

ANNUAL REPORT OF THE UNIVERSITY SENATE ATHLETIC COMMITTEE (USAC) FOR FY-10

The report is organized to respond to the committee's FY10 standing and specific charges. To facilitate the report's coherence, responses to several specific charges have been incorporated within the discussion of a standing charge when appropriate.

STANDING CHARGES

Standing Charge 1: Help to ensure that KU promotes and maintains academic excellence, as it pertains to athletics.

- a. Identify potential barriers to student athlete integration into curricular and extra-curricular activities, and recommend mechanisms to overcome such barriers.
- b. Recommend campus initiatives to target academic success of student athletes and to facilitate integration of co-curricular activities.
- c. Recommend educational programs and communication strategies to increase community awareness of issues such as Academic Progress Rate (APR), progress towards degree and similar regulations.
- d. Review and advise on-going academic programs at the Hale Center for Academic Achievement.
- e. Review, summarize and disseminate Kansas Athletics, Inc. (KAI) reports identifying academic parameters including but not limited to spring and fall grades by sport, graduation rates by sport, academic progress, and academic honors and awards to student athletes.
- f. *(New): Per the recommendation in the Final Report for FY 09: Review the Spring and Fall Student-Athlete Grade Summary, NCAA Academic Progress Rate Institutional Report, and Freshman Cohort Graduation Rates.*

The committee reviewed the following indicators of academic progress: NCAA Academic Progress Rate (APR) Institutional Reports (2008-2009), Graduation Rates, and Spring 2009 and Fall 2009 overall and team grade point averages. The APR is viewed as the primary NCAA measure designed to help athletics stay attune to academics. The 2008-2009 multiyear rate APR confirmed a trend noted last year of increased APR across teams. Multiyear rates ranged from 944 to 1000 resulting in no programs below the NCAA benchmark 925 requiring a team improvement plan. The increases in the multiyear rate were positively influenced by the the 2008-2009 APR team data (ranging from 951 to 1000).

Student athlete graduation rates exceeded the rate for all KU students (2002-03 graduation rate – all students (60%), student-athletes (72%) and 4-year class average – all students (59%), student athletes (63%). In Spring 2009 the all sports combined grade point average was 2.95 with 51% (247) of students on active rosters achieving at GPA of 3.0 or higher. The Fall 2009 all sports combined GPA was 2.99 with 53% (274) students on active rosters achieving a 3.0 or higher. Consistent with last year's report, the lowest GPA at 2.53 for Spring and 2.73 for Fall was football. Women's volleyball attained the highest GPA for Spring (3.32); women's golf attained the highest GPA for Fall (3.43). The committee reviewed 2009-2010 data on missed class days due to competition, including related travel days (Specific Charge 8). All sports were within the institutional policy requirement of a maximum of 10 days with the exception of women's golf (11 days in Fall 2009) and softball (11.5 days in Spring 2010). It should be noted that women's golf attained the highest GPA of all teams during that Fall semester. Both exceptions were approved by KAI administrators under the

requirements of the policy. From this evidence the committee concluded that the strategies and monitoring in place continue to effectively support student athletes' academic progress.

A related specific charge was review of trend data on the pattern of athlete and non-athlete academic majors (Specific Charge 6). Last year's committee reviewed Fall 2007 comparative data to determine the impact of the NCAA's academic progress rate (APR) regulation. Previously, concerns had been raised regarding the degree to which the APR regulation would limit the student-athletes flexibility in choice of major or change majors or to engage in the intellectual exploration afforded other students. The regulation requires student athletes to declare a major by the end of their second year (after three semesters) and begin meeting thresholds each succeeding year. Review of the Fall 2007 data comparing athletes and non-athletes by major revealed no significant clusters of majors differentiating the groups. In response to the FY10 charge, the committee reviewed data provided by OIRP for 2005 – 2009 (See Appendix). A similar pattern as the 2007 data was confirmed, including no significant clusters of majors differentiating the student-athletes from non-athletes (refer to the FY09 Athletic Committee Annual Report). The committee recommends annual review of this data.

RECOMMENDATION

The committee recommends that the report on academic majors for student-athletes and non-athletes be included in the standing charge listing of reports for annual committee review.

