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University of South Carolina
BOARD OF TRUSTEES

Intercollegiate Athletics Committee

September 12, 2014

The Intercollegiate Athletics Committee of the University of South Carolina Board of Trustees met at 1:45 p.m. on Friday, September 12, 2014, in the 1600 Hampton Street Board Room.

Members present were: Mr. Mark W. Buyck, Jr., Chairman; Mr. Chuck Allen; Dr. C. Edward Floyd; Mr. Toney J. Lister; Ms. Leah B. Moody; Mr. Mack I. Whittle, Jr.; Mr. Charles H. Williams; Mr. Eugene P. Warr, Jr., Board Chairman; and Mr. John C. von Lehe, Jr., Board Vice Chairman. Mr. William W. Jones, Jr. was absent.

Other Trustees present were: Mr. J. Egerton Burroughs; Mr. Tommy C. Cofield; Mr. A. C. "Bubba" Fennell; Mr. Miles Loadholt; Mr. Hubert F. Mobley; Dr. C. Dorn Smith III; Mr. Thad Westbrook; and Dr. Mitchell M. Zais.

Chairman of the Faculty Senate James H. Knapp and Student Government President Lindsay Richardson were present. Also in attendance were the NCAA/SEC Representative for the University and Associate Dean for Academic Affairs, College of Education, Zach Kelehear; and Gamecock Club Board of Directors' Chairman Chip Comer.

Others present were: President Harris Pastides; Secretary Amy E. Stone; General Counsel Walter "Terry" H. Parham; Provost Michael D. Amiridis; Chief Operating Officer Edward L. Walton; Chief Financial Officer Leslie Brunelli; Vice President for Student Affairs Dennis A. Pruitt; Vice President for Human Resources Chris Byrd; Vice President for Development and Alumni Relations Jancy Houck; Vice President for Facilities and Transportation Derrick Huggins; Chief Communications Officer Wes Hickman; Athletics Director Ray Tanner; Arnold School of Public Health Dean G. Thomas Chandler; Chief of Staff, President's Office, J. Cantey Heath, Jr.; Director of Facilities Planning and Programming and University Architect Derek S. Gruner; Associate Director of Strategic Planning and Assessment Cameron Howell; Executive Associate Athletics Director Kevin O'Connell; Senior Associate Athletics Director for Development and Gamecock Club Jeff Crane; Senior Associate Athletics Director Judy Van Horn; Assistant Athletics Director for Ticketing Lance Grantham; University Controller Jennifer Muir; Associate Professor, Department of Health Promotion, Education, and Behavior, Heather M. Brandt;

College of Public Health students Kelsie Dirksing and Deonna Farr; University Technology Services Production Manager Matt Warthen; and Board staff members Terri Saxon and Ina Wilson.

I. Call to Order

Chairman Buyck called the meeting to order, welcomed everyone, and asked Board members to introduce themselves. Mr. Hickman introduced members of the media who were in attendance: Hannah Jeffrey and David Roberts with the *Daily Gamecock*; David Cloninger with *The State*; and Pete Iacobelli with the Associated Press.

Chairman Buyck said that notice of the meeting had been posted; the press notified as required by the Freedom of Information Act; the agenda and supporting materials circulated to the committee; and a quorum was present to conduct business.

II. Athletic Director's Report

Chairman Buyck called on Mr. Tanner, who noted that report data was based on information as of September 10, 2014.

Development Report – Mr. Tanner reviewed major gift revenue since 1995, which included gifts, pledges and planned gifts.

<u>Fiscal Year</u>	<u>Total</u>	<u>Fiscal Year</u>	<u>Total</u>
2014	\$10,312,361	2008	\$ 3,649,734
2013	\$10,250,379	2007	\$12,643,250
2012	\$15,321,220	2006	\$ 316,224
2011	\$ 6,225,356	2005-2000	\$ 1,320,815
2010	\$ 4,120,543	1999-1995	\$ 2,946,127
2009	\$ 2,116,627		

The total FY 2014 gift revenue of \$10,312,361 was received through pledges of \$7,070,724 (68 percent); planned gifts of \$1,725,000 (17 percent); and gifts of \$1,516,637 (15 percent).

