

**MIDDLE ATLANTIC STATES COLLEGIATE ATHLETIC CORPORATION**

**PRESIDENTS MEETING MINUTES & ACTIONS**

DeSales University  
October 25, 2007

**In Attendance:** Ken Andrews, Jim Douthat, Kim Phipps, Steve MacDonald, Jerry Greiner, Marvin Suchoff, Tim Gilmour, Tom O'Hara, Lex McMillan, Mike MacDowell, Ken Greene, Bernie O'Connor, Tom Flynn, Richard Berman, David Black, Joe Brosnan

**Financial Aid Reports**

This is our second year looking at these reports. No changes to reporting process were discussed, but all agreed that this report is tangible evidence of the transparency and trust the conference should embrace.

Kim Phipps reminded the group about confidentiality of this report.

Tom O'Hara, Tim Gilmour, and Lex McMillan outlined many of the factors in their review because they exceeded the NCAA threshold of 4%. After the NCAA review, all three were in compliance.

King's College had 14 non-athletes who were children of employees and thus received full-tuition remission, compared to only 1 student-athlete. Since these awards are not considered institutional "gift aid," the calculated average award for non-athletes was artificially low in the original audit, resulting in a large variance.

Wilkes University's variance was due to the fact that a large percentage (about one-fourth) of our incoming students were transfer students, who are awarded less merit-based financial aid than our freshmen, and virtually none of our transfer students were student-athletes. Therefore, it appeared that our student-athletes were getting higher average non-need-based aid awards than our non-athletes, but it was because the non-athletes included transfer students. Excluding the transfer students from the regression analysis, our variance would have been only about 2%.

Albright College's non-traditional students do not receive gift aid. Inclusion of these students in the non-athlete cohort decreased the proportion of aid between athletes and non-athletes. The variance was also impacted by the percentage of students living on-campus – athletes at 90% and non-athletes at 80%. In the four sports where athletes received significantly more aid, they were academically talented students who had merit-based aid.

Most of the problems our schools have experienced in this process result from the rigidity of the instrument and an inability to account for institutional protocols.

**Academic Reporting**

**Reports are due on April 15, 2008. Ken Andrews will send the parameters for filing the report to each president.**

**Wilkes, King's, Widener, and Messiah will run a pilot this year to have admissions offices identify those student-athletes who were outside the normal thresholds for admission. These reports will be due on June 30, 2008.**

A lengthy discussion ensued about the purpose of this reporting with agreement on these points:

Although admissions standards are important, of greater consequence are the outcomes. Retention and graduation of “special” admits is a credit to the institution.

Although we will never compete with many schools and conferences for overall retention and graduation rates, we may find a positive story in athletic success exceeding the overall rate.

It is important to do these studies by gender, race, and sport. The percentage of special admits in athletics should be comparable to that cohort in the general student body.

### **Logo & Web Site**

Logo design occupied a fair amount of time. By summer 2008 we should have a new logo and web site.

Ken Andrews surveyed other conferences: about half ran a contest among their schools, the other half contracted a professional firm.

Do we want to develop a tag line? Keep it simple or try to expand the brand. If a tag line is desired, probably best to go directly to professional firm. The athletic administrators and sports information directors were not enthusiastic about a tag line – most only state the obvious.

**As requested, the Executive Committee approved the following (12/20):**

**The known brand:**

**1912  
“MAC”  
Gold & green**

**The unknown brand:**

**Middle Atlantic Conference  
Freedom Conference  
Commonwealth Conference**

**Run an on-campus competition until late February 2008 with a \$250 prize for the winner. If no design emerges, use the NCAA allocation (\$5,000) to retain a design company. Other conferences spent this amount or less.**

Ken Andrews is soliciting information and bids for web site design and maintenance.

### **Diversity and Equity**

Based on these tenets of the Division III Philosophy Statement, Myles Brand encouraged commissioners to develop conference wide hiring protocols to encourage minorities and women to apply for athletic department positions.

Provide equitable athletics opportunities for males and females and give equal emphasis to men's and women's sports.

Support ethnic and gender diversity for all constituents.

To reinforce that notion, the MASCAC Philosophy and Principles states:

To ensure the most complete educational experience for athletes, MASCAC institutions are committed to nurturing and advancing ethnic and cultural diversity, as well as full gender equity, both in their overall institutional development and in the conduct of their athletic programs.

In support of these ideals, this motion passed (14-0):

To help diversify our athletic departments, employ these principles for any position that is advertised:

For a woman's sport, interview at least one woman for the position.

For basketball, football, baseball, and track & field interview at least one minority candidate.

In individual sports (cross country, track & field, golf, tennis, and swimming), interview at least one woman.

These principles apply for administrative positions.

The "interview" is by phone.

Ken Andrews indicated that we could use the NCAA Initiative Grant to help cover recruiting and visit expenses for this initiative (starting in 2008-09).

**In May, Messiah had agreed to sponsor a diversity development program. Ken Andrews proposed we invite the NCAA staff to initiate the program – they are not available in May 2008. The Executive Committee feels we should postpone this session until spring 2009.**

### **2008-10 sports schedules**

Ken Andrews apologized for not producing conference schedules in a timely way.

Until summer 2006, he did all conference sport schedules by hand – took about a month.

We, and other Division III conferences, contributed R & D money to Assign-by-Web Company to develop scheduling software. They were unsuccessful.

Last year a student group at the University of Wisconsin, Stevens Point designed schedules for several conferences. They did a great job for us, particularly since we had to change them several times for membership changes.

I contracted with them this July to do our schedules for 2008-10; in December they indicated an inability to produce any schedules. I have been doing the schedules by hand and have completed the fall and winter sports.

