

# MYLES BRAND

N C A A P R E S I D E N T

1942 - 2009



# REMEMBERED

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# A LEGACY OF LEADERSHIP

**N**CAA President Myles Brand, the first university president to serve as the Association's chief executive, died September 16 from pancreatic cancer. He was 67.

"Myles Brand was a dear friend and a great academic leader. He was a tireless advocate for the student-athlete," said Michael Adams, president of the University of Georgia and chair of the NCAA Executive Committee. "Indeed, he worked to ensure that the student was first in the student-athlete model. He will be greatly missed."

By The NCAA News and New Media Staffs

## Legacy

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Brand, who began his tenure in January 2003 after having served as president at Indiana and Oregon, died at his Indianapolis home. He was diagnosed with pancreatic cancer in December 2008 and announced his condition to the NCAA Executive Committee, the national office staff and the leadership at NCAA member schools in January, saying the long-term prognosis for his condition was “not good.”

Brand remained committed to leading the Association even through his illness, guiding the national office staff and communicating with presidential leadership up until the final days. He attended the Men’s Final Four in Detroit, was at the table for the Association’s spring governance meetings and worked at his office into September.

Brand built his presidency on academic reform and advocacy of intercollegiate athletics, accomplishing both. Under Brand’s leadership, Division I adopted an academic reform structure anchored by the Academic Progress Rate, a team-based, term-by-term measure of academic success that encourages improved academic performance. Divisions II and III also made significant advances under Brand’s watch – Division II by implementing an identity campaign and a strategic-positioning platform tied to specific divisional attributes, and Division III by fortifying its philosophy to manage unprecedented membership growth.

Brand also spearheaded a landmark Presidential Task Force that in 2006 called for institutions to moderate athletics spending and to better integrate athletics into the mission of higher education.

“Myles Brand will be remembered not only for his unyielding demand that intercollegiate athletics reflect the values of higher education, but also for his advocacy of the student-athlete,” said NCAA Executive



STEPHEN NOWLAND / NCAA PHOTOS

**Myles Brand sits on a panel during the keynote luncheon at the 2008 NCAA Convention in Nashville.**

Vice President Bernard Franklin. “This was a man who understood the importance of higher education, as well as the benefit of athletics participation as part of the educational experience. He did not waver from that as a tenet of NCAA operations, and as a result, the Association will continue to benefit from his influence for years to come.”

University of Hartford President Walter Harrison, who chaired the NCAA Executive Committee during Brand’s push for reform, said Brand “leaves a clear and strong legacy that captures all the best things about college sports.”

Harrison praised Brand for his presidential leadership and “setting appropriate standards and the appropriate tone on our college campuses.”

“Likewise, his tenure as president of the NCAA marked an era of significant positive change,” Harrison said. “He led the Association as it became much more responsive to its members’ needs. He furthered the movement to make university presidents and chancellors

primarily responsible for governance of the Association and oversight of college sports. He set very high standards for maintaining what’s unique about the college sports experience in an era of growing commercialism.”

That “growing commercialism” was a concern of Brand’s, especially recently. He focused the bulk of his final State of the Association address at the 2009 NCAA Convention on the topic, calling for a “shared responsibility” among the NCAA national office staff and member schools to monitor commercial trends and establish both legislation and “good judgment” about policy that at its core does not put student-athletes at risk in commercial activities.

“There is no question that commercial activity is necessary for mounting intercollegiate athletics programs, certainly in Division I, but also in Divisions II and III,” Brand wrote in the speech that NCAA Vice President Wallace Renfro delivered at the January Convention. “But that commercial activity must be undertaken within the context of higher education. It must be done the right way. The answer is

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—Walter Harrison, University of Hartford president

to use regulation where clear prohibitions are evident – exploitation of student-athletes, for example – and apply values-driven judgment where flexibility is required.”

Brand called for the appointment of an oversight committee of membership peers that would “review the landscape of commercial activity in intercollegiate athletics, make binding determinations of instances in which there is student-athlete exploitation even if NCAA amateurism rules are not violated, and evaluate trends in commercial activity to ensure that the values of higher education and the best interests of the collegiate model of athletics are not abridged.”

The Division I Board of Directors approved the establishment of that group at the its April 2009 meeting.

Brand also was a force for diversity and inclusion, establishing an entire department at the NCAA national office devoted to increasing representation from all backgrounds at member schools and within the NCAA governance structure. He was an outspoken champion of diversifying football’s head coaching ranks in particular, supporting several NCAA programs and coaching academies devoted to increasing the pool of qualified minority candidates and providing them with networking opportunities for advancement.

Several recent hires in football participated in those professional-development programs.

“Diversity and inclusion were always top of mind with Myles Brand,” said Charlotte Westerhaus, NCAA vice president for diversity and inclusion. “He understood the value of inclusion from his dealings in higher education, and that translated to intercollegiate athletics as well. He championed not only diversifying the head-coaching ranks in football, but also leadership positions in athletics administration for both men and women.”

Brand was named president-elect of the Association in October 2002 after a national search to replace Cedric W. Dempsey, who had announced he was retiring at the end of that year after having led the Association since 1994.

Robert Lawless, who as president of Tulsa chaired the Executive Committee at the time of Brand’s hire and chaired the search committee, called Brand a pre-eminent “educational leader.”

“We selected Myles Brand for his ability to stress the educational component of

*See LEGACY, page 6*

## REMEMBRANCE

### INDIANA RESPONSE

“To the old phrase, a scholar and a gentleman, I’d add: a gentleman and a gentle man. Myles was full of good will and gentleness; we’re so fortunate that IU made him a Hoosier and the NCAA kept him here with us.”

— Indiana Governor Mitch Daniels

### NCAA RESPONSE

“Myles has been a visionary. He has been extremely courageous and creative throughout his tenure at the NCAA. Myles is highly intelligent, skilled at appointing task forces for specific issues and selecting individuals with expertise in given topics.

“Myles has been committed to academic reform and provided the NCAA with the leadership to begin achieving positive results. In the beginning, many were doubtful, resistant and even pessimistic that the NCAA could make meaningful progress in this critical area. Myles has shown everyone that academics is the first focus for student-athletes, the membership and the organization.

“When I think back about the time I have spent with Myles, a distinct memory comes to mind. Early in Myles’ tenure, we had a working dinner with two prominent college basketball coaches. The coaches were somewhat skeptical about his level of interest in athletics and perhaps surprised that he had been selected to serve the NCAA as its president. By the conclusion of the evening, though, the two coaches were effusive in their comments about Myles. They were highly impressed with his genuine interest, his concern about the issues in their sport and his instant ability to converse and relate to them.”

— Tom Jernstedt, Executive Vice President

“Myles Brand leaves a clear and strong legacy that captures all the best things about college sports. As the president of two Division I institutions, he set very high standards for presidential leadership. He will always be remembered in part for his dismissal of Bobby Knight as head basketball coach, but I think it’s important to remember that was just part of a career-long effort to provide presidential leadership and set appropriate standards and the appropriate tone on our college campuses.

“Likewise, his tenure as president of the NCAA marked an era of significant

positive change. He led the Association as it became much more responsive to its members’ needs. He furthered the movement to make university presidents and chancellors primarily responsible for governance of the Association and oversight of college sports. He set very high standards for maintaining what’s unique about the college sports experience in an era of growing commercialism.

“In my role as a Board member, as chair of the Executive Committee, as chair of the Presidential Advisory Group and as chair of the Committee on Academic Performance, I had the special privilege of watching his leadership in the academic reform movement, in the establishment of the Academic Performance Program and in presenting a very clear message to all member institutions and the public at large that the NCAA is committed to the academic success of the student-athlete.

“At the heart of all that was Myles’ commitment to education and to a positive experience for every student-athlete. For that, we will always be in his debt.”

— Walter Harrison, President of the University of Hartford and former Chair of the NCAA Executive Committee and the Division I Committee on Academic Performance



AP PHOTO / CHRIS CARLSON

“Myles Brand will be remembered not only for his unyielding demand that intercollegiate athletics reflect the values of higher education but also for his advocacy of the student-athlete. This was a man who understood the importance of higher education, as well as the benefit of athletics participation as part of the educational experience. He did not waver from that as a tenet of NCAA operations, and as a result, the Association will continue to benefit from his influence for years to come.”

— Bernard Franklin, Executive Vice President of Governance and Membership





Flags at the NCAA national office and Hall of Champions fly at half staff in honor of Myles Brand.

## Legacy

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intercollegiate athletics,” Lawless said after Brand was chosen. “We want the nation to understand that the collegiate part of intercollegiate athletics is an integrated part of the higher education experience.”

Upon being hired, Brand said, “This is a superb challenge, an opportunity for me to work on a national level in a way that continues my work with universities, to influence the course of events on something that is very important to American culture and, most importantly, to higher education as a whole.”

Brand’s contract originally was to run through December 31, 2007, but the NCAA

Executive Committee voted in 2005 to extend Brand’s contract by two years and then annually for the indefinite future. The contract extension was scheduled to run through December 31, 2009.