Standing Charge 2. Help to ensure that KU provides a premiere student athlete experience.

- a. Recommend mechanisms to enable broader discussions of opportunities to improve the student athlete experience.
- b. Provide review of programs designed to ensure the academic success, personal development, and personal welfare of student athletes.
- c. Review, summarize and disseminate KAI reports identifying student wellness parameters including but not limited to drug testing practices and policies, nutrition and physical health, psychological and emotional well being, and social integration.

Discussions of the student athlete experience occur across several interconnected venues. The alignment of the Chancellor's Advisory Committee on Intercollegiate Athletics (CAC) subcommittees to reflect the major areas of the recent NCAA recertification process, Student-Athlete Well Being, Academic Standards, Compliance, and Gender and Diversity, ensures the breadth of such discussions. Representation from this committee on CAC facilitates direct engagement in these discussions. KAI completed the self-study and site visit components of the NCAA recertification process during Fall 2009. Overlapping membership on CAC and the NCAA self-study steering committee with the USAC provided systematic updates on the self-study's progress and content. The self-study document was widely disseminated to multiple constituencies in addition to the broad participation of faculty and students on the steering committee and subcommittees. The committee received an executive summary of the entire report from Frank DeSalvo, Chair of the NCAA Recertification Committee, and Jerry Bailey, FAR. Members of our committee who served on or chaired self-

study subcommittees elaborated on outcomes in the areas of academic progress, student welfare and Title IX. Following review of the executive summary, the Committee received an overview of the steps Athletics will take relative to continual improvement (Specific Charge 4). Athletics views the self-study as a dynamic document providing direction for areas of improvement. An initial step in this direction has been the establishment of a designated position in Athletics (Associate Athletic Director for Risk Management) with responsibility for monitoring implementation of any improvement plans.

The 2009-2010 academic year saw the revitalization and reorganization of the Faculty Mentor Program following a year of study (Refer to Appendix). The new focus is on development of team specific mentor groups with faculty assuming increased organizing and leadership responsibilities. Six of 12 programs have been active during the current academic year with the remaining 6 projected for 2010-2011. There are approximately a 100 faculty who are active faculty mentors, or have expressed interest in becoming one as the program expands. The program plans to have faculty mentors for all sports in place by 2012, with the goal of increasing retention and graduation among student athletes, and to prepare them for careers in their chosen professions. In response our charge (Specific Charge 2), the committee recommends that the reorganized program be allowed to evolve and establish a clear purpose as a result of the new approach. The committee will continue to look for areas of mutual interest. A component of the charge addressed identification of strategies to increase the interaction of student-athletes with non-athletes and the broader campus community. The committee strongly believes that the Faculty Mentor Program is not the vehicle for addressing this issue.

The social integration of student-athletes within the broader campus community continued as a committee charge (Specific Charge 7). The FY09 committee report identified the range of student-athletes involvement in specific activities and living arrangements, and the diversity of academic majors. The committee concluded that student-athletes appeared to be socially integrated into the broader campus community while recognizing that the increased demands of training, competition and KAI student development activities will continue to limit the time available for extensive broad participation. Based on the FY09 recommendations, the committee reviewed two survey instruments and interviewed Associate Athletics Director Debbie Van Saun regarding the senior exit interview process. Review of the surveys identified one question on the senior survey that addressed integration into the broader campus – *Did you believe you were given opportunities to integrate into campus activities?* Eighty-seven percent of those surveyed in 2009 responded “yes”. As a result of this data and extensive committee deliberation, the committee continues to support its FY09 conclusion that both hard and anecdotal data do not support the perception that student athletes are not socially integrated into the broader campus community. However, the committee believes that annual review of systematic data would be beneficial to both KAI and the campus. As a result, the committee worked collaboratively with KAI to identify a systematic way to collect this data for review by both groups. KAI administrators agreed to include the following “committee-developed” question on both the returning student and senior exit surveys and to share the resulting composite data with the committee:

Do you believe you were given opportunities to integrate into campus activities? If yes, what are examples of activities in which you participated? If no, were there barriers to your participation? Please elaborate.

