



Athletics Committee Meeting

August 5, 2025 | 10 a.m.

Brad D. Smith Center for Business and Innovation, Room 113



August 2025 Athletics Committee Meeting

AGENDA

10 a.m.

Athletics Committee
Jim Smith, Chair

Action Items
None

Information Items

Committee Annual Activity Calendar 3
*Debra Boughton, Executive Associate Athletic Director
for Championship Planning and Resources*

Athletics Report 4
*Debra Boughton, Executive Associate Athletic Director
for Championship Planning and Resources*

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Review and Support Competitive Excellence

Athletic Teams Updates

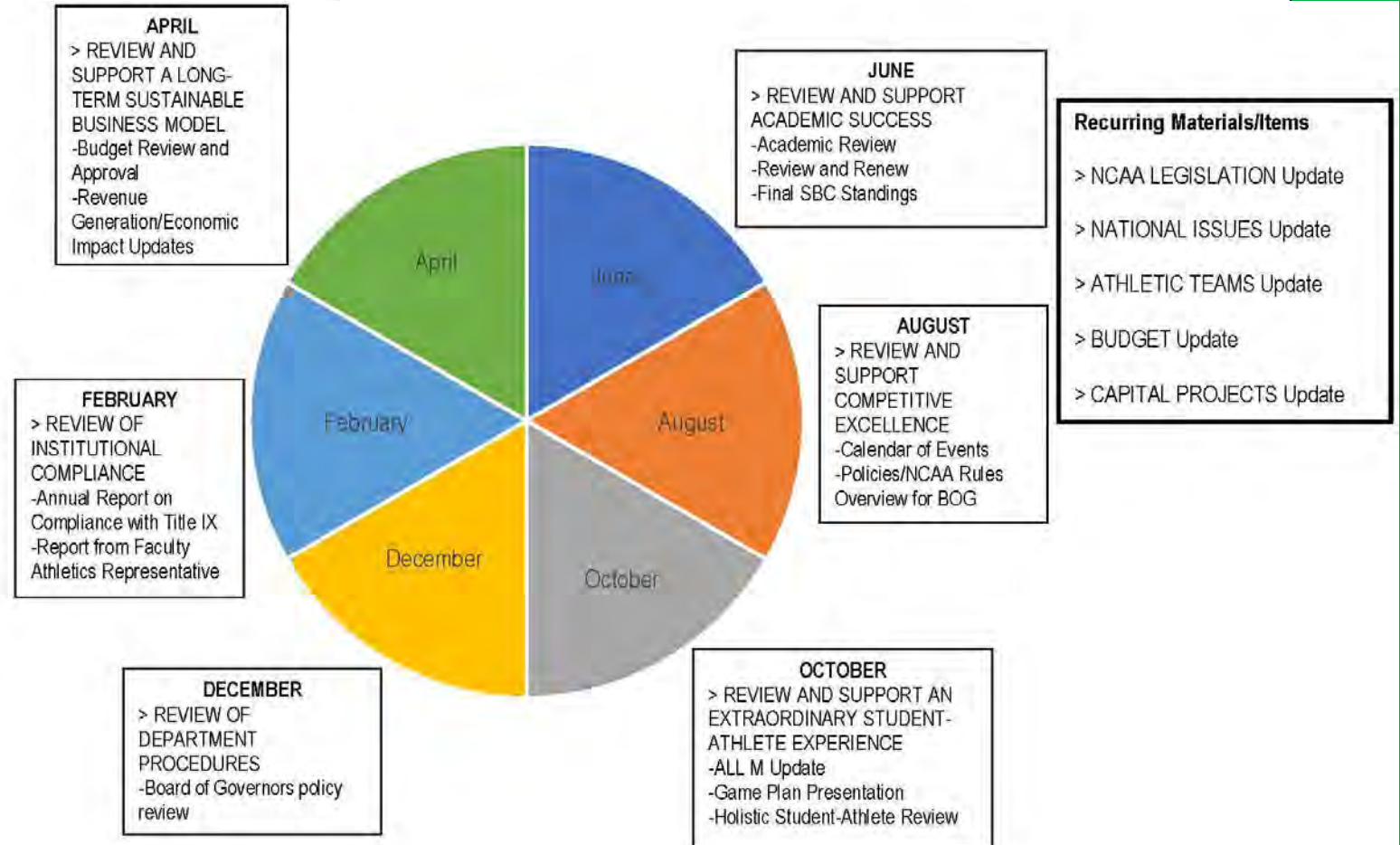
NCAA Legislation Updates

National Issues Updates

Budget Updates

Capital Projects Update

ACTIVITY WHEEL



BOARD OF GOVERNORS

August 5, 2025



Debra Boughton
Executive Associate AD, Championship
