

## **MAC PRESIDENT'S MEETING**

**Eastern University  
October 25, 2011**

Steve MacDonald called the meeting to order at 9:15 AM.

In attendance: Jack Ryan, David Black, Ken Andrews, Dave Martin, Janice Luck, Lex McMillan, Steve MacDonald, Mike MacDowell, Ken Greene, Kim Phipps, Jim Douthat, Bernie O'Connor, Tom Flynn, Joe Brosnan, Jim Harris

The presidents affirmed presidential attendance at meetings of the presidents.

Ken Andrews will summarize the ISSG's for the presidents and inform the Executive Committee of any concerns.

Campus constituents will participate in a one day May 2013 forum to meet the terms of the NCAA "integration" requirement and MAC Strategic Plan Goals #5 and #11.

Presidents will ask their senior staff to recommend areas of collaboration and what questions relative to the student-athlete experience they would like to discuss.

Ken Andrews will provide some program models from other conferences.

MAC financials were reviewed:

\$30,000 will be taken from the reserve account for MAC 100.

Despite added cost to the conference, the accountant is processing all MAC checks.

Joe Baker from Widener will work with the conference broker to ensure prudent investment of the MAC reserve account.

The presidents unanimously approved MAC application for a NCAA Alliance Matching Grant for \$45,000 after considering these points:

The MAC strives to be among the best Division III conferences in all functions. With 18 schools and 23 conference sports, there is no larger operation in the Division.

Presidents reinforced the notion that the new position should concentrate on use of technology to promote the conference student-athletes.

Widener and Lebanon Valley grant writing staff will help the MAC Office submit the proposal to the NCAA.

The MAC financial contribution:

2012-13	\$11,250 (\$625 per school)
2013-14	\$22,500 (\$1,250 per school)
2014-15	\$33,750 (\$1,875 per school)
2015-16	\$45,000 (\$2,500 per school)

Based on feedback, the MAC 100 logo will not include “Centennial” and eliminate 2013 (just use 1912-2012).

Ken Andrews indicated that a shotgun, four person scramble golf tournament in July 2012 will be one of the highlights of MAC 100 and be the event we will encourage former members to attend. The presidents asked that we set a date and course soon.

The presidents did not see a reason to sponsor an award to recognize MAC athletic prowess. They did discuss possible ways to recognize academic success and service/leadership in the conference. We will hold a conference-wide service day in 2013; the MAC Office will summarize and publicize the results of the annual academic report. An unanswered question: is there a way to recognize a school or two for the best athletic department GPA?

The presidents did not see the benefits of producing a glossy commemorative publication that includes advertising to cover the costs. They agreed that a compilation of “great moments in the MAC” and student-athlete profiles of current members would be valuable. The MAC Office will contact all current and former MAC member advancement offices to encourage publication of an article that highlights great MAC moments on their campuses. Specifics about the length, format and other details of the requested article should be provided. MAC members may also provide video, photos and other materials for the conference web site.

Building on the Division III Identity Initiative, MAC schools should work with local media to highlight the positive attributes of membership in the Division by employing these themes:

Despite a diverse group of schools (57) over the years, we have prevailed with a conference mission and unified membership that is stronger than ever

Holistic approach in Division III

Division III is the most competitive sports venue for “amateurs”

Broad based program – besides a wide array of intercollegiate sports, club, intramural, and health/wellness offerings

Campus culture – integration and % of athletes, homecoming, etc.

Despite commitment to sport, students pursue other opportunities

For tuition driven schools, importance to admissions process

Despite no athletic scholarships, affordable through financial aid

Academic success – retention, graduation, etc.

Coach as recruiter, educator, life-long mentor, etc.

Athletes as leaders and involved in service

For the participant in Division III, not the spectator as in Division I

Part of budget in Division III, not dependent on ticket sales in Division I “major” sports

Institutional/conference success in championships

Awards – NCAA post graduate, All-America, Fulbright, etc.

Alumni – giving back to school and society, famous, etc.

Tradition – rivalries, town and gown, etc.

Presidential leadership – MAC a leader

MAC Principles – ensure equity, compliance with philosophy, etc.

Exposure – sports results and features are main source of free institutional recognition from media outlets

We will also target some national outlets such as the Chronicle, NCAA News, etc.

As expected, consideration of standardizing spring exam schedules received no traction, but the matter did spark a conversation about how we might better run spring championships to better accommodate student schedules. The directors of athletics will discuss this at their December meeting.

The presidents reviewed the MAC results on the 2011 NCAA Financial Aid Report. The presidents reinforced the position that the conference should consider action against a school if they had a persistent variance for several years.

There being no other business, the meeting adjourned at 11:50 AM.