



**Athletics Committee
September 28, 2021
8:45 a.m.**

MINUTES

MEMBERS PRESENT:

George Hoyle, Chair
Betsy Oakley
Brad Hayes
Haz Mengesha

MEMBERS ABSENT WITH NOTICE: Elizabeth C. Phillips

OTHERS PRESENT: Frank Gilliam, Chancellor; Jerry Blakemore, General Counsel; Kristen Bonatz, Associate General Counsel; Kimberly Osborne, Interim Vice Chancellor for Strategic Communications; Beth Fischer, Vice Chancellor for University of Advancement; Kevin Bostian, Interim Director of Athletics; Jody Smith, Executive Associate AD & Senior Woman Administrator; Waiyi Tse, Chief of Staff; Eden Bloss, Interim Senior Advisor to the Chancellor for External Communications; Kelly Harris, Associate Chief of Staff and Assistant Secretary to the Board of Trustees, and other members of faculty, staff, and the general public..

Proceedings: Chair George Hoyle called the meeting to order at 8:47 a.m. Hoyle read the Conflict of Interest Statement from the State Government Ethics Act. No conflicts were identified.

Roll call was read and a quorum was confirmed.

Hoyle thanked Trustee and Committee member Brad Hayes for his prior service as Chair of the Athletics Committee. Hoyle also welcomed the new SGA President, Haz Mengesha, to his first BOT Committee meeting.

Approval of Minutes: On roll call vote, the minutes of the March 16, 2021 committee meeting were approved without additions or corrections.

Discussion/Information Items:

ATH - 1 Update on AD Search

Chancellor Frank Gilliam thanked Kevin Bostian for stepping in as Interim Director of Athletics. Gilliam shared that he met with the Athletics staff and that the morale in the department was good and they are enthused about new leadership. Gilliam reported that staff and coaches will have an opportunity to give input on what they want in a new Director of Athletics.

Gilliam provided an update on the search process. He mentioned that a Request For Proposal (RFP) was sent out on September 14th for Executive Search Firms that specialize in national Intercollegiate Athletic searches. The deadline for firms to submit their proposal is September 30th. The selected search firm will conduct scoping interviews and surveys with key stakeholders.

Gilliam shared with the committee the attributes he is looking for in a new Director of Athletics. First among them, a seasoned fundraiser who recognizes a modern AD's job is to fundraise. Second, an experienced manager who knows athletic budgeting and knows how to be creative with budgets, which includes revenue generation. Third, an active and available administrator who is a part of the leadership team; one who not only represents Intercollegiate Athletics but also the University. We need a leader who can inspire coaches and staff and has their trust and support, as well as one who is willing to make hard decisions and can do so quickly and decisively. Finally, someone who is going to be nimble and flexible in a challenging intercollegiate athletics landscape. Gilliam reported that he believes there will be great interest in the position and that it will be a very successful search.

ATH - 2 Update on Intercollegiate Athletics

Kevin Bostian, Interim Director of Athletics, presented a Fall Sports Update. Men's Soccer is 6-2-1 with a win over #2 Clemson by a score of 3-1 last week. Their unbeaten streak is now at 6 games, and the team has outscored opponents 22-1 during that time. Sophomore Theo Collumb was named National Player of the Week for his play in the Clemson and VMI games; he leads the nation in goals. The team plays at home vs. Mercer Saturday at 7 pm.

Bostian shared that Volleyball is off to its best start in school history at 13-2 overall and 2-0 in the conference. Transfer Kayla White has been named SoCon Player of the Week twice already this year. The team plays at home on Friday night vs. Samford and Saturday night vs. Mercer.

Bostian mentioned that Women's Golf is currently hosting a tournament at Bryan Park and sits in 8th place, with team member Tara Bettel currently tied for 10th overall. Men's Golf is playing at Wake Forest and currently sits 14th in a loaded field.

Bostian noted a unique story on current men's golf student-athlete Ben Crow, who is from Pinehurst. Ben's father passed away a couple of weeks ago. Two days after the funeral, Ben and his mother played the Cradle, a Par 3 course, teeing off two shots on every hole. Ben's first shot on one of the holes resulted in a hole-in-one, as did a second shot on the same hole. This was Ben's first golf round after his father's funeral.

Bostian shared that Cross Country is off to a good start with Interim Head Coach Kaleigh Roach. Both the Men and Women finished 4th in their last meet hosted by NC State. The Men finished ahead of Duke and are currently ranked 15th in the South Region. Men's Cross Country student-athlete Thomas Kneppshield has received a lot of media exposure, including the *Chronicle of Higher Education*, over the last couple of weeks for his Storm Chasing hobby. We have had a good fall and today marks the first day of basketball practice for Coach Jones and the men's team.

