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Dear Provost Rios-Ellis and the Senate Steering Committee,

I am writing in my role as Chair of the Senate Intercollegiate Athletics Committee (SIAC) to provide an annual report of the committee's activities. In my second year serving as Chair of SIAC, I made two changes that I think have improved the structure and functioning of the committee.

1. I created a consistent and rotating schedule of topics for the committee to review and discuss, to ensure that there is regular attention paid to important issues affecting the wellbeing of student-athletes. To select those topics, I reviewed data from the end-of-season surveys that I administer and analyze as Faculty Athletic Representative. I prioritized areas of greatest importance to our student-athletes and engaged the input of Steve Waterfield (Athletic Director) and Ashley Stone (Senior Woman Administrator) to identify other important areas of discussion for the committee.
2. I invited a Coach to attend each SIAC meeting to introduce themselves to the committee and provide input on the discussion topic from the perspective of their team and their role as a coach.

These changes have resulted in a variety of positive outcomes for SIAC:

1. The new structure will enable the committee to assess longitudinal trends in each topic area, as data on each topic will be reviewed on a regular schedule. For example, the committee can identify whether concerns with mental health are improving or declining over time.
2. Having a clear and consistent schedule of topics increases the clarity of the purpose of SIAC to committee members, and increases their knowledge on the topics of greatest importance to student-athlete wellbeing. More knowledgeable committee members will improve the ability of the committee to advise athletics and university administrators on decisions and policies that impact student-athletes.
3. This structure will improve the ease of transition between SIAC chairs as there will be a formal meeting schedule that can be followed.
4. Integrating coaches and athletics staff members into each meeting allows SIAC members to get to see each topic from multiple perspectives, and allows members to directly discuss important topics with people on the ground managing those issues.



This year, the committee met monthly, for a total of 8 meetings. Discussion topics for each are listed below, and meeting minutes for each are appended to this letter.

- Training, injury, and nutrition
- Student-Athlete Mental Health
- Academic Performance and Services
- Transfer portal process and impact on student-athletes
- OU athletic facilities: Strengths, challenges, and future plans
- Name, Image, and Likeness: Impact on student-athletes
- Updates from the NCAA Transformation Committee
- NCAA and HL Revenue/Financial Review

Overall, the committee's work covered a broad range of topics, all highly relevant to protecting the integrity of the student-athlete experience at Oakland University. I am happy to discuss any of the information provided here, upon request.

Thank you for your time and support,

A handwritten signature in cursive script that reads "Melissa McDonald".

Melissa McDonald

SIAC Meeting Minutes
September 14th, 2022

Attendance: Melissa McDonald, Steve Waterfield, Ashley Stone, Mari Tilashalski, Fritz McDonald, Terry Dibble, Lori Hodorek, Matt Prentice, Dan Arnold, Ian Cleary, Jen Krizka

Guests: Terry Sauerbry, Chris Curran, Lauren Karn

1. Brief overview of SIAC charge
 - a. SIAC serves an advisory role to President Pescovitz and Athletic Director Steve Waterfield, so we need to be well-educated as a committee on issues that impact student-athlete welfare.
2. Committee Member Introductions
3. Updates from committee members, if applicable
 - a. Mari: Big changes coming to transfer portal, will discuss in December
 - b. Ashley: Thanks to SIAC for help with back-to-school event
 - c. Ashley: Invitation to Athletics DEI meeting on its way
 - d. Steve: Transformation committee updates will be coming soon
4. Discussion Topic: Training, injury, and nutrition
 - a. Guest introductions: Role, background, overview of department/team, primary responsibilities or philosophy as it relates to training, injury, and nutrition.
 - i. Terry Sauerbry (Head of Strength and Conditioning)
 1. We train to prevent injury and use a science based approach. Percentages and periodization, based on SA maxes, but adjusted based on where they are in season or injury. Work with coaches to develop a program that works with the team
 - ii. Chris Curran (Head of Sports Medicine)
 1. Staff of 6, one rehab coordinator, each covers multiple sports. Partner with Henry Ford, provides physicians and other specialty services. We provide first response to injury, acute care, injury evaluation, and rehabilitation.
 2. Lots of communication with Terry to transition SAs back to play; And in reverse, Terry communicates with Chris if he notices anything injury related in the weight room.
 - iii. Lauren Karn (Head Coach – Softball)
 1. Training, injury management, and nutrition are some of the most important topics for her SAs. Works closely with Chris and Terry.
 - b. Brief review of ESS data on SA perceptions of training, strength and conditioning, nutrition, and injury re-hab.
 - i. Very positive quantitative evaluations overall, not many concerns to note. We can see that the evaluation of sports medicine for the Henry Ford staff are a bit lower than for OU staff, what might be the cause?

