

Faculty Athletics Committee
February 6, 2020

Present: **Committee Members:** Rita Balaban, Lissa Broome, Melissa Geil, David Guilkey, Daryhl Johnson, Aimee McHale, Ed Shields, Abbie Smith-Ryan, Jeff Spang, William Sturkey

Advisors: Michelle Brown (ASPSA), Bubba Cunningham (Athletics), Vince Ille (Athletics)

Guests: Luke Buxton (UNCUT), Kennedy Byrd (UNCUT), Caroline Coelho (UNCUT), Jeni Cook (Media Relations), CriShaun Hardy (Daily Tar Heel), Alex Helms (UNCUT), Dwight Hollier (Athletics), Shelley Johnson (Athletics), Cricket Lane (Athletics), Jake Lawler (UNCUT), Alex Mazer (UNCUT), Anna Neil (Daily Tar Heel), Jeni Shannon (Campus Health – Sports Medicine), Emily Summers (Office of the Chancellor)

I. Welcome and Introductions

Welcome and Introductions.

Committee Chair Daryhl Johnson welcomed all attendees to the meeting. Committee members and guests introduced themselves.

Minutes. The minutes from the January meeting were approved with the agreement that an edit suggested by Michelle Brown would be made.

Preliminary matters.

- *Field Hockey:* Johnson reported that he and Faculty Athletics Representative Lissa Broome represented Chancellor Kevin Guskiewicz at a reception on February 5 at the Governor's Mansion in Raleigh honoring the Field Hockey National Championship team.
- *FAC/SAAC Focus Groups:* The FAC/SAAC Focus Groups were also held on February 5. Jeff Spang asked committee members to send him their summaries so he could collate for the next meeting.
- *Flyleaf Event:* Broome mentioned that Debbi Clarke is having an event at Flyleaf Books on Monday, February 10th at 7:00 p.m. to discuss her new book co-authored with Jim Dean, *The Insider's Guide to Working with Universities*.

II. UNCUT Screening and Discussion

Daryhl Johnson introduced the students who developed UNCUT (listed above), <https://www.uncutchapelhill.com/>, a student-led and athlete-driven 501(c)(3) nonprofit that provides student-athletes a platform to tell their stories. Johnson thanked them for being at the meeting. He also thanked Debbi Clarke for connecting Rita Balaban and him to the UNCUT

team. The committee screened a video posted on the site that featured Johnson and Balaban in conversation with two student-athletes, [Tar Heel Talk, Episode 3: Completing in the Classroom](#).

UNCUT representatives explained how creating the video was a great experience for them. They discussed how their platform hopes to humanize student-athletes and humanize professors. UNCUT wants to help make the unique relationship between faculty and student-athletes healthy and to build on this relationship together. They asked FAC members if they find this dialogue helpful and asked how they can improve.

Lissa Broome congratulated the students on the website and asked about the other content on the site. One section is called Clean Slate and it provides an outlet for student-athletes to write about their story in their own words. UNCUT has a myriad of topics and they walked FAC members through the current stories on their website. UNCUT members discussed how they will be releasing a new podcast soon focusing on female student-athletes and a cooking show featuring football players. Broome encouraged FAC members to sign up for UNCUT's email newsletter to be notified when new content is posted.

Aimee McHale commented that she loves the content and the Clean Slate articles. She said that social media platforms are also promoting the UNCUT content and providing opportunities for more discussion around the topics presented. One of the UNCUT members talked about the positive impact of the first UNCUT video, [Tar Heel Talk Episode 1: Being Black](#).

Lissa Broome asked how this website will perpetuate itself after the current student founders graduate. Members responded that they currently have 25 volunteer staff and they are working to ensure that the site will continue. Jeff Spang asked how is UNCUT funded. UNCUT representatives responded that almost everything they do costs very little. They are also applying for grants to help offset the costs they do incur.

Director for Mental Health and Performance Psychology, Jeni Shannon, asked how to get this content out to faculty. One of the representatives responded that he went to a professor's office hours and discussed UNCUT. He said a good way for more faculty to learn about UNCUT is for FAC members to talk about this platform with other faculty members. Lissa Broome said she will mention this platform in her March report to Faculty Council. An UNCUT representative also offered that team "meet your professor" events were effective in encouraging constructive interactions between faculty and student-athletes.

UNCUT members said that the platform provides space for student-athletes to discuss social and political topics, such as the first episode on Being Black. Student-athletes have been coming to UNCUT with the topics they wish to discuss so it provides the tools and the platform for student-athletes to share their ideas and stories.

Johnson thanked UNCUT members for being at this meeting, for their work on the website, and for the opportunity for he and Balaban to appear in one of the videos. Dwight Hollier, Senior Associate Athletic Director for Student-Athlete Health, Wellbeing and Program Outreach, also thanked UNCUT for the topics they are tackling.

III. ASPSA Update

Michelle Brown, Director of Academic Support Program for Student-Athletes, reported that the APR data has been submitted to the NCAA, but won't be released to the public until May.

Upcoming student-athlete academic recognitions include:

- The Athletic Director Scholar-Athletes (one student from each team) will be recognized at halftime of the NC State men's basketball game on February 25.
- The men's and women's teams with the highest GPA will be honored at a dinner provided by a donor on March 1 (women's cross country and men's fencing).

IV. Academic Processes for Student-Athletes: Review

Process 18.1 – Student-Athlete Development

Cricket Lane, Associate Athletic Director for Student-Athlete Development, reported on the various trainings and programs available to student-athletes. These include *Adulting 101* for seniors and financial education provided by Wells Fargo. Wells Fargo is transitioning to online modules from in-person sessions for most of the financial education so that student-athletes can select the modules that make sense for them as they progress through their four years at UNC. Lane's office also coordinates community service by student-athletes. In total, student-athletes provided about 3,500 community service hours last year. Some new community service opportunities include Team Impact, where three teams have adopted a child facing health challenges, have a "signing day" for the child, and invite the child to practice and to be on the sidelines of games.

Lane's office also coordinates specific career development activities for student-athletes (often in conjunction with ASPSA), including the Majors/Minors Fair and career networking events. A new initiative is ForevHER Tar Heels, one element of which is a mentoring and networking component for female student-athletes. The student-athlete development area tries not to stretch student-athletes too thin, but to encourage them to take part in what they are interested in and find helpful. Her office also addresses diversity and inclusion and last semester had a self-defense class. She ended by discussing some individual team events like email and text etiquette trainings.

Shelley Johnson, Director of the Richard A. Baddour Carolina Leadership Academy, provided an overview of the Leadership Academy. She explained the Academy is in its 15th year. The premise of the Leadership Academy is that leadership is a skill that can be taught and learning leadership needs to be an active process. The different levels of the Leadership Academy, developed in conjunction with the Center on Creative Leadership, are action-oriented – Navigate, Accelerate, Incubate, and Activate. Johnson said this model was created with input from student-athletes and coaches. First-year student-athletes are required to participate in Navigate and then the remaining levels are either self- or coach-nominated. The Leadership Academy holds its workshops on Monday evenings and each level involves around 6 workshops per year. First-year student-athletes who matriculate in the spring receive leadership training and incoming transfer students are encouraged to integrate into one of the upper-level Leadership Academy programs.

Lane also mentioned the Carolina Sports Leadership Summit, which is organized by the student-athletes at the Incubate level. This Summit is a leadership event for middle school students that is held on Martin Luther King, Jr. Day. Balaban commented that the programming available for student-athletes was a highlight of their experiences for those who participated in the recent FAC/SAAC Focus Groups.