Before assuming the NCAA’s top leadership position, Brand was president at Indiana from 1994 through 2002, and at Oregon from 1989 to 1994.

Born May 17, 1942, Brand earned his bachelor of science degree in philosophy from Rensselaer Polytechnic Institute in 1964 and his Ph.D. in philosophy from the University of Rochester in 1967.

Brand’s other administrative posts included provost and vice president for academic affairs at Ohio State (1986-89), coordinating

dean at the College of Arts and Sciences at Arizona (1985-86), dean of the faculty of social and behavioral sciences at Arizona (1983-86), director of Arizona’s Cognitive Science Program (1982-85), head of the department of philosophy at Arizona (1981-83) and chair of the department of philosophy at Illinois-Chicago (1972-80). He began his career in the department of philosophy at Pittsburgh in 1967.

Brand also served on the Executive Committee of the Board of Directors of the Association of American Universities and as board chair (1999-2000), a member of the board of directors (1992-97) and executive committee (1994-97) of the American Council on Education. He was a member of





ARNEL REYNON / SPORT GRAPHICS

the board of directors of the National Association of State Universities and Land Grant Colleges (1995-98) and served as a board member of the American Philosophical Association and of the University Corporation for Advanced Internet Development, the umbrella organization of Internet2.

His academic research investigated the nature of human action. His work focused on intention, desire, belief and other cognitive states, as well as deliberation and practical reasoning, planning and general goal-directed activity. He also wrote extensively on various topics in higher education, such as tenure and undergraduate education.

He is survived by his wife, Peg, and one son, Joshua.

## REMEMBRANCE

"Myles Brand will long be remembered for his ability to balance the audiences of the various constituencies served by the NCAA. The manner in which he could move with a thoughtful ear from an audience of coaches to faculty representatives and the very university presidents who guide our organization made our work achievable.

"His unwavering belief that solutions to long-term challenges were only a focused effort away made the entire academic-reform movement his biggest success. Myles' reaffirmation of intercollegiate athletics as a vital part of higher education raised awareness in the public, and millions of young people will benefit for generations from the unique, perceptive leadership Myles Brand brought to the NCAA."

— Greg Shaheen, Senior Vice President of Basketball and Business Strategies

"Diversity and inclusion have always been top of mind with Myles Brand. He understands the value of inclusion from his dealings in higher education, and that has translated to intercollegiate athletics as well. He championed not only diversifying the head-coaching ranks in football but also leadership positions in athletics administration for both men and women."

— Charlotte Westerhaus, Vice President for Diversity and Inclusion

"Without question, the leadership of President Myles Brand has been critical in meeting the challenges of our day and refocusing our collective efforts on the student-athlete experience. His steady hand steered the academic-reform package through uncharted, and potentially dangerous, waters. His unflinching commitment to improving the academic success of all student-athletes through increased academic standards and meaningful consequences for team behaviors brought about the most significant cultural shift in intercollegiate athletics I have seen in more than 20 years in the enterprise.

"His reach to help student-athletes also included his commitment to the 'student-first' philosophy, challenging the NCAA staff and the governance structure to be more responsive to the needs of student-athletes, and to do so in a less bureaucratic manner. His mantra was 'Keep the student-athlete at the heart of all you do.' Myles expected this of all staff, and he held us accountable. Count-

less individual student-athletes remain indebted to President Brand for constantly reminding us why we do what we do."

— Kevin Lennon, Vice President of Academic and Membership Affairs



TREVOR BROWN, JR. / NCAA PHOTOS

"Myles Brand's appointment as president of the NCAA represented a new chapter for the organization, coming at a time when there was strong sentiment for appointing a university president to this leadership role. Many of the NCAA's challenges are not purely athletic, but rather focus on the concept of the student-athlete. It is hard to imagine anyone who could have made this transition better than Myles. He had been the president of two universities and was a distinguished and respected academic leader. Myles has emphasized the well-being of the student-athlete, integrity in athletics and has reached out to every imaginable constituency to open the doors of cooperation and understanding on behalf of college athletics."

— Graham Spanier, President of Pennsylvania State University

"As a Division I Board member and chair of the Executive Committee from 2003 to 2005, I had the privilege of working with Myles in the early years of his impressive record of leadership for the NCAA. Myles was absolutely committed to ensuring that the collegiate model for intercollegiate athletics was at the core of the NCAA's values and that it was reflected in key plans and policies. He was an effective spokesperson for all of us on a broad array of issues and demonstrated great courage in addressing many that were controversial. Strong leaders like Myles make a difference every day. We will miss him and his contributions on behalf of higher education."

— Carol Cartwright, President of Bowling Green State University

## REMEMBRANCE

“When it was my honor to chair the search committee for the president of the NCAA, I was terribly excited when Dr. Brand accepted the offer of the Executive Committee to become president. The NCAA was transitioning from an organization that was known principally for athletic championships and enforcement to an organization that equally focused on the academics of higher education. I had great expectations for the organization under Dr. Brand’s leadership and all of my expectations have been exceeded. He accomplished more than I would have thought possible in exerting positive influence on the national collegiate scene. If one considers that the president of the NCAA does not have a vote in the governance system and that everything achieved has to be done through persuasion and influence, his accomplishments have been almost unbelievable.

“His legacy will be everlasting.”

— Bob Lawless, President Emeritus of the University of Tulsa and former Chair of the NCAA Executive Committee

“Myles brought his academic experience in philosophy and higher education to the NCAA and effectively challenged the athletics community to demonstrate accountability for the educational values we espouse. He pushed to develop the data and systems in Division I to enhance graduation rates in all sports and helped the public understand that the vast majority of our student-athletes turn pro in something other than sports. He has been a good friend to the more than 400,000 student-athletes in NCAA programs and he taught the NCAA staff how to keep the interests of student-athletes top of mind in our work. Myles’ leadership will be missed greatly, but he also nurtured a proud and professional culture that can keep its bearing while enduring such a great loss.”

— Dave Berst, Vice President of Division I

# Brand’s commitment to fairness and equality

By Leilana McKindra

THE NCAA NEWS

More than just a casual observer of progress, Myles Brand was actively committed to advancing fairness and equal opportunity throughout intercollegiate athletics.

Brand was credited with much of the NCAA’s recent success with diversity as he openly called for more patient and thorough

hiring practices for athletics administrators and coaches. He frequently was asked to address the dearth of ethnic minority football head coaches leading Division I Football Bowl Subdivision teams.

“One of the most egregious instances of this lack of access is the low number of African-American head football coaches and offensive and defensive coordinators in Division I-A,” Brand said during his 2003

State of the Association speech. “The current situation is simply unjustifiable.”

Describing the status quo as “unacceptable (and) unconscionably wrong” in an April 2007 NCAA News editorial, Brand strongly encouraged institutions to open their doors to talented, qualified ethnic minority coaches. However, he resisted calls for a collegiate version of the NFL’s Rooney Rule, which requires teams filling head coaching vacancies to include a person of color among their interviewed candidates or face stiff penalties. Instead, Brand stressed the need for more hires, not more interviews.

“I am frustrated that in the midst of progress in so many other areas, higher education and intercollegiate athletics continue to exercise a hiring practice in college football that is embarrassing and simply would not be tolerated elsewhere on campus,” Brand wrote in a December 2008 Huffington Post blog.

However, Brand did more than talk about diversity. He backed his words with action.

Brand created the office for diversity and inclusion at the national office in August 2005. The unit was assigned responsibility for leading efforts to develop and implement strategies, policies and programs that promote diversity and inclusion throughout the NCAA, such as the Diversity Education Program, the Football Coaches Academy, the Expert Coaches Forum, and the Leadership Institute for Ethnic Minority Males and Females.

Brand also was the architect behind the Diversity Leadership Strategic Planning Committee, a panel of approximately 40 athletics administrators representing all three divisions that was tasked in 2006 with charting the Association’s roadmap to achieving a culture of diversity and inclusion. The committee, which spent a year compiling research before presenting its recommendations at the 2007 NCAA Convention, focused on fostering diversity among student-athletes; promoting a climate of inclusion within intercollegiate athletics; enhancing equitable career opportunities for under-represented coaches, officials and administrators; and strengthening the support, integration and promotion of women’s sports.

Brand’s focus on diversity also extended to his work with university and college presidents. As part of its charge, the Presidential Task Force on the Future of Division I Intercollegiate Athletics, which was launched in 2005, examined diversity issues as well as academic values and standards; fiscal responsibility; presidential leadership of internal and external constituencies; and student-athlete well-being.

“One of the most egregious instances of this lack of access is the low number of African-American head football coaches and offensive and defensive coordinators in Division I-A.”

— Myles Brand, during his 2003 State of the Association speech



TREVOR BROWN, JR. / NCAA PHOTOS

Brand speaking at the 2007 NCAA Woman of the Year Awards Ceremony.

