

A&M Commerce Rockwall Facility
Room 153/154

Breakfast & Welcome

8:30 a.m.

Dr. Jones

Special Guest Speaker

Gene Stallings

Athletic Strategic Plan/ Assessment of 2nd year

Ryan Ivey

Mission/Vision

Our Mission

• The Texas A&M University-Commerce Department of Athletics believes in maintaining a quality and successful athletics program as an integral part of the University's mission of educating students, with an emphasis on the complete academic, athletic and social development of its student-athletes. We are committed to recruiting and retaining the best student-athletes, coaches, administrators, support personnel and part-time staff, as we strive to be a leader in excellence, diversity, leadership, innovation and accountability. At the core of everything we do is to ensure and enhance the welfare of our student-athletes.

Our Vision

- Create the Lion Experience for our student-athletes, alumni, donors and fans.
- Compete for conference and NCAA post-season championships (team and individual)
- Build quality and functional facilities that provide a competitive advantage to help win championships
- Market and Promote the Lions-increase our exposure and awareness throughout North/East Texas and the Metroplex
- Operate with efficient and effective administrative principles, including but not limited to, fiscal management, revenue generation, leadership opportunities, diversity, operating policies and procedures
- Engage and energize Lion Nation (student-athletes, students, donors, fans, alumni, faculty, staff)
- Have FUN!

Core Values

Our Core Values

- **Student-athlete centered**: At the core of everything we do is to ensure and enhance student-athlete welfare. Our student-athletes will know that we care for them, and that their academic and social success matters. We will foster and promote rules compliance and integrity in everything that we do (Texas A&M University-Commerce, Texas A&M University System, State of Texas, Lone Star Conference and NCAA).
- Cohesive Staff: We will be accountable, cooperative, respectful and supportive of each other, while at the same time develop meaningful work relationships to help enhance and develop one another.
- **Trust and Transparency:** We will foster and maintain an open and rewarding work climate that embraces and builds trust with our many stakeholders, by saying what we mean and doing what we say, no matter how big or small the action may be. We encourage our stakeholders to hold us accountable to our actions.
- **Standard of Excellence:** We are dedicated to the pursuit of excellence in the classroom, in competition and as ambassadors in the community. Every day we will earn success the right way by being disciplined, hard working, high character people with a great attitude. Our fans will see a positive difference in our FansFirst approach to providing them with a great experience. We will commit to sound decision making principles to be the leader in intercollegiate athletics.
- **Communicate and Build the Brand:** Every day we will work on effective communication with all of stakeholders in order to build a positive image of Lion Athletics. An innovative, consistent and creative marketing plan will lead our efforts to generate exposure and awareness of our athletics programs.

The Lion Experience

 Providing the best experience for our student-athletes, alumni, donors and fans through first class academic, athletic and social endeavors and opportunities

Academic Excellence:

- Our number one priority and at the core of everything we do, is to provide the opportunity for our student-athletes to graduate. We will do this by facilitating and providing them the opportunity to learn and grow academically and socially.
- **Goal:** To develop a comprehensive academic program(s) that provide our student-athletes the tools for success in college and life.

The Lion Experience-Academic Excellence

Strategies:

- Academic Progress Rate:
 - In keeping with the University mission of being an industry leader and innovative, the department of athletics will initiate and utilize the Academic Progress Rate system that is currently mandated in Division I athletics, but not Division II. Beginning with the 2013-14 year, each sport will be required to achieve the following score or higher:
- 2014-15: .910 Goal for each sport
 - .812 Men's Basketball
 - .851 Football
 - .921 Men's Golf
 - .880 Men's Track & Field/Cross Country
 - .950 Women's Basketball
 - .944 Women's Golf
 - .930 Soccer
 - .958 Softball
 - .887 Women's Track & Field/Cross Country
 - .971 Volleyball
 - .911 Overall department for 2014-15

The Lion Experience-Academic Excellence

- Academic Success Rate:
 - 2006-07 45%
 - 2007-08 46%
 - 2008-09 47%

The Lion Experience-Athletic Excellence

Goal: To win championships and qualify for postseason competitions; produce a top 75 annual Learfield Director's Cup standing:

- Achieved 6 championships and finished 89th in the Learfield Director's Cup (highest ever finish in the history of the department)
- Require all sports programs to have at least one postseason appearance in a four year cycle
 - <u>2014-15:</u>

• Football: LSC Regular Season & HOT Bowl Champions

• Soccer: LSC Regular Season, Tournament Champions & NCAA

Sweet 16 appearance

Men's CCC: NCAA South Central Regional participant (placed

14th)

Men's Indoor T/F: LSC Champions/Finished 12th in Nation

• Men's Basketball: LSC Tourn Champions & NCAA Tournament

Men's Outdoor T/F: LSC Champions/Finished 8th in Nation

Men's Golf: Qualified 1 for NCAA South Central Regional Tourn

The Lion Experience-Social Excellence

Goal: Develop a strong sense of Lion pride throughout the department, campus, local and regional communities.

- Achieve a minimum of 2,000 community service hours each year
 - 2014-15: 2158.5 total community service hours achieved to date (6.10.15)
- Have a minimum of three (3) life skills presentations by outside individuals each academic year
 - 2014-2015: Seminar series Career, Personal Development, Academic Skills
 - Creation of award system to compete between the teams-Did not complete
 - Seminars:
 - Adam Ritz-Drug/Alcohol/Social Media
 - The Apple Conference-SAAC Representatives attended in Orlando
 - Tonier Cain-Drug
 - John Ruiz-Motivational
 - Princess Davis-NCAA Leadership Forum
 - Jade Bell-Career in Sports Forum

Revenue Enhancement

• Lions Athletic Club

2014-15: \$78,125-Goal

Actual (to date 6.10.15)

Lions Athletic Club \$150,566.97
 Touchdown Club \$19,430.43
 T-Association \$2,758.33

T-AssociationSeason Tickets

• Football:

• 2014: 500/\$22,500-Goal

• Actual: 182/\$7260 (sold)

• Comps: 382/\$13,880

• Total 564/\$21,140

Basketball:

• 2014-15: 100/\$4,500-Goal

• Actual: 38/\$1865 (sold)

• Comps: 75/\$3680

• Total: 113/\$5,545

Revenue Enhancement

Corporate Sponsorships

• Actual: \$120,309.58

Deficit from goal: \$39,690.42

Increase from 13-14: \$17,609.58 (17.1% increase)

Marketing, Branding, Public Relations

- Goal: Create a comprehensive marketing plan to engage students, alumni, former student-athletes, the city of Commerce and the Northeast Texas region through expanded media outlets, events, advertising, branding, and communication and public relations, while increasing our exposure and brand awareness.
 - Increase social media followers by 20% each year
 - 2014-15:

Facebook: 78%Twitter: 68%

- Increase attendance at athletic events by 18% each year
 - 2014-15:

Football: 41%
Basketball: 9%
Volleyball: 6%
Soccer: 7%

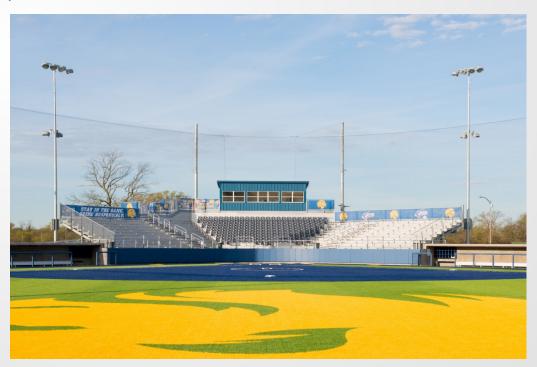
Marketing, Branding, Public Relations

- Achieve a minimum of 2,000 community service hours each year
 - 2,158.5 hrs to date (6.10.15)
- Generate a minimum of 300 stories per year (one per day) and a minimum of 52 interest stories outside of teams each year
 - 2014-15:
 - Stories: 612
 - Interest Stories: 107
 - Total: 719
- Generated over \$1 million dollars in publicity and exposure through athletics (via TVEyes reports)