Process 18.2 – Student-Athlete Well-being and Mental Health Resources

Director for Mental Health and Performance Psychology, Jeni Shannon, discussed the mental health program for student-athletes, which is in its third year. She was grateful that the Athletic Department funded a second full-time sports psychologist. Brendan Carr came on board in the fall just before Dr. Shannon went out on maternity leave, so the office is just now enjoying the benefits of two full-time professionals as Dr. Shannon returns to full-time work. Shannon's unit and CAPS (Counseling and Psychological Services) are hoping to share another position and are looking for more diversity for the staff.

Shannon's office partners with other groups throughout campus and hosts its own events focused on mental health. She mentioned Ted Talks, Mental Health Forums, body positive programs, and the Mental Health Fair as examples of programs offered. She is hoping to develop more program specifically for coaches. Her office is trying to be visible and to do as much as it can to help decrease the stigma associated with mental health. One of the UNCUT members added that visibility matters. He discussed some of his own experiences with mental health and wrote a piece on his experience. Other students reached out to him with their own similar stories.

The greatest challenge Shannon faces is meeting the demand for services by student-athletes. She encourages student-athletes to meet with someone from CAPS if the waiting time or an appointment with her or Carr is too long. In some instances, students are referred to providers outside the University.

Shannon has group sessions with injured athletes and medically retired student-athletes. Lissa Broome added the ACC Mental Health Summit will be in May in Charlotte. Dwight Hollier said that Athletics is hoping to sponsor a spring mental health event at UNC. Melissa Geil added that gymnastics had a meet themed around mental health. Jeff Spang noted the mental health first aid training that is available on campus. Spang thanked Athletic Director, Bubba Cunningham for hiring a second full-time employee. Spang urged FAC to continue discussing this topic and noted that as the stigma is being reduced, the demand for mental health services rises. Hollier is committed to having enough resources to address mental health issues.

V. Major's Report

David Guilkey provided the committee the report on student-athlete majors and discussed notable highlights. He mentioned trends in student-athletes versus non-student-athletes majors for juniors and seniors. He pointed out Computer Science is a major that is rapidly growing among non-student-athletes, but not as much for student-athletes. He pointed out other trends in majors over the prior five-year period. Michelle Brown said the Majors/Minors Fair for student-athletes has been helpful for student-athletes to learn more about different options. In the last few years, junior and senior student-athletes have participated at the tables with their departmental representatives. Brown said her office works to try to achieve a representation of diverse majors and minors at the fair. Brown said she would try to get a representative from the

Computer Science department to attend the next Majors/Minors Fair. The committee discussed some of the challenges in finding tutors for particular classes and majors, especially in areas where a tutor can earn more money teaching elsewhere. Other FAC members noted that major choice may sometimes be driven by community that student-athletes build with professors and other student-athletes. Some colleges also have minimum GPA requirements that may limit student major choices. Abbie Smith-Ryan suggested that the committee consider whether there should be a list of faculty “ambassadors” made available to student-athletes or whether faculty who had been through a special training about the needs of student-athletes could have a sticker to place on their office door.

VI. FAR Update

Faculty Athletics Representative Lissa Broome referred the committee to her written report posted on Sakai.

VII. Athletic Director Update

Athletic Director Bubba Cunningham said he had posted a Title IX update and Black History Month Calendar on Sakai for FAC members to review. He thanked Dwight Hollier, Cricket Lane, and Shelley Johnson for their work on the student-athlete services discussed earlier in the meeting. He appreciates UNCUT and everything that platform is doing to provide a space for student-athletes to express themselves. Cunningham also thanked Johnson and Balaban for appearing in the UNCUT video. Cunningham mentioned the NCAA name, image and likeness working group and noted that he, Vince Ille, and Marielle vanGelder recently met with legislators in Washington to discuss this issue. Lissa Broome passed out a handout prepared by the NCAA SAAC on name, image and likeness.

The meeting adjourned at 5:33.

Respectfully submitted by Lissa Broome (with assistance from Emily Summers)

Attachments:

- Leadership Academy Overview
- PRG Report 2020
- Student-Athlete Majors 2019
- FAR Update
- Black History Month Calendar 2020
- Title IX and the Current Landscape in Athletics

"Our coaches believe the single most important characteristic necessary to build a winning program is leadership among the student-athletes. We want to establish Carolina not only as a great school and successful athletics program, but as a national model for training and developing leadership skills."

**RICHARD A. BADDOUR,
UNC DIRECTOR OF ATHLETICS, EMERITUS**

"Being an effective leader is key to success. It takes a lot of maturity for one to be committed to leading themselves and others. This program has challenged me to grow and progress as an athlete, leader, and person."

**WOMEN'S TENNIS
STUDENT-ATHLETE**

"The lessons the Carolina Leadership Academy has taught me go far beyond the field. I've learned skills that will help me be an effective leader for a lifetime."

**FOOTBALL
STUDENT-ATHLETE**

"Participating in the Carolina Leadership Academy has been a highlight of my UNC experience. I feel I have the skills to be an effective leader on my team now and in the business world once I graduate."

**SOFTBALL
STUDENT-ATHLETE**

BE READY WHEN IT COUNTS

The *Richard A. Baddour* Carolina Leadership Academy is the premier leadership development program in collegiate athletics. It prepares student-athletes to be ready to lead whenever it counts — because leadership happens all of the time — from seemingly insignificant decisions to championship-capturing moments.

As the nation's first such program, the Leadership Academy trailblazed in the area of collegiate student-athlete leadership development. Since its founding in 2004, the Leadership Academy has continued to innovate and to set the standard in this space.

Carolina invests significant resources into its leadership development efforts because leadership matters. It matters to the student-athletes, teams, Athletics Department, campus, and community. It matters immediately and indefinitely. It matters at Carolina and life beyond Carolina.



THE PREMIER LEADERSHIP DEVELOPMENT PROGRAM IN COLLEGIATE ATHLETICS

PARTNERSHIP WITH CCL

The Leadership Academy operates in thought partnership with the Center for Creative Leadership (CCL.org). CCL is a top-ranked, global provider of leadership development and research.



Center for
Creative
Leadership

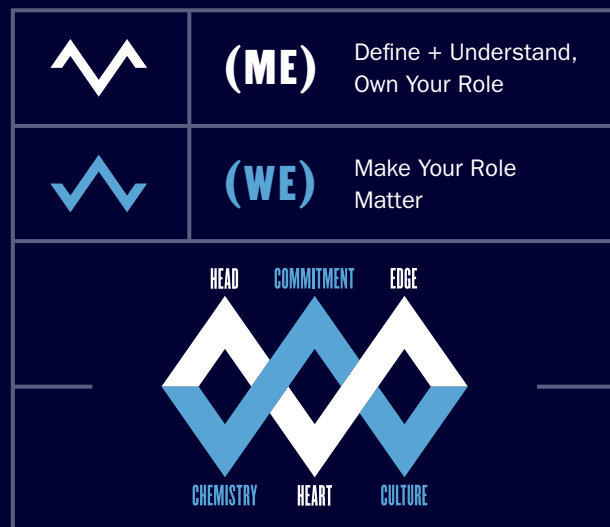
CAROLINA
ATHLETICS



APPLIED FRAMEWORK

An applied framework conveys a language and architecture with which to speak of, think about, and engage with leadership. The UNC Applied Framework is based upon an interdependence between leading self (ME) and leading with others (WE). With interdependence, there is no one absolute right or wrong answer, but rather both are correct — although one of the aspects may manifest more strongly depending on the context.