Bostian updated the Committee on the Athletics Campaign and Athletics' priorities. The University Campaign is \$200 million; of that, Athletics' piece is \$17 million. Athletics has three priorities: Endowments, the Annual Scholarship Fund, and Capital Projects. The student-athlete scholarship endowment is currently \$7.5 million, generating \$300,000 (4%) per year. The goal is to raise an additional \$7.5 million to bring the endowment total to \$15 million, generating \$600,000 per year. Currently, our scholarship costs are \$3.2 million; raising more through scholarship endowments will free up money from student fees to be used elsewhere within the department.

Athletics' goal is to raise \$1.5 million for Sports Specific Operating Endowments. Sports Specific giving allows donors to make gifts designated for the programs of their choice. These funds are typically unrestricted and allow each head coach to use the money to enhance team operations, equipment, and travel opportunities, which in turn enhance our student-athletes' experience.

The last endowment is the Sustaining Success Endowment. The current landscape in college athletics is providing bonuses for coaches. The goal is to raise \$1.5 million to provide a sustainable funding source for incentives and bonuses to recruit, retain, and reward the best and brightest coaches for all UNCG teams.

Athletics' second campaign priority is the Annual Scholarship Fund. Currently, endowment distributions from this fund cover *less than 10%* of annual scholarship costs, leaving annual gifts and general athletic department operating dollars to bridge the gap. This past fiscal year, Athletics raised \$450,000 in the annual scholarship fund. With the profit from the Annual Golf Tournament and Spiro's Ball (moved to FY22 because of COVID), total annual scholarship dollars will be around \$530,000. This figure, combined with the \$530,000 from the annual

scholarship fund and the \$300,000 from the scholarship endowment, Athletics has generated \$830,000 toward the \$3.2 million scholarship cost. This leaves a gap of \$2.37 million that has to be covered by student fees. As such, Athletics has a five-year incremental plan to raise our annual giving fund to \$1 million a year. The additional money generated from this fund will free up student fee dollars that would be used toward other initiatives that enhance our student-athletes' experience. By contributing \$1 million annually and doubling the endowment output, Athletics would be able to supplement the athletic scholarship budget by \$1.6 million.

The last campaign priority is Capital Projects to help Men's and Women's Soccer, Softball, and Baseball. The 5 for 5 Campaign, Co-Chaired by Committee Chair Hoyle, his wife Kathleen Kelly, and former trustee Vanessa Carroll, focused on all student-athletes with the completion of the Academic Success Center, the Bodford Family Speed, Strength, and Conditioning Center; the Men's and Women's Basketball Coaches' Office Suite, and the Men's Basketball Nutrition and Player and Recruiting Lounge. This Athletics campaign for Men's and Women's Soccer and Softball will focus on building a stand-alone facility that will house locker rooms and player lounges on the first floor, with coaches' offices on the second floor for all three sports. The coaches' offices will oversee each of their respective facilities. This new facility will also house a theatre style team meeting room that all sports will be able to utilize. In addition, we will need new digital scoreboards for the Soccer, Softball, and Baseball facilities. The Softball capital project will also include an additional indoor hitting cage and stadium roofing to cover the seating area. The Baseball capital project will include a new outfield padded wall and artificial turf behind home plate where the grass gets worn down. Our goal is to raise over \$2.55 million to fund these facility upgrades and renovations.

ATH - 3 Update on the NCAA's Name/Image/Likeness Policy

General Counsel Jerry Blakemore, Deputy General Counsel Kristen Bonatz, and Executive Associate Athletic Director Jody Smith presented an overview of recent name, image, and likeness developments related to student-athletes.

They explained that a recent United States Supreme Court ruling in June 2021 determined that some National Collegiate Athletic Association (NCAA) restrictions on member institutions violated federal antitrust laws related to student-athletes' ability to earn compensation. As a result, student-athletes can now earn money or other benefits from the use of their name, image, and likeness, which is referred to as "NIL."

The NCAA issued interim NIL guidelines effective July 1. Since then, many states have adopted legislation or issued executive orders related to NIL. There is no law yet in North Carolina, but Governor Cooper issued an executive order on July 2.

In response to these developments, the University formed an NIL Working Group that has been charged by the Chancellor with addressing NIL issues. The working group has developed and implemented interim NIL guidelines and is considering other issues, such as what University policies may need to be developed or revised, whether the University should allow its student-athletes to use its logos and marks in connection with NIL activities, and how the University will educate student-athletes on issues related to NIL compensation. The working group will be assessing fall 2021 NIL activity as they continue their work on these evolving issues.

The combination of the U.S. Supreme Court case allowing student-athletes the opportunity to be compensated for their name, image, and likeness; the Governor's executive order outlining the development and implementation of NIL policy, and the elimination of the authority of the NCAA and its conference to regulate this area presents both challenges and opportunities for universities, including UNC Greensboro.

Adjournment

With no new business, the meeting was adjourned at 9:47 a.m.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Kelly Harris".

Kelly Harris
Assistant Secretary to the Board of Trustees