



**REPORT OF THE
NCAA DIVISION III STUDENT-ATHLETE ADVISORY COMMITTEE
APRIL 18-19, 2020, MEETING**

ACTION ITEMS.

- None.

INFORMATIONAL ITEMS.

1. **Meeting Conducted Virtually.** On April 18-19, the primary members of the NCAA Division III Student-Athlete Advisory Committee gathered virtually via Microsoft Teams to conduct its April meeting.
2. **Administrative items.**
 - a. Roster. The committee reviewed and updated its current roster.
 - b. January 2020 report. The committee reviewed and recommended an editorial change to the report. The committee approved the report with the noted change.
 - c. Robert's Rules of Order. The committee reviewed the Robert's Rules of Order guidelines document.
 - d. Division III campus SAAC liaison contact information. The committee reviewed the campus contact information.
3. **Policies and Expectations.**
 - a. Policies and procedures. The committee reviewed its policies and procedures and noted no changes as currently presented.
 - b. Committee assignments. Christine Mayorga, soccer student-athlete, Montclair State University, has assumed the SAAC appointment to the Minority Opportunities and Interests Committee. There were no additional or new vacancies for committee assignments for SAAC members.
 - c. Expectations of serving on SAAC. The committee reviewed the expectations of SAAC primary and associate members.
 - d. Associate members overview. The committee discussed relationships with associate members and provided NCAA staff feedback about communication flow with partner conferences.

4. Division III SAAC Social Media Working Group discussion report out and update.

- a. Adam Skaggs, assistant director of Division III governance communications, joined the meeting to provide an update on the SAAC mental health campaign occurring from May 4-7. The SAAC-led mental health campaign will center around #BreakTheStigma, to bring awareness to the de-stigmatization of student-athlete mental health. Mr. Skaggs discussed the strategy of the campaign, outlining engagement strategies, the plan for official Division III social media platforms and the creation of a SAAC specific logo for future campaigns.
- b. The social media working group reported on its plan to amplify the campaign and to create its own content for #BreakTheStigma. The committee collaborated on content ideas to push through the Division III SAAC Twitter account, while also discussing how members will ensure participation from their conferences and campuses. The committee reinforced that mental health is of the utmost importance with current developments in college athletics due to the impact of COVID-19.
- c. In a supplement sent prior to the meeting, committee members were introduced to the website for the social media campaign. The webpage for the campaign outlining the details for the campaign is found here: <http://www.ncaa.org/sport-science-institute/topics/mental-health-social-media-campaign>.

5. Division III Association-wide Initiatives – Name, Image and Likeness Feedback. The committee held substantial discussions surrounding the topic of Name, Image and Likeness, providing feedback on the three recommendations outlined by the Interpretations and Legislative Committee. To begin, the committee was provided an overview of the current status of NIL legislation to serve as an introduction for new members and a reminder for returning members. The committee then reviewed its feedback from the 2020 NCAA Convention, before diving into the ILC's three recommendations. The committee submitted votes (support or oppose) for each recommendation.

- a. **Recommendation No. 1 - Use student-athlete status in the promotion of various academic and other endeavors involving their work product (research, book publishing, class projects, tutoring, personal business, creative endeavors, media activities, private lessons).**

The committee nearly unanimously supported this ILC recommendation. Members of the committee agreed that student-athletes should be able to use their status as student-athletes in this realm given that other students at the institution can similarly use their identity for these activities. The one area that the committee sought clarity was how social media usage fits into work product. This is one of the main areas where student-athletes seek to gain from the use of their NIL, so it needs to be further articulated to avoid a complicated gray area. In the vote conducted by the committee, 17 members supported this recommendation, with only one member opposing.

- b. Recommendation No. 2 – Use of student-athlete status while participating in promotions and other endorsements (ex. Brand ambassador, commercials, appearances/ autographs, modeling) provided payment is commensurate with the going rate, the institution is not involved in securing the promotion and these opportunities are not part of the recruiting process.**

Similar to recommendation one, this proposal received near unanimous support from the committee. The general sentiment is that SAAC represents the voice of the student-athlete population and should be advocating for the ability to expand opportunities for this group. This legislation would align with this mission and would also support the best possible athletic experience for student-athletes. The one main concern from the committee on this recommendation would be the ambiguity surrounding the “going rate” of compensation. This, according to the committee, presents a gray area that could potentially lead to exploitation and lack of enforcement. In the vote conducted by the committee, 16 members supported the recommendation, while two opposed.

