

**ATHLETIC BOARD
ANNUAL REPORT FOR 2009-2010**

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 and Facilities, 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. The Medical Advisory and University Ridge committees also share 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 the 925 standard. Every sport at Wisconsin met the standard in 2009-2010.

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.

2009-2010 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	Kenneth Goldstein
Philip Brown	Judith Harackiewicz
Mark Covalleski	Jerlando Jackson
Walter Dickey, chair	Sheila McGuirk
Norman Fost	Michael Plesha
Adam Gamoran	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 renewable term, 4 votes)

Ronald Leafblad
Regina Millner
Albert Nicholas
David Zoerb

Student Athlete Advisory Committee (SAAC)

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

Sara Goff, Swimming
Ian Jansen, Track

Associated Students of Madison (ASM)

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

Logan Hulick
Jake McGhee

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Committees

Over the period under review, the chair appointed members to five standing committees of the board and one non-board committee: Academics and Compliance Committee; Equity, Diversity and Student Welfare Committee; Facilities and Planning Committee; Finance Committee; Personnel Committee; and University Ridge Oversight Committee (made up of board and non-board members). Beginning in 2009, the Facilities and Planning Committee and the Finance Committee combined to create the Finance, Facilities, and Operations Committee. One other non-board committee, the Medical Advisory Committee (made up of athletic trainers and team physicians from the Sports Medicine Clinic) has some board members. The full board met seven times and committees met 1 to 5 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 three times each semester.

The Division of Intercollegiate Athletics (usually called Athletics Department) has a director, seven associate directors and several assistant directors. In 2009-2010 three committees of the Athletic Board (Academics and Compliance; Finance, Facilities, and Operations; Equity, Diversity and Student Welfare) served as “boards” to four of the associate directors. Personnel involves reports from seven sports administrators (six associate and one assistant athletic director) and one department head (human resources). The Medical Advisory Committee includes the head trainer and an assistant director, while the University Ridge Oversight Committee involves one associate director.

I. Academics and Compliance Committee

The committee met six times in 2009-2010.

In addition to reviewing and approving competition schedules, the committee continued discussions regarding independent studies as well as factors influencing academic progress to graduation of student athletes. In general the academic performance of student athletes has been strong this year, and compliance concerns have remained minimal. Going forward, the committee anticipates continuing to monitor these important issues as well as any others that may arise, and plans to assist the academic services and compliance areas within the athletic department in striving for optimal academic performance by student athletes and compliance with institutional, conference, and NCAA regulations.

Assistant Athletic Director for Academic Services Doug Tiedt apprised the committee of key dates in the academic services area including the distribution of student athlete progress reports, programming and events for student athletes. Tiedt updated the committee on the academic progress of student athletes, directed studies numbers, APR and graduation rate data and the profiles of student athletes. Tiedt also shared data contained in the Office of Academic Services' annual report which included, but was not limited to, updates on the progress of the office's strategic plan and office initiatives.

Associate Athletic Director for Student Services Steve Waterfield provided information to the committee regarding proposed and adopted NCAA legislation and legislative cycle, Big Ten deregulation of eligibility requirements to become uniform with increased NCAA requirements, required forms student athletes must complete to be eligible, postseason eligibility certification process, and current compliance issues with the NCAA or NCAA member institutions. The committee, through the chair, also approved three athletic booster groups for the 2010-2011 academic year. Finally, the committee received information regarding the institution's self-reports of compliance matters.

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2009-2010 Academics and Compliance Committee Roster

Jeffrey Anders (academic staff)	Logan Hulick (ASM)
Dale Bjorling, chair (faculty)	Doug Tiedt (staff liaison)
Norman Fost (faculty)	Steve Waterfield (staff liaison)
Adam Gamoran (faculty)	David Zimmerman (faculty)
Sara Goff (SAAC)	David Zoerb (alumnus)
Judith Harackiewicz (faculty)	

II. Personnel Committee

The committee met five times in 2009-2010.

