

Summary

16th Annual Meeting of the Coalition on Intercollegiate Athletics (COIA): *Strengthening Faculty Senate Relationships with Athletics Departments*

University of Tennessee, Knoxville (UTK)

February 23, 2019

UTK administrators and faculty shared insights on the need for robust faculty participation from Faculty Athletic Representatives (FARs), COIA representatives and Faculty Senate members in the governance of Intercollegiate Athletics on our campuses, and for the desirability of building strong faculty relationships with students. UT system Title IX Director Ashley Blamey brought us up to date on proposed changes in that directive. Representatives of the NCAA presented successes and challenges of the last five years. They pointed to changes on the horizon, acknowledging that several were prompted by Knight Commission initiatives. Amy Perko, CEO of the Knight Commission, underscored the necessity for local faculty involvement in oversight of intercollegiate athletics, especially since NCAA recertification has ended. She shared web resources available regarding athletics income and expenditures at public Division IA schools. She urged COIA representatives to talk to their Faculty Senates to arrange for FARs to present annually on the NCAA dashboard Institutional Performance Program (IPP) on academics, race, gender equity, etc. Fritz Polite, President of the Drake Group, offered an appraisal of issues in athletics, including health, race, gender and academics. Tom McMillan, President of LEAD1 Association, encouraged faculty participation in governance of IA and offered to facilitate COIA surveys of the 130 ADs in that membership group.

Speakers hit on a common theme: the relevance of greater faculty involvement in planning for the perils of sports wagering, preventing academic misconduct, and protecting the health, safety and well-being of student athletes.

Following the presentations, COIA members identified best practices to build positive relationships and maximum collaboration between Faculty Senates and Athletics Departments:

1. Advocate for transparency about finances and policies in Athletics Departments;
2. Engage COIA representatives with Faculty Senate, Athletics Department and Faculty Athletic Representative (FAR);
3. Invite Division I FARs to COIA annual meetings;
4. Engage Faculty Senate members with intercollegiate athletics by sharing and discussing information on the NCAA and Knight Commission websites with them; maintain information flow between the Faculty Senate and Athletics Department;
5. Clarify the best ways to integrate all parties: Faculty Senate, FAR, Athletics Department and COIA. Clarify who reports to whom, and how they communicate.
6. Advocate for a diverse, combined Intercollegiate Athletics Counsel or Board, which includes staff and students to ensure that multiple perspectives will be involved in discussions.
7. To maintain continuity, Faculty Senates should make the COIA representative a three-year term.

Minutes

16th Annual Meeting of COIA: *Strengthening Faculty Senate Relationships with Athletics Departments*

University of Tennessee, Knoxville

February 23, 2019

Present: Bonnie Ownley, UTK; Kelley Withy, U Hawaii; Vera Hutchison, U Houston; Don Bruce, UTK; Joe Scogin, UTK; Jenn Fraser, Binh Nguyen, Jennifer Richardson, NCAA; Terry Mark Blakney, PSU; Jane Albrecht, WFU; Joan King, LSU; Robert Gordon, MTSU; Fritz Polite, Drake Group; Mike Bowen, USF; Adrien Bouchet, U Tulsa; Bridgett Birmingham, FSU; Beauvais Lyons, UTK; Misty Anderson, UTK; James Williams, UTK; John Putman, SDSU.

8:30 AM: COIA chair and host Bonnie Ownley opened the meeting with brief remarks on the value of Senates in promoting universities' academic integrity, and in the mission to protect student welfare and promote financial responsibility and sustainability of intercollegiate athletics.

Introduction of attendees, who shared updates and concerns. The predominant model for governing intercollegiate athletics is a board or council that includes a mix of administrators, ADs, faculty senate members, other appointed faculty, students, student government representatives, and possibly boosters and staff members. Concerns raised include online classes for student athletes and sports wagering.

