



**REPORT OF THE NCAA DIVISION I
WOMEN'S BASKETBALL OVERSIGHT COMMITTEE
FEBRUARY 20, 2024, VIDEOCONFERENCE**

ACTION ITEMS.

- None.

INFORMATIONAL ITEMS.

1. **Name, Image and Likeness – NCAA Championship Licensing.** The NCAA Division I Women's Basketball Oversight Committee received an informational update on the NCAA's participation in licensing opportunities that include a student-athlete's name, image and likeness, which was affirmed by the NCAA Board of Governors in January. The NCAA will participate in licensing opportunities that include student-athlete NIL, provided: (1) The use is lawful; (2) The use complies with the NCAA's NIL policy (e.g., no inducements); (3) The NCAA does not provide consideration or value to the student-athletes; and (4) The member institution affiliated with the student-athlete has no objections. These four precautions were central to the NCAA's decision on promotional campaigns around NCAA championships. In year 1, the NCAA will conduct request for proposals to select licensees, with an established royalty structure.
2. **Update from the NCAA Division I Women's Basketball Committee.** The Women's Basketball Oversight Committee received an update from the most recent meeting of the NCAA Division I Women's Basketball Committee. The focus of this meeting was preparation for the selection of teams for the upcoming championship. The Women's Basketball Committee also conducted a mock assignment of championship officials with the national coordinator and regional advisors to learn more about work done to present the set of recommendations relating to the selection and advancement process. It was noted that ESPN will be conducting two dedicated shows for the Top 16 reveals on February 15, and February 29, on ESPN2.
3. **Update on digital and social media initiatives for Division I women's basketball for the 2023-24 season.** The Women's Basketball Oversight Committee received an update and highlights from this season's Road Trip, which is designed to enhance team recognition and brand awareness leading into the regular season. The staff made 15 campus visits over 13 conferences from August to October 2023, and conducted over 125 interviews. Impressions were up 62% from last year's Road Trip. Also, there is a priority on spotlighting programs during the season through Madness Matchups, in order to elevate storylines from top 25 teams. The staff also released the first two episodes of the docuseries "Rooted", which strives to elevate how the stories within women's basketball are told and to further enhance brand awareness and community growth. The next episode will be released on February 26.
4. **Update on sports wagering and social media harassment monitoring.** The Women's Basketball Oversight Committee received a status update on national office efforts to 150 schools/200,000 student-athletes per year. A student-athlete e-learning platform was released this past October as an additional membership resource. The mental health office

has partnered with Epic Risk Management to provide in-person gambling education best practices were released in its second version and the staff continues to further relationships with key stakeholder groups in gambling and law enforcement. The national office is using the services of Sportradar to monitor 13,000 contests annually and has been conducting background screenings for over 19,000 officials. Lastly, the national office is using a firm named Signify to monitor several championships, including the DI Women's Basketball Championship, for social media harassment directed at championship participants and selection committee members.

5. **Update on the implementation of the College Basketball Academy for women's basketball.** The Women's Basketball Oversight Committee received a status update on the planning and development of the academy for July 2024. This year's event will occur in Rockhill, South Carolina and Winthrop University will serve as the host. Approximately 645 participants are expected this summer with a new pathway to participation for prospective student-athletes from two-year colleges. The event will take place July 27, through July 29, and will include competition and life skills education session.
6. **Update on the implementation of the Women's Basketball Invitation Tournament.** The Women's Basketball Oversight Committee received a status update on the planning and development of the Women's Basketball Invitation Tournament. The WBIT selection criteria and format was reviewed. Teams will be selected on March 17, for the 32 team event during a selection show occurring at 9 p.m. Eastern.
7. **2024 NCAA Family Travel Program for the Women's Final Four.** The Women's Basketball Oversight Committee approved the policies and procedures for the family travel program for the 2024 Women's Final Four. This approval is required annually in accordance with NCAA legislation.
8. **Update on the NCAA Division I Women's Basketball Student-Athlete Engagement Group.** The Women's Basketball Oversight Committee received an update on the most recent meeting of the student-athlete engagement group. The group was provided an update on the most recent ESPN media rights agreement, WBIT, officiating and regulatory items. Feedback was solicited on the most recent proposals related to NIL. Lastly, the group was made aware of the Women's Final Four professional development opportunity, with applications due on February 23.
9. **Other business.** The Women's Basketball Oversight Committee was provided an overview of the timeline and next steps with regard to the establishment of a revenue distribution performance fund in women's basketball. The Board Finance Committee is in the process of developing models. There will be an opportunity for the Women's Basketball Oversight Committee and other key stakeholders to provide feedback later this spring.

10. **Approval of the Women's Basketball Oversight Committee January 9 in-person meeting addendum report.** The Women's Basketball Oversight Committee reviewed and approved its January 9 in-person meeting addendum report.
11. **Report from the NCAA Division I Women's Basketball Oversight Committee Legislation Subcommittee.** Due to time constraints, the Women's Basketball Oversight Committee will address this report at a future meeting.
12. **Agenda items for future collaboration/communication with the NCAA Division I Men's Basketball Oversight Committee.** Due to time constraints, the Women's Basketball Oversight Committee will address this report at a future meeting.
13. **Future meeting schedule.**
 - a. April 22 videoconference – 2-4 p.m. Eastern time.
 - b. May 13 videoconference – 1 to 3pm Eastern time.
 - c. June 24-25 in-person meeting – Indianapolis, Indiana.

Committee Chair: Kelly Barsky, University of California, Santa Barbara
Committee Vice Chair: Terry Gawlik, University of Idaho
Staff Liaisons: Meredith Cleaver, Championships and Alliances
Lynn Holzman, Championships and Alliances
Binh T. Nguyen, Academic and Membership Affairs

NCAA Division I Women's Basketball Oversight Committee Videoconference February 20, 2024	
Attendees:	
Ketra Armstrong, University of Michigan (nonvoting member).	
Kelly Barsky, University of California, Santa Barbara.	
Jacqueline Blackett, Columbia University – Barnard College.	
Derita Ratcliffe-Dawkins, University of Arkansas, Fayetteville (nonvoting member).	
Danielle Donehew, Women's Basketball Coaches Association (nonvoting member).	
Terry Gawlik, University of Idaho.	
Darrice Griffin, University of Georgia.	
Brent Jones, Troy University.	
Joseph Manhertz, St. Bonaventure University.	
Julie Roe Lach, Horizon League.	
Drew Speraw, Western Athletic Conference.	
Brooke Wyckoff, Florida State University.	

Absentees:
Patricia Anungba, Towson State University (nonvoting member).
Tomekia Reed, Jackson State University.
Olivia Summiel, Virginia Polytechnic State University.
Guest(s) in Attendance:
None.
NCAA Staff Liaisons in Attendance:
Meredith Cleaver, Lynn Holzman and Binh Nguyen.
Other NCAA Staff Members in Attendance:
Lynne Andrew, Connor Bush, Jessie Carmack, Jenn Fraser, Kelsey Gurganus-Wright, Clint Hangebrauck, Khadian Kelly, Dee Kennedy, Kelsi Mahoney, Daress McClung, Courtney Moore, Jenn Samble, Rachel Seewald, Jared Tidemann and Meghan Wright.