

## 2013-2014 Year-End Committee Report Form

**Committee:** Athletics Board

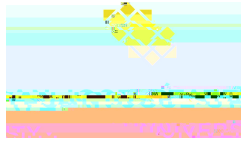
**Chair:**

**Chair-Elect for 2014-2015:**

We elect a chair at the Sept meeting

(Please include phone/zip/email if available)

Minutes of meetings are attached (none for the two April meetings where we interviewed coaches for the award, or for the May awards meeting).



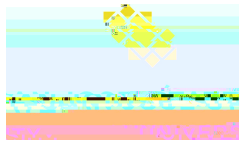
**Athletics Board Meeting**  
**Friday, September 13, 2013**  
**9:00 to 10:30 a.m. – Tower Hall 110**

**Minutes**

**APPROVAL OF NOTES OF THE MAY 10, 2013 MEETING**

## **SPARTAN FOUNDATION REPORT**

The Spartan Foundation has had a very good fundraising campaign, with \$1.5 million raised and over 1,000 donors. However, the fundraising campaign budget spending is at bottom. Need to continue to work harder to raise funds for student-athletes scholarships. The donor seating program went well. One problem encountered was the online seat backs from section 110-112. The Spartan Foundation sent letters to holders of stadium section 110-112 explaining the situation regarding



**Athletics Board Meeting**  
**Friday, October 11, 2013**  
**9:00 to 10:30 a.m. – Tower Hall 110**

**Minutes**

Members present: Nicholas Ayala, Patricia Backer, Annie Blaylock, Pat Brick, Bill Campsey, Liz Jarnigan, Sonja Lilienthal, Lynn Meade, Annette Nellen.

Members absent: Gene Bleymaier, Richard Francisco, Dorothy Poole, Beth Von Till

Chair Nellen brought the meeting to order at 9:00 a.m.

**INTRODUCTIONS**

Ms. Annie Blaylock was introduced as the new Athletics Board student member, serving as the Associated Students Director of Extracurricular Affairs. Chair Nellen briefed her about the Board's charge.

**APPROVAL OF NOTES OF THE SEPTEMBER 13, 2013 MEETING**

The notes of the September 13, 2013 meeting were approved as submitted.

**ATHLETICS REPORT**

Associate Athletics Director for Student Services, Elizabeth Jarnigan, and Assistant Athletics Director for Compliance, Lynn Meade, provided an update on some activities in Athletics in the absence of Director Bleymaier, who is traveling for the SJSU vs. Colorado State football game. Several football athletes are plagued with injuries. "Register" means that a student-athlete is cleared to practice but does not play.

In response to a question about students and majors: Some student-athletes who are not doing well in their chosen majors have to be advised about the need to think about the possibility of changing majors so that they can meet the NCAA student-athletes GPA requirements, as well as unit progression requirements. They are not being

students. They have to meet both SJSU and NCAA GPA

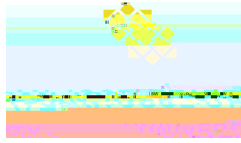
GEDAC Chair Jarnigan reported that the committee has not met because of her need to focus on student-athletes eligibility and APR work. There are several athletics staff members out of the office, and she solely ended up needing to take care of the APR report and the student-athletes certification to play. GEDAC will be meeting at least once per semester and will primarily meet to monitor roster management and ensure gender equity proportionality. Over 51 percent of student-athletes need to be female, and Athletics continues to find ways to meet that NCAA requirement.

Track and Field (indoor and outdoor) will start 01/25(a)3.13789(p)213585(6)120.709(e)7)21351.7465(0)25

No new items discussed.

The meeting adjourned at 10:40 a.m.





## **Athletics Board Meeting**

to break even because of the expenses that go with hosting a bowl), it would serve as a showcasing opportunity for the University and Athletics.

