Western Washington University
Services and Activities Fee Committee Meeting
Friday, February 15, 2019 8:15am
Viking Union 462B

Present: Eric Alexander, Cameron Allen, Jackie Baker-Sennett, Christian Rotter, Steve Card, Jordan King, Millka Solomon, Caitlin Sommers, Kurt Willis, Debbie Curry (recorder)

Guest: Emily Elam, Campus Recreation, graduate intern

Absent: Christopher Bianco, Matthew Coelho, Ichi Kwon, Adam Leonard, Rebecca McLean, Allysa Palmer, Lucas Potes, Steve VanderStaay, Raquel Vigil

Kurt Willis called the meeting to order at 8:16 am, followed by a welcome and introductions of the committee members and guest in attendance.

Agenda Items: 1) Introductions, 2) Approval of February 8 meeting minutes, 3) Previous meeting follow-up, 4) Constituent Orientation: Athletics, 5) Chairperson open position/election

Approval of Minutes
Kurt asked if there were concerns or amendments to the minutes of the 2/8/2019 meeting. There were no concerns or corrections requested to these minutes. Jordan King made the motion to approve the minutes as presented. Christian Rotter seconded the motion. The motion passed unanimously.

Follow-up to Questions from Last Meeting:
Kurt asked if there were any questions from the materials presented at the last meeting. There were no questions or comments.

Kurt indicated he was still waiting for communication from the AG’s office regarding the questions raised by Millka on 2/1 regarding the possibility of changes being made to the rules for the Open Public Meetings Act; specifically 1) allowing recording of the names of individuals who vote, and 2) permitting voting by proxy. Kurt hoped he would have information to share soon.

Constituent Orientation: Athletics Department:
Prior to beginning the presentation, Kurt encouraged the committee members to listen closely and feel free to ask questions. Adding that this is an opportunity for each of the constituent groups to share what they do, why they do it, and how that affects the student’s experience; as well as to understand processes you typically are not a part of.

Christian Rotter and Steve Card made today’s presentation on behalf of the Athletics Department.

Christian shared a handout (a copy is attached to these minutes) with those present and provided the following highlights on areas of the Athletics department:

- **This is WWU:**
  Tells who we are, where we are, and the local population.

- **Student-Athletes:**
  Approximately 300 students participate in 15 varsity sports, six for men and nine for women; 21st year as a member of NCAS Division II; so far in 2018-19, Vikings have had a successful year on the
field of competition and the classroom; the volleyball team was the national runner-up, women’s soccer reached the West Regional Final, and men’s and women’s cross country teams competed at the national championship.

- **Academic Success:**
  For the 2nd consecutive year, recognized for academic honors; was one of just 27 NCAS Division II schools to earn Presidents’ Award for Academic Excellence awarded for having an Academic Success Rate of 90% or higher in the latest NCAA Graduation Rate report; one of just two public schools of the 27 that received the Presidents’ Award (the other being UCSD); overall, 48% of NCAA Division II schools are public institutions. Of the 300 athletes, the two largest majors are Kinesiology and Business Administration.

- **Athletic Success:**
  Number three ranking in the first edition of the 2018-19 Learfield Directors’ Cup NCAA Division II standings (same as Capital One Cup for Division 1 (based on points throughout the year); finished in the top 50 in the Directors’ Cup standings in 14 of the last 15 seasons.

- **Dominating the GNAC:**
  Twelve Great Northwest Athletic Conference All-Sports Championships, including eight straight from 2008-09 to 2015-16; finished 2nd in the all-sports standings in 2016-17 and 2017-18.

- **National Champions:**
  WWU has won 11 team national championships in history of department, including recent national titles by Women’s Rowing (2017), Women’s Soccer (2016), and Men’s Basketball (2012). The rowing program has won eight NCAA II titles; several Track & Field athletes have won individual national championships, including two-time winter Bethany Drake in the javelin (2014, 2017).

- **Hardwood Success:**
  Men’s and Women’s basketball programs have recorded over 1,000 wins in the history of each program; women’s program is one of only 16 programs across all levels of women’s collegiate basketball to record 1,000 all-time wins.

- **On the Pitch:**
  Women’s soccer program has risen to the top of the collegiate ranks advancing to the NCAA II championships in each of the last seven seasons, building a 136-14-9 (.884) record over this stretch; last seven seasons, recorded a 39-game winning streak for the 4th- longest winning streak in NCAA II history and won the 2016 national championship.

