

Council on Intercollegiate Athletics (CIA)

Meeting Minutes

Wednesday, January 22, 2014

Meeting called to order at 3:15 PM in the Board Room of University Union.

Present: Christopher Kovacs (Chair); Jim Olsen, Matthew Thomas, Jason Franken; Thomas Cody; Tommy Bell (ex-officio); Matt Tanney (ex-officio). *Absent:* Jimmy Holtschlag (football student-athlete; SGA rep.); Hailey Brasile (women's swimming; student-athlete rep.)

1. Purpose of meeting to solicit feedback from CIA as a faculty subgroup for two topics:
 - a. Potential re-branding of the athletics department
 - b. Potential development of faculty mentorship program with athletics teams

2. Branding & Marketing Feedback
 - a. Bell discussed on-going review of athletics department branding and marketing plan

 - b. Each individual provided with a survey of potential options and asked to vote on preferred phrase (currently *There's Only One Leatherneck Athletics*)

3. Faculty Mentorship Program
 - a. Cody discussed similar programs presently implemented at Princeton University and University of Denver, whereby faculty are assigned to specific teams to serve as another resource/reference point for the student-athletes; members of group were emailed web links, prior to the meeting, from the Princeton and Denver websites

 - b. Cody believes the program is good opportunity for faculty and other university entities to have greater ownership of athletics program at Western; also offers positive cross-educational opportunity for coaches & student-athletes and the designated faculty members

 - c. Kovacs raised the issue of mechanics of selecting faculty and whether a "call out" of sorts would be required

 - d. Franken liked the idea and noted greater faculty involvement with athletics teams can help combat any perceived negativity for supporting athletics programs

 - e. Kovacs noted if the program were developed, it would be important for the faculty to ensure "buy-in" from the student-athletes for a worthwhile investment for both groups; cited involvement in previous mentorship programs with varying levels of success

 - f. Olsen stated such a program on residential campus like Western should not present too many issues with close proximity of faculty to athletic facilities; also stated parameters would need to be established regarding the faculty's level of access to team, e.g. whether it's OK to be present at practices, compared to locker room at halftime of a competition.

 - g. Group agreed such a program merited further development; Cody will develop a more detailed plan for how the program may be implemented at Western; Bell will address with the coaching staff in the near future.

4. Other Business

- a. Jimmy Holtschlag, senior football student-athlete, has been nominated for an NCAA post-graduate scholarship.

Meeting adjourned at 3:56 PM.