

State of the union

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more people into the stadium and into the arena, to try and get more exposure on TV to get a larger revenue from that. As a result of trying to make the program pay for itself, we have opened the door for a lot of institutions to look the other way and just not run honest programs. I think that we have to clean that up. There is no question, colleges and universities are faced with financial crisis, and athletic programs are not going to get the full support that they once did from the central budget of the college.

JM: What is your role in dealing with a coach in his or her individual sport?

HL: From an evaluated standpoint?

JM: Yes.

HL: Each year, we do a couple of things in the process. I submit an evaluation of each coach. That evaluation includes mine as the athletic director and also includes a segment of the student-athletes evaluation of each coach. The evaluation process not only includes my comments, but also the comments of the student-athletes as well.

JM: Does it make your evaluation easier since the athletes themselves, who are around the coach for hours a day, hours a week, also take part in it?

HL: I try to look at it as two

independent evaluations. I allow, as a policy of the college, the athletes to make their evaluation. I then will write up an evaluation for each coach, highlighting the areas where that person received the strongest response and also noting where there have been some concerns expressed by the athletes, if indeed there are any. Generally speaking, our coaches fare well in that exercise. Because I work with them in a different manner than the athletes, I see a different side of them and it's valued. I see them in a different way; budgets, equipment, recruiting, and a whole host of things. As a result of that, I'm able to make my annual evaluation of their progress. Generally speaking, they do well.

JM: What are some of the things that you do as an A.D.? Things that you haven't mentioned so far.

HL: Personnel to budgets to trying to improve facilities to fundraising. We are going to be kicking off our first ever campaign, the Lion's Pride Campaign. We are going to get in contact with as many former student athletes at Penn State-Behrend as possible to solicit them to come on board to support our athletics program. Fundraising is a very big part of my position. Keeping up with NCAA regulations is another, because we don't have a compliance officer. Between Mr.

Grode, who is the faculty athletic representative, and myself, we basically try to serve as the compliance officers for this institution to make sure that we are doing things according to NCAA regulations.

JM: Do you think that fundraising is more important at a lower level like Division III than Division I?

HL: No, I don't Joe, but it has become important at all levels of intercollegiate athletics for reasons that I sighted earlier. I think that we need to do more to support our budgets and I feel good about fundraising. I think that it is an important part of what we do, but not the most important. Plus there is a value in it. Not just in dollars and cents, but the value of having alumni being able to identify with and feel part of the program. There is a great deal of benefit beyond just the money that you get from alumni. Hopefully we can capture that. We have a good group of alumni athletes and they've been great to work with.

Congratulations Julian Hing



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