Planning and Resources



Marshall
ATHLETICS



Welcome to the **FAM^{THE HERD}ILY**
GERALD J. HARRISON

DIRECTOR OF ATHLETICS



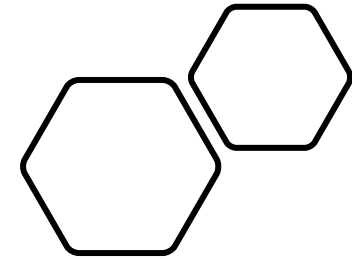
AGENDA

Review and Support Competitive Excellence

- Calendar of Key Events
- Policies/NCAA Rules Overview for Board of Governors
 - Marshall Athletics Compliance

Recurring Materials/Topics

- Athletic Teams Updates
- National Issues Update/NCAA Legislation Updates
- Budget Update
- Capital Projects Update



CALENDAR OF KEY EVENTS

Fans First Day, August 6

Soccer Party at the Plaza, August 9

Herd Rally, August 15

Volleyball Green & White, August 16

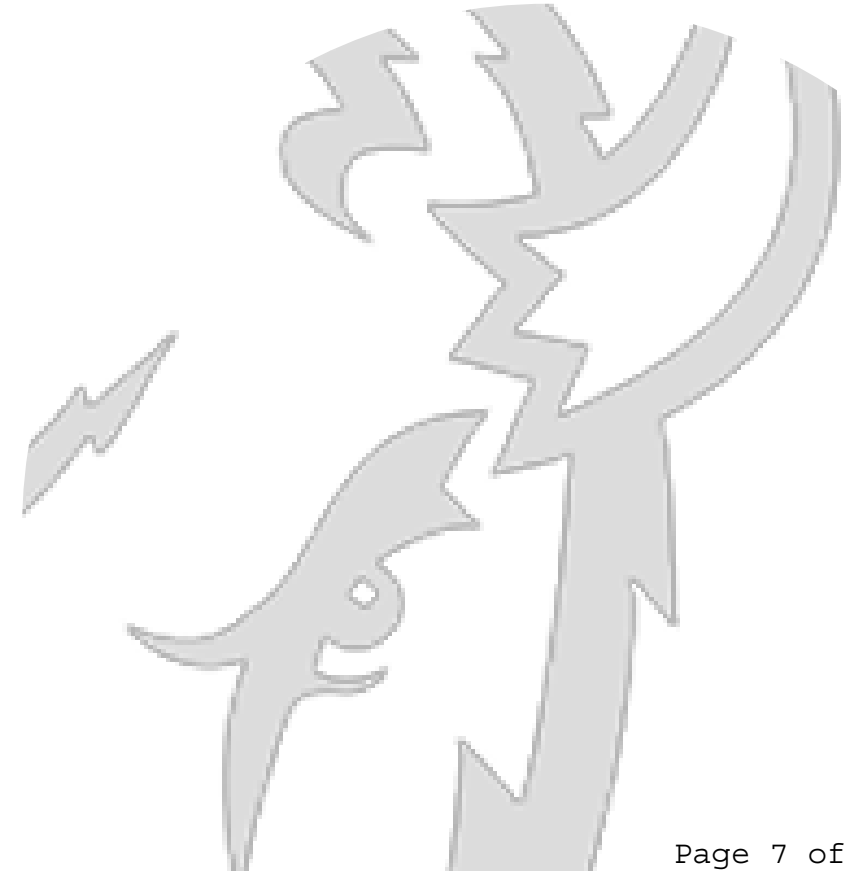
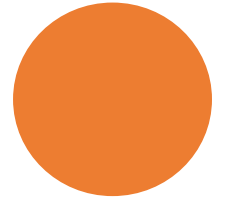
Reverse Raffle, August 16

Paint the Capital City Green, August 21

Cross Country Invitational, August 29

Zach Bryan Concert, August 30

LET THE GAMES BEGIN!!!





