



**UNIVERSITY OF WISCONSIN-MILWAUKEE
ATHLETIC BOARD MEETING MINUTES
WEDNESDAY, DEC 2nd, 8:00-9:45 AM
Virtual – Microsoft Teams**

Attendees: AkkeNeel Talsma, Jim Cleary, Adam Schemm, Neal Pease, Kevin Hartman, John Reisel, Steve Redd, Amanda Braun, Dana Northrup, Barbara Meyer, Jessica Kumke, Cathy Rossi, Kathy Litzau, CJ Wilbourn, Wendy Heintz-Joehnk, Annie Guerrero, Jun Zhang

Guest – Kyle Clements

- I. Call to order by Chair, AkkeNeel Talsma AT 8:02 AM
- II. Approval of November minutes – Approved unanimously
- III. Updates from the Athletic Department:
 - a. Report from Director of Athletics, Amanda Braun
 - i. Women’s Basketball off to a great start at 2-0, play today at 1 PM on ESPN+
 - ii. Men’s Basketball paused due to COVID. They have been doing everything they can, everything expected of them. CJ shared that it was a gut punch, but everyone is feeling fine, have been having zoom meetings, zoom workouts, S &C dropped off equipment for them to use to workout. Are excited to compete at Kansas State on the 8th.
 - iii. Swim and track practicing, no competitions yet.
 - iv. We will be able to host all sports in the spring.
 - v. Discussions are starting regarding segregated fees. Will be a good time to have messaging to Kathy Dolan and the UC as well as the Deans.
 - b. Update from Diversity & Inclusion Workgroup – Kathy Litzau
 - i. United We Will – B.R.A.V.E. Dialogue #2 moved to December 9th 6:30 PM
 - c. Athletics Report (written) discussion – no questions.
- IV. Guest: Kyle Clements, Head Men’s & Women’s Swimming & Diving Coach
 - a. Coming back from Thanksgiving have a soft quarantine with only those that live together practicing together for 7 days and a negative test result, so are in workouts all day long.
 - b. Chlorine is 6 x’s stronger than what is needed to kill the virus.
 - c. Feel fortunate that they have a sport that is able to keep going.
 - d. Were scheduled to compete in the Fall, but that was cancelled. Will have a dash of a season to prepare for the HL meet in Feb. Hard to always keep practicing without competing.
 - e. Recruiting has been going well, even though still in a dead period and Kyle was nervous about how he would recruit. Assistant Coach Alex has been terrific. Have been doing zoom meetings with recruits and athletes. Program speaks for itself. They are done with recruiting, signed 7 women and 8 men, all faster than any other recruiting class he has ever signed.
 - f. Any consideration for virtual meets, due to the fact it is a timed sport? Yes, but so many outlying factors, pools are different so times can be skewed. The competition part is huge.

- V. Updates from Students
 - i. SAAC (Student Athlete Advisory Council) – Kathy and Annie provided an update on the upcoming meeting tonight.
 - ii. Horizon League SAAC – Kathy shared that they haven't met since the last AB meeting.
 - iii. Student Association – No update.
- VI. November meeting update from Academic Integrity, chair Neal Pease – report accepted as submitted.
- VII. Update regarding outreach efforts that were discussed in November meeting, messaging to the Deans and Alumni – Amanda, John, Wendy
 - a. Faculty and Deans outreach will be strategic by first reaching out to Kathy Dolan regarding the 2030 initiative. Amanda is working with Kelly Ball on where athletics fits in the 2030 plan.
 - i. Kevin Hartman is on a committee and talked about athletics in their meeting yesterday. More than one committee can benefit from athletics involvement.
 - ii. Radically Welcoming Campus subgroup is probably where athletics fits. Margaret Noodin and Becky Freer are chairing that committee.
 - b. Reaching out to the Deans in January is recommended. Doing so now may get lost in the holiday.
 - i. A collective voice is needed to spread this message, members of the Athletic Board can assist.
 - c. Wendy shared that the alumni survey that went out last year, revealed that athletics is not of interest, it is very low on the list. The Alumni Board thinks the communication already in place is good and thorough, and don't think anything additional is needed.
 - i. Get strategic with messaging. Unsettling from the survey is that alumni overall want to be informed but don't want to be involved or participate.
 - 1. Adam and his external staff will discuss further. Are currently constantly telling stories.
 - 2. Discussed telling stories of non-athletes who had a great experience around athletics, ie. band, cheer, going to games, meeting great friends through attending events.
 - d. Discussion of branding and grassroots. Flags are available from athletics. Suggestion of yard signs.
 - e. Discussed putting a small committee together to work on this strategically and meet in the next few weeks.
 - i. Create an advocacy subcommittee to be sure we are tracking on this. Can talk offline on who would be on in this group. Set up a meeting in the next 2 weeks. Can bring in additional partners as well. Athletics staff will discuss and coordinate.
- VIII. Closing announcements – meeting adjourned at 9:16 AM