

# March Madness: NCAA 2022

*Thomas Jefferson Model United Nations Conference*



**TechMUN XXXI**

**Middle School Specialized Agency**

**Co-Chairs: Adarsh Iruvanti & Justin Kim**

Thomas Jefferson High School for Science and Technology

April 12th - 13th, 2024

*A Letter From Your Chairs:*

Dear Delegates,

Welcome to March Madness: NCAA 2022 at TechMUN XXXI! As your chairs, we are thrilled to see how all of you contribute to the engaging and dynamic atmosphere of committee, and the future of the March Madness tournament. Each and every one of you will represent equally important positions on this committee, from NCAA managers and tournament organizers, to sports analysts and the coaches of the most elite teams themselves. This committee takes place in March of 2022, just before and during the tournament. The first topic addresses the evolving landscape of college athletics with the controversy behind NIL (Name, Image, Likeness) Deals - affecting players, brands, and the NCAA. The second topic delves into a darker side of the tournament by discussing the issues of corruption and unfair seeding sets in tournament brackets that result in biased advantages for certain teams and reduce integrity.

As both topics are especially relevant to college basketball, we are particularly seeking delegates who bring well-researched perspectives, articulate solutions to the forefront, and who can present impactful and content-filled speeches that push committee forward. We are also looking for delegates who can foster discussion and cooperation to effectively resolve the issues at hand. It's imperative that you collaborate with others to reach common ground and also remain engaged and committed to representing your role from start to finish - from the 1st committee session to the last public directive. If you have any questions or concerns, please reach out to us at [marchmadnesstechmun2024@gmail.com](mailto:marchmadnesstechmun2024@gmail.com). Let's make this conference a slam dunk!

Best regards,

Adarsh Iruvanti & Justin Kim

Co-Chairs, March Madness: NCAA 2022

## **Topic 1: Addressing the Controversy of Collegiate NIL Deals**

### ***Introduction***

On April 20th, 2021, University of Oregon football player Kayvon Thibodeaux announced that he had signed a five-year, \$1 million deal with sports giant Adidas. This endorsement, dubbed an “NIL” deal, was the first of its kind and quickly ushered in a new era of athlete-brand partnerships. In fact, during the first year of NIL deals, college athletes made an estimated \$917 million from endorsements alone, with NCAA (National College Athletics Association) Division I athletes receiving an average of \$3,711 in the same year.

NIL deals are arrangements between a student-athlete and a third party where an athlete is compensated for their “personal brand” (name, image, and likeness). Brands are able to work with athletes for commercials, marketing, and press conferences and include them in their logos and products. However, brands and athletes are not allowed to include any affiliated school or another athlete in these media products. These deals have brought a new perspective on the long-standing controversy surrounding whether college athletes should be financially compensated.

Indeed, these deals carry large implications in the college basketball space. As the March Madness Tournament is the culmination of the NCAA college basketball season, a firm stance and comprehensive policies must be provided by the NCAA committee to ensure a smooth tournament experience for schools, athletes, brands, and spectators.

### ***The Controversy***

Critics of student-athlete compensation fear an era of “pay-to-play” sports where wealthier and more influential programs will be able to build a more talented roster of players solely based on compensation and financial ability. In theory, the inclusion of money and

compensation could also blur the line between collegiate and professional sports. Another cause of concern is the unorganized patchwork of state regulations that create an uneven playing field in the world of NIL deals. The NCAA calls upon athletes and college programs to follow state laws regarding NIL deals, which vary greatly across borders. This can cause some players to choose a school in one region over another, which can further contribute to the imbalance in recruitment that may follow the large-scale implementation of NIL deals. It can also lead to discontent and frustration between athletes.

NIL deals can also create discrepancies across divisions and genders. Division II and III athletes, who play in separate tournaments and conferences, have a much lower chance of securing an NIL deal, and even if they do, the average worth of the deal is much lower than Division I athletes. The same phenomenon is happening between female and male student-athletes, where male student-athletes receive almost three times the total compensation compared to their female counterparts.

