



Item: VII. b. and c.

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

DEPARTMENT OF ATHLETICS





UNBRIDLED AMBITION

2014-15 DEPARTMENT OF ATHLETICS

PATRICK CHUN

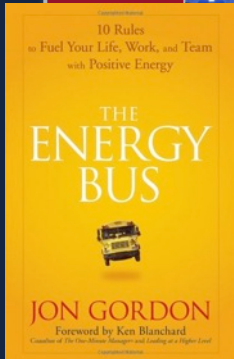
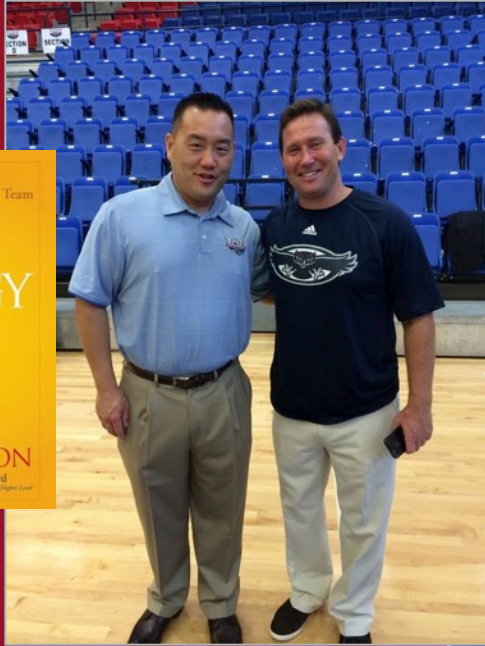
VP AND DIRECTOR OF ATHLETICS
MAY 19, 2014

DEPARTMENTAL GOALS FY 15

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%

ENHANCE CULTURE OF LEADERSHIP

Pat Chun and Jon Gordon



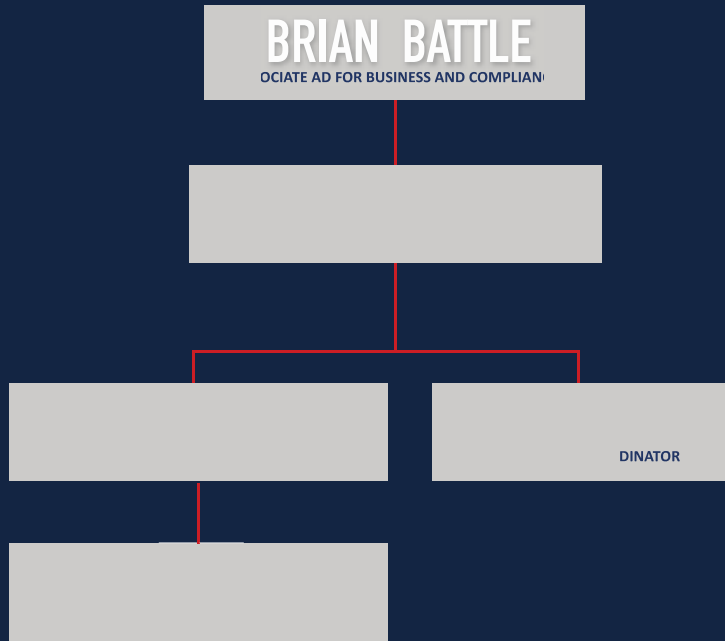
Team Captains



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 COMPLIANCE



Examples of Secondary Violations:

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

	COACHES	ALL- STAFF
July	Compliance is EVERYONE'S responsibility New Legislation	
	Dead, Recruiting, Quiet Period Definition and Reminders (July & August) Staff Declaration Season Declaration	
	COACHES	ALL- STAFF
Aug.	What is CARA (Countable Athletically Related Activities)	What is CARA (Countable Athletically Related Activities)
	Declaration Submitted Violations Report (signed by all staff and coaches)	Declaration Submitted Violations Report (signed by all staff and coaches)
	Change of Status (form, procedure, walk-ons)	Define Representative of Athletics Interest
	Employment (SA)	Outside Income
	Dead, Recruiting, Quiet Period Reminders (Aug & Sept)	Dead Period Definition and Reminders (August & Sept)
	COACHES	ALL- STAFF
Sept.	National Letter of Intent	Permissible vs. Impermissible Benefits
	Initial Eligibility 2016 Changes (new pre-read form)	Complimentary Tickets
	Transfer Assessment procedure and forms	Confidentiality Agreement
	Dead, Recruiting, Quiet Period Reminders (Sept & Oct)	Dead Period Reminders (Sept & Oct)
	Complimentary Tickets	

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

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



MATTHIEU BURTEZ



CLAIRE EMSLIE

Fall 2014 – ranked 3rd 204 3.0' s

Fall 2013 – ranked 5th 177 3.0' s

INCREASE IN OVERALL ATTENDANCE AT HOME EVENTS

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%

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

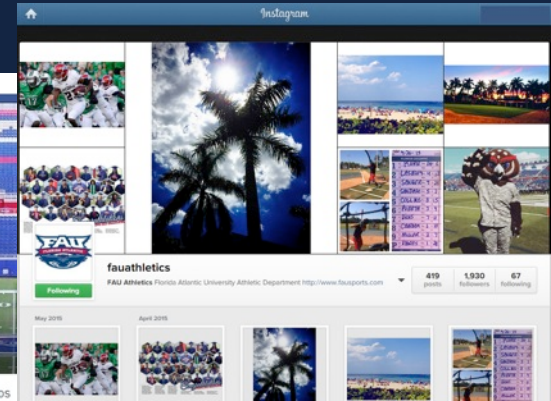
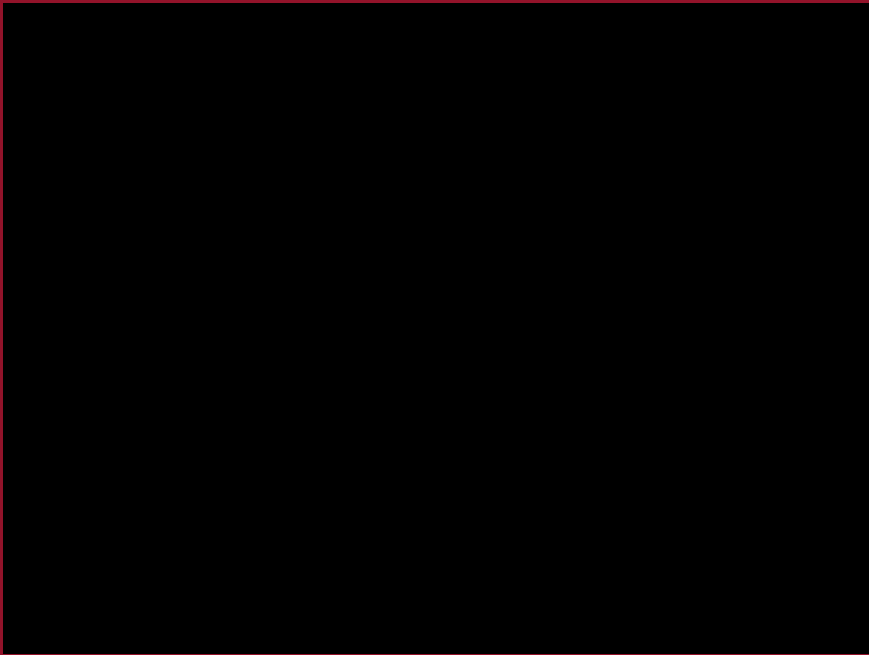