Director Bleymaier passed around a copy of the stadium construction aerial map and described the vision for the different facilities, such as the practice fields, playing facilities, and parking facilities. Part of the vision was to request the closure of 10<sup>th</sup> Street along the area of Spartan Stadium, but was told that such proposition would take decades to achieve/approve as was the case with the closure of San Carlos Street. Conversations continue with the City of San Jose Mayor's Office to gain partnership support for this project, including the approval of a crosswalk between the Koret Center and Simpkin's Stadium Center (Stadium Way). Union Pacific Railroad owns 20 feet of 7<sup>th</sup> street area in front of Spartan Stadium. Director Bleymair was directed to speak with Mr. Rod Diridon for assistance with dealing with the Railroad.

Work continues to ensure that the six sports currently housed on the main campus will have adequate facilities such as coaches' offices, student-athletes weight training rooms, locker rooms, advisers offices, etc. on the main campus so that student-athletes, coaches, and staff don't have to travel back and forth from the south campus to the main campus.

more emphasis on team involvement in the community. Board members inquired whether an award for the outstanding team in this area might help. Students thought it might. They were also interested in a Board member's suggestion of a university task force to help make people more aware of all athletics sport competitions and how to obtain free home game tickets/ The students also suggested it would be nice to see a wall section in the new Student Union where competition schedules and free ticket information can be posted. There was a discussion about inviting campus faculty and staff to become "honorary coaches" to spend time with the student-athletes and perhaps attend pre-game activities as a way to learn more about athletics and what students do to prepare for games.

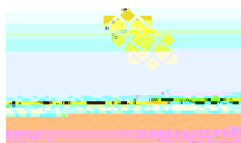
### **SPARTAN FOUNDATION REPORT**

No Spartan Foundation report today. President Pat Brick was unable to attend the meeting.

### **NEW ITEMS**

No new items discussed.

The meeting adjourned at 10:30 am.



**Athletics Board Meeting**  
**Friday, February 14, 2014**  
**9:00 to 10:30 a.m. – Tower Hall 110**

**Minutes**

Members present: Nicholas Ayala, Patricia Backer, Annie Blaylock, Gene Bleymaier, Pat Brick, Bill Campsey, Richard Francisco, Elizabeth Jarnigan, Sonja Lilienthal, Annette Nellen, Beth Von Till

Members absent: Lynn Meade, Dorothy Poole

Chair Nellen brought the meeting to order at 9:00 a.m.

The notes of the November 1, 2013 meeting were approved with one revision, able to host the Super Bowl (not a bowl).

**ATHLETICS MARKETING VISIT**

Mr. Blake Zasaki, Senior Associate Athletics Director for External Relations thanked the Board for inviting him to speak. He talked about Athletics marketing successes and challenges. One of the positive things is that Athletics took steps to increase their advertising budget and have hired an advertising agency that has been able to expand their marketing efforts all around. This new marketing agency has been able to increase revenue by 50 percent. They had an increase of 25 percent in the sale of football tickets. SJSU is in second place among Mountain West team in football attendance increase. Student attendance increased by 25 percent. Athletics weekly electronic newsletters are reaching about 20,000 students, alumni and friends. Sale of merchandise has also increased by 48 percent. The attendance at basketball games has increased, but not by much. They are working to do better here.

One big challenge is that Athletics does not have a strong student intern program. Athletics is reaching out to Business and Kinesiology to try to put such a student program in place. Sonja suggested that a good way to get interns is to bring them in and have them participate in similar way as The Apprentice TV show. They currently only have one graduate assistant intern. Student interns are not required to be paid. Another big challenge is campus advertisements to reach out to students, faculty and staff to attend the games and finding the best way to distribute tickets. Athletics currently is not able to issue electronic tickets because it would cost 4 cents to print each ticket. They will be exploring the idea of simply having students; faculty and staff present their IDs instead of tickets when they attend a game. Athletics currently promotes games using the Event Center video board; work with Associated Students and Greek organizations and they are working with Barry Shiller in Uni(n)-0.956417(t)-2.5365

pride. The free tickets offer for faculty and staff was for this year only, as we entered the

**FOLLOW-UP ON SUGGESTIONS OF THE STUDENT-ATHLETES WHO VISITED ON NOVEMBER 1**

This item was deferred to the next meeting.