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* Committee to Review the Athletic Board concerning board involvement in the hiring of coaches and oversight of department personnel matters;
- Participated in the search and screen process for the hiring of head coaches in men's soccer and softball;
- 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.

2009-2010 Personnel Committee Roster

Jeffrey Anders (academic staff)	M/W Track; M/W Cross Country
Dale Bjorling (faculty)	Football
Philip Brown (faculty)	M/W Rowing; M/W Swimming and Diving
Kenneth Goldstein (faculty)	Wrestling; Volleyball
Nancy Graff Schultz (staff liaison)	
Judith Harackiewicz, chair (faculty)	M/W Soccer
John Jentz (staff liaison)	
Sheila McGuirk (faculty)	Women's Basketball; Softball
Albert Nicholas (alumnus)	Men's Basketball
Michael Plesha (faculty)	Men's Hockey
Barbara Smith (academic staff)	M/W Golf; Women's Hockey
David Zimmerman (faculty)	M/W Tennis; Men's Basketball

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III. Finance, Facilities and Operations Committee

The committee met five times in 2009-2010.

The Athletic Board's self-study in early 2008 recommended that the Finance Committee and the Facilities and Operations Committee merge to form a single committee. This merger took place during the 2008-2009 academic year and thus this (and future) reports will cover the work of this merged committee.

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. Especially in these trying economic times, the committee should 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 five scheduled meetings during the academic year. In October, two of the four major financial reports seen during the year are reviewed. The 2008-2009 year-end financial statement reported a positive net margin of \$59,450. 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 Division I institutions.

The November meeting reviews the finances of the camps and clinics for the previous year (nearly a \$2,000,000 venture annually) and reviews the accounts held at the UW Foundation including the mandated reserve account that on June 30, 2009 contained about \$38.4 million. From a facilities and operations perspective, the committee reviewed event attendance data (nearly 1.9 million people at 582 events), the ticket revocation policy, and capital projects.

In January, the committee reviews the mid-year budget projections and has the first look at the still evolving following year's budget. In January 2010, the roughly \$82.4 million 2009-2010 budget was on track to close with a small positive margin. Also at that meeting the process and parameters guiding the creation of the 2010-2011 budget were discussed. In addition to across-the-board cost containment, all the support units and sports in athletics were being asked to reduce their operational budgets by 5%. This was on top of the 5% reduction in each of the support unit budgets that had been made in the previous budget. The auditors from Baker Tilley (formerly Virchow Krause) reported on the NCAA's 'Agreed-Upon Procedures' (the audit) and gave the division a clean audit report with no 'findings.'

The February meeting focused on the proposed 2010-2011 budget, which was highlighted by a small decrease from the 2009-2010 budget and a plan to increase football ticket prices by \$3 while holding hockey and basketball unchanged for the fourth year in a row. The committee actually votes on a ticket price motion and on a total spending authority request that is comprised of the athletics request (\$83.1M) and line items for the golf course (\$3M) and the camps and clinics (\$2.5M). The whole board acts on the committee recommendations later in the month of February.

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A final meeting in June is held to receive an update on the current year's budget and, this year, a facilities and operations report on the Continuity of Operations Plan (COOP), the state of capital projects and a summary report on ticket revocations. The only action item was committee approval of the facility use rates for 2010-2011, although lack of a quorum postponed this until the fall.

Senior staff in the division are acutely aware of the need to plan for the near and distant economic future, and these multiyear projections are shared with 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.

2009-2010 Finance, Facilities and Operations Committee Roster

Philip Brown, co-chair (faculty)	John Jentz (staff liaison)
Dale Carruthers (ex officio)	Ronald Leafblad (alumnus)
Mark Covalleski (faculty)	Jake McGhee (ASM; fall semester)
Sean Frazier (staff liaison)	Regina Millner (alumna)
Adam Gamoran (faculty)	Albert Nicholas (alumnus)
Kenneth Goldstein (faculty)	Michael Plesha, co-chair (faculty)
Jerlondo Jackson (faculty)	Charles Stalle (ASM; spring semester)
Ian Jansen (SAAC)	David Zoerb (alumnus)

IV. Equity, Diversity and Student Welfare Committee

The committee met six times in 2009-2010.