- **Spiker Success:**
  Has advanced to the NCAA II Championships in each of the last seven seasons (2012-18); West Region Championship in four consecutive seasons; won back-to-back GNAC Championships; over the last seven seasons is 175-37 for an .83 winner percentage; squad went 30-4, finishing as the NCAA II National runner-up, and featured four All-Americans.

- **Community Service:**
  WWU’s Student-Athlete Advisory Committee (SAAC, supporting student representation from WWU up through GNAC) raised money for the Washington Make a Wish chapter and created care
packages for Lydia Place helping homeless families among other endeavors.

- **Hall of Fame:**
  Inducted 150 members that span the 117 year history; Hall of Fame is the second-oldest among Pacific Northwest colleges and universities.

- **Operating Budget 2018-19:**
  State Funds account for 31.8% of the Operating Budget; S&A Funds account for 50% (which include salaries for coaches, trainers, administrators, etc./teams travel expenses/equipment officials/and benefits for all salaried employees); also Fundraising 5.8%, Ticket Sales 3.2%, Advertising/Marketing 7.5%, and Other Revenue 1.8% (for things like entry fees for golf and track meets).

Christian opened the floor for questions:

- Kurt asked how many NCAA Division II teams there are nationally:

  Steve responded there are 310 NCAA Division II teams, and shared further details on the Athletic department’s achievements:

  Concerning the Academic success of our program, 90% ASR, only 27 schools (out of 310) achieve that; that makes two years in a row we’ve received that award. Couple that with the Athletic success we have had (ranked 3rd in the country now in terms of athletic success by Learfield Cup standards) and when you are able to combine both athletic and academic success, that places Western Athletics as one of the premier institutions across the country. We are very proud of that and of our athletes and our coaches for what they do.

  As for additional community service our athletes participate in, Steve asked Christian to speak specifically to men’s soccer volunteer work: Christian shared about National Burned Children Camp Phoenix, started by Ryan Styles, which is a camp that provides an opportunity for children recovering from burn injuries to meet other children sharing similar feelings and experiences. For the last two years, during pre-season, the men’s soccer team takes a day to hangout, socialize and play soccer with children at this camp. Christian shared there have been a handful of kids that have been there both years—the players have gotten to know them, and it is a very gratifying experience; actually Christian’s favorite day in the pre-season.

  Steve shared another example: the women’s volleyball team holds youth clinics every Saturday during volleyball season. When these clinics first started, two kids showed up; now when we hold the clinics, we have well over 100 kids each Saturday. It is a free clinic, the athletes spend 2-3 hours on drills and the kids are welcome to come to the game that night as part of the clinic. It is a great community outreach, gets people engaged and on our campus. Athletics is a great way to build a bridge between our campus and the community, and encourages athletes to give back to the community, which is also part of the Division II philosophy.

  Steve shared a PowerPoint presentation that he had given to the Board of Trustees last August to provide a perspective on the depth, commitment, and involvement of the Athletics department at Western. A copy of the presentation is attached to these Minutes.

After Steve’s PPT review he answered questions from the committee:
Eric asked Steve to address pros and cons of dealing with the construction of Carver. Steve indicated that the new building is fantastic and has made a positive impact students and on every aspect of the department. After Carver was completed, we anticipated people would return in droves, but that did not happen. After some reflection, we realized that essentially two classes of students (this year's senior and junior classes) did not know we even had an athletic program. We lost a lot of momentum during those two years, but now that games have returned to campus, engagement of the students and the community are coming back, things are picking up again.

Kurt asked Steve and Christian to speak a bit about governance with respect to reporting responsibilities, not only to Enrollment and Student Services, but to the NCAA as well.

Steve responded, as previously mentioned, with regards to internal governance for the student athlete, Christian is a member of the Student Athletic Advisory Committee (SAC), which provides the student athletes with a voice. Each program has one or two representatives on the committee and they meet regularly to provide the student athlete perspective. The student athlete that is voted as the chair to Western SAC Committee, serves on the Great Northwest Athletic Conference Sac Committee (11 members on that committee) and they have a chair that reports to the National Student Athlete Advisory Committee, which also has a seat at the NCAA Convention and has a vote; the student athlete voice is huge with regards to legislative decisions made at the NCAA Convention.

