“The past two years heading up LEAD1 and working with our member institutions to be a force for positive change in college sports has been an exciting and fulfilling time for me. My interest in college sports has been a passion for most of my life, and it is great to be in the middle of so many important issues. As a student-athlete and, later, as a Congressman, I have had an unwavering commitment to the ideal of a sound mind in a sound body, and the opportunity to pursue this goal with our leading collegiate athletic directors is an honor and a privilege.”

President and CEO of LEAD1 Association,
Tom McMillen
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LEAD1 Staff

www.lead1association.com
Build Our Image

New Name, New Mission Statement

The Association rebranded in October 2016 with a new name, LEAD1 Association, a new mission statement, and a new headquarters in the Washington, D.C., area. SME, a New York-based creative agency, led the rebranding effort.

Our mission statement: We support the athletic directors of America’s leading intercollegiate program in preparing today’s students to be tomorrow’s leaders.

New Website

LEAD1 launched a new state-of-the-art website in August 2017 and maintains an active social media presence on various platforms.

The website offers a history of LEAD1, a list of events, a map of its members across the US, and other features to meet the needs of LEAD1 members.

Appearances

LEAD1 has been represented at the following events:

- Keynote at PacNet Conference
- Speaker at SportsBusiness Journal Intercollegiate Athletics Forum
- University of Miami School of Law Sports Symposium
- Ongoing - 34 Campus Visits

Op-Eds

LEAD1 has penned op-eds on the relationship between academics and college athletics and the value of Olympic sports.

“Without College Sports, There Would Be No US Olympic Team.”
February 21, 2018

“College Sports and School DO Go Together!”
December 27, 2017

Tom McMillen, LEAD1 CEO, visited UCF and met with Athletic Director Danny White and members of the women’s basketball team
SHAPE THE RULES

One and Done

Jill Bodensteiner, LEAD1 Fellow, with the participation of seven athletic directors and their staff, submitted a white paper on behalf of LEAD1 to the Commission on College Basketball in January 2018 regarding issues to consider in conjunction with evaluation of NBA eligibility rules.

Sports Betting

LEAD1 hosted three legal experts and a current athletic director on a teleconference with over 115 participants to educate members on the potential outcome of federal sports betting legislation in February 2018.

The NCAA Stays Mum On Sports Betting, But Head Of Athletic Directors Group Says “80 Percent” Oppose Legalization.
February 19, 2018

“We’ve surveyed [athletic directors], and found out that 80 percent of them were not in favor of it. We just want to make sure our members are attuned to what’s going on, particularly at the state level.”
– Tom McMillen

Academic Misconduct

LEAD1 formed a working group to gather input from its membership regarding academic integrity issues. The collective input was submitted to the Committee on Academics, and helped lead to significant changes in the language of Bylaw 14.

Time Management

In the ongoing discussion of time management LEAD1 has remained a voice of support to all autonomy conferences as they find the proposals that work best for their institutions. To educate its members, LEAD1 held a webinar in August 2016 and created comprehensive educational materials for use at all member institutions and beyond.
MEMBER SERVICES

Professional Development—LEAD1 Institute

The Institute is the premier mentoring program helping senior administrators prepare to become athletic directors. Participants learn from veteran athletic directors who serve as faculty for the program and, in 2018, for the first time, will also have the opportunity to network with top hiring executives from national search firms. The meeting also features the awarding of minority scholarships from the John McLendon Foundation to 10 deserving recipients.

“Probably my favorite two aspects of the Institute were the faculty and the attendees. I appreciated that the faculty ‘kept it real’ with the attendees. They were open, honest, and candid with us and didn’t sugar coat anything, which will ultimately help us learn and grow.”

- Monica Lebron, Tulane University

Building a Dialogue—Annual Meetings

LEAD1 hosts annual spring and fall member meetings, where athletic directors from all 130 schools convene and discuss important topics surrounding college athletics. Our fall member meeting, LEAD1’s biggest event of the year, is the largest gathering of FBS athletic directors in the country. In 2017, the meeting was held in Washington, D.C., and we proudly initiated the Celebration of College Sports Reception, where we honor the accomplishments of our member institutions.

Pat Chun (Washington State), Martin Jarmond (Boston College), Doug Knuth (Nevada) at the 2017 Celebration of College Sports Reception

Top right photo: 2017 Congressional Luncheon trophies
Bottom right photo: Rep. Cheri Bustos (IL), Tom McMillen, LEAD1 CEO, Rep. Dutch Ruppersberger (MD), Debbie Yow (NC State), and Kevin Anderson (Maryland)
MEMBER SERVICES

Student-Athlete Medical Insurance
LEAD1 initiated a study of student-athlete medical insurance practices in 2016. The Association later partnered with the NCAA and expanded the study across all three divisions. The research resulted in the submission of 13 advisory practices to LEAD1 members. The advisory practices closely followed drafted legislation that was ultimately passed by the five autonomy conferences at the 2018 NCAA Convention.

Salary Survey
The Association conducts an annual compensation survey to gather information from member institutions on over 250 athletic department positions. For the 2017-18 academic year, over 100 universities participated in the survey.

Education
The Association hosts webinars and teleconferences for its member institutions on a regular basis. Topics have included:
- Collective Health Insurance Purchasing
- Education on Sports Betting
- Tax Reform Bill
- Academic Misconduct
- Time Management

Air Charter Consortia
LEAD1 undertook an airline charter sourcing initiative in Fall 2017 after data collected from our athletic directors recommended action. An air charter partner will be announced at the 2018 NCAA Men’s Basketball Final Four and the program will go live with the 2018-19 men’s and women’s basketball season.

ADVOCATE FOR OUR FUTURE

Government Relationships
A former Congressman, Tom McMillen is working to make government relationships a priority within LEAD1. To achieve this goal, we’ve worked hard to build relationships with government relations staff on the Hill. We’ve also created a robust database of members of Congress related to college athletics. Most recently, we recognized 56 members of Congress for their contributions to intercollegiate athletics. In addition, we host an annual event with the government representatives from each institution.
**Tax Reform**

Because of many inquiries from our ADs about the various provisions in the tax reform legislation that will affect college sports, LEAD1 conducted a teleconference in February 2018 featuring tax reform experts from Proskauer Legal Firm, McDermott Will & Emery, and Ernst & Young.

“**The fallout from the loss of the tax break will vary by school, said Tom McMillen. Some can shift funds, but others may have to make program cuts.**

‘It will depend on the school. If there’s high demand for the tickets and they’re great seats, you’re probably going to see little effect,’ he said. ‘You’re going to have some impact, and it will range school to school.’

He blamed it on college sports being treated in a corporate manner under tax laws.

‘When they put universities into the business box, the consequences will be them cutting Olympic sports,’ he said.

‘If there is a cutback in philanthropy, it will affect those sports,’ McMillen said.”

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**Financial Growth**

Since President and CEO Tom McMillen took over LEAD1 in September 2015, he has been able to develop new proposals for membership, with a tiered dues structure based on the revenue of individual athletic departments. We’ve strengthened our corporate structure and governance through annual sponsorships valued at over $150,000. Financially, LEAD1 is thriving, remaining under budget the past two years and initiating our first audit since our organization was formed in 1986.
LEAD 1—Through the Years