



meeting to order at 9:23 a.m.

Before commencing with the agenda, the chair recognized outgoing members of the board whose terms have concluded on or before June 30: Eric Berson, Dan Durbin, Katie Hayden, Dennis Heishman, Carolyn Klinge, Angel Okorie, and Jim Rogers.

Dr. Schatzel thanked each member for their service to the institution, noting that their tireless efforts and unwavering support have not only strengthened the organization but also positively impacted the community the board serves.

The members received a round of applause.

### Consent Agenda

Dr. Wright made a motion, which Ms. Hayden seconded, to approve the minutes of the consent agenda as listed:

**Approval of Minutes, 4-19-2024  
From the Finance Committee, 6-21-2024  
2024-2025 Operating Budget**

The motion passed.

### II. Action Item: 2025 Football Ticket Prices

Ms. Clemente briefed the board on the proposed ticket prices for the 2024-2025 Football season using the **attached** presentation. She then proceeded to field questions from board members with Athletic Director Heird.

Dr. Benz made a motion, which Mr. Rechter seconded, to approve the

**Athletic Director's recommendation that the Board of Directors approve the ticket prices for the 2025 football season, as listed in the attached document.**

The motion passed.

### III. Report of the Personnel Committee

Chair Schatzel reported that the Personnel Committee met on May 16 to evaluate the Athletic Director. The committee received a self-evaluation from AD Heird, wherein he discussed his goals for university athletics. Dr. Schatzel also shared with committee members the AD's eligible performance bonuses.

Comments from committee members and board members were positive, noting Mr. Heird's commitment to student success as his greatest achievement.

Chair Schatzel reiterated that the Report of the Personnel Committee will be shared with the University's Board of Trustees.

IV. Report of the Faculty Athletic Representative

Prof. Wallace-Boaz reported that during the 2023-2024 academic year, the Committee on Academic Performance reviewed and discussed compliance rules education, degree audits, evaluation of transfer credits, the ACC expansion, stacking limit policy, NIL, final exams schedule, DEI attestation report summary, and the ACC external audit.

Additionally, FAR Wallace-Boaz stated that a new NIL curriculum workgroup met this year to assess and develop opportunities for students to take courses in the field of NIL. Co-Chaired by the FAR and Dr. Meg Hancock, this committee included faculty from Communications, Sports Administration, Law and Business, as well as representatives from Athletics.

Chair Schatzel thanked Prof. Wallace-Boaz for her report.

V. Report of the Athletic Director

AD Heird discussed with board members the future of college athletics in response to the NCAA's class-action litigation settlement, noting that he settlement addresses three issues: payment of back damages for claims relating to NIL, academic-related awards and other benefits; increased benefits from institutions to student-athletes going forward, including additional NIL opportunities for student-athletes directly with the institution; and eliminating scholarships limits in favor of roster limits.

The AD then fielded questions as board members discussed the potential repercussions of the settlement related to the University.

Chair Schatzel thanked the AD for his report.

VI. Report of the Chair

The chair shared with the board the following University updates:

- The 2023-24 academic year ended on a very strong note for UofL. Approximately 3,100 students received degrees or certificates at the end of the spring semester, and more than 2,000 of them participated in the May 11 commencement ceremonies at the KFC Yum Center.
- UofL opened the West Louisville dental clinic, located in the new, \$50 million Goodwill West Louisville Opportunity Center, and highlights UofL's dynamic and critical connection to its community. The Goodwill partnership will soon expand to include a new Brandeis School of Law immigration clinic at the

Opportunity Center, an initiative funded during the 2024 legislative session.

- UofL and UofL Health announced the construction of the \$25 million Brown Cancer Center for Rural Cancer Education and Research in Bullitt County, funded in part by the Kentucky General Assembly and expected to be complete in early 2026. This Center will provide Kentuckians, particularly in rural counties and mid-sized cities, more access to UofL's innovative cancer care and research.
- The 2024 legislative session yielded the university's greatest funding level in its history. Asset preservation is included in that funding, allowing the university to make major, much-needed repairs and upgrades to facilities over the summer and beyond. About a dozen projects are currently underway, costing more than \$90 million. They include the replacement of several roofs and antiquated HVAC systems, as well as enhancements to improve the educational experience of our students and laboratory space for our researchers. Major capital projects on the horizon also include a new Health Sciences Campus building to help UofL address Kentucky's critical need for skilled health care workers, expand multidisciplinary research opportunities, and build simulation laboratories that will benefit not only HSC schools but also neighboring colleges and medical facilities.
- Whitney Nash will rejoin the university July 1 as dean of the School of Nursing, having most recently served as a dean and professor at Georgia Southern University's Waters College of Health Professions. Dr. Nash is a two-time alumna and spent 17 years at UofL with notable accomplishments including serving as the founding director of the Kentucky Racing Health Services Center and developing a Nursing and Dentistry advanced practice inter-professional education collaboration.
- Tabitha Grier-Reed will become dean of the College of Education and Human Development on Aug. 5. She comes to us from the University of Minnesota and is known for her expertise in student development and faculty governance. A licensed psychologist, Dr. Grier-Reed's research and scholarship focuses on higher education and the well-being of diverse young people, including the cultivation of spaces that promote cultural health.
- Riggs Lewis will join the UofL leadership team early next month as the vice president of external relations and communications, a newly created position that merges the responsibilities of the former vice president of communications and marketing and vice president of government relations. This role will be critical in shaping the university's image, enhancing message consistency, and advancing strategic plan goals. Mr. Lewis brings more than 30 years of experience in public affairs and state and federal government relations, having most recently served as the system vice president for health

policy at Norton Healthcare.

