MINUTES OF THE PERSONNEL COMMITTEE OF THE
UNIVERSITY OF LOUISVILLE ATHLETIC ASSOCIATION, INC.
BOARD OF DIRECTORS

May 26, 2023

In Open Session

Members of the Personnel Committee of the University of Louisville Athletic Association, Inc., Board of Directors met in the Jefferson Room, Grawemeyer Hall, Belknap Campus, at 9:01 a.m. on May 26, 2023, with members present and absent as follows:

Present:	Dr. Kim Schatzel, Chair
	Dr. Gerry Bradley
	Prof. Meg Hancock
	Mr. Kevin Ledford
	Prof. Krista Wallace-Boaz
Absent:	Dr. Jeremy Clark
	Prof. Sharon Moore

Other Directors

Present:	Prof. Claudia Angeli	Dr. Amy Lingo
	Dr. Larry Benz	Mr. Sam Rechter
	Mr. Dan Durbin	Ms. Shannon Rickett
	Mr. Steve Jones	Mr. Jim Rogers
	Prof. Carolyn Klinge	Ms. Sherrill Zimmerman
	Mr. Bob Kohn	

From the University:	Mr. Josh Heird	Ms. Kelly Conklin
	Ms. Amy Calabrese	Mr. Zach Greenwell
	Mr. Marvin Mitchell	Ms. Marissa Manko
	Mr. Zach Brooks	Ms. Lottie Stockwell
	Mr. Alan Kellogg	Ms. Angela Curry
	Mr. Jeff Spoelker	Mr. John Karman
	Dr. Pat Ivey	Mr. Jake Beamer

I. Call to Order

Chair Schatzel called the roll. Having determined a quorum present, she called the meeting to order at 9:01 a.m.

Approval of Minutes, 6-3-2022

Dr. Bradley made a motion, which Prof. Wallace-Boaz seconded, to approve the minutes of the June 3, 2022, meeting. The motion passed.

II. Evaluation of Athletic Director

AD Heird presented a self-assessment to the committee using the **attached** presentation. He discussed:

- The conclusion of the NCAA Independent Accountability Resolution Process;
- The hiring of Coach Jeff Brohm;
- Celebrating the life and honoring the legacy of Denny Crum;
- An overview of the progress he and his team have made, which were:
    - 92% graduation rate;
    - 3.28 overall GPA for student athletes, the highest in school history;
    - reaching unprecedented levels of fan engagement and investment, including
        - the $41M L&N Stadium naming rights agreement;
        - opening of Denny Crum Hall and Angel's Envy Club;
        - Patterson Stadium upgrades
        - Enhanced Wi-Fi at L&N Stadium;
    - Ranked 6th in Women's Capital One Cup standings;
    - Volleyball National Championship Runner-Up;
    - Women's Basketball being the only team to make the Elite 8 in the last 5 years;
    - Ranked 4th in Women's Swimming;
    - Men's Swimming finished 13th in the NCAA Championships;
    - 13 programs ranked in the Top 25 over the past year;
    - Student athletes logged over 4,000 community service hours; and
    - leading the ACC in mental health resources and personnel commitment with 10 mental health professionals and zero mental health-related hospitalizations since Summer 2022.

The Chair thanked the AD for his self-assessment. Dr. Schatzel then asked the FAR to provide comments.

FAR Wallace-Boaz stated that Mr. Heird continues to be exemplary in his performance as Athletic Director. He demonstrates a high level of leadership that is impactful to the campus community as well as the community at large. This leadership within the University and Athletics is central to its continued success as it moves forward through challenges and successes. AD Heird is extremely engaging with student athletes and remains student-athlete centered in conversations and decisions. The AD is a strong voice in the Conference, always taking time to discuss issues and questions. He communicates frequently and is willing to answer questions and engage in important conversations.

Chair Schatzel then opened up the floor to committee members who concurred with these comments.

III. Executive Session

Prof. Hancock made a motion, which Prof. Wallace-Boaz seconded, to recess to executive session to discuss personnel matters pursuant to KRS 61.810(1)(f). The motion passed and the meeting recessed at 9:44 a.m.