# Brand's commitment to academic reform

By Michelle Brutlag Hosick

THE NCAA NEWS

From the first weeks of his presidency, Myles Brand was a champion for the student-athlete, dedicated to enhancing the academic environment and eliminating the phrase “dumb jock” from the American perception.

His commitment to academic excellence changed the culture of college sports to emphasize the importance of classroom performance and competitive success.

Under Brand's leadership, the NCAA created:

- A structure anchored by the Academic Progress Rate, a “real-time” metric designed to give a snapshot of how teams are performing academically, providing disincentives for poor academic performance and recognition for high performers.
- The Graduation Success Rate (Division I) and Academic Success Rate (Division II), new metrics that provide a more accurate measure of the graduation rate of student-athletes than does the federal calculation.
- Increased initial-eligibility standards, including requiring more core courses for prospective student-athletes and de-emphasizing test scores as a way to judge academic fitness.

These measures have produced results. The most recent APR data show almost across-the-board improvement in all sports and all demographics.

With the GSR and ASR in place, Brand set an unofficial goal of having 80 percent of all student-athletes graduate. Division I student-athletes have stepped closer to that goal every year, with the most recent data showing 79 percent graduating within six years. In Division II, the number has climbed steadily to 71 percent. The strengthened initial-eligibility standards contribute to academic success in all three metrics.

While much of the media attention on academic reform has centered on the penalties for teams that don't make the grade – and the low number receiving penalties – Brand always stressed that the program was about changing behavior, not dispensing punishment.

In 2007, Brand dedicated much of his State of the Association speech to the emerging success of academic reform, challenging the media at large to “get their facts right”



COURTESY OF INDIANA UNIVERSITY, BLOOMINGTON

**Brand received an honorary degree at Indiana University, Bloomington, earlier this year. He served as the University's president from 1997 to 2002, during which time the institution created the nation's first School of Informatics.**

in reporting on the academic success of student-athletes.

“A large majority of student-athletes are receiving a fine education and graduating from our colleges and universities. Let us give them and their institutions the credit they deserve,” Brand said. He also touted the APR's fairness, data-driven foundation and student-athlete focus.

Noting that some sports might need extra work with reform, Brand oversaw the creation of academic enhancement groups for baseball, men's basketball and football. Only baseball's reforms have been implemented, and early APR data indicate those efforts also will be successful.

Notable in Brand's leadership on academic issues was his ability to withstand criticisms and attacks from those who sought to weaken the program. His example allowed the presidents to stand firm in their support of the student-athlete's academic success.

Brand's commitment to academic reform and emphasis on the integration of athletics with the academic mission of colleges and universities will be a centerpiece of his legacy.

## REMEMBRANCE

“Myles Brand has been the best leader the NCAA has had during my career in intercollegiate athletics. I greatly appreciated the support he always gave to Division II and to the leadership of Division II at every level of our membership. He showed a sincere interest in all of our initiatives and was a strength to us in helping us achieve our goals for the division. He will be hard to replace and our thoughts and prayers are with his family at this time.”

– Tim Selgo, Athletics Director at Grand Valley State University and Chair of the Division II Management Council

“Higher education lost an uncommon leader today and Division II lost a true friend. Myles Brand always reminded us that we in the NCAA are a higher education association. And, it was his commitment to that essential characteristic which empowered Division II to redefine our selves consistent with the missions of our 300 colleges and universities. His passion for student welfare and success, his belief in the transformative power of intercollegiate athletics and his encouragement to focus on ‘doing the right things’ will leave a lasting legacy in the lives of Division II athletes for decades to come.”

– Stephen Jordan, President of Metropolitan State College of Denver and Chair of the Division II Presidents Council

“Myles Brand cared about people, especially the student-athletes who represent the NCAA's colleges and universities. You couldn't help but be energized by his commitment to intercollegiate athletics when you were around him. He was passionate about improving the lives of student-athletes. He wanted to see them earn their degree while, at the same time, benefitting from intercollegiate athletic competition. If there was an audience to be found, he eagerly jumped at the opportunity to expound on the great things being done by student-athletes around the country. We will miss his passion and energy. We have lost a wonderful advocate for intercollegiate athletics and higher education and I have lost a friend and colleague.”

– Mike Slive, Commissioner of the Southeastern Conference



# Conferences pay tribute to Brand

## The NCAA News

Almost all NCAA Division I conferences asked their member schools to observe a moment of silence before all athletics events the weekend after the death of NCAA President Myles Brand.

Brand, NCAA president since January 2003, died September 16.

The Pacific-10 Conference commemorated Brand with a moment of silence before all conference athletics events. In addition, a presentation in his honor occurred before kickoff of the weekend's Pac-10 football games, Commissioner Larry Scott announced.

"Myles Brand was a passionate advocate for the 'student' part of 'student-athlete,'" said Arizona State President Michael Crow, chair of the Pac-10 Chief Executive Officers. "The academic reforms initiated under his leadership of the NCAA have had a remarkable effect on the academic achievement level of student-athletes."

The honoring of Brand also was noted in Division III, where moments of silence planned for the weekend were announced for the St. Louis Intercollegiate Athletic Conference, the Northern Athletics Conference, the Liberty League, the City University of New York Athletic Conference and the College

Conference of Illinois and Wisconsin.

Also, Division III's Little East Conference requested that its members read the following statement at the weekend's athletics contests:

"College athletics lost a true friend on Wednesday with the passing of NCAA President Myles Brand. Dr. Brand was a champion of student-athlete well-being and a tireless

"We are all deeply saddened by the loss of our friend, Myles Brand. He was a remarkable man and a wonderful leader for intercollegiate athletics."

— Conference USA Commissioner Britton Banowsky

advocate for the educational experience of intercollegiate athletics, and the values of diversity, gender equity, service and sportsmanship. Please join us in a moment of silence to honor the memory and legacy of Dr. Myles Brand."

Other similar memorials were expected in Division III.

Division I's Sun Belt Conference was the first to announce plans to honor Brand.

"I had the pleasure of knowing and work-

ing with Myles Brand, and I always had a great amount of respect for the work that he did," said Sun Belt Commissioner Wright Waters. "He was an exceptional leader who truly understood the importance of collegiate athletics in the realm of higher education. He will be greatly missed."

The Mid-American Conference asked that a statement be read before the moment of silence that acknowledges Brand's focus on "scholarship, academic accountability and achievement, and student-athlete well-being."

Conference USA, the Patriot League, the Horizon League, the Atlantic Sun Conference, the West Coast Conference, the Colonial Athletic Association and the Southwestern Athletic Conference are among other leagues that asked their institutions to observe a moment of silence before games during the weekend.

"We are all deeply saddened by the loss of our friend, Myles Brand," said Conference USA Commissioner Britton Banowsky. "He was a remarkable man and a wonderful leader for intercollegiate athletics. His leadership and accomplishments will certainly benefit student-athletes, coaches and higher education for decades to come."

Horizon League Commissioner Jon Le-

## REMEMBRANCE

"Throughout his life, Myles Brand set the standard for leadership in higher education as a professor, university president and president of the NCAA. His legacy in college sports will be that national academic reform would not have happened without him."

— Jim Barker, President of Clemson University and Chair of the Division I Board of Directors

"Myles Brand quickly earned the respect of football coaches as his first official act as president of the NCAA was to attend the AFCA convention and speak at the FBS Head Football Coaches meeting.

"Myles brought an honest and clear vision to the NCAA that inspired everyone who came in contact with him.

"Myles listened, explained his position

and acted. It was evident it was his goal to make the NCAA a better organization; make coaches and administrators better leaders and more responsible; and inspire student-athletes to reach their potential as students and as athletes.

"He will be sorely missed as a leader and as a friend."

— Grant Teaff, Executive Director of the American Football Coaches Association

## DOUBLE-A-ZONE RESPONSE

"Myles pushed all of us in college athletics to deal forthrightly with the many challenges we have, and he set an important example by thinking through his own views, stating them clearly, and then being



TREVOR BROWN, JR. / NCAA PHOTOS.

Crone called Brand a leader in higher education and a champion for the student-athlete.

"In addition, his influence was felt as a respected member of the Indianapolis community," LeCrone said from the Horizon League office in Indianapolis. "He will be sorely missed."

Division II's Northeast-10 Conference created the following statement that was read before the National Anthem at league games:

"College athletics lost a true friend on Wednesday when NCAA President Myles Brand lost his battle with cancer. Dr. Brand was a champion of student-athlete well-being and a great friend and advocate of our Division II community. Under his leadership, Division II redefined itself and forged its strategic platform that highly values the educational experience of its student-athletes and places its emphasis on service, learning, sportsmanship, passion and balance. We ask that you join us now in a moment of silence for Dr. Myles Brand."

Away from the field of play, the National Association of Collegiate Directors of Athletics published a special edition of its e-mail newsletter, the Daily Review. The product included comments from the presidents of 14 NACDA-administered associations.

