

Faculty Senate Athletics Committee (FSAC) Report

Co-chairs – James Williams and Bonnie Ownley

Members present: Sarah Lamb, Derek Alderman, James Chyz, Matt Harris, Jon Hathaway, Kyung Joon Han, Harrison Meadows, Rachele Scott, Aaron Smith, Sylvia Trendafilova, Joe Scogin

Guests: Mónica Lebrón (Deputy Athletic Director for Championship Resources) and Kat Jones (Director of NIL Programming)

The FSAC developed three goals at the Faculty Senate Retreat, including 1) Continue to explore issues related to student-athletes' health and safety (e.g., physical, mental, and emotional well-being) during health challenges (COVID-related) in order to develop a more holistic approach to athletics and to the student-athlete's experience; 2) Examine NIL (Name Image and Likeness) and its impact on student-athletes, athletics, and academia; and 3) Find beneficial ways to communicate and to facilitate an understanding between the faculty and athletics roles on campus.

The FSAC met on September 27, 2021, via Zoom and discussed two topics: 1) Details and impact of the Athletics Department's decision to modernize the football ticket pricing model beginning in 2022, and 2) Campus update on the challenges and good news related to Covid-19 and NIL faced by Student-Athletes.

Changing the season football ticket pricing model

- Football season ticket holders were recently notified that the Athletics Department has decided to change its pricing model for donations and tickets, which has historically been centered on football. Several committee members were aware of this because they had been contacted by other faculty and staff, or they had received notice from athletics.
- Mónica Lebrón joined the committee to address this issue. In the past, football season ticket holders were given access to tickets for other sports. The UT Athletics Department reviewed modern ticketing models used by other institutions and saw that more numbers are generated when there is sports specificity, and more numbers will generate more revenue. A change in donation/ticketing policy was also needed to be fair and equitable, i.e., some ticket holders were not required to give donations.
- It has been proposed that across the Southeastern Conference (SEC), faculty and staff be required to make donations, and pay 80% of the cost of tickets. The Athletics Department has asked ticket holders to contact them and discuss the matter to determine what is the best ticketing choice for them and their family.
- Senators asked what proportion of season ticket holders are faculty and staff? Monica said she did not have the numbers but would get that information for the committee. Senators stated that their season tickets were initially part of a faculty and staff appreciation campaign that occurred several years ago. Senators acknowledged that Athletics has the right to make these changes, but the negative perceptions of faculty and staff may have been avoided if there had been conversations with Athletics before decisions were made. Can exceptions be made for faculty and staff?

Campus update on Covid-19 Challenges/ good news for Student-Athletes

- Concerns remain about adherence to the mask mandate in large classrooms. Many students are having a hybrid education. Overall students are excited to be back in class.
- Student-athletes and Athletics Department staff have an 86% vaccination rate. Medical staff have held Zoom sessions with families of students to encourage vaccinations. The medical staff must know who is vaccinated in order to contact trace and comply with SEC rules, which do not require quarantine for vaccinated, but require that unvaccinated be tested weekly.
- More students are seeking counseling for mental health concerns, which has led to more initiatives and staff in the Athletics Department. Seeking mental health care is becoming normalized.

Campus update on NIL Challenges/ good news for Student-Athletes

- Kat Jones, who joined Athletics 2 weeks ago will be the Director of NIL programming. An overview of NIL at UT was provided (see p. 3, this report). Her responsibilities will include education, identify student concerns (taxes, stress), and compliance with federal and state law.
- An undergraduate interdisciplinary minor in entrepreneurship has been developed. Seven colleges and 14 departments collaborated on selection of courses for the minor (see p. 4, this report). A new course, "Introduction to NIL," is being developed.
- Senators suggested topics to consider for the minor, i.e., personal finance, financial wellness, microeconomics, litigation, liability, opportunity management (case studies), and alignment of student-athlete values with companies and brands.

Other

- A question was raised on how the new transfer rules are affecting education of student-athletes. Discussion followed on how moving to other institutions changes the reference point for students with decisions about majors, course transfer, and if additional courses beyond what was originally planned will be needed.

Our next meeting will be on October 25th, 2021.



Name, Image and Likeness (NIL)

UT Student-Athletes (SAs) may use their name, image and likeness for compensation from a wide range of opportunities including traditional endorsements, social media, in-kind deals, appearances, autographs, camps, clinics, and other unique activities.

What is UT Athletics Doing?

UT Athletics provides ongoing NIL-related education to its SAs in an effort to assist them in capitalizing on and maximizing their opportunities in a responsible and effective manner.

