

ANNUAL REPORT FOR 2011-2012

Introduction

The Athletic Board has broad responsibility under *Faculty Policies and Procedures* and fulfills this important duty by relying primarily on individual committees to do the detailed work required. These committees — Academics and Compliance, Personnel, Finance, Facilities and Operations, and Equity, Diversity and Student Welfare — meet regularly with athletic department staff. The chairs of these committees and the board chair also consult informally with staff, the University Committee, and others. As part of the Finance, Facilities and Operations Committee, the University Ridge Oversight Subcommittee also shares important responsibilities. The chairs of the committees meet periodically with the chair of the board to discuss pertinent issues. The board's work is carried out in the context of intense and consistent public and media interest in Wisconsin athletics and the work of the board.

The academic performance of student athletes is, of course, a major concern of the board and the department. On the whole, the academic performance of student athletes has been consistently strong. The overall GPA of student athletes was 3.02. The Academic Progress Rate (APR) is an NCAA metric which carries with it contemporaneous penalties by individual sport for failure to meet standards. Beginning with 2012-2013 championships, teams must earn a minimum 900 four-year APR or a 930 average over the most recent two years to be eligible to participate. For 2014-2015 championships, teams must earn a 930 four-year average APR or a 940 average over the most recent two years to participate in championships. In 2015-2016 and beyond, teams must earn a four-year APR of 930 to compete in championships. Every sport at Wisconsin exceeded projected standards in 2011-2012.

The board provides this report reflecting the ongoing interaction between the board and the department in the common pursuit of fulfilling our respective obligations for maintaining excellence in intercollegiate athletics, academically and athletically, at the University of Wisconsin.

2011-2012 Athletic Board Membership

The Athletic Board consists of 21 voting members and 1 non-voting member.

Faculty

(12 members: four-year renewable term, 12 votes)

Dale Bjorling, chair Sheila McGuirk

Philip Brown Regina Murphy

Mark Covalleski Michael Plesha

Norman Fost Laurel Rice

Adam Gamoran Karl Shoemaker

Jerlando Jackson David Zimmerman

Academic Staff

(2 members: four-year renewable term, 2 votes)

Jeffrey Anders

Barbara Smith

Division of Recreational Sports

(1 member, non-voting)

Dale Carruthers

Alumni

(4 members: four-year non-renewable term, 4 votes)

Rob Andringa

Peter Christianson

Ron Leafblad

Regina Millner

Student Athlete Advisory Committee (SAAC)

(2 members: one-year renewable term, 1 vote)

Lauren Cochlin, Soccer

Kyle Jefferson, Track and Football

Associated Students of Madison (ASM)

(2 members: one-year renewable term, 2 votes)

Valyncia Rapheal

Nicholas Schmuhl

Committees

Over the period under review, the chair appointed members to four standing committees of the board: Academics and Compliance Committee; Equity, Diversity and Student Welfare Committee; Finance, Facilities and Operations Committee (the University Ridge Oversight Committee comprised of board and non-board members is a subcommittee of this committee); and Personnel Committee. The full board met seven times, and committees met five to seven times, reporting or referring items for action to plenary board meetings. The board chair and the chairs of the board committees (functioning as an informal executive committee) met twice each semester.

Board structure related to structure of the Division of Intercollegiate Athletics (usually referred to as the athletics department): the athletics department has a director, seven associate directors and several assistant directors. In 2011-2012, three committees of the Athletic Board served as “boards” to four of the associate directors (Academics and Compliance; Finance and Facilities; Equity, Diversity and Student Welfare). Personnel involves reports from seven sports administrators (six associate and one assistant athletic director) and one department head (human resources). The Medical Advisory Group (part of the Equity, Diversity and Student Welfare Committee) includes the head trainer and an assistant director, while the University Ridge Oversight Subcommittee involves one associate director.

I. Academic and Compliance Committee

The committee met six times during 2011-2012.

The committee is charged with reviewing academic and compliance issues. Competition schedules are a major focus of this review. According to board policy, any schedule in which student athletes would miss more than six days of class during a semester must seek committee approval. In conducting these reviews, the committee examined the GPA performance of students on the team involved. When informing coaches that their schedules were approved, a committee co-chair reminded each coach that students whose cumulative GPAs are below 2.5 cannot miss more than six class days even when the team schedule is approved. Schedules with fewer than six days of missed classes are also reviewed and are generally automatically approved. Board policy also allows the committee chairs to approve competition schedules that do not involve more than six days of missed classes.

