



Athletics Committee Meeting

December 4, 2024 | 10 a.m.

Shawkey Dining Room, Memorial Student Center



December 2024 Athletics Committee Meeting_Agenda

AGENDA

10 a.m.

Athletics Committee

Jim Smith, Chair

**Executive Session under the Authority of WV
Code §6-9A-4**

*H. Toney Stroud, Chief Legal Officer / Vice President for
Strategic Initiatives and Corporate Relations*

Commercial Competition Matters

Christian Spears, Director of Athletics

Personnel Matters

Brad D. Smith, President

Action Items

None

Information Items

*Christian Spears, Director of Athletics; Debra Boughton,
Executive Associate Athletic Director for Championship
Planning and Resources*

3

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Committee Annual Activity Calendar

Board of Governors Rule Review

Board of Governors Rule GA-7 -
Intercollegiate Athletics

29

Athletic Teams Updates

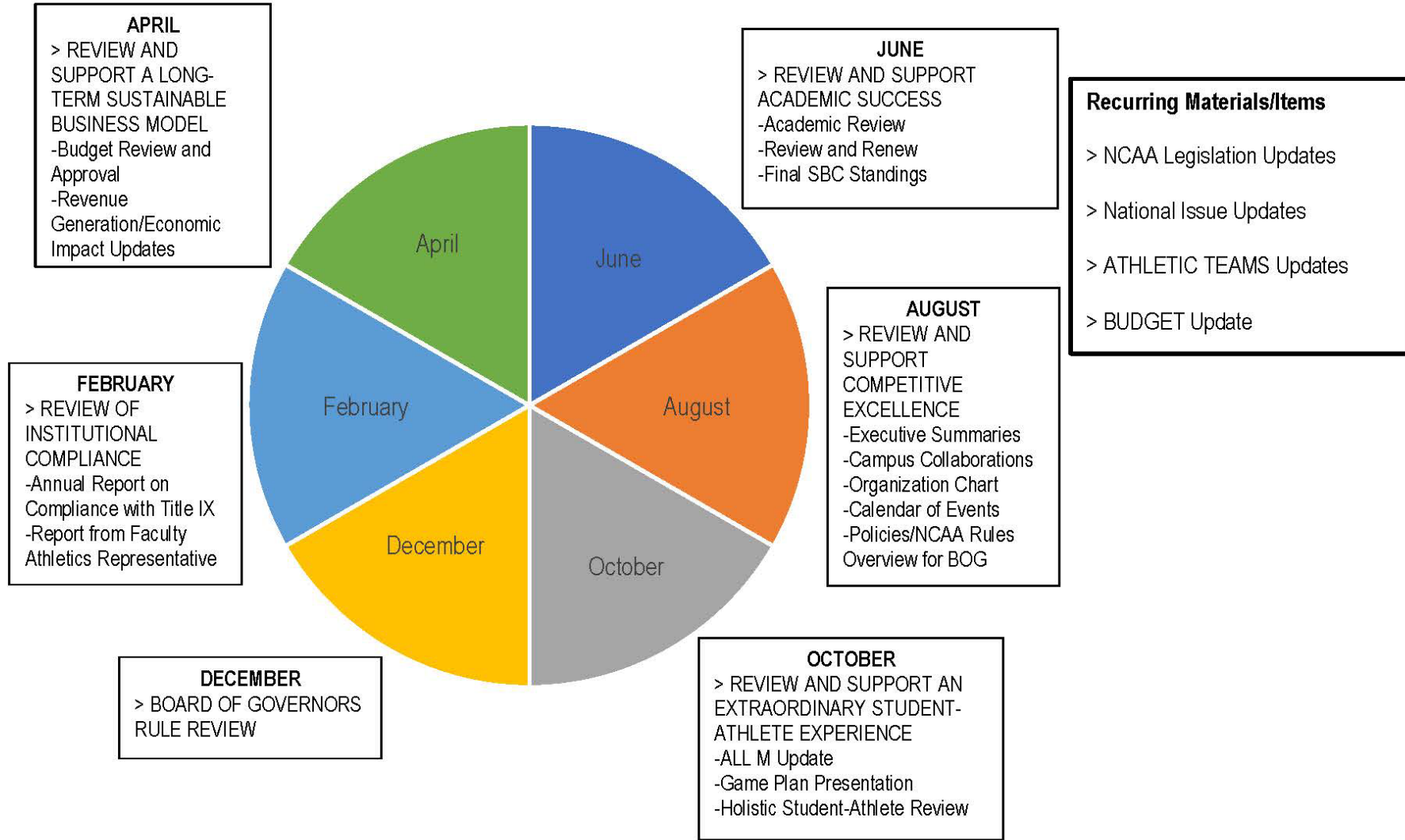
NCAA Legislation Updates

National Issues Updates

Budget Update

Capital Projects Update

INTERCOLLEGIATE ATHLETICS



Updated November 2024

BOARD OF GOVERNORS

December 4, 2024



Christian Spears
Director of Athletics

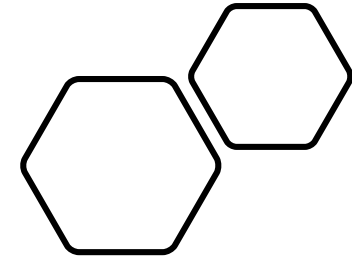
Debra Boughton
Executive Associate AD, Championship
Planning and Resources



AGENDA

Board of Governors Rule Review

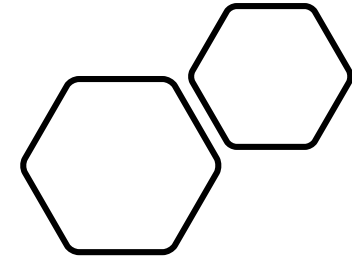
- **GA-7 - Intercollegiate Athletics**



AGENDA

Recurring Materials/Topics

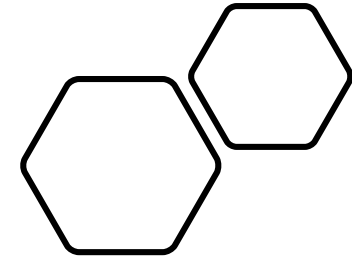
- **Athletic Teams Updates**
 - Head Coach First Wins
 - Women's Soccer
 - Women's Basketball
 - Men's Basketball
 - SBC Cross Country Champion & Runner of the Year
 - NCAA Men's Soccer Tournament Results
 - Bowl Game
- **NCAA & National Legislation Updates**
 - Decision-Making Principles to Potential Changes in NCAA Model (Update)
 - Critical Dates



