

Notes of the Presidential Committee on Athletics

Big Ten Iowa Room, CHA

April 11, 2024

Members Present: Charlton, Foley Nicpon, Hand, Hanley, Kylsh, Lee, Moran, Pettys, Pierce, Raiber, Reisinger, Torner, Vogan, Voss, Weinstein.

Members Absent: Binns, Cavey Lang, Grosland, Hollingworth

Also Present: Clerry (Senior Associate AD), Davies (Associate Athletics Director) Etsey (Associate Athletics Director), Goetz (Athletics Director), Henderson (Deputy Athletics Director), Hilleman (Senior Associate Athletics Director), Simcox (Associate Athletics Director), Weitzel (Associate Athletics Director).

Guests Present: Fran McCaffery (Head Men's Basketball Coach), Scott Brickman (Altius)

Chair Torner called the meeting to order at 4:01 pm. He first acknowledged the success of both the women's wrestling and women's basketball programs.

I. Approval of the February 29, 2024, PCA Minutes

Weinstein moved to approve the February 29, 2024, minutes; Hand seconded the motion. Unanimous approval was recorded from the Committee.

II. Head Coach Introduction – Fran McCaffery

Chair Torner introduced Fran McCaffery by noting his previous coaching positions that led him to Iowa and the now 14 years he has spent at Iowa. Torner acknowledged the success McCaffery has brought to the program, noting his 2022 Big Ten Tournament Championship and being the winningest men's basketball coach at Iowa.

McCaffery started by mentioning the success on and off the court this past season including five all-conference players, five academic all-conference awards, rookie of the year, and other notable statistics. McCaffery went into further detail on how he has built success within his program, the tie between NIL and the transfer portal, this off-season, and the great relationships his program has with the women's basketball program.

McCaffery opened the floor to questions, where questions were received and answered on the importance of relationships between recruits and coaches, portal windows, and recruiting style.

III. Transfer Portal – Scott Brickman

Scott Brickman was introduced to the Committee recognizing his coaching experience, past work at the university, the swarm collective, and current position at Altius.

Brickman explained his role at Altius and how he partners with the athletics department to support student-athletes. This is detailed in the enclosed slide deck.

IV. Vice Chair Report – Chair Torner

Chair Torner reported on the following current searches:

- A.*** Three athletic training positions
- B.*** Deputy Athletics Director

V. Announcements – Chair Torner

Chair Torner reported on:

- A.*** The updated language for hiring of assistant coaches was approved by the university and is now operational.
- B.*** 59 student-athletes named winter academic All-Big Ten. Men's wrestling had a record 19 honorees.
- C.*** Continue efforts to update the PCA manual.
- D.*** Golden Herkys – April 29
- E.*** Graduation – May 10

VI. Subcommittee Reports

A. Academic Achievement – Hand

The Subcommittee met last week with Liz Tovar to discuss graduation rates. It was noted athletics has an 89 GSR with all teams above 75%. The current focus is the impact of the transfer portal.

B. Diversity, Equity, and Inclusion – Foley Nicpon

The Subcommittee met with Jennifer Modestou and received a draft of the hiring report that will be presented during the next PCA meeting.

Lorenda Holston provided a diversity series presentation and feedback from student-athletes who experienced these events. Holston also listed upcoming summer events and provided updates on the pregnancy policy.

C. Student-Athlete Well-Being – Reisinger

The Subcommittee met with athletics sport psychology. Items discussed include resources available around team building and the work being done around students who are exhibiting concerns about eating disorders and physical insecurities.

