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Session Summary and Panelist Bios
December 5, 2022 Public Meeting

10:15- 11:45 a.m. Report on LEAD1’s examination of a new governance model for FBS Football and Athletics Directors’ views on the Knight Commission’s recommendations

Session Summary

This session will explore potential changes to the governance of FBS Football and the impact of the sport on the NCAA and all of Division I sports.

Session: Panelists will discuss [LEAD1’s recommendations](#) to create a new governance structure for FBS Football within the NCAA. The proposal includes creating a new independent management board as well as a Chief Operating Officer for the sport as part of the NCAA staff. The LEAD1 proposal was developed following an annual meeting of FBS athletics directors in September, where they concluded that FBS football needs a new and different leadership structure.

The session will include a discussion of survey findings from research LEAD1 conducted of its athletics directors.

Background: In December 2020, the Knight Commission [first proposed a new governance structure for FBS Football](#) that would operate by establishing a new governing entity, separate from the NCAA and funded by College Football Playoff (CFP) revenues. The Commission’s proposal would require the governing board to be led by independent directors, and would include a health and safety expert and FBS football players as board members.

The Knight Commission believes reform of FBS governance is especially urgent now. With the impending expansion of the CFP, a corporation that operates separately from the NCAA, revenues from the playoff media rights agreements may approach \$2 billion, dwarfing NCAA revenues. Yet the distribution of CFP funds is not managed by the NCAA, even though the NCAA is the governing body for FBS football and pays the national legal and health costs of FBS football. The CFP does not earmark any portion of its revenues for spending on college football players’ health and safety, safer player environments, and athletes’ education.

In short, the NCAA serves as the legal shield for FBS football despite receiving no revenues from the sport. The Knight Commission has recommended that CFP revenues should cover all national costs associated with operating FBS football, including legal and catastrophic insurance costs.

Panelist Bios

Tom McMillen, President and CEO, LEAD1 Association

Tom McMillen, entrepreneur, thought leader, and author, currently serves as the President and Chief Executive Officer of the LEAD1 Association. McMillen has had an enduring influence in athletics and college sports, both as a lawmaker and through his involvement and counsel with several organizations over five decades.

McMillen served three consecutive terms from the Fourth District of Maryland in the United States House of Representatives from 1987-93. He was the cosponsor of the Student Right-to-Know Act, which required colleges and universities to disclose the graduation rates of students and student-athletes.

McMillen was an All-American for the Terps and standout for the 1972 U.S. Olympic Team and in the NBA. He finished his basketball playing career in 1986 as the first and only active professional athlete to run for Congress. His op-eds and other articles have been published in periodicals such as *The New York Times*, *The Atlantic Monthly*, *USA Today*, and *The Chronicle of Higher Education*, among many others.

McMillen holds a bachelor's degree in chemistry and received a bachelor and master of arts in politics, philosophy, and economics from Oxford University. He was the first Rhodes Scholar from the University of Maryland.

Jim Senter, Vice President and Director of Athletics, University of Texas-El Paso

A longtime athletic administrator who calls on his experiences as a fundraiser and former football coach, Jim Senter currently serves as vice president and director of athletics for UTEP. His emphasis on a balanced student-athlete experience has produced winning results in both the classroom and on the competitive field at several institutions.

In addition to his support for student-athlete success, Senter's fundraising to improve departments, programs, endowments, and facilities set institutional records and elevated athletics at UTEP, Colorado, The Citadel, and Idaho State. In his five years at UTEP, Senter has helped to reinvigorate institutional and fan support for the Miners and orchestrated the addition of beach volleyball to the program's roster of teams in 2023.

Senter earned his bachelor's degree in physical education from Tulsa in 1985. He added a master's degree in recreation from Idaho in 1992 while serving on the football coaching staff.

Erienne Weight, Director, Center for Research in Intercollegiate Athletics

Erienne Weight currently serves as the Director of the Center for Research in Intercollegiate Athletics and also contributes to a variety of consultancies for Division I athletics.

As a professor of sport administration at the University of North Carolina-Chapel Hill (since 2011) and member of UNC's faculty athletics committee, Weight's scholarly research has concentrated on the intersection of sport and higher education, and the organizational structure of college sports. Weight is a Research Fellow for the College Sport Research Institute. She has published three books and more than 100 refereed articles and book chapters. She is a sought-after speaker, with more than 150 invited and refereed research presentations.

A collegiate heptathlete and former assistant track coach at the University of Utah, Weight believes in the value of education through athletics. She earned her Ph.D. in sport marketing and management from Indiana University and her B.S. in exercise and sport Science and M.B.A. from Utah.