



**REPORT OF THE
NCAA DIVISION I WOMEN'S BASKETBALL COMMITTEE
OCTOBER 22-23, 2024, MEETING**

ACTION ITEMS.

- None.

INFORMATIONAL ITEMS.

1. **Division I Women's Basketball Committee mission statement and conflict of interest policy.** The committee reviewed the mission statement and conflict of interest policy, emphasizing confidentiality of committee discussion.
2. **Approval of August 28 and October 4 videoconference report.** The committee took action to approve the August 28 and October 4 meeting reports.
3. **Basketball leadership update.**
 - a. **Update from Dan Gavitt, NCAA senior vice president of basketball.** An update on the national office and Gavitt group goals for this academic and fiscal year was reviewed with the committee. Emphasis has been placed on coordinating and delivering safe, fair and inclusive competition directly and via members by enhancing the student-athlete championship experience. The committee received a preview of the men's basketball committee fall meeting topics. The men's and women's basketball committees will meet jointly on November 11.
 - b. **Update from Lynn Holzman, NCAA vice president of women's basketball.** Information shared included reviewing women's basketball stakeholder communication initiatives such as a newsletter sent to women's basketball conference administrators in late September detailing essential preseason topics, highlight NCAA women's basketball in the news and an overview of Women's Basketball Invitation Tournament planning for 2025 and beyond. The committee received an update on NCAA women's basketball strategic positioning emphasizing the updated goal areas as "the game, the championship and the brand".
4. **Women's Basketball Oversight Committee update.** An update of the meeting topics discussed during the WBOC meeting on October 7-8 was shared with the committee. Key topics shared included an update on 2024-25 NCAA communication strategy for women's basketball, updates from the WBOC legislation subcommittee and updates on the NCAA operating plan around growing the college sports ecosystem.
5. **2024-25 communication strategy for women's basketball.** Communications shared their objectives for the academic year with a focus on driving championship message priorities through earned and digital media. Recent social media successes have included the College Road Trip, Rooted and Madness Matchups were shared. The committee received an overview on strategy for the 2025 tournament, target audience, committee engagement and how the communications department plans to measure success.

6. **Future tournament considerations.** Continued discussion regarding bracket access was had by the committee. The committee will continue their discussion at future meetings.
7. **Review of policy on the use of male practice players during the championship.** The committee took action to permit the use of male practice players during the championship to be consistent with the permissible legislation that exists for the regular season. The committee noted its action to permit male practice players during the championship is not an explicit endorsement of the practice nor to indicate philosophical support for male practice players. The committee's action to permit the usage during the championship is to ensure a consistent pull through of how programs operate during the regular season into the championship itself. The committee directed staff to further outline the application of this action, including the development of a FAQ for the committee's review and validation of this action at their next meeting. The committee directed staff to develop a membership education plan to execute prior to and during the championship.
8. **Format Review.** The committee reviewed the first set of membership survey data collected providing feedback on the current First Four and first and second round format (e.g., campus hosted sites). Based on the response rate and interest in hearing from a variety of stakeholders within the membership, the committee directed staff to reopen the survey to commissioners, athletic directors, women's basketball administrators and head coaches who did not respond during the initial feedback window. A timeline is being developed and will be communicated with membership prior to the next opportunity to provide feedback. The committee evaluation on the championship format will continue after the 2025 championship and on an ongoing basis.

In preparation for the upcoming championship, the committee requested ongoing updates related to potential issues, conflicts and challenges by prospective hosts of the First Four and first and second rounds (e.g., hotel, facility availability, common cities with men's basketball predetermined sites) relative to the championship bid specifications for nonpredetermined sites.
9. **Update from the Tampa Bay local organizing committee, host of the 2025 Women's Final Four.** The Tampa Bay local organizing committee gave a planning overview. Hurricane recovery efforts, community impact, hotel program, ancillary events and overall event footprint in Tampa Bay updates were provided.
10. **Regular season preparation and best practices.** An overview of existing and additional enhanced NET education resources was shared, including the infographic, updated organization of team sheets in quads and a FAQ document. The committee discussed and

developed best practices for monitoring conferences and other tasks to improve time efficiency and consistency in their work.

11. **Risk management update.** The committee received an overview of the NCAA's pilot study of online abuse in NCAA championships with a focus on women's basketball. The committee reviewed plans for social media monitoring efforts to continue during the 2025 championship.
12. **Broadcast update.** The committee received an update on ESPN leadership oversight for programming, production and synergies with NCAA. Top 16 reveals are confirmed for Sunday, February 16 and Thursday, February 27, 2025.
13. **Finance update.** An overview of fiscal year 2024 financial performance was provided highlighting increased revenue with ticket sales, licensing and hospitality driving the growth.
14. **Ticket and ticket marketing update.** An overview of the current ticket price levels and sales for 2025 regional rounds in Spokane and Birmingham were reviewed noting early sales momentum in both markets. The committee approved an increase to the minimum price of the adult single and all session tickets for the first and second rounds. The committee reinforced that the championship is a premium event, and tickets must be priced not less than the host's single game regular season ticket or the minimum price set by the NCAA, whichever is higher.
15. **Branding.** The committee received an overview of the court designs for the 2025 Women's Final Four and regional rounds.
16. **Social media update.** The committee received an overview of the 2024 College Road Trip noting the social media team has completed eight stops at Division I schools so far. The cinematic documentary project called ROOTED will be renewed for a second season and will be released in summer of 2025. The updated look and feel for the championship was shared with the committee.
17. **Student-athlete experience update.** The student-athlete journey document has been updated to reflect plans for the 2025 championship. The document tracks all elements of the student-athlete journey from championship selection through the national championship and identifies similarities and differences between the Division I men's and women's basketball championships. The student-athlete mementos for the 2025 championship were also presented, noting the consistency again this year in providing similar or same items for both the men's and women's basketball championships.
18. **Games management subcommittee.** The committee received an update from the games management subcommittee on topics discussed during their most recent meeting. The committee took action to make the First Four and first and second round administrative meetings virtual. Regional round and Women's Final Four administrative meetings will remain in-person and attendance are required for certain members of the participating team. The committee approved push-to-talk in-arena as permissive if hosts already utilize this function if they have the in-house capability and utilize it during regular season. The committee also approved non-playing participant and band seating at regionals and reviewed updated roles and staffing model for the championship.

