

Faculty Athletics Committee Annual Report to the Faculty Council  
October 8, 2010

This annual report on the activities of the Faculty Athletics Committee (FAC) during the 2009-2010 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 2009-10:**

Term expires 2012: J. Steven Reznick, Psychology; Lissa L. Broome, School of Law; Laura A. Linnan, Health Behavior & Health Ed.

Term expires 2011: Kathleen Mullan Harris, Sociology; George Lensing, English; Barbara Osborne, Exercise & Sports Science,

Term expires 2010: Glynis S. Cowell, Romance Languages; Helen V. Tauchen, Economics; Joy J. Renner, Allied Health Sciences.

Reelected in spring 2010 elections: Glynis S. Cowell, Romance Languages; Joy J. Renner, Allied Health Sciences.

Newly elected in spring 2010 elections: Eileen Parsons, Education; Napoleon Byars, Journalism & Mass Communication

Jack Evans served as Faculty Athletics Representative to the ACC and the NCAA, 2009-2010 and thus served as an *ex officio* member of the FAC. Lissa Broome began serving as Faculty Athletics Representative as of July 2010 and thus resigned her position on the FAC. Director of Athletics Dick Baddour, Senior Associate Athletic Director Larry Gallo, and Senior Associate Athletic Director for Student-Athlete Services John Blanchard regularly attend the FAC's meetings and interact with the FAC to seek advice or provide information. Chancellor Thorp attends FAC meetings as his schedule permits.

**Meetings:** The FAC held eight monthly meetings during the 2009-10 academic year (excluding October but including May). No matters were referred to the FAC from the Faculty Council. As explained in detail below, the FAC acted on behalf of the Faculty Council in issues involving the Coalition on Intercollegiate Athletics.

**Chair:** J. Steven Reznick, Psychology Department, was re-elected to serve as FAC Chair for 2010-2011.

**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 57 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. In the fall, COIA distributed an assessment survey. The FAC aired its concerns about the survey

and the likely uses of the responses, and directed Steve Reznick and Jack Evans to collaborate on a response to the survey. A few months later, Lissa Broome led a discussion of COIA's resolution on "academics first". The FAC supports and encourages discussion on this topic at I-A institutions, but we do not support the dialog at the level of detail represented in COIA's draft resolution.

**Title IX:** A committee that is advisory to (and appointed by) the Director of Athletics conducts thorough Title IX reviews, using the NCAA Investigator's Manual, on a five-year cycle with the most recent review having been completed for the 2005-06 year. This committee could also be used if a specific Title IX concern emerged, but the committee has not had to meet for purposes other than conducting these self-studies.

In December, Dr. Beth Miller, Senior Associate Athletic Director for Olympic Sports, updated the FAC on our Title IX compliance. She distributed data that summarized the provision of athletic scholarships in relation to number of students of each gender participating in intercollegiate athletics. She then summarized the test that is used to assess the selection of sports and levels of competition in relation to the interests and abilities of students of both genders. We have added women's sports in the past to provide additional opportunities to participate, and our current compliance rests on meeting the interests and abilities of students of both genders. Our program currently offers 13 men's and 15 women's sports, and no proposal for addition of another sport is currently pending. A process has been defined for the consideration of any proposal that might emerge, and it was last used when equestrian was proposed as a possible new sport. The 2005-06 review found no significant problems with our provision of benefits and opportunities for students of both genders participating in intercollegiate athletics, but it did identify a small set of topics for follow-up reviews. Differences in facilities between men's and women's basketball were noted, but the renovation of Carmichael Arena, completed in December 2009, should sufficiently address these matters.

### **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, Mr. Baddour reviewed the overall 08-09 season, which included having six teams recognized for top 10% performance nationally in the APR, and finishing second in the Director's Cup. He also led a preliminary conversation regarding preparations for the Thursday night home football game against Florida State that occurred over Fall Break on October 22. A brief discussion followed concerning reactions to the 3:00 p.m. end of the university work day that had been implemented to accommodate traffic. Mr. Baddour also reported the successful renegotiation of the Nike contract during the summer. The contract provides \$2 million to the Chancellor that is being used in the short run to protect non-tenure track positions in Arts & Sciences, Nursing, and Education. Another result of the contract is that all Carolina head coaches now have consulting contracts through Nike.

