



VCU

Board of Visitors

**VIRGINIA COMMONWEALTH UNIVERSITY
BOARD OF VISITORS
INTERCOLLEGIATE ATHLETICS COMMITTEE**

Friday, December 13, 2024

8:00 a.m.¹

James Branch Cabell Library

901 Park Avenue – Room 303

Richmond, VA

AGENDA

1. **CALL TO ORDER** **Rev. Tyrone Nelson, Chair**
1 minute (8:00 - 8:01 a.m.)

2. **ACTION ITEMS** **Rev. Tyrone Nelson, Chair**
 - a. September 12, 2024 Minutes
1 minute (8:01 – 8:02 a.m.)

3. **INTERCOLLEGIATE ATHLETICS UPDATE** **Mr. Ed McLaughlin, Vice
President and Director of
Athletics**
 - a. Academic Success
 - b. Competitive Success
 - c. House v. NCAA
 - d. Athletics External Revenues
 - e. Challenges40 minutes (8:02 – 8:42 a.m.)

4. **CLOSED SESSION – Freedom of Information** **Rev. Tyrone Nelson, Chair**
Act Sections 2.2-3711 (A) (3), (8), and (9) specifically:
1 minute (8:42 – 8:43 a.m.)

15 minutes (8:43 – 8:58 a.m.)

¹ The start time for the Board of Visitors meeting is approximate only. The meeting may begin either before or after the listed approximate start time as Board members are ready to proceed.

5. **RETURN TO OPEN SESSION AND
CERTIFICATION**

2 minutes (8:58 – 9:00 a.m.)

Rev. Tyrone Nelson, Chair

6. **OTHER BUSINESS**

Rev. Tyrone Nelson, Chair

7. **ADJOURNMENT**

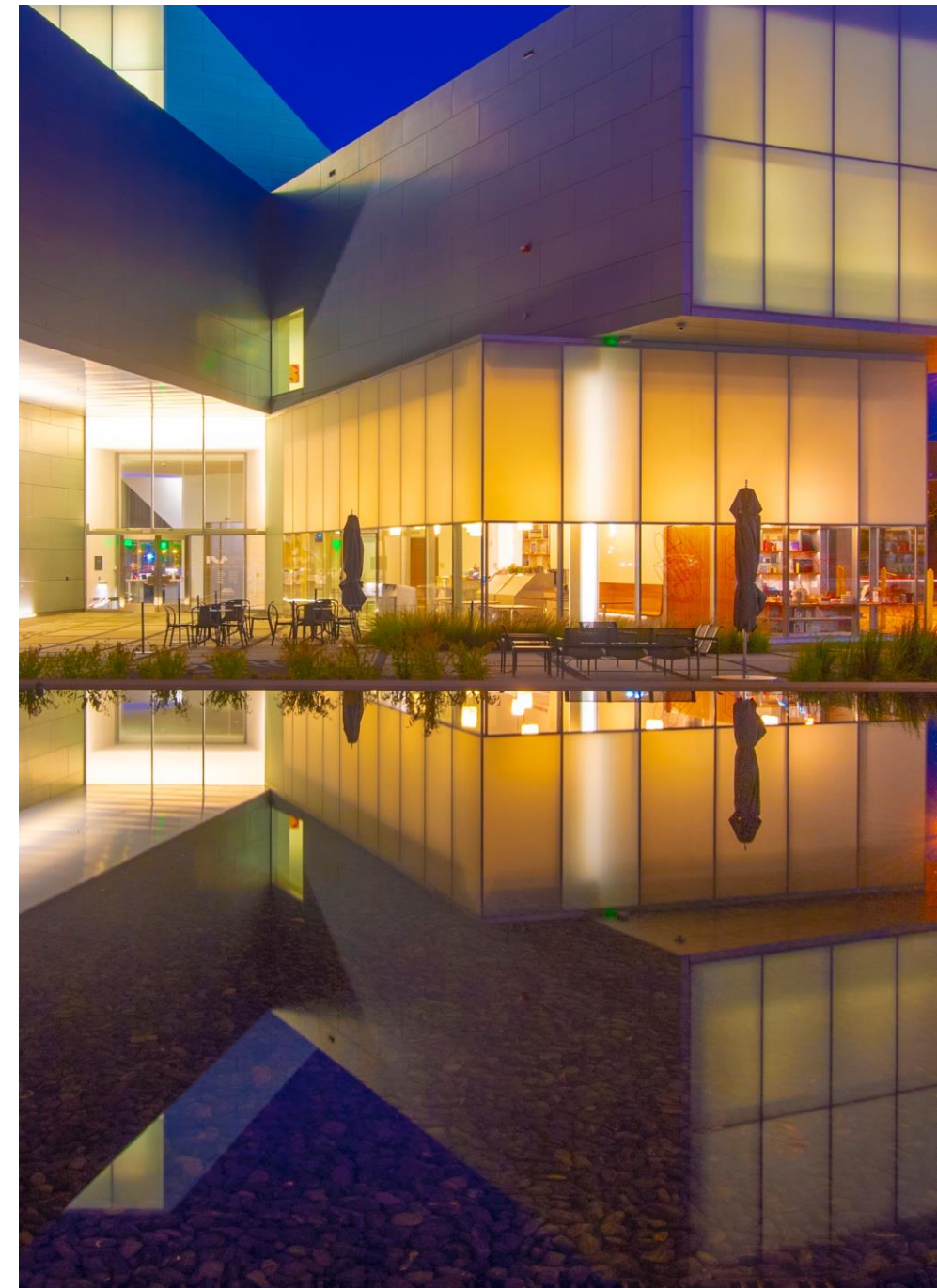
9:00 a.m.

