Student Affairs and Athletics Committee

March 2024
Student Affairs and Athletics Committee
4:30 p.m.**
March 21, 2024
Roanoke Higher Education Center, Roanoke, VA

DRAFT
Agenda

- Call to Order
  Mr. David Smith, Chair

- Approval of Agenda
  Mr. David Smith, Chair

- Approval of Minutes
  o November 30, 2023
  Mr. David Smith, Chair

- Student Government Association Report
  Ms. Lora Ellen Starr, Student Government Association President

- SCHEV Update
  Ms. Gifty Kwofie and Ms. Abby Ridpath
  Student Representatives to SCHEV

- Student Affairs Report
  o Two-Year Goals Update
  Dr. Susan Trageser, Vice President for Student Affairs

- Intercollegiate Athletics Report
  Dr. Robert Lineburg, Director of Athletics

- Other Business
  Mr. David Smith, Chair

- Adjournment
  Mr. David Smith, Chair

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

COMMITTEE MEMBERS
Mr. David A. Smith, Chair
Ms. Georgia Anne Snyder-Falkinham, Vice Chair
Dr. Jay Brown
Ms. Joann S. Craig
Mr. Tyler Lester
Mr. Troy Stallard (Non-voting Student Advisory Member)
Meeting Materials
Executive Board

Club Fair
Exec Elections
Spring Retreat
Unity Fest
Events Planning Committee
  • Basketball Tailgate
  • Scavenger Hunt
Senate

• Talk about it Thursday
• April Awareness Campaign
Cabinet and Staff

- Radford Christmas Parade
- Valentines Day Event
- R U Smarter than a 5th Grader
- Highlanders Vote Block Party
- Pride Event
- Sustainability/Earth Week
- Legislate and Connect
  - Networking Event
Virginia21 Student Advocacy Summit and Lobby Day

• Secretary of Legislative Affairs
• February 14th-15th in Richmond
Unity Fest 2024

• April 13: Noon-3 p.m.
• On the Lawns Surrounding Fountain
  • Rain Location: SRWC Courts
Discussion
Student SCHEV Representatives

Radford University

Board of Visitors

March 21, 2024
Introduction

**Gifty Kwofie** - Senior, Recreation Therapy Major
- The Lady RUs VP, DAP Secretary, S2S Social Media Chair
- Subcommittees: Mental Health

**Abigail Ridpath** - Senior, English Major, Minor Creative Writing
- R-SPaCE President, Vice President of ODK, Judicial Board of NeW, Young Life Leader
- Subcommittees: College Affordability, School Safety
Mental Health

• Virtual discussions
• Virginia Health Care Foundation awarded Higher Ed Mental Health Workforce Pilot grants
• Meeting with Director of Student Counseling Services and SAVES

IDEAS:
• Scan of programs at VA’s colleges and universities – what is working and where there is still need. What could be ‘scaled’ across multiple campuses?
• Use the voice of SCHEV Student Advisory Council members to increase awareness of mental health resources on campus.
College Affordability

FOCUS:
• Attend all Virginia colleges at an affordable price
• Communication
• FAFSA changes
  • Upperclassmen/Continuing students
  • Incoming students

IDEAS:
• Emergency fund to provide tuition assistance
• Local alumni businesses offer student discounts
• Grants & Resource awareness – VA Guaranteed Assistance Program, Two-Year College Transfer Grant, etc.
• Research conference network
School Safety

• December meeting
• Campus approaches across the Commonwealth
  o Active shooter training
  o Mental health
  o Parking
Pictures!
Discussion
Student Employment Initiative

Radford University

Board of Visitors

March 21, 2024
## The Goals

<table>
<thead>
<tr>
<th><strong>Engage student employees to increase their retention</strong></th>
<th><strong>Pre- and post-tests measuring NACE competency development</strong></th>
<th><strong>Analysis of the pre and post test and the amount of change documented</strong></th>
<th><strong>Spring 2023 pilot data</strong></th>
<th><strong>Student employees will demonstrate NACE competency increases from pre- to post-assessment</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase grade profiles, retention, and progression of student employees</td>
<td>Semester and cumulative GPA report for all student employees; retention and graduation reports of student employees</td>
<td>Spring 2023 pilot training &amp; Fall 2023 GPA data</td>
<td>Undergraduate student employees will have a higher cumulative GPA of 0.2 than the overall undergraduate GPA and be retained/progress at a rate of 5% higher.</td>
<td></td>
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</tbody>
</table>
Supervisor Preparedness