Gamecock Club Report – Mr. Tanner reviewed the 15 levels of giving and the number of memberships for each giving level since 2008. Gamecock Club membership increased from 16,404 in 2013 to 18,495 in 2014, with three months remaining in the calendar year.

Ticket Office Report – Tickets for the Texas A&M University, East Carolina University, University of Georgia, and University of Missouri games sold out. A total of 54,005 season football tickets have been sold for the 2014 Season, the highest number since 2007. The 2014 number is a 3.9 percent increase over the 2013 Season, in which 51,967 season tickets were sold.

Facilities Report – Mr. Tanner provided an update on the following Athletics' projects: Women's and Men's Swimming and Diving Locker Rooms; Swimming and Diving Lounge; Basketball Practice Venue; Tennis Team Facility; Outdoor Track Facility; Field House Conversion/Indoor Track Facility; new

Soccer Building; Women's and Men's Soccer Locker Rooms; Football Practice Fields; Indoor Football Facility; and the Williams-Brice Plaza/ETV Game Day Building.

SEC Network – Mr. Tanner reported that Gamecock sporting events will appear on the new SEC Network channel and the SEC Network Plus (digital/mobile). The network will air in nine of the 10 largest cable systems in the nation, making it available to more than 100 million cable homes. There will be more than 1,000 SEC sporting events produced for the SEC Network and SEC Network Plus. The network, based in Charlotte, will broadcast 24 hours per day, seven days per week.

Gamecock Athletics expects to produce between 110-120 live sporting events during the 2014-2015 season. The exact total will not be known until conference TV schedules are set. In addition to the SEC Network, Gamecock athletic events will continue to appear on other ESPN networks (ESPN, ESPN2, and ESPNU). The University hired three full-time people to run the day-to-day operations of the network (Producer – David Cockfield; Engineer – Mark Slice; and Graphics – Justin Stoll).

The Athletics Department developed a relationship with the USC School of Mass Communications and Information Studies to identify talented students to work on Gamecock-produced SEC Network sporting events. To get the SEC Network operations up and running, including fiber, graphics system, cameras, and staff, the Athletics Department has spent between \$1.5 - \$2 million.

Achievements

- The University placed 35th among 297 total teams in the final 2013-14 Learfield Sports Directors' Cup; the University's highest finish since the 2006-07 Season, and 12 spots higher than the previous year. The Learfield Cup recognizes institutions that achieve success in many sports – up to 10 men's and women's sports.
- Men's Basketball won two games in the SEC Tournament, the first SEC Tournament wins since 2008.
- Assistant Woman's Basketball Coach Nikki McCray was inducted into the Greater Knoxville Sports Hall of Fame on July 24, 2014.
- Cross Country posted the ninth-best grade point average (GPA) among Division I schools, for the fourth time in seven years.
- Men's Golf won the Carpet Capital Collegiate Championship in Dalton, Georgia on September 7, 2014.

- Head Football Coach Steve Spurrier picked up his 200th victory as a Southeastern Conference coach in the Gamecocks 33-32 win over East Carolina University on September 6, 2014.
- Head Women's Soccer Coach Shelley Smith marked her 200th win at USC with the competition against Milwaukee on August 31, 2014.
- Swimming and Diving – The men's 800-freestyle relay team of Marwan El Kamash, Michael Flach, Kevin Leithold and Gerad Rodriguez placed 12th at the NCAA Championships, marking the second year in a row that USC's 800-freestyle relay has garnered All-American honors, and its highest finish in the event since 2007.
- Track and Field – Jeannelle Scheper, the Gamecocks high jump school record holder won silver at the NCAA Indoor Track & Field Championships for the second-straight year. She was named United States Track & Field and Cross Country Coaches Association (USTFCCCA) Southeast Region Field Athlete of the Year after an undefeated regular season.
- Volleyball – The team earned the American Volleyball Coaches Association Team Academic Award for the third straight year, with a posted cumulative team GPA of 3.39.
- Cheerleading – Both the All-Girl and Co-ed Cheerleading Teams received Gold Bids to the National Cheerleaders Association (NCA) nationals. This is the highest awarding bid for the NCA. The teams also have 23 All-Americans.
- Dance Team – The team placed 2nd and 3rd in their division for Team Dance competition and earned two Silver bids to the National Dance Alliance (NDA) nationals. Four dancers have received All-American honors.

