

# **Governance, Administration and Athletics Committee**

**December 2021**

**RADFORD UNIVERSITY**

---

Board of Visitors

# RADFORD UNIVERSITY

Board of Visitors

## GOVERNANCE, ADMINISTRATION AND ATHLETICS COMMITTEE MEETING

4 P.M. \*\*

DECEMBER 2, 2021

EXECUTIVE CONFERENCE ROOM

SECOND 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*
  - September 9, 2021
  
- **REPORTS**
  - ACCESS Radford Dr. Angela M. Joyner, *Interim Chief of Staff*
    - Innovation, Economic Development and Partnerships
  
  - Intercollegiate Athletics Mr. Robert G. Lineburg, *Director of Athletics*
    - Competitive Excellence
    - Javonte Green Jersey Retirement
    - Big South School Comparison
    - Resource Development
    - Carilion Clinic Court at the Dedmon Center
    - Highlander Basketball Shield Club
    - 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

Ms. Nancy Angland Rice, Vice Chair

Dr. Thomas Brewster

Ms. Charlene A. Curtis

Dr. Susan Whealler Johnston

# December 2021 Meeting Materials

**RADFORD UNIVERSITY**

---

Board of Visitors

# Innovation, Economic Development and Partnerships

December 2021

# Evolution of Career Events





# Talent Acquisition: Virtual Events

**Anna Bocolan**  
Johnson Vaughn University

**Justin Niida**

**Chat**

Welcome to the webinar everyone! Feel free to ask questions. Just getting set up.

Alice H., Johnson Vaughn University

How many positions are open for the fall?

You can apply on our company website. Please include your resume and cover letter and we'll review it as soon as we can.

We have 6 positions open!

Alice H., Johnson Vaughn University

When are applications due?

Anna B., Johnson Vaughn University

What do you look for when hiring for your internship positions?

Settings

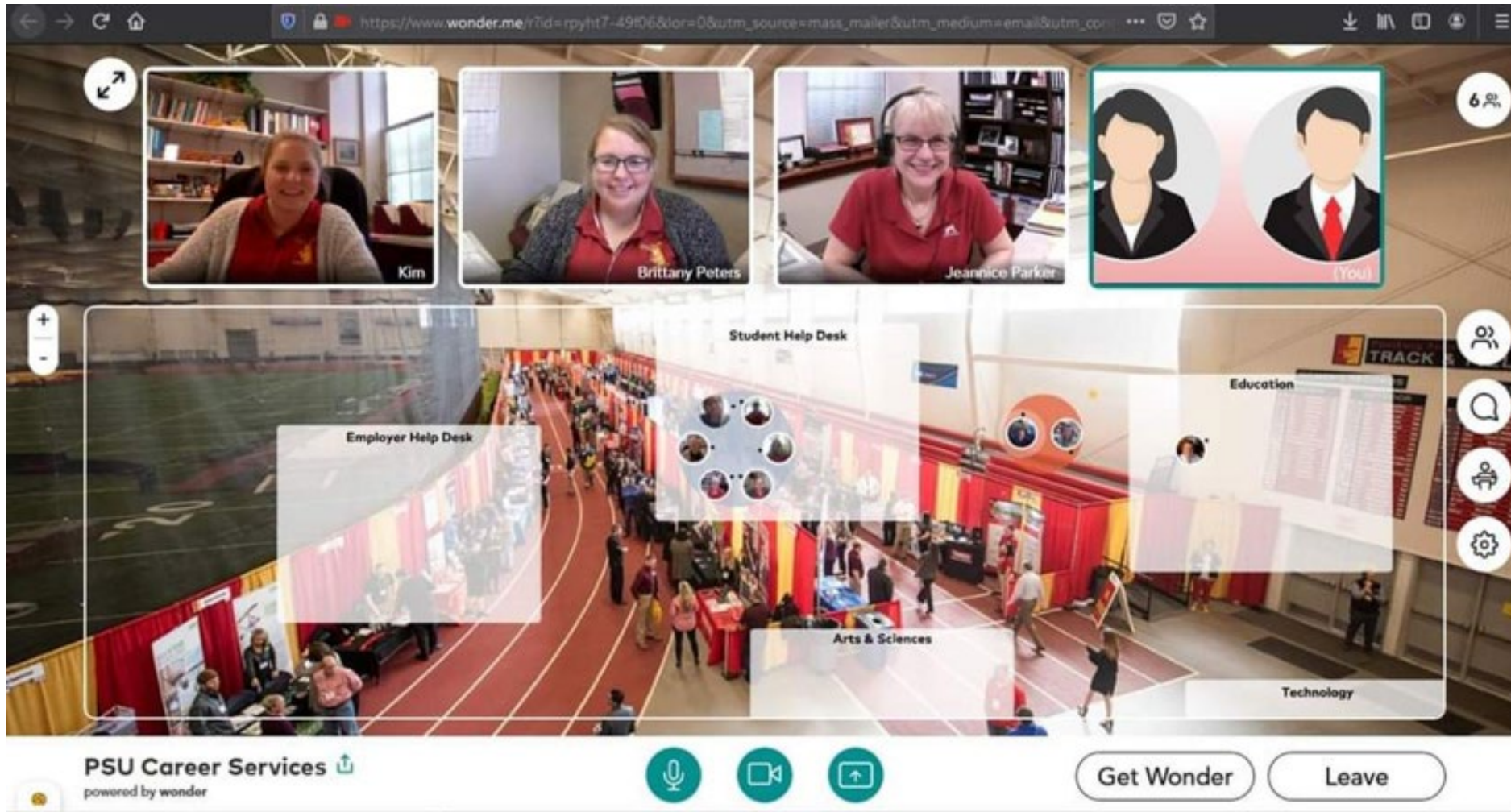
Leave session

Start typing...

