**06**

Board Meeting

September 18, 2025

APPOINT MEMBERS TO THE ATHLETIC BOARD, URBANA

**Action:** Appoint Members to the Athletic Board

**Funding:** No funding required

The chancellor, University of Illinois Urbana-Champaign, and vice president, University of Illinois System, recommends the appointment of professor Brian Quick (Department of Communication) and professor Tiffany Barnett White (Department of Business Administration) as Faculty Athletic Representatives (FAR) to the Big Ten Conference and the National Collegiate Athletic Association (NCAA). The FAR also serves on the Athletic Board. (Biographical sketches for the nominees are attached.)

The Athletic Board is a committee of the University of Illinois Urbana-Champaign Faculty Senate and serves in an advisory capacity related to the academic, administrative, educational, and other aspects of the intercollegiate athletics program at the Urbana-Champaign university.

The board consists of 19 members: two faculty representatives to the Big Ten; seven other faculty members; four alumni of the Urbana-Champaign university; three students; and three *ex officio* members without a vote: a designee of the chancellor, the University comptroller or designee, and the athletic director. A slate of faculty nominees is provided to the chancellor by the University of Illinois Urbana-Champaign Senate. The slate of student nominees is provided to the chancellor by the University of Illinois Urbana-Champaign Senate and the Student Athletic Advisory Board to fill one student position each. The slate of alumni is provided by a subcommittee of the University of Illinois Alumni Association. The chancellor reviews the lists of nominees and forwards recommendations to the president of the University of Illinois System for action by the Board of Trustees.

The university’s two FARs are charged with ensuring a close relationship between the Division of Intercollegiate Athletics (DIA) and the university’s faculty. One of the primary responsibilities placed on FARs by the NCAA is, in coordination with the athletic director, sports’ head coaches, and a student-athlete representative, to conduct an annual end-of-year review of each sport’s student-athlete time management plan to ensure compliance with required overnight and days off time away from the sport. Additional duties of the FARs include being active participants in DIA efforts related to academic integrity, student-athlete well-being, and overall institutional control of the athletics program.

Under NCAA and Conference Bylaws, procedures, and practices, the FARs also:

* Certify the eligibility of student-athletes to compete in intercollegiate athletics.
* Participate in the institutional reporting process for all NCAA infractions.
* Approve the submission of all eligibility waivers and petitions to the NCAA and conference.
* Approve outside competition for student-athletes.
* Request and/or appeal interpretations of rules from the NCAA Interpretation Committee.
* Return phone calls from prospective student-athletes and/or their family members.
* Participate in the NCAA Enforcement and Infractions process, as well as any appeals related to infractions.

Serving as the DIA representatives to the NCAA and the Big Ten, FARs are responsible for formal communication between the university and these two organizations, including reporting rules violations to these conferences. The FARs are commonly called upon to support student-athlete nominations for various conference and national academic awards.

In addition, the FARs are regularly informed by the director of athletics and the DIA administration of significant matters related to student-athlete welfare, and they may, as appropriate, participate in program reviews and investigations regarding matters related to student-athlete welfare or academics.

The FARs are appointed annually and shall serve at the pleasure of the chancellor, but for a period not to exceed 10 years (barring extenuating circumstances as determined by the chancellor). Professor Quick’s initial appointment began in 2024, while Professor White has been appointed each year since 2018.

The Board action recommended in this item complies in all material respects with applicable State and federal laws, University of Illinois *Statutes*, *The General Rules Concerning University Organization and Procedure*, and Board of Trustees policies and directives.

The president of the University of Illinois System concurs.

**Brian Quick (professor, Department of Communication)**

Dr. Brian Quick is a professor in the Department of Communication at the University of Illinois Urbana-Champaign. Additionally, he holds an appointment at the Carle Illinois College of Medicine and is the director of the Health Communication Online Master’s Program. His research focuses on social marketing, applying behavior change models to various fields. Dr. Quick’s work examines how promotional messages and media portrayals create, change, and reinforce beliefs.

**Tiffany Barnett White (professor, Department of Business Administration)**

Dr. Tiffany Barnett White is associate dean of undergraduate programs, professor of business administration and advertising, and Bruce and Anne Strohm Faculty Fellow at the University of Illinois Urbana-Champaign Gies College of Business. She has served as FAR for the University of Illinois since 2018. She previously served as academic director of the Master of Science in Management (MSM) program at Gies. Dr. White’s research explores the affective and behavioral aspects of consumer-brand relationships, with particular emphasis on the drivers and consequences of consumer (dis)trust. An award-winning teacher, Dr. White is consistently featured on the university-wide List of Faculty Rated as Excellent by Their Students. White is chairperson-elect of the American Marketing Association’s board of directors, and she previously served as president of the Society for Consumer Psychology. She is associate editor for the *Journal of Consumer Psychology* and sits on the board of directors for Busey Bank (First Busey Corporation, NASDAQ: BUSE). Dr. White received her PhD in marketing from Duke University and BS and MS degrees in advertising from the University of Illinois Urbana-Champaign.