Rev. Tyrone Nelson, Chair

In accordance with the Board's operating procedures and in compliance with the Virginia Freedom of Information Act, there will be no opportunity for public comment at this meeting.

VCU Athletics

Presented by Ed McLaughlin
December, 2024



Intercollegiate Athletics Committee Open Session

Presented by Ed McLaughlin

December, 2024

Agenda

- Academic Success
- Competitive Success
- NCAA House settlement
- Athletics External Revenues
- Challenges

Academic Success

- Graduation Success Rate (GSR)
 - 2023-24: 94
 - 2022-23: 95
 - 2021-22: 92
 - 2020-21: 88
 - 2019-20: 92
 - 2018-19: 66
 - 2017-18: 82

Competitive Success

- Alumni successes
 - Rafa Campos ('11) won PGA Butterfield Bermuda Classic in November
 - First-ever PGA Tour win
 - Fifth-ever PGA Tour win by a VCU Golf alumnus
 - Lanto Griffin (Houston Open, 2019)
 - John Rollins (Bell Canadian Open, 2002; Bell Canadian Open, 2006; Legends Reno-Tahoe Open, 2009)



NCAA v. House settlement

- House v. NCAA
 - \$2.9B settlement of class action suit with three key elements
 - Deduction in NCAA revenue distribution for NCAA MBB
 - Future NIL revenue sharing
 - Other pending lawsuits
 - Congressional involvement
- NIL
- Transfer Portal
- Post-House future for VCU Athletics

Athletics External Revenues

- Ticket sales:
 - FY 25: \$4,057,787 (through three games)
 - FY 24: \$4,047,686
 - FY 23: \$3,896,381
 - Includes season tickets, required seat donations and single game sales
- Corporate:
 - FY 25: \$2.534m plus \$650k signing bonus
 - Next agreement: 10-year deal worth at least \$34.65m plus \$750k cap bonus
- Development:
 - Plan to continue transition from transactional to philanthropic giving
 - New staff
 - Priority for the next VCU capital campaign for Athletic Village

Challenges

- Athletic Development:
 - Must create new revenue streams
 - Grow development cash: FY 25 goal of \$3.5m
 - Athletic Village: FY 25 goal of \$15m in donations
 - Grow donor pool: FY 25 goal of 870 total donors
 - Alumni engagement: critical piece (including student-athletes)