



Athletics Committee Meeting

February 5, 2025 | 10 a.m.

Shawkey Dining Room, Memorial Student Center



February 2025 Athletics Committee Meeting

AGENDA

10 a.m.

Athletics Committee
Jim Smith, Chair

Action Items
None

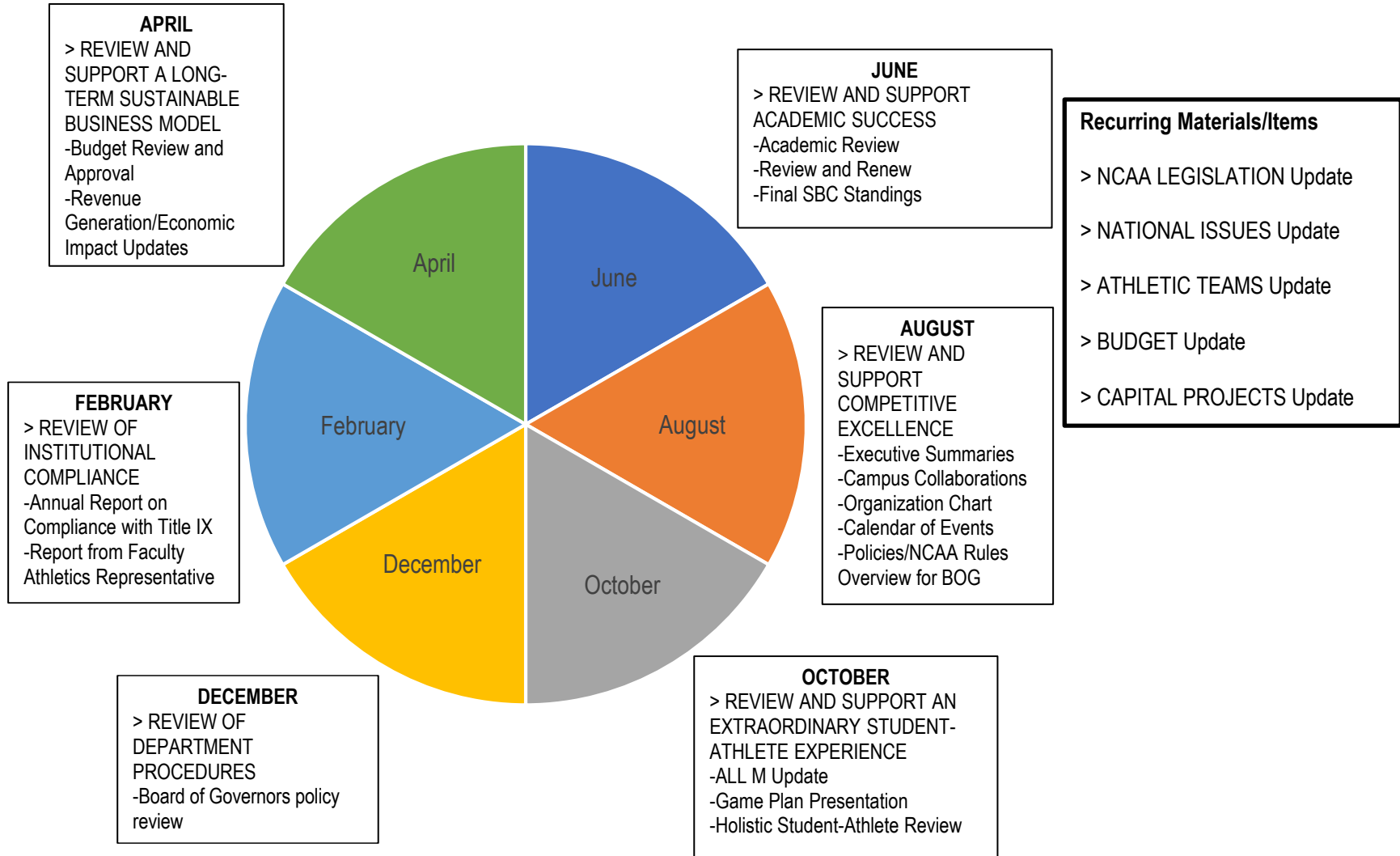
Information Items
*Christian Spears, Director of Athletics; Debra Boughton,
Executive Associate Athletic Director for Championship
Planning and Resources*

