



# ATHLETIC COUNCIL

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## ATHLETIC COUNCIL

Meeting Minutes  
April 3, 2003

PRESENT: Sedric Audas, Gary Ferenchick, Chuck Gagliano, Joan Garety, Michael Kasavana, Ann Marie Kersten, Ron Mason, Tom Morse, Robin Poston, Thomas Schmidt, Liz Turpin, Francisco Villarruel, Keith Williams, Melvin Yokoyama

ABSENT: Marvel Lang, John Lloyd, Edmund Outslay

GUESTS; Head Football Coach John L. Smith, John Lewandowski

The meeting was convened at 7:30 a.m. Coach Smith was the first guest speaker. He said that the number one priority for the football program is team building. Players need to develop relationships of trust and confidence. He and his assistant coaches aim to minimize selfish attitudes in the program. He expects players to work hard and do the right thing, which entails regularly going to class and attending study table, among other things. Further stressing the importance of consistency, he reminds the team that if they do not win during the week, a win on Saturday also is unlikely. In the absence of great physical size on the team, he and the assistant coaches pay close attention to the special talents the team possesses and focus on developing overall athleticism. Coach Smith uses every opportunity to promote the University and its academic programs. In this regard, he uses his weekly TV show to tell the University story by presenting the faculty perspective whenever possible. To date his reception by the campus and alumni communities has been very positive. Many show an interest in the long-range goals of the program. His number one priority for the year is to have seniors leave the

University as winners. He acknowledged that there are many persons who share the responsibility for achieving this goal. He is faced with the challenge of establishing new patterns of behavior among the players. Using the opportunity to play football as an incentive will encourage regular class attendance. His rule is a simple one. If a player does not attend class, he does not play football. Coach Smith added that many of his assistants had worked with him previously. Responding to a question about his personal goals, he said that for him the big time is now. He is greatly enjoying life at Michigan State University. He added that his personal aspiration is foremost to be a positive influence in the life of his players. Coach Smith left after his presentation.

The second guest of the morning was John Lewandowski, Assistant Athletics Director for Media Relations. Lewandowski said that it's a challenge promoting the academic aspects of the department and the academic accomplishments of student-athletes. In this regard, he appreciates the help he receives from Angela Howard, Smith Center Student-Athlete Coordinator. He has always received a positive reception when telling the story of the success of student-athletes while promoting athletic outreach. As he highlights particular campus areas he presents the student-athletes who have had success in those areas. The goal is to give a broad perspective of the student athlete using the vehicle of the coaches' shows. This perspective is essential for recruiting purposes, especially for impressing parents of potential recruits. Increasingly more parents are involved in their student's recruitment activities. Lewendowski also talked about the cost of producing the media guidebooks. Many strategies are used to reduce costs. For example, reallocating pages that would normally appear in the media guides to individual game programs, reducing layout costs, and assigning various production steps to a single vendor are strategies currently used. He mentioned that fans still prefer hard copies of the media guides to CD's. He mentioned that Internet audio is available to fans on a subscription basis. The service is not free. The University's costs are passed on to the subscriber. Lewandowski left the meeting after his presentation.

## **COMMITTEE REPORTS**

### Academic Compliance and Services Committee

No report

### Planning and Equity Committee

No report

## Communications and Operations Committee

No report

## Drug Education and Testing Committee

Gary Ferenchick gave the committee report. The committee is near to completing its final draft of the drug testing policy. Ferenchick drew attention to the difference between policy and procedures. He mentioned that the head sports physician would be a key person in implementing the policy. The policy has four major points. Hair testing will be implemented in the fall of 2003. A positive test will be considered valid for a maximum of 90 days. Beyond 90 days, any testing would be considered to result in a second positive. Also, unannounced urine testing will continue throughout the year

## **ATHLETICS DIRECTOR REPORT**

Athletic director Ron Mason reported that the department is keenly interested in being in compliance with NCAA drug testing regulations and the intent is to tighten procedures while allowing the necessary flexibility regarding individual privacy rights. He reported that MSU's presence was evident during the NCAA men's and women's basketball tournaments. There were good followings in both Storrs, CT and also in San Antonio, TX. The Department will announce soon its projected budget for next year. He mentioned that the anticipated tuition increases considered by the University will greatly affect the department's budget. He also mentioned that there is very little in the budget to cut at this point. The Department will continue to make budget cuts wherever possible. For example, in the near future, staff will be given only two comp tickets as compared to three previously, one for football and a second of the staff member's choice between basketball and hockey. Mason foresees a future where there will be no complimentary tickets given. Some additional budget saving strategies: the department will charge the media to park, the Spartan Stadium dining room menus have been changed, and visitors will be required to pay for food taken. He mentioned that there is continued discussion about scholarship seating, and the premier seating plan is expected to be completed yet this year. Regarding the stadium project, 200 top donors will be surveyed to gauge their interest in luxury box seating. Also, 100 of the University's top donors will be informed about the seating.

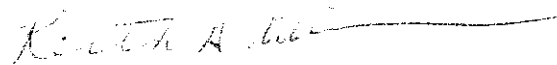
## **FACULTY ATHLETICS REPRESENTATIVE REPORT**

Faculty Athletics Representative Kasavana gave his report. He referenced and discussed items that were distributed prior to the meeting. The items were: the Big Ten Conference graduation rate survey, a letter to Pres. McPherson from the committee on athletics certification regarding the athletic certification program for the NCAA Division I institutions, a gender equity update, and an article regarding performance drug use and abuse.

There were no items or comments from around the table.

The meeting adjourned at 9:00 a.m.

Respectfully submitted,

A handwritten signature in cursive script, reading "Keith A. Williams", followed by a horizontal line extending to the right.

Keith A. Williams  
Secretary