RESEARCH AND IMPLEMENT COST SAVING MEASURES TO CREATE EFFICIENCIES IN OUR BUDGET

- 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



10K Followers – April 11, 2015
10.4K Twitter Followers since May

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%



HOST FIRST CLASS NCAA WOMEN'S COLLEGE CUP AND BOWL GAME AND SHOWCASE FAU MAIN CAMPUS

Boca Raton Bowl



NCAA Women's Soccer Finals

INCREASE CORPORATE SPONSORSHIP

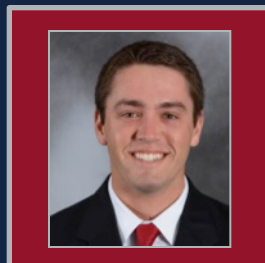
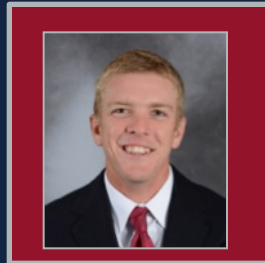


Sponsors 2013-2014
21 Total

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



CREATING AND IMPLEMENTATION OF INTERNSHIP PROGRAM



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.

Domenica Jones

Assistant to the AD & MVP
Internship Coordinator
Athletics
jonesd@fau.edu
561-297-3199

Chandra Roberson

Athletics Development & MVP
Internship Coordinator
Athletics
crobers2@fau.edu
561-297-4621

Marlon Dechausay

Associate AD & MVP
Internship Coordinator
Athletics
mdechausay@fau.edu
561-297-3922

INCREASE NUMBER OF OWL SCHOLARSHIP FUND DONORS BY 10%

OF DONORS

Fiscal year 2014	339
Fiscal year 2015	373
PERCENTAGE INCREASE 10.03%	

TOTAL OSF DONATIONS

Fiscal year 2014	\$395,233.00
Fiscal year 2015	\$460,000.00
PERCENTAGE INCREASE 16.39%	



Football Season
Ticket Holder
"Thank-a-Thon"



Donor of the Game -- Brad and Karen McCallum



FAU HONORS/AWARD WINNERS

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 Odat



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

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 Burtetz



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



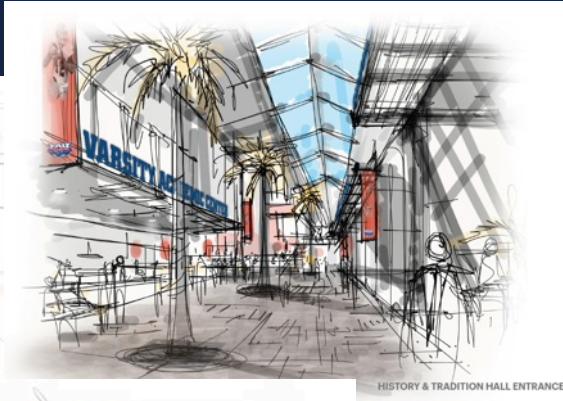
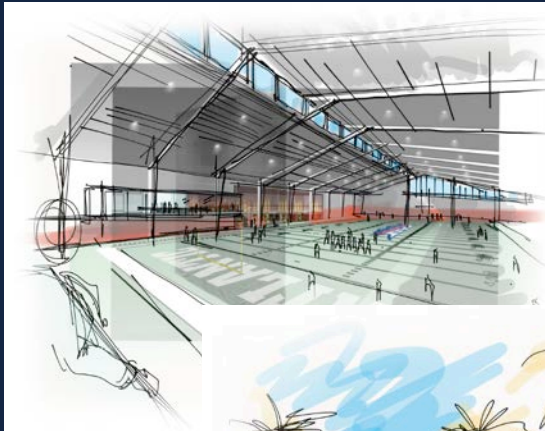
2nd Team All-Conference USA

Emily Lochten



Second Team Conference USA
and All-Freshman
Team Member

Schmidt Family Complex



HISTORY & TRADITION HALL ENTRANCE



SCHMIDT FAMILY INTERCOLLEGIATE ATHLETICS COMPLEX MAIN ENTRANCE