IV. Open Meeting Reconvenes

The open meeting reconvened at 9:52 a.m. and Chair Schatzel reported that the committee discussed personnel matters.

She noted that she will make a report to the UofL Athletic Association Board of Directors at its June 16, 2023, meeting. Any comments, along with the Report of the Personnel Committee, will be shared with the University's Board of Trustees at its meeting on June 22, 2023. A final evaluation and any performance decision will be communicated on or before June 30, 2023.

V. Adjournment

Having no other business to come before the committee, Dr. Bradley made a motion, which Dr. Wallace-Boaz seconded, to adjourn the meeting.

The motion passed and the meeting adjourned at 9:53 a.m.

Approved by:

Signature on file
Assistant Secretary

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Mr. Bob Kohn
Dr. Amy Lingo
Mr. Sam Rechter
Ms. Shannon Rickett
Mr. Jim Rogers
Ms. Sherrill Zimmerman

From the University: Ms. Angela Curry
Mr. Jake Beamer

I. Call to Order

Chair Schatzel called the executive session to order at 9:45 a.m.

II. Personnel Matters

The committee discussed a personnel matter.

III. Adjournment

Dr. Bradley a motion, which Dr Hancock seconded, to adjourn the executive session. The motion passed and the session adjourned at 9:52 a.m.

Approved by:

Signature on file
Assistant Secretary

ULAA BOARD MEETING

LOUISVILLE ATHLETICS | MAY 2023

Agenda

- Athletic Director Self-Evaluation
- Budget Workshop

Independent Accountability Resolution Process (IARP): Concluded

The November 3rd conclusion of the IARP marked the beginning of a new chapter for Louisville Athletics:

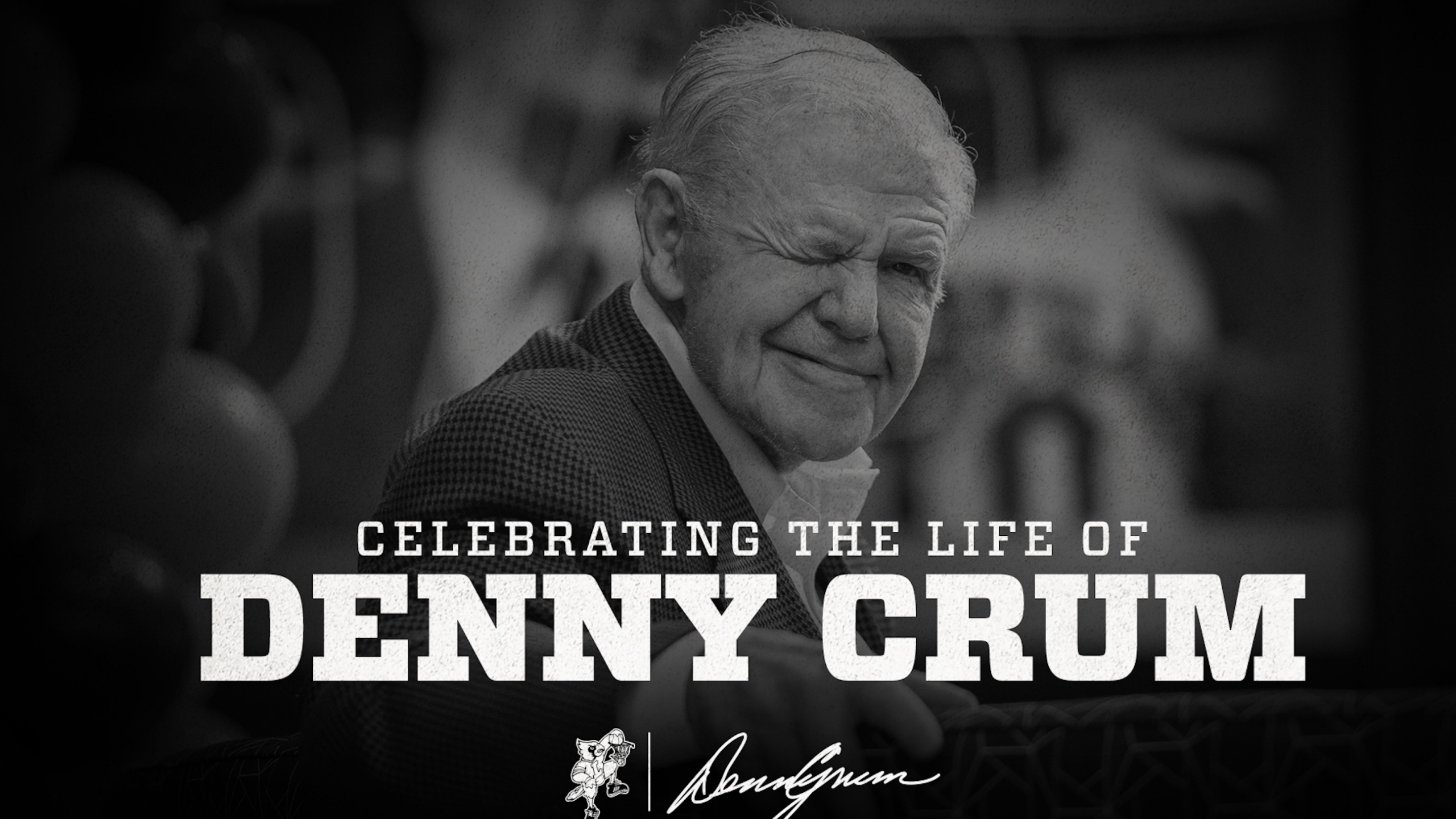
- End of a five-year process that left the Men's Basketball program in limbo, negatively impacting recruiting creating a significant competitive disadvantage