- Facility Projects completed during the 2014-15 year:
 - James Thrower Athletics Academic Center-\$200,000
 - 306 student-athletes used the center during the 14-15 academic year
 - 1701 tutoring sessions for a total of 1,741 hrs and 55 mins of tutoring
 - 20,847 hrs and 44 mins of study hall hours were completed (868 days)
 - 2.96 overall institutional GPA for 2014-15



- John Cain Family Softball Complex-\$1,400,000
 - 57 outside games played
 - 7,061 spectators
 - 970 potential students/student-athletes

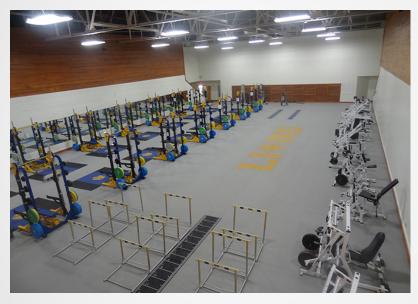


Indoor Golf Hitting Facility-\$28,000





Lion Athletics Weight Room-\$256,000





Admission Policy Changes for 2015-2016

Jody Todhunter

Current Undergraduate Admissions Requirements

High School Automatic Admissions

- Rank in the top 25% of the class
- 950 SAT (Verbal and Math)
- 20 ACT

Transfer Requirements

- 21 hours or more
- 2.0 or higher gpa

Future Undergraduate Admissions Requirements Starting Fall 2016

For new students enrolling for Fall 2016

High School Automatic Admissions

- Rank in the top 30% of the class
- 980 SAT (Verbal and Math)
- 21 ACT

Transfer Requirements

- **12** hours
- 2.0 or higher gpa

Undergraduate Admissions Services

- Application Processing
- Academic Recruitment
- Financial Aid/Scholarship Presentations
- Courtesy Evaluations
- Individual Core Class Review for Advisors
- Campus Tours-Weekly and Saturdays
- Mane Event

BREAK

10:30 a.m.

FAR Update

Lavelle Hendricks

Subcommittee Final Reports

Business Subcommittee

Business Subcommittee

Athletic Budget						
	FY2015 Budget	FY2016 Budget				
Revenues						
Athletic Fees	\$ 2,153,000	\$ 2,347,000				
Fundraising	\$ 50,000	\$ 20,000				
Programs/Concessions/Ticket Sales	\$ 187,000	\$ 217,000				
(includes game guarantees)						
Scoreboard Revenue	\$ 115,000	\$ 115,000				
Revenue Total	\$ 2,505,000	\$ 2,699,000				
University Support	\$ 3,118,278	\$ 3,388,982				
Set-Aside Tuition Funding	\$ -	\$ 120,000				
Total Revenues & Support	\$ 5,623,278	\$ 6,207,982				

Business Subcommittee

Operational		
Men's Basketball	\$ 254,860	\$ 297
Women's Basketball	\$ 208,993	\$ 228
Football	\$ 704,213	\$ 723
Men's Golf	\$ 45,973	\$ 48
Women's Golf	\$ 41,843	\$ 44
Soccer	\$ 168,563	\$ 177
Men's Track (all track coaches paid here)	\$ 212,061	\$ 223
Women's Track	\$ 45,600	\$ 56
Volleyball	\$ 171,196	\$ 175
Softball	\$ 224,076	\$ 239
Training	\$ 218,331	\$ 218
Strength Coach	\$ 59,637	\$ 59
Cheerleaders	\$ 17,000	\$ 22
Dance Team	\$ 26,824	\$ 26
Graduate Assistants	\$ 30,000	\$ 80
Game Operations (FY15-w/i each sport)		\$ 88
Sports Information Office	\$ 82,196	\$ 85
Insurance	\$ 175,000	\$ 300
Maintenance/Facilities Chargebacks	\$ 51,842	\$ 45
Academics & Tutors	\$ 101,574	\$ 150
Business Operations & Marketing	\$ 205,525	\$ 204
Compliance	\$ 67,460	\$ 72
Utilities	\$ 80,000	\$ 80
All Other Expenses	\$ 340,119	\$ 349
Aux Assessment	\$ 47,000	\$ 47
Debt Service-Memorial Stadium Renovations	\$ 81,794	\$ 81
Operational Expense Subtotal	\$ 3,661,680	\$ 4,127

