



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

Attendees: AkkeNeel Talsma, Jim Cleary, Adam Schemm, Neal Pease, Kevin Hartman, John Reisel, Steve Redd, Amanda Braun, Austin Smith, Dana Northrup, Barbara Meyer, Clare Faurote, Jakara Edwards-House, Jessica Kumke, Steven Mohar, Trevor Coenen, Cathy Rossi, Kathy Litzau, CJ Wilbourn, Wendy Heintz-Joehnk
Guest – Pat Baldwin

- I. Call to order by Chair, AkkeNeel Talsma at 8:00 AM
- II. Approval of October minutes – approved unanimously
- III. Updates from the Athletic Department:
 - a. Report from Director of Athletics, Amanda Braun
 - i. Athletics Report is very thorough with what our staff is currently doing with COVID protocols and preparing for competition and travel.
 - ii. Just received approval for our basketball season schedules and Winter Operating Protocols
 - iii. Men start Nov. 27th, Women Nov. 25th at home. Will play non-conference. Conference is back to back same opponent with 5 days in between.
 - iv. Swim Team is currently scheduled to compete at IUPUI on Nov. 20-22
 - v. Did receive approval for team travel.
 - vi. HL is working on putting schedules together for fall sports in the spring and our spring sports.
 - vii. Basketball practice facility is on track. At the 35% design standpoint.
 - viii. Months of Nov. and Dec. will not have fans. Later today it will be announced.
 - ix. All of our men's and women's basketball games will be on campus.
 - x. Streaming will be provided on ESPN+ platform and will be heavily marketed.
 - xi. Facility overlap of practices will not be a problem for us with everyone competing in the spring.
 - xii. Discussion started by AkkeNeel on how to amplify the athletic message to get people to tune in, from a faculty and alumni perspective.
 1. Amanda and Adam - This is an area athletics has been beefing up by: partnering with University Relations (past 1.5 years staff emails that are monthly), Monday morning briefings that the Provost sends, worked with the Alumni Office on email mailings (4 times a year). Sharing our content is encouraged! ShopUWM.com. Adam will share all connection points with the group.
 2. Wendy – Alumni Rep. – asked for goals and how to best work together (is it recruiting, fund raising, butts in seats). Amanda shared Path to Prominence. Wendy shared the Alumni Annual Report (attached). Panther Prowl this year was hugely successful even though it was virtual. Master Chats are now virtual as well. They will continue to do more digital reaching out.
 1. Discussion of sharing athletics info with the Alumni Board to broaden the reach of our events that will be streamed. Wendy will discuss with the Alumni Board.

2. Amanda shared that she, Adam Schemm and Chris Roche meet monthly with Amy Tate, Director of Alumni Association. They brainstorm together on how to cross promote. Invited Wendy to join one of those meetings.
 3. Faculty side – Amanda is always happy to attend meetings. Amanda has reported to the University Committee in the past.
 1. John Reisel recommended that the Provost encourage the Deans to share with faculty.
 2. Kevin Hartman indicated the message is important. Success in athletics and participation by campus is positive for the whole campus. It will help them in recruitment and retention, plus it's fun.
 3. Recommended that Amanda attend a University Committee meeting. Amanda also recommended talking to the Deans as they are more action oriented.
 4. AkkeNeel asked for a message that could be shared with the AB that is a positive tone. Adam will share some key language that can be shared along with the information on how to follow us.
 5. Wendy shared that there is a huge opportunity to connect alums, as well as athletics connecting to alums. Amanda shared that lots of communications have occurred around this, especially over the past year.
 - b. Update from Diversity & Inclusion Workgroup – Kathy Litzau
 - i. United We Will – Athletics Commitment to Anti-Racism B.R.A.V.E. Dialogue #2 November 16th 6:30 PM-8:00 PM – Mandatory for staff and student-athletes, unless in class. *"Response From Leadership" - Student-Athletes will hear from our administration and coaches with updates from our first dialogue that was held in July. Student Facilitators will ask questions that Anya Covington, facilitator, will assist them in creating. We will have trainings and Leadership meetings to prep beforehand.*
 - ii. The NCAA Division I, II & III SAAC groups created a Unity logo and patch, we are looking for thoughts and ideas from our student-athletes on how to make it genuine and authentic to Milwaukee Athletics. This topic will be discussed by our student-athletes on November 11th with the goal of having something created by the start of Horizon League competition.
 - c. Athletics Report (written) discussion – no questions from the shared report.
- IV. Guest: Pat Baldwin, Men's Basketball Head Coach & CJ Wilbourn, Sophomore
- a. Coach Baldwin shared his background. Gave his thanks to the faculty of UWM. He is very proud of our student-athletes and their academic achievements. Thanks to Amanda and her team to get us on the court and have a schedule set to compete. 16 players working hard, and what they really care about is competing and being on the court. 3 seniors represent all that the coaches talk about, 5 juniors, 5 sophomores, 3 freshman. Excited about where we are. Games Nov 27,28,29. Recommend and hope that all watch. Working on our non-conference schedule, looking for a great year for MKE Basketball. Truly appreciated being on with the Athletic Board.
 - i. CJ Wilbourn – Coach shared that he is a great student and person. As well as a great athlete. High character, high GPA – and will help us win.
 1. CJ shared his background that he is on the OneHL board – meet every 2 weeks, meet tonight. They are discussing the Unity Pledge and pre-game actions.
- V. Updates from Students

- i. SAAC (Student Athlete Advisory Council) – Provided by Clare, meet tonight. Full report given in Athletics Report. In December will meet to discuss NCAA Legislation.
 - ii. Horizon League SAAC – Trevor Coenen – Discussed the Diversity & Inclusion social media campaigns on each campus. OneHL workgroup was discussed. Discussed the NCAA Unity Pledge and Patch and that each campus will do their own initiative. Discussed testing and screening on each campus, all seem to be doing it different.
 - iii. Student Association – Austin Smith. Nov 6th SAA Annual meeting. Voting occurred in the Union and had a big turnout. Advertising flu shots.
- VI. By-Laws, Governance and Compliance, Student Appeals - October Meeting Update by Dana Northrup, Chair – gave a shoutout to Jessica for the work that she does. No additional questions from attached minutes.
- VII. Other Business
- VIII. Closing announcements – meeting adjourned at 9:10 AM