On the other hand, proponents of NIL deals argue that the money provides an incentive for athletes to stay in school and graduate, providing a “win-win” deal for brands and athletes. NIL deals also allow athletes to build and control their brand, which can be useful if athletes want to continue to build their public persona after graduating. The most obvious benefit of NIL deals, however, is that athletes will be able to support themselves and their families. According to a study by Drexel University, 86% of collegiate athletes and/or their families live under the poverty line. By providing an avenue to feed themselves and their families, NIL deals can be a lifeline for many athletes.

### ***Current Policy***

In June 2021, the NCAA announced an interim policy that urged athletes to follow state regulations regarding NIL deals and corporate sponsorships. In the press release, Division I Board of Directors Chair Denise Trauth announced, “With this interim solution in place, we will continue to work with Congress to adopt federal legislation to support student-athletes.” As of the 2022 College Basketball season, the NCAA still lacks comprehensive policies. Federal regulations take time to implement, and regulations that provide fair guidelines while not infringing upon pre-existing state laws require careful contemplation.

However, several possible policy recommendations have been proposed, and the NCAA is working to implement them as soon as possible. These policies include a voluntary registration process for brands looking to participate in NIL deals, disclosure requirements, standardized contracts, and comprehensive NIL education across all programs supporting student-athletes. With these policies, the NCAA ultimately aims to centralize registration for NIL participation, increase transparency to inform new athletes and brands entering the NIL space, and establish a “consistent national requirement.”

### ***Possible Solutions***

The NCAA can implement any combination of the proposed policies mentioned above, or introduce new ones. The utmost priority is to ensure the possible solutions proposed provide an equal opportunity for all student-athletes, regardless of socioeconomic status, gender, division, or region. Solutions should also align with the stances of represented individuals. Creative, out-of-the-box ideas are encouraged, and proposals should follow pre-existing NCAA, state, and federal regulations. However, ideas shouldn't compromise the integrity or

competitiveness of college sports, and allow the continued delivery of entertainment to alumni and fans.



### ***Questions to Consider***

1. Should the NCAA support or oppose NIL deals? Is there a possibility of compromise somewhere in the middle of the spectrum?
2. How can the NCAA create or modify regulations surrounding NIL deals to make them more fair for all student-athletes?
3. How can the NCAA prevent colleges, athletes, and brands from engaging in “under-the-table” deals that exploit loopholes in NCAA regulations?
4. What steps can be taken to ensure student-athletes who require financial support can obtain it?

### ***Helpful Links***

- <https://blackinblue.trinity.duke.edu/name-image-and-likeness-and-its-ramifications-student-athletes-0>
- <https://globalsportmatters.com/research/2021/12/06/american-public-supports-nil-rights-college-athletes-poll-results/>
- <https://www.sportskeeda.com/college-basketball/news-nil-money-college-basketball>
- <https://www.ncsasports.org/name-image-likeness#:~:text=A%20NIL%20deal%20is%20a%20n.their%20name%2C%20image%20and%20likeness.>
- <https://www.insidehighered.com/news/students/athletics/2023/06/07/two-years-nil-fuelin-g-chaos-college-athletics>
- <https://www.ncaa.org/news/2024/1/10/media-center-division-i-council-approves-nil-disclosure-and-transparency-rules.aspx>

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TJMUN



## **Topic 2: Preventing Corruption & Unfair Match-Fixing in NCAA Tournaments**

### ***Introduction***

The NCAA March Madness tournament, one of the most anticipated events in college athletics, is not entirely safe from controversy. Beneath the surface of exhilarating games and buzzer-beating moments, corruption and unfair practices threaten the integrity of the sport. One of the most persistent concerns in March Madness is the corruption that occurs behind the scenes - with allegations tied to coaches, teams, and sponsors for committing either financial bribery/fraud or manipulating the matches, games, and courts themselves in efforts known as “match-fixing” - in order to secure an advantage or gain an intended win. Discriminatory corruption is also a prominent issue with disparities in both resources and opportunities between men’s and women’s basketball. Another concern is the seeding process, which determines the matchups and brackets for teams.

