

Intercollegiate Athletics Committee Meeting

Wednesday, April 6, 2011

Minutes

In attendance: Dev Sinha, Mathematics; Anita Weiss, International Studies; Kurt Kreuger, Classified Staff; Donna Laue, English; Grace Golden, Human Physiology; Jim Isenberg, Math and ITS; Eric Pederson, Linguistics; Kristen Hiraoka, ASUO; Rob Mullens, Lorraine Davis, Joe Giansante, Gary Gray, Jamie Moffitt, and Jim O'Fallon, Athletics; and guests Joe Mosley from Media Relations and editor of *Inside Oregon* and Phil Weiler, Office of Communications

Athletic Director's Report:

Oregon Men's Basketball team won the College Basketball Invitational tournament. The student athletes greatly enjoyed playing in the event and our participation gave the University of Oregon additional exposure.

The Pac-12 exclusive negotiating window has expired. The San Jose Mercury News has already reported on this topic; new agreements would take effect in 2013.

The Student Athlete Scholarship Dinner will be held next week on Monday, April 11, in the Pittman Room in the Casanova Center. It is an opportunity for students to meet the dedicated donors who are so generously supporting them.

The expansion of the Casanova Center is slated to begin in the next few months. The Ticket Office and the offices of the Duck Athletic Fund will be relocated to the Student Athletes Lounge in the Moshofsky Center for the duration of the construction. The loading dock will be moved to the rear of the Mo Center and staff and visitor parking will be located south of the Moshofsky Center and in the Autzen Stadium parking lot.

A handout was distributed regarding two-year transfer students. Research has shown that a student's first year GPA at a 2 year institution is an indication of his/her academic readiness and potential success at a four-year institution. In the future, the number of activity credits allowed will be limited when calculating GPA.

A draft of the system board report was distributed. UO is the only institution receiving no direct support and is the smallest in fee allocation.

Upcoming events in the Matthew Knight Arena include the tennis event, Clash of the Champions, Monster Truck Jam, and Professional Bull Riding. The arena staff will be challenged by the breakdown of the tennis court and set-up for the bull riding event. The arena is proving to be a great venue for a variety of events and has received positive feedback and a strong show of community support. The success of the events so far show that we are on track with the estimated income model.

Any response to questions regarding the NCAA and student-athlete recruiting is, "No comment." A brief discussion, moderated by Gary Gray and Jim O'Fallon, was held regarding NCAA procedures.

Joe Giansante:

Staff Appreciation Day will be Saturday, May 14, and will include attending the UO v. Stanford baseball game in PK Park.

Joe Mosley and Phil Weiler:

Topic: Messaging through Athletic Media

The "Celebrating Champions" website was created initially for the Rose Bowl in 2009. Updates have been made to it during the subsequent year and it was kept current for the BCS Championship Game. The intent was to:

1. Increase page views by 15%; viewing actually increased by 33%.
2. Increase time spent by viewers on the site by 20%; increase was measured at _____
3. Generate 25% of traffic from eight states (outside of Oregon) targeted by the Office of Admissions; actual traffic from these areas was 32%.

There were two web reporters at the BCS game who covered the Pep Rally, the student-athletes' service project and the Admissions tent. There were 7,000 page views averaging 3 minutes each to the "Champions" webpage and more than 70,000 page views to the uoregon.edu website on game day. These statistics come from Google analytics.

On other social media webpages, UO Champions has 87,000 friends and Athletics has 212,000.

There is great opportunity for cross-promotion between academics and athletics as content during the KSCR and KUGN replays of games, Jerry Allen's show, and televised football and basketball games. A series of short feature spots is being produced to air as interstitial programming during live broadcasts of next season's football games.