

University Senate Student Admissions, Aid, and Affairs Committee (SAAA) Meeting via Zoom
Meeting Minutes, February 9, 2022

Called to order 3:00pm

Attendance

Elected Members

Harvey Borovetz, Swanson School of Engineering
Nancy W. Glynn, Co-Chair, Graduate School of Public Health, Dept of Epidemiology
Marylou Gramm, Dietrich School, Department of English
Thottala Jayaraman, School of Dental Medicine
Uma Satyavolu Rau, Dietrich School, Department of English
Shannon Reed, Dietrich School, Department of English
Sue Skledar, School of Pharmacy
Sybil Anne Streeter, Co-Chair, Dietrich School, Department of Psychology

Student Representatives

Harshitha Ramanan, Student Government Board
Madeleine Detwiler, College of General Studies

Staff Council

Chancellor's Liaisons

Kenyon Bonner, Vice Provost for Student Affairs
Amanda Godley, Vice Provost for Graduate Affairs
Mark Harding, Vice Provost for Enrollment
Chris Hoppe, Executive Associate Director Sports Administration, Student Support
Jennifer Seng, General Counsel

Senate Appointments

Gosia Fort, Senate Liaison
Robin Kear, Senate President

Pro Tem Member

Ronald Idoko, Office for Diversity, Equity, and Inclusion

Guest

Donovan Harrell, University Times

Agenda:

1. Approval of January meeting minutes (documents attached to email)
 - a. Minutes approved, after some adjustments
2. Pitt NIL (Name, Image, and Likeness) Update – Chris Hoppe

- a. July 1, 2021 – NCAA changed rules so that student athletes could use their name image and likeness for sponsorships, schools left up to their own designs for what they could do as long as it followed NCAA and state rules and laws.
 - i. Scholarships can still not go beyond what athletes have traditionally received (room and board etc)
- b. PA completed their law somewhat later than other states when they passed name, image, likeness
 - i. SB381 rules
 - 1. 7-day disclosure
 - 2. Categories that are prohibited
 - 3. Sponsorships must have equal market value (hard to determine how much a student is worth, but an example would be like difference between a walk on and a star player)
 - 4. Some things that a university may not do:
 - a. Create or arrange compensation
 - b. Stop or prevent compensation
 - c. Stop an athlete from professional representation
- c. There are some new problems emerging:
 - i. Staff
 - ii. Coaches
 - iii. Student athletes
 - iv. Businesses
- d. Forged Here (Pitt program for name, image, likeness)
 - i. Different Levels
 - 1. Level 1: non-influencer who needs help to Level 3: High profile success (or different types of success)
- e. INFLCR
 - i. Helping college athletes building their brand while also supporting the schools behind these players
 - ii.
 - iii. Using the app can help report for the 7-day period
 - iv. Storyteller playbook: vignettes of education, often provided by successful athletes, so that students can teach themselves on their own time rather than relying exclusively on in-person seminars
- f. Campus Partners
 - i. Katz Center for Branding
 - ii. Institute for Entrepreneurial Excellence
- g. John and Cathy Pelusi Life Skills Program
 - i. Has worked with student-athletes on skills akin to brand building for two decades, and career placement success has been a testament to their success.
- h. Forged Here Website
 - i. Pitt has kept developing the website for athletes to navigate the world of sponsorships with their name, image, and likeness
 - 1. Anyone has access so it can be used for recruits or families to help answer questions

- i. Data from INFLCR (all schools who subscribe through December 31, 2021):
 - i. 7000+ transactions
 - ii. Av: \$1291, Med: \$51
 - iii. Football was in season (29% of transactions reported in the fall)
 - iv. Social media was the most common (66%)
 - v. Most sponsorships aren't cash, it may come in the form of a trade
 - vi. Competitive success helps with viewership (good within their sport, but not the school star)
 - vii. Chartable opportunities have been able to be more available
 - viii. Craig Myer article (Name, Image, Likeness) about female athletes (biggest beneficiaries)
- j. Lessons Learned:
 - i. Athletes wanted to learn about their own situation in private, it was very personal
 - 1. Prefeed one on one engagement
 - ii. Liked to keep their transactions private unless they had to become public
 - iii. Reporting is a challenge and an opportunity
 - iv. Business ethics is a big part of managing this new rule, professional partners are ideal but not always available
 - 1. Pitt navigating how to help athletes who are still young adults with business negotiations
 - v. Communication between all parties is needed
 - vi. The definition of "arranging" compensation for student-athletes in PA is still unclear and difficult to interpret
 - vii. Full time leadership of the NIL program is probably needed in the future to handle the complexity
- k. New in 2022
 - i. NIL refresh education for all teams
 - ii. More chances for student-athletes to reach out to staff (office hours, Life Skills reach out, and free legal advice from Pitt law and SGB)
 - iii. Integration of NIL with already existing student-athlete development programming
 - iv. One on one branding help from INFLUCR, with a Zoom sign up
- l. Brandr
 - i. Licensing
 - ii. Sponsorships
 - iii. Media
 - 1. Pitt gives students the opportunity to learn about the program and consider whether to sign up
 - 2. The company works to provide access to opportunities with larger and often more reputable brands
 - 3. Anticipate rolling out with Pitt alumni after the student-athletes
- m. Donor-InspiredNIL
 - i. Many schools now pooling resources to offer NIL opportunities, and doing it in ways that some schools may not be able to

- ii. Monitoring by the NCAA or states is often challenging, and there are often complications with transparency
 - iii. Pitt wants to ensure that regardless of the partner, student-athletes receive sound advice
- 3. Jen Seng:
 - a. We must be aware that from state to state, the laws are different, so it's hard to compare to different schools
 - b. Athletics is trying to support our student athletes so they can make smart decisions
 - c. Our policy is ever evolving to help create the best practices for the people involved
- 4. Questions:
 - a. How will smaller athletes compare to those like Kenny Pickett?
 - i. Pitt offices can help with life skills, and we recommend that when they need it athletes will ask for help
 - b. How would a brand deal with an outside company affect a student athlete?
 - i. Brand conflict is a challenge and not permissible, NIKE is exclusive. There are different types of negotiations to take place and each case and question is very fact and deal-specific
 - c. If the school can help them get deals, can the school help get them out of deals?
 - i. Pitt has not been in that position yet, but we must help advise them before they sign, sooner they tell the office the sooner the office can help
 - ii. Many companies go through social media, there's not huge contract involved, leaves room for gray area
- 5. New items to discuss:
 - a. Center for teaching and learning, clarification on what the rules are for COVID and etc. How can we get the message out?
 - i. Faculty should be informed, the provost sent out information via email twice
 - ii. Teaching center also sent out information twice
 - b. Confusion for guidance on COVID procedures
 - i. Professors are allowed to record on Zoom
 - ii. Professors make the decision on how they will go about helping students who are sick and missed class

Meeting adjourned at 4:04

Next meeting: Wednesday, March 9, 2022, 3pm via Zoom