



**REPORT OF THE
NCAA DIVISION I WOMEN'S BASKETBALL COMMITTEE
NOVEMBER 11-12, 2019, MEETING**

ACTION ITEMS.

- None.

INFORMATIONAL ITEMS.

1. **Welcome and introduction of new committee members.** Diane Turnham called the meeting to order and the group welcomed Beth Goetz and Jill Shields as new committee members. The committee also congratulated Teresa Phillips on her retirement effective June 2020.
2. **Agenda overview and review of meeting schedule.** Ms. Turnham reviewed the meeting schedule and noted guests in attendance, including people who will be joining via teleconference throughout the meeting.
3. **Vice president update.** Lynn Holzman provided updates to the committee on the monthly calls with key stakeholders, including Women's Basketball Coaches Association (WBCA), USA Basketball, ESPN and WNBA Leadership. A women's basketball summit is being planned by the stakeholders and will take place during the Women's Final Four in New Orleans. Ms. Holzman reviewed the Rules and Regulations Advisory Group purpose, women's basketball participation rate increase and the waiver process for FIBA rules during USA women's basketball games against NCAA Division I teams. Other updates included staff changes, long-term growth initiatives, committee vacancies and corporate partner program engagement. Updates from Women's Basketball Oversight Committee included a review of the 2019-24 Strategic Plan, supporting diversity, gender and ethnicity while growing the coaching pipeline, coach credentialing pilot program, budget overview, NET and miking coaches during the championship. Ms. Holzman provided an update on planning for the 2020 NCAA Women's Final Four in preparation for the committee's meeting with the New Orleans Local Organizing Committee later in the day.

NCAA Evaluation Tool (NET). The Google Cloud working group in conjunction with NCAA staff and the Team Selection Subcommittee began analysis in September 2019 of women's basketball statistical data over multiple years to be used in the building of the women's basketball NET algorithm that includes game results, strength of schedule, game location, scoring margin and net efficiency (offensive efficiency - defensive efficiency). The committee participated in a presentation by the Google Cloud group that included several recommended NET options for future women's basketball championship selections.

4. **Team Selection Subcommittee update.** Debbie Richardson reviewed the subcommittee roster and discussed the timeline, approval and implementation process of the NCAA

Evaluation Tool (NET) for women's basketball and a communication plan with the Women's Basketball Coaches Association on the rollout.

5. **Selection resources.** Rick Nixon provided an update on the regional advisory committees (RACs), noting there are 13 new members this year. The committee discussed dates for the first RAC calls and reviewed ways to keep up to date on trends and issues in games during the season by completing team sheets. In addition, Ms. Turnham led the committee through the 2019-20 conference monitoring assignments, discussed the dates and ESPN logistics for the Top 16 reveals, and reviewed the teleconference/meeting calendar for the coming months.
6. **Regular-season game access.** Ms. Turnham and Mr. Nixon gave an overview of the available resources the committee will use to watch games throughout the regular season. Feedback given will be compiled and used during selections.
7. **Annual ESPN update.** Natalie Steger reviewed championship game dates, times and the programming schedule. An increase of more than 250 regular-season games will be available across ESPN, ESPN2, ESPNU, ESPNEWS, SEC Network, ACC Network (ACCN), Big 12 Now on ESPN+ and Longhorn Network. An additional 2,200-plus games on ESPN3, SEC Network +, ACCNX and ESPN+, the leading direct-to-consumer sports streaming service, gives fans access to more than 2,400 women's games this season, leading up to ESPN's extensive coverage of Champ Week and the NCAA Women's Basketball Championship.
8. **Championship officiating review.** Lynne Andrew reviewed the current regional advisors, eligibility requirements for officials and timeline of the evaluation process. An update was given on the fall regional clinic attendance.
9. **Officiating Subcommittee update.** Ceal Barry provided a report from the Officiating Subcommittee, which discussed the continued recommendation for increasing championship game officials' fees based on comparisons to NCAA men's basketball tournament fees. The recommendation is to increase fees over a three-year period to be in line with men's basketball championship fees for on-court officials by 2023, which was submitted to the WBOC for review at their October meeting.
10. **Site Selection Subcommittee update.** Ms. Turnham reviewed the cities that have submitted intent-to-bid statements for the 2025 and 2026 Women's Final Fours. Efforts by NCAA staff and committee to provide transparency to the bidding and hosting process has increased the number of interested cities. The committee discussed cities hosting a regional prior to hosting a Women's Final Four, which men's basketball has implemented.

11. 2020 Championship update.