MARSHALL ATHLETICS COMPLIANCE

BOARD OF GOVERNORS
PRESENTATION

AGENDA

- Institutional Control
- Definition of a Prospective Student-Athlete
- Recruiting
- Boosters
- Extra Benefits
- Sports Wagering Prohibition
- NIL Agent Use

INSTITUTIONAL CONTROL

Every NCAA institution is expected to demonstrate the following behaviors as a condition of membership:

- Responsibility for Control (Campus Leadership, Conference, and NCAA);
- Responsibility to Monitor (Policy & Procedure), and;
- Responsibility to Report.

PROSPECTIVE STUDENT-ATHLETE

- ANY individual who has started classes for the **ninth** grade, and/or;
- Any individual(s) who has received something not typically provided to the general student population.
- ***Some sports consider seventh graders prospects (Men's Basketball, Volleyball and Softball)***

RECRUITING

Recruiting is any solicitation of a prospective student-athlete (or a prospective student-athlete's family members) for the purpose of securing the prospective student-athlete's enrollment and ultimate participation in the institution's intercollegiate athletics program.

This should could come from Marshall coaches and not boosters or fans.

BOOSTERS

Boosters are officially referred to as a "representative of the institution's athletics interests" and are known (or should have been known) to have contributed to an athletics program.

Examples include (but are not limited to):

- The Thunder Trust collective;
- Big Green Scholarship Foundation donors;
- University and/or Athletics Department sponsors;
- Former student-athletes.

Once received, this designation is retained indefinitely.

EXTRA BENEFITS

Any special arrangement by an institutional employee or representative of the institution's athletics interests to provide a student-athlete or the student-athlete family member or friend a benefit not expressly authorized by NCAA legislation.

- Unless it can be demonstrated that the same benefit is generally available on a basis unrelated to athletics ability.

SPORTS WAGERING

Placing, accepting or soliciting a wager (on a staff member's or student-athlete's own behalf or on the behalf of others) of any type with any individual or organization on any intercollegiate, amateur or professional team or contest.

Examples include:

- Daily Fantasy Sports;
- Pools with an entry fee.

NIL AGENT USE

- An individual may use professional services, including agent representation, for the purpose of name, image and likeness (NIL) activities.
- Business arrangements related to name, image and likeness representation activities shall be consistent with arrangements between the professional service provider and other clients **and** align with industry standards.
- Name, image, and likeness activities may not be used to compensate an individual for athletics participation or achievement.



THANK YOU!



Marshall Cross Country/Track and Field Programs Earn
USTFCCCA All-Academic Status

Athletic Teams Updates

National Issues and NCAA Legislation Updates



HOUSE SETTLEMENT TIMELINE

- October 18, 2024 – Notice of settlement
- December 17, 2024 – Deadline to file for litigation expense reimbursement
- January 31, 2025 – Claims period closes
- March 3, 2025 – Parties deadline to respond to objections / opt outs
- April 7, 2025 – FINAL APPROVAL HEARING
- May 15, 2025 – Final installment of back pay damages
- **July 1, 2025 – Begin revenue sharing and roster limits (permissive standards)**
 - Roster Limit challenges to settlement
 - High scrutiny on scholarship protections
 - International student-athletes and direct NIL
 - Designated student-athletes
 - *Change for Champion* / Deloitte NIL GO system



NCAA HOUSE SETTLEMENT

Decision-Making Principles

- **NCAA Framework**
- **Meet Sunbelt Conference Priorities**
- **Consider Title IX Implications/Equity & Accountability**
- **Ensure Competitive Programs are Competitive**
- **Fiscally Achievable Investment, considering**
 - University Priorities
 - 50/50 Model
 - Measure Department as Marketing Tool
 - NCAA Scholarship Protections Legislation
- **Determine Athletic Programs of Distinction**



