

## Committee on Athletics Meeting Minutes

Wednesday, Nov. 16, 2022 Meeting #3 – In-Person/Zoom

**Present:** Chris Karadjov, Jana Fogaca, Victor Wang, Corinne Garthoff, Brenda Vogel, Michael Solt, Madeleine Liseblad, Samar Needham, Ted Kadowaki, Brian Coriaty, Arline Walter, John Hamilton, Jeffrey Scott, Gary Metzker, Milton Ordonez, Sandra Adams

1. **Call to Order** at 3:08 p.m.
2. **Meeting agenda approved.**
3. **Announcements**– Faculty Athletics Representative (FAR) discussion will be last.
4. **Approval of minutes** from Oct. 19, 2022: Minutes approved.
5. **Discussion of COA charge – role and responsibilities** – Chris Karadjov raised the question of what the COA’s role and responsibility is and how it’s viewed by the athletic department.

Corinne Garthoff said committee has a good understanding of how the athletic department works. She wanted to know what the committee should be doing; bridging gap between athletics and the campus community is important.

Chris said the COA provides a venue for stakeholders to meet and find common ground. COA is an advisory body; we don’t make decisions but can provide recommendations.

Brenda Vogel mentioned the only action COA takes it to make a recommendation on the FAR position. We review items.

Sandra Adams stated COA can give recommendations on athletic policies. For example, an athletic mentorship program.

Milton Ordonez asked now that COVID restrictions are ending and we’re back, what are we doing to bring the athletic department back? What are we doing for outreach/promotion? How do we get people to support athletics? Milton asked for more marketing.

Jeffrey Scott mentioned that not all students know they get into home games for free, but they tend to know a portion of their tuition goes to athletics. Faculty/staff get a discount. Jeffrey also mentioned some people are confused about our mascot; it’s a shark, but we are not the sharks.

Chris asked if as a committee we should do a better job of marketing. Brenda mentioned the athletic department is active on social media, but you have to opt in. Much of the communication is social media driven.

Chris asked Ted Kadowaki how the COA can help in terms of finances. Ted mentioned being concerned about academics and raised the question of what do we need to do to ensure that students are progressing and graduating and getting a full academic experience? They are student-athletes and juggle a lot.

Jana Fogaca was on a COA at a different institution. There the work was more about protecting students, giving them a venue for assistance and providing a safe space.

Sandra mentioned that perhaps we should have a faculty mentoring program, maybe with a faculty member attached to a team. Brenda mentioned we had a faculty mentoring program years ago. Sandra said it would be different if we had members attached to teams. Brenda agreed and said each team is different too, have a different culture. Ted asked if students on certain teams lean toward certain majors. Sandra said yes because they talk to their teammates about majors. Ted said it makes sense then for a faculty member from that area to be the mentor because they could better relate to that team.

Brenda said we have more graduate students now because of COVID; students are using their extra year.

Chris mentioned Discord and Sandra said student-athletes have been warned to get off of it if they see things that shouldn't be on there. Chris said it's a good idea to provide mentoring. Jeffrey said pre-COVID we had good speakers on various topics for student-athletes.

Chris asked if the COA has ever reviewed academic progress of athletes because it looks like it is a part of the COA's charge. Brenda said we've looked at general numbers and Michael Solt stated we're more of an overview type of committee. The COA discussed the second bullet point under charge 2 that currently states "review academic progress of student athletes, annual Academic Progress Rate (APR), Graduation Success Rate (GSR), Federal Graduation Rates, and academic support programs (tutoring, study halls, etc.)." The COA wording hasn't been updated since 2010. Chris suggested we maybe do a line-by-line edit in the spring. Brenda suggested we wait till the NCAA has completed their work and then follow what they do.

6. **Sports journalism class** – Journalism lecturer Gary Metzker introduced himself. He had a long, distinguished journalism career before coming to CSULB. Gary frequently has guest speakers talk to students because sports journalists are great at mentoring. This semester students are working with The Big West conference. Each student is required to participate in setting up the production truck, helping with graphics, etc. to experience the broadcast side of sports journalism. First time they volunteer, they shadow someone. Students have to be on-site three hours before and then they have to help pack up. Two of the sports journalism students are now interns for The Big West.

Chris Karadjov asked how the committee can help with athletic publicity. Gary mentioned that longbeachstate.com is a robust website, but that he would like to see the university promote it more. Links from the CSULB homepage to longbeachstate.com, the Daily 49er etc., could help.

7. **Ticket operations, sales and customer service** – Assistant Athletics Director Jeffrey Scott is a CSULB grad, has been at The Beach for 13 years, and is a part of an external unit that handles sports information, marketing, development, sponsorship, and ticketing. He reviewed his staff; there are three main people in his unit and 14 game day student workers/casual workers.

CSULB uses Paciolan ticketing service. We also use text requests to reach people; shows up as CSULB ticket office on phone. Text requests allow us to quickly tell people about changes, for example. We use ARMS for comp ticket requests for student-athletes, coaches etc., and Sales Force for tracking customer information/sales. We also use

Cheetah Digital Mail for email communication/e-blasts. People tend to plan ahead more now, but we're doing a lot of reminders.

Jeffrey explained how we have 19 sports but only 11 are ticketed. So far this year, revenue goals for all three – women's soccer, women's volleyball, men's water polo – have been met. Jeffrey reviewed attendance. Women's soccer has a high student attendance rate. Men's water polo average attendance has been 512 people, which is a lot considering the size of the pool area. Women's volleyball has seen an average attendance of 1228, and they have 200 paid season ticket holders which is the highest we've had in 12 years. It's a bounce back year. Yearly attendance last year was 141,914 (133 events). Baseball last year average attendance was 1828; free parking helps. Men's volleyball had a season high of 2,923 attendees last year.

Jeffrey said we're doing fundraisers, group outings, third party events and kids club programs. For fundraisers we build webpages with special promo codes. Brenda and Corinne mentioned fundraisers for departments could be an idea, as well as student clubs/organizations. Jeffrey said we've had group outings for the transfer student program, for example. We've also done some third party events such as concerts, sumo wrestling and the world jiu jitsu championships. Jeffrey also mentioned the kids club; \$20 provides access to all sports. Are faculty/staff aware of the program?

8. **Faculty Athletics Representative (FAR)** – The COA members had material for the three applicants for the FAR position. Brenda Vogel and Chris Karadjov left the meeting room since they are two of the applicants.

A discussion ensued about if the COA should advise the Academic Senate to consider one, two, or all three applications. The COA also discussed NCAA changes/transitions and athletic department changes/transitions and what is important for the role of a FAR. Ultimately, the COA voted to advise the Academic Senate to consider incumbent Brenda to continue in her role for another term.

The COA discussed how a more thorough application would have been beneficial, perhaps with a CV. The COA also discussed how important it is to have a transition plan.

9. **Adjournment:** Meeting ended at 4:41 p.m. Next meeting is **Dec. 21.**

COA: <https://www.csulb.edu/academic-senate/committee-athletics-coa>

Recurring Zoom link: <https://csulb.zoom.us/j/84550458692>