VII. ISAAC Report – ISAAC Representative, Klysh

Klysh reported on the following:

- A.** Returned from Big Ten SAAC Meetings in Rosemont. The following areas were discussed.
1. Financial literacy: discussed training that will be brought to the executive team.
 2. Mental health training: discussion on how other institutions are providing mental health services. The group is passionate about certifying coaching staff around mental health.
 3. Subcommittee in sports: discussion around dividing revenue and non-revenue generating sports.
- B.** Upcoming Events:
1. ISAAC Day of Caring – April 21
 2. Golden Herkys – April 29

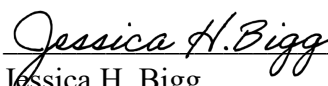
VIII. NCAA Report / Athletics Director's Report – Goetz

Goetz reported on the following items:

- A.** The incredible success of our women's basketball program. She thanked athletics staff, university staff, and the fan base who made it possible; stating the importance of partnership across the campus to allow the team to shine and bring the community together.
- B.** Athletics Success:
1. Men's Basketball – reached the second round of NIT.
 2. Swimming and Diving – finished top 10 at the National Invitational championship.
 3. Men's Wrestling – finished fifth at nationals with Ayala finishing as a national runner-up.
 4. Gymnastics – 4 individuals reaching NCAA Regionals.
 5. Women's Wrestling – 6 national champions and the team title.
 6. Spring sports are well underway in conference play and approaching championship season in some sports.
- C.** The NCAA DI Council meets next week. The two primary items to pay close attention to are the parameters around NIL and transfer rules.

IX. Adjourn

- A.** The meeting concluded at 4:47 pm.



Jessica H. Bigg
Recording Secretary

APRIL 2024



ALTIUS SPORTS
PARTNERS



NAME, IMAGE, AND LIKENESS

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ON CAMPUS GM PROGRAM AT IOWA



How can Scott help Hawkeye staff with NIL?

NIL Education:
Recruiting
Conversations &
Current Athlete
Support

National Landscape
& Industry Trends

External Stakeholder
Education &
Engagement

SCOTT BRICKMAN – NIL GENERAL MANAGER

As a NIL General Manager for Altius Sports Partners, Scott is responsible for educating athletes, businesses, and brands on how to maximize NIL opportunities at the University of Iowa.

OFFICE LOCATION



Carver Hawkeye Arena
S365

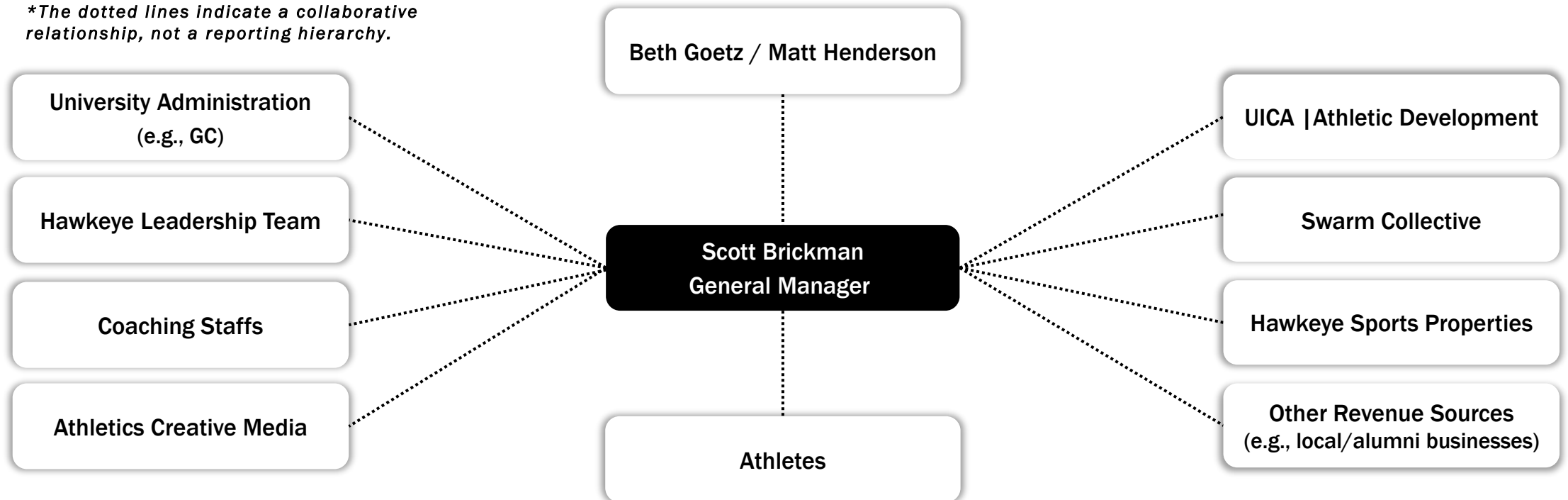


NIL OPERATIONAL SUPPORT



The NIL General Manager (GM) oversees and implements all current and future strategic initiatives involving athlete commercial opportunities, providing a centralized and collaborative approach to support NIL operations.