In November, Mr. Baddour reported on the aftermath of our Thursday night football game, which was generally quite positive. Various perspectives were reviewed including UNC Hospitals, Human Resources, and Public Safety, Transportation, and Parking. The occasion provided great exposure for UNC and our football program, and we have learned a lot about how to conduct Thursday night home football games. In December, Mr. Baddour reviewed the complexities of the bowl selection process, bowl finances, and plans for the reopening of Carmichael Arena on December 29.

In January, Mr. Baddour provided an overview of the plans for renovating the east end zone of Kenan Stadium. We reviewed the amenities that would be associated with the proposed premium seating including separate dining/food service capability, easily accessible restrooms, a concourse that would

complete a continuous walking path around the stadium, and alcohol available for sale. The plans include suites and two tiers of club seats. Responses to a market survey indicated a strong link between interest in this plan and legal access to alcohol. From a broader perspective, the plans include a new academic center, training facilities for several Olympic sports, and a revenue stream that will provide support needed for our broad-based athletics program. Selling alcohol in the proposed premium seats is not being proposed for the purpose of generating revenue, but rather as a component of the new facility that will help us sell seats. Research on alcohol service in other collegiate football venues indicates that within the ACC, only Carolina and Duke do not provide some form of access to alcohol, and 9 of our 12 peer schools in other conferences allow some form of access to alcohol. The FAC discussed the approaches that will be used to prevent underage drinking in these settings and was impressed with the deep scrutiny that this topic has received.

In February, Mr. Baddour reviewed our success on football signing day and noted that our field hockey and women's soccer teams will be hosted by Governor Perdue to honor them for their national championships. We reviewed ongoing events celebrating 100 years of Carolina basketball, progress on decisions regarding the Kenan Stadium improvements, and some erroneous press regarding the Athletic Department budget. In March, we reviewed the implications of participation in the NIT Tournament and the imminent renovations being planned for the Smith Center in which offices will be enlarged, the Memorabilia Room will be remodeled, and a new Skipper Bowles Room will be created. Plans for the Kenan Stadium project are being reviewed by the Educational Foundation and the Board of Trustees. Mr. Baddour also commented on our Sports Administration Graduate Program's internships.

In April we reviewed the economics of participating in the NIT, and in May, Mr. Baddour reported on the opening of the new Stallings-Evans Sports Medicine facility. Mr. Baddour expected the Trustees to provide the final approval for the Kenan Stadium project at their May meeting and that demolition of the current Field House and subsequent construction would begin immediately thereafter. The Kenan Renovation project is scheduled to be completed in summer 2011.

**Finances:** In May, the Athletic Department's chief financial officer, Senior Associate Director of Athletics Martina Ballen, and Dick Baddour reviewed the department's finances. The FAC inspected budgeted and actual revenues, and expenditures for 2007-08 (FY08) and 2008-09 (FY09), as well as the budget for 2009-10 (FY10). Both FY08 and FY09 resulted in surpluses of nearly \$220,000. The budget for FY10 projects a surplus of approximately \$120,000. The Athletic Department's reserve fund now stands at approximately \$2 million.

Ms. Ballen then responded to a series of questions, and we concluded with a discussion of the opportunities and challenges facing the Athletics Department. The new ACC television contract is expected to provide a significant increase in the annual distribution from that source. Maintaining our broad-based program of 28 sports will be a significant challenge. Having a football stadium with seating for approximately 60,000 plus a few thousand premium seats is a central element in the plan to sustain our 28-sport program. Department personnel (coaches and other staff) face the same compensation restrictions that apply for the rest of the University. While no raises have been authorized, the Department has been allowed to respond to a small number of competitive situations for coaches.

