

University of Wisconsin – Madison

Athletic Board

Annual Report

2012-2013

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Introduction

The Athletic Board has broad responsibility under FP&P 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. As part of the Finance and Facilities Committee, 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 in 2012-2013 was 3.00. The Academic Progress Rate (APR) is an NCAA metric that carries with it contemporaneous penalties by individual sport for failure to meet standards. Beginning with 2012-13 championships, teams had to earn a minimum 900 four-year APR or a 930 average over the most recent two years to be eligible to participate. For 2014-15 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 2015-16 and beyond, teams must earn a four-year APR of 930 to compete in championships. Every sport at Wisconsin exceeded projected standards in 2012-13.

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.

2012-2013 Athletic Board Membership

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

(12 Members: 4 year renewable term, 12 votes)

1. Dale Bjorling (Chair)
2. Mark Covalleski
3. Norman Fost
4. Adam Gamoran
5. Jerlando Jackson
6. Sheila McGuirk
7. Regina Murphy
8. Mike Plesha
9. Phil O'Leary
10. Laurel Rice
11. Karl Shoemaker

12. David Zimmerman

Academic Staff

(2 Members: 4 year renewable term, 2 votes)

1. Jeff Anders
2. Barb Smith

Alumni

(4 Members: 4 year non-renewable term, 4 votes)

1. Rob Andringa
2. Peter Christianson
3. Jack Edl
4. Regina Millner

SAAC: Student-Athlete Advisory Committee

(2 Members: 1 year renewable term, 1 vote)

1. Lauren Cochlin, Soccer
2. Kodee Williams, Soccer

ASM: Associated Students of Madison

(2 Members: 1 year renewable term, 2 votes)

1. Valyncia Raphael
2. Nicholas Schmuhl

Recreational Sports

(1 Member, non-voting)

1. John Horn

Committees

Over the period under review, the chair appointed members to four standing committees of the Board: Academics and Compliance Committee; Equity, Diversity & Student Welfare Committee; Finance & Facilities Committee (the University Ridge Oversight Committee comprised of Board and non-Board members is a sub-committee of this committee); and Personnel Committee. The full Board met 7 times and committees met 4-7 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 2012-2013, three committees of the Athletic Board served as “boards” to four of the associate directors (Academics and Compliance; Equity, Diversity and Student Welfare; Finance, Facilities, and Operations). The Personnel Committee receives reports from seven sports administrators (6 Associate and 1 Assistant Athletic Director) and one department head (human resources). The Medical Advisory group (during 2013, this

was incorporated into the Equity, Diversity & Student Welfare Committee) includes the head trainer and an assistant director, while the University Ridge Oversight Committee involves one associate director.

Academics and Compliance Committee

The Committee met six times during 2012-13.

The Committee is charged with reviewing academic and compliance issues. Competition schedules are approved by this committee and are a major focus of this review. According to Board policy, the Committee must specifically approve any schedule in which student-athletes would miss more than 6 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 6 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 6 days of missed classes.

Assistant Athletic Director for Compliance Katie Smith informed the committee of NCAA compliance policies. She informed the Committee about proposed and adopted NCAA legislation as well as Big Ten issues. She also explained UW's revised Financial Aid Appeal Process. The Committee received the results of the UW's Internal Audit Review as it pertained to the Compliance Office. The Committee was introduced to two new Compliance Office staff members and received information regarding the revised 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. 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. He discussed staffing changes in the department, as well as the decision to split the Life Skills area from Academic Services into its own department, called the Office of Student-Athlete Development. Holtman also kept the Committee abreast of the timeline and construction updates regarding the new Fetzer Center for Student-Athlete Excellence.

2012-13 Academics and Compliance Committee Roster

Adam Gamoran/Mike Plesha
Katie Smith/Jason Holtman
David Zimmerman
Norm Fost
Karl Shoemaker
Jeff Anders

Co-Chairs – Faculty
Staff Liaisons
Faculty
Co-Chair – Faculty
Faculty
Academic Staff

Kodee Williams
Nicholas Schmuhl
Rob Andringa
Regina Millner

SAAC
ASM
Alumnus
Alumnus

Equity, Diversity and Student Welfare Committee

The Committee met seven times in 2012-2013

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 reviews issues surrounding gender equity in the Department
- **The Committee on Academic Staff Issues**
- **The Student Athlete Development Area** –Beyond the Game (BTG) program, Student Athlete Advisory Committee (SAAC), Student Athletes Equally Supporting Others (SAESO), and student athlete development programs

The Committee heard in-depth presentations and engaged in discussion on a number of Athletic Department initiatives or developments:

- The progress and direction of the department's stand-alone plans for diversity and equity.
- The department's strategic planning process.
- The progress of the Beyond the Game (BTG) initiative.
- The integration of Sports Medicine into the new training facilities with the goals of accessibility to athletes for monitoring injuries, continuing research into markers of performance, health and recovery.