IMPLEMENTATION TIMELINE & PROCESS

Marshall Athletic Department

- Option Two - rollout year (FY26)
 - Adopt roster limits across all sports
 - Future financial aid agreements with rules changes caveat
 - Establish baseline investment for decision making
 - Review and re-distribute financial aid components
- FY27 and beyond
 - Re-distribute financial aid components within future financial aid agreements
 - Move identified sports to tuition-only model
 - Create alternate revenue streams within Thunder Trust operation to create revenue share funding



ACTUAL STATE

Roster Comparisons by Sport

Sport Program	House Roster Limit	Actual Roster Numbers	Difference
Football	105	104	(1)
Men's Basketball	15	15	-
Women's Basketball	15	14	(1)
Baseball	34	36	2
Softball	25	21	(4)
Women's Volleyball	18	18	-
Men's Soccer	28	29	1
Women's Soccer	28	28	-
Men's Golf	9	7	(2)
Women's Golf	9	6	(3)
XC/Men's Track	45	48	3
XC/Women's Track	45	48	3
Men's Cross Country	0	0	-
Women's Cross Country	0	0	-
Women's Swim and Dive	30	28	(2)
Women's Tennis	10	8	(2)
	416	410	(6)

NOTE: From Roster Management Totals spreadsheet as of 7/25/2025. For track programs, used max of 45 participants for modeling: assuming that 17 cross country roster spots also compete indoor and outdoor.



Budget Update



Budget Update Schedule

First Quarter 2025 Financial Statement – December 2024

Second Quarter 2025 Financial Statement – February 2025

FY 2024 NCAA Membership Financial Report Overview/Training – April 2025

Third Quarter 2025 Financial Statement – June 2025

Fourth Quarter 2025 Financial Statement – October FINAL 2025 (to align with university)

Financial Statements reporting in coordination with campus financial services and reporting categories in line with NCAA Membership Financial Reporting System (MFRS).



Pivot Don't Panic Update

***YOU CAN BE SATISFIED ANY TIME YOUR SYSTEM IS RUNNING
SYSTEMS ARE THE BEST FOR MAKING PROGRESS***

—James Clear, Atomic Habits

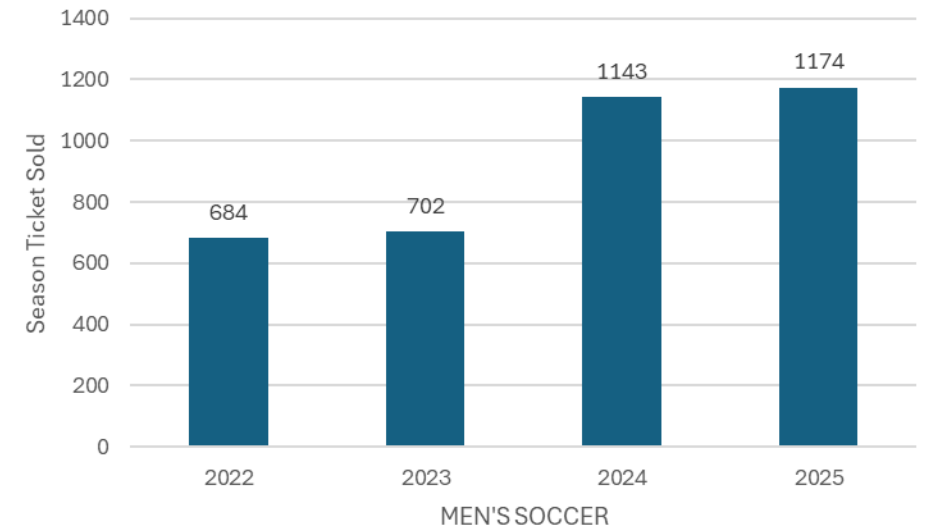
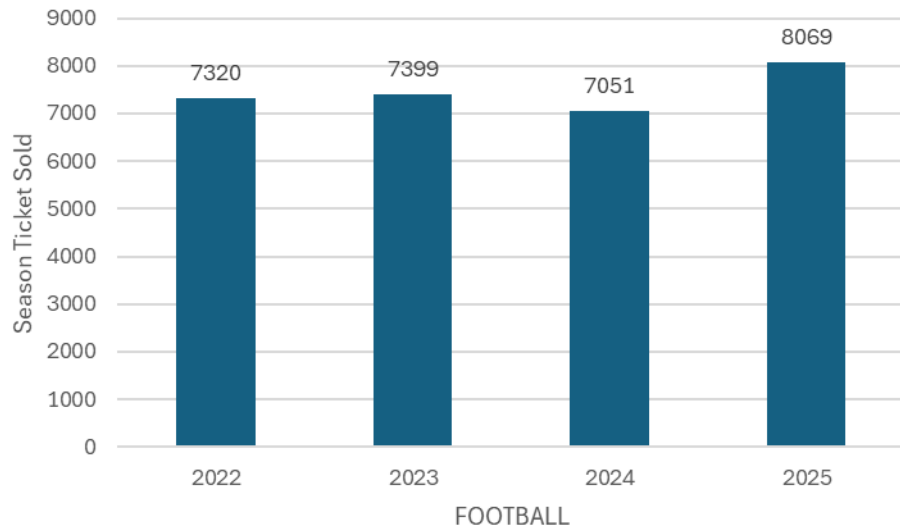
- 1) Monthly Check-Ins with University Chief Financial Officer
- 2) Banner Rules & New Coding for internal and external reporting
- 3) Power BI – *incoming! University budget to actual reports with encumbrances*



