

## University Athletic Committee

February 29, 2012

3:30 PM

Bowman Room

**Members Present:** Fred Benfield, Hannah Billings, Mike Ellerbrock, Richard Ferraro, Robena Hughes, Art Keown, Margarita McGrath, Jacqueline Nottingham, Scot Pleasant, Glenn Reynolds, Stephen Schoenholtz, Holly Scoggins, Don Shoemaker, Joseph Tront, Franklin Warren, Jim Weaver, Lorenzo Williams.

**Members Absent:** Richard Benson, Larry Killough, Susan Short, Dean Stauffer.

**Representatives:** David Everett for Lu Merritt, Samantha Baker for Dwight Shelton.

**Guest Present:** **Charles Adair**, Head Women's Soccer Coach, **Tom Gabbard**, Associate Athletic Director for External Affairs, **Jon Jaudon**, Associate Athletic Director for Administration, **Pam Linkous**, Human Resources & NCAA Initiative for Athletics, **Sharon McCloskey**, Senior Associate Athletic Director/Senior Women's Administrator.

**Recorder:** Joyce Wynn, Athletics

### BUSINESS

Art Keown, Chairman, called the meeting to order at 3:33 p.m.

Agenda for today's meeting was approved (motion was proposed, seconded and approved), Minutes for the January 31, 2012, meeting were approved (motion was proposed, seconded and approved).

### REPORTS

#### Coaches Perspective – Woman's Soccer (Charles Adair)

Charles "Chugger" Adair entered first season as head Woman's Soccer Coach. Chugger was assistant Women's Soccer Coach here at Virginia Tech for five seasons. Chugger joined the Hokies after serving as Associate Head Coach for the US Santa Barbara women's soccer team. Since April 2004, Adair has been an assistant coach and scout on the Cal-South Olympic Development staff. In 2003, he was an Assistant Coach with the San Diego Spirit of the Women's United Soccer Association. He spent one season as an assistant coach for both the men's and women's teams at Pacific University in Portland Ore. He also was an assistant coach for the University of San Diego's Men's team from 1998-2000. Adair competed professionally for 10 years. Adair spent three years 1990-1992 at the University of San Diego, he was an All-American.

The ACC is the strongest conference in women's soccer.

- Since Adair has been at Virginia Tech the Hokies made four NCAA Tournament appearances, as well as four ACC Tournament appearances.
- Finished 21 in the nation this year. I contribute our success to the hard work of the student-athlete, the support of the administration, and baby steps over the years learning what it takes to get there and the quality of the student-athletes.
- Classroom, our team maintains a 3.2 GPA and pretty close to a 100% graduation rate.
- Recruiting, we are working on our 2014 incoming class, these are sophomores in High School right now. Makes it very difficult to recruit. I have a very good 2012 class coming in right now. We are finished with our 2013 class as well.
- The locker room project has been tremendous, doubling our space. We use to have to share bathroom and two outdated locker rooms. Now we have our own new bathroom and larger updated locker room with lounge area with flat screen TV

- Our Leadership Development that Kelly Cagle started when she was here has continued. It is a tremendous learning experience for our athletes. Every Friday instead of training they spend an hour with Dr. Bennett. We are using Habitudes now. It has helped our athletes move on to the next level. They come back and talk to us about workplace situations and real life and point to our leadership development program as aiding in those experiences.
- We take part in teambuilding in the fall and are looking at military exercise training.

Q: What is your signing date?

A: We have the same signing date as Football. However we have verbal commitments several years prior. We do not have a recruiting calendar like some of the other sports. We can recruit every day of the year, there is no limit.

Q: How many scholarships do you have?

A: 14.

Q: Do you do partials scholarships?

A: Yes we are not a head count sport. As low as a book scholarship up to a full ride. We try and share the money based on need, ability and success in the program. We try and leave a little bit of money in our pool so that our returning athletes can be rewarded for outstanding achievement.

Q: If the NCAA goes through with that \$2000.00 stipend, is that just for Football players?

A: That has not gone through and we do not know. It will go up again for vote in April. It will be across the board from what I hear.

Q: What happens to partial?

A: They will get prorated. That is just speculation on our part as we do not have anything concrete.

Q: Verbal commitment does that bind the student to us?

A: Does not bind either party.

Q: In terms of official visits that is still when they are seniors in high school? So if they come for a visit before that they pay their own way?

A: Right, our official visits are like celebrations. They come and meet their teammates and have fun. Sophomores come on an unofficial visit and pay their own way, travel, food and lodging. We cannot take them off campus which makes it more regional as not many can pay to fly out from west coast.

Q: How many verbal commits end up working out? Do you lose some of them on the way?

A: We have not lost any.

Q: So if they come on unofficial visit as sophomore, do you have them back on official visit as seniors?

A: Yes.