With several high-profile compliance issues at other institutions across the country, Compliance Director Katie Smith shared Athletic Director Barry Alvarez’s message to the department to take a proactive approach with compliance issues. The committee expressed a willingness to help the compliance office with any issues it may face. The committee continued to monitor the progress of student athletes toward graduation. The academic performance of our student athletes continues to be impressive and meets all compliance requirements.

Compliance Director Katie Smith educated the committee on NCAA compliance policies. She informed the committee about proposed and adopted NCAA legislation as well as Big Ten issues. She also explained UW’s process of issuing cease-and-desist letters to individuals and businesses that use student athlete names in an impermissible manner. The committee also approved three athletic booster groups for the 2012-2013 academic year. The committee received information regarding the responsibilities of each staff member within the compliance office. Finally, the committee received information regarding the institution’s self-reports of compliance matters.

Assistant Athletic Director for Academic Services Jason Holtman kept the committee informed about key dates in the academic services area, such as those of student athlete progress reports, programming and events for student athletes. He described to the committee the academic progress of student athletes, directed studies numbers, APR and graduation rate data and the profiles of student athletes. He also presented the annual report of the Office of Academic Services and was commended by the committee for his efforts and those of his staff. The committee received information about the preparations being made for the move of the Fetzer Center to the new, temporary location in Kellner Hall.

2011-2012 Academics and Compliance Committee Roster

Jeffrey Anders (academic staff)	Regina Millner (alumna)
Rob Andringa (alumnus)	Michael Plesha, co-chair (faculty)
Lauren Cochlin (SAAC)	Nicholas Schmuhl (ASM)
Norman Fost (faculty)	Karl Shoemaker (faculty)
Adam Gamoran, co-chair (faculty)	Katie Smith (staff liaison)
Jason Holtman (staff liaison)	David Zimmerman (faculty)

II. Personnel Committee

The committee met five times in 2011-2012.

Through the work of the Personnel Committee and department staff, the board:

- Reviewed and approved annual evaluations and any contract recommendations for head coaches
- Reviewed and approved performance bonuses for coaches in sports achieving high performance. The bonus policy lays out criteria for rewarding outstanding performance in a variety of national competitions. It requires a separate recommendation from the sports administrator based on careful consideration of the academic success of the team, compliance with all policies, and student athlete experience, in addition to the athletic success reflected in eligibility for the award.

The committee also:

- Worked with the members of the board ad hoc committee and staff in the athletic department to implement procedures consistent with the recommendations of the Faculty Senate ad hoc (Clayton) committee concerning board involvement in the hiring of coaches and oversight of department personnel matters. These were also incorporated into the revised mission statement adopted by the committee.
- Continued the liaison policy in which one committee member develops knowledge about one or two sports, meets with the coach, attends practices and other events.

2011-2012 Personnel Committee Roster

Jeffrey Anders (academic staff)	M/W Track, Women's Cross Country
Dale Bjorling (faculty)	Football
Phillip Brown (faculty)	M/W Swimming and Diving
Peter Christianson (alumnus)	
Mark Covalesski (faculty)	Men's Soccer
Norman Fost (faculty)	Men's Cross Country
Adam Gamoran (faculty)	Women's Soccer
Ron Leafblad (alumni)	Football
Randy Marnocha (staff liaison)	
Sheila McGuirk (faculty)	Women's Basketball, Softball

2011-2012 Personnel Committee Roster

Regina Murphy (faculty)	M/W Rowing
Michael Plesha (faculty)	Men's Hockey
Laurel Rice (faculty)	Volleyball
Nicholas Schmuhl (ASM)	
Karl Shoemaker (faculty)	Wrestling
Barbara Smith (academic staff)	M/W Golf, Women's Hockey
Holly Weber (staff liaison)	
David Zimmerman, chair (faculty)	M/W Tennis, Men's Basketball

III. Finance, Facilities and Operations Committee

The full committee met four times in 2011-2012, along with a smaller group meeting in June.

The committee (a) works to ensure that the Division of Intercollegiate Athletics ends each fiscal year with a positive net margin, (b) monitors the capital reserve policy for the division, (c) ensures that the following year's budget is submitted to the Athletic Board with a projected positive net margin, including specific motions for total spending authority and ticket prices, (d) discusses strategies to ensure ongoing annual positive net margins, and (e) sets policies for approval and uses of division facilities. The committee endeavors to explore, with the division, concepts such as cost containment, maintaining and enhancing current revenues, and generating new revenue streams.