Altogether, these corrupt issues undermine the principles of fairness and equality, but also deprive deserving teams and athletes of their rightful chance to shine on the national stage. In addition to March Madness, as other collegiate athletic tournaments continue to captivate audiences worldwide, it is imperative for the NCAA to address these pressing issues head-on.

### ***Game Alterations***

Match-fixing is a form of corruption defined as the violation of the rules of the game or manipulating the matches themselves in such a way as to achieve a predetermined result. Not only is this seen in basketball, but also in a wide variety of other sports administered by the NCAA. One of the aspects of match-fixing includes fixing games. Some examples of game-fixing in college basketball games include point-shaving (manipulating the score of a game to ensure that the final point margin falls within a certain range, often to benefit individuals or

groups who have placed bets), and game alterations (strategically altering game tactics/rotations, substitutions, and even the physical court/ball itself to favor certain outcomes - for example - intentionally winning to meet betting requirements, adjusting the height of the hoop, or using a deflated ball. Although these specific corruptions can be rare, it is important to organize the tournament to mitigate any chances of them occurring, or develop the necessary repercussions or backup plans in case they do.

### ***Match Seeding Corruptions***

Corruptions also lie within organizing the matches themselves - such as unfair seeding sets. March Madness tournaments are officially organized through brackets. Brackets consist of all of the matchups in the tournament - from the first few rounds to the Sweet 16, Elite Eight, Final Four, and the Championship Game. They are split into 4 different sections - each having an opening game pertaining to 4 regions in the U.S. The 64 teams participating in March Madness are chosen by the NCAA Selection Committee. The initial matchups are laid out by the NCAA Men's and Women's Division I Basketball Committees. Additionally, each team in the bracket has a specific seed, or number from 1-16, that represents a team's skill level based on their win percentage and track record. Every section has 16 teams, so each team per section is given a seed based on their initial ranking. More often than not, seeding is done to ensure that the teams most likely to win do not match up until later in the competition when the sections start to intersect. For example, since there is only 1 team per section with the #1 seed, if all of these teams were to advance without any upsets, they would not face off until the Final Four. However, in the past, there have been several unfair seeding allegations, where certain teams are placed with certain other teams for a biased advantage based on seed level and overall skill. In 2019, many argued that some teams were placed based on unfair seeding, whether accidentally or purposefully. For

example, UNC Greensboro Spartans have suffered multiple obvious losses their first few rounds due to this seeding, which was admitted by some of the NCAA officials themselves, such as David Worlock. In addition to other teams, even the North Carolina Tar Heels, a No. 1 Seed team, was impacted by the seeding sets, and surprisingly got out only in the Sweet 16. Fans debated on whether these seeding corruptions were based on skill or an actual seeding error, but overall, these were confusing events that left many shocked or disappointed.

### ***Financial Corruptions***

Another issue to address prior to the upcoming 2022 March Madness tournament is the risk of match-fixing through both financial and discriminatory practices. Financial corruption in college basketball is typically done in order to win certain games, win bets, and even gain money as a result of illegal activity. For example, in 2017, a college basketball bribery scandal linked to the NCAA was investigated by the FBI. Many coaches agreed to accept bribes of up to \$50,000, persuading the top high school prospect recruits to attend certain college teams for money. Individual salesmen and even business managers /representatives of companies such as Adidas, would all fund the scheme. College basketball coaches accepted cash and other illegal inducements to influence recruits' decisions about which college to attend and which agents to hire. The money was funneled to players and their families, such as Brian Bowen II, a prospect of Louisville. Bribes of up to \$100,000 were placed by Adidas for certain players to commit to certain schools or teams. Many coaches, business managers, and salesmen were arrested due to the scandal, and many teams/schools were penalized, including the Arizona Wildcats, Louisville Cardinals, Auburn Tigers, Creighton Bluejays, and Kansas Jayhawks. The Independent Accountability Resolution Process, known as the IARP, was developed by the NCAA in order to create a more independent process for major investigations related to collegiate athletics and

sports under the NCAA, and was highly useful during the FBI investigation of this scandal. Many more financial corruption schemes have been done - such as bribery in order to manipulate match outcomes or to alter games, and other fraudulent activities. Overall, these financial schemes are still ongoing and impact corruption in March Madness today, which is why it is highly important for the NCAA to seek out measures in order to prevent the causes and effects of financial bribery on the outcome of the tournament and unfair matches due to illegal and fraudulent recruitment activities.