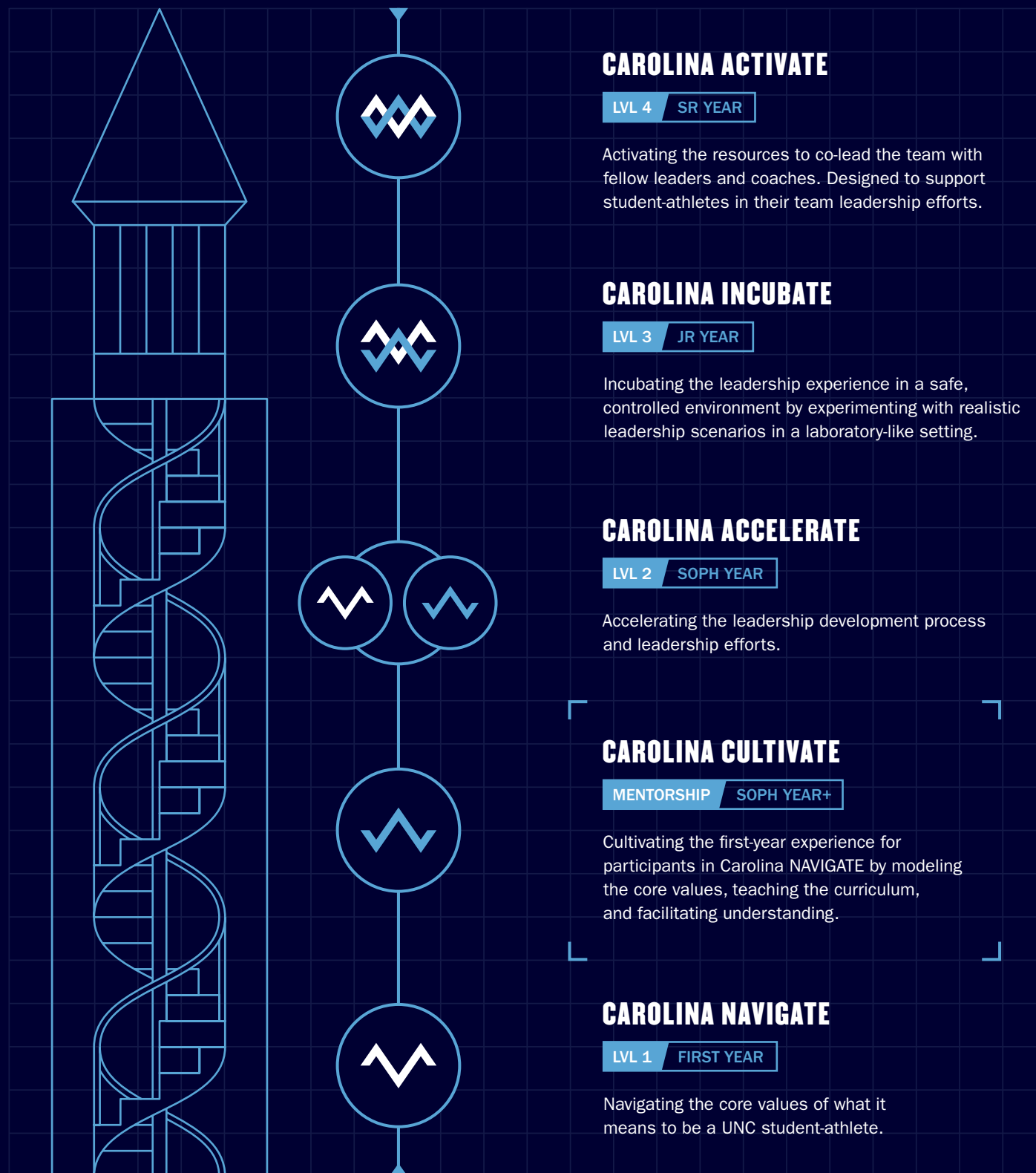
The diamond-shaped ME-WE graphic is a nod to the argyle that decorates the uniforms Tar Heel student-athletes proudly wear in competition.



DESCRIPTIVE FRAMEWORK

The ascending staircase image is inspired by the University's iconic Bell Tower, where seniors famously climb the 128 steps and enjoy the expansive view from the top as a pre-graduation celebration. Similarly, student-athletes travel never-ending ascensions of growth during their leadership development journey.

This framework outlines the various levels of, progression through, and description of the leadership program. As they ascend, UNC student-athletes acquire knowledge and awareness that allows them to see the Applied Framework with new perspective.



Process 18.2 Updates

2018-2019 Staffing – 1.3 FTE (1 Full Time, 2 Contract for total of 12 hours/week during Academic Year)

2019-2020 – Addition of 2nd full-time psychologist, current search for shared position with CAPS to focus on substance use and diversity initiatives.

Utilization 2018-2019

Academic Year TOTAL	Unique S-As: 170	Sessions: 1106
Calendar Year TOTAL (Only Director for Summer)	Unique S-As: 182 (+ 7 group, not accounted for in individual)	Sessions: 1265 Average of 7 sessions/athlete
Team Sessions:	17 Teams	60% of Teams

# of Athletes Returning for Services: 85	# of Athletes New to Services: 97
Men: 86, 46% of clients	Women: 101, 54% of clients
Persons of Color: 57, 30% of clients	White-Identified Individuals: 131, 70% of clients

AMP served approximately **25% of UNC student-athletes** through individual and group appointments. We need to increase our efforts to reach our underrepresented populations.

We were on a waitlist by September 2018 and remained throughout the year.

2018 - 2019 Outreach and Initiatives:

Increased collaboration with campus resources

- Continuation of the Predoctoral Intern position through collaboration with CAPS.
- School of Social Work for Mental Health First Aid training
- FAC, faculty, and Student Affairs with the Faculty outreach event
- Collaboration with the EOC, Dean of Students, and Title IX office for specific situations.

Increased coach education

- Brief presentations at Head Coaches meetings
- 2 Blue OPS related to Mental Health.

Stigma-reduction and mental health programming:

- In partnership with FAC and the Committee for Collegiate Sports: the Student-Athlete Mental Health and Well-Being Workshop for Faculty
- 12 student-athletes completed a Mental Health First Aid Training
- Most of Athletic Training Staff has completed a Mental Health First Aid Training
- Student-Athlete Mental Health Panels:
 - o Freshman student-athletes through Navigate
 - o Coaches and Staff through Blue OPS.
- 2nd Annual Mental Health Forum, with Student-Athlete Mental Health TED Talks.
- In collaboration with SAC, a Mental Health Awareness Video was created
- Implementation of the Body Positive program

Trends in Student Athlete Majors compared to Non-Athletes 2015-2019
(Ordered by Number of Non-Athletes in the Major)

Table 1. Number and Percentage of Non-Athletes and Athletes in the Top 30 Majors in 2019				
Major	Number of Non-Athletes	Percentage of Non-Athletes	Number of Athletes	Percentage of Athletes
Biology (BA)	1304	9.96	20	5.18
Psychology	985	7.52	22	5.70
Computer Science	901	6.88	5	1.30
Economics	801	6.12	25	6.48
Media and Journalism	785	6.00	18	4.66
Exercise and Sport Science	691	5.28	84	21.76
Political Science	630	4.81	10	2.59
Business Administration	616	4.71	41	10.62
Chemistry (BA)	391	2.99	6	1.55
Public Policy	374	2.86	5	1.30
Global Studies	356	2.72	5	1.30
Communication Studies	351	2.68	53	13.73
Undecided	281	2.15	4	1.04
History	246	1.88	8	2.07
Peace, War, and Defense	236	1.80	10	2.59
Statistics and Analytics	229	1.75	2	0.52
Mathematics (BA)	218	1.67	2	0.52
Human Develop & Family Studies	215	1.64	2	0.52
Nursing	206	1.57	2	0.52
Neuroscience	205	1.57	6	1.55
English & Comparative Lit	184	1.41	1	0.26
Management and Society	165	1.26	17	4.40
Sociology	164	1.25	6	1.55
Biomedical and Health Sci Eng	162	1.24	4	1.04
Romance Languages	145	1.11	2	0.52
Environmental Sciences	142	1.08	4	1.04
Environmental Studies	136	1.04	5	1.30
Anthropology	121	0.92	0	0.00
Philosophy	119	0.91	4	1.04
Physics (BA)	104	0.79	1	0.26

The correlation of the percentage of athletes and non-athletes in the top 30 majors is 0.45.

