



**Board of Trustees
Committee Meeting
Rudolph Jones Student Center
Room 242**

**COMMITTEE ON ATHLETICS
WEDNESDAY, MARCH 23, 2022
8:15A.M.**

AGENDA

- | | |
|--|---|
| Call to Order | Gregory Pinnix, Committee Chair |
| Welcome and Opening Remarks | Gregory Pinnix |
| Roll Call | |
| Approval of Minutes: | December 8, 2021 |
| Information/Action Item: | |
| A. Athletics Update | Mr. Anthony Bennett
<i>Director of Athletics</i> |
| B. CIAA:
Structure & New Trend Concepts | Mr. Marcus Clarke
<i>CIAA, Senior Associate Commissioner for Internal
Operations & Business Administration</i> |

Action Items:

N/A

Committee members: Mr. Gregory Pinnix, John McFayden, Sydney Harris, Brandon Phillips, Glenn Adams
Staff Liaison: Todd Bennett
Board Professional: Lisa Wallace

For further information, please contact:
Mr. Anthony Bennett
Director of Athletics
910-672-1314

COMMITTEE ON ATHLETICS
WEDNESDAY, DECEMBER 8, 2021
8:30A.M.

The Committee on Athletics of the Fayetteville State University Board of Trustees convened on Thursday, December 8, 2022, in the Rudolph Jones Student Center Multipurpose Room and via Zoom. The meeting was called to order at 8:38 a.m.

ROLL CALL

The following Trustees were in attendance: Mr. Gregory Pinnix, Mr. John McFayden, Ms. Sydney Harris, Mr. Brandon Phillips, and Mr. Glenn Adams. Staff members in attendance were Mr. Anthony Bennett, Atty. Wanda Jenkins, Mr. Richard Hayes, Dr. Reeshemah Johnson, Ms. Inez Turner and Dr. Chandrika Johnson.

APPROVAL OF MINUTES

No minutes to approve.

ATHLETICS UPDATE

Mr. Anthony Bennett, Director of Athletics began by thanking the Board of Trustees and the Chancellor for establishing the Committee on Athletics. Mr. Bennett reported on the structure of the FSU Athletics and the support that is provided by non-athletic university officials. He introduced the role of athletics within the university structure and how it is a critical part of the success of the University's strategic plan. Director Bennett emphasized how athletics works in collaboration with other university divisions; including but not limited to Academic and Student Affairs, Business and Finance, and Advancement.

As part of the Athletics Department focus on operating as an integrated unit, illustrated major components of the Athletics area include emphasis on: Institutional control; Student well-being; Department oversight; Strategic plan; Marketing and fundraising; Fiscal management and Community relations.

Atty. Wanda Jenkins, Vice Chancellor for Legal, Risk and Compliance reported on her role as Chief Compliance Officer for Athletics and measures that are put in place to ensure Athletics is compliant with the NCAA, Department of Education, and UNC Board of Governors. Vice Chancellor Jenkins also reported on the current Legal Compliance Efforts within the division.

Director Bennett stated that another equally important partnership with Athletics is the partnership with Academic Affairs, and in particular, the faculty. To ensure that Athletics is compliant with the academic side of the university, they have a faculty member (Dr. Chandrika Johnson) that serves in the role as Faculty Athletic Representative (FAR). He stated that the Faculty Athletic Representative (FAR) is designated by the institution to serve

as a liaison between the institution and the athletic department, and as a representative of the institution in our athletic conference and NCAA affairs.

Director Bennett stated that another key partnership for Athletics is with the Division of Business and Finance. He stated as we continue to accommodate the interest and abilities of our student population, the university's business unit, led by Vice Chancellor Spellman, provides constant analysis of the athletic budget to the university's leadership team. Mr. Carlton Spellman, Vice Chancellor for Business and Finance provided a historical view and future forecast for the financial health of FSU Athletics.

Director Bennett informed the committee of FSU Athletics role in the goals set in priority 2 of the strategic plan. He stated that through a variety of engaging activities, students will develop a broad range of leadership and professional skills, beyond the classroom, that will prepare them for successful careers and to be visionary leaders. The strategic goal is to create experiences that meet the needs and expectations of 21st century learners. He also emphasized the role that Athletics plays in providing transferrable skills for student-athletes to be successful as leaders while on campus and after graduation.

Director Bennett acknowledged those top leaders that assist Athletics meet Priority #2 of the strategic plan. He stated that they had a good athletic fall season. The fall sports consist of Women's Volleyball, Women's Cross Country and Men's Cross Country and Football. He stated that 3 out of the 4 programs competed for a conference championship and they had multiple students receive post season athletic accolades. Director Bennett recognized the head football coach, Coach Richard Hayes. Coach Hayes just completed his 5th season and 4th divisional championship. Multiple students have won Player of the Year Awards and the team have represented us well in CIAA Championship. He recognized former Olympian and head coach of our Cross Country and Track and Field Teams, Coach Inez Turner. Coach Turner and her team captured their 4th consecutive women's cross-country championship. The CIAA conference hasn't had one school to win 4 consecutive championships in over 3 decades. He stated that Coach Turner was crowned CIAA Conference Coach of the Year for the 4th year in a row. Dr. Bennett recognized Coach Reeshemah Johnson; Dr. Johnson has won her 2nd consecutive conference championship in the sport of women's volleyball. He stated this makes Coach Johnson's 6th conference championship as either a coach or player. She was also a student-athlete at FSU. Dr. Johnson's team also had the experience of competing in the NCAA playoffs for division 2 women's volleyball a week ago.