In addition, unfair financial practices can lead to discriminatory disparities within the NCAA. In 2021, the NCAA was attacked by media and news outlets, athletes and players, and many fans for supposedly favoring men's basketball over women's basketball leagues - leading to inadequate funding and gender inequity. Men's training facilities were given millions of dollars more of funding and more attention compared to women's facilities - in aspects from technology, basketball courts, medical, etc. This highly stained the reputation of the NCAA due to its financial corruption and impact on March Madness matches. It is important for coaches, players, the NCAA, sponsors/organizations, and the fans to cooperate for a solution that benefits all who play for better sportsmanship and fairness without fear of corruption.

### ***Current Policy***

The NCAA has numerous measures and security checks to deal with game-fixing and other violations of game rules. However, these can still sometimes go unnoticed. Additionally, as of now, it is up to the Selection Committee and Division I Basketball Committees to decide on initial matchups and seeding sets, and while oftentimes they are fair, teams can still be accidentally or intentionally unfairly matched without any checks or balances regarding the committee's decisions. In terms of financial fraud that affects match-fixing, the IARP already

serves as a major platform for the NCAA and other investigatory organizations like the FBI to conduct investigations. However, while these deal with investigating the effects of such fraud as well as the punishments for doing so, solving the causes and problems at their root is still avoided and financial crimes still occur whether they are found and punished or not. A year after discriminatory financial funding took place, it is important for the NCAA to adjust their focus or resolve disparities between themselves, the teams, and the large population of basketball fans.

### ***Possible Solutions***

Multiple solutions need to be implemented in order to address match-based and financial corruption within the NCAA and March Madness tournament. These can include tight rules and regulations, security measures, and the necessary repercussions to ensure these actions do not repeat. Checks and balances to ensure fair seeding is also required, while still maintaining the excitement of the tournament by pairing up top seeds towards the end of the tournament. A balance between entertainment with the top teams at the end, and fairness towards underdog and low-tier teams at the beginning, needs to be achieved. Regarding financial corruption, multiple measures and checks need to take place in order to reduce the risk of fraud or bribery, as well as regulations that ensure equivalent sportsmanship, funding, and chances for all teams and players - regardless of their skill-level or prospect, college, background, etc. Again, creative, out-of-the-box, and practical long-term solutions are encouraged in order to have the best chance at resolving these issues, and these proposals should align, build upon, or change current NCAA and federal policies/regulations to improve March Madness in the most ideal way.

***Questions To Consider:***

1. How can the NCAA improve its enforcement mechanisms to combat game corruption and match alterations effectively?
2. What steps can be taken to ensure greater transparency and fairness in the seeding process and in all departments?
3. How can colleges, universities, and media outlets play a role in promoting integrity and ethics in college sports?
4. How can the NCAA prevent match-fixing in terms of financial bribery and corruption between coaches, betters, players, and sponsors?
5. What can the NCAA do in response to discriminatory corruption in Men's and Women's March Madness tournaments?
6. What repercussions or punishments need to be implemented to ensure these issues do not occur again? Are the current consequences sufficient or do they need to be strengthened?

