

# Faculty Athletics Committee Annual Report to the Faculty Council

November 9, 2012

This annual report on the activities of the Faculty Athletics Committee (FAC) during the 2011-2012 academic year was prepared by FAC Chair Joy Renner, 2012 – 2013.

## **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 2011-12:**

Term expired 2012: Stephen Reznick, Psychology; Laura A. Linnan, Health Behavior & Health Ed.  
Napoleon Byars, Journalism & Mass Communication

Term expires 2013: Glynis S. Cowell, Romance Languages; Joy J. Renner, Allied Health Sciences. Eileen Parsons, Education

Term expires 2014: John Stephens, School of Government; Barbara Osborne, Exercise and Sports Sciences; Beverly Foster, School of Nursing

Term expires 2015: Layna Mosley, Political Science; Eugene Orringer, School of Medicine; Andrew Perrin, Sociology

Lissa Broome served as Faculty Athletics Representative (FAR) to the ACC and the NCAA, 2011-2012 and thus served as an *ex officio* member of the FAC. Director of Athletics Bubba Cunningham, Senior Associate Athletic Director Larry Gallo, and Senior Associate Athletic Director for Student-Athlete Services John Blanchard, Director of the Center for Student Success & Academic Counseling Harold Woodard, and Director of Sports Medicine Mario Ciocca regularly attend the FAC's meetings and interacted with the FAC to seek advice or provide information. Chancellor Thorp attends FAC meetings.

**Meetings:** The FAC held 9 monthly meetings during the 2011-12 academic year.

---

## **Report Outline**

The Summary in Brief – provides an overview of the discussions, activities, and decisions of the Committee this past year.

The Full Report – provides more details related to the topics covered in the Summary and additional supporting information.

For Full Review of discussions and activities of the committee, contact the Committee Chair for copies of all meeting minutes. [jrenner@med.unc.edu](mailto:jrenner@med.unc.edu)

## **Summary in Brief**

### **Broad Perspective Monitoring**

*Coalition on Intercollegiate Athletics (COIA)*: The Coalition on Intercollegiate Athletics (COIA) published two articles in the June 2011 issue of the Journal of Intercollegiate Sport. One article reported on the results of the COIA survey (which we filled out) on integrating academics and athletics. The second article presented case studies from the six highest-scoring institutions on the survey – University of Houston, University of Illinois, University of Maryland, Oklahoma State University, University of South Carolina, and Southern Methodist University. Professor Broome sent a link to these articles following the meeting.

### **Journal of Intercollegiate Sport:**

[Integration of Athletics and Academics: Survey of Best Practices at FBS Schools](#)

*John S. Nichols, Thomas F. Corrigan, and Marie Hardin*

[Case Studies in Athletic-Academic Integration: A Closer Look at Schools that Implement COIA's Best Practices](#)

*Thomas F. Corrigan, Marie Hardin, and John S. Nichols*

### **Athletics – Student Athletes, Changes in Staff, Facilities, and Planning, NCAA, ACC**

*Student Athlete Accomplishments and Activities* - Professor Broome also congratulated Baseball, Men's Basketball, Men's and Women's Swimming, Women's Fencing, Women's Golf, Gymnastics, and Volleyball for being recognized in the top 10% of the APRs in their sports.

John Blanchard reported on recent events honoring our student-athletes: the Baddour Carolina Leadership Academy Banquet (honoring Rising Stars, Veteran Leaders, and Leaders of Distinction), and the All-Sports Banquet (to which the FAC was invited and at which Department Awards including academic awards were given and a YouTube video produced by the students was aired). The Graduation Reception for student-athletes, featuring a speech by Lacrosse Coach Joe Breschi, was held on May 2 at the Alumni Center. He also noted that UNC-CH's Athletics Department was the first Athletics Department at a public university participating in an anti-bullying video.

Professor Broome noted that four student-athletes received the ACC's Weaver-Corrigan-James Post-graduate Scholarships – Taylor Brown, Gymnastics; Shannon Featherston, Women's Tennis; and Blair Meggs, Rowing. In addition, Tyler Zeller received an honorary scholarship from the ACC, was named ACC Player of the Year, ACC Scholar-Athlete of the Year, and the Academic All-American of the Year.

*NCAA and the ACC Activity* – The Committee was made aware of the NCAA investigation and sanctions. Also during the year, the FAR and the Chancellor kept the Committee informed of the NCAA work groups on proposed changes and legislation. The Athletic Director discussed the outcomes of the expansion of the ACC by two teams. The ACC, as a conference, is gathering data to determine how many of our current student-athletes would not meet the heightened admissions requirements prior to formulating a conference position on whether or not schools within the conference should accept any of these academic red-shirt students. The ACC is also considering how to most effectively spread the word about the increased eligibility standards. Professor Broome reported that the recent vote to override NCAA legislation permitting institutions to offer multi-year scholarships was not successful. The vote was close; 62.15% voted to override, but the percentage required to override was 62.5%. Over 90% of all Division I institutions voted on the measure. The concern expressed by schools voting to override was that prospective student-athletes would pick schools based on the “best offer” instead of on the best academic and athletic fit.

### *Changes in Staff, Facilities, and Planning*

*Retirements* – Dick Baddour Athletic Director and Head Track and Field Coach Dennis Craddock

*Hirings* – Bubba Cunningham, Athletic Director; Larry Fedora Head Football Coach,

*Facilities* - The offices of the Academic Support and Business Office personnel moved to the new space in the Loudermilk Center for Excellence on September 26.

