

Question and Answers from the 2015 NCAA Information Session

Clemson, SC
April 24, 2015

Q: Will there be an NCAA promotional video that can help explain the sport of triathlon and the NCAA movement?

A: Yes, USA Triathlon has been collecting information and interviews from a variety of individuals. These interviews will be put together in an NCAA information video that will be available for coaches and institutions.

Q: What can we expect from the institutions who have received (or will receive) the USA Triathlon Women's Triathlon Emerging Sport Grant?

A: All institutions that are selected to receive the USA Triathlon Women's Triathlon Emerging Sport Grant are required to abide by all rules and guidelines outlined in the grant application form and grant agreements. All recipients are required to submit an annual review and business projection plans for each of their women's triathlon programs, and must transition into a varsity program by the end of the grant-period. Institutions who are recipients of the grant will be extended an invitation to the fall season events.

Q: For the fall championship race, how will invitations be sent out?

A: Official invitation criteria for the fall National Championship are still being completed and will be made public as soon as approval has occurred.

Q: Will the fall regional races be open to current club athletes?

A: Official invitation criteria for the fall Regional Qualifiers are still being completed and will be made public as soon as approval has occurred.

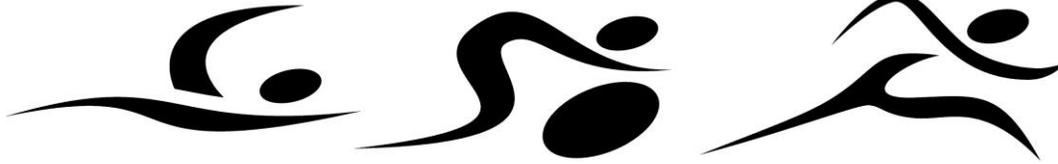
Q: How many of the schools are NCAA varsity programs? Can we see these institution's projected transition schedule?

A: Each of the institutions selected to receive the USA Triathlon Women's Triathlon Emerging Sport Grant have unique plans and timelines in regards to when they will achieve full varsity status. Please visit the "Institution List" available at <http://www.usatriathlon.org/about-multisport/ncaa/institution-list.aspx> to read about each institution's women's triathlon timeline.

Q: Why is the NCAA movement not done for both men and women?

A: Men's and women's sports undergo different processes to become an official NCAA sport. Women's Triathlon was voted on as an Emerging Sport for Women and will follow the Emerging Sport Timeline of 40 institutions in 10 years with the assistance of the Committee on Women's Athletics, while men's sports must develop on a different pathway and without an NCAA committee assisting. While Women's Triathlon is the current focus of the NCAA movement, there is the belief that if programs are established with strong foundations and in a sustainable manner, over time men's varsity programs would become an option for the institution's sports roster.

Q: What are some reasons why institutions are saying they will not add a varsity women's triathlon program?



A: Reasons vary, yet some common responses are:

- Cost to add a new varsity program
- Pressure to minimize spending
- Unsettled NCAA landscape (Cost of Attendance, Autonomy, Ed O'Bannon case)
- Addition of Cost of Attendance structure to athletic department
- Desire for a larger roster, and subsequent scholarship opportunities, for women's athletics

It's important to be able to understand that all of these reasons and concerns are legitimate, yet there are pieces of information that you can provide that can contribute to minimizing the concerns and risk. Some of those may be:

- The USA Triathlon Women's Triathlon Emerging Sport Grant to assist in startup costs for a varsity women's triathlon program.
- The possibility of leveraging an untapped market of sponsors.
- Being on the forefront of the movement will allow an institution to differentiate them and have a large recruiting pool to choose from.
- Pending on school location, the presence of a deep recruiting pool locally will reduce costs for travel.

Q: Where is the Ed O'Bannon lawsuit coming from?

A: The Ed O'Bannon lawsuit deals with the commercialized use of names, images and likenesses for FBS football and Division I men's basketball players. A federal judge ruling resulted in players being eligible for post-graduation financial compensation for the NCAA's commercial use of his or her image. This amount must be at least \$5,000 per athlete per year of competition, placed in a trust that is accessible by the athlete after graduation or after all student-athlete eligibility has been used. The NCAA is currently appealing this ruling, yet institutions are already preparing for potentially having to pay \$20,000 over a four year period or more to some of their athletes, which will drastically impact athletic department budgets.

Q: How do you explain equipment costs to institutions? Do schools purchase bikes?

A: It's important to explain the cost of equipment to institutions. Most institutions see triathlon as expensive sport equipment wise. However, it's imperative to explain that if they recruit experience triathletes, they will come in with their own bikes. Furthermore, the bike industry is a relatively untapped market in the NCAA. This means that sponsorship opportunities exist for institutions. Institutions can provide student-athletes with a bike maintenance stipend so that they can have their bikes race-ready and do any necessary maintenance.