The Women's Sports Foundation Web site also was dominated by a tribute to Brand.

**Cheerleaders and the crowd bow their heads in a moment of silence for Myles Brand before a football game at Mansfield.**



ARNEL REYNON / SPORT GRAPHICS

## REMEMBRANCE

willing to debate them at length. He was also a very good person, and I think in the long run we will miss him for that even more than for his strong leadership."

— Jeff Orleans, former Executive  
Director of the Ivy Group

"Dr. Brand's tenure at Indiana University and his steadfast conviction on a zero-tolerance policy is a true testament to his leadership and strong character."

— Ken Johnson

"Dr. Brand was the driving force behind the new Scholarly Colloquium and the Journal of Intercollegiate Sport. He believed to his core that good information and solid research should drive policy. He was troubled by the fact

that many academics tended to ignore intercollegiate sport. And, perhaps most importantly, he acted on his convictions. It was a pleasure and a privilege to work with him on these projects."

— Scott Kretchmar, Faculty Athletics Representative at Pennsylvania State University

"I always felt like deep down, Myles Brand and Bob Knight SHARED a lot more ideas about the way the NCAA should operate than they disagreed about. I don't think the looneys in the IU fan base would ever admit to it, but I think they both longed for the days of pure amateurism. Neither was/is perfect, but again, I think they had more in common than most would think."

— Chad Giddens

"College athletics was fortunate to have Myles Brand and he will be greatly missed. He has to make some of the more difficult decisions during his career in the collegiate world and his tenure represents the greatest financial growth period for the NCAA. He treated everyone with the utmost respect and always found balance in the needs of business and the best interests of student-athletes."

— Rob Yowell, President, Gemini Sports Group

"My deepest sympathies to Peg Brand and my NCAA colleagues. I had the privilege of working with Myles during my tenure at the NCAA. He was a man of great conviction and commitment. His legacy is a testament to his leadership, vision and passion for intercollegiate athletics. He will be missed."

— Melissa Caito

## REMEMBRANCE

"The sports community has lost a great icon. My thoughts and prayers are with his family. He will be greatly missed."

— Anonymous

"I had the opportunity to meet Mr. Brand a year and a half ago, and was completely impressed by his leadership and intelligence. I also appreciated his acceptance of what we are doing with coaches and the opportunities he and the NCAA afforded me to help in the area of collegiate recruiting. My thoughts and prayers are with his family."

— Dan Tudor, Selling for Coaches

"Although most outside of the world of college athletics would not know it, Dr. Brand was warm and charismatic. Several times, I had an opportunity to share conversation with him and on each occasion, he was engaging and accepting of what I had to lend to the banter. His humor, his intelligence, and his professionalism will leave a lasting mark on me as well as countless others."

— Trip Durham, Past President, NACMA

"The NCAA has lost a great man! My deepest sympathy goes out to his family and the NCAA family!"

— Anonymous

"I'm happy to say that I have Mr. Brand's signature on my diploma from IU. Thoughts and prayers to his family."

— chewie

"I have known every NCAA executive director/president going back to the days of Walter Byers and watched with interest as Myles put a distinctive and welcome stamp upon the organization. Although I first knew him by reputation, I can well remember our first real visit and came away thinking, this is the right person at the right time. And he was. His leadership set a course that will endure."

— Rich Clarkson



TREVOR BROWN JR. / NCAA PHOTOS

Myles Brand speaks at the Division III Presidents and Chancellors Luncheon at the 2008 NCAA Convention in Nashville.

## Presidential control of intercollegiate athletics

By Jack Copeland  
THE NCAA NEWS

It wasn't surprising when Myles Brand, in his first speech as the NCAA's new leader in 2003, declared that "presidential control of intercollegiate athletics is essential." After all, he owed his own selection for the job to presidents' recently won control of the Association's governance structure.

Brand, however, did more than say how things should be. He developed mechanisms for encouraging presidents not only to practice control over athletics operations but also to provide leadership in establishing a proper place for sports in the academic missions of universities and colleges.

By virtue of his own experiences as a president at major academic institutions, Brand could capture colleagues' attention in a way that none of his predecessors — ever could have hoped to do.

"I think that probably Myles Brand, because he's widely known in that community of presidents and chancellors, may be effective in

demonstrating to all of us the value of direct presidential involvement in the governance of the NCAA," Kansas Chancellor Robert Hemenway, at the time chair of the Division I Board of Directors, told *The NCAA News* after Brand's selection in late 2002.

"He has changed the audience to which he can deliver his message," Bob Bowlsby, then director of athletics at Iowa and currently athletics director at Stanford, told *USA Today* in 2005. "Presidents listen to him, and I'm not sure, going back to Walter Byers, that presidents necessarily listened to the executive director or the (NCAA) president in quite the same way."

However, Brand made clear in his first speech to the Association's membership during the 2003 NCAA Convention that presidents must exercise not only control over the national organization's operations but also leadership in preserving what he soon would term a "collegiate model" for athletics — a presidential role that he saw being distinct from control.

"Myles Brand, because he's widely known in that community of presidents and chancellors, may be effective in demonstrating to all of us the value of direct presidential involvement in the governance of the NCAA."

— Robert Hemenway, Kansas chancellor, at the time chair of the Division I Board of Directors



"University and college presidents are in the best position to provide institutional leadership, while taking into account the perspectives of student-athletes, coaches, fans, faculty members and governing boards," he said in articulating presidential control as a key principle for achieving reform of – and advocacy for – college sports.

"When missteps in athletics programs occur, universities are open to criticism, and the presidents are the ones on the front line," he continued. "I know because I have been there. It is presidents who have the ultimate responsibility for setting standards and ensuring that these standards are followed. The NCAA should make every possible effort to assist presidents in carrying out these responsibilities."

He set about providing such support, in ways large and small, from his first days in office.

Three months after the 2003 Convention, he asked the NCAA Executive Committee to approve a pilot, voluntary orientation program for newly appointed campus presidents and chancellors, in which a current or former university president would visit a campus not only to explain the operations of the NCAA but to offer counsel on ways to manage athletics issues on campus.

"The program will provide an opportunity to emphasize the importance of presidential participation in the NCAA and garner support for the NCAA's advocacy and reform agenda," he told the committee in his proposal.

The program continues today to provide a valued resource for recently appointed presidents at NCAA member institutions.

More visibly, campus executives regularly have been tapped by Brand to lead task forces that have addressed key issues in intercollegiate athletics. Doing so put presidents in visible leadership roles, tackling the most pressing problems facing college sports.

"Presidential leadership, which is not the same as presidential control, adds vision and strategic direction, and does so in a way that engages the many constituents to find a solution that works for all," Brand said in announcing the creation in 2005 of the Presidential Task Force on the Future of Division I Intercollegiate Athletics. That group, composed entirely of presidents, ultimately produced recommendations for achieving fiscal responsibility in athletics, supporting academic standards, providing presidential leadership on campuses, and championing student-athlete well-being.

During his NCAA presidency, Brand made clear that he wouldn't be satisfied serving as a voice for presidents. He moved quickly to build platforms from which they could speak more effectively for themselves.

## REMEMBRANCE

"Even before his time at the NCAA, Dr. Brand's understanding of, and commitment to, the value of intercollegiate athletics was inspiring. I'm sure he will be missed."

– Mark Baker, Oregon '85

"On behalf of the Iowa Conference, we celebrate the life and accomplishments of Myles Brand on a difficult day for those he has left behind. It is clear that he valued the most precious resource in intercollegiate athletics ... the young men and women whom he served in his daily work. Condolences to his family, to those closest to him, and to the entire NCAA staff in Indianapolis. God bless."

– Chuck Yrigoyen, Commissioner of the Iowa Intercollegiate Athletic Conference

"We have a lost a great man and a great leader. I spent four years on the D-II Management Council and had many meetings and meals with him. He always remembered everyone's name and institution, making us all feel so important. God bless him and his family. We will all miss him."

– Dee Outlaw

"Over the past several years, I have had the opportunity to work with Dr. Brand on summer basketball initiatives. I admired his exceptional ability to grasp a complex problem and boil it down to simple issues. The AAU continues to support his summer basketball initiatives. He will be sorely missed by all. My thoughts and prayers remain with his family."

– Bobby Dodd, President and Chief Executive Officer of the Amateur Athletic Union

"Dr. Brand was someone who was committed to diversity and inclusion not only in word, but in deed. I had the pleasure and opportunity to interact with him through various programs offered by the NCAA, one of which was the Leadership Institute for Ethnic Minority Males and Females. While one of the program's objectives is to provide participants with leadership training, having the opportunity to speak to a leader such as Dr. Brand was something I will always cherish. Dr. Brand was an exemplary leader who will deeply be missed."

– Natasha Oakes, Assistant Commissioner of the Mid-America Intercollegiate Athletics Association

"Dr. Myles Brand was a change agent for intercollegiate athletics challenging the status quo and creating a culture that is "student-focused." An effective leader and mentor to the 2008 NCAA Fellows Class, we mourn our loss and cherish the time he spent with us!"

