



# Athletics Committee Meeting

June 11, 2025 | 10 a.m.

Conference Center, Brad D. Smith Foundation Hall



## June 2025 Athletics Committee Meeting\_Agenda

### AGENDA

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10 a.m.

#### Athletics Committee

*Jim Smith, Chair*

#### Executive Session under the Authority of WV Code §6-9A-4

*H. Toney Stroud, Chief Legal Officer / Vice President for  
Strategic Initiatives and Corporate Relations*

#### Personnel Matters

#### Commercial Competition Matters

*Christian Spears, Director of Athletics*

#### Action Item

#### Express Consent of Athletics Committee for Terms and Conditions of Personnel Contract

*Brad D. Smith, President*

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#### Information Items

*Christian Spears, Director of Athletics; Debra Boughton,  
Executive Associate Athletic Director for Championship  
Planning and Resources*

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#### Committee Annual Activity Calendar

#### Review and Support Academic Success

#### Athletic Teams Updates

#### NCAA Legislation Updates

#### National Issues Updates

#### Budget Updates

**Marshall University Board of Governors  
Meeting of June 11, 2025**

**ITEM:** Express Consent of Athletics Committee for Terms and Conditions of Personnel Contract

**COMMITTEE:** Athletics Committee

**RECOMMENDED RESOLUTION:** *Resolved*, that the Athletics Committee hereby grants its express consent to the President for the terms and conditions outlined for the position of head men's basketball coach.

**STAFF MEMBER:** Brad D. Smith, President

**BACKGROUND:**

Marshall University has reached tentative agreement with a coach within the Department of Athletics and the President seeks express consent for the terms and conditions of the agreement.

# ACTIVITY WHEEL

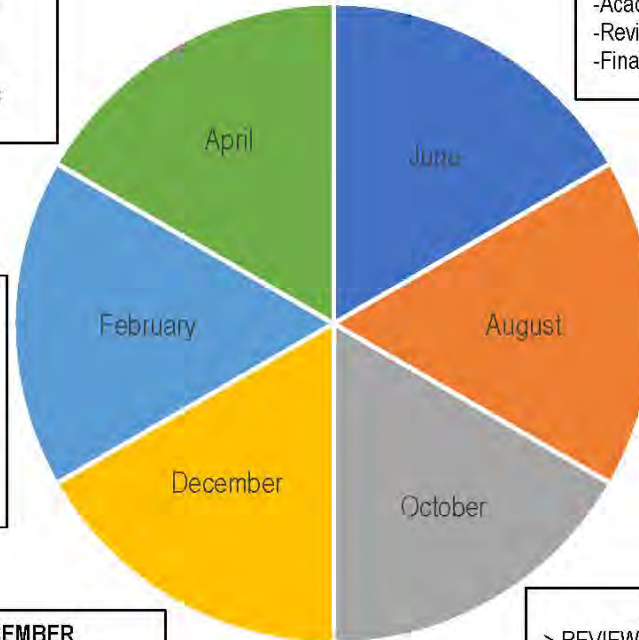
**APRIL**  
 > REVIEW AND SUPPORT A LONG-TERM SUSTAINABLE BUSINESS MODEL  
 -Budget Review and Approval  
 -Revenue Generation/Economic Impact Updates

**JUNE**  
 > REVIEW AND SUPPORT ACADEMIC SUCCESS  
 -Academic Review  
 -Review and Renew  
 -Final SBC Standings

**Recurring Materials/Items**  
 > NCAA LEGISLATION Update  
 > NATIONAL ISSUES Update  
 > ATHLETIC TEAMS Update  
 > BUDGET Update  
 > CAPITAL PROJECTS Update

**FEBRUARY**  
 > REVIEW OF INSTITUTIONAL COMPLIANCE  
 -Annual Report on Compliance with Title IX  
 -Report from Faculty Athletics Representative

