2010; Lissa L. Broome, School of Law, term expires 2012; Laura A. Linnan, Health Behavior & Health Ed, term expires 2012. Noelle A. Granger resigned from the committee before her term ended, and Joy J. Renner, Allied Health Sciences, will replace Dr. Granger for the final year of her term.

The faculty athletics representative to the ACC and the NCAA, Jack Evans, serves as an *ex officio* member of the FAC. Director of Athletics Dick Baddour, Senior Associate Athletic Director Larry Gallo, and Senior Associate Athletic Director for Student-Athlete Services John Blanchard also regularly attend the FAC's meetings and interact with the committee to seek advice or provide information. Chancellor Thorp attends FAC meetings as his schedule permits.

The FAC held seven monthly meetings during the 2008-09 academic year (excluding October and April, but including May). No matters were referred to the FAC from the Faculty Council. As explained in more detail below, the FAC acted on behalf of the Faculty Council in issues involving the Coalition on Intercollegiate Athletics.

Monitoring the Broader Context of Collegiate Athletics

Coalition on Intercollegiate Athletics (COIA): The Faculty Council became a member of COIA in the spring of 2004. This organization is composed of fifty-six faculty senates from Division I-A schools around the country, and its objective is to promote comprehensive reform of intercollegiate athletics. Clemson, Wake Forest, Duke, and Florida State are the other ACC schools that have joined COIA. Pursuant to a previous agreement, the FAC represented the Faculty Council in voting to approve COIA's by-laws, as recommended by Lissa Broome, who formerly chaired the FAC and is now a member of the COIA steering committee. Mr. Baddour noted that complying with the COIA by-laws would cause no problems for the University and would require no changes in current policies.

Athletics Department Policy, Practice, and Facilities

Remarks from Mr. Baddour: Each FAC meeting began with a report from Athletics Director Dick Baddour updating us on salient undertakings in the Athletics Department. In September he reported on the automobile accident involving a vehicle driven by a student-athlete, and the preventive activities that we have in place to help our student athletes prosper. We discussed the Carolina Leadership Academy that addresses responsible individual behavior and the need for individuals to make good decisions, the educational messages that are delivered to student-athletes each semester, and the strong connections that the Athletics Department has with the university's counseling and wellness services. In November, Mr. Baddour explained the history and significance of "closed scrimmages" and the NCAA regulations related to this topic, leading to the Athletics Department's decision to scrimmage against another Division 1 institution in a closed session with no spectators and no scores or statistics reported. We also had a long discussion of issues related to hosting football games on campus on Thursday nights. Mr. Baddour provided a summary of the status of our Learfield contract and the recently announced contract extension. Key elements of the new contract are higher guarantees and a larger share of revenues beyond the guarantee after three years. In January, Mr. Baddour reported on the presence of 40,000 Carolina fans at the Meineke Car Care Bowl, contributing to a crowd that was the fourth largest of the bowls. We were also pleased to hear that six student-athletes were inducted into Phi Beta Kappa. In February, Mr. Baddour provided a financial overview of the Athletics Department and the impact of recent changes in the economy. The cost side of the Athletic Department's budget is under careful review for cost containment and reduction opportunities. Finally, the renovated Boshamer Stadium will open on February 22 for the first home game. A major theme at our meeting in March was a discussion of the plans for renovation and improvement of Kenan Stadium, with a focus on financing, facilities, and the process that will allow the University to decide whether the project should or should not be launched in the current economic climate. In May, Mr. Baddour reported on the aftermath of the men's basketball team's national championship and gave us a status report on the ongoing construction/renovation projects.

Finances: The Athletic Department's chief financial officer, Sr. Associate Director of Athletics Martina Ballen, and Dick Baddour reviewed the department's finances. The FAC inspected budgeted revenues/expenditures for 2006-07, 2007-08, and 2008-09 and an eight-year summary of actual revenues/expenditures for 2000-01 through 2007-08. We noted that the mandate for furloughs in the spring of 2009 applied to Athletics Department employees just as it did to all state employees, and we reviewed the cost containment measures that are being implemented or considered in the department's planning.