– Carolyn Vellios O'Connell

"It has been my privilege to know Myles Brand. I appreciated his unwavering belief in educational athletics, as well as his total commitment to equal opportunity for men and women and his passion for diversity in the NCAA and in our institutions. I believe that without his strong support for Title IX in the last few years, our nation may well have seen the legislation weakened in a significant fashion. His statements and actions have literally affected innumerable young girls at the high school level and thousands of young women at the collegiate level. These girls and women may not know it now, but these young people owe him an enormous debt of gratitude for the wonderful opportunities that they enjoy today and will continue to enjoy tomorrow."

– Christine H.B. Grant, Senior Associate at Sports Management Resources

"Dr. Brand was at the College Swim Coaches Association Convention in 2008, he noticed that I was the swimming coach at the University of Indianapolis and came up to me. He said that since we were both from the Indianapolis area, he wanted to introduce himself to me. He did not just introduce himself, he spoke with me for a few minutes about the University of Indianapolis and the strong leadership that we had at the University. I was humbled and grateful that Dr. Brand would associate with all levels from Division I, to me at a Division II institution. God bless his legacy and I hope that the NCAA can find someone that can carry on his siteful leadership."

– Gary Kinkead

"The WBCA is extremely saddened at the loss of Dr. Myles Brand. Our thoughts and prayers go out to Peg and his family. His unprecedented support of Title IX, women's athletics and especially women's basketball has helped to pave the way and guarantee a bright future for all female student-athletes.

"Myles was a tremendous supporter of mine, both personally and professionally. Unless you had a benchmark prior to his arrival at the NCAA, it is difficult to understand the vast impact of positive change he had on our sport. Through his vision, he laid a game plan that will be a great roadmap for many years to come. Our pursuit of excellence will continue, though his advocacy, leadership and passion will greatly be missed."

— Beth Bass, Chief Executive Officer of the Women's Basketball Coaches Association

"I'm fortunate to have been able to call Myles Brand a friend as well as a colleague in the collegiate athletics arena. Myles championed so many progressive causes with the creation and emphasis on tools like the NCAA's Academic Progress Rate and the Graduation Success Rate. He had a great handle on how athletics should fit into the culture of an institution and he spent his career promoting the values he believed should be a huge part of our programs. Whether it was his views on commercialism or simply the economics of running a major-college program, he wasn't afraid to exert his influence to make college athletic programs more accountable and more representative of higher education."

"The restless intellect that made Myles such an extraordinary scholar also made him a great leader. He never shied away from taking a risk that he thought might benefit college athletics and the student-athletes he cared so deeply about."

— Jack Swarbrick, Athletics Director at the University of Notre Dame

"My deepest condolences and heartfelt prayers go out to Myles' wife, Peggy, and their family," said Rev. John I. Jenkins, C.S.C., presi-

dent of the University of Notre Dame. "He was a man for whom I had great respect — as a scholar of the first rank, a gifted administrator, a reform-minded leader of the NCAA, and, most of all, as a man of great integrity. "When we presented an honorary degree to Myles at our commencement ceremony this past May, his illness prevented him from attending. For only the second time in Notre Dame's history, we awarded the degree in absentia. That is indicative of how much admiration those of us at Notre Dame had for him. A few weeks later, our provost, Tom Burish, and I presented the degree to Myles personally in Indianapolis. It was a privilege to do so, and it was a privilege to know him."

— John L. Jenkins, C.S.C., president, University of Notre Dame

"Myles had such significant impact on NCAA and on college athletics and really brought a heart to the job. He was an immensely fair man, listened to all issues, and was a compassionate leader. Like many who make an impact in society, his influence and impact does not leave us. Myles built a platform for the future and the seeds that he planted will bear fruit for a long time. This is a sad day as we remember a man who really cared about student-athletes and their academics. He had a keen interest in men's basketball and was instrumental in helping the game grow. Our hearts and prayers are with his wife and family."

— Jim Haney, Executive Director of the National Association of Basketball Coaches and the NABC Foundation

"Myles Brand championed so much for so many ... the importance of focusing on the student-athlete in his/her pursuit of academic and athletics excellence; the importance of

diversity and equity; the importance of ethics and integrity in athletics and in one's life ... and on and on. He proved to be a change agent, par excellence, for the NCAA and his legacy will be felt for a long time to come. We were all fortunate to experience his leadership ... and blessed to be touched by his wisdom and his humanity. Special thoughts and prayers to his family. His was a life well lived and widely respected."

— Merrily Dean Baker

"We have lost a great leader and a special person. Myles Brand has provided us guidance while holding us accountable to keep the student in student-athlete. He challenged us to stay focused keeping the educational mission of higher education in the forefront of our thinking when making decisions in our intercollegiate athletic programs. I especially admired his commitment to diversity and gender equity. He believed and supported our Division II branding initiative and openly shared our platform with the many groups he addressed. We will truly miss Myles and his dynamic leadership. My thoughts and prayers are with his family."

— Debbie Chin, Director of Athletics at the University of New Haven

"Dr. Myles Brand was the president of the University of Oregon during some of my years of graduate study there. His strong support of academics, athletics, and commitment to diversity took UO to a higher level of national and international respect and recognition."

— John Van Sant

"We are saddened to receive the news of Myles' passing and send our condolences to his family. Myles was a leader in higher education, a champion for student-athletes and an advocate for the values of intercollegiate athletics. In addition, his influence was felt as a respected member of the Indianapolis community. He will be sorely missed."

— Jonathan B. LeCrone, Commissioner of the Horizon League

"Dr. Brand was a truly remarkable individual who possessed the keen ability to see both sides of an issue. His selfless and tireless pursuit of placing a greater emphasis on the student-athlete experience in the higher-education model has left an indelible mark that will carry the Association and its members forward. Whether he was talking to a room full of presidents, administrators or student-athletes, Dr. Brand was a pathological optimist whose message resounded with his audience. His philosophy and wisdom will be sorely missed, but his legacy has forever been emblazoned onto the Blue Disk of the Association."

— Kerry Kenny



ANDRES ALONSO / NCAA PHOTOS

Mount Union receives its championship trophy from NCAA President Myles Brand (left) during the Division III Football Championship in 2005.

"It's a sad day for all of us in the NCAA. Myles Brand has been in my daily prayers since we all learned of his illness in January. He was a great leader who always had reform in his mind and one who did a valuable job of steering the entire body in a positive direction. The Kentucky basketball family extends our deepest condolences to Myles Brand's family - our thoughts are with them during this difficult time."

- John Calipari

"The loss of Myles is a loss for all of intercollegiate athletics. The strategic positioning of Division II, emergence of Life in the Balance, I Chose DII, Community Engagement and Game Environment were all built on his legacy of the collegiate model for intercollegiate athletics and the NCAA as a higher education association. We are grateful to count Myles as friend and his impact on the co-curricular experience for student-athletes will have a meaningful impact for generations ahead. We are thankful for his professional and personal commitment to the academy and our prayers are with his family."

- Chuck Ambrose, President of Pfeiffer University and former Chair of the Division II Presidents Council

"Our NCAA staff is saddened by the loss of our leader. He taught us dignity and character in the face of a great life challenge, by continuing to come to the office regularly to make sure our student-athletes had his 100 percent. Thank you for what you have given us and our student-athletes. God bless your NCAA family, Peg and Joshua."

- Terrie Hall

"I had the opportunity to work with Dr. Brand on several projects at the NCAA. He was always a very kind man, but I noticed a unique change in him shortly after his diagnosis. Dr. Brand was kinder, gentler and had the disposition of a man who had grown comfortable with his own mortality. You could see him walking the halls of the Association throughout his illness and although his health was fading, his commitment to student-athletes was unwavering. He will be missed, not just for his contributions to intercollegiate athletics, but also for his selfless and tireless dedication to increasing opportunity and expanding our definition of scholar-athlete."

- Anonymous

"The Division IA Faculty Athletics Representatives are greatly saddened by the news that Myles Brand died today. We know what a deadly disease is pancreatic cancer. We hoped against hope that Myles would beat the odds. As NCAA president, Myles

was an ally and supporter of our association as we work toward the betterment of college athletics. His most significant contribution was his leadership in academic reform. Among other significant initiatives undertaken through his leadership were the efforts to achieve greater integration of athletics departments and student-athletes into the university; focusing prime attention on the well-being of student-athletes; providing a framework for evaluating commercialism issues; and looking at recruiting and other issues in men's basketball. He has been an able and articulate spokesperson for college athletics, particularly in advocating for sportsmanship and ethical behavior. In areas where institutions, and not the NCAA, have the operational voice - coach hiring and salary decisions chief among them - Myles has been a strong advocate for diversity in hiring and for a rule of reason in salaries. His leadership will be sorely missed among all NCAA member institutions, in the national office, and by the Division I Faculty Athletics Representatives. We extend our sympathy to Myles' wife and family."

