Strategic Planning Committee – Athletics Subcommittee
Tuesday, May 19, 2015

SUBJECT: ATHLETICS AND BOCA RATON BOWL UPDATE

PROPOSED COMMITTEE ACTION
Information Item

BACKGROUND INFORMATION
b. A PowerPoint will be presented to the board updating them on the Department of Athletics. The board will be updated on the enhanced culture of leadership, compliance, grade-point averages, attendance at home events, cost-saving measures, increasing athletics presence locally and nationally, corporate sponsorships and some highlights.

c. Mr. Doug Mosely will present a Boca Raton Bowl update.

IMPLEMENTATION PLAN/DATE
N/A

FISCAL IMPLICATIONS
N/A

Supporting Documentation: PowerPoint Presentation

Presented by: Mr. Pat Chun, VP and Director of Athletics Phone: 561-297-3199 and Mr. Doug Mosely, Executive Director, Boca Raton Bowl
UNBRIDLED AMBITION

2014-15 DEPARTMENT OF ATHLETICS

PATRICK CHUN

VP AND DIRECTOR OF ATHLETICS
MAY 19, 2014
1. Enhance culture of leadership
2. Enhance culture of compliance
3. 50% of student-athletes achieve 3.0 grade point average or better
4. Top 4 in Conference USA honor roll numbers (Fall and Spring)
5. Increase in overall attendance at home events
6. Research and implement additional cost saving measures to create efficiencies in our budget
7. Increase electronic media presence through additional streaming of events and creating of Coach’s Shows
8. Host first class NCAA Women’s College Cup and Bowl Game, and showcase FAU main campus
9. Increase corporate sponsorships
10. Revamp Degree Completion Program to ensure student-athletes are graduating timely
11. Creation and implementation of internship program
12. Increase number of Owl Scholarship Fund donors by 10%
Pat Chun and Jon Gordon

The Pacific Institute is an education program for leadership development and empowering organizations and individuals to free themselves from self-imposed limitations, improve performance and reach their full potential. We have hired this organization to have training sessions with our head coaches.

“We will spend time in the pre-season with 3 lessons learned from the Pacific Institute Performance curriculum and start the season with players and their new affirmations. Also, as mentioned above, starting our Team Leadership Meetings will be a great time to enhance our young leaders within the team and allow them to positively affect their teammates throughout the year.” – Patrick Baker, Head Women’s Soccer Coach

ENHANCE CULTURE OF LEADERSHIP


**ENHANCE CULTURE OF COMPLIANCE**

**Examples of Secondary Violations:**

<table>
<thead>
<tr>
<th>SPORT</th>
<th>RULE CITATION LEVEL</th>
<th>ALLEGED/ACTUAL VIOLATION</th>
<th>CORRECTIVE MEASURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volleyball</td>
<td>13.4.1 Level III</td>
<td>Head coach and/or assistant emailed correspondence with 3 PSAs prior to permissible time (self reported)</td>
<td>Matter to be reviewed in rules education session</td>
</tr>
<tr>
<td>Softball</td>
<td>17.1.7.3.7 Level III</td>
<td>CARA (player meetings discussing athletics) conducted during the final exam period outside of the 132 day season</td>
<td>Docked two hours of CARA</td>
</tr>
</tbody>
</table>

Left is the submitted secondary violations to the NCAA over the past 3 year for Florida Atlantic University:

Violations are submitted from July 1st to June 30th for each academic year.

- 2012-2013 – 1
- 2013-2014 – 14
- 2014-2015 – 12
Departmental Goals FY 15

50% of student-athletes achieve a 3.0 GPA or better

Fall 2012 – 45.87% (217/473)
Spring 2013 – 46.18% (200/433)

Fall 2013 – 48.45% (251/518)
Spring 2014 – 48.32% (216/447)

Fall 2014 – 50.40% (249/494)

Highest Team GPA
Fall 2012 – Men’s Cross Country 3.285
Spring 2013 – Indoor Volleyball 3.287
Fall 2013 – Softball 3.425
Spring 2014 – Sand Volleyball 3.555
Fall 2014 – Sand Volleyball 3.144

Graduation Highlights
Fall 2013/Spring 2014 – 51 graduates
Fall 2014/Spring 2015 – 35 graduates

Academic Awards
• Kayla DeSuza – Women’s Golf, C-USA Postgraduate Scholarship
• Ali Gorrell – Academic All-District
• Kayvon Sherrill, Jonathan Wallace, and Michael Quinn – Scholar Baller Academic Momentum Award 13/14
• D’Joun Smith and Javaris Giles – Scholar Baller Academic Momentum Award 14/15
• Tara Cripe – Women’s Cross Country C-USA Postgraduate Scholarship
TOP 4 IN CONFERENCE USA HONOR ROLL NUMBERS

Fall 2014 – ranked 3rd 204 3.0’s

Fall 2013 – ranked 5th 177 3.0’s
Only Conference USA school to report increases in attendance and/or season ticket numbers for all ticketed sports

