MINUTES OF THE

NATIONAL COLLEGIATE ATHLETIC ASSOCIATION

EXECUTIVE COMMITTEE

Westin Indianapolis
Indianapolis, Indiana

October 28, 2010

Participants:

Michael Alden, University of Missouri, Columbia
Charles Bantz, Indiana Univ.-Purdue Univ. at Indianapolis
Drew Bogner, Molloy College
Kathleen Brasfield, Angelo State University
James Bultman, Hope College
Judy Genshaft, University of South Florida
James Harris, Widener University
William Harvey, Hampton University
Nathan Hatch, Wake Forest University
Sidney McPhee, Middle Tennessee State University
Ann Millner, Weber State University
Kevin Mullen, Siena College
Beverley Pitts, University of Indianapolis
Edward Ray, Oregon State University, chair
Lou Anna Simon, Michigan State University
Lee Todd, University of Kentucky
Mark Emmert, NCAA
Bernard Franklin, NCAA
Delise O'Meally, NCAA, recording secretary

Lynn Oberbillig, Smith College; John Peters, Northern Illinois University; and David Schmidly, University of New Mexico, were not able to participate.

Also in attendance were: Scott Bearby, interim vice president of legal affairs/general counsel; Gary Brown, associate director of digital communications; Joni Comstock, senior vice president of championships; Kevin Lennon, vice president of academic and membership affairs; Keith Martin, interim vice president of administration/chief financial officer; Karen Morrison, director of gender inclusion initiatives; Wallace Renfro, vice president and senior advisor to the NCAA president; Greg Shaheen, interim executive vice president of championships and alliances; Robert Vowels, vice president of student-athlete affairs and leadership development programs; Wendy Walters, director of membership and student-athlete affairs/Infractions Appeals; Bob Williams, interim vice president of communications; Wendy Walters, director of membership and student athlete affairs/infractions appeals; David Berst, Daniel Dutcher and Mike Racy, NCAA governance vice presidents; and Jackie Campbell, Leah Kareti and Terri Steeb, NCAA governance directors.

[Note: These minutes contain only actions taken (formal votes or stated "sense of the meeting") in accordance with NCAA policy regarding minutes of all Association entities. While certain items on the Committee's agenda were acted on at various times throughout the meeting, all final actions within a given topic are combined in these minutes for convenience of reference.]

The meeting was called to order at 1:30 pm by the chair, President Ray. All members were present as noted above.

1. Welcome and announcements. Ray welcomed Patrick O'Brien, president of West Texas A&M University, who is the new vice chair of the Division II Presidents Council, and Michael Alden, director of athletics at the University of Missouri, Columbia, who is the new chair of the Division I Leadership Council.

   Ray thanked Kathleen Brasfield, Division II Management Council chair, for her service as she is attending her last Executive Committee meeting.

2. Approval of August 12, 2010, meeting minutes.

   It was VOTED

   "To approve the Executive Committee minutes of the August 12, 2010, meeting as distributed."

3. NCAA President's report. President Emmert provided an update on the Association's strategic plan and noted that the goals and objectives identified during the previous strategic planning process continue to be relevant and that the Association will continue to build on these ideals. Emmert called on Kevin Lennon to provide an overview of the performance management metrics being developed within the national office. Lennon noted that the purpose of the performance management program was to enhance accountability, improve results and demonstrate value to the membership. Finally, Emmert called on Bernard Franklin to inform the Committee of the development of an inclusion initiative within the national office that combines efforts that support gender inclusion and minority inclusion within the office of the chief inclusion officer. Franklin noted an increased focus on policy development, greater presidential involvement, and greater affiliation and increased collaboration with other national organizations that either have diversity and inclusion as a primary mission or some aspect of diversity and inclusion within their core principles.

4. Report from Executive Committee working group on membership issues. The Committee received a report from the working group on membership growth chaired by Charles Bantz. Bantz reported that the group began its meeting with a discussion on legal issues surrounding membership growth and will continue to engage legal counsel as recommendations are formulated. The working group also engaged in an expanded discussion on trends in intercollegiate athletics and higher education, focusing specifically on sports sponsorship and participation trends, including an examination of schools at the extremes of the distribution. The data generally showed modest growth in sports sponsorship and participation over the past five years, with some outliers representing significant increases and decreases in sports sponsorship and participation. Additional data (e.g., athletics finance, institutional finance and institutional enrollment trends) will be added to this analysis to provide valuable context. The group discussed growth opportunities for the NCAA, essentially, where possible growth could originate given average number of sports sponsored by four-year degree granting institutions affiliated with athletics associations other than the NCAA, as well as non-affiliated institutions.

   The group concluded the meeting with a broad discussion on possible recommendations, including a general sense that the current membership processes within each division were effective and should be continued. However, there was support for increased education around membership standards and the differences among the divisions. The group also supported scenario planning to manage membership growth in the event of significant changes to the current landscape of athletics associations. The timeline for the conclusion of these discussions is April 2011, with a report and recommendations to the Executive Committee in April or August 2011.