- Division IA Faculty Athletics Representatives Association

"Myles' leadership in Division II is represented in many of our strategic initiatives, perhaps none more public than his encouragement to organize multiple Division II national championships at venues in the same city in an Olympic-style sports festival. His belief in the educational/life experience achieved through athletics participation, and the ultimate goal of college graduation, was at the core of everything he championed. Division II is in a strong position because of Myles' vision and commitment and we will miss him! It was a privilege to work with Myles and my thoughts and prayers are with Peg, his family and his friends."

- Mike Racy, Vice President for Division II

"Thank you to Myles Brand for his leadership and voice for both the NCAA and student-athletes at every level. His commitment to diversity and gender equity are exemplary and he will be greatly missed. On behalf of all the members of the National Association for Girls and Women in Sport (NAGWS), I extend our heartfelt sympathies to the Brands and to the NCAA family."

- Pamela Noakes, Executive Director of NAGWS

"I remember a time before APR, 6/ semester, 40/60/80 and maintaining GPA. There was fear in the land. However, that wasn't the intent ... to cause fear. Dr. Brand's vision was to regard the student-athlete as a student. Making SERIOUS progress toward a college degree in which the athlete would like to obtain from his/her institution. For some institutions, they took a real look at

their administration and academic support BECAUSE of APR and APR penalties. Kudos to a man and visionary, to see a 'student in an 'athlete'."

- Kimberly Marsh

"College sports lost a friend and strong leader in the passing of Myles Brand. The Knight Commission on Intercollegiate Athletics is saddened by the loss and remembers Dr. Brand for his spirited commitment to academic reform. Dr. Brand tackled tough issues with courage and tenacity. We celebrate his achievements in spurring real change to enhance the educational experience of college athletes."

- William E. "Brit" Kirwan and R. Gerald Turner, Co-Chairmen of the Knight Commission on Intercollegiate Athletics



"I had the opportunity to hear Dr. Brand present to the NCAA in Nashville only two months after I became an FAR (faculty athletics representative). I had no idea of what to expect, but was amazed at the commitment and love that Dr. Brand expressed for the student-athlete, the people in athletics at all the NCAA institutions, and the principles of fairness that the NCAA stood for. From that day on, I have held Dr. Brand in the highest regard. I never got to meet him formally but always made an effort to attend any speech he gave. He convinced me that my involvement with the NCAA was worthwhile."

- Richard Miller

"I am so saddened by the death of Dr. Myles Brand. His strong support of equal opportunity for both men and women in athletics was an inspiration to me. His belief and commitment to the student-athlete experience being the center of what the NCAA stands for will forever be his legacy. I feel blessed to have known Dr. Brand and my heart goes out to Peg, his family and everyone in the NCAA community. On behalf of the NCAA Women Coaches Academy and all our graduates, thank you, Dr. Brand, for touching our lives."

- Celia Slater, Executive Director of the NCAA Women Coaches Academy





TREVOR BROWN JR. / NCAA PHOTOS

### Myles Brand and Walter Harrison at the 2007 NCAA Convention in Orlando.

“My profession, sports information, was fortunate to have Dr. Myles Brand as our friend. He understood the value of sports information directors at all levels, and looked to us as the messengers of his message to highlight the academic achievements of student-athletes at all levels. He spoke to our organization’s board in Indianapolis about our value and our role in college athletics. He also accepted our invitation to become the first NCAA president to speak at the CoSIDA Convention. Dr. Brand will be missed by all of us in our profession and we will continue his legacy by promoting not only the wonderful achievements in the playing arena, but also the remarkable achievements of students in the classroom and the community.”

– Eric McDowell, Assistant Athletic Director/  
Sports Information at Union College (New York)

“Dr. Brand was truly a remarkable leader for college athletics. We will miss his leadership, but more importantly we will miss him and the character that he brought to college athletics. Our thoughts and prayers are with the Brand family during this time of sorrow.”

– Bernie Oliver, University of Florida

“Myles Brand put the student-athlete back in the forefront of the NCAA’s purpose. His personal philosophy and passion ignited a cultural change in intercollegiate athletics, as represented by academic reform and the “student-athlete first” philosophy. He was a true leader, as he was a visionary who made the tough decisions to hold institutions accountable for how they provide service to student-athletes as they strived to earn their degrees and competed in their respective sports. In sum, he has taken the NCAA to a place where it has never been. More importantly, he was a kind man. When I worked at the NCAA, he always made

himself available when he was in the office to speak with me and I enjoyed our conversations. In celebrating his life, we should all challenge ourselves to continue his legacy of academic reform and providing for the overall well-being of the student-athlete experience in higher education. Myles reminded all of us who work in higher education that success in intercollegiate athletics should not just be measured in wins and losses on the playing field. My prayers and deepest condolences go out to his family.”

– Philip Hunt, Founder of The Student-Athlete Consulting Group

“During my internship at the NCAA, I got an opportunity to have lunch with President Brand soon after he started. I asked a lot of questions during that lunch and he answered them all. But what I will never forget is his sincere honesty, his frankness, and the passion that he brought to the world of college athletics. He put the “student” back into the student-athlete and I think the world of college athletics will be better for it. I send my condolences to his wife and family.”

– Stephanie Surratt, Esq.

“At our 60th anniversary celebration in February 2006, Dr. Brand spoke passionately and genuinely about the NCAA, the importance of student-athletes and the proper place of athletics within the context of higher education. His speech reflected what he truly believed in. His tenure at the NCAA is marked by his exemplary leadership and his honest and passionate beliefs. To say the Association has benefited from his leadership is a tremendous understatement. His passing is a huge loss for the NCAA and intercollegiate athletics. Our prayers are with Dr. Brand’s family.”

– Chris Martin, Commissioner of the College Conference of Illinois and Wisconsin and Division III Management Council member

“Dr. Brand brought a focus to college athletics, a focus that helped the athletes to be students. Blessings to his family.”

– Clyde Neff, Lubbock Christian University

“Myles was a good person who came in as an academian and dedicated his presidency to enhancing the academic environment. Once he became involved with his new constituency, athletics, he truly embraced it and therefore his loss will have a profound effect on the athletics community. The many people within NACDA and its affiliate associations that worked with Myles through the years want to extend its deepest condolences to his family during this difficult time.”

– Mike Cleary, Executive Director of the National Association of Collegiate Directors of Athletics

“Myles’ commitment to integrating athletics with academics during his tenure will be a focus of his legacy, as proven by his prime measures – the APR and Graduation Success Rate. His commitment to diversity and inclusion was unprecedented. Intercollegiate athletics has lost a true leader and friend.”

– Randy Spetman, Director of Athletics at Florida State University and NACDA President

“Dr. Brand transformed the NCAA from an organization focused almost exclusively on national championships and chasing media dollars to one that now embraces the academy. His particular emphasis on using academic research to support the decisions of the organization has enhanced the NCAA brand. He walked comfortably in the worlds of higher education, governmental issues and athletics, a characteristic rarely found. He will be deeply missed.”

– Karen Weaver, Ed.D.

“We are all deeply saddened by the loss of our friend Myles Brand. He was a remarkable man and a wonderful leader for intercollegiate athletics. His leadership and accomplishments will certainly benefit student-athletes, coaches and higher education for decades to come.”

– Britton Banowsky, Commissioner of Conference USA

“Though Dr. Brand’s passing saddens us, heaven is rejoicing right now. The NCAA is very blessed to have been led by a man who exuded such admirable character, integrity and fairness. I am blessed to have had the opportunity to work with a great group of people in Indianapolis and throughout the country towards the accomplishment of the Association’s mission. My prayer is that Dr. Brand’s vision for the Association will be moved forward by others.”

– Keshia Campbell

"I feel so fortunate to have been a member of Myles Brand's team at the NCAA, and I am deeply saddened by his passing. Myles was the right leader at the right time for college athletics. He stood for the values and ideals that have strengthened higher education, intercollegiate athletics at all levels, the experiences of student-athletes, coaches and colleagues of all races and both genders, and fair play. Myles did not hesitate to take a stand on what he knew to be right and he challenged his staff and the NCAA membership to do likewise. His courage, passion and caring ways were apparent throughout his lifetime. Myles touched the lives of so many people in a way that enriched us all. We have lost a great leader and friend, but his legacy will serve us well for many years to come. Sincere condolences to Peg, Josh and the NCAA family."

– Judy Sweet

"Myles Brand's leadership changed the national dialog on athletics by emphasizing its educational mission of athletics. His clear, sustained support of gender equity was a central component of this theme, shepherding Title IX during the 2003 Commission on Opportunities in Athletics, and later after the OCR released its 2005 Clarification. These were pivotal points in the law's history and stemmed the potential harm from the Bush Administration. Under his leadership, the NCAA honored long-time advocates Christine Grant, Donna deVarona, Senator Birch Bayh and Billie Jean King with prestigious NCAA awards, and the NCAA ensured that gender equity was a part of the decennial certification process. I truly cannot imagine where women's athletics would be without his forceful and eloquent stances over the past six years. Those of us working for Title IX compliance have long said that advocates of the old mentality must die off before systemic change can be achieved for the average college female athlete. It pains me that he is not around to see the day when gender equity in intercollegiate athletics doesn't require a remarkable man like Myles Brand."