Business Subcommittee

Scholarships		
Men's Basketball	\$ 176,978	\$ 176,978
Women's Basketball	\$ 176,978	\$ 176,978
Football (FY16-includes Set-Aside Tuition Assistance)	\$ 637,119	\$ 697,119
Men's Golf	\$ 63,000	\$ 63,000
Women's Golf	\$ 80,000	\$ 92,319
Soccer	\$ 175,208	\$ 175,208
Men's Track	\$ 192,022	\$ 215,410
Women's Track	\$ 192,022	\$ 215,410
Volleyball	\$ 141,271	\$ 141,271
Softball	\$ 127,000	\$ 127,000
Scholarship Subtotal	\$ 1,961,598	\$ 2,080,693
Total Expenses	\$ 5,623,278	\$ 6,207,982

Academic Subcommittee

Academic Subcommittee

... making recommendations when appropriate

 Following university procedures, recommended and submitted required documents that resulted in Devin Oliver's degree being awarded posthumously

... monitoring the academic progress of Lion student-athletes

- Met throughout the Fall and Spring semesters with the Associate Athletic Director of Academics
- Monitored: 1) athletic academic center metrics; 2) academic progress of student athletes; and 3) upcoming changes to the NCAA academic metrics
- End of year report will be submitted to the Academic Subcommittee at the completion of summer school

... communicating with campus leaders and administrators

 No specific action taken other than to make academic leaders / administrators aware of the ongoing difficulty in getting progress reports submitted on a timely basis

... changes and ideas to help improve the academic success of student-athletes

- Support the implementation of a Leadership Academy, which will begin with Freshman in Fall 2015
- Selected to be part of the first NCAA leadership academy, which was comprised of only 19 people from schools across division 1,2 and 3

External Affairs/ Fundraising/ Tailgating

Josh Jorgensen & Ray Garvin

External Affairs/Fundraising/Tailgating

- 1. Great working with all of the other departments on campus. Working more than ever with Student Activities and Admissions
- 2. Areas of Focus for upcoming year for Ticketing:
 - a. Group sales for all sports
 - b. Student attendance
 - 3. Kids Club
- 3. Areas of Focus for upcoming year for Marketing:
 - a. Expand Radio Network
 - b. Look for new posters will be completed soon
 - c. Capture a few major sponsors from Sulphur Springs and Greenvile
 - d. Game atmosphere at smaller sports
- 4. Areas of Focus for upcoming year for Operations:
 - a. Tailgating
 - b. Have one of interns handle some facility things more

LUNCH

laMadeleine

Reconvene

Alicia Currin

Introduction of Coaches, Director & Athletic Programs

(team updates & goals - 5 mins. each)

Ryan Ivey

UPD & Athletics

Donna Spinato

UPD & Athletics

- Importance of Partnership and Scheduling.
- Importance of Communication regarding event planning.
- Importance of Risk Assessment.
- Several events worked together. Thanks for all the hard work!

Compliance

Jackie Wallgren

Compliance: Newly Adopted Legislation

2015 NCAA Convention

Definition

- PSA: Prospective Student-Athlete
 - Anyone who is in 9th grade and beyond
 - Includes Junior College students
 - Some students at other 4-year institutions (e.g., transfers)
 - Remain a PSA until they participate in required practice OR enroll and attend classes fulltime at our institution.

2015-1: Incoming Athletes & Institutional Fundraisers/Promotions

 Allows <u>signed</u> PSAs to participate in institutional fundraisers and/or promotional activities.

Incoming freshmen must have graduated from high school.