1. Chris: Even though there is high availability and flexibility of care by HF physicians, it doesn't always match up to SAs' schedules.
- c. What is the role of coaching staff in S&C program development?
 - i. Programs are developed in collaboration with the coaches. For example, Baseball wanted to use an external evaluation of player strength/mechanics, so Terry worked to facilitate that and integrate that knowledge into the training program at OU.
- d. SAs sometimes report via comments that they feel that their coach pressures them to return to play before they are ready. What is the role of coaching staff in injury rehab and return-to-play?
 - i. Chris: SAs are returned once they are safe to play. SAs are sometimes physically ready, but not mentally.
 - ii. Lauren: Could be a miscommunication between coach, SA, and sports medicine. Conversations sometimes get passed along, and some information is lost in the process, or conveyed inaccurately.
 - iii. Mari: Medical and NCAA language and jargon can be a hurdle for SAs in terms of understanding their injury and return-to-play.
 - iv. Lauren: SAs almost always want to play, so they might say they're good to go to a coach, but disclose an injury to a trainer. A coach may seem like they're pushing them to play when they are injured, but it could be because they don't have all the information they need.
 - v. Ian: Coaches and SAs might have a preconceived notion about how long a particular injury should take to recover from.
- e. Communication about surveys
 - i. Chris: Trainers feel frustrated that the survey data only represents perceptions from SAs, as the staff are not surveyed, and that the staff have to respond to all of the concerns raised at the end of the season. It has made them feel like they need to be prepared to play defense.
 - ii. Chris: It's helpful to have more consistent communication between their staff, coaches, SAs, admin, and the FAR so that everyone is already aware of concerns that SAs have, and how they have been addressed, so that the end-of-season feedback can be placed in proper context.
5. Future Meetings:
 - a. October 12th: Mental Health
 - b. November 9th: Academic Performance and Accommodation
 - c. December 7th: Transfer Portal Process and Impact

SIAC Meeting Agenda

October 12th, 2022

Attending: Melissa McDonald, Steve Waterfield, Ashley Stone, Lori Hodorek, Terry Dibble, Matt Prentice, Dan Arnold, Jenn Krizka, Ian Cleary

Guests: Seth Swary, Paul Rice

1. Committee Member Introductions
2. Updates from committee members, if applicable
 - a. Steve
 - i. Letter jackets awarded to Student Athletes – big success
 - ii. Hosting XC championships
 - iii. Basketball season starts in a week
 - b. Ashley
 - i. Hosted event to help transition freshmen to college student life.
 - ii. Dr. Dulio will host an event to help people have difficult conversations – will feature two political journalists on opposite ends of political spectrum, who are friends.
 - iii. DEI Latin Dance class event was a success, next event on Oct 25 will be tasting international dishes from countries where SAs are from
 - c. Bri Cassidy from Opendorse discussed platform for NIL with coaches and SAs
 - d. Oct 22nd Breast Cancer Walk with volunteer cheer stations
 - e. SAACC sponsored games:
 - i. Mens's soccer - Oct 22
 - ii. Volleyball - Nov 5
 - iii. Homecoming this weekend
3. Discussion Topic: Student-Athlete Mental Health
 - a. Guest introductions: Role, background, overview of department/team, primary responsibilities or philosophy as it relates to SA mental health
 - i. Seth Swary (Coordinator of Sport & Performance Psychology)
 1. Provide mental health and performance psych services. Position is 50/50 athletics and GHC, sees SAs and general OU population.
 2. Mental health and wellness (versus mental illness). We need to check in on our mental health, just like we check in on our physical health.
 3. SAs he works with are often coming to therapy for the first time. They report feeling like they don't "need help" – that they want to get through it on their own. He tries to help them reframe this: seeking help is being strong, in the same way you seek strength training for your sport.
 4. He tries to give them coping strategies for dealing with unexpected events, such as a death in the family.