**AUGUST**  
 > REVIEW AND SUPPORT COMPETITIVE EXCELLENCE  
 -Executive Summaries  
 -Campus Collaborations  
 -Organization Chart  
 -Calendar of Events  
 -Policies/NCAA Rules Overview for BOG



**DECEMBER**  
 > REVIEW OF DEPARTMENT PROCEDURES  
 -Board of Governors policy review

**OCTOBER**  
 > REVIEW AND SUPPORT AN EXTRAORDINARY STUDENT-ATHLETE EXPERIENCE  
 -ALL M Update  
 -Game Plan Presentation  
 -Holistic Student-Athlete Review



# BOARD OF GOVERNORS

June 11, 2025



**Christian Spears**  
Director of Athletics

**Debra Boughton**  
Executive Associate AD, Championship  
Planning and Resources





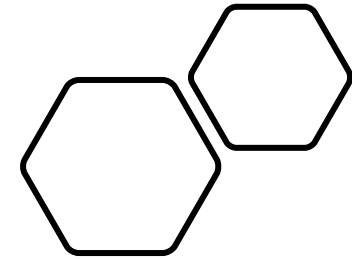
# AGENDA

## Review and Support Academic Success

- Academic Review
- Review and Renew
- Final Sun Belt Conference Standings

## Recurring Materials/Topics

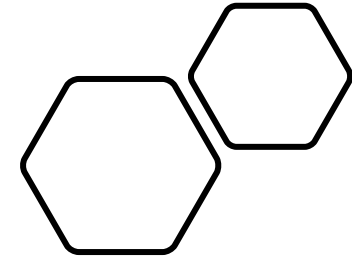
- Athletic Teams Updates
- NCAA & National Legislation Updates
  - Violations & Waiver Reports
  - NCAA Cases Review
  - House Settlement



# AGENDA

## Recurring Materials/Topics

- **Budget Update**
  - FY25 3Q Review
  - Internal Audit Review / Ticket Office Procedures
- **Capital Projects Update**
  - Golf Facility