• Supervisor Trainings
• Ongoing Support
  Check-Ins
  Online Resource Bank
• Surveys/Feedback Loops
Spring 2023 Baseline Data

Spring 2023 Pre/Post by Focus Competency

Student Affairs and Athletics Committee
Fall 2023 Data

Fall 2023 Pre/Post by Focus Competency

CSD Pre, CSD Post, Com Pre, Com Post, CT Pre, CT Post, EI Pre, EI Post, Lead Pre, Lead Post, Pro Pre, Pro Post, Team Pre, Team Post, Tech Pre, Tech Post.
GPA Comparison

Average Student Employee Semester GPA
Average All Campus Semester GPA
Average Student Employee Cumulative GPA
Average All Campus Cumulative GPA
## Retention Comparison

<table>
<thead>
<tr>
<th>Term</th>
<th>Student Employee Retention</th>
<th>All UG Student Retention</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2023</td>
<td>93.0%</td>
<td>87.5%</td>
<td>5.6%</td>
</tr>
<tr>
<td>Fall 2023</td>
<td>96.7%</td>
<td>90.1%</td>
<td>6.6%</td>
</tr>
</tbody>
</table>
Discussion
Agenda

- Academic Success
- Student-Athlete Experience
- NCAA College Landscape
- Competitive Excellence
- Brand Awareness - Athletics
- Athletics Financial Report
- Resource Development
- NIL - Athlete’s Thread
- Important Dates & Initiatives
Academic Success

Fall 2023 Academic Success

• Overall department term GPA was a 3.49
• 84% of all student-athletes earned a 3.0 GPA or higher
• 67% of our student-athletes earned a 3.4 GPA or higher
• 25% of our student-athletes earned a perfect 4.0 GPA
• 15 out of our 16 athletic programs received a 3.0 GPA or higher
• Softball had the highest team GPA of 3.81 with 11 out of the 23 softball student-athletes earning a perfect 4.0 GPA
Meredith Page, a member of the women's volleyball team, testified before members of the U.S. House of Representatives in Washington, D.C., during the "NIL Playbook: Proposal to Protect Student Athletes’ Dealmaking Rights" hearing of the House Innovation, Data and Commerce Subcommittee on Jan. 18, 2024.

The native of Murfreesboro, Tennessee, and third-year member of the Highlanders joined two other student-athletes – UCLA football quarterback Chase Griffin and Michigan softball catcher Keke Tholl – as well as NCAA President Charlie Baker, Missouri Valley Conference Commissioner Jeff Jackson and Victoria Jackson of Arizona State University in testimony on Capitol Hill.

Amid a growing push to professionalize college sports, Page used her time before Congress to send a message – the opportunities afforded to athletes who participate at the mid-major level, and in Olympic or women's sports, must be protected.
NCAA College Landscape

• **Dartmouth Men’s Basketball** - breaking ground as the first group of student-athletes to form a bargaining unit in the country.

• **House v. NCAA** - an antitrust lawsuit brought on by three former NCAA Division I student-athletes regarding Name, Image & Likeness.

• **Johnson v. NCAA** - lawsuit argues that student-athletes should be considered employees subject to the Fair Labor Standards Act (FLSA).

• **Carter vs. NCAA** - argues that amateurism rules are illegal under antitrust law and, therefore, college athletes should be paid.
Competitive Excellence

Women’s Track & Field Indoor Championship

- Radford finished 3rd overall in the 2024 Big South Conference Indoor Championship
- Chloe Wellings - 1st place finish in the 5000M
- Chloe Wellings - 1st place finish in the 3000M
- McLearen/Jackson/Magson/Gilmore - 1st place finish in the Distance Medley Relay
- Meganne Gilmore - 2nd place finish in the Mile
- Raichelle Cornelius - 2nd place finish in the 400M Dash
- Elyssia Fisher - 2nd place finish in the Long Jump
- Jackson/Fisher/Robinson/Cornelius - 3rd place finish in the 4x400 Relay
- Kandance McIvor was named to the Big South All-Academic Team
Competitive Excellence

Men’s Basketball (16-17 overall / 5-11 conference)
• 10-5 in a tough non-conference schedule
• Non-conference wins over Marshall and West Virginia
• #9 seed in the Big South Tournament
• DaQuan Smith named Second-Team All-Conference

Women’s Basketball (15-18 overall / 9-7 conference)
• Education Day Game vs. ETSU – over 2,700 elementary and middle school kids in attendance
• 3rd place regular season finish
• Big South Women’s Basketball runner-up
• Ashlyn Traylor-Walker named First Team All-Conference
• Joi Williams & Terissa Lavoile-Brice named to the Big South All-Freshman Team
• Ashlyn & Joi named to the Big South All-Tournament Team
Brand Awareness - Athletic Department