Director Bennett continued with providing a demographics report on each program within athletics. The demographics report included team's GPA, average scholarship amounts, and in-state vs out-of-state comparisons.

Director Bennett ended his report informing the Athletic committee that NCAA compliance education will be provided to the full Board of Trustees in compliance with NCAA and UNC Board of Governor's requirements. Director Bennett updated on House Bill 389, which allows beer and wine sales at on-campus stadiums and arenas. The Board of Trustees approved the issuance of permits for use at FSU's athletic facilities at our June 2021 Board meeting. The Department of Athletics met with the SGA President, communicated with Adult

Learners, communicated with the alumni via all alumni channels regarding the intent to sale alcohol. The ABC Commission was updated on the intent to sale alcohol at games on August 16, 2021, and the use of our on-campus food service provider to obtain all required permits.

Mr. Bennett stated they took an extremely conservative approach to advertise the sale of this amenity at the games. He stated that they had one point of sales area away from the general student section. Advertisement for sales were small static displays located near the point of sales area. There were no reports from campus police of over-consumption or student violations from our Office of Student Conduct. He stated that we will continue to operate at a cautions pace as we introduce this amenity at the basketball games in January.

Trustee McFayden moved for adjournment at 9:38 a.m.

Mr. John McFayden, Vice Chair

Lisa Wallace, recorder

AGENDA

- RECENT ACHIEVEMENTS
- CIAA SENIOR LEADERSHIP REPORT



FAYETTEVILLE STATE
JOSHUA WILLIAMS
SELECTED FOR THE 2022 NFL COMBINE

CIAA Senior Class Award

Mr. Greg Brooks



2022 WINTER SPORTS



BACK TO
BUSINESS

FEBRUARY 13-14, 2022
WINSTON-SALEM STATE UNIVERSITY | JDL FAST TRACK (WINSTON-SALEM, NC)

2022 CIAA CHAMPIONS

WOMEN'S INDOOR TRACK & FIELD





2022 DIVISION II INDOOR
**TRACK & FIELD
CHAMPIONSHIPS**

PITTSBURG, KS • Pittsburg State University and
Crawford County Convention & Visitors Bureau, Hosts

JADE JORDAN
WOMEN'S TRIPLE JUMP



2022 WINTER SPORTS



2022 CIAA CHAMPIONS

MEN'S BASKETBALL



2022 WINTER SPORTS



BACK TO
BUSINESS

MARCH 26-27, 2022
LEE-HI LANES | SALEM, VIRGINIA



CIAA®

TRADITION. LEADERSHIP. LEGACY.

MISSION AND VISION

Mission: The CIAA is committed to excellence in everything we do in DII to support the total student-athlete's well-being and experience on and off the court through meaningful relationships and strategic partnerships to make the world a better place.

Vision: To foster an environment that celebrates athletics and education while honoring the traditions of the past, acknowledging leadership in the present, and ensuring communities are positively impacted by the CIAA and its members.

- **Legacy:** The CIAA will continue to tell the stories of its past to sustain the rich history and foundation that supports the value of athletic excellence, educational opportunities and its community.
- **Leadership:** The CIAA will provide an environment that supports athletic and academic excellence through educational opportunities and community involvement; focused always on the personal growth, mental wellness and development of the student-athlete and its members.
- **Community:** Serve as a change agent through strategic partnerships to impact the host communities it resides in to inspire, recruit and celebrate the legacy and leadership that defines the mission and vision of the CIAA.

STRATEGIC PRIORITIES



Strategy 1: Fiscal Management and Membership Positioning

Strategy 2: Student-Athlete Experience and Well-Being

Strategy 3: Branding, Marketing, Communications & Public Relations

Strategy 4: Academics, Membership Protocol and Conference Governance

Strategy 5: Community Partnerships and Membership Development



HISTORY

- CIAA WAS FOUNDED IN 1912 (Hampton University, Howard University, Lincoln University, Shaw University, Virginia Union University)
- First tournament in 1946
- Became Members of the NCAA 1952
- 12 MEMBER INSTITUTIONS FROM FIVE STATES – PENNSYLVANIA TO SOUTH CAROLINA
- 80% OF ALUMNI RESIDE IN DISTRICT OF COLUMBIA, MARYLAND, NORTH CAROLINA, SOUTH CAROLINA AND VIRGINIA
- THIRD MOST ATTENDED BASKETBALL TOURNAMENT IN ALL NCAA DIVISIONS