### **Budget and Planning**

Discussion on the budget highlighted these features.

Our dues are modest – 16th of 26 similar conferences.

Conference development and marketing programs are unlikely to generate much income and will invariably conflict with institutional advancement.

If the NCAA terminates grant program, we would need about \$12,000 in additional revenue to cover those expenses.

With the exception of staffing, all funding is based on a 4% increase annually.

In keeping with our recent moves to make the MAC a better conference, conference functions should be among the best in Division III. To reinforce that notion these items were approved (14-0).

**The entire MASCAC accounting system just went “live” with Quick Books.**

Use contingency funds (3% of dues) to balance annual budgets. Residual contingency funds will be added to endowment.

Build the endowment (7% of dues) to the size of the annual budget and discontinue spending 5% of principle. Marvin Suchoff, Manhattanville CFO, has agreed to oversee our endowment portfolio with Bear, Stearns (Financial Northeastern Companies).

Conference championships are conducted to enhance the athletic experience for coaches and student-athletes and to add excitement to the campus culture for all constituents. **The athletic administrators approved a change in funding for these championships. The school will be responsible for the costs associated with a championship and retain 25% of the surplus income.** As a result:

We will collect greater revenue from these events by building incentives for the host school.

Surplus gate revenues (75%) will go to subsidize travel for visitors.

Consideration of ticket prices will occur at next Operations meeting – can the host charge what they deem to be appropriate?

The MAC office staff compensation will be comparable to similar conferences. Besides 4% increase, add \$4,500 annually for 3 years.

**Assuming guaranteed coverage by officials with minimal added cost, the athletic administrators voted to institute a conference-wide officiating program. Ken Andrews will develop a comprehensive cost structure for the program in January 2008.** The benefits of this program:

Almost every conference oversees this function.

The conference office solicits bids from supervisors of officials with the main focus being the price of their service. The schools no longer pay assignor fees.

Through collective bargaining, the cost of officials (should be set fees that include mileage) will be the same for every school, with savings in some sports.

A common assessment of assignors and officials lends consistency to this critical conference service.

The supervisor will book officials for all contests, saving the schools this burden and ensuring that we have a neutral, accountable party making officiating assignments.

Officials are either paid by the assignor (preferable) or the conference office. Since each school will pay one assessment to the conference each season for officials, their check writing expenses will decrease from several hundred checks to three.

## Membership Issues

After discussion, these items were approved (14-0).

Contact Villa Julie about their timeline for adding football.

They have a field and have studied the issue – mainly to attract more men.

Might not want to leave Capital – they just joined with Hood and Wesley.

Conduct a President's Conference "challenge" effective 2010. In the 2<sup>nd</sup> week of the season, each of our schools would play a PAC school.

This would guarantee an eight game conference schedule against similar schools.

Gives us exposure in Western Pennsylvania, West Virginia, and Northern Ohio.

Pittsburgh press covers Division III.

Work with the ODAC to start a "challenge" in week 3 commencing in 2009.

This would guarantee a nine game conference schedule against similar schools.

Exposure in DC and Virginia.

**Both of the "challenges" are moving forward.**

**Besides the possibility of full membership, offer Shenandoah affiliate membership in men's and women's lacrosse, field hockey, and track & field. They seem much more favorable about a relationship with us:**

The ODAC has not been receptive and doesn't want to do anything until Division III membership issues are resolved.

USA South is possibly expanding into areas that are too far away from Northern Virginia.

Would a "package deal" with Shenandoah, Hood, and Villa Julie be prudent?

## Future of Division III

Tim Gilmour is editing my letter to the NCAA that summarizes MASCAC sentiment on subdividing Division III.

**The group agreed to meet in Nashville:**

**Conference meeting from 1:30-4 PM**

**Dinner at 6 PM (Jim Harris will make reservations)**

Although we did not have time to discuss, these are key components of the NCAA membership changes:

One reason schools are interested in NCAA membership – the NCAA is a bargain at \$900 for annual dues.

What is the role of the NCAA? For many, it is running championships.

Recent initiatives (we receive about \$54,000 for these programs) have broadened that perspective.

Additional members make access to championships tougher.

Some believe the emphasis on championships has hurt the Division and should be limited to regional championships.

We have supported the notion that championships are a valuable experience.

Is subdivision (new division) about creating a level playing field?

Self-selection in a new division.

Division IV is being defined to distance those members from the other Divisions.

Would Division III stay the same or become less restrictive?

Components that we have endorsed:

Greater sport sponsorship.

Academic and financial aid reporting.

Presidential leadership.

Issues that we have not formally approved:

Further limits on playing season length and contests.

Reduction or elimination of the non-traditional season.

Spring football.

Off- campus recruiting.

Further limits on “red shirts” – students coming to Division III from either I or II.

How to develop the matrix that supports our needs?

Identify with the better academic and well known schools, with possible negative impact on enrollment management.

Coaches do not want to be in a less competitive environment.

We have never put conference limitations on NCAA rules, why would we now?

Most smaller programs do not have football.

### **Loose Ends**

The athletic administrators considered a “Presidents Cup” with these three thoughts:

Sport sponsorship needs to be built into the equation. Ken Andrews will produce a model.

Should academics be part of ranking? If yes, what percentage?

Should not start this project until conference membership is solidified.

Ken Andrews will provide:

“Table tents” for meetings of the presidents.

Updated roster of presidents.

Chart of conference alignment.

**Reminder: next meeting on Sunday night (6 PM) in Harrisburg prior to AICUP meeting.**

The meeting adjourned at Noon.