*Planning* - Bubba Cunningham said the Athletics Department was beginning a strategic planning process with Paul Friga from the Kenan-Flagler Business School consulting. There is a task force composed of senior staff and an advisory committee with many of the department's other constituencies represented. The last internal strategic plan for the department was in 2008.

The department contracted with Bond Schoeneck & King of Kansas City to do a compliance review to review our policies and procedures and how we monitor compliance with them

### **Reports and Presentations**

*Title IX* - Dr. Beth Miller gave her biennial report on Title IX. She noted that an extensive Title IX review is going on this year and that several members of the FAC are on the Title IX Review Committee. Following the last comprehensive review, the facilities at Carmichael Auditorium have been improved, making the women's basketball team's facilities more comparable to those available to the men's basketball team. Professor Barbara Osborne noted that Title IX issues include sexual orientation, and sexual harassment, but Dr. Miller said there are no Office of Civil Rights guidelines to use to evaluate our program on those issues. Nevertheless, the survey administered to all student-athletes by the Title IX Review Committee and the FAC's Exit Survey provide an opportunity for student-athletes to comment on these issues. An area that the Review Committee should perhaps look at is whether there is equivalent publicity on Tar Heel Blue.com for men's and women's sports and equivalent spotlighting on that site of men's and women's student-athletes. Dr. Miller promised to circulate the recommendations made by the last Title IX Review Committee.

*Admissions Update* - Steve Farmer, Vice Provost for Enrollment and Undergraduate Admissions, and Barbara Polk, Senior Associate Director of Admissions, gave a report on Athletic Admissions. Mr. Farmer said the goal of his department was to "treat everyone fairly, while understanding that everyone cannot be treated the same." His office does early evaluations of 300-400 prospective student-athletes each year. Some of those prospective students are sent to the Subcommittee on Athletics Admissions for further review. This year the Subcommittee approved 19 candidates, although not all of those will matriculate to our institution. Eight years ago this number was 34-35, but it has been steadily declining. The Subcommittee is now looking at more data about each student and about past committee cases on each team. In accordance with the ASPSA Review Committee report, the Subcommittee consults with ASPSA's learning specialists about their views about each candidate's possibility for success at UNC. Accordingly, these learning specialists are encouraged to meet with these students when they visit campus for their recruiting visits. John Blanchard works with the coaches to determine which students to bring forward to the committee; not all prospects the coaches would like to recruit are brought forward.

*Reducing barriers to majors and career for student athletes* - Professor Reznick formed groups to help remove barriers to student-athlete participation in health profession and education majors.

Deb Eaker-Rich from Education reported on the Education Task Force. Dana Gelin reported on the Health Professions Majors Task Force.

*Marketing Update* - Rick Steinbacher presented a Marketing and New Media Update. The mission of his department is to generate revenue and enhance the athletic game atmosphere in effective and creative ways while advancing the UNC brand.

*Athletics Department Budget* - Martina Ballen, the Athletic Department's Chief Financial Officer, reviewed the Department's budget with the committee. In a discussion of sources of revenue, Chancellor Thorp said that he was not necessarily opposed to advertising at the stadiums if he and others understood what the money raised would be used to fund. He said he would prefer to increase revenue by additional advertising dollars rather than by raising student fees.

*Student Athlete Performance* - Professor Broome circulated the most recent information on UNC-CH's four-year rolling GSRs and FGRs by sport. A number of teams have a 100 GSR (Fencing, Rowing, Gymnastics, Women's Golf, Women's Lacrosse, Women's Swimming, Women's Tennis, and Volleyball). The lowest GSRs for men's sports are 75 for Football, Soccer, and Wrestling. The lowest GSR for women's sports is 73 for women's soccer.

*College Sports Research Institute – Southhall and Turner* - Richard Southhall and Robert Turner are part of the College Sports Research Institute (CSRI) which is housed at UNC-CH. The Institute's website is [www.unc.edu/csri](http://www.unc.edu/csri). The CSRI also publishes the Journal of Intercollegiate Sport. Dr. Southhall went through a PowerPoint presentation presenting the Adjusted Graduation Gap (AGG) Research Project.

### **Academics related topics**

Robert Mercer, Director of the Academic Support Program for Student-Athletes, reported that the top five majors of student-athletes are: Exercise and Sports Science, Communications, Business, Journalism, and Management & Society. Communications and Management & Society replaced Biology and Psychology which were among the top 5 last year. Approximately, 11% of the Exercise and Sports Science majors are student-athletes.

Mr. Mercer reported that 637 student-athletes received priority registration for the fall 2011 semester and 791 for the spring 2012 semester. The program, adopted in the Fall of 2008, will be reviewed by a subcommittee of the Educational Policy Committee this summer. Chris Derickson, the Registrar, will be part of this subcommittee. Other student groups who have received priority registration under this policy include those in Nursing, Education, and those served by Disability Services.

Dean Woodard expressed concern that some faculty seemed to be unclear about the Faculty Council policy regarding missing class to represent the University. Professor Reznick explained that the policy language in the Undergraduate Bulletin had recently been clarified. One suggestion was to ask Dean Bobbi Owen to discuss this policy with department chairs in her meetings with them and ask them to discuss the policy in their departmental meetings. Faculty Chair Jan Boxill will consider whether the Educational Policy Committee should review the policy's language and whether to add to the policy to clarify that not only should the absence be excused, but the student should be afforded a reasonable opportunity to make up work missed because of the absence. If a student believes that the faculty member is not acting in accord with the faculty policy, this should be referred to Dean Owen.

