



**REPORT OF THE
NCAA DIVISION I WOMEN'S BASKETBALL COMMITTEE
NOVEMBER 14-15, 2018, MEETING**

KEY ITEMS.

- **Selection of chair.** The NCAA Division I Women's Basketball Committee voted Diane Turnham, senior associate athletic director and senior women's administrator at Middle Tennessee State University, as chair for the 2019-20 season.
- **Women's basketball joint championship.** The committee took action to formally invite Division II and Division III women's basketball committees to approve a Divisions I, II and III women's basketball joint championship in Dallas, Texas in 2023.
- **Ticket age limit policy.** The committee approved a change in the admission policy requiring every person, two years of age and older, must have a ticket to enter the facility. Previously, the policy required every person, regardless of age, must have a ticket to enter the facility. The new policy will go into effect during the 2019 women's basketball championship for first and second rounds only. In 2020, the policy will expand to include first and second rounds and regionals.

ACTION ITEMS.

- **None.**

INFORMATIONAL ITEMS.

1. **Executive session.** The committee conducted an executive session before the meeting.
2. **Vice president update.** Lynn Holzman updated the committee on the content development and overall process thus far for shaping the NCAA women's basketball strategic plan with the help of The Pictor Group. She highlighted the NCAA Corporate Champions and Partners Summit held in Indianapolis, which provided opportunity for the women's basketball staff to present opportunities to the CCPs and talk with them directly about their interest in engaging with the championship specifically. Ms. Holzman provided an update of the Women's Basketball Hall of Fame board work, Women Leaders in College Sports Convention and the most recent Conference Commissioners Association meeting where she and Danielle Donehew, Women's Basketball Coaches Association, presented. Finally, she highlighted the staffing assignment changes for the championship within various NCAA departments.
3. **Update from the September 19 women's basketball committee meeting.** Rhonda Bennett reviewed the discussions from the committee's most recent meeting including the 2021-2024 Women's Final Four site selection announcement, NCAA evaluation tool, regular season preparation and operational changes for the championship.

- 4. Update from NCAA Division I Women's Basketball Oversight Committee meeting.** Ms. Bennett reviewed the discussions from the oversight committee's meeting in October. Discussions from that meeting were high level and strategic for the sport.
- 5. Development of NCAA women's basketball strategic plan 2019 – 2024.** Sandy Hatfield Clubb and Carolyn Shlie Femovich of The Pictor Group provided the committee with a review of the plan development to date and led the committee through a brainstorming session to identify strategies to support the pillars and goals of the plan.
- 6. NCAA Evaluation Tool.** David Worlock provided the committee with an overview of the NCAA men's basketball decision timeline and process to research and review the NET beginning in 2016 through implementation in the 2018-19 men's basketball season. The committee emphasized the importance of conducting its own assessment of the Ratings Percentage index system, including careful analysis and discussion of the NET following the 2018-19 women's basketball season. The committee believes there is tremendous value in taking the time necessary to determine if the NET, in its current form or revised, is the best evaluation tool for the sport and championship going forward.
- 7. Women's basketball joint championship ("joint championship") update.** Meredith Cleaver reviewed the multi-divisional governance support of a joint championship and the funding in concept. The committee took action to formally invite Division II and Division III women's basketball committees to approve a Divisions I, II and III women's basketball joint championship in Dallas in 2023.
- 8. NCAA Division I Women's Basketball RPI/Selection/Bracketing Subcommittee report.** Debbie Richardson provided an overview from the subcommittee's most recent meeting including changes to the team selection criteria and priorities, discussion of NET, seeding consideration for the last four lines and a review of team sheet organization.
- 9. NCAA Division I Women's Basketball Officiating Subcommittee report.** Leslie Claybrook reviewed the subcommittee's review of liaisons to the game officials during the championship and the officiating strategic plan in coloration with the overarching women's basketball strategic plan.
- 10. Championship officiating overview.** Tina Krah provided an update of the national officiating program, 2018-19 season preparation, officiating procedures and creation of officiating bracket software.
- 11. NCAA brand, championships strategies, corporate relations, marketing, branding, ticketing and community service overview.** Ellen Lucey gave an overview of the department's role and responsibilities with championships including branding, fan engagement

in-venue and events, event marketing, fan communication, community relations and corporate relations. She highlighted the most recent CCP Summit in Indianapolis and stressed the importance of proactively working with CCPs to understand their individualized and strategic goals when seeking support.