Sports Marketing: Rick Steinbacher, Associate Director of Athletics, and his colleague, Bonnie Clarke, Assistant Director of Sports Marketing provided an informative presentation on the values, objectives, goals and measures, and strategies associated with Carolina sports marketing. Examples of recent initiatives include web sites and the seatback rental in Kenan Stadium, which generated approximately \$90,000 in new revenue. The general objective of these initiatives is to enhance the game-day experience for fans without detracting from the game itself.

Significant marketing projects include emphasis on Olympic sports through the new Learfield contract, the RFP for concessions that is pending, Football Game Day promotion, and additional football ticket sales (sales of season tickets in the 60,000 seat Kenan Stadium topped out for the 2008 season and reached 34,500 in 2009.) Work is underway on organizing faculty/staff days for selected events, and the Carolina Kids Club has reached 4,500 members.

UNC fans have been the number one user of ACC Select, a service available through the conference, and we are 58% ahead of the second most frequent user. Websites receive continual updating and improvement. New sport-specific web sites are being developed that will feature play diagramming by coaches.

Although Carolina athletics provides an excellent package of marketing opportunities, these efforts face a number of challenges. One example is women's basketball. Although our program is in the top echelon competitively, attendance, while strong, has not yet reached the level that a relatively few of the perennial top programs have achieved. This year is an anomaly because the women are playing their games in the Smith Center due to the renovation of Carmichael. The game with Connecticut on January 19 was targeted as an effort to sell out the lower level of the Smith Center. When games are held in Carmichael, the limited supply of nearby parking represents, or may be perceived as, a difficulty.

In addition, while sponsorships are growing at 13% per year, which is excellent, sustaining the Carolina culture in the face of this growth is a challenge. This led to a brief discussion of things we will do and things we will not do in relation to sponsorships. Negotiation of the new Learfield contract had taken approximately one month on the financial aspects and five months on what Learfield can sell (this is the so-called "A-list"). Another example in this discussion was the hosting of ESPN Game Day. At many locations, ESPN is allowed to do a standard list of marketing activities, but this list includes things that UNC does not permit (e.g., decals on the floor, signage behind team benches). Our discussion also touched on the Wachovia relationship and its likely future. Although we have been pleased with the tasteful way in which this relationship has been implemented, we do not know what will happen as a consequence of Wachovia's acquisition by Wells Fargo. The final portion of this discussion touched briefly on the fact that the ACC TV contract will soon be up for renegotiation. Each cycle of negotiation involves the possibility that we will be asked to do something under that contract that we would prefer not to do (e.g., hosting Thursday night football, historically). Our best protection is effective communication by and with conference representatives who conduct the negotiations.

This discussion ended with consideration of additional ways to reach out to the university community, especially faculty and staff employees, to encourage attendance at and support for the various athletic competitions.

Athletics Department Interactions and Other Campus Facilities

Faculty/Staff Wellness: Mr. Brian Usischon of the University's Office of Human Resources provided some background and participated in a discussion with members of the committee. A program called Heels for Health existed for a number of years but was discontinued several years ago. In 2006 then Provost Robert Shelton formed a committee to review this issue. The report of that committee included a number of recommendations, but none of them received funding. Current work on this topic is conducted by a Chancellor's committee chaired by Brenda Malone, Associate Vice Chancellor for Human Resources in 2008-09 and now Vice Chancellor. The committee is cataloging wellness opportunities that are available. The committee expects to recommend some new programmatic activities and is planning a Wellness Fair for May of 2009.