AGENDA

Recurring Materials/Topics

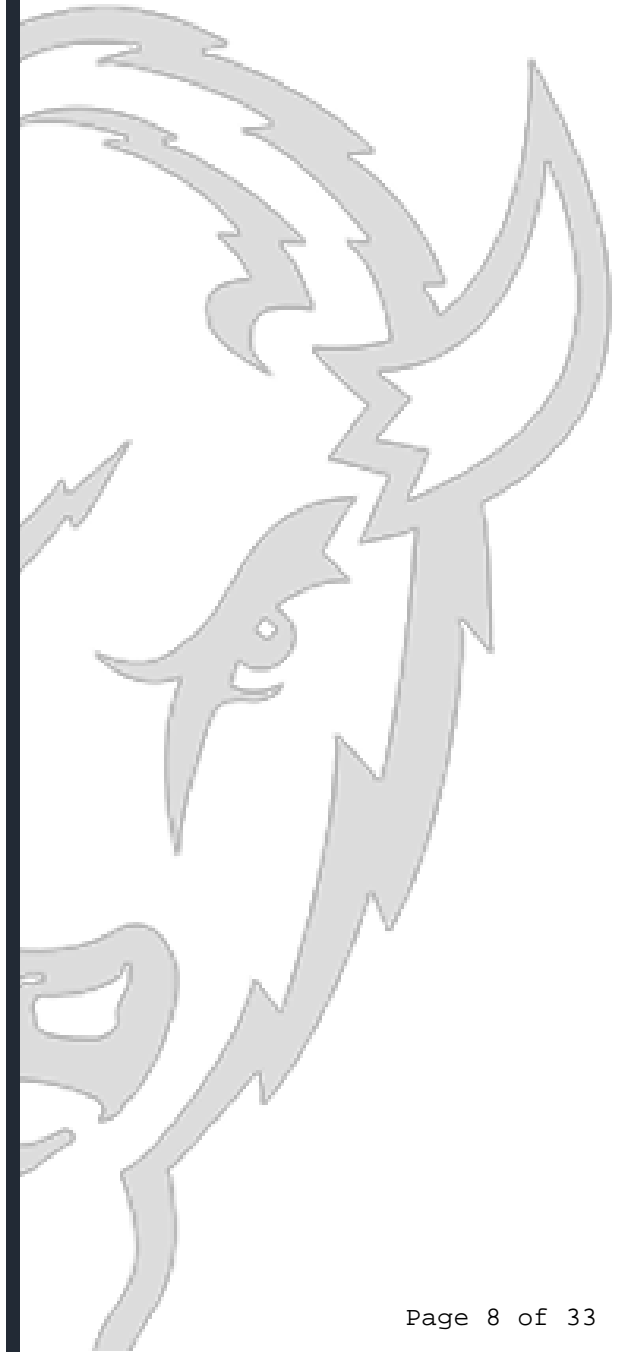
- **Budget Update**
 - First Quarter 2025 Financial Statement
- **Capital Projects Update**
 - Baseball Stadium Naming Rights
 - Cam Henderson Center Signage
 - Tarmac Parking





MU BOG GA-7

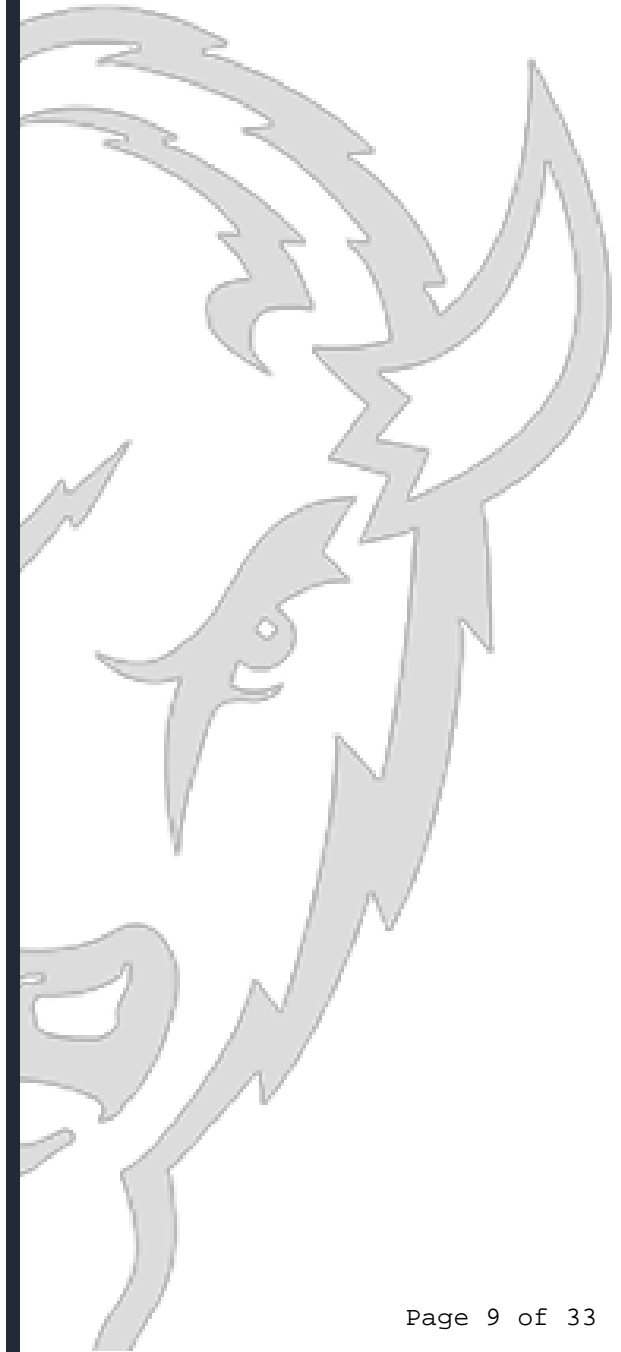
1. Athletics policies coincide with university mission and goals.
2. Recommend mission statement that values integrity and university's education mission
3. Recommend strategic plan with meaningful benchmarks
4. Monitor finances and department business model
5. Recommendation of annual budget as part of university process
6. Approval of contracts, revisions, employment extensions within percentage thresholds