Notes: Cohorts include undergraduate students with declared majors and class level of JR or SR. Students with second majors are counted twice, once in the primary major and again in the second major. Approximately 20% of the student-athletes reported in the Fall 2019 cohort have a second major. Source: PS Campus Solutions reporting database (PM91PRD). Data is as of census for each reported term.

Table 2. Top 30 Trends in Majors between 2015 and 2019
(Sorted by Absolute Difference of the Change for Non-Athletes)

Major	Change in the Number of Non-Athlete Majors	Number of Non-Athlete Majors in 2019	Number of Non-Athlete Majors in 2015	Change in the Number of Athlete Majors	Number of Athlete Majors in 2019	Number of Athlete Majors in 2015
Computer Science	513	901	388	1	5	4
Statistics and Analytics	229	229	0	2	2	0
Human Develop & Family Studies	215	215	0	2	2	0
Neuroscience	205	205	0	6	6	0
English	-201	77	278	-1	1	2
English & Comparative Lit	184	184	0	1	1	0
Biology (BA)	172	1304	1132	0	20	20
Mathematical Decision Sciences	-166	14	180	-3	2	5
Biomedical and Health Sci Eng	162	162	0	4	4	0
Public Policy	149	374	225	3	5	2
Media and Journalism	121	785	664	0	18	18
Applied Science	-118	0	118	-1	0	1
Global Studies	-89	356	445	-3	5	8
Exercise and Sport Science	86	691	605	3	84	81
Romance Languages	-77	145	222	-1	2	3
Communication Studies	-76	351	427	10	53	43
Psychology	67	985	918	6	22	16
Chemistry (BA)	-52	391	443	4	6	2
Elementary Education	-52	0	52	0	0	0
Environmental Studies	50	136	86	4	5	1
History	-50	246	296	0	8	8
Business Administration	46	616	570	1	41	40
Peace, War, and Defense	45	236	191	5	10	5
Information Science	34	95	61	1	2	1
Interdisciplinary Studies	32	42	10	0	0	0
Environmental Sciences	27	142	115	1	4	3
Linguistics	-26	58	84	-1	0	1
Religious Studies	-26	42	68	-1	0	1
Middle Grades Education	-25	0	25	-1	0	1
Mathematics (BS)	25	48	23	0	0	0

The correlation in the top 30 changes in majors between athletes and non-athletes is 0.28.

**Update to FAC from the Faculty Athletics Representative
February 6, 2020**

NCAA

1. NCAA Annual Convention – January 23
 - a. D1 Focused Board of Governors Federal and State Legislation Working Group Feedback Session (Name, Image and Likeness – NIL)
 - i. Two federal bills relating to NIL
 1. Rep. Walker (NC), Student-Athlete Equity Act – remove NCAA’s tax exempt status if no NIL
 2. Rep. Shalala (FL), broader bill to appoint a Congressional Commission to examine a host of issues related to college athletics, including NIL
 - ii. State legislation
 1. CA bill effective 2023
 2. 19 states have introduced NIL legislation (9 with immediate effective dates or effective sometime in 2020)
 3. 16 (or more) states have expressed interest in NIL legislation
 - iii. NCAA’s Working Group came up with 6 recommendations and 3 principles (last fall). The NCAA Board of Governors directed all 3 NCAA Divisions to take action
 1. Principles
 - a. Should not pay for athletic performance
 - b. Any rules re NIL should be transparent, narrowly tailored, enforceable and preserve the integrity of the recruiting process
 - c. SAs should be able to use their NIL like other students, unless there is a compelling reason to differentiate
 - iv. Discussion points
 1. There is a continuum from promoting a SA’s own work product like a book to commercial value derived from the student’s status as a SA (signing autographs, being paid for appearances)
 - a. Also discussed as “active use” NIL where SA wants to use their name to support some activity they are engaged in versus “passive use” NIL where the student is getting compensated because of their athletic status (autographs, 3rd party endorsements)
 2. We talk about treating SAs like other students, but there are many ways where we don’t treat them like other students (access to tutoring, for instance)
 3. Consider Title IX implications and potential gender inequality
 - a. Is it sufficient if schools provide any NIL service in an equitable fashion even if NIL payments might differ?

4. How are we vetting third parties who are making payments to SAs and how are we determining what the “market rate” is?
 5. In the group licensing context, pro players are represented by a union that does these negotiations. How would this happen for SAs who are not employees? Institutional level? Clearinghouse? Multimedia group that already works with athletics?
 - a. Will university IP be used and how is that handled?
 6. Impact on recruiting, locker room, and team management?
 7. Could there be an adverse impact on Olympic sports if SA NIL decreases institutional receipt of endorsement funds?
 8. Will any restrictions that might be imposed on NIL subject the NCAA to litigation?
 9. CA legislation restricts NIL relationships with sponsors that would conflict with another sponsor of the school. Will something like this be included in other states/national/NCAA legislation?
 10. What are appropriate guard rails on NIL? Protect school sponsorships? Revenue sharing if use school IP? Keep boosters out of it?
- v. Current NIL waiver process – 98% of waiver requests have been granted. Most are when SA is involved in a business for reasons unrelated to athletics and the business has not athletics nexus
 - vi. Had polling on a variety of questions
 1. Should waivers be codified into legislation? Lots of support
 2. Should this be done now while we are continuing to tackle other issues? Support
 - vii. SAAC handout for student-athletes,
https://ncaaorg.s3.amazonaws.com/ncaa/NIL/2020_NILresource_SA.pdf
 - viii. Article from NCAA Champion Magazine,
<http://www.ncaa.org/champion/name-image-likeness>
 - ix. <http://www.ncaa.org/about/taking-action>
 - x. Feedback: NILQuestions@ncaa.org
- b. D1 Issues Forum
 - i. Almost 500,000 NCAA SAs and they collectively receive about \$3.5 billion annually in athletics aid (\$3.4 billion is spent on coaches’ compensation)
 - ii. D1 Council adopted 26 noncontroversial proposals and 4 standard legislative proposals
 - c. NCAA Plenary Session: The State of College Sports
 - i. NCAA Championships may now be held in states with legal sports wagering and player availability reporting is not necessary.
 - ii. David Williams, Vanderbilt, posthumously received the Pat Summit Award
 - iii. Emmert address
 1. Many think college sports is unfair, which is frustrating since NCAA has made a lot of progress on health and well-being, SA engagement

