

September 15, 2021

Sent via emailPresident Mark Keenum
Mississippi State University
Chair, College Football Playoff Board of Managers

Dear President Keenum,

The purpose of this letter is to share the Knight Commission's report, "[Connecting Athletics Revenues with Educational Model of College Sports](#)" (C.A.R.E. Model). This report is the newest in our "[Transforming the D-I Model](#)" series and was presented to the NCAA Constitution Committee yesterday.

Building on our previous revenue distribution recommendations for both the [NCAA](#) and the [College Football Playoff \(CFP\)](#), the Commission developed a comprehensive plan to require the more than \$3 billion in annual shared athletics revenue distributions from the major D-I revenue distribution entities (i.e., D-I conferences, NCAA, and the CFP) be tethered more directly to the educational model of college sports.

Systemic change is necessary to alter Division I financial incentives and spending patterns in order to advance education-centric priorities, such as college athlete education, health, safety, and well-being, and athletics programs that provide broad-based opportunities and that achieve racial and gender equity.

The C.A.R.E. Model proposes five core principles be adopted in law, regulation and/or by conference policies to guide the Division I financial system: 1) Transparency, 2) Independent Oversight, 3) Gender Equity, 4) Broad-based Sports Opportunities, and 5) Financial Responsibility. The report includes a description of each principle and offers examples for implementation.

The Knight Commission understands that the CFP is managed independently of the NCAA and that the CFP Board of Managers has the important responsibility of determining the criteria for distributing nearly \$500 million in shared athletics revenues annually. Since the CFP's launch in 2015, the CFP has distributed more than \$3 billion.

The Commission's proposal makes specific recommendations for new changes to the CFP's revenue distribution formula to connect its criteria with the core principles of the educational model of college sports. We urge the CFP to adopt the principles in our proposal.

We would appreciate an opportunity to engage in conversation with your board and we stand ready to answer any questions you might have.

Sincerely,

Arne Duncan
Co-ChairLen Elmore
Co-ChairNancy Zimpher
Co-ChairCc: Robert Gates, chair, NCAA Constitution Committee
College Football Playoff Board of Managers
Knight Commission on Intercollegiate Athletics Members