

**Faculty Athletics Committee**  
**March 21, 2022**  
**Via Zoom**  
**Minutes**

**Present: Committee Members:** Lissa Broome, Stacey Daughters Melissa Geil, Robert Martinez, Aimee McHale, Abbie Smith-Ryan, Jay Smith, Keia Sanderson

**Advisors:** Michelle Brown (ASPSA), Debbi Clarke (Provost Office), Bubba Cunningham (Athletics), Dwight Hollier (Athletics), Vince Ille (Athletics)

**Student-Athlete Representative:** Alessandra DeVito (Rowing)

**Guests:** Suzanne Barbour (Graduate School), Amy Grau (Chancellor's Office), Cricket Lane (Athletics), Jeni Shannon (Athletics)

I. Welcome and Announcements

Welcome. Melissa Geil, Chair of the committee, welcomed members and guests and asked them to introduce themselves.

Minutes. The February minutes were unanimously approved.

Head Coach Meeting, April 19. FAC will join the Head Coaches' meeting on April 19. Geil suggested that FAC break into groups with FAC members trying to sit with at least one of the coaches from the teams for with they are a liaison. Geil will also work on preparing the handout regarding Team Liaisons that includes information about each FAC member's discipline and contact information. Geil asked Athletics to survey the coaches regarding any topics the coaches want to discuss.

FAC/SAAC Focus Groups, March 23. The focus groups with the winter and spring sport student-athletes will take place on March 23 from 6-7 p.m. on the fifth floor of Loudermilk. Cricket Lane has sent the Outlook invite to FAC members. Geil asked for a show of hands of the FAC members who plan to participate.

April/May Meeting Agenda Preview. Geil previewed the items to be discussed at future meetings. These include:

- The Knight Commission CARE Report with Amy Perko, April 13
- Majors and Clustering Report
- Athletics budget with Martina Ballen
- Academic advising with Chloe Russell, Spencer Wellborn, and/or Greg Beatty
- Transfer credit issues (Process 2.8) – timing (for recruiting) and accuracy (for recruiting and eligibility). Michelle Brown and Lissa Broome will get this moving as part of the Process Review.
- Ways to engage with faculty

- Should we explore a Heel Zone training? Abbie Smith-Ryan asked for feedback on this.
- As part of a Heel Zone training, or otherwise, should we try to compile a list of instructors who were student-athletes?

Letter (draft by Jay Smith) on Excused Absences. FAC members should provide comments on Smith's letter.

Upcoming Events for FAC Members.

- 3/23, 6-7, Loudermilk            FAC/SAAC Focus Groups
- 4/19, 8:30-9:30, Loudermilk    Head Coaches' Meeting with FAC
- 4/23, 6:00, Carmichael        50 Years of Title IX and Women's Athletics at UNC
- 4/26, 7:00, Carmichael        Rammy's
- 4/28, 11:30-1:00, George Watts Hill Alumni Center        Academic Awards Luncheon
- 5/2, 3-5, Zoom                    May FAC Meeting

II. Student-Athlete Mental Health

Dwight Hollier introduced Dr. Jeni Shannon, Director of Mental Health and Performance Psychology in Sports Medicine. Shannon thanked FAC for its support. She said that the last year has been really hard. There are now 3.3 FTEs working in her group and although this is a new high, with Cydnia Young (a pre-licensure, full-time social worker) beginning this fall, the unit can still not meet the demand for its services. Not only has there been an increase in the number of students requesting services, but there has also been an increase in the severity of issues experienced by students. Some students are referred to outside providers, due to the unit's wait list. Dr. Mario Ciocca, head of Sports Medicine, has been helpful in arranging payments to these outside providers. The average number of appointments per student is 9 sessions, with 8% of the students receiving services having 21 or more sessions. Shannon's unit also has team sessions with 10 teams. These team services are focused more on performance issues. In addition, the unit has engaged in 108 outreach sessions to coaches, student-athletes, and teams.

Shannon discussed the Heels Care Network and said her unit is in the process of developing better peer support for mental health issues since student-athletes are sometimes hesitant to use resources outside of Athletics. Last fall, as part of the Cultivate group in the Baddour Carolina Leadership Academy, Shannon's unit provided a 3-hour training on peer mental health first aid. She is currently developing through a grant a training for coaches in which she would like at least one coach per team to take the training. Dwight Hollier noted that coaches are open to learning more about mental health. Shannon provides regular updates on mental health issues at the head coach meetings.

Shannon described a host of outreach initiatives her unit has undertaken this school year, some of which were a response to the suicides on campus last fall. Heels Elevating Life Performance (HELP) is a multi-disciplinary committee focused on student-athlete wellness. Her unit is now housed in the McCaskill Soccer Center and this location and the space is welcoming to student-athletes.