Send

Virtual Career Fair on Handshake

# Talent Acquisition: Virtual Fairs



Virtual Career Fairs



# Career Development: Interviews



In-person



Campus site



# Career Development: Virtual Interviews

The screenshot shows the 'biginterview' website interface. At the top, there is a navigation bar with 'Getting started (23%)', 'Learn', 'Practice' (highlighted), 'Assignments', and 'My Videos'. The user's name 'John M. UC San Diego' is visible in the top right. On the left sidebar, a progress indicator shows '8/10' and 'Top 10 Interview Questions General Interviews'. Below this, there are toggle switches for 'HTML' and 'Flash'. A list of 10 interview questions is shown, with the third question, 'What are your weaknesses?', selected and marked with a green checkmark. The main content area displays a video player for the selected question. The video shows a woman in a red blazer on the left and a woman with blonde hair on the right. A 'Record' button is visible in the bottom right of the video player. Below the video, there is a 'TIPS' section with text: 'This question (or a variation) comes up in just about every job interview and many job searchers hate it. They get frustrated trying to decipher exactly what the interviewer is looking for.' and a 'Read more tips' button. At the bottom of the main content area, there are 'Back' and 'Next Question' buttons.

biginterview Getting started (23%) Learn Practice Assignments My Videos John M. UC San Diego

8/10  
Top 10 Interview Questions  
General Interviews

HTML Flash

1. Tell me about yourself ✓
2. Tell me something that's not in your resume ○
3. What are your weaknesses? ✓
4. What are your strenghts? ✓
5. Why do you want to work with us? ✓
6. Why did you leave your last job? ✓
7. Where do you see yourself in five years? ✓
8. Do you have any questions for me? ✓
9. What makes ypu the ideal candidate? ✓

What are your weaknesses? Question 3 of 18

TIPS  
This question (or a variation) comes up in just about every job interview and many job searchers hate it. They get frustrated trying to decipher exactly what the interviewer is looking for. [Read more tips](#)

Back Next Question

# P3 Partnerships

## Considerations

- Strategic fit
- Growth opportunity
- Leverages core expertise
- Impact
- Sustainability
- Resources



# P3 Partnerships

## Grant Opportunities



## Research



## Support



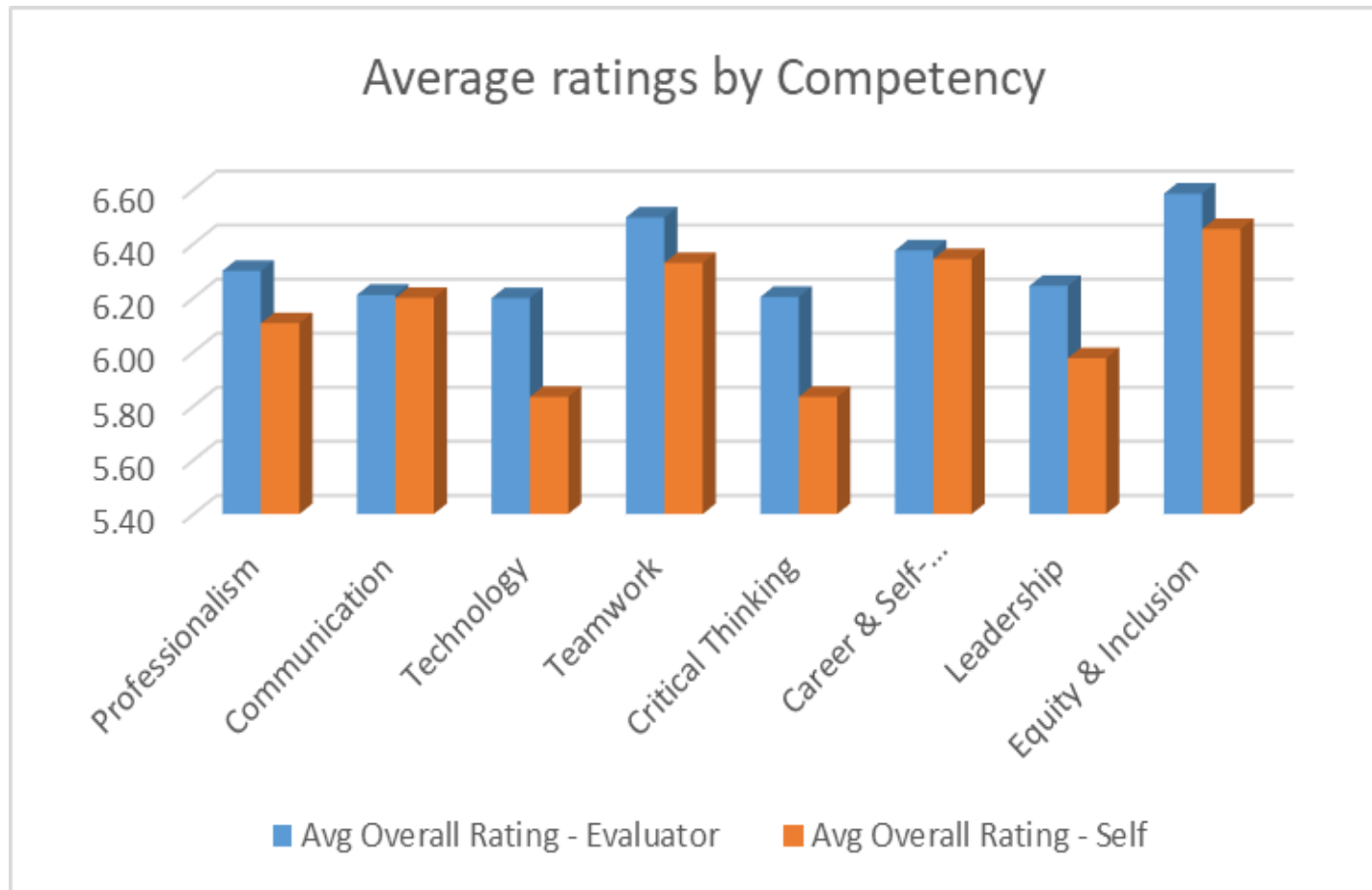


# The Career Readiness Competencies

- *Career and Self Development*
- *Communication*
- *Critical Thinking*
- *Equity & Inclusion*
- *Leadership*
- *Professionalism*
- *Teamwork*
- *Technology*

