



**UNIVERSITY OF WISCONSIN-MILWAUKEE
ATHLETIC BOARD MEETING MINUTES
WEDNESDAY, Dec 4th, 8:00-9:45 AM**

Attendees: Neal Pease, Tyler Behrendt, Trevor Coenen, Allison Grzebien, Alyssa Fischer, Jessica Kumke, Clare Faurote, Dana Northrup, Amanda Braun, Kevin Keenan, Al Ghorbanpoor, Jim Cleary, Cathy Rossi, AkKeeNeel Talsma, Liam Callanan, David Allen, Kevin Hartman, Adam Schemm, Kathy Litzau, Guest-Frank Kuegel

- I. Call to order by Chair, Kevin Keenan at 8:01 AM
- II. Guest: Frank Kuegel – MKE Social Media Review. Frank gave a thorough review of the social media work that is done by the 3 full-time staff and 6 student staff. The impressions have grown significantly since his arrival in 2017. He will graduate in May with a degree in marketing.
- III. Approval of November minutes – unanimously approved
- IV. Updates from the Athletic Department:
 - a. Report from Director of Athletics, Amanda Braun
 - i. Fall sports success, 29-2-1 at home. Winter sports kicking off.
 - ii. Path to Prominence publicly released this week.
 - b. Athletics Report (written) discussion
 - i. WWHEL – Wisconsin Women Higher Education Leadership
 - ii. DLS – Distinguished Lecture Series in spring. Guest speaker a former professional female athlete, connection to many departments on campus to provide a theme for the spring of women empowerment.
 - iii. Attendance increase – winning helps, home events with Marquette and Wisconsin
 - iv. Neal gave more detail on his attendance at National Meeting of Faculty Athletic Representatives Association
- V. Updates from student-athletes
 - a. Milwaukee Athletics SAAC – Alyssa Fischer
 - i. Amanda spoke to the group on Path to Prominence – it was very well received by the student-athletes.
 - ii. Volunteer opportunity – tree wrapping for the MACC Fund on Candy Cane Lane.
 - iii. Meet tonight to review NCAA legislation.
 - iv. All Executive Board are graduating so voting on replacement to shadow in the spring.
 - b. Horizon League SAAC – Trevor Coenen
 - i. Name Image Likeness – no concrete answers, will further discuss on next call. Lots of confusion on how far it extends, is it taxable.
 - ii. Game Plan – Online training for gambling, sexual assault, career development, mental health. They will be given the opportunity to test it to see if it is an improvement to what their campus currently does.
 - iii. Surveys – Horizon League sends out at the end of each competition, big push to get more feedback to assist in making improvements.

- VI. Business
 - a. Report from Academic Integrity committee – no questions regarding minutes that were provided.
- VII. Sport Supervisor review of responsibilities and sports
 - a. Kathy handed out and reviewed the Sport Supervisor Checklist that is used and updated yearly.
- VIII. Closing announcements – next meeting February 5th, By-Laws, Governance and Compliance, Student appeals meet.