CONFERENCE OVERVIEW

12
MEMBER
INSTITUTIONS

14
NCAA DII
SPORTS

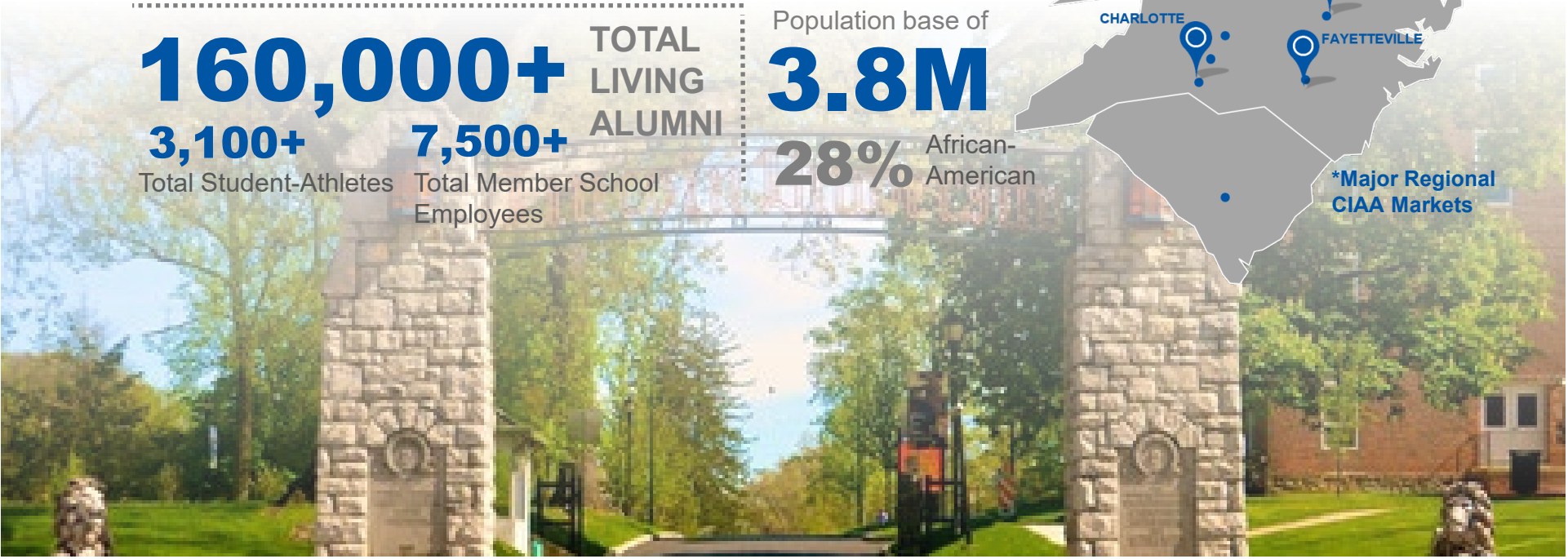
Headquartered in
**CHARLOTTE
NORTH CAROLINA**

40,000+
Total Member
Institution Enrollment

OLDEST
HBCU CONFERENCE in
the nation founded in
1912

160,000+ TOTAL
LIVING
ALUMNI
3,100+ Total Student-Athletes
7,500+ Total Member School
Employees