3

—

- Committee Annual Activity Calendar
- Review of Institutional Compliance
- Athletic Teams Updates
- NCAA Legislation Updates
- National Issues Updates
- Budget Update

INTERCOLLEGIATE ATHLETICS



Updated January 2025

BOARD OF GOVERNORS

February 5, 2025



Christian Spears
Director of Athletics

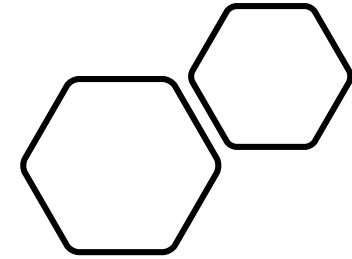
Debra Boughton
Executive Associate AD, Championship
Planning and Resources



AGENDA

Review of Institutional Compliance

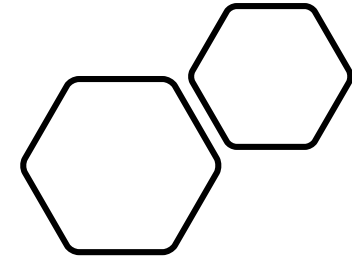
- Annual Report of Compliance with Title IX
 - Report on Interest and Abilities Survey
- Report from NCAA Faculty Athletics Representative (FAR)



AGENDA

Recurring Materials/Topics

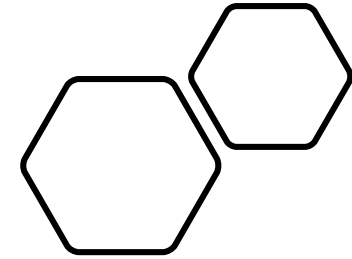
- **Athletic Teams Update**
 - SBC Football Champs!
 - Men's Soccer National Championship Run
 - Intro Tony Gibson, Head Football Coach
- **NCAA & National Legislation Updates**
 - Decision-Making Principles for Potential Changes in NCAA Model (Update)
 - Critical Dates



AGENDA

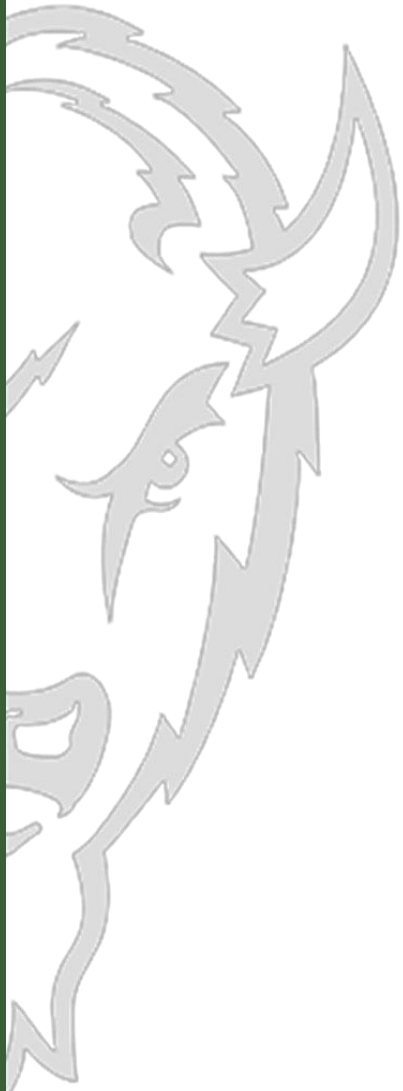
Recurring Materials/Topics

- **Budget Update**
 - Second Quarter 2025 Financial Statement
- **Capital Projects Update**
 - Refer to Finance, Audit and Facilities Planning Committee Action Item



