

**REPORT OF THE NATIONAL COLLEGIATE ATHLETIC ASSOCIATION
DIVISION I LEADERSHIP COUNCIL
APRIL 11, 2013, MEETING**

ACTION ITEM.

- **Future Division I Agenda.** The Leadership Council engaged in strategic issues discussions as a precursor to framing Division I agenda items over the next three-year period. The Council requested that the Board endorse the Council's strategy and that it consider more interaction between the two bodies through representation at some meetings and possible joint sessions.

INFORMATION ITEMS.

1. **Report of the January 17, 2013, Leadership Council Meeting.** The Leadership Council approved the report of its January 17, 2013, meeting as amended to include in Item No. 5 that the consensus of the Council was that the report of the governance review be provided to the NCAA Division I Board of Directors, Presidential Advisory Group and Leadership Council. (Unanimous voice vote.)

2. **Strategic Issues Discussion.** Jean Frankel, an independent, outside consultant from Ideas For Action, facilitated a session with the Leadership Council designed to offer vision regarding the future environment of intercollegiate athletics and to identify strategic challenges that the NCAA Division I member institutions and conferences will face over the next three to seven year period. The Council discussed five categories of issues: 1) Demographics; 2) Social, cultural and consumer values; 3) Business and economic climate of intercollegiate athletics; 4) Regulatory environment of intercollegiate athletics, and 5) Science and technology factors. For each category, the Council:
 - Created several statements that describe future conditions (assumptions) that intercollegiate athletics will face.
 - Identified "wild cards" that might exist in the future.
 - Developed several strategic questions that must be addressed by NCAA member institutions and conferences in the next few years.

The Council noted that this exercise was intended to be a first step in beginning to frame future Council and Board of Directors' agenda items. The Council agreed to continue these discussions at a summer meeting if the Board of Directors supports the plan at its May meeting. (See Attachment for the Assumptions, Wild Cards and Strategic Questions discussed by the Council.)

3. Division I Budget Process. The Council received a report summarizing the NCAA budgeting process and information regarding the various revenues and expenditures for Division I championships. The Council agreed it would be beneficial to engage in future strategic discussions relative to the budget process, especially as it relates to the Division I championships budget. It was noted that joint discussions with the NCAA Championships/Sports Management Cabinet would provide an effective forum to review championship policies and procedures (e.g., travel guidelines, bracketing policies) and their impact on the current budget allocation. In addition, the Council agreed to assist in strategic discussions relative to allocation of the Division I distribution.

4. Transforming Intercollegiate Athletics Working Groups.

a. Rules Working Group. The Council reviewed a list of Division I priority legislative and process items for 2013 and 2014. The Council also received an update on the legislative proposals adopted in January that subsequently were suspended or received the requisite number of override vote requests. The Council was informed of the following:

- (1) That the Board of Directors suspended Proposal Nos. RWG 11-2 (Elimination of Recruiting Coordination Functions) and 13-5-A (Elimination of Recruiting Materials Legislation) prior to the conclusion of the override request period.
- (2) That Proposal Nos. RWG 11-3-B (Prohibition of In-Person Scouting - 94 override vote requests) and 13-3 (Deregulation on Modes and Limitations on Modes of Communication - 83 override vote requests) both received the requisite number of override vote requests to mandate that the Board of Directors at its next meeting reconsider its previous action to adopt the proposals.

Lastly, the Council was presented with information regarding options for Board action on the proposals that received the appropriate number of override vote requests. The Council members agreed to encourage their conference memberships to provide feedback between May 2013 and January 2014 relative to the future status of the Rules Working Group recruiting proposals that remain under review.

b. Enforcement Working Group. John Duncan, interim NCAA vice president of enforcement, was introduced to the Council. He informed the Council of the issues remaining on the agenda of the Enforcement Working Group (i.e., cooperative principle. implementation of the new Bylaw 19). It also was noted that the Division 1A athletics directors and the National Association for Athletics Compliance (NAAC) are assisting in efforts to redefine institutional control.

- c. **Student-Athlete Well-Being Expanded Working Group.** The Council received an update on the status of the miscellaneous expense allowance (MEA). The working group has focused its attention on developing a preamble that begins to explain for the membership why discussions regarding a miscellaneous expense allowance are appropriate. The working group will continue its review of specific MEA options once it receives confirmation from the Board of its continued commitment to a miscellaneous expense allowance.