- UofL continues to take a leadership role when it comes to diversity, equity and inclusion. This month, the university will hold a series of events to commemorate Juneteenth. The events, coordinated by the Black Faculty and Staff Association, include a three-part series to examine the past, present and future of racial and social justice. Specific topics include the importance of voting and recognition of the 60<sup>th</sup> anniversary of “freedom summer” when there was a strong push to increase Black voter registration; and the impact of Louisville’s past as explored by the scholars of the Coalition on the History of the Enslaved. UofL also recently opened a fairness retrospective exhibit at Ekstrom Library, with strong support from the LGBT Center. The exhibit highlights photos and artifacts from the collection, which is one of the largest LGBTQ+ collections in the country, and showcases the inspirational history of the LGBTQ+ movement. The exhibit, open throughout 2024, shares the impact of fairness ordinances in Louisville and Lexington and provides insight into effective activism toward achieving equality.
- UofL is on track for the third consecutive year of enrollment growth, a higher yield rate versus last year and one of the largest incoming freshmen classes. This is especially remarkable considering the challenges presented by FAFSA delays for 24-25, which has many institutions struggling to meet enrollment goals. Retention is also up and there is a significant increase in readmitted and transfer students, bolstered in part by the Comeback Cards debt forgiveness grant program.

Chair Schatzel concluded her report by recognizing the UofL Rugby Club, which captured the Collegiate Rugby Championship Division I national title in April.

## VII. Executive Session

Prof. Wallace Boaz made a motion, which Prof. Klinge seconded, to recess to executive session to discuss proposed or pending litigation and personnel matters pursuant to KRS 61.810(1)(c) and (f). The motion passed and the open meeting recessed at 10:11 a.m.

## VIII. Open Meeting Reconvenes

The open meeting reconvened at 10:21 a.m. The chair reported that the board discussed proposed and pending litigation and personnel matters. The board then took the following action:

Ms. Zimmerman made a motion, which Prof. Hancock seconded, to approve the

**Athletic Director's recommendation that the Board of Directors approve the appointment of Alan Kellogg as Associate Athletic Director for Administration and Internal Operations, effective July 1, 2024.**

The motion passed.

IX. Adjournment

Ms. Hayden made a motion, which Dr. Benz seconded, to adjourn the meeting. The motion passed and the meeting adjourned at 10:22 a.m.

Approved by:

  
\_Signature on file \_  
Assistant Secretary

MINUTES OF THE REGULAR MEETING OF THE BOARD OF DIRECTORS OF THE  
UNIVERSITY OF LOUISVILLE ATHLETIC ASSOCIATION, INC.

June 21, 2024

In Executive Session

Present: Dr. Kim Schatzel, Chair  
Prof. Melissa Barnes  
Dr. Larry Benz  
Prof. Eric Berson  
Dr. Gerry Bradley  
Mr. Ryan Bridgeman  
Dr. Raymond Burse  
Dr. Douglas Craddock  
Prof. Meg Hancock  
Ms. Katie Hayden  
Mr. Steve Jones  
Prof. Carolyn Klinge  
Mr. Robert Kohn  
Prof. Brandon McCormack  
Prof. Sharon Moore  
Mr. Charlie Perusse  
Mr. Sam Rechter  
Ms. Sandy Russell  
Ms. Gayle Saunders  
Dr. Sherri Wallace  
Prof. Krista Wallace-Boaz  
Dr. Ron Wright  
Ms. Sherrill Zimmerman

From the  
University: Mr. Josh Heird  
Ms. Angela Curry

Ms. Kaelah McMonigle  
Mr. Jake Beamer

I. Call to Order

Chair Schatzel called the executive session to order at 10:20 a.m.

II. Personnel Matter

AD Heird discussed a personnel matter.

III. Proposed or Pending Litigation

Vice President Curry discussed proposed or pending litigation.

IV. Adjournment

Mr. Rechter made a motion, which Prof. Wallace seconded, to adjourn the executive session.

The motion passed and the session adjourned at 10:20 a.m.

Approved by:

  
Signature on file \_\_\_\_\_  
Assistant Secretary



RECOMMENDATION TO THE UofL ATHLETIC ASSOCIATION  
BOARD OF DIRECTORS CONCERNING THE  
2024-2025 OPERATING BUDGET

Finance and Budget Committee – June 21, 2024  
Board of Directors – June 21, 2024

RECOMMENDATION:

The Athletic Director recommends that the Board of Directors approve the 2024-2025 Operating Budget for the University of Louisville Athletic Association, Inc., in the form [attached](#).

The operating budget is subject to approval by the UofL Board of Trustees.

