

REPORT OF THE
NCAA DIVISION III STRATEGIC PLANNING AND FINANCE COMMITTEE
MARCH 25, 2025, MEETING

ACTION ITEMS.

1. Legislative items.

- None.

2. Nonlegislative items.

- **Host stipend for football championships live streaming.**

- a. Recommendation. That the Management and Presidents Councils increase the live streaming stipend provided to preliminary-round hosts of the Division III Football Championship from \$1,000 to \$2,000.
- b. Effective date. 2025 NCAA Division III Football Championship.
- c. Rationale. The increase supports the Division III Championships Committee's approval of a recommendation from the Division III Football Committee to require hosts of first-round, second-round, third-round and quarterfinal games of the Division III Football Championship to provide at least two cameras for live streaming purposes. The recommendation from the Championships Committee was based on a survey of Division III football-sponsoring institutions indicating that many schools already deploy two or more cameras during the regular season or for preliminary rounds in which they have previously participated, and that most support requiring at least two cameras for preliminary-round games as standard practice moving forward, particularly since the preliminary rounds are being streamed on ESPN+. The increased stipend helps hosts accommodate the second camera.
- d. Estimated budget impact. \$37,000.
- e. Student-athlete impact. The recommendation helps ease the financial burden for Division III institutions and helps ensure a more consistent and entertaining streaming experience that provides positive exposure for student-athletes.

INFORMATIONAL ITEMS.

1. **Welcome and review of agenda.** The chair, Marc Camille, welcomed the group and called the meeting to order at 8:07 a.m. Eastern time. President Camille asked the committee to introduce themselves and acknowledged the following new members: Carolyn Lepre, president at Salisbury University (Division III Presidents Council representative); Leonard Trevino, director of athletics at Chatham University (chair of the Division III Championships Committee); and Chris Spells, director of athletics at the University of California, Santa Cruz (at-large member).
2. **Report from the November 12, 2024, videoconference.** The committee approved the report from its November videoconference as presented.

3. **Presidents Council/Management Council summary of actions.** The committee reviewed the summary of actions from the January Division III Presidents and Management Council meetings, noting particularly the items pertaining to the SPFC. Staff noted that a formal agreement has been reached with Mental Health First Aid to provide mental health training to all Division III head coaches and athletic trainers. The partnership, which was endorsed by the councils, the Division III Student-Athlete Advisory Committee and the NCAA Sport Science Institute, reflects a recommendation from the review Deloitte conducted in 2024 regarding the division's priorities and opportunities.
4. **Division III Philosophy Statement.** The committee reviewed the division's philosophy statement and referred to it during several agenda items.
5. **SPFC policies and procedures.** The committee noted its updated policies and procedures that were approved during the 2024 November meeting.
6. **Division III budget guidelines and principles.** The committee reviewed the division's budget guidelines and principles that were formally approved by the Management and Presidents Councils during their summer 2024 meetings. This resource is shared with all Division III governance and sport committees to help inform decisions with a budget impact.
7. **Division III budget.**
 - a. **2024-25 budget-to-actuals.** The committee reviewed the budget-to-actuals through the end of February.
 - b. **Future budget projections.** Staff noted that the new fiscal year 2025 budget is \$6 million more than fiscal year 2024 budget due to revenue gained from the NCAA's two broadcast agreements. Also, the division's new enhancements – a per diem increase, championship bracket expansion, and championship live streaming, as well as the health and safety grant and the new program to provide mental health training to all head coaches and athletic trainers, contributed to the intentional increase to spend from the excess of mandated reserves.
 - c. **Division III membership dues assessment.** The committee discussed the membership dues assessment (which is a fee institutions and conferences pay above the annual dues) that the division previously agreed to pause for this year and next year to help reduce the division's excess of mandated reserves in a way that provides a direct benefit to Division III members. The committee provided initial reactions to either retaining the pause, reinstating the assessment or eliminating it. The committee will revisit this issue during its November meeting when it recommends allocations for the next budget cycle (2026-28).
 - d. **Championships per diem.** Staff updated the committee on the previously approved increases in per diem for the current budget cycle: \$135 in 2024-25 and \$140 in 2025-26, with dollars earmarked for future budget cycles to increase to \$145 in 2026-27 and \$150 in 2027-28. Upon reviewing the financials leading into the cycle, staff realized that the per

diem increase to \$140 was overestimated. As a result, the Division III Championships Committee revisited the increases as previously planned.

Among the options it considered was to increase per diem for 2025-26 and 2026-27, which would provide an immediate benefit without exceeding the previously approved \$150 level for 2027-28. The SPFC directed the Championships Committee to confirm the budget impact on the division's future forecast and craft a formal recommendation during its May videoconference for the SPFC to consider during its June meeting.