The committee's goals are reached through four scheduled meetings during the academic year. In October, two of the four major financial reports seen during the year are reviewed. The 2010-2011 year-end financial statement reported a negative budget balance of \$2,123,506, which was primarily due to the timing of construction project expenses coming due in 2010-2011. The second report is the annual U.S. Department of Education's mandated Equity in Athletics Disclosure Act (EADA). This unaudited report provides an opportunity to compare the division's aggregate revenues and expenditures to those of other D-1 institutions.

During the December meeting, the finances of the Camps and Clinics Program were reviewed for the previous year (about \$1.7 million in revenues and expenses). A review of the accounts held at the UW Foundation included endowment accounts that on June 30, 2011 contained about \$46.0 million, an all-time high for athletics. The capital reserve fund ended the year at approximately \$13 million. From a facilities and operations perspective, the committee reviewed event attendance data (just over 1.8 million people at 676 events) and the status of the capital projects. The Rose Bowl expense allocation from the Big Ten of approximately \$2.3 million plus a number of sponsor-supported stipends appears to be in line with the prior year. It was also confirmed that the Rose Bowl payout is pooled with all other bowl payouts earned by conference participants. Those payouts are given in equal shares to all Big Ten Conference member institutions.

In January, the committee reviews the mid-year budget projections and has the first look at the still evolving budget for the upcoming fiscal year. In January 2012, the roughly \$88 million 2011-2012 budget was on track to close with a small positive margin. Also at that meeting, the process and parameters guiding the creation of the 2012-2013 operating budget were discussed. All the support units and sports in athletics were being asked to hold their operating budgets as flat as possible with the goal of maintaining the same levels budgeted in 2011-2012.

The February meeting focused on the proposed 2012-2013 budget and was highlighted by increases to support several new construction projects and the related debt service increases. Also reviewed was a plan to increase men's basketball ticket prices by \$4 for lower level seating only and to create a tiered pricing system for football based on the perceived quality of the game/opponent. The committee approved the ticket price motions and the total spending authority request that is comprised of the athletics request (\$114 million) plus line items for the golf course (\$2.5 million) and the camps and clinics (\$2.5 million). The entire Athletic Board acts on the committee recommendations later in the month of February. The auditors from Baker Tilley reported on the NCAA's "Agreed-Upon Procedures" (the audit) and gave the division a clean audit report with no "findings."

During 2011-2012, the Division of Intercollegiate Athletics broke ground on the new Student Athlete Performance Center (SAPC), the Goodman Softball Facility, and the golf training center. The SAPC project encompasses upgrades to the McClain Athletic Facility, the Fetzer academic center, weight rooms, and a new Camp Randall scoreboard. The new golf training center and the Goodman facility will allow indoor training throughout the year for our athletic teams in specialized facilities rather than general open spaces. The LaBahn Arena project was close to completion and will be a great facility for the hockey and swimming teams for training, competition and recruiting purposes.

Typically a final meeting in June is held to receive an update on the current year's budget and the state of capital projects. This year's meeting was cancelled due to lack of a quorum, but co-chair Covaleski and the senior staff liaisons met to review these issues. The 2011-2012 budget appeared to be on track to meet year-end expectations with yet another positive-ending cash balance. The capital construction projects were also proceeding on schedule.

Senior staff within the division are acutely aware of the need to plan for the near and distant economic future, and these multiyear projections are shared and discussed with the subcommittee at various meetings throughout the year. In addition the co-chairs meet regularly with members of the senior staff both in preparation for the monthly meetings and as other significant issues arise. The mechanisms and procedures for real and substantive interaction between the Division of Intercollegiate Athletics and the Athletic Board through the Finance, Facilities and Operations Committee are in place and working. A summary of the 2011-2012 budget is attached as an appendix and includes comparative data from 2009-2010 and 2010-2011.

2011-2012 Finance, Facilities and Operations Committee Roster

Rob Andringa (alumnus)	Kyle Jefferson (SAAC)
Philip Brown, co-chair (faculty)	Ron Leafblad (alumnus)
Dale Carruthers (ex officio)	Randy Marnocha (staff liaison)
Peter Christianson (alumnus)	Regina Millner (alumna)
Mark Covaleski, co-chair (faculty)	Regina Murphy (faculty)
Sean Frazier (staff liaison)	Valyncia Raphael (ASM)
Jerlando Jackson (faculty)	Laurel Rice (faculty)

IV. University Ridge Oversight Subcommittee

The subcommittee met five times in 2011-2012.

