



APPROVED January 16, 2023

Meeting Minutes

Wednesday, November 16, 2022

3:30 p.m. – 5:00 p.m.

Nieri Auditorium

Presiding: Jasmine Townsend, Chair, jntowns@clemsun.edu ; Brian Booth (CECAS); Rebecca Stoil (AAH); Greg Batt (CAFLS); Modi Wetzler (COS); Brenda Burk (Library); Michelle Colquitt (Alt. Library); Mike Godfrey (Faculty Senate); Malik Balogun (Student Body President); Robert O’Hara (GSG); Thomas Newell (USG); Amari Robinson (SAACs); Jean Bertrand (Associate Provost and Dean, Undergraduate Studies); Antonis Katsiyannis (FAR); Stephanie Ellison-Johnson (SWA); Matt Lombardi (Academic Support); Kyle Cutler (Registrars Office); Tori Niemann (Student Athlete Development Director); & Leslie Moreland (Academic Support)

AGENDA:

- I. Welcome and Approval of September 2022 minutes
 - Minutes provided to the council and asked if any updates or changes need to be addressed. Hearing none, Burke motioned for minutes to be accepted. Multiple 2nds followed and the minutes were approved as is.
- II. Subcommittee member updates – Jasmine
- III. UVA letter of support – Jasmine

Chair notified the Athletic Council that she would be submitting a letter of support to the University of Virginia in response to the school shooting where 3 members of the football program were killed. This letter would be signed and submitted from the Clemson Athletic Council to the UVA athletic council. In addition to the response letter of support

CLEMSON UNIVERSITY ATHLETICS COUNCIL

Jasmine Townsend | Athletic Council Chair, Parks, Recreation, & Tourism Management

280A Lehotsky Hall, Clemson, S.C. 29631

P 864-656-2198 | www.clemson.edu/administration/councils/athletic-council/index.html



from Clemson, SAACs is holding a moment of silence and discussion to remember the 3 athletes. Student Athlete Development will inform the council of any additional needs from student athletes. The athletic department sent a memo to all student athletes and coaches letting them know if available resources if needed.

IV. Athletic Director – Graham Neff (20 minutes)

- a. UVA: Athletic department talk with Tony about what they may need and ways in which we can support. ACC initiative will have moment of silence at all home events/ For football, everyone will wear UVA logo on the helmet and coaches will wear pins to recognize and honor the 3 young men who lost their lives and what the whole athletic department at the University of Virginia is going through.

- b. New year report

Sports:

In conjunction with Clemson elevate, I have gotten in front of all our teams to discuss Clemson Elevate and how the Athletic Department are a part of this strategic plan. Of the 3 pillars, student experience, research extension, and community outreach: all are important for all students. Athletics has a really big role in the student experience and what it brings to the student body. Football is important for this, but all our sports are important to the prominence of athletics and the overall student experience. I have charged the entire athletic department to uphold and support the student experience of Clemson. With our staff, we want to uphold the student athlete experience and ensure we are supporting all student athletes to provide them with a great experience as well. It is important that athletics understand their role and obligations to meeting the Clemson Elevate expectations and that info has been communicated from the Athletic Director to the staff. Athletics has additional roles with research and community outreach.

Update was provided to the Board of Trustees:

Each year in the ACC (this is year 2 of this program), each school in the ACC nominates 2 former student athletes for the ACC Unite Awards which are focused on community impact equity, inclusion, and social justice. 2022 Unite Awards recipients Barb Kennedy Dixon (post-humous), and Wayne Jenkins.



Lacrosse is up and running and they have been playing and practicing at Snow and will play at Riggs Field. Football has 2 home games left and looking forward to end of the season and post season opportunities.

Business:

Scholarship increases

Ended FY22 in Net positive position. Budget for FY22 was one hundred and forty million which is about 10% of total university budget. Ranks about 25th in the country. Scholarships is our 2nd biggest expense as about eighteen million is spent on scholarships (largest expense is personnel). Will have a big increase next year in scholarship expenses because of the 2 new sports. Also had a 3.5mill increase for Alston Case scholarships where we can pay up to \$6000 to student athletes based on academic performance and for those who remain in good standing academically. Forty million increase from annual fund raising from revenue and we have seventy million in cash reserves. Forecasting a 13% lift in sponsorships and 8% increase From ACC.

Next big project will be Jervey Gymnasium additions. Jervey additions will be a new facility to house all sports beside football and basketball. Will be a new build that will connect to current facility.

Landscape:

Lots of work on conference affiliation and TV revenue distribution. Of our 140million annual budget, 40 million comes from ACC television revenue. Issue is that ACC schools get 40 million, SEC gets 55 million, Big 10 gets 60 million. So, there is a growing gap that we are looking at this issue over 3 years where ACC will be 45 million, where SEC and BIG 10 will be 90 and 100million. This disparity is driving the discussions on revenue model and conference alignment.