EARLY TICKET SALES “YAYs”

*FANS FIRST: CHANGE THE GAME, BREAK THE RULES AND
CREATE AN UNFORGETTABLE EXPERIENCE*

— Jesse Cole, Fans First/Savannah Bananas



Single-Game 2025 Football Tickets On Sale This Week

Football - July 22

Capital Projects Update



24-25 FACILITIES COMPLETED

- TENNIS LOCKER ROOM RENOVATIONS
- VIDEOBOARD – SOCCER
- SEATING UPGRADES @ CAM HENDERSON CENTER
- SAFE TO STAY WITH THE HERD – CONCOURSE EXPANSIONS @ JOAN C. EDWARDS STADIUM & HOOPS FAMILY FIELD
- MEN'S AND WOMEN'S BASKETBALL OFFICE AND LOCKER ROOM ENHANCEMENTS
- PATHWAY 3.0 @ CAM HENDERSON CENTER

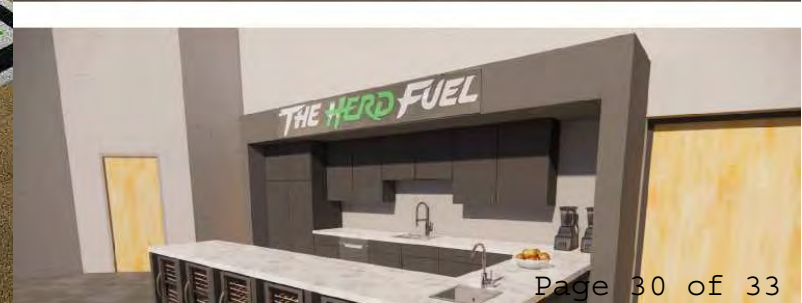


Dedication



25-26 FACILITIES IN PROGRESS

- DUTCH MILLER DECK
- GOLF HITTING & PRACTICE FACILITY @ GUYAN COUNTRY CLUB
- HERD FUEL 3.0 – GULLICKSON WEIGHT ROOM
- NEW BASKETBALL ARENA FLOOR





BOARD OF GOVERNORS

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Executive Associate AD, Championship
Planning and Resources