The mission of the Athletic Board's University Ridge Oversight Subcommittee is to establish appropriate policies and provide oversight of operations of the University Ridge property, especially regarding golf operations. The subcommittee works with the Division of Intercollegiate Athletics in

the development of a fiscally responsible annual budget and in establishing policies and prices for golf course play (i.e., greens fees). The subcommittee also works with the Division of Intercollegiate Athletics to plan for the property's future as an athletic, educational, research, and recreational facility. The subcommittee's annual action items include approval of the annual budget and approval of greens fees.

The subcommittee consists of Athletic Board members, members from the university community at large, and members from the local golf community. This committee meets quarterly, with additional meetings as needed to address special issues. This year's meetings were held on September 22, 2011, November 10, 2011, January 26, 2012, April 11, 2012, and June 18, 2012.

Summary

Each meeting includes updates on the men's and women's golf teams provided by the head coaches, including discussions of successes, challenges, and needs. A finance and operations report is given by the general manager, and a maintenance report is given by the grounds superintendent. University Ridge hosted several golf meets and cross country meets, and operations of these events was extremely smooth. Consistent with past years, University Ridge has been rated as one of the top golf courses in Wisconsin and the country. Of special note, the course was ranked the fifth best campus golf course in the country by *GolfWeek Magazine* (up one spot from last year), and it was the highest-ranked Big Ten course. After its third year of use, the Thomas Zimmer Cross Country course continues to garner accolades as one of the best, if not the best, course in the country.

Capital projects that were completed this year included concrete replacement on the south side of the clubhouse, a complete staining of the clubhouse, and security cameras for the golf shop areas. In 2011, the oversight subcommittee and athletic department senior staff approved a plan to resurface all 18 greens on the golf course. The need for resurfacing was discussed extensively by the committee in previous years, and the timing and funding make this project now possible. The project will close the golf course in August 2012 and re-open the golf course in May 2013. The project will be fully funded by the University Ridge Foundation Fund, which was established specifically for such projects. Construction began on the all-season golf facility for use by the men's and women's golf teams, with completion expected by November 2012.

The golf course's annual budget for the 2011 calendar year was slightly under 2.5 million dollars. Overall, the golf season experienced good weather, additional group events, and an increase to the Ridge Club membership. These factors led to a net profit of \$188,546, which was approximately \$130,000 over budget.

2011-12 University Ridge Oversight Subcommittee Roster

Rob Andringa (alumnus)	Bob Bartlett* (public member)
Philip Brown (faculty)	Fran Breit* (public member)
John Chadima, staff liaison (until Jan 2012)	Susan Lubar* (public member)
Mark Covalesski (faculty)	Larry Meiller* (public member)
Michael Plesha, chair (faculty)	Terry Murawski* (public member)
Barbara Smith (academic staff)	Tom Olson* (public member)
Tim Wise, staff liaison (after Jan 2012)	Chris Williamson* (public member)

** not members of the Athletic Board*

V. Equity, Diversity and Student Welfare Committee

The committee met seven times in 2011-2012.

The committee heard regular updates from the following athletic department workgroups and units:

- The *Diversity Integration Group (DIG)* assists with the collaboration of diversity and inclusion efforts within the athletic department while continually striving to meet campus goals and initiatives in regard to diversity
- The *Senior Staff Committee on Gender, Diversity and Student Athlete Welfare* reviews NCAA financial documents, Equity in Athletics Disclosure Act financial reports, participation numbers and reviews issues surrounding gender equity in the department
- The *Committee on Academic Staff Issues*
- The *Student Athlete Development Area* –Student Athlete Advisory Committee (SAAC), Student Athletes Equally Supporting Others (SAESO), and CHAMPS/Life Skills Programs

The committee heard presentations on the progress and direction of the department's stand-alone plans for diversity and equity and for the Beyond the Game (BTG) initiative.

The committee engaged in a discussion of department, campus, and Big Ten programs and opportunities for minority student athletes. Guests of the committee included Big Ten representative Von Mansfield; Vice Provost for Diversity and Climate, Damon Williams; Special Assistant to the Vice Provost, Carl Hampton; Assistant Vice Provost, Eric Williams; Athletic Department academic staff intern, Prince Moody; and Kyle Jefferson, SAESO student athlete.