- Department has implemented comprehensive changes in policies to prevent future issues and infractions, including:
  - Investing in larger compliance staff
  - More effective student-athlete, staff and booster education

Hiring of Coach Jeff Brohm

Bringing Jeff Brohm home to Louisville has proven impactful in many ways – with our student-athletes, recruits and our community.

- New Season Tickets Sold: **5500**
- Ticket Revenue: **$2.0 Million**
- Seat Donation Revenue: **$565,100**
- Transfer Portal Class: **Ranked #2 Nationally**


CELEBRATING THE LIFE OF
DENNY CRUM

Honoring A Legend: Denny Crum

This year we were fortunate enough to have multiple opportunities to celebrate a most-deserved Coach Denny Crum, and we will continue to carry his spirit forward.

Opening Denny Crum Hall

Expanding Alumni Engagement

Celebrating a Life Well-Lived

Louisville Athletic Dept. Goals

To achieve a world class student-athlete experience, we must:

- ACHIEVE A 100% GRADUATION RATE
- REACH UNPRECEDENTED LEVELS OF FAN ENGAGEMENT AND INVESTMENT
- WIN NATIONAL CHAMPIONSHIPS
- BE THE BEST PLACE TO WORK IN COLLEGE ATHLETICS

Providing a World-Class Student-Athlete Experience

Key Initiatives Reflecting Today's Environment:

Improved NIL alignment and advancement for student-athlete acquisition and retention:

- Name & Number apparel program with Fanatics
- Adidas Affiliate Program
- Launched expanded Elevate NIL Program
- Improved alignment and communication with 502Circle

ACC Leader in Mental Health:

- Increased resource and personnel commitment to support mental health, sports performance and sports science
- In partnership with UofL Health, we have become the ACC leader in mental health (10 professionals)
- Zero mental health related hospitalizations since Summer 2022

ELEVATE
EARN. ENHANCE. EDUCATE.

Achieve 100% Graduation Success Rate

THIS YEAR'S ACADEMIC SUCCESS: BY THE NUMBERS

92%

GRADUATION SUCCESS RATE (GSR)

Highest in Department's History

89 (FALL)

96 (SPRING)

STUDENT-ATHLETES EARNED

PERFECT 4.0 GPA

3.28

OVERALL DEPT. GPA

Fall & Spring Combined

Highest in Department's History

493 (FALL)

510 (SPRING)

STUDENT-ATHLETES EARNED

AD HONOR ROLL

STATUS (3.00+SEMESTER GPA)

10

TEAMS REACHED PERFECT 1000 SCORES

ACADEMIC PROGRESS REPORT (APR)