### **Communication**

The Faculty Council/Faculty Committee on Athletics Forum on the Job of the AD and the Role of the FAR occurred on November 2. The audience was active in questioning the place of athletics on a college campus.

*Informing and Engaging the Faculty Project*. Professor John Stephens lead a discussion of a report prepared by a subcommittee consisting of him, Bev Foster, Barbara Osborne, and Jan Boxill. Jan Boxill can provide some of the resources (people and web) to post materials that we would like to make available to the faculty. Professor John Stephens proposed that the Committee consider preparing a handout or FAC FAQs about UNC athletics and student-athletes. The committee discussed whether the education effort should be aimed only at Faculty Council, or should be a more broad-ranging outreach effort that might use the Faculty Council website or Sakai site as its home. Jan Boxill said she had been considering a similar outreach effort with respect to the Honor System. The

committee imagined a document with a brief answer to a FAQ, but a link to a fuller explanation or report on the subject.

The committee agreed that its minutes should be made available to the faculty in the same manner as the minutes of other elected faculty committees. Professor Broome will coordinate this with the faculty governance office.

### **Student Athlete Experience – Support and Assessment**

*ASPSA (Academic Support Program for Student Athletes) and other academic related information*

Chancellor Thorp thanked John Blanchard and Bobbi Owen for co-chairing the ASPSA Review Committee and also thanked FAC members who served on the committee for their work. John Blanchard noted that the report tried not to be prescriptive. Several of the recommendations of the report were already being implemented. These include additional resources being devoted to academic support and reinvigoration of the faculty advisory committee to the program. Mr. Blanchard reported a new reading/writing learning specialist began work in ASPSA in October. Wally Richardson was hired to head up academic support in football and Beth Bridger to work with women's basketball and several Olympic sports. Honor Code training has occurred for student-athletes and for tutors. A tutor coordinator position will be created. As a cumulative result of these changes, academic counselors should have more time to spend with students who may be less prepared for college work. The FAC hopes to receive regular reports about the implementation of the ASPSA Review Report. Dean Harold Woodard reported that the new ASPSA Advisory Committee had been formed and that Sherry Salyer from Exercise and Sports Science would serve as the committee's chair.

Professor Reznick reported on the "Majors Exploration Night" held at the Academic Support Center. He described to the student-athletes attending some of the initiatives being undertaken by the FAC (like the task forces on education and medical professions) and encouraged the students to report any challenges they were having to him or the committee.

John Blanchard reported that over thirty student-athletes attended a session on medical school with Dana Gelin, the dean of admissions for the medical school, and two former-student-athletes attending medical school.

John Blanchard discussed CREED which is a component of the Carolina Leadership Academy for all first-year student-athletes. The focus of this meeting was on honor and integrity.

#### *Sports Medicine*

Doctor Mario Ciocca, head of the Sports Medicine Department, gave his annual report on Sports Medicine. He noted the unique nature of the UNC Sports Medicine model where Sports Medicine is part of Student Affairs, rather than Athletics, and is funded by Athletics, along with Campus Health and the Department of Exercise and Sports Science. The model reduces the conflict between the competitive influence and medical decisions. The strength and conditioning coaches have strong academic ties to the Exercise and Sports Science Department. UNC has one of the best graduate programs in sports training in the country. Sports Medicine has two new Fellows working in the program now.

*Assessment* - John Blanchard reported that about 50% of the exit surveys have been returned and that the rest will be given at the annual All-Sports Banquet. Issues around the best way to administer the survey will continue to be studied by the subcommittee. The subcommittee also needs to consider who will compile and analyze the survey data and what role the FAC will play in that process. Glynis Cowell provided the final exit interview report and its revised recommendations and it was approved in November. The committee debated whether the exit survey would provide sufficient feedback and could replace the Exit Interviews rather than both being conducted each year.

**Closing Remarks and Resolution** – Chancellor Holden Thorp and FAC Chair, Steven Reznick

## **Full Report**

### **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 faculty senates from Division I-A schools around the country, and its objective is to promote comprehensive reform of intercollegiate athletics. The FAC continued to monitor news and communications from COIA. The Coalition on Intercollegiate Athletics (COIA) published two articles in the June 2011 issue of the *Journal of Intercollegiate Sport*. One article reported on the results of the COIA survey (which we filled out) on integrating academics and athletics. The second article presented case studies from the six highest-scoring institutions on the survey – University of Houston, University of Illinois, University of Maryland, Oklahoma State University, University of South Carolina, and Southern Methodist University. Professor Broome sent a link to these articles following the meeting.

#### ***Journal of Intercollegiate Sport:***

[Integration of Athletics and Academics: Survey of Best Practices at FBS Schools](#)

*John S. Nichols, Thomas F. Corrigan, and Marie Hardin*

[Case Studies in Athletic-Academic Integration: A Closer Look at Schools that Implement COIA's Best Practices](#)

*Thomas F. Corrigan, Marie Hardin, and John S. Nichols*

### **Department of Athletics - Student Athletes, Changes in Facilities and Staff and Planning, NCAA, ACC**

#### **Student Athlete Accomplishments and Activities**

Professor Broome also congratulated Baseball, Men's Basketball, Men's and Women's Swimming, Women's Fencing, Women's Golf, Gymnastics, and Volleyball for being recognized in the top 10% of the APRs in their sports.