# Review and Support Academic Success









**Fall 2024**

**Dean's List  
169**

**President's List  
101**



# ACADEMIC SUCCESS

## SPRING 2025

**170** | DEAN'S LIST

**111** | PRESIDENT'S LIST

**MARSHALL**  
FOOTBALL

RECORD HIGH GPA

**3.09**

*Marshall*  
MEN'S SOCCER

RECORD HIGH GPA

**3.51**

*Marshall*  
MEN'S GOLF

RECORD HIGH GPA

**3.69**

*Marshall*  
WOMEN'S GOLF

HIGHEST TEAM GPA

**3.95**

**3.37**  
OVERALL  
**GPA**

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2ND HIGHEST  
SEMESTER GPA



# Review and Renew





**REVIEW & RENEW 24-25**

# Final Sun Belt Conference Standings

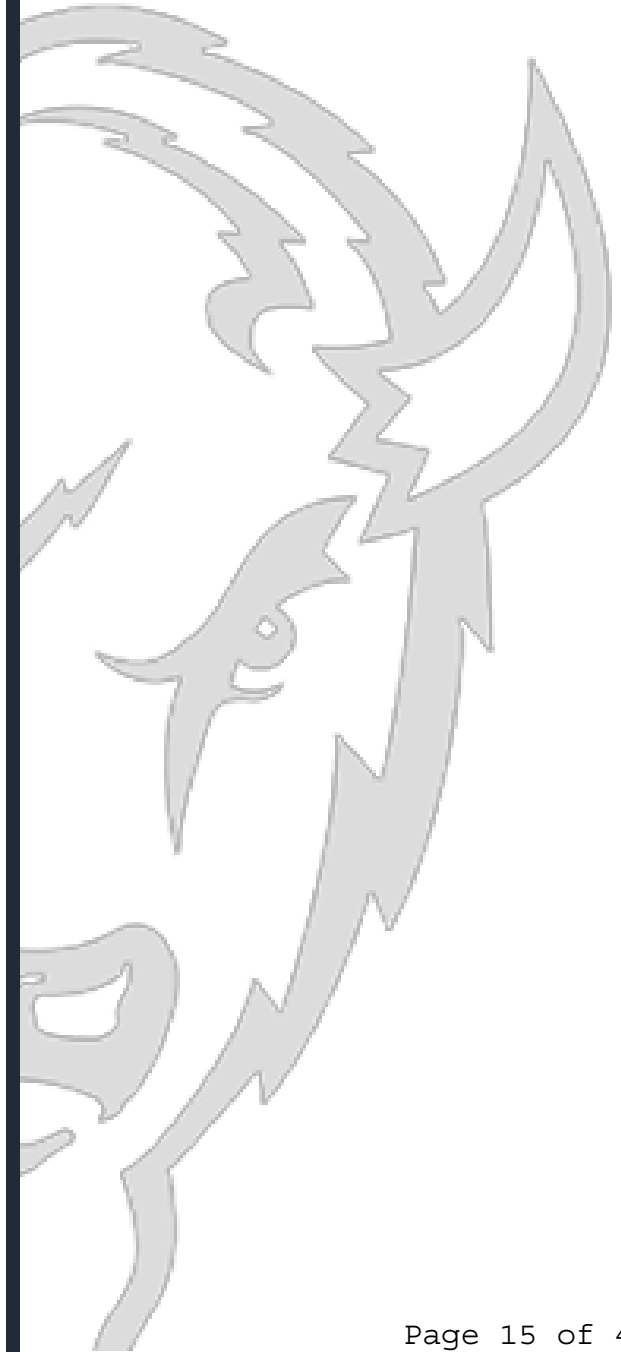






## ALL SPORT STANDINGS BUBAS CUP

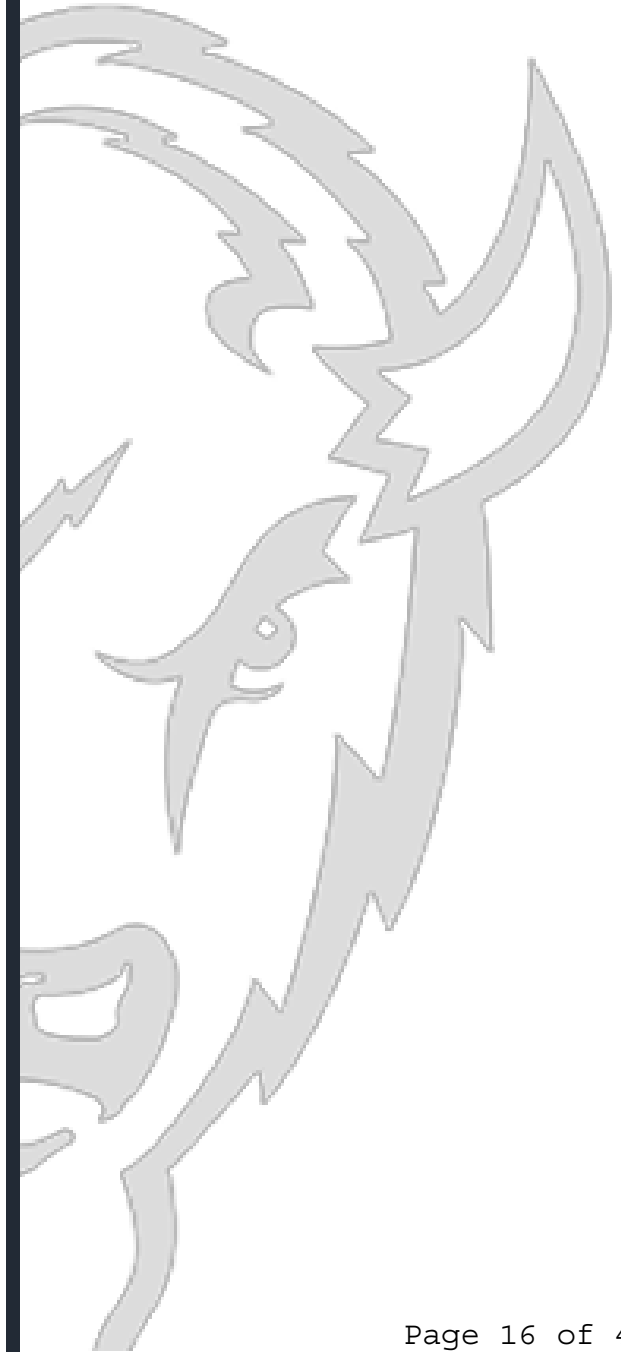
- (1) Texas State
- (2) Arkansas State
- (3) Coastal
- (4) Louisiana
- (5) App State
- (6) South Alabama
- (7) Marshall**
- (8) Georgia Southern
- (9) JMU
- (10) Troy
- (11) Southern Miss
- (12) ODU
- (13) Georgia State
- (14) ULM





