



Athletics Committee Meeting Minutes

Old Dominion University Board of Visitors

Dec 9, 2021 at 1:30 PM EST

@ Board Room, Broderick Dining Commons

Attendance

Members Present:

Yvonne Allmond, Bruce Bradley, Rob Broermann, Bob Corn, Jerri Dickeski, Jay Harris, Ross Mugler, Lisa Smith

Members Present (Remote):

Kay Kemper, Murry Pitts

Members Absent:

Carlton Bennett, Unwana Dabney, Peter Decker, Larry Hill, Toykea Jones, Maurice Slaughter, Armistead Williams

Guests Present:

Austin Agho, Alonzo Brandon, Casey Cegles, Carolyn Crutchfield, Annamarie Ginder, President Brian Hemphill, Donna Meeks, Harry Minium, Annie Morris, Ron Moses, Teresa Murrell, Ricky Rahne, September Sanderlin, Ashley Schumaker, Wood Selig, Amanda Skaggs, Don Stansberry, Bruce Stewart, Nicole Turner, Jena Virga, Noah Wilkins, Al Wilson

I. Approval of Minutes - June 16, 2021 Meeting

 [2021-06-16 - June 16, 2021 Athletics Committee Meeting.pdf](#)

Motion:

Approve Minutes from June 16, 2021

Motion moved by Ross Mugler and motion seconded by Jay Harris. (Aye: Allmond, Bradley, Broerman, Corn, Dickeski, Harris, Kemper, Mugler, Pitts, Smith; Nay - None)

II. Sun Belt Conference (SBC) Update - Dr. Camden Wood Selig, Director of Athletics

 [ARTICLES ON MOVE TO SUN BELT CONFERENCE.docx](#)

 [BOV ATH DEC 9 2021 epg.pptx](#)

Dr. Wood Selig shared a map of the future of Sun Belt Conference (SBC) which shows 14 schools; 7 in the East and 7 in the West. The East Conference will go from West Virginia to Georgia. There will be 7 schools in 5 contiguous states which couldn't be better for student-athletes relative to travel and our fans relative to identity to schools which we will be competing against. It is much better than current configuration with Conference USA.

From a media stand point, the SBC announcement led to a total of 6673 stories and mentions when ODU announced this transition to Sun Belt Conference. The overall coverage produced zero negative stories and comments, very unique and all positive. The most powerful media story for conference move was featured on ESPN.com. It had the most hits. Of all the social media outlets, 73% of the coverage was shared on Twitter. Additionally, there were 24 unique print stories including an article in the Washington Post with the headline, “With latest realignment, move to Sun Belt made sense.” There were 247 media stories shared 30,000 times on social media. A single Richmond-Times article was shared the most with 5,000 total shares. Media coverage of the conference move by ODU was 82% in the United States, Canada was 12%, and the move was also highlighted in Germany, UK, and Australia to name a few - 15 countries in total.

Among the positives in joining the Sun Belt Conference are student-athlete welfare, less travel and less travel expense, fan friendly, local rivalries, compatible institutions, and ESPN coverage. The current 10 year Sun Belt Conference ESPN deal goes until 2031. With the addition of 4 schools, the sentiment is that the deal could generate more coverage and revenue for the league.

In regards to the Conference transition, Dr. Selig will be talking to the Commissioner of CUSA. We will move no later than 2023-2024; however, we would consider transitioning for the 2022-2023 year if possible.

He offered a big thanks and acknowledgment to President Hemphill for his bold, decisive leadership in regard to this conference change which was all done within a 2 week period of time.

A. A Coach's Perspective on the SBC Move - Ricky Rahne, Head Football Coach

 [Sun Belt Conference- Rahne.pptx](#)

Head Football Coach Ricky Rahne presented on his perspective on the Sun Belt Conference Move. He introduced the core values: Care, Compete, and Character which are used with his team but also correlates to the conference transition.

He explained why the Sun Belt Conference is better for ODU:

- Proximity -Travel will be much better for student-athletes and fans. Teams will have the ability to bus to more games versus flying. The fan base can travel to games and fans can get used to traveling to games and that becomes a habit which leads to a better ODU following and support.

- ESPN – ODU will get national exposure on ESPN, ESPN 2 and ESPNU. The Sun Belt television deals runs through 2031. All football, men's and women's basketball games will be on an ESPN platform. Exposure will result in a 50% increase in the offerings on other media platforms and help student-athletes achieve goals for reaching the NFL. Being on ESPN will create national exposure and begin to tell the story of ODU.
- Great bowl games and bowl tie ins
- Recruiting Footprint – Joining SBC opens up recruiting areas in North Carolina and South Carolina
- Excellent Competition – The SBC has better competition and a better league record. The Sun Belt Conference has a winning record of 49% compared to CUSA at 47%. The SBC has won 63% of bowl games where as CUSA has a 47% winning percentage.

III. Name, Image, and Likeness (NIL) - Annemarie Ginder, Assistant Director of Compliance/Title IX Coordinator/NIL

Annamarie Ginder presented on Name, Image, and Likeness (NIL) relative to our 500 student athletes. The NCAA Adopted an interim policy on June 30, 2021 with very little guidance to schools after threat of lawsuits with the outcome of the Alston case. ODU developed its own NIL policy which became effective July 1, 2021. Our currently policy allows student-athletes to earn compensation for NIL and preserves eligibility to protect the student-athlete.

