



**REPORT OF THE NCAA DIVISION I WOMEN'S BASKETBALL  
OVERSIGHT COMMITTEE  
JUNE 14, 2021, VIDEOCONFERENCE**

**ACTION ITEMS.**

- None.

**INFORMATIONAL ITEMS.**

1. **Update on the gender equity review.** An update from the weekly Division I women's basketball leadership group meetings with Kaplan Hecker & Fink LLP was provided to the NCAA Division I Women's Basketball Oversight Committee. It was noted that the firm has concluded its meetings with stakeholders, including student-athletes and coaches, and the final report is expected to be ready toward the end of July 2021. The weekly leadership meetings will continue through early August with Kaplan Hecker & Fink.
  
2. **Review of NCAA branding and activation of the NCAA Corporate Champion and Partner Program.** The WBOC received an overview of the NCAA Corporate Champion and Partner program. The corporate partners' investments support all 90 championships and investments range from \$5 million to \$55 million per year with an average of \$19.5 million. CCPs are also able to activate incrementally beyond their baseline investment, such as activating at the championship site with giveaways and hospitality. There is no requirement that a partner engage at a certain number of championships, in order to be a part of the program. However, it is required to give the same student-athlete gifts to both genders in a sport. A team of six at the NCAA national office manages relationships with these partners. The CCP program funds 40% of the television buy and 47% of the digital buy. The CCP program provides a base within the Warner Media/CBS deal. On average, CCP advertisers spend four times more than non-CCP advertisers on television and digital.
  
2. **Future videoconference schedule.**
  - a. 4 to 5:30 p.m. Eastern time, Monday, June 28.
  - b. 4 to 5:30 p.m. Eastern time, Monday, July 12.
  - c. 4 to 5:30 p.m. Eastern time, Monday, July 26.
  - d. 4 to 5:30 p.m. Eastern time, Monday, August 9.

*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 June 14, 2021, Videoconference</b>	
<b>Attendees:</b>	
Kelly Barsky, University of California, Santa Barbara.	
Jamie Boggs, Grand Canyon University.	
Lisa Campos, University of Texas, San Antonio.	
Jackie Carson, Furman University.	
Cori Close, University of California, Los Angeles.	
Julie Cromer, Ohio University.	
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.	
David Harris, University of Northern Iowa.	
Kathy Meehan, St. John's University (New York).	
Debbie Richardson, Atlantic-10 Conference (nonvoting member).	
Jennifer Strawley, University of Miami (Florida).	
Elizabeth Wood, University of Tennessee, Chattanooga.	
<b>Absentees:</b>	
Alyson Hagy, University of Wyoming.	
Maisha Kelly, Bucknell University.	
<b>Guest(s) in Attendance:</b>	
Denee Barracato, Northwestern University.	
Rhonda Bennett, University of Nevada, Reno	
Derita Ratcliffe, University of Arkansas, Fayetteville	
Nina King, Duke University.	
Lisa Peterson, University of Oregon.	
Jill Shields, Kansas State University.	
<b>NCAA Staff Liaisons in Attendance:</b>	
Meredith Cleaver, Lynn Holzman and Binh Nguyen.	
<b>Other NCAA Staff Members in Attendance:</b>	
Zandria Conyers, Meghan Durham, Curtis Franks, Jenn Fraser, Ellen Lucey, Amy Reis and Karen Wolf.	