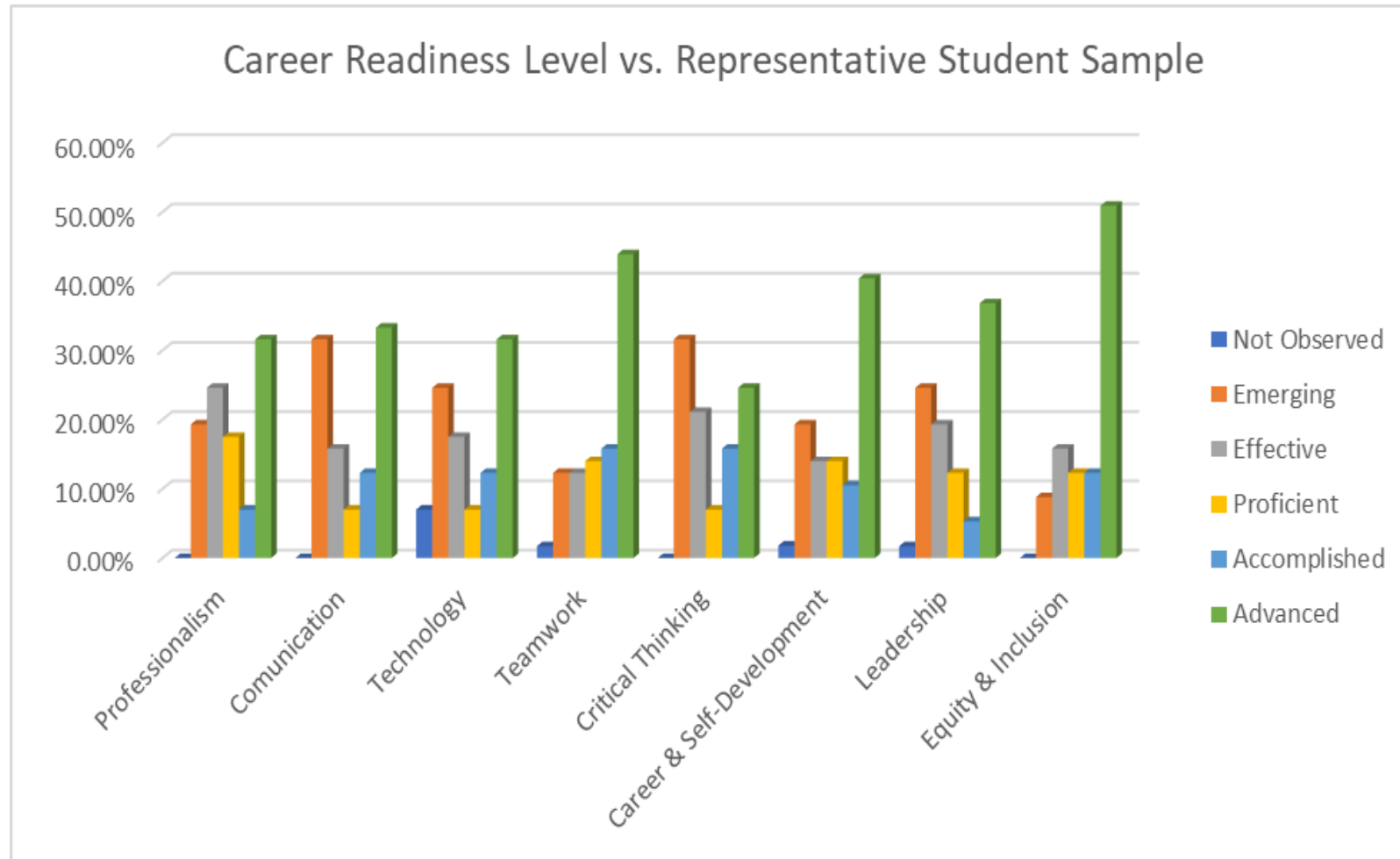


# Average Rating by NACE Competency



| <i>Ratings 1-7 &amp; Percentiles</i>  | Professionalism | Communication | Technology | Teamwork | Critical Thinking | Career & Self-Development | Leadership | Equity & Inclusion |
|---------------------------------------|-----------------|---------------|------------|----------|-------------------|---------------------------|------------|--------------------|
| <b>Avg Overall Rating - Evaluator</b> | 6.30            | 6.21          | 6.20       | 6.50     | 6.20              | 6.38                      | 6.24       | 6.58               |
| <b>Avg Overall Rating - Self</b>      | 6.11            | 6.20          | 5.83       | 6.33     | 5.83              | 6.34                      | 5.98       | 6.45               |

# Comparing Radford Students to Students Nationally



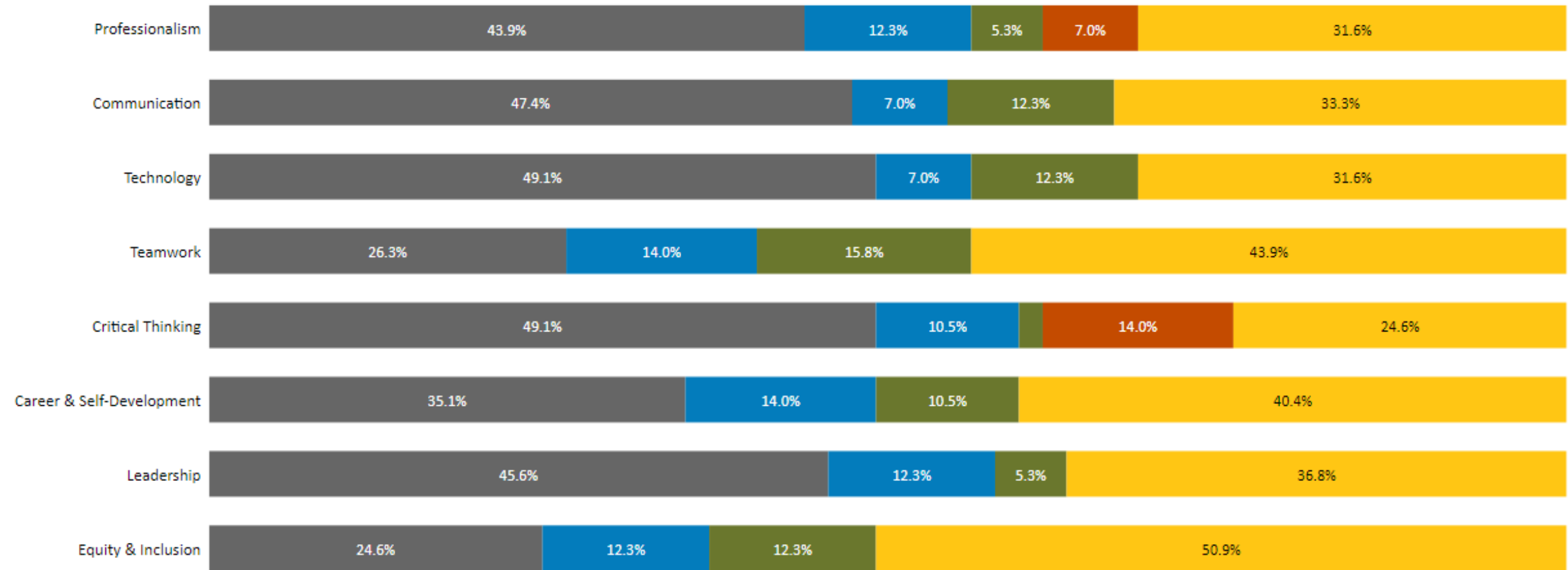
## RU Highlights:

