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Session Summary and Panelist Bios
May 16, 2022 Public Meeting

11:00 – 12:30 p.m. Assessing and Improving NCAA Revenue Distribution to Close Gender and Racial Equity Gaps

Session Summary

The session will explore recommendations for altering two key components of the NCAA's \$600 million-plus annual revenue distribution to institutions: **athletic-performance incentives** and **academic-performance incentives**.

Athletic-Performance Incentives Background: The NCAA awards 28 percent of its annual revenue distribution--more than \$160 million--based on men's basketball teams' wins and participation in the NCAA Division I tournament and awards \$0 for performance in women's basketball.

Session: The athletic-performance incentives segment of the session will examine the revenue distribution reforms detailed in the [Kaplan Hecker Report](#), an independent gender equity analysis commissioned by the NCAA Board of Governors in 2021 that found glaring inequities between the Men's and Women's NCAA March Madness tournaments. Founding partner, Roberta Kaplan, will explain the report's findings and recommendations related to correcting gender inequities in the NCAA's current revenue distribution.

The Knight Commission's [proposed financial C.A.R.E. Model](#), released in 2021, also recommends similar modifications to the NCAA's revenue distribution to address gender inequities. (Read more [here](#).)

Academic-Performance Incentives Background: In 2016, the NCAA adopted changes to its revenue distribution to include academic-performance incentives for the first time. Beginning with the 2021 distribution, the NCAA began awarding "academic units" earned by institutions for meeting one of three academic standards. The revenue distributed through this program is being phased in but by 2032, more than \$1 Billion in revenue distributions will be awarded through this new Academic Performance Program. The Knight Commission first introduced a proposal to tie a portion of NCAA revenue distribution to academic outcomes of athletics teams in 2001 and consistently promoted the merits of this values-based change until its adoption.

Session: Knight Commission research consultant Christopher Brown, Ph.D. and Total Analytics Performance founder Todd Petr will present revealing new data on the NCAA Academic Performance Fund program that shows large racial graduation gaps persist at schools that qualify for financial awards for their teams' academic performance.

The Knight Commission will announce new recommendations to correct those inequities.

Presenter Bios

Roberta ("Robbie") Kaplan, Founding Partner, Kaplan Hecker & Fink LLP

Roberta "Robbie" Kaplan first became a national figure in 2013 when she successfully represented Edith Windsor in the landmark case in which the United States Supreme Court held that the federal government could not discriminate against gay couples with respect to marriage.

In the wake of Sedona Prince's viral TikTok video and other gender equity issues that arose during the 2021 NCAA Division I basketball championships in Texas, Kaplan was asked by the NCAA to conduct an independent outside review of gender equity across all NCAA championships, starting with basketball. That review resulted in [two comprehensive reports](#) including historical information about NCAA practices and structure, economic analysis of the value of the women's basketball tournament, and related recommendations.

Kaplan, who holds an A.B. from Harvard College and a J.D. from Columbia Law School, has received many awards, including "Litigator of the Year" from *Above the Law*, "Lawyer of the Year" from *The American Lawyer*, and "Most Innovative Lawyer of the Year" from the *Financial Times*.

Chris Brown, Ph.D., Knight Commission Research Consultant; Senior Associate Athletics Director, Diversity, Equity and Inclusion, University of Delaware

Dr. Christopher Brown was named the Senior Associate Athletic Director, Diversity, Equity, and Inclusion at the University of Delaware in January 2022. Brown is charged with developing, managing, and implementing the Department of Athletics' long-term strategic direction and developing its approach to foster an accessible, welcoming, and affirming environment.

He previously served as a Lecturer and Chief Diversity Officer in the Sport Management department at the University of Kansas and as the Associate Director of Academic and Membership Affairs at the NCAA for six years.

Brown earned a bachelor's degree in history from Colorado State, a pair of master's degrees from Austin Peay in health and human performance and communication, and his doctorate in sport management from Kansas.

Todd Petr, Founder, Total Analytics Performance

Todd Petr brings 33 years of research experience with the NCAA to his work as the founder of Total Analytics Performance. In his time at the NCAA, where Petr served as Managing Director of Research, he oversaw all research conducted by the organization and helped fundamentally reform the way the NCAA accounts for and measures academic success and academic performance. Additionally, he was instrumental in developing comprehensive studies related to student-athlete welfare, athletics finances, and diversity. Petr was a driving force behind the NCAA Institutional Performance Program – a powerful interactive tool that allows NCAA member institutions to benchmark their athletics departments against other institutions across various dimensions (e.g., academics, finances, diversity, and health and safety). Petr received his MBA from the University of Kansas, and a BA in psychology from Washington University in St. Louis.