

**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.