- 52% scored “proficient” or higher in all eight competencies (Technology lowest at 52%; Equity & Inclusion highest at 74%)
- Highest competency scores of “advanced” - Equity & Inclusion, Teamwork, Career & Self-Development
- Lowest competency score of “emerging” – Critical Thinking, Communication



# Comparison with Entry-Level Job

Level ● Emerging ● Effective ● Proficient ● Accomplished ● Advanced



Competency strengths for RU remain consistent: Equity & Inclusion, Teamwork, Career & Self-Development  
 Lowest scoring competency areas remain fairly consistent: Critical Thinking, Technology, Communication

# Discussion

**Innovation and Economic Development and Partnerships**  
**Board of Visitors Report**  
**December 2021**

*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**

---

### **Academic Partnerships**

The Vinod Chachra IMPACT Lab continues to engage with Academic Partnerships to align the Cybersecurity and Geospatial Intelligence curricula and administrative processes with the new business-to-consumer market and to spearhead these marketing efforts. This collaborative work will more readily enable prospective students to understand the alignment of the certificate content with popular industry-recognized credentials. In addition, the partnership enables individuals to learn about, enroll, and participate in the competency-based certificate programs. The Cybersecurity and Geospatial Intelligence programs launched in July and work is ongoing to increase enrollment. A new pricing model was approved in September to provide additional flexibility and access to learners and to support the business-to-consumer model expansion.

### **Programmatic Marketing**

As mentioned in September, the Vinod Chachra IMPACT Lab has partnered with VisionPoint Marketing to build awareness for its competency-based education programs and drive enrollment growth. A first phase of the VisionPoint marketing – a digital marketing campaign targeting K-12 teachers – was concluded in September. Work to sharpen and focus the Lab’s brand identity and reach in the marketplace is underway in the second phase of the VisionPoint marketing relationship.

### **Partnerships**

New partnerships have been established to extend the Vinod Chachra IMPACT Lab’s programs to businesses and educational systems. The \$13.9M U.S. Department of Education grant that funded the development of fifteen K-12 micro-credentials and resulted in approximately 5,500 enrolled educators during the grant period concluded at the end of September. Since the grant concluded, the Lab has signed agreements with Pittsylvania County Public Schools and Petersburg City Public Schools to provide credit-bearing micro-credentials for up to 150 teachers. These partnerships will strengthen the participating teachers’ understanding and skills in classroom management, mathematics, literacy, and other targeted subject areas. These agreements are a significant step forward as they signal a shift from grant-funded teacher participation to revenue-generating enrollments. In addition, as Petersburg City Public Schools previously participated in the no cost federal grant, their willingness to move into a contractual relationship demonstrates the potential for a recurring revenue stream from this partner and the larger K-12 sector.



HealthFirst, a health insurance company based in New York, has partnered with the IMPACT Lab to enable some of its information technology professionals to participate in the Cybersecurity certificate program. As HealthFirst is an existing partner, these new students demonstrate the potential for a recurring revenue stream from this partner and the larger health care sector.

### **Program Development**

In addition to the alignment work with Academic Partnerships mentioned previously, the Vinod Chachra IMPACT Lab operations team is working with Radford University faculty members to design and develop several new offerings. The new offerings include a partnership with the Chief Data Officer of the Commonwealth of Virginia, two agreements with the Virginia Department of Education, and ten micro-credentials focused on supporting K-12 teachers in preparing students for a career in cybersecurity.

The partnership with the Chief Data Officer is for the development of five (5) non-credit bearing courses of study focused on Data Science (please refer to the attached press release for additional information). One of the two agreements with the Virginia Department of Education is for the development of a five (5) contact-hour non-credit bearing pilot micro-credential focused on providing K-12 teachers an overview of the early learning and development standards (ELDS). The second agreement with the Virginia Department of Education is a joint venture with Virginia Commonwealth University that is focused on Culturally Responsive and Inclusive (CRI) pedagogy. This CRI non-credit bearing micro-credential is designed to address the competencies identified in Virginia's Uniform Performance Standard 6 recently approved by the Board of Education. Finally, the Lab is developing ten (10) micro-credentials for K-12 teachers interested in teaching cybersecurity.

### **New Team Members**

This past quarter, we welcomed a new member of the Vinod Chachra IMPACT Lab's business development team, Savannah Horney, who is assisting with marketing campaign development and management. Jerrold Bennet joined the Lab's operations team as an instructional designer, interfacing between the faculty subject matter experts and the multimedia development team. A search is underway for an additional member of the business development team, who will support efforts to increase enrollment and corresponding revenue to achieve the Lab's quarterly and annual growth objectives.

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

---

#### **Career Readiness Competency Development**

Today's Generation Z students come to Radford with career aspirations as a top priority. The center has responded by furthering equipping faculty, staff, and supervisors of students with a competency framework they can utilize to help students make meaning of how their various learning experiences are developing 21st-century career competencies desired by employers and graduate schools. The National Association of College and Employers' career readiness competencies have been integrated into multiple trainings with faculty mentors in undergraduate research and six cohorts of campus leaders that supervise student workers in their departments and colleges. This strategic effort will continue to expand in partnership with Human Resources and through relationship development across campus.

The Center for Career and Talent Development hosted its fourth Jumpstart Career Development Conference in October. Mr. Brian Fanzo, '03 alum and highly-acclaimed digital futurist, served as the keynote speaker. Alumni and employer partners engaged with students and shared their expertise related to topics of financial wellness, negotiation skills, entrepreneurship, and person-organizational fit.

## **Employer Relations and Engagement**

Career fairs and employer engagement events continued as we embraced a new normal related to employer recruiting as a result of the Covid-19 pandemic. Various recruiters were able to resume travel this fall semester, while others are limited or have shifted to more virtual recruiting efforts. In response, the center responded by offering in-person and a virtual offering for both the career and internship fair and the graduate and professional school fair. Virtual offerings allowed the fall fair to yield a 55% increase in attendance from employers compared to the pre-pandemic fall of 2019. Additionally, the center coordinated and facilitated the first-ever career fair at Radford University Carilion in September with all participating employers making requests to be back on campus to recruit Radford students. An additional fair coordinated this fall included the in-person part-time job fair in early September, where employer participation returned to pre-pandemic attendance numbers.

