

**UNIVERSITY OF MASSACHUSETTS
AMHERST•BOSTON•DARTMOUTH•LOWELL•MEDICAL•LAW•ONLINE**

**MINUTES OF THE MEETING OF THE
ATHLETICS COMMITTEE**

Wednesday, April 5, 2023; 11:00 a.m.

Remote Meeting

**Pursuant to the Governor's Order Suspending Certain Provisions of the
Open Meeting Law, G.L. c.30A, 20 dated March 12, 2020, and subsequently updated
and extended by the Governor and their staff**

Committee Members Present: Chair Kelleher; Vice Chair Lewis; Trustees Brunelle and Delgado; Chairman Karam (UMass Board); Vice Chair Burns (UMass Board)

Committee Members Absent: Trustee Keches

University Administration: President Meehan; Chief Executive Office Julian (UMass Foundation); General Counsel Leone; Executive Director of Communications Hoey; Senior Vice President Calise; Chancellors Subbaswamy, Suárez-Orozco, Fuller and Chen; Vice Chancellor Gingerella; Athletics Directors Bamford, Schuman, Hendricks and Casey

Faculty Representatives: Professors Hoagland, UMass Amherst; Wollons, UMass Boston; Hurwitz, UMass Lowell

Documents Used:

- Athletics Committee Charter, Doc. T23-016
- UMass Amherst Athletics Overview, Doc. T23-017
- Athletic Director bios, Doc. T23-018
- UMass Amherst Athletics Strategic Vision, Doc. T23-019
- UMass Lowell Athletics Strategic Plan, Doc. T23-020

Chair Kelleher convened the meeting at 11:02 a.m. and welcomed everyone to the inaugural meeting of this Athletics Committee.

Executive Director of Communications Hoey stated that the Governor of Massachusetts issued an executive order on March 12, 2020, which had been extended until March 31, 2025.

Under the Emergency Order, all members of the Board may participate by remote virtual means, without affording public access to the physical meeting locations, as long as they engage with adequate and alternative means of access available. Any member of the public wishing to address the Committee regarding an agenda item or issue related to the agenda, or to make an audio or video recording of the open public session of the Committee meeting, was provided notice by the Secretary of the Board through a posting indicating that such written requests needed to be received no later than 24 hours prior to the meeting.

He reminded the Committee members to unmute themselves and state their name when motioning or seconding any action item.

Chair's Report

Chair Kelleher stated that he is proud to serve as the Chair of the Athletics Committee and honored by Chairman Karam's appointment. He thanked the Trustees for agreeing to serve on the Committee. Robert Lewis, who serves as Vice Chair; Mary Burns, David Brunelle, Jose Delgado and Anne Maguire Keches. He spoke to the importance of athletics and the significant challenges. He stated that he was pleased that Chair Karam and President Meehan established the Athletics Committee. He announced the agenda noting one action item (proposed athletics charter), the Athletics Directors bios that was included in the meeting materials, and a presentation by UMass Amherst Athletics Director Ryan Bamford. The Lowell, Boston and Dartmouth campuses will present at upcoming meetings.

President's Report

President Meehan expressed his gratitude to Chair Kelleher and the members for serving on the Committee. He thanked Chair Steve Karam for reinstating the Athletics Committee. He spoke to the importance of athletics programs at universities noting the role Division I and Division III athletics play and the enrollment challenges the campuses face. He expressed his enthusiasm for the Committee.

Action Item #1: Athletics Committee Charter, Doc. T23-016

Chair Kelleher noted the action item to vote on the Athletics Committee Charter, which includes the Committee's responsibilities to consider, review and make recommendations to the full Board on matters concerning athletic planning, and to recommend policies involving each athletic department. The Charter aligns with the Board's Bylaws and was reviewed by the General Counsel.

Chair Kelleher asked for a motion to approve the Athletics Committee Charter. The motion was moved by Vice Chair Lewis and seconded by Trustee Brunelle.

Chair Kelleher asked for questions or comments. With none, the Secretary called the roll with each Trustee asked to vote yes or no. Chair Kelleher voted for the motion as did Vice Chairs Lewis and Burns; Trustees, Brunelle and Delgado; and Chairman Karam.

VOTED: To approve the Athletics Committee Charter.

Discussion Item, UMass Amherst Athletics Overview, Doc. T23-017

Chair Kelleher asked Ryan Bamford, UMass Amherst Athletics Director to present on the current state of UMass Amherst Athletics. Mr. Bamford echoed the President's comments and spoke to the timing of reestablishing the Athletics Committee given the point of inflection in college athletics.

Mr. Bamford provided an overview of the UMass Amherst athletics department. He discussed the strategic vision highlighting its mission, vision, and core values. The strategic vision is under revision and the new document will be shared in about a year. He discussed the department's leadership noting the search underway for a Finance and Business Services Associate Athletics Director. He highlighted the organizational chart spoke of the importance for leadership to view head coaches as coaching faculty.

Athletics Committee
April 5, 2023

Mr. Bamford discussed the athletics program sport sponsorship and provided highlights of the 21-sport enterprise (11 women's sports and 10 men's sports, 650 student athletes, a mid-tier Division I athletics program, annual budget just under \$45 million); reviewed its academic success and spoke to the fundraising efforts to support student success; highlighted the importance of the use of social media; reviewed fundraising growth (\$8 million raised last year) and the Flagship 50 campaign; reviewed athletics FY23 revenue and expenses and football FY23 revenue and expenses; discussed the marketing value of athletics including its impact on a successful program and the visibility it creates. He discussed the relationship with NESN and the 4-year media rights agreement with ESPN. He discussed the nearly \$100 million invested in facilities since 2014, which creates better game-day experiences for fans, operational opportunities for coaches and student athletes, and branding investment.

Chair Kelleher thanked Mr. Bamford for his presentation.

Vice Chair Burns asked about adding a women's hockey east team. Mr. Bamford discussed starting a new athletics program where the sport would be included versus adding the sport to an existing program and its financial impact and enrollment challenge. He discussed Title IX requirements and the importance of advancing women's sports at UMass.

Information Items: Athletics Director bios, Doc. T23-018; UMass Amherst Athletics Strategic Vision, Doc. T23-019; UMass Lowell Athletics Strategic Plan, Doc. T23-020

Chair Kelleher noted that the Athletics Director bios, the UMass Amherst Athletics Strategic Vision, and the UMass Lowell Athletics Strategic Plan were included in the meeting materials for their information.

Executive Session Announcement

Chair Kelleher asked the Committee for a roll call vote to enter into Executive Session pursuant to M.G.L. c. 30A, Section 21, Purpose 7, to comply with, or act under the authority of any general or special law, and pursuant to M.G.L. c.4, Section 7, Clause 26(d), necessitating confidentiality, since public disclosure in an open meeting would compromise the purpose for which the executive session is being called and have a detrimental effect on the University. He announced that the Committee would not reconvene in open session. The motion was moved by Vice Chair Lewis and seconded by Vice Chair Burns.

The Secretary called the roll with each Trustee asked to vote yes or no. Chair Kelleher voted for the motion as did Vice Chairs Lewis and Burns; Trustees Brunelle, Delgado; and Chairman Karam.

Chair Kelleher thanked everyone and announced that the Zoom meeting will be closed by the host and instructed those participating in the Executive Session to join that Zoom meeting with the specific link that was provided.

The time was 11:46 a.m.

Zunilka Barrett
Secretary to the Board