

Athletics Advisory Council Report Academic Year 2016-17

AAC Goals for 2016-17 Academic Year

The 2015-16 AAC met on May 4, 2016 and established the following goals and objectives:

Task Forces to gather information and provide recommendations to the Athletics Director and President.

- The Academic Services Task Force will focus on generating a formative outline evaluation for tutors and assessing tutoring practices and policies for student-athletes
- The Gender and Equity Task Force will focus on marketing, recruitment and retention of student-athletes of color and encouraging a welcoming environment for all student-athletes.
- The Transparency Task Force will continue reports to the Academic Senate and work toward completing data collection and analysis for the questionnaire on faculty perceptions of athletics and student-athletes.

These were approved by the 2017-17 AAC on September 6, 2016.

Completed Activities for 2016-17 Academic Year

The Athletics Advisory Council (AAC) met monthly through the academic year. The AAC organized its responsibilities according to the goals set by in 2016: the Gender and Equity Task Force, the Transparency Task Force, and the Academic Services Task Force.

I. Gender and Equity Task Force. This Task Force focused on equitable distribution of resources among men's and women's sports and the environment for students from diverse backgrounds. In 2016-17, the Task Force examined the marketing efforts of the Athletics Department relative to gender and diversity issues. This Task Force also considered means through which to recruit and retain diverse student-athletes. A recommendation has been made that a panel discussion of experts to focus on body image issues for student-athletes be supported for Fall 2017.

II. Task Force on Transparency. This Task Force focused on increased and targeted communication of accurate information to the University community. This Task Force engaged in proactive outreach to departments with a high percentage of student-athlete majors. Reports to the Academic Senate on issues related to the Athletics Department continued and included compliance, finances, and the roles of the AAC and the Faculty Athletics Representative (FAR). In addition, Maddy Stover and Jamey Swiggart (student-athlete members of the AAC) presented to the Academic Senate on a "Day in the Life of a Student-Athlete." It was ultimately determined that focus groups were a better approach than a questionnaire to learn about faculty perceptions of athletics and student-athletes. Eleven focus groups of, ideally, ten faculty members each have been scheduled for Fall

2017. These will be facilitated by Mary Anne Berzins, Assistant Vice President for Human Resources, in conjunction with the FAR and will be supported by the Office of the Associate Vice President for Faculty.

III. Task Force on Academic Services. This Task Force focused specifically on the tutoring services available through Academic Services for Student-Athletes. One-on-one interviews were conducted with tutors by members of the Task Force (including the FAR), compliance staff, and associates from the Office of General Counsel. The report and the recommendations generated from these interviews results will be provided to the President and Athletics Director after approval of the AAC.

In addition to the work of the Task Forces, the AAC also engaged in discussions on the following issues of importance to student-athletes:

- Lori McDonald, Dean of Students, presented on the integration of student-athletes into the student body.
- Robert Payne, Associate General Counsel, provided an overview of his office as it relates to the Athletics Department.
- Ann Argust, the Associate Athletics Director for Marketing/Branding, articulated the goals of marketing and branding for all sports, including increasing attendance, growing community affinity (local and national), and creating a positive environment at all athletic events.
- Kate Charipar, Assistant Athletics Director for Compliance, discussed the annual Athletics Compliance Report. In addition, she outlined the NCAA's new Academic Misconduct legislation and its potential ramifications.
- Chris Hill, Athletic Director, discussed the Legislative Audit and the Department's response to the recommendations.
- Scott McAward, Director of the Center for Disability and Access, discussed the services of his office pertaining to student-athletes, especially related to injuries and concussions.

Attachments

- AAC roster