

**The University of North Carolina at Greensboro  
Board of Trustees  
Athletics Committee  
December 6, 2017**

**MEMBERS PRESENT:** Charles Blackmon, Chair, Holly Shields, Susan Safran, Vanessa Carroll

**MEMBERS NOT PRESENT WITH NOTICE:** Frances Bullock

**OTHERS PRESENT:** Brad Hayes, Chair, Board of Trustees; Dr. Frank D. Gilliam, Jr, Chancellor; Dr. Bryan Terry, Vice Chancellor for Enrollment Management; Charlie Maimone, Vice Chancellor for Business Affairs; Waiyi Tse, Chief of Staff; Jerry Blakemore, General Counsel; Kristen Bonatz, Associate General Counsel, Stacy Kosciak, Deputy Athletic Director; Kelly Harris, Associate Chief of Staff; Craig Fink, Senior Associate AD; Tim George, Senior Associate AD, Jody Smith Senior Associate AD/SWA; Matt McCollester, Assistant AD for Strategic Communications; Julie Mendez Smith, Chancellor's Fellow for Campus Climate; Kim Record, Director of Athletics - Liaison

**PROCEEDINGS:** The meeting was called to order at 2:31 p.m. by Charles Blackmon, Committee Chair. Chair Blackmon read the Conflict of Interest Statement from the State Government Ethics Act. No conflicts were identified.

**ROLL CALL:** Roll call was read and quorum was confirmed.

**APPROVAL OF MINUTES:** The September 12, 2017 meeting were approved with no corrections or additions.

**DISCUSSION ITEMS:**

**ATH-1: The Spartan Sports Link**

Matt McCollester, Assistant AD for Strategic Communications, gave an overview of the Spartan Sports Link. Spartan Sports Link, in its fourth year of existence, is an immersive learning environment teaching UNCG students hands-on experience in live television production.

The program is used for all aspects of a live production for ESPN3 and SoCon Digital Network broadcasts for men's basketball, women's basketball, men's soccer, women's soccer, volleyball, baseball and softball. Three full-time UNCG staff work with 7-10 UNCG students on each production.

Students handle all aspects of a production, from camera operator, instant replay, graphics, technical director, producer, audio engineer and even talent positions. Students who have interned with our program have also produced feature videos, intro videos, etc.

We currently have a roster of 50 UNCG students in the program this year, with a core group of 20 students who work consistently. While our primary majors are media studies and communication studies, we also pull students from kinesiology, economics, business administration and international business programs.

Spartan Sports Link produces over 120 events, with 43 airing on ESPN3 and the remainder airing on the SoCon Digital Network.

The program works in partnership with the Media Studies Department. Historically, we have had students earn internship credit (a few credits here and there). This year, we have a one-credit MST practicum available; three students are currently using this and four are signed up for spring. In 2018-19, we will have a two-credit course offered (MST 397) which will be taught by our video production coordinator Tony Hermane. The course will cover production basics, such as how to use a camera, how to wrap cables, set up production, etc.

Moving forward, we hope to continue our relationship with the MST department. We would like to have the initial class teaching students the basics, followed by classes where they can get credit all year for producing the live shows. We also hope to increase the chances for students to work on post-production projects (features, intro videos, etc.).

#### **ATH-2: Faculty Committee on Intercollegiate Athletics Update (FCIA)**

Due to unexpected circumstances, Jeff Cobert was unable to be at the meeting to present this discussion item.

#### **ATH-3: Compliance Assist Annual Report**

Kim Record, Director of Athletics, provided an overview of the Compliance Assistant Annual Report, covering some of the benchmarks used to evaluate athletics programs.

#### **ATH-4: Director Athletics Remarks**

Ms. Record provided a review of the historical data for the fall programs of men's soccer, women's soccer, volleyball, and men's and women's cross country. This data provides a snapshot of the overall health of the programs and includes overall record, SoCon record, GPA, GSR, APR, tournament performance and postseason.

Kim provided an updated on the progress with the strategic plan.

Athletics is moving into the newly renovated training room that is shared with ATEP in early January 2018.

**Basketball Coliseum Contract:** We are close to finalizing a contract with the coliseum. They are currently reviewing the most recent draft. The men's and women's programs have both started off strong; 1000 tickets have been sold.

Resources are under review. Given limitations, Athletics is having to set some priorities that will go into effect in the future.

**Branding and Engagement:** Athletics has been working closely with Communications Director Jeff Shafer. New branding will obviously have an impact on Athletics.

**Community Service:** Athletics has met its goal of collectively engaging in 2000 hours of community service. Student-athletes, staff, and coaches volunteered with organizations such as Salvation Army, Habitat for Humanity, ALS Foundation, Camp Weaver, and Guilford County Schools.

**Division 3 Soccer:** Approximately 1500 people have been on campus on game days. This is the first of a five-year agreement.

**Culture and Community:** Academic staff have been meeting with departments to present “Day in the Life of a Student Athlete. This has been very well received.

**NCAA Visit:** Student athletes, coaches, staff, Chancellor’s Council, and Committee Chair Charles Blackmon recently met with NCAA representatives during their visit to UNCG. We engaged in very honest and transparent conversation.

### **ATH-5 Head Coach Contracts**

Chair Blackmon read the following motion to enter closed session:

Pursuant to the North Carolina Open Meetings Law, Section § 143 318.11, I move that we go into Closed Session to discuss the amount of compensation and other material terms of an employment contract or proposed employment contract and prevent the disclosure of confidential personnel information under Chapter 126 of the North Carolina General Statutes.

Susan Safran seconded and the motion carried unanimously. Members of the public in attendance left the room.

### **General Account of Closed Session Action Item**

Trustees present: Charles Blackmon, Holly Shields, Susan Safran, Vanessa Carroll

Others present: Board Chair Brad Hayes, Chancellor Frank Gilliam, Waiyi Tse, Chief of Staff; Jerry Blakemore, General Counsel; Kristen Bonatz, Associate General Counsel, Stacy Kosciak, Deputy Athletic Director; Kelly Harris, Associate Chief of Staff.

Kim Record reviewed with the board proposed terms of fall sports head coaches' contracts. Following discussion, Chair Blackmon invited a motion to return to open session. Vanessa Carroll made the motion and Susan Safran seconded. The motion carried unanimously, and members of the public were invited to return.

#### Open Session

Chair Blackmon invited a motion to grant the UNCG Athletics Director the flexibility to reappoint the fall sports head coaches and to extend their contracts according to the terms presented.

Holly Shields made the motion and Vanessa Carroll seconded. The motion carried unanimously.

Chair Blackmon noted that as approved by the Committee, action item ATH-5 would be recommended for approval at the December 7, 2017 full board meeting.

#### **ADJOURNMENT:**

There being no new business, the meeting was adjourned at 3:25 p.m.

Respectfully submitted,



Kelly Harris

Assistant Secretary to the Board of Trustees