

Vitalization Project – Workgroup 4
Meeting #3, Shelbyville Room
4:00pm, Oct. 18, 2016
MINUTES

-Committee members present: Tami Babbs (Chair), Steve Rich, Dan Sheeran, Kelsie Abolt, and Kevin Linker

-Tami called the meeting to order and the minutes of the 10/14/16 meeting were unanimously approved following a motion by Kevin and second by Dan. Tami said each agenda must be sent 48 hours in advance to Ryan Gibson for website. She will add Communication as a consistent point to the agenda per committee recommendation.

-Sharepoint:

Our Workgroup electronic communication tool was setup by Tami and she discussed the meeting calendar and documents entered. She mentioned the template for the final report on Sharepoint and how we all can enter our recommendations. Tami would like all recommendations in the majority recommendation section at first, and as we discuss them, begin moving some recommendations to the minority section. All our summaries are to be discussed and feedback listed as recommendations in the report allowing for notes and points on whether we agree or disagree. Kelsie made a suggestion that the final report should be written by one committee member for phrasing, terminology, and continuity.

-Interview feedback:

Dan announced our interview with Kelly Miller, Admissions Director, on Thursday at 3pm and possible interviews with other groups/offices, such as, the Honor's College, Athletic Academic Center, and Athletic recruiters (Coaches). Student athletes in the Honor's program could be interviewed. Tami mentioned athletes that received the "Academic Medal of Honor" and Kevin suggested interviewing Cindy Miller, Academic Center Director. Tami and Steve are interviewing Rich Moser, Associate Athletic Director, on Wednesday, October 19 at 9:30am. Kelsie is working with Student Government on how to build student interest in athletics, as well as, interviewing student athletes on their experiences. She has five interviews scheduled and already has met with two students.

Tami shared that the Vitalization Project website had the updated budgets from Paul McCann, and Steve had the 41 page printout. Budgets can be viewed from Fiscal Year 2011 through FY15. FY16 is not completely available until January 2017. Steve mentioned that Athletics has more budget lines than most units due to each sport breakdown. Dan said the two most important budget lines are the total revenue and total expenses: they show a net loss. Steve pointed out the 2016 budget doesn't show a deficit possibly due to coaches/staff leaving EIU.

Steve shared feedback from his interview with Tom Michael, Athletic Director, and noted concerns that we have a \$13 million operation that has an empty office, no business manager, which is not sustainable in the long term. Dan said this is a common practice and consistent with all other offices at Eastern. He mentioned enhancing accounting practices/processes and Tami said the Business Office has picked up reports such as the NCAA report and the EADA report. Steve said positions weren't filled in order to balance their budgets.

Steve continued saying Athletics has certain responsibilities that must be maintained as compliance with the Civil Rights Office (CRO). In our interview with Tom Michaels, he asked the question, "Are we providing our students an appropriate Division 1 experience?" Steve and Dan discussed the treatment of student athletes concerning risk and liability as well as strength and conditioning in relation to those areas that have been eliminated with budget cuts. Kelsie reported that students are saying their experiences could be better, but where is the funding going to come from? In addition, Steve discussed older facilities in need of repair/replacement and the cost for upkeep, etc.

Dan shared athlete's feedback from the IAB exit interviews and how the student athletes expressed adverse conditions in travel and limited practice space. He posed the question if we can actually be Division 1 and how do we do it.

In response, Steve shared about branding and our media exposure. Dan asked for measurable data to determine support. Tami and Steve mentioned student athlete alumni who have contributed with a couple examples of student athlete alumni who support other areas and academics first. Tami said alumni donations could be tracked if enough time was allotted, but ten days is not enough time (report deadline November 1).

Competitiveness as a D1 school was discussed and Steve mentioned state support and how other athletic programs compare in terms of budget and victories. Kevin mentioned to look into benchmark schools and conference school comparisons. Steve said there are differences in budgets with a dozen D1 schools having budgets over \$100,000,000. He said despite our lack of new or repaired facilities, Eastern still has success with Track and Field, and even Football. Dan asked if sports could be cut or the cost of student scholarships, and if so, how would Title IV factor in the process.

Dan recommended having Jim Davis come talk at one of our future meetings. Tami asked for further discussion and additional questions, and hearing none, asked for motion to adjourn. The motion was made by Kelsie, with Kevin seconding, and all were in favor.