

# RADFORD UNIVERSITY

Board of Visitors

## GOVERNANCE, ADMINISTRATION AND ATHLETICS COMMITTEE

4:00 P.M.

FEBRUARY 10, 2022

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

Dr. Thomas Brewster

#### **COMMITTEE MEMBERS ABSENT**

Dr. Susan Whealler Johnston

Ms. Charlene A. Curtis 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. Ms. Curtis participated by electronic communication from her home.

#### **OTHERS PRESENT**

Dr. Angela Joyner, Interim Chief of Staff

Mr. Robert G. Lineburg, Director of Intercollegiate Athletics

Mr. Jason Clayton, Director of Center for Career and Talent Development

Dr. Holly Cline, NCAA Faculty Athletics Representative

Dr. Nancy Franklin, Interim Chief Innovation Officer

Ms. Lisa Ghidotti, Executive Director for Government Relations

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

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

Mr. Chad A. Reed, Vice President for Finance and Administration and Chief Financial Officer

#### **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 Executive Conference Room in Martin Hall.

#### **APPROVAL OF AGENDA**

Mr. Smith asked for a motion to approve the February 10, 2022 agenda as published. Dr. Thomas Brewster so moved, Ms. Nancy Angland Rice seconded, and the motion carried unanimously.

## **APPROVAL OF MINUTES**

Mr. Smith asked for a motion to approve the minutes of the December 2, 2021 meeting of the Governance, Administration and Athletics Committee, as published. Ms. Rice so moved, Dr. Brewster seconded, and the motion carried unanimously.

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

Interim Chief of Staff Angela Joyner, Ph.D. shared information from the Center for Career and Talent Development and explained the coordination for virtual events, involvement of students, recruiters, career coaches, alumni and subject matter experts. Dr. Joyner shared that Radford University continues to be a strong early talent pipeline provider for the Commonwealth of Virginia and the southeastern region. The first destination survey gives graduating Highlanders the opportunity to share their plans beyond graduation. Dr. Joyner shared the outcomes of the survey, which included working, continuing education, military service and volunteering. Dr. Joyner stated that many students stay in the area after degree completion, and shared the top categories are business, information technology and education. Dr. Joyner introduced Jason Clayton, the director for Center for Career and Talent Development, and reported that the program has grown under his leadership, to include virtual and hybrid recruiting, and increasing opportunities, as well as student and employer participation.

Dr. Joyner provided updates on the Vinod Chachra IMPACT Lab, including the five strategic imperatives of which the lab is focused: developing a growth business model, fostering on a culture of innovation, developing an innovation pipeline, expanding the partnership base and increasing completion rates of learners. Dr. Joyner introduced Dr. Nancy Franklin, Interim Chief Innovation Officer, who provides oversight for the Vinod Chachra IMPACT Lab. Dr. Franklin's leadership and the team's efforts have been instrumental in laying the groundwork to drive sustainable growth in the future.

Dr. Joyner shared that the Vinod Chachra IMPACT Lab was initially business to business (B2B) model, and has successfully launched the business to consumer (B2C) capability this past fall to increase access. Dr. Joyner stated that our learners are the heart of the program, and a new pricing model was introduced in October which will make programs more affordable to potential learners. The business development team increased the number of strategic partnerships which will help drive enrollment and generate revenue.

Other updates included a new data science credential offering has been developed in partnership with the Chief Data Office of Virginia. Dr. Joyner shared information regarding the partnership with the Virginia Department of Education and VCU that was created to provide micro-credentials for approximately 4,600 K-12 educators. Dr. Joyner stated that it is important to provide credit and non-credit bearing courses to meet the needs of the learners.

VisionPoint is the marketing agency of record for Radford University, and the Vinod Chachra IMPACT Lab is working with this agency to develop a new branding and marketing strategy to drive program enrollment. Currently, with 42 partners, the goal is to balance a mix of revenue sources to build a robust competency-based education program that is affordable and sustainable.

Dr. Joyner shared her gratitude to the Vinod Chachra IMPACT Leadership team, particularly noting the contributions of Dr. Nancy Franklin, Interim Chief Innovation Officer, Dr. Matt Dunleavy, Executive Director, and Tom Bennett, Senior Operations Director.

### **INTERCOLLEGIATE ATHLETICS REPORT**

Director of Athletics Robert Lineburg began his report by sharing that the student-athletes recorded yet another excellent academic performance during the Fall 2021 semester, including: 77% earning a grade point average of 3.0 or better; 171 Radford student-athletes reached the 3.4 GPA mark, placing them on the Radford University Dean's List; and the women's cross-country program led all Highlander squads with a 3.73 GPA while men's cross country came in just behind with a 3.65.

