

University Athletics Committee

October 10, 2017

Bowman Room, Jamerson Athletic Center

- Members Present:** Holly Scoggins (Chair), Kevin Gehr, Robena Hughes, Jennifer Hundley, Bill Lansden, Kristine Loscalzo, Matt Mayotte, Thomas Mills, Robert Owen, Robert Parker, Dwight Shelton, Brian Strahm, Susan Sumner, Terry Swecker, Joe Tront, Steve Trost, Chris Wise for Patty Perillo
- Members Absent:** Rachel Holloway, Whit Babcock, Gordon Bryan, Joseph Gabbard, John Pinkerton, Paul Winistorfer, Jay Poole, Irene Leech, Patty Perillo
- Guests Present:** Derek Gwinn, Assistant AD Compliance
Ryan Connolly, Union Park/Departmental Recruiting Liaison
Danny White, Senior Associate AD S-A Services/University Affairs
- Recorder:** Alison Whittaker, Associate Director Compliance and Admissions
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Holly Scoggins, Chair, called the meeting to order at 3:33 pm.

1. Approval of Agenda

A motion was made and seconded to approve the agenda, and was passed by unanimous vote.

2. Approval of Minutes from September 12, 2017

A motion was made and seconded to approve the minutes of September 12, 2017. The motion passed by unanimous vote.

3. Subcommittee Sign-Up sheet passed around.

Business

4. Update and Q&A

Danny White

- CAPS- Compliance, Academics, Performance, Support
 - Compliance- Derek Gwinn will discuss further- College basketball handout regarding the FBI's investigation into College Hoops.
 - Academics- Matt Mayotte introduced Alise Svihla, new Associate Director Academic Counselor for Basketball (Men's and Women's) and Volleyball. Came from South Carolina with 10 years of experience in advising.
 - Performance- Clemson game- continue to have a unique relationship with Gameday. Read tweet about "take notes from VT to host Gameday". ESPN commenting positive.
 - Sell out game, second in a row.
 - Survey after each game- sent to select fans- use data to analyze the game day experience for fans. What they like, what we need to improve on- parking, traffic always working on. Concessions improvement.
 - Ranked 3rd best in the ACC for Fan experience.
 - Support- Hall of Fame event recap- 600 people highest attendance ever. Well organized and went well.
 - Shooting in Las Vegas- In communication with Desiree. FB wore a ribbon on the helmet, WVB wore the same ribbon on jersey.

Questions/Comments:

Dr. Tront mentioned that SAAC organized and sent cards to UNLV and Savoy due to the loss of his brother.

5. Development Update

Bill Lansden and Jay Poole

- Hokie Club- Reseating Info. Men's Basketball and Football.
 - March 31st deadline for Football.
 - Men's Basketball deadline June 30th.
 - Reseat every 3 years for both- 2020, 2023, 2026.
 - Men's Basketball reseating.
 - Sold 1,000 more tickets this year for Men's Basketball.
 - New seats in the student section are not padded.
- Hokie Scholarship Fund- Reasons for the new program.
 - 2015-2016 \$14 million in scholarship costs- Annual giving was @ \$9.8 million.
 - Only school in the Power 5 who did not have a per seat model.
 - Results of new program-
 - 2016-2017 giving \$16.2 million.
 - Overall giving \$33 million.
 - Membership grew to all time high- 13,700.
- Renewal packets will be sent out in 2 weeks.
- Solicit season ticket holders who are not Hokie Club members 3 times per year.
- Drive for 25 update-
 - 10,000 members 2015-2016, 13,700 members 2016-2017, so far for 2017-2018 2,428.
 - Membership starts over on July 1st. Number of members starts over each July.
 - Clemson has 20,000 members- advantage is 20,000 more seats in their stadium.
 - Targeting alumni 22-40 age range- we have an aging donor base.
 - Don't anticipate a jump in giving.
 - Anticipate the membership will grow.
- Paint the state program- each week challenge 2 states to increase members.
- Renewal date of March 31st 2018 allows for 2018-2019 benefits.