**Kenan Stadium Renovation Plans:** In November, Karlton Creech and Rick Steinbacher presented a formal update on the newly revised plans for Kenan Stadium. Phase I of the plan for Kenan Stadium has been completed successfully and is serving very well to meet needs of the Football Program. The department has revised plans for subsequent modifications to the stadium to address two

priority needs: 1) improved facilities for academic support; and 2) premium seating to provide revenue for support of our 28-sport program. The central element of these revised plans is the replacement of the current Kenan Field House, the oldest portion of the stadium complex.

The replacement structure will provide new and expanded space for academic support, new strength and conditioning facilities for Olympic sports, offices for the Athletic Department's business functions, and three levels of premium seating for football games. The premium seating will consist of suites (20 16-person suites), club seats (just over 900 seats), and concourse club seats (approximately 2,000 seats). The new facility will include a connected concourse around the entire stadium. Beer and wine will be offered for sale in the premium seats (but only on a cost recovery basis).

Estimated cost of the project is expected to be between \$70 and \$80 million. The Department hopes to obtain a guaranteed maximum price in the near future. The premium seats account for approximately half of the total cost but provide "all of the financing" except for any additional fund raising that is accomplished. The financial modeling uses a "base case" and a "best case" that assume 85% and 100% occupancy, respectively. Financing calculations assumed debt to be issued at 6% (compared to the 5% currently available). A sharing model for net revenue provides for contributions to a reserve fund for the Rams Club (Educational Foundation) with the remainder allocated to the Athletics Department to support Olympic Sports.

Reviews are scheduled with the University's Board of Trustees and the Executive Board of the Educational Foundation. The decision to proceed will depend on the response to the sales efforts for the premium seats. Assuming favorable results, demolition of the current field house would occur in May-June 2010, construction of the new facility would begin in August, and completion would be expected in August of 2011.

In the discussion that followed, the committee learned that video boards are planned for both the east and west ends of the stadium. The new facilities would be suitable for a range of University social functions and will be available for those purposes.

**Carmichael Arena Renovation:** The FAC toured the renovated Carmichael Arena (hosted by Dr. Beth Miller) and the former "Women's Gym" that will become the new Sports Medicine facility (hosted by Professor Kevin Guskiewicz). The tour concluded with a presentation by Professor Guskiewicz on his research into concussions.

**Faculty-Staff Family Days:** The Athletics Department hosted 10 Faculty/Staff Family Days in 2009-2010, with events at women's soccer, volleyball, field hockey, men's and women's tennis, men's and women's lacrosse, women's gymnastics, softball, and baseball. Communication about these events has been facilitated by the FAN listserv, which now has 564 members. Assistant Director of Sports Marketing Bonnie Clarke provided great leadership for the Faculty-Staff Family Days, but we are confident that her departure from Carolina will not impede our progress. We look forward to working with Bonnie's replacement, Rachel Penny.

### **Athletics Department Interactions and Other Campus Facilities**

**Admissions:** Associate Provost and Director of Admissions Steven Farmer reported to the FAC on the admissions process for student-athletes. Senior Associate Admissions Director Barbara Polk is the liaison with the Department of Athletics on admissions issues. In this role she meets with the Subcommittee on Athletic Admissions when that group reviews cases and provides advice. Mr. Farmer expressed appreciation for the relationship that has developed through this process, saying that "we have

it about as good as we could have it.” He believes our situation stands in significant contrast to the environment at a number of other schools. He emphasized the importance of mutual trust among the Athletics Director, the coaches, the Office of Undergraduate Admissions, and those who conduct the review process. The level of trust that has been attained depends on the open sharing of information. The shared objective in this collaboration is maintaining high performance both academically and athletically among our student-athletes.