19. **March Madness travel, roles, and responsibilities.** Updated onsite championship roles and responsibilities for the committee, site representatives, staff and hosts were previewed. More training and details will be provided at a future meeting. Dates for the regional site visits were shared with the committee and NCAA staffing assignments for the 2025 championship were reviewed.

20. **Regional host site update.** The committee received an update on the expanded timeline for regional planning that includes earlier site visits and more regular, proactive planning meetings with Spokane and Birmingham. The staffing plan for the regional round was shared.

In terms of future championships, the committee took action to approve the host request for Big 12 Conference to replace Texas Christian University as co-chair of the 2026 Fort Worth Regional with the Fort Worth Sports Commission at Dickies Arena in Fort Worth, Texas. In making the decision, the committee cited experience of the Big 12 in serving as host of NCAA women's basketball regional rounds (2011, 2013, 2016 and 2018) and Women's Final Four (2017 and 2023). Additionally, Big 12 will be serving as a future host of the 2031 Women's Final Four in Dallas.

21. **Future host program.** The committee received an overview of the communication and timeline for the Division I Women's Basketball Championship future host program, which includes proactive and regular communication with future hosts throughout the year. Enhancements to the program aim to provide future hosts with updates and information regarding championship hosting to ensure they are well-prepared for their duties as host and give them access to attend the championship as a future host.

22. **Officiating subcommittee.** The committee received a recap from the officiating subcommittee's most recent meeting. Some of the topics discussed were a follow-up from the officiating assessment, the impact of technology on the bench, the addition of push to talk capabilities in venue, the addition of timing devices for the championship and future agenda topics.

23. **Regular season and championship officiating program.** The committee was provided with an overview of the 2024 regional officiating clinics. In-person clinics were held in Charlotte, Philadelphia, Phoenix and Indianapolis in September and October. Educational opportunities for officials, including the impact of the College Basketball Academy, were outlined. The roles and responsibilities of the four regional advisors were also provided to the committee. Increased collaboration with conference coordinators throughout the regular season was shared.

24. **Committee composition timeline and upcoming vacancies.** The committee reviewed the upcoming member vacancies for terms ending in August 2025 and received an update on the governance nomination and appointment timeline to fill the vacancies.

25. **Future meeting schedule.** The committee will meet on November 11 for a joint videoconference with the Division I Men's Basketball Committee.

26. **Other business and future agenda items.** Future agenda items were reviewed and discussed in preparation for upcoming videoconferences. The committee emphasized the importance of

having collaborative conversations when appropriate with the men's basketball committee on topics of common interest.

27. Adjournment.

Committee Chair: Derita Dawkins, University of Arkansas, Fayetteville
Staff Liaison(s): Meredith Cleaver, Women's Basketball
Lynn Holzman, Women's Basketball

NCAA Division I Women's Basketball Committee October 22-23, 2023, Meeting	
Attendees:	
Deneé Barracato, Northwestern University.	
Jill Bodensteiner, Saint Joseph's University	
Amanda Braun, University of Wisconsin-Milwaukee.	
Vicky Chun, Yale University.	
Liz Darger, Brigham Young University.	
Derita Dawkins, University of Arkansas, Fayetteville.	
Amy Folan, Central Michigan University.	
Alex Gary, Western Carolina University.	
Lizzie Gomez, Southland Conference.	
Josh Heird, University of Louisville.	
Jeff Konya, San Jose State University.	
Lynn Tighe, Villanova University.	
Absentees:	
None.	
Guests in Attendance:	
Rob Higgins and Claire Lessinger, Tampa Bay Sports Commission.	
NCAA Staff Liaison (or Staff Support if subcommittee) in Attendance:	
Meredith Cleaver and Lynn Holzman.	
Other NCAA Staff Members in Attendance:	
Lynne Andrew, Greg Bowder, Tim Buckley, Jessie Carmack, Emily Clow, Penny Davis, Thomas Deatsch, Dan Gavitt, Clint Hangebrauck, Rachel Kay, Tricia Krummen, Josh Logan, Kelsi Mahoney, Massillon Myers, Rick Nixon, Binh Nguyen, Amy Reis, Natalie Steger, Jared Tidemann, Caroline Tripp, Lauren Wilson, Demetria Woodard, Meghan Wright.	