Student-Athlete Education – Coach Spurrier annually arranges for speakers to address the football team. One of the many people invited to speak this year was the University's Associate Athletics Director for Compliance Services, Chris Rogers. He spoke to the team on four occasions.

Academics – The Gamecocks sit atop the Southeastern Conference with 336 student-athletes on the academic honor roll for the 2013-14 school year; having just completed the 15th consecutive semester with a departmental GPA above 3.0.

Mr. Tanner's report included a statistical representation of the student-athletes currently in each of the 16 South Carolina judicial circuits. The 5th Judicial Circuit had the largest USC student athlete representation. The 33 student athletes in that particular judicial circuit came from Richland and Kershaw Counties. Mr. Tanner then quizzed Board members about various Gamecock trivia.

Chairman Buyck thanked Mr. Tanner for his informative presentation which would be received as information, and asked if there were any questions. Mr. Allen asked if there was a final plan on how to transport the football players from the locker room to the practice fields. Mr. Tanner said that his staff was considering different transportation options, which included the use of trams.

Mr. Allen asked if the University's 35th placement in the Learfield Sports Directors' Cup was the highest ever achieved and Mr. Tanner said he would research to see if it was. Mr. Allen also asked if the 2014 Gamecock Club membership of 18,495 was the highest ever, and Mr. Tanner responded yes.

Mr. Williams asked who was responsible for setting season athletic event schedules. Mr. Tanner explained the process whereby each sport's head coach drafts their own schedules for approval by their direct report and ultimately by the Athletics Director.

Dr. Floyd requested a clarification of the broadcasting of University sporting events on the SEC Network. Mr. Tanner said that he would provide the Board the SEC Network Fall Schedule.

Mr. Allen asked what the member universities' annual projected revenue would be from the SEC Network. Mr. Tanner said that, conservatively, he would be disappointed if each member institution's annual revenue was less than \$5 million in the next year. He explained that there was potential for greater revenue after the first year's startup cost.

President Pastides asked if the University was doing better with student football ticket distribution. Mr. Tanner responded yes, and then went on to explain in detail the improved student ticket distribution process that involves a point system by which students earn points for attending other sporting events. Mr. Westbrook said that he was encouraged by increased student attendance he had noticed at other sporting events.

Mr. Westbrook asked what the Athletics Department's financial impact was for neutral-site games versus home games. With the Gamecocks scheduled to play the University of North Carolina on Thursday, September 3, 2015, in Charlotte, North Carolina, Mr. Westbrook expressed his concern for the fans' logistics to attend the game out of town on a weekday. Mr. Tanner said that the financial impact of a neutral-site game was based on the contract for the game. He further said that he was not interested in participating in a neutral-site game unless it would be significantly more profitable than a home game. He clarified that they did not give up a home game for the neutral-site game since there would still be seven home games. He said, therefore, when the Gamecocks have seven home games, plus exceed home game revenue for a neutral-site game, the financial impact on the Athletics Department would be positive. Mr. Tanner noted that he was currently in negotiations with a city regarding a future neutral-site game.

Chairman Buyck asked for an update on student football ticket availability. Mr. Tanner asked Mr. Grantham to respond. He did so by providing actual ticket distribution numbers for the first three home games, reviewing the student ticket process, and responding to questions from the Board.

Chairman Buyck called for a motion to enter Executive Session for the receipt of legal advice. Mr. Allen so moved and Mr. Williams seconded the motion. The vote was taken and the motion carried.

Chairman Buyck invited the Trustees, President Pastides, Secretary Stone, Mr. Parham, Mr. Tanner, Dr. Amiridis, Mr. Walton, Dr. Pruitt and Mr. Heath to remain.

Executive Session

Return to Open Session

VI. Other Matters

There being no other matters to come before the committee, Chairman Buyck declared the meeting adjourned at 3:05 p.m.

Respectfully submitted,

Amy E. Stone
Secretary