

# **Governance, Administration and Athletics Committee**

**February 2021**

**RADFORD UNIVERSITY**

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Board of Visitors

**GOVERNANCE, ADMINISTRATION AND ATHLETICS COMMITTEE MEETING**

**4 P.M. \*\***

**FEBRUARY 11, 2021**

**DAVIS COLLEGE OF BUSINESS AND ECONOMICS, ROOM 320**

**DRAFT**  
**AGENDA**

- **CALL TO ORDER** Dr. Susan Whealler Johnston, *Vice Chair*
- **APPROVAL OF AGENDA** Dr. Susan Whealler Johnston, *Vice Chair*
- **APPROVAL OF MINUTES** Dr. Susan Whealler Johnston, *Vice Chair*
  - December 3, 2020
- **REPORTS**
  - ACCESS Radford Dr. Angela M. Joyner, *Special Advisor to the President for Partnerships and Chief Innovation Officer*
    - Innovation, Economic Development and Partnerships
  - Intercollegiate Athletics Mr. Robert G. Lineburg, *Director of Intercollegiate Athletics*
    - Diversity, Equity and Inclusion Initiative Update
    - Competitive Excellence
    - Resource Development
    - Important Dates
- **OTHER BUSINESS** Dr. Susan Whealler Johnston, *Vice Chair*
  - Upcoming Nominations for Board Officers
- **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**

Dr. Jay A. Brown, Chair

Dr. Susan Whealler Johnston, Vice Chair

Dr. Thomas Brewster

Mr. Gregory A. Burton

Mr. David A. Smith

# February 2021 Meeting Materials

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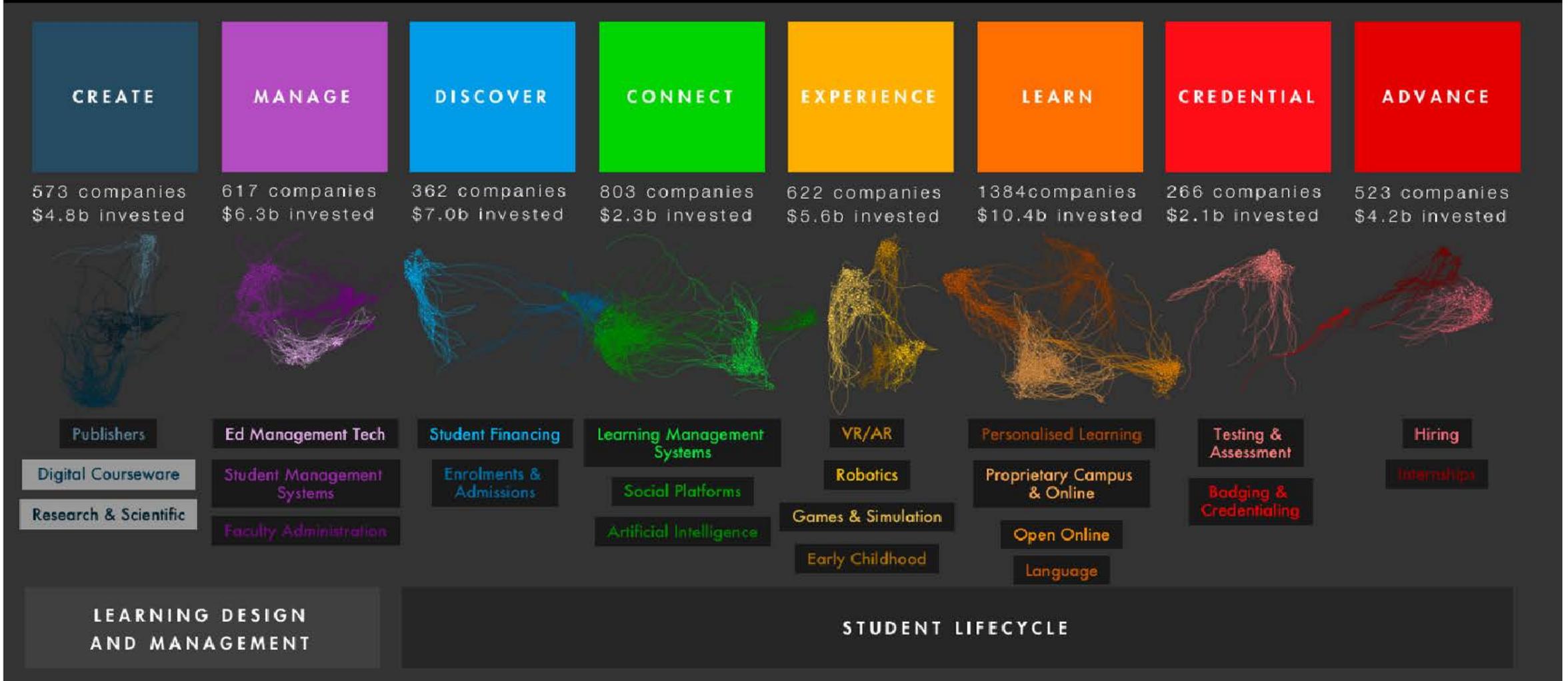
Board of Visitors