Mr. Farmer distributed a handout that contained summary data on SAT scores and class rank for all entering students and for entering student-athletes from 1998 through 2009. He noted that test scores of entering student-athletes have been relatively steady over this period (averages contained within a 30 point range), though a gap exists between the averages for all students and the averages for student-athletes. Similarly, data on class rank for entering student-athletes has remained fairly stable in the mid-teens.

We evaluate this process by looking at the credentials of student-athletes at entry (as in the data reported above) and through performance once these individuals are enrolled. Committee cases, generally speaking, have done better than their entry credentials might have led one to expect. Mr. Farmer attributes this to the additional attention paid in the review of committee cases to the subjective characteristics of the cases under consideration. Ms. Polk observed that the care taken in this process is important as a matter of fairness to the individual applicants.

The FAC examined the draft charge and procedures for the Subcommittee on Athletic Admissions. These drafts summarize current practice and will be presented for consideration and adoption by the Advisory Committee on Undergraduate Admissions.

A brief discussion followed during which it was noted that the special advisory process referenced here for prospective student-athletes is one of four such advisory processes in place for different defined groups of special admission cases. In response to an inquiry about the decline in committee cases, it was noted that the Department of Athletics had made a commitment to reduce the number of these cases enrolled. Mr. Blanchard manages this process within the Department by controlling the authorization to present a case for review by the subcommittee. Mr. Farmer concluded by noting that relying only on objective data for these decisions would produce clarity and consistency, but introducing subjective judgment provides the flexibility to do the right thing for the individual under consideration 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 athletics 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 sports 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. Four-year APR data (the most recent data were reported for the 2008-09 year) for Carolina athletic teams are all above 950 (i.e., more than 25 points above any risk of penalty). The lowest APR score are football (957) and men's soccer (961) with men's swimming, women's fencing, women's golf, women's gymnastics, and women's volleyball having achieved a perfect 1000. Eight teams received recognition for being in the top 10% of their sport nationally in Division I. Those squads were: baseball, men's basketball, men's swimming, plus the five women's sports with perfect 1000's. GSR data for the 1999-2002 entering cohorts for Carolina in men's sports range from 65 (wrestling) to 91 (tennis) and in women's sports from 88 (soccer) to 100 for basketball, rowing, gymnastics, swimming, and tennis. GSR data for the 2000-2003 entering cohorts will be released by the NCAA on Oct 19, 2010.

**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 12 full time staff members with one position currently vacant, but hiring is expected to be completed soon. He also employs approximately 80 part-time staff (tutors, mentors, supplemental instruction staff, etc.) each year. 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.

Our student-athletes have completed a good fall semester with a 2.8 overall GPA (2.9 CGPA), 150 receiving Dean's List recognition, and 284 with GPAs above 3.0. Twenty student-athletes are on academic probation, which is lower than usual, and this continues a favorable downward trend.

Mr. Mercer and his staff are currently training on Connect Carolina so that they can work with student-athletes during registration.

Mr. Mercer provided an overview of the orientation/training that is conducted for tutors. This includes information on the Honor Code, plagiarism, and related topics. Susan Maloy covers compliance issues and reviews the Florida State case of academic fraud. Topics also include advice on providing writing tips and appropriate support in other “gray areas”. Mary Willingham, formerly a member of the Academic Support staff but now employed in academic counseling, reviews policies and procedures, and provides tips on work with individuals who are identified as Learning Disabled. This total orientation is presented in a concentrated evening session with a follow-up session approximately one month later. Tutors sign a compliance form and also sign an exit statement about their participation and observations during their experiences as tutors.

Mr. Mercer summarized hiring for part-time responsibilities: 44 tutors (19 undergraduates, 13 graduate students, and 12 community representatives), 35 mentors (23 undergraduates, 6 graduate students, and 6 community representatives). He also has six supplemental instruction programs in operation this semester. The supplemental instruction programs are open to students who are not student athletes, and all review sessions are open to anyone taking the class.