Jay Poole- perspective (Loyal donor and alum)

- Only one reason we show up each week- to win. Want to be competitive nationally, we need to pay for it. We have the facilities now we need to cover other costs.
- Out of state scholarships are costly.
- Drive for 25 is really important- Golden Era was 1999-2008. We had other priorities and missed out on those donors. We will get them back. Ask new alum to join in at the low levels to build base. Creating an opportunity for us to be competitive with the top schools. We need to be smarter.
- Money just goes to scholarships- not salaries or other items.
- Hokie Scholarship Fund- per seat requirements will build this.

Questions/Comments:

- Reseating every 3 years not well appreciated, people (Faculty) are not happy with it.
- Faculty not happy about no longer getting preferential treatment.
- If you were bumped for Men's Basketball seats you did not get the discount.
- F/S will not purchase tickets next year because they feel like they were bumped. Notify F/S earlier with all the info.
- What can we do to help the Drive to 25?
 - Make sure people know that the low levels of giving are fine. \$100 they can join. Don't need to worry about buying tickets, just join the Hokie Club.

6. Recruiting Compliance update

Derek Gwinn

- FBI Investigation into College Basketball- Shared article from Sports Illustrated.
 - This is an FBI investigation not at the NCAA level yet.
 - 3 year probe into High school and AAU level.
 - Marty Blazer was the key informant.
 - Louisville- Adidas paying recruits. Currently under probation for previous incidents. Could result in season suspensions if they are found to be in another violation.
 - Head coach responsibility- they have the ultimate responsibility of the entire staff. Once NCAA gets involved may see this come into play.
 - \$100,000s of dollars being moved to prospects to get them to choose certain schools.
 - VT Compliance meets with each sport staff monthly. Go over Head Coach responsibility each year. They understand how this impacts their program.
 - Could affect tournament revenues due to ACC schools not making the tournament.

Questions/Comments:

- How hard is this for compliance to track?
 - Very hard to track. NCAA has a staff to track, however does not have the tools the FBI has.
- How to try to prevent- Educate, hire the right staff, report any violations as they occur.
- This investigation is a huge deterrent as coaches and individuals lose their jobs. Hopefully proper punishments are handed out. Unfortunately, there are those who have lower morals and bad people. Not all are this way.
- Is it going to change the apparel/shoe companies?
 - We can hope, but there still may be those with lower integrity. We will find out if Nike was involved. Records were just subpoenaed.
- Unique Pressures from the NBA down to High schools and club teams. Could bring some restructuring and positive outcomes.
- Do you think the scandal is limited to basketball?
 - Probably not. MBB cases around 90% but there can be some others. The whole 1 and done issue, shoe companies, and AAU impact that. Football is not set up with shoe deals and AAU.

7. Centralized Recruiting

Ryan Connolly

- Each sport has a unique approach to recruiting. How do we bring the best of the best across all sports?
- Prospects come here and fall in love with the campus.
- How do we get the same magic on a June day as we feel on a fall football game day?
- How do we recruit?
 - Identify the prospects: Academics, Character, Talent
- Recruitment Process
 - Academics
 - Family
 - Personality
 - Work ethic
 - Talent
- Visits- (keys)
 - 1st impression is everything (welcome them home to VT)
 - Visit itinerary
 - Fulfilled
 - Expert on VT- Share with others their positive time. Expand our reach.
- Why centralized recruiting? How can we be better?
 - Self-evaluation
 - Power 5- ACC
 - Teamwork

- Where are we now?
 - Recruiting sub-committee- senior staff, asst coaches, staff, etc.
 - Pull ideas from all programs. Collaborate, disburse to all sports.
 - Consistency
- Coaches portal.
- Digital resources and social media.
- Campus involvement.
- Working together.
 - We all recruit VT- are successes are all the same.
 - How can we help?
 - How do we better articulate the community and the people of VT.

Questions/Comments:

- How do the coaches feel about the centralized recruiting?
 - Driven by coaches wanting to share ideas. Practical outflow- tailgate for all recruits.
- Men's Basketball and Football- in particular. Are they on board?
 - Coach Fuente enthusiastic and asked to have the all-sport tailgate in the indoor facility so all visiting students, parents, and VT teams could be together.
- Swimming has invited professors to a swim meet to show another side to the student-athlete.

8. Other Items:

- Next meeting November 8, 2017

Meeting Adjourned at 5:04pm