There are a number of areas Shannon would like her unit to devote more attention to in the future including marginalized communities (in particular, LGBTQ+), growing training programs, substance abuse, eating disorders, leveraging technology for athletic performance and mental health improvement, and developing a case manager position to take some of the load off of Shannon.

More students are seeking to enter the “safe harbor” program regarding substance abuse and Shannon’s unit may look outside for the substance abuse assessment. She hopes to perhaps develop a group counseling program for efficiency. Shannon is also hoping to expand trauma screening as part of the initial intake as well as expand trauma-informed care.

Most athletic trainers have taken Mental Health First Aid. There are support groups for injured student-athletes and those who have medically retired. Some students, however, seem “zoomed” out and are not participating. Additional initiatives are reported on the attached notes provided by Dr. Shannon.

### III. FAR Update

Faculty Athletics Representative, Lissa Broome, provided an update (also attached). Her report links to the CARE Report – Connecting Athletics Revenues with the Education Model of College Sports, of the Knight Commission, that will be discussed by Knight Commission CEO, Amy Perko, at the April FAC meeting.

Broome briefly reviewed a proposal before the NCAA to convert Men’s Soccer into a two-semester sport from a fall semester sport. Broome explained that this proposal does not increase the number of contests and concentrates games on the weekend, dispensing with most mid-week games (which require travel for one of the teams). Advocates believe the increased recovery time will be better for the health and well-being of student-athletes. UNC’s Men’s Soccer Coach, Carlos Samoano, has been a leading advocate for this model for a number of years.

Broome also announced the UNC recipients of the \$6,000 ACC Postgraduate Scholarships:

- Abby Pitcairn, Biology, Field Hockey
- Meredith Shoulder, Biology, Field Hockey
- Zac Tucci, Business Administration, Men’s Lacrosse

All recipients will be honored in an hour-long program on the ACC Network.

An NIL team with reps from Exercise and Sports Science, the School of Law, and Carolina Student Legal Services meets regularly with Athletics Compliance to discuss and develop educational programming for student-athletes and provide pro bono legal services for student-athletes related to NIL. So far, no SAs have sought this pro bono legal advice, but the educational programming has been helpful. Athletics Compliance meets every day to review NIL activity in the ever-changing NIL world.

### IV. Athletic Director Update

Athletic Director, Bubba Cunningham, noted in response to questions about how men's soccer students viewed the two-semester competition model, that among students surveyed there was overwhelming support within the ACC and nationally. The *Alston* case decided by the U.S. Supreme Court last year permits the payment of academic awards to student-athletes up to \$5,980 per year, a sum equivalent to the amount attributed to potential athletic awards. UNC will begin awarding academic incentives next year to 100 male and 100 female student-athletes. In addition, Cunningham hopes to be able to increase the scholarships offered to women in certain sports. These outlays will be funded through the tuition remission, permitting full scholarship out-of-state student-athletes to attend UNC for the in-state tuition rate.

The ACC office discussion is down to three locations and the ACC Board of Directors will make a final decision soon. On April 23, the Athletic Department will be celebrating 50 years of Title IX and on April 25, the Rammy's will return to in-person format. FAC members will be invited to attend both events.

Cunningham was asked about remaining differences in the Men's and Women's NCAA Basketball Tournament. He said the tournament committees have met jointly several times. The women's tourney plays the first two rounds on campus sites, rather than neutral sites like the men's tourney, to drive attendance and excitement. An independent auditor is working to ensure that the changes recommended after last year's tournament to equalize the tournament experiences are being made.

#### V. MAPS Program

Suzanne Barbour, Dean of the Graduate School, joined the committee to discuss the status of the new Masters in Applied Professional Studies Program (MAPS), which is scheduled to accept students for Fall 2022. The masters degree will require 30 credits, with 6 in MAPS-specific courses, 9 from a curated set of existing courses, and 15 credits that are electives. A capstone project is a thesis substitute. Students may wish to identify a problem within their current organization and leverage their project to tackle a work-related issue. The program is intended for students who want training in business fundamentals and wish to tailor a curriculum to meet their individual needs. Likely students include UNC staff, military members, and student-athletes. Applications are currently being accepted for the director of the program.

Applicants must submit three letters of recommendation, a resume/CV, a statement of purpose, and have a GPA of 3.0 or greater (although there will be a holistic review of the student's materials). The application fee is \$95. At least two semesters must be in residence. Student-athletes could currently begin a graduate certificate in Innovation, Leadership & Management. This would be a good on-ramp to the MAPS degree. A revenue share may need to be negotiated with departments where students are taking multiple electives and there may be a cap on the credit hours coming from one department.