## **Supporting Student-Athletes**

Intentional career development support continues to grow with Radford University Athletics in follow-up to the professional etiquette dinner that occurred in late summer with the men's and women's basketball teams. The coaches of these teams have reported that these offerings have supported their recruiting efforts, as prospective student-athletes and families have expressed their value in customized career development support for the student-athlete experience. Since late summer, the men's basketball team engaged with employers at the fall career fair and multiple career-related workshops have occurred with multiple teams. Six different teams have requested additional career development programming for this year. The athletic director would like every student-athlete to have a resume, through guidance of the center's team, by the end of Spring Semester 2022.

## **Purposeful Partnerships for Student Success**

The center has provided career readiness training and multiple professional networking events for the 12 students and 10 faculty in the Elevate Research program. Funded by the DuPont Foundation, the program supports faculty working with BIPOC student research mentors to integrate research projects into undergraduate courses. The program is coordinated by the Office of High Impact Practices with this fall's affiliated courses having over 300 undergraduate students being positively impacted by the leadership of these faculty and student research mentors. New key partnerships for the center to support student success and diversity, equity, and inclusion initiatives have included provision of career related programming for the Bridge student population and students in the new Center for Opportunity and Social Mobility.

## **New Team Members**

In September, the center welcomed Ms. Lauren Willis as the Career Coach for the College of Visual and Performing Arts. Lauren brings previous recruiting and student support experience in higher education and industry with her to inform her work. In mid-October, Mr. Laith Abueznaid joined the team as the Marketing and Communications Specialist. Laith's previous communications experience working with Radford University Athletics and a minor league baseball team has already proven helpful in making positive impact for the center.

## **Economic Development and Partnerships**

ACCESS Radford's Partnerships function continues to represent the University at local and regional economic and workforce development meetings with a particularly focus on projects and grants that affect Radford University's near and long-term interests. In addition, meetings are being held with academic leaders, as well as regional and state leaders from the private, non-profit, university and public sectors exploring perspectives and opportunities that will inform a set of recommendations for the strategic direction and sustainable roles for ACCESS Radford, future partnerships and economic and workforce engagement activities.

# Intercollegiate Athletics

RADFORD  
UNIVERSITY

Page 20 of 38



# Agenda

---

- Competitive Excellence
- Javonte Green Jersey Retirement
- Big South Conference Comparisons
- Resource Development
- Carilion Clinic Court at the Dedmon Center
- Highlander Basketball Shield Club
- Important Dates & Initiatives

# Competitive Excellence

## Women's Soccer

- Overall 13-5-1 (6-3-1)
- Lost in the Big South Semifinals against #1 Campbell
- Kayla Thomas - Big South Defensive Player of the Year
  - She becomes the first Big South women's soccer athlete to ever win the honor three years in a row
- Kat Parris - Big South Freshman of the Year, All-Freshman Team
- Brianna Oliver - First-Team All-Conference, All-Academic Team
- Lily McLane & Lauren Seedlock - Second-Team All-Conference
- Kennedy Dunnings - Honorable Mention All-Conference
- Big South Christenberry Award for Academic Excellence

## Men's Soccer

- Overall 5-11 (3-5)
- Yoshiya Okawa - Second-Team All-Conference, All-Freshman Team
- Joseba Incera - Second-Team All-Conference, All-Freshman Team
- Octavio Ocampo - Honorable Mention All-Conference
- Dondre' Robinson - All-Academic Team



# Competitive Excellence

## Women's Cross Country

- Finished Second Overall
- Hannah Moran Individual Champion - 5k
  - First Highlander to win individual award since 1990
  - First-Team All-Conference Selection
- Sam Bradley name Big South Women's Cross Country Coach of the Year (second consecutive year)
- Rachel Werking & Rachel Millirons - Second-Team All-Conference Selection

## Men's Cross Country

- Finished Sixth Overall
- Nate Jennings - Second-Team All-Conference



# Competitive Excellence

---

## Men's Basketball

- Preseason picked fourth in the North Division
- Darris Nichols record 1<sup>st</sup> career win against Emory & Henry on November 9, 2021
- Current record 3-4 (as of 11/29/21)
- Home wins over William & Mary and Eastern Kentucky
- Big road games coming up against West Virginia, James Madison, George Washington, Davidson, and Akron

## Women's Basketball

- Preseason picked sixth overall
- Current record 3-3 (as of 11/29/21)
- Big road games coming up against West Virginia, Virginia Tech and Coastal Carolina



# Javonte Green

## Jersey Retirement - November 28, 2021

- Radford Basketball (2011-15)
- 1<sup>st</sup> - Career games played (133)
- 1<sup>st</sup> - Career steals (243)
- 2<sup>nd</sup> - Career points (1,911)
- 2<sup>nd</sup> - Career field goals made (701)
- 2<sup>nd</sup> - Career rebounds (1,064)
- All-Big South Conference selection in each of his four years as a Highlander
- Big South Defensive Player of the Year (2014-15)
- Played overseas in Spain, Italy and Germany
- In 2019, Green became the first player in program history to sign a contract with an NBA organization (Boston Celtics)
- Traded to the Chicago Bulls during the 2020-21 season.

A promotional poster for Javonte Green's jersey retirement event. At the top, the name "JAVONTE GREEN" is written in large, bold, red letters. Below it, a red banner reads "JERSEY RETIREMENT" flanked by two red "R" logos. The central image shows Javonte Green in a red Radford jersey with the number 2, dribbling a basketball. Smaller inset photos show him in action during games. At the bottom, a red banner contains the text: "SUNDAY, NOVEMBER 28 - 4:30PM" and "RADFORD VS. EASTERN KENTUCKY".