Elaboration beyond “yes” or “no” responses would assist KAI in highlighting the level of integration to the broader campus community. Both KAI and the campus would benefit from identifying potential barriers, should they emerge. In addition to the survey data, the following campus-integration questions are included in the current senior exit interviews conducted in each sport:

Did your participation in Athletics affect your social life? Was it easy to meet non-athletes and have friendships outside athletics? Did you participate in any clubs or other organizations? Do you have any suggestions for enhancing the social experience of student-athletes?

Associate Athletics Director Van Saun agreed to share the results of these interview questions and provide annual access to composite data on the designated survey questions. The interviews will be conducted this Spring with the next survey cycle yielding data in April 2011. The committee felt strongly that the resulting student-athlete data should be interpreted in the context of individual interests and time commitments similar to non-athletes in time intensive professional programs such as fine arts, engineering or architecture.

RECOMMENDATIONS

1. *Review the resulting data from designated questions regarding participation in the broader campus community from the KAI exit interview and survey questions.*
2. *Receive updates in the areas of academic standards and student well being based on the outcomes of the NCAA recertification self study process.*
3. *Delete the following phase from future charges related to coordination with FMP: Explore, with the FMP, ways to further the social integration of student athletes by (at least partially) co-mingling athlete and non-athlete tutoring, advising, and learning communities.*

Standing Charge 3. Help to ensure that KU maintains athletic compliance excellence.

- a. Recommend educational programs and communication strategies to ensure the KU community better understands our combined responsibility for compliance.
- b. Review and summarize KAI reports identifying athletic compliance parameters including but not limited to ten-day absence policies, academic screening practices and recruiting practices.

Two USAC members serve on the compliance subcommittee of the Chancellor’s Advisory Committee on Intercollegiate Athletics. There were no current compliance issues.

The committee met with Theresa Becker, Associate Athletic Director for Compliance, and her staff to explore strategies to enhance communication with faculty and staff regarding compliance issues. Two outcomes of this meeting have been the distribution of quick fact sheets to faculty participants in the Faculty Mentor Program and the recommendation for continued conversations between the compliance staff and this committee. Such conversations hold potential for increasing the awareness of new committee members as well as identifying effective strategies for disseminating information to the broader faculty and staff (Specific Charge 5).

RECOMMENDATION

FY 11 Specific Charge:

Continued dialogue with KAI Compliance staff on strategies for disseminating information to faculty and appropriate staff regarding compliance issues and regulations that are impacted by academic actions and decisions.

Standing Charge 4. Help to ensure that KU strategic goals pertaining to athletics and Title IX goals are accomplished.

- a. Recommend educational programs and communication strategies to ensure the KU community better understands our combined responsibility for Title IX compliance.
- b. Review and summarize the use of student fee generated funds for NCAA and club sports.
- c. Recommend priorities for campus program investments to ensure future success of broad Title IX initiatives.
- d. Review, summarize and disseminate KAI reports identifying Title IX compliance parameters.

The USAC did not specifically address this charge beyond participation as members on the CAC and subcommittees of the NCAA recertification self-study process. Both the NCAA third cycle recertification self-study and an annual independent audit to assess compliance documented KAI as being in compliance with the requirements of Title IX (Specific Charge 4).

Standing Charge 5. Help to ensure that KU maintains a premier community experience, balancing physical and intellectual pursuits.

- a. Recommend educational programs and communication strategies to enhance the balance between academics and athletics, as well as to promulgate broad understanding of the goals and priorities of each.
- b. Recommend advertising and outreach strategies to ensure broad KU goals and ideals are well represented.
- c. Recommend mechanisms to promote and respect KU tradition.
- d. Recommend mechanisms for improved communication between KAI and faculty, staff and students.
- e. Work with KAI to avoid potentially divisive issues of personal interest to many faculty, staff and students, including ticket distribution and pricing policies, ticket transfer policies, and the communication thereof.
- f. Recommend strategies for building community and alumni relations.

See Responses to Charges 1-3. and Specific Charge 1 (review of standing charges)

Standing Charge 6. Coordinate with the University Senate Calendar Committee to avoid conflicts in long-term academic and athletic calendars.

