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University of South Carolina

BOARD OF TRUSTEES

Intercollegiate Athletics Committee

September 14, 2007

The Intercollegiate Athletics Committee of the University of South Carolina Board of Trustees met on Friday, September 14, 2007, at 10:00 a.m. in the 1600 Hampton Street Board Room.

Members present were: Mr. Mark W. Buyck, Jr, presiding; Mr. Arthur S. Bahnmuller; Mr. Samuel R. Foster II; Mr. William C. Hubbard; Mr. Toney J. Lister; Mr. Michael J. Mungo; Mr. M. Wayne Staton; Mr. Herbert C. Adams, Board Chairman; and Mr. Miles Loadholt, Board Vice Chairman. Mr. Othniel H. Wienges, Jr., Chairman was absent. Other Trustees present were: Mr. William L. Bethea, Jr.; Mr. James Bradley; and Mr. Eugene P. Warr, Jr.

Others present were: President Andrew A. Sorensen; Secretary Thomas L. Stepp; Executive Vice President for Academic Affairs and Provost Mark P. Becker; Vice President for Research and Health Sciences Harris Pastides; Vice President for Student Affairs and Vice Provost for Academic Support Dennis A. Pruitt; Vice President and Chief Financial Officer Richard W. Kelly; Vice President for University Advancement Brad Choate; Vice President for Human Resources Jane M. Jameson; Vice President for Information Technology and Chief Information Officer William F. Hogue; Vice Provost and Executive Dean for Regional Campuses and Continuing Education Chris P. Plyler; Associate Provost for Budget and Operations William T. Moore; Legal Counsel Walter (Terry) H. Parham; Executive Director of Alumni Association Marsha A. Cole; Director of Athletics Eric Hyman; Director of Government Affairs and Legislative Liaison Johnny D. Gregory; Director of Facilities, Division of Business and Finance, Tom Quasney; Associate Director of Governmental Affairs and Legislative Liaison Casey Martin; USC Lancaster Public Information Officer Shana Funderburk; Chair of Faculty Senate Robert Best; Chair of USC Board of Visitors, A. C. "Bubba" Fennell, III; Applications Technician, Department of Athletics, Kumar Moguluru; Faculty Athletics Representative and Professor William O. Bearden; Chair of University Athletics Advisory Committee Manton Matthews; Director of University Communications, Division of University Advancement, Russ McKinney, Jr.; Board staff members Terri Saxon, Vera Stone,

Karen Tweedy; and members of the press.

Mr. Buyck called the meeting to order and invited those present to introduce themselves. Mr. McKinney introduced members of the media who were in attendance. Mr. Buyck stated that notice of the meeting had been posted and the press notified as required by the Freedom of Information Act; the agenda and supporting materials had been circulated to members of the Committee; and a quorum was present to conduct business.

I. Athletics Director's Report: Mr. Buyck called on Mr. Hyman who gave a synopsis of the FY 2006-2007 goals for the Athletics Department. Also, he discussed goals for FY 2007-2008 and explained how these goals were developed.

The FY 2006-2007 goals for the Department and the status were as follows:

- Implement "Dress for Success" Seminar (Sophomore Student-Athletes): Mr. Hyman stated that this goal was met. There were three mandatory meetings for student-athletes: during their sophomore year, students were required to attend the Dress for Success seminar; the etiquette dinner was required in their junior year; and finally a networking seminar in their senior year. In addition, mock interviews were held to help athletes with their interviewing skills.
- Implement "Gamecock Networking Seminar" (Senior Student-Athletes): This goal was met. Mr. Hyman stated that to assist student-athletes with networking, a cross-section of people visited with the athletes to help them build networking skills and to share their knowledge about the job market. The cross section of people included former student-athletes, doctors, lawyers, high school coaches, insurance agents, home builders and contractors. Students received business cards, job market information and began networking.
- Gamecock Club (GCC) Benefits Committee: Mr. Hyman stated that this goal was met. A committee was formed to study current benefits and to make recommendations to the Athletics Director who would present them to the Board of Trustees and the recommendations would then be implemented.
- Gamecock Club Seating Committee: Mr. Hyman stated that this goal was ongoing because there was a problem with people meeting deadlines. The initial goal was to have the committee study seating at Williams-Brice Stadium with final University approval by April 30, 2007.
- Gamecock Club Committee Deadlines: Mr. Hyman stated that this goal was met. Also, he stated that members had been informed that they would lose seats if they did not meet obligations by the deadline.