25

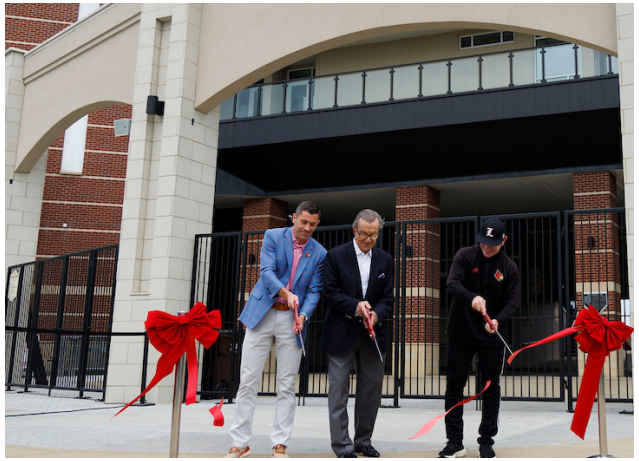
SEMESTERS IN A ROW WITH A

3.00+ DEPT. GPA

Top Teams: Baseball & Field Hockey

Reach Unprecedented Levels of Fan Engagement and Investment

- $41M L&N Stadium Naming rights finalized
- Over $5M raised to renovate Kueber Center
- $810K pledged for the Cardinal Trust Fund
- Opening of Denny Crum Hall, Angel's Envy Club & Patterson Stadium; Added Wifi Enhancement at L&N Stadium
- $3.5M pledged for The New Standard
- Investing in leveraging data analytics for our sales/retention efforts and donor engagement



THE NEW STANDARD

LEADING THE ADVANCEMENT OF EQUITY AND OPPORTUNITY IN WOMEN'S SPORTS.
BECAUSE HERE, TOMORROW NEVER SETTLES FOR THE STANDARD OF TODAY.

Win National Championships

- Ranked 6th in the Women's Capital One Cup Standings
- Ranked 21st in the Learfield Director's Cup
- Volleyball National Championship Runner-Up
- WBB: Only team to make the Elite 8 in the last 5 years
- Football: Wasabi Fenway Bowl Champions
- Women's Swimming finished 4th and Men's Swimming finished 13th in the NCAA Championships
- Men's Outdoor Track & Field currently ranked 17th heading into NCAA Regionals
- Women's Softball, Field Hockey, Men's Soccer and Men's Tennis received bids to the NCAA tournament
- 2023 MBB highest-ranked recruiting class in a decade

Be the Best Place to Work in College Athletics

- Staff Reorganization to create efficiencies and maximize talent across the department

- Full-time staff member devoted to the professional development of coaches and staff

- Provided increased opportunities for professional development though department programming:
  - Leadership Development Institute
  - Book Clubs
  - Asst. and Assoc. Head Coach Academy/Summits
  - Women of Influence Program

Be the Best Place to Work in College Athletics

- Renewed focus on recruitment and retention of department personnel through feedback from the Supervisor Summit

- Provided meaningful experiential opportunities for students and staff to build a culture of belonging through partnerships, programming and training

- Launching the World Changer Group with the Center for Positive Leadership to identify ways to improve organizational culture

- Created and funded multiple staff engagement and recognition opportunities throughout the year, including:
  - Quarterly team and individual awards
  - Open Practices
  - Derby & Oaks Boxes
  - Annual Golf Outing
  - Holiday Party, etc.

Looking Ahead: 2023-24 Goals

Focus: Revenue Generation

- End FY24 in surplus with 2% increase in net assets
- Expand advancement staff to generate increased revenue and efficiencies
- Increase donations to The Cardinal Trust: $1M in pledges & 175K cash-in-hand gifts
- Reach $1M in new commitments for The New Standard campaign
- Increase donor pool to over 7,000 over the next year
- Sell 75% of new MBB & WBB courtside seating ($300K new rev.)
- Sell 60% of new inventory for Football Field Seating for ($260K in new rev.)
- Create new partnership strategies with Learfield Sports Properties that allow us to achieve the revenue share total for the first time ever

THANK YOU
LOUISVILLE ATHLETICS | MAY 2023
LOUISVILLE