OVER 17 BILLION IMPRESSIONS
NCAA Basketball Tournament over March 1 - 19, 2018

IMPRESSIONS 16,810,265,258
$31,603,298 MEDIA VALUE
ONLINE NEWS

IMPRESSIONS 227,754,479
$10,920,673 MEDIA VALUE
TELEVISION

IMPRESSIONS 207,447,737
$390,001 MEDIA VALUE
BLOGS
Operating Revenues
- Student Fees, $8,680,603.00, 74%
- Conference Distributions, $130,676.00, 1%
- Endowment Income, $135,691.00, 1%
- Advertising/Sponsorships, $532,615.00, 5%
- Ticket Sales, $87,292.00, 1%
- Other, $54,237.00, 0%
- Gifts-in-Kind, $189,666.00, 2%
- Contributions, $974,805.00, 8%
- Game Guarantees, $427,500.00, 4%

Operating Expenses
- Scholarships, $2,824,897.00, 23%
- Coaches Salary/Benefits, $2,865,593.00, 23%
- Admin/Support Staff Salary/Benefits, $2,193,798.00, 18%
- Recruiting, $118,881.00, 1%
- Team Travel, $839,065.00, 7%
- Equipment/Uniforms/Supplies, $426,280.00, 3%
- Game Day Expenses, $279,418.00, 2%
- Spirit Groups, $52,026.00, 0%
- Fundraising, marketing and promotions, $214,435.00, 2%
- Indirect Costs paid to the University, $1,181,847.00, 9%
- Medical Expenses/Insurance, $262,552.00, 2%
- Other, $626,311.00, 5%
- Direct overhead and admin expenses, $676,900.00, 5%
Athletics Financial Report

Sport Expenses

- Men's Basketball Operations, $570,433, 7%
- Women's Basketball Operations, $300,301, 4%
- Women's Basketball Scholarships, $535,660, 7%
- Men's Basketball Salary/Benefits, $856,760, 11%
- Other Men's Sports Operations, $562,940, 7%
- Other Women's Sports Salary/Benefits, $954,604, 12%
- Other Women's Sports Scholarships, $1,123,645, 14%
- Other Men's Sports Salary/Benefits, $768,554, 10%
- Men's Basketball Scholarships, $493,705, 6%
- Other Women's Sports Operations, $591,472, 8%

Total Expenses: $6,260,721

Men's Basketball Total, $1,925,898, 24%
Women's Basketball Total, $1,320,408, 17%
Other Men's Sports Total, $1,997,118, 25%
Other Woman's Sports Total, $2,660,721, 34%
Scholarships Amount By Sport

Women's Basketball: $495,000
Men's Basketball: $445,000
Baseball: $303,000
Women's Volleyball: $270,000
Women's Soccer: $242,000
Softball: $215,000
Women's Tennis: $100,000
Women's Track/CC: $100,000
Women's Lacrosse: $100,000
Men's Tennis: $100,000
Men's Soccer: $100,000
Women's Golf: $78,000
Men's Golf: $78,000
Men's Cross Country: $60,000

Scholarship Breakdown By Gender

Men's Sport Total: $1,086,000, 40%
Woman Sport Total: $1,600,000, 60%
## Athletics Financial Report

### Scholarships Compared To Fully Funded

<table>
<thead>
<tr>
<th>Sport</th>
<th>Fully Funded</th>
<th>Scholarships</th>
</tr>
</thead>
<tbody>
<tr>
<td>Totals</td>
<td>$6,164,122</td>
<td>$2,686,000</td>
</tr>
<tr>
<td>Men's Basketball</td>
<td>$440,000</td>
<td>$613,156</td>
</tr>
<tr>
<td>Women's Basketball</td>
<td>$495,000</td>
<td>$767,640</td>
</tr>
<tr>
<td>Baseball</td>
<td>$312,676</td>
<td>$561,876</td>
</tr>
<tr>
<td>Women's Volleyball</td>
<td>$323,000</td>
<td>$594,232</td>
</tr>
<tr>
<td>Men's Tennis</td>
<td>$145,337</td>
<td>$100,000</td>
</tr>
<tr>
<td>Softball</td>
<td>$121,000</td>
<td>$494,232</td>
</tr>
<tr>
<td>Men's Golf</td>
<td>$155,337</td>
<td>$78,000</td>
</tr>
<tr>
<td>Women's Soccer</td>
<td>$842,066</td>
<td>$576,604</td>
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<tr>
<td>Women's Golf</td>
<td>$247,116</td>
<td>$78,000</td>
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<tr>
<td>Women's Tennis</td>
<td>$229,488</td>
<td>$100,000</td>
</tr>
<tr>
<td>Men's Cross Country</td>
<td>$235,930</td>
<td>$60,000</td>
</tr>
<tr>
<td>Men's Soccer</td>
<td>$100,000</td>
<td>$407,741</td>
</tr>
<tr>
<td>Women's Lacrosse</td>
<td>$100,000</td>
<td>$494,232</td>
</tr>
<tr>
<td>Women's Track/CC</td>
<td>$100,000</td>
<td>$741,348</td>
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</table>
## Athletics Financial Report

