
A meeting of the Athletics Committee of the Board of Visitors of Old Dominion University was held on Wednesday, June 16, 2021, at 9AM. Pursuant to Executive Amendment 28 to HB29 (2020), the Committee met by electronic communication means, without a quorum of committee members physically assembled at one location, to discuss or transact business statutorily required or necessary to continue operations of the Board and the discharge of its lawful purposes, duties and responsibilities.

Present from the Committee were:

Yvonne Allmond, Chair
Carlton F. Bennett, Vice Chair
Kay Kemper, Rector
R. Bruce Bradley
Robert Broermann
Robert Corn
Unwanna Dabney
Larry R. Hill
Ross Mugler
P. Murry Pitts
Lisa Smith

Also present were:

Wood Selig
Alonzo Brandon
Greg DuBois
Eileen Graham
Donna Meeks
Amanda Skaggs
R. Earl Nance
Don Stansberry
Holly Hutchinson
Ron Moses
Jason Chandler
Carolyn Crutchfield
Bridget Groble

Yvonne Allmond called the meeting to order at 9:00 a.m.

Upon a motion made by Ms. Allmond and seconded by Mr. Pitts, the minutes of the Athletics Committee meeting held on December 10, 2020 were approved by roll-call vote

The next television campaign will be in August to market season ticket sales to potential buyers.

The agency then showed bloopers and outtakes from the taping of the commercial featuring ODU football legend Taylor Heinicke and ODU head coach Ricky Rahne. They closed out their presentation playing the final two commercials in their entirety.

Jason Chandler and Carolyn Crutchfield provided an update on ticket sales as 6,500 season tickets have been sold to date with three months left to reach our goal of 10K season ticket holders (1,000 above 2019 season ticket total). We have sold over 530 new season tickets and he attributed this to the successful ad campaign. Mr. Chandler feels we are in a good position to exceed 2019 sales and anticipates August will be a great month.

ODU athletics has never used an outside firm for marketing needs. Wood thanked the Davis Ad Agency for their great work pro bono on behalf of ODU athletics and also the donors who came forward and financially committed \$50K to this advertising campaign. We were also extremely fortunate to have Taylor Heinicke accept our request to help promote season tickets for ODU Football for no charge.

Carolyn Crutchfield reported that Kaufman Mall will be a turnkey tailgating experience for all fans with family friendly activities. The alcohol beverage control has approved the sale of beer to patrons on Kaufman Mall in restricted and designated areas.

Dr. Ron Moses reported that the athletics department had the best academic year since 2009 with the following academic success for the past academic year and particularly the spring 2021 semester:

3.31: Highest term GPA in ODU athletics history
Women's tennis has the highest women's sport GPA @ 3.87
Men's swimming had the highest men's sport GPA @ 3.53
71%: Percentage of student-athletes to achieve above a 3.0 GPA in departmental history (up 21% from spring 2020)
17/18 teams achieved above a 3.0 (first time in departmental history)
94%: Highest single year Graduation Success Rate (GSR)
87%: Highest 4-year GSR
3.10: Highest Men's Football GPA in program history
888: Number of hours completed in community service by our student-athletes (mostly virtual service efforts). Finished in top 10 Helper Helper rankings for second year in a row.

Dr. Moses then reported on academic-based revenue distribution: Beginning in Spring 2020, a portion of Division I revenue is distributed to member schools based on the academic achievement of student-athletes. The model allows schools with higher graduation rates and academic success to qualify for more funds.

A school earns an academic unit by meeting any ONE of these three standards:

- 1)

Wood asked Holly to comment on online vs in person classes. Could online classes be continued in the future to provide that much needed benefit of flexibility?

Wood asked Holly to talk about mental health needs and support for all student-athletes:

Holly also