- in governance, academic support, enhancing the grant-in-aid to include cost of attendance. Reason for the disconnect might include
 - a. Seeing just a sliver of college sports
 - b. Watching revenue and expenditures increase
 - c. Some see as the access point to a professional sports career
 - d. But students select division and within a division where they go (they are not draft or part of a national/Olympics team)
- 2. NCAA needs to support SAs in a way consistent with our values
 - a. Even in high revenue sports, we want students playing other students
 - b. Concerns about fairness of college sports and NIL is a symptom on that, not the main event. Other concerns
 - i. Salaries of coaches and administrators
 - ii. Lack of time for internships and study abroad
 - iii. Whether SAs who transfer must sit (or not) for a year
 - iv. SAs penalized (no bowl game) for coach wrongdoing
 - c. We provide opportunities for SAs and we must be accountable to them and to each other. We may need help from Congress
- d. Also attended sessions on
 - i. Plays Well With Others – Cross-Campus Role of the FAR
 - 1. Compile list of faculty who were college athletes
 - 2. Talk about athletics and challenges for SAs at new faculty orientation
 - 3. Put SAs in front of Deans/Department chairs for a “day in the life of a SA”
 - 4. LB idea inspired by discussion: Should FAC partner with ASPSA/SAAC to offer an opportunity to discuss majors, careers, grad school with FAC members?
 - ii. Sports Wagering 101
 - 1. Prior to 2018 Supreme Court decision invalidating the Pro and Amateur Sports Protection Act, only Nevada had legal sports betting
 - 2. 22 or more states now offer legal sport wagering (14 currently and 8 in rulemaking process)
 - a. In NC, it will be available in-person only at Native American Casinos
 - 3. Lots of money bet worldwide, and a lot is bet offshore (illegally)
 - 4. Integrity risk
 - a. Protect via regulation and regulators
 - b. Work with integrity monitors (Sport Radar)
 - c. Monitor social media
 - 5. NCAA prohibits SAs, coaches, staff, FAR, President from betting on any contest in a sport that is sponsored by the NCAA (so this includes professional sport versions of NCAA sports like football and basketball and also NCAA bracket games where there is prize money)

- a. Education necessary for SAs and non-athlete students
 - b. MS has sports gambling, but the 4 major universities ban their SAs from going into the sports book area of the casino and supply a list of SAs every semester; enforcement likely if/when SA attempts to collect a winning bet
- 6. <http://www.ncaa.org/enforcement/sports-wagering>
- 2. NCAA D1 Council – Legislation for April vote

ACC

- 1. Winter ACC governance meetings, February 12-14.
 - a. Topics include TV, NIL, sports wagering monitoring and education, transfer environment, and the “inside baseball” stuff

UNC

- 1. Field Hockey Honored at Governor’s Mansion on February 5, 2020.



LUNCHTIME DISCUSSION: CELEBRATIONS OF SUCCESS

DATE: THURSDAY, FEBRUARY 6TH

TIME: NOON

LOCATION: BLUE ZONE UPPER CLUB

BRING YOUR LUNCH AND LEARN MORE ABOUT THE HISTORIC SUCCESSES OF CAROLINA ATHLETICS. DIRECTOR OF ATHLETICS BUBBA CUNNINGHAM WILL JOIN OTHER PANELISTS TO DISCUSS THE ACCOMPLISHMENTS OF UNC'S AFRICAN AMERICAN STUDENT-ATHLETES AND THEIR EXPERIENCES AT THE UNIVERSITY.

WBB VS. SYRACUSE BLACK HISTORY MONTH CELEBRATION

DATE: THURSDAY, FEBRUARY 13TH

LOCATION: CARMICHAEL ARENA

TIME: 7:00 PM

JOIN CAROLINA WOMEN'S BASKETBALL AS THE TAR HEELS HOST THEIR ANNUAL BLACK HISTORY MONTH CELEBRATION. TICKETS REQUIRED, STAFF/STUDENTS FREE WITH ONE CARD.

CAROLINA CALENDAR OF EVENTS

TAR HEEL TRAILBLAZERS PANEL DISCUSSION

DATE: SATURDAY, FEBRUARY 15TH

LOCATION: BLUE ZONE UPPER CLUB

TIME: NOON - 2:00 PM

THE 2020 TAR HEEL TRAILBLAZERS HONOREE, WILLIE COOPER, AND HIS CHILDREN, TONYA COOPER WILLIAMS AND BRENT COOPER, WILL DISCUSS AND REFLECT ON THEIR EXPERIENCES AS PART OF CAROLINA ATHLETICS AND AS UNC STUDENTS. RSVP REQUIRED.

MBB VS. VIRGINIA HONORING 2020 TAR HEEL TRAILBLAZER WILLIE COOPER

DATE: SATURDAY, FEBRUARY 15TH

LOCATION: DEAN E. SMITH CENTER

TIME: 6:00 PM OR 8:00 PM

WILLIE COOPER, THE FIRST AFRICAN AMERICAN BASKETBALL PLAYER AT UNC, WILL BE RECOGNIZED AT HALFTIME AS CAROLINA'S TAR HEEL TRAILBLAZERS HONOREE FOR 2020. TICKETS REQUIRED.

BASEBALL VS. NC A&T CELEBRATION OF THE NEGRO LEAGUES' LEGACY

DATE: TUESDAY, FEBRUARY 25TH

LOCATION: BOSHAMER STADIUM

TIME: 3:00 PM

AS PART OF THE 100TH-YEAR CELEBRATION OF THE BIRTH OF THE NEGRO LEAGUES, JOIN CAROLINA ATHLETICS IN RECOGNIZING THE LEGACY OF THE LEAGUE AND ITS PLAYERS. TICKETS REQUIRED, STAFF/STUDENTS FREE WITH ONE CARD.

BLACK HISTORY MONTH TRIVIA & FACTS

FOLLOW ALONG ON TWITTER (@GOHEELS) ALL MONTH TO LEARN MORE ABOUT THE AFRICAN AMERICAN STUDENT-ATHLETE EXPERIENCE AT UNC, BOTH HISTORICALLY AND TODAY. LOOK FOR TRIVIA QUESTIONS, FUN FACTS AND INTERVIEWS THROUGHOUT FEBRUARY.

BLACK HISTORY MONTH SERVICE PROJECT

DATE & TIME: TBD IN FEBRUARY

COORDINATED EFFORT BETWEEN STUDENT-ATHLETES AND STAFF. MORE DETAILS TO COME!



Title IX and the Current Landscape in Athletics

Three basic parts of Title IX, as it applies to Athletics

- **Participation**: Women and men be provided equitable opportunities to participate in sports.
- **Scholarships**: Female and male student-athletes receive athletics scholarship dollars proportional to their participation.
- **Other benefits**: Commonly referred to as the “Laundry List”
- Equal treatment of female and male student-athletes in the provision of:
 - Equipment and supplies;
 - Scheduling of games and practice times;
 - Travel and daily allowance/per diem;
 - Access to tutoring;
 - Coaching
 - Locker rooms, practice and competitive facilities;
 - Medical and training facilities and services
 - Housing and dining facilities and services
 - Publicity and promotions;
 - Support services; and
 - Recruitment of student-athletes.