COMMITTEE ACTION:

Passed  \_\_\_\_\_  
Did Not Pass \_\_\_\_\_  
Other \_\_\_\_\_

Signature on file \_\_\_\_\_  
Assistant Secretary

ULAA BOARD ACTION:

Passed  \_\_\_\_\_  
Did Not Pass \_\_\_\_\_  
Other \_\_\_\_\_

Signature on file \_\_\_\_\_  
Assistant Secretary

BOT ACTION:

Passed  \_\_\_\_\_  
Did Not Pass \_\_\_\_\_  
Other: \_\_\_\_\_

Signature on file \_\_\_\_\_  
Assistant Secretary



# FY25 Budget Presentation

University of Louisville Athletic Association

**LOUISVILLE**

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# Agenda

- I. Closing FY24
- II. FY25 Budget Proposal
  - I. Review of Resources
  - II. Review of Expenditures
- III. Q&A





# Current FY24 Projections

**LOUISVILLE**

# Current FY24 Projections - Resources

	FY24 Projected
<b>RESOURCES</b>	
Ticket Sales	\$ 29,459,765
Seat Licenses	\$ 14,758,400
Unrestricted Gifts / Use of Restricted	\$ 375,069
Endowment Income	\$ 33,393
Capital Contributions / Pledges	\$ 3,174,510
Sponsorships	\$ 19,641,557
Suite Sales	\$ 6,191,741
Concession Sales	\$ 2,450,709
Parking Sales	\$ 1,630,907
NCAA / Conference Revenue	\$ 43,195,482
Facility Rentals	\$ 1,134,316
Licensing Revenue	\$ 2,000,000
Other Income	\$ 4,191,003
Campus Support	\$ 7,922,465
<i>Use of Prior Year Funds</i>	\$ 13,738,177
<b>TOTAL RESOURCES</b>	<b>\$ 149,897,494</b>

## Sales:

- Football achieved aggressive budget with \$26.2 million generated
- MBB will miss targets by approximately \$1.9 million

## NCAA / Conference Revenue:

- Historically higher than budget but impacted by increased legal fees

## Other Income:

- ACCN Studio exceeded targets by \$400k
- Service Fees gained \$100k

## Campus Support:

- \$5 million to Athletics to offset significant one-time costs

## Use of Prior Year Funds:

- Capital Project Pledges (\$600k)
- Turf Seat Project (\$350k)
- L&N Arena Lighting (\$300k)
- Cardinal Stadium Turf (\$800k)
- Baseball Locker Room (\$1.1 million)
- SAOF – Student-Athlete medical expenses (\$750k)
- Cardinal Trust augment summer school (\$250k)
- Final John Schnatter payment (\$2 million)



# Current FY24 Projections - Expenditures

	FY24 Projected
<b>EXPENDITURES</b>	
Financial Aid	\$ 17,793,303
Salaries	\$ 50,631,476
Benefits	\$ 9,214,928
Recruiting	\$ 2,526,326
Equipment	\$ 2,645,614
Team Travel / Post Season	\$ 10,665,792
Home Game Operations	\$ 10,301,038
Game Guarantees	\$ 1,668,828
Operating Expense	\$ 26,166,011
Capital Expenditures	\$ 2,329,907
Debt Service	\$ 12,736,049
Other Expenses	\$ 3,218,222
<b>TOTAL EXPENDITURES</b>	<b>\$ 149,897,494</b>
<b>EXTRAORDINARY COSTS ABSORBED</b>	
Men's Basketball Transition	\$ 5,240,000
John Schnatter Settlement	\$ 2,000,000
Chris Mack Buyout	\$ 893,700
<b>TOTAL EXTRAORDINARY COSTS</b>	<b>\$ 8,133,700</b>

## Salaries:

- Kenny Payne buyout cash expense of \$3.4 million
- Assistant Coaches and support staff payouts approximately \$400k
- Bowl bonuses of approximately \$750k
- Insurance policies accounted for about \$300k
- Roughly \$200k in vacation payouts

## Inflationary Challenges:

- Team Travel / Recruiting: About \$1.5 million

## Unbudgeted Operating Costs:

- John Schnatter Settlement: \$2 million
- College of Charleston Buyout: \$1.1 million
- Credit Card Fees: \$540k over budget
- Sponsorship Payments: \$1.425 million
- ACC FB Championship Game: \$400k





# FY25 Budget Proposal

**LOUISVILLE**

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# FY25 Budget Outlook

- 6 Home football games and no premium game
- Loss of Indiana home football game
- One-time men's basketball expenses
- Team travel to California due to conference realignment
- Continued evolution of NCAA rules
- Inflationary pressures



# FY25 Budget Proposal - Resources

	FY25 Proposed
<b>RESOURCES</b>	
Ticket Sales	\$ 27,363,716
Seat Licenses	\$ 16,609,059
Unrestricted Gifts / Use of Restricted	\$ 2,592,752
Endowment Income	\$ 166,236
Capital Contributions / Pledges	\$ 3,033,889
Sponsorships	\$ 22,621,288
Suite Sales	\$ 6,195,300
Concession Sales	\$ 1,760,000
Parking Sales	\$ 1,326,949
NCAA / Conference Revenue	\$ 47,808,356
Facility Rentals	\$ 917,115
Licensing Revenue	\$ 2,000,000
Other Income	\$ 3,665,250
Campus Support	\$ 5,812,602
<i>Use of Prior Year Funds</i>	\$ 3,158,762
<b>TOTAL RESOURCES</b>	<b>\$ 145,031,274</b>

