COMMITTEE MEMBERS PRESENT
Mr. Todd P. Haymore, Chair
Ms. Pamela El, Vice Chair
Mr. H. Benson Dendy III, Rector
Ms. Carolina Espinal, Vice Rector
Dr. Gopinath Jadhav
Ambassador Carmen Lomellin
Mr. Edward McCoy
Rev. Tyrone Nelson
Mr. Stuart Siegel

COMMITTEE MEMBERS ABSENT

OTHERS PRESENT
President Michael Rao
Ms. Chelsea Gray, Assistant Secretary and Board Liaison & Executive Assistant to the President
Mr. Jacob Belue, University Counsel
Mr. Edward McLaughlin, Vice President and Director of Athletics (virtual)
Presidential Cabinet of VCU
VCU students, faculty and staff
Members of the Media

CALL TO ORDER
Mr. Todd P. Haymore, Chair of the Intercollegiate Athletics Committee, called the meeting to order at 9:48 a.m.

VICE PRESIDENT AND DIRECTOR OF ATHLETICS REPORT
Mr. Edward McLaughlin, Vice President and Director of Athletics provided an update to the committee on athletics at the university. He reported athletics successes and challenges. The successes included men’s and women’s Tennis won the Atlantic 10 Championship, five individual championships for men’s and women’s track and field, and that the amount raised on Giving Day was $160,000 (in comparison to last year’s $24,000)
Challenges continue to be the Virginia budget language, NIL collectives, the transfer portal, and mental health. Men and Women Basketball can now transfer without having to sit out a year. There are also no punishments for recruiting athletes off of other rosters. This is effecting the incoming freshman.

Mr. McLaughlin addressed the issues around mental health across the country. He reported that there is a full time psychologist within the Athletics Department and that VCU continues to look at resources for students. The committee also discussed the upcoming 50th anniversary of Title IX and recommended that this be highlighted to athletes as well as all students on campus.

A copy of Mr. McLaughlin’s presentation is attached hereto as Attachment A and is made a part hereof.

**ADJOURNMENT**
There being no further business, Mr. Haymore adjourned the meeting at 10:24 a.m.
ATTACHMENT A

VCU Athletics

presented by Ed McLaughlin

March 21, 2022
Intercollegiate Athletics Agenda

• Athletics Success
• Government Relations
• DEI
• Challenges ahead
Athletics Success

• Academic
  – GPA of 3.25 in fall
  – 14 consecutive semesters at 3.0 or higher

• Competitive
  – Women’s Track and Field won 3rd indoor A-10 Championship and 8th overall
  – Men’s (NIT) and women’s (WNIT) both in postseason play
Government Relations

• Name, Image and Likeness
  – Drastic change in NCAA landscape
  – Student-athletes can monetize NIL across the country
  – Same as general student body
  – No federal legislation yet
  – Virginia EO to be codified this session
  – Challenge: Added work for staff, hiring of third parties to work with student-athletes
Government Relations

• Name, Image and Likeness
  – VCU student-athletes
    • Total Transactions: 53
    • Total Transaction Value: $24,319
    • Average Transaction Value: $458.89
  – Top Five Deals:
    • Nick Kern: $2,500 for Avidus social media posts
    • Adrian Baldwin Jr.: $2,500 for Avidus social media posts
    • Mikeal Brown-Jones: $750 for Synergy Technical app at Boys & Girls Club
    • Levi Stockard III: $750 for Synergy Technical autograph signing
    • Adrian Baldwin Jr.: $750 for Synergy Technical radio spot
Government Relations

• Name, Image and Likeness
  – National Deals:
    • Total Transactions: More than 8,000
    • Average Transaction Value: $1,214
    • Median Transaction Value: $51
  – Top Five Deals Nationally:
    • Hercy Miller (Tennessee State University MBB): $2,000,000 for Web Apps America
    • Quinn Ewers (Ohio St. QB): $1,400,000 for GT Sports Marketing
    • Bryce Young (Alabama QB): $800,000 for Cash App
    • Emoni Bates (Memphis MBB): $800,000 for FedEx
    • Hanna and Haley Cavinder (Fresno St. WBB): $600,000 for Boost Mobile
Government Relations

• Sports Gambling
  – Sports gambling is legal in Virginia but not on Virginia college sports teams
  – Bill defeated in General Assembly that would have legalized all
  – Future of sports gambling
Government Relations

• Diamond District
  – Working with City of Richmond on process
  – Public information speeches
  – Process wrapped up this summer
DEI

• Engagement Programming
  – Continuation of DEI Book & Movie Discussion Series (Roma, Gather, Hidden Figures)
  – DEI Book Share Program
  – BoostHer Women’s Networking Event (in collaboration with Athletics Development & SAAC)
  – Journey Q&A & Movie Showing with Myles Brown (VCU Men’s Soccer alum)
  – Women’s Nutrition & Wellness Class
  – 28 Days of VCU Athletics Black History (Social Media Campaign)
  – Community Engagement (Ultimate Backpack Supply Drive & Angel Tree)

• Staff Training
  – Gender Pronouns Presentation

• Athletics Mentoring Program
  – 6 Mentors, 9 Mentees
    • 3 mentors are non-white, 5 mentees are women
DEI

• Staff Recruitment
  – Since May of 2020, Athletics has hired 37 FTE
  – Gender Breakdown
    • Male: 47%
    • Female: 53%
  – Racial Breakdown
    • White: 56%
    • Non-White: 44%
Challenges ahead

• Development
  – Annual fund: FY 22 ahead of FY 21 by $80k but behind FY 20
  – Athletic Village capital gifts

• COVID impact
  – Attendance: $500k shortage in FY22 vs. FY20
  – Concessions: $125k shortage in FY22 vs. FY20