Steve shared that he attended the conference a couple of weeks ago, and a student representative spoke on every piece of legislation that is presented, whether they are for or against, and sometimes that opinion may not align with the management counselor or presidents counsel, and could sway the vote.

As for Steve’s reporting structure, he reports directly to Dr. Melynda Huskey, the Vice President for Enrollment and Student Services. Steve also has a dotted line to President Randawa. NCAA governance structure requires the president (or CEO of the institution) is the voting member and be engaged at the conference and NCAA level. We also have a faculty athletic representative (appointed by the president), Dr. Bruce Larsen, College of Education, is in his sixth year as our faculty representative. They provide oversite from the presidential standpoint making sure the Athletics program is functioning in a compliant way working closely with our Compliance Director, Dr. Butch Kamena, also our Assistant AD for Academics. Those controls are in place and a requirement of all NCAA schools.

In terms of operating budget, Jackie asked if there had been any variations over the years. Steve responded that over approximately the last 10 years, there has been a significant shifted in the funding. Approximately 50% of the operating budget, not including scholarships or summer camps, used to come from the institution; now 50% of the operating budget comes from the students. Athletics has not seen institutional support in about 15-20 years. This committee and students have been supportive of the Athletics program, but the burden to get funding has been on the department to get externally revenues. We have done many different things like fund raising, advertising, ad campaigns, and reaching out to all of our constituents. Steve stated that one of his primary focuses has been on more of an external face; connecting with students, faculty, staff, reaching out to the community and alumni for support, as well as from the Foundation, working with a dedicated gift officer and with Annual Giving. Steve emphasized that a lot of the work they do is internal within their department.

Eric asked if Steve could address how Western compares with other institutions (CWU/EWU) with regards to working with the state for funding. Steve stated that CWU is the closest in similarities to WWU, but they
can also vary greatly due to institution size, budget, programs offered, and philosophy of the institutions. Steve cannot speak to the institutional support between institutions, but as he shared with the Board last year, Athletics has to raise one million dollars on top of what they get from students, no other department has to do that.

Steve added that he believes our recruitments are successful because of who and what Western is; a Whole Institution. Western is a destination institution, because of what we offer our students. We do not have an enrollment problem here – other institutions do. That is because of the investment made in this university. Christian added that our culture here at Western promotes the type of athlete who chooses to come here.

Jackie asked Steve if he experienced any restrictions to travel due to budget issues. Steve responded that the NCAA requirements do pose challenges due to their game structure and the games Western will need to play to get to the NCAA Tournament. If you cannot get to those games, you cannot compete, and lose your opportunity to play on the national level, and that is a huge deal to students like Christian; they want to play on a successful team. Western spends $752K a year on just “scheduled” travel. Athletics is looking at potential avenues for generating revenue, such as producing videos of games and selling 30-second spots to sponsors. We look for ways to create revenue without going back to the students to ask for more money.

Steve thanked the committee for allowing him the extended time for the presentation. The committee thanked Steve and Christian for their time; and Kurt encouraged those who will be presenting next week not to feel limited to the 20 minutes scheduled presentation time, but to take the time they feel they will need. Presentations can run into the next meeting if necessary.

**Chairperson Position Opening/Election**

Kurt asked if there were student representatives interested in the Chairperson role. Jordan King indicated she was interested in the position. Kurt asked if there were other individuals also interested in the position. There were no others interested.

Kurt asked for a motion to elect Jordan King as this year’s student Chairperson of this year’s S&A Fee Committee; this motion was moved by Christian and was seconded. By a show of hands, Jordan was unanimously approved as this year’s Chairperson.

Jordan provided a brief statement as to what she would bring to her leadership of this committee, as well as what she would gain from the role. Jordan stated this was a great opportunity for her to improve her facilitation skills, to see how student’s fees are utilized, and how the committee’s process works. Jordan feels her prior committee work and interactions as well as her public speaking skills will bring value to this committee, Kurt thanked Jordan for her interest.

Today’s meeting adjourned at 9:10 am.

**Next meeting:**
Friday, February 22, 2019, 8:15-9:30am, VU462B
Agenda: Presentations by DRAC, Associate Students, and Campus Recreation