## FY25 Assumptions

### Ticket Sales:

- 40,000 FB Season Tickets sold (10% Increase)
- 12,000 MBB Season Tickets sold (30% Increase)
- Sellout of one home football game
- One premium non-conference MBB game at 90% capacity
- One ACC MBB game at 90% capacity

### NCAA / Conference Revenue:

- ACC Success Incentive – Bowl Game Appearance
- ACC Success Incentive – CFP Top 25 Finish

### Campus Support:

- ~\$3 million to offset significant one-time costs

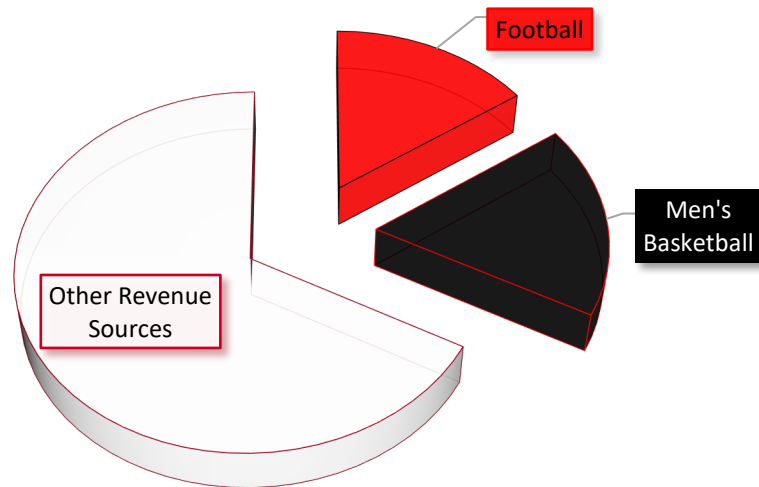
### Use of Prior Year Funds:

- ~\$1.7 million in reserves to augment FY25 operations
- \$578k from The New Standard to fund investments in our women's programs
- \$895k in capital contributions previously received to augment debt expenses for stadium and dorm



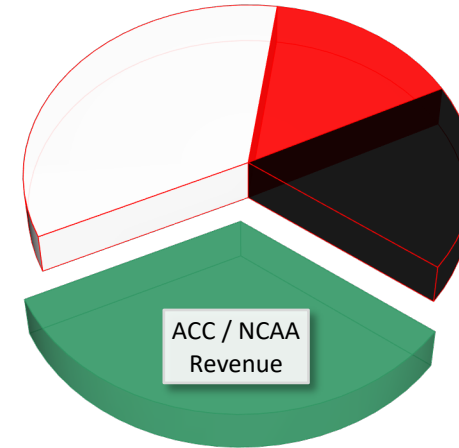
# Sources of Revenue

## SEAT REVENUE



**33% of the revenue budget is attributable to football and men's basketball tickets**

## ACC / NCAA DISTRIBUTIONS



**Distributions from the ACC and NCAA make up an additional 33% of our revenue budget**

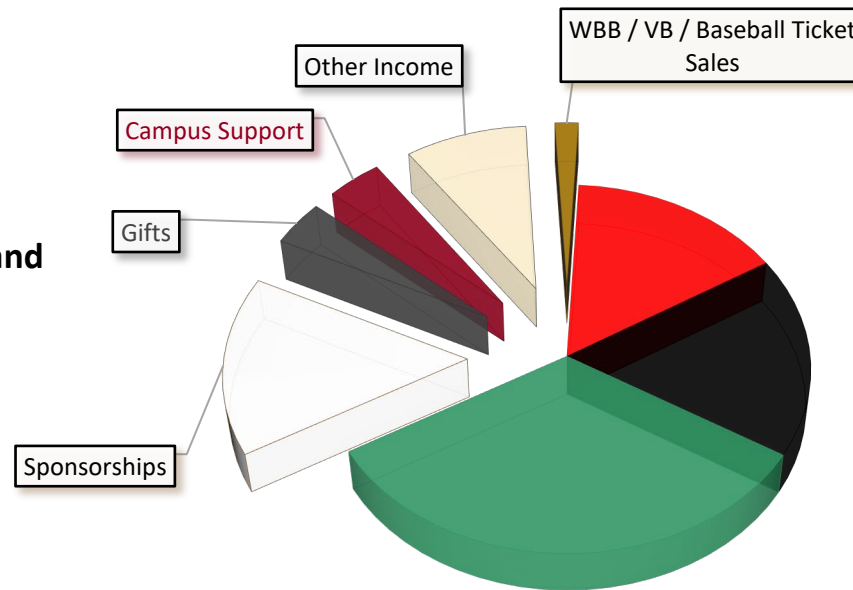
# Sources of Revenue

Other income, which includes ACCN Studio income, a football game guarantee and service fees makes up about 8% of revenues