Population base of
3.8M
28% African-
American



SPHERE OF INFLUENCE

STUDENTS



EMPLOYEES

BUSINESS PARTNERS



SPONSORS
VENDORS
EMPLOYERS



ALUMNI



FANS

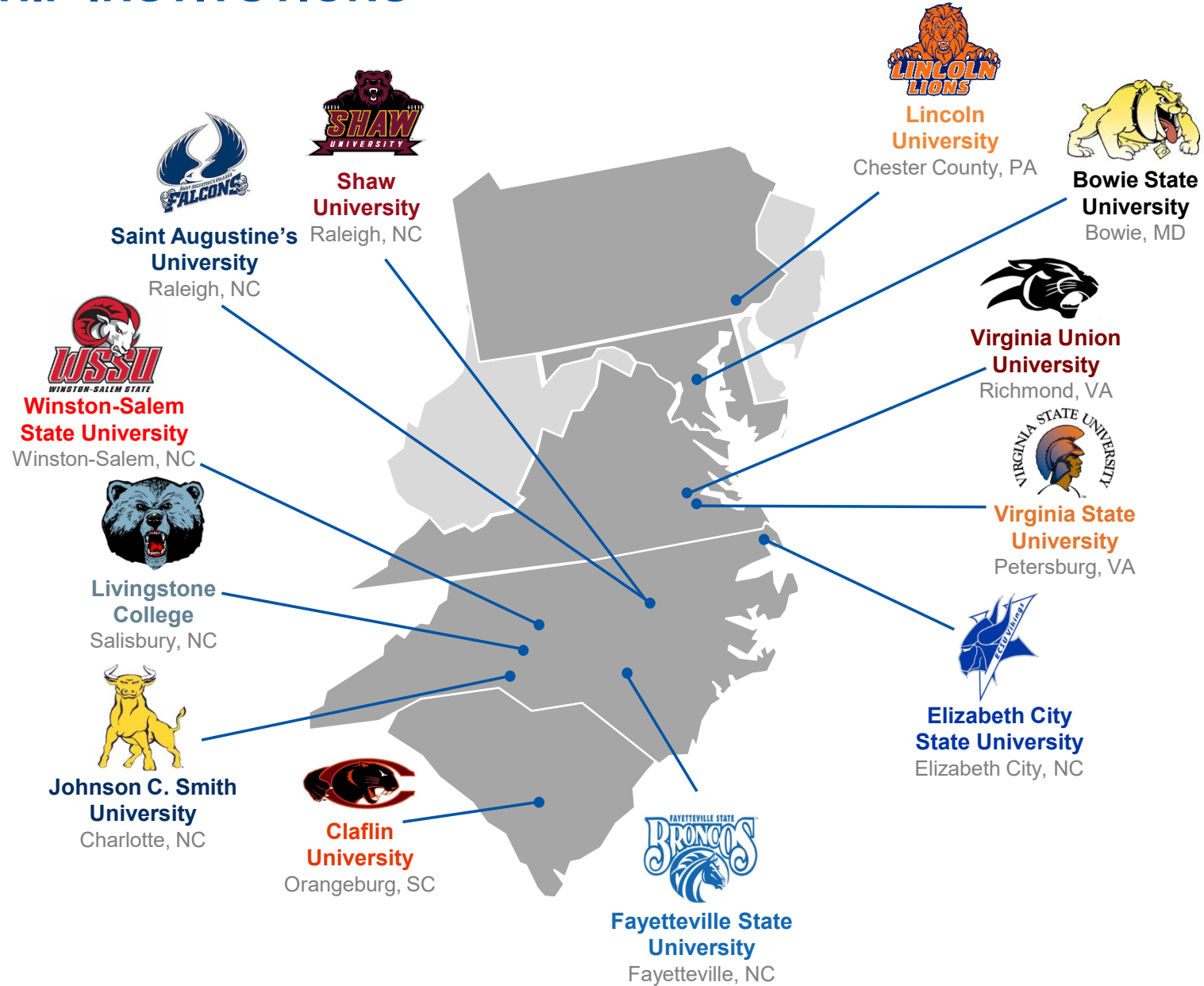
FAMILY



PARENTS
SIBLINGS
CHILDREN

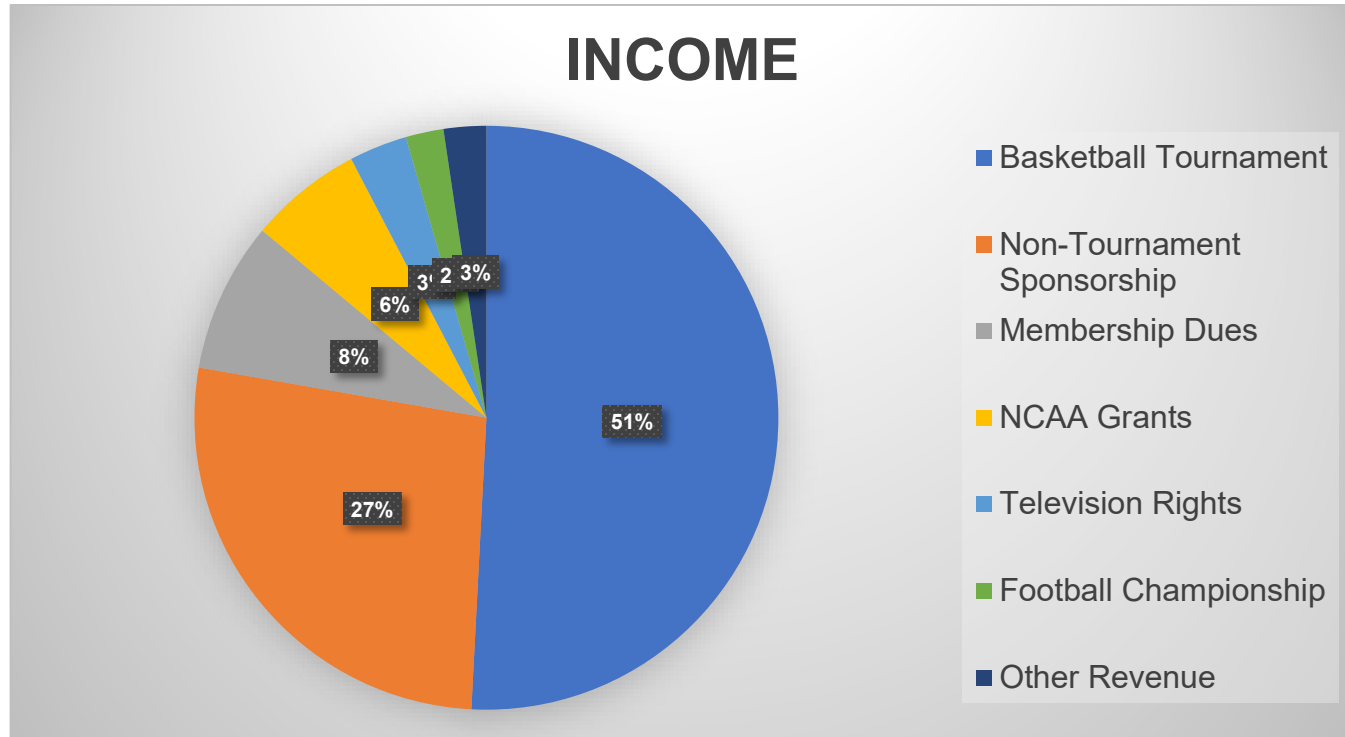


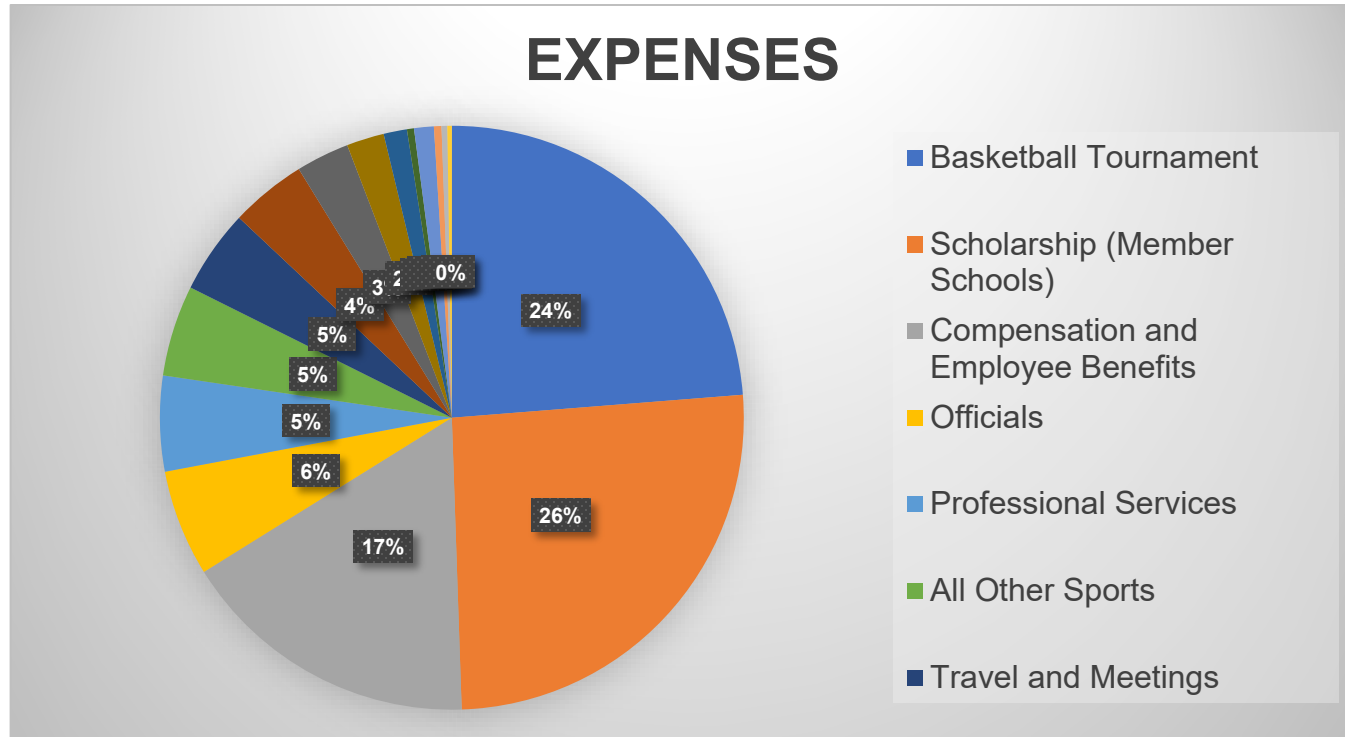
MEMBERSHIP INSTITUTIONS





Financials (Income)





MEMBER INSTITUTION ACCESS

CIAA Partners have the ability to receive turnkey exposure on any and all Member School campuses throughout the school year, including:

- In-venue signage
- Social Media Integration
- Digital Integration on Member School Athletics Websites
- On-site activation at select home athletic events
- Print advertisements in game programs
- Ability to use Member School logos and marks for external marketing and promotional purposes



CONFERENCE-SPONSORED SPORTS

FALL

Cross Country (M / W)
Football
Volleyball (W)

WINTER

Basketball (M / W)
Bowling (W)
Indoor Track & Field (M/W)

SPRING

Golf (M)
Softball
Tennis (W)
Track & Field (M/W)





