



**UNIVERSITY OF WISCONSIN-MILWAUKEE  
ATHLETIC BOARD MEETING MINUTES  
WEDNESDAY, March 6<sup>TH</sup>, 8:00-9:45 AM  
UWM ATHLETICS- PAVILION 148**

**Present: Amanda Braun, Steve Redd, Steve Brandl, Gwyn Wallander, Thomas Holbrook, Frankie Saporito, Allison Grzebien, Clare Faurote, Jessica Kumke, Cathy Rossi, Kevin Keenan, Neal Pease,  
Excused: Kathy Litzau, Alyssa Fischer, Jim Cleary, Paul McGinley, Bo Zhang**

- I. Call to order by Chair, Kevin Keenan at 8:01 AM
- II. Approval of February minutes – unanimously approved
- III. Updates from the Athletic Department:
  - a. Report from Director of Athletics, Amanda Braun
    - i. Spring sports are off to a good start.
    - ii. Baseball facility is progressing and hoping to have a few games there this season.
    - iii. Basketball attendance has increased. 10% in men’s and 30% in women’s over the last 2 years. Increase in student attendance is even greater.
    - iv. Athletics struggles with how to gain exposure to alumni and UWM faculty and staff. There are some campus restrictions to communications streams. Open to all ideas of how to connect with these extended groups. Neal, Kevin, Amanda and Adam will collaborate and draft a letter to the Chancellor and Director of Alumni. The letter will be brought to the next athletic board meeting.
    - v. Success Planning – 5-year outlook. Will share in our next Athletic Board meeting.
  - b. Athletics Report (written) discussion
    - i. Clarification of segregated fees from the Student Association. The Student Association is looking at Athletics, U Rec and the Union segregated fees. Timeline is unknown but the decision is needed soon as next years segregated fees need to be set.
    - ii. Performance Reviews: reviews are standard across sports and positions.
    - iii. Insurance: Athletics does hold an insurance policy for the department which covers students. Discussion around current issue of evaluating some sports differently which has not affected UWM to a great extent.
- IV. Updates from student-athletes
  - a. SAAC
    - i. Milwaukee Athletics SAAC – Francesco Saporito and Allison Grzebien
      1. Meeting last Monday. NML elevator speech competition.
      2. One Love - recent program to all freshman athletes.
    - ii. Horizon League SAAC – Francesco Saporito
      1. Location of Horizon League post play.
      2. Mental Health – further discussion of programming options.
      3. 5<sup>th</sup> year students – discussion of internships or second bachelor’s degree options.
  - b. Hot Topics – none noted.
- V. Guest: Chris Zills, Assistant A.D. - Communications
  - a. At UWM for 15 years. Sports information area has undergone quite a bit of changes with an extended role. One example is the streaming of games - 10 years ago Horizon connect was game streaming option and for the last 5 years has been through ESPN. The streaming production is done through the Communications office. They also monitor all of the social media sites for Athletics. Role continues to evolve and develop.

The Communications office continues to measure the impact from our own media and information as there has been a decrease in staff writers from local media. Website traffic and followers, along with openings and clicks are a way to measure. They also continue to monitor how people are accessing information.

- VI. New Business
  - a. Report from Neal Pease, Chair of Academic Integrity Committee.
    - 1. Minutes were reviewed.
    - 2. NCAA fund distributed to leagues who have earned it.
- VII. Closing announcements – meeting adjourned at 8:57 AM