Mr. Lineburg shared that Radford University's men's and women's cross country teams both received All-Academic honors from the U.S. Track & Field and Cross Country Coaches Association (USTFCCCA) for the 2021 season. Additionally, Hannah Moran was named to the All-Academic Athletes team as an individual.

He also shared that with a 3.6 team GPA, the Highlander men ranked 18<sup>th</sup> in the nation as a group while the women's group was ranked 37<sup>th</sup> nationally with their 3.71 average. To qualify for the honor, a program must have a 3.0 cumulative GPA. Nationally, 150 men's and 168 women's programs achieved that level of academic excellence.

Mr. Lineburg informed the Committee that the basketball season is in its final stretch heading into March for the Big South Basketball Championship. The men's basketball program is currently 7-15 overall with a 3-7 conference record. Women's basketball is currently 5-16 overall and 1-9 in conference. He shared that Spring sports are officially here with both tennis programs and baseball getting the highest preseason rankings. Both tennis programs look to return to the Big South Conference finals.

Mr. Lineburg provided information regarding how Radford Athletics shares scholarship dollars and equivalencies for all 16 sports. Mr. Lineburg also provided a Radford Athletics breakdown of the number of coaches that each program has compared to the allowable number per the NCAA rules.

Mr. Lineburg reported that as of January 26, 2022, the Athletics Department has secured just over \$311,000 in overall sponsorship revenue. This has already surpassed the overall revenue from 2020-21 by over \$10,000. Due to multi-year agreements, the Athletics Department has secured over \$188,000 to start FY2023. Also, as of January 26, the Highlander Club has secured over \$320,000 in new gifts and pledges with just over \$58,000 being unrestricted funds. The total number of donors so far in this giving year is 273.

Mr. Lineburg shared that on January 29, Radford Baseball hosted its 3<sup>rd</sup> Annual First Pitch Dinner that was held in the Student Recreation and Wellness Center on campus. With over 250 guests, the Radford baseball program was able to net around \$37,000. Mr. Lineburg expressed his gratitude for all who participated and made this event a success.

Mr. Lineburg also shared details on the Inaugural Champion Her Future Leadership Dinner which was held on Friday, February 4, 2022. The keynote speaker was women's basketball alumna Cindy Chase '86. This event had over 160 participants that included 60 female student-athletes who are juniors or seniors. The event included dinner, a panel discussion and the keynote address.

Another notable occurrence and celebration was the Radford Women's Basketball Coach's Suite dedication to program legend Ms. Charlene Curtis during a ceremony that was held on Saturday, February 5. Mr. Lineburg invited the Committee and other attendees to read the biography for Ms. Curtis. She was one of the most successful coaches in the country while leading her alma mater. Her teams were 121-53 in six seasons as Radford's coach from 1984-90, winning two conference titles and earning a bid to the 1989 NWIT, the first appearance in any Division I postseason tournament by any Big South basketball program (men's or women's). She was named Big South Coach of the Year twice, in 1987-88 and 1989-90, and still ranks second all-time in women's basketball winning percentage (.700) among Big South coaches. He reported that Ms. Curtis posted an impressive 46-2 win-loss record in regular-season conference play and led the Highlanders to three of the first four Big South titles. In addition, the Roanoke native scored 1,043 points as a player at Radford to become the University's first 1,000-point scorer. Ms. Curtis was inducted into the Radford Athletics Hall of Fame in 1995 and the Big South Hall of Fame in 2006.

Mr. Lineburg noted that the Highlander Club is currently executing the 2<sup>nd</sup> annual Athletics-only department-wide giving challenge, called RAD48, from February 9-11, 2022. The fundraising event will last 48 hours and will focus on the three unrestricted funds for Athletics: Highlander Club Annual Fund, Student-Athlete Scholarship Fund and the Women's Sports Leadership Fund.

Mr. Lineburg also shared the dates of upcoming events, including Big South Men's and Women's Basketball Tournament on March 1-6, 2022; Red & White Scholarship Auction on , April 29, 2022; Highlander 5k presented by Carilion Clinic on Saturday, April 30, 2022; and Highlander Open Golf Tournament in Summer 2022.

### **OTHER BUSINESS**

Mr. Smith shared information regarding upcoming nominations for Board of Visitors officers. He 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. As Chair of this Committee, he will send a call for nominations on March 1, 2022 and nominations will be open for 10 days. Board members should send their nominations to Mr. David Smith, and he asked that before nominating someone, please talk with them to make sure they are willing to serve in the capacity for which they are being nominated.

Following the 10-day nomination period, Mr. Smith will consult with members of the Governance, Administration and Athletics Committee and determine what names we will bring forward to the April meetings. The goal is for the Board to vote on Rector and Vice Rector at the April 29, 2022 meeting.

**ADJOURNMENT**

With no further business to come before the Committee, Mr. Smith adjourned the meeting at 4:49 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