## **Report on Fundraising and the Impact on Reseating (David Everett).**

- David Everett is originally from Emporia Virginia came to Virginia Tech on a football scholarship and graduated in 1988 in finance. Went to work for Virginia Tech Student Aid Association for 8 years and then moved to the College of Business for 3 ½ years and came back to the Athletic Department Fund raising in 1999.
- Would like to recognize current Vice President of our Athletic Fund who will take over as President in July 1<sup>st</sup> Glenn Reynolds. Dr. Keown was head of department of finance when I graduated in 1988. We have both been here for a long time.
- Athletic fund raising numbers are the best in 64 years. We are sure reseating had something to do with it but hard work and dedication of our veteran fund raising staff that have over 117 years of experience as well as our volunteer hokie reps out in the field help us raise funds.
- We track our numbers through three distinct areas: scholarships which are comprised of the annual fund and endowment, Capital Project and Athletic Initiative which are primarily sports specific.
- Gifts to Scholarships were up 3.7 million to \$13,470,000.00.
- Annual fund was up 1.5 million to \$9,539,000.00
- Athletic Endowment was up 2.2 million to \$3,631,000.00
- ACC reports on calendar year and we are asked to submit that for survey purposes. Our calendar year numbers were 28.2 million dollars which is an all-time high for us.

- The athletic endowment, depending on the day in the market, stands at just over 35 million dollars. We receive about 1.7 million dollars payout off the endowment toward the 10.4 million scholarship bill. The remainder of the scholarship bill is funded through gifts to the annual fund.
- Our membership stands at 11,321 Hokie Club Members. Total increase of 461 members through the first 6 months.
- Field House campaign has raised over 7 million to date in gifts and pledges.
- The recently completed campaign for Virginia Tech revealed that athletics led the way led the way raising \$226,000,000.00 of the university total of 1.12 billion dollars.
- Reseating Lane Stadium
  - First reseating occurred in 2005.
  - A brochure was sent out in December to all Hokie Donors and season ticket holders.
  - The Ladder will again be used to determine equitable priority by which season tickets and parking are assigned.
  - New this reseating year is:
    - online selection process
    - parking selection
    - allowing all donors to personally select their seats

Q: The football ticket order is due Friday, March 2, 2012. That is earlier than it has been. Will it go back to May 1<sup>st</sup> in the coming year?

A: It is only early this year because of the reseating.

Q: Is this reseating ladder the same for ordering tickets? I ordered one time and was then told they were sold out.

A: We have 1,000 to 1,500 tickets that come open due to attrition depending on the year. The ticket office would look at the request based on the ladder and fill those tickets till they are gone.

Q: If a person misses the deadline to purchase season tickets where do they go?

A: They go to the bottom and then ranked.

Q: Are you sending out any more notifications?

A: Yes. We have 2 more.

Q: How long will this stick in terms of tickets and parking?

A: Parking we will redo every year. Tickets, we will reseat the stadium every 5 to 7 years.

Q: The reseating computer process has it been used somewhere else?

A: Yes. North Carolina, Virginia, Clemson, Wake Forest have all used the same computer program and many of the NFL and major league baseball teams.

Q: Is it more commonplace to do the reseating? And is 5 to 7 year the average with other ACC schools.

A: Yes. That was the average when we did it the first time and we said we would do it 5 to 7 for the second time. We will check that before we engage in the next process to see what is happening.

Q: Basketball is on horizon for reseating?

A: Next year.

Q: I understand we have a tougher time selling the indoor club seats.

A: Yes. On the 6<sup>th</sup> floor we have 374 seats on the north end club and the south end club. We use some of them for special event seats and we have obligation for tickets to IMG and we give them indoor and then sell the outdoor tickets or give to students depending on the demand.

Q: What is IMG?

International Marketing Group. They handle our multimedia rights.

Q: When someone comes to pick their seats if they are not happy do we allow them to purchase club seats?

A: Yes. It is in the brochure. We call it an up seat. We do not allow club seat holders to go back because we are sold out.

West side outdoor club seats are being redone this year. Light food is now being served in the indoor club for this year.

Q: Group seating multi people logged on. If I click my four and my friend gets ready to click but someone else beats him to it, can that happen?

A: Yes it can happen.

- Q: Don't they have to go in on the lowest priority number of the group?
- Q: Yes. We have a mailing going out and a tutorial that they can go in and practice on a dummy site to feel comfortable with it.
- Q: When will the selection take place, is it 9 to 5?
- A: We are going to do it from 9 to 4 Monday through Friday.
- Q: Faculty & Staff come in after Silver Hokies and before Bronze Hokies. Will they then be ranked by their hokie club number?
- A: That is the way I understand it.
- Q: Is this selection for the outside seats or also for the club seats?
- A: It is for all seats, club seats as well. If you had 4 indoor club and 4 outdoor club you would select all at the same time.

### **Questions for Athletic Director (Jim Weaver)**

- Q: How are tickets sales for the ACC basketball tournament?
- A: I have not checked in the last week. We had a total of 990. I think Sandy Smith told me we had 470 available last week.
- Q: Any word on when the new members will join the conference?
- A: All indication is for 2013 Football Season. And that came as a result of the big money that West Virginia paid to get out and some logistical issues that the Big East now has to deal with. We cannot say for sure.
- Q: Any response about the Monday night football game?
- A: A few. The ACC Television contract calls for the ACC to play Labor Day night and it is our turn. We were fortunate to get it at home.

Art Keown dismissed the committee at 4:41 p.m.