

Governance, Administration and Athletics Committee

September 2022

RADFORD UNIVERSITY

Board of Visitors

RADFORD UNIVERSITY

Board of Visitors

GOVERNANCE, ADMINISTRATION AND ATHLETICS COMMITTEE MEETING

3:30 P.M. **

SEPTEMBER 8, 2022

MARY ANN JENNINGS HOVIS MEMORIAL BOARD ROOM
THIRD FLOOR, MARTIN HALL, RADFORD, VA

DRAFT **AGENDA**

- **CALL TO ORDER** Mr. David A. Smith, *Chair*

- **APPROVAL OF AGENDA** Mr. David A. Smith, *Chair*

- **APPROVAL OF MINUTES** Mr. David A. Smith, *Chair*
 - April 28, 2022

- **REPORTS**
 - Economic Development and Corporate Education Dr. Angela M. Joyner, *Vice President for Economic Development and Corporate Education*
 - Opportunities
 - 2022-2023 Goals

 - Intercollegiate Athletics Mr. Robert G. Lineburg, *Director of Athletics*
 - Athletic Department Challenges
 - 2022-23 Goals
 - Important Dates and Initiatives

- **OTHER BUSINESS** Mr. David A. Smith, *Chair*

- **ADJOURNMENT**

**** All start times for committees are approximate only. Meetings may begin either before or after the listed start time as committee members are ready to proceed.**

COMMITTEE MEMBERS

Mr. David A. Smith, Chair

Mr. Robert A. Archer

Dr. Rachel Fowlkes

Ms. Jeanne S. Armentrout

Mr. James C. Turk, Jr.

September 2022 Meeting Materials

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Economic Development and Corporate Education

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Opportunities



- How can the Vinod Chachra IMPACT Lab represent a new source of enrollments and revenues for Radford University?
- How do we leverage the Vinod Chachra IMPACT Lab's assets to meet the learning needs of non-traditional learners and cover high demand workforce development areas?

Goals

- Establish partnerships that support enrollment growth, revenue generation, program development and elevate Radford University's brand.
 - Metrics: 25% IMPACT enrollment growth with \$735K total revenue.
 - Date: 8/1/23
- Develop pathways leveraging CBE mode of delivery to address nursing and teacher shortages.
 - Metrics: Approved programs with launch strategy and sustainable business model.
 - Date: 4/20/23
- Target and market programs to non-traditional student populations that leverage RU's assets, support workforce needs, and promote lifelong learning.
 - Metrics: Conduct a landscape overview of continuing education at Radford University then recommend potential approaches to continuing education, workforce development and life-long learning.
 - Date: 4/1/23



Opportunities



- How do we best capitalize on strategic opportunities that fit with our strengths?
- How we stay informed about new and current initiatives, sources of funding and regional priorities emerging from our regional, state and federal interests?
- How can we best position Radford University for sponsored program funding and/or federal earmark funding?

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Goals



Develop and enhance relevant economic and political relationships in Radford City, the New River and Roanoke valleys, and Commonwealth of Virginia to develop a robust economic development playbook for the university.

Metrics:

- Approved economic development playbook
- Approved amphitheater plan
- Date: 5/15/23



Discussion

Intercollegiate Athletics

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Agenda

- Athletic Department Challenges
- 2022-23 Department Goals
- Important Dates and Initiatives

Athletic Department Challenges

1. NCAA Transformation Committee

- Charged with modernizing college athletics due to past and pending litigation against the NCAA, primarily related to antitrust laws
- Areas of concern for low to mid-level Division I programs
 - Minimum scholarship levels to replace the current maximum allowable scholarships
 - There will most likely be a formula that states if a school has “X” number of student-athletes, then the school will need to have “Y” number of trainers, mental health professionals, nutritionists, academic support staff, etc.
 - No cap on the number of countable coaches for each sport
- Target date to roll out recommendations for membership is January 2023 during the NCAA Convention

2. Financial Constraints

- Continuous budget cuts due to enrollment numbers
- 21% scholarship reduction in 2020

Radford Athletics: 2022-23 Goals

- 1. Increase contributions and donors to Radford Athletics through the Highlander Club**
 - Raise \$1 million dollars in cash and pledges
 - Increase Highlander Club membership to over 1,000

Radford Athletics: 2022-23 Goals

2. Increase all external revenue streams in support of Radford Athletics

- Develop a sponsorship plan that outlines new inventory opportunities to grow revenue through our corporate partnership program by 5% in FY23
- Grow season ticket holders by 5% for the 2022-23 season
- Increase overall basketball ticket revenue by 10% in FY23
- Increase licensing royalties by 12 in FY23