The current policy permits student-athletes to earn compensation for the use of their own NIL and preserves eligibility to protect student-athletes. It outlines what is permissible and what is prohibited. It sets forth and requires the athletes to disclose any agreements and the process to report agreements. We will allow student-athletes to use agents or an attorney if they wish for contracts. Endorsements which are prohibited include: alcohol, banned substances, and sports wagering. ODU Athletics cannot enter into agreements with potential conflicts with our sponsorship contracts. They are not allowed to sell apparel or gear that they receive. They cannot use any ODU marks, facilities, or logos. Finally, they cannot be paid for playing. They must file disclosure of a potential agreement within 10 days via ARMS software, which is reviewed by Annemarie who works with individuals who identify any potential conflicts with contracts.

We will also provide NIL education for student athletes regarding potential conflicts for international student athletes and working with an accountant to file taxes.

To date, 61 student-athletes have requested approval for in NIL activities which is 13% of student population. There have been 80 approved deals and 1 denial. The team with most deals is football - 24 NIL deals; which is in line national average. Field hockey is the second highest in participation with 12 deals.

The majority of the NIL agreements amongst our athletes are gear and apparel, water and energy drinks. About 40% will receive money and 1% of deals went towards a charitable donation. About two-thirds of the deals are \$100 or less.

Looking ahead, we will focus on modification of ODU policy since there has still been minimal NCAA guidance. The modification will look to serve in the best interest of the student-athletes. Additionally we will continue to monitor Virginia state and federal regulation for NIL. We may also look into the potential for co-branding in the future and continue education for student-athletes regarding how to brand and market themselves. We are also working with a professor on a 4 credit class on entrepreneurship.

IV. Athletics Fundraising Update - Jena Virga, Executive Senior Associate Athletic Director for Development

Jena Virga presented the Athletic Fundraising update. She stated the main purpose of the Athletic Foundation is to serve the Athletic Directors vision for department which states: “As a result of the academic and personal achievement of our student-athletes, our competitive success, and the work of our coaches and athletics staff, we will be recognized nationally for excellence in intercollegiate athletics.”

Some of the highlights of the Athletic Foundation’s fundraising success includes:

- ODU Athletic Endowment is \$48 million. Compared to our peers as of September 30, 2021 University of Virginia- 135M, Virginia Tech - 66M, ECU 18M, Appalachian State - 13M, Coastal Carolina - 4.1M, Virginia Commonwealth - 1.7M. We have 88 student athlete endowed scholarships and 14 new endowments of 2.8M over the last two years and 29 planned giving endowments.
- Fundraising success – Raised \$120 million since 2010; gift income in 2020 was 10.9M, 2021 is estimated at 10M.
- Transformational gifts -
 1. \$525,000 to support women’s golf which is the largest in ODU history for a women’s program
 2. \$350,000 to establish Nancy Lieberman Endowed Scholarship for women’s basketball and program support

3. \$1,000,000 to support Men's Tennis, sailing, men's soccer, women's golf, and women's volleyball
 4. \$500,000 for women's volleyball
 5. \$5,000,000 for sailing
- Biggest annual fundraising initiative and effort is to raise 45% of total scholarship for the student-athletes which is approximately \$11M which means ODAF must raise close to 5M. This is done through unrestricted giving and premium seating options.
 - Football Fundraising Initiatives
 - ❖ Renovate FB locker room -Upgrade from 85 to 120 lockers – Football Locker campaign will provide naming opportunities of \$10k each
 - ❖ Addition of player's lounge
 - ❖ Upgrade WOW factor
 - ❖ \$2.5 million Football Excellence Fund in support of salaries over the next five years, \$500,000 per year.
 - Baseball Stadium Fundraising Initiative
 - ❖ Update the stadium to meet standards required to host NCAA Regionals and Conference Championships, improve student-athlete experience and future recruiting, and elevate the total fan experience
 - Sport Specific Enhancement Fundraising – We are now able to get back into the events business and host dinners and golf tournaments. Men's Tennis Monarch smash raised \$32K, Men's and Women's Golf Dinner raised \$50K, Baseball Golf Tournament raised \$42K, Women's Basketball Golf Tournament raised \$32K
- V. Student-Athlete Advisory Committee (SAAC) Update - Noah Wilkins, President of SAAC/Swimming Student-Athlete**

Noah Wilkins presented the Student-Athlete Advisory Committee (SAAC) Update. Noah is the current president of SAAC and also serves on the Conference SAAC committee along with a member of the women's volleyball team.

SAAC has 69 total student-athlete members and 3 pillars:

1. Community service – The student athletes logged 2414 total hours for fall 2021. They participated in meal drop offs, canned food drives, Big Blue kids club pen pals, and the toy drive for HACE among other service initiatives.
2. Championship Effort Games - each sport has a championship effort game which is marketed to support other teams – 407 total student-athlete check-ins
3. Student-athlete welfare - has workshops such a finance literacy where 380 student athletes attended where BOV Yvonne Almond taught the seminar.

Noah has been here for 5 years. He has seen the landscape of ODU change and the landscape of college athletics change. With the experience of the pandemic he has seen that online classes give flexibility to travel. For most student-athletes, it was a bit of a struggle getting used to classes on Zoom, adjusting to the difference from being in the classroom and assignments due online. He loves being a Monarch and can't wait to be a healthy Monarch for another year. He believes that student-athletes have done a wonderful job of transitioning back from the pandemic. Dr. Selig praised Noah for being a great representative for ODU.

With no further business to discuss, the meeting was adjourned at 1:29 p.m.