The committee heard updates on NCAA legislative reform, NCAA concussion policy and the ad hoc committee to review the department's drug testing program, which continued to make progress towards a new draft.

2011-12 Equity, Diversity and Student Welfare Committee Roster

Jeffrey Anders (academic staff)	Sheila McGuirk, co-chair (faculty)
Rob Andringa (alumnus)	Regina Millner (alumna)
Lauren Cochlin (SAAC)	Regina Murphy (faculty)
Norman Fost (faculty)	Michael Plesha (faculty)
Sean Frazier (staff liaison)	Karl Shoemaker (faculty)
Terry Gawlik (staff liaison)	Barbara Smith, co-chair (academic staff)
Jerlando Jackson (faculty)	

Faculty Athletic Representative Activities

While responsibility was shared, Dale Bjorling served as the primary UW-Madison Athletic Board representative for the Big Ten. Sheila McGuirk served as the primary UW-Madison Athletic Board representative for the WCHA (Western Collegiate Hockey Association). Dale and Sheila shared the responsibility of serving as the primary UW-Madison Athletic Board representative for the NCAA.

Summary of Activities

- Attended meetings
 - Big Ten - 4 per year
 - WCHA - 2 per year
 - NCAA - 1 per year

- Reviewed and signed off on waivers, compliance violations, and requests for reinstatement
- Certified all coaches by administering and grading certification exams
- At the Big Ten level, representatives monitored implementation of policies and standards to control missed class days for conference championship events

Current Issues and Concerns

During the 2011-2012 academic year, no major academic or compliance issues arose. The cumulative GPA for all student athletes remained above 3.0. The working relationship between the Athletic Board and athletic department staff is excellent, and departmental staff continue to be responsive to all requests. Information on the athletic department budget from 2009 through June 2012 is appended. The department continues to operate in the black and contributes from \$2.6 to \$2.9 million in unrestricted funds to the university from the contract with the Big Ten Network. (The exact amount depends on the value of the contract, which varies from year to year.) It is vital that the Athletic Board continues to work closely with the athletic department to ensure that student athletes achieve academic and post-collegiate success while the department continues to operate in a fiscally responsible manner.

Appendix

2011-2012 Wisconsin Athletics Budget Report—FINAL
January 28, 2013

	2009-2010	2010-2011	Budget	As of June 2012 (GP)
<u>Revenue</u>				
Ticket Sales	25,732,357	27,333,230	27,342,000	27,569,088
Gift Funds	16,637,154	13,861,398	18,200,000	19,318,472
Conference Distributions	17,655,902	19,664,187	19,329,900	21,249,700
Concessions and Catering	6,983,457	6,853,405	6,875,000	7,109,836
Multimedia	7,246,256	5,007,040	7,535,000	5,614,531
Events	1,912,306	1,081,868	1,105,000	1,048,490
Other Revenue	4,074,009	4,561,511	4,655,000	5,565,111
Post-Season Reimbursements	<u>1,741,621</u>	<u>2,579,248</u>	<u>3,250,000</u>	<u>2,523,185</u>
	81,983,061	80,941,888	88,291,900	89,998,412
<u>Expenses</u>				
Salaries and Fringes	32,579,299	32,919,613	35,474,500	34,781,077
Operating Expenses	28,642,338	29,520,174	29,538,100	29,748,067
Debt Service	10,431,812	10,171,200	10,874,700	10,048,276
Financial Aid	6,433,776	5,506,631	7,051,000	5,933,686
Utilities Infrastructure			263,100	
Post-Season Participation	1,851,426	2,737,394	3,250,000	2,982,891
Capital Expenses			<u>1,826,500</u>	<u>6,653,524</u>
	79,938,651	80,855,012	88,277,900	90,147,521
Net Operating Margin	2,044,410	86,876	14,000	(149,109)
<u>Capital Projects</u>				
Capital Revenue	2,011,699	799,792		
Capital Expenses	2,388,350	3,010,174		
	(376,651)	(2,210,382)		
Total Net Margin	<u>1,667,759</u>	<u>(2,123,506)</u>	<u>14,000</u>	<u>(149,109)</u>
Ending Cash Balance	\$ 2,655,461	\$ 524,361		\$ 375,346

Note: Reports do not include the operations of University Ridge or coaches' camps and clinics.