Radford Athletics: 2022-23 Goals

3. Compete at the highest level in the Big South Conference, regionally and nationally

- Finish in the Top 3 in Final Big South Sasser Cup Standings
- Minimum of three programs to win Big South Regular Season Championship
- Minimum of three programs to win Big South Tournament Championship
- Minimum of three programs to participate in NCAA Tournament

Radford Athletics: 2022-23 Goals

4. Attract, recruit, and retain student-athletes who are prepared to succeed academically and graduate

- Ensure 16/16 athletic programs achieve a team GPA of 3.0 or greater
- Obtain a overall cumulative GPA of 3.3 or greater for the department
- Academic Progress Rate (APR) is equal to or greater than 985
- Graduation Success Rate (GSR) is equal to or greater than 90 percent

Radford Athletics: 2022-23 Goals

- 5. Ensure Men's and Women's Basketball have appropriate resources to compete for Big South Championships and participate in and advance in the NCAA Tournament**
- Ensure both basketball programs are compliant with the Big South Conference Basketball Strategic Plan
 - Assess scholarship, recruiting, and operating budgets annually to ensure each program is among the top three in the Big South Conference and comparable to peer institutions

Radford Athletics: 2022-23 Goals

6. Create a robust and sustainable mental wellness model for our student-athletes and staff

- Offer a Mental Wellness Program (“Taking Care of Yourself and Others”) for our staff annually
- Have 90% of our student-athletes participate in the SAVES Department’s “Healthy Highlanders” program
- Have coaches allow 1-2 mental wellness days for any student-athlete, whenever requested, without questions
- Collaborate with the Counselor Education Department to lead a once per week “Healthy Minds” Mindfulness and Mental Wellness support group
- Work with the NRVCS to provide three or four QPR Suicide Prevention Training Courses, as well as, a Mental Health First Aid Course that a minimum of 25% of our staff would participate in

Important Dates & Initiatives

1. Radford Athletics Hall of Fame

- Friday, September 30, 2022

2. RAD48 - Athletics Giving Day

- February 7-9, 2023

3. Champion Her Future - Women's Sports Leadership Luncheon

- February 18, 2023

4. Highlander 5K

- April 1, 2023

5. Radford Athletics Red & White Gala

- April 28, 2023

Discussion

Minutes

RADFORD UNIVERSITY

Board of Visitors

GOVERNANCE, ADMINISTRATION AND ATHLETICS COMMITTEE

4:00 P.M.

April 28, 2022

**ROBERT A. ARCHER EXECUTIVE CONFERENCE ROOM
MARTIN HALL, SECOND FLOOR, RADFORD, VA**

DRAFT
MINUTES

COMMITTEE MEMBERS PRESENT

Mr. David A. Smith, Chair

Ms. Nancy Angland Rice, Vice Chair

Ms. Charlene A. Curtis

Dr. Susan Whealler Johnston contacted the Board of Visitors Rector Robert A. Archer prior to the meeting to inform him that a personal matter would prevent her from attending the meeting in person. Dr. Johnston participated by electronic communication from her home.

COMMITTEE MEMBERS ABSENT

Dr. Thomas Brewster

OTHERS PRESENT

Dr. Angela Joyner, Interim Chief of Staff

Mr. Robert G. Lineburg, Director of Athletics

Ms. Karen Castele, Secretary to the Board and Special Assistant to the President

Ms. Lisa Greiner, Associate Director of Athletics and Auxiliary Services

Ms. Alix Guynn, Associate Athletics Director for Student-Athlete Support Services

Mr. Mike F. Melis, Senior Assistant Attorney General, Commonwealth of Virginia

CALL TO ORDER

Mr. David Smith, Chair, formally called the Governance, Administration and Athletics Committee meeting to order at 4:00 p.m. in the Robert A. Archer Executive Conference Room in Martin Hall.

APPROVAL OF AGENDA

Mr. Smith asked for a motion to approve the April 2022 agenda, as published. Ms. Nancy Angland Rice so moved, Ms. Charlene A. Curtis seconded, and the motion carried unanimously.

APPROVAL OF MINUTES

Mr. Smith asked for a motion to approve the minutes of the February 10, 2022 meeting of the Governance, Administration and Athletics Committee, as published. Ms. Curtis so moved, Ms. Rice seconded, and the motion carried unanimously.

