ATHLETICS COUNCIL—ANNUAL REPORT—2012-2013—MAY 8, 2013

The Athletics Department at USF enjoyed a particularly interesting and challenging year, and the Athletics Council had the opportunity to witness, participate, and hopefully contribute to the achievements of our many sports programs and student athletes. Two elements played a major role in our success over the past year: (1) a strong council, comprised of individuals who care about the future of athletics and athletes on campus, and (2) an ongoing positive relationship with Athletic Director Doug Woolard and his very capable staff, especially Associate AD Amy Perkins in academics and Director of Compliance Craig Angelos. Our communication with AD Woolard and his staff has been open and cooperative, allowing us to move forward without the misgivings that sometimes plague university committees.

CONFERENCE REALIGNMENT

The question of “musical chairs” within the major national conferences both befuddled and intrigued our Council members. AD Woolard kept us informed as we attempted to comprehend and determine among ourselves where USF might fit in the changing landscape that appeared to be football- and then basketball-centric. A number of issues come to the forefront in such times, including matters of television, national exposure, and, of course, revenue that affect the institution. Concurrently, the Council expressed concern when it appeared that sports schedules might take our student-athletes as far distant as the Rocky Mountains or the Pacific Coast, and what impact that travel might have on the academic side of the ledger. While the evolving nature of conference admission and our membership in the American Athletic Conference has temporarily exorcised that issue, it does remain a matter that will draw our attention. We are likewise aware of alternate methods of pedagogy, such as “lecture-capture,” presently being utilized in certain majors and courses at USF that, if implemented in majors most affecting our athletes, might be a partial solution to our ongoing concerns.

ACADEMIC PROGRESS/ADMISSIONS STANDARDS

The Council was kept apprised of another area of concern—graduation success rates, including grade point averages and academic progress towards degree. Regrettably, the figures provided by the NCAA are disappointingly outdated (from the entering cohort 2002-2005) and place USF at a below the national average 75% overall graduation rate. While 75% is most impressive given the overall graduation rate at South Florida, there are some numbers that drew our attention. Women’s sports (basketball, softball, soccer, and golf) are consistently in the high 90% range, while some men’s sports, especially football and baseball, languish in the 50%+ range. Men’s Basketball is the bright spot (88%) as reflected in these figures. Discussion regarding the data indicated that a new academic energy and imperative had been
placed in several of the men’s programs since 2009 and the advisors are confident that the next similar study will reflect dramatically improved numbers. Such anticipated improvement is mirrored in the Fall 2012 “Brag Sheet” which shows the department APR at an impressive 973 (930 minimum) and a 2.94 GPA. Men’s basketball posted a strong 2.61 GPA and a 953 APR. Ms. Perkins once again emphasized that a dramatic change orchestrated by the NCAA is about to occur in 2016 which will substantially raise the standards for new admissions. If applied nationally and in the current year, the standards would have denied admission to a significant number of male student-athletes in basketball and football. The athletes, their high schools, and our university need to prepare for this sea change.

MAJOR FIELD SELECTION

Concurrently, the Council launched a discussion of the appropriate choice of major fields. Information provided by the Athletics Department revealed that majors were concentrated in certain fields, i.e., men’s football, baseball, and soccer (General Business, Criminology, Communications, and Health Sciences) while tennis, golf, and cross country had a scattering of majors in the hard sciences, social sciences, engineering, and business. The women’s teams were likewise diverse with solid representation in majors such as psychology, biomedical and health science, and physical education. Business, Criminology and Communications were also selected by a number of female athletes, however, not at the same high level as the males.

Ms. Perkins and her staff provided an informative explanation of the major field selection process which was highlighted by a video illustrating interviews between advisors and advisees in the process of choosing their major. The interviews reflected the career uncertainty of many incoming athletes, several of whom appeared most concerned about simply acquiring the degree. The matter of practice and travel time also factored into the decision-making, as it became apparent that certain majors were not easily sustainable for athletes in particular sports.