Jenn Fraser of the NCAA reminded attendees that each university has oversight of online classes and online transfer classes. Observation: if revenues are expanding but athletics and the number of athletes is not, where is all of the money going at our universities? Comment: the checks and reforms put in place on our campuses are scandal-driven, put in place after scandals. Comment: the faculty senate plays a role but the university president or chancellor is ultimately responsible, along with the FAR, who answers to the president and the NCAA. Question: Could faculty senates be more involved in oversight of academics? Not entirely realistic as some of us are set up to adjudicate, not identify, or detect problems. Question to ask at the local level: Is Student Athletics (SA) academic services paid by the academic side or the athletic side at your university?

9:30 AM: Joe Scogin, Assistant Provost and Associate AD, UTK, presented on the four pillars of UTK athletics: communication, trust, warmth and intensity. They believe in partnerships of mutual respect and understanding. Faculty are the rock of the institution because of their length of service, while athletics personnel changes frequently. Relational equity has to be invested in and worked on daily. Communication should be open and honest, genuine conversation about struggles and challenges, trust is earned every day not given. Faculty should get out of the mindset that athletics is inaccessible. We must demonstrate genuine care for each other, and for athletes and our communities. Regarding "intensity," they hope to instill in student athletes that we should be our best at our chosen calling. Athletics departments should publicize in press releases student athlete success in an academic setting in the community not just in athletics. UTK AD has lunch with faculty with no agenda. UTK is promoting pride in being a first-generation student. The AD talks about being a first-generation college student athlete at UTK.

10:00 AM: Don Bruce, UTK Professor and FAR spoke about the relationship with the UT Board of Trustees Athletic Committee at UTK. There's no longer a faculty trustee on the board of trustees but the faculty are insisting to have a voice to the board of trustees athletic committee. Question: If there are tensions between FARs and Faculty Senates, how can those be smoothed? For example, in the choice of the FAR. Question: Does the NCAA have a policy on the selection and term-length of FARs. Answer: No. NCAA doubts there is an appetite for a national policy to guide the selection of FARs.

10:55 AM: NCAA presentation by Jenn Fraser, Jennifer Richardson and Binh Nguyen. Jenn Fraser deals with governance issues, more specifically the Division I Council; Jennifer Richardson is an attorney who helps with the NCAA manual for all three divisions, waivers, reinstatements etc.; Binh Nguyen is head of academic and member services dealing with policies and legislation regarding academics; academic progress rate (APR), graduation success rate (GSR), and liaison to Division I.

Jenn Fraser reported on the Division I re-organization of five years ago and five goals that have either been met or are priorities under development:

1. Get presidents and chancellors operating at a strategic level, not working down in the weeds, to lead guide and set agendas;
2. Practitioners and student athletes should be fully engaged. There's now at least one student athlete with a vote on every committee. Intention is to reach out to highly recruited student athletes to provide yet another perspective;
3. Autonomy and governance for institutions and conferences. Comment: it has gone well for student athletes' institutions and conferences. There have been no breakaways.
4. The new structure has the ability to navigate future challenges although it is still currently in a reactionary state;
5. Create a nimble and efficient process.

Jenn Fraser highlighted two areas of focus for the NCAA Division I level:

1. Student athlete health and safety; currently the focus is on mental health (sexual violence prevention on campus, time management) and she reminded us how this can be applied to the campus at large, the general student population. She also directed us to the NCAA SSI;
2. Early recruitment initiative. What do we need to do to align the student-athlete recruitment process with general population recruitment? Stop bringing 12 and 13-year-olds to campus, instead, focus on what should happen at grades 10, 11 and 12.

Binh Nguyen's PowerPoint presentation showed an 88% graduation success rate (GSR) in 2018 for scholarship and non-scholarship student athletes (SA), who have six years to graduate. In comparison to the 1995 cohort, the 2011 cohort had significant improvements in graduation rate. With an overall GSR of 88%, for various student-athlete groups, the GSR was 92% for white SAs, 79% for African-Americans, 88% for white males, 95% for white females, 75% for African-American males, and 86% for African-American females.