INNOVATION, PARTNERSHIPS, AND ECONOMIC DEVELOPMENT REPORT

Interim Chief of Staff Angela Joyner, Ph.D. greeted the members of the Committee, colleagues, and guests, as well as others in attendance for this meeting. After thanking them for the opportunity to speak, she provided an update on new and existing partnerships and how they have positively impacted the students and the Center for Career and Talent Development.

Dr. Joyner shared that employer cultivation and talent acquisition were outstanding for Spring Career Fairs for Radford University students. She shared how the employers have engaged with students, and the positive outcomes for students along their career path. Dr. Joyner shared that both in-person and virtual offerings for the Spring Career Fair, allowed students to engage with nearly 120 different employers through on campus recruiting events. This is the second largest number of employers at this fair in the past four years.

Dr. Joyner shared that the Teacher Education Fair brought 107 additional employers to help address the workforce shortage of educators in the Commonwealth of Virginia. She reported that given Radford University's strong reputation for developing high-quality educators, and our ability to deliver exceptional experiences for our employer partners, Radford University hosted other universities at the fair as well. Among those other universities, Radford welcomed student talent from Virginia Tech and Old Dominion University to the experience as well.

Dr. Joyner informed the Committee that the etiquette dinner was reinstated with Kathleen Harshberger as host. She reported that each student received a signed copy of Harshberger's book. Dr. Joyner shared that the Etiquette Dinner is one of the Center's most popular events and is a longstanding Radford tradition. She shared that two students received custom-tailored suits, as an extension of the Career Closet. The Career Closet is located in the Center for Career and Talent Development, and provides professional wear to students.

Dr. Joyner commended the team at the Center for Career and Talent Development, stating that coaches meet with as many as 15 students per day. Students are sharing their success stories, as well as lessons learned. The Center continues to encourage students to share their experiences and help promote the importance of career and talent development early in their academic journey. Student testimonials and weekly highlights have been a successful strategy for building awareness and increasing engagement this year. Referrals are coming to the Center from other students as a result of the teams' outreach efforts, flexibility with times and types of appointments (individual, virtual, group, etc.), and students receive incentives for sharing. Student spotlights were shared with the committee, including one student who has worked with Ms. Ellen Taylor. Ellen is a valued asset of the center and is retiring at the end of the semester. Dr. Joyner shared praises and accolades of Ellen's work for RU students, staff, and faculty throughout the years.

Dr. Joyner also shared that the Center for Career and Talent Development is engaged with several initiatives to build early talent pipelines for the Commonwealth of Virginia. One such partnership is with the Blue Ridge Partnership for Health Science Careers. By creating pathways, increasing work-based learning opportunities and providing career development support for our students – this partnership will help our students who are pursuing careers in the health sciences sector. In collaboration with Residential Life, the Center for Career and Talent Development

hosted an evening event, “Pushing Professionalism,” where career coaches provided students with professional headshots, resume and job/internship search assistance, and Handshake online profile completion.

In closing, Dr. Joyner thanked the committee for their support, and engaged in a discussion that involved answering questions, sharing ideas and suggestions, and praise for the Center for Career and Talent Development’s investment into positive outcomes for Radford University students.

INTERCOLLEGIATE ATHLETICS REPORT

Director of Athletics Robert Lineburg greeted members of the Committee and expressed appreciation for their support. He then shared highlights and updates within Athletics.

Student-Athlete Experience

The Student Athlete Advisory Committee (SAAC) is holding a Toothbrush Drive (any oral care products), through May 1. All collections will be donated to underprivileged youth in the area, particularly in the Radford City Schools. All teams will be competing to see who can gather the most donations. Two student-athletes plan to attend dental school.

Mr. Lineburg shared details of the first in-person event since spring 2019, the RUBY’s Awards Banquet. This night of celebration is for all 275 student-athletes, coaches, and staff and highlights and recognizes accomplishments of the 2021-22 season.

Other events include the Radford Athletics Cording Ceremony, which will be held Friday, May 6 for the Class of 2022 at the Dedmon Center. He also noted that the graduation ceremony for baseball/softball will be hosted by Interim President Lepre on May 10. Due to competition schedules, the baseball and softball programs will miss the 2022 commencement ceremony scheduled for May 7.

Mr. Lineburg provided updates regarding the Name, Image and Likeness (NIL). This has officially been in place for almost a full academic year. A newly formed NIL Summit, a first of its kind, is hosted by the Student-Athlete NIL (SANIL) and is sponsored by the NIL platform INFLCR. The NIL Summit is scheduled for June 13-15 at the College Football Hall of Fame in Atlanta. The Summit will offer a platform for athletes to learn about maximizing their NIL opportunities and provide networking opportunities.

NCAA Division I Transformation Committee

Mr. Lineburg informed the Committee that the NCAA Transformation Committee is charged with developing a set of commitments, regulations and membership obligations that directly impact the financial support to student-athletes. He provided an overview of the committee, engaged in a discussion and answered questions related to the topic. It is expected that the Transformation Committee will engage the current governance structure (e.g., Division I Council, Student-Athlete Advisory Committee) and Division I Collegiate Commissioners Association during its efforts. More information regarding this committee and outcomes are forthcoming.

Competitive Excellence

Mr. Lineburg discussed the Spring competitive highlights that include Men’s Golf, Women’s Track & Field, and a Big South Championship from Men’s Tennis. Men’s Golf finished tied for 4th place in the Big South Championship. Head Coach Mike Grant was named the Big South

Coach of the Year for the third time in his career. Bryce Corbett, Tyler Hull and Patrick Gareiss all received postseason Big South honors following the tournament.

Hannah Moran is a continuous highlight for not only our Women's Track & Field program but all of Radford Athletics. On multiple occasions, she was named Big South Track Athlete of the Week and during the Raleigh Relays this spring, Hannah not only broke the school record but also the Big South record for the 10,000 meters with a time of 33:39.16. With this performance, Hannah became the first Big South woman ever to run under 34 minutes in the event in route to breaking the record which has stood since 2010.

Men's Tennis finished the regular season with a 12-6 (6-1 conference) record and secured the #2 seed in the Big South Tournament. The team is highlighted by their #1 singles player, Demis Taramonlis, who was named Big South Player of the Week on multiple occasions. Men's Tennis captured their second title in three years last weekend against the #1 seed Campbell team. Demis Taramonlis was named Big South Player of the Year along with First-Team All-Conference Singles and Doubles recognition. Andres Silva, Guilherme Serverin, Konstantinos Raptis and Aditya Balsekar all received Big South postseason honors.

Resource Development

As of April 5, Mr. Lineburg reported that the Athletics Department has secured just over \$311,000 in overall sponsorship revenue. They have already surpassed the overall revenue from 2020-21 by over \$10,000. Due to multi-year agreements, they have secured over \$188,000 to start FY23. He also reported that the Highlander Club has secured over \$587,000 in new gifts and pledges with just over \$203,000 being unrestricted funds. The total number of donors so far in this giving year is 365.

Mr. Lineburg stated that currently, there are separate giving days for the majority of our sports, however, beginning February 2023, Athletics will host one day of giving for all 16 sports and departments within Radford Athletics. Each team will be competing to raise the most money for their program during the same time frame as everyone else. Also, noted was the Red & White Scholarship Auction – June 3, 2022, which will be held at the Dedmon Center. Auction items will include collegiate and professional sporting events, unique experiences, signed sports memorabilia, and much more. All proceeds go to support the Student-Athlete Scholarship Fund.

Important Dates and Initiatives

- Highlander 5K presented by Carilion Clinic
Saturday, April 30, 2022
- Red & White Gala
Friday, June 3, 2022

In closing, Mr. Lineburg thanked the committee for the opportunity to share celebrations and excellence, as well as discuss the challenges. He stated that students are most important and he is proud to work alongside of them and helping them reach for their goals.

OTHER BUSINESS

Mr. Smith stated that consistent with the Radford University Board of Visitors Bylaws, the Governance, Administration and Athletics Committee acts as the Nominating Committee for officers of the Board of Visitors. Following the February Board meeting, there was a call for nominations for Rector and Vice Rector for 2022-23. Mr. Smith stated that there was strong

support for two people, Dr. Debra McMahon as Rector and Dr. Jay Brown as Vice Rector. Mr. Smith asked for a motion to present the slate of officers to the full Board. Ms. Rice so moved, Ms. Curtis seconded and the motion carried by roll call vote. (Ayes: Johnston, Curtis, Rice, and Smith. Nays: None)

ADJOURNMENT

With no further business, Mr. Smith adjourned the meeting at 5:01 p.m.

Respectfully submitted,

MaDonna Overstreet
Executive Administrative Assistant
to the Interim Chief Innovation Officer & Interim Special Advisor Partnerships

End of Board of Visitors Materials