# ACCESS Radford

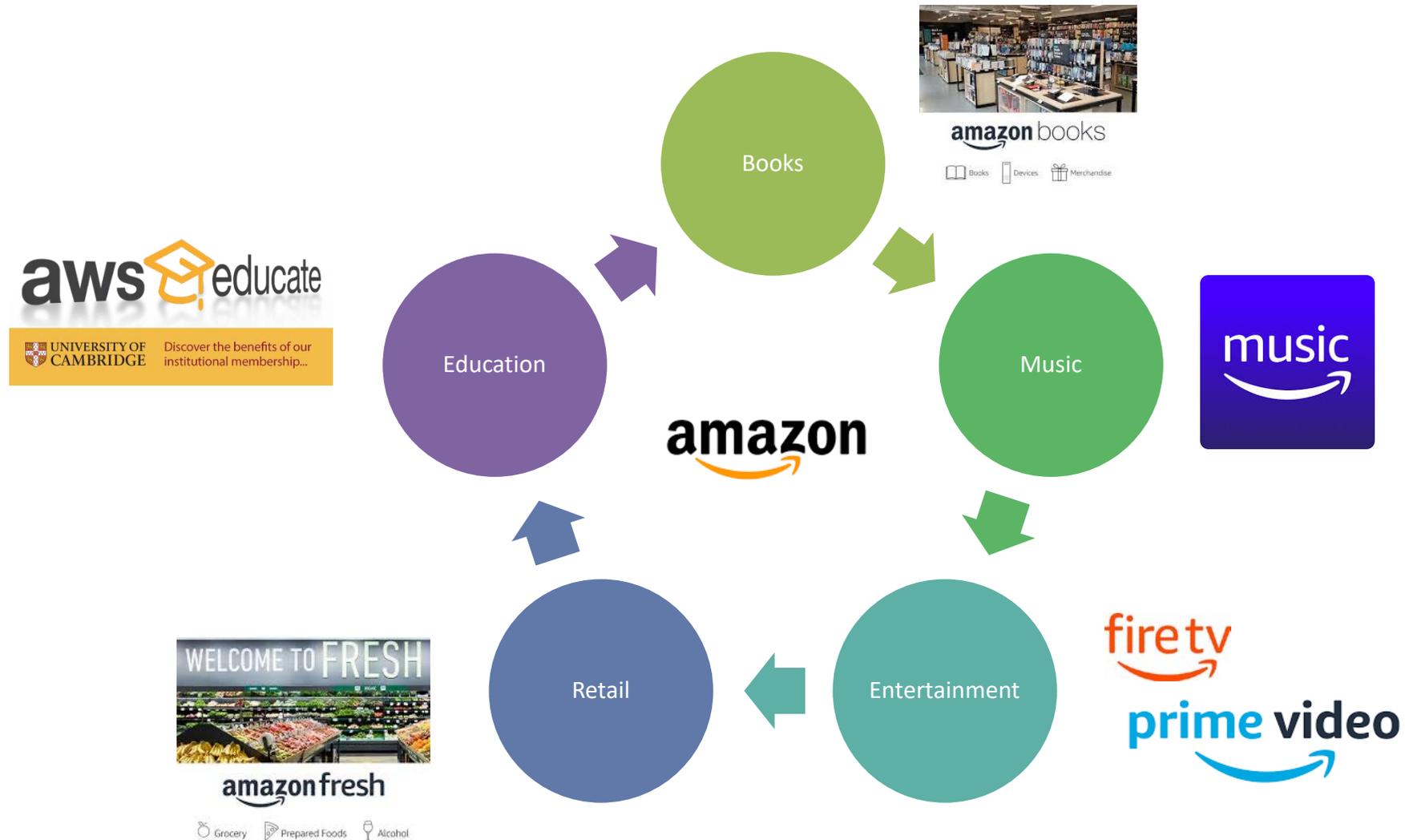
Innovation, Economic Development and Partnerships

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# Next Generation Learning Cycle



# Amazon- Disruptive Innovation Path



<https://www.ispot.tv/ad/tq1J/amazon-helping-students-and-teachers>



# Innovation: Career Exploration

A self-paced easy-to-use guide for self-discovery, exploration and connection with training, education and employment.

- ✓ Launched August 2020
- ✓ Integrated into UNIV 100 course
- ✓ Over 1,400 first-year students engaged
- ✓ Links to existing resources (e.g. Handshake)
- ✓ High satisfaction score

<https://radford.pathwayu.com/career-matches?user=39659>



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# Discussion

## Innovation and Economic Partnerships Board of Visitors Report

*Our vision is to significantly contribute to the overall economic growth of the Commonwealth of Virginia by fostering strategic partnerships, developing robust talent pipelines and providing innovative workforce development solutions to positively impact the region in which we serve. We achieve this through the symbiotic relationship between the Vinod Chachra IMPACT Lab, the Center for Career and Talent Development and Economic Development & Corporate Partnership initiatives.*

### **Vinod Chachra IMPACT Lab**

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The Vinod Chachra IMPACT Lab provides competency-based education to adult learners. Since its inception, The Vinod Chachra IMPACT Lab has provided self-paced, online and asynchronous courses to thousands of learners in the areas of Cybersecurity, Geo-Spatial Intelligence and K-12 Education.

- **Grant Awards**
  - The Vinod Chachra IMPACT Lab was awarded a \$100K grant to develop and deliver micro-credentials to support K-12 educators in online teaching. The award was part of a broader COVID 19 initiative launch by Intel in 2019.
- **Partnerships**
  - Academic Partnerships – Agreement with AP will support enrollment growth initiatives and competency-based program development in areas of Cybersecurity, Geo Spatial Intelligence, Government Security Clearance and Data Science. First program launch is targeted for Spring 2021.

### **Center for Career and Talent Development**

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#### **PathwayU**

PathwayU, launched in February 2020, is our newest online platform which provides students with the opportunity to analyze their unique talents and skills while receiving valuable guidance in discovering their purpose, choosing a major, and finding meaningful career success. The PathwayU Core Team was assigned the task of implementing a successful launch to the Radford University community of faculty, staff and students. The team consisted of members from the Career Center staff, IT Enterprise Systems and Peer Career Coaches. Before launching PathwayU to the campus community, the team worked with a pilot group of students from Major Exploration, Honor College, and members of the Peer Career Coaches team receive feedback on their experience using PathwayU. During fall 2020, PathwayU demonstrations were presented to Academic Success (College Academic Advisors, Academic Exploration, UNIV100 orientations), REAL, Faculty Development, and Our Turn to determine ways to best implement PathwayU into their programs. This resulted in the incorporation of PathwayU into the UNIV100 curriculum as a required assignment. In collaboration with Major Exploration, PathwayU was made part of the Academic & Career Exploration Fair Week for students seeking career paths, majors and minors. By the end of the fall 2020 semester, 1442 students had completed their PathwayU assessments. Our team will continue to promote and connect our community with PathwayU. Finally, our team has

committed to working closely with PathwayU in developing training for our staff in order to better prepare campus staff and faculty.

### **SCHEV Institutional Readiness: Internship and Work-based Learning Grant:**

In 2018, the General Assembly appropriated funding to the State Council of Higher Education for Virginia (SCHEV) to stimulate public institutions to develop partnerships for providing innovative paid internship opportunities to students. In 2019, the effort was expanded and enacted into law as the Innovative Internship Fund and Program in order to expand paid and credit-bearing student internships and other work-based learning opportunities in collaboration with Virginia employers. One of the program goals is to support the readiness of public institutions to affordably scale high-quality paid internship and other work-based learning opportunities. As such, presidents of public institutions were asked to convene a task force to develop an experiential learning vision for students at their respective institutions, determine institutional priorities, and design strategies to implement the highest priority initiatives needed to achieve the vision over time.

