PSS General Membership Meeting
Thursday, October 18, 2012

Agenda

1. Welcome
2. Report of the Chair
3. Report of the Vice Chair
4. Guest Speaker: Danny White, UB Athletic Director
5. Old/New Business
6. Adjournment

Meeting Minutes

1. Welcome

Ann Marie Landel welcomed everyone to the second General Membership Meeting of the 2012-2013 academic year. She thanked Danny White for inviting the PSS to the UB stadium.

2. Report of the Chair

- On Sept. 17, 2012, we had the fourth annual UB Sustainable Living Fair and about 600 people attended. Goodwill, one of the vendors, mentioned us in their newsletter.
- On Oct. 9, 2012, the Diversity Committee hosted a brown bag lunch where Athena Mutua spoke about the Commission on Academic Excellence and Equity Report.
- The Welcome Reception for new UB employees was held on October 11, 2012. President Tripathi attended and stated that we have about 92 new professionals hired since January.
- On Oct. 24, Area IV will be hosting a meeting at the Crossroads Culinary Center at 1:30 pm.
- The leadership of PSS, Faculty Senate, UUP, PEF, CSEA, and University Police have started meeting as governance leaders to establish better communication among the organizations and discuss campus issues.
- The three PSS officers have been meeting with Laura Hubbard on a bi-monthly basis to discuss things that we can work on together, including continuous improvement and how we can grow this on the campus.
- November General Membership meeting will be back at the Center for Tomorrow. Ryan McPherson will be the speaker along with colleagues from the Office of Institutional Analysis.

3. Report of the Vice Chair

- The mentor protégé program is starting up. This is a wonderful opportunity for people who want to give back.
• The tailgate is on Saturday. It’s free and you can buy tickets to the game today.
• The Diversity Committee festive potluck luncheon is December 4. Location will be announced later.
• The Awards Committee announcement just went out seeking nominations for the annual awards – Chancellor’s Award and Outstanding Service Awards.
• Continuous Improvement Committee is ramping up with Arlene Kaukus as the chair. Let her know if you’d like to get involved with this committee.

4. Guest Speaker: Danny White, UB Athletic Director
• Ann Marie introduced Danny and offered him a small thank you gift from the PSS.
• Danny White welcomed everyone to the new team room, which is an example of what we’re trying to get to in terms of big-time college athletics. Recruiting in Division I athletics is incredibly competitive and facilities are a big part of the process to get the nation’s very best student athletes and getting them to come to UB.
• Special price tickets for Saturday’s homecoming game against Pittsburgh are available at the door. He also thanked Laurie Barnum (who was on the search committee) for the opportunity to come to UB.
• UB Athletics has more potential than any other athletic department in the country because of the strength of the institution and the size of the market in Western New York. We will realize this potential by investing in facilities, which help us recruit. Every year we should be recruiting the best college athletes.
• Goal is to bring big time college football to Western New York. Football is tending to the drive the train with access to revenue. Also, the scope of reaching out to alumni and the community, college football game day atmosphere can have a big impact on a campus. We think this will benefit all of UB’s sports programs and also benefit the institution at large in terms of driving marketing value to the school.
• What is big-time college football? Danny showed a video college football to illustrate the point of how impactful college football can be. It showed the strongest academic and athletic brands in the country. We think we can create this type of atmosphere here.
• Positive points about UB:
  o Flagship university in SUNY, largest in scope, enrollment and alumni base
  o Member of AAU
  o Largest/highest rated public university in the northeast
  o Law, Medicine, Dental, Business, Engineering all ranked Top 100
  o Over 220,000 alumni worldwide (over 200,000 of them in the continental US)
  o $1.7B economic impact
  o Regional population over 2.5 million people
  o UB 2020: bold initiative, commitment to enduring prominence institution wide
  o Within 500 miles of the 11 of the top 50 television markets (does not count Toronto). TV is very important. Buffalo market is 51st.
How do we compare nationally? Public flagship institutions that participate in Div IA athletics: most powerful brands in athletics and public academe. Danny shared the who’s who in college athletics. The highest level of conference athletics is automatic entrance in Bowl Championship Series (BCS) in football. UB has a lot of potential and there are things we can say about ourselves that no one else can at our level. This gives us great confidence as we build this fledgling athletic department. We’re about a decade into our transition into IA.

Danny shared examples of other institutions that have made this transition: two paradigm institutions: Louisville and Boise State. Ten years ago these institutions did not have the national brand that they have today. They done that through high-level college football.