- e. **Women's wrestling.** Staff updated the committee on the status of women's wrestling, which was formally adopted as an NCAA championship sport at the January Convention and will conduct its first National Collegiate championship in the winter of 2026. Staff noted that because of the significant sponsorship of women's wrestling in Division III, it is possible the membership may sponsor legislation for the 2026 Convention proposing a Division III Women's Wrestling Championship effective in 2027 or 2028. Staff noted that budget allocations have been earmarked to support a separate Division III championship if such legislation is approved.
8. **NCAA Captive Insurance Program update.** Staff updated the committee regarding the division's current insurance policy as part of the NCAA's captive insurance program. Division III currently has opted in for coverage of lost ticket revenue and radio rights in the event the Division I Men's Basketball Championship is canceled. The SPFC discussed options for the upcoming year and recommended retaining the current coverage for fiscal year 2026.
9. **Division III Strategic Initiatives Conference Grant Program.** The committee reviewed and approved the updated grant policies and procedures document. Staff also updated the committee on the conference grant review subcommittee vacancies. The subcommittee consists of three members of the SPFC, two of which have been confirmed, with one to be determined.
10. **Championships Committee updates.** The SPFC discussed and approved a recommendation from the Championships Committee to increase the streaming stipend provided to preliminary-round hosts of the Division III Football Championship from \$1,000 to \$2,000 [see the nonlegislative action item above]. The SPFC also noted the Championships Committee's discussion regarding per diem that the SPFC considered in agenda item 7-d.
11. **Division III live streaming and branding update.** The committee received an update on live streaming for championships this past fall, which was the first time Division III required hosts to live stream every round of team championships and make available on NCAA.com. In total, 210 competitions were streamed through the NCAA.com/Hudl partnership – all available for free except the women's volleyball quarterfinals, semifinals and championship contests and football, which were distributed on ESPN+. Viewers watched a combined 11.5 million minutes of live content this fall compared to 2.3 million last year. The field hockey championship also was promoted via the NCAA fan database and experienced a 158% increase in viewership. Staff also noted the data for the women's volleyball and football live streams on ESPN+ as well as

preliminary data on the live streams of winter championships. Staff provided an update on increased engagement through social media with Division III content. The live streaming and social media initiatives directly support the division's efforts to increase its branding.

- 12. Deloitte recommendations.** The committee revisited the financial review Deloitte conducted in 2024 and discussed potential planning processes to address the identified threats and opportunities. In particular, the committee noted the positive impact from implementing the live streaming requirements for championships preliminary rounds and the anticipated positive impact of the mental health training initiative identified in agenda item three. The committee noted that the newly established Division III Presidents Council Futures Subcommittee will be continually reviewing the Deloitte recommendations as well.
- 13. Division III Enrichment Fund evaluation.** The committee reviewed information that was updated in response to the 2024 Lewis Rice review of the division's Enrichment Fund. Specifically, the committee reviewed the revised objectives and metrics for the programs and grants within the Division III Enrichment Fund. The committee reviewed and supported documents staff provided that outline ways to enhance the connections and consistencies with the division's programs and grants and demonstrate their value to the Division III membership. Committee members appreciated these documents as valuable resources for member institutions and conferences to raise awareness of development opportunities for all individuals.
- 14. Strategic priorities.** The committee reviewed a document summarizing the work of the Division III national office staff in support of the division's governance structure priorities. The committee also reviewed a one-page document that outlines the principles and expectations institutions, conferences and the governance structure strive for regarding the student-athlete collegiate experience. This one-page document outlines the division's strategic priorities and vision to support student-athletes. The SPFC applauded this new resource and encouraged that it be shared with the Division III membership, as it clarifies the division's mission and helps demonstrate the value of being part of Division III.
- 15. Division III Enrichment Fund initiatives with a budget impact.** The committee received updates on the following programs and noted the positive impact of each on the division:

 - Emerging Elite Program.
 - Student Immersion Program.
 - ADR Professional Development.
 - New Commissioners Orientation.
 - New Athletics Director Orientation.
 - Institute for Administrative Advancement.
 - LGBTQ Recognition Award Program.
- 16. Future meetings.** The committee will convene via videoconference in June on a date to be determined.

17. Adjournment. The meeting adjourned at 1:18 p.m. Eastern time.

Committee Chair: Marc Camille, Albertus Magnus College
Staff Liaison(s): Louise McCleary, Division III Governance
 Bill Regan, Division III Governance
 Cara Hubert, Administrative Services
 Jeff Myers, Academic and Membership Affairs

Division III Strategic Planning and Finance Committee March 25, 2025, Meeting
Attendees:
Marc Camille, Albertus Magnus College.
Stephanie Dutton, United East Conference.
Michael Harrison, Framingham State University.
Charley Jacobs, St. Norbert College.
Rob Larson, Luther College.
Carolyn Lepre, Salisbury University.
Muthu Meenakshisundaram, University of Minnesota, Morris (via videoconference).
Joe Onderko, Presidents' Athletic Conference.
Chris Spells, University of California, Santa Cruz.
Leonard Trevino, Chatham University.
Shanna Trone, Agnes Scott College.
Absentees:
None.
Guests in Attendance:
Gary Brown, NCAA Contractor (via videoconference).
NCAA Staff Support in Attendance:
Cara Hubert, Louise McCleary, Jeff Myerson and Bill Regan.
Other NCAA Staff Members in Attendance:
Eric Hartung, Malik Henry, Natalia Herrera, Katie Mucci, Laura Peterson-Mlynski, Lisa Rogers, Liz Schneckenburger and Ali Spungen.