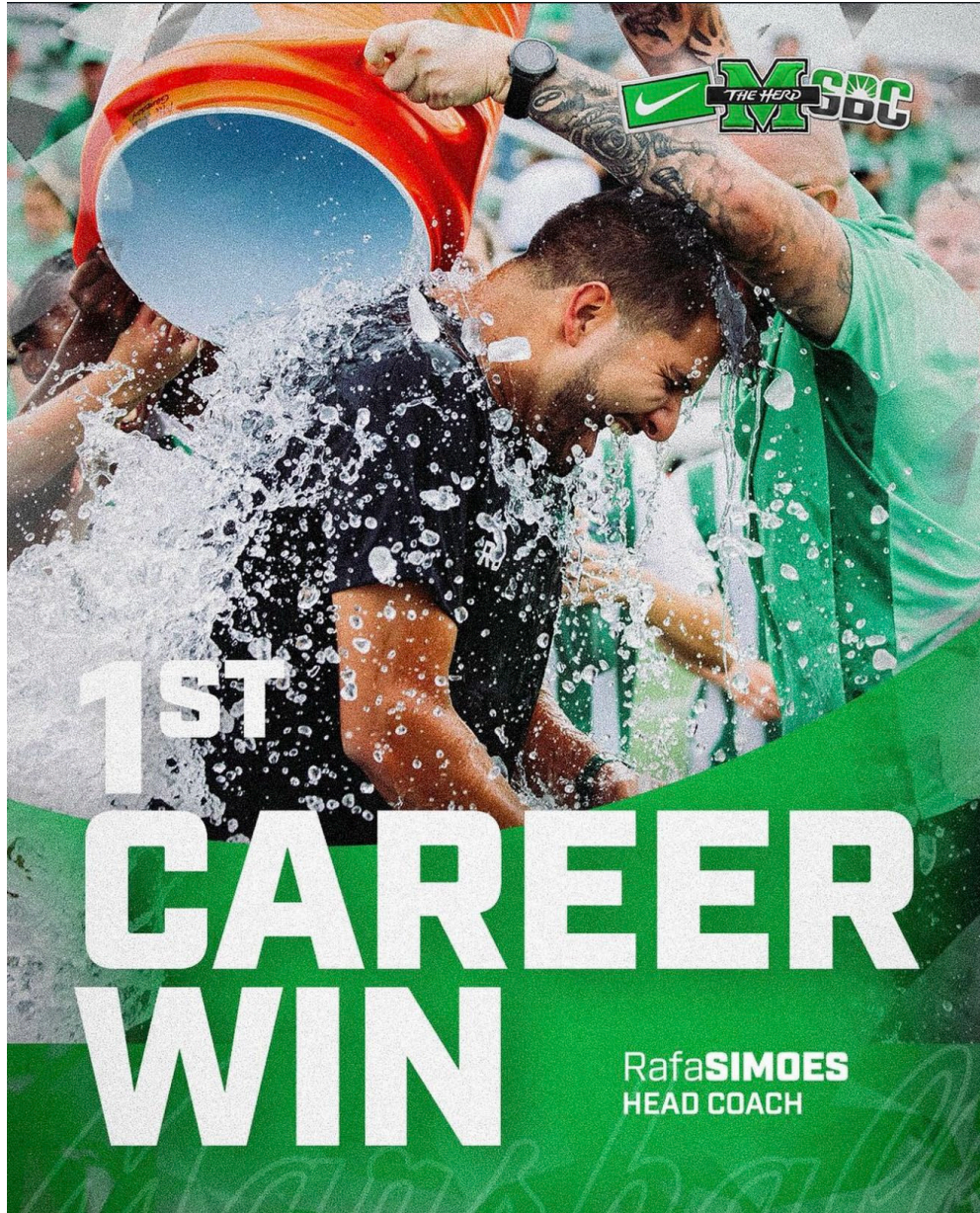




MU BOG GA-7

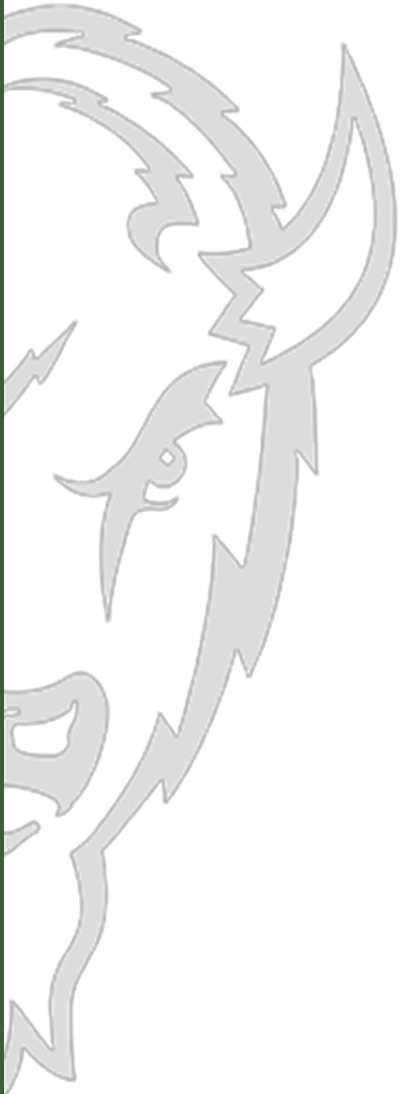
7. Ensure policies account for physical safety of student-athletes
8. Review annual Title IX outcomes
9. Monitor compliance with laws and regulations, including those pertaining to sexual misconduct
10. Monitor policies related to use of campus athletics facilities
11. Ensuring university policies include youth protection measures for minors on campus
12. Ensuring that donor and sponsorship support reflects university priorities and revenues remain under institutional control