In addition to securing the services and expertise of leading-edge NIL-focused firm Altius Sports Partners, UT Athletics also has worked closely with on-campus experts to enhance the university's for-credit Entrepreneurship minor in UT's Haslam College of Business including an Intro to NIL course.

Important Things to Keep in Mind With NIL

Disclosure	SAs are required to disclose each compensated NIL activity through the NIL Disclosure Form in Teamworks.
Agents and Advisors	SAs are allowed to hire a properly licensed marketing agent/professional representative, attorney, or financial advisor for the purpose of securing NIL deals.
Institutional Involvement	UT staff members may not compensate or arrange compensation for SAs or be involved in the development, operation or promotion of SA's NIL activities.
Use of UT Marks and Facilities	SA may request use/rental of institutional facilities for NIL activities by submitting the online Facility Rentals form. SAs may request use of UT-related marks and/or logos for NIL activities. Marks and/or logos may only be used with the express written permission of UT.
Team Activities	SAs may not engage in NIL activities that interfere with official team or academic obligations.
UT Merchandise/Memorabilia	SA may not sell UT-issued apparel, equipment, awards, etc. until they have exhausted their competition eligibility.
Deal Restrictions	State of Tennessee prohibits SAs from signing NIL deals that provide compensation in exchange for: <ul style="list-style-type: none"> (1) athletic participation or performance (2) a SA's decision to attend UT; and (3) for work <u>not</u> performed (example: a sham agreement with a company wherein the SA does not provide any legitimate service). SAs are prohibited from NIL activities that involve gambling, tobacco, alcohol, or adult entertainment, and any activities that are reasonably considered to conflict with UT values.
International SAs	International SAs should not engage in any compensated NIL activities without prior guidance from the UT Center for Global Engagement and the Director of NIL. Doing so could jeopardize their VISA status.

UNDERGRADUATE INTERDISCIPLINARY MINOR IN ENTREPRENEURSHIP

REQUIRED	PICK 3 HOURS	PICK 9 HOURS		
ENT 350: Introduction to Entrepreneurship (3 hrs)C	ENT 451: New Venture Planning(3 hrs)	ENT 410: Leadership in Nonprofits & Social Entrepreneurship (3 hrs)	EF 437: Honors Interdisciplinary Design I (3 hrs)	DSGN 430: Design Thinking and Innovation (3 hrs)
	RCS 411: Entrepreneurship & Small Business Mgmt (3 hrs)	ENT 415: Start-Overs as Startups (3 hrs)	EF 438: Honors Interdisciplinary Design II (3 hrs)	ARTD 451: Advanced Graphic Design (3 hrs)
	IE 457: Engineering Entrepreneurship (3 hrs)	ENT 425: Entrepreneurial Marketing (3 hrs)	IE 451: Creative Technical Problem Solving (3 hrs)	ARTD 452: Graphic Design Capstone (3 hrs)
		ENT 460: Leading Innovation Change (3 hrs)	IE 405: Engineering Economic Analysis (3 hrs)	JREM 441: Entrepreneurship in Journalism & Media (3 hrs)
		ENT 462: Innovation and Creativity (3 hrs)	AREC 212: Intro to Agribusiness Management (3 hrs)	INSC 461: Info. Architecture & the User Experience (3 hrs)
		ENIT 470: Managing an Entrepreneurial Startup (3 hrs)	ALEC 240: Presentation & Sales Strategies for Global Sectors (3 hrs)	ADPR 365: Social Media Strtaegy (3 hrs)
		ENT 480: Franchising (3 hrs)	ALEC 340: Marketing & Public Strategies for Global Sectors (3 hrs)	ADPR 375: Managing Connections (3 hrs)
		ENT 485: Funding Strategies for Entrepreneurs (3 hrs)	AREC 342: Farm Business Management (3 hrs)	JREM 320: Media Marketing and Promotions (3 hrs)
		ENT 492: Entrepreneurship Internship (3 hrs)	AREC 442: Advanced Business Management (3 hrs)	JREM 330: Communication for Media(3 hrs)
		ECON 331: Government & Business (3 hrs)	MUSC 305: The Business of Music(2 hrs)	PBRL 400: Public Relations Law and Ethics (3 hrs)

Courses sorted by college:

-  Haslam College of Business
-  College of Education, Health & Human Services
-  Tickle College of Engineering
-  Herbert College of Agriculture
-  College of Arts & Sciences
-  College of Architecture and Design
-  College of Communication and Information