– Nancy Hogshead-Makar

"Myles was a true leader who has left an outstanding legacy regarding the integration of athletics and higher education. I have to believe that his experience as a Division III student-athlete helped to shape at least some of his philosophy regarding academics and athletics. He certainly had great affinity for the division. It was a great personal and professional opportunity to work with Myles. I always felt like I was in the presence of greatness when I spent time with him. His passing is a tremendous loss to everyone associated with higher education and the NCAA."

– Dan Dutcher, Vice President for Division III

"Myles Brand was an outstanding leader in higher education and intercollegiate athletics. His steady guidance will provide tremendous opportunities for years to come. We have been blessed and fortunate to have Myles Brand's passion, dedication and leadership."

– Mike Alden, Athletics Director at the University of Missouri, Columbia

"Myles was an amazing leader who never lost the common touch. In my prior position, I called upon him several times to interact with the MAC (Mid-American Conference) presidents group and he never said, "No." He visited almost every school in the MAC and he was always very accessible. He was an advocate of diversity and personally supported me in many endeavors. I enjoyed working on some of the initiatives that will be a part of his legacy. My prayers go out to his family."

– Dell Robinson, Commissioner of the Great Lakes Intercollegiate Athletic Conference

"The collegiate community was truly blessed to have had President Brand as its leader for the past six years. His vision and courage were an inspiration to all of us, and he will be dearly missed. We have all been the beneficiaries of his leadership and talents, and his legacy will have an impact on the NCAA and intercollegiate athletics for years to come. I am certain that the leadership of the

"Dr. Myles Brand was such a strong supporter of women's basketball and equality for young women in our game. Without strong efforts such as his, UConn and the game of women's basketball as a whole would not have made the strides that we have over the years. Our thoughts and prayers go out to his family, friends and colleagues."

– Geno Auriemma, Women's Basketball Coaches Association President and Head Women's Basketball Coach at the University of Connecticut

"Myles Brand was an outstanding leader and extraordinary man of vision. I was able to visit and learn from him while participating in the Class of 2009 Leadership Institute for Ethnic Minority Males and Females. His commitment to diversity has shaped the NCAA and member institutions in a tremendous way. His leadership and vision will play a part in the transformation of collegiate athletics for years to come. Our thoughts are with his family and friends."

– Deedee Brown-Campbell, University of Arkansas, Fayetteville

"The Faculty Athletics Representatives Association (FARA) has lost a great friend and ally in NCAA President Dr. Myles Brand. He fought a great battle against pancreatic cancer. Dr. Brand was a strong and eloquent leader and spokesperson for maintaining strong academic standards within intercollegiate athletics. He introduced a

"Dr. Brand was truly a remarkable leader for college athletics. We will miss his leadership, but more importantly we will miss him and the character that he brought to college athletics. Our thoughts and prayers are with the Brand family during this time of sorrow."

– Bernie Oliver, University of Florida

NCAA will continue his legacy to honor his memory. My thanks, thoughts, and prayers are with him and his family at this time."

– Frank Aiello, Director of Athletics at Wilmington University (Delaware)

"Dr. Myles Brand was a tremendous leader and will be greatly missed. I was fortunate to work as a member of the NCAA team briefly as a national office intern and was struck by Dr. Brand's personable nature and true passion for college athletics and the student-athlete. My deepest condolences to his family as they go through this extremely difficult time."

– Amanda Payne

dose of realism to discussions of academics and athletics and in promoting academic reform within the NCAA. He recognized the educational value of athletics and its part in the comprehensive experience for student-athletes. We applaud his support in increasing high school academic requirements for prospective scholarship student-athletes and with mandatory progress-toward-degree measures to make sure student-athletes graduate in a timely fashion.

"His guidance in developing two new academic standards – the Graduation Success Rate (GSR) of student-athletes and the Academic Progress Rate (APR), measuring how scholarship student-athletes and individual

teams are doing term to term – is impressive. Graduation rates have improved and the APR has changed the recruiting mindset and behavior on many campuses.

“The entire FARA Executive Committee recently named Dr. Brand as the recipient of the 2009 David Knight Award for Outstanding Service to FARA. His strong support of FARA, his commitment to having FARs play a key, important role in NCAA governance, and his support for our FARA presidents and FARA’s Executive Committee was greatly appreciated by all.

“His contributions in promoting academic reform in intercollegiate athletics were truly remarkable. Our deepest condolences go out to his family and friends. His voice within intercollegiate athletics will be greatly missed. His ideas and spirit will continue to be heard in our discussions on academics and intercollegiate athletics.”

– FARA

“As a diehard Boilermaker, I gained the utmost respect for this soft-spoken gentleman from IU. He was everything that we aspire to be: never afraid to make the most difficult decisions, but always ready to listen to opposing views. The state of Indiana and intercollegiate athletics has lost a true leader. My deepest condolences to his family, and may God give you His strength in these difficult days.”

– Mark A. Pope, Director of Athletics at the University of Saint Francis (Indiana)

“On behalf of the NCAA Division I Women’s Basketball Committee, I would like to express heartfelt condolences to Peg and the family of Myles Brand. President Brand was a champion for women’s basketball. He challenged the committee to grow the game of women’s basketball and provided a voice for our coaches. Most importantly, he had a great vision for the game. Myles not only served as our advocate, he stood by us. His leadership allowed us to explore opportunities to grow the game of women’s basketball for our student-athletes and coaches. We will miss President Brand’s leadership and opportunity for open and candid conversation. The entire women’s basketball community will continue to keep Myles, Peg and the Brand family in our thoughts and/or prayers

as we continue to celebrate his life and the common vision we shared.”

– Jane C. Meyer, Chair of the Division I Women’s Basketball Committee and Senior Associate Director of Athletics at the University of Iowa

“On behalf of the West Coast Conference, its member institutions and student-athletes, our thoughts and prayers are with the family of Dr. Myles Brand and his colleagues at the NCAA office. Dr. Brand transformed the Association into one which is squarely focused on the needs of student-athletes and fully supports the philosophy that athletics is integral to the educational mission of higher education. We are all better coaches, administrators, and student-athletes for his efforts.”

– Jamie Zaninovich, Commissioner of the West Coast Conference

“To the NCAA family and all those who loved President Myles, I offer on behalf of the physically and mentally challenged, along with all college sports fans, our deepest sympathies on the loss of this unique and noble man who made college games something to enjoy. He will be missed, not only for his kindness but for his gentle and good sense to see something great happening.”

– Christopher C. Gagliardi, Youth Advocate for the physically and mentally challenged for the state of New Jersey

“The Coalition on Intercollegiate Athletics expresses its sorrow at the passing of NCAA President Myles Brand. President Brand’s many accomplishments at the NCAA will form a lasting legacy, adding to his distinguished career as a philosopher and university president. From the standpoint of the COIA faculty coalition, President Brand’s commitment to academic ideals and to guiding college sports towards a mission to support the pursuit of knowledge was an expression of values we celebrate. We benefited from his warm willingness to meet with our coalition, share ideas, and strengthen understanding among those with different perspectives on athletics. COIA extends its deep condolences to President Brand’s family. We also express our sympathies to our colleagues at the NCAA. Like them, we will miss President Brand’s leadership and personal engagement.”

– Carole Browne and Nathan Tublitz, Co-Chairs of the Coalition on Intercollegiate Athletics

“It’s apparent that intercollegiate athletics, higher education, and the student-athlete experience is better understood from the leadership of Myles Brand. During my years as an NCAA national office administrator, Myles changed our thinking, the culture and the Association’s membership conscience and ideals. Myles is sadly missed, while his leadership and legacy will be entrenched within all of us who are humanitarians to the mission of intercollegiate athletics and higher education.”

– Kelvin Ford, Assistant Athletic Director at West Texas A&M University

The Black Coaches & Administrators (BCA) is a non-profit organization that fosters the growth and development of ethnic minorities at all levels of sports, which Myles Brand enthusiastically supported.

“The American sports community and Black Coaches and Administrators have lost a devoted friend and advocate. On behalf of our Board of Directors, staff and membership of BCA, we are deeply saddened by the passing of NCAA President Myles Brand. Myles was highly valued on both a professional and personal level by our association. He embraced and supported BCA diversity and professional development efforts and he respected our concerns related to student-athlete welfare as he led the charge for academic reform for the student-athlete in America. From the beginning of his tenure as NCAA president in 2003, Dr. Brand communicated directly with our association regarding multiple issues of mutual concern and established a continued open dialogue between his office and the BCA. His legacy will be one of courage, compassion and trust.”