MARSHALL
FOOTBALL

Welcome to the **FAMILY**
TONY GIBSON
HEAD COACH







TITLE IX COMPLIANCE

THREE PRONG TEST FOR TITLE IX

PRONG 1:
PROPORTIONALITY

1

PRONG 2:
EXPANSION

2

PRONG 3:
**ACCOMMODATING
INTERESTS**

3

PRONG 1:
PROPORTIONALITY

Ratio of Enrollment to Participants

Full-Time, Undergraduate Enrollment
57.1% Women : 42.9% Men
Student-Athlete Participation
39.8% Women : 60.2% Men

Difference
17.3%





History of Expansion

PRONG 2:
EXPANSION



2002-2003



Accommodation of Interests & Abilities

- Is there unmet interest in a particular sport?
- Is there sufficient ability to sustain a team in the sport?
- Is there a reasonable expectation of competition for the team?



PRONG 3:
ACCOMMODATING
INTERESTS

3



Accommodation of Interests & Abilities

Number of years participating prior to enrolling in college:

[drop down – numbers 0 -15]

The level you are interested in participating in this sport/activity while enrolled in college:

[drop down]

- Recreational/Fitness
- Club
- Intramural
- Varsity
- Do not want to participate

For how many years did you participate in the sport/activity while enrolled in high school?

[drop down]

- I did not participate in this sport/activity during high school.
- I participated in this sport/activity at my high school.
- I participated in this sport/activity outside of school.
- I both participated in this sport/activity at my high school and outside of school.

Please indicate any special recognition received while participating in high school:

[check all that apply]

- State Honors
- Regional Honors
- District Honors
- [Other]

PRONG 3:
ACCOMMODATING
INTERESTS

3



Accommodation of Interests & Abilities



PRONG 3:
ACCOMMODATING
INTERESTS



TITLE IX COMPLIANCE Future Recommendations





NCAA Faculty Athletics Representative (FAR)

Dr. Karen McComas, Marshall University

Athletics Committee | February 5, 2025

Executive **SUMMARY**

According to NCAA legislation:

- All member schools must appoint a faculty athletic representative who must be a member of the faculty or administration who is not employed by or within the athletic department.
- The FAR is the “principal point of contact to whom student-athletes can report any action.”
- The duties of the FAR are determined by each member institution.
- Overall, the FAR aims to create an environment where student-athletes can succeed both academically and athletically.

The primary areas of responsibility that most FARs assume are:

1. Student-athlete well-being
2. Academic integrity
3. Institutional control

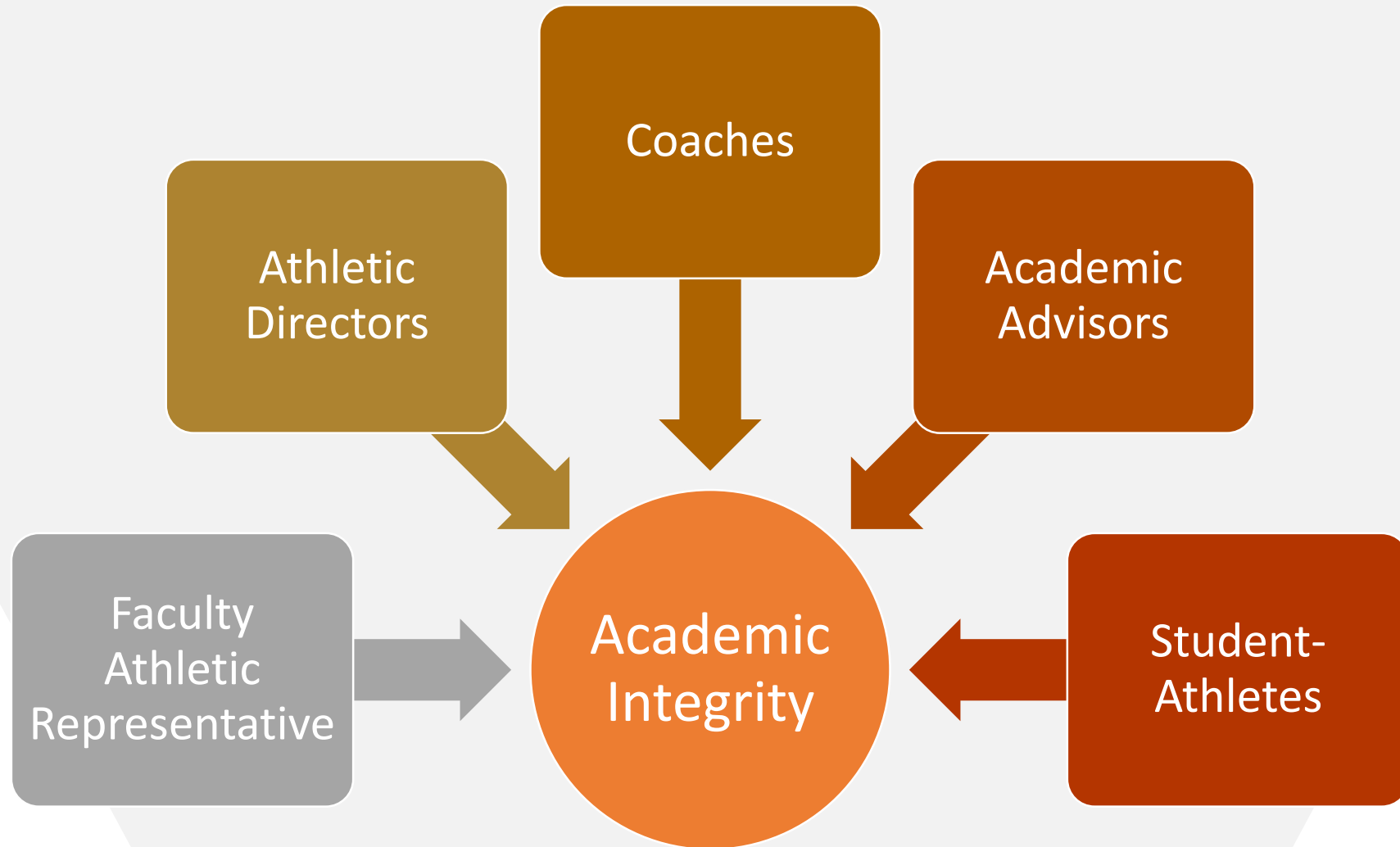
The NCAA Faculty Athletic Representative (FAR) serves as a vital link between the university’s faculty and its athletic department.



What is **ACADEMIC INTEGRITY?**

...the expectation that teachers, students, researchers and all members of the academic community act with honesty, trust, fairness, respect and responsibility...

Who is **RESPONSIBLE?**



What is **ACADEMIC DISHONESTY?**

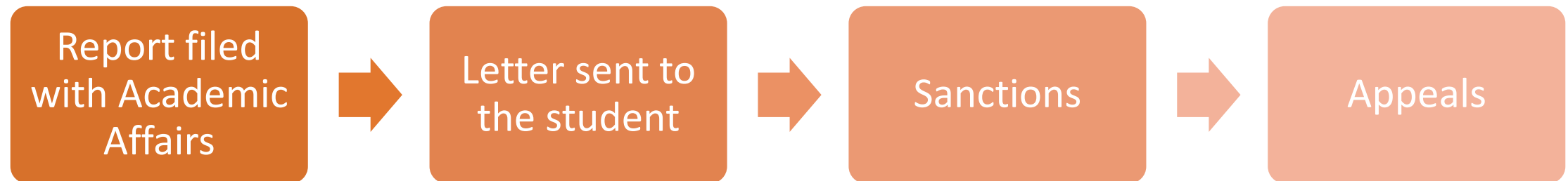
Cheating: Any action which if known to the instructor in the course of study would be prohibited.

Complicity: Helping or attempting to help someone commit an act of academic dishonesty.