A brief discussion followed regarding the official charge for the FAC and whether its wording meant opportunities for personal exercise/wellness activities or opportunities for involvement with the University's athletic program. Without attempting to resolve that question, the discussion noted that, with the Chancellor's committee now in operation, independent action by the FAC might be less desirable than simply providing appropriate support for the work of that committee. A consensus emerged that the charge could be left as it is, and that the FAC will seek to be kept informed and to

provide appropriate support, but will not intervene in situations that are already being adequately addressed.

Sports Medicine Review Committee: Mr. Gallo and Associate Vice Chancellor for Student Affairs Melissa Exum co-chaired a Sports Medicine Review Committee that included FAC members Glynis Cowell and Garland Hershey. Following discussions with head coaches, team physicians, the Student-Athlete Advisory Council, and others, the committee concluded that the two principal opportunities for strengthening our Sports Medicine services are in nutrition and sports psychology. Mr. Gallo reported to the FAC on the major elements in the committee's work and distributed a list of the recommendations that the committee had produced. During its work the committee had received an overview from Winston Crisp (Assistant Vice Chancellor for Student Affairs) of characteristics of modern-day students. Among his most significant comments was the remark that "their eating habits stink" and that getting them to eat a healthy lunch consistently is a challenge. Mr. Gallo provided status information on the committee's recommendations. In response to a question regarding how the committee had responded to issues raised during exit interviews, Mr. Baddour indicated that he had reviewed each of those comments with Dr. Tim Taft (Director of Sports Medicine until he retired on June 30, 2009) and Mr. Dan Hooker (Associate Director of Sports Medicine) and that he was pleased with their responses. Mr. Gallo agreed to provide periodic reports on the status of responses to the committee's recommendations.

Priority Registration: The FAC continued to monitor the progress of the Task Force on Priority Registration. The policy developed by the task force was reviewed by the Educational Policy Committee in October 2007, and after extensive discussion, the Faculty Council approved the proposal in December 2007 with one amendment to set the target limit for priority registration in any class at 15% instead of the originally proposed 25%.

Professor Reznick reported that the first semester of priority registration for the Spring 2008 had gone well. The cycle for the Fall 2008 has produced some new issues, including the possibility that an appeal process might be needed for instances in which a request for priority registration by some group is denied. The Registrar has compiled a list of refinements for the process and is gathering information from applicants that have used the process. Consideration is being given to expanding the Priority Registration Advisory Committee to include additional faculty. In the most recent cycle, some athletic squads had been denied approval for priority registration. The current registration system does not support production of accurate utilization data for priority registration, but this problem will be resolved as the system is refined over time.

Admissions: Associate Provost and Director of Admissions Steven Farmer reported to the FAC on the admissions process for student-athletes. Mr. Farmer began by describing the recent meeting of ACC Admission Directors/Deans. After listening to other Admission Directors' frustrations with their athletic programs, Mr. Farmer said that he once again wanted to thank Mr. Baddour and our coaches for the high value they place on academics in their recruiting and for their cooperation with his office. He described his relationship with the Athletic Department and the coaches as one built on mutual respect.

Before discussing the admission process for recruited athletes, Mr. Farmer described the overall philosophy of the UNC Office of Undergraduate Admission. The approach at UNC is to go beyond the SAT and GPA numbers and to consider the entire application in order to understand the applicant as a person. Mr. Farmer explained that his goal is to enroll a class with some 'salt' and a lot of 'flour'. The 'flour' refers to the students who clearly have the background to succeed at UNC. The best classes also

include some salt. These are students who have talents in a specific area such as music, who have succeeded despite very little support from others, or whose application reveals intellectual depth even though their test performance and grades may not be stellar. The Admission Office's approach toward athletic recruits is the same. In considering the admission of recruited athletes, test scores and previous grades are considered. But these numbers are not the only relevant indicators of whether or not a student is likely to succeed academically.

Having outlined the general approach, Mr. Farmer explained some of the procedural details. Recently, the number of admissions slots that the Athletic Department could bring to the Office of Undergraduate Admissions was reduced from 157 to 140 (with the possibility of admitting 20 additional student athletes who have especially strong academic records). Balancing this reduction increased our flexibility. In particular, the previous limit on 100 out-of-state athletes is no longer binding. In addition, the Athletics Department can bank and borrow admissions slots over time.