John Blanchard reported on recent events honoring our student-athletes: the Baddour Carolina Leadership Academy Banquet (honoring Rising Stars, Veteran Leaders, and Leaders of Distinction), and the All-Sports Banquet (to which the FAC was invited and at which Department Awards including academic awards were given and a YouTube video produced by the students was aired). Mr. Blanchard noted that the Graduation Reception for student-athletes, featuring a speech by Lacrosse Coach Joe Breschi, would be held on May 2 at the Alumni Center. He also noted that UNC-CH's Athletics Department was the first Athletics Department at a public university participating in an anti-bullying video.

Professor Broome noted that four student-athletes received the ACC's Weaver-Corrigan-James Post-graduate Scholarships – Taylor Brown, Gymnastics; Shannon Featherston, Women's Tennis; and Blair Meggs, Rowing. In addition, Tyler Zeller received an honorary scholarship from the ACC, was named ACC Player of the Year, ACC Scholar-Athlete of the Year, and the Academic All-American of the Year.

#### **Personnel Changes**

**Retirement of Dick Baddour as Athletic Director:** Mr. Baddour said he had very much appreciated working with the FAC for the last 25 years – 15 years as AD, and for the 10 years before then as an associate athletics director. Mr. Baddour said he would advise the new Athletic Director of the importance of establishing and maintaining a strong relationship with the faculty and in particular with the FAC.

**Hiring of Bubba Cunningham as Athletic Director:** Chancellor Thorp discussed the Athletic Director search process, which is headed by search committee chair, Lowry Caudill. He noted the importance of the FAC in this process, given the relationship the FAC has with the Athletic Director. In addition to addressing the search committee, committee chair Steve Reznick will also meet with the search consultant, Bill Carr to provide more

insight into the faculty's perspective. Committee members offered various qualities that they felt the new athletics director should possess:

- Understand the academic mission of the University and how athletics enhances that mission.
- Be an incredible communicator who is willing to engage with a multitude of constituencies.
- Experience in intercollegiate athletics (rather than a pure business background).
- Willing to consider the perspectives of others and not believe that he or she knows everything.
- Have good leadership skills of time, resources and people; have financial acumen (or have a second in command with financial acumen).
- Coaches need to trust and respect.
- Faculty need to trust and respect.
- Must hold student-athlete welfare as a high value.
- Should be a leader on the national stage in the debate about the role of intercollegiate athletics.
- Must be approachable to student-athletes.
- Represents the University with integrity and a desire for excellence in the academic mission.
- Any growth in athletics over time must be consistent with our core values.
- Will need to repair some mistrust and skepticism among the faculty and ensure that all student-athletes are capable of succeeding academically at UNC.

Coach Larry Fedora has been hired to lead the football program. He has hired 8 of 9 assistant football coaches. Professor Broome reported that the academic track record of the football coaching candidates had been considered by the group advising Bubba Cunningham on the selection of the new coach. In response to a question from Bev Foster, Professor Broome gathered and reviewed with the committee information about the academic performance of Coach Fedora's team at Southern Mississippi while he was the head coach there. For the two years of available data, the 4-year and 1-year APRs of Coach Fedora's teams were below that of the UNC football team during the same period. However, the 4-year GSR for the three years of available data for Southern Mississippi exceeded the comparable data for the UNC football team. Professor Broome notes that the student bodies of the two schools are very different. The FGR for Southern Mississippi students for 2010-11, for instance, was 45%, while the UNC students' FGR was 85%.

Head Track & Field Coach, Dennis Craddock, announced his retirement after a long and distinguished career at UNC.

Dean Harold Woodard reported that a full-time tutor coordinator for ASPSA was in the final stages of being hired. The candidate currently serves as a tutor coordinator at another Division I institution.

## **Facilities**

The offices of the Academic Support and Business Office personnel moved to the new space in the Loudermilk Center for Excellence on September 26 with an open house to dedicate the new space on October 9.

## **Planning**

Bubba Cunningham said the Athletics Department was beginning a strategic planning process with Paul Friga from the Kenan-Flagler Business School consulting. There is a task force composed of senior staff and an advisory committee with many of the department's other constituencies represented. The last internal strategic plan for the department was in 2008. Mr. Cunningham said that the department had reviewed strategic plans of 13 other collegiate athletic departments and had noted that there were only 20 different goals expressed in those different plans.

The department is also contracting with Bond Schoeneck & King of Kansas City to do a compliance review to review our policies and procedures and how we monitor compliance with them.

## **NCAA Activity**

Mr. Baddour informed the committee that the University's response to the NCAA's Notice of Allegations was filed on September 19 and that the University appeared before the NCAA Infractions Committee on October 28.

Mr. Cunningham reviewed the NCAA's Committee on Infractions ruling on the school's Notice of Allegations. He and Lissa Broome distributed copies of the sanctions, along with a list of the corrective measures already implemented by the institution. In addition to the self-imposed sanctions, the NCAA's Committee on Infractions imposed the loss of two additional football scholarships each year for a three-year period, imposed a post-season competition ban for the football team for 2012, and increased the period of probation from two to three years. The University decided not to appeal since appeals take additional time, stay the imposition of the sanctions, and are rarely successful in part because of the high standard of review. New head football Coach Larry Fedora is prepared to move forward. Professor Broome and Mr. Cunningham also noted that since UNC was involved in a major infractions case, it is subject to an NCAA bylaw for repeat violators for a five-year period beginning on March 12, 2012. If the institution is found guilty of a major violation within this period in any sport there are significant consequences which may include the prohibition on outside competition for one or two seasons, the elimination of initial grants-in-aid and all recruiting activities, and relinquishing institutional relinquish its voting privileges and any leadership positions in the NCAA for a period of time. A preliminary report to the NCAA is due on May 1, 2012.

