



## **Session Summaries and Panelists' Bios** **May 20, 2025**

### **9:30 – 10:45 a.m. “A Conversation with NCAA President Charlie Baker”**

*Division I college sports is experiencing the most significant changes in its history. A discussion with NCAA President Charlie Baker will highlight key priorities for implementing a new Division I model with continued focus on college athlete success and well-being.*

**Charlie Baker** – Charlie Baker is entering his third year as the president of the NCAA. He previously was the governor of Massachusetts for eight years and served as a Republican governor in a predominantly Democratic state.

As described in his NCAA bio, Baker arrived at the NCAA in March 2023 “at a moment of significant transformation. Legal shifts in the environment surrounding college sports have challenged the NCAA's ability to serve as an effective national regulator for college athletics, resulting in an untenable patchwork of individual state laws. Partnering with federal policymakers to develop a consistent, sustainable legal framework to address issues common to student-athletes and athletic departments across the country is a top and immediate priority.”

Baker's self-described priorities include the “importance of modernizing the college sports model, continuing to invest in its growth and engaging key communities through new storytelling efforts.”

Over the past two years, Baker directed the NCAA's federal lobbying efforts and provided leadership towards settling several major antitrust cases, collectively known as the *House* settlement.

Baker has also led the NCAA's initiatives to combat the harmful consequences of sports betting. He has sought to reduce and eliminate abuse by unsuccessful bettors of college athletes, and helped craft the [NCAA's recent deal with Genius Sports](#) to strengthen “integrity protections and promote responsible betting practices, including limiting risky bet types, ensuring compliance and safeguarding student-athletes.”

Baker is a graduate of Harvard University, where he was a member of the men's varsity basketball team, and holds a Master's of Business Administration from the Kellogg School of Management at Northwestern University.

### **11:00 a.m. – 12:30 p.m. “The Future of Collegiate Olympic Sports in a New Era for Division I”**

*Experts will discuss the current role of collegiate sports in the Olympic sports ecosystem and explore potential policy changes, different competitive structures, and/or new incentives to encourage universities to continue to offer broad-based sports opportunities. The session will also examine how changes to Division I scholarships and potential significant increases in direct athlete financial benefits in select sports might impact collegiate Olympic sports.*

## **Panelists**

- Bubba Cunningham, Board of Directors, USOPC and Director of Athletics, University of North Carolina, Chapel Hill
- Jaime Gordon, CEO, American Volleyball Coaches Association
- Rocky Harris, Chief of Sport & Athlete Services, United States Olympic & Paralympic Committee
- Victoria Jackson, Sports Historian and Clinical Associate Professor of History, Arizona State University
- Max Siegel, CEO, USA Track & Field

## **Panelist Bios**

**Bubba Cunningham** – Bubba Cunningham is in his 14th year as the athletic director at UNC. He oversees an athletics department that offers 28 sports. During his tenure, UNC programs have won more than 20 national titles. In addition, the Tar Heels boast nine NACDA Learfield Directors' Cup top 10 finishes and thousands of UNC athletes have been named to the ACC Academic Honor Roll since Cunningham assumed the AD post in 2011. NACDA has recognized Cunningham as one of NACDA's Athletic Directors of the Year and he has served as the Chair of the NCAA Men's Basketball Selection Committee. Cunningham also serves on the United States Olympic & Paralympic Committee (USOPC) Board of Directors.

**Dr. Jaime Gordon** – Dr. Jaime Gordon is completing his second year as the CEO of the American Volleyball Coaches Association (AVCA). He previously was the Director of Athletics and head volleyball coach for Morehead State University, where he built a culture centered around college athletes. During his time at the AVCA, Gordon has expanded the organization's membership and advocated for policies benefitting the sport of volleyball at all levels. He also co-leads the Intercollegiate Coach Association Coalition's education and advocacy efforts to promote the continued provision of broad-based sport opportunities at Division I institutions.

**Rocky Harris** – Rocky Harris is completing his third year as the Chief of Sport and Athlete Services at the United States Olympic & Paralympic Committee's (USOPC). Harris is tasked with optimizing sport performance and athlete well-being to ensure Team USA's excellence. During his time at USOPC, he has developed broad coalitions with sport national governing bodies and the NCAA. He has also sought to rethink the American Development Model and promote innovative ways to improve access to sports. Harris previously led USA Triathlon, whose athletes won the most medals of any nation in that sport at the 2020 Olympic and Paralympic Games.

**Dr. Victoria Jackson** – Dr. Victoria Jackson is a sports historian and clinical associate professor of history at Arizona State University. Her work focuses on the intersection of sport and society and explores how the games that athletes play help shape the communities in which they live. Dr. Jackson has studied the redesign of college sports and ongoing reform of the U.S. Olympic and Paralympic movement. She has testified to the Commission on the State of the U.S. Olympics and Paralympics and before a subcommittee of the U.S. House of Representatives Energy and Commerce Committee.

**Max Siegel** – Max Siegel is in his 14<sup>th</sup> year as the CEO of USA Track & Field (USATF). During his tenure, he has generated over \$600 million in revenue, secured a historic 23-year contract with Nike, and expanded USATF's annual budget to a record \$40 million. Additionally, under Siegel's leadership, USATF has increased investment in sport science programs, athlete prize money, and revenue distribution, in keeping with USATF's commitment to athlete success and well-being. He also helped lead the U.S. bid to host the 2022 IAAF World Outdoor Championships, a major biennial international track and field competition, in Eugene, Oregon.