

APPROVED BY COMMITTEE –

MINUTES

The Athletics Committee of the Board of Visitors met on Thursday, December 5, at 9:00 a.m. in Room 2206 in the Kate and John R. Broderick Dining Commons on the Norfolk campus. Present from the committee were:

Kay A. Kemper, Chair

Yvonne T. Allmond, Vice Chair

Carlton F. Bennett (*ex-*

APR is calculated using a

exclusive and premium seating option. Priority Automotive Club members have access to the best lower level stadium seats (396 total, 8 handicap accessible) that S.B. Ballard Stadium has to offer and access to a luxurious indoor club with 4600 square feet of interior club space, 12 big screen HD TVs, and a full-service bar and buffet. Parking is also included with membership.

Donor Summary:

- 86 Priority Club donors contributed \$4.8M of the \$10M raised for the stadium project
- 43 donors made their first major gift (25K+)

The Priority Club is sold out except for handicap seating. The gross income per year is \$720K with a projected net income per year of almost \$550K.

V. Wood Selig, Director of Athletics

Wood Selig, Director of Athletics, presented an overview of the NCAA and an update on Name, Image, and Likeness for student-athletes.

The NCAA is a member led organization dedicated to the well-being and lifelong success of college student-athletes. There are three divisions within the NCAA; Divisions I, II, and III. Other quick facts:

NCAA Members:

- 1,117 colleges and universities
- 100 athletic conferences
- 40 affiliated sports organizations

The NCAA receives most of its annual revenue from two sources:

- \$844M from the NCAA Men's Basketball Championship
- \$133.4M from championship ticket sales

The funds are distributed in many ways including \$164M to the Division I Basketball Performance Fund, which is disbursed to Division I conferences and independent schools based on their performance in the men's basketball tournament over a six year rolling period. There is also an academic distribution which begins in 2019-20 where a portion of the NCAA revenue will be distributed to Division I schools based on their student-athletes' academic performance.

Of the 90 NCAA Championships, only five make money after expenses (all in Division I).

College Football Playoff

When the Playoff became official, ESPN and the then 11 active FBS conferences reached a 12-year deal for the network to broadcast it running through the 2025 season.

College Football Playoff Revenue Distribution: Revenue will grow from \$400M 2014 to \$600M in 2025. The largest portion goes to the Power 5, followed by the Group of Five, Notre Dame, and the FCS.

Name, Image, and Likeness

- The national issue of student-athletes welfare relative to the substantial revenue generated by the NCAA has brought on the conversation of name, image, and likeness.
- California passed the first NIL bill, 22 additional states are engaged with their own bills, 9 have pre-filled legislation, and 13 are expected to introduce legislation.
- Federal legislation, if passed, would ultimately preempt any state bill.
- The NCAA is in the process of redefining the definition of Amateurism.
- NCAA is authorizing change/modernizing rules - trying to determine what is allowed and not allowed.
- More NCAA feedback is due in April 2020.
- Next steps: The NCAA will give an update at the convention on January 23, 2020, with further updates in April and August. The NCAA is proactively and reactively engaged.
- Sam Perelman, ODU former student-athlete and Vice Chair of the national NCAA Division I Student-Athlete Advisory Committee (SAAC), is at the forefront of this conversation in helping to determine what NIL will look like. He sits on a National SAAC to discuss this topic and will be traveling to Indianapolis multiple times in 2020 to participate in the efforts to define name, image and likeness going forward.

VI. ADJOURNMENT

There being no further business, the meeting adjourned at 9:45AM.