### Radford University Athletics Department
Student Fee Revenue
2013-14 to 2023-24

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>Athletics Fee</th>
<th>Student Fee Revenue</th>
<th>Fee Increase</th>
<th>% Increase</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013-14</td>
<td>$1,150</td>
<td>$11,216,894</td>
<td>$12</td>
<td>1.05%</td>
<td></td>
</tr>
<tr>
<td>2014-15</td>
<td>$1,150</td>
<td>$11,080,949</td>
<td>$0</td>
<td>0.00%</td>
<td></td>
</tr>
<tr>
<td>2015-16</td>
<td>$1,180</td>
<td>$11,272,304</td>
<td>$30</td>
<td>2.61%</td>
<td></td>
</tr>
<tr>
<td>2016-17</td>
<td>$1,180</td>
<td>$10,852,666</td>
<td>$0</td>
<td>0.00%</td>
<td></td>
</tr>
<tr>
<td>2017-18</td>
<td>$1,180</td>
<td>$10,395,373</td>
<td>$0</td>
<td>0.00%</td>
<td></td>
</tr>
<tr>
<td>2018-19</td>
<td>$1,213</td>
<td>$10,104,117</td>
<td>$33</td>
<td>2.80%</td>
<td></td>
</tr>
<tr>
<td>2019-20</td>
<td>$1,213</td>
<td>$9,533,022</td>
<td>$0</td>
<td>0.00%</td>
<td></td>
</tr>
<tr>
<td>2020-21</td>
<td>$1,269</td>
<td>$8,589,656</td>
<td>$56</td>
<td>4.62%</td>
<td>Highlander Distinction scholarship program</td>
</tr>
<tr>
<td>2021-22</td>
<td>$1,299</td>
<td>$9,527,511</td>
<td>$30</td>
<td>2.36%</td>
<td>Highlander Distinction scholarship program</td>
</tr>
<tr>
<td>2022-23</td>
<td>$1,398</td>
<td>$9,467,582</td>
<td>$99</td>
<td>7.62%</td>
<td>5% salary increases &amp; bonuses</td>
</tr>
<tr>
<td>2023-24</td>
<td>$1,502</td>
<td>$9,539,044</td>
<td>$104</td>
<td>7.44%</td>
<td>5% and 2% salary increases</td>
</tr>
</tbody>
</table>
* Estimate

($1,749,312)  $364  -15.60% Revenue decrease from 2013-14 to 2022-23
Resource Development

Radford Sports Properties Revenue Update (3/1/2024):

- **Overall Revenue:** $428,900
  - Signed Cash: $223,250
  - Signed Trade: $143,150
  - Signed Highlander Club Cash: $62,500
- **Overall Percentage to Budget:** 113% ($375,000)
- **Cash Revenue Target:** 106% ($265,000)
- **Trade Revenue Target:** 130% ($110,000)

2023-24 Items of Note:
New Accounts: Pete Dye Rivercourse, Brick House Pizza, Shentel

2023-24 Fund Drive Update (3/1/2024):

<table>
<thead>
<tr>
<th></th>
<th>FY24</th>
<th>FY24 GOALS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total New Gifts &amp; Pledges</strong></td>
<td>$501,109</td>
<td>$1,500,000</td>
</tr>
<tr>
<td><strong>Athletic Donors</strong></td>
<td>1,106</td>
<td>1,150</td>
</tr>
</tbody>
</table>
Resource Development

RAD48

• RAD48 Total - $154,939
• Dollars Raised w/o Matching Gifts - $140,439 (4% increase over last year)
• 894 Unique Donors (12.7% increase over last year)
• Highlights:
  • Baseball – Raised $40,939 with 203 donors
  • Women’s Lacrosse – Raised $18,290 with 165 donors
  • Men’s Soccer – Raised $11,379 with 103 donors
NIL - Athlete’s Thread

