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### Minutes

Wednesday, April 6, 2022 at 3:30 p.m.

<https://clemson.zoom.us/j/95666120865>

Presiding: Jasmine Townsend, Chair, [jntowns@clemson.edu](mailto:jntowns@clemson.edu)

### Attendance

Jasmine Townsend, Mary Anne Raymond, Graham Neff, Greg Batt, Kyle Cutler, Matt Lombardi, Pat Layton, Abel Bartley, Chris Vidas, Thompson Medford, Brian Booth, David Scott, Antonis Katsiyannis, Tori Niemann, Brenda Burk, Jack Wolf, Amanda Richardson, Oliver Myers, Brandon Boatwright, Leslie Moreland-Bishop, Amari Robinson, Gracyn Burgess, Chris Fiocchi

- I. Welcome and approval of January 12, 2022, minutes  
The meeting was called to order at 3:30 by Chair, Jasmine Townsend.  
Motion made and seconded to approve the minutes from January 2022 meeting.
- II. SAAC report – Amari Robinson
  - a. New SAAC reps to council – Amari Robinson and Gracyn Burgess
  - b. Mentioned activities (movie night, semi-formal, golf's summer trip to Chicago); new opportunities for women with new sports and new opportunities with NIL
- III. Athletic Council membership updates  
President's Appointee, Jack Wolf, said it was his last meeting and discussed special project he and committee completed on use of debt.
- IV. President's new project - Focuses on economic impact of athletics on surrounding community; post Covid.
- V. Academic Support Services report – Matt Lombardi
  - a. Canvas observer updates and ongoing progress
  - b. Keep working with Scholastic Policies to make sure more people are involved in process regarding Canvas observer.
  - c. Matt reached out to other schools for feedback.
  - d. Discussed how Canvas Observer is a tool to provide service to student athletes and an additional resource for staff.
- VI. NIL update – Steve Duzan
  - a. Clemson was at forefront – educate athletes, get involved, promote brands, utilize photos on social media platforms. Thirty-seven states including SC have laws; states without laws have most flexibility; working with lawmakers to find right position for state and Clemson.
  - b. Open Doors - Platform to transact deals has been partner for some time. Deals disclosed from awareness standpoint. Make sure legal.
  - c. Altius – new partner to enrich Clemson's NIL program (Clemson Athletic Branding Institution) – learn from experts; align with brands, navigate strategically.

- d. It's a lot of work for students to brand and market self; hard to get deals; help student athletes understand time demands/market value; no pay for play (no free cheeseburgers for going into Five Guys); must do something to get something.
  - e. Disclosure necessary – Compass (app) – upload/input information which goes straight to compliance office for review. If do not disclose, report violation to NCAA.
  - f. High profile athletes tend to go agent route (state law restricts agent to 10%; some states don't have limitation); need agents for larger scale deals; complicated.
  - g. Graham (additional information) – Head Coaches Council will discuss NIL; big deals – send contracts before signing so doesn't jeopardize eligibility; review contracts with agents – make sure not bound after college career so can move to different agent.
- VII. FAR report – Antonis Katsiyannis
- a. NCAA passed new constitution – conference will have more autonomy.
  - b. Performance of students – now graduate students are also included.
  - c. Discussed transfer portal; graduation rates and average GPAs across sports.
  - d. Provost Manual – close to approval by President and Provost.
- VIII. Other Business – Jasmine mentioned nominations open for Chair and Vice Chair with election to follow.
- IX. Meeting adjourned.