In alignment with the SCHEV initiative, Radford University applied for and received a \$25,000 SCHEV Institutional Readiness Grant, awarded in July 2020. In September 2020, President Hemphill convened the Task Force, comprised of university leaders, faculty and students, as well as regional economic development and employer partners. Through an estimated total of eight monthly task force meetings, including a January day-long retreat; the Task Force is developing a comprehensive experiential learning plan to be submitted to the President's Council and then to SCHEV by June 2021. The taskforce is targeting an initial implementation over the course of the 2021-2022 academic year and full integration in Fall 2022.

### **Highlander Cooperative Education Program**

In 2018, Radford University Center for Career and Talent Development, in partnership with the Artis College of Science and Technology, Department of Information Sciences, began a pilot program with IT employer, Peraton, to develop a Cooperative Education (Co-op) program focused on increasing student opportunities for engagement in paid work-based learning, while also increasing the talent pipeline in key industry sectors. Begun as a pilot in 2018, with Solers / Peraton as our initial employer partner, the Highlander Cooperative Education Program received was fully approved in Fall 2020. Under the approved program, Highlander Cooperative Education students enrolled in UNIV 190 (1 credit hour) Cooperative Education Professional Development and working full time during the Co-op semesters, will be considered as equivalent academic work-load of a full-time student for enrollment verification purposes, including notification to the National Clearinghouse for loan deferment. The program is now poised for growth as partnership opportunities develop among university colleges, departments and employer partners. To date five students have successfully matriculated through the program.

### **JumpStart Career Development Conference**

The Center for Career and Talent Development annually hosts its signature event, JumpStart Career Development Conference. This conference brings together potential students, current Highlanders, faculty, employers, community partners and alumni to engage in career advice, competency building experiences and professional development practices.

This year's conference was held virtually and consisted of three, separate hour-long panel discussions scheduled throughout the fall semester. The presenters were Radford University faculty members and alumni with expertise in key areas of interest for our Highlanders.

The *Strategies for Success in Today's World* session, addressed the constantly evolving world of work. Participants learned what they needed to be successful in the work place and in life. A junior accounting student learned that "In order to succeed, I must be resilient and adaptive. Giving myself grace and time to relax is important. I am becoming a better communicator because of our current situation."

Another session, *Graduate School Preparation* helped students with their graduate program search, and understand the difference between a masters and doctorate degree paths. Megan Hodges, a junior

majoring in Exercise, Sport, & Health Education learned about “what type of higher-level program I should enter into and general information to help me make that decision. I also benefitted from the information about how to pay for school beyond undergrad and how traditional loans and scholarships are not the only way to pay for college.”

The third and final topic presented was *Curating Your Professional Image in the Digital World* - The ability to establish and refine your professional image is paramount to your career and personal success. Curating this brand image requires a fusion of art and science. First year, pre-business student, Rachel Garrison said “LinkedIn is an important platform to be a part of because 706 million people are using it worldwide. Start planning for your future now!”

Overall, 110 students attended the JumpStart Virtual Panel series. The planning for the JumpStart Conference for Fall 2021 will begin in March 2021.

### **Peer Career Coaches Program**

The Peer Career Coach program is comprised of a group of student leaders dedicated to serving their peers through the career development process. Working alongside full-time staff in the Career Services office, Peer Career Coaches (PCCs) are responsible for providing peers with resume, cover letter, LinkedIn, Handshake, and other professional advice through both by-appointment and walk-in advising. Students meeting with Peer Career Coaches will experience the same level of professionalism as Career Development Coaches, but with the added benefit of gaining a student perspective on career and job search strategies. The Career Peer Coach is a paid part-time position for undergraduate and graduate students within Career Services.

The Center for Career and Talent Development piloted a Peer Career Coaching program in 2019-20 academic year and the program has been fully integrated in 2020-21. In addition to three students who are funded via the Federal Financial Aid Student Work Study Program, the capacity of the program is enhanced by leveraging Military Resource Center work study students, who are funded by the Veterans Administration, serving as Peer Career Coaches

The purpose of this program is to extend the services and outreach of the career coaches while also providing a valuable hands-on work experience.

In the Fall 2020 semester, we employed five Peer Career Coaches who primarily focused on resume reviews for over 235 students in management in psychology majors.

### **Career Week 2021**

The CCTD is piloting a new approach to virtual career fairs in spring 2021. By expanding, reimagining, and consolidating career fair offerings into a single week, “Career Week,” the CCTD hopes to optimize marketing and operations efforts while increasing faculty, employer, alumni, and student engagement:

- Business & Technology Career Day (2/22)
- Government Career Day (2/23)
- Diversity Career Day (2/24)
- Healthcare & Human Services Career Day (2/25)
- Education Career Day (2/26)

While most portions of these events will be hosted virtually, opportunities will be offered for in-person interviewing under the University’s safety guidelines. Employer registration will open on November 9, 2020 and student registration will open January 25, 2021.

## **Economic Development and Partnerships**

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### **NCI – New Memorandum of Understanding**

NCI is an innovative provider of enterprise solutions and holds some of the best and largest government-wide acquisition contract vehicles in the industry. As a trusted go-to partner for government and private sector organizations, NCI is committed to innovation, unwavering customer service and being responsive. Radford University and NCI recently announced a partnership for future research opportunities, developing talent pipelines and providing workforce development training. This collaboration will provide research collaboration opportunities with the Artis College of Science and Technology as well as, emerging technology assessment, NCI contract support and student and faculty engagement. The partnership will also provide paid internships and cooperative education opportunities through the Center for Career and Talent Development and competency-based workforce development with the Vinod Chachra IMPACT Lab. The partnership with NCI will provide our students and faculty the opportunity to engage, gain relevant experience and partner with one of the most innovative companies in the Commonwealth. This partnership supports our strategic vision at Radford University and is another example of our commitment to student success and private partnerships.

# Intercollegiate Athletics

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# Agenda

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- Diversity, Equity and Inclusion Initiative
- Competitive Excellence
- Resource Development
- Important Dates and Initiatives

# Diversity, Equity and Inclusion Committee

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## Education Training - February 2021

- Mandatory educational training through online modules for all student-athletes, coaches and staff with Radford University Athletics.
- All training will be done through GamePlan, an online platform used by the NCAA.
- February's training will focus on Social Injustice and Race Relationships.