- Gamecock Club Parking: Mr. Hyman stated that this goal had been met and that the Gamecock Club Committee had initiated parking charges for the 2007 football season.
- Strive for 100% compliance of budget guidelines for all sports and departmental units: Mr. Hyman stated this goal was not met. There were thirty-seven cost centers and only thirty-three had met their goal. He stated that the initial goal was to have all the cost centers achieve Zero Based Budgeting and to stay within their allocations.
- Develop a pricing, seating, and marketing plan for new baseball stadium: Mr. Hyman stated that this goal had been met.
- Increase Men's Basketball average attendance: Mr. Hyman stated that the goal was met. The average attendance had increased to 12,970 which was an eight percent increase from FY 2005-2006.
- Increase Women's Basketball average attendance: Mr. Hyman stated that this goal was met. The goal was to increase the women's basketball average attendance by 15 percent, from 1,455 to 1,673. He stated that the average attendance had increased to 17,787, a 19 percent increase from FY 2005-2006.
- Increase Gamecock Sports Properties local ad sales from \$2.865 million to \$3.365 million: Mr. Hyman stated that this goal had not been met. The actual ad sales totaled \$3.145 million.
- Action Sports to sell five new suites and renew all existing Colonial Center suites to equal 36 sold suites. Mr. Hyman stated this goal was not met and that no new suites were sold.
- New video and LED boards ready for the USC vs. Georgia football game by Action Sports Media (ASM): Mr. Hyman stated that this goal was met.
- Action Sports Media (ASM) to secure eight LED sponsors for new video boards: Mr. Hyman stated that this goal was met.
- Finalize long-range master plan for athletics facilities: Mr. Hyman stated that this goal was met.
- Develop and implement plan for training table for student-athletes: Mr. Hyman stated that this goal was met.
- Implement the Individual Success Program for incoming freshmen and transfers with less than a 2.5 GPA and 950 on the SAT and continuing student-athletes with less than a 2.3 cumulative GPA: Mr. Hyman stated that this goal was met and that this was a tutorial program with study halls. In essence, the department would identify freshman and transfer

student-athletes with a less than 2.5 GPA and provide them with academic support; other student-athletes with less than a cumulative 2.3 GPA would also be required to participate in the program. Mr. Hyman stated that there was also an attendance policy in place and student-athletes who did not follow the policy would lose game time.

President Sorensen commented that the Student Success Center would benefit all students and would help improve the graduation rates of all our students as well.

- Negotiate a comprehensive apparel and equipment agreement: Mr. Hyman stated that this goal had been met as set for Under Armor. However, the agreement was to be amended to be more comprehensive and apply to more sports and the comprehensive portion of the goal had not yet been met.
- Each team to finish in the Top 6 in their league or the Top 3 in their division: Mr. Hyman stated that this goal was not met. The only Top 6 teams in the league were: Baseball, Women's Golf and Men's Soccer (C-USA), Women's Soccer, Women's Tennis, Women's Track & Field (Indoor) and Women's Track & Field (Outdoor). The only Top 3 team in their Division was Baseball.
- 10 Teams to finish in the Top 25 in NCAA: Mr. Hyman stated that this goal was not met. The Top 25 in NCAA were Baseball, Men's Golf, Women's Golf, Softball, Men's Track & Field (Indoor), Women's Track & Field (Indoor), Women's Track & Field (Outdoor).
- Place in the Top 25 in the Director's Cup: Mr. Hyman stated this goal was not met and that South Carolina was 32nd.
- Complete long-range personnel plan: Mr. Hyman stated this goal was met.

Mr. Hyman presented the following summary of FY 2006-2007 Director's Cup final standing for SEC schools:

6th Florida	1064.250
7th Tennessee	1045.750
12th Georgia	971.000
17th Louisiana State	888.000
19th Auburn	866.250
31st Arkansas	604.080
32 nd <i>South Carolina</i>	602.750
33rd Vanderbilt	552.500
36th Clemson	527.500
43rd Alabama	494.750
45th Kentucky	476.830
49th Mississippi	425.250
120th Mississippi State	130.000

Mr. Hyman reported on the FY 2006-2007 Director's Cup teams who scored points for USC were as follows:

10th Women's Track & Field (indoor)	66.750
11th Men's Golf	65.250

9th Baseball	64.000
9th Softball	64.000
12th Women's Track & Field (outdoor)	63.750
25th Men's Track & Field (indoor)	48.000
25th Women's Golf	47.500
26th Football	45.000
31st Men's Swimming	42.500
34th Men's Track & Field (indoor)	39.000
36th Women's Swimming	32.000
33rd Women's Tennis	25.000

Mr. Hyman stated that on July 11-13, 2007, the management team held a Retreat to develop the FY 2007-2008 goals for the Athletics Department. In addition, the management team selected a cross-section of employees to study the goals and provide their input. Some of the suggestions and ideas were as follows:

- Receive feedback from a cross section of employees in the department on the new website design and layout.
- Create a drop box in the Colonial Center for fans to drop tickets off for games they did not plan to attend. This would provide an opportunity to give the tickets out in the community, for example to the Boys and Girls Club.
- Enhance appearance of concessions at football games and enhance variety of food offered to increase revenue.
- Place a Question/Comment Box in Ms. Shealy's Office and questions/comments would be addressed at all-staff meetings.

Finally, Mr. Hyman gave the following departmental goals for FY 2007-2008:

Academics:

- Achieve a minimum APR score of 925 for each athletic team and reduce the number of points (from previous year) lost due to eligibility.

Admissions:

- Develop new admissions policies and procedures.

Champs/Life Skills:

- To have each student-athlete participate in community outreach projects per year (individual or team).

Competition:

- 10 Teams to finish in the Top 6 in their league or the Top 3 in their division.
- 10 Teams to finish in the Top 25 in the NCAA.
- Place Top 6 within the SEC schools in the Director's Cup.