The Committee did not address this charge and recommended that it not be retained as a standing charge for FY11. The committee determined that the intent of the charge could be addressed in the revised standing charge on facilitating systematic dialog between KU and KAI on items of mutual interest or identified as a specific charge should institutional or KAI changes warrant.

Standing Charge 7. Maintain regular communications with the NCAA/Big XII Faculty Representative, the Chancellor's advisory committee on athletics, KAI, and University Governance to ensure the needs of each are being served. Ensure that at least one member continue to participate in the Chancellor's Advisory Committee on Athletics, including subcommittees, such as those on athlete well being.

As noted in the FY09 committee report, the structure of the USAC continues to work well to facilitate communication between University Senate and Athletics. Eight members of the USAC serve on the Chancellor's Advisory Committee on Intercollegiate Athletics as well as the FAR who chairs the CAC. Dual committee and key subcommittee membership increased the efficiency and depth of USAC's response to its charges. Similar membership patterns were seen on the committees involved with the self study process for the Athletics Department's third cycle NCAA recertification review. Thus, structures are in place that facilitate regular communication as well as a broader understanding of the issues and involvement from multiple perspectives.

The ex-officio members of the committee (Paul Buskirk, Associate AD for Student-Athlete Support Services, Frank DeSalvo, Associate Vice Provost for Student Success/Chair of the NCAA Recertification Committee, and Jerry Bailey, FAR) continued to play significant roles in providing context for the committee's deliberations and facilitating timely access to information. The opportunity to directly engage them in our deliberations continues to facilitate communication on issues related to the broad area of athletics.

ADDITIONAL SPECIFIC CHARGES ADDRESSED

Beyond replying to the standing and related specific charges discussed above, the committee addressed four other charges:

Specific Charge 1. Review standing charges in regard to applicability and whether the charges should be retained.

Table 1 compares the FY10 Standing Charges with the committee's recommended revisions. The revisions reflect refinement of the charges to be more explicit and less redundant and elimination of items no longer relevant. In addition, the committee recommends that the items identified under each charge be viewed as action items rather than suggested activities. This clarification would define the committee's responsibilities for responding to the standing charges and insure continuity of monitoring in the key areas identified in the charges.

Table 1
Comparison of Current and Proposed Standing Charges

FY10 Standing Charges	Recommended FY11 Standing Charges
<p>1. Help to ensure that KU promotes and maintains academic excellence, as it pertains to athletics.</p> <ul style="list-style-type: none"> Identify potential barriers to student athlete integration into curricular and extra-curricular activities, and recommend mechanisms to overcome such barriers. Recommend campus initiatives to target academic success of student athletes and to facilitate integration of co-curricular activities. Recommend educational programs and communication strategies to increase community awareness of issues such as Academic Progress Rate (APR), progress towards degree and similar regulations. Review and advise on-going academic programs at the Hale Center for Academic Achievement. Review, summarize and disseminate Kansas Athletics, Inc.(KAI) reports identifying academic parameters including but not limited to spring and fall grades by sport, graduation rates by sport, academic progress, and academic honors and awards to student athletes. (New): Per the recommendation in the Final Report for FY 09: Review the Spring and Fall Student-Athlete Grade Summary, NCAA Academic Progress Rate Institutional Report, and Freshman Cohort Graduation Rates. 	<p><i>Review KU and Kansas Athletics Inc. (KAI) efforts to promote and maintain academic excellence, as they pertain to athletics.</i></p> <p>Identify potential barriers to student athlete integration into curricular and extra-curricular activities, and recommend mechanisms to overcome such barriers.</p> <p>Recommend campus initiatives to target academic success of student athletes, including collaboration with the on-going academic programs at the Hale Center for Academic Achievement.</p> <p>Recommend educational programs and communication strategies to increase community awareness of issues such as Academic Progress Rate (APR), progress towards degree and similar regulations as well as academic honors and awards to student-athletes</p> <p>Review the following KAI academic reports: Spring and Fall Student-Athlete Grade Summary, NCAA Academic Progress Rate Institutional Report, and Graduation Rates</p>
<p>2. Help to ensure that KU provides a premiere student athlete experience.</p> <ul style="list-style-type: none"> Recommend mechanisms to enable broader discussions of opportunities to improve the student athlete experience. Provide review of programs designed to ensure the academic success, personal development, and personal welfare of student athletes. Review, summarize and disseminate KAI reports identifying student wellness parameters including but not limited to drug testing practices and policies, nutrition and physical health, psychological and emotional well being, and social integration. 	<p><i>Review KU and KAI efforts to provide a premiere student-athlete experience.</i></p> <p>Recommend mechanisms to enable broader discussions of opportunities to improve the student athlete experience.</p> <p>Provide review of programs designed to ensure the academic success, personal development, and personal welfare of student athletes.</p> <p>Review, summarize and disseminate KAI reports identifying student wellness parameters including but not limited to drug testing practices and policies, nutrition and physical health, psychological and emotional well being, and social integration.</p>
<p>3. Help to ensure that KU maintains athletic compliance excellence.</p> <ul style="list-style-type: none"> Recommend educational programs and 	<p><i>Help to ensure that KU maintains athletic compliance with University, Big XII and NCAA rules.</i></p> <p>Recommend educational programs and communication</p>