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

- The *Diversity Integration Group* 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;
- *Senior Staff Committee on Gender, Diversity and Student Athlete Welfare* reviews NCAA financial documents, Equity in Athletics Disclosure Act financial reports, participation numbers and 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.

Vice Provost for Diversity and Climate Damon Williams, was a guest of the committee joining in a discussion of department and campus programs and opportunities for minority student athletes.

The committee discussed the current structure of the Medical Advisory Committee. A broader discussion was brought forward to the full athletic board for discussion.

2009-2010 Equity, Diversity and Student Welfare Committee Roster

Jeffrey Anders (academic staff)	Jerlando Jackson (faculty)
Norman Fost (faculty)	Sheila McGuirk (faculty)
Sean Frazier (staff liaison)	Regina Millner (alumna)
Adam Gamoran (faculty)	Michael Plesha (faculty)
Terry Gawlik (staff liaison)	Barbara Smith, chair (academic staff)
Sara Goff (SAAC)	

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V. University Ridge Oversight Committee

The committee met five times in 2009-2010.

The primary function of this committee is to assist in establishing appropriate policies and provide oversight of operations for the University Ridge Golf Course and the Thomas Zimmer Cross Country Course, which is located on the University Ridge property. The committee 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 10, 2009, November 12, 2009, January 21, 2010, April 15, 2010, and June 15, 2010.

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. Maintenance and financial reports are given by the grounds superintendent and the general manager. The men's and women's cross country coaches also joined the September 10, 2009 meeting to discuss operations of the Thomas Zimmer Cross Country Course.

University Ridge hosted several golf meets and cross country meets, and operations of these events were extremely smooth. Consistent with past years, University Ridge has been rated as one of the top golf courses in Wisconsin and the country. After its first year of use, the Thomas Zimmer Cross Country Course is garnering accolades as one of the best, if not the best, course in the country.

Renovations to the golf course include bunker modifications, new signage at the entrance to the course, and construction of a new open-air pavilion next to the clubhouse. The new pavilion will be especially helpful for supporting and attracting group outings and special events. Over the year, the committee, golf course personnel, men's and women's head golf coaches, and athletic department senior staff had extensive discussions on the age and condition of the greens, including several options for enhancing these. Based on these discussions, the committee unanimously approved a plan for regrassing the greens. This plan will require an extended period of closure for the golf course (approximately August through the following May), but the regrassing is deemed necessary to maintain the course as one of the premier golf facilities in the nation.

The golf course's annual budget for the 2009 calendar year was slightly under 2.5 million dollars, and the course produced a net profit of \$22,142; this is impressive considering the soft economy in general, the soft golf market in particular, and the costs associated with supporting facilities for four varsity athletic teams. Furthermore, University Ridge was the only Big Ten course that recorded a profit for the year. This is the second year that the course has been managed by the athletic department (prior to December 31, 2008, the course was managed for the university by Arnold Palmer Golf), and by all measures, this transition has been successful. The committee approved the rate structure and budget for the 2010 calendar year, including a projected net profit.

2009-2010 University Ridge Oversight Committee Roster

Bob Bartlett* (public)	Larry Meiller* (public)
Fran Breit* (public)	Terry Murawski* (public)
Philip Brown (faculty)	Tom Olson* (public)
John Chadima (staff liaison)	Michael Plesha, chair (faculty)
Mark Covalesski (faculty)	Barbara Smith (academic staff)
Susan Lubar* (public)	Chris Williamson* (public)

* not members of the Athletic Board

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VI. Medical Advisory Committee

The committee met four times in 2009-2010.