Ticket sales for WBB, VB, and Baseball account for 2% of our total revenues

Campus support contributes 4% of the total budget

Sponsorships account for 16% of revenue and philanthropic gifts account for 4%



# FY25 Budget Proposal - Expenditures

	FY25 Proposed
<b>EXPENDITURES</b>	
Financial Aid	\$ 18,131,326
Salaries	\$ 49,560,724
Benefits	\$ 9,383,749
Recruiting	\$ 2,366,508
Equipment	\$ 2,918,738
Team Travel / Post Season	\$ 11,860,603
Home Game Operations	\$ 11,094,043
Game Guarantees	\$ 2,233,400
Operating Expense	\$ 21,303,799
Capital Expenditures	\$ 578,000
Debt Service	\$ 12,571,609
Other Expenses	\$ 3,028,775
<b>TOTAL EXPENDITURES</b>	<b>\$ 145,031,274</b>
<b>EXTRAORDINARY COSTS ABSORBED</b>	
Men's Basketball Transition	\$ 2,509,252
Chris Mack Buyout	\$ 521,290
<b>TOTAL EXTRAORDINARY COSTS</b>	<b>\$ 3,030,542</b>

## FY25 Assumptions

### Salaries:

- ~\$500k for COLA increases
- ~\$1 million for retention bonuses due in FY25
- \$500k in contractual base salary increases
- \$3.03 million in MBB severance payments

### Recruiting:

- ~\$230k investment to better align with historical spending

### Team Travel:

- ~\$1.2 million investment due to continued inflationary challenges
- ~\$300k added for travel to California due to ACC realignment

### Operating Expense:

- ~\$500k increase in credit card fees
- \$500k allocation for Physical Plant budget
- \$75k allocation for a department moving budget

### Debt Service:

- ~\$3.3 million to reflect gross debt expense
- ~\$230k for ULGC loan payment

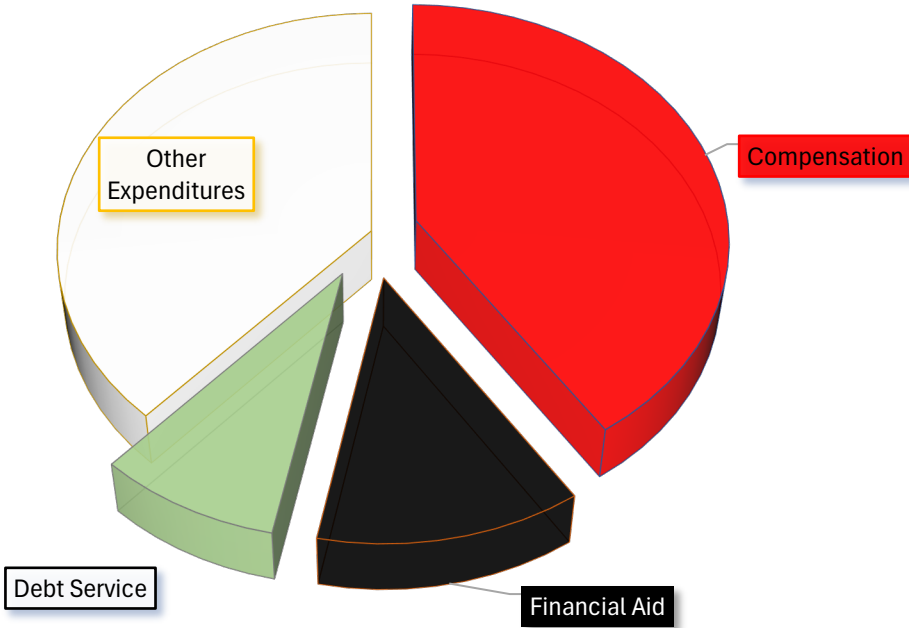
### Other Expenses:

- ~\$125k increase in central IT allocation



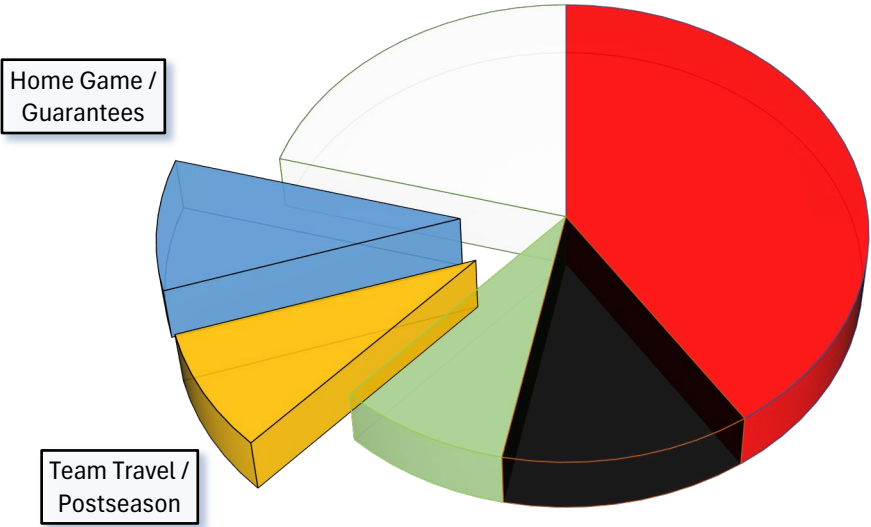
# Impact of Fixed Costs

### FIXED EXPENSES



Compensation, Financial Aid and Debt Service account for 62% of our expenditures

### LARGELY FIXED EXPENSES



Team Travel, Postseason, and Home Game costs make up an additional 17% of the Athletics budget