5. Leadership Council Initiatives.

- a. **Transfer Issues.** The Council received a report of the February in-person meeting of the Leadership Council Transfer Issues Subcommittee. Based on the fact that the number of four-year transfer student-athletes was not overly significant, the subcommittee noted that wholesale changes of the transfer rules do not appear to be necessary, nor does a change to the current residence requirement in football, basketball and baseball. The subcommittee agreed that an academic nexus was important in the development of any transfer rules changes, and plans to work with the NCAA Division I Committee on Academic Performance to explore academic requirements for transfers. In addition, the subcommittee would like to further explore the effectiveness of the permission to contact requirement, as well as whether it is most appropriate to tie the rule to the ability to receive athletics aid at the next institution. Finally, the subcommittee plans to review guidelines related to waivers of the transfer rules and data associated with the outcome of those waivers.
- b. **Football Recruiting Model.** The Council was updated on the recent teleconference and in-person meeting of the Leadership Council Football Recruiting Subcommittee. The subcommittee is working with the American Football Coaches Association (AFCA) to survey its coaches regarding the various concepts under consideration for a football recruiting model (e.g., start date for off-campus contact, start date for official visits, having recruiting opportunities vs. contacts and evaluations). The chair of the subcommittee and several NCAA staff members will be meeting with the Executive Board of the AFCA later in April to discuss the survey results. Based on the survey results, conferences will be provided with concepts for discussion by football coaches during their spring and summer meetings. In addition, the subcommittee will continue to communicate with the Rules Working Group relative to its work regarding the recruiting proposals still under review. Outreach to state high school associations and recent prospective football student-athlete signees for feedback will occur this spring. The subcommittee will meet in-person this summer to discuss the feedback and to develop a draft model to circulate for comment.
- c. **Agent Issues.** Based on concerns discussed during its January 2013 meeting relative to sports with non-opt-in professional drafts (e.g., baseball, ice hockey), the Council

was presented with drafts of two legislative proposals that address the use of agents and advisors by prospective student-athletes in specified situations. The proposals previously were reviewed by the NCAA Division I Amateurism Cabinet. The Council requested additional information regarding the use of agents in the sports of baseball and ice hockey, and will revisit the proposals at a future meeting.

6. **NCAA Division I Student-Athlete Advisory Committee (SAAC) Report.** Chris Everett, member of the Division I SAAC, informed the Council of the SAAC's subcommittees and their priorities for the upcoming year.

7. **NCAA Committee on Women's Athletics and Minority Opportunities and Interests Committee Joint Report.** The Council received a request from the NCAA Committee on Women's Athletics and NCAA Minority Opportunities and Interests Committee to endorse an increase in the value of the NCAA Ethnic Minority and Women's Postgraduate Scholarship for Careers in Athletics from \$6,000 to \$7,500. The committees noted that the value of the scholarship had not increased since its inception in 1988. The Council unanimously agreed to support the increase. (Unanimous voice vote.)

8. **Litigation Report.** The Council received a litigation update.

9. **Future Meetings.**
 - a. July 2013, TBD, Indianapolis, Indiana.
 - b. October 2013, TBD, Indianapolis, Indiana.

Leadership Council chair: Noreen Morris, Northeast Conference

*Staff Liaisons: S. David Berst, Division I governance
Jacqueline Campbell, Division I governance
Kevin Lennon, academic and membership affairs*

Division I Leadership Council April 11, 2013, Meeting	
ATTENDEES	ABSENTEES
Mike Alden, University of Missouri, Southeastern Conference	Harold Bardo, Southern Illinois University at Carbondale, Missouri Valley Conference
Jeff Barber, Liberty University, Big South Conference	Robert Bernardi, Nicholls State University, Southland Conference
Sandy Barbour, University of California, Berkeley, Pacific-12 Conference	Ken Bothof, University of Wisconsin, Green Bay, Horizon League
Mike Bitter, Stetson University, Atlantic Sun Conference	Jeffrey Hathaway, Hofstra University, Colonial Athletic Association
Dave Blank, Elon University, Southern Conference	Amy Huchthausen, America East Conference
McKinley Boston, Jr., New Mexico State University, Western Athletic Conference	Myndee Kay Larsen, Summit League
Morgan J. Burke, Purdue University, Big Ten Conference	Maddie Salamone, Division I Student-Athlete Advisory Committee
Beth DeBauche, Ohio Valley Conference	
Carolyn Campbell-McGovern, Ivy League	
Chris Everett, Division I Student-Athlete Advisory Committee (alternate)	
Scott Farmer, University of Louisiana, Lafayette, Sun Belt Conference	
John Hardt, Bucknell University, Patriot League	
Kirby Hocutt, Texas Tech University, Big 12 Conference	
Lisa Kelleher, University of Nevada, Las Vegas, Mountain West Conference	
Jonathan LeCrone, Horizon League (alternate)	
Susan Cross Lipnickey, Miami University, Mid-American Conference	
Janet Lucas, University of California, Riverside, Big West Conference	
Bill Maher, Canisius College, Metro Atlantic Athletic Conference	
Bernadette McGlade, Atlantic 10 Conference	
Chris Monasch, St. John's University, Big East Conference	
Noreen Morris, Northeast Conference, chair	
Jaynee Nadolski, Big Sky Conference	