5. Attends practices and games, so SAs get to know him as a person and feel more comfortable seeking him out for help. Also organizes group sessions with teams.
- ii. Paul Rice (Director of Track and Field, Cross-Country Head Coach)
 1. 25th year as a coach, ran XC as a SA at OU. Perspective on SA mental health has evolved a lot over time
 2. Recent suicides of student-athletes have emphasized the importance of mental health. It has been difficult to help SAs given the low availability of resources for therapy on campus. Coaches have had to become the primary source of help, which can be overwhelming for coaches too.
 3. Have seen eating disorders, depression, difficulty coping with life changes, taking on too much, getting into bad things. Even though the pandemic has lessened, the mental health issues are not.
 4. Have had multiple people with eating disorders. Have been able to outsource to Cedars, which has inpatient and outpatient services. Therapist and dietician. Need insurance. Has taken money out of budget occasionally, when needed. Need to look beyond GHC
 5. SAs are sometimes afraid to come to coaches, because coaches are busy, don't want to overwhelm them or burden them. But need them to know they are their first resource. Encouraging them to address the issues sooner rather than later.
4. Review of ESS (end-of-season survey) data on SA mental health and wellbeing (Melissa)
 - a. See supplemental material
5. Overview of mental health resources available to SAs, discussion of strengths and weaknesses of current mental health infrastructure (Seth)
 - a. OU has the worst ratio of counselors to students, creates a large liability. We have 5 full time staff members at Counseling center: 2 part-time and 5 or 6 interns who work 20 hours a week and must be supervised by full-time staff.
 - b. Students are eligible for 15 sessions per degree (e.g., 4 years). First 4 are free, \$20 a session after that. Cost is not tenable for all students.
 - c. Nice to have a sports-performance person on the athletics staff, but Seth is only half-time. Yet, most SAs want to meet with Seth, and then if he is booked, SAs may be resistant to see other therapists.
 - d. Sport psychology sessions are free and unlimited to SAs
 - e. OU contracts with Henry Ford for 8 additional hours a week. Those sessions are free, and there are no limits.
 - f. Adding therapy groups on campus, they're really helpful, free, and unlimited, but students are not as interested in them, and scheduling prevents attendance.
 - g. Current waitlist is 1-2 weeks at the counseling center
6. Overview of HL mental health grant and current ideas for use of funds (Ashley, Seth)
 - a. Horizon League is offering a mental health grant for up to \$50,000.

- i. Did background research on SA demand for services and service type. Seth sees about 50 SAs for 7 sessions each on average.
 - ii. 3 prong approach
 - 1. Will supplement funding to cover 7 therapy sessions for SAs
 - 2. Sustainability: BeReal (University of Washington), Coaching the coaches (and staff, faculty, etc.). 10% of funds to provide training for building resilience, coping skills, and helping others manage challenging situations.
 - 3. Additional staff to provide mental health services (80% of funds). Additional 14hrs of sessions per week.
 - 4. MindFlow: Virtual, app-based services. Clinical psychologists who can provide sport performance psychology, and who are former SAs. Guarantees meetings within 72hrs. Can pivot funds elsewhere if these services aren't used.
- 7. Open discussion about other means to promote mental health of SAs
 - a. Do coaches discuss mental health with their SAs
 - i. (Paul) Try to remind them that the coaching staff is there for them and available to meet one-on-one. Don't have a big mental health talk with the team, but maybe they should. There's no quick fix. How do we fill the gap between need and resources. Need to give coaches tools to work with SAs. Coaches need to get comfortable having these conversations.
 - b. Peer mentoring system?
 - i. Captains' council: athletes are voted into the council, 12ish SAs from different event groups, sophomores on up. Would be a good idea to have that group facilitate peer-mentoring.
 - c. Therapy dogs once a month for SAs. Free services, wouldn't need to come out of the grant. Available for OU general student body, but hard to get in.
 - d. Other campus communities focused on mental health?
 - i. Ad-hoc Committee – Co-chaired by Susan McCarty
 - ii. Mental Health first aid training available for anyone
- 8. Future Meetings:
 - a. November 9th: Academic Performance and Accommodation
 - b. December 7th: Transfer Portal Process and Impact

SIAC Meeting Minutes

November 9th, 2022

Present: Melissa McDonald, Steve Waterfield, Ashley Stone, Mari Tilashalski, Terry Dibble, Lori Hodorek, Fritz McDonald, Matt Prentice, Jen Krizka

Guests: Evan Dermidoff, Jenn Dempster, Nick Pumford

- Committee Member Introductions
- Updates from committee members, if applicable
 - Civic engagement day approved by national SAAC: SAs who aren't in championship period, get day off to vote. Loosened implementation given that international and out-of-state students can't vote. Receive education on civic engagement; partnering with Dave Dulio.
 - Great SA development workshop on life after sports. Founder was cut from NFL, founded athlete transition services. Now partnering with the Marines which allows them to offer program for free (would normally cost 4k).
 - Via partnership with Opendorse, NIL marketplace was launched
 - Received the HL mental health grant for \$50,000. One aspect of this underway. On Dec 6, Megan Kennedy from the resiliency Lab will speak about the "Be Real" program – Training available, Basic (6 weeks) and Advanced (4 additional weeks)
- Discussion Topic: Academic Performance and Accommodation
 - Guest introductions: Role, background, overview of department/team, primary responsibilities or philosophy as it relates to academic performance.
 - Nick Pumford (Head Coach – Men's Golf)
 - Starts in recruiting process, good academics go hand in hand with good athletics. If struggling in one, struggling in both. Those most organized in academics do best on the course. Occasionally takes chances on some SAs academically, but provides them with a lot of resources. Can't have ineligibility on golf roster given the small size (~8) as it will have a big hit on APR.
 - Coaches need to push SAs to succeed.
 - Emphasizes communication with SAs professors
 - Evan Dermidoff (Athletics Academic Adviser)
 - Majority of coaches do consider academic aptitude when recruiting students. 70% of his role is academic advising, 30% extensions of compliance. Generalist in academic advising (can advise any of the majors). SAs usually meet with major advisor 2-4 times but meet with Jenn and Evan more frequently. Help SAs navigate major, change major, class scheduling around practice, competition, and training schedule. Be connected on-campus to help answer SA questions and direct them to resources.
 - Jenn Dempster (Learning Specialist)