– Dave Leitao, President, and Floyd Keith, Executive Director, of the BCA

“I am profoundly saddened to learn of the passing of Dr. Myles Brand. The NCAA – and the entire sports world – has lost a great leader and true champion. Myles’ passion for collegiate athletics, and more importantly, the student-athletes who compete with dignity and honor on behalf of all NCAA member institutions, was unwavering. His grace, commitment and humanity made him an extraordinary leader, mentor and role model. I will miss him. The staff

“Dr. Myles Brand was such a strong supporter of women’s basketball and equality for young women in our game. Without strong efforts such as his, UConn and the game of women’s basketball as a whole would not have made the strides that we have over the years.”

– Geno Auriemma, WBCA President and Head Women’s Basketball Coach at the University of Connecticut





TOM STRICKLAND / AP PHOTO

**Myles Brand participates in the groundbreaking ceremony at Lucas Oil Stadium in 2005 in Indianapolis. Others participating in the ceremony were, from left, Indiana Gov. Mitch Daniels, Indianapolis Colts quarterback Peyton Manning, Colts owner Jim Irsay and Indianapolis Mayor Bart Peterson.**

and student-athletes of Columbia University Athletics express their deepest sympathies to the Brand family and the staff of the NCAA on the loss of our dear friend.”

– M. Dianne Murphy, Director of Intercollegiate Athletics and Physical Education at Columbia University

“Dr. Brand gave himself entirely to the things he loved and cared about. That giving of himself made a difference in college athletics and it made a difference in the lives of families whose lives he touched through The Home Team partnership between the NCAA and Habitat for Humanity. Dr. Brand helped Habitat reach a new generation of volunteers through this partnership, helping to engage young athletes by challenging them to think beyond their lives on the courts, fields and tracks of the athletic world to the broader world in which they live. Their engagement in the communities in which they played will be a part of Dr. Brand’s legacy to them long after their athletic careers have ended.”

– Jonathan Reckford, Chief Executive Officer of Habitat for Humanity International

“Dr. Brand, more than any previous NCAA president, included college coaches in the complex issues of the Association. He was a willing listener, which is so critical for

someone in the position he was in. “College coaches lost a great friend with the passing of Dr. Brand.”

– Jim Boeheim, Head Men’s Basketball Coach at Syracuse University

“Myles would often characterize himself as a pathological optimist. He conscientiously looked for the upside in people and institutions. He certainly did that with intercollegiate athletics. But he wasn’t a Pollyanna. He knew there were parts of college sports that needed attention and some that needed a full overhaul. He was willing to accept small wins and build on them. He was content to take a step forward, knowing he had avoided taking two steps back. Myles understood that with such steps, long marches begin; and beginning was much better than standing still or falling behind. More than anything else, he lightened our load with a reason of hope for things getting better rather than a sense of inevitable decline.”

– Wally Renfro, NCAA Vice President and Senior Advisor to the President

“When I found out last week that Dr. Brand had passed, I was in total shock. The NCAA’s most passionate leader, who set the bar high for academic performance at the Division I level, terming “the student-athlete,” was gone. I wish I had the chance to meet Dr.

Brand and thank him for all the hard work he put in for the NCAA and its members. Thank you, Dr. Brand!”

– Tommy Loera

“I had the honor of meeting Dr. Brand on a couple of occasions and found him to be very warm and friendly. The NCAA has lost one of its greatest assets. The TL family sends its most heartfelt condolences to his family, friends, and the entire NCAA community.”

– Sam Inman, President of TL Sportswear

“First, I would like to offer my condolences to the Brand family. I am an Indiana University alumnus. I graduated from graduate school at the School of Public and Environmental Affairs (SPEA) at Indiana University in 1997 during Myles Brand’s tenure. He was a scholar beyond his times. I would often witness a very compassionate, analytical man who truly represented high morals and ethics. As we all remember, he stood for high standards in all realms of life, not just academically.

“One of my fondest memories is that of receiving a free ticket to one of the biggest basketball games of the 1995-96 season and sitting on the row with President Brand. Me being this small-town African-American girl from Alabama working through my career

at a major research university. Accompanied by Dr. Rhodes from my department, when introduced to President Brand for the first time, his words of encouragement and inviting smile made me feel like a million dollars. All of my hard work and ambitions were summarized in the late President Brand's address to our graduating class in May 1997. He challenged us to "take the values from Indiana and introduce them to the world."

"When I heard that he had transitioned out of IU and assumed the role of president of the NCAA, I was so excited. It was not surprising that the NCAA has evolved into a pillar of achievement in college athletics. I will end by saying, that I challenge all academic and athletic leadership to follow in the footsteps of this great pioneer. He will be missed."

— Tara George

"I cannot tell you how sorry I am that Myles lost his battle with pancreatic cancer. He was a man of integrity, vision and character. His dedication to women on many fronts should be applauded. His vision and follow through on academic reform was unprecedented and his leadership remarkable. My thoughts and prayers go out to Peg, Joshua and the entire NCAA family. We will someday find a cure for this horrific disease. Myles contributed in so many ways to bring some awareness to the need for better funding and more comprehensive research. His legacy will live on for years to come."

— Debbie Ryan, Head Women's Basketball Coach at the University of Virginia

"We often speak the words, 'being at the right place at the right time'... Myles was not only at the right place, more importantly, it was

of two former NCAA presidents, Myles Brand and Cedric Dempsey, through their executive staff since 1999. As recently as about this time last year, President Brand appeared on Chinese national CCTV-9 advocating the UNIVERSAL value of how intercollegiate athletics ought to have its due function in the process of developing a young mind-body into a contributing global citizen with integrity, discipline, and competency in a specialized field.

"President Brand, through his policy direction, vision, and leadership tenure at NCAA since 2001, has not only impacted on near 400,000 student-athletes in our USA, but also for sure rendered his philosophical wisdom on school athletics and our American good-will ambassadorship to his Chinese counterparts' program policy direction and impact on about 300 million Chinese students at all levels.

"President Brand has truly lived a life that IS larger than his self with a great legacy. I do greatly miss my few occasional interactions with him in person, from which I have been a beneficiary from his integrity and wisdom for life. To the Brand family, we respectfully share your loss and will extend his legacy."

— David W. Pan, Ph.D., J.D., Associate Professor of Marketing, College of Business and Technology, at Northeastern State University

"On behalf of the Division 1A Athletic Directors' Association, Mr. Eric Hyman, Association President and Director of Athletics at the University of South Carolina, Columbia, and I express our most sincere sorrow on the passing of Dr. Myles Brand. The legacy of President Brand will clearly describe a genuine compassion for the student-athlete, his leadership presence during very significant governance changes, academic reform, and so much more. President Brand was always eager to support the activities of the Division 1A Athletic Directors' Association, and to personally participate at our Annual Meeting and Institute. We are grateful to him for his support and guidance. We will miss him. We also offer our most genuine condolences to President Brand's family, friends, and NCAA staff."

— Dutch Baughman, Executive Director of the Division 1A Athletic Directors' Association

"I offer my condolences to the Brand family and the NCAA staff. I had the pleasure of meeting Dr. Brand at the NCAA leadership conference. He was a very kind man that gave us young leaders advice ... He will be missed."

— Nichole Tiggs, Assistant Women's Soccer Coach at the University of North Dakota



AP PHOTO / AMY SANCETTA

**Tennessee teammates check out their national championship trophy held by NCAA President Myles Brand after winning the Division I women's basketball title in 2007.**

"As a professor of philosophy, but more importantly as a leader of educational institutions, Myles became the very embodiment of the altruistic "philosopher kings" idealized by Plato in *The Republic*. Myles combined philosophy and vision with the necessary practical wisdom to change the course of the NCAA, enhancing its ability as well as its credibility in strengthening the link between student and athlete. His sparkling eyes focused steadily on the distant horizon, understanding that reform efforts require strength of character, an unyielding will, and tactful eloquence. Testament to his effectiveness is the simple fact that, despite the impediments of an oft-times sclerotic bureaucracy, he was able to improve the experience of the student-athlete on both sides of the hyphen. College athletics has never had a better advocate or friend."

— Gary Walters, Director of Athletics at Princeton University

the right time for all of us in higher education. Myles was a stalwart individual who advocated for the values of higher education and the integrated role of athletics for all students, particularly those engaged as student-athletes. Educators, role models and experiences were central to his work and legacy as the national office leader. I am forever grateful for the opportunity to learn and work with Myles. He challenged us daily to keep the "student-athlete" and the importance of their experiences in the forefront of our efforts."

— Bridget Belgiovine, Director of Athletics and Chair of the Department of Physical Education, Recreation and Athletics at Wellesley College and former Director of Division III

"It was an honor and privilege for me to help on special projects on the China front under the initiative and leadership



*“... I am more convinced than ever that the relationship between intercollegiate athletics and higher education has survived the test of time because those who went before us had the values right. It falls to us — all of us — to see that these values are preserved and that they direct our future actions.”*

*— Myles Brand’s State of the Association address, January 11, 2004*