One chair of the committee met with the department's Senior Staff Committee on Gender, Diversity, and Student Welfare to analyze trends on department revenue and expenditures as it relates to equity and diversity in the department.

The committee heard updates and engaged in discussion on a number of NCAA legislative reform proposals, proposed NCAA legislation and issues discussed at the conference and national level relative to student welfare:

- NCAA Student Athlete stipend, including discussion on the equity and distribution process of an added financial assistance stipend, the cost per institution and implications on Title IX.

- Concussions in athletics, including the Big10's medical committee's viewpoint on concussions and this institution's practice for diagnosing and helping students, not just student athletes, recover from concussions.
- NCAA requirement of certification of strength and conditioning coaches.
- NCAA's proposed legislation on changes to the drug testing policy, including lowering the threshold for marijuana and changing the associated penalty

The Ad Hoc committee to review the department's Drug Testing Program presented a revised draft of the department's policy to this committee which was approved by the committee and the Athletic Board.

2012-13 Equity, Diversity and Student Welfare Committee Roster

Jeff Anders	Academic Staff
Rob Andringa	Alumnus
Barb Smith Simons	Co-Chair – Academic Staff
Terry Gawlik / Sean Frazier / Doug Tiedt	Staff Liaisons
Jerlando Jackson	Faculty
Sheila McGuirk	Co-Chair - Faculty
Carl Shoemaker	Faculty
Norm Fost	Faculty
Phil O'Leary	Faculty
Regina Murphy	Faculty
Lauren Cochlin	SAAC
Regina Millner	Alumna

Finance, Facilities and Operations Committee

The full Finance, Facilities and Operations (FFO) Committee met four times during 2012-13, including an expanded June meeting to which invitations were extended to the entire Athletic Board to meet with Brad Traviola, Deputy Commissioner of the Big Ten Conference.

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

The FFO Committee's goals are reached through four scheduled meetings during the academic year. At the October meeting, two of the four major financial reports that are seen during the year are reviewed. The first of the reports is the 2011-12 year-end financial statement which showed a negative budget balance of \$149,109 that was primarily due to the timing of construction project expenses coming due in 2011-12. The Division did maintain a positive year

end cash balance of just over \$375,000. 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 December meeting was cancelled due to conflicts with timing for a site/planning visit in preparation for the Rose Bowl. A planned visit by Brad Traviola from the Big Ten Conference was postponed until the June meeting.

In January, the FFO Committee reviewed the mid-year budget status and had the first look at the budget developments for the upcoming fiscal year. As of January 2013, the roughly \$108 million budget was consistent with prior years' budgets and was on track to close with a small positive margin. Also at that meeting, the process and parameters guiding the creation of the 2013-14 operating budget were discussed. All the support units and sports in Athletics were asked to hold their operating budgets as flat as possible with the goal of maintaining the same levels budgeted in 2012-13.

The February meeting focused on the proposed 2013-14 budget. The budget impact items included projected increases of \$600,000 for mandated wage adjustments and fringes, \$16,500,000 for Student Athlete Performance Center (SAPC) construction costs, and \$450,000 for PCI compliance. Certain revenue categories also took a hit as a one-time bond premium from 2012-13 was removed, a change in the contractual relationship with parking dropped revenue by \$800,000 and men's hockey ticket revenues were adjusted by \$470,000 to be more in line with recent actual experience. The Committee approved the total spending authority request of \$127,571,000 and line items for both University Ridge (\$2.5M) and Camps and Clinics (\$2.5M). The entire Athletic Board acted on the FFO Committee's recommendations later in February. The auditors from Baker Tilley reported on the NCAA's "Agreed Upon Procedures" (audit) and gave the Division a clean audit report with no adverse findings.

During 2012-13, The Division of Athletics continued progress on construction of the new SAPC as well as finished up the Goodman softball facility and the golf training center. The golf training center and the Goodman facility will allow indoor training in specialized facilities throughout the year for our golf and softball teams. Both facilities hold great promise for training and recruiting purposes.

All Athletic Board members received an invitation to this year's June meeting which featured a visit from Brad Traviola, the deputy Commissioner of the Big Ten Conference. Brad provided insight into the Big Ten's decision-making processes and answered questions from Athletic Board members about the operating structures within the Conference.