<p>communication strategies to ensure the KU community better understands our combined responsibility for compliance.</p> <ul style="list-style-type: none"> Review and summarize KAI reports identifying athletic compliance parameters including but not limited to ten-day absence policies, academic screening practices and recruiting practices. 	<p>strategies to ensure the KU community better understands our combined responsibility for compliance.</p> <p>Review and summarize KAI reports identifying athletic compliance parameters including but not limited to ten-day absence policies, academic screening practices and recruiting practices.</p>
<p>4. Help to ensure that KU strategic goals pertaining to athletics and Title IX goals are accomplished.</p> <ul style="list-style-type: none"> Recommend educational programs and communication strategies to ensure the KU community better understands our combined responsibility for Title IX compliance. Review and summarize the use of student fee generated funds for NCAA and club sports. Recommend priorities for campus program investments to ensure future success of broad Title IX initiatives. Review, summarize and disseminate KAI reports identifying Title IX compliance parameters. 	<p><i>Help to ensure that KU strategic goals pertaining to athletics are accomplished.</i></p> <p>Recommend educational programs and communication strategies to enhance the balance between academics and athletics, as well as to promulgate broad understanding of the goals and priorities of each.</p> <p>Review KU and KAI practices and policies pertaining to diversity in athletics, including Title IX compliance.</p>
<p>5. Help to ensure that KU maintains a premier community experience, balancing physical and intellectual pursuits.</p> <ul style="list-style-type: none"> Recommend educational programs and communication strategies to enhance the balance between academics and athletics, as well as to promulgate broad understanding of the goals and priorities of each. Recommend advertising and outreach strategies to ensure broad KU goals and ideals are well represented. Recommend mechanisms to promote and respect KU tradition. Recommend mechanisms for improved communication between KAI and faculty, staff and students. Work with KAI to avoid potentially divisive issues of personal interest to many faculty, staff and students, including ticket distribution and pricing policies, ticket transfer policies, and the communication thereof. Recommend strategies for building community and alumni relations. 	<p>The committee determined that this charge was redundant with the charge on monitoring the premier academic experience. The wording for that charge now includes KU as well as KAI.</p>
<p>6. Coordinate with the University Senate Calendar Committee to avoid conflicts in long-term academic and athletic calendars.</p>	<p>Do not retain. This charge could be subsumed under the charge to facilitate systematic dialog between KU and KAI regarding items of mutual interest.</p>

<p>7. Maintain regular communications with the NCAA/Big XII Faculty Representative, the Chancellor’s advisory committee on athletics, KAI, and University Governance to ensure the needs of each are being served. Ensure that at least one member continue to participate in the Chancellor’s Advisory Committee on Athletics, including subcommittees, such as those on athlete well being.</p>	<p>This charge was subsumed under the charge to facilitate systematic dialog between KU and KAI regarding items of mutual interest.</p>
<p>Elements of Standing Charges 5 and 7.</p>	<p><i>Help to facilitate systematic dialog between KU and KAI regarding items of mutual interest.</i></p> <p>Recommend mechanisms for improved communication between KAI and faculty, staff and students.</p> <p>Work with KAI to avoid potentially divisive issues of interest to faculty, staff and students,</p> <p>Maintain regular communications with the NCAA/Big XII Faculty Representative, the Chancellor’s Advisory Committee on Intercollegiate Athletics (CAC), KAI, and University Governance to ensure the needs of each are being served.</p> <p>Ensure that at least one member continue to participate in the CAC, including subcommittees, such as those on athlete well being.</p>