## MEN'S SPORT STANDINGS

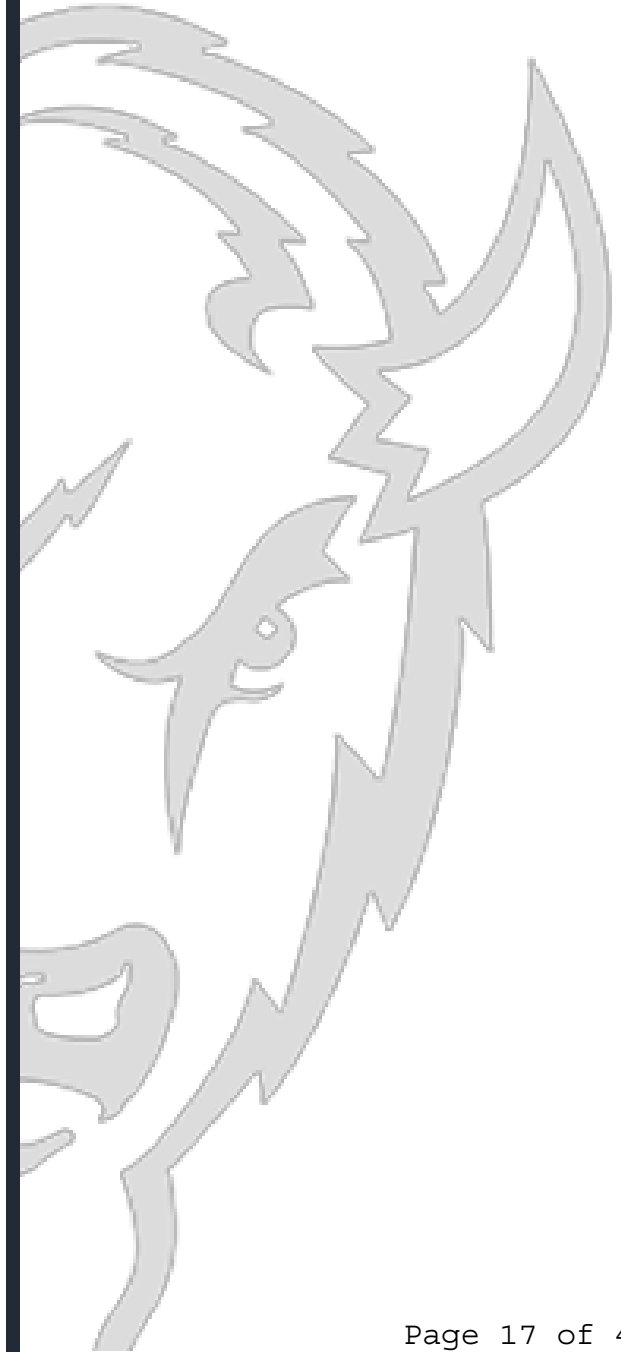
- (1) Arkansas State
- (2) Louisiana
- (3) South Alabama
- (4) Texas State
- (5) Marshall**
- (6) Troy
- (7) Georgia Southern
- (8) Coastal
- (9) Southern Miss
- (10) JMU
- (11) ODU
- (12) App State
- (13) ULM
- (14) Georgia State