Marshall Facility Project Executive Summary

PROJECT #	PROJECT TITLE	Status	SCOPE OF WORK
1	Holistic SA Office/Lounge	Complete	Renovate computer lab in academic center, creating Holistic SA office space and lounge
2	E level Graphic & Decor Upgrades	Complete	Main concourse makeover - televisions, graphics, fan engagement areas
3	Shewey Athletic Training Upgrades	Complete	Tub area - remove old tub, level with concrete, tile over, install two new Hydroworx tubs for rehab/recovery.
4	HC Bleacher Project	Complete	Demo old bleachers on East & West ends of arena. Replace with upgraded electronic system on one end, tiered premium tabled seating on other.
5	HC Tarmac Row Parking	Complete	Establish premium gameday parking on tarmac for revenue generation.
6	Tennis Locker Room Renovation	Complete	Renovate abandoned locker room: new flooring, paint, shower partitions, lockers, graphics.
7	Soccer Videoboard	Complete	Install structural steel, run fiber & data, hang new videoboard.
8	Softball Complex Players Lounge	Complete	New branding, furniture, paint, flooring, locker fixtures, stools, equipment in softball clubhouse.
9	Soccer/Track Facility	Complete	Design phase currently with architecture and design firm. Need location/layout/design for new soccer & track facility.
10	Campus Carry - Stadium Fencing	Complete	Design phase of installation of fencing around entire football stadium. Purpose to provide space for exhaustive screening process due to campus carry laws.
11	New digital tables @ Arena	Complete	New LED courtside tables at arena to enhance fan experience.
12	Men's Basketball Suite Renovations	Complete	New furniture, flooring, graphics, paint.
13	Soccer Complex Sound System	Complete	Repair/Upgrade Sound system at Veterans Memorial Soccer Complex.
14	Lawrene Clubhouse Athletic Training Space	Complete	Hot and cold therapy tubs, taping tables, ice machine all installed.
15	Concessions Grab & Go @ HC and Joan	Complete	Provide space and refrigeration for grab & go concessions items to enhance fan experience at sporting events.
16	Swim Staff Office Transition	Complete	Move swim offices from pool deck to HC Admin hallway.
17	Swim Office Renovations	Complete	Upgrade paint, carpet, lighting, graphics.
18	Nameplate Makeover	Complete	All athletic offices, hallways have unified, upgraded nameplates.
19	Number Baseball Lots	Complete	In coordination with other lots, painted and numbered spaces in kelly green and white.

Prepared by Andrew Brown 7/1/2025

Marshall Facility Project Executive Summary

PROJECT #	PROJECT TITLE	Status	SCOPE OF WORK
20	Pathway Photos	Complete	Updated Herd Way student-athlete hall photographs with recent pictures of athletes.
21	HC Athletic Admin Hallway Upgrades	Complete	Graphics, nameplates, flooring, ceiling grid, entire hallway makeover.
22	Shewey Football Offices	Complete	Paint, furniture, carpet, graphics all upgraded.
23	Football Team Meeting Room	Complete	Graphic upgrades
24	Softball Foul Poles	Complete	Installed new foul poles at softball complex.
25	Safe to Stay with the Herd facility branding	Complete	Updated signage at entry and exit points of all venues, in conjunction with new safety standards.
26	HC fiber & herd vision cabling	Complete	Upgraded cable pathways and fiber connection points to improve broadcast & in game elements.
27	HC Tarmac Ramp Lighting	Complete	Upgraded lighting up spectator ramp for increased safety and visibility
28	HC Premium Entry Signage	Complete	Installed new premium entry signage. Establish defined entry points to arena.
29	HC Exterior Glass Doors	Complete	Installed & tinted glass doors on East end of arena, allowing for some natural light in the venue.
30	HC Premium Space - Schematic Design & Price Forecast	Complete	Enlisted DLA Architecture & Design group to study potential premium area in HC, provide schematics and price per square foot
31	Ball Family Academic Suite	Complete	Construction of new academic suite for School of Health & Movement Sciences.
32	HC E Level Entry Carpet	Complete	Installed new carpet at main spectator entrance to arena concourse.
33	Shottracker Installation	Complete	Basketball analytics technology installed in both HC & Scaggs Facility
34	Synergy	Complete	Practice, video & analytics technology installed in Scaggs Facility.
35	Courtside Seating - Henderson Center	Complete	Additional courtside seats purchased and sold
36	Lawrence Clubhouse Branding	Complete	Graphics, wraps, signage added to baseball clubhouse, cages & meeting room.
37	Farley Clubhouse Branding	Complete	Graphics, wraps, signage added to softball clubhouse, cages & meeting room.

Prepared by Andrew Brown 7/1/2025