AT-RISK STUDENTS

Questions were raised by Council members regarding those students with ongoing, low GPAs. Assistant AD Jason Lirders shared information with the Council about identification of “at-risk” student athletes at the time of admission and how an advising/tutoring program is established, depending on the nature of the disability, learning problem, or deficiency. We discovered that a number of first year students experienced difficulties accommodating to the demands of both academics and athletics, and thus their GPA might slip below a 2.0 for the first semester or even the first year as adjustments are made to the expectations and demands of the university.
MENTORING

After our most recent meeting, several Council members broached the topic of faculty mentoring of athletes, and whether such a mission would be worthy of consideration. Further discussion with staff in the Athletics Department indicated that the role might be positively received and did merit further discussion. The concept may involve a one-on-one mentorship between a Council member and a student athlete in a compatible academic field. Although the specifics must be further explored by the Council in the fall, input, of course, will be sought from the Athletics Department staff, as well as other institutions that may already be offering a model program. We will keep the President informed should this idea move forward.

ENHANCING U

The Council remains very impressed with the commitment of our athletes to community activities and personal development. Under the leadership of Jodie Heinicka, the athletes were involved with worthwhile projects working with Students with Disabilities Services, the Center for Victim Advocacy and Violence, the Children’s Home, Teach for America, and Metropolitan Ministries. These commitments are rewarding and important both for the students and their beneficiaries in the community, as well as demonstrating USF’s broader engagement in the Tampa area, and should continue to be strongly encouraged.

RECOGNITION AWARD

The Council labored diligently over the past year to arrive at standards and measures for granting our first annual Recognition Award. After due diligence and several ballots, the Council is proud to announce that the “SMART Athletic Team” will be our initial recipient. The SMART Institute provides assistance and innovation in trying to prevent sports-related trauma. Importantly, too, its staff provides information and services beyond USF and into the community. Materials regarding its contributions are attached. The award will be granted at the first football game of the upcoming season.

ACADEMIC VERUS ATMLETIC EXPENDITURES

In January 2013, an article appeared in the Chronicle that was brought to the attention of the Council and deemed worthy of discussion. In the piece entitled “Academic Spending versus Athletic Spending: Who wins?” the authors of this data-driven survey document a well-considered notion: most Division 1 institutions are not self-supporting and depend on subsidies from their universities and student fees. They also argue that the idea that college sports are a boon to a university is “generally misguided.” Spending on athletics is dramatically increasing at a time when academic spending is often declining. While not anti-sports, the authors
conclude that there is a price tag for boosting the university brand among students, alumni, and donors.

AD Woolard addressed the issues raised by the article, explaining the sources for athletic revenue streams (ticket sales, boosters, conference funding, TV revenue, corporate sponsorships, merchandise sales, etc.) and how USF fit into the equation. Woolard noted that the South Florida athletics budget (at more than $43 million) was near the bottom of the old Big East conference and among the lowest of the Division 1 football schools. The reality exists that USF, to be successful, must remain competitive (while responsible) in both facilities and staff funding.

Respectfully submitted,

[Signature]

John M. Belohlavek
Professor of History
FAR/Chair, Athletics Council

Attachments:

A) Council membership list
B) SMART Team materials/Recognition Award
ATHLETICS COUNCIL - 2012-2013

CHAIRPERSON (NCAA FAR) -- no defined term
John M. Belohlavek -- History

FACULTY (9 members)
Tim Boaz -- CFS/FMHI (term expires 5/15)
Michael Bowen -- Business-- (term expires 5/15)
William Cummings -- Humanities -- (term expires 5/15)
Cheryl Paul -- CSD -- (term expires 5/15)
Lori Roscoe -- Communication (term expires 5/15)
Fred Steier -- Communication (term expires 5/14)
Lisa Hansen Witherspoon -- Phys. Ed. and Exercise Science (term expires 5/15)
Rick Borghesi -- Business/USF Manatee/Sarasota (term expires 5/15)

FACULTY ADMINISTRATOR (1 member)
Catherine Batsche -- FMHI Dean’s Office -- (term expires 5/15)

ADMINISTRATIVE STAFF (3 members)
Tom Gordon -- Psychology—(term expires 5/15)
Danielle McDonald -- Student Affairs -- (term expires 5/15)

