UNIVERSITY ATHLETICS COMMITTEE  
November 19, 2010

The meeting was called to order at 9:00 AM by Tony Barilla, Chair.

Members and Visitors Present


Introduction of Guest by Sam Baker:

Brent Jones, Director of Eagle Sports Marketing:

- Technology is a big part of a college student’s life today. Marketing is always trying to find new ways to communicate with students. At events we ask the students and public, “Do you want to know more about Georgia Southern Athletics.” We utilize the Athletics web site, Facebook and Twitter. Gus’ facebook now has over 5,000 fans. Created a viral video with GUS showing GUS getting ready for the “BLUE OUT” game and it became an instant hit online and via other media mediums including being played in its entirety on a news channel in Savannah. I played college sports so I understand the student-athlete in all sports wanting to be marketed and promoted.

Approval of Minutes

- The minutes of the meeting for October 29, 2010 were unanimously approved.

Financial Update

Sam Baker:

- Revenue is continuing to meet budget. Football gate receipts for ASU were over $180K. Basketball season tickets are on budget from years past.

- We will continue to monitor expenses. All the fall sports have done an outstanding job with their travel budgets. In the next month, spring scholarships will hit our budget and we will have a better idea of where we stand.

Schedule Approvals

Sam Baker:

- Distributed updated approved 2010-11 softball schedule for informational purposes only. A tournament was added in March at Knoxville, TN.

Athletics Update

Sam Baker:

- Appreciate Brent Jones providing the update on Eagle Sports Marketing. The committee meets the coaches and wanted to expose the committee to some of the support staff members. Wanted SAAB President, Caroline Bevellaired to speak but she was unavailable.
- The Athletic Foundation Committee met this week. In reading minutes from the August meeting I had stated it would be great if we could have a football season that gave us the possibility of once
again being in the playoffs. If we beat Furman on Saturday the possibility is there. Coach Monken has done a great job. After the loss to Samford everyone was down but at the Appalachian State game the crowd was excited and that atmosphere will help with recruiting.

- Men’s basketball is up and running. Senior Willie Powers knee injury hurts. The team is young and needs to play under control but we’re excited with the talent on this team.
- Women’s basketball hosts Alabama tonight. They played well in their opener at Georgia. I think they will have a great season.
- We decided to make a change in women’s soccer head coach. There are currently 45 applicants and expect several more to apply before the deadline next Friday. Georgia Southern is an attractive institution to candidates and the Southern Conference is a competitive league.
- By the time we meet again in January it will almost be time for baseball. There will be a limited amount of home basketball games left for the students to attend once they return in mid January.
- We appreciate all the assistance Dr. Core and Dr. Keel has given to Athletics. Dr. Keel attends many events in all sports.
- The Southern Conference is encouraging the Presidents of each institution to work together with each other. Also encouraging academics to work together and have visiting professors from Conference institutions.

NCAA Representative Update

Chris Geyerman:

- None.

Athletic Foundation Report

John Mulhern:

- Working on year end.
- Frank Hook is retiring from the Alumni office. He will join the Athletic Foundation on a part-time basis.

New Business

- 

Old Business

- Next meeting is scheduled for November 19 at 9:00 AM.

The meeting was adjourned at 9:27 AM

Respectfully submitted,

Lanell VanLandingham
Senior Administrative Secretary
Department of Athletics