

November 12, 2013
FSSC
Minutes

The meeting was called to order at 2:03 PM. This meeting's single agenda item was an opportunity to meet with Kevin Clark, Vice President and Director of Athletics. He was accompanied by Patrick Pratt and Eleanor Myers.

Clark began by describing his vision of the importance that athletics can play in helping Temple to "tell its story." He made a number of points including:

- Last semester Temple athletes had the highest ever GPA of 3.08. This is all the more impressive given that these athletes do 20+ hours a week practicing in addition to all of their coursework.
- He believes that our student athletes must be students first, athletes second, and he holds his coaches accountable to that belief.

He then spoke some about the importance of the new American Athletic Conference.

- We will have much better TV exposure. All 90 basketball games will be televised somewhere.
- We will get more money from our TV contracts.
- There will be some TV exposure for the "Olympic" (non-basketball, non-football) sports.
- TV exposure in different parts of the country helps our recruiting efforts.
- Most universities do not make money through athletics.
- ACC universities spend an average of 3.1 million dollars per sport. We spend about 1.8 million. Our new conference averages 2.2 million.
- One of our goals is to close the gap between income and revenue.

Patrick then discussed some of the concrete ways in which Temple is attempting to generate interest in its teams.

- We spent less on advertising this year, but have gotten increased readership of our ads.
- We have concentrated on suburban billboards (where they are less expensive) than on billboards within the city.
- We need to concentrate on reaching our alums who live in Berks and Delaware counties and in NJ.
- We will try to improve our branding and name recognition
- Every time the athletics department makes a recruiting visit to a high school, it leaves literature about Temple's academic programs with the guidance counselors.

The rest of the meeting consisted of questions and answers.

Question: You are changing things to help our students have a wonderful four year experience. What can you do to engage faculty also.

Answer: They are anxious to develop opportunities for faculty. We would like to develop dialog to find out what works.

Question: How do student athletes decide their majors?

Answer: They get serious advising from the athletic academic advisors.

A discussion developed about the difficulty that student athletes can have should they want to change their major and remain eligible to compete. This can cause problems if many of the major courses they have already taken are not usable in the new major. Development of suitable minors was discussed as one partial response to this problem.

Question: The football stadium we currently use is very expensive. Would we be better off to build a stadium on campus? What are our contractual obligations to the current location?

Answer: The contract ends in five years. A stadium on campus could do a lot to increase enthusiastic attendance at our football games, and could increase revenue.

Comment from an FSSC member: Stadiums cannot pay for themselves.

Answer: They may be able to if they can be made creatively multipurposed.

Question: What is Temple doing to remain aware of and follow evolving best practices with respect to repetitive brain injuries?

Answer: We take this very seriously. We have engaged with TUH to see that we have the right doctors following the teams. We now have three doctors with the teams. When students are required to stop competing, we work with them to make sure they remain successful in the classroom. We are one of the few teams that wear helmet pads during practice.

Question: What happens to a student's scholarship if they are forced to stop playing because of multiple concussions?

Answer: Temple continues to pay for the scholarship.

Question: Are plans for a new stadium in the works? If so, what conversations have taken place with the community?

Answer: There have been conversations about a stadium, but no formal plans to construct one at this point. If a decision is made, the community will be heavily involved.

There will be a presentation next semester to the Representative Senate by these same visitors. If we have thoughts about topics they might want to cover, we are asked to send our ideas to President Rahdert or Eleanor Myers.

The meeting adjourned at 3:05

Paul S. LaFollette, Jr.
Secretary