## WOMEN'S SPORT STANDINGS

- (1) Texas State
- (2) App State
- (3) Coastal
- (4) Arkansas State
- (5) JMU
- (6) Georgia Southern
- (7) Southern Miss
- (8) Louisiana
- (8) South Alabama
- (10) Marshall**
- (11) Troy
- (12) Georgia State
- (13) ODU
- (14) ULM



# Athletic Teams Updates







SUN BELT CONFERENCE  
**ALL-CONFERENCE  
FIRST TEAM**

98 *Diamond Leslie*



SUN BELT CONFERENCE  
**ALL-CONFERENCE  
SECOND TEAM**

80 *Kaleigh Adkins*



# ALL-SBC

*Second Team*



**GRIFFIN MILLER**



# NCAA Issues Updates





## Violations and Waivers

# Violations

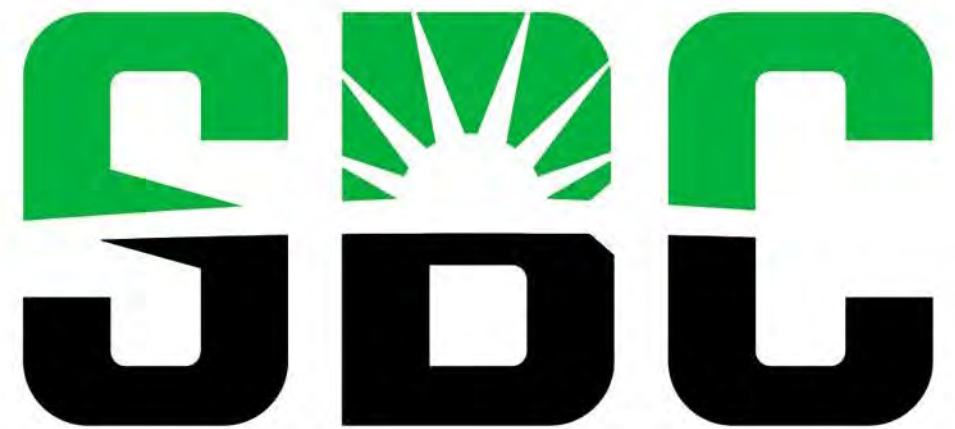
- Since January 1, 2025, Marshall has self-reported three Secondary/Level III violations.
- They include minor recruiting and eligibility violations.



# Waivers

- Since January 1, 2025, Marshall has filed:
  - Two medical hardship waivers with SBC (both approved)
  - One medical hardship appeal/waiver with NCAA (approved on reconsideration)
  - One eligibility extension with NCAA (approved)





## NCAA Cases Review



**Florida Gulf Coast  
University  
April 25, 2025**

#### Violation Summary:

- Improper certification
- Competition and receipt of benefits while ineligible or not certified

#### Penalty Summary:

- Two years of probation
- Reduction of visits and off-campus recruiting
- \$25K fine
- Vacation of team and individual records
- Show cause order for coach

#### Marshall's Process

- Certification meetings with coaching staff, sport AD, academics staff, compliance, Registrar, FAR before competition each semester
- Registrar goes through each name on roster and certifies eligibility for each student-athlete
- Completed roster list is signed by Head Coach, Athletics Director, FAR, and Registrar



# University of Kentucky – December 18, 2024

## Violation Summary:

- Head swimming and diving coach violated head coach responsibility and practice rules when he and coaching staff directed student-athletes to participate in countable athletically-related activities beyond what is allowed by NCAA rules.