As of August 1, 2019, schools will have to offer degree completion assistance to men's and women's basketball players that includes tuition fees and books at a minimum. They will have the ability to come back. NCAA will look to expand this program in the future. Comment at UTK, 75 students have done this,

i.e., allowing former SAs to come back to school to finish their degree, through an endowment funded by a donor. NCAA has set aside \$1.25 million for this program at limited resource schools.

The Knight Commission generated a proposal to conferences to divide the CBS/Turner media television contract to distribute revenue based on Academic Progress Rate (APR), GSR, or federal graduation rate (FGR). And, in spring of 2020 the first funding will come to campuses.

Other strategic priorities of the NCAA:

1. Keep up with trends in higher education. In January 2020 at their annual meeting the NCAA will host an academic summit;
2. Ensure high-impact educational opportunities such as internships and study abroad for student athletes;
3. Analyze data on academically at-risk student athletes.

Regarding sports wagering, which will literally be in our stadiums and on our campuses, NCAA has developed an ad hoc committee on gambling. This is part of the focus on the health and safety of student athletes.

Question: NCAA recognizes there is institutional control, that each school operates with its own institutional control and the president or chancellor is ultimately in charge of the conduct of the athletics board or committee or structure responsible for athletics. Observation: but the president or chancellor is usually appointed by the board. Perhaps a best practice for COIA to institute would be investigating with the NCAA on how these lines of authority play out at our institutions?

Question: There are more and more graduate students who have to pass six hours of credit each semester to compete. Is there any penalty if they don't graduate from a post-bac program? Answer: not currently. Some student athletes are graduating in three or 3 ½ years and staying in a graduate or certificate program. There is tension on campuses when slots are taken by graduate students from undergraduate student athletes. COIA could partner with FARs regarding graduate transfer student athletes to help at the institutional level to release this tension. NCAA won't eliminate post graduate participation. There will be a proposal that any grad transfer must count for two years but that will likely fail as it creates Title IX issues and financial issues for some institutions. Many institutions may be creating 1-year Masters programs. But keep in mind that in Division I, only ½ of 1% of student athletes are post-graduate students.

The NCAA research website interactive databases were displayed. Explore the new diploma dashboard to look for major clustering, etc. Comment: Faculty Senates might ask their FARs for an annual report of the dashboard, on gender equity, graduation success, etc.

11:45 AM: Fritz Polite, President of the Drake Group, began by pointing out commonalities, shared values and shared mission to help young people be successful. There are synergies between COIA and the Drake Group, and both organizations with the NCAA. We are all concerned with academic integrity and the health and well-being of student athletes. He pointed out the tremendous revenues of the NCAA - \$1.06 billion in revenue, \$27.1 million operating surplus, a \$19.6 billion TV contract for the NCAA, which has been extended to 2032. In this scenario, the Drake Group asks what it can do to help student athletes navigate the system and have a quality academic experience (get an education not just a degree, as institutions can manipulate a degree)?

He pointed to health concerns: between 2000 and 2016, 33 NCAA football players died, a rate of two SAs per year. We need to bring all resources to bear on safety.

Race and gender should inform all of our discussions. In football and basketball there's a preponderance of black males, but once they are done with college, very few black men are working in athletic departments on our campuses. They are exploited physically and then excluded from job opportunities at our institutions. The underrepresentation of black men on campuses affects their social identity, their ability to assimilate, and their ability to feel welcome. At the Division I level there are 84% white men in athletics departments, 91% at the Division II level and 91% of the Division III level.

At the gender level, women only hold 40% of coaching positions in women's college sports. Salaries are good now and men poach coaching jobs in women's sports. There has been a small rise in the number of women ADs on campuses.

Regarding sexual violence on our campuses, we must ensure that we provide a safe environment for all students. Again, we must bring to bear all resources on this problem.