NIL

Continues to evolve. We can now fundraise towards collectives and work with Tiger Impact and collectives to raise money for stud athletes. Transfer legislation has also been implemented with windows in which student athletes can enter the transfer portal.



V. FAR report – Antonis Katsiyannis

Significant number of transfers in 2022, especially grad transfers. Consistent increase since 2016 (outside of 2020). Stud athletes have an additional year due to COVID which appears to be main reason for increase in transfers at this time. This year, majority of transfers were in Lacrosse which was to be expected as we just added women's lacrosse and coaches recruited multiple athletes through the transfer portal.

New transfer portal windows can create unfavorable situations, especially for Football because the window to get into the portal and select a different school is very small. Financially, if a student chooses to quit the team and enter the portal, their aid is not cancelled unless they matriculate to a different school.

The NCAA Proposal to allow student athletes to transfer multiple times and remain eligible was voted down over concerns about impacts on academics.

Chair: When students enter the transfer portal, do we have exit interviews to determine why?

FAR: Yes, and we do a lot of academic education, survey to get a good sense of why they are moving in or out. Most enter the portal because of playing time rather than academic experience.

VI. Student Athlete Development – Tori Niemann

Assistant AD for student athlete development who gets to help student athletes will all the life stuff. We focus on identity and get to know passions and careers and try to help them connect their passion and career aspirations through service. Service activities that have been implemented include working with Clemson Life, took a group of student athletes to Senegal and built a school, and a ton domestically. We have an internship with Ravenel elementary and before COVID we had 60 student athletes going there one a week to mentor students. We also have a 3-year leadership academy know as Tiger leadership academy where they complete this in their off-season. We get into what leadership is and leadership styles and how to keep being a leader no matter what your new team is. About 70-80 student athletes go through this annually. Most recently we created POWER, our Women's Leadership Academy. This is for juniors and above and there are 2 women from every sport. 8 sessions on campus a year that focus on everything professional presence and owning the room to core values and strengths. Partner with Dr. Janna Magette-Butler to co-lead this program. Over the summer, we went to Chicago for 4 days to go through a Nordstrom Experience of finding their styles was really cool and then met with 15 women in industry from areas the student athletes want to pursue. Following this, we hosted a women's leadership summit, the first POWER Women's Leadership Summit and the 15 student athletes who went to Chicago led the summit. There are 21 in this year's cohort.



Power is one third of the 3 pillars of the Hear her Roar campaign, a 15-million-dollar fund raising campaign through IPTAY. Leadership is pillar 2, and Career is 3. Once a semester, student athletes go through Career assessments. We help with this through network preparation, fashion show where upperclassmen are the models. Etiquette dinner, career fair, and host mock interview event, and Tiger Networking Socials. Once we know the industries our student athletes want to go into, we find professionals in those industries and connect them through social events. We also have UPIC/One Clemson/Student Internships on Campus where we do 30 internships a semester and Tigers Unite: DEI initiative (2 student athletes head each group: Women, International, LGBTQ, Multicultural). Overall, we do about 100 programs a year.

- VII. Academic Support Services – Matt Lombardi (30 minutes)
 - a. Canvas Observer update

Not a lot of progress on this since our last meeting. Meeting with scholastic policies committee and faculty senate. Matt included handout (See attached) with schools that use Canvas Observer that include Florida, Texas AM, Boston College, FSU, and Kansas. The existence of Nieri is for this point and will conduct a pilot of this program in the Spring. Please communicate what Canvas Observer is to department faculty to ensure understanding and communication.

Overview of GSR Success and department success. Tied for first in the ACC and 2nd in the Power Five for GSR. APR is submitted in the fall of each academic year, and this will be publicly recognized in May of 2023. APR applies to every student athlete on scholarship and receives 2 points for remaining eligible and 1 point for continuing/graduating. 6 programs have perfect multiyear scores and 11 had a perfect score last year. APR focuses on academics, retention, satisfaction, and graduation.

- VIII. SAAC report – Amari Robinson

Meeting tonight to discuss goals which include being more connected as student athletes. Connections can be through socials, service events, etc., but want athletes from different teams to be more connected as stud athletes. This can occur from attending other team sports as we try to get more connected across sports. In addition to these goals, we continue to be the voice for our teams and use our platforms for something greater than ourselves.

- IX. Other Business

Local wheelchair basketball team will be on the court for halftime of this weekend's basketball game. Come on out on Friday and cheer this group on. They are awesome.



- X. Future Athletic Council meeting dates
 - a. January 18, 2023
 - b. April 12, 2023

Meeting adjourned at 5:02pm