In comparison to these schools, UB’s:
- alumni: higher
- total enrollment: higher
- institutional budget: higher
- athletic department budget: lower
- higher US News and World Report ranking

What did Louisville do?
- 1998: new stadium built ($63M, investment by Papa Johns)
- 2005: new field house built ($8M)
- 2010: stadium and premium seating expansion
- Facilities impact recruiting and premium seating impact revenues
- Total of $143M invested in their facilities since 1998
- ROI on premium seating: $25M in the first year
- Joined Big East in 2006

What did Boise State do?
- 2005: sports complex
- 2005: field house
- 2008: stadium and premium seating expansion
- 2012: building football complex expansion
- Total of $111M investment since 2006
- ROI: over 3 years $37.6M
- Joining Big East in 2013

It doesn’t have to take 20-25 years to raise your national profile. If you have the potential and put together an aggressive plan, it can happen pretty quickly.

College game day tradition: Danny showed the Madison, Wisconsin: Jump Around video.

What traditions can we start at UB Stadium? There’s proof that things can happen quickly if we have some success and if we can get the community to take ownership over UB Athletics.

Commitment has to start with student body and staff.

We are in the Mid-American Conference. Our conference competitors continue to invest. We cannot get left behind.
- Ball State did a stadium expansion and introduced premium amenities in 2007
Corporate involvement in Akron: stadium expansion finished in 2009; Akron’s indoor facility
Western Michigan completed an indoor facility in 2003
We are the only athletic department in the MAC that doesn’t have an indoor facility or have one under construction. It is a very important part of the recruiting process.

UB Athletics Game Plan
- Developing Athletic Department Strategic Plan for 6 - 12 months
- Develop a Facilities Master Plan 12-24 months
- UB Stadium enhancements
- Field house

What comes first: competitive on the field product or a packed stadium? No one knows the answer. All we can control is working hard to support coaches and student athletes and giving them the best chance to compete and win.

Questions:
- Jim Gordon asked about the impact of NFL on college football. Are these teams synergistic? Could the two teams share facilities/combine project with Buffalo Bills? Danny replied that there are many examples of thriving college athletics in NFL markets. It probably helps us because Buffalo is such a big sports town. UB’s focus is on fundraising private dollars. It is important to have an on-campus stadium. Balance the educational mission of working in higher education with the market-driven side of athletics. A big part of what we do is that we want create pageantry of college football. It would help bring alumni back and help institutional fundraising.
- Matt Deck commented on the chicken and the egg scenario. He has seen interest in attending games only when the team is winning. We need a winning football coach. Danny replied that we have seen a significant improvement in the past few years. We look a lot more like a Div IA athletic department program than we did just a few years ago. We transitioned quickly into Div I in 1999. He expects that we will have a much more competitive product going forward. Becoming bowl eligible is critical.
- Joe Helfer asked about coaches. You have three options with coaches: renew, not renew, fire. What criterion goes into the process of deciding who to keep? Danny replied that if you look at win-loss records, you will see spikes across a programs’ history in any sport. It’s important to look at a bigger snapshot. Ultimately, what we want to build here is not a flash in the pan. We want consistency: would much rather win 6 - 8 games a year for 10 straight years than win 11 or 12 games ones year and dip the next. We have to develop student athletes more than just on the field. We have to instill high character, care about the academics not just talk about it. First semester this past spring, UB teams’ average GPA was over 3.0. Those things matter. Danny is not focused just on the wins and losses; those matter, but how you’re doing it is more important.
- Kat Kielar asked about television – do you see the MAC or the Big 10 coming up with a channel? Danny replied probably not. Our niche in MAC is more mid-week games. College football is dominating the conversation right now. As more and more channels
are added, they need inventory and more than just on Saturday. Before we see a channel, we will see more mid-week games. Our home opener is the only game on a Wednesday night, in 90 million households, every sports bar. It’s a three-hour commercial. The value of being on ESPN for one hour is $900,000.

- Matt Deck asked about the Bonaventure game. Is the department doing anything for this game – busing or special seating? Danny isn’t sure at this point; doesn’t have any specifics.

- Janiece Jankowski asked about how far our academic ratings go versus facilities in recruiting. Danny replied that academics are very important and UB academics are a competitive advantage for us. Facilities do matter to some kids. It is really hard to overcome the coaches they will play for and the facilities that they will work out in. Rarely does the academic prestige become the number one factor to students. It’s always a factor. Winning team and facilities are very important—we can fix the facilities.

- Another question about student involvement and enthusiasm at UB. Any plan to get more students involved? Danny replied that this is the #1 priority on the marketing plan. True Blue is great. We are working with a company on fan affinity program geared directly toward students. It creates a competitive environment where they can earn points. Most important thing is the game day experience. When they get here, we have to make it a really good time.

