

Vitalization Project – Workgroup 4  
Meeting #1 / Shelbyville Room @ 3:04pm  
Minutes

1. Introductions: Tami, Steve, Kelsie, Kevin, and Dan
2. Tami led discussion on the vision of our group in relation to Dr. Glassman’s vision and the Project’s goals. She covered the five areas in his speech (see Dr. Glassman’s speech points on the Vitalization Project website).
3. Tami gave us the timeline: Present a draft to the President by **November 1<sup>st</sup>**. The draft will come back to the group by **November 15<sup>th</sup>** with consideration points, and our group will then submit final report by **December 15<sup>th</sup>**.
4. Tami will present a report template that all workgroups will use, and in the report, major opinions and minor opinions will be included with explanations on each view. This will help the President in view all workgroup findings.
5. Tami asked for ideas and presented two articles (handouts) she has found to help us in the process. The articles are “The Importance of College Athletic Programs to Universities” and “College Athletics: Necessary, Not Just Nice To Have” and we discussed them.
6. We asked Athletic Director, Tom Michaels (in attendance), if we need to go through him to contact his staff for interviews. He said if we would like to contact coaches or student staff for interviews, then we go through him, but we can just contact his executive staff independently.
7. We agreed to go as pairs or more to do interviews, and one of our first interviews is with the Athletic Director planned in the next few days. We plan to cover some areas from the articles, such as, leadership development (Kelsie), Recruitment (Dan & Kevin), Town-gown relationships (Tami & Steve), Advancement (Tami & Steve), Branding (Tami & Steve), and Lifelong friendships to name a few. These were numbered in the article and our names are beside those we decided to investigate.
8. Each committee member will develop several questions and discuss them at our next meeting. We need questions that are specific to each area and general questions that can relate to all areas. Dan shared his experience with “exit interviews” and the NCAA reports in relation to Intercollegiate Academic Board (IAB) with exit interviews.
9. Marketing was briefly discussed with how it shows success and increases enrollment. Maybe review Athletics investments and improving plans.
10. Other topics/questions were suggested for future discussion/investigation: Profit-loss sheets with budget considerations concerning FY15 and FY16 – years will be different due to budget cuts and furloughs, etc., and total number of sports.
11. Tami asked for communication as a group and then comments from the floor.
12. Tami announced second meeting on Friday, October 14 at 9:00am in Shelbyville room and adjournment.