- Learning specialist and academic advisor for MBB and WBB. Meet with students who are having more difficulty. Case load of about 30 (out of 336). Weekly meeting, go through Moodle together, and how to prepare for the week (e.g., planning studying around travel schedule). Set them up with the writing center. Give regular reports to every coach about SA progress (has good communication with coaches). Ends up providing social support as well – provides a sounding board for SAs.
 - Professors are very willing to help – athletics have cultivated a good relationship with faculty on campus.
- Availability and Descriptions of Academic Resources (Evan & Jenn)
 - Work closely with writing center, academic success center, academic advising centers, registrar, admissions (during orientation season), and now graduate school. SAs often forget about the professor as a resource for help.
 - Are students struggling with return to campus? Yes, finding a lot of SAs not going to class. Freshman and sophomores are especially struggling.
 - Academic success center is good for Math and Science – for which they have a lot of tutors, but they don't have resources for all classes (e.g., Philosophy). However, they will put forth effort to find tutors for courses that don't have one available and for which there is a need.
 - Class check-in app that's connected to GPS – focused on students who have lied about class attendance, directed by coach usually.
- Academic Progress Reports (Jenn)
 - Used to be paper progress reports given to professors. SAs would forget, or the professor may forget to return it. Developed an electronic version instead, which has been very successful. Go through each SAs schedule and send to professor for every class SAs are registered in. They modified form based on faculty feedback. They receive the feedback in a spreadsheet, see red-flags and immediately reach out to SA and coach. Had about 67% return on progress reports (previously below 50% return rate with paper version). Prevents SA signing for faculty (which was rare). Working on timeline – forms were sent out too early at first and faculty couldn't provide feedback. They ensure that SAS Follow-through on professor's recommendations (e.g., walk them to a meeting with a professor)
- Honor Roll/GPA Information and breakdown of majors (Evan)
 - SA GPA meets or exceeds general student body GPA. Smaller gap this year than typical, but usually 2-3 points better. Typical of DI SAs because of higher expectations from NCAA.
 - Fewer in school of business than typical, school of engineering is up, CAS is the largest (70-75), huge increase in FYAC (95, up from around 80), big jump in graduate students, mostly due to covid year of eligibility (15 MA, 4 certificate)
- NCAA Eligibility Rules (Mari)

- See handout. OU has higher standards than NCAA, OU puts SAs on probation if they have below a 2.0. NCAA GPA requirements are bare minimum.
 - Lot of reasons why we see ineligibility issues, not trying, homesick, transfer issues, etc.
- Academic Progress Rate (APR), including percentage of ineligible student-athletes, current APR numbers, and APR education (Mari)
 - Reviewed only for those on athletic aid. Earn 2 pts per SA, eligibility and retention/graduation. If SA transfers and are eligible, we retain that pt.
 - 4-year rate determines post-season eligibility (NCAA could also suspend coaches, decrease scholarships, etc.)
 - Single-year APR, academic unit, if score is higher than 985 you get a large financial incentive that continues to grow each year. There are two other ways to earn this.
- Review of end-of-season survey data on institutional experiences and support services (Melissa)
- Open Discussion
- Future Meetings:
 - December 7th: Transfer Portal Process and Impact

SIAC Meeting Agenda

December 7th, 2022

Present: Melissa McDonald, Steve Waterfield, Ashley Stone, Mari Tilashalski, Lori Hodorek, Dan Aloj, Jen Krizka, Ian Cleary, Matt Prentice, Sue Evans