5. Report from NCAA Committee on Sportsmanship and Ethical Conduct. Vowels reported on the progress of the acts of violence internal working group created to discuss issues around the impact of violence involving student-athletes. The objectives of the group are to:

   a. Determine the extent and scope of the problem through research.

   b. Determine the NCAA's role in addressing the issue.

   c. Make recommendations regarding how to effect behavioral change.

   Vowels noted that the internal working group is on schedule for its final report to the Executive Committee in April 2011.

6. NCAA Division I Board of Directors and Divisions II and III Presidents Councils reports.

a. Division I Board of Directors. The Committee received an update on the actions of the Division I Board of Directors that included the following:

(1) Membership categories. Agreed to sponsor legislation in the 2010-11 legislative cycle to eliminate the corresponding membership category and further define the requirements for the affiliated membership category to limit membership to:

(a) Coaches and sports associations for sports sponsored by the NCAA; and

(b) Associations comprised of college/university administrators.

The Board also agreed to recommend that the annual fee for the affiliated membership category be increased from $225 to an amount that is more appropriate based on the benefits gained by being allowed to use the Association's registered marks.

(2) Sickle Cell written release. Agreed to sponsor Proposal No. 2010-100, which would eliminate the opportunity for an individual to decline and sign a written release for the sickle cell solubility test as part of the required medical examination or evaluation for student-athletes who are beginning their initial season of eligibility and students who are trying out for a team.

(3) Men's basketball summer recruiting. Discussed a recommendation from the Collegiate Commissioner's Association to eliminate the summer evaluation period in men's basketball beginning in the summer of 2011. The Board did not support the immediate elimination of summer recruiting; rather, it indicated its support for delaying sponsorship of such legislation until the 2011-12 legislative cycle and, in the meantime, assigning the Division I Leadership Council, along with appropriate stakeholders, the responsibility to evaluate and create a new recruiting model for men's basketball.

b. Division II Presidents Council. The Committee received an update on the actions of the Division II Presidents Council that included the following:

(1) GoDaddy.com. Received a report from the liaison to the NCAA Committee on Women's Athletics (CWA). At its recent meetings, CWA noted its

objection to the decision to permit the previously licensed GMAC Bowl to change its title sponsor to GoDaddy.com. The CWA noted that the NCAA Application for License to Conduct Postseason Football Contest includes the requirement that the licensee promote and administer a postseason football game consistent with the image, integrity and values of the NCAA. The CWA also noted that the majority of GoDaddy.com advertisements contain sexually suggestive material, many of which are more suggestive than allowed on television. It requested that focused efforts be made to ensure that GoDaddy.com advertisements and activities surrounding the postseason bowl game maintain the integrity and image of the NCAA and its student-athletes. The Division II Presidents Council unanimously voted to support the CWA's position regarding GoDaddy.com as a bowl title sponsor and went on record expressing disappointment that a license was approved for the bowl game. Additionally, the Council requested that the Association respond in a manner that it feels most appropriate to ensure that the advertisements and activities surrounding the postseason football bowl game will maintain the integrity and image of the NCAA and its student-athletes. Further, the Association should ensure that future bowl sponsors are aligned with the image, values and integrity of the Association.

(2) Division II membership strategic growth. Spent time at its meeting discussing the division's membership growth. The purpose of these discussions is to (a) seek to achieve greater understanding of current conference discussions regarding membership and possible expansion; (b) consider the ramifications of what happens when expansion does occur; and (c) identify strategic solutions to address these issues. Ultimately, Division II needs to study and understand the potential for membership growth and proactively develop strategies to manage membership growth in the future, with any potential legislation being voted on during the 2012 Division II Business Session.

(3) 2011 Division II priorities. Endorsed the 2011 priorities, which correspond with the five strategic goals and funding initiatives of the 2009-12 Division II strategic plan and emphasize three overarching strategies for Division II: (a) continuing to emphasize the Division II "Life in the Balance" strategic positioning platform in all student-athlete well-being, regulatory, financial and membership decisions; (b) promoting the institutional benefit and value of Division II membership; and (c) planning for the future as a division, as it grows strategically and allocates its limited resources.

(4) Division II Championships Festival. Division II will host the 2010 Division II National Championships Festival November 30-December 4 in Louisville, Kentucky. The festival will be co-hosted by Bellarmine University and the Louisville Sports Commission. This will be the fifth Championships Festival that Division II has staged, and the second time for fall sports. Championships will be crowned in the sports of men's and women's cross country; women's volleyball; field hockey; and men's and women's soccer.

c. Division III Presidents Council. The Committee received an update on the actions of the Division III Presidents Council that included the following:

(1) Revenues and expense report. Acknowledged the value of institutions having fact-based financial data with which to compare institutions and understand relative expenses. It directed the staff to continue to develop this information, with the ultimate establishment of dashboard indicators or a similar mechanism. The Council will encourage Division III members to fully participate in the data collection efforts to best support any tools developed.