Effective: Immediately

2015-2: Contacts & Evaluations – De Minimis Violations

- Currently, recruiting violations will trigger the need for student-athlete reinstatement.
- Beginning Aug. 1, violations of contact and evaluation legislation shall be considered institutional violations and the eligibility of the PSA will not be impacted.
- Still a violation, just no reinstatement needed
- Effective: August 1, 2015

2015-3: Permission to Contact & One-Time Transfer Exception – Hearing Requirement

- We now must provide an opportunity to <u>actively participate</u> in a hearing (i.e., in person or via telephone)
- Establishes deadlines for notifying the SA of the right to appeal and to conduct the hearing if requested.
- Failure to adhere to timeline will result in an automatic approval of SA's request.
- Effective: August 1, 2015

2015-4: Post-High School Tryouts

- In high school: one tryout per PSA, per sport, per institution
- NEW: after September 1 after the PSA graduates from high school, one more tryout
- Effective: Immediately

2015-5: Foreign Tours

- In order for a student-athlete to participate in a foreign tour,
 they must be eligible for the upcoming term
- If a SA exhausts their eligibility during term immediately before the foreign tour, they can still participate.
- Effective: Immediately

2015-6: Sand Volleyball Championship

- Establishes a National Collegiate Championship (DI, II, and III combined) in sand volleyball.
- Establishes a Sand Volleyball Committee.
- Effective:
 - Championship August 1, 2015
 - Committee Immediately

2015-8: Full-Time Compliance w/no Coaching Duties

- Requires at least one full-time compliance administrator with no coaching responsibilities.
- If multiple compliance administrators are employed, the senior ranking administrator must have no coaching duties.
- Effective: August 1, 2018

2015-9: Management Council – SAAC Representation

- Specifies that the Management Council shall include two members from the National SAAC.
- The two members of SAAC will have one combined vote in the committee.
- Effective: Immediately

2015-10: SAAC Voting Privileges at Convention

 Specifies that SAAC will have one vote during the Division II Convention business session.

• Effective: August 1, 2015

2015-11: Publicity after Commitment

- There are no longer limitations on how we publicize the signing of PSAs.
- Signed PSAs can attend publicity events, and we can provide them with a meal.
- We still cannot be present off-campus when they actually sign.
- Effective: Immediately

2015-12: Local Sports Clubs: Exceptions to Receive Expenses

- A coach who works for a local sport club (coach, administrator) may recruit on behalf of our institution while at an event in a capacity w/the local sports club.
- Either the club or the institution can provide actual and necessary expenses.
- Effective: Immediately

2015-13: Meals and Snacks Incidental to Participation

- Allows an institution to provide meals and snacks to studentathletes as a benefit incidental to their participation in athletics (e.g., practice).
- This is <u>not</u> designed to replace meals that would normally be provided through a meal plan or off-campus board allowance (i.e., breakfast, lunch and dinner).
- Effective: August 1, 2015

2015-14: Team Entertainment

- Allows an institution to provide reasonable entertainment to student-athletes in conjunction with practice or competition.
- Currently, this is only permitted in conjunction with away contests and during vacation periods.
- Examples include bowling, movies, ropes course
- Effective: August 1, 2015

2015-15: Expenses for Practice, Competition and Noncompetitive Events

- Specifies that it is permissible to provide actual and necessary expenses for a SA to represent an institution in practice, competition and noncompetitive events (e.g., goodwill tours, media appearances, SAAC meetings, etc.).
- Deregulates the Awards & Benefits legislation
- Noteworthy: eliminates the 48 hr/36 hr departure/return restriction.
- Effective: August 1, 2015

2015-16: Voluntary Summer Workouts

- Fall championship sports may now provide <u>voluntary</u> summer workouts conducted by strength & conditioning personnel beginning June 1 through the beginning of fall practice.
- Applies to: cross country, soccer, volleyball
- Mirrors what football currently can do.
- Effective: June 1, 2015

2015-17: Team Activities – Sports other than Football

- Permits student-athletes to participate in a maximum of 2 hours of team activities per week as part of their 8-hour weeks.
- Currently, there are some times that only skill instruction are allowed during 8-hour weeks, depending on which sport the SA is participating in.
- Effective: August 1, 2015

