UNIVERSITY ATHLETICS COMMITTEE
January 23, 2013

Meeting was called to order at 8:00 AM by Cheryl Aasheim, Chair.

Members and Visitors Present

Cheryl Aasheim, Carrie Bailey, Cathy Beene, Moriah Bellissimo, Jeff Blythe, Ron Core, Tom Kleinlein, Bill Levernier, John Mulherin, Michelle Reidel, Keith Roughton, Fred Smith, Reed Smith and James Stephens.

Approval of Minutes

The minutes of the meeting for November 28, 2012, were unanimously approved.

Financial Update

Jeff Blythe:

- The January budget report was previously emailed to the UAC for review.
- Spring enrollment is a concern. We are keeping an eye on student fees.
- The Georgia guarantee check should arrive soon.
- Expenses for Sports Medicine and facilities are up. There have been a lot of injuries. Met with coaches individually. The sports are doing well with their budgets.

Schedule Approvals

Cathy Beene:

- Football 2013 schedule, men’s and women’s soccer 2013 spring schedules were distributed. All schedules are in compliance with university and NCAA policies. The schedules were approved.

Athletics Update

TK:

- It has been an interesting 5 weeks.
- The Athletics administrative staff along with some other individuals we are working on a strategic plan. It has been interesting to hear everyone’s thoughts.
- There will be some restructuring in the department. Jeff Blythe and Cathy Beene have been promoted to Sr. Associate Athletic Directors effective February 1. A Business Officer will be hired. Along with her other duties, Cathy will work on the timeline and information for the move to FBS. New Media Department is dissolved.
- Discussed changes in NCAA policies.
- Question: How do the changes affect Georgia Southern moving to FBS? Watering down. Sunbelt is now calling us on a regular basis. FCS is going through an entire change in branding. The public perception of FCS is that it is not big time football.
• Read an article titled, “Why All the Movement?” recently. 1.1 billion is spent in advertising. Huge corporate market. Will send it to the committee.
• Battle between Big 10, Big 12 and NCAA.

NCAA Representative Update

Chris Geyerman:

• N/A

Athletic Foundation Report

John Mulherin:

• Started the renewal campaign earlier this year. Started sending correspondence electronically on January 15.
• Double Donor Campaign – Text GATA and “High Five an Eagle”. It’s a $5 donation. Reaching out to new donors.
• Question: How much to put a name on the new football building? Naming opportunity is $3 million (2 donors - $1.5 million each).

New Business

• Next UAC Meeting February 27 at 8:00 AM in the Cone Hall Conference Room.

Old Business

• 206 student-athletes with a 3.0 GPA or higher were recognized at halftime of the men’s basketball game.
• Capital One – GSU 8th, Commissioners Cup – GSU 10th

Meeting adjourned at: 8:40 AM