Polite remitted us to Drake white papers on lack of coaching ethics and coaching misconduct in Division IA. There's no governance of coaches, especially of assistant coaches, regarding what they do or how they behave. The NCAA, AAU, universities and high schools all need to start working together on this problem. For example, we currently have academic resource centers on campuses but, if we created academic resource centers in our communities, we could prepare high school students better. The AAU is out of control. Colleges and the NCAA could work with AAU on ethics and academics. Comment from Jenn Fraser: coaches and their behavior are schools' personnel issues. Knight Commission has ideas about coach development. The Drake perspective is to put something in place to not let coaches come and go and put 17-year-olds in peril.

NCAA response: there is going to be a program about credentialing coaches. Division II created a module-based program to educate coaches, although not necessarily holding coaches accountable. We must cooperate to protect health, safety and well-being of our student athletes and the reputations of our universities. Gambling is going to be a big problem with integrity issues.

1:00 PM: Misty Anderson, Professor and UTK Faculty Senate president, highlighted academic success and various ways that UTK is celebrating student athlete GPAs and promoting student athlete conversations with faculty mentors in straight-to-social-media videos produced by the UTK Faculty Senate with assistance from the Athletics Department.

1:30 PM: Ashley Blamey, Director of Title IX, UT system, spoke of the unique geography on campuses that forces students to share dorm space and classes, so sexual harassment and assault can affect access to education. This is how Title IX is involved. On the horizon, proposed rules changes to Title IX: 1) will redefine sexual harassment and narrow its scope; 2) will outline triggers that obligate a university to respond; 3) will clarify school response procedures and requirements.

2:00 PM: Tom McMillan, Lead1 Association President, has a group of 130 ADs who try to work with conferences and the NCAA. There were three main issues: 1) \$200 million dollars paid to coaches for severance and buyouts. Some states are now limiting severance to 20 weeks; 2) a business issue: conference realignment means an increase in use of air charter to fly farther distances; 3) train ADs. In

the future, how faculty fit in is very important. For example, a recent AGB publication on responsibility for intercollegiate athletics does not even mention faculty.

Regarding pay-for-play, if we pay athletes, we will lose the Olympic sports on our campuses. A collegiate model should be possible, it should be about student athletes who really want to go to school. If one-and-done ends with NBA reform, it won't make a big difference to the college model. The college model should be about giving student athletes an education. It has been good to give some pocket money to the SAs (meeting the real cost of attendance). Going forward, the issue should instead be to provide more benefits to them, for future education for example, without turning them into employees. In the future, COIA might work with Lead1 because Lead1 could administer surveys to their AD members. They can provide us answers to our questions.

Question: How do you integrate IA boards or councils into athletics when NCAA is pushing us to control local campuses and enforcement? Answer: Some ADs are reacting because some schools appear to "get off light" with NCAA, while others do not. The perception is that they will be hurt more if they cooperate with the NCAA. NCAA pushes many campuses and some ADs are concerned NCAA creates an uneven playing field.

Question: What are the ADs' greatest academic concerns? Answer: academic fraud and sports wagering. Where there's academic fraud they're concerned about compliance aspects, making their systems fool proof is a big concern of the ADs. Sports betting is a whole new area of concern for the ADs and the NCAA. The biggest academic issue is the potential for academic fraud. We must look at the concentration of athletes in classes following the UNC-Chapel Hill scandal.

Question: Does Tom McMillan expect any more conference realignment? Answer: Yes, if it leads to greater autonomy for conferences and the SEC can do one thing and the ACC another. It will result in a greater divide between resourced schools and less resourced schools. Schools always look around for greener pastures and TV markets are going to change. Lead1 Association wants to keep college athletics balanced and integrated with academics.