Student-Athlete Online Store – Athlete’s Thread

- Starting this Spring, our student-athletes will now have the option to sell replica jerseys, sherseys, or personalize t-shirts that include their Name, Image or Likeness and receive profits from the sales.
Important Dates & Initiatives

• Red & White Gala - April 26, 2024 (Dedmon Center)

• Highlander Open - May 23, 2024 (Pete Dye Rivercourse)
Discussion
Student Affairs and Athletics Committee
3:00 p.m.
November 30, 2023
Kyle Hall, Room 340, Radford, VA

DRAFT
MINUTES

Committee Members Present
Mr. David Smith, Chair
Ms. Georgia Anne Snyder-Falkinham, Vice Chair
Ms. Joann Craig
Mr. Tyler Lester
Mr. Troy Stallard (Non-Voting Student Advisory Member)

Committee Member Absent
Dr. Jay Brown

Others Present
Dr. Bret Danilowicz, President
Dr. Dannette Gomez Beane, Vice President for Enrollment Management and Strategic Communications
Dr. Robert Hoover, Vice President for Finance and Administration
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education
Dr. Susan Trageser, Vice President for Student Affairs
Dr. Bethany Usher, Provost and Senior Vice President for Academic Affairs
Ms. Penny White, Vice President for University Advancement
Ms. Karen Casteele, Secretary to the Board of Visitors and Special Assistant to the President
Ms. Susan Richardson, University Counsel

Call to Order
Mr. David Smith, Chair, formally called the meeting to order at 3:20 pm in Kyle Hall on the campus of Radford University.

Approval of Agenda
Mr. Smith asked for a motion to approve the November 30, 2023 meeting agenda for the Student Affairs and Athletics Committee, as published. Mr. Tyler Lester so moved, Ms. Georgia Anne Snyder-Falkinham seconded, and the motion carried unanimously.

Approval of Minutes
Mr. Smith asked for a motion to approve the September 7, 2023 minutes. Ms. Joann Craig so moved, Mr. Lester seconded, and the motion carried unanimously.
Reports

Mr. Robert Lineburg, Director of Athletics, presented the Athletics update to the committee. Several athletic teams had outstanding seasons this fall. Women’s soccer claimed their 9th Big South Tournament title. Men’s basketball has had a strong start this season playing UNC on ESPNU. Radford Athletics has expanded its men’s basketball radio footprint to include Roanoke, Lynchburg, Bedford and Danville. Through a collaboration with Radford City, Nike and Radford University Athletics, men’s basketball launched the new Radford City edition basketball jersey at the December 3 game. Men’s and women’s basketball has seen a large increase in ticket sales. Member access to the The National Bank Courtside Lounge has sold out.

Mr. Craig Littlepage, Senior Consultant with Collegiate Sports Associates, which is the company secured to assist with the development of the new athletic strategic plan, gave an update on the state of college athletics and a timeline for the completion of the strategic plan.

Ms. Lora Ellen Starr, Student Government Association President, reported on the continued work of SGA to promote awareness and encourage involvement in programming across campus. The Executive Board attended the American Student Government Association Conference in October. SGA held several events during fall semester including an e-Sports Mario Kart tournament, Trunk or Treat for community members, and FallFest. A Life Skills Matter session was held that focused on assisting students with resume writing. Thanks to the generosity of a donor, the SGA office was named after former SGA President Kenneth Henshaw in a ceremony held during Homecoming.

Dr. Susan Trageser, Vice President for Student Affairs, talked about the importance of creativity and an explorer mindset; catalyzing learning, innovation and problem solving to enhance the student experience. By creating opportunities, staff continue to advance skill development which in turn fosters the same for and with students. Building resiliency, critical thinking and problem solving are examples of common skill development outcomes. Seventy-six percent of new students and 49% of new transfers have had three or more touchpoints through engagement opportunities. The Military Resource Center (MRC) continues to earn accolades related to the service and support to veteran and military-affiliated students. Radford University’s first Guard Friendly School designation was received in August. Also, The Military Times once again awarded the Best for Vets Designation for Colleges and Universities.

Vice President Trageser spoke to the Division’s strategies to advance President Danilowicz’ vision for the University and achievement of goals in the Two-Year Strategic Plan; highlighting a change in metrics and the importance of data to demonstrate impact.

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

Respectfully submitted,

Ms. Jenni Webb
Executive Assistant to the Vice President for Student Affairs
End of Board of Visitors Materials