

America East Conference Coordinating Committee
October 2, 2019
11 a.m. to 1 p.m.

AGENDA

RISD Gallery Room
Hotel Providence

1. Welcome.
2. 2019-20 key objectives. (Supplement 1)
3. Budget review.
 - a. Review FY20 budget highlights.
 - b. Review future forecast.
4. Conference office operations update.
5. Field hockey associate membership request. (Supplement 2)
6. Sponsorship categories discussion.
7. Ideation session.
8. Other business.
9. Adjournment.

#

2019-20 Key Objectives

- 1. Finalize and implement men's basketball non-conference scheduling framework and related recommendations adopted by the Board of Presidents.**
 - Begin rollout of the package of recommendations adopted by the Board of Presidents to enhance men's basketball.
- 2. Assess and identify recommendations for the adoption of basketball technology throughout the league.**
 - Support the work of the Basketball Technology Group to identify potential technology solutions to ensure AE basketball remains relevant and positioned for success.
- 3. Enhance efforts to highlight and promote men's basketball by the conference office and through increased collaboration with each institution.**
 - Enhanced, intentional focus on men's basketball promotion through social and traditional media, including increased collaboration with teams and schools to strengthen the storytelling and brand.
- 4. Implement a successful mental health workshop.**
 - Expand the Health & Safety Summit to increase the focus on mental health through the debut of a stand-alone workshop.
- 5. Implement a successful Spread Respect Forum.**
 - Ensure the first-ever forum is successful through high attendance, quality speakers and engaging topics.
- 6. Develop and implement a focused Alumni Network recruiting strategy.**
 - Deploy a strategy to enhance recruitment of new members, including the onboarding process to create a lasting relationship.
- 7. Finalize digital network strategy for next 2-3 years.**
 - Identify strategy, solution and provider for next phase (2020-21 and beyond).
- 8. Introduce at least two new AEAC initiatives.**
 - Identify and start implementation of at least two new AEAC initiatives that will add breadth to the consortium's offerings and expand the reach.
- 9. Strengthen the conference's position.**
 - Evaluate and identify areas and strategies to ensure the conference's position remains strong, collaborative and cohesive.
- 10. Ongoing awareness of priorities on each campus and connection of those priorities to AE.**
 - Balance of highly successful sports not sponsored by AE and resulting impact on AE-sponsored sports and the integration of non-AE sports into the broader AE platform (e.g., #3Pillars).

September 13, 2019

Amy Huchthausen,
Commissioner, America East Conference
[ADDRESS]

Dear Amy,

We are writing to you to formally request an extension of the west coast affiliate memberships until November 2020. As you know, the conference's decision to cease our memberships has a significant impact on the health of field hockey as a sport on the west coast. Without affiliate membership in the America East Conference, our three field hockey programs are left without direct access to the NCAA Championship which we believe is critical to the experience of the student-athletes in our programs as well as our ability to recruit elite level prospects in the sport.

The coaches and administrators at all three institutions have put in considerable time and energy over the past 18 months attempting to find a suitable solution for our programs. Unfortunately, we have not yet been able to finalize a new conference affiliation. We are requesting this additional year as we continue to seek a long-term conference affiliation for the three programs.

Thank you for your consideration and we look forward to discussing this further.

Sincerely,



Jim Knowlton
Athletic Director
University of California, Berkeley



Kevin Blue
Athletic Director
University of California, Davis



Bernard Muir
Athletic Director
Stanford University