(2) Transgendered student-athletes. In an effort to educate itself, heard from an academic expert, Betsy Crane, professor of human sexuality from Widener University, and from NCAA staff from the inclusion and health and safety offices to learn about the sociological and practical implications of serving transgendered college students, particularly student-athletes. The Council recommended that colleagues in Divisions I and II consider a similar educational session. The Council remains committed that student-athlete well-being should be the primary consideration in addressing this complex issue. It also awaits updated educational materials and recommendations from the relevant committees, which are expected this April. The Executive Committee should expect to receive a recommendation regarding possible Association-wide action on this topic in the coming spring or summer.

(3) 2011 Convention. In preparation for the 2011 Convention, reviewed the 14 proposals up for membership vote, approved voting order and proposal groupings, and took positions on membership sponsored proposals. Significant items include a proposal to eliminate corresponding membership (consistent with actions taken by the other two divisions); to expand the Division III Management Council from 19 to 21 seats by adding two individuals to whom athletics reports (bringing to the Council the voice that oversees athletics on 80 percent of Division III campuses); and to delegate

to the Management Council the authority to sponsor Convention legislation when issues are deemed operational in nature. It also voted to sponsor a resolution, as well as an amendment-to-amendment, to two proposals. It was noted that Division III will be voting to add a Division III Men's Volleyball championship, effective for the 2011-12 year.

(4) Drug education and testing pilot. Continued to discuss the results of its drug education and testing pilot, conducted during 2007-09, to assess whether the division should establish academic year-round drug testing. The Council is focused on four options to present for full membership discussion at the January 2011 Convention. The preferred Presidents Council options are to retain the existing championships drug-testing program and provide the division with additional resources to conduct enhanced drug education and optional, campus-based drug testing. Such programs would target alcohol, emphasize collaboration with the student affairs community and identify for the membership those deterrence programs with proven records of success. Funding for optional participation in drug-testing programs remains as an option under consideration.

(5) Academic reporting pilot. Received a preliminary update on the division's academic reporting pilot. This is a first attempt at gathering national data to compare the academic performance of Division III students and student-athletes. Early results show comparable to slightly superior performance by student-athletes using the federal graduation rate (67 versus 65 percent). The study also calculated a graduation success rate (using methodology similar to Division II, accounting for transfers and students who leave the institution in good academic standing) and found an academic success rate of 87 percent. Future analysis will look at trends across sport, gender and other demographic categories. If the two-year pilot yields useful data and manages burden to institutions, the division may seek to implement required reporting in the future, but there are no plans to establish national initial- or continuing-eligibility standards in Division III. The purpose of the reporting is to help institutions assess adherence with the expectation that student-athletes perform at least as well as their student body peers and to provide additional data to back up the Division III identity platform.

(6) GoDaddy.com. Formally endorsed the position of the CWA opposing the selection of GoDaddy.com as a bowl title sponsor, and requested that the Executive Committee review the concerns expressed by the CWA to determine how best to ensure that future bowl sponsors are aligned with the image, values and integrity of the Association. Further, the Council

requested the Executive Committee review the Association's advertising policies to potentially expand the list the list of expressly prohibited advertisements to exclude those not in line with the values of higher education, including, but not limited to, sexually explicit or suggestive materials, discriminatory content or content that condones violence. Such policies should cover all NCAA media outlets, including the new NCAA digital platform.

7. NCAA Executive Committee Subcommittee on Gender and Diversity Issues. The Committee received a report from the Executive Committee Subcommittee on Gender and Diversity Issues. The subcommittee noted concerns regarding the approval of GoDaddy.com as a football bowl sponsor as it does not correlate with espoused NCAA values and the respectful representation of women, particularly women in sport. It recommended that the Executive Committee support the following changes to the Association's advertising policies:

   a. The policies should be included not only as part of advertisers and advertising copy of game programs, broadcasts and telecasts, and other controlled aspects of NCAA championships but, in Division I, as part of the postseason bowl licensing criteria and process.

   b. The policies should expressly prohibit advertisers and/or advertisements not in line with the values of higher education, including, but not limited to, sexually explicit or suggestive materials, discriminatory content or content that condones violence.

   The subcommittee noted that explicitly stating such advertisements are not appropriately associated with NCAA championships or a postseason opportunity is in the best interest of the student-athletes and the Association, and in keeping with the Association's status as an institution of higher education. The Executive Committee supported the subcommittee's position but, prior to taking action, the Committee requested additional feedback from the Division I Board of Directors during its January 2011 meeting.

8. Future meetings. The Committee reviewed its future meetings schedule.

9. Adjournment. Ray adjourned the meeting at 3:45 p.m.

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The National Collegiate Athletic Association
November 10, 2010 BWF/DOM:jw