Institutional **PROCESS**

University Policy No. UPAA-1 Academic Dishonesty

Includes definitions and examples of academic dishonesty, the sanctions and sanctioning process, how academic dishonesty is reported, how those records are kept, and the appeals process.



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Marshall
ATHLETICS

3.36

2024 Overall Fall Semester GPA

Marshall Athletics Celebrates Fall 2024 Academic Success

1/15/2025 5:00:00 PM | General, Buck Harless Student Athlete Program

Related News



Statement From
Marshall Director Of
Athletics Christian
Spears

Sunday, December 08



Marshall Football,
Men's Basketball
Game-Times
Announced For Nov. 16

Monday, November 04



Marshall Athletics
Announces Game-
Times, Themes For
MBB, WBB

Tuesday, October 29

[All News](#)

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Fall 2024 GPAs
(by program)



Baseball	3.38
Men's Basketball	3.22
Women's Basketball	3.20
Men's Cross Country	3.46
Women's Cross Country	3.57
Football	3.06
Men's Golf	3.46
Women's Golf	3.93
Men's Soccer	3.24
Women's Soccer	3.40
Softball	3.55
Swim & Dive	3.77
Tennis	3.55
Men's Track	3.38
Women's Track	3.42
Volleyball	3.70



Dean's List
169

President's List
101

December 2024 Graduates



Bachelor's Degrees

- Football (11)
- Men's Basketball (1)
- Men's Soccer (4)
- Volleyball (1)

Athletic Teams Update









2024
**SUN BELT
FOOTBALL
ELITE AWARD**



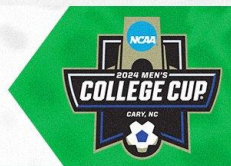
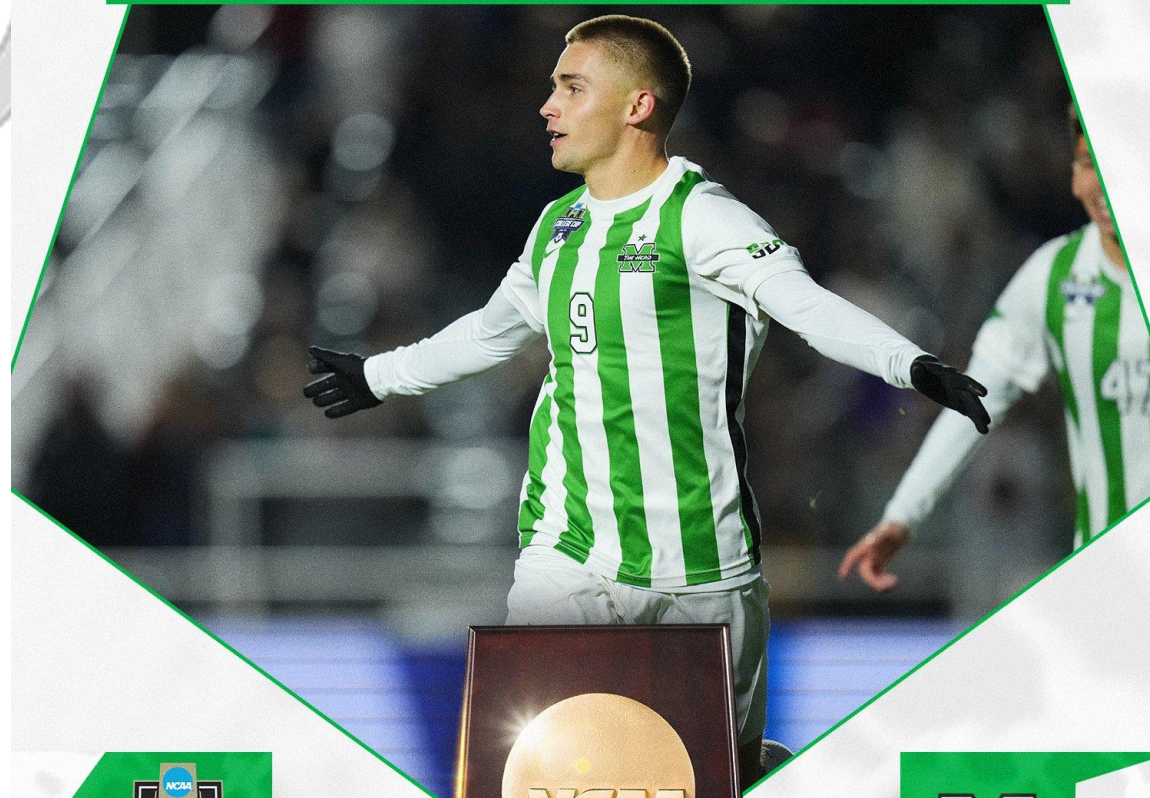
LOGAN OSBURN