The meeting adjourned at 5:00 p.m.

Respectfully submitted, Lissa Broome (with assistance from Amy Grau)

Attachments:

FAR Update  
MAPS Program

**Faculty Athletics Representative Update  
March 21, 2022**

**NCAA and National Issues**

1. Amy Perko at April 13 FAC Meeting, Knight Commission, [Connecting Athletics Revenues with the Educational Model of College Sports \(CARE Model\)](#)
2. NCAA legislation
  - a. 2-semester model for Men's Soccer
3. Transfer Portal, new D1 Transfer Module, [education module](#)
4. NIL
  - a. NIL Collectives – background info posted in Sakai
  - b. \$8 Million NIL deal – discussed in background info posted in Sakai
5. Sports gambling
  - a. Now legal in about one-half of the states
  - b. Currently permitted on Native American reservations; bill pending to make it available in NC generally
6. NLRB – [National College Players Association filed unfair labor practice charge with the NLRB](#) on behalf of FB, MBB, and WBB students at USC and UCLA

**ACC**

1. ACC Board of Directors met on March 9
2. ACC FARs meeting monthly; FAR Steering Committee every two weeks
3. Conference office location and staffing

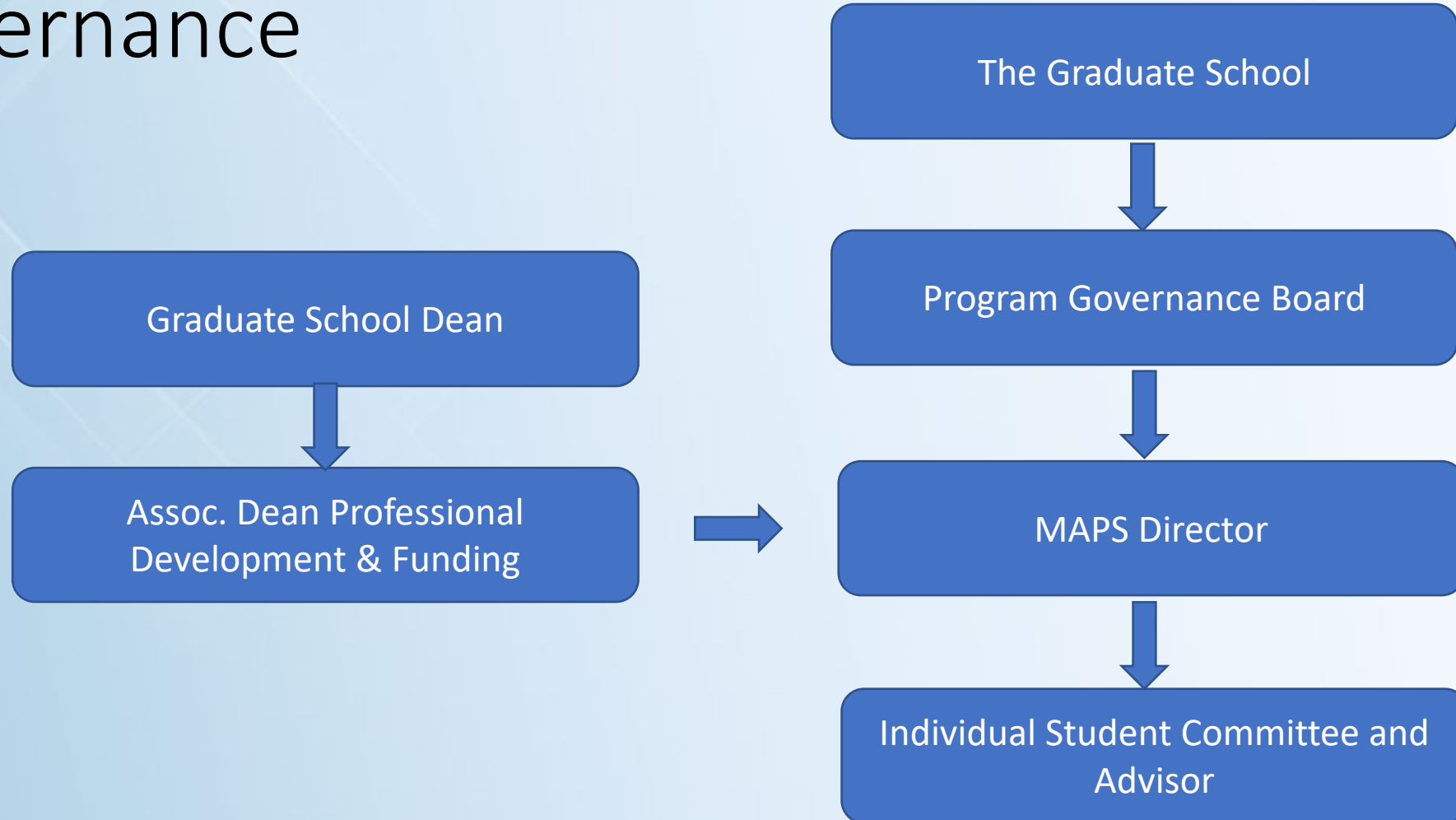
**UNC**

1. [ACC Postgraduate Scholarship Award Recipients](#), to be honored in an ACC Network presentation scheduled for May
  - a. Abby Pitcairn, Field Hockey, Bio Major
  - b. Meredith Shoulder, Field Hockey, Bio Major
  - c. Zac Tucci, Men's Lacrosse, Business Administration Major
2. NIL Team supporting Athletics Compliance (Marielle vanGelder, Nate Wood, Kara Cannazzaro)
  - a. EXSS, Sport and Entertainment Law Association, NCBA Sport and Entertainment Law Section – Barbara Osborne
  - b. Carolina Student Legal Services – Fran Muse
  - c. UNC School of Law and Pro Bono Program – Allison Constance, Lissa Broome, Kelly Smith, Aaron Gard, Shawn McKenna

# Master of Applied Professional Studies (MAPS)

An interdisciplinary masters degree, founded on training in business fundamentals and tailored to meet the needs of individual students.

# Governance





# Curriculum (30 cr req'd for degree)

## MAPS-Specific Courses (6 cr)

- Introductory Professional Development course (3cr)
- Capstone course (3 cr)
  - Comprehensive exam substitute

## Business Fundamentals (9 cr)

- Business Communications
- Leadership in the Workplace
- Applied Project Management
- Financial Accounting
- Market Research
- Entrepreneurial Mindset

## Elective Courses (15 cr)

- Elective courses, selected based on needs of student