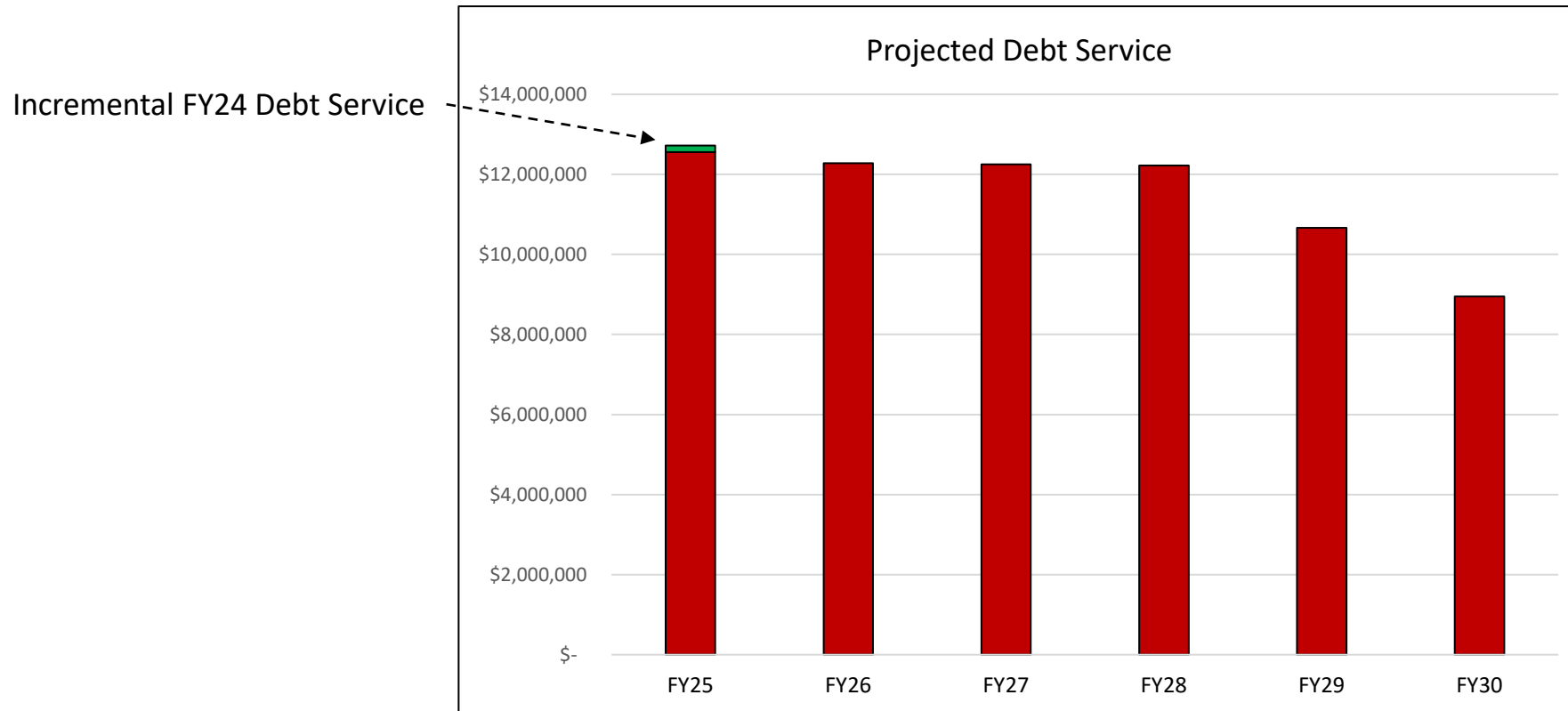


# FY25 Team Budgets

Sport	Revenue	Compensation	Financial Aid	Operating	Total Budget
Baseball	\$ 215,000	\$ 3,146,007	\$ 652,484	\$ 736,526	\$ 4,535,017
Field Hockey	\$ -	\$ 563,217	\$ 611,884	\$ 471,119	\$ 1,646,220
Football	\$ 24,415,854	\$ 15,152,178	\$ 4,777,008	\$ 7,597,050	\$ 27,526,236
Lacrosse	\$ -	\$ 464,143	\$ 612,014	\$ 479,719	\$ 1,555,876
Men's Basketball	\$ 25,806,780	\$ 5,546,460	\$ 810,332	\$ 3,011,047	\$ 9,367,839
Men's Golf	\$ -	\$ 285,507	\$ 246,261	\$ 164,599	\$ 696,367
Men's Soccer	\$ -	\$ 573,487	\$ 564,987	\$ 361,695	\$ 1,500,168
Men's Swim	\$ -	\$ 566,071	\$ 496,932	\$ 266,124	\$ 1,329,127
Men's Tennis	\$ -	\$ 325,640	\$ 247,695	\$ 265,792	\$ 839,127
Men's Track	\$ -	\$ 448,171	\$ 684,028	\$ 290,364	\$ 1,422,563
Rowing	\$ -	\$ 556,174	\$ 944,752	\$ 526,669	\$ 2,027,595
Softball	\$ -	\$ 606,718	\$ 636,714	\$ 560,112	\$ 1,803,545
Volleyball	\$ 850,441	\$ 1,279,093	\$ 682,234	\$ 800,788	\$ 2,762,115
Women's Basketball	\$ 1,455,000	\$ 3,803,511	\$ 882,306	\$ 1,747,238	\$ 6,433,055
Women's Golf	\$ -	\$ 294,572	\$ 306,797	\$ 185,098	\$ 786,467
Women's Soccer	\$ -	\$ 599,225	\$ 766,840	\$ 429,521	\$ 1,795,586
Women's Swim	\$ -	\$ 566,071	\$ 726,610	\$ 377,255	\$ 1,669,936
Women's Tennis	\$ -	\$ 281,477	\$ 425,713	\$ 268,760	\$ 975,950
Women's Track	\$ -	\$ 448,171	\$ 900,034	\$ 435,544	\$ 1,783,749
<b>TOTAL</b>	<b>\$ 52,743,075</b>	<b>\$ 35,505,891</b>	<b>\$ 15,975,625</b>	<b>\$ 18,975,020</b>	<b>\$ 70,456,536</b>



# Debt Service Payments



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# Athletics Impact on University

- Over \$15.5 million annually in direct tuition, housing and fees support to the University
- Over \$12 million in additional support paid directly by our student-athletes, graduate assistants and managers to the University
- Contribute \$200,000 annually to initiatives with the College of Business







Questions?

**LOUISVILLE**

RECOMMENDATION TO THE  
UofL ATHLETIC ASSOCIATION BOARD OF DIRECTORS  
REGARDING 2025 FOOTBALL TICKET PRICES

Board of Directors – June 21, 2024

RECOMMENDATION:

