



ATHLETIC COUNCIL

Michael L. Kasavana, Ph.D., Chair

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ATHLETIC COUNCIL

Meeting Minutes
November 13, 2003

PRESENT: Landon Bartley, Henry Beckmeyer, George Eyster, Charles Gagliano, Joan Garety, Mike Kasavana, Ann Marie Kersten, Marvel Lang, Ron Mason, Edmund Outslay, Jack Pitts, John Revitte, Louise Selanders, Tom Schmidt, Elizabeth Turpin, Keith Williams, Geraldine Zeldes

ABSENT: Jeanette Lantzy

GUESTS: Joanne McCallie, Liz Shimek, Peggy Brown, Steve Dilley

The meeting was convened at 7:30 a.m. The minutes of the October 2 meeting were approved as presented.

The first guests of the morning were head women's basketball coach Joanne McCallie and student-athlete Liz Shimek. Coach McCallie began her remarks by referencing a special event held the previous night to a sellout crowd of 200. Many elementary girls, young women, as well as older supporters were in attendance. McCallie noted this to illustrate the growing support for women's basketball at Michigan State. She made reference to the film that was shown at the event. Although it featured Kentucky basketball, and players' perceptions and activities during the 20s and the 30s, it showed how attitudes have changed over time. For example, during these early years, it was commonly believed that basketball was actually too strenuous for women and put at risk their reproductive health. Regarding the basketball program, McCallie intends to continue to build the team with the expectation to win the Big Ten championship and to increase game attendance. The player's expectations for the season continue to be high.

The coach considers this team to be made up of the finest group of women she's ever had the privilege to coach. Any one of the 11 players can blossom into a fantastic player at any game. In addition she was proud to add that she expects four players will achieve a 4.0 GPA this semester.

Student-athlete Liz Shimek a business major from Empire, Michigan, also referenced last evening's event. She said it is a privilege to play basketball at Michigan State. She had many reasons for selecting Michigan State University and considered the opportunity to play here too good to be true. She had visited other universities including Michigan and Indiana. However after visiting Michigan State, seeing the facilities and meeting the coaching staff, she felt that Michigan State's program was beyond compare. She remains happy with her decision. McCallie commented that Liz is a potential academic all-America.

In response to a question from the Council concerning team size and roster management, Coach McCallie mentioned that the quality of walk-on talent is not high generally. Being able to share scholarships with other programs, as is the case with field hockey, helps her numbers. She has been able to use many walk-ons as team managers. It has been good for the team that there are exemptions for men to play women's basketball. Men help with practice and provide a scout team that imitates opponent's style of play. Scout teams are very critical for the success of basketball play. Penn State and Purdue have been the traditional powerhouses in the Big Ten.

In response to another question about the goal of increasing game attendance, McCallie mentioned there are several strategies being employed. One is to charge admission. She feels that the quality of play merits an admission price. To date, her return audience has been very high. Other considerations include special events like the noontime game held last season, which attracted some 12,000, and selling courtside seats. She welcomes opportunities to promote the program by accepting speaking engagements. She added that she has enjoyed working with Ron Mason, commenting he has asserted unbelievable leadership in sustaining the morale of the department.

Both Coach McCallie and Shimek departed following their presentation.

Council chair Kasavana referenced the recently updated Athletic Council roster distributed earlier.

Associate Athletic Director Peggy Brown gave the athletic department budget report. She passed out several documents including graphs illustrating revenues by sport, total athletic budget, budgeted revenue sources, and budgeted expenditures by type and category. She reported that ticket sales account for 34% of the department's budget, other sources include ancillary programs, licensing and royalties, fundraising, sponsorships, and broadcast rights. In reviewing expenditures, she noted that salaries and fringes represent

roughly 32% of the budget, operations 33%, and financial aid 13%. Sources of income by sport are: football 44.9%, men's basketball 17%, ice hockey 4% and women's basketball one-half percent. Within the ancillary program category, there were many items that are not scheduled on a recurring basis, for example, postseason tournaments. The Big Ten shares tournament revenues with member institutions whether or not they participate in a postseason game. Budget reports vary from institution to institution, due in part to the fact that universities have different accounting procedures, define items differently, and operate under regulations that vary by state. It was mentioned that the next area of potential growth is women's basketball. As the team continues to succeed, the attendance and revenues will increase. Due to the importance of having this information understood thoroughly, Kasavana invited the Council to pose extensive questions. The public misperception concerning the department's finances was again referenced. For example, it's commonly assumed that the athletic department's revenues significantly exceed its expenses. This is not the case.

The UCAP liaison to the Athletic Council, Steve Dilley reported on athletic reform discussions that took place at an AAUP coalition conference he attended. He distributed and discussed several items pertinent to the Big Ten conference and the NCAA reform proposals.

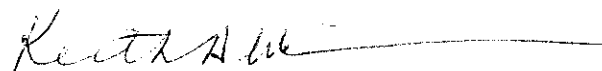
In light of the time, chair Kasavana asked for only urgent committee report items. He referenced a handout report of the Communications and Operations Committee. There were no other reports at this time.

Time constraints were such that Athletic Director Mason deferred his report to the next meeting.

Chair Kasavana referenced a report concerning MSU's recent student-athlete graduates [1996 Entering Cohort Sorted by Major at Graduation] and focused attention on items within the report.

The meeting concluded at 9:10 am.

Respectfully submitted,



Keith A. Williams