***Helpful Links & Works Cited (NOT CITED YET)***

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- <https://en.as.com/ncaa/how-many-teams-are-in-march-madness-how-are-teams-selected-n/>
- <https://bleacherreport.com/articles/2826276-march-madness-2019-who-got-screwed-in-the-ncaa-bracket>

- <https://finance.yahoo.com/news/ncaa-corruption-probe-march-madness-sponsors-say-160101545.html>
- [https://www.espn.com/mens-college-basketball/story/\\_/id/38642236/the-fbi-iarp-corruption-on-men-college-basketball-explained](https://www.espn.com/mens-college-basketball/story/_/id/38642236/the-fbi-iarp-corruption-on-men-college-basketball-explained)
- <https://www.the-sun.com/sport/5032186/ncaas-bribery-scandal-conspiracy-theory-march-madness/>
- <https://www.usatoday.com/story/sports/ncaaw/2021/08/03/ncaa-significantly-undervalues-womens-basketball-investigation-gender-disparity/5469623001/>



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[en.as.com/ncaa/how-many-teams-are-in-march-madness-how-are-teams-selected-n/](http://en.as.com/ncaa/how-many-teams-are-in-march-madness-how-are-teams-selected-n/).

The logo for TJMUN (Trenton Junior Model United Nations) is centered on the page. It features a large, stylized blue laurel wreath that encircles a central emblem. The emblem consists of a basketball hoop and a basketball. Below the wreath, the letters "TJMUN" are written in a bold, blue, sans-serif font.

TJMUN



## **DOSSIER**

### **1. Mark Emmert - President of the NCAA 2022**

Mark Emmert has served as the president and 5th CEO of the NCAA since 2010. As the president, he is responsible for structuring and conducting NCAA operations, as well as helping to lead departments in organizing NCAA events. Before this position, he held many faculty and administrative positions at various universities. During his time so far, he has implemented many new programs within the NCAA to improve collegiate athletics for all players.

### **2. Stan Wilcox - Executive Vice President of Regulatory Affairs**

Stan Wilcox is the Executive Vice President of Regulatory Affairs at the NCAA. He is tasked with overseeing regulatory strategies, academic affairs, legislative interpretations, waiver requests, academic certification, and the Eligibility Center. He has held several national leadership positions on the NCAA Football Oversight Committee and the LEAD1 Board of Directors. He also created the Minority Opportunity Athletics Association.

### **3. Scott Bearby - Vice President of Legal Affairs & General Counsel**

Scott Bearby is the Vice President of Legal Affairs & General Counsel, and is responsible for overseeing the Office of Legal Affairs and governmental affairs. The Office of Legal Affairs numerous legal responsibilities for the NCAA. Bearby earned his law degree from Indiana University, Bloomington.

### **4. Joni Comstock - Senior Vice President of Championships**

Joni Comstock is the Senior Vice President of Championships and has been a part of the NCAA since 2006. She oversees 84 NCAA championships, playing rules, social/digital media, statistics, ticket operations, marketing, and merchandise/licensing. Before, she has held senior athletic administrative roles at Purdue and Illinois.

### **5. Dan Gavitt - Senior Vice President of Basketball**

Dan Gavitt is the Senior Vice President of Men's Basketball and oversees the NCAA Division I men's basketball championship, as well as the organization's 11-year, \$10.6 billion contracts with CBS and Turner Broadcasting - its major broadcasting partners. Prior to this, he was the Director of Athletics at Bryant, which has one of the largest Division II athletics departments in the country. He also ran Craigville Sports Associates, his own sports marketing and event management firm, and some basketball camps.

### **6. Brian Hainline - Senior Vice President and Chief Medical Officer**

Brian Hainline serves as the Chief Medical Officer for the NCAA, and is known for promoting the safety and well-being of the athletes. He is also a professor of neurology at the NYU School of Medicine and is the co-Director for the Center of Concussion and Care.

7. **Kevin Lennon - Senior Vice President of Policy and Governance and Vice President of Division I**

Kevin Lennon is the Senior Vice President of Policy and Governance at the NCAA, where he oversees policy development and governance initiatives, and is responsible for creating and implementing rules and regulations for collegiate sports. Lennon ensures fair play and compliance with NCAA standards. His role is crucial in maintaining the integrity of collegiate athletics.