(LSC Sponsored Proposa

2015-18: First Contest/Date of Competition – February 1

- In years when February 1 falls on a Saturday, Sunday or Monday, allows the first contest/date of competition to occur on the Friday preceding Feb. 1.
- Previously, Feb. 1 start date.
- Applies to: Golf and Softball
- Effective: Immediately

2015-19: Conference Challenge Event

- Allows a maximum of two contests played as a part of a conference challenge event to be exempted from the annual contest maximum.
- Applies to: Soccer, Softball, Volleyball
- Contests must occur between in-region conferences during the first full weekend following the first permissible contest date.
- Defeated at 2015 Convention

2015-7: Full-Time Athletic Director w/no Coaching Duties

 Requires a full-time Athletic Director with no coaching responsibilities.

Defeated at 2015 Convention

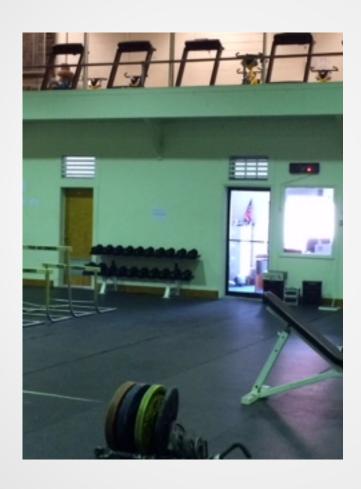
Student Wellness Committee

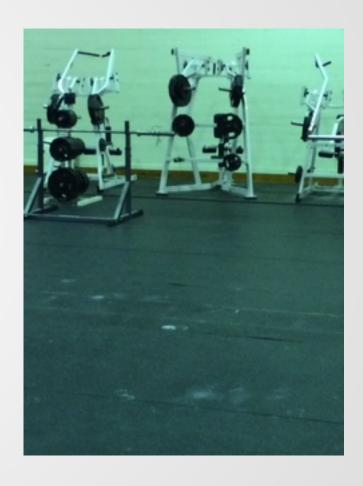
Tour on December 10, 2014

Three Key Areas in need of Immediate Attention:

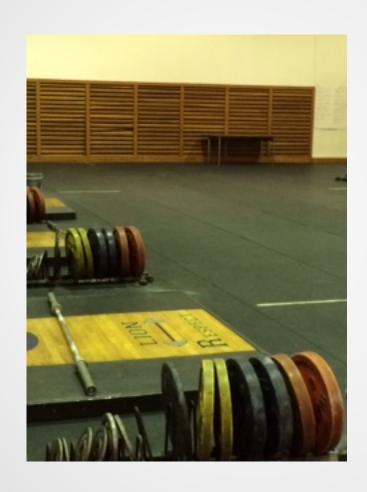
- 1. Weight Room many reasons; one crucial observation is that the floor of the gym is failing in support.
- 2. Sport Medicine facility/room
- 3. Locker Room renovations
- A time line for renovation needs to be established with an appropriate budget.

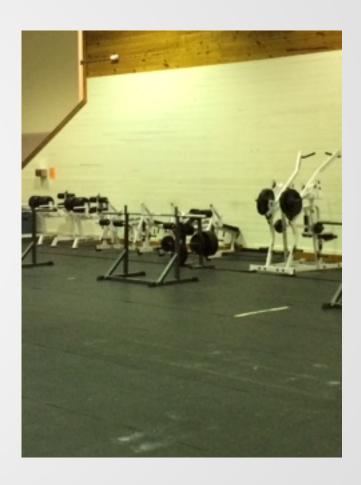
The "Weight Room"