- a. Brand affinity update (communications and social media).** Mr. Nixon recapped coverage from the 2019 championship, noting that at the 2019 Women's Final Four, 716 media credentials were distributed, second only to 773 at the 2018 Women's Final Four in Columbus. The committee noted the championship's momentum over the past three tournaments that continues to increase the game's notoriety. The committee reviewed initiatives by the NCAA digital and social media team, as well as efforts from media entities that have not covered the championship in the last few years.
- b. Regional round planning and operation.** Rachel Kay reported that visits to all regional sites are complete and that there were no issues. Committee members discussed their assignments and reviewed a site representative program as well.
- c. Branding and décor.** David Lovell presented the committee this year's championship style guide with work already started on next year.
- d. Digital/social media.** Chris Dion and Nick Hessler reviewed the footage and impressions received during the women's basketball Road Trip. All member schools were engaged, which included 80 student-athlete interviews. Only 5% of the content has been used to date, with plans for additional use during the regular season and NCAA championship.
- e. Special events – Salute, Tourney Town, Party on the Plaza, Super Saturday.** Scott Fosler reported that all dates, times and locations have been secured. The committee discussed opportunities for corporate sponsorship but took no formal action.
- f. Community.** Victor Hill confirmed the Read to the Final Four program is partnering with Team Works. The focus is on third grade, but it may expand to fourth-, fifth- and sixth-graders to increase participation. The Dream Court location was solidified with the support of the Nancy Lieberman Foundation.
- g. Corporate relations.** Brandon Brunner reviewed potential sponsors for this year's championship, noting that commitments are expected in the coming months.
- h. Event marketing.** Paula Buckhaultler reviewed the plan to unveil the 2020 Women's Final Four logo during a women's basketball game at the University of New Orleans November 12. They anticipate 800-1,000 youth to attend the game as well as former NCAA and WNBA star Swin Cash.
- i. Ticket marketing and sales.** Shehryar Humayun reviewed the marketing plan for selling tickets with a goal of selling out prior to selections. Presale started in April and promotions will occur during the holidays.

12. **Division I Championship Finance review.** Jennifer Fraser discussed the working group the Division I Board of Directors Finance Committee and the Division I Council appointed to review championship allocations, noting that group will rely on membership input and feedback on various concepts to provide final recommendations by October 2020. Several of the Division I Council standing committees are also conducting related reviews regarding championship finances.
13. **Planning update for the 2020 Women's Final Four.** Jay Cicero, Vince Granito, Risa Hall, Monica Lebron and Kim Boyle from the New Orleans Local Organizing Committee (NOLOC) reviewed the history of previous championships and the plan for 2020. The NOLOC is working with the Greater New Orleans Sports Foundation, the University of New Orleans, Tulane University and the Sugar Bowl to raise the bar. Financial commitments were discussed with an economic impact survey planned during the event week. Women's Final Four promotions at other local events have already occurred and will continue leading up to the championship.
14. **Future meeting and teleconference schedule.** Ms. Cleaver reviewed future meetings and teleconferences.
15. **Adjournment.** Ms. Turnham adjourned the meeting at 2:40 p.m.

Committee Chair: Diane Turnham, Middle Tennessee State; Conference USA
Staff Liaisons: Lynn Holzman, Championships and Alliances
Meredith Cleaver, Championships and Alliances

NCAA Division I Women's Basketball Committee November 11-12, 2019, Meeting	
Attendees:	
Ceal Barry, University of Colorado, Boulder; Pac-12 Conference.	
Ken Bothof, University of Northern Kentucky, Horizon League.	
DeJuena Chizer, University of Houston; American Athletic Conference.	
Beth Goetz, Ball State University; Mid-American Conference.	
Nina King, Duke University; Atlantic Coast Conference.	
Teresa Phillips, Tennessee State University; Ohio Valley Conference.	
Debbie Richardson, Atlantic 10 Conference.	
Jill Shields, Kansas State University; Big 12 Conference.	
Tamica Smith Jones, University of California, Riverside; Big West Conference.	
Diane Turnham, Middle Tennessee State University; Conference USA.	
Absentees:	
None.	

Guests in Attendance:
Arthur Argenson, Google Cloud
Kim Boyle, New Orleans Local Organizing Committee.
Jay Cicero, New Orleans Local Organizing Committee.
Vince Granito, New Orleans Local Organizing Committee.
Risa Hall, New Orleans Local Organizing Committee.
Allen Jarvis, Google Cloud
Monica Lebron, New Orleans Local Organizing Committee.
Ashwin Mishra, Google Cloud
Alok Pattani, Google Cloud
Vijay Reddy, Google Cloud
NCAA Staff Support in Attendance:
Meredith Cleaver and Lynn Holzman.
Other NCAA Staff Members in Attendance:
Lynne Andrew, Rachel Kay, Rick Nixon, Amy Reis.
Other NCAA Staff Members via Teleconference:
Brandon Brunner, Amanda Benzine, Paula Buckhaultler, Chris Dion, Meghan Durham, Scott Fosler, Jennifer Fraser, Nick Hessler, Victor Hill, Shehryar Humayun, Tricia Krummen, Josh Logan, David Lovell, Natalie Steger