**VIRGINIA COMMONWEALTH UNIVERSITY
BOARD OF VISITORS**

**INTERCOLLEGIATE ATHLETICS COMMITTEE**

**Friday, December 13, 2024**

**8:00 a.m.[[1]](#footnote-0)**

**James Branch Cabell Library**

**901 Park Avenue – Room 303**

**Richmond, VA**

**MINUTES**

**DRAFT**

**COMMITTEE MEMBERS PRESENT**

Rev. Tyrone Nelson, *Chair*

Dr. Clifton Peay, *Vice Chair*

Mr. Anthony Bedell

Mr. C.J. Sailor - *virtual pursuant to Code Section 2.2-3708.3(B)(4) personal matter where the member was unable to attend the meeting due to previous commitment– Washington D.C.*

Mr. P2 Sandhu

Mr. Todd Haymore, *Rector*

**COMMITTEE MEMBERS ABSENT**

Mr. Ed McCoy
Ms. Rooz Dadabhoy

**OTHER BOARD MEMBERS PRESENT**

Dr. Dale Jones

**OTHERS PRESENT**

President Michael Rao

Mr. Edward McLaughlin, *Vice President and Director of Athletics*

Ms. Chelsea Gray, *Executive Director for Board and Executive Operations*

Ms. Stephanie Hamlett, *University Counsel*

Presidential Cabinet of VCU

VCU students, faculty and staff

Members of the Media

**CALL TO ORDER**

Rev. Tyrone Nelson, Chair of the Intercollegiate Athletics Committee, called the meeting to order at 8:14 a.m.

**ACTION ITEMS**Rev. Nelson mentioned the September 14, 2024 committee minutes were posted online and in BoardEffect. On a motion duly made and seconded the minutes presented were approved unanimously. The meeting minutes are posted at <https://bov.vcu.edu/meetings/minutes/>.

**VICE PRESIDENT AND DIRECTOR OF ATHLETICS REPORT**Mr. Ed McLaughlin, Vice President and Director of Athletics presented to the committee. He started by sharing good news, starting with academic success. He mentioned that 94% of student athletes graduated this past academic year, and 11 student athletes graduated in the current fall semester. These numbers indicate continuous improvement from the 80s to mid-90s percentage. He emphasized that the student athlete graduation rate is higher than the general student body.

#### Mr. McLaughlin then transitioned to VCU’s competitive success. He noted the recent achievement of VCU student athlete alum Rafa Campos (men’s golf, 2011), who won his first PGA Tour in Bermuda. He provided additional highlights of the men's golf team success last year, noting their conference championship win and finishing 34th nationally, and noted future projects and goals for maintaining a top 25 golf program.

#### He then provided an update on the NCAA vs House Settlement. He stated that the $2.9 billion settlement was approved,and indicated that revenue-sharing based on NIL with a cap of $20.5 million. He reminded the members that the impact on VCU's revenue share will be significantly lower due to the university’s lack of a football program.

#### He emphasized the importance of continuous revenue generation for sustained competitiveness, and mentioned potential legal and legislative changes impacting the collegiate athletics model. Mr. McLaughlin then explained the ongoing efforts to establish guardrails for NIL and transfer portal regulations and shared revenue-sharing estimates, projecting $4-5 million revenue sharing starting August 2025. Mr. McLaughlin then engaged in discussion with board members on NIL perspectives, strategies for sustained competitiveness, and the importance of successfully recruiting locally. Mr. McLaughlin and President Rao emphasized the importance of ensuring student-athlete wellness and sufficient resources and highlighted efforts to encourage fundraising to support athletics and overall institutional goals, reminding members that the performance and success of athletics is a window for broader institutional support.

#### Mr. McLaughlin then provided an update on revenue, mentioning that ticket sales hit $4.5 million through the first five games, tracking towards the highest numbers since fiscal year 2018. He then mentioned the new deal with multimedia rights partner Learfield worth $34.5 million, an increase from the previous $22 million deal.

Turning to fundraising, he noted that development efforts to date have been successful and include campaigning for the athletic village. He pointed out that men's basketball fundraising is tracking $270,000 ahead of last year, and the annual fund is tracking $288,000 ahead of last year.

Next, Ms. McLaughlin noted some current challenges including the need to create new revenue streams and the importance of not relying on the university’s fees. He cited goals of achieving $3.5 million in the annual fund, $44.5 million overall, and $15 million for the athletic village, noting the importance of growing donor base and alumni engagement in order to reach these goals.

#### In response to Vice Chairman Peay’s question on the status of recruiting and staffing the head coaches for men’s tennis and men’s golf, Mr. McLaughlin shared that Dimi Kutrovsky (tennis) and Tyler Schmutz (golf) were both hired in July 2024 and came from top 20 programs with strong backgrounds. Mr McLaughlinengaged in a discussion with members about competitive salary offers that can create challenges to keeping coaches.

#### Lastly, the committee also discussed long-term conference membership and strategy, focusing on the importance of being in a competitive basketball conference.

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

**ADJOURNMENT**There being no further business, Rev. Nelson adjourned the meeting at 8:33 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. [↑](#footnote-ref-0)