Professor Lissa Broome discussed some of the proposals from the NCAA Presidential Task Force Working Groups. The group on academic performance is proposing a substantial increase in initial eligibility requirements to be accompanied by the possibility that students who meet the current initial eligibility requirements, but not the heightened requirements could practice and receive athletically related aid, but not play in their first year. The APR score for postseason play would increase from 900 to 930. Mr. Baddour noted that he and Steve Farmer are urging the group to increase the number of core courses required in high school.

The student well-being group is recommending that students receiving a full grant-in-aid receive an additional sum to approximate the full cost of attendance, but not to exceed \$2,000. Professor Broome reported that some of this money might be taken from the current annual distribution by the NCAA to the Student-Athlete Assistance Fund. For instance in 2011-12, UNC will receive \$467,663 from this fund. The fund can be used to pay for uncovered medical bills, travel home, clothing, testing, and insurance. We will probably begin to use this fund to buy laptops for our student-athletes instead of having them provided as part of their scholarships.

A third group is the Resource Allocation Working Group. Professor Broome is working with a subgroup of ACC FARs and SWAs to prepare a response to some of this group's proposals which include eliminating the nontraditional competition season, eliminating foreign travel, reducing scholarships in football and men's and women's basketball, and reducing the non-coaching staff in specific sport programs. There is also a Rules Working Group focused on reducing the number and complexity of the NCAA's rules and bylaws, and an Enforcement Working Group focused on a proposed penalty structure for various violations.

Later in the year, Professor Broome reviewed recently enacted NCAA legislation that came out of the NCAA Presidential Retreat Working Groups and which was adopted as emergency legislation without going through the typical NCAA review and comment process. She highlighted three significant pieces of legislation that are currently in the override period. First, there is a provision to provide the full cost of attendance to full grant-in-aid student-athletes up to a maximum of \$2,000 per year. A full grant-in-aid is only awarded in some sports (including football and men's and women's basketball) and includes tuition, fees, books, room and board, but no other miscellaneous expenses. Student-athletes who receive scholarships in "equivalency" sports often receive only a partial scholarship so the coach can spread out the allotted scholarships among more members of the team. These students (unless also receiving a full grant-in-aid instead of partial scholarship) would not receive the \$2,000. It is estimated that at UNC, this measure would increase our annual costs by \$400,000 or more. At some schools, there are Title IX issues embedded in this proposal too since a greater number of male student-athletes

(because of football) receive a full grant-in-aid than women student-athletes. The second proposal, permits coaches to offer multi-year scholarships to student-athletes instead of the current practice of year-long scholarships which are renewed annually. The third proposal raises the initial eligibility standards beginning in 2014, and provides that students who do not meet these standards but do meet the current eligibility standards could enroll, practice, and receive athletically related aid, but could not compete – a kind of academic redshirt.

The ACC, as a conference, is gathering data to determine how many of our current student-athletes would not meet the heightened admissions requirements prior to formulating a conference position on whether or not schools within the conference should accept any of these academic red-shirt students. The ACC is also considering how to most effectively spread the word about the increased eligibility standards.

Professor Broome reported that the recent vote to override NCAA legislation permitting institutions to offer multi-year scholarships was not successful. The vote was close; 62.15% voted to override, but the percentage required to override was 62.5%. Over 90% of all Division I institutions voted on the measure. The concern expressed by schools voting to override was that prospective student-athletes would pick schools based on the “best offer” instead of on the best academic and athletic fit.

### **ACC Activity**

Dick Baddour commented on the ACC expansion. He was a member of the 4-4-4 Committee composed of four A.D.s, 4 FARs, and 4 Presidents that was formed to monitor and make recommendation on conference realignment. It is expected that the ESPN contract can be favorably renegotiated as a result of two new schools joining the conference, to increase the total that each member school receives over the sum provided by the current contract.

## **Reports and Presentations**

### **Title IX - Report**

Dr. Beth Miller gave her biennial report on Title IX. She noted that an extensive Title IX review is going on this year and that several members of the FAC are on the Title IX Review Committee. Dr. Miller presented a handout detailing the criteria that are considered in determining if an institution is in compliance. Following the last comprehensive review, the facilities at Carmichael Auditorium have been improved, making the women’s basketball team’s facilities more comparable to those available to the men’s basketball team. Professor Barbara Osborne noted that Title IX issues include sexual orientation, and sexual harassment, but Dr. Miller said there are no Office of Civil Rights guidelines to use to evaluate our program on those issues. Nevertheless, the survey administered to all student-athletes by the Title IX Review Committee and the FAC’s Exit Survey provide an opportunity for student-athletes to comment on these issues. Dr. Miller noted that student-athletes filled out their Title IX surveys on paper in team meetings with a near perfect return rate. However, the data must now be input to be evaluated. The coaches were surveyed online and their results are therefore automatically tabulated. An area that the Review Committee should perhaps look at is whether there is equivalent publicity on Tar Heel Blue.com for men’s and women’s sports and equivalent spotlighting on that site of men’s and women’s student-athletes. Dr. Miller promised to circulate the recommendations made by the last Title IX Review Committee.

### **Admissions Update**

Steve Farmer, Vice Provost for Enrollment and Undergraduate Admissions, and Barbara Polk, Senior Associate Director of Admissions, gave a report on Athletic Admissions. Mr. Farmer said the goal of his department was to “treat everyone fairly, while understanding that everyone cannot be treated the same.” His office does early evaluations of 300-400 prospective student-athletes each year.