Guests: Jeff Tungate

1. Committee Member Introductions
2. Updates from committee members, if applicable
 - a. Be Real program presentations to athletics were effective in increasing knowledge about program and techniques
 - b. APR calculations due soon
 - c. Transformation committee's work will wrap up soon. Will provide their recommendations. Big part of it will focus on SA welfare and benefits. Will address legal challenges that will have large financial impact on NCAA.
 - d. January SAAC meeting – If SAs bring a friend they get a prize.
3. Discussion Topic: Transfer Portal Process and Impact
 - a. Guest introduction: Role, background, overview of department/team, primary responsibilities or philosophy as it relates to the recruitment of transfers, and student-athletes seeking a transfer
 - i. Jeff Tungate (Head Coach – Women's Basketball)
 1. 17 years here, OU graduate, played baseball here, worked as assistant coach to Kampe, 29 years of coaching.
 2. 4 players from the portal now, $\frac{3}{4}$ at any time are starters. All have strong GPAs
 3. Why use the portal? Hard to get the quality player needed straight out of high school. SAs may not be as impressed with OU bells and whistles (e.g., locker rooms). Easier to recruit once they've had some time in a program and are looking for a good fit, or being closer to home.
 4. 3 players his first 8 years entered the portal. Last year 7. A lot of transfers are playing a lot less or a different role in their new program. A lot of transfers don't find a home.
 5. Coaches now have to honor scholarships of SAs who enter the portal.
 6. Portal transfers are more appreciative of being here
 - ii. How is degree completion when transfer as a junior
 1. Undergraduates often come in as BIS
 2. Grad transfers – 60-day window for transfer portal for immediate eligibility, but does not match up to deadlines for OU graduate programs
 - a. But now NCAA removed windows for graduate students

iii. Eliminate run-off waiver in future

4. Overview of transfer process and recent/future changes (Mari)
 - a. Initially could enter the portal at any time. SAs were entering portal too early in season. So, they implemented deadlines, and then made sport-specific windows. But now have added exceptions for grad transfers.
 - b. If you provide a scholarship you have to continue to provide it, even if they leave the sport program.
 - c. If you want to increase a scholarship, you have to retain it.
 - d. SAs at OU who want to enter the portal talk to Mari – two notification-of-transfer forms (voluntary versus coach/parent force). Have two business days to enter them. Doesn't start ticking until the window opens. The coach "can" let them stay on the team, but often do not. Notifies them of things they "might" lose access to: academic support (not common), weight room, athletic training room (up to dept staff), swipe access to building, media and marketing, compliance services (next school would file waivers on behalf of SA).
 - e. NCAA requires SAs watch a video before entering the portal – violation not to watch it.
 - f. SAs asked to indicate what schools they are considering – isn't shared with coaches, Mari asks for it to help calculate APR because other schools don't always mark them as an incoming transfer.
 - g. Not required to talk to the coach – but Mari encourages it (especially because the next coach will call current coach).
 - h. Encourages them to use a non-Oakland email.
 - i. Portal does not include SA "stats" – it is not a recruitment service.
 - j. SAs provide consent to provide academic and athletic status into portal (e.g., how many years of eligibility used).
 - k. Can't cancel scholarship until the next academic semester
 - l. Was previously permission to contact system – needed to be permitted by coach. Burdensome interconference rules (e.g., penalties, sit out a year). Was not very SA friendly. Immediate eligibility to play needed to be approved by coach.
5. Discuss impact of transfers on team performance and culture, SA academic progress, SA health and wellbeing
 - a. Review of data on transfers at OU
 - i. APR data for transfers by team (Mari)
 1. Baseball had the most (10) incoming transfers; women's basketball had the most outgoing transfers (7)
 2. One eligibility point was lost from a transfer in softball and men's track. Two eligibility points were lost among Baseball and men's basketball transfers.
 3. One retention point was lost by a softball transfer.
 - ii. End-of-season survey data (Melissa)

1. When there are significant differences between transfers and non-transfers in end-of-season survey items, the pattern is generally that transfers report more positive evaluations. For example, more positive evaluations of their head coach and campus services.
2. However, transfers were less likely to know than non-transfers how/where to report personal and interpersonal concerns (e.g., where to seek help for mental health concerns and disordered eating, where to report concerns with bullying or physical abuse)

SIAC Meeting Agenda

January 13th, 2023

Attendance: Melissa McDonald, Steve Waterfield, Ashley Stone, Mari Tilashalski, Ian Cleary, Jen Krizka, Matt Prentice, Dan Arnold, Terry Dibble, Sue Evans

Guests: Pete Hovland, Andy Adrianse

1. Discussion Topic: OU Athletic Facilities
 - a. SIAC received a tour of athletic facilities
 - b. Guest introductions: Role, background, overview of department/team, primary responsibilities as it relates to OU athletic facilities
 - i. Pete Hovland (Head Coach Men's and Women's Swim & Dive)
 1. Rec center was not originally designed for athletic competition. University quickly expanded athletic program and outgrew the space. Have thrived owing to creative and hard-working people.
 - ii. Andy Adrianse (Associate Athletic Director for Facilities and Event Management)
 1. Oversees facilities and event management. Trying to do a lot with a little. Running more than one event a day on average (commencements, camps, HS championships, community events). Numbers have not dropped off too much post-covid.
 - c. What are strengths/challenges of our current facilities? (Andy, Pete, Steve)
 - i. Challenges: Locker rooms, space, displacement, aging facilities and equipment
 1. Budgets
 - a. Most of budget needs go to day-to-day operations
 - b. Funded less than most other HL schools
 - c. Biggest source of revenue that athletics generates is through housing and tuition of SAs, but athletics doesn't get that revenue back.
 - d. Baseball fundraised half a million for field improvements, the other half is via a loan from the university.
 - d. What sports do/don't meet HL requirements for hosting championships? (Andy, Steve)
 - i. Some funds go to institutions for hosting, but mostly for running the event, does not really raise money
 - ii. Each institution submits a facility criteria form to the league to determine eligibility to host a championship, if eligible, then location often based on team seeding at the end of the season.
 - iii. Cannot host baseball or softball tournaments because of lighting

