

# **Governance, Administration and Athletics Committee**

**December 2022**

**RADFORD UNIVERSITY**

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Board of Visitors

# RADFORD UNIVERSITY

Board of Visitors

## GOVERNANCE, ADMINISTRATION AND ATHLETICS COMMITTEE MEETING

4:00 P.M. \*\*

DECEMBER 1, 2022

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

### **DRAFT** **AGENDA**

- **CALL TO ORDER** Mr. David A. Smith, *Chair*
- **APPROVAL OF AGENDA** Mr. David A. Smith, *Chair*
- **APPROVAL OF MINUTES** Mr. David A. Smith, *Chair*
  - September 8, 2022
- **ECONOMIC DEVELOPMENT AND CORPORATE EDUCATION UPDATE** Dr. Angela M. Joyner, *Vice President for Economic Development and Corporate Education*
  - 2022-23-2023 Goals Progress
- **INTERCOLLEGIATE ATHLETICS UPDATE** Mr. Robert G. Lineburg, *Director of Athletics*
  - 2022-23-2023 Goals Progress
- **OTHER BUSINESS** Mr. David A. Smith, *Chair*
- **ADJOURNMENT**

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

### **COMMITTEE MEMBERS**

Mr. David A. Smith, Chair

Mr. Robert A. Archer

Ms. Jeanne S. Armentrout

Dr. Rachel Fowlkes

Mr. James C. Turk, Jr.

# December 2022 Meeting Materials

**RADFORD UNIVERSITY**

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Board of Visitors

# Economic Development and Corporate Education

# Leadership Team

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**Matt Dunleavy, Ph.D.**  
Executive Director  
Vinod Chachra IMPACT Lab



**Tom Bennett II**  
Sr. Operations Director  
EDCE Division



**Sheila Cook**  
Executive Administrative Assistant

# 2022-23 Goals

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Establish partnerships that support enrollment growth, revenue generation, program development and elevate Radford University's brand.

## Metrics:

- ✓ 25% IMPACT enrollment growth (408)
- ✓ \$735K total revenue
- ✓ Date: 8/1/23

## Progress to Date:

- ✓ YTD Enrollment: 61 (15% of goal)
- ✓ YTD Revenue: \$312K (43% of goal)

# Initiative #1: PACE Program

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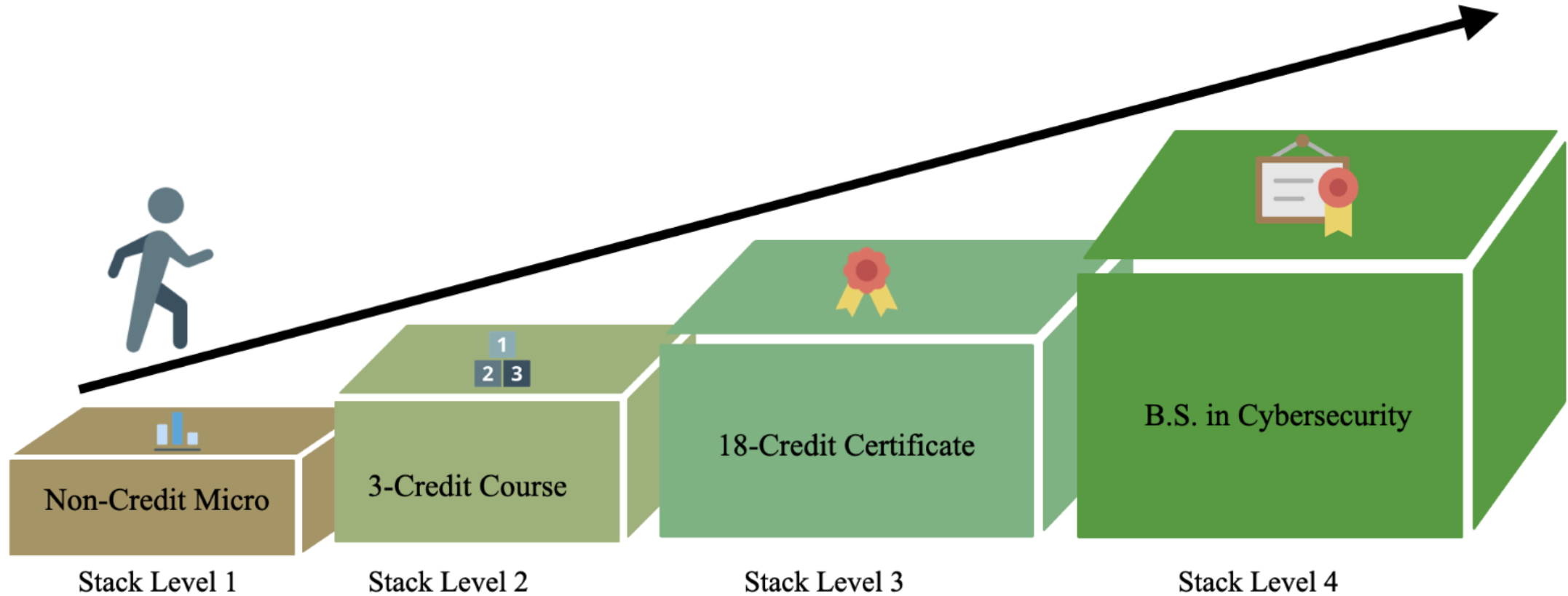
## U.S. Department of Education-Rural Postsecondary and Economic Development (RPED) Grant

Develop and deliver cybersecurity micro-credentials, courses and certificates to secondary students and teachers.