Some of those prospective students are sent to the Subcommittee on Athletics Admissions for further review. This year the Subcommittee approved 19 candidates, although not all of those will matriculate to our institution. Eight years ago this number was 34-35, but it has been steadily declining. The Subcommittee is now looking at more data about each student and about past committee cases on each team. In accordance with the ASPSA

Committee report, the Subcommittee consults with ASPSA's learning specialists about their views about each candidate's possibility for success at UNC. Accordingly, these learning specialists are encouraged to meet with these students when they visit campus for their recruiting visits. John Blanchard works with the coaches to determine which students to bring forward to the committee; not all prospects the coaches would like to recruit are brought forward.

Mr. Farmer noted that admissions cannot be reduced to a formula and that sometimes we "miss." He also noted, that the NCAA has adopted higher initial eligibility thresholds which will be effective in a few years, but cautioned that meeting initial eligibility standards is not sufficient for admission to UNC. The students considered by the Subcommittee also need to be a good fit for the University. There is discussion relating to character of the student, the culture of the team the student will be joining, as well as the academic performance of the team. There is often an academic "updraft" that benefits students who join teams that value academics highly and perform well in the classroom

### **Removing barriers to majors and careers for student athletes**

Professor Reznick formed groups to help remove barriers to student-athlete participation in health profession and education majors.

Deb Eaker-Rich from Education reported on the Education Task Force. There is no longer an undergraduate secondary education major and therefore no major for students interested in teaching health or physical education at the high school level. Students interested in this career normally seek a masters' degree. Issues regarding student teaching by student-athletes have been largely resolved. There is now flexibility to engage in this in the fall or spring or in summer (subject to some resource issues for supervision during the summer). The UNC-BEST major was developed in the last few years for students who are majoring in science or math to also get a teachers' certificate. The task force explored whether this might be an option for students majoring in Exercise and Sports Science, but that department would need additional faculty to staff the necessary courses. Deb reiterated on behalf of the School of Education that it is very interested in working with student-athletes to assist them on an individual basis in overcoming any remaining obstacles to Education as a major.

Dana Gelin reported on the Health Professions Majors Task Force. This Task Force began its work looking at barriers to student-athletes attending medical school. It has developed a program called AIM (Athletes in Medicine). Fifty student-athletes attended an initial interest meeting and five other student-athletes who were unable to attend, also indicated interest in this program. Former student-athletes in the medical school are enthusiastic about the program and willing to help. The Sports Medicine doctors are also willing to participate in this program.

### **Marketing Update**

Rick Steinbacher presented a Marketing and New Media Update. The mission of his department is to generate revenue and enhance the athletic game atmosphere in effective and creative ways while advancing the UNC brand. Some of the items Mr. Steinbacher highlighted were:

- There is a new official app for Carolina Athletics that provides live stats of any game and the ability to listen to any radio broadcast of the game
- Football tickets are being marketed starting March 1 for the first time in several different configurations: season ticket packages, mini-season packages, individual game tickets, and group discount purchases
- The Blue Zone seat sales have been going well and will generate \$3.7 million per year in seat license revenue; when fully sold, the annual licensing revenue will be \$4.3 million per year

He encouraged faculty to participate in the faculty/staff listserv (which currently has over 2,000 subscribers) to learn.

### **Athletics Department Budget**

Martina Ballen, the Athletic Department's Chief Financial Officer, reviewed the Department's budget with the committee. In a discussion of sources of revenue, Chancellor Thorp said that he was not necessarily opposed to

advertising at the stadiums if he and others understood what the money raised would be used to fund. He said he would prefer to increase revenue by additional advertising dollars rather than by raising student fees

### **Student Athlete Performance**

Professor Broome circulated the most recent information on UNC-CH's four-year rolling GSRs and FGRs by sport. A number of teams have a 100 GSR (Fencing, Rowing, Gymnastics, Women's Golf, Women's Lacrosse, Women's Swimming, Women's Tennis, and Volleyball). The lowest GSRs for men's sports are 75 for Football, Soccer, and Wrestling. The lowest GSR for women's sports is 73 for women's soccer.

### **College Sports Research Institute – Richard Southall and Robert Turner**

Richard Southall and Robert Turner are part of the College Sports Research Institute (CSRI) which is housed at UNC-CH. The Institute's website is [www.unc.edu/csri](http://www.unc.edu/csri). The CSRI hosts an annual scholarly conference at the Friday Center which will be on April 19-21. The CSRI also publishes the Journal of Intercollegiate Sport. Dr. Southall went through a PowerPoint presentation presenting the Adjusted Graduation Gap (AGG) Research Project. The Federal Graduation Rate (FGR) for student-athletes is higher nationally than that FGR for the student body at large. However, student-athletes are required to be full-time students while the FGR for the student body includes part-time students. The AGG attempts to compare the FGR for student-athletes with the FGR for full-time students. After performing this analysis, the student-athletes in ACC schools playing men's basketball have an AGG of -41 and in ACC football teams the AGG is -20. Dr. Turner described a longitudinal study that he is working on at CSRI about the educational experiences of student-athletes.

### **Academics – Related Discussions and Issues**

Robert Mercer, Director of the Academic Support Program for Student-Athletes, reported that the top five majors of student-athletes are: Exercise and Sports Science, Communications, Business, Journalism, and Management & Society. Communications and Management & Society replaced Biology and Psychology which were among the top 5 last year. Approximately, 11% of the Exercise and Sports Science majors are student-athletes. Mr. Mercer reported that 637 student-athletes received priority registration for the fall 2011 semester and 791 for the spring 2012 semester. The program, adopted in the Fall of 2008, will be reviewed by a subcommittee of the Educational Policy Committee this summer. Chris Derickson, the Registrar, will be part of this subcommittee. Other student groups who have received priority registration under this policy include those in Nursing, Education, and those served by Disability Services.

