

## Board of Visitors Athletics Committee Meeting Minutes

Old Dominion University Board of Visitors

Jun 2, 2022 at 9:00 AM EDT

@ Board Room, Broderick Dining Commons

### **Attendance**

#### **Members Present:**

Yvonne Allmond, Bruce Bradley, Peter Decker, Jay Harris, Ross Mugler, Murry Pitts, Wood Selig, Maurice Slaughter, Lisa Smith

#### **Members Present (Remote):**

Unwanna Dabney, Kay Kemper

#### **Members Absent:**

Carlton Bennett, Rob Broermann, Bob Corn, Jerri Dickeski, Larry Hill, Toykea Jones, Armistead Williams

#### **Guests Present:**

Brian Hemphill, Austin Agho, Alonzo Brandon, Casey Cegles, Danielle Cohea, Carolyn Crutchfield, Annie Gibson, Eileen Graham, Jeff Jones, Donna Meeks, Ron Moses, Tom Odom, Chad Reed, Ashley Schumaker, Amanda Skaggs, Don Stansberry, Bruce Stewart, Nicole Turner

**III. Transfer Portal, Name Image and Likeness, Collectives**

**Delisha Milton-Jones, Women's Basketball Head Coach,**

**Jeff Jones, Men's Basketball Head Coach**

**Danielle Cohea, Senior Associate Athletic Director**

**Casey Cegles, Senior Associate Athletic Director for Development**

**Ron Moses, Executive Senior Associate Athletic Director**

**Transfer Portal**

Danielle Cohea educated the committee on the transfer portal and the reasons why so many student-athletes are entering the transfer portal. The transfer portal is a uniform tracking platform for student-athletes wishing to transfer. It was developed in 2018 when the NCAA moved from institutions granting permission to contact their student-athlete to becoming a student-athlete led notification of transfer.

Student-athletes are entering the portal for various reasons. New NCAA legislation allows all athletes to transfer one time without penalty. Many student-athletes are receiving an additional year of eligibility due to COVID waivers leading to an increase in transfer activity nationally. Many athletes are walk-ons hoping for a scholarship opportunity elsewhere.

A notable trend is that transfer activity has increased significantly since its inception with graduate transfers accounting for a larger portion due to the COVID additional year eligibility.

Outcomes for student-athletes that have entered the portal that are of note: 43% were still "active" meaning they have transferred to a non-NCAA institution or not offered any options at other schools.

Ms. Cohea noted that currently, ODU has 71 student-athletes in the transfer portal.

Coach Delisha Milton-Jones stated that the transfer portal is a "hotbed" for student-athletes looking for something better - but most of the time "better" is where the athlete is currently. Student-athletes wishing to transfer are wooed by factors that are superficial. They are usually misinformed. There is no patience among student-athletes.

Coach Jeff Jones feels the transfer portal gives and takes. The narrative in the media puts the transfer portal in a positive light. There are instances when players transfer up and it is beneficial - those are the ones that have been successful. Transferring down are the student-athletes that haven't done well in their current location. Coach Jones stated that we do benefit as a mid major in gaining Power 5 players who want more playing time or

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a better role on the team. Prior to the transfer portal being instituted, there were 800 men's basketball Division I players transferring or going through the waiver process, so this is not a new thing. It had already been going on for seven - eight years, it's just easier now with the one time waiver.

Coach Jones is hesitant to use the loyalty argument as he feels that sometimes when a student-athlete leaves it is a good thing. For ODU players, some transferred that had graduated with an additional Covid year. ODU had three players enter the transfer portal. Coach Jones feels we do not build programs anymore, we build teams. Freshmen are poached and there is tampering going on everywhere via second or third parties and with NIL, there are even more ways to entice a student-athlete. The stigma surrounding transferring does not exist anymore. It's about playing time and status. He mentioned a former ODU player who transferred to West Virginia and did not play very much. He would have been all Conference USA. It doesn't always work out well.

**Name, Image, and Likeness (NIL)**

Governance

In July of 2021, the NCAA adopted an interim policy to allow student-athletes to earn

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- x Team with second largest is Field Hockey – 8 student-athletes (1/3 of their team) with 12 deals. Some of the more lucrative deals are at local gyms.

Nationally, the top activities for NIL activities are largely social media based (this is the same at ODU). Additionally, the average amount of compensation received nationally is \$664.

### **Collectives**

Collectives have been a hot topic in the news. There are various models, but generally collectives are groups of institutional supporters that have banded together to provide NIL opportunities for student-athletes of a particular institution. Ms. Cohea showed a slide of existing collectives supporting various institutions. ODU does not have a collective group. Generally, coaches and staff are not participants in collectives in order to avoid violations of NCAA rules of pay for play. It is important to remember that NIL cannot be offered in the recruiting process.

Mr. Casey Cegles then addressed what ODU is doing as an institution. ODU has created a task force with three priorities: platform, education, and marketing. The task force keeps student-athletes up to date on trends and we are hands off with third parties. Mr. Cegles stated that collectives are mostly limited to the Power 5 level.

Educational opportunities have been offered at ODU through Dr. Brendan O'Hallarn's marketing class. Students in that class will seek out a student-athlete and help brand and market them for NIL opportunities.

Coach Jones stated that financial literacy for our student-athletes is so important right now with the NIL opportunities potentially being put in front of them.

Dr. Moses noted that NIL can develop an entrepreneurial aspect of being a student-athlete with a large number of followers on social media creating a big influence.

Dr. Selig likes where ODU is positioned with NIL. We are developing a plan this summer and then presenting to the student-athletes when they return. We are faced with

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Dr. Moses began by stating that it used to be that student-athletes who transferred would have to sit out a year, mostly to focus on their academics at their new school and give them a year to focus. Now, with the one time exception rule, that is no longer the case and this has created academic challenges. The Covid year, however, has been extremely beneficial for academic reasons.

Dr. Moses provided academic highlights for spring 2022:

- x 15/18 teams had a GPA of 3.0+
- x 70% of our student-athletes earned a 3.0+ (Tied department record)
- x Football finished with a 3.0 term GPA for the second time in program history
- x Women's Golf earned the highest GPA with a 3.84
- x Men's Tennis had the highest men's GPA with a 3.55

Academic year highlights for 2021-22 included:

- x 2020-2021 GPA was a 3.21 (Department record)
- x ODU women's teams earned a GPA of 3.43
- x ODU men's teams earned a GPA of 3.10 (Department record)
- x Women's Golf earned the highest GPA with a 3.86 (Entire team earned Dean's List honors)
- x Men's Tennis earned the highest Men's GPA with a 3.60

The academic department uses GPA Improvement methods (GPA has been trending upwards):

- x Proactive Advising
- x Enhanced Orientation
- x Integrated First Year Experience
- x Early Career Planning
- x Removing institutional obstacles to success
- x Fostering a success-oriented
- x Mindset and sense of belonging

Holistic Development Principles – how do we keep athletes and create a great experience?

- x Self identity awareness
- x Positive Social Engagement
- x Active mentorship
- x Academic achievement
- x Career aspirations
- x Balanced time management