**1ST
CAREER
WIN**

Rafa **SIMOES**
HEAD COACH



Marshall
WOMEN'S BASKETBALL

Juli Fulks

FIRST WIN
AS MARSHALL WOMEN'S BASKETBALL COACH

Marshall
WOMEN'S BASKETBALL

Juli Fulks

FIRST WIN
AS MARSHALL WOMEN'S BASKETBALL COACH

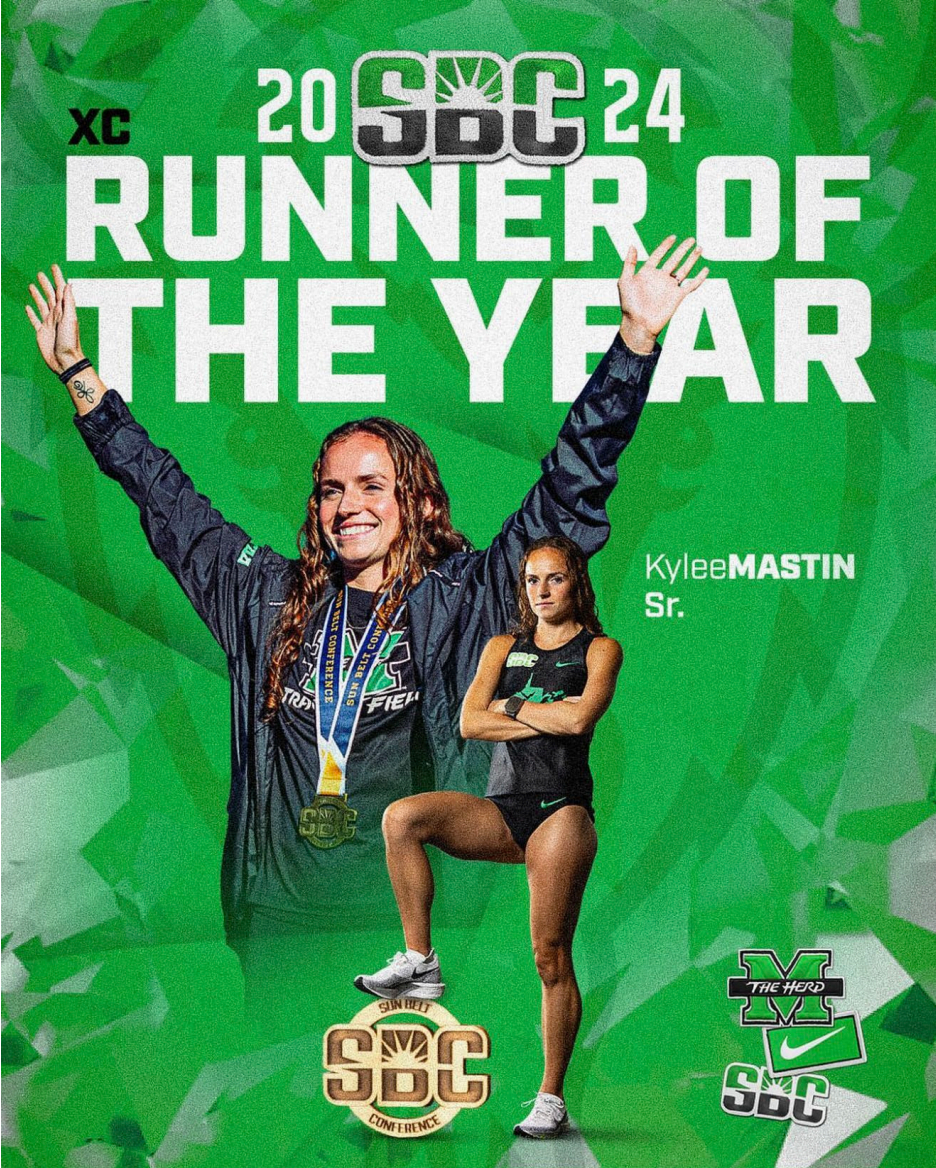




Kylee Mastin

Marshall Thundering Herd

2024 Sun Belt Conference Champion





NCAA Men's Soccer Tournament Results





GOING BOWLING

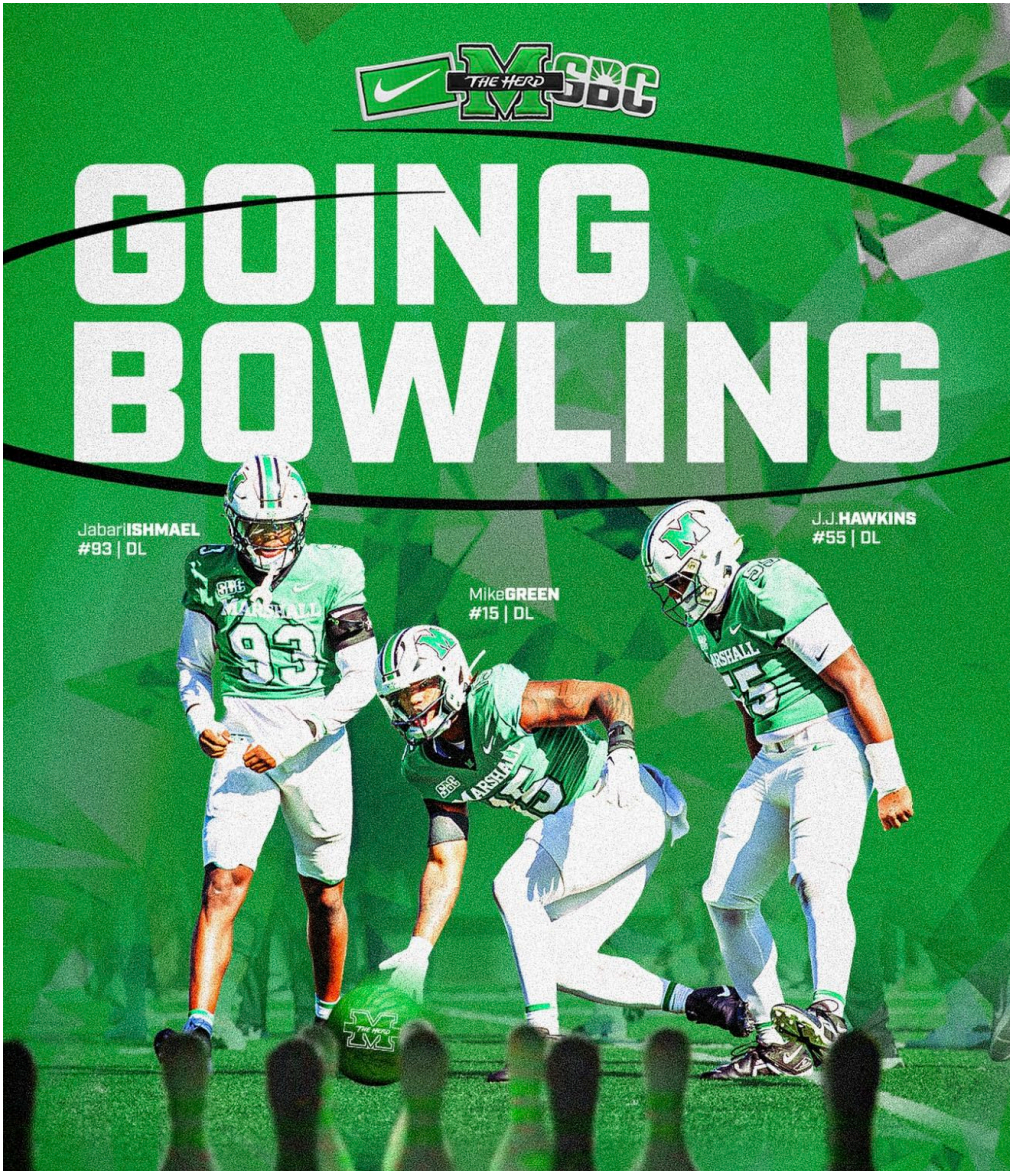
Jabari ISHMAEL
#93 | DL



Mike GREEN
#15 | DL



J.J. HAWKINS
#55 | DL



NCAA HOUSE SETTLEMENT

Decision-Making Principles

- NCAA Framework
- Meet Sunbelt Conference Priorities
- Consider Title IX Implications/Equity & Accountability
- Ensure Competitive Programs are Competitive
- Fiscally Achievable Investment, considering
 - University Priorities
 - 50/50 Model
 - Measure Department as Marketing Tool
 - NCAA Scholarship Protections Legislation
- Determine Athletic Programs of Distinction



Budget Update Schedule

First Quarter 2025 Financial Statement – December 2024

Second Quarter 2025 Financial Statement – February 2025

FY 2024 NCAA Membership Financial Report Overview – February 2025

Third Quarter 2025 Financial Statement – June 2025

Fourth Quarter 2025 Financial Statement – August 2025

Financial Statements reporting in coordination with campus financial services and reporting categories in line with NCAA Membership Financial Reporting System (MFRS).



What is the NCAA Membership Financial Reporting System (MFRS)?

The NCAA Membership Financial Report is an annual report of fiscal year activity that categorizes an athletic department's revenue and expenses into 21 unique revenue and 23 unique expense categories—in aggregate and by sport program.