- iv. OU used to host swim and dive HL champs, but recently the league decided to move to IUPUI.
- v. Some sports have rotational championship hosts (Track and Field, Cross-Country).
- e. Status and prioritization of facility projects and fundraising updates? (Andy, Steve)
 - i. No major expansions or upgrades recently (none over 1 million)
 - ii. Biggest priority in terms of impact is a SA development center, but this is also the most costly. Don't have enough space for locker rooms, study space, nutrition, etc. Cost estimate is 50-60 million (pre-pandemic estimate).
 - iii. Basketball practice facility (to reduce displacement, and increase revenue generation. Would cost 15-20 million.
 - iv. Indoor golf facility
 - v. Expansion of Grizz Dome (e.g., hitting tunnels). Dome opened in 2014 (OU SAs have access to it M-F, 8-5; Total Sports uses it for the rest of the time)
 - vi. Enhance soccer stadium seating
 - vii. Baseball/softball lighting – 1 million per field. To rent lights, about 40k. HL is considering being able to host champs at off-site locations (e.g., jimmy john's field).

SIAC Meeting Minutes
February 10th, 2023

Present: Melissa McDonald, Ashley Stone, Mari Tilashalski, Terry Dibble, Lori Hodorek, Dan Arnold, Dan Aloj, Fritz McDonald, Jen Krizka, Ian Cleary, Matt Prentice, Sue Evans

Guests: Krista Rice, Bri Cassidy

1. Committee Member Introductions
2. Updates from committee members, if applicable
3. Discussion Topic: NIL (Name, Image, Likeness)
 - a. Guest introductions: Role, background, overview of department/team/position, overview of connection of role to NIL
 - i. Krista Rice (Head Coach - Volleyball)
 - ii. Bri Cassidy (Director of NIL education at Opendorse)
4. Overview of Opendorse origin
 - a. Company started by former student-athletes. One who lost the opportunity to play professionally owing to injury. Wanted to create a company to allow professional athletes to monetize their brand. Added coverage of SAs once legislation changed to allow NIL for SAs.
5. Overview of legislative changes that have made NIL possible, and the current rules for NIL in Michigan.
 - a. July 1st 2021 – Federal government says that SAs can profit from their NIL. Every state can make their own laws. Each institution can make their own rules. Federal rules:
 - i. Schools can't pay SAs to promote school
 - ii. No deal (e.g., recruitment incentive) can be contingent on their enrollment at a school.
 1. Athletic departments can promote collectives. SAs can meet with collectives (but not on campus grounds). SA can't sign anything with collective until they are committed to university
 - iii. Deals cannot be based on athletic performance (e.g., for every hit you get, we'll pay you a bonus dollar amount)
 - iv. There must be quid pro quo. For example, SA cannot get free stuff without an exchange of some activity (e.g., social media shoutout)
 - b. Lots of states permitting high school NIL
 - c. Michigan – Rules permit athletes to have an agent. NIL should not affect eligibility. NIL should not conflict with team/university contracts (e.g., school contract with Nike). Schools have the right to prohibit certain NIL categories (e.g., drugs, alcohol). But state law doesn't have a morality clause. Deals must be disclosed. International students cannot earn NIL in USA (e.g., current discussion about earning NIL in their home country when they are there).