Senior staff within the Division of Intercollegiate Athletics are acutely aware of the need to plan for both the near and distant economic future. Multi-year projections are shared and discussed with the Committee at various meetings throughout the year. Additionally, the Committee co-chairs meet regularly with members of the senior staff 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

FFO Committee are in place and working. A summary of the 2012-13 budget is attached as an Appendix and includes comparative data from prior years.

2012-13 Finance, Facilities and Operations Committee Roster

Mark Covaleski/Laurel Rice	Co-Chairs – Faculty
Randy Marnocha/Sean Frazier	Staff Liaisons
Jerlando Jackson	Faculty
Phil O’Leary	Faculty
Regina Murphy	Faculty
Dorcas Akinniyi	SAESO
Valyncia Raphael	ASM
Jack Edl	Alumnus
Rob Andringa	Alumnus
Peter Christianson	Alumnus
Regina Millner	Alumnus
John Horn	Ex-Officio

University Ridge Oversight Sub-Committee

The Committee met four times in FY 2012-2013. The committee consists of Athletic Board members, members from the University community at large, and members from the local golf community. This committee has met quarterly, with additional meetings as needed to address special issues. This year's meetings were held on Sept. 20, 2012, Nov. 8, 2012, Jan. 24, 2013, and June 18, 2013. 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.

Twenty Year Tune-Up Summary

In August 2012, University Ridge Golf Course was closed to implement the “Twenty Year Tune-Up”. This project included the re-grassing of twenty greens (eighteen on course, practice green, and nursery green). In addition to the re-grassing, the site conditions surrounding the greens were improved by allowing for more air flow and sun light. This gives the newly seeded greens the best opportunity to remain healthy and free from other variations of grasses (i.e. poa annua).

The golf course was reopened in May 2013 after a successful grown-in of the bent grass greens. Despite poor spring weather, all scheduled events, groups, and league play were able to enjoy the new green surfaces. Following the well-received 2013 WIAA State Boy’s Championship (June 2nd-4th), the course was opened to all public play.

Capital projects that were completed during the “Twenty Year Tune-Up” included: updating irrigation around back nine greens, crack filling and seal coating cart paths, and adding XGD drainage to problematic greens.

Golf Training Center

November 2012 marked the grand opening of the UW Golf Training Center. The facility has become regarded as one of the best indoor golf training facilities in the country. The goals of the facility are to provide the UW student/athletes with an excellent opportunity to work on their game during inclement weather and enhance recruiting opportunities.

Financial Summary

Financially, 2012 was unique in that the “Twenty Year Tune-Up” and course closure would result in a net loss in regards to profit. The loss was budgeted at \$466,500 and the actual negative, net profit for the calendar year was \$393,650. This resulted in a savings of \$72,850. Being open in March for only the second time in course history, strong group play, and excellent food & beverage and retail revenue highlighted the budgetary success.

The “Twenty Year Tune-Up” was financially supported by the University Ridge Fund at the UW Foundation and operating account, which consists of past profits from University Ridge Golf Course operations.

Awards, Accolades, and Events (FY 2012-2013)

5th Best Campus Golf Course & Highest Ranked Big Ten Golf Course-GolfWeek Magazine;
11th Consecutive Gold Medal for Best of Madison-Madison Magazine; Top Ten Best Wisconsin Golf Course (#6)-GolfWisconsin.com
2012 Women’s Badger Invitational (Golf)
2012 Adidas Invitational (Cross Country hosted at the Thomas Zimmer Course)
2012 NCAA Great Lakes Regional (Cross Country hosted at the Thomas Zimmer Course)

2012-13 University Ridge Oversight Sub-Committee Roster

Mike Plesha Chair – Faculty
Marija Pientka-Senior Staff Liaison
Mike Gaspard-General Manager-URidge
Phil Brown-Faculty
Mark Covalleski- Faculty
Barb Smith-Academic Staff
Rob Andringa- Alumni
Phil O’Leary-Faculty
Bob Bartlett*- Public
Fran Breit*- Public
Susan Lubar*- Public
Larry Meiller*- Public
Terry Murawski*- Public
Tom Olson*- Public
Chris Williamson* Public
* Not Members of the Athletic Board

In July 2013, the University Ridge Oversight Sub-Committee was integrated into the Finance, Facilities, and Operations Committee. Operational, financial, and maintenance reports will continue to be provided by the URidge General Manager and Superintendent, respectively.

Personnel Committee

The Personnel Committee met four times in 2012-13. The October 2012 meeting was cancelled, but an email was sent to all members welcoming new members and explaining the committee member orientation process and the process for accessing coach and student evaluation materials via a secure, web-based application.