This report includes ALL sources and uses of an intercollegiate athletics program. All Division-I athletic departments are required by the NCAA to complete this report no later than January following the end of each fiscal year. Agreed-upon procedures are performed on this data by an external accounting firm.



What is the NCAA Membership Financial Reporting System (MFRS)?

The NCAA Financial Report is a reporting mechanism used by university and department leadership to benchmark revenue and expense categories for other institutions.

The report is similar to other reporting requirements (US Department of Education), but this report requires greater breakdown in revenue and expense categories. This report requires year-round data management of expenses and revenues.

High-level discussions are taking place on future versions of this report that may drive student-athlete revenue share methodologies and other future critical metrics of intercollegiate athletics.



Revenue Categories



Ticket Sales	Third Party Compensation
Direct State Support	Media Rights
Student Fees	NCAA Distributions
Transfers Back to the Institution	Conference Distributions (two categories)
Direct Institutional Support	Program Sales/Parking/Novelty Sales
Indirect Institutional Support	Royalties/Advertising/Sponsorships
Indirect Institutional Support (Facilities/Debt)	Sports Camps
Game Guarantees	Endowment/Investment Income
Contributions	Other
Gifts-in-Kind	Bowl Revenues

Expense Categories



Athletics Student Aid	Fundraising/Marketing/Promotion
Game Guarantees	Sports Camps
Coaching Salaries	Spirit Groups
Third Party Compensation (Coaches)	Facilities, Debt Service, Leases, Rental
Support Staff Salaries	Direct Overhead and Admin Expenses
Third Party Compensation (Support)	Indirect Institutional Support
Severance Payments	Medical Expenses and Insurance
Recruiting	Membership and Dues
Team Travel	Student-Athlete Meals
Equipment/Uniforms/Supplies	Other Operating Expenses
Game Expenses	Bowl Expenses
	Bowl Expenses – Coaching Compensation