Compliance with Title IX: A Three-Part Test

- **Prong 1: PROPORTIONALITY**
 - Participation opportunities for male and female students are “substantially proportionate”
- **Prong 2: PROGRAM EXPANSION**
 - A “history and continuing practice of program expansion”
- **Prong 3: ACCOMMODATES INTERESTS & ABILITIES**
 - It is “fully and effectively”

Statistics at Carolina

Undergraduate Population

Female

60%

Male

40%

Athletic Participation

Male

55%

Female

45%

Program Expansion of Women's Sports

1974	1977	1979	1996	1997
Basketball	Softball	Soccer	Lacrosse	Rowing
Fencing				
Field Hockey				
Golf				
Gymnastics				
Swimming & Diving				
Tennis				
Track & Field/Cross Country				
Volleyball				

Power 5 Comparison: Participation

Conference	Average Female Sports Sponsored
UNC	15
Big Ten	12.9
PAC-12	12.4
ACC	11.6
SEC	10.8
Big 12	9.9

Conference	Average # Female Participation Opportunities
UNC	455
Big Ten	404
PAC-12	348
ACC	320
Big 12	304
SEC	300

* Participation data from 2017-2018 EADA Report

Three basic parts of Title IX, as it applies to Athletics

- **Participation**: Women and men be provided equitable opportunities to participate in sports.
- **Scholarships**: Female and male student-athletes receive athletics scholarship dollars proportional to their participation.
- **Other benefits**: Commonly referred to as the “Laundry List”
- Equal treatment of female and male student-athletes in the provision of:
 - Equipment and supplies;
 - Scheduling of games and practice times;
 - Travel and daily allowance/per diem;
 - Access to tutoring;
 - Coaching
 - Locker rooms, practice and competitive facilities;
 - Medical and training facilities and services
 - Housing and dining facilities and services
 - Publicity and promotions;
 - Support services; and
 - Recruitment of student-athletes.

Forever TAR HEELS

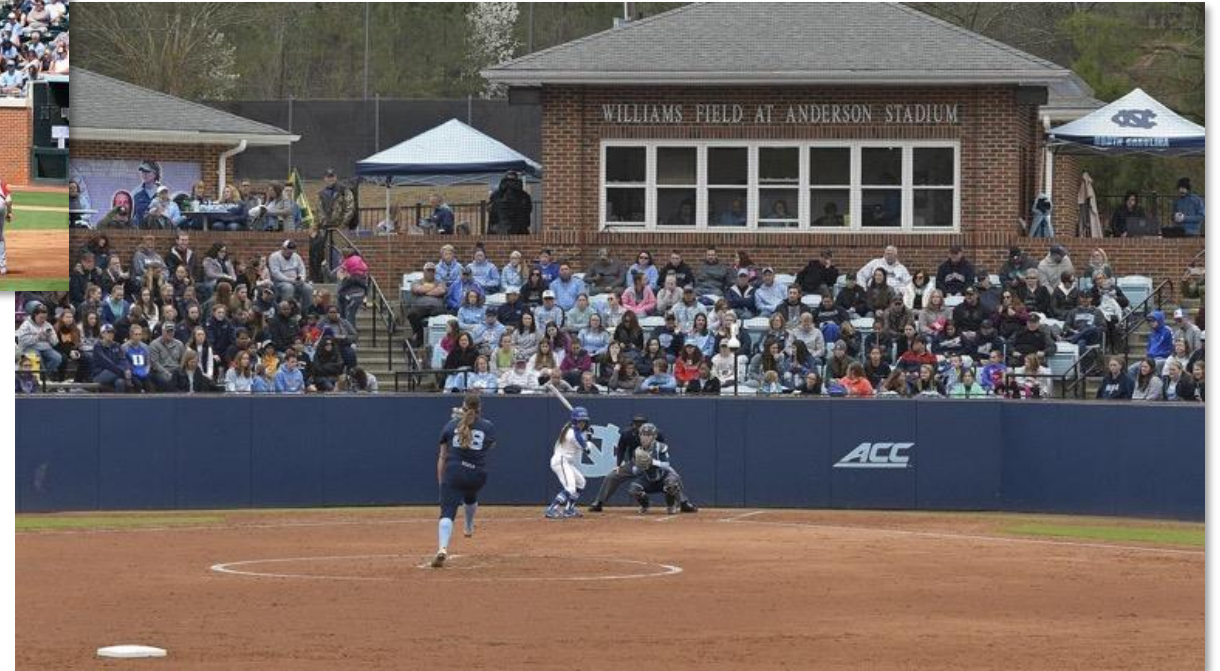
championing Carolina's women student-athletes

- Support for the teams that have won 36 of our 51 national championships
- The launch this fall was one of my proudest moments
- \$47M of the \$100M goal—already!

Areas of Concern: Basketball



Areas of Concern: Baseball & Softball



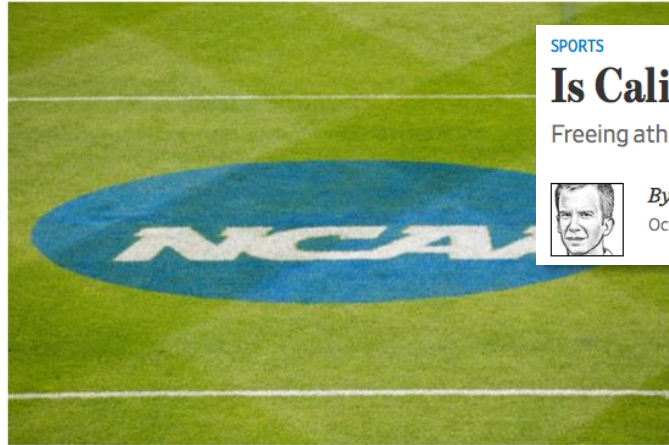
Areas of Concern: Rowing



NCAA Emerging Sports for Women

- NCAA legislation allows a National Collegiate Championship or a division championship to be established in an emerging sport if at least 40 NCAA institutions sponsor the sport at the varsity level.
 - Since the Emerging Sports for Women program was established in 1994, five sports have earned NCAA championship status: rowing (1996); women's ice hockey (2000); women's water polo (2000); bowling (2003); and women's beach volleyball (2015).
- Current Emerging Sports are:
 - Equestrian
 - Rugby
 - Triathlon

In Washington state, 'cautious optimism' from a lawmaker seeking name-image-likeness legislation



By Christian Caple Oct 30, 2019

SPORTS

Is California's New Law Doomsday for College Sports?

Freeing athletes to capitalize on their names doesn't have to unravel the NCAA



By Jason Gay

Oct. 4, 2019 8:05 am ET

NCAA Board of Governors Approves Policy Permitting College Athletes to Benefit From Use of Name, Image, and Likeness

Wednesday, October 30, 2019

The NCAA Board of Governors has unanimously approved a policy which will "permit students participating in athletics the opportunity to benefit from the use of their name, image and likeness in a manner consistent with the collegiate model."

The Current Landscape

N.C.A.A. Considers Loosening Rules for Athletes Seeking Outside Deals

Fair Pay to Play Act: States bucking NCAA to let athletes be paid for name, image, likeness

Legislators across the country -- and in the nation's capital -- are rushing to



by Matt Norlander @MattNorlander Oct 3, 2019 at 5:43 pm ET • 5 min read

NCAA Board of Governors opens door to athletes benefiting from name, image and likeness

Steve Berkowitz and Dan Wolken, USA TODAY Published 1:50 p.m. ET Oct. 29, 2019 | Updated 9:26 p.m. ET Oct. 29, 2019