RS SR. | OL | ONA, WVA.

ADVANCE

TO THE NATIONAL CHAMPIONSHIP

(13) MARSHALL





Marshall

VS

VERMONT

1

FINAL

2



NCAA & National Issues Updates



HOUSE SETTLEMENT TIMELINE

- October 18, 2024 – Notice of settlement
- December 17, 2024 – Deadline to file for litigation expense reimbursement
- January 31, 2025 – Claims period closes
 - Athlete objection deadline
 - Athlete opt out deadline
- March 3, 2025 – Parties deadline to respond to objections / opt outs
- **April 7, 2025 – FINAL APPROVAL HEARING**
- May 15, 2025 – Final installment of back pay damages
- July 1, 2025 – Begin revenue sharing and roster limits (permissive standards)



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**



FUTURE STATE

Scholarship Limits by Sport

Sport Program	Current	Future	Increase
Football	85	105	20
Men's Basketball	13	15	2
Women's Basketball	15	15	0
Baseball	11.7	34	22.3
Softball	12	25	13
Women's Volleyball	12	18	6
Men's Soccer	9.9	28	18.1
Women's Soccer	14	28	14
Men's Golf	4.5	9	4.5
Women's Golf	6	9	3
Men's Track	12.6	45	32.4
Women's Track	18	45	27
Men's Cross Country	5	17	12
Women's Cross Country	6	17	11
Women's Swim and Dive	14	30	16
Women's Tennis	8	10	2
	246.7	450	203.3

NOTE: Future scholarship limit numbers are also future squad size limits & all sport programs will be allowed to offer full scholarships to each



FUTURE STATE

Roster Comparisons by Sport



Sport Program	Current Unduplicated Rosters	Future Roster Limit	Change
Football	138	105	(33)
Men's Basketball	16	15	(1)
Women's Basketball	17	15	(2)
Baseball	41	34	(7)
Softball	22	25	3
Women's Volleyball	21	18	(3)
Men's Soccer	31	28	(3)
Women's Soccer	27	28	1
Men's Golf	11	9	(2)
Women's Golf	10	9	(1)
XC/Men's Track	45	45	-
XC/Women's Track	40	45	5
Men's Cross Country	0	0	-
Women's Cross Country	0	0	-
Women's Swim and Dive	30	30	-
Women's Tennis	11	10	(1)
	460	416	(44)

NOTE: Data from most recent report to Department of Education, for 23-24 academic year; for track programs, used max of 45 participants for modeling, assuming that 17 cross country spots also compete indoor and outdoor



IMPLEMENTATION TIMELINE & PROCESS

Marshall Athletic Department

- Option Two-rollout year (FY 26)
 - Adopt roster limits across all sports
 - Future financial aid agreements with rules changes caveat
 - Establish baseline investment for decision making
 - Review and re-distribute financial aid components
- FY 27 and beyond
 - Re-distribute financial aid components within future financial aid agreements
 - Move identified sports to tuition only model
 - Create alternate revenue streams within Thunder Trust operation to create revenue share funding