The Athletic Subcommittee of the Advisory Committee on Undergraduate Admissions, of which FAC Chair Professor Reznick is a member, considers the special cases that do not meet all of the usual criteria for admission. The Subcommittee reviews the less difficult cases (e.g., students who have a low SAT score) quickly and then focuses on cases that are more complex. Professor Reznick pointed out that the Subcommittee sees itself as not merely a gatekeeper. Instead, the Subcommittee sees its primary role as helping our coaches evaluate whether a recruit is likely to be academically successful and remain academically eligible if admitted to UNC. The Subcommittee members realize that some students have had little previous support, and they consider how far these students might go if given opportunity and academic support. If necessary, the Subcommittee recommends that Admissions staff contact the student's high school and any previous colleges in order to evaluate a student's academic potential. The number of special cases considered by the Subcommittee has fallen from 30-35 a few years ago to less than 20 last year. The drop in the number of cases reflects a change in our coaches' recruiting rather than a change in policy.

Mr. Farmer explained that admission of recruited athletes is handled in a variety of ways by ACC schools, but that most have less faculty involvement than UNC. The extreme opposite of UNC is an un-named school in which only the Admission Director evaluates the special cases and in which the Chancellor may overrule the Director.

Mr. Baddour noted that the effectiveness of the Subcommittee on Athletic Admissions is measured by the academic records of the athletes whom our coaches recruit rather than by the number of cases turned down. The coaches understand what is required in order for an applicant to have a good chance of admission and subsequent academic success, and they are unlikely to bring forward students who do not meet these standards. Mr. Baddour said that having faculty involved in reviewing special cases has worked well. Although there are good reasons for structure and rules in admission, we also need to be able to make exceptions in order to achieve the best outcome for students and for the University.

Student-athlete Academic Performance and Development

Academic Performance of Student-athletes: The FAC reviews the academic progress of student-athletes each year using various metrics. The metrics include the NCAA Academic Performance Rate (APR), the federal graduation rate reported by the Department of Education's National Center for Education Statistics, and the NCAA Graduation Success Rate (GSR).

The APR is based on the academic eligibility, retention and graduation of student-athletes. Points are awarded each semester per student-athlete on the basis of eligibility/graduation and retention. Each team member may earn two points per semester: one point for maintaining eligibility or for graduation,

and a second point for being retained. On a team with ten members, for instance, there would be a maximum of 40 possible points in an academic year. If two student-athletes on the team were not eligible in the spring semester and were not retained, then the hypothetical team would only earn 36 points (losing 2 points for each student during that spring semester). The APR in this hypothetical example is calculated by first dividing 36 by 40 (equals .9), and then multiplying by 1000 to get an APR of 900.

An APR of 925 is equivalent to an expected 50% graduation rate. The NCAA academic reform program involves penalties at two levels of the APR. If a team's four-year APR falls below 925, it is unable to re-award a scholarship vacated by an ineligible departure. A progressive penalty structure including scholarship reductions, postseason competition bans, and ultimately membership restrictions began to be imposed on squads that were below a 900 APR beginning in the fall of 2007, when a four-year cycle of data collection (2003-2007) was completed. For small teams, such as the 10-person team used in the example in the preceding paragraph, the NCAA has applied a squad size adjustment and may not subject the team to a penalty based on that adjustment even though the APR would normally call for a penalty.

The federal graduation rate is reported by the Department of Education's National Center for Education Statistics as part of the Integrated Postsecondary Education Data System. This metric is a six-year rate that includes students who received athletic scholarship aid in their first semester of enrollment. The federal graduation rate counts student-athletes who left the University in good academic standing prior to graduation as non graduates.