The committee received information about staff changes, the student athlete preparticipation session, the student athlete echo screening program, NCAA and Big Ten Conference drug testing policies, and NCAA ADHD policies. The committee receives information from the department's sports medicine program and training staff, and the University of Wisconsin Hospital and Clinics.

2009-2010 Medical Advisory Committee Roster

Jeffrey Anders (academic staff)	Greg Landry*, chair (Division of Sports Medicine)
Dale Bjorling (faculty)	John Orwin* (Division of Sports Medicine)
Walter Dickey (faculty)	Barbara Smith (academic staff)
Norman Foster (faculty)	Tom Thielke* (UW Hospitals and Clinics)
Dennis Helwig* (athletic department)	Steve Waterfield (staff liaison)

* not members of the Athletic Board

Faculty Athletic Representative Activities

While responsibility was shared, Walter Dickey 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). Walter 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 - four per year
 - WCHA - two per year
 - NCAA - one 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
- Walter Dickey served on the Big Ten Conference Executive Committee and met twice with the presidents and chancellors of conference institutions to review issues. He also serves on the Conference Finance Committee and the Compliance Committee. These committees meet bi-monthly to review and approve the conference budget and to review compliance issues within the conference.

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Other Activities of the Athletic Board

NCAA Athletics Self-Study Third-Cycle Certification

The National Collegiate Athletic Association (NCAA) is a voluntary organization devoted to the sound administration of intercollegiate athletics. Athletics certification was created for Division I institutions at the 1993 NCAA Convention as a key part of the NCAA's reform agenda.

Athletics Certification is intended to ensure the NCAA's fundamental commitment to integrity in intercollegiate athletics. The program is structured to achieve its goal in several ways:

- By opening the matters of athletics to the university community and the public;
- By setting standards (called operating principles) for the operation of Division I athletics programs;
- By putting sanctions in place for institutions that fail to conduct a comprehensive self-study or fail to correct problems.

The UW-Madison recently completed the third-cycle self-study certification process and peer-review team visit in September 2009 (previous certifications occurred in 1994 and 2000). No issues were discovered during the year long self-study process, and the university is awaiting final certification confirmation which should be made by March 2010. In fact, the peer-review team congratulated the university for being a model program that others should look to emulate. The self-study process was managed by central campus administration. Vice Chancellor for Administration Darrell Bazzell chaired the steering committee. Walter Dickey served as chief report writer. The chancellor carefully selected and charged members of the self-study committees to conduct a comprehensive broad-based review of the athletics program. The Athletic Board played an integral role in the self-study process, and its members served on either the steering committee, the Governance and Commitment to Rules Compliance Committee, the Academic Integrity Committee, and/or the Gender, Diversity and Student Athlete Well-Being Committee. The final 217-page report and supplemental documentation was ultimately approved by the steering committee and the chancellor.

Further information relative to this broad-based evaluation, which includes all documentation of the process, can be found on the web at <http://ncaacertification.wisc.edu/docs/SelfStudy.pdf>.

NCAA Athletics Self-Study Third-Cycle Certification Committee Membership Summary

Steering Committee Membership

Barry Alvarez, director of athletics
Darrell Bazzell (chair), vice chancellor for administration
Dale Bjorling, professor, Department of Surgical Sciences
Walter Dickey, professor, Law School
Shawn Eichorst, executive associate athletic director
Terry Gawlik, associate athletics director and senior woman administrator
Terrance Jamison, football student athlete (medical noncounter)
Biddy Martin, chancellor
Sheila McGuirk, professor, Department of Medical Sciences
Amy Toburen, director, University Communications
David Zimmerman, professor, Department of Industrial and Systems Engineering

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Governance and Commitment to Rules Compliance Subcommittee Membership