In commenting on our current priority registration policy, Mr. Mercer noted that it helps student-athletes manage their schedules. Juniors and seniors derive the most benefit. The Priority Registration Advisory Committee has suggested grouping all student-athletes together (rather than doing individual proposals for each squad) for their review process. Our current priority registration policy was approved by Faculty Council in December 2007 for four years, with a review scheduled to occur in December 2011.

Mr. Mercer distributed data on enrollment by student-athletes and all students in different majors (data are for juniors and seniors). These data identify the majors that are most frequently selected by student-athletes and by all students. The summary also included data on the percentage of students in each major who are student-athletes. The five majors accounting for the largest student-athlete enrollments are listed in the following table (with a comparison to enrollments from the general student population).

Major	General Student Population % (n)	Student-Athletes Population % (n)
Communications	4.90 (436)	22.05 (65)
Exercise & Sports Science	4.50 (400)	19.86 (57)
Business	7.44 (661)	9.06 (26)
Journalism & Mass Communication	8.95 (796)	8.01 (23)
Management & Society	1.34 (119)	6.37 (18)

Education attracts a relatively small number of student-athlete majors (3 in Elementary Education) even though that major is eager to attract additional students. Scheduling challenges, particularly for student teaching assignments, is believed to be a significant factor in this result. The rhetorical question was asked, “Has anyone gone to the faculty of that major to indicate the belief that a number of student-athletes are interested in that major?” Members of the committee would be interested in additional information that might help to explain the root causes of this result, and FAC Chair Steve Reznick will convene a committee to investigate ways to increase access to the Education major for student-athletes.

In a brief discussion of attendance and travel issues for student-athletes, the decision was made to revise and rewrite the standard letter that is used to communicate to instructors the status of student-athletes at the beginning of courses. Steve Reznick will also attempt to have the description of class

attendance clarified in the Undergraduate Bulletin so that instructors will understand that student-athletes, who are traveling as representatives of our University, are granted excused absences if they file the appropriate paperwork.

**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.

Kathie Harris provided a summary report describing the survey data. Of 110 surveys distributed for the 2008-09 survey, 75 (68%) student-athletes responded. The results are generally quite favorable, reflecting a healthy balance between academics and athletics. Students reported some tension due to the time commitment and physical toll of sports participation and a demanding academic schedule, but the consensus opinion was that students are having successful experiences in their classrooms. Some statistically significant differences emerged when the data were stratified by gender, race/ethnicity and sports category (revenue/non-revenue), but the number of such differences was not large in any of the three classifications. Members of the committee spent some time discussing the extensive written comments received as part of the survey responses and agreed that the survey results should be transmitted to Robert Mercer for his review.

Glynis Cowell summarized the exit interviews and noted consistency with the survey results as well as a number of recurring themes. Approximately 110 student-athletes were invited, and 41 (37%) participated. We will continue our efforts to increase participation (e.g., by offering a better lunch menu). The following topics were discussed at most of the sessions: approaches coaches take to handling academic issues, the need to learn time management skills, experiences with injuries, diversity, sports medicine, nutrition, strength/conditioning, academic support, and tutors. Although sports medicine received some criticism, it was noted that some time should be allowed to achieve stability following the transition of leadership in this support service area. The general approach to nutrition received some mixed comments, but requests were noted for more information on eating disorders. Improvement has been perceived in academic support. A few participants who were interviewed had wondered whether tutors clearly understand the boundary between things that they can do, and things that they must not do. The general consensus was that we should ask more questions on this topic when we conduct our next interviews.

## **Conclusion**

The FAC is dedicated to addressing issues related to the intersection of athletics and academics 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. The FAC is confident that they and the Athletics Department have established an effective context for thoughtful examination of issues related to the goal of attaining high quality and well-regulated student life for our student-athletes and for implementing changes that will help us continue to attain that important goal.

To facilitate communication between the University Community and the FAC, the FAC has established the e-mail address [FAC@unc.edu](mailto:FAC@unc.edu) as a portal for questions, suggestions, or comments regarding Carolina Athletics. All e-mails sent to this address will receive appropriate attention.