CIAA BASKETBALL TOURNAMENT

FEB 25 – 29
2020

CHARLOTTE
NORTH CAROLINA
Spectrum Center & Bojangles' Coliseum

24 TEAMS
Twelve (12) Men's
Twelve (12) Women's

190K+ FANS ATTEND
EACH YEAR

3RD HIGHEST
ATTENDED

DOUBLE THE
IMPACT of the ACC,
Big10 & SEC
Tournaments

Of the Charlotte area's
2.4M POP. **22%** is African-
American

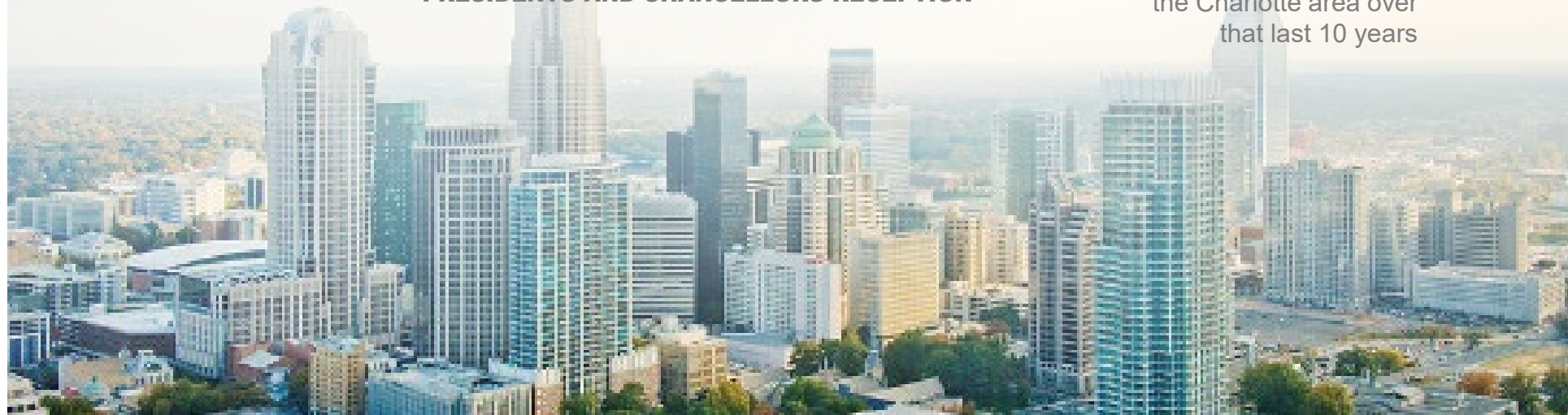
Basketball Tournament
among all NCAA Divisions
(preceded only by the
ACC and Big10)

\$55M+
Annual Economic Impact
on the host city

WEEK-LONG
FAMILY-FOCUSED
CELEBRATION

FAN FEST SUPER SATURDAY STEP SHOWS
CONCERTS CAREER EXPO EDUCATION DAY
BUSINESS SYMPOSIUM EMPOWERMENT BRUNCH
TIP-OFF LUNCHEON HALL OF FAME BREAKFAST
PRESIDENTS AND CHANCELLORS RECEPTION

\$325M+
in economic impact for
the Charlotte area over
that last 10 years



CIAA ESPORTS EXPERIENCE

Esports is one of the most exciting and fastest-growing industries in the world today that provides an engaging viewing experience to an audience no longer tied to traditional media. During the virtual CIAA Tournament week, February 2021, the CIAA held a single elimination NBA 2K one versus one gameplay tournament with a three (3) game series for the finals. At the 2021 CIAA Football Championship & 2022 CIAA Basketball Tournament, conference partners featured NASCAR (iRacing) & Logitech racing simulator experiences as part of fan engagement efforts.

Partners of the CIAA Esports Experience have the potential to receive the following exposure:

- Title partnership
- Direct engagement with students from CIAA member institutions
- 15-second commercial spots built into the broadcast production
- On-air mentions on the broadcasts of all Esports gameplay
- Brand recognition and logo placement included in event promotional materials
- Logo placement and advertising on the actual stream with overlays
- Social media endorsement includes press releases, ad space in CIAA newsletter, etc.





- CIAA Message
 - Managing the message of “CIAA Basketball vs. Party.”

- CIAA/Visit Baltimore/CIAA Partners Brand and Marks’ Protection
 - Policing licensing and registered marks
 - Mandating approval process of use with CIAA style guide

- CIAA Footprint
 - Controlling official hotel block to support sphere of influence (12 hotels, 1,556 rooms, 12,480 room nights)
 - Controlling and marketing official events with competing unofficial events in the CIAA footprint (Hotels and Venues).