STAFF (3 members)
Yvonne Eisenhart -- Philosophy -- (term expires 5/15)
Renee Seay -- Campus Recreation (term expires 5/15)
Ruby Jackson -- College of Education -- (term expires 5/14)

STUDENTS (3 members—all terms expire after one year)
Amanda Alvarez
Lindsay Lewis
Taylor Lockwood

ALUMNUS
Gene Haines -- (term expires 5/13—will not seek reappointment)

EX OFFICIO (no term limits/not voting)
Doug Woolard -- AD
David Owens -- DEO
Michelle Hughes Miller — Sociology/Women’s & Gender Studies—Title IX Chair
Athletics Council Recognition Award
Nomination Form

Date of Nomination: November 9, 2012
Nominee: SMART Athletic Team
Nominated by: Catherine Batsche
Signature: Catherine Batsche
Nominee Category: The SMART Team consists of five administrative-professional staff and 10 student athletic trainees in residence.

1. How has the nominee made a significant contribution to the well-being of USF student-athletes?

   The Sports Medicine & Athletic Related Trauma (SMART) Institute is a comprehensive sports safety program that utilizes a multidisciplinary approach to sports safety. SMART was tasked by the Florida Legislature to improve sports safety and reduce needless deaths on the playing and practice fields. The Institute investigates the impact of sports-related trauma across the lifespan in areas such as disability and impairment post-participation in sports. They also provide on-site coverage for athletic events at USF and in the community and educate coaches, parents, and student athletes on injury prevention in areas such as heat illness, lightning safety, body mass index, concussion prevention, and emergency response techniques. SMART also provides sports medicine coverage for USF campus recreation athletes as well as to USF Club Sport athletes. They provide two athletic trainers for nearly every USF club competition.

   The “heat pill” is one notable example of the application of SMART services to USF athletes. The SMART Team worked with USF physicians on a study using small silicone-coated electronic pills to monitor the core body temperature of USF football players in practice conditions. The purpose of the study was to minimize conditions leading to death among athletes who practice or compete in extreme heat and humidity. The study resulted in the finding that monitoring core temperature of athletes on the practice and playing field could prevent troubling situations that could lead to death. This is only one example of the numerous contributions made by SMART.

2. How has the nominee made a significant contribution to the betterment or enhanced well-being of the University or the broader community?

   In addition to providing services to USF scholarship and recreational athletes, SMART provides services to area high school athletes and teams, provides educational workshops and seminars for coaches, and assists schools and community sports groups prepare emergency action plans. SMART is providing a valuable service to the community as well as to individual athletes in the area of injury prevention and sports medicine education. Just in the past five months, they have identified 65 concussions in area athletes and have monitored their care to ensure compliance with best-practices. In summary, SMART provides an invaluable service not only to USF athletes but also to athletes in the community. The pain and suffering caused by one athletic death or serious disability is enormous and SMART is making a significant contribution to prevent such tragedies. SMART exemplifies the integration of teaching, research, and community engaged service in a way that contributes to the well being of USF students participating in sports as well as to the betterment of the broader community.
Date of Nomination: 11/9/12

Nominee: Kayla Keene

Nominated by: Sue L Hamilton

On behalf of Campus Recreation I would like to nominate Kayla Keene for the Athletics Council Recognition Award. Kayla Keene has been working for Campus Recreation for 2 years as both a personal trainer and group fitness instructor. Kayla is a certified personal trainer through the National Academy of Sports Medicine and a certified Pilates instructor. As a Pilates instructor Kayla teaches a class that infuses 2 formats of group fitness: Pilates and Boxing. This format of group fitness is not only fun and challenging but also very popular at USF Campus Recreation. Kayla has consistently taught 2 Pilates classes each week at the Rec center, in which both are typically at maximum occupancy of 55 students. She also recently brainstormed with the fitness coordinator to develop and implement a brand new class for group fitness at USF. Kayla's 'Muscle Confusion' class incorporates all aspects of fitness: cardiovascular, muscular strength & endurance as well as flexibility. The results from this type of class and address 4 of the 5 components of fitness, assists participants in improved body composition (the 5th component of fitness). Kayla "prides herself on personality", she is always smiling and energetic while teaching classes. Compliments and comments are received regularly singing her praises and requesting that her classes remain consistent semester to semester. In the spring of 2011, Kayla was named our Group Fitness Instructor of year, largely due to her commitment to fitness at USF.

