University Athletic Committee  
March 17, 2005  
Bowman Room, Jamerson Center


Members Absent: Lanny Cross, David Ford, Art Keown, Larry Killough, Steve McMullin, Jerry Niles, Hilda Reynolds, Jay Reynolds, Jesse Richardson, Dwight Shelton.

Representatives: Bill Campion for Lanny Cross, Melinda West for Dwight Shelton.

Guest Present: Randy Butt, Senior Associate Athletic Director Finance, Chris Helms, Director Student Athlete Academic Support Services, Jon Jaudon, Associate Athletic Director, Administration, Sharon McCloskey, Senior Associate Athletic Director, Senior Women’s Administrator, Tim Parker, Assistant Athletic Director Compliance, Kelly Woods, Intern for Athletics Compliance.

Recorded: Joyce Wynn, Athletic Department

Joe Tront, Chairman, called the meeting to order at 3:35 PM. The minutes of January 20, 2004 were approved. The agenda was accepted as proposed.

Announcements

Next meeting is Thursday, April 21, 2005. Tim Parker will speak on new academic regulations of the NCAA, Tom Gabbard will give update on construction projects, and Coach Beamer will make a presentation.

Business

Athletics Admissions Process (Norrine Bailey Spencer, Sharon McCloskey)
Recruiting process can take place anytime after the prospect has started classes in the ninth grade but you are limited in how you can correspond with prospects the first few years. In the month of May, for football, the coaches go out recruit rising seniors and pick up transcripts so that we can see if they are on course to complete the requirements for Virginia Tech. Athletics has a worksheet that we use for our transcript evaluation. We calculate the GPA and compare it to SAT/ACT scores for admission and NCAA purposes. We then send it to admissions office to get a preliminary opinion from them. Norrine makes the decision on all the student athletes and a member of her staff helps collect all the information and follow the student academically. Coaches know what to look for on the transcripts. The math and science are critical components for admission to VT. The NCAA has a check list for the home-schooled athlete and we have recruited and admitted several home-schooled students. All home-school curriculums are
monitored and approved by a governing body. We submit the transcripts of the home-schooled directly to the NCAA and they make the decisions. Every Friday the Admission office updates BRIO and the Athletics department is now on BRIO.

Football recruits the whole family. They have a brunch to which they invite the various college advisors to meet the students and the parents and after eating the students and their families are invited to the college that the student is interested in for a tour and information on that particular curriculum. Some of the other sports bring in recruits on a Friday so that the student may attend class with a student host to see what campus life is all about.

The impact of our athletic conference on admissions focus: We previously were marketing to the Northeastern United States as the football conference, The Big East, televised our football games to that region. Now that we are in the ACC our television coverage area has changed. We lose out on our pricing advantage we enjoyed in comparison to northeastern universities. Many ACC schools have incredible scholarship programs. Our biggest competitor is University of Virginia. UVA has a program called Virginia Access where you get all costs paid if you are within 200% of the poverty level. Because 2/3 of our student body receives need based aid and Virginia only has 10% in this category it would cost Virginia Tech $42 million dollars to build an endowment to match Virginia’s scholarship program.

We are seeking out areas in the southeast where students would be interested in what Virginia Tech has to offer in terms of majors. We are within 1% of applications that we received last year. Athlete credentials do go into the data base that calculates our university averages on an in-coming class’ statistics.

Most coaches work through Chris Helms and his office to arrange for meeting with academic officials in the area the student has expressed an interest. Chris has faculty on call on the most popular recruiting weekends.

We have an appeals committee if someone is turned down for admission.

**Athletics Department Financial Status** (Randy Butt)

**Revenues** The Black Coaches Association Game we made $800,000 because of our Hokie fans going to the game and it selling out. Football generated about $500,000 more than was projected primarily from season ticket sales, handling fees, internet fees, and chair back rentals. We sold out every game and we sold additional student season tickets.

Men’s Basketball season we budgeted to meet last year’s revenue and exceeded that by $400,000. More season tickets sold and we created a student season ticket in basketball.

Football video board put in 3 years ago at a cost of $1.1 million. ISP Sports footed the bill. We built the control room for video and put in the basketball boards for $860,000.00. All the money from the advertising revenue would go to ISP till the bill was paid off. They would then start paying off us for the cost of the Basketball video boards and control room. The $1.1 million has been repaid and now we will start getting our $860,000. Once that is received we will split ad revenue 50/50, projected to be $400,000 yearly.

Bonnie Henrickson contract settlement. She had a buy out clause in her contract that required a 4 year annual salary return to athletics if she were to leave. University of Kansas is paying that
over a 2 year period. $200,000 this year and next and then her annuity was forfeited when she left. We will allow that annuity to mature before taking the money back instead of taking the penalty for early withdrawal.

**Expenditures:** We are creating a few new one time projects. Tom Gabbard will go over these next month. The largest one is the Mosely practice field, the Soccer/Lacrosse complex and total renovation of the play and practice equipment room. We are waiting on the budget to be approved by the university.

Moving the band from the side of the coliseum to the end where the students sit was an expense. There were quite a few heating and air conditioning needs in Cassell Coliseum that had to be addressed. Basketball parking and shuttle service that we provided and got very good results and will continue.

Image campaign was done this year on radio and TV.

Increased cost for medical coverage for our student-athletes. We paid $500,000 this year and cost are expected to continue to rise.

Transfer to the student academic area. We increased our funding to that area by funding new position, salary retention and intern.

We budgeted a $1 million surplus for this year because we had an additional home football game and we were hopeful to participate in a bowl game. We knew that the ACC revenue share does not cover our cost due to how they handle their revenue sharing. This was a major cost.

NIT basketball money is a share of the action in every game that you are in. The conference does not get any of the NIT money. But the conference gets all the NCAA basketball money. The pre season money goes to the schools not the conference. All TV money goes to the conference. The distribution from the conference is made in June.

**Hokie Club Financial Status** (Lu Merritt)

Handout

Lu Merritt went over the handout. December was a large giving month because of the New Year end date (December 31) for Hokie Club giving and reseating of Lane Stadium. If you do not maintain your giving level you will be reseated the next year.

Merryman Center is paid off. All 23 west side suites have been leased for a 5 year period.

There are 12,151 active members of the Hokie Club.

Hardwood Club auction is a separate club. If you want Hokie points and or tax credit you must give through the Hokie Club.

Rivercourse is different from any other athletics facility as it is the only one not owned by the university (state). The Riverscourse is an Athletics Foundation owned asset. The Virginia Tech Athletic Fund has been asked to raise the money for the clubhouse. The golf team will play there.
The Virginia Tech Athletic Fund has been well received in the ACC. They have been invited to meetings before we were in the league. We were invited to meetings in Washington DC before the men played last week where we shared information with one another. We lead the ACC in the amount of student tickets we give according to the percentage of our facilities sizes. We are the 3rd largest student ticket allocation university in the nation.

We are in the middle of the ACC schools in overall giving.

**Reports**

**“Huddle with the Hokies” Colloquium** (Rosemary Goss)
The huddle with the Hokies we had during the basketball season had between 70 and 80 attending. We want to continue to use the same date as the Hokie Celebration each year.

Football games next year will be the September 24th Georgia Tech Game and the November 5th Miami game. We are leaning toward a breakfast speaker at the New Alumni Center.

**Faculty Senate response on Coalition on Intercollegiate Athletics (COIA)** (Joe Tront)
The Faculty Senate declined to join the COIA per this committee’s recommendation.

Joe Tront adjourned the meeting at 4:55 PM.