

BUDGET ADVISORY COMMITTEE MINUTES

November 18, 2002

1. Don Kassing introduced Chuck Bell, SJSU Athletics Director. Bell gave a presentation on Athletics. Bell said that when he was hired, he was given a charge to bring quality to the Athletics Department; provide fiscal responsibility; balance the budget; and create a budget process that everyone could understand. Bell said it was, and is, the Athletics Department's policy to open up their budget to the entire campus for review. Bell said that they have balanced the budget every year except year before last when they were \$300,000 short. Bell discussed some of the fundraising activities that have recently been held, such as the Women of Sparta Golf Tournament that raised \$50,000. Bell stated that there have been a tremendous number of personnel changes in Athletics. Bell said he feels that the new staff reflect the same diversity as the local community. Bell stated that they are all really good and talented people. Bell pointed out that the basketball team went from only 2 wins a year to 17 wins a year. Bell said that Nancy Lewis was named WAC Coach of the year after being named West Regional Coach of the Year, and National Coach of the Year. The problem is trying to retain talented staff. Bell said that people who make large donations of money for athletic programs don't want a sweatshirt with their name on it; they want something like a building named after them. This is what they did to get the \$1 million donation from the Koret Foundation. The new Koret facility is impressive. It has new locker rooms, weight rooms, and rehabilitative areas. Bell said you usually have only 48 hours to impress a potential student athlete to come to SJSU, and this facility is a huge recruiting tool. Bell stated that by 2005 they will have to add a couple more women's sports programs if we are to stay in Division 1A. The criteria are set strictly on football, and without football we can't be in Division 1A in any other sport, Bell said. According to Bell, the Bowl Championship Series (BCS) is the most important money making event. Bell said that most schools have athletics budgets between \$10 million and \$73 million. Our budget at SJSU is \$12 million. Bell said that the Athletics Department does an excellent job to be such a small school with such a small staff. Bell stated that 84 faculty positions were created at SJSU by having athletics. Bell explained that we must average 15,000 people in the stands in 2004, or we will be put on probation for one year. If at the end of that year, we still don't average 15,000 people in the stands, then we will be kicked out of Division 1A and the WAC. Bell said that once you are kicked out of the WAC, you usually couldn't get back in. Bell said that 30-40 schools would be struggling with this. SJSU is currently averaging 9,000 people in the stands. Bell said that SJSU hasn't been in the WAC that long, but has always been Division 1A. Bell said that revenues and donations will all decrease dramatically if we get dumped out of the WAC, and that we would have a much bigger attendance deficit because people won't be as interested in the games. Bell said that some schools have shown a \$1 million deficit each year after being dumped out of the WAC. Bell said personally, he wasn't

interested in running any other program but Division 1A. This is what he was recruited and hired to do. Bell then answered several questions from members of the BAC. Bell stated that student Athletes graduate at a higher rate than the rest of the student body.

2. The BAC discussed and approved bringing a resolution before the Academic Senate on the CSU Support Budget on November 25, 2002.