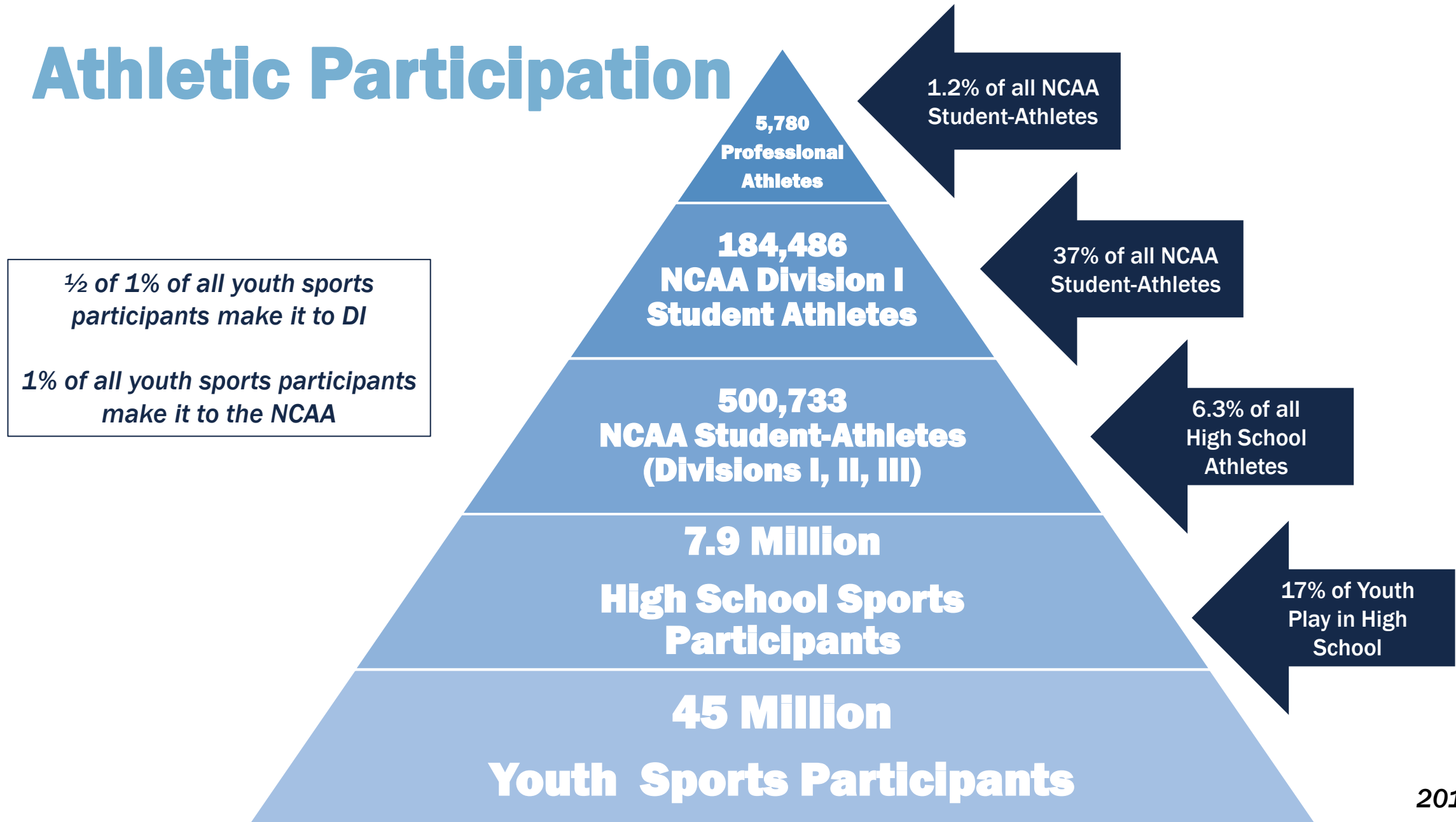
NCAA clears way for athletes to profit from names, images and likenesses



Dan Murphy
ESPN Staff Writer

Oct 29, 2019

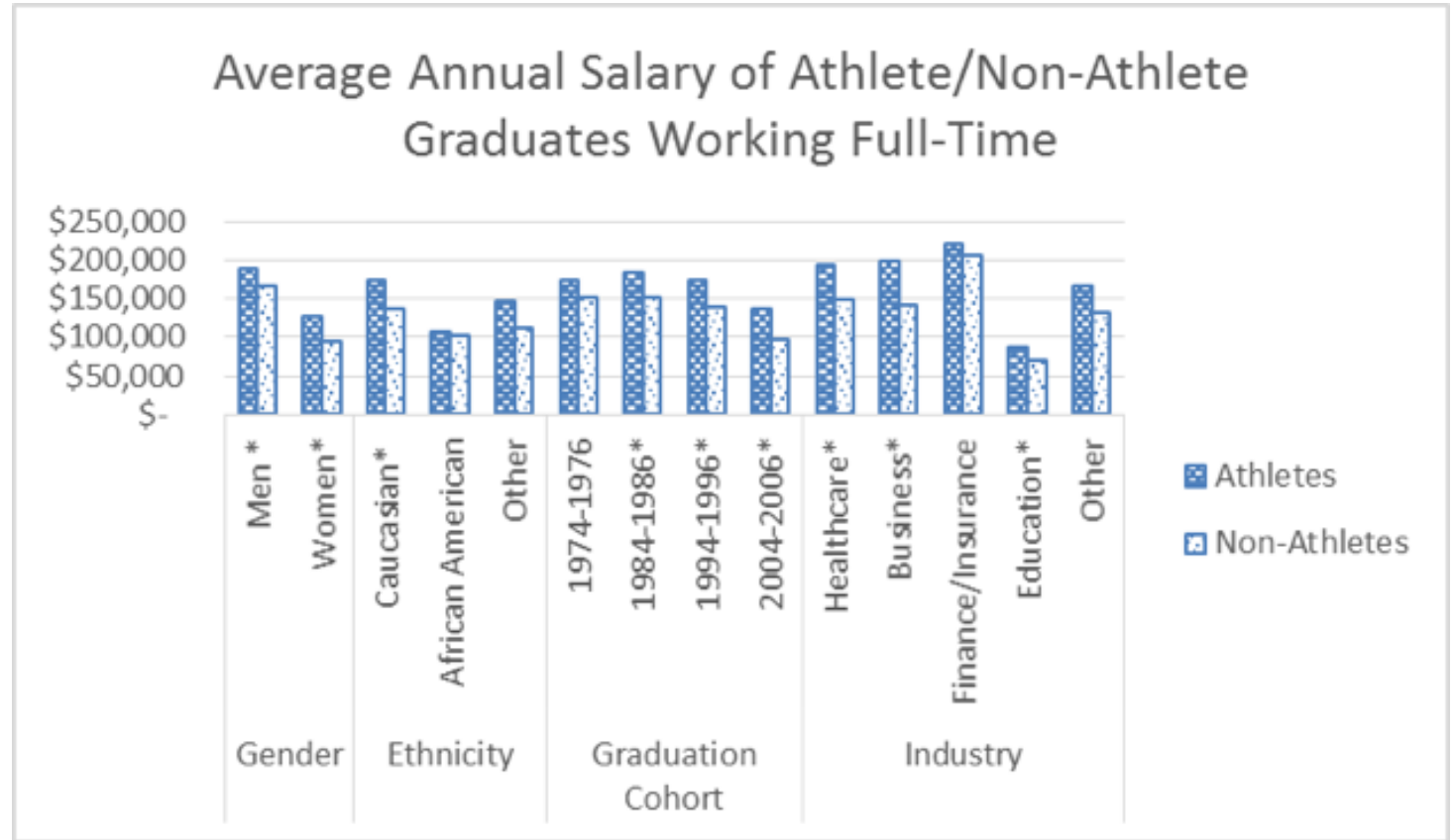
Athletic Participation



2017-2018

Value of Athletics Post-Graduation

- You are more likely to make a higher salary than non-athletes post-graduation
- You will have a higher job/life satisfaction
- You will be more engaged in your job



Research by Dr. Erianne Weight

Carolina: Investing in Student-Athletes

	Out of State	In State
Full Scholarship	\$53,719	\$25,959
Room	\$6,810	\$6,810
Board	\$4,716	\$4,716
COA	\$5,393	\$4,615
Pell	\$6,195	\$6,195