Paula Bonner, president and CEO, Wisconsin Alumni Association
Bebe Bryans, head women's rowing coach
Mark Covaleski, professor, School of Business
Walter Dickey, professor, Law School
John Dowling, senior university legal counsel
Susan Fischer, director, Office of Student Financial Aid
Nick Fulton, men's swimming student athlete
Kenneth Goldstein, professor, Department of Political Science
Chad Hawley, Big Ten Conference assistant commissioner for compliance
Gloria Ladson-Billings, professor, Department of Curriculum and Instruction
Ronald Leafblad, alumni representative to the Athletic Board
Terry Murwaski, director of the National "W" Club
Casey Nagy, executive assistant to the chancellor
Albert Nicholas, alumni representative to the Athletic Board
Marija Pientka, associate athletic director for development
Steve Waterfield, assistant athletic director for student services
David Zimmerman (chair), professor, Department of Industrial and Systems Engineering

Academic Integrity Subcommittee Membership

Jeffrey Anders, clinical assistant professor, University Health Services
Dale Bjorling (chair), professor, Department of Surgical Sciences
Barry Davis, head wrestling coach
Patrick Farrell, vice chancellor for academic affairs and provost
Norman Fost, professor, Department of Pediatrics
Judith Harackiewicz, professor, Department of Psychology
Logan Hulick, Associated Students of Madison representative to the Athletic Board
Joan Irwin, athletic eligibility specialist, Office of the Registrar
Terrance Jamison, football student athlete (medical noncounter)
John Jentz, associate athletic director for business operations
Thomas Mitchell, associate professor, Law School
Claudia Pogreba, alumni representative to the Athletic Board
Thomas Reason, associate director for enrollment management
Katie Smith, senior associate compliance director
Vince Sweeney, senior associate athletic director for external relations
Doug Tiedt, assistant athletic director for academic services

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Gender, Diversity and Student Athlete Well-Being Subcommittee Membership

Lori Berquam, dean of students

Philip Brown, professor, Department of Geoscience

John Chadima, associate athletic director for capital projects and golf course operations

Sharon Chamberlain, former alumni representative to the Athletic Board

Sean Frazier, associate athletic director for event and facilities

Terry Gawlik, associate athletics director and senior woman administrator

Claire Geiger, women's rowing student athlete

Nancy Graff Schultz, human resources manager

Denny Helwig, assistant athletic director for sports medicine

Jerlando Jackson, associate professor, Department of Educational Leadership and Policy Analysis

Jake McGhee, Associated Students of Madison representative to the Athletic Board

Sheila McGuirk (chair), professor, Department of Medical Sciences

Michael Plesha, professor, Department of Engineering Physics

Chandelle Schulte, head softball coach

Barbara Smith, project coordinator for IT services, School of Education

Al Toon, former football student athlete and National "W" Club board member

David Zoerb, alumni representative to the Athletic Board

Student Athlete Discipline

The student athlete discipline policy was invoked three times in 2009-2010. Pursuant to it, a student athlete on the men's basketball team was dismissed from the team and two football student athletes were dismissed from the team. In addition, in consultation with the committee a male hockey student athlete was dismissed from the team by the coach for behavior which violated both team rules and the student athlete disciplinary policy. A four-person committee (two board members, the athletic director, and the chancellor's representative, pursuant to the athlete disciplinary policy) investigates allegations of serious student athlete misconduct and imposes penalties. Most behavior of student athletes which leads to discipline is not subject to the disciplinary policy, which is applicable to more serious or repeated criminal behavior.

Current Issues and Concerns

During the 2009-2010 academic year, an ad hoc committee chaired by Professor Murray Clayton reviewed the work of the Athletic Board. The Clayton Committee Report, while endorsing the work of the board, made three recommendations. The recommendations were to make evaluations of coaches available electronically to board members, to "ratify" coaching hires and terminations, and to enhance communication between athletics staff and the board. The report was accepted by the Faculty Senate. The Athletic Board unanimously adopted the policies recommended in the Clayton Report early in the 2010-2011 academic year.