- Total Award: \$1.2MM
- 2022-23 Enrollment projections:
  - Credit: 270
  - Non-Credit: 300
  - Revenue projection: \$228.7K



# Initiative #1: PACE Program





# Initiative #2: VDOE Partnership

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## Early Childhood Education Micro-credential (non-credit)

- ✓ Program created for early childhood caregivers and educators on a set of strategies for improving school readiness among children from birth to five-years-old.
- ✓ Pilot enrollment: 1,000 educators
- ✓ Average Net Promoter Score by Participants is 9 out of 10.
- ✓ 2022-23 target enrollment: 1,500 educators



# Initiative #3: Brand Strategy and Marketing

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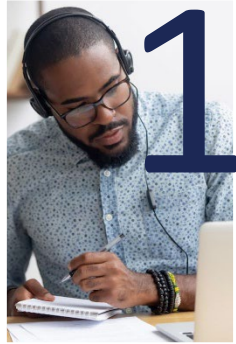
## WHAT IS A BRAND PLATFORM AND WHY DO WE NEED IT?

A brand platform also allows you to **clearly, consistently, and concisely communicate** what your brand stands for. Beyond the external benefit of telling this story, this platform creates alignment between all internal team members and external stakeholders.



# IMPACT Brand Pillars

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Education the World Needs Right Now



Shaped by Cutting-Edge Learning Science



Designed So Students Can Succeed



Relevance Guaranteed

# IMPACT Personality Traits

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## 1 Confident

Confident and assured in what we are doing.

## 2 Welcoming

Warm and friendly, lots of support given to ensure student success.

## 3 Committed

We are willing to do what it takes to benefit our students and our states future.

## 4 Innovative

Innovation is in our DNA, we aren't content to sit still and will continue to innovate our learning experience and program offerings for our students ensuring they can learn in demand skills which meet industry needs.

## 5 Responsive

We continually and intelligently adapt to better serve the needs of our students and our state. We remain at the forefront of what's new and needed most, will always make informed moves—not knee-jerk reactions to what's trendy.

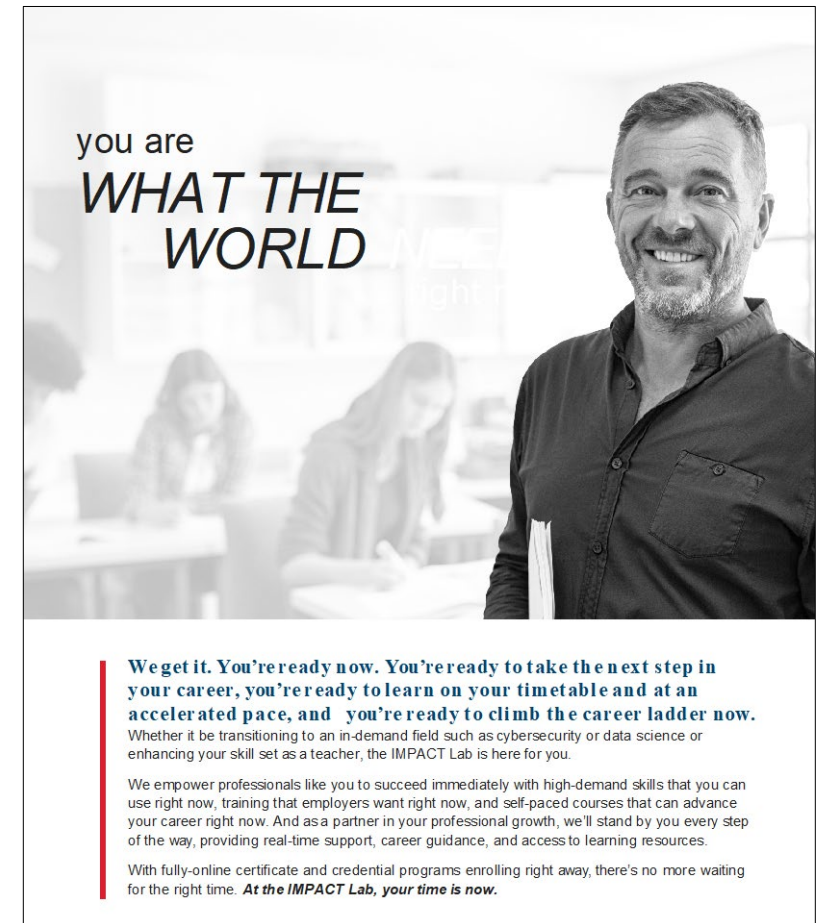
# Campaign Creative - Digital Ads



Display Ads



Social Media



Print

# 2022-23 Goals



**Develop and enhance relevant economic and political relationships in Radford City, the NRV and Roanoke Valleys, and COV to develop a robust economic