BUDGET UPDATE

Q:1



	FY 25 Actuals (9/30)	FY 25 Budget	Actuals v Budget
Operating Revenues			
Ticket Sales	2,362,463	4,529,528	(2,167,065)
Student Fees	-	6,775,000	(6,775,000)
Guarantees	-	2,140,000	(2,140,000)
Contributions, includes Sky Suite revenue	782,378	3,621,679	(2,839,301)
In-Kind (1)	-	-	-
Direct Institutional Support	4,401,590	13,495,124	(9,093,534)
Indirect Institutional Support (1)	-	-	-
NCAA Distributions	-	1,200,000	(1,200,000)
Conference Distributions	20,000	1,600,000	(1,580,000)
Program, Novelty, Parking, Concessions	234,798	625,000	(390,202)
Royalties, Licensing, Advertisements, Sponsorship	300,595	2,690,000	(2,389,405)
Sports Camps (3)	81,234	284,100	(202,866)
Endowment Investments & Income (1)	-	-	-
Other Operating Revenue	90,113	277,121	(187,008)
Football Bowl Revenue	-	550,000	(550,000)
Total Operating Revenues	8,273,171	37,787,552	(29,514,381)
Operating Expenses			
Athletic Student Aid	2,934,492	7,729,031	(4,794,539)
Guarantees	380,000	915,000	(535,000)
Coaching / Support Personnel Salary & Benefits (2)	2,496,711	13,500,775	(11,004,064)
Severance Payments (5)	-	-	-
Recruiting	179,441	900,000	(720,559)
Team Travel + Home Team Expenses	1,033,179	5,251,246	(4,218,067)
Student-Athlete Meals (non-travel, home team expenses)	137,598	330,000	(192,402)
Equipment & Uniforms	745,382	2,100,000	(1,354,618)
Game Expenses	371,694	1,712,300	(1,340,606)
Fundraising, Marketing & Promotion	120,500	205,000	(84,500)
Sports Camp Expenses (3)	105,320	284,100	(178,780)
Direct Overhead and Administrative Expenses	230,892	780,000	(549,108)
Athletics Facilities, Debt Service, Leases and Rental Fee	34,961	750,000	(715,039)
Spirit Groups (5)	28,900	-	28,900
Indirect Institutional Support (1)	-	-	-
Medical Expenses & Insurance	736,966	1,050,000	(313,034)
Memberships and Dues	108,816	135,000	(26,184)
Other Operating Expenses	503,422	1,245,100	(741,678)
Football Bowl Expenses	-	900,000	(900,000)
Football Bowl Expenses - Coaching Compensation (4)	-	-	-
Total Operating Expenses	10,148,274	37,787,552	(27,639,278)

NOTES

- (1) This category will only be presented as part of NCAA Membership Financial Statement Review
- (2) This category will be separated into coach/support staff as part of NCAA Membership Financial Statement Review
- (3) Sports Camps revenue and expenses not included in approved Board of Governors budget; operate on cash basis
- (4) Accounted for in Coaching/Support Salaries and Benefits line
- (5) This category will be completed as part of NCAA Membership Financial Statement Review

BUDGET UPDATE

Q:1

Operating Revenue Analysis



Operating Revenues

- Ticket Sales: as of 9/30, trending positively, based on prior year sales, season ticket sales; collections represent fall season ticket sales and games to date in September; Q2 review will be more accurate review of this category
- Student Fees: per Matt Tidd, ytd income will post to Athletics cost centers by Q2 review
- Guarantees: football contracts not payable until 2/28
- Contributions: actuals primarily consist of contributions to sky suite leases collected to date and contributions from Big Green for 1Q salary commitments
- Direct Institutional Support: this revenue represents institutional support to date reflected in operating expense categories
- Conference Distributions and NCAA Distributions: this revenue stream typically is on deposit during 4Q of the fiscal year
- Programs, Novelty, Parking and Concessions: primarily football parking collected to date and on track to meet revenue goal
- Royalties, Licensing and Sponsorship: Learfield and CLC licensing 1Q payments; a majority of this revenue stream is on deposit during 4Q of the fiscal year

