

## **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](#)

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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



- 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

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.

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.