- d. Oakland doesn't have a morality clause. 7-day window of disclosure for OU to approve the deal – but most deals are approved.
6. Overview of current landscape of NIL in Division I
- a. What are the biggest predictors of NIL revenue.
 - i. Fan deals (lowest dollar amounts – e.g., birthday shoutouts, autographs).
 - ii. Brands want athletes who are willing to engage on social media, make appearances, etc. Difficult to find SAs to work with, because they need to be content creators
 - iii. 60% of brand deals go to female SAs. 80% of compensation for women's sports is coming from brands.
 - iv. Sponsors – function like a brand, want a return on investment, but also want to protect institution
 - v. Donors – less interest in return on investment, they care about retention of SAs and program competitiveness
 - vi. Women are doing a lot of NIL activities (but getting paid less). Discrepancy is lower when you exclude football (~60% of activities, ~40% of compensation)
 - vii. Football gets the most – but doesn't control for roster size Lots of variation among top 10 conferences for NIL compensation (HL made the list). Power 5 schools have collectives, so they have more NIL compensation and activities.
 - b. Impact of NIL collectives?
 - i. 250+ collectives nationwide
 - ii. SAs still have to give back to collectives/donors (i.e., quid pro quo) – come sign autographs for 2 hours. Collectives have to prove that activity.
 - 1. Does anything dictate the rate of compensation? (e.g., 10k for signing 10 autographs). There is no way to determine what the market rate for something (the market may pay 10k or 10 dollars for an autograph). No way to enforce a market rate.
 - iii. Giving a lot of money without SA needing to have built a big brand, doesn't set SA up for success.
 - iv. Penalty structure for NIL violations – will probably make collectives/booster disassociate from university after violations. Collectives are likely to be legally responsible, but institution is responsible to NCAA (e.g., if deal is contingent on enrollment).
 - v. Only 34% of NIL collectives have engaged in NIL opportunities for women's sports
7. What data or information is there about the impact of NIL on SA mental health and team or sport dynamics? Are SAs well-educated about the legal, tax, and financial implications of their NIL deals?
- a. Less than 10% of SAs reporting “locker room” concerns about NIL. SAs are getting creative helping one another – signing deals together or as a team.

SAs without deals are often making that choice intentionally (e.g., owing to a lack of time)

- b. OU Softball teams is supportive of SAs who have good NIL deals. No locker room jealousy or effect on team cohesion.
 - c. Opendorse App has access to NIL education resources
 - i. Masterclass videos to learn skills
 - ii. Ability to ask questions.
 - iii. Financial fitness program
 - iv. Facilitates 1099 tax filings
 - v. Mental health best practices, mindfulness training via free apps.
Videos from other SAs on how they balance mental health with brand management.
8. How is Opendorse being utilized by OU SAs?
- a. How much is Opendorse being used?
 - i. 33 | Student-Athletes Disclosing Deals via Opendorse
 - ii. \$4,951 | Total Transaction Values of Opendorse Deals
 - iii. \$46 | Average NIL Transaction Value
 - iv. 107 | Total Opendorse Deal Disclosures (109)
 - b. What are most common types of activities?
 - i. Snapchat Spotlight – 24
 - ii. Instagram Story – 16
 - iii. Snapchat Story – 12
 - iv. LinkedIn Post – 7
 - v. Photo/Video/Audio Creation – 6
 - vi. Instagram Post – 6
 - vii. Product Testing & Feedback – 2
 - viii. Merchandise – 1
 - ix. NIL Rights – 1
 - x. TikTok Post – 1
 - xi. Video Shoutout – 1
 - c. What is the breakdown by gender?
 - i. Male – 73
 - ii. Female – 28

SIAC Meeting Minutes

March 10th, 2023

Present: Melissa McDonald, Steve Waterfield, Ashley Stone, Mari Tilashalski, Terry Dibble, Lori Hodorek, Dan Arnold, Fritz McDonald, Jen Krizka

Guest: Sarah Burnham

1. Introductions
 - a. Guest Coach: Sarah Burnham – Head Women’s Golf Coach. Competed at MSU and on the LPGA. First year coaching, things are going well. Few first and a couple second place finishes already. Thinks they have a good shot at the HL championship.
2. Updates from committee members, if applicable
 - a. SA development – Annual DEI impact summit with Megan Kennedy from Resilience lab. Lot of positive feedback, students were very open and involved in the session.
 - b. Workshops for SAs on how to build and monetize your brand and how to be a business person. Had guidance on how to write and customize resumes, hone interview skills, and engage in career preparation.
 - c. Mental health grant – Competed first round of Be Real training. Of those who completed the training, 16 want to do the additional training to become BeReal facilitators. Training will likely be in the Summer.
3. Review the impetus for the transformation committee
 - a. NCAA has been in courts of law multiple times in recent history. Court system intervention expected moving forward. NCAA is motivated to reduce federal legislation intervention. NCAA has also gotten a lot of negative push back from public opinion. NCAA could not make changes fast enough to address issues (met only 2x a year to push out changes).
 - b. Goals of transformation committee were to come up with a way to better meet the needs of D1 SAs, and to improve efficiency of decision making in the NCAA.
 - c. Recommendations were then shifted to BOD to determine if they will be adopted, in what form, and when.
4. Review changes to governance structure
 - a. Looking at it from an anti-trust perspective. NCAA needs to push more decision making to conferences to reduce risk of anti-trust violations.
 - b. Have moved to more sport-specific oversight and decision-making. Shared oversight of sports with men’s and women’s teams.
 - c. Composition of Board of Directors. Currently President Pescovitz is on the BOD to represent the HL, but her place there is not guaranteed. Some want to have one representative from each D1 school, but Power 5 doesn’t want that and has threatened to leave if that’s what happens. BOD has not approved that. Power 5 schools don’t want smaller institutions dictating

what they do. In the past, Power 5 schools could institute changes just for them, that other conferences could decide whether they wanted to implement (e.g., 4-year scholarships are required only for power 5 schools). The move now is to make a more standardized D1 experience for SAs