- Not intended as “back door” to existing degrees

# Business Fundamentals Courses

Course	Title	Credits	Fall	Spring
<b>GRAD 712</b>	Leadership for the Workplace (1.5 credits)	1.5	X	X
<b>GRAD 713</b>	Applied Project Management: Frameworks, Principles and Techniques	1.5	X	X
<b>GRAD 714</b>	Introduction to Financial Accounting (1.5 credits)	1.5		X
<b>GRAD 715</b>	Business Communication	1.5	X	X
<b>GRAD 716</b>	Market Research: Assess and Validate Your Market	1.5	X	
<b>GRAD 717</b>	Entrepreneurial Mindset	1.5		X

Courses are half-semester, typically offered in the late afternoon/ early evening

# Thesis Substitute

- Capstone project
  - aligned with workforce needs
  - Project proposal approved by committee
- Under supervision of faculty advisor
- Guided and assessed by thesis substitute committee (3 people)

# Admissions Requirements

- Bachelor's degree from an accredited institution (unofficial transcript)
- B average or better (GPA  $\geq$  3.0)
- 3 letters of recommendation
- Statement of purpose
- Resume/ CV
- Community Standards questions
- Application fee (\$95)

# Other requirements

- At least two semesters in residence
- No more than five years to complete (extensions possible)
- H/P/L/F grading scale
  - L = low pass
  - Students become academically ineligible with F or  $\geq 9$  cr of L

# Graduate Certificate in Innovation, Leadership & Management

- Certificate credits can be transferred to MAPS
- GCILM is an “on-ramp” to MAPS

## Requirements

### Foundations Level (9 credit hours)

1. Coursework
  - ✓ GRAD 712 - Leadership in the Workplace (1.5 credits)
  - ✓ GRAD 713 - Applied Project Management: Frameworks, Principles and Techniques (1.5 credits)
  - ✓ GRAD 714 - Introduction to Financial Accounting (1.5 credits)
  - ✓ GRAD 715 - Business Communication (1.5 credits)
  - ✓ GRAD 716 - Market Research: Assess and Validate Your Market (1.5 credits)
  - ✓ GRAD 717 - Introduction to Entrepreneurship and The Entrepreneurial Mindset (1.5 credits)

### 2. A [certificate completion form](#)

### Advanced Level (15 credit hours)

1. Foundations Level requirements + following coursework
  - ✓ GRAD 726 - Executive Perspective: Business Fundamentals (1 credit)
  - ✓ GRAD 727 - Team Collaboration (1.5 credits)
  - ✓ GRAD 755 - Technology Commercialization Fundamentals (1.5 credits)
  - ✓ GRAD 770 - Executive Perspective: The Digital Revolution and its Impact of Business (1.5 credits)

# Questions