Dean Woodard expressed concern that some faculty seemed to be unclear about the Faculty Council policy regarding missing class to represent the University. Professor Reznick explained that the policy language in the Undergraduate Bulletin had recently been clarified. Various suggestions for tackling this problem were made. One suggestion was to ask Dean Bobbi Owen to discuss this policy with department chairs in her meetings with them and ask them to discuss the policy in their departmental meetings. Faculty Chair Jan Boxill will consider whether the Educational Policy Committee should review the policy's language and whether to add to the policy to clarify that not only should the absence be excused, but the student should be afforded a reasonable opportunity to make up work missed because of the absence. If a student believes that the faculty member is not acting in accord with the faculty policy, this should be referred to Dean Owen.

The committee also discussed the University's class attendance policy. It was suggested that the Educational Policy Committee be asked to consider several interpretive issues regarding the policy (does a requirement stated in a syllabus regarding attendance, dropping one test score, etc. trump the policy) and enforcement (the recourse if the professor is not following the policy). One suggestion was to discuss the policy at a meeting of all undergraduate department chairs and ask them to discuss the policy with their departmental faculty.

### **Communication with the University Community**

The Faculty Council/Faculty Committee on Athletics Forum on the Job of the AD and the Role of the FAR occurred on November 2. The audience was active in questioning the place of athletics on a college campus.

Informing and Engaging the Faculty Project. Professor John Stephens lead a discussion of a report prepared by a subcommittee consisting of him, Bev Foster, Barbara Osborne, and Jan Boxill. Jan Boxill can provide some of the resources (people and web) to post materials that we would like to make available to the faculty. There was a brief discussion of the reasoning behind the committee's decision several years ago not to post its minutes. Most of the minutes are incorporated into the committee's annual report so perhaps there is no reason to be concerned about public availability of the minutes. Lissa will look back at the minutes of the meeting where this was discussed to see if she can learn anything more. One idea was to link also to various reports that are made to the committee, although sometimes it was noted that those reports are oral rather than written.

Professor John Stephens proposed that the Committee consider preparing a handout or FAC FAQs about UNC athletics and student-athletes. The committee discussed whether the education effort should be aimed only at Faculty Council, or should be a more broad-ranging outreach effort that might use the Faculty Council website or Sakai site as its home. Jan Boxill said she had been considering a similar outreach effort with respect to the Honor System. The committee imagined a document with a brief answer to a FAQ, but a link to a fuller explanation or report on the subject. It also envisioned having an "expert" on each particular question prepare the answer. Some potential questions were (1) Are there proportionately more student-athletes in the honor system than other students? (2) Are student-athletes' absences to attend competitions excused absences? What does an excused absence mean? (3) What are the admission standards for student-athletes? Professors Stephens, Jan Boxill, Bev Foster, and Barbara Osborne agreed to meet to draft up something more specific for the Committee to discuss further at its next meeting.

Professor Reznick, Faculty Chair Jan Boxill, and Chancellor Thorp met with a group of faculty who had presented a list of questions to the Board of Trustees about football at UNC. Professor Reznick believed that the group would work on a report on the future of athletics at UNC that might emphasize long-term goals and how to attain them. Professor Reznick described the meeting as very productive.

The committee agreed that its minutes should be made available to the faculty in the same manner as the minutes of other elected faculty committees. Professor Broome will coordinate this with the faculty governance office.

### **Student Athlete Experience – Support and Academics and Assessment**

*ASPSA (Academic Support Program for Student Athletes) and other academic related information*

Chancellor Thorp thanked John Blanchard and Bobbi Owen for co-chairing the ASPSA Review Committee and also thanked FAC members who served on the committee for their work. John Blanchard noted that the report tried not to be prescriptive. Several of the recommendations of the report were already being implemented. These include additional resources being devoted to academic support and reinvigoration of the faculty advisory committee to the program. Mr. Blanchard reported a new reading/writing learning specialist began work in ASPSA in October. Wally Richardson was hired to head up academic support in football and Beth Bridger to work with women's basketball and several Olympic sports. Honor Code training has occurred for student-athletes and for tutors. A tutor coordinator position will be created. As a cumulative result of these changes, academic counselors should have more time to spend with students who may be less prepared for college work. The FAC hopes to receive regular reports about the implementation of the ASPSA Review Report. Dean Harold Woodard reported that the new ASPSA Advisory Committee had been formed and that Sherry Salyer from Exercise and Sports Science would serve as the committee's chair.

Professor Steven Reznick reported on the "Majors Exploration Night" held at the Academic Support Center. He described to the student-athletes attending some of the initiatives being undertaken by the FAC (like the task forces on education and medical professions) and encouraged the students to report any challenges they were having to him or the committee.

John Blanchard reported that over thirty student-athletes attended a session on medical school with Dana Gelin, the dean of admissions for the medical school, and two former-student-athletes attending medical school.

John Blanchard discussed CREED which is a component of the Carolina Leadership Academy for all first-year student-athletes. The focus of this meeting was on honor and integrity. Harold Woodard passed around a poster on honor and integrity that is an example of the posters that will be posted in each team's locker room. Mr. Blanchard also noted that two current student-athletes and one former student-athlete recently discussed the Leadership Academy with the Student Affairs Committee of the Board of Trustees. Finally, Mr. Blanchard reported that UNC-CH would be the first public University to participate in an anti-bullying video and public service announcement, called "It Gets Better."