5. Review transformation committee report (see attachments)
 - a. NCAA will mandate certain benchmarks but isn't providing any funding to implement them for smaller schools with smaller budgets
 - b. Tweaks to APR.
 - c. Increased access to championships. Seed at least 50% of the field, 25% get access to championships. Increased travel budget and funding to accommodate need to compete outside of region to have an accurate seeding.
 - d. Mandated positions
 - i. DEI – person whose primary focus is on DEI, will probably will be a net new position in 2025-26. Requirement that they be trained in DEI, but does not need to be from a minority group.
 - ii. Athletic Healthcare Administrator – Position already exists, but this would mean giving that person more authority over independent medical care, higher expectations.
 - iii. Dedicated pathway for SAs to receive full-time mental health resources. Need more information about details. Does a counseling center suffice? Does it need to be a net-new position?
 - e. Auditing, regulation, and educational requirements.
 - i. Most implementations would only require an attestation from the program that they are following the requirement.
6. Will these changes have an impact on the number of D1 programs?
 - a. NCAA is not likely to force schools to leave D1 for failing to comply with the requirements. More likely that they find a way to help schools comply.
7. Discuss OUs ability to implement changes if they are to be adopted, and on what timeline
 - a. We already meet a lot of the requirements, but the details of the policies will matter a lot. As an example, a big part of the report is providing a greater voice to SAs, by enabling them to have a seat on any committees in which decisions that impact SAs are being made. We have SA reps on SIAC, and have already meet the new recommendations for SAAC leadership and oversight by admin.
 - b. OU would benefit from changes to reimbursement model. Now, only basketball gets money from championship, but may move to receiving money for other sport championship.

SIAC Meeting Agenda

April 14th, 2023

Present: Melissa McDonald, Steve Waterfield, Ashley Stone, Lori Hodorek, Dan Arnold, Fritz McDonald, Jen Krizka, Ian Cleary, Matt Prentice

Guest: John Hitchings

- 1) Updates from committee members, if applicable
 - a) Black and Gold awards
 - b) Unfunded mandates up for vote at upcoming NCAA BOD meeting, changes would be effective august 2024
- 2) Introduce guest:
 - a) John Hitchings: Associate AD for Business Operations

Discussion Topic: NCAA and HL Revenue/Financial Review

- 3) Overview of what funds the NCAA distributes to member schools and how those funds may or must be used, in addition to any funds provided by the HL.
 - a) Academic Enhancement Fund
 - i) Overseen by Ashley. Funds can be used for summer school, 5th or 6th year aid, tutoring
 - ii) Most goes to health gap insurance
 - b) Student Assistant Fund
 - i) Most goes to cost of attendance, but will be pulling from a separate fund moving from (from 94 to 5-10k).
 - c) Academic Performance Fund
 - i) Merit based. We've received it every year. This year is 130k. We usually meet the FGR.
 - d) Basketball Performance Fund
 - i) Based on performance in NCAA march madness. Money goes to conference and is distributed by HL to member institutions. Winning team gets more money than the other teams.
 - ii) HL team wins the championships (MBB, WBB) 35k to school.
 - e) Equal conference distribution – automatic qualifier schools get money.
 - f) Broad based distributions – following independent audit of all expenses and revenue. Determines funding for Sports sponsorship, grants-in-aid.
 - g) Conference grants
- 4) Horizon league funding
 - a) No annual membership fee
 - b) No annual distribution
 - c) This year got a 50k distribution for mental health.
 - d) Basketball improvement, 25k this year, for men's and women's basketball
 - e) 100k per tournament during Covid for testing.

- 5) HL Reimbursements
 - a) HL will reimburse for hosting championships – but not offsite
- 6) NCAA reimbursements
 - a) Reimburse for NCAA championships
 - b) Have gotten stricter with reimbursement
- 7) How have funds been distributed this year?
 - a) Funds arrive in June – end of fiscal year
- 8) How are team budgets set?
 - a) Recruiting, team travel, equipment. Comparing to HL averages.
 - b) Try to save from admin budgets before taking from teams
 - c) Had to reduce base budgets
 - d) Basketball is least funded in HL. Trying to move them to the average
 - i) Guarantee dollars go back into their budget (money given to them to compete against non-conference teams). Operating budget is same for MBB and WBB
 - e) About 80% from HL, 20% coming from team fundraising.
 - f) Save money playing non-conference regional teams
 - g) Officiating fees are a big expense
 - h) Late housing stays and dining expenses
 - i) Golf course usage fees
 - j) Championship travel is covered by department
- 9) How have budget cuts at OU impacted teams?
 - a) 600,000 budget cuts in total – 10.8%