**THE COMMONWEALTH OF VIRGINIA**

**THE VISITORS OF JAMES MADISON UNIVERSITY**

#### Minutes of the Athletics Committee

The Athletics’ Committee met on September 23, 2021, in the Allegheny Room of the Festival and Student Center. The meeting was called to order at 1:00 p.m. by Mrs. Vanessa Evans-Grevious, Chair.

# Present:

Evans-Grevious, Vanessa, Chair

Herod, Maribeth

Rothenberger, John

Welburn, Craig

## Others:

Alger, Jonathan, President

King, Charles, Senior Vice President for Administration and Finance

Knight, Jack, Associate University Counsel

Major, Lara, Rector

Bourne, Jeffrey, Director of Athletics

Kuster, Tom, Associate A.D. for Integrated Health & Sports Performance

LaPorta, Stephen, Assistant A.D for Compliance

Phillips, Jennifer, Associate A.D. for Compliance/Student-Athlete Services/SWA

Polglase, Geoffrey, Deputy Director of Athletics

Straughn, Cameron, Team Physician

Wood, Cliff, Senior Associate A.D. for Development

Mrs. Vanessa Evans-Grevious then called for a motion to approve the minutes. It was moved by Mr. Craig Welburn and seconded by Mrs. Maribeth Herod to approve the minutes of the April 16, 2021, meeting of the Athletics Committee.

**Sports Update**

Mr. Jeff Bourne, Director of Athletics, recognized Head Softball Coach, Loren LaPorte, on her CAA Coach of the Year honor and related team accomplishments from this past season, including its deep run into the Women’s College World Series. Coach LaPorte addressed the committee and thanked them for their on-going support. Mr. Bourne highlighted that the total media/publicity value of Softball’s run to the Women’s College World Series, was $2.8M, including over 35,000 new followers to JMU Softball’s Instagram and Twitter accounts, and that JMUSports.com had 839,520 visits in the five-day window of the WCWS compared to ~50,000 for the same week during a normal year (1,700% increase). Jeff then provided the Committee with an overall Sports Update, noting that despite the continued impact of COVID-19, JMU Athletics, as a whole, had an unprecedented 2020-2021 season, which included seven CAA Championships, three Regular Season Titles, eight NCAA Appearances, nine CAA Coaches of the Year, 10 CAA Players of Year, seven CAA Rookies of the Year, 11 All Americans, and one National Player of Year. Competitively, JMU had a .682 winning percentage across all sports & finished 67th in the Learfield Director’s Cup. The department as whole, carried an overall GPA of 3.181, which included 94 student-athletes being named to the President’s List and 218 being named to the Dean’s List. Currently, this year, football is off to a 3-0 start, highlighted by a top-10 showdown on the road at Weber State (37-24 win). Ethan Ratke set all-time FCS career records for field goals and points by a kicker. Men’s soccer stands at 5-2 early in the fall season. Women’s soccer sits at 3-5-1 overall. Volleyball is off to a strong start at 8-2. Field hockey sits at 3-4 overall with three of its losses against ranked opponents. JMU inducted its 2020 Hall of Fame class, with official induction delayed to Sept. 10, 2021 due to COVID safety concerns. The eight-member class includes: longtime administrator and coach Casey Carter (1978-2017), wrestler Dan Corbin (1979-83), wide receiver David McLeod (1990-93) and defensive end Arthur Moats (2006-09) of football, Randy Parker (1984-88) of swimming and diving, midfielder Teresa (Rynier) Rook (2007-10) of women's soccer, forward C.J. Sapong (2007-10) of men's soccer and midfielder Baillie Versfeld (2003-06) of field hockey. Associate A.D. Tom Kuster was awarded in late July with the John Randolph Award from the CAA. JMU is scheduled to host four CAA Championships this year: men’s soccer, women’s basketball, lacrosse and softball. Mr. Bourne concluded his update by introducing Dr. Cameron Straughn, Team Physician, who shared an update regarding COVID, including current vaccination numbers across the department and the number of active positive cases. Dr. Straughn then fielded questions from Committee Members relating COVID.

**2020-2021 Strategic Plan Accountability Measures,**

Mr. Geoff Polglase, Deputy Athletics Director, asked if there were questions from committee members relating to the 2020-2021 Strategic Plan Accountability Measures; the report was shared with committee members prior to the meeting. He shared that JMU Athletics continues to meet and exceed the majority of the measures outlined in the University Strategic Plan. Mrs. Lara Major, Rector, expressed gratitude for the level of detail and clarity provided in the report.

**Name, Image & Likeness Update**

Mr. Stephen LaPorta, Assistant Athletics Director for Compliance, provided an update on the newly-passed NCAA legislation relating to Name, Image & Likeness (NIL). Mr. LaPorta explained previous rules regarding Name, Image and Likeness, and offered information as to past occurrences that led to changes regarding NIL at both the State and Federal level. Further, he provided a timeline of the 2021 year regarding NIL and explained the current rules that regulate NIL activities. Mr. LaPorta offered committee members examples of what activities are permissible under current NIL guidelines and specifically discussed JMU’s personal NIL policy highlighting, prohibitions, requirements, use of professional service providers, and intellectual property and also offered an overview of the educational resources available to JMU student-athletes relating to NIL activities, including developed partnerships with INFLCR and guidance through the Dukes LEAD program. Mr. LaPorta concluded his presentation by taking questions from Committee members.

**Development Update**

Mr. Cliff Wood, Senior Associate Athletics Director for Development, provided a fundraising update, which offered an overview of last fiscal year’s fundraising numbers, as well as fiscal year-to-date figures. Mr. Wood shared that last year was highlighted by a record $2.78M to the annual fund, led by over $600K raised during the Dukes Unite Campaign. Presently, this year’s numbers are tracking ahead of last year’s record pace. Following questions from Committee Members, Mr. Wood concluded his update.

**Closed Session**

Mrs. Vanessa Evans-Grevious made the following motion: “I move that the Athletics Committee go into closed session to consult with legal counsel regarding contract terms related to athletics that require the provision of legal advice, as provided by Code of Virginia §2.2-3711(A)(8).”

The motion was seconded by Mrs. Maribeth Herod and the committee moved into closed session.

**During the closed session, the committee discussed only matters lawfully exempted from open meeting requirements and only those types of matters identified in the motion for the closed session.**

**RECORDED VOTE:** the following is an affirmative recorded, member by member vote:

Evans-Grevious, Vanessa, Chair

Herod, Maribeth

Rothenberger, John

Welburn, Craig

There being no further business, the meeting was adjourned by Vanessa Evans-Grevious at 2:35 p.m.

Respectfully submitted,

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Donna L. Harper, Secretary to the Board