# Competitive Excellence

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- **Men's Basketball**

- Overall Record 11-7 (10-2 Conference)
- Currently 2<sup>nd</sup> place in Big South standings
- Fah'Mir Ali - named Big South Freshman of the Week (1/11/21)
- Remaining schedule:
  - Vs. USC Upstate (February 4 and 5)
  - Vs. Winthrop (February 11 and 12)
  - Vs. Gardner-Webb (February 18 and 19)
  - At High Point (February 23 and 24)



- **Women's Basketball**

- Overall Record 2-7 (2-5 Conference)
- Currently 9th place in Big South standings
- Remaining schedule:
  - At USC Upstate (January 29 and 30)
  - Vs. Campbell (February 5 and 6)
  - At Hampton (February 9)
  - At Winthrop (February 12 and 13)
  - Vs. Charleston Southern (February 19 and 20)
  - At Gardner-Webb (February 25 and 26)
  - Vs. High Point (March 2 and 3)

# Competitive Excellence

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## Spring 2021 Preseason Rankings/Recognitions

- Baseball – Preseason Ranked #4
- Men’s Cross Country – Preseason Ranked #5
- Men’s Soccer – Preseason Ranked #8
- **Men’s Tennis – Preseason Ranked #1**
- Women’s Cross Country – Preseason Ranked #4
- Women’s Lacrosse – Preseason Ranked #4
  - **Katie Bendrick & Grace Gleason Preseason All-Conference Team**
- **Women’s Soccer – Preseason Ranked #2**
  - **Kayla Thomas – Preseason Defensive Player of the Year**
  - **Gabi Paupst – Preseason Offensive Player of the Year**
- Softball – Preseason Ranked #4
  - **Sydney Fisher – Preseason Player of the Year**
- Women’s Tennis – Preseason Ranked #4
- Volleyball – Preseason Ranked #5



# Resource Development

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## 2020-21 Fund Drive Update (1/25/21):

- Total New Pledges and Gifts to Highlander Club: \$1,498,954 (33% increase\*)  
*\*FY20 Year End Numbers: \$1,121,806*
- Total Unrestricted: \$145,056
- Membership in Highlander Club: 473

## Radford Sports Properties Revenue Update (1/25/21):

- Overall Revenue: \$197,625 (\$138,125 cash / \$59,500 trade)
- Overall Percentage to Budget: 63% (\$315,000)
- Cash Revenue Target: 64% (\$215,000)
- Trade Revenue Target: 60% (\$100,000)

*\*Projected 2020-21 Revenue - \$315,000 (\$215,000 cash / \$100,000 trade)*

# Resource Development

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## Recent Fundraising Highlights

### Baseball's 2<sup>nd</sup> Annual First Pitch Dinner

On Sunday, January 24, Radford Baseball hosted their 2<sup>nd</sup> Annual First Pitch Dinner - Virtual Style! The program included World Series champions, Chris Taylor (LA Dodgers) and Sean Doolittle (Washington Nationals), as well as musical guest, Sister Hazel. Coach Kuhn unveiled the new playing surface for Williams Field at Carter Memorial Stadium, as well as introduced the 2021 team. Over 100 households participated in the online event and almost \$7,000 was raised for the Baseball program.

### RAD48 - currently happening!

Radford Athletics and the Highlander Club are currently executing the first-ever Athletics only giving challenge, called RAD48. The fundraising event lasts 48 hours, February 10-12, and is hosted on the Scalefunder crowdfunding platform with support from University Advancement's Annual Giving staff. The three funds accepting gifts from the initiative are the three unrestricted funds for Athletics: the Highlander Club Annual Fund, the Student-Athlete Scholarship Fund, and the Women's Sports Leadership Fund. An emphasis has been put on giving to these unrestricted funds, as they provide more flexibility to support areas that are in critical need and can touch all 16 Division I programs. Multiple challenges and prizes are included to encourage giving, most importantly: 1.) Team with the highest percentage of alumni-athlete participation, and 2.) Team with the most money raised - both winning teams would receive a prize of \$2,500.

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# Resource Development

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## Recent Fundraising Highlights

### Women's Sports Leadership Initiative

Announced on February 3, which marks the 35th Annual National Girls and Women in Sports Day, Radford Athletics and the Highlander Club have created a three-pronged leadership program focused on female student-athletes, alumnae-athletes and local female entrepreneurs. The initiative will include a luncheon, mentorship program and development workshops throughout the academic year for the student-athletes. All proceeds benefit the Women's Sports Leadership Fund that was established last fall to support our 10 women's sports teams.

# Important Dates & Initiatives

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## 1. Big South Men's Basketball Tournament

- March 2-7, 2021

## 2. Big South Men's Basketball Tournament

- March 9-14, 2021

## 3. Highlander Open Golf Tournament

- Friday, April 23 - Pete Dye River Course

## 4. Highlander Half Marathon & 5k presented by Carilion Clinic

- Saturday, May 8 - Radford

# Discussion

# Minutes

**RADFORD UNIVERSITY**

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Board of Visitors

# RADFORD UNIVERSITY

Board of Visitors

**GOVERNANCE, ADMINISTRATION AND ATHLETICS COMMITTEE  
4:00 P.M.  
DECEMBER 3, 2020  
DAVIS COLLEGE OF BUSINESS AND ECONOMICS, ROOM 320**

**DRAFT  
MINUTES**

**COMMITTEE MEMBERS PRESENT**

Dr. Jay A. Brown, Chair  
Dr. Susan Whealler Johnston, Vice Chair  
Dr. Thomas Brewster  
Mr. David A. Smith

Mr. Gregory A. Burton participated via electronic communication from his home. Mr. Burton contacted the Rector prior to the meeting to inform him of a health-related matter that would prevent him from attending the meeting in person.

**BOARD MEMBERS PRESENT**

Mr. Robert A. Archer, Rector  
Dr. Rachel D. Fowlkes

**OTHERS PRESENT**

Dr. Angela Joyner, Special Advisor to the President for Partnerships and Chief Innovation Officer  
Mr. Robert G. Lineburg, Director of Intercollegiate Athletics  
Ms. Ashley Schumaker, Chief of Staff and Vice President for Strategic Operations  
Mr. Allen T. Wilson, Senior Assistant Attorney General, Commonwealth of Virginia  
Mr. Cory Durand, Deputy Athletics Director

**CALL TO ORDER**

Dr. Jay A. Brown, Chair, formally called the Governance, Administration and Athletics Committee meeting to order at 4:15 p.m. in the Davis College of Business and Economics, Room 320. Dr. Brown conducted a roll call and established a quorum was present. Dr. Brown also welcomed those attending via Zoom, in the overflow area, Room 204 of this same building.