8. **Felicia Martin - Senior Vice President of Inclusion, Education, and Community Engagement**

Felicia Martin was recently named Senior Vice President of Inclusion, Education, and Community Engagement. Prior to this, she was the Vice President of the Eligibility Center in 2017. She was responsible for overseeing academics and sport participation credentials for approximately 100,000 Division I and II prospective student-athletes. She currently oversees the inclusivity, academics, and community of NCAA athletes.

9. **Kathleen McNeely - Chief Financial Officer & Senior Vice President of Administration**

Kathleen McNeely is the Chief Financial Officer for the NCAA, and oversees the NCAA's monetary policies, budgets, and financial ordeals. She is also the Vice President of Administration, and oversees critical administrative functions such as human resources and even legal affairs.

10. **Lynn Holzman - Vice President of Women's Basketball**

Lynn Holzman serves as the NCAA Vice President of Women's Basketball. She oversees all aspects of the NCAA women's basketball championships and is responsible for the strategic direction and growth of women's basketball at the collegiate level. She plays a pivotal role in advancing opportunities and initiatives for female student-athletes within the NCAA.

11. **J.D. Collins - NCAA Officiating Coordinator**

J.D. Collins is the NCAA Officiating Coordinator, responsible for overseeing and managing officiating operations within NCAA basketball. He plays a crucial role in ensuring that officiating standards are upheld during games, working to maintain fairness and integrity in collegiate basketball competitions.

12. **Terry Oglesby - Referee for Championship**

Terry Oglesby is a seasoned basketball official known for his role as a referee in high-profile NCAA tournaments, including March Madness. With years of experience, he brings a deep understanding of the game's rules and nuances to ensure fair play on the court. Oglesby's expertise has earned him recognition as one of the top referees in college basketball.

**13. Greg Gumbel - Studio Host of CBS Sports**

Greg Gumbel is a prominent American sportscaster known for his work in broadcasting, particularly in sports television. He serves as a studio host for CBS Sports and has covered various major sporting events, including NCAA basketball tournaments, NFL, and the Olympics. Gumbel's extensive career in sports broadcasting has earned him widespread recognition.

**14. Charles Barkley - Former NBA Player & Tournament Analyst (for Championship)**

Charles Barkley is a former professional basketball player and current sports analyst. He played in the NBA for 16 seasons, such as the Philadelphia 76ers, Phoenix Suns, and Houston Rockets. Barkley was inducted into the Naismith Memorial Basketball Hall of Fame in 2006. After retiring, he transitioned into a sports commentator, providing analysis and commentary on basketball and other sports for various networks, including TNT.

**15. Seth Davis - Tournament Analyst (for Championship)**

Seth Davis is a prominent sports journalist and commentator, known for his analysis and coverage of college basketball. He has worked for many media outlets, including Sports Illustrated, CBS Sports, and The Athletic, providing commentary and predictions on March Madness and other NCAA basketball events. Davis is also an author and television personality, recognized for his deep knowledge and passion for the sport.

**16. Sean McManus - Chairman of CBS**

Sean McManus is a prominent figure in sports broadcasting, serving as the Chairman of CBS Sports. He oversees all sports programming on CBS, including the network's coverage of major events such as the NFL and NCAA basketball. With a background in journalism and broadcasting, he has been instrumental in elevating CBS Sports to a premier sports broadcasting network in the U.S.

**17. Luis Silberwasser - Chairman of TNT Sports (Warner Bros. Discovery Company)**

Luis Silberwasser is a notable figure in sports broadcasting, serving as the Chairman of TNT Sports, a division of the Warner Bros. Discovery Company. Silberwasser oversees the network's sports programming, including NBA coverage and other sporting events such as March Madness in NCAA basketball. TNT has a reputation for delivering engaging and high-quality sports content to audiences worldwide.

**18. James Pitaro - Chairman of ESPN**

James Pitaro serves as the Chairman of ESPN. Pitaro has played a pivotal role in leading ESPN's diverse portfolio of sports content across multiple platforms. He spearheaded several initiatives including prioritizing digital innovation and expanding the network's streaming services. Under his leadership, ESPN has secured key partnerships and strengthened its position as a leader in sports media.

