CALL TO ORDER
Mr. Todd P. Haymore, Chair of the Intercollegiate Athletics Committee, called the meeting to order at 8:32 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 academic successes in the Fall semester included an average GPA of 3.25, resulting in 14 consecutive semesters at 3.0 or higher. VCU
compares very well to other A-10 and Tier 3 Virginia schools. Competitive successes included 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.

Mr. McLaughlin began to discuss name, image and likeness in follow up to the December meeting. Virginia EO to be codified this session. 54 total transactions with a total value of $24,319. The average is $458.89. Nationally there have been more than 8,000 transactions. Challenges include added work for staff, hiring of third parties to work with student-athletes. As this continues VCU will need more resources and staff for this. Athletes are responsible for managing these transactions and the university is not involved.

He also reported that sports gambling is legal in Virginia, but not on Virginia College sports teams. However, if you are out of state you can bet on Virginia schools. The committee asked if in states where it is legal if the school gets a cut. Mr. McLaughlin reported that it is different for every state. VCU will continue to track this. He also quickly addressed the Diamond District with Ms. Karol Kain Gray and Mr. Matt Conrad present. There is a tight timeline that Ms. Grat will continue to report on.

Mr. McLaughlin reported that his team is continuing to work on a Diversity, Equity and Inclusion strategic plan with Aashir’s office focusing on engagement programming, staff training and mentoring programs. He will give an update on this at the May meeting. The committee asked that he track the training and give an update at the September meeting. They also recommended adding an aspirational goal to the plan.

He concluded with the challenges including the Covid impact on attendance and concessions at games. FY22 giving is ahead of FY21, but behind FY20. He is continuing to work with the development and alumni relations office on this.

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 9:16 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