



**UNIVERSITY OF WISCONSIN-MILWAUKEE  
ATHLETIC BOARD MEETING MINUTES  
4/5/23**

Attendees: AkkeNeel Talsma, Barbara Meyer, Anika Tylek, Kevin Keenan, Amanda Braun, Cathy Rossi, Adam Schemm, Peter Baran, Michael Carvan, Jim Cleary, Derek Handley, Nancy Rice, Kendall Nead, Kathy Litzau, Clare Faurote  
Guests: Chris Roche, Cody Bohl

- I. 8:02 AM – Call to order by Chair AkkeNeel Talsma
- II. Amanda introduced Chris Roche, Associate Director of Athletics-Development and Cody Bohl, Assistant Director of Athletics-Development and Panthers Unite. Created Cody's position from vacant positions, moved Cody from communications to this position. He reports to Cathy Rossi, Chris reports to central development.
  - a. Goals established in the Revenue Growth Workgroup 5-year plan were shared.
  - b. 414 Day of Giving – 4<sup>th</sup> year
    - i. Will be a Friday launch for athletics, campus launches on Thursday.
    - ii. 2020 - \$6,300; 43 donors. (2020 was NOT a university wide initiative but we did it internally as a competition with the teams).
    - iii. 2021 - \$41,858; 215 donors
    - iv. 2022 - \$63,835 from 161 donors.
    - v. 2023 – TBD
  - c. Benefits Chart – add up giving throughout the year, guidelines for donors (attached)
  - d. Joan Nesbitt-Vice Chancellor for Development and Alumni Relations, created 5 categories, athletics is under Health & Community. Chris works solely for athletics. He works on getting donor names from central development
  - e. Varsity Club President will speak at Golden Panthers
  - f. Panther Unite (NIL) – will connect our student-athletes with our alumni. Job shadowing, connections and engagement.
  - g. Hall of Fame – collaborated with Learfield to get the hotel/brunch covered. Discussed connecting with past inductees for donations, Cody will work on those connections.
  - h. How can the Athletic Board help? – connections to people in the community that might be interested in athletics and giving.
- III. Approved March minutes
- IV. Updates from the Athletic Department:
  - a. Report from Director of Athletics, Amanda Braun
    - i. 5 weeks from the end of the semester
    - ii. Basketball season ended, on our way with spring sports. End of April tennis and outdoor track & field will wind up regular season. Baseball goes to the 3<sup>rd</sup> weekend of May and then into their conference tournament.
    - iii. OHOW Ribbon Cutting Day – July 26<sup>th</sup>, details to come.
    - iv. All positive feedback from the run of our men's basketball team. WBB had a lot of injuries this season. Lots to build on for both programs.
  - b. Update from Diversity & Inclusion Workgroup – Kathy Litzau
    - i. Held a Women In Sports Panel last Friday for women's soccer and volleyball. Women's basketball and tennis held one in January. Planning one for swimming and track.
    - ii. Reviewed the DEI responses in the staff survey. Very positive results.
  - c. Athletics Report (written) – no discussion

- V. Updates from Student-Athletes
  - i. SAAC – Kate Watson and Anika Tylek
    - 1. SAAC meets tonight. Dr. Meyer will be their guest and the Green Bandana Project. Focus is on mental health.
    - 2. Last month Tim Halverson was the guest on nutrition. Made trail mix, was very informative.
    - 3. One more meeting in May. International Open House. They will make food from their home country for others to sample.
    - 4. Golden Panthers is coming up as well.
  - ii. Horizon League SAAC – Kendall Nead
    - 1. Last HL SAAC meeting discussed the HL branding, and why athletes have chosen a HL school. They determined that the HL connects you to your university and community, but that the experience is personalized to the school that athletes choose.
- VI. Academic Integrity update from March meeting
  - a. Reviewed the minutes. It was noted that the student-athletes have impressive grade reports.
- VII. Other business:
  - a. Select James Wright Special Recognition award winners.
    - i. Only 3 female nominations, the board has asked for staff to work harder to get male nominations next year.
    - ii. Winner: Lexi Blaser
- VIII. Discussed the board attending a baseball game.
- IX. Meeting adjourned at 9:00 AM