**19. Pete Bevacqua - Chairman of NBC Sports Group**

Pete Bevacqua is a seasoned executive in the sports industry, renowned for his leadership roles in various sports organizations. As the Chairman of NBC Sports Group, he oversees the network's comprehensive coverage of sports events across multiple platforms. Bevacqua has been instrumental in expanding NBC Sports' coverage across various platforms.

**20. Eric Shanks - CEO and Executive Producer of Fox Sports**

Eric Shanks is the CEO and Executive Producer of Fox Sports, renowned for his influential role in shaping the network's success. With a background in media, Shanks has overseen broadcasting rights for major sports events and the development of innovative programming like "Fox NFL Sunday." He also produced content surrounding March Madness.

**21. Tom Burnett - Chair of Selection Committee & Commissioner of Southland Conference**

Tom Burnett is the chair of the NCAA Basketball Selection Committee, which selects and seeds teams for the National Tournament. He is the longest-tenured commissioner on the Southland Conference Board of Directors and has also served on ten various NCAA committees and councils during his career, overseeing both college basketball and football.

**22. Bubba Cunningham - Member of Selection Committee & Director of Athletics at North Carolina**

Bubba Cunningham is a member of the NCAA Basketball Selection Committee, which selects and seeds teams for the National Tournament. He has served as North Carolina's Director of Athletics for over 12 years and has also served on the US Olympic & Paralympic Committee Advisory Council and ACC Television Committee.

**23. Charles McClelland - Member of Selection Committee & Commissioner of Southwestern Athletic Conference**

Charles McClelland is a member of the NCAA Basketball Selection Committee, which selects and seeds teams for the National Tournament. He was the first person to represent an HBCU league or institution on the committee. He has also served as VP of Athletics at Texas Southern University, where he signed deals with Root Sports (now AT&T Sports) and Under Armour.

**24. Bernadette McGlade - Member of Selection Committee & Commissioner of Atlantic 10 Conference**

Bernadette McGlade is a member of the NCAA Basketball Selection Committee, which selects and seeds teams for the National Tournament. She has served as commissioner of the Atlantic 10 for over 16 years and has also served as a member of the Women's Basketball Oversight Committee after being a head coach at Georgia Tech.

**25. Mike O'Brien - Member of Selection Committee & Director of Athletics at Toledo**

Mike O'Brien is a member of the NCAA Basketball Selection Committee, which selects and seeds teams for the National Tournament. He has served as the chair of the Mid-American Conference Athletic Director's Committee and College Football Playoff Committee and has led several major construction projects at Toledo as Director of Athletics.

**26. Jamie Pollard - Member of Selection Committee & Director of Athletics at Iowa State**

Jamie Pollard is a member of the NCAA Basketball Selection Committee, which selects and seeds teams for the National Tournament. He is the only individual to have ever served as president of the National Association of Collegiate Directors of Athletics (NACDA), the Division I-A Athletics Directors Association, and the Collegiate Athletics Business Managers Association (CABMA).

**27. Chris Reynolds - Member of Selection Committee & Director of Athletics at Bradley**

Chris Reynolds is a member of the NCAA Basketball Selection Committee, which selects and seeds teams for the National Tournament. At Bradley, he has led initiatives to provide service and leadership opportunities. He has also served as President of the Division I-AAA Athletic Directors Association.

**28. Mark Coyle - Member of Selection Committee & Director of Athletics at Minnesota**

Mark Coyle is a member of the NCAA Basketball Selection Committee, which selects and seeds teams for the National Tournament. He has previously served as athletic director at Syracuse and Boise State University before coming to Minnesota. He is a former member of the Rose Bowl Management Committee.

**29. Martin Jarmond - Member of Selection Committee & UCLA Athletics Director**

Martin Jarmond is a member of the NCAA Basketball Selection Committee, which selects and seeds teams for the National Tournament. He has led partnerships with Nike/Jordan and jump started the Voting Matters Initiative at UCLA, encouraging student-athletes to engage in civic duty.