### *Sports Medicine*

Doctor Mario Ciocca, head of the Sports Medicine Department, gave his annual report on Sports Medicine. He noted the unique nature of the UNC Sports Medicine model where Sports Medicine is part of Student Affairs, rather than Athletics, and is funded by Athletics, along with Campus Health and the Department of Exercise and Sports Science. The model reduces the conflict between the competitive influence and medical decisions. Dr. Ciocca will circulate to the committee an article describing our model. Sports Medicine participates in teaching, research, and service. The strength and conditioning coaches have strong academic ties to the Exercise and Sports Science Department. UNC has one of the best graduate programs in sports training in the country. Sports Medicine has two new Fellows working in the program now.

The main athletics training area for the Olympic sports is the Stallings-Evans Sports Medicine building attached to the back of Woolen Gym. This facility and the services providing by Sports Medicine is available to anyone in the University community who has suffered a sports injury. There is a full-time athletic trainer dedicated to the club sports program. Boshamer Stadium (baseball), Kenan (football) and the Smith Center (basketball, swimming & diving) have their own training facilities. There is 24-hour access to someone from the Sports Medicine staff to provide advice or assistance to student-athletes after regular hours.

Dr. Ciocca described some specific aspects of the program. Carolina Impact screens student-athletes and conducts preventive programs to help decrease injuries. Work has focused on ACL injuries, muscle strains, and the shoulder and elbow areas for baseball players. The sports psychology services have been expanded from one day to one and one-half days per week. A second nutritionist has been added to staff so that there are now two full-time nutritionists. Nutrition and sports psychology may be expanded further in the future. Sports Medicine also works on ADHD to help student-athletes with this diagnosis achieve classroom success. In collaboration with the Orange County EMS, Sports Medicine has revised its emergency action plans and standardized and improved emergency equipment at various sites. The Sports Medicine staff also reaches out to local high schools and helps at high school football games, offers assistance to high school trainers, and works with high school student-athletes in the Concussion Clinic.

### *Student Athlete Experience Assessment*

*Exit Survey.* John Blanchard reported that about 50% of the exit surveys have been returned and that the rest will be given at the annual All-Sports Banquet. Issues around the best way to administer the survey will continue to be studied by the subcommittee. With regard to the survey, we discussed who will collect the data and analyze it. The committee also discussed the merits of online surveys versus paper surveys and agreed that if any change is to be made it should be studied and a recommendation made prior to the time to administer the surveys for next year. Several people noted that the survey indicated that student-athletes would like more focus on career development and improved communication between the academic staff and the athletic staff.

Glynis Cowell provided the final exit interview report and its revised recommendations and it was approved in November. The committee debated whether the exit survey would provide sufficient feedback and could replace the Exit Interviews rather than both being conducted each year.

### **Chancellor's end of year comments on athletics**

Chancellor Thorp reflected on the events and challenges of the past year. He said that there was no one fix to issues raised by participation in intercollegiate athletics. There are many nuances to the discussion and a number of these issues are actively being debated by the NCAA and in other forums. Some of the current issues include simplifying the NCAA rules, controlling the facilities arms race, ensuring academic integrity, and providing a quality student-athlete experience. The Association of Governing Boards has a task force writing a report on many of these issues. As the NCAA, through recommendations of the Knight Commission has pushed for more presidential control of athletics, governing boards have become more involved. Chancellor Thorp cautioned that the recent experience with the NCAA Presidential Working Groups suggested that governing boards and presidents needed to be sure that they received input and feedback from those involved directly in athletics so that decisions they made were fully informed.

### **Parting Remarks by outgoing Chair**

Professor Reznick thanked the committee for allowing him to serve as its chair. He remarked that in the past six years he had learned (a) who the people are in Athletics, and (b) the broad implications that Athletics has on the University. He urged the committee to spend time on the following issues in the coming year: (1) refining the survey and interview process, including expanding it beyond just senior student-athletes; and (2) providing more contact between coaches and committee members, especially around the shared goal of academic success for student-athletes.

### **Committee Resolution**

#### **Resolution of Appreciation for J. Steven Reznick**

**WHEREAS**, Steven Reznick is stepping down after six years of service on the Faculty Athletics Committee, including four years as the committee's chair;

**WHEREAS**, Steve's contributions include:

Leadership in the development of the priority registration program; Development of the Faculty-Staff newsletter to inform our colleagues about athletic events on campus, particularly those other than basketball and football; Creation of the Faculty-Staff Appreciation days at Olympic sporting events, thanking faculty and staff for their service to the University, while exposing them to the variety of intercollegiate sports supported by our Department of Athletics; Establishing Task Forces on Health Professions Majors and Education Majors to remove obstacles to student-athletes majoring in those fields; Assistance with football recruiting, informing recruits and their families about the educational opportunities at the University of North Carolina; Establishing an FAC email account so that faculty may easily communicate with the committee; Serving on a variety of other committees, including the Subcommittee on Admissions for Student-Athletes, the Title IX Review Committee, the ASPSA Review Committee, and the Athletics Council; Regularizing the agenda of the committee to receive periodic reports from various individuals and groups; and Running incredibly efficient meetings.

**NOW, THEREFORE, BE IT RESOLVED THAT:** the Faculty Athletics Committee confers upon Steve its heartfelt appreciation for his six year of service on the FAC and four years as committee chair.

Ratified unanimously by the Faculty Athletics Committee this first day of May, 2012.