

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
Athletics Committee
Thursday, December 5, 2019**

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-officio*)
Lisa B. Smith (*ex-officio*)
R. Bruce Bradley
Larry R. Hill
Alton J. Harris
Wood Selig
Ross Mugler
Rector Lisa Smith
Bob Corn
Pam Kirk
Robert Broermann
Dabney Unwanna
Pete Decker
Toykea Jones
Stephen Greiling

Also present were:

John Broderick	Annie Morris
Amanda Skaggs	Jay Wright
Randale Richmond	Don Stansberry
Ron Moses	Scott Harrison
Deb Swiecinski	Jena Virga

Bruce Aird
Mary Deneen
Johnny Young
Donna Meeks
Harry Minium
Leigh Comsudis
Jane Dane

Austin Agho
Greg DuBois
Alonzo Brandon
Ken Brown
Velvet Grant
September Sanderlin
Eileen Graham

Kay Kemper called the meeting to order at 9:00 a.m.

I. Approval of the June 13, 2019 Minutes

Kay Kemper moved to approve the minutes of the June 13, 2019 meeting and Jay Harris seconded the motion. The minutes were approved by all members present and voting.

II. Overview of Meeting

Dr. Wood Selig began the meeting with an overview of the agenda.

- Academic Progress Rate (APR) presented by Randale Richmond, Senior Associate Athletic Director for Sport Administration and Student-Athlete Welfare
- Priority Automotive Club presented by Jena Virga, Senior Associate Athletic Director for Development, Old Dominion Athletic Foundation
- NCAA Overview/Name Image and Likeness (NIL), presented by Wood Selig, Director of Athletics

III. Academic Progress Rate (APR)

Created in 2003, APR is a way the NCAA holds institutions accountable for the academic progress of their student-athletes using a team based metric which accounts for the eligibility and retention of each student-athlete for each term. It is a reward and penalty system based on superior academic performance vs. underachieving academic performance. Data is collected annually, and results are announced in the spring.

APR is calculated using a mathematical formula that involves scholarship student-athletes, eligibility, and retention. Teams must earn a four year APR average of 930 to compete in championships.

There are three levels of penalties as follows:

Level I: Reduced practice time

Level II: Lose opportunities for competition

Level III: Cannot participate in Conference or NCAA Championships, coaching suspensions, and financial aid reductions

A team needs to have multiple years of academic success to get back on track.

ODU Sport Program APR Highlights:

- 2018-19 academic year: seven teams scored a perfect single year APR Score of 1000.
- Multi-Year APR Score: seven teams recorded their highest multi-year (4 year) APR Score in program history.
- Based off last year's National APR Scores, eight teams would be above the national 4 year averages in their sports.

A question and answer session followed with the following information given:

- We have student-athletes on both full and partial scholarships. The majority of our student-athletes receive some type of financial aid.
- The ODU Athletic Department provides academic support for all of our student athletes through tutoring and study sessions. Academically at risk student-athletes are flagged early and an improvement plan is developed.

IV. The Priority Automotive Club

Ms. Jena Virga, Senior Associate Athletic Director for Development, Old Dominion Athletic Foundation, provided a donor summary and financial update of the Priority Automotive Club at S.B. Ballard Stadium. The Priority Automotive Club was a late addition to the football stadium reconstruction project. Located between the 40 yard lines on the west side of the newly renovated S.B. Ballard Stadium, Priority Automotive Club is an

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.