## Penalty Summary:

- Three-year show cause order for head coach
- Fines

## Marshall's Process

- Rules education related to countable activity legislation
- Use of Teamworks compliance playing and practice season monitoring software, which requires coaches to input practice hours into system, and student-athletes and compliance to review and approve submissions



# Arizona State University – October 3, 2024

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## Violation Summary:

- Football coaches participated in a program-wide effort to engage in impermissible recruiting activities during the COVID-19 dead period, including official visits and entertainment during the dead period.

## Penalty Summary:

- Eight-year show cause order for assistant coach, and show cause order for other coaches
- Four years of probation and bowl game ban
- Fines
- Reduction in allowable recruiting opportunities and scholarships

## Marshall's Process

- All official visits must be logged in our software and approved by Compliance Office
- Official visit flights must be approved by Compliance Office
- Expense reimbursements related to visits and recruiting activity are reviewed and approved by Compliance Office



# National Issues 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 & 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



# FUTURE STATE

## Scholarship Limits by Sport

Sport Program	Current	Future	Increase
Football	85	105	20
Men's Basketball	13	15	2
Women's Basketball	15	15	0
Baseball	11.7	34	22.3
Softball	12	25	13
Women's Volleyball	12	18	6
Men's Soccer	9.9	28	18.1
Women's Soccer	14	28	14
Men's Golf	4.5	9	4.5
Women's Golf	6	9	3
Men's Track	12.6	45	32.4
Women's Track	18	45	27
Men's Cross Country	5	17	12
Women's Cross Country	6	17	11
Women's Swim and Dive	14	30	16
Women's Tennis	8	10	2
	246.7	450	203.3

NOTE: Future scholarship limit numbers are also future squad size limits and all sport programs will be allowed to offer full scholarships to each participant.





# FUTURE STATE

## Roster Comparisons by Sport

Sport Program	Current Unduplicated Rosters	Future Roster Limit	Change
Football	138	105	(33)
Men's Basketball	16	15	(1)
Women's Basketball	17	15	(2)
Baseball	41	34	(7)
Softball	22	25	3
Women's Volleyball	21	18	(3)
Men's Soccer	31	28	(3)
Women's Soccer	27	28	1
Men's Golf	11	9	(2)
Women's Golf	10	9	(1)
XC/Men's Track	45	45	-
XC/Women's Track	40	45	5
Men's Cross Country	0	0	-
Women's Cross Country	0	0	-
Women's Swim and Dive	30	30	-
Women's Tennis	11	10	(1)
	460	416	(44)

NOTE: Data from most recent report to Department of Education, for 23-24 academic year; for track programs, used max of 45 participants for modeling, assuming that 17 cross country spots also compete indoor and outdoor.



# 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



# Budget Update



# Budget Update Schedule

**First Quarter 2025 Financial Statement – December 2024**

**Second Quarter 2025 Financial Statement – February 2025**

**FY2024 NCAA Membership Financial Report Overview/Training – April 2025**

**Third Quarter 2025 Financial Statement – June 2025**

**Fourth Quarter 2025 Financial Statement – August 2025**

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



# What is the NCAA Membership Financial Reporting System (MFRS)?

The NCAA Membership Financial Report is an annual report of fiscal year activity that categorizes an athletic department's revenue and expenses into 21 unique revenue and 23 unique expense categories—in aggregate and by sport program.

This report includes ALL sources and uses of an intercollegiate athletics program. All Division I athletic departments are required by the NCAA to complete this report no later than January following the end of each fiscal year. Agreed-upon procedures are performed on this data by an external accounting firm.



# What is the NCAA Membership Financial Reporting System (MFRS)?

The NCAA Financial Report is a reporting mechanism used by university and department leadership to benchmark revenue and expense categories for other institutions.

The report is similar to other reporting requirements (U.S. Department of Education), but this report requires greater breakdown in revenue and expense categories. This report requires year-round data management of expenses and revenues.

High level discussions are taking place on future versions of this report that may drive student-athlete revenue share methodologies and other future critical metrics of intercollegiate athletics.