- c. Recommendation No. 3 – To NOT consider any changes to permit the use of student-athlete status in crowdfunding. The concern is that crowdfunding does not represent “work product” and that sources of contributions to these fundraising efforts are difficult to monitor and could reflect “pay for participation.”**

The committee remained divided on recommendation three, with a near 50-50 split of votes to support or oppose. Members who opposed this recommendation cited that with uncertain financial futures, many students could seek to benefit from the ability to crowdfund with their student-athlete status. Additionally, those who opposed believe that student-athletes should be able to use their status in the same manner as other students at the institution, which would allow crowdfunding using their NIL. Members who support this proposal maintain that the area of crowdfunding remains the ripest for potential abuse. Without involved guidelines or enforcement mechanisms, crowdfunding drifts too close to the “pay for play” model and against the philosophy of Division III athletics. In the committee vote, 10 members supported recommendation three, while eight opposed it.

- d. Voting results for three NIL recommendations.**

- 6. NCAA Sport Science Institute updates.** Jessica Wagner, associate director of the NCAA Sports Science Institute, joined the committee meeting to provide updates regarding the development of COVID-19 and its impact on college athletics. Ms. Wagner detailed the role of the COVID-19 Action Team and the COVID-19 Advisory Panel, and their role in the ongoing decision-making process. Additionally, Ms. Wagner highlighted the mental health resources made available through the NCAA and previewed a memo sent to the membership about the development of additional resources. Finally, Ms. Wagner reiterated that the NCAA SSI is continuing to work with SAAC chairs to assess student-athletes needs and see how the organization can help fulfill the needs of the membership.

7. **Executive updates from NCAA President Mark Emmert.** NCAA President Mark Emmert joined the committee meeting to provide updates on key issues facing the Association. Topics covered included the continued impact of COVID-19 on college athletics, the unique financial ramifications on Division III institutions of the pandemic, the emerging professional basketball alternatives to the NCAA, and the role SAAC can play in the time of crisis.
8. **Updates from NCAA Research.** Lydia Bell, associate director of NCAA research, joined the committee meeting to preview the early results from the COVID-19 membership survey. Emerging trends from the survey, discussed in the meeting, surrounded student-athlete mental health, barriers to training, sentiments of anger, loneliness, anxiety, and more. Ms. Bell highlighted the necessity of mental health resources and discussions as a result of the survey, as this a clear area impacted by the cancellation of spring season.
9. **Governance update.** Dan Dutcher, vice president for Division III, and Louise McCleary, managing director of Division III, joined the committee meeting to provide an update surrounding the state of Division III and cover emerging topics facing the membership. Areas of focus included COVID-19 and its impact on Division III athletics, the current crisis and its larger effect on higher education, the developmental timeline of Name, Image and Likeness legislation and sexual violence prevention. Committee members were asked to provide feedback surrounding COVID-19's impact and areas where the NCAA should seek to get involved.

In the open forum portion of the governance update, questions posed by SAAC members centered around the topics of potential institution mergers (due to financial impact of COVID-19), e-sports, the execution of snack legislation, and future of committee meetings.
10. **Division III and Association-wide initiatives - Gameday the DIII Way.** The committee discussed the creation of a Gameday the DIII Way PSA-style video for use going forward on this initiative. Committee members will assist with the scripting, conceptualizing and production of the video to highlight the service standards associated with the Gameday initiative.
11. **Special Olympics update and engagement.** The committee was provided a refresher on the on-going partnership between NCAA Division III and Special Olympics. With the July SAAC in-person meeting moved to a virtual platform, the committee was asked to brainstorm creative ways to maintain the partnership through an activity that can be conducted online. Committee members will report back to the committee liaisons with their proposals for summer engagement with Special Olympics. Potential ideas include a dance party and a workout class.
 - **Conference challenge.** Committee members agreed to pursue a conference challenge in the upcoming academic year. The details will be solidified by the Special Olympics working group and presented at the virtual July meeting.
12. **Division III SAAC Working Group Report Outs.**
 - a. **Inclusion Working Group.** The Inclusion Working Group reported on its current development of a LGBTQ initiative for member institutions in the fall. The working group is seeking to promote a Day of Silence to the membership, where institutions over the

course of a fall weekend will incorporate a moment of silence to recognize those who have been the subject of LGBTQ bullying or abuse. After COVID-19 hopefully passes, the working group will build out a communications strategy for how this initiative will be promoted and executed. Additionally, the working group reported on the Sexual Assault and Domestic Violence Prevention resource, which was edited at the NCAA Convention and will be solidified for distribution shortly.