- 12. Championship finance overview.** Jeff O'Barr provided a 2018-19 NCAA financial update including expectations, budget overview, 10-year financial model, impact of media contracts and upcoming challenges. Ms. Cleaver reviewed the travel policy and provided an overview of finances specific to the women's basketball championship.
- 13. ESPN planning.** Natalie Steger reviewed the women's basketball national media day on October 31 that featured participation from high-profile coaches and student-athletes. Ms. Steger updated the committee on ESPN's championship planning including game times, programming schedule and talent assignments.
- 14. 2019 Preliminary rounds.** Rachel Kay highlighted updated signage requirements, enhanced regional décor package, permissible alcohol sales, regional round planning site visit updates and first and second round site selection inquiries. Ms. Cleaver reviewed the plan for committee championship site assignments and the site representative program. Amy Reis reviewed the preliminary round logos, look and additional branding components, including enhancements for the 2019 championship.
- 15. 2019 Women's Final Four.** Ms. Reis presented the creative process for development and design elements that resulted in the 2019 Women's Final Four logo and look. Ms. Reis highlighted legacy programming for the 2019 Women's Final Four including the 10th anniversary of the Beyond the Baseline program, expansion of Junior Journalism with Tampa Bay's established Press Pass program and goal to reach 90,000 grade school age students through Read to the Final Four. Though many other special events are planned, Ms. Reis highlighted Tourney Town, Salute, Bounce, Super Saturday, Party on the Plaza and red carpet arrivals and Anne Clendenin shared the ancillary event marketing plan for the overall event. Tricia Krummen reviewed the ticket marketing plan progress and Jared Kramer provided a ticket sales update.
- 16. Future championship planning.** The committee continued their discussion of the championship ticket age limit policy and approved a change in the admission policy requiring every person, two years of age and older, must have a ticket to enter the facility. Previously, the policy required every person, regardless of age, must have a ticket to enter the facility. The change in policy was supported by the committee in an effort to be more progressive in our marketing of the championship, increase ticket sales, allow the championship to be more accessible to fans, match other NCAA championships and to be more similar to the sports industry standard ticketing policy. The NCAA Division I Men's Basketball Committee

recently approved the same policy change to the preliminary rounds effective for the 2020 championship. The change in policy will go into effect during the 2019 women's basketball championship for first and second rounds only. In 2020, the policy will expand to include first and second rounds and regionals (preliminary rounds).

Ms. Cleaver highlighted efforts surrounding the Women's Final Four future host program which engages future hosts of the championship in the year(s) leading up to the year of the event in their city. The committee provided feedback on the 2021 – 2024 Women's Final Four site selection process and recommended ways to improve the process for future.

17. Selection resources. Rick Nixon reviewed the Regional Advisory Committee and Conference Monitoring program, noting upcoming deadlines for each. The committee recommended implementing a post-season feedback method for each program with a goal of continuous improvement.

18. Matters related to media and television. Mr. Nixon reviewed committee access to games during the regular season, television schedule resources, committee games watched program and Top 16 public reveal timeline.

19. NCAA Division I Board of Directors referral to examine the composition of the NCAA Division I women's basketball-related committees. The committee discussed characteristics of alternate composition models and identified common themes that resonated most. As the scope of committee work continues to grow, expanding beyond ten members would provide relief to help with responsibilities and diversity in contributions. The committee recommended review of the onboarding process and timeline for new members and suggested the start date begin prior to September 1. The committee noted the importance of expanding the pipeline, encouraging service opportunities within the current women's basketball governance structure and consideration of reduction in the term limit from five to four years could attract qualified individuals to serve.

*Committee Chair: Rhonda Bennett, University of Nevada, Reno; Mountain West Conference
Staff Liaison: Meredith Cleaver, Championship and Alliances*

NCAA Division I Women's Basketball Committee November 14-15, 2018, Meeting	
Attendees:	
Ceal Barry, University of Colorado, Boulder.	
Rhonda Bennett, University of Nevada, Reno.	
Ken Bothof, University of Northern Kentucky.	
DeJuena Chizer, University of Houston.	
Leslie Claybrook, Southeastern Conference.	
Nina King, Duke University.	
Teresa Phillips, Tennessee State University.	
Debbie Richardson, Atlantic 10 Conference.	
Tamica Smith Jones, University of California, Riverside.	
Diane Turnham, Middle Tennessee State University.	
Absentees:	
None.	
Guests in Attendance:	
None.	
NCAA Staff Support in Attendance:	
Meredith Cleaver and Lynn Holzman.	
Other NCAA Staff Members in Attendance:	
Anne Clendenin, Andrea Gaither, Rachel Kay, Tina Krah, Jared Kramer, Tricia Krummen, Ellen Lucey, Rick Nixon, Jeff O'Barr, Amy Reis, Natalie Steger, Kyani White-Tate and David Worlock.	