# Revenue Categories

Ticket Sales	Third Party Compensation
Direct State Support	Media Rights
Student Fees	NCAA Distributions
Transfers Back to the Institution	Conference Distributions (two categories)
Direct Institutional Support	Program Sales/Parking/Novelty Sales
Indirect Institutional Support	Royalties/Advertising/Sponsorships
Indirect Institutional Support (Facilities/Debt)	Sports Camps
Game Guarantees	Endowment/Investment Income
Contributions	Other
Gifts-in-Kind	Bowl Revenues

# Expense Categories



Athletics Student Aid	Fundraising/Marketing/Promotion
Game Guarantees	Sports Camps
Coaching Salaries	Spirit Groups
Third Party Compensation (Coaches)	Facilities, Debt Service, Leases, Rental
Support Staff Salaries	Direct Overhead and Admin Expenses
Third Party Compensation (Support)	Indirect Institutional Support
Severance Payments	Medical Expenses and Insurance
Recruiting	Membership and Dues
Team Travel	Student-Athlete Meals
Equipment/Uniforms/Supplies	Other Operating Expenses
Game Expenses	Bowl Expenses
	Bowl Expenses – Coaching Compensation

# FY25 Budget Update Q:3 Operating Revenue

Operating Revenues	FY 25 Actuals (3/31)	FY 25 Budget	Actuals v Budget
Ticket Sales	3,552,541	4,529,528	(976,987)
Student Fees	5,872,835	6,775,000	(902,165)
Guarantees	2,181,000	2,140,000	41,000
Contributions, includes Sky Suite revenue	1,740,024	3,121,679	(1,381,655)
In-Kind (1)	-	-	-
Direct Institutional Support	11,741,388	13,495,124	(1,753,736)
Indirect Institutional Support (1)	-	-	-
NCAA Distributions	-	1,200,000	(1,200,000)
Conference Distributions	20,000	1,600,000	(1,580,000)
Program, Novelty, Parking, Concessions	484,200	625,000	(140,800)
Royalties, Licensing, Advertisements, Sponsorship	1,727,413	2,690,000	(962,587)
Sports Camps (3)	109,858	284,100	(174,242)
Endowment Investments & Income (1)	34,635	500,000	(465,365)
Other Operating Revenue	712,301	277,121	435,180
Football Bowl Revenue	-	550,000	(550,000)
<b>Total Operating Revenues</b>	<b>28,176,195</b>	<b>37,787,552</b>	<b>(9,611,357)</b>

(1) This category will only be presented as part of NCAA Membership Financial Statement Review

(2) This category will be separated into coach / support staff as part of NCAA Membership Financial Statement Review

(3) Sports Camps revenue and expenses not included in approved board of governors budget; operate on cash basis

(4) Accounted for in Coaching / Support Salaries and Benefits line

(5) This category will be completed as part of NCAA Membership Financial Statement Review

# BUDGET UPDATE

## Q:3

### Operating Revenue Analysis



- Ticket Sales: as of 3/31, Q3 review reveals some predicted shortfall for projected football ticket sales; as of 3/31, approximately \$150K in outstanding receivables that will be collected prior to year-end
- Student Fees: pending final transfer to meet projected revenue goal; \$441K on deposit April-May
- Guarantees: majority collected as of 3/31
- Contributions: actuals primarily consist of contributions to sky suite leases collected to date and contributions from Big Green for 1Q-3Q private funded salary commitments; 4Q accounts for endowment transfer (see endowment category)
- Direct Institutional Support: this revenue represents institutional support to date reflected in operating expense categories; pending funding increase university salary increase
- Conference Distributions and NCAA Distributions: this revenue stream typically is on deposit during 4Q of the fiscal year
- Royalties, Licensing and Sponsorship: Learfield and CLC licensing 3Q payments; the remainder of this revenue stream is on deposit during 4Q of the fiscal year and this revenue stream will exceed budgeted revenue to make up for other predicted revenue shortfalls