**30. Greg Byrne - Member of Selection Committee & Director of Athletics at Alabama**

Greg Byrne is a member of the NCAA Basketball Selection Committee, which selects and seeds teams for the National Tournament. With over 30 years of experience in sports administration, he expanded a merchandising partnership with Fanatics as Director of Athletics at Alabama to facilitate NIL deals for Alabama student-athletes.

**31. Keith Gill - Member of Selection Committee & Commissioner of Sun Belt Conference**

Keith Gill is a member of the NCAA Basketball Selection Committee, which selects and seeds teams for the National Tournament. He is the first African-American to become commissioner of an NCAA Football Bowl Subdivision Conference. Before joining the Sun Belt Conference, he worked directly

with Bernadette McGlade at the Atlantic 10 Conference as a liaison for the Men's Basketball Advancement Committee.

**32. Barry Collier - Member of Selection Committee & Director of Athletics at Butler**

Barry Collier is a member of the NCAA Basketball Selection Committee, which selects and seeds teams for the National Tournament. He is an alum and the athletics director at Butler. He has previously served on the NCAA Division I Men's Basketball Oversight Committee, the National Invitation Tournament Committee, and the Indiana Sports Corp board of directors.

**33. Mike Krzyzewski - Coach for Duke University**

Mike Krzyzewski is a renowned coach who spent 42 seasons at Duke, winning the most lifetime games in Division I men's basketball history. He also served as head coach at Army West Point. Duke is a part of the ACC. In 2022, he led Duke to the Elite Eight.

**34. Hubert Davis - Coach for UNC Chapel Hill**

Hubert Davis is a renowned coach at UNC who has received two National Coach-of-the-Year awards. Before beginning his coaching career, Davis worked with ESPN as an analyst and co-host of the College GameDay Program. UNC is a part of the ACC. In 2022, he led UNC to the Elite Eight.

**35. Jay Wright - Coach for Villanova**

Jay Wright is a renowned coach at Villanova. He was enshrined in the Naismith Memorial Basketball Hall of Fame in 2021. Wright has also written "Attitude," a New York Times bestselling book. Villanova is a part of the BIG EAST Conference. In 2022, he led Villanova to the Elite Eight.

**36. Bill Self - Coach for Kansas**

Bill Self is a renowned coach at Kansas, where he has spent 20 seasons and won two national championships. He has served on the NCAA Men's Basketball Rules Committee and the USA Basketball Competition Committee. Kansas is a part of the Big-12 Conference. In 2022, he led Kansas to the Elite Eight.

**37. Kelvin Sampson - Coach for Houston**

Kelvin Sampson is a renowned coach at the University of Houston. He has also served as head coach at Oklahoma, Indiana, and Washington State. He has also coached the US Junior National Team and Canada National Team. Houston is a part of the American Athletic Conference. In 2022, he led Houston to the Elite Eight.

**38. Eric Musselman - Coach for Arkansas**

Eric Musselman is a renowned coach at the University of Arkansas. Before entering the collegiate leagues, he was a head coach for seven professional teams, including the Golden State Warriors and

Sacramento Kings. Arkansas is a part of the Southeastern Conference. In 2022, he led Arkansas to the Elite Eight.

**39. Shaheen Holloway - Coach for Saint Peter's**

Shaheen Holloway is a renowned coach at Saint Peter's University. After the 2022 season, he moved to serve as head coach at Seton Hall. He has played professionally in England, Germany, and Turkey. Saint Peter's is part of the MAAC. In 2022, he led Saint Peter's to the Elite Eight.

**40. Jim Larranaga - Coach for Miami**

Jim Larranaga is a renowned coach at the University of Miami. He was also previously the head coach at Bowling Green State University and George Mason University, where he led GMU's famous 2006 run to the Final Four. Miami is part of the ACC. In 2022, he led Miami to the Elite Eight.