The Athletic Director recommends the Board of Directors approve the ticket prices for the 2025 football season, as listed in the [attached](#) document.

BOARD ACTION:

Passed  \_\_\_\_\_

Did Not Pass  \_\_\_\_\_

Other  \_\_\_\_\_

\_\_\_\_\_  
Signature on file  
Assistant Secretary

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# SEASON TICKET PRICING ADJUSTMENTS

## **Pricing recommendations driven by:**

- Current season ticket sell-thru rates
  - 75% of sellable inventory sold as a season ticket in 2024
- Eight game home schedule in 2025
- Two premium home games (Clemson + Kentucky)

## **Price increases tiered by sell-thru:\***

- 1) 80% + sell-thru = More than 10% increase
- 2) 70-79% sell-thru = 10% increase
- 3) Less than 70% = Less than 10% increase

*\* Increases spread across tickets and seat donation, where applicable*

# COST & REVENUE IMPACT

## Pricing impact:

- Areas with a more than 10% increase
  - Premium seating
  - 100 & 200 level home sideline
  - 100 level visitor sideline
  - 100 level north & south endzones
  - Mezzanine / adidas Three Stripe
- Areas with a 10% or less increase
  - 200 level visitor sideline
  - 200 level north & south endzones
  - 300 level sideline

## Revenue impact:

- Adjusted prices generate a more than 12% increase over the budgeted season ticket & donation revenue for 2024

PREMIUM SEATING*		
Location/Ticket Price Point	2024 Season Ticket Cost	2025 Season Ticket Cost
Suites	\$545	\$675
Clubs	\$545	\$675
Premium Boxes	\$545	\$675
Founder's Club – Sec. 130, 131, 230, 231	\$545	\$675
LOWER BOWL*		
Location/Ticket Price Point	2024 Season Ticket Cost	2025 Season Ticket Cost
Home Sideline (Excluding Founder's Club)	\$405	\$450
100-Level Visitor Sideline	\$405 - \$420	\$450
100-Level North & South Endzones	\$405	\$450
200-Level Visitor Sideline	\$405	\$420
200-Level South Endzone	\$350	\$375
200-Level South Endzone Family Plan	\$325	\$350
MEZZANINE*		
Location/Ticket Price Point	2024 Season Ticket Cost	2025 Season Ticket Cost
Adidas Three Stripe – Sections 238-246	\$210	\$225
Sections 301-312	\$150	\$160
UPPER BOWL		
Location/Ticket Price Point	2024 Season Ticket Cost	2025 Season Ticket Cost
Sections 238-246	\$210	\$210
Sections 301-312	\$150	\$160

