

**ATHLETIC BOARD
ANNUAL REPORT FOR 2010-2011**

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; Equity, Diversity and Student Welfare; Finance and Facilities; and Personnel — 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 University Ridge Committee 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 the 925 standard. Every sport at Wisconsin met the standard in 2010-2011.

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.

2010-2011 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 Covaleski	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)

Rob Andringa
Ronald Leafblad
Regina Millner
David Zoerb

Student Athlete Advisory Committee (SAAC)

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

Lauren Cochlin, Soccer
Jordan Helgren, Track

Associated Students of Madison (ASM)

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

Kyler Royston
Nicholas Schmuhl

Committees

Over the period under review, the chair appointed members to five standing committees of the board: 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). In 2010, the activities of a non-board committee, the Medical Advisory Committee (made up of athletic trainers and team physicians from the Sports Medicine Clinic), were combined with those of the Equity, Diversity and Student Welfare 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 three times each semester.

Board structure related to structure of the Division of Intercollegiate Athletics (usually called “athletics department”): the athletics department has a director, seven associate directors and several assistant directors. In 2010-2011, three committees of the Athletic Board served as “boards” to four of the associate directors (Academics and Compliance; Finance, Facilities, and Operations; 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 Committee (now part of the Equity, Diversity and Student Welfare 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 during 2010-2011.

This committee is charged with reviewing academic and compliance issues. Competition schedules are a major focus of this review. According to board policy, the committee must approve any schedule in which student athletes would miss more than six days of class during a semester. 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.

The committee also continued discussions regarding independent studies, and one of the co-chairs continued to examine the work of student athletes who received independent study credit. Progress toward graduation was another topic of discussion for the committee. The academic performance of our student athletes continues to meet 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 reported on student athlete community service activities and on how the department ensures these activities remain in compliance with regulations. The committee also approved three athletic booster groups for the 2011-2012 academic year. Finally, the committee received information regarding the institution’s self-reports of compliance matters.

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Assistant Athletic Director for Academic Services Doug Tiedt 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 apprised the committee on the academic progress of student athletes, directed studies numbers, APR and graduation rate data and the profiles of student athletes. He also provided information about the department’s tutoring program. Tiedt 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 discussed the problem of plagiarism on college campuses in general and reviewed approaches to addressing plagiarism.

2010-2011 Academics and Compliance Committee Roster

Jeffrey Anders (academic staff)	Nicholas Schmuhl (ASM)
Rob Andringa (alumnus)	Katie Smith (staff liaison)
Dale Bjorling, co-chair (faculty)	Doug Tiedt (staff liaison)
Lauren Cochlin (SAAC)	David Zimmerman (faculty)
Norman Fost (faculty)	David Zoerb (alumnus)
Adam Gamoran, co-chair (faculty)	

II. Personnel Committee

The committee met five times in 2010-2011.

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.

2010-11 Personnel Committee Roster

Jeffrey Anders (academic staff)	M/W Track; Women’s Cross Country
Dale Bjorling (faculty)	Football
Philip Brown (faculty)	M/W Swimming and Diving
Mark Covalleski (faculty)	Men’s Soccer
Norman Fost (faculty)	Men’s Cross Country
Adam Gamoran (faculty)	Women’s Soccer
Kenneth Goldstein (faculty)	Wrestling; Volleyball
Jerlando Jackson (faculty)	M/W Rowing

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2010-11 Personnel Committee Roster, cont'd	
Ron Leafblad (alumnus)	Football
Randy Marnocha (staff liaison)	
Sheila McGuirk (faculty)	Women's Basketball; Softball
Michael Plesha (faculty)	Men's Hockey
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 five times in 2010-2011, with a smaller group meeting in June, to reach its goals.

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.

In October, two of the four major financial reports seen during the year are reviewed. The 2009-2010 year-end financial statement reported a positive net margin of \$1,667,779, which was primarily due to the carryover of unfinished capital projects into 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.

The November meeting reviews the finances of the camps and clinics for the previous year (over \$1,500,000 in revenues and expenses). A review of the accounts held at the UW Foundation included expendable accounts that on June 30, 2010 contained about \$34.8 million. 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 1.9 million people at 632 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 budget for the upcoming fiscal year. In January 2011, the roughly \$81.9 million 2010-2011 budget was on track to close with a small positive margin. Also at that meeting, the process and parameters guiding the creation of the 2011-2012 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 2010-2011. 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."

The February meeting focused on the proposed 2011-2012 budget, which 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 hockey ticket prices by \$2 while holding football and basketball unchanged. The committee votes on the ticket price motion and on a total spending

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authority request that is comprised of the athletics request (\$86.3M) and line items for the golf course (\$2.5M) and the camps and clinics (\$2.5M). The whole board acts on the committee recommendations later in the month of February.

During the spring of 2011, the athletics department broke ground on the new LaBahn Arena. The 102,800-gross-square-foot facility will seat approximately 2,500 and will be the new competition home of the highly successful and defending national champion women's ice hockey team. It will double as the practice facility for the women's and the men's hockey team with new locker rooms, training room, lounge areas and office space on the second floor for the women's ice hockey coaching staff. Also included are new locker rooms and lounge space for the men's and women's swimming and diving teams, and there will be a connection to access the SERF for swimming practices.