Derrick Ramsey, Coppin State University, Mid-Eastern Athletic Conference	
Joseph Sanders, Indiana State University, Missouri Valley Conference (alternate)	
Duer Sharp, Southwestern Athletic Conference	
Ky Snyder, University of San Diego, West Coast Conference	
Robert Stull, University of Texas at El Paso, Conference USA	
Robert Taggart, Boston College, Atlantic Coast Conference	
NCAA staff liaisons in attendance: David Berst, Jacqueline Campbell, Kevin Lennon	
Guests: Jean Frankel, Ideas for Action	
NCAA Pathway Program Participants in attendance: Sharon Brummell, Georgetown University; Eric DeJuan Hart, Delaware State University, and Kaitlyn McKittrick, Lafayette College.	
Other NCAA staff members who were in attendance for portions of the meeting: Kelly Brooks, John Duncan, Brian Hendrickson, Michelle Hosick, Steve Mallonee, Kathleen McNeely, Rachel Newman, Delise O'Meally, Tom Paskus, Donald Remy, Kris Richardson, Dave Schnase, Geoff Silver, Laura Wurtz and Leeland Zeller.	

Strategic Issues Discussion

1. Demographics.

a. Assumptions.

- The student population will become more diverse, but it is likely that the student-athlete population will not change much over a three-year period.
- Technology will continue to change interest in sports, which will change our fan base and student population.
- We anticipate greater demand to accommodate handicapped student-athletes.
- While the student population will increase in age, it will not increase within the student-athlete population.
- The number of international student-athletes will increase.

b. Wild Cards.

- Court cases.
- Changes in television and technology contracts and arrangements.
- Conference realignment.
- Title IX enforcement.

c. Strategic Questions.

- How do we keep and grow fan and student interest in the sports currently sponsored?
- How do we identify trends and growth in new/emerging sports?
- How do our financial plans anticipate changes in sports interest and participation?
- How do we strategically plan to add and drop sports to reflect demographics?
- How do we grow participation and enhance the level of diversity participating in all sports?

2. Social, Cultural and Consumer Values.

a. Assumptions.

- There will be continued external pressure to pay student-athletes in high profile sports.
- Television and other media coverage of college sports will continue to pose a challenge for in-person attendance.
- Changing demographics will alter the levels of interest in certain sports.

b. Wild Cards.

- Court cases.
- Gambling on college sports events.
- Possible tax law changes (removing tax-deductibility for contributions to college sports, removing tax-exempt status for college sports)

c. Strategic Questions.

- What is the point of distinction between college and professional sports?
- What will be the effect of the tension between higher education funding vs. consumer values and revenue from media?
- How will health and safety concerns affect college sports?
- How can college sports take advantage of changing demographics?
- Will the residential campus model continue to be predominant (and, if not, how will this affect college sports)?

3. Business and Economic Climate of Intercollegiate Athletics.

a. Assumptions.

- There will be an increase in the disparity between haves and have-nots.
- There will be a continued emphasis on identifying new funding opportunities and further developing existing sources in light of the diminishing state, government and institutional subsidy.
- Economic impact will drive the divisional structure and conference alignment.

b. Wild Cards.

- The changing environment and inventory as it relates to television.
- Expansion of football championship.
- The economy, including international exposure and opportunities.

c. Strategic Questions.

- How will the organization balance the increasing emphasis on revenue production and fundamental values?
- How will we address the financial integrity of intercollegiate athletics?
- How does the NCAA continue to govern with appropriate due process and representation in an effort to serve the whole?

4. Regulatory Environment of Intercollegiate Athletics.

a. Assumptions.

- Uncertainty from government, legal and antitrust areas.
- Professional sports and the impact of their collective bargaining agreements on our product.
- Health care issues.

b. Wild Cards.

- Office of Civil Rights (OCR) redefining Title IX compliance.
- Federal government creating a definition of amateurism.
- Gender issues in men's and women's sports.

c. Strategic Questions.

- How is the NCAA addressing the risk?
- How is the NCAA managing relationships with the professional leagues and the federal government?

5. Science and Technology Factors.

a. Assumptions.

- Social media influences.
- Impact of technology on the student-athlete academic experience and the fan experience.
- Science, Technology, Engineering and Math (STEM) emphasis and the impact on student-athlete academic choices.
- Medical science and the impact on the game itself, as well as overall student-athlete welfare.

b. Wild Cards.

- Science and technology (changes every day).
- The future of higher education and the changing demographics.
- The impact technology will have on officiating, ticketing and attendance.

c. Strategic Questions.

- How do we write our rules to keep up with technology?
- How do we foster a culture of collaboration for the benefit of student-athlete health and safety?
- How do we plan for changes in revenue streams as we move away from traditional television and other media?