**The dotted lines indicate a collaborative relationship, not a reporting hierarchy.*



WHAT IS NIL?



NIL IS...

1. Ability for athlete to use name, image, and likeness to be compensated for:

- Traditional endorsements and social media
- Appearances, autographs, and camps
- In-kind deals
- Unique deals, like equity and NFTs

2. Ability for athlete to hire a marketing agent or representative to assist with off-the-court NIL activities



NIL IS NOT...

1. Agreements provided without quid pro quo (payments for work not performed)

2. Pay-for-play (compensation contingent on athletics participation or performance)

POSSIBLE NIL DEALS

TRADITIONAL ENDORSEMENTS + SOCIAL MEDIA

Getting paid to endorse a product in any medium, including social media

Ex: Athlete posts a picture drinking a bottle of Powerade

IN-KIND DEALS (FREE SHOES, MEALS, ETC.)

Receiving “free” product for a photo, autograph or social post

Ex: The team eats at a local restaurant and the manager offers to comp their meal if they take a photo that can be framed above the host stand

APPEARANCES, AUTOGRAPHS + CAMPS

Providing a service and getting paid for time

Ex: Athlete hosts a camp in her hometown + has reception on last day to sign autographs and take photos with attendees

UNIQUE DEALS

More complex deals, including taking equity in companies in exchange for endorsing a product or selling NIL for use in new technology like Non-Fungible Tokens (NFTs)

Ex: Athlete receives 5% equity in an NFT startup

ATHLETE EDUCATION

INTRO TO NIL & OPPORTUNITY MANAGEMENT	NIL 101 Evaluating Opportunities for YOU Contract Cheat Sheet NIL Opportunities and Examples
HOW TO GET STARTED	Self-Evaluation Opportunity and Resource Management Brand Communications and Outreach Pitch Yourself
PERSONAL BRANDING & BRAND MANAGEMENT	Building and Marketing Your Brand Brand Alignment Monetizing Your Brand
BUILD YOUR BOARD & AGENTS	Identifying Personal Board of Directors Know Yourself and Fill Your Gaps Agents 101 & How to Vet Representation
INTELLECTUAL PROPERTY	IP 101 Types of Intellectual Property Use of IP and Maximizing IP
GROUP LICENSING	Group Licensing 101 Group Licensing Opportunities and Examples
FINANCIAL MANAGEMENT	The Basics of Making & Managing Money Work Smarter, Not Harder: Passive v. Active Income Setting Yourself for Long-term Success Taxes & Other Financial Responsibilities

BUSINESS FORMATION & ENTREPRENEURSHIP	Entrepreneurship + LLCs 101 Tangible Steps to Building a Business Skillset Evaluation and Growth Opportunities
CONTRACTS	Contract Key Terms Issue Spotting and Solutions Practical Examples
TEAM DYNAMICS	Navigating the New Landscape as a TEAM Goals and Expectations Amplifying One Another You, Your Team, and Your NIL
CAMPS, CLINICS, & LESSONS	Creating a Plan Finding Resources and Leveraging Relationships Marketing Your Venture
BEING A BUSINESS LEADER	How to Say No in a Professional Way Relational Currency Negotiating and Advocating for Yourself
TRANSITION POST COLLEGIATE ATHLETICS	Integrating NIL Activities on Resume Creating a Sustainable Foundation Utilizing Your Network Pitching Yourself

NIL HIGHLIGHTS



*Jaecee Hall x Unbreakable
Female Athlete*



Deontae Craig x Pancheros



*Campus Ink
Partnership*





*Gabbie Marshall + Kate
Martin x Hey Dude!*

CONTACT INFO



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