



# Athletic Council

## IPTAY Multi-purpose Room

### October 10, 2014

### 3:30pm

Chair, Bert McCarty, Professor, Dept. Horticulture, 246 P&A, 656-0120, bmcarty

In attendance: Warren Adams, Matthew Boyer, Matthew Burns, Matt Bundrick, Paul Buyer, Steve Duzan, Sandy Edge, Stephanie Ellison, Shannon Finning, Michael Lucas (for Ryan Heil), Natalie Honnen, Barbara Kennedy-Dixon, Lambert McCarty, Kerianne Pacheco, Leslie Moreland, Kitt Moore (for Andrew Hill), June Pilcher, Dan Radakovich, MaryAnne Raymond.

#### Minutes:

I. Chair McCarty opened the meeting by presenting a plaque to Dr. Webb Smathers in recognition for his service as Athletic Council Chair from 2010-2014. In a class survey, Dr. Smathers said about a third of students attend Clemson due to a particular major offered, a third due to family history/ties and interestingly enough, a third due to Athletics. Dr. Smathers thanked the Athletic Department for having attracted a third of the great students [he] had the pleasure to teach." Dr. Smathers is scheduled to retire at the end of the 2014 fall semester.

II. Minutes from the September 2 meeting were approved as submitted.

III. Faculty Athletic Rep Update – Dr. Janie Hodge expressed that at the ACC meeting at Duke University, Clemson will be supporting a relaxing of the interconference transfer rule which currently requires all student athletes to sit out one year following a transfer. If approved, the transfer rule would impact only the “Olympic” sports and not football, basketball, or baseball.

The new NCAA structure can be found on the [NCAA website](#). Changes include adding student athletes on the Board of Directors Council (which replaced the Legislative Council and Leadership Council) and conference autonomy substructure which will be involved with student athlete time demands, recruiting and personnel decisions. The FARs are less represented in the new structure than in the past, which leads to some concern, but the University of Charleston was the only school in South Carolina which voted against the restructuring.

With regard to the cost-of-attendance, Clemson’s opinion is there should be a cap on the value available above tuition and it be available to all sports.

IV. Athletic Department Update – The AD meets with the other members of the Football Playoff Selection Committee in Dallas at the end of October to start the process of narrowing down the final four teams.

Prior to hiring the AD, IPTAY and the Athletics Department had prepared a report on the Clemson program, with recommended steps to increase productivity with regard to ticket sales. The restructuring and filing of IPTAY as a 501(c)(3) non-profit was one of those recommendations that has been implemented already. Many of these same members were brought back together to report on the current state of the Clemson Athletic program. The Core Goals were revisited (below) and Clemson is on track with a 6-year high in season ticket sales, expanding the fan experience with the Clemson Sports Talk podcast with Ivan Maisel from ESPN, and increasing community interaction with the Solid Orange Fan Advisory board. SOFA has a membership of 40 composed of IPTAY donors, season-ticket holders, non-IPTAY donors, and fans from all areas. Major topics addressed by SOFA include communication and game day environment/experience. The AD went on to describe the athletics capital project budget structure, success of the ticket tax, and investment of capital contributions and IPTAY service earnings through a quasi-endowment.

With regard to facilities, the West zone project is on schedule to begin construction in December following the football season. The council was shown mock-up photos of the Oculus with its walkway between the north and south side of the stadium (below). The stadium renovation also includes creating a large enclosed club area beside the President's box with a 600-person capacity. Current Tiger Den members will have the option to buy into the new club area or find seating in other parts of the stadium. The IPTAY and Trustee boxes opposite these suites will also be renovated to make them more functional for meetings and other events. Additionally the concourses for the other suites will be enclosed and made climate-controlled.

The Final design for the Littlejohn renovation has rotated the court 90-degrees and removed the tunnel to create new club areas overlooking the court. This renovation also creates more space in the concourse and will reduce the number of seats to approximately 8800 to allow for larger and more comfortable 20"-21" wide seats. Student seating will still be available below the club box and alongside the pep band.

Future plans are being made to potentially move the football operations facility from its current location at the West-end of Memorial Stadium to the area adjacent to the football practice site. There are also plans to create a new field complex for the soccer teams within the forested area adjacent the Rowing facility. The AD assured the members of the Council that while these plans are both several years away, they will not be undertaken in any way that would diminish the natural beauty of this corner of campus.

As Part of the AD's presentation, the institution of an athletic fee that would go to the Athletic Department as part of students' regular tuition was brought up. The AD stated that Clemson is the only ACC school that does not charge an Athletic fee and Clemson students have great pride in being "Tigers."

V. AC Chair, Lambert McCarty thanked the athletic director for his presentation and asked that representatives please continue to share the information received at these meetings with the rest of the University.

Committees met in their assigned groups and were instructed to meet amongst themselves as the November meeting had been cancelled.

Meeting adjourned 4:34PM

# CLEMSON UNIVERSITY DEPARTMENT OF ATHLETICS MISSION STATEMENT

## Vision Statement:

The Clemson University Department of Athletics strives to be an elite Division I institution in providing support to all areas of the student-athlete experience.

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## Core Values:

1. Family
  2. Integrity
  3. Innovation
  4. Growth
  5. Excellence
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## Mission Statement:

With an emphasis on academic, athletic, personal, professional, and social development and excellence, the Athletic Department will provide the support, environment and infrastructure to promote the mission of Clemson University.

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## Core Goals:

1. **Recruit and attract** gifted individuals to best represent the University, who allow our teams to compete nationally both in the classroom and on the field.
2. Maintain a true **commitment to enforcing the rules** of the NCAA, ACC and Clemson University; and be fully accountable at every level as we promote success both on and off the field.
3. Provide each student-athlete with the appropriate academic resources to enable them to pursue and **achieve their Clemson University degree and prepare them for their career** after graduation.
4. Support the **welfare and development** of the student-athlete personally, professionally and socially through an integrated system of care and support through providing relevant, state-of-the-art, targeted programs, services, and guiding principles.

5. **Embrace the diversity** of our student-athletes, coaches and administrators by fostering a respectful culture that utilizes and celebrates those differences to achieve great success.
6. Recruit, develop, and retain a diverse **staff committed to the growth** of the student-athlete as a person, student, and athlete.
7. Create an **exciting, fun, family atmosphere** for fans and alumni to experience the best of Clemson University and support current student-athletes.
8. **Expand and enhance** athletic facilities which serve Clemson student-athletes and coaches developmental needs while creating unforgettable experiences for our fans.
9. **Provide private financial support**, through IPTAY and it's over 15,000 members to fund the cost of athletic scholarships, academic support services, and facilities (both new and renovated).
10. **Promote fellowship** through the Tiger Letterwinners Association of all former student-athletes and recognize their accomplishments and contributions to Clemson Athletics.