# Big South Conference Financial Comparison

| COMPARISON OF ATHLETIC DEPARTMENT EXPENSES BASED ON 2019-20 EXPENSE DATA                           |              |                  |                  |                  |                  |                   | Number of Student-Athletes | Scholarship Exp. Per Participant | Total Expense Per Participant |
|--|--------------|------------------|------------------|------------------|------------------|-------------------|----------------------------|----------------------------------|-------------------------------|
|  | Enrollment   | Scholarship      | Coach Salaries   | Team Operating   | Other            | Total             |                            |                                  |                               |
| <b>Big South Conference</b>  |              |                  |                  |                  |                  |                   |                            |                                  |                               |
| SC Upstate   | 4,570        | 3,480,814        | 1,375,330        | 646,869          | 1,035,720        | 6,538,733         | 278                        | 12,521                           | 23,521                        |
| Presbyterian   | 1,022        | 4,717,015        | 1,765,902        | 1,724,315        | 4,283,227        | 12,490,459        | 416                        | 11,339                           | 30,025                        |
| Gardner-Webb*  | 1,632        | 7,712,169        | 2,457,556        | 1,386,377        | 2,362,871        | 13,918,973        | 460                        | 16,766                           | 30,259                        |
| UNC Asheville  | 2,990        | 2,620,335        | 1,340,886        | 1,042,965        | 3,037,093        | 8,041,279         | 241                        | 10,873                           | 33,366                        |
| Charleston Southern*   | 2,555        | 6,077,186        | 1,883,795        | 1,699,487        | 2,562,157        | 12,222,625        | 334                        | 18,195                           | 36,595                        |
| High Point   | 4,530        | 6,336,564        | 2,926,083        | 1,687,603        | 4,937,302        | 15,887,552        | 364                        | 17,408                           | 43,647                        |
| Longwood   | 3,433        | 3,811,415        | 1,597,971        | 1,192,479        | 4,371,239        | 10,973,104        | 251                        | 15,185                           | 43,718                        |
| Winthrop   | 4,231        | 4,011,140        | 1,891,170        | 753,145          | 6,529,916        | 13,185,371        | 296                        | 13,551                           | 44,545                        |
| <b>Radford</b>   | <b>7,480</b> | <b>3,278,936</b> | <b>2,773,166</b> | <b>1,174,052</b> | <b>5,544,124</b> | <b>12,770,278</b> | <b>285</b>                 | <b>11,505</b>                    | <b>44,808</b>                 |
| NC AT&T*   | 9,926        | 3,954,738        | 2,806,097        | 2,789,003        | 5,706,174        | 15,256,012        | 335                        | 11,805                           | 45,540                        |
| Campbell*  | 3,255        | 9,514,468        | 3,552,796        | 3,379,158        | 7,931,244        | 24,377,666        | 528                        | 18,020                           | 46,170                        |
| Hampton*   | 3,488        | 6,938,689        | 2,159,425        | 1,415,925        | 4,361,952        | 14,875,991        | 311                        | 22,311                           | 47,833                        |
| Average  | 4,093        | 5,204,456        | 2,210,848        | 1,574,282        | 4,388,585        | 13,378,170        | 342                        | 14,957                           | 39,169                        |
| <b>Other Conferences</b>   |              |                  |                  |                  |                  |                   |                            |                                  |                               |
| Eastern Tennessee State*   | 9,607        | 5,248,757        | 3,525,348        | 1,581,910        | 5,953,961        | 16,309,976        | 386                        | 13,598                           | 42,254                        |
| UNC Wilmington   | 12,283       | 2,578,763        | 2,627,934        | 1,996,813        | 8,479,095        | 15,682,605        | 328                        | 7,862                            | 47,813                        |
| George Mason   | 21,433       | 6,546,104        | 4,048,555        | 3,374,654        | 9,986,237        | 23,955,550        | 482                        | 13,581                           | 49,700                        |
| UNC Greensboro   | 9,194        | 3,179,615        | 2,162,921        | 1,519,127        | 10,688,491       | 17,550,154        | 239                        | 13,304                           | 73,432                        |
| Virginia Commonwealth  | 19,734       | 6,474,214        | 4,668,536        | 3,501,307        | 16,850,008       | 31,494,065        | 307                        | 21,089                           | 102,587                       |
| University of Virginia*  | 16,174       | 20,707,114       | 20,665,191       | 9,503,987        | 53,168,527       | 104,044,819       | 781                        | 26,514                           | 133,220                       |
| Virginia Tech*   | 28,539       | 14,493,294       | 17,065,600       | 12,098,674       | 53,528,995       | 97,186,563        | 567                        | 25,561                           | 171,405                       |
| <b>Notes:</b>  |              |                  |                  |                  |                  |                   |                            |                                  |                               |
| * Designates programs with football  |              |                  |                  |                  |                  |                   | Page 26 of 39              |                                  |                               |
| Team Operating expenses include lodging, meals, transportation, uniforms, equipment, and officials |              |                  |                  |                  |                  |                   |                            |                                  |                               |
| 2020-21 EADA data expected to be posted by end of December   |              |                  |                  |                  |                  |                   |                            |                                  |                               |

# Basketball Facility Comparison

---

## Ranking of Basketball Facilities in the Big South

1. High Point Qubein Center (opened Fall 2021 for \$170 million)
2. Campbell Gore Arena (opened in 2008 for \$35 million)
3. UNC Asheville Kimmel Arena (opened in 2011 for \$41 million)
4. Winthrop Winthrop Coliseum (opened in 1982 for \$10.7 million)
5. Hampton Convocation Center (opened in 1993 for \$12.5 million)
6. **Radford** **Dedmon Center (opened in 1981, roof/HVAC in 2008 for \$15.7 million)**
7. NC A&T Corbett Sports Center (opened in 1978)
8. Gardner-Webb Paul Porter Arena (opened in 1982)
9. Longwood\* Willett Hall (opened in 1980, Brock Center being built for \$40 million to open in 2022)
10. Presbyterian Templeton Center (opened in 1975)
11. Charleston Southern Buc Dome (opened in 1965)

# Basketball Facility Comparison

---

## Ranking of Division 1 Basketball Facilities in the Commonwealth of Virginia

1. Virginia JPJ Arena (opened August 2006 for \$131 million)
2. JMU Atlantic Union Bank Center (opened in 2021 for \$62 million)
3. ODU Ted Constant Center (opened in 2002 for \$47 million)
4. Richmond Robins Center (opened in 1972, renovated in 2014 for \$17 million)
5. Virginia Tech Cassell Coliseum (scheduled for \$75 million in renovations in near future)
6. VCU Siegel Center (opened in 1999 for \$30 million)
7. George Mason Patriot Center (opened in 1985, renovation in 2009 for \$10 million)
8. William & Mary Kaplan Hall (opened in 1971, schedule \$57 million renovation in near future)
9. Hampton Convocation Center (opened in Fall of 1993 for \$12.5 million)
10. VMI Cameron Hall (opened in 1981 for \$6.1 million)
11. Radford **Dedmon Center (opened in 1981, roof/HVAC for \$15.7 million in 2008)**
12. Longwood\* Willett Hall (opened in 1980 / Brock Center for \$40 million to open in 2022) [Page 28 of 39](#)

# Resource Development

## Radford Sports Properties Revenue Update (11/10/21):

- Overall Revenue: \$298,125 (\$203,625 cash / \$94,500 trade)
- Overall Percentage to Budget: 92% (\$325,000)
- Cash Revenue Target: 91% (\$225,000)
- Trade Revenue Target: 95% (\$100,000)