Specific Charge 3: Develop a proposal to SenEx to support a University Dialogues Series, modeled on the series about evolution in 2006-2007, together with Athletics, the Office of the Vice Provost for Student Success, HSES and other interested departments, about the role of intercollegiate sports in the university community. The focus would be on intellectually engaging questions around athletics such as the “arms” race in athletics, sports ethics, Michael Zogry’s ritual, religion and athletics.

While the committee acknowledges the merits of such a dialogue, responsibility for development of a proposal and its implementation was judged as beyond the committee’s current work scope in comparison to its other charges. However, as a result of its deliberations, the committee suggests integrating the proposed dialogue into an on-going campus program such as the Dole Institute’s sports, globalization and politics series and/or the activities of the Law School’s sports and entertainment law society. The advantages of this approach would be using existing expertise in facilitating campus dialogues and increased visibility and greater participation.

RECOMMENDATION

Senex contact the Dole Institute and/or the Law School to discuss the development of potential programming in this area for the next academic year.

Specific Charge 9. Review the adherence of KU licensees with KU's Labor Code of Conduct and examine the effectiveness of KU's affiliation with the Fair Labor Association (FLA) in monitoring the conditions in which KU licensed apparel is produced.

To better understand the intent of the charge, the committee sought clarification from the student organization, KU Students Against Sweatshops (SAS). Following an initial contact with a member of USAC, the organization forwarded a letter clarifying the issue and their position. Several documents accompanied the letter supporting the position including a request for the University to discontinue its affiliation with the Fair Labor Association (FLA). This information and supporting documents helped clarify the issue for the committee. However, any response to the recommendations or the intent of the charge required an understanding of KU's licensing program, current contractual arrangements, and previous University responses to verified licensee violations. The committee met with Paul Van Tuig, Director of the KU Licensing Program to gain this information. Based on the interviews and provided documentation by the SAS and Mr. Van Tuig, the committee concluded that continued affiliation with the FLA is in the best interest of the University, particularly its ability to impact the larger social issue of working conditions. Pairing an independent monitoring organization (the Worker's Rights Consortium (WRC) with the contractual leverage of the FLA may hold some future advantage. The committee saw no disadvantage to membership in both organizations. However, the committee strongly believes that the monitoring and affiliation decisions are the responsibility of the university administration not the purview of athletics or a governance committee.

Specific Charge 10. KU has numerous teams and student-athletes that compete on club teams sponsored by Student Recreational Services but are not part of the Kansas Athletics department. Gather basic information about the KU experience of these student-athletes: number of students involved, concerns about combining athletics and academics, student safety and health, and availability of appropriate equipment and facilities.

The committee's response to the charge generated exploratory data regarding the issues associated with club sports. From the committee's discussions, a blurring of the line appears to exist between the purpose of some club and Division I sports (both engaging in representing KU in intercollegiate competitions) in contrast to club sports designed to emphasize student development. In addition, discussions revealed a need to understand more fully the definition of athletics and student-athlete subsumed in the committee's overarching charge. The committee recommends further exploration of these issues identified in this charge with staff from the Office of Student Success and Recreation Services, the University divisions with responsibility for oversight of the club sports programs. Due to the complexity of these programs, the committee recommends the FY11 committee focus on the following issues as they relate to those clubs that represent KU in intercollegiate competition: liability issues, medical coverage, travel arrangements, practice/training, "student-athlete life", eligibility, retention and graduation.

RECOMMENDATION

Specific Charge for FY 11 --- Continue to gather additional data on liability issues, medical coverage, travel arrangements, practice/training, "student-athlete life", eligibility, retention and graduation relative to those clubs that represent KU in intercollegiate competition.

APPENDICES

Student-Athlete Grade Summary Spring and Fall 2008
Fall 2005 – Fall 2009 Percentages of Majors by CIP Name for Athletes and Non-athletes
Faculty Mentor Program in Athletics