**NEW ITEMS**

The Head Coach of the year and assistant coach of the year awards will be presented in early May. The Board will interview and select the winning coaches at the April 11 meeting. The Board will meet at South campus.

President Qayoumi will be invited to attend the March 7 meeting.

The meeting adjourned at 10:30 a.m.



## **PRESIDENT QAYOUMI'S VISIT – Time Certain of 9:30 a.m.**

President Qayoumi thanked all of the Board members for their contributions to move Athletics to the next level. There have been many great changes with the transition to the Mountain West.

Title IX issues are in compliance; student-athletes APR scores are a sign of pride and job. He attended the alumni gathering at Palm desert and the topic of APR in Athletics was discussed with great level of enthusiasm and joy.

The CSU budget is in better shape then a few years ago, but it needs much improvement. Athletics is working to fundraise the money needed for the new south campus construction. Donors have not been as forthcoming as we would like them, and we need one or two champions to make it happen. One anchor gift in the range of 5-7 mil range would help at this time.

President Qayoumi would like to see the Athletics Board work to emphasize the role of Athletics to the campus community. It seems like the social aspect, the discipline and all such elements of Athletics sports are lost. Work to unite the campus with the South campus. Athletics is pretty much the only way to keep alumni connected and supportive.

## **FAR REPORT**

Not much to report today. FAR Campsey has been working with the two national groups he belongs to and the NCAA. Stay tuned for Division 1A governance changes.

## **COIA REPORT**

Pat Backer attended her first COIA meeting at Tampa. There are 66 schools that are members of COIA, yet only 27 attended the meeting. The NCAA was represented and the Knight Commission gave a briefing. The consultant to the NCAA gave a good report.

## **SPARTAN FOUNDATION REPORT**

Pat Brick had a retreat with the Spartan Foundation in January. In 2013, 1.5 was raised through the Spartan Foundation. Some of the money raised was from the P955194(1)-12.5545(y)19.0819( )-5

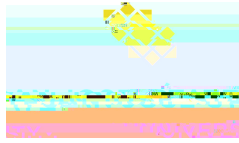


**DISCUSSION OF IDEAS FROM STUDENTS WHO VISITED THE BOARD IN  
NOVEMBER 2013**

This item was deferred to the next meeting.

**OTHER ITEMS**

Liz Jarnigan, Bill Campsey and Pat Backer will present the report to Academic Senate this year. The Board will talk about the student-athletes APR; will show Football APR scores and compare to Cal and other schools.



**Athletics Board Meeting**  
**Friday, May 2, 2014**  
**9:00 to 10:30 a.m. – TH 110**

**Minutes**

Members present: Nicholas Ayala, Patricia Backer, Annie Blaylock, Pat Brick, Bill Campsey, Elizabeth Jarnigan, Sonja Lilienthal, Lynn Meade; Annette Nellen, Beth Von Till

Members absent: Gene Bleymaier, Dorothy Poole, Richard Francisco.

GUEST: Marie Tuite, Sr. Associate AD/COO

Chair Nellen brought the meeting to order at 9:00 a.m.

Three Student-Athletes were affected in a recent apartment fire. Counseling services have been provided to students and families affected by this tragedy. Athletics is working with the NCAA to clear the way to conduct fundraising efforts in support of the student-athletes affected. Athletics has to be in compliance with NCAA rules and regulations for student-athletes impacted by unforeseen extraordinary circumstances.

Just went through the last week of sports with Softball, Baseball and Gymnastics.

event that should continue – having a faculty member of the board meet with any new head coach.

### **QUESTIONS ABOUT SOME TOPICS FROM THE COACHES INTERVIEWS**

The Board discussed issues that surfaced while the Board conducted interviews for the selection of Academic Head Coach Award and Assistant Head Coach Award awards. Night study hall transportation and safety from the main campus to South campus is a concern. It was said that student-athletes can have night study hall in the campus dorms. The campus shuttles do not run on Fridays and weeke