*Surpassed overall revenue from 2020-21 by over \$10,000. Biggest increase is in cash.*

*Another \$23,000 is pending agreements in 2021-22.*

## 2021-22 Fund Drive (11/10/21):

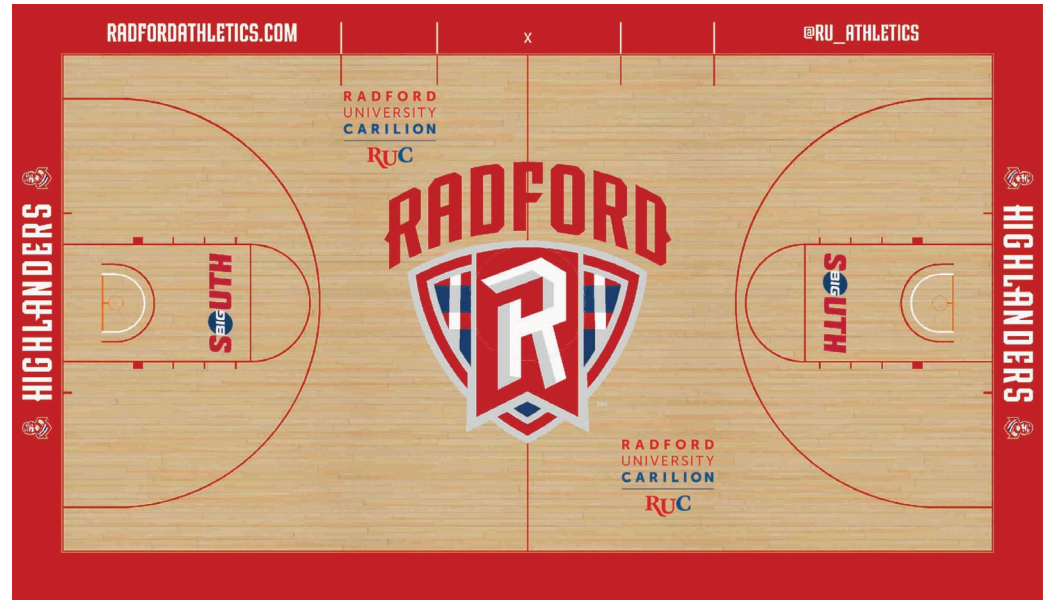
|                                      | FY21                | FY22 GOALS  |
|--------------------------------------|---------------------|-------------|
| <i>Total New Gifts &amp; Pledges</i> | <b>\$241,089.37</b> | \$1,200,000 |
| <i>Unrestricted</i>                  | <b>\$23,851.11</b>  | \$350,000   |
| <i>Athletic Donors</i>               | <b>153</b>          | 1,300       |



# Carilion Clinic Court at the Dedmon Center

Radford University Athletics and Carilion Clinic proudly announced a new five-year partnership to benefit the student-athlete experience through the 2024-25 academic year. The new collaboration is Carilion's most significant commitment to Radford University Athletics to date.

The expanded athletics relationship comes with numerous highlights, beginning with the naming right and logo placement on the Dedmon Center basketball and volleyball court. The playing surface will be known as *Carilion Clinic Court*.



# Highlander Basketball Shield Club

---

The Radford Athletics Department and the Highlander Club announced the launch of the Highlander Basketball Shield Club, an opportunity for Radford supporters to make a lasting impact on the Radford men's and women's basketball programs.

With a combined 1,523 wins, 13 Big South Conference regular season titles, 13 Big South Conference tournament titles, and seven NCAA Tournament appearances, each Radford basketball program has established a rich tradition of excellence over the decades.

The Shield Club will build upon that legacy by securing gifts and pledges to support both the men's and women's program. Additional funds will be utilized to enhance shared facilities and supplement existing program resources for nutrition, travel, recruiting, and player development.

Through the Shield Club, Radford Athletics will seek recurring annual gifts - pledged over four years - that will assist the two programs in achieving their championship goals. Each Shield Club contributor will have access to unique annual experiences with our men's and women's basketball programs.

# Important Dates & Initiatives

---

## 1. Women's Sports Leadership Luncheon

- February 4, 2022

## 2. RAD48 - Athletics Giving Day

- February 2022

## 3. Red & White Scholarship Auction

- Friday, April 29, 2022

## 4. Highlander 5k

- Saturday, April 30, 2022

## 5. Highlander Open Golf Tournament

- Summer of 2022

# Discussion

# Minutes

**RADFORD UNIVERSITY**

---

Board of Visitors



# RADFORD UNIVERSITY

Board of Visitors

## GOVERNANCE, ADMINISTRATION AND ATHLETICS COMMITTEE

4 P.M.

SEPTEMBER 9, 2021

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

Ms. Charlene A. Curtis

Dr. Susan Whealler Johnston

#### **OTHERS PRESENT**

Mr. Robert G. Lineburg, Director of Athletics

Dr. Angela Joyner, Interim Chief of Staff

Dr. Holly Cline, NCAA Faculty Athletics Representative

Mr. Cory Durand, Deputy Athletics Director

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

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

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

Ms. Malinda Tasler, Associate Director for Compliance

#### **CALL TO ORDER**

Mr. David A. Smith, Chair, formally called the Governance, Administration and Athletics Committee meeting to order at 3:58 p.m. in the Executive Conference Room in Martin Hall.

#### **APPROVAL OF AGENDA**

Mr. Smith asked for a motion to approve the September 9, 2021 agenda. Dr. Susan Whealler Johnston 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 April 22, 2021 meeting of the Governance, Administration and Athletics Committee, as published. Dr. Thomas Brewster so moved, Ms. Charlene A. Curtis seconded, and the motion carried unanimously.

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

Interim Chief of Staff Angela Joyner, Ph.D. greeted members of the Governance, Administration and Athletics Committee and others present. She then presented an overview of how Highlanders

navigate their career journey at Radford University and opportunities to increase engagement and ultimately drive positive outcomes for students beyond graduation.

### **Career Readiness**

Dr. Joyner discussed SkillSurvey, a 360-performance review platform for Fortune 500 Companies, and higher education. Dr. Joyner discussed how this platform explores competencies and functional areas for the workplace. This online tool will allow student employees to rate themselves in multiple areas and helps them understand soft skills, areas of improvement, and how they can build their skills and fill gaps. Dr. Joyner then provided a demonstration for the Committee. Following discussion, Dr. Joyner stated that students were on the Experiential Learning Taskforce and those who participated in the initial pilot are excited for the evaluation. It will help them understand where they are and also define the differences between student and employer ratings, allow them to follow up with career coaches at RU, have successful interactions with college internship coordinators, and beyond. This is a concerted effort but an effort well spent.

