College of William and Mary Department of Intercollegiate Athletics
Policy for Adding New Sports Programs
Revised May 23, 2016

Criteria for Adding a Varsity Sport

1. The sport, by its nature, must be a competitive athletic activity, requiring a high level of physical conditioning, training and skill.
2. The sport qualifies for NCAA sport sponsorship and will be included in the Equity in Athletics Disclosure Act (EADA) report. The addition of any sport must positively contribute to Title IX compliance.
3. Leadership – It must be possible to secure competent coaching personnel, either already existing on campus, or through a reasonable search procedure.
4. Facilities – It must be possible to develop adequate practice and competitive facilities. Consideration will be given to the ability to use existing facilities in a manner that does not conflict with existing intercollegiate athletic and other University activities.
5. Eligibility – Members of the sport must be able to meet all eligibility standards as set by the College of William and Mary and the National Collegiate Athletic Association (NCAA)
6. Status of Sport
   1. Sports offered by the Virginia High School League (VHSL) will generally receive first consideration.
   2. Organized collegiate competition should be available at the Conference, State, Regional and/or National level.
   3. There should be a recognized rules-making organization (i.e. sports governing body).
   4. Consideration shall be given for growth potential.
7. Funding – The cost of the proposed program should be reasonable compared to other intercollegiate athletic programs on campus. Consideration will be given to outside (private) fundraising potential.

Application Proposal
After meeting the above criteria, a letter of application requesting the addition of a varsity sport should be submitted to the Chairperson of the Athletic Policy Advisory Committee. The application proposal must include the following:

1) History and status of the sport to provide information relative to items above.
2) Budget projection for first 3 years including:
   a) Salaries:  
      i) Head coach  
      ii) Assistant Coach(es)
   b) NCAA Scholarship limits
   c) Equipment, uniforms, supplies
   d) Home game expenses
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e) Travel expenses (meals, lodging, transportation)
f) Entry fees
g) Possible income (i.e. gate receipts, clinics, camps, etc.)

3) Schedules
   a) Viable competitive schedule for upcoming year
   b) Viable practice schedule for upcoming year.
   c) Future scheduling goals.

4) Facilities – full description of needs and priorities:
   a) competitive facility
   b) practice facilities
   c) equipment storage
   d) locker room requirements

5) Admissions and Recruiting
   a) Projected recruiting strategy and talent analysis of recruiting “hot beds” for
      the sport (In-state and out-of-state.)
   b) Projected number and domicile designation of referrals necessary by year to
      achieve competitive excellence.

The proposal for adding a varsity sport as described above is submitted to the
Chairperson of the Athletic Policy Advisory Committee (APAC)

- The Chairperson of the APAC will forward the proposal to the Director of
  Athletics. The athletic department will have one month to review the proposal
  for accuracy and provide to the Chairperson and the applicant any comments. If
  appropriate, the athletic department may submit a separate proposal addressing
  items #1-#5 above as well as providing a statement specific to the personnel and
  budgetary impact of the proposed increase to the scope of the athletic program.
- The Chairperson will then forward to the APAC members the original proposal
  and the report provided by the athletic department.
- The Chairperson will set a meeting of the APAC for the purpose of discussion and
  review of all available materials. It is suggested that both the athletic department
  and the requesting individuals have the opportunity to attend the meeting to
  respond to questions.
- The Athletic Policy Advisory Committee is the first line of approval. If the
  committee declines the request for consideration the Chairperson will so notify
  the applicant and the issue is closed. If the committee supports consideration of
  the proposal the Chairperson will forward the committee recommendation to the
  President of the College for review and processing.
- Ultimately decisions concerning the scope of the athletic program are at the
  discretion of the Board of Visitors of the College.