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University of South Carolina

BOARD OF TRUSTEES

Intercollegiate Athletics Committee

February 11, 2010

The Intercollegiate Athletics Committee of the University of South Carolina Board of Trustees met on Thursday, February 11, 2010, at 10:00 a.m. in the 1600 Hampton Street Board Room.

Members present were: Mr. William C. Hubbard, Chairman; Mr. Herbert C. Adams; Mr. Chuck Allen; Mr. Mark W. Buyck, Jr.; Mr. Toney J. Lister; Mr. Othniel H. Wienges, Jr.; Mr. Miles Loadholt, Board Chairman; and Mr. Eugene P. Warr, Jr., Board Vice Chairman. Mr. Arthur S. Bahnmuller and Mr. Michael J. Mungo were absent.

Other Trustees present were: Mr. J. Egerton Burroughs; Mr. Greg Gregory; Mr. William W. Jones, Jr.; Ms. Leah B. Moody; and Mrs. Amy E. Stone.

Others present were: President Harris Pastides; Secretary Thomas L. Stepp; Vice President for Finance and Planning William T. Moore; Vice President for Human Resources Jane M. Jameson; Vice President for Student Affairs and Vice Provost for Academic Support Dennis Pruitt; Interim Vice President for Communications and Public Affairs and Dean of the College of Mass Communications and Information Studies Charles Bierbauer; Vice Provost and Executive Dean for System Affairs and Extended University Chris P. Plyler; General Counsel Walter (Terry) H. Parham; University Treasurer Susan D. Hanna; Special Assistant to the President J. Cantey Heath; Dean of USC Sumter C. Leslie Carpenter; Associate Dean of USC Union Stephen Lowe; Associate Vice President for Finance and Budget Director, Division of Finance and Planning, Leslie Brunelli; Associate Vice President for Facilities and Campus Management, Division of Finance and Planning, Tom Quasney; Director of Athletics Eric C. Hyman; Director of the Alumni Association Marsha D. Cole; Director of Facilities Planning and Construction, Division of Facilities and Campus Management, Jeff Lamberson; Director of Facilities Operations and Maintenance, Division of Facilities and Campus Management, Jim Demerest; Deputy Athletics Director Marcy Girton; Executive Associate Athletics Director Kevin O'Connell; Chief Financial Officer, Department of Athletics, Jeff Tallant; Chair of the Faculty Senate Patrick D. Nolan; Executive Assistant to the President for Equal Opportunity Programs Bobby Gist; Special Assistant to the President and Athletics Director John D. Gregory; Director of Governmental and Community Relations and Legislative Liaison Shirley D. Mills; Associate Director of Governmental Affairs and Legislative Liaison Casey Martin; Director of Media Relations, Office of Communications, Margaret Lamb; University Graduate Student Association President Alan Tauber; President of the Student Government Association Meredith Ross;

President of the USC Lettermen's Association W. J. Jordan; Chair of the Athletics Advisory Committee Pamela Melton; Brian Taylor, LTC Associates; University Technology Services Production Manager, Matt Warthen; and Board staff members Terri Saxon, Vera Stone, and Karen Tweedy.

Chairman Hubbard called the meeting to order, welcomed everyone, and asked Board members to introduce themselves. Ms. Lamb introduced members of the media who were in attendance.

Chairman Hubbard 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.

Athletics Director's Report

Mr. Hyman expressed his and the Gamecock nation's enthusiasm about the Men's Basketball game victory over number one ranked University of Kentucky. There had been tremendous fan response when USC beat Clemson; but the Department had never received the level of response from fans as when USC beat Kentucky. The Kentucky game was priceless and the national exposure was difficult to quantify; however, he had an outside entity estimate a value on how much of an impact the game had for the first 48 hours. The estimated calculated publicity value was approximately \$588,447.

Mr. Hyman commended the Women's Head Basketball Coach and her team for their great season thus far, in particular their win against the University of Georgia.

A total of 547 student-athletes were named to the 2009 Fall SEC Academic Honor Roll by SEC Commissioner Mike Slive. USC topped the list with 78 student-athletes on the Fall academic roster. The University of Georgia was next with 54 fall student-athletes honored. USC had led the honor roll six times in the last three years. Their goal was an "attitude of excellence."

The 2009 Fall SEC Academic Honor Roll was based on grades from the 2009 Spring, Summer, and Fall terms. Criteria for this award included a grade point average of 3.00 or above for either the preceding academic year (two semesters or three quarters), or a cumulative grade point average of 3.00 or above.

Mr. Hyman gave a mid-year status report on the Athletics Department's 2009-10 goals.

Academics: Data on the goal to achieve a minimum annual APR of 935, and a multi-year of 925 for all teams would be available at the completion of the academic year. Achievement of a GPA of 3.0 or better for each semester for a minimum of 15 sports programs was partially complete, the Fall 2009 semester GPA was 3.126.

Business: All internal audit recommendations had been implemented and verified by the University's Internal Audit Department.

Competition: The goal for 10 teams to finish in the top six in conference rankings or top three in division rankings was partially complete; Women's Soccer was 2nd in the Eastern division, and won the conference championship.

The goal for 10 teams to finish in the Top 25 in sport specific national rankings was also partially complete with the Women's soccer finishing 9th in NSCAA rankings.

Compliance: The goal to reduce occurrences of secondary violations was partially completed. Accomplished thus far was: analysis of the 2008-09 reported secondary violations; revision of the Policy for Submission of Information to Compliance to improve timely reporting of activities; and educational sessions were conducted with coaching and support staffs which included a review of policies and procedures in addition to applicable NCAA, SEC and institutional bylaws.