### **Talent Development**

Dr. Joyner provided information related to the connection between economic development partnerships, Military Resource Center connections, collaborations with student-athletes, and health sciences. Dr. Joyner shared that this is also in line with the strategic plan for the University. The Center for Career and Talent Development recently launched PathwayU, and is committed to help students with career development, financial well-being, and work-based learning.

Dr. Joyner informed the members of the Committee that in recent months the Center for Career and Talent Development added new members to the team. Jason Clayton, Director, brings extensive experience in career services and student affairs. Ms. Nicole Ramsey joined Radford University as the inaugural career coach supporting Radford University Carilion and Waldron College of Health and Human Services. Searches are near completion for the Career Coach, who will support the College of Visual and Performing Arts, and the Marketing and Communications Specialist, who will lead the communication efforts for the Center. The Center for Career and Talent Development also introduced an expanded offering of recruiting options.

### **Economic Development**

Dr. Joyner shared other economic development partnerships, which included grant and intern opportunities with SCHEV, collaboration with Virginia Tech, University of Lynchburg and others for the Virginia Talent and Opportunity Partnership that launched in 2020. Dr. Joyner shared that partnerships are continuing to grow and that recent studies include information that many students from Radford University stay in the area. Dr. Joyner added that the GO Virginia project (Virginia's initiative for growth and opportunity in each region) is another area for students to leverage opportunities.

In closing, Dr. Joyner shared that all new students are enrolled in University 100, but do have the option to opt out. As we prepare to cycle through the first senior class that has engaged in career readiness, she disclosed that we are looking forward to seeing how experiential learning, workforce development, and retention rates are viewed. She stated that for nontraditional and adult learners, the IMPACT Lab is able to provide opportunities for online learning and credentialing. Dr. Joyner thanked the Committee for their time and support of Highlander students, faculty, staff and partners.

## **INTERCOLLEGIATE ATHLETICS REPORT**

Director of Athletics Robert Lineburg, greeted members of the Board, and provided a thank you to Mr. David Smith and Ms. Charlene A. Curtis, RU Athletics alumni, for their support. He also introduced members of the Athletics department who joined the meeting: Cory Durand, Deputy Athletics Director; Holly Cline, NCAA Faculty Athletics Representative; Alix Guynn, Associate Director for Student-Athlete Support Services; Malinda Tasler, Associate Director for Compliance; and Lisa Greiner, Associate Director of Athletics and Auxiliary Services.

### **Academic Excellence**

Mr. Lineburg provided a brief recap of the academic success of all 275 student-athletes during the Spring 2021 semester. Adjustments due to the pandemic were made and still brought excellent numbers, while ensuring eligibility, safety and health.

The highlights include:

- 71% of all athletes received a 3.0 GPA or better (Big South Honor Roll)
- 55% of all athletes received a 3.4 GPA or better (Dean's List)
- 43 individual student-athletes received a perfect 4.0 GPA
- 13 of our 16 programs earned a team GPA of 3.0 or better
- Overall department GPA for the Spring semester was a 3.28

Other academic highlights focus on three individuals from the Spring semester

- Sydney Fisher – Softball
  - Big South Woman of the Year (only two other Radford student-athletes received this award in previous years)
  - Big South Scholar-Athlete of the Year in Softball
  - Big South Christenberry Award for Academic Excellence
- Annsley Eckert – Women's Cross Country
  - Big South Scholar-Athlete of the Year in Women's Cross Country
  - Big South Christenberry Award for Academic Excellence
- Anthony Galati – Baseball
  - Big South Christenberry Award for Academic Excellence

### **Student-Athlete Experience**

Mr. Lineburg provided information regarding “Name, Image and Likeness (NIL)” and shared that Radford Athletics partnered with INFLCR and Teamworks to provide all student-athletes a digital platform to assist with the new world of NIL. The app-based technology gives our student-athletes the proper tools to not only be educated on proper steps that need to be taken but also allows them to handle all transactions through the app. He stated that this is fair to students and a new way of thinking. The INFLCR app will also help our compliance staff monitor all transaction to ensure our student-athletes are properly doing the necessary items to stay compliant.

Mr. Lineburg answered questions from the Committee, and shared that this will be a contract between the student and the company. Mr. Lineburg also shared that he is in close contact with others in the profession and hopes to bring solid answers to the Committee at the next meeting.

### **Competitive Excellence**

Mr. Lineburg informed the Committee that the 2020-21 season was unprecedented and difficult but the results shined at the end of the day. Radford finished 3rd overall in the Big South Conference Sasser Cup standings. The Sasser Cup trophy is awarded to the Big South member institution with the most successful year athletically, based on an average points system. Points are awarded for both regular season and tournament finishes in each of the league's 19 championships, and the average of the combined total is used to determine the overall point allocation in the respective sport.

Mr. Lineburg shared information about two new head coaching hires over the summer, which are Samantha Hurley for Women's Lacrosse and Alisa Tasler for Softball. Samantha Hurley joins the University following a very successful career as the head coach at Young Harris College. Alisa Tasler joins the University after leading the Concord Mountain Lions for the past 10 seasons.

### **Resource Development**

Mr. Lineburg shared that as of September 1, 2021, the Athletics Department had secured just over \$250,000 in overall sponsorship revenue, which is just shy of last year's total of \$289,000. Mr. Lineburg also announced that Radford Athletics had a record setting fundraising year by securing over \$3.2 million in new gifts and pledges. Of that \$3.2 million almost \$800,000 was designated as unrestricted fund for the Highlander Club.

### **Important Dates and Initiatives**

Mr. Lineburg invited Ms. Alix Guynn to share information about the Women's Sports Leadership Luncheon. Ms. Guynn stated that the event will kick off with dinner and then a panel of speakers who will include former student-athletes. Ms. Guynn also shared information will be provided to foster student career navigation, including discussions with student-athletes who have other majors. Athletics will continue to work with the Radford University's Center for Career and Talent Development, sponsorships and are currently working to complete the attendee list, target audience, and expanding collaboration efforts to be prepared for the Women's Sports Leadership Luncheon launch in February.

Highlander Pride Weekend will occur Spring 2022 and include the Red & White Scholarship Auction, the Highlander Open Golf Tournament and the Highlander 5K.

### **ADJOURNMENT**

With no further business to come before the Committee, Mr. Smith adjourned the meeting at 4:59 p.m.

Respectfully submitted,

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

# End of Board of Visitors Materials