BUDGET UPDATE

Q:1

Operating Expenses Analysis



Operating Expenses

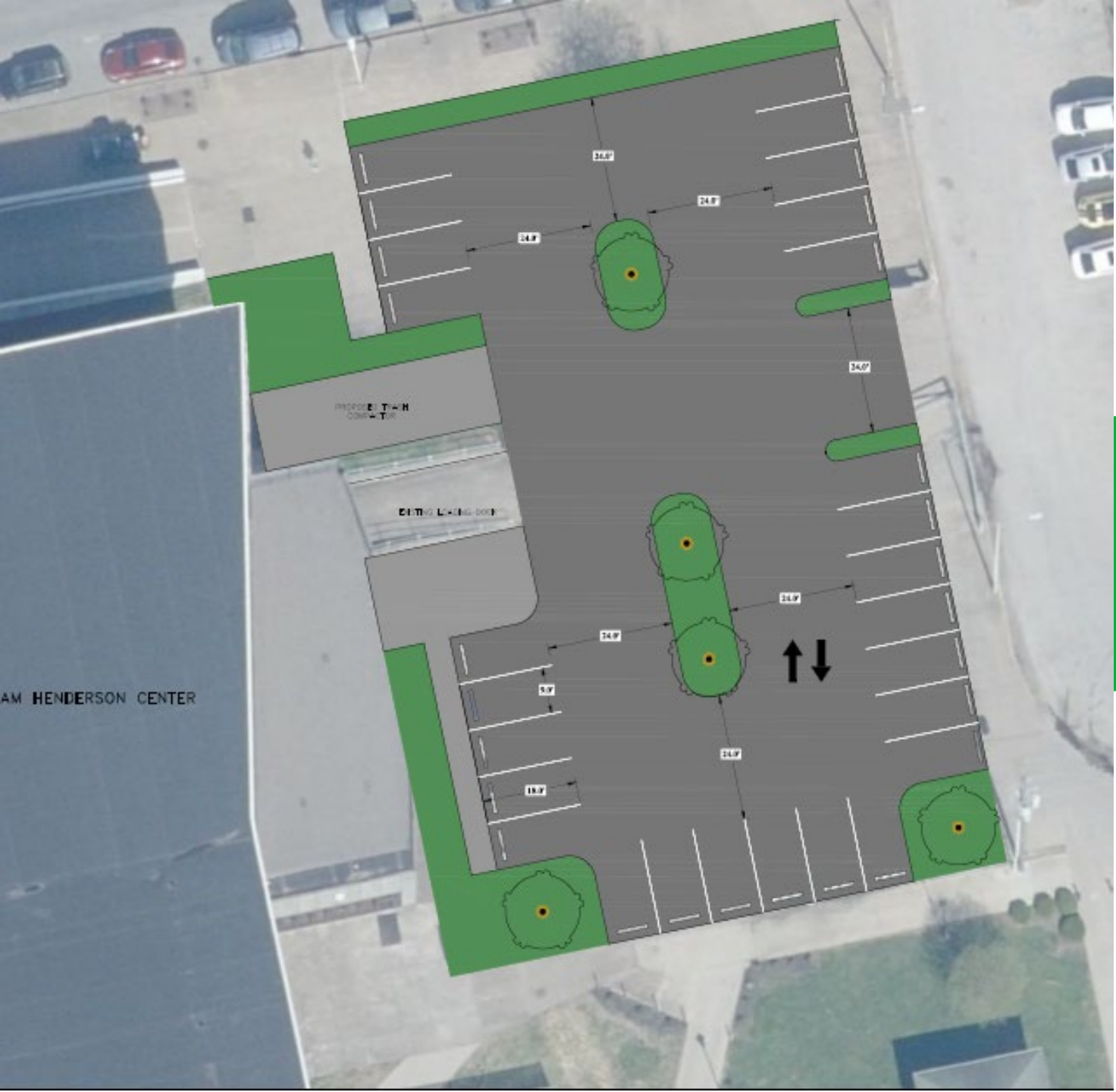
- Athletic Student Aid: amount represents summer and fall tuition waiver activity and financial aid payments made as of 9/30; reporting purposes has training table in student-athlete meals category
- Coaching / Support Personnel Salary & Benefits: actuals to date slightly under anticipated expenditures; several support areas with open positions and temporary salary savings
- Team Travel: actuals to date account for major air charter purchases and fall team travel thru 9/30
- Student-athlete meals: higher than anticipated budget to actual; primarily due to coding of non-team meals within *Team Travel* or *Other Operating Expenses* categories; pending Sodexo billing for training table investment
- Equipment: this category is on track, pending final equipment invoices from futures ordering (BSN)
- Marketing & Promotions: higher than anticipated budget to actual; primarily due to coding of marketing and promotions within *Other Operating Expenses* category
- Athletics Facilities, Debt Service, Leases and Rental Fee: primary transfer of funds for annual facilities debt did not occur in Q1
- Medical Expenses and Insurance: this category consists of premium to fund secondary insurance policy for student-athlete injuries and funding aggregate deductible with third party administrator
- Other Operating Expenses: represents payments made for annual service contracts: travel agent, accounting software, ticketing software, annual computer refresh



Baseball Stadium Naming



Cam Henderson Center Signage



Tarmac Parking Lot



BOARD OF GOVERNORS

Christian Spears
Director of Athletics

Debra Boughton
Executive Associate AD, Championship
Planning and Resources



MARSHALL UNIVERSITY BOARD OF GOVERNORS

Policy No. GA-7

INTERCOLLEGIATE ATHLETICS

1. GENERAL

- 1.1 Scope: Policy concerning Marshall University athletics and all of its affiliates.
- 1.2 Authority: W.Va. Code 18B-2A-4
- 1.3 Passage Date: August 8, 2023
- 1.4 Effective Date: September 15, 2023
- 1.5 History: This policy was originally passed September 12, 2019, but was amended on August 8, 2023, to reflect changes to the policy regarding the approval of certain Athletic Personnel contracts and to allow Intercollegiate Athletics to apply tuition waivers at the in-state rate.

2. Intercollegiate Athletics Oversight Policy

Intercollegiate athletics is an integral part of Marshall University and supports the institution's commitment to high quality educational and academic achievement. To accomplish this mission the Board of Governors is committed to maintaining a competitive Division 1 athletics program with high academic standards for student-athletes that also contributes to the welfare of the institution and the community. The purpose of this policy is to outline the roles and responsibilities of the Board of Governors (BOG), the BOG Athletics Committee, the President, and the Director of Athletics.

2.1 The Board of Governors, as the fiduciary body for Marshall University, provides oversight through the following actions.

- 1. Delegating administrative responsibility for intercollegiate athletics to the President while still maintaining the ultimate responsibility for athletics policy and effective fiduciary oversight of athletics.
- 2. Approving an athletics department mission statement that is committed to upholding the integrity of the athletics program and ensuring it advances our institution's educational mission.
- 3. Periodically reviewing and advising on a strategic plan that makes explicit the ways in which the athletics department is expected to advance the institution's mission including meaningful benchmarks to gauge the success of the athletics department.
- 4. Approving the athletics department's annual budget as part of the university's process.
- 5. The Board will permit Intercollegiate Athletics to apply tuition waivers at the in-state resident rate for all scholarship student-athletes, or students affiliated with Intercollegiate Athletics, including but not limited to student managers, band, mascots, cheerleaders, and/or dance troupe members.
- 6. Approving BOG Athletics Committee recommendations for contracts, contract revisions, or contract extensions for any Athletics Personnel whose annual compensation is equal to or exceeds 1% of the annual athletics budget.
- 7. Approving BOG Athletics Committee recommendations for contracts, contract revisions, or contract extensions for any Athletics Personnel whose buyout is equal to or exceeds 2% of the annual athletics budget.
- 8. Ensuring an effective culture of compliance in athletics programs.
- 9. Approving the addition or elimination of any intercollegiate sport.
- 10. Approving any change in the university's athletics conference affiliations.
- 11. Conducting periodic educational sessions for the Board of Governors to ensure every member understands their individual responsibilities with regard to this policy and applicable NCAA and conference rules.