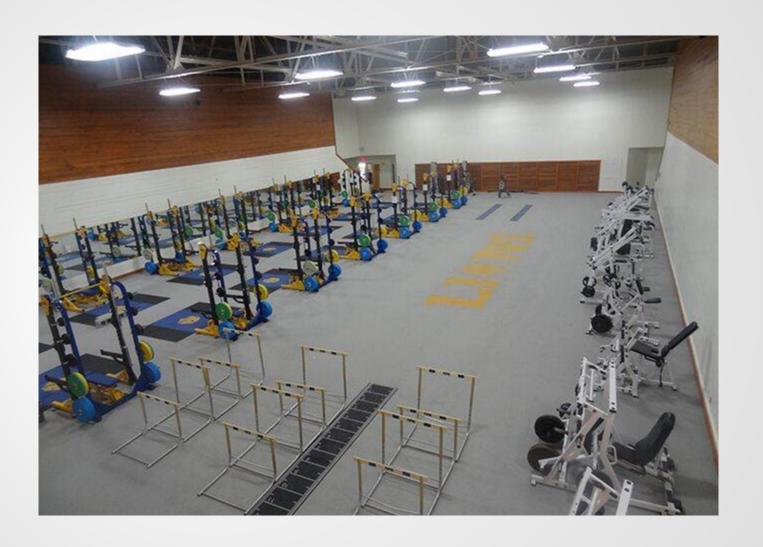
Weight Room - floors are uneven.

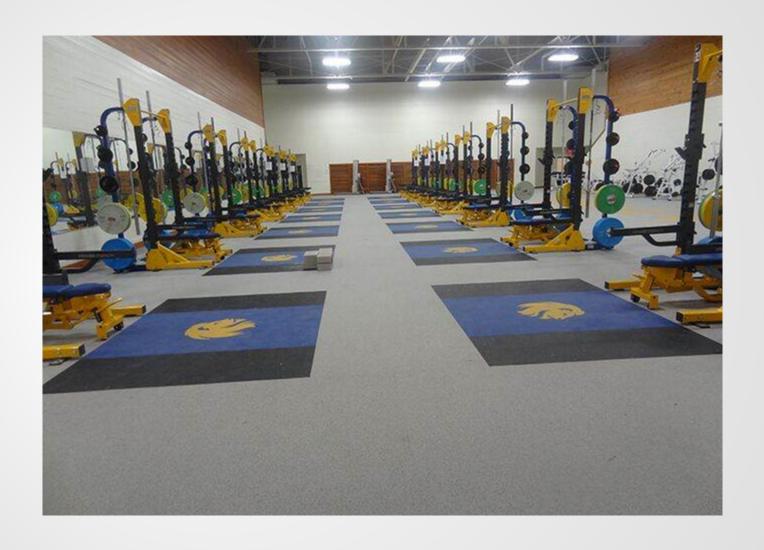




Progress...

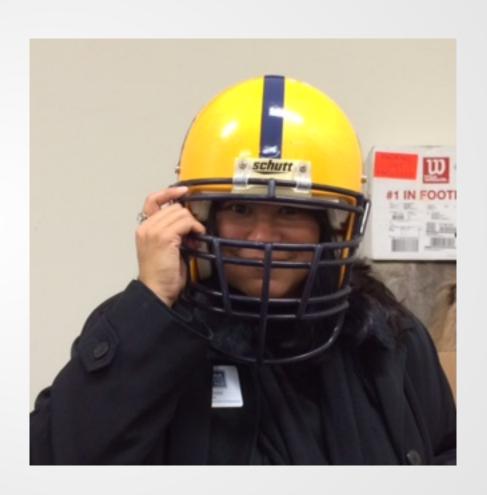








Go Lions!



BREAK

2:30 p.m.

Facilities Update

Ryan Ivey

Future Facility Projects

- John Cain Family Softball Complex
 - Restrooms
 - Concession Stand
 - Club house/locker room space
- Soccer Field
 - Club house/locker room space
- Sports Medicine Renovation
 - Football Field
 - Field House
- Outdoor Golf driving range/putting/practice area
- Field House Renovations
 - Locker Room renovations

Future Facility Projects

- Regional Special Events Center
 - Currently working on putting together a facility committee
 - Where will it go?
 - What do we need it to do?
 - What groups can be involved in the funding of the facility?
 - Students
 - Municipalities (Hunt County, City of Commerce, Sulphur Springs, etc)
 - \$30-35 million total cost

Brainstorming Session

FY2015 Recap/ The Future of the Lonestar Conference

Ryan Ivey

Closing Remarks

Alicia Currin

COMMITTEE MEMBERSHIP (Terms expire August 31, of year below):