# FY 25 Budget Update Q:3 Operating Expenses

<b>Operating Expenses</b>			
Athletic Student Aid	6,792,085	7,729,031	(936,946)
Guarantees	715,687	915,000	(199,313)
Coaching / Support Personnel Salary & Benefits (2)	9,769,308	13,500,775	(3,731,467)
Severance Payments (5)	-	-	-
Recruiting	559,981	900,000	(340,019)
Team Travel + Home Team Expenses	5,284,996	5,251,246	33,750
Student-Athlete Meals (non-travel, non-home team expenses)	539,420	330,000	209,420
Equipment & Uniforms	1,845,989	2,100,000	(254,011)
Game Expenses	1,291,944	1,712,300	(420,356)
Fundraising, Marketing & Promotion	317,892	205,000	112,892
Sports Camp Expenses (3)	258,605	284,100	(25,495)
Direct Overhead and Administrative Expenses	588,144	780,000	(191,856)
Athletics Facilities, Debt Service, Leases and Rental Fee	182,126	750,000	(567,874)
Spirit Groups (5)	100,321	-	100,321
Indirect Institutional Support (1)	-	-	-
Medical Expenses & Insurance	837,035	1,050,000	(212,965)
Memberships and Dues	193,124	135,000	58,124
Other Operating Expenses	1,996,088	1,245,100	750,988
Football Bowl Expenses	10,918	900,000	(889,082)
Football Bowl Expenses - Coaching Compensation (4)	-	-	-
<b>Total Operating Expenses</b>	<b>31,283,661</b>	<b>37,787,552</b>	<b>(6,503,891)</b>

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(2) This category will be separated into coach / support staff as part of NCAA Membership Financial Statement Review

(3) Sports Camps revenue and expenses not included in approved board of governors budget; operate on cash basis

(4) Accounted for in Coaching / Support Salaries and Benefits line

(5) This category will be completed as part of NCAA Membership Financial Statement Review

# BUDGET UPDATE

## Q:3

### Operating Expenses Analysis



- Athletic Student Aid: amount represents summer and fall and spring tuition waiver activity and financial aid payments made as of 3/31; reporting purposes has training table in student-athlete meals category
- Coaching / Support Personnel Salary & Benefits: consistent with Q2, actuals to date slightly under anticipated expenditures; several support areas with open positions and temporary salary savings
- Team Travel: actuals to date account for major air charter purchases and fall, winter and spring team travel thru 3/31
- Marketing & Promotions: higher than anticipated budget to actual; primarily due to coding of marketing and promotions within *Other Operating Expenses* category
- Medical Expenses and Insurance: this category consists of premium to fund secondary insurance policy for student-athlete injuries and funding aggregate deductible with third party administrator; realized savings in this category due to positive performance managing the aggregate deductible
- Other Operating Expenses: represents payments made for annual service contracts: travel agent, accounting software, ticketing software, annual computer refresh

# Internal Audit Review / Ticket Office Procedures

- Department Cash Handling Training ☒
- Reduce impress fund to support cashless operation ☒
- Review investment options for disputed transactions
- Review physical safety improvements for Athletics Ticket Office
- Review Ticket Office Procedures
  - Cash over/short documentation ☒
  - Daily deposit activity ☒
  - Timeliness of deposit to state revenue code ☒



# Capital Projects Update

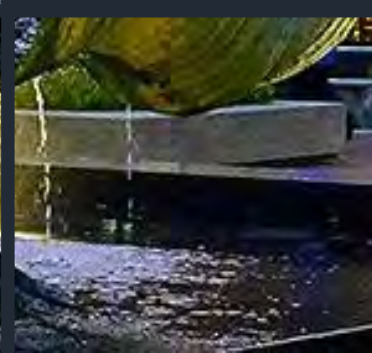




# Facilities: Next Up







# BOARD OF GOVERNORS

Christian Spears  
Director of Athletics

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Executive Associate AD, Championship  
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