As certified personal trainer Kayla goes above and beyond to improve the fitness levels of clients and educate them on a healthy lifestyle. Her philosophy is to educate others so that a lifestyle change is not only achievable but also desirable. Over the last 2 years, Kayla has worked with faculty and staff clientele as well as student/peer clientele. Planning and programming the workouts and homework for her clients sets not only the client but also Kayla up for success. She has worked with over 15 clients in the past two years to achieve individualized fitness goals. Client goals have ranged from improved flexibility, general weight loss and/or training for a specific event or race. In all situations Kayla ensures that the client understands why she has planned and programmed sessions and what her goals are for their time together, day to day and long term. Kayla understands her role as a health and fitness role model and exemplifies this with her daily interactions with peers, clients and co-workers.

Kayla was a competitive athlete throughout high school participating in softball, cheerleading as well as fitness competitions. She continues to demonstrate athleticism and sportsmanship through her participation in co-ed intramural softball as well as city league co-ed and all women softball leagues. She is always on the go and staying active as well as encouraging, inviting and including others in various sport & fitness activities. Graduating with a bachelor's of science in Psychology this December, Kayla plans to take a semester to focus on her health and fitness professionalism. She will continue to give back and contribute to the USF community through group fitness and personal training. As well as teaching various community based fitness classes and volunteering her time within the Campus Recreation fitness team. Kayla is truly a team player, her athleticism, sportsmanship and passion for fitness is contagious and inspiring! Please take my nomination into consideration to honor such as remarkable young student athlete.
November 2, 2012

Recognition Awards Committee

Athletics Council

Distinguished Committee;

The Sports Medicine and Athletic Related Trauma (SMART) Institute is a component of USF Health's Orthopaedic and Sports Medicine Department. It is comprised of a five full time Administration and Professional employees as well as ten athletic training residents who are completing graduate work in a USF Post Professional graduate program, which emphasizes youth sport injury. Each of these employees are certified, licensed athletic trainers.

SMART athletic trainers provide sports medicine coverage to area high schools, USF campus recreation athletes as well as USF Student Health. The SMART Team provides DAILY, sports medicine coverage to selected high schools, provides said coverage to all home competitions as well as traveling with the varsity football team.

The mission of SMART is much deeper than providing sports medicine coverage to community and USF club sport athletes. Community education is a huge component of SMART's mission, providing free evidence based educational opportunities for community and high school coaches on a number of topics, including but not limited to; concussion, exertional heat illness, ACL prevention, lightning safety, CPR, sports specific conditions and basic injury care. SMART Staff has also visited and written emergency action plans for area high schools, middle schools and community parks that do not have access to an athletic trainer or sports medicine staff.

USF SMART has joined forces with USF Campus Rec, USF Wellness and USF Student Health to provide 2 athletic trainers who provide sports medicine coverage to most club competitions, especially those that have a high incidence of injury. Educational opportunities are provided for club sports coaches as well as USF club and recreational athletes. USF Student Health also partners with the SMART Institute and employs an athletic trainer who assists with musculoskeletal injury assessment, rehabilitation and return to play issues.

David Leffers, MD, Associate Professor and Department Chair, dleffers@health.usf.edu
www.USFortho.com
Since the passing of the Florida State concussion law July 1, 2012, SMART athletic trainers have identified 65 concussions in area high school athletes in the sports of football, wrestling, cheerleading and volleyball. These athletes have received appropriate care and strictly followed mandates as per current legislation.

USF Health’s SMART Institute is truly making a difference on playing fields in the Bay Area. Please give the SMART Institute serious consideration for your award.

Respectfully,

Barbara J. Morris DHSc, ATC, CSCS, ROT
Program Director, The SMART Institute
University of South Florida