



**REPORT OF THE NCAA DIVISION I WOMEN'S BASKETBALL  
OVERSIGHT COMMITTEE  
APRIL 21, 2021, VIDEOCONFERENCE**

**ACTION ITEMS.**

- None.

**INFORMATIONAL ITEMS.**

1. **Open discussion with Kaplan Hecker & Fink.** The NCAA Division I Women's Basketball Oversight Committee conducted a "listening session" with Kaplan Hecker. The firm has contracted with the NCAA to conduct the gender equity review for NCAA championships. Each WBOC member had an opportunity to share any concerns and to identify issues that should be included in the review.

The following is a summary of the feedback expressed by the WBOC members during the session, noting that some topics necessitate broader membership engagement and decisions by the NCAA Division I Council and/or NCAA Division I Board of Directors:

- a. Participation in any NCAA championship is the pinnacle of the NCAA championship. Efforts to enhance the student-athlete experience during them should be a top priority (e.g., mementos, branding).
- b. Provision of expenses (e.g., travel, stipend) for the Women's National Invitation Tournament will assist, provide the opportunity and encourage all teams to participate in the WNIT. Since there is not an NCAA administered WNIT like there is for men's basketball (National Invitation Tournament), this support for the WNIT is warranted.
- c. Women's basketball should be specifically included in the Division I revenue distribution model.
- d. Coverage on ESPN and ABC this year was an improvement compared to previous years.
- e. Expansion of the Division I Women's Basketball Championship field to 68 teams should be considered.
- f. Branding and marketing should be enhanced for women's basketball.
- g. Elevation of the current vice president for women's basketball to the NCAA's senior leadership team should be strongly considered.

- h. The language and vocabulary surrounding women's basketball needs to change. For example, women's basketball is described as not generating revenue.
  - i. Ongoing gender equity evaluation or audit process should be implemented in order to evaluate what has been done and its effectiveness.
  - j. Organizational structure surrounding women's basketball should be examined. This includes the NCAA, governance, operations and committee composition.
  - k. Disparities identified with the championships are a result of the siloed nature of the NCAA championships staff.
  - l. The WBOC should have responsibility over branding and the business side of the women's basketball championship.
  - m. During the governance process, WBOC members are put in a box in terms of what topics can and cannot be discussed.
  - n. There is value in the women's basketball championship that is not being credited to women's basketball.
  - o. Representation on the Board should be considered.
  - p. There are disparities in the marketing and the merchandise and how it is being pushed out to consumers.
  - q. There are disparities in how officials are treated and how playing rules are considered with little regard for the impact they may have on women's basketball.
2. **Other business.** Members of the Kaplan Hecker group provided a high level overview of the topical areas of their report, that is tentatively scheduled to be completed in late July 2021.

*Committee Chair: Lisa Campos, University of Texas, San Antonio*  
*Staff Liaisons Meredith Cleaver, Championships and Alliances*  
*Lynn Holzman, Championships and Alliances*  
*Binh T. Nguyen, Academic and Membership Affairs*

<b>NCAA Division I Women's Basketball Oversight Committee Meeting April 21, 2021, Videoconference</b>	
<b>Attendees:</b>	
Lisa Campos, University of Texas, San Antonio.	
Jackie Carson, Furman University.	
Cori Close, University of California, Los Angeles.	
Danielle Donehew, Women's Basketball Coaches Association (nonvoting member).	
Rich Ensor, Metro Atlantic Athletic Conference.	
Irma Garcia, St. Francis College Brooklyn.	
Darrice Griffin, University of Georgia.	
Alyson Hagy, University of Wyoming.	
David Harris, University of Northern Iowa.	
Maisha Kelly, Bucknell University.	
Kathy Meehan, St. John's University (New York).	
Debbie Richardson, Atlantic-10 Conference (nonvoting member).	
Jennifer Strawley, University of Miami (Florida).	
<b>Absentees:</b>	
Jamie Boggs, Grand Canyon University.	
Zipporah Broughton, Rutgers, the State University of New Jersey, New Brunswick.	
Alyson Hagy, University of Wyoming.	
Elizabeth Wood, University of Tennessee, Chattanooga.	
<b>Guest(s) in Attendance:</b>	
Roberta Kaplan, Kaplan Hecker & Fink.	
Susanne Sachsman Grooms, Kaplan Hecker & Fink.	
Molly Webster, Kaplan Hecker & Fink.	
<b>NCAA Staff Liaisons in Attendance:</b>	
Meredith Cleaver, Lynn Holzman and Binh Nguyen.	
<b>Other NCAA Staff Members in Attendance:</b>	
Meghan Durham.	