

President's comments at the Special Meeting on Athletics of the Board of Visitors – Sept 30, 2025

Success in Athletics at Virginia Tech creates indelible shared experiences for our students and alumni; it is critical to the regional economy; and it is a driver for the positive feedback loop between national recognition, increased student demand and the resources needed to enhance institutional impact in teaching, and learning, discovery, and engagement.

Virginia Tech is at a historic juncture in the history of Hokie Athletics. The tumblers at the institution, conference and national levels are all aligned...today's resolution unlocks the door to future success. At the national level, we have the debut of capped revenue sharing with student-athletes and the regulation of NIL; at the conference level, we have media revenue distribution tied directly to viewership and success for the first time; and at the institutional level, we have the opportunity to reset the organization to align with the new realities at the national and conference levels. It has never been clearer that the future of Hokie Athletics will depend on the institutional commitment to compete in partnership with our alumni and supporters. Today, we are stepping up to compete, and we ask our loyal fans and generous donors to step forward with us.

And to the supporters of Athletics over the last few years, thank you! You have elevated the sustainable base by enhancing staffing, talent and facilities. Although we may not have yet seen the results on the field, that past investment will in the long run make success more likely and long-lasting. By taking that next step now, we accelerate on our path toward a program that is competitive at the highest level.

I want to thank J Pearson, Ryan McCarthy, our rector John Rocovich, and AD Whit Babcock for setting a clear goal to be at the top of the ACC public institutions in investing to win. I'd especially like to thank COO Amy Sebring and CFO Simon Allen and their team for finding every opportunity to support Athletics without negatively impacting current base resources from the university, preserving our ability to advance our strategic priorities and maintain our positive momentum.

We are fortunate to be in a position to make this investment in athletics without impacting the operational funding needed to maintain the strong momentum of our academic enterprise. We also recognize that this strategic decision to invest discretionary resources in athletics now may limit our flexibility in the near future, and we will be closely monitoring this investment to ensure the funds are spent wisely. To that end, I will be appointing an Athletics Investment Oversight Committee as an advisory body to me and the Board of Visitors. With respect to student fees, we will remain among the lowest in Athletics fees in

the Commonwealth. We are also committed to protecting lower-income Virginia students, those eligible for Virginia Tech Advantage, and graduate students receiving university stipends from fee increases included in this plan.

We have much work remaining, but the path ahead has never been clearer.

Go Hokies!