2015

Brent Donham Jennifer Flanagan

Derald Harp

Jody Todhunter

2016

John Kaulfus Nate Templeton

2017

Alicia Currin, Chair

Janet Anderson

John Ballotti

Paige Bussell

Barbara Corvey

Sangkwon Lee

Maria Ramos

Edward Romero

Rick Rosenstengle

Henry Ross

Dina Sosa

Donna Spinato

Fred Stewart

Donna Tavener

(EX-OFFICIO)

Josh Jorgensen

Jamie Douglas

David McKenna

Judy Sackfield

Ryan Ivey

Jackie Wallgren

FAR REPRESENTATIVE

LaVelle Hendricks (ex-officio)

ALUMNI REPRESENTATIVE/2017

Jerry Lytle

COMMUNITY REPRESENTATIVE/2017

Blake Cooper

STUDENT REPRESENTATIVES/2015

SAAC MEMBERSHIP/2015

Membership Expiring in 2015

- Brent Donham
- Jennifer Flanagan
- Derald Harp
- Jody Todhunter
- Student Athlete Representative: Matt Rich

Proposed Athletic Council Committee Meeting Dates

- October 2, 2015
- December 4, 2015
- February 5, 2016
- April 2, 2016
- June 19, 2016 Retreat
- 2:00 p.m. in BA 290

Athletic Accomplishments



Twenty-Seven Lions Graduate in Spring Ceremony

Lion Athletics Announces Three of Six Safari Tour Stops



Bruister Adds Five to A&M-Commerce's Softball Program

Katie Dean Kayla Kilcrease Ciera Nunez Kayla Vandergriff Brittany Woolridge





Lion Softball Announces Summer Camp Dates

June 9

June 16

June 22

June 30

July 14

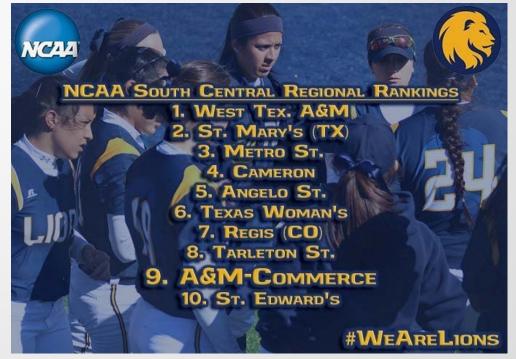
July 21-22

July 28-29



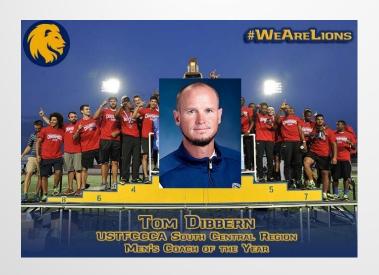
Oppenheim's First Team
Nod Headlines Four
Lions at LSC Softball
Postseason Awards
Banquet

Lions Debut in the NCAA South Central Regional Rankings at No. 9





Nine Lions Honored with Outdoor T&F All-Conference Veneration



Lion Men Finish Eighth Overall to Wrap up NCAA Championships



Tom Dibbern Named
USTFCCCA South Central
Region Men's Coach of the
Year



Lion Men Capture First Outdoor T&F Championship in 48 Years



Kings of the Jungle: Men's T&F Ranked No. 1 in NCAA Division II



Lee & Nungess Named to LSC Outdoor T&F All-Academic Team



Walker Adds Duo to Men's Basketball Team for 2015-16

Issac Asrat and Onaye Sims



Lion Football Announces 2015 Summer Camp Dates

Lions In the League: Seven Lions Earn Pro Football Bids





Women's Golf Claws into Fifth at LSC Championship

Wood Completes NCAA Regional





Lions Volleyball Adds Three More

Bina Njikam Layne Little Kailyn Dennis



Lion Volleyball Announces 2015 Schedule



Lion Volleyball Announces Summer Camp Dates July 7-9

Dismiss

4:00 p.m.