

November 16, 2010

MEMORANDUM

TO: The Student Affairs and Athletics Committee:

Robert D. Hardie, Chair
Stewart H. Ackerly
A. Macdonald Caputo
Susan Y. Dorsey
W. Heywood Fralin
Marvin W. Gilliam Jr.
Glynn D. Key
Mark J. Kington
Austin Ligon
John O. Wynne, Ex Officio

and

The Remaining Members of the Board:

Hunter E. Craig	Sheila C. Johnson
The Hon. Alan A. Diamonstein	Randal J. Kirk
Helen E. Dragas	Vincent J. Mastracco Jr.
The Hon. Lewis F. Payne	

FROM: Susan G. Harris

SUBJECT: Minutes of the Student Affairs and Athletics Committee
Meeting on November 16, 2010

The Student Affairs and Athletics Committee of the Board of Visitors of the University of Virginia met, in Open Session, at 9:30 a.m., Tuesday, November 16, 2010, in the Board Room of the Rotunda; Robert D. Hardie, Chair, presided.

Stewart H. Ackerly, A. Macdonald Caputo, Ms. Susan Y. Dorsey, W. Heywood Fralin, Marvin W. Gilliam Jr., Ms. Glynn D. Key, Mark J. Kington, and John O. Wynne, Rector, were present.

Also present were Hunter E. Craig, The Hon. Alan A. Diamonstein, Ms. Helen E. Dragas, Ms. Sheila C. Johnson, Randal J. Kirk, Vincent J. Mastracco Jr., and The Hon. Lewis F. Payne.

Present as well were Ms. Teresa A. Sullivan, Leonard W. Sandridge, Ms. Susan G. Harris, Paul J. Forch, Arthur Garson Jr., M.D., Ms. Susan A. Carkeek, James L. Hilton, Ms. Patricia M. Lampkin, Craig K. Littlepage, Marcus L. Martin, M.D., David J. Prior, Ms. Yoke San L. Reynolds, Ms. Colette Sheehy, Thomas C. Skalak, Ms. Kelsey Host, Ms. Sharon Zanti, and Ms. Jeanne Flipppo Bailes.

The Chair opened the meeting by talking about the student experience, which he said was the University's "special sauce". He asked Ms. Patricia Lampkin, the Vice President and Chief Student Affairs Officer, to report.

Vice President's Remarks

Ms. Lampkin explained the systems in place for student safety and wellness. She said students must be active participants in the safety effort and that is the focus this Fall. The students have created a new program called Let's Get Grounded which will be explained in more detail by the involved students.

Ms. Lampkin said examination of the student experience is an important part of the Committee's work this year. There is no specific formula to guarantee it, but there are ingredients and it is not happenstance. Six core values shape the student experience: academic rigor, honor, self-governance, public service, diversity/multiculturalism, and health and wellness. Housing all first-year students on-Grounds is a key factor in creating the shared student experience. Now, school identification is forming. This must complement, and not take the place of, identification with the broader university. One key element is the ongoing need to thoughtfully build smaller communities which relate to the larger university community.

Student self-governance is an important component of the student experience. Student self-governance requires a balance among all members of the community. Faculty and staff must act as mentors and must teach students how to take responsibility for their success or failure.

Ms. Lampkin concluded that the Student Affairs role should be invisible to most. The mission of the office is to help create educated citizens and they take their mission very seriously. The core values need constant attention to help students become citizen leaders. She said growth will not necessarily negatively affect the student experience, but it would be difficult if there is no commensurate growth in resources.

Let's Get Grounded Campaign

Ms. Lampkin introduced Sharon Zanti and Kelsey Host, both 4th year students, who are leaders in the "Let's Get Grounded" campaign. They spoke about a concern in the University community that harmful events have occurred because of the "bystander effect": individuals being unwilling to get involved when they see a disrespectful or emergency situation. They said individuals are more likely to intervene than those in groups. The "Let's Get Grounded" program uses the principles of "recognize, react, and respect". Over the course of the summer, a web page was developed and a training program was implemented. Over 850 students, staff, and faculty will be trained by December, and the goal this year is to train 1500 by the end of the Spring semester.

Ms. Johnson said she was impressed with this program and she thought they ought to attempt to gain national recognition. She suggested that the students work with the University's public relations department to accomplish this.

Ms. Dragas asked if the students had results to report. They replied there is anecdotal evidence from resident advisors and others that the program is making a difference. Mr. Sandridge added the University is seeing increased and more timely reporting to 911.

In response to a question, the students said student athletes are included in the program. Phil Gates in Athletics is a trainer.

Student Council Report

Mr. Hardie directed the Committee's attention to a written report from Student Council in their materials.

Athletics Director's Remarks

The Chair introduced Craig Littlepage, the Director of Athletics, to give remarks. Mr. Littlepage focused his remarks on how the budget of the Athletics department could be constructed to best position the Department to handle future needs. Revenue sources have been primarily ticket sales, the Atlantic Coast Conference (ACC) share, fundraising, and student fees. In 2008 the Department was hitting its maximum with many costs beyond its control. At that time, the Board charged Athletics with three things: addressing the projected gap of expenses over revenues; developing a long term plan for cost containment; and building reserves and endowments for Athletics. Since then, they have frozen position vacancies and attempted to balance the budget without affecting the student athlete experience in any discernable way.

Spending in college athletics programs generally has shown a trend of spending in excess of revenues. The Department has found areas where expenses could be cut and they included the coaches in the process so everyone has some "skin in the game".

Mr. Littlepage said a new ACC television contract with ESPN and ABC provides an opportunity to put the Department on a sound financial footing. It is a 12-year deal, with \$6.1 million of new revenue for each institution in the ACC. It leverages the popularity of football and men's basketball, combines the broadcast rights, and increases coverage of all ACC contests. It also enhances the control of inventory of ACC sports, creating the opportunity for increased exposure in the Olympic sports.

Priorities are to maintain a high level of performance and keep and attract top coaches as well as increase endowments and reserves. The first year of the agreement will provide \$4.1 million. The Department intends to establish an operational endowment, an endowment for the John Paul Jones Arena, and capital reserves to address the problem of aging facilities.

Mr. Kington asked for an assurance in three or four years that the projections are still accurate, and annual certification that mandatory reserves are being met. Mr. Littlepage agreed.

Mr. Littlepage said there has been a great deal of focus nationally on the percentage of student fees that goes toward athletics programs. The portion of the student fee for Athletics is currently \$650. He suggested that in the next five years there would be no increase, but after five years the student fee would be revisited.

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On motion, the meeting was adjourned at 10:50 a.m.

SGH:lah

These minutes have been posted to the University of Virginia's Board of Visitors website.

<http://www.virginia.edu/bov/studentminutes.html>