CIAA/BALTIMORE BASKETBALL TOURNAMENT

FEB 22 – 26
2022

**BALTIMORE
MARYLAND**

Royal Farms Arena

24 TEAMS
Twelve (12) Men's
Twelve (12) Women's

1st NEW LOCATION FOR THE
CIAA BASKETBALL
TOURNAMENT SINCE 2005

Of the Baltimore area's
2.8M POP. **25%** is African-
American

3RD HIGHEST
ATTENDED

Basketball Tournament
among all NCAA Divisions
(preceded only by the
ACC and Big10)

**DOUBLE THE
IMPACT** of the ACC,
Big10 & SEC
Tournaments

\$36.7M+
Annual Economic Impact
on the host city

**WEEK-LONG
FAMILY-FOCUSED
CELEBRATION**

FAN FEST SUPER SATURDAY STEP SHOWS
CONCERTS CAREER EXPO EDUCATION DAY
BUSINESS SYMPOSIUM EMPOWERMENT BRUNCH
TIP-OFF LUNCHEON HALL OF FAME BREAKFAST
PRESIDENTS AND CHANCELLORS RECEPTION

4th

Largest County in Maryland



TELEVISION EXPOSURE

ASPiRE TV is the CIAA's Television Partner that reaches more than **60 Million** U.S. Households. Founded by Magic Johnson in 2012, ASPiRE is the only television network that celebrates, shares and reflects Black culture and urban lifestyle:

- **Ten (10)** CIAA Football & Basketball games were broadcast in 2020 - 21; **Five (5)** CIAA Football games in 2021-22
- Partner integration includes content sponsorship, commercial spots, vignettes, on-air interviews, as well as opening and closing billboards
- In 2021-22, the CIAA started a three-year partnership with ESPN to broadcast the CIAA Men's and Women's Basketball Tournament in its entirety



CIAA SPORTS NETWORK

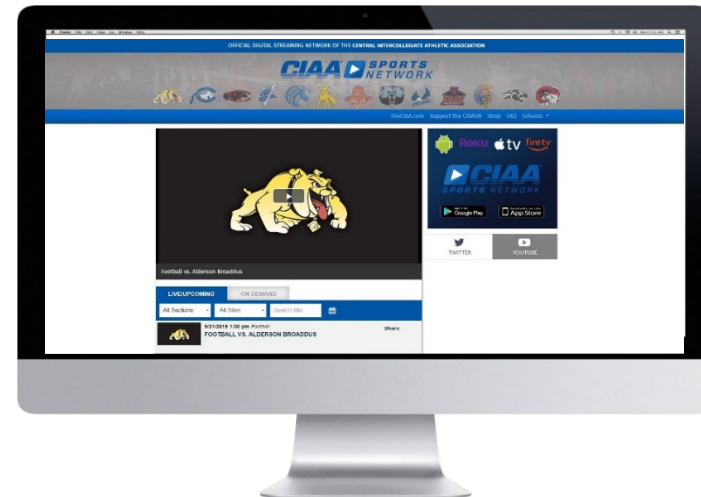
The CIAA Sports Network (CIAASN) is the conference's official digital streaming network, showcasing regular season and championship action of the league's 14 sponsored sports. CIAASN streamed **700+ broadcasts** for a total of **255,000+ unique views** (live and on demand) in FY2020. Potential integration opportunities include:

- Title Sponsorship, rotational banner advertisements on network homepage, video pre-roll ads, network ID, individually broadcast web posters, in-game features, placements, instant replay, lower thirds, water mark, starting line-up, half time and final score graphics, and more