Development: Currently, 1,558 new Gamecock Club members had been added. The goal was to increase membership by 1,000. However, the number of non-renewals and the net increase would not be known until July 2010.

The Dodie Anderson Academic Enrichment Center grand opening reception was held on February 3rd. The groundbreaking event for the Coaches Support Building was tentatively scheduled for sometime in April.

Development of a football parking plan, following the addition of the Farmer's Market, was in progress. The architect selection was scheduled for February 12th.

Mr. Lister requested information on the number of non-renewals in the Gamecock Club over the past three years. Mr. Hyman said he would provide that information to the Committee in the near future.

Facilities: The goal to obtain bids and begin construction on the next phase of the Athletics Village at the Roost (Garage, Coaches Support Building, Tennis Complex and Infrastructure), was partially complete with the demolition of Roost area buildings scheduled within the next month or two.

Selection of an architect to create a final conceptual design for the Farmer's Market site and obtain Phase II approvals was anticipated within the next few days.

The successful transition into the Dodie was completed. Plans to convert the former Academic Enrichment Center building by July 1, 2010, was underway.

Marketing, Media Relations and Multi-Media Services: A comprehensive plan for the development and implementation of digital and social media was completed. A communications working group was established to implement and monitor the plan. Blogs, Facebook, Twitter, and YouTube were included and were active.

Life Skills, Sports Medicine, Strength and Conditioning, and Wellness:

A committee was established to develop a plan to provide enhanced educational opportunities for student-athletes in preparation for life beyond sports. Currently, seminars had been held on Dress for Success, etiquette, networking, and resume writing. The committee would continue to search out ideas for other seminars in an effort to help student-athletes make a smooth transition into the workforce.

Administration, Gamecock Club, Marketing, Ticket Office: The effort to develop and implement a customer service program targeted to Gamecock Club members and fans attending events and competitions was partially complete through the following five

goals: A Departmental committee for customer service was established; a welcome tag line (Welcome to Gamecock Country) was developed for the football season, and lapel pins were provided to all ushers and customer service staff; the wait time goal for phone and in-person customer service of 15 or fewer minutes was implemented; timely correspondence to Gamecock Club members and customers was developed through a communications calendar; and VenueCheck was hired to conduct an audit of customer service policies and practices.

Facilities Master Plan Update: The Baseball Master Plan was completed, with the Carolina Stadium completed on February 9, 2009.

Athletics Village Master Plan (At the Roost): The Dodie was completed and the dedication held on February 3, 2010. Additional expected completions were as follows: Infrastructure and Parking Garage by Winter 2010; Tennis Complex and Demolition by Spring 2011; and the Coaches Support Building by Summer 2011.

Mr. Hyman reported that the Dodie dedication was a great event. The architect had captured what the University was trying to achieve without being ostentatious. Athletics wanted to send a message that USC was here to support its young people. The tag line throughout the Dodie was "Carolina, Forever to Thee." In the ceremony video Mrs. Dodie Anderson said she was very impressed with the center. She thanked the staff and donors.

Football Program Master Plan: The Training Room was completed November 2008. Expected completions were as follows: The Lobby and the Recruiting Room by April 2010; and the Locker Room after the Spring 2010 Football practice.

Williams-Brice Stadium (WBS) Master Plan: The WBS High Voltage/Electrical Upgrade, the WBS Sound System, and the Champions Club North and South were completed in August 2008. The WBS Feasibility Study was completed in January, and the WBS West Lower Waterproofing in August of 2009.

Completion of the WBS Suite Renovations was expected by August 2010, and the Farmers Market Parking Complex by August 2011.

Mr. Hyman reported that the University would take occupancy of the Farmers Market in July 2010; but that very little work could be done prior to the 2011 Football Season.

Chairman Hubbard commented that in the selection of the architectural committee, one factor would be their creativity on how to best utilize this property. Mr. Hyman noted that selection had been narrowed down to four firms, all with different ideas. He showed architectural renderings of the facility and discussed the "Garnet Way on the Garnet Brick Road." The football team would enter the stadium via the Garnet Brick Road and fans could gather along the way to create a festive atmosphere. A green space would be included for students, and would provide an area for live music. Corporate tents could surround the green space.

For the first time in USC's history, every coach was a Gamecock Club member. Mr. Hyman explained that it had been difficult to ask other people to support the Gamecock Club if the coaches did not.

An Athletics Department's goal was to help educate student-athletes on the importance of giving back. Specifically, since an opportunity for their education had been created and paid for by someone else, whenever they became contributors to society, it was their responsibility to give back and help another person, to keep that circle going.

In student-athlete Blakely Mattern's remarks at the Dodie dedication, she said that the Dodie would be the "control center" for every student-athlete's four years at Carolina, and that her experience at USC would not have been as smooth, had it not been for all the help she received from her advisors, tutors, and administrators who guided and directed her every step of the way. Regardless of what she decided to do in life, she would carry with her a great education. In her opinion, the success of Gamecock athletes in the classroom would be what would carry USC into the future.

Mr. Lister asked about plans for the Roundhouse property. Mr. Hyman responded that it would be torn down and replaced with a Track facility.

Chairman Hubbard stated that the report was received for information.

There being no further matters to come before the Committee, Chairman Hubbard declared the meeting adjourned at 10:30 a.m.

Respectfully submitted,

Thomas L. Stepp
Secretary