- Kat Kielar asked what our fight song is. Danny said he’s heard it. This is good point – it’s a big part of tradition.

- Question: Right now the focus is on football, but given where we live, is there any timeframe or thoughts about a hockey program? If hockey was driving television revenue, Danny would say “let’s do this tomorrow.” We have such an opportunity to raise our national profile in a big way and then we will have all sorts of opportunities. When we’re generating more revenue, it’s easier to add onto the program. We need to prioritize accessing our potential, and right now that can only happen through football. Long-term it makes a lot of sense.

- Question: Is our potential as high as Boise State? Would that level of success be more in tune with joining the Big East? It’s tough to build a tradition of rivalries with schools far away. Danny replied that long term we have more potential than Boise State. In terms of the MAC, we are a geographic outlier, but we can control being as good as we can in our own conference. Our community and alumni will respond with a winning team.

- Joe Helfer asked what the stadium improvements include. Danny replied that they want to take the east side of stadium and turn it into premium seating/club seating. You get a lot more revenue per square foot. Any plans to get a larger video display? We have consultants looking at media rights. Fits into how we’re engaging the community and corporate sponsorship.

- Joe also asked if there are any plans for naming rights. No discussion on this yet.

- Irene Holohan-Moyer asked if there is any thought on bringing in seating closer to the field? Danny said that Boise State had a track around their field until very recently. He
looks at our stadium and wouldn’t trade it for any other in the conference. When we get the program rolling at a high level, eventually we will have to do something different.

O Cherie Williams asked about television revenue – how is it distributed? Danny replied that it goes to the NCAA, MAC. In football, you get a piece of television revenue through conference affiliation. We get a small revenue share with the MAC. We are renegotiating that deal right now. Conversations are that the revenue could double. That money then becomes part of the Athletic Department budget. Right now it is not significant for us. When you play away, the competing school pays us.

O Ilene Fleischman asked Danny to expand on how the budget works. Are you taking money from academics or are you giving money to the academic part of the university? Danny replied that athletics is university supported through the university itself and through student fees. This is not atypical with other teams in the MAC. Athletics does generate some revenue on its own. If you look at Division I college athletics, there are 122 members of Div IA, maybe 10 of them are break-even operations. Laura Barnum added that the benefits the university receives from that investment is seen when you’re on TV and getting exposure. Successful athletics programs help build national brand and tells our story to the rest of the country.

O Questions: Have you thought about having alumni meetings in the closer major markets? Getting more alumni support? Danny said they are seeking opportunities to gain support wherever they can. We need to get out there and tell our story and convince people that this very real.

O Jim Gordon suggested gathering student stories about their involvement in athletics. Danny said this is a good idea—could go into a video.

- Living in WNY, UB Athletics is a big deal. Danny thanked everyone for visiting.

5. Old/New Business

None discussed.

6. Adjournment

Meeting adjourned and attendees took a tour of UB Stadium.
2012-2013 PROFESSIONAL STAFF SENATORS
SIGN IN

October 18, 2012

AREA I – HEALTH SCIENCES

Jennifer Berryman
Fred Covelli (Alt.)
Matt Deck (EC)
Shaun Hoppel
Theresa Kruse
Kimberly Krzemien
Vita Milisauskas
Candy Morris (EC)
Barbara Mulvenna
Jillian Reading
Sara Robinson

Jennifer Berryman
excused

Theresa Kruse
excused

Cindy Morris
excused

Jillian Reading

excused
AREA II – CORE CAMPUS ACADEMIC UNITS

Donna Banach (EC)
Michelle Chasse
Kate Doran
Ilene Fleischmann (Alt.)
Diane Hofelner
Domenic Licata
William McDonnell
Joseph Muscarella
Stephen Pusztay
Katherine Trapanovski (EC)
Danielle Vegas
AREA III - STUDENT SUPPORT SERVICES

Elizabeth Colucci (Alt.)
Shanna Crump-Owens
Arlene Kaukus (EC)
Kathleen Kielar (EC)
Jeff Kujawa
Susan Mann Dolce
James Mauck
Eugene Pohancsek
James Ramsey
Laura Stevens
Amy Wlosinski
James Zielinski
AREA IV – UNIVERSITY SUPPORT SERVICES

Chris Cheung
Rita Ferri
David Foti
Jim Gordon (EC)
Janiece Jankowski (EC)
John Mondo
Amy Noworyta
Kathleen O’Brien (Alt.)
Pamela Rose
Cherie Williams
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OFFICERS
Laura Barnum
Mary Henesey
Ann Marie Landel

William H. Baumer
Parliamentarian
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