Facilities:

- Develop timeline with USC Medical School; Dr. Guy would establish Medical Center at the Roost.

- Conduct utility feasibility studies for the Roost area which would be presented to the Building and Grounds Committee.
- Feasibility and construction of new suites in the 200 level of the Williams-Brice stadium for Fall 2008; this matter would be presented to the Buildings and Grounds Committee.
- Begin feasibility study of north stands construction in Williams-Brice Stadium.
- Meet the goals for the AEC project and begin construction in Summer 2008.

Financial:

- Increase fund reserve to 15 percent of total annual budget.
- Eliminate major negative internal audit findings.

Gamecock Club:

- Appoint and implement an Athletics Department Capital Campaign Steering Committee.
- Have SCOA complete Williams-Brice Stadium and Baseball Facility seating study.
- Develop marketing plan for 200 level club suites in Williams-Brice Stadium.
- Host a national signing day gala with top level donors.

Marketing:

- Launch Athletics Department's new website.
- Increase Athletics Department's dollars from the multi-media rights holder through an effective bid process. The department has been going through a bid process and the preliminary feedback had been very positive.
- Execute successful promotion campaign for 100 years of Gamecock basketball.
- Develop a departmental branding plan.
- Increase local ad sales from \$3,145,000 to \$3,550,000 (Growth of 12.87%)- Gamecock Sports Properties (Media Rights holder)
- Increase property revenue from \$2,687,188 to \$3,090,266 (15% Increase) - (Action Sports Media)

Miscellaneous:

- Move all recruiting activities to On-line Cyber Sports System and train individuals who would be using the program.
- Review student-athlete yearly check distribution process.
- Organize and implement an "emergency response team" for the Roundhouse employees and certify them in CPR/AED/FA.

- Re-bid departmental travel agreement which was forthcoming.

Mr. Hyman stated that he would also report on some recent highlights of the Athletics Department. First, the dedication of the Academic Enrichment Center in Thomas Cooper Library was recently held. A section in the Thomas Cooper Library was designated for student-athletes to study in between classes. He stated that this was a temporary arrangement until a more permanent arrangement could be made.

Secondly, Coach Ray Tanner celebrated his 500th win with the baseball team. Also, the University was still celebrating the football team's victory over Georgia.

Third, Mr. Hyman stated that in Women's Soccer, Coach Shelly Smith celebrated her 100th win and the women's soccer team was undefeated. The women's soccer team defeated the University of North Carolina which had won 263 games and lost 9; they had won 27 of the games straight in a row.

Finally, Mr. Hyman stated that a "Consequences for your Actions" seminar was held for student-athletes. During the seminar, students viewed videos and heard presentations from the Richland County Sheriff, a defense attorney, Richland County Solicitor, a former USC athlete who was currently a judge and the USC Baseball Coach, Ray Tanner. The seminar was conducted in an effort to help student-athletes understand the consequences of their actions. Mr. Hyman stated that it is not just across social-economic levels but it is across the board that students do not seem to understand consequences of their actions; the University was trying to help them make a smoother transition. He stated that coaches' support of the program was very important too.

Mr. Hyman stated that this was the first time this program had been held and was for freshman students and first-time student-athletes at USC. He stated that the department would continue to offer this program in the future to help all of our young people.

Mr. Hyman distributed bookmarks to members which read: *"There are Consequences for Your Actions. There is a choice you have to make in everything you do. So keep in mind that in the end, the choice you make, makes you."* He stated that bookmarks were given to student-athletes in attendance at the seminar as a reminder of "consequences" for their actions.

Mr. Buyck commented that another highlight for him was the fact that the University of South Carolina received the largest share of the SEC Division of funds this year.

In addition, Mr. Hyman stated that the Athletics Department's goal was to compete on the field of competition successfully as champions and to compete in the classroom as champions.

President Sorensen commended Mr. Hyman and his staff for their accomplishments this past year.

Mr. Buyck stated that the report was received for information.

II. Other Matters: Mr. Buyck stated that he was at the USC vs. Georgia game this past weekend and it was brought to his attention that when the University hosts a game, the fans of the University needed to be polite to the visiting fans from other teams. He stated that the Presidents of SEC schools and the Athletics Directors should place more emphasis on the fact that "these people are our guests and we should be polite to them regardless of the outcome of the game." Mr. Buyck suggested that the administration should make some type of announcement regarding conduct at the stadium prior to the beginning of each game.

Mr. Mungo commented on the University versus Clemson games. He stated that the people who were the most unruly at these games were not associated with the University or Clemson. He stated that, "you can't really get to them and there are times that some of the students would just act like students."

President Sorensen stated that he and the Commissioner of the SEC had finalized the agenda for the October president's meeting and that that was one of the items on the agenda. He stated that some schools, not USC, had incredibly inappropriate behavior at volleyball matches and that matter would be discussed at the upcoming meeting.

There being no further matters to come before the Committee, Mr. Buyck declared the meeting adjourned at 10:30 a.m.

Respectfully submitted,

Thomas L. Stepp
Secretary