The GSR adds students who transferred into the institution to the group of first year students who received athletic aid and also differs from the federal graduation rate in that schools are not penalized when a student-athlete leaves in good academic standing to transfer to another institution, pursue a professional career, or for any other reason. Under the current federally calculated graduation rate, such departures are counted as failures to graduate from the institution of original enrollment, even if the student later graduates from another institution.

The FAC monitors UNC's performance on each of these metrics. Faculty Athletics Representative Jack Evans will summarize these data in his presentation to Faculty Council.

Academic Support Program for Student-athletes: The Academic Support Program reports to the College of Arts and Sciences, which oversees other student academic support services. FAC Members George Lensing and Glynis Cowell serve on an advisory committee to the Academic Support Program, and Robert Mercer is the director of the program. Robert Mercer's staff includes nine full-time and two part-time members. Two of the full-time staff members are learning specialists. Offerings include study halls, which are mandatory for first-year students and other students with GPAs lower than 2.3, tutoring, academic mentoring, supplemental instruction, review sessions for selected courses, and services and screening for learning disabilities.

Results at the end of the fall semester 2008 include the following: student-athlete GPA of 2.9 with 347 having GPAs of at least 3.0 (semester); twelve teams with GPAs of at least 3.0 (semester). For the University, 220 total students are on probation with 22 (20 freshmen, 2 sophomores), or 10% being student-athletes. Five of the 20 freshmen were committee case admissions.

Mr. Mercer and Mr. Blanchard distributed data on majors of all students and student-athletes for juniors and seniors. The committee discussed these data, noting that the most frequently selected majors for student-athletes are Communications Studies, Exercise/Sports Science, and Management and Society. Based on exit interviews and other informal information available, it appears that decisions

about majors are influenced by information from teammates and cycles that occur within individual teams.

Associate Professor Patrick Akos, School of Education, lead a group that conducted a three-year review of the Academic Support Program, as required by the NCAA certification process, and the review was extremely positive.

Exit Interviews and Surveys of Senior Student-athletes: Each year the FAC and the Athletics Department ask all graduating student-athletes to fill out a detailed questionnaire prepared by the FAC covering many aspects of the student-athletes' experience at Carolina. In addition, FAC members participate, along with personnel from the Athletics Department, in exit interviews with groups of graduating student-athletes. By examining this information, the FAC can review how student-athletes perceive their experience at Carolina and detect any problems that need to be addressed.

At the FAC's September meeting, Kathie Harris provided a summary report based on her review of the data that have been accumulated over multiple years. In looking for trends and patterns in subgroup comparisons, she reported that the data show some academic/athletic time conflicts, general understanding of the important trade-offs that emerge for student-athletes, some conflicts with respect to selection of major (about 20% of responses), reported problems with faculty are declining, and reactions to advising are improving. She commented specifically on two survey items that deal with relationships with faculty. The responses are generally favorable and different from the common mythology.

The most recent response of about 50 returned surveys is lower than is desired. A committee consisting of Professors Harris and Cowell, Cricket Lane, Assistant Director of Athletics for Student-Athlete Services, and John Blanchard suggested revisions of the exit survey. A number of questions are being retained from the previous survey in order to enable longitudinal analysis. Several new questions are being harvested from examples of other surveys that the subcommittee reviewed.

Conclusion

The FAC is dedicated to addressing issues related to the intersection of intercollegiate athletics and the academic enterprise on our campus and on the national scene, and endeavors to provide thoughtful leadership on these issues locally and nationally. The FAC enjoys an excellent working relationship with the Chancellor and the Athletics Department and is confident that the Athletics Department and the FAC have established an effective context for thoughtfully examining issues related to the goal of attaining the highest possible quality of life for student-athletes at UNC Chapel Hill and implementing changes that will help us attain that goal.

To facilitate communication between the University Community and the FAC, the FAC has established the e-mail address FAC@unc.edu as a portal for any questions or suggestions regarding Carolina Athletics.