- b. Special Olympics Working Group.** The Special Olympics Working Group has been producing social media profiles on Twitter highlighting the efforts of individual campuses that executed phenomenal Special Olympics activities this year. Additionally, the working group will lead the charge in brainstorming potential virtual engagement strategies for the July Special Olympics event. Finally, members of the working group are working to develop a strategy for the conference challenge initiative.
 - c. Sustainability Working Group.** The Sustainability Working Group reflected on the reception of the 2020 NCAA Convention gift of a reusable straw and cup. Feedback was that the gift was very well received and impactful. Currently, the working group is developing a sustainability one-page document that will provide a visual representation of the impact of implementing sustainable practices on campus. With the development of COVID-19, this document has been delayed until the fall. Finally, the working group led the charge on social media efforts for Earth Day.
 - d. Social Media Working Group.** The Social Media Working Group reiterated details regarding the May 4-7 mental health social media campaign. Committee members discussed content ideas for SAAC with the COVID-19 pandemic, including mental health resources, empathetic support and more. The committee remarked that the engagement on the SAAC Twitter has been great since the Convention and reminded members about the power of the SAAC voice.
- 13. Division III Committee Reports.** Committee members provided updates and items that directly impact student-athletes from their recent attendance at Division III and Association-wide committee meetings and Division III working groups.
- 14. Reminder of future meeting dates.**
- a. July 18-19, 2020; Virtual meeting. [Primary and associate members]
 - b. September/October 2020; committee teleconference. [Primary and associate members]
 - c. November 15-16, 2020; Virtual meeting. [Primary members only]
 - d. January 12-16, 2021; NCAA Convention, Washington, D.C. [Primary and associate members]

15. Other business.

- **International University Sports Federation - Student-Athlete Survey.** Committee members were reminded to take the survey sent on behalf of the International University Sport to collect information about student-athlete awareness of international athletic opportunities.

16. Adjournment. The chair adjourned the meeting at 5 p.m.

Committee Chair: Braly Keller, Nebraska Wesleyan University; American Rivers Conference.

Staff Liaisons: Ali Spungen, Division III Governance

Brynna Barnhart, Enforcement

Corey Berg, Academic and Membership Affairs

Patrick Malin, Leadership Development

NCAA Division III Student-Athlete Advisory Committee April 18-19, 2020, Meeting
Attendees – Primary Members:
Madeira Alexander, Salisbury University, Capital Athletic Conference.
Devonte Amos, University of Wisconsin – La Crosse, Wisconsin Intercollegiate Athletic Conference.
Paxton Blanchard, Keene State College, Little East Conference.
Janne Brown, Aurora University, Northern Athletics Collegiate Conference.
Gerard Bryant, John Jay College of Criminal Justice; ex officio Management Council representative.
Mika Costello, Willamette University; Northwest Conference.
Hannah Durst, Baldwin-Wallace University; Ohio Athletic Conference.
Lottie Ellis, Crown College (Minnesota); Upper Midwest Athletic Conference.
Annabelle Feist, Williams College; New England Small College Athletic Conference.
Bridgett Finn, Lebanon Valley College, Middle Atlantic Conferences.
Anthony Francois, John Jay College of Criminal Justice; City University of New York Athletic Conference.
Cameron Gardner-Nicholson, Penn State University, Altoona, Allegheny Mountain Collegiate Conference.
Arcel Kabongo-Ngoy, Western New England University; Commonwealth Coast Conference.
Braly Keller, Nebraska Wesleyan University; American Rivers Conference.
Connor Lambert, St. Lawrence University, Liberty League.
Catherine Lanigan, Juniata College; Landmark Conference.
Michael Litz, Penn State University, Abington; North Eastern Athletic Conference.
Christine Mayorga, Montclair State University; New Jersey Athletic Conference.
Michael McMahon, Becker College; New England Collegiate Conference.
Jack Mulvihill, St. John Fisher College, Empire 8.
Abigail Newkirk, Bluffton University; Heartland Collegiate Athletic Conference.
Mercy Ogutu, Trinity Washington University, Independents.

Colby Pepper, Covenant College; USA South Athletic Conference.
Isaiah Swann, University of Texas at Dallas; American Southwest Conference.
Denise Udelhofen, Loras College; American Rivers Conference, ex-officio Management Council representative.
NCAA Staff Support in Attendance:
Brynna Barnhart, Enforcement.
Corey Berg, Academic and Membership Affairs.
Patrick Malin, Leadership Development.
Ali Spungen, Governance.
Kiana Verdugo, Governance.
Other NCAA Staff Members in Attendance:
Lydia Bell, Research.
Dan Dutcher, Governance.
NCAA President Mark Emmert.
Louise McCleary, Governance.
Jeff Myers, Academic and Membership Affairs.
Adam Skaggs, Governance.
Jessica Wagner, Sports Science Institute.