**Does not include meals, summer school, medical expenses, etc.*



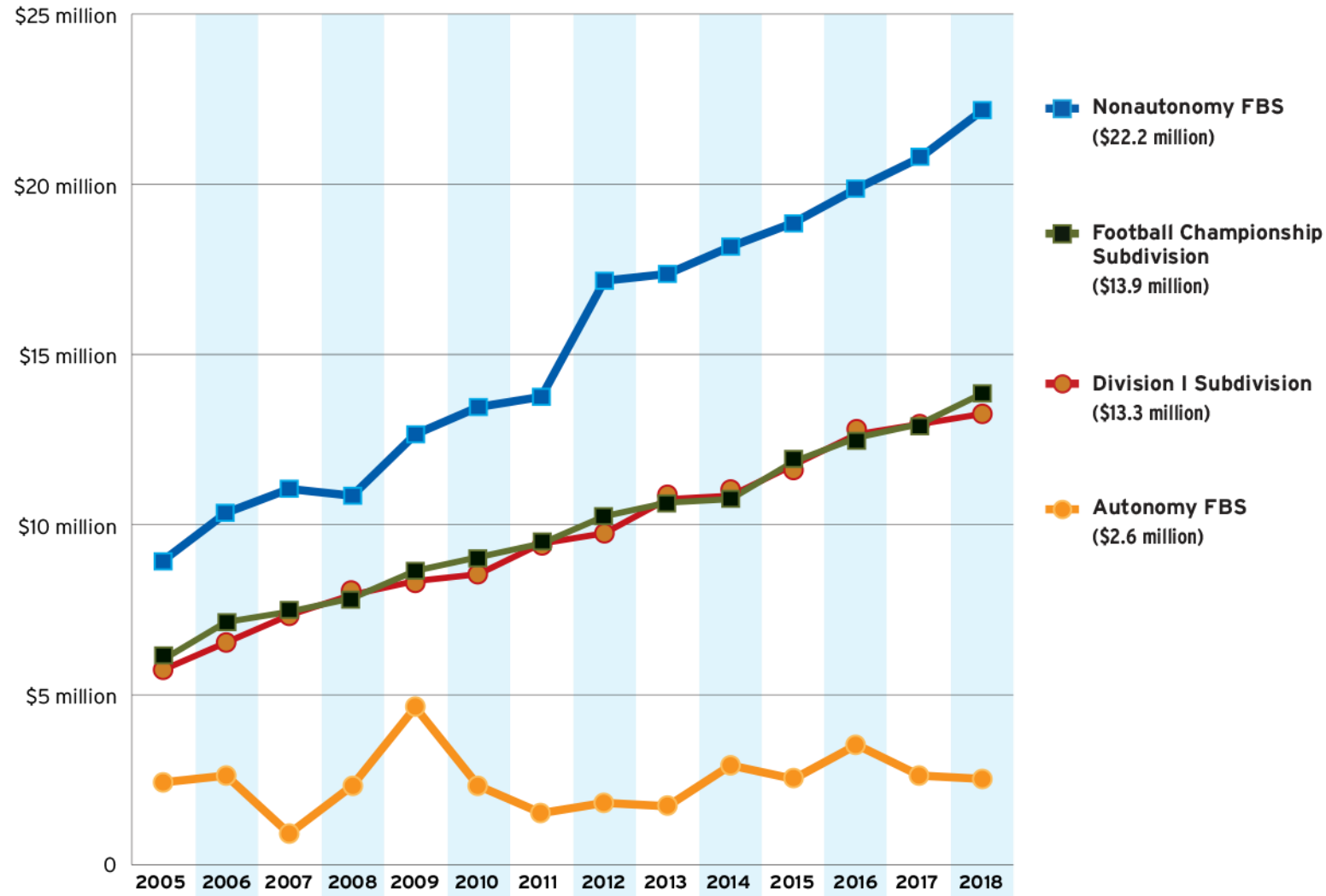
Our Challenges Today

- **Trying to provide broad-based opportunities**
 - Most schools are subsidized, we break even
- **National vs. Local**
 - NCAA Divisions I, II, III
- **Educational Budgeting Philosophy**
 - Charge tuition, offer a variety of academic programs
 - Athletics: Football/Basketball both generate revenue, supports all others
- **Pro-Model: Pay to Play**
 - Owners Equity
 - Players Compensation
 - Smaller Roster

Considerations

- **Competitive Equity**
 - Number of Coaches
 - Number of Scholarships
 - Recruiting Rules
- **Team Equity**
 - Affect on teams and teammates
- **Influence on Recruiting**
 - Pre-college representation
- **Gender Equity**
 - Title IX Impact
- **Campus Economics**
 - Tickets- \$24M
 - Television-\$28M
 - Third Party-\$10M
 - Fees-\$7M
 - Donations-\$20M
 - Misc.-\$10M

Subsidies Among Conferences in Division I



SOURCE: NCAA RESEARCH

2018-19 Revenue/Expense Comparison

Men's Sports			
Sport	Revenue	Expense	Net
Football	39,053,834	16,536,812	22,517,022
Basketball	24,435,667	9,019,845	15,415,823
Baseball	543,419	2,311,799	(1,768,379)
Lacrosse	229,630	700,232	(470,602)
Golf	120,875	423,820	(302,945)
Soccer	65,979	627,373	(561,393)
Tennis	55,389	579,010	(523,621)
Wrestling	41,506	561,596	(520,090)

Combined			
Sport	Revenue	Expense	Net
Swimming & Diving	204,183	938,493	(734,311)
Track & Field / XC	41,380	1,190,090	(1,148,710)
Fencing	1,017	429,272	(428,255)

Women's Sports			
Sport	Revenue	Expense	Net
Volleyball	126,420	728,298	(601,878)
Basketball	113,457	2,979,535	(2,866,078)
Golf	97,610	357,322	(259,712)
Softball	58,877	615,414	(556,536)
Soccer	56,470	858,501	(802,031)
Lacrosse	49,750	806,827	(757,077)
Field Hockey	41,822	757,731	(715,909)
Tennis	40,365	671,571	(631,206)
Rowing	35,272	683,099	(647,826)
Gymnastics	14,948	363,465	(348,517)

Options Moving Forward

How do we work toward a solution?

Group Licensing

- Video Games (EA Sports)
- Jersey Sales
- Posters
- Schedule Cards
- University and Department Advertising

Sponsorship

- Car Dealerships
- Restaurants and Bars
- Public Appearances
- Endorsements

Self Employment

- Social Media
- Influencers
- Speaking Engagements
- Autographs
- Fee for Lessons
- Cameos
- Modeling

In Summary...

- **Laws happening in states like CA, NY**
 - Trying to create a national law for all schools
- **Board of Governors has asked for legislation by Jan. 2021**
 - **So...**
 - Must have legislation in the pipeline by Spring 2020
 - Must vote on and pass legislation at NCAA Convention in Jan 2021
 - Your input is important for me to share so that we may add to the University and the national conversation
- **NCAA Committee for Name, Image and Likeness recommendations are forthcoming**

UNC Plan: Inside Out

- **Meetings with:**
 - Coaches
 - Student-Athletes
 - Chancellor's Cabinet
 - Trustees
 - State and Federal Legislators
- **Conduct Town Hall Meetings with Campus Community**
- **Develop and refine University priorities and commitments**

Priorities for Carolina

- **Education**

- Reaffirm commitment to providing exceptional educational experiences while competing athletically at the highest level
- Provide the most generous degree completion options available

- **Opportunities**

- Maximize educational opportunities through sports programs

- **Choices**

- Path to the Pros
- Olympians Made Here

- **Commercial Activity**

- Connect commercial activity to education and opportunities

TOGETHER

WE WIN

