



Athletics Committee

March 22, 2022

3:30 p.m.

DRAFT MINUTES

MEMBERS PRESENT:

George Hoyle, Chair
Betsy Oakley
Haz Mengesha
Elizabeth C. Phillips

MEMBERS ABSENT WITH NOTICE: Brad Hayes

OTHERS PRESENT: Chancellor Frank Gilliam, Trustee Margaret Benjamin; Jerry Blakemore, General Counsel; Kristen Bonatz, Associate General Counsel; Brian Mackin, Director of Athletics; Jody Smith, Executive Associate AD & Senior Woman Administrator; Waiyi Tse, Chief of Staff; Kelly Harris, Associate Chief of Staff and Assistant Secretary to the Board of Trustees; Andrew Cagle, Director of State and External Affairs, and other members of faculty, staff, and the general public.

Proceedings

Chair George Hoyle called the meeting to order 3:32 p.m. And read the Conflict-of-Interest Statement from the State Government Ethics Act. No conflicts were identified.

Roll call was read and a quorum was confirmed.

The minutes of the November 30, 2021 Athletics Committee meeting were approved as presented without additions or corrections.

Discussion Items:

Chair Hoyle welcomed Director of Athletics Brian Mackin to his first Athletics Committee meeting and noted that a recent welcome reception Chancellor and Mrs. Gilliam hosted at the University Residence was very well attended in support of Mackin's arrival. Mackin expressed appreciation for the opportunity and excitement about joining the UNCG team.

ATH - 1 Director of Athletics Remarks: 100 Day Plan Update

Mackin addressed his progress at the 72-day mark towards his 100 Day Plan. During that time, he has met with University and Athletics Staff, community members, and donors, sharing his five core values: academic excellence, integrity and compliance, student-athlete welfare, fiscal

responsibility, and competitive excellence. He has also gathered information, budgets, and third-party agreements from the athletics business manager; has set up a schedule of recurring meetings, written handwritten notes to top donors, joined the Spartan Club, and made a personal financial commitment to Athletics.

Mackin reported having observed many strengths - UNCG has great people and facilities, and there is strong support for/buy-in to goals. He also noted that our student-athletes' academic performance is the best he has seen; 65% have GPAs of 3.3 or higher, which is unheard of. The academic culture in athletics is real.

Athletics staff will be completing a Strengths, Weaknesses, Opportunity, and Threat (SWOT) analysis to determine what they do well and where they need to improve. This will help inform the development of a new departmental strategic plan, which will be crafted to align with the university's strategic plan.

In response to a question from Chair Hoyle, Mackin reported that in his first 72 days he has seen many strengths and opportunities, including good people, good facility bones, and a wonderful supportive Greensboro community. Challenges revolve around budget, so Mackin will be focusing on community engagement and fundraising. There is also a need to offset declining enrollment and declining operating revenue through focused, program specific fundraising. To that end, Excellence Funds are being created for each program; 50% of each fund will go to the operating fund of the sport, 40% to the Endowment and 10% to the general scholarship fund. Specific Excellence Funds have already been established for men's soccer, baseball, and men's golf. There are also plans to revamp the annual fund, which is the mechanism to cultivate future gifts.

ATH - 2 Update on the hiring of the Executive Associate Athletic Director for External Operations

A national search for the Executive Associate Athletics Director for External Operations is ongoing and three excellent candidates were recently interviewed on campus. The search committee has identified a finalist and we are waiting for the process to be finalized.

Transition to Closed Session

Chair Hoyle noted that agenda item ATH-3 required the Committee to convene in closed session. He reminded the members that nothing would be discussed during closed session other than ATH-3 and that no vote would be taken until the Committee reconvened in open session.

Hoyle then read the motion to enter closed session:

At this time, I move that we convene in closed session pursuant to Section 143-318.11(5) and (6) of the North Carolina Open Meetings Law to consider the amount of compensation and other material terms of an employment contract or proposed employment contract and to consider the qualifications, competence, performance, character, fitness, conditions of appointment, or conditions of initial employment of an employee or prospective employee.

Trustee Betsy Oakley seconded the motion. On roll call vote, the motion carried unanimously.

General Account of Closed Session Items

Members Present: Chair George Hoyle, Betsy Oakley, Haz Mengesha, Elizabeth Phillips

Others Present: Chancellor Frank Gilliam; Brian Mackin, Director of Athletics; Jerry Blakemore, General Counsel; Kristen Bonatz, Associate General Counsel; Waiyi Tse, Chief of Staff; Kelly Harris, Associate Chief of Staff and Assistant Secretary to the Board of Trustees.

ATH – 3 Personnel Matters

Mackin reviewed information regarding athletic coach contracts and non-salary compensation recommendations as presented in agenda item ATH-3.

Open Session Vote on Closed Session Items

Following return to open session, Chair Hoyle requested a motion to approve the personnel matters presented in agenda item ATH-3. Trustee Betsy Oakley made the motion; Trustee Haz Mengesha seconded. On roll call vote, the motion carried unanimously. As recommended by the Committee, agenda item ATH-3 will be presented to the full board for approval on Thursday March 24.

Information Item:

ATH - 4 NCAA Compliance Review

Mackin was asked about his vision for Compliance. He replied that his message is simply to “Do the Right Thing” and adhere to NCAA and UNCG rules. Should there be an infraction, the Chancellor and General Counsel will be immediately alerted and action will be swiftly taken. Mackin shared his belief that violations are best handled by a non-partisan entity to avoid bias.

In response to a question from Chair Hoyle, Executive Associate Athletic Director/SWA Jody Smith informed the Committee that there has been no real change in student-athlete Name Image Likeness (NIL) deals since the Committee last met. Student-Athletes who have participated in NIL activities have been social media influencers, one in photography, and one connected with a non-profit organization.

Adjournment

With no new business, the meeting was adjourned at 4:09 p.m.

Respectfully submitted,



Kelly Harris

Assistant Secretary to the Board of Trustees