The meeting was called to order at 9:00 AM by Chris Geyerman, FAR.

Members and Visitors Present


Introduction of Guest by Sam Baker:

Rose Carter:

- Athletics is using the internet to provide information on a multitude of channels: the website, facebook and twitter. We need to add more video and fun content, but being careful in not sharing too much information on individual student-athletes. It is critical for athletics to make move from thinking in terms of just the computer and laptop to making our website and information easily available on smart phones. Mid-summer we launched the athletics facebook page which allows us to connect with fans and prospective student-athletes by providing information and linking them to the website for more information, schedules, etc. We are beginning to change the way we write – short pieces of information on facebook and twitter and links to the web. Information is being broken down into smaller and smaller pieces – long form stories are too much for most people to handle, attention spans and discretionary time have decreased greatly. Waiting on mobile functionality, tied into a University project. Also hope to make other enhancements.

Approval of Minutes

- The minutes of the meeting for August 27, 2010 were unanimously approved.

Financial Update

Jeff Blythe:

- The Controller’s database is down so the hard copy of the budget report is not available. As soon as it is available the report will be sent via email to the committee.
- Gate receipts for the first football game made budget.
- Projected ticket revenue for the remainder of the football season is looking good.
- Due to increased enrollment student athletic fees are trending higher than budgeted for the fall semester.
- Will continue to work with the coaches on monitoring their expenses.

Schedule Approvals

Cathy Beene:

- None.
Athletics Update

Sam Baker:

- Appreciate Rose Carter coming in and giving an update on media relations. Media relations has changed tremendously. Streaming has become extremely important to recruiting. Parents in other states can watch their son or daughter play.
- As mandated in the NCAA Report on Penalties, the update on continuing rules education will be sent to the NCAA by October 1. One part of the penalties was for men’s basketball staff to attend a NCAA Rules Seminar. They traveled to Indianapolis in May. Sam Baker, Keith Roughton and Claudia Batichon also attended the training.
- At the Student-Athlete Convocation academic integrity was a point of emphasis as was stressing the desire to compete.
- Fall sports are off to a good start. Women’s soccer is 3-4, men’s soccer is 3-2-1, and football is 2-1. Football plays #11 ranked Elon on September 25. Golf had a good trip to Scotland. Men’s and women’s tennis are in their fall schedule.
- People are energized and calling Athletic Foundation about donating and purchasing football parking.
- A new golf cart/4-wheeler policy has been created for the Paulson parking lot. This became necessary because of a near accident in the parking lot at the first home game.

NCAA Representative Update

Chris Geyerman:
- No report.

Athletic Foundation Report

John Mulhern:

- The Athletic Foundation audit showed $2.37 million was raised in 2009-2010. This represents funds raised for scholarships, facility improvements and special projects. The goal this year is to increase the amount given to Athletics by $250,000.
- The focus is being centered on the student-athlete and “Rings and Diplomas”.
- The recent Day for Southern campaign was successful.

New Business

- As required on an annual basis the Gender Equity & Minority Plans were approved.

Old Business

- None.

The meeting was adjourned at 9:35 AM

Respectfully submitted,

Lanell VanLandingham
Senior Administrative Secretary
Department of Athletics