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

- Reviewed and approved annual evaluations and any contract recommendations for Head Coaches.
- Participated in the recruitment process and ratified hiring Gary Andersen as Head Football Coach.
- 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 above actions are taken in closed session pursuant to Wisconsin SS 19.85 (1) (c)

(f). The committee also:

- Continued the liaison policy in which one committee member is assigned one or two sports in which the member develops more in-depth knowledge about the sport, meets with the head coach, and attends games/matches and some practices, as well as other events (e.g., the team banquet). These activities are done in conjunction with the Athletic Department Sport Administrator.
- Worked with Athletic Department staff to make several revisions to the bonus policy to reflect changes in post-season events in several sports.

2010-2011 Personnel Committee Roster

David Zimmerman/ Jerlando Jackson	Co-Chairs – Faculty	Tennis, Men’s Basketball Football
Randy Marnocha/Holly Weber	Staff Liaisons	
Mark Covaleski	Faculty	Men’s Soccer; Softball
Norm Fost	Faculty	Women’s Cross Country; Softball
Adam Gamoran	Faculty	Women’s Soccer
Sheila McGuirk	Faculty	Women’s Basketball
Regina Murphy	Faculty	M/W Rowing
Phil O’Leary	Faculty	M/W Swimming & Diving
Laurel Rice	Faculty	Wrestling; Volleyball
Karl Shoemaker	Faculty	Men’s Hockey
Jeff Anders	Academic Staff	M/W Track; Women’s Cross Country
Barb Smith	Academic Staff	Women’s Golf; Women’s Hockey
Peter Christianson	Alumni	
Jack Edl	Alumni	
Nicholas Schmuhl	ASM	

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
- There was increasing discussion of student/athlete welfare, particularly related to head injuries at the Big Ten and NCAA levels

Current Issues and Concerns

During the 2012-2013 academic year, no major academic or compliance issues arose. The cumulative GPA for all student/athletes remained at 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 2010 through June 2013 is appended. The Department continues to operate in the black and contributed \$2,502,030 in unrestricted funds to the UW from the contract with the Big 10 Network. (The exact amount depends on the value of the contract that 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. Issues of student welfare will continue to be of significant importance to the Athletic Board, particularly incidence of, and policies regarding, concussions, the impact of travel and mid-week competition on academic performance, graduation, and success beyond college. Restructuring of the NCAA is an ongoing discussion that is anticipated to continue over several months to years. It is important that the UW is effectively represented in these discussions to help direct the outcome in a manner that best supports student/athlete welfare.

2012-13 Wisconsin Athletics Budget Report

	<u>2010-11</u>	<u>2011-12</u>	<u>Budget</u>	<u>As of June'13(GP)</u>
<u>Revenue</u>				
Ticket Sales	27,333,230	27,569,088	28,654,106	27,675,492
Gift Funds	13,861,398	19,318,472	31,750,000	58,405,247
Conference Distributions	19,664,187	21,249,700	21,930,571	23,238,755
Concessions & Catering	6,853,405	7,109,836	6,980,000	6,668,258
Multi Media	5,007,040	5,614,531	9,730,000	7,857,226
Events	1,081,868	1,048,490	974,500	900,784
Other Revenue	4,561,511	5,565,111	5,287,400	5,696,207
Post Season Reimbursements	<u>2,579,248</u>	<u>2,523,185</u>	<u>3,000,000</u>	<u>2,700,876</u>
	80,941,888	89,998,412	108,306,577	133,142,844
<u>Expenses</u>				
Salaries & Fringes	32,919,613	34,781,077	37,086,519	34,935,793
Operating Expenses	29,520,174	29,748,067	32,672,539	32,630,290
Debt Service	10,171,200	10,048,276	13,152,355	11,968,485
Financial Aid	5,506,631	5,933,686	5,669,600	6,081,376
Utilities Infrastructure			263,100	
Post Season Participation	2,737,394	2,982,891	3,100,000	2,950,531
Capital Expenses		<u>6,653,524</u>	<u>16,245,000</u>	<u>44,582,194</u>
	80,855,012	90,147,521	108,189,113	133,148,668
Net Operating Margin	86,876	(149,109)	117,464	(5,824)
<u>Capital Projects</u>				
Capital Revenue	799,792			
Capital Expenses	<u>3,010,174</u>			
	(2,210,382)			
Total Net Margin	<u>(2,123,506)</u>	<u>(149,109)</u>	<u>117,464</u>	<u>(5,824)</u>
Ending Cash Balance	524,361	375,346		361,915

Note: Reports do not include operations from University Ridge or sports camps and clinics