2.2 The BOG Athletics Committee provides oversight through the following actions.

1. Periodically reviewing information about the primary areas of athletics policy and ensuring that the mission and goals of the athletics department are consistent with the university's overall mission and goals.
2. Recommending to the Board of Governors an athletics department mission statement that is committed to upholding the integrity of the athletics program and ensuring it advances our institution's educational mission.
3. Recommending to the Board of Governors a strategic plan that makes explicit the ways in which the athletics department is expected to advance the institution's mission including meaningful benchmarks to gauge the success of the athletics department for the board to monitor.
4. Monitoring the finances and business model of the institution's athletics program including fundraising, capital expenditures, and debt service commitments.
5. Recommending to the Board of Governors the athletics department's annual budget as part of the university's budgeting process.
6. Recommending to the Board of Governors contracts, contract revisions, or contract extensions for any Athletics Personnel whose annual compensation is equal to or exceeds 1% of the annual athletics budget.
7. Recommending to the Board of Governors contracts, contract revisions, or contract extensions for any Athletics Personnel whose buyout is equal to or exceeds 2% of the annual athletics budget.
8. Ensuring institutional policies account for physical safety risks and well-being of our student-athletes.
9. Reviewing outcomes related to our institution's plans for gender equity in athletics programs under Title IX.
10. Monitoring athletics department personnel and student-athletes' compliance with laws and regulations including those pertaining to sexual misconduct.
11. Monitoring policies related to the use of campus athletics facilities, including youth camps, and other activities adjunct to the intercollegiate athletics program.
12. Ensuring institutional policies include youth protection measures for minors on campus.
13. Ensuring that donor and sponsorship support of intercollegiate athletics reflects our institutional priorities, and those revenues remain under institutional control.

2.3 The President, with authority and responsibility given by the Board of Governors, leads the intercollegiate athletics programs through the following actions.

1. Establishing and maintaining institutional control over a competitive intercollegiate athletics program.
2. Recommending to the BOG Athletics Committee a strategic plan that makes explicit the ways in which the athletics department will advance the institution's mission including meaningful benchmarks to gauge the success of the athletics department. The President will report progress to the Board of Governors.
3. Communicating to the BOG Athletics Committee an annual report on the success of meeting agreed upon goals, standards, and benchmarks for intercollegiate athletics program including delivering any insightful information on trends and anomalies in

- student-athlete enrollment, academic progress, and degree completion.
4. Providing the BOG Athletics Committee regular updates concerning athletics department's fundraising efforts, capital expenditures, debt service commitments, and

- budgetary proposals. The president will seek advice regarding such proposals from the BOG Athletic Committee prior to making recommendations concerning athletic policies and issues that require action by the entire Governing Board.
5. Gaining BOG Athletics Committee approval for the athletics budget as part of the university's budgeting process.
 6. Gaining BOG Athletics Committee approval of any major policy, capital expenditures, budgetary proposals and/or issues that require action by the entire Board of Governors.
 7. Communicating to the BOG Athletics Committee an annual report on the success of meeting institutional outcomes as they relate to compliance with Title IX concerning gender equity and any laws and regulations to which the university is subject.
 8. Ensuring compliance officers with responsibility for athletics report to a university chief compliance officer and that there is clear policy that protects whistleblowers from punitive action.
 9. Hiring a Director of Athletics that reports directly to the President. The President will seek the advice of the BOG Athletics Committee on a potential hire and on any contract renewals or extensions.
 10. The President will seek the advice of the BOG Athletics Committee on appointments and terminations of head coaches.
Before approving and signing contracts, contract revisions, or contract extensions for any Athletics Personnel whose annual compensation is equal to or exceeds 1% of the annual athletics budget, the President will get express consent from the BOG Athletics Committee for the terms and conditions of such contracts.
 11. Before approving and signing contracts, contract revisions, or contract extensions for any Athletics Personnel whose buyout is equal to or exceeds 2% of the annual athletics budget, the President will get express consent from the BOG Athletics Committee for the terms and conditions of such contracts.
 12. Conveying to the Director of Athletics our institutional expectations for rules compliance and ethical conduct.
 13. Designating a member of the faculty to serve as the faculty athletics representative (FAR) who is an at-will appointee and will serve an initial four-year term. The FAR may be reappointed for additional two-year terms at the discretion of the president. The faculty athletics representative shall:
 - a. Assure that the institution's academic integrity is being maintained in athletics;
 - b. Have full access to academic records of student-athletes;
 - c. Assure that student-athletes are afforded opportunity and support to successfully complete their degree program;
 - d. Monitor institutional efforts to comply with NCAA and conference rules and regulations;
 - e. Report relevant matters involving intercollegiate athletics to the President, Director of Athletics, the Faculty Senate, and the BOG Athletic Committee.

2.4 The Director of Athletics is responsible for the following actions.

1. Developing a mission statement that reflects the university's mission and academic values.
2. Creating a strategic plan that makes explicit the ways in which the athletics department will advance the institution's mission including meaningful benchmarks to gauge the success of the athletics department for the President to monitor and report to the Board of Governors.
3. Ensuring the strategic plan accounts for the physical safety risks inherent to sport and that periodic board discussions of student well-being are informed by relevant medical research, as well as summary data on athletics-related student health risks.
4. Meeting regularly with the President to seek advice and approval for matters concerning major policy, fundraising, capital expenditures, debt service commitments, and budgetary proposals.
5. Clearly communicating our institutional expectations for compliance and ethical conduct to coaches, administrators, students, faculty, boosters, and alumni.
6. Monitoring and ensuring compliance with NCAA and conference rules by all athletics department personnel. Rules violations will be self-reported to the NCAA and/or conference offices.
7. Ensuring that student-athletes are held to the same academic and behavioral standards that all students are required to meet, and student-athletes have opportunities for a well-balanced academic, social, and athletic experience.
8. Hiring and supervising all athletics department personnel. Gaining the approval from the President for hiring and terminating all head coaching positions.
9. Seeking the advice and approval of the President and of the BOG Athletic Committee to use the institution's name or logo in the endorsement of commercial products or services for personal gain by any Athletic Department personnel, and for such personnel to accept outside compensation or gratuities from athletics shoe, apparel, or equipment manufacturers in exchange for the use of such merchandise during practice or competition.
10. Ensuring candidates for all athletics department positions are assessed with regard to their willingness and ability to abide by NCAA and conference rules.
11. In searches for candidates for head-coaching positions, a university official shall contact the NCAA National Office to determine whether those under serious consideration have been involved in NCAA rule violations.