Budget Update Schedule

First Quarter 2025 Financial Statement – December 2024

✓ **Second Quarter 2025 Financial Statement – February 2025**

FY2024 NCAA Membership Financial Report Overview/Training – April 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 (U.S. 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

FY 25 Budget Update Q:2 Operating Revenue

Operating Revenues	FY25 Actuals (12/31)	FY25 Budget	Actuals v Budget
Ticket Sales	3,160,527	4,529,528	(1,369,001)
Student Fees	5,463,295	6,775,000	(1,311,705)
Guarantees	490,000	2,140,000	(1,650,000)
Contributions, includes Sky Suite revenue	1,197,102	3,621,679	(2,424,577)
In-Kind (1)	-	-	-
Direct Institutional Support	8,935,430	13,495,124	(4,559,694)
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	332,027	625,000	(292,973)
Royalties, Licensing, Advertisements, Sponsorship	1,416,486	2,690,000	(1,273,514)
Sports Camps (3)	101,769	284,100	(182,331)
Endowment Investments & Income (1)	28,298	-	28,298
Other Operating Revenue	134,363	277,121	(142,758)
Football Bowl Revenue	-	550,000	(550,000)
Total Operating Revenues	21,279,297	37,787,552	(16,508,255)

- (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:2

Operating Revenue Analysis



- Ticket Sales: as of 12/31, Q2 review reveals some predicted shortfall for projected football ticket sales; as of 12/31, approximately \$350K in outstanding receivables that will be collected prior to year-end
- Guarantees: football contract, Ohio State, not payable until 2/28; pending collection of women's basketball and other Olympic sports game guarantees
- Contributions: actuals primarily consist of contributions to sky suite leases collected to date and contributions from Big Green for 1Q and 2Q private funded 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
- Royalties, Licensing and Sponsorship: Learfield and CLC licensing 2Q payments; a majority of this revenue stream is on deposit during 4Q of the fiscal year and this revenue stream will exceed budgeted revenue to make up for other predicted revenue shortfalls

FY 25 Budget Update Q:2 Operating Expenses

Operating Expenses	FY25 Actuals (12/31)	FY25 Budget	Actuals v Budget
Athletic Student Aid	5,659,655	7,729,031	(2,069,376)
Guarantees	380,000	915,000	(535,000)
Coaching/ Support Personnel Salary & Benefits (2)	6,424,397	13,500,775	(7,076,378)
Severance Payments (5)	-	-	-
Recruiting	303,750	900,000	(596,250)
Team Travel + Home Team Expenses	3,430,153	5,251,246	(1,821,093)
Student-Athlete Meals (non-travel, non-home team expenses)	77,227	330,000	(252,773)
Equipment & Uniforms	1,638,891	2,100,000	(461,109)
Game Expenses	988,002	1,712,300	(724,298)
Fundraising, Marketing & Promotion	223,720	205,000	18,720
Sports Camp Expenses (3)	106,921	284,100	(177,179)
Direct Overhead and Administrative Expenses	359,930	780,000	(420,070)
Athletics Facilities, Debt Service, Leases and Rental Fee	89,026	750,000	(660,974)
Spirit Groups (5)	68,364	-	68,364
Indirect Institutional Support (1)	-	-	-
Medical Expenses & Insurance	801,198	1,050,000	(248,802)
Memberships and Dues	-	135,000	(135,000)
Other Operating Expenses	986,958	1,245,100	(258,142)
Football Bowl Expenses	55,800	900,000	(844,200)
Football Bowl Expenses - Coaching Compensation (4)	-	-	-
Total Operating Expenses	21,593,991	37,787,552	(16,193,561)

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BUDGET UPDATE

Q:2

Operating Expenses Analysis



- Athletic Student Aid: amount represents summer and fall and spring tuition waiver activity and financial aid payments made as of 12/31; 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 and winter team travel thru 12/31
- Student-athlete meals: pending billing from department supported training table
- Marketing & Promotions: higher than anticipated budget to actual; primarily due to coding of marketing and promotions within *Other Operating Expenses* category
- 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



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