CIAA SPORTS NETWORK UNIQUE PLAYS

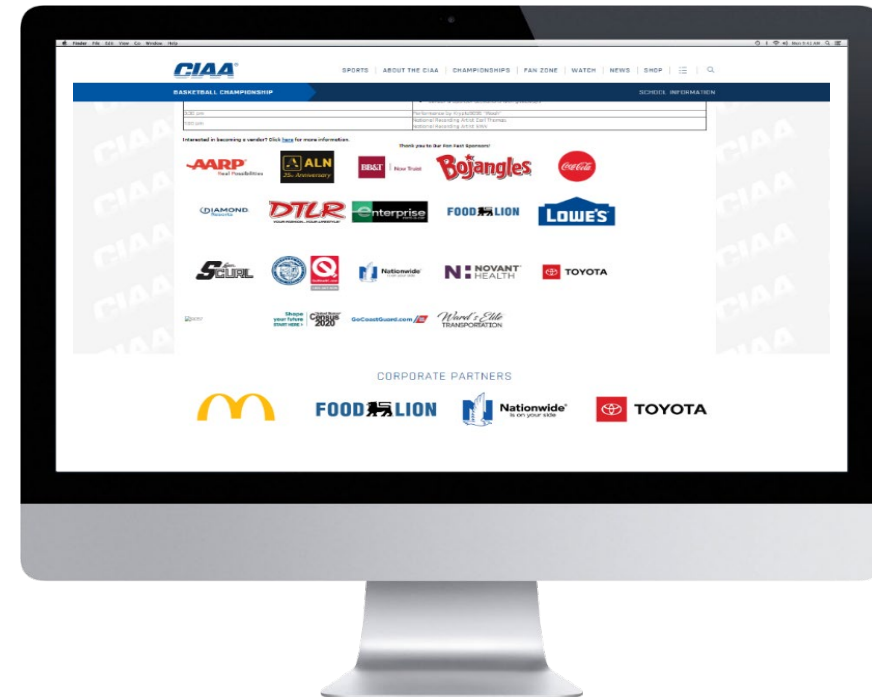
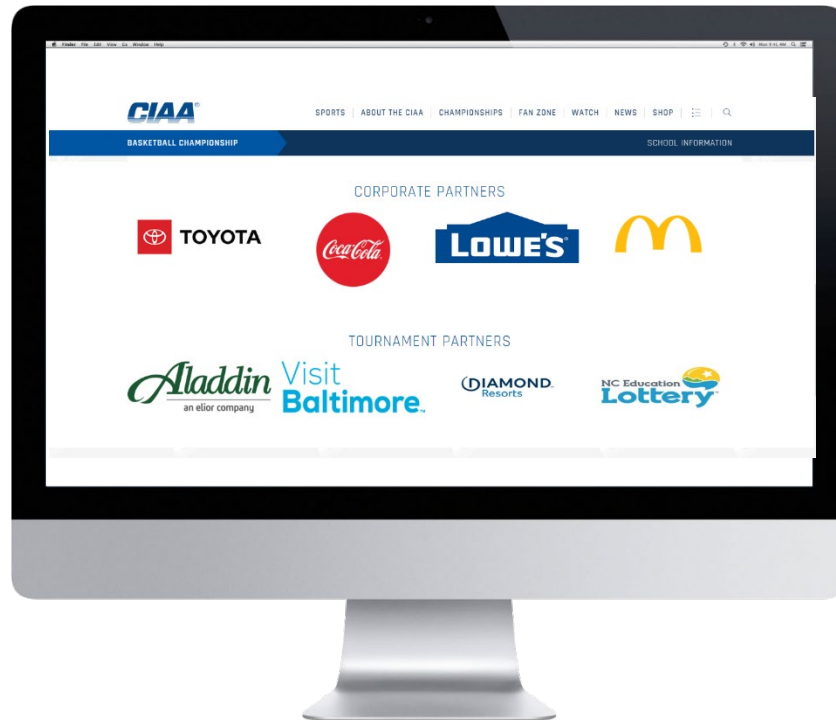
<u>Top Sport</u>	<u>Total Unique Plays</u>	<u>Avg. Unique Plays/Event</u>
Football	87,180	1,050
Volleyball	16,648	160
Men's Basketball	65,644	347
Women's Basketball	16,648	270
Softball	14,698	272



TOURNAMENT WEBSITE & DIGITAL MEDIA

TheCIAA.com had **395,000+** page views and **165,000** unique users visited the site in FY2021. Digital integration opportunities include:

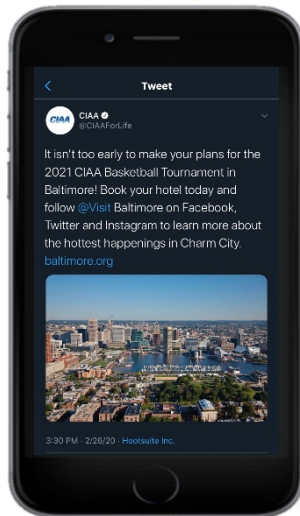
- Rotational banner advertisements on website homepages
- Brand Placement throughout web pages
- Content integration
- Logo placement on Corporate Sponsor Page



SOCIAL MEDIA

CIAA Social Media Platforms, including Facebook, Twitter and Instagram, have **129,000+** aggregate users and received more than **1.92 Million** impressions in FY2021. Integration opportunities include:

- Brand Recognition through Content Sponsorship,
- Logo Placement on real time game features i.e. branded half time and final score graphics
- General Promotional Posts throughout the year
- Brand Integration on Snapchat Geo-Filter at select locations
- Interactive contest, campaign and promotional opportunities



CURRENT and PAST CIAA PARTNERS

CIAA® CURRENT AND PAST COMMUNITY SERVICE PARTNERS



SAMARITAN'S FEET

Make-A-Wish®

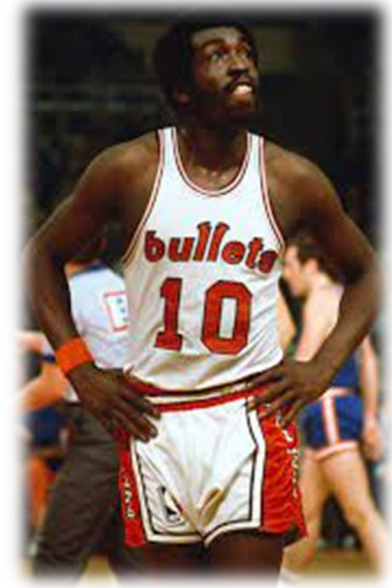




CURRENT TEAM PARTNERS



CIAA®





CIAA[®]

TRADITION. LEADERSHIP. LEGACY.