



UNC  
GREENSBORO  
Board of Trustees

Athletics Committee  
October 10, 2023  
3:30 p.m.

MINUTES

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**MEMBERS PRESENT:** Dr. Ernest Grant, Chair; David Brown, George Hoyle, Dale Phipps, Tim Sessions, Awa Mbai

**OTHERS PRESENT:** Chancellor Franklin D. Gilliam, Jr.; Margaret Benjamin, Board of Trustees Member; Jerry Blakemore, Vice Chancellor for Institutional Integrity and General Counsel; Kristen Bonatz, Associate General Counsel; Brian Mackin, Director of Athletics; Waiyi Tse, Chief of Staff; Andrew Cagle, Director of State and External Affairs; 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 Grant called the meeting to order at 3:30 p.m. and 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.

Minutes of the September 27, 2022 committee meeting were approved without additions or corrections.

**Discussion Items:**

*ATH-1 Student Athlete Speaker – Parker Truesdale, Men’s Golf*

The Committee hear from student athlete Parker Truesdale from men’s golf. Parker is a senior business major from Western North Carolina. He is an honor roll student and a leader among his peers, serving as President of the Student-Athlete Advisory Committee (“SAAC”).

In that capacity, Parker recently represented UNCG and the Southern Conference at a national Division I SAAC conference in Indianapolis; he shared that experience with the Committee.

Parker also discussed his experience as a high school athlete who began college with high hopes for a professional future. He shared the ways in which UNCG and the Athletics Department have helped him expand his goals, focus his academic pursuits, develop leadership skills, and prepare for a promising future off the pitch.

### *ATH – 2 Fall Sports Update*

Director of Athletics Brian Mackin gave an update on the status of fall sports, beginning with Men's Soccer and Volleyball, which are both in transition/building years.

Men's soccer lost key players from last year following a record 5<sup>th</sup> place finish nationally. This year, the team has one of the toughest schedules in the country. Those factors account for the current 1-8-3 record. Despite these hurdles, the team expects to finish strong.

Volleyball is also in transition with a new coach and a significant number of new players. The team had a tough season, finishing just 1-16, but is building and working towards a stronger season next year.

Mackin also reported that Cross Country is having a strong season and that basketball practice has just started. He has a very positive outlook for the season.

### *ATH – 3 Fundraising Strategy & Department Culture*

Collectively, UNCG Athletics is a major driver of annual economic activity at both the local and state levels, with an economic impact of \$42M state-wide and \$35M at home in Greensboro. This equates to \$38M in operations, \$2M in capital, \$2M in visitor spending, and \$745,000 in tax revenue for the state. The Division also supports 315 jobs.

Our student-athletes also embody the university's motto of "Service." Each year, they volunteer in their local community through various service programs and events. In 2022-2023 alone, they put in some 2,100 hours of community service, with 100% participation by all teams.

Mackin reported on the status of athletics fundraising. The goal is to raise \$5M in 5 years. We currently stand at \$2.3M in dollars committed with another \$400,000 in pending asks.

Mackin highlighted his department's impressive performance in the area of student-athlete academic achievements. The department-wide GPA is 3.32 and the graduation rate last year was at 94%, with 44 unique majors.

#### *ATH – 4 NIL Discussion*

The meeting concluded with a discussion about the impact of the new Name, Image, Likeness regulations, commonly known as “NIL.” Athletics has responded to this with the creation a collective known as “Spartan Unite,” an unaffiliated independent LLC, that acts as the intermediary for student athletes and NIL opportunities. The Athletics Department does not benefit from NIL or Spartan Unite.

NIL at UNCG currently impacts as many as 30 student-athletes. Primary participation comes from Men's basketball, Men's Soccer, and some select female athletes. It creates a dilemma for donors in determining how they want to allocate their gifts. Donors can choose among the following categories: (a) the NIL Collective; (b) the scholarship fund; (c) the Sport Specific Enrichment Fund, and (d) Alston Funding.

Alston Funding is based on academic criteria determined by each institution. It’s an academic award of up to \$5,980 per year, above and beyond grant-in-aid, and is an effective recruiting tool that can help close the financial gap and be the differentiating factor for some student-athletes’ commitment decisions.

In short, the landscape in Athletics has changed significantly and adjustments are ongoing. But UNCG Athletics’ commitment to its student-athletes, to their successes on and off the fields of play, and to their overall success and wellbeing remains steadfast.

#### **Adjourn**

With no new business, the meeting was adjourned at 4:13 p.m.

Respectfully submitted,

Kelly Harris  
Assistant Secretary to the Board of Trustees