Typically a final meeting in June is held to receive an update on the current year's budget, the state of capital projects, and a summary report on ticket revocations. This year's meeting was cancelled due to lack of a quorum, but the co-chairs and the senior staff liaisons met to review these issues. The only action item was committee approval of the facility use rates for 2011-2012 although lack of a quorum postponed this until an email vote subsequently approved the new rates.

Senior staff within the division are acutely aware of the need to plan for the near and distant economic future, and these multi-year 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.

2010-2011 Finance, Facilities and Operations Committee Roster

Rob Andringa (alumnus)	Randy Marnocha (staff liaison)
Philip Brown, co-chair (faculty)	Sheila McGuirk (faculty)
Dale Carruthers, ex officio	Regina Millner (alumnus)
Mark Covalleski (faculty)	Michael Plesha, co-chair (faculty)
Sean Frazier (staff liaison)	Kyler Royston (SAAC)
Kenneth Goldstein (faculty)	Nicholas Schmuhl (ASM)
Jerlando Jackson (faculty)	David Zoerb (alumnus)
Ronald Leafblad (alumnus)	

IV. Equity, Diversity and Student Welfare Committee

The committee met seven times in 2010-2011.

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;
- *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.

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Big Ten Representative Von Mansfield, Vice Provost for Diversity and Climate Damon Williams, and Vice President NFL Player Engagement Troy Vincent were guests of the committee joining in a discussion of department, campus, Big Ten and NFL programs and opportunities for minority student athletes.

The committee heard updates on legislation on sickle cell testing, NCAA concussion policy, and an ad hoc committee was formed to review the department's drug testing program.

The committee drafted a statement on the roles and responsibilities of the committee.

2010-2011 Equity, Diversity and Student Welfare Committee Roster

Jeffrey Anders (academic staff)	Terry Gawlik (staff liaison)
Rob Andringa (alumnus)	Jerlando Jackson (faculty)
Lauren Cochlin (SAAC)	Sheila McGuirk (faculty)
Norman Fost (faculty)	Regina Millner (alumna)
Sean Frazier (staff liaison)	Michael Plesha (faculty)
Adam Gamoran (faculty)	Barb Smith, chair (academic staff)

V. University Ridge Oversight Committee

The committee met five times in 2010-2011.

The mission of the Athletic Board's University Ridge Oversight Committee is to establish appropriate policies and provide oversight of operations of the University Ridge property, especially regarding golf operations. The committee works with the Division of Intercollegiate Athletics in the development of a fiscally responsible annual budget and establishing policies and prices for golf course play (i.e., greens fees). The committee also works with the Division of Intercollegiate Athletics to plan for the property's future as an athletic, educational, research, and recreational facility. The committee's annual action items include approval of the annual budget and approval of greens fees.

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 9, 2010, November 11, 2010, January 20, 2011, April 14, 2011, and June 20, 2011.

Each meeting includes updates provided by the head coaches on the men's and women's golf teams, 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 sixth best campus golf course in the country by *Golfweek Magazine*, and it was the highest ranked Big Ten course. After its second 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. University Ridge received certificates of achievement from Audubon International in water conservation, outreach and education, environmental planning, and wildlife and habitat management.

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Renovations to the golf course included bunker modifications, a new sign at the intersection of highways PD and M, concrete walkway replacement on the south side of the clubhouse, staining the clubhouse exterior, replacing bathroom countertops, and updating the security system. The course is planning a new all-season golf facility for use by the men's and women's golf teams. The facility is undergoing preliminary design by an architect, with a projected cost of approximately \$2.5 million. Groundbreaking is tentatively scheduled for March 2011, with completion by October 2012.

During 2009-2010, the athletic department presented the committee with a plan to renovate extensively the greens by regrassing. Regrassing was deemed necessary to maintain the course as one of the premier golf facilities in the nation. The committee extensively discussed this plan and unanimously approved it. Because this plan required an extended period of closure (approximately August through the following May), the financial ramifications due to the lost revenue from the closure are high. Subsequent to this committee's approval, the athletic department elected to delay the regrassing for at least one year (beyond 2010-2011), so that some less expensive options could be studied and implemented. It is anticipated that the committee will readdress this issue at a future date.

The golf course's annual budget for the 2010 calendar year was slightly under \$2.5 million, and the course produced a net profit of \$77,990. This is impressive considering the soft economy, the soft golf market, 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.

2010-2011 University Ridge Oversight Committee Roster

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

* 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 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

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- 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

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 again in 2000). No issues were discovered during the year long self-study process, and the university received final certification confirmation in October 2010. The peer-review team congratulated the university for being a model program that others should look to emulate.

Student Athlete Discipline

The student athlete discipline policy was not invoked in 2010-2011.

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 referred the report to the Athletic Board *Ad Hoc* Self-Study Committee for consideration for implementation. At its October 15, 2010 meeting, the Athletic Board unanimously adopted the policies recommended in the Clayton Report. The board further approved the recommendation of the *ad hoc* committee that all standing committees of the Athletic Board review their policies and procedures to ensure consistency with the recommendations of the report, and this was done during the 2010-2011 academic year.