2:45 PM: James Williams, Professor and Chair of UTK Faculty Senate Athletic Committee, spoke of building trust and understanding between faculty and student athletes, and the approach he has adopted in his class on SA professional and personal development. He encourages students to find their passion and realize that professors are on their side. He tells them not to just focus on one major to the exclusion of others. He talks to athletes to find out what they like in certain classes. He tries to make learning cool to them, explaining that coming to college presents an identity crisis for them. It's about, culture, it's about race, it's about socioeconomics. He wants the student athlete to master knowledge and master self, believing that the wisdom is already in them to do so.

Question: Do they have media training for student athletes at UTK? Answer: They do in basketball. Every university should.

Question: Are students trained in social media and dating? Ask on our own campuses.

3:30 PM: Amy Perko CEO of the Knight Commission, introduced the commission, which was founded in 1989 recognizing that sports needed a reform agenda. Their mission is to promote the alignment of financial incentives with educational values, treating athletes as students first. She noted there has been a lot of progress particularly over the past five years, highlighted several recent changes, and presented

current initiatives. Imperatives are: student athlete health, safety and well-being, financial responsibility devoted to those imperatives, integrity in governance and operation of sports, reduction of student athletes' time demands and creation of more time for internships and career development, and since 2012, awarding of multi-year scholarships. *Update: Degree completion benefits will go into effect in August 2019, requiring teams to be on track to graduate 50% of players to be eligible for postseason play, that is, rewarding academic outcomes with NCAA revenue.* Between 2019 and 2032, \$1.1 billion will be awarded for academic and graduation success to the universities. Knight Commission current initiatives include:

1. Regarding governance, NCAA should add independent directors to its board and to the Division I Board of Directors. *Update: In January 2019 the NCAA will add five to its board of governors by August 2019.*
2. Regarding integrity and financial transparency, NCAA should disclose the income of coaches from shoe and apparel companies. Knight Commission already publishes financial data for public NCAA Division I institutions.
3. Regarding student athlete education and development, the NCAA should develop professional standards for coaches to ensure they protect student athlete health and well-being. *Update: The NCAA is launching online modules for basketball coaches.*

She suggested that COIA representatives talk to Faculty Senates to ask the FAR for an annual presentation on the NCAA institutional performance program (IPP) dashboard on academics, gender equity, and diversity. Look at your scores compared to conference schools, and how your scores compare to similar peer schools. She remitted us to the Knight Commission report from 2007 on perceptions of faculty involved in governance about athletics. The website (<http://cafiadatabase.knightcommission.org>) is a searchable database that shows where the money comes from, and where the money goes in IA. Financial resources vary greatly from FBS to FCS to NFS schools, while there is much less of a difference between schools in how the money is expended. The site also shows compensation and severance pay for coaches

Question: Are we in crisis mode? What should the faculty be concerned about? Answer: On the positive side there has been tremendous progress on education because of litigation. Schools and the NCAA now must show what is the educational basis of intercollegiate athletics. We are defining it for football and basketball. Antitrust may be on the horizon. Basketball reform is happening as the NBA is going to change it to draft rule so students can play at 18. But you can't do that for football, and there are the concussion and health and safety issues. Health and safety in football are big problems. Regarding college football playoffs, which are independent of the NCAA, football can't continue to be half in and half out of the intercollegiate model. Something has to give and hopefully students will benefit because of the health and safety issues around concussions. Student athlete football players need catastrophic health insurance. Also, there's \$9 billion in debt in intercollegiate athletics. Other issues include: academic misconduct, anti-trust litigation and concussion lawsuits.

Question: Is there adequate gender equity under Title IX? Answer: It's an ongoing concern since NCAA certification went away. Now the IPP dashboard is important and Faculty Senates and shared governance are important.

Question: How might COIA engage with the Knight Commission? Answer: COIA might consider re-doing a 2007 survey on faculty perceptions of athletics.