\* Additional increases made to the seat donations in these locations



# 2025 SEASON TICKET PRICING



	TOTAL COST	TICKET PRICE	DONATION
<span style="color: red;">●</span>	<b>\$1,450</b>	\$675	\$775
<span style="color: blue;">●</span>	<b>\$1,200</b>	\$450	\$750
<span style="color: orange;">●</span>	<b>\$900</b>	\$450	\$450
<span style="color: purple;">●</span>	<b>\$750</b>	\$420	\$330
<span style="color: yellow;">●</span>	<b>\$735</b>	\$450	\$285
<span style="color: lightblue;">●</span>	<b>\$705</b>	\$420	\$285
<span style="color: lightgreen;">●</span>	<b>\$575</b>	\$450	\$125
<span style="color: darkgreen;">●</span>	<b>\$545</b>	\$420	\$125
<span style="color: tan;">●</span>	<b>\$450</b>	\$450	----
<span style="color: limegreen;">●</span>	<b>\$420</b>	\$420	----
<span style="color: darkgreen;">●</span>	<b>\$375 (per seat)</b>		
<span style="color: darkgreen;">●</span>	<b>\$350 (per seat - 4 or more)</b>		
<span style="color: brown;">●</span>	<b>\$365</b>	\$225	\$140
<span style="color: pink;">●</span>	<b>\$335</b>	\$160	\$175
<span style="color: purple;">●</span>	<b>\$225</b>	\$160	\$65
<span style="color: teal;">●</span>	<b>\$225</b>	\$225	----
<span style="color: magenta;">●</span>	<b>\$160</b>	\$160	----

Facility / Staff & L-Club		
<span style="color: orange;">▨</span>	<b>\$700</b>	\$450   \$250
<span style="color: lightblue;">▨</span>	<b>\$420</b>	\$420   ----



RECOMMENDATION TO THE EXECUTIVE COMMITTEE OF THE  
UofL ATHLETIC ASSOCIATION, INC., BOARD OF DIRECTORS  
REGARDING PERSONNEL MATTERS

Executive Committee – June 21, 2024

**RECOMMENDATION:**

The Athletic Director recommends the Executive Committee of the ULAA Board of Directors approve the following personnel matter:

Alan Kellogg; appointment as Associate Athletic Director for Administration and Internal Operations, effective July 1, 2024. This position serves on the executive leadership team and provides high-level strategic and human resources planning and support, coordinates actions, and proactively initiates, executes, and implements communications and initiatives in support of the department goals. The position provides oversight and project management for the department's strategic priorities as outlined by the Director of Athletics. This position will interact with the President's office, UofL board members, executives, staff, campus partners, external partners, donors, and student-athletes on a regular basis. This position provides advice and counsel to the Director of Athletics and staff and will also serve as the sport administrator for men's basketball.

**Education:**

Master of Science: Strategic Studies	(2014) United States Army War College
Master of Science: Higher Education Administration	(1993) Drake University
Bachelor of Arts: Journalism	(1990) Drake University

**Other Relevant Experience:**

June 2022 - Present: Chief of Staff, University of Louisville Athletic Department  
Sep. 2019 - June 2022: Chief of Staff, United States Army Human Resources Cmd,  
Fort Knox, Kentucky  
July 2018 - Sep. 2019: Deputy Adjutant General for the Army, Fort Knox, Kentucky  
July 2017 - July 2018: Executive Officer, Deputy Chief of Staff for Personnel, Pentagon

**Notable Accomplishments:**

Over 32 years of operational, administrative and leadership experience, Alan enters his 3<sup>rd</sup> year working in intercollegiate athletics after completing a 30-year Army career. Alan is a passionate leader possessing a communication-based leadership style with emphasis on integrity and positivity. He has proven time management and networking abilities and has helped transform the department for future success. He led the implementation and advancement of the UofL Athletics' strategic plan, and provided oversight and executive level management for the strategic priorities and UofL Athletic initiatives. He helped identify talent development needs for the department through surveys, focus groups, data analysis and interviews with leadership, coaches, program leaders, and newly hired and exiting staff. He regularly collaborates with leadership to develop targeted training programs for athletics staff and coaches aimed at building specific skills, knowledge, and competencies.

During his time in the Army, he has served multiple assignments at the strategic level. He was the principal advisor to the Commanding General and the management of day-to-day operations of over 3,500 professionals in providing full-spectrum, world-wide human resources programs, services, information technology and executive talent management. He helped provide human resources support to over 850 thousand retirees and 3.5 million veterans.

He provided oversight to the operational staff responsible for command policies, \$500 million in contracts and a 2.9-billion-dollar budget. He helped execute the most sweeping personnel management policy changes over the past 40 years. These included those governing assignment management, promotions, and developmental schooling selection. He also helped develop and execute a transparent, two-way talent market that moves over 18 thousand employees annually, and provides employees and hiring officials worldwide with significant influence over talent and career management decisions. He formed the command's first Diversity and Inclusion office which provides strategic oversight to the equal opportunity programs, civilian work force development and the sexual harassment/assault response and prevention program. While assigned to the Pentagon, he met at least monthly with the Secretary of the Army and Chief of Staff of the Army, and had daily interactions with other senior officials, to provide advice and recommendations on personnel policies and initiatives impacting all Army personnel. He commanded at the company, battalion and brigade levels, while also serving three combat tours in Somalia and Iraq (2x).

A three-year football letterman and a two-year co-captain for Drake University, Kellogg led the team in receiving as a tight end his sophomore and senior year. He was also voted most valuable player his senior year.

**Salary data:**

Current salary: \$93,100

Proposed salary: \$150,000

FY25 Budget impact: \$56,900 (plus benefits)

**BOARD ACTION:**

Passed  \_\_\_\_\_

Did Not Pass  \_\_\_\_\_

Other  \_\_\_\_\_

**.\_Signature on file.\_**