

UNIVERSITY ATHLETICS COMMITTEE Meeting Highlights
Thursday, April 11, 2024 (3:30 – 5:00 p.m.)
Virtual Only

Members Present: Travis Burns, Alex Efird, Rachel Holloway, John Galbraith, Leanna House, Amy Ingram, Jen Irish, Lisa Karlisch, Ken Miller, Phil Miskovic, Jim Petrine, Robin Queen, Susan Short, Ken Stiles, David Tegarden, Frank Thompson, Dan Thorpe, Joe Tront, Chris Wise, Brad Wurthman

Absent: Whit Babcock, Erin Carleton, Mark Feldmann, Dan Givens, Liesel Ritchie, Eric Stanley

Guests: Mitch Gerber, Derek Gwinn, Matthew Sams, Mike Swanhart, Danny White

1. Announcement of approval and posting of minutes of March 21, 2024

Susan Short noted that these minutes have been voted on electronically and can be publicly accessed on the Governance Information System on the Web (<http://www.governance.vt.edu>).

2. General Announcements: Susan congratulated Ken Miller on his upcoming retirement and thanked him for his many years of service to the university and athletics. Susan welcomed Mike Swanhart, associate director academic counselor, Student-Athlete Academic Support Services. Amy Ingram acknowledged the many contributions and passing of Don Vaughn, game operations (1996-2024).

3. Presentation: Brad Wurthman – Brad provided an update regarding seat selection as well as information related to re-seating/wayfinding of Lane Stadium and Cassell Coliseum.

4. NIL and Collectives, Updates (HB 1505, NIL Landscape, Triumph, Hokie Way) – Danny White provided a high level overview of a number of topics including HB 1505. Derek Gwinn provided an update related to NIL. There are currently eight cases against the NCAA in relationship to Name-Image-Likeness. slide deck for additional information. Mitch Gerber, Triumph NIL, provided an overview of the work that they are doing to help athletes build their brand, make connections, and prepare for the future. Matt Sams provided an overview of The Hokie Way. The Hokie Way is a 501(c)(3) nonprofit that serves as the charitable arm of Virginia Tech's Name, Image, and Likeness (NIL) infrastructure. The group was created in the spirit of *Ut Prosim* and designed to create opportunities for student-athletes to leverage their NIL in support of charitable organizations. (Slide deck attached.)

5. Faculty Athletics Representative Update – Jen Irish shared information related to her perspectives regarding NIL and the transfer portal, initiated a conversation with Student-Athlete Advisory Committee (SAAC) regarding the topic of student-athletes as employees, faculty perspectives related to missed classes and make-up exams (how to facilitate an alternative option instead of a dropped assignment).

6. Adjournment – A decision regarding cancellation of our May 9, 2024 will be made in the near future (depending on current issues). The meeting adjourned at 5:05 p.m.

Respectfully submitted by:
Susan E. Short, UAC Chair
May 6, 2024

4/11/2024

NIL Update

- HB 1505
- NIL landscape
- Viewpoint from a collective:
 - Mitch Gerber; Triumph on Branding
 - Matt Sams; The Hokie Way on Philanthropy

NIL Update

General Assembly of Virginia

- Opens: Penalize/Prevent an Institution
- Remains:
 - Limits to type of industry remain
 - Limits to activities (academic/athletic)
 - Disclosure/reporting remains

NIL Update

Current Litigation – Eight cases

- House vs NCAA
- Carter vs NCAA
- Fontenot vs NCAA
- TN/VA vs NCAA

NIL Related



TRIUMPH

BE AS GOOD AS YOU WANT TO BE



(952)-649-9148 | Mitch@TriumphNIL.com

WHAT IS NIL?

HELPING VT ATHLETES **BUILD** THEIR BRAND, MAKE **CONNECTIONS**, & PREPARE FOR THE **FUTURE**

Short for Name, Image, and Likeness, “NIL” refers to the way college athletes can receive compensation. Using an athlete’s NIL would involve a brand leveraging their name, image, and/or likeness through marketing and/or promotional endeavors.

NIL allows student-athletes to step in the spotlight and use their image to help businesses reach their audiences. A student-athlete doing commercials for a franchise, wearing a brand’s clothing in a sponsored post, creating their own merch or making public appearances. All these things and more, Triumph athletes can do to promote your business



WHY WE STAND OUT



200+

ACCESS TO 200+ VIRGINIA TECH ATHLETES



1.2M

THEIR 1.2M FOLLOWERS & GROWING



1.7M+

INFLUENCE OVER 1.7M+ PASSIONATE FANS

What Is The Hokie Way?

The Hokie Way is a 501(c)(3) nonprofit that serves as the charitable arm of Virginia Tech's Name, Image, and Likeness (NIL) infrastructure.

Born in the spirit of Ut Prosim, The Hokie Way's mission is to create opportunities for Virginia Tech student-athletes to leverage their NIL in support of charitable organizations. This work commonly consists of:



Promotional content



Event appearances



Mentorship opportunities



Service work

The Hokie Way's Charitable Partners



Why Support The Hokie Way?

In an ever-competitive collegiate athletics landscape, a Division I university's NIL infrastructure has become a vital factor in success, sustainability, and growth.

At Virginia Tech, our aim is to create competitive and tangible NIL opportunities that are attractive to both current and prospective student-athletes. Donations to The Hokie Way are tax deductible, and enable Virginia Tech student-athletes the opportunity to support the invaluable missions of our charitable partners.

The Hokie Way is a “win-win-win” for our student-athletes, the charitable organizations they’re supporting, and our local communities.