4:15-5:00 PM: COIA member discussion to identify best practices in building positive relationships and maximum collaboration between Faculty Senates and Athletics Departments:

1. Advocate for transparency about finances and policies in Athletics Departments;
2. Engage COIA representatives with Faculty Senate, Athletics Department and Faculty Athletic Representative (FAR);
3. Invite Division I FARs to COIA annual meetings;
4. Engage Faculty Senate members with intercollegiate athletics by sharing and discussing information on the NCAA and Knight Commission websites with them; maintain information flow between the Faculty Senate and Athletics Department;
5. Clarify the best ways to integrate all parties: Faculty Senate, FAR, Athletics Department and COIA. Clarify who reports to whom, and how they communicate.
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7. To maintain continuity, Faculty Senates should make the COIA representative a three-year term.

Minutes

COIA Business Meeting

University of Tennessee, Knoxville, Tennessee

February 23, 2019

6:00 PM: Bonnie Ownley called meeting to order. Brief discussion of the agenda. Minutes of 2018 meeting approved as submitted.

Vera Hutchison (University of Houston) will stand for position of steering committee member-at-large and will serve one year; Jane Albrecht will stand for re-election as secretary and serve for one year. Steering committee members will be as follows:

President, Bonnie Ownley, term expires in 2020

Vice President, Joan King, 2020

Secretary, Jane Albrecht, 2020

Committee chairs:

Administration, Kelley Withy, 2021

Academic, Adrien Bouchet, 2021

Student Athlete Welfare, Scott Gwozdz, 2021

SC at large, Vera Hutchison, 2022

SC at large, John Putman, 2020

Past President, Mike Bowen, 2020.

Kelley Withy will send out a call for re-election of Jane for secretary and election of Vera for at-large-member. Vera will send photo and brief bio to Kelley.

Committee reports:

Administration and Communication, Kelley has been working hard on the website.

Academic, Adrian will talk to Amy Perko about re-doing a 2007 survey on faculty perceptions about athletics;

Student Athlete Welfare, as Scott Gwozdz was absent, Bonnie will contact him for a report.

Discussion followed about the need to recruit more committee members and the need to pay someone to re-do the COIA website. Kelley can send out a notice to member institutions soliciting committee members along with the best practices document and election notice.

Discussion of extending invitations to 65 to 85 basketball schools to join COIA. Mike suggested we contact the Big East conference and ask them to disseminate info and facilitate COIA expansion. We

should reach out again to our current conferences and contact last year's COIA attendees personally those who did not return this year.

Larry Gramling has volunteered to look into 501c3 status for COIA. Problem: We need a permanent address.

The webpage currently costs \$250 a year to sustain. Discussion of how to fund the website: either request a membership fee or request a registration fee to help pay for it. Decision made to ask for a conference registration fee of \$75 or \$100 starting in 2020 to help maintain the website. Need to put PayPal on the website. Pointed out that it should be possible to open a bank account in the organization's name without 501c3 status. Adrian will look into identifying gift money to support the current COIA website.

Discussion of holding future SC meetings on Zoom. Monthly meetings work well. Kelley will send out a doodle poll to identify a time.

Joan King will work on dates for next year's meeting at LSU and Bonnie will contact the NCAA about hosting the meeting in Indianapolis in 2021. Discussion of whether to call our document best practices or recommendations or recommended guidelines.

Discussion of producing a new white paper that could be an update of COIA documents Framing the Future and/or Campus Athletics Governance; the latter is more relevant to this year's topic. Suggestion made and approved that we all read and review the Campus Athletics Governance document on the COIA website with an eye toward updating/ revising it.

Minutes will go on the website along with a short summary of the 2018 annual meeting and videos.

Kelley: Two mailings will go out, one with ballot to members and request for help with committees along with blurbs describing the committees and the announcement of meetings for the next two years with dates and locations; the second will be one-page bulleted best practices to all schools including prospectives, and links to videos and the minutes.

Also, note that it was suggested that 2020 meeting have a panel discussion of invited ADs.

7:00 PM: meeting adjourned.

Respectively submitted,

Jane Albrecht

Secretary, COIA