



Kennesaw State University
KSU Athletics Board
February 16, 2011
Meeting Notes

Members/liasons present: Tom Keene, Steve Benton, Stephen Braden, J. C. Bradbury, Ron Bullock, Jim Herbert, Nancy King for Jerome Ratchford, Bob Mattox, Dan Papp, Jorge Pérez, Karen Pfifer, Michael Redd, Heath Senour, Rick Siegel, Sean Stickney, Randy Stuart, Judi Walper, Mark Warner, Kim West, and Vaughn Williams

Members/liasons not present: Rachael Albright, Barbara Calhoun, Steven Cole, John Culvahouse, Gerald Donaldson, Daniel Johnson, Ronco Johnson, Linda Lyons, Don McGarey, and Brenda Stopher

Guest: Diane Walker

1. Because there were new members on the committee, everyone introduced themselves.
2. The November 16, 2011 meeting notes were accepted and approved as amended adding Ron Bullock as being in attendance as Staff Senate Representative.
3. Tom Keene noted that some changes have been made on the website. Please see an attached screenshot. Minutes and agendas have been added for your information, as well as for your constituents. Shortly we will discuss a change in the Grievance Committee, which will be changed on the website accordingly.
4. Vaughn Williams presented the State of the Athletics Department. As discussed in the past, we will be adding women's lacrosse in the fall.

The staff has done a tremendous job of getting things done, and he has had a great ten months.

As reported at other meetings, the student-athletes have achieved a record overall GPA of 3.11, which is better than the average KSU student. Men's basketball had a great semester in the classroom with close to a 2.8 GPA.

The coaches have been encouraged to follow the risk assessment model regarding recruiting the right students. Athletics wants to limit the number of special admits so as not to put Athletics at a disadvantage.

Regarding compliance, there have been 21 self-reported violations. It is very important to have violations, because without them it looks like we are not doing our job. The current environment is that of doing the right thing. Heath Senour has been very busy trying to create an environment of

doing the right thing.

Regarding ASUN, because we do not have a radio station, we have been announcing some games with live streaming. Also, Northern Kentucky has been added to A-Sun to replace Belmont. We believe that Northern Kentucky is very similar to KSU, and even shares our black and gold, which may be a problem.

The College Cup was a successful event, exceeding the number of expected ticket sales by 30 – 40%. They are now waiting for an announcement of whether the 2013 event will be held at KSU.

The new official fight song was unveiled at last Friday's basketball game, where we broke the attendance record for men's and women's basketball. Vaughn advised the board that the fight song can be purchased as a ringtone.

Vaughn announced that the track at the sports park, the dugout restrooms at the baseball area, and the strength training facility at Chastain Point have been completed. They have also moved offices around and have almost completed a master plan for next 20 years. Installation of the new video board should be sometime prior to spring graduation.

Student Government has approved the \$15 additional fee increase for scholarships and women's lacrosse. It now needs to be approved by the Board of Regents.

Next week a company will be visiting regarding branding. We also have a bid out for apparel.

Nancy King and Karen Pfifer have been working on orientation for student-athlete welfare. We are also taking them out into the community to show their support of the community. On March 15th they will have a talent contest. Vaughn will be the MC, and all proceeds will be donated to the Golden Soldiers, a faith-based, non-profit organization focused on spreading the meaning of "The Golden Rule" as well as hosting events in honor of individuals with special needs.

We are still working on our infrastructure by following our core values for the year--trust, transparency, and teamwork. They are holding regular meetings and attending "Owls Night Out" by visiting different venues once a month. They are also challenging each other to read books about how they can improve the department.

They have reorganized several positions and have eliminated 8. They plan to offer the following positions: Owl Fund Director to manage an annual fund program to raise scholarship funds; Director of Athletic Communications and an assistant to be responsible for their website and video board; Director of Strength and Conditioning, Assistant Business Manager, etc. SASS will also be assessing their resources to determine if they are sufficient to serve the needs of the student-athletes.

A copy of the current org chart is available on the website, and they will try to keep it updated.

Beginning March 1st they will advertise for the best lacrosse coach possible, and then an assistant. Currently they have a host of people interested.

We are in the third quarter regarding football. Currently Coach Dooley and Dr. Papp are fully engaged in making contacts, and they are seeking naming rights of stadium. They are looking for good partners that will be with KSU for a long time. They have gone over expenses involved and have a good business model. The next thing is to take it to the Board of Regents. There have been