**APPROVAL OF AGENDA**

Dr. Brown asked for a motion to approve the December 3, 2020 agenda, as published. Dr. Susan Whealler Johnston so moved, Mr. David A. Smith seconded, and the motion carried unanimously.

**APPROVAL OF MINUTES**

Dr. Brown asked for a motion to approve the minutes of the February 13, 2020 meeting of the

Governance, Administration and Athletics Committee, as published. Dr. Susan Whealler Johnston so moved, Mr. David Smith seconded, and the motion carried unanimously.

### **INNOVATION, PARTNERSHIPS AND ECONOMIC DEVELOPMENT REPORT**

Special Advisor to the President for Partnerships and Chief Innovation Officer Angela Joyner, Ph.D. provided an update on the 2020-2025 strategic vision for the Vinod Chachra IMPACT Lab, as well as shared recent industry disruptors in education, and efforts pertaining to economic development and partnerships. The focus of her presentation was on the Vinod Chachra IMPACT Lab, which launched in 2017 with its first program in cybersecurity. Radford University was the first competency-based education certificate in the Commonwealth and is aligned with industry recognized standards, including the National Security Agency (NSA). Since the inception, Dr. Joyner stated the Lab has broadened the workforce development programs to include K-12 teacher training through the ASSET grant awarded by the Department of Education and a Geospatial Intelligence Certificate. The Lab has forged over 30 strategic partnerships and served over 4,000 learners.

Dr. Joyner then provided a brief overview of future-proofing the workforce and accelerating skills acquisition based on a recent Boston Consulting Group report. The department looked at the current landscape to determine what the Vinod Chachra IMPACT Lab could look like over the next 5-10 years, determining the best growth business model, opportunities and accelerated changes exposed by the pandemic. As part of the deep dive, leadership members spent time looking at competitors, industry trends and talking with the advisory board, as well as participating in other learning experiences to complete an exercise in Measure, Learn and Change. One of the main goals includes implementing a program innovation strategy that is learner centric and insight driven, and that will provide a strong competitive advantage for Radford University.

Dr. Joyner engaged the Committee members in an overview and conversation of how to capitalize on the industry disruptors and dynamic workforce development needs. Discussion consisted of a Healthy Business Model approach that includes pricing, generating revenue, cash, sustainable and scalable goals for workforce development, and driving sustainable growth in the future.

In economic development and partnerships, Dr. Joyner shared that Roanoke Blacksburg Technology Council and Valley Innovation Council will merge to leverage existing expertise and provide more impact to the New River Valley and Roanoke region. Radford University will continue to have a presence with the organization with Angela Joyner replacing Danny Kemp on their Board. Radford University renewed its membership, and is committed to supporting the efforts of increasing internships and full-time employment opportunities for businesses in the New River Valley and Roanoke region.

In the area of student career and talent development, Dr. Joyner conveyed to the committee, as anticipated, the pandemic presented the Center for Career and Talent Development (CCTD) a broad range of challenges to overcome this fall semester. From navigating a precarious employment market to accommodating a myriad of stakeholders' needs in a semi-virtual environment, the team has nonetheless adapted well to these demands and learned a great deal that will inform its approach in the spring semester. Dr. Joyner informed the Committee, that a grant was received from the State Council of Higher Education for Virginia (SCHEV), and the

University has formed a Presidential Taskforce that will play an active role in furthering experiential learning. Results from this Taskforce are expected in Spring 2021.

In closing, Dr. Joyner shared that the Center for Career and Talent Development has published the third edition of the Career Guide, which is an excellent resource for students to chart the path to their career. Copies of this guide were made available for each board member. Dr. Joyner thanked the committee for feedback, questions and suggestions.

A copy of the report is attached hereto as *Attachment A* and is made a part hereof.

### **INTERCOLLEGIATE ATHLETICS REPORT**

Director of Athletics Robert Lineburg greeted members of the Committee and shared that this is the first time in many years that his presentation is not following Danny Kemp's. Mr. Lineburg shared recent news, challenges and events of the Athletic Department. Mr. Lineburg acknowledged the Collegiate Sports Associates, athletic administration, coaches, COVID-19 Response Team and University leadership for their dedication, guidance and support.

In student-athlete experience, Mr. Lineburg named the members of the Executive Board for the Student-Athlete Advisory Committee (SAAC) and shared that student athletes participated in a number of community service initiatives in the New River Valley, and over 4,100 total volunteer hours with 100% participation from every athletic program.

Mr. Lineburg appraised the committee of the diversity, equity and inclusion initiative. In alignment with the NCAA and the Big South Conference, Radford University Athletics is committed to fostering an environment of equity and inclusion where student-athletes, coaches and staff of all backgrounds are empowered to educate, engage, grow, compete and lead together. The objective is to provide opportunities for education, shared expression and understanding around race, ethnicity, sexual orientation, gender identity, religion and socioeconomic background. Committee members were named, and this Committee presents an opportunity for the department to deeply examine its commitment to racial and social justice in athletics, as well as, implement changes that result in greater equity and inclusion. Education, empowerment and engagement are at the forefront of these efforts.

In competitive excellence, Mr. Lineburg shared that Men's Basketball is ranked sixth in the preseason poll, and Women's Basketball is ranked second. Women's Basketball player Amele Ngwafang was named to the Big South Preseason Second Term.

Potential expansion ideas the department is exploring include Women's Acrobatics and Tumbling and Men's Wrestling. These ideas have not moved forward at this time; however, conversation is continuing. Mr. Lineburg also conveyed updates regarding the renovation of the 15,000 square foot facility that will help with recruiting, serve the University, and the entire Athletic Department. It will be located next to the Sioros Center with an identical building design. Mr. Lineburg acknowledged, with gratitude, the recent anonymous gift for the turf field and informed the Committee that the baseball turf project broke ground on November 9, 2020 and has an expected completion date of January 2021.

In women's leadership, Mr. Lineburg shared with the Committee, that in September, Radford Athletics and the Highlander Club announced the creation of the Women's Sports Leadership Fund

(WSLF) to support all 10 women's sports in the areas of scholarships, academic development and enrichment programs. Radford Athletics' female student-athletes make up 61 percent of the 2020-21 student-athlete population. These Highlanders not only have a rich tradition of success in the classroom and in competition, but they also fully represent the University in the highest manner. The WSLF will empower these incredible young women through specialized learning and leadership opportunities, deliver additional and necessary resources for said sport programs, as well as champion the development of the female student-athletes on and off the playing field.

In resource development, Mr. Lineburg reported the 2020-2021 fund drives goals and updates. Gifts and pledges for FY 2020 total \$1,121,807.00 from 1,100 donors. Gifts and pledges year-to-date for FY 2021 total \$1,344,130 from 237 donors (includes the pledge/gift for the baseball turf project). The 2020-2021 corporate partnership revenue update, as of November 6 reflects:

Overall Revenue: \$155,000 (\$99,500 cash / \$55,500 trade)

Overall Percentage to Budget: 49% (\$315,000)

Cash Revenue Target: 46% (\$215,000)

Trade Revenue Target: 56% (\$100,000)

Due to COVID-19 restrictions and limited capacity, there are no basketball season ticket sales for the 2020-21 season, and only student-athletes/coaches' families and Radford University students can attend. The Athletic Department is offering fans the opportunity to cheer for their Highlanders virtually, while still providing financial support to the department. Fans will have the option to pick where their personal cutouts will go, choosing either the Dedmon Center, Cupp Stadium, Softball Stadium or Carter Memorial Stadium.

Mr. Lineburg answered questions and engaged in discussion with Committee members. Discussion topics included: doing more with less because of no season tickets, department management and staffing needs. Dialogue continued with defining the top two priorities for the department. The first is renovation of the facility that will help with recruiting, serve the University, and the entire Athletic Department. The second is to have all sixteen sports fully funded. Currently two are fully funded. In comparison with peer institutions, Radford University is on the mid to lower level on the rating scale.

Members of the Committee stated they were pleased with the diversity, equity and inclusion initiative. One question from a Committee member was inquiring the percentage of enrolled students who are athletes. Mr. Lineburg reported that the percentage is not recalled, but there are currently 280 student-athletes. Mr. Lineburg thanked the Committee for questions, comments and feedback.

In closing, Mr. Lineburg shared that the Highlander 10 Initiative is December 1-10, 2020. This ten days of giving supports the newly established Women's Sports Leadership Fund. The Athletics Giving Day is coming in February 2021, the Highlander Open Golf Tournament is scheduled for Friday, April 23, 2021 at the Pete Dye River Course, and the Highlander Half Marathon & 5K presented by Carilion Clinic is coming in Spring 2021.

A copy of the report is attached hereto as **Attachment B** and is made a part hereof.

### **OTHER BUSINESS**

Dr. Brown requested feedback from members regarding the SCHEV Orientation and Dr. Susan Whealler Johnston attended the orientation. Dr. Johnston reported that the online session was intended to help Board members understand duties. Dr. Johnston reflected that the orientation was difficult to complete online and may best be presented individually at institutions. Rector Robert Archer spoke briefly about another Board member informing him of a public comment session idea that came from conversations with other Board members during this online event. The Committee will review this concept, inquire about what other universities are doing, determine the considerations needed if this idea moves forward, include local government experiences, other reasonings and details related to this idea over the next few months. Dr. Brown asked that the committee bring those ideas and reflections to the next committee session.

### **ADJOURNMENT**

With no further business to come before the Committee, Dr. Brown requested a motion to adjourn. Mr. Smith so moved, Dr. Johnston seconded, and the motion carried unanimously. The meeting adjourned at 5:12 p.m.

Respectfully submitted,

MaDonna Overstreet  
Executive Administrative Assistant to the Special Advisor to the President for Partnerships and  
Chief Innovation Officer



# VINOD CHACHRA IMPACT LAB

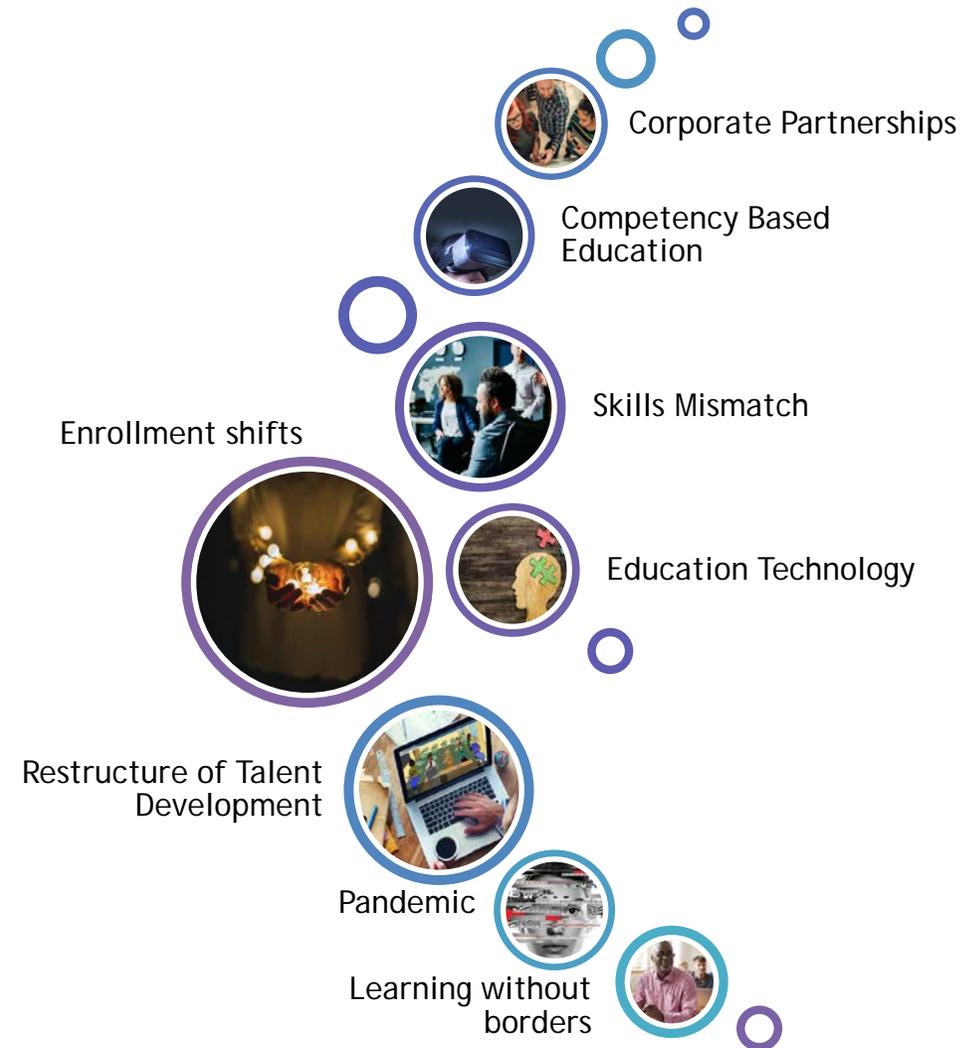
INNOVATIVE MOBILE PERSONALIZED ACCELERATED COMPETENCY TRAINING

## 2020-2025 Vision

# Industry Disrupters

Higher Education is experiencing unprecedented headwinds but is well positioned to reimagine what learning will look like in the future.

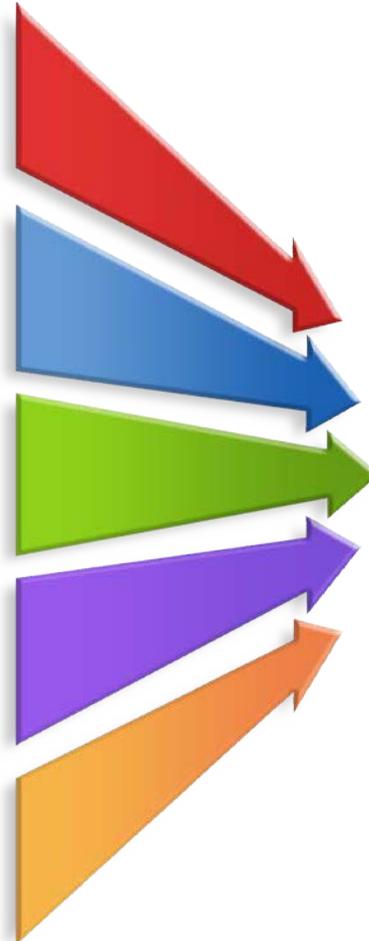
Radford University has the opportunity to leverage these disruptors to provide innovative and differentiated learning experiences.



# Strategic Overview

## Strategic Imperatives

- 1 Growth Business Model
- 2 Culture
- 3 Innovation Pipeline
- 4 Customer Cultivation
- 5 Learner Success Model



## Strategies and Objectives

- ✓ Determine best model and infrastructure for sustainable revenue growth.
- ✓ Foster a culture that is collaborative, transparent and empowering.
- ✓ Develop a balanced pipeline that is insight driven and learner centric.
- ✓ Create a market strategy and customer cultivation plan to increase enrollment.
- ✓ Deliver learner engagement, completion and experience growth.

# Industry Sectors

We will continue to focus our program development and partnership approach in sectors that support our vision and give Radford University a competitive advantage.



## Market Penetration Strategy

- ✓ Growing market sectors with strong demand and stability
- ✓ Provides first mover advantage or differentiated competitive position
- ✓ Strong revenue opportunity via learner base and/or partnerships
- ✓ Capitalizes on Radford University knowledge expertise and reputation

# Discussion

*Based on your expertise, how might the Vinod Chachra IMPACT Lab capitalize on the industry disruptors, workforce needs and the future of workforce trends to serve adult learners and drive growth in the future?*



**VINOD CHACHRA  
IMPACT LAB**

INNOVATIVE MOBILE PERSONALIZED ACCELERATED COMPETENCY TRAINING



# VINOD CHACHRA IMPACT LAB

INNOVATIVE MOBILE PERSONALIZED ACCELERATED COMPETENCY TRAINING

## Questions

# Intercollegiate Athletics

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# Agenda

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- Student-Athlete Experience
- Diversity, Equity and Inclusion Initiative
- Competitive Excellence
- Future Growth
- Baseball Turf Project
- Women's Sports Leadership Fund
- Resource Development
- Important Dates and Initiatives

# Student-Athlete Experience

## Student-Athlete Advisory Committee (SAAC)

- 2020-21 Executive Board
  - Grace Green (VB) - President
  - Karah Foster (WTR) - Vice President
  - Lauren Seedlock (WSOC) - Secretary
  - Lily McLane (WSOC) - Treasurer
  - Kat Schoettinger (WSOC) - Community Service Coordinator
  - Natalie Welsh (WGOLF) - Social Media Coordinator
- Campus and Community Engagement
  - Each year, the student-athletes participate in a number of community service initiatives in the New River Valley. Over 4,100 total volunteer hours with 100% participation from every athletic program.



(Photo take pre-COVID)

# Diversity, Equity and Inclusion Committee

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This committee presents an opportunity for the department to deeply examine our commitment to racial and social justice in athletics, as well as, implement changes that result in greater equity and inclusion. ***Education, empowerment and engagement are at the forefront of our efforts.***

## **Committee Members:**

Robert Lineburg – Director of Athletics  
Dr. Sharon Jones – Cultural Competency Project Manager  
Scott Bennett – Assistant AD, Sport Performance  
Jaren Marino – Men’s Basketball, Director of Ops.  
Nikki Newman – Women’s Basketball, Asst. Coach  
Asha Evans – Communications Coordinator  
Grace Green – Student-Athlete Rep/SAAC President  
Chancey Gunnell – Student-Athlete Rep

Alix Guynn – Associate AD for SASS  
Malinda Tasler – Associate AD, Compliance  
Mike Jones – Men’s Basketball, Head Coach  
David Boyden – Men’s Basketball, Asst. Coach  
Shelli Sayers – Director of Track and Field/XC  
Dr. Holly Cline – Faculty Athletics Rep  
Quentasia Reed – Student-Athlete Rep

In alignment with the NCAA and the Big South Conference, Radford University Athletics is committed to fostering an environment of equity and inclusion where student-athletes, coaches and staff of all backgrounds are empowered to educate, engage, grow, compete and lead together. Our objective is to provide opportunities for education, shared expression and understanding around race, ethnicity, sexual orientation, gender identity, religion and socioeconomic background.

**EDUCATE - EMPOWER - ENGAGE**

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# Competitive Excellence

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## Men's Basketball Preseason Poll

Rk.	Team (first-place votes)	Total Points
1.	Winthrop (21)	261
2.	UNC Asheville (2)	214
3.	Charleston Southern	192
4.	Gardner-Webb (1)	188
5.	USC Upstate	149
<b>6.</b>	<b>RADFORD</b>	<b>127</b>
7.	High Point	117
8.	Longwood	111
9.	Hampton	92
10.	Campbell	78
11.	Presbyterian	55

## Women's Basketball Preseason Poll

Rk.	Team (first-place votes)	Total Points
1.	Campbell (6)	112
<b>2.</b>	<b>RADFORD (2)</b>	<b>107</b>
3.	High Point (3)	104
4.	Hampton	86
5.	Gardner-Webb	70
6.	Longwood	66
7.	UNC Asheville	56
8.	Presbyterian	48
9.	USC Upstate	30
10.	Charleston Southern	24
11.	Winthrop	23

Women's basketball's Amele Ngwafang named to the Big South Preseason Second-Team.

# Future Growth

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## Potential Expansion for Radford Athletics

### Women's Acrobatics and Tumbling

- National Collegiate Acrobatics & Tumbling Association (NCATA) / Emerging NCAA Women's Sport
- Winter Sport / Average Roster Size is 35

### Men's Wrestling

- 6<sup>th</sup> most popular high school boys sport in America
- Winter Sport / Average Roster Size is 35



# Future Growth

- 15,000-square-foot facility
- Large enough for practice and competition
- Coaching offices and locker rooms
- Located next to the Sioros Center with identical build design



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# Baseball Turf Project

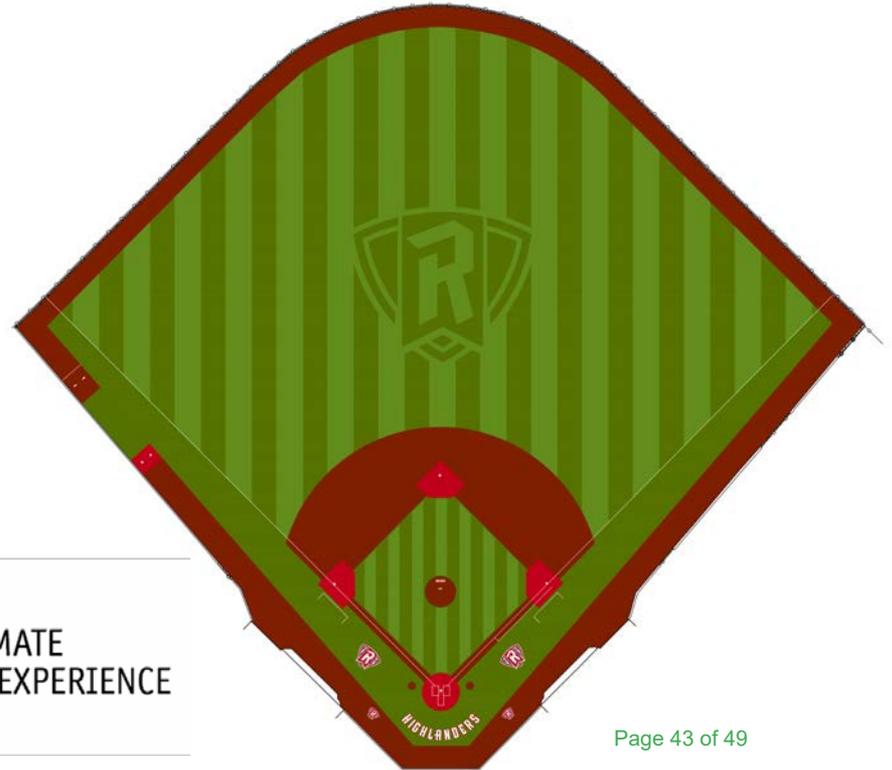
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## Sherman Carter Memorial Stadium

- 100% Privately Funded
- Broke ground on November 9, 2020
- Completion date of January 2021



THE ULTIMATE  
SURFACE EXPERIENCE



# Women's Sports Leadership Fund

In September 2020, Radford Athletics and the Highlander Club announced the creation of the Women's Sports Leadership Fund (WSLF) to support all 10 women's sports in the areas of scholarships, academic development, and enrichment programs.

Radford Athletics' female student-athletes make up 61 percent of the 2020-21 student-athlete population. These Highlanders not only have a rich tradition of success in the classroom and in competition, they fully represent the University in the highest manner. The WSLF will empower these incredible young women through specialized learning and leadership opportunities, deliver additional and necessary resources for said sport programs, as well as champion the development of the female student-athletes on and off the playing field.

## WOMEN'S SPORTS LEADERSHIP DZCF GOALS

- 1** EMPOWER THE INCREDIBLE YOUNG FEMALE STUDENT-ATHLETES THROUGH SPECIALIZED LEARNING AND LEADERSHIP OPPORTUNITIES
- 2** DELIVER ADDITIONAL AND NECESSARY RESOURCES FOR RADFORD'S WOMEN'S SPORTS PROGRAMS
- 3** CHAMPION THE DEVELOPMENT OF FEMALE STUDENT-ATHLETES ONE AND OFF THE PLAYING FIELD



# Resource Development

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## 2020-21 Fund Drive Goals & Updates:

	FY20	FY21 GOALS	FY21 YTD (11/10/20)
TOTAL NEW GIFTS & PLEDGES	\$1,121,807.00	\$1,200,000.00	\$1,344,130.00*
UNRESTRICTED	\$169,483.00	\$300,000.00	\$69,581.00
NUMBER OF DONORS	1,110	1,350	237

\*Includes \$1.185M pledge/gift for the baseball turf project.

# Resource Development

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## 2020-21 Corporate Partnership Revenue Update (11/6/20):

- Overall Revenue: \$155,000 (\$99,500 cash / \$55,500 trade)
- Overall Percentage to Budget: 49% (\$315,000)
- Cash Revenue Target: 46% (\$215,000)
- Trade Revenue Target: 56% (\$100,000)

## Basketball Season Tickets:

- No basketball season ticket sales for the 2020-21 season
- Student-Athlete/Coaches families and Radford University students only due to limited capacity

## Fan Cutouts and Virtual Tickets:

- Offering fans the opportunity to cheer on their Highlanders virtually while still providing financial support to the department
- Fans will have the option to pick where their personal cutouts will go. Fans can choose from the Dedmon Center, Cupp Stadium, Softball Stadium or Carter Memorial Stadium.

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# Important Dates ad Initiatives

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## “Highlander10” Participation: December 1-10, 2020

- Supporting the newly established Women’s Sports Leadership Fund

## Athletics Giving Day: February 2021

## Highlander Open Golf Tournament: Friday, April 23, 2021

- Pete Dye River Course

## Highlander Half Marathon & 5K presented by Carilion Clinic: Spring 2021

# Discussion

# End of Board of Visitors Materials