• Increase percentages:
  • Men’s Soccer = 73%
  • Women’s Soccer = 14%
  • Volleyball = 39%
  • Men’s Basketball = 26%
  • Women’s Basketball = 12%
  • Softball = 42%
  • Baseball = 14%
Departmental Goals FY 15

**INCREASE IN OVERALL ATTENDANCE AT HOME EVENTS**

Ticket Sales and Attendance

- 21% increase in ticket sales from FY 14 to date for FY 15
- 17% attendance increase from 2013 to 2014 season

Student Attendance

- 21% increase in student attendance from 2013 to 2014 season
  - One of very few in Division I to see increase in student attendance
RESERCH AND IMPLEMENT COST SAVING MEASURES TO CREATE EFFICIENCIES IN OUR BUDGET

- New AT&T contract on cellphones
- Saved maintenance cost by replacing 15 year old vans through three donated vans from Southeast Toyota
- Finalizing a new copier/printer agreement to decrease cost and increase efficiency
- Implementation of a compliance software that will minimize the need for additional staffing on an annual basis
- Renegotiated and extended the Adidas agreement that will decrease future equipment costs
INCREASE ELECTRONIC MEDIA PRESENCE THROUGH ADDITIONAL STREAMING OF EVENTS AND CREATING OF THE COACH’S SHOW

32 Total Coach’s Shows

July 2014 (followers)
- Facebook – 3,148
- Twitter – 6,177
- Instagram – 952

Current (May 2015)
- Facebook – 9,363
- Twitter – 10,485
- Instagram – 1,953

Facebook – increase of 197%
Twitter – increase of 70%
Instagram – increase of 105%

10K Followers – April 11, 2015
10.4K Twitter Followers since May
HOST FIRST CLASS NCAA WOMEN’S COLLEGE CUP AND BOWL GAME AND SHOWCASE FAU MAIN CAMPUS
Departmental Goals FY 15

INCREASE CORPORATE SPONSORSHIP

Sponsors 2013-2014
21 Total

Sponsors 2014-2015
37 Total
REVAMP DEGREE COMPLETION PROGRAM TO ENSURE STUDENT-ATHLETES ARE GRADUATING TIMELY

• All student-athletes sign a contract
• Must complete 10-15 hours of community service each semester
• Complete 10-20 hours working in various departments throughout the athletic department
• Mandatory to attend all career/resume workshops
The FAU MVP Internship Program is created to help teach our student-athletes how their unique experiences as an NCAA intercollegiate athlete are beneficial and transferable to their future careers. Our three main goals are to educate our student-athletes about the process of building a career, help them better prepared for career opportunities and, assist in finding meaningful work experiences through internships and jobs.
INCREASE NUMBER OF OWL SCHOLARSHIP FUND DONORS BY 10%

# OF DONORS

<table>
<thead>
<tr>
<th>Fiscal year</th>
<th># of Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>339</td>
</tr>
<tr>
<td>2015</td>
<td>373</td>
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PERCENTAGE INCREASE 10.03%

TOTAL OSF DONATIONS

<table>
<thead>
<tr>
<th>Fiscal year</th>
<th>Total Donations</th>
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</thead>
<tbody>
<tr>
<td>2014</td>
<td>$395,233.00</td>
</tr>
<tr>
<td>2015</td>
<td>$460,000.00</td>
</tr>
</tbody>
</table>

PERCENTAGE INCREASE 16.39%

Donor of the Game -- Brad and Karen McCallum

Football Season Ticket Holder “Thank-a-Thon”
Reggie Bain: Freshman All-American by 24/7Sports

D’Joun Smith: Senior Bowl/ 3rd Round Draft Pick - Indianapolis Colts

Football: Number 1 Recruiting Class in Conference USA

Katarina Stepnovic: 1st Team All-Conference USA

Brittney Brown: 2nd Team All-Conference USA

Ryan Price: 3rd Team All-Conference USA

Petter Riedel: Conference USA All-Freshman Team

Kai Halliday: Conference USA All-Academic Team
FAU HONORS/AWARD WINNERS

Olivia Mbala
NCAA All-Central Region Second Team

Claire Emslie
Academic All-Conference

Asta Arnadottir
C-USA’s All-Freshman Team

Hildur Hauksdottir
Conference USA All-Freshman Team

Amanda Odatzo
Conference USA Spirit of Service Award

Ali Gorrell
Capital One Academic All-District

Joan Joyce
800th career win on February 20th

Bianca Biglione
FAU Female Student-Athlete of the Year

Departmental Goals FY 15
Departmental Goals FY 15

**FAU HONORS/AWARD WINNERS**

- **Brett Lashley**
  - FAU Male Student-Athlete of the Year

- **Kylee Hanson**
  - First Team All-Conference USA

- **Agnes Bucz**
  - Female Athlete of the Year

- **Matthieu Burtez**
  - Male Outstanding Academic Achievement honors

- **Andrae Kirk**
  - Conference USA First Team All-Conference and FAU Male Athlete of the Year

- **Lucky Whitehead**
  - Conference USA First Team All-Conference

- **Melissa Martinez**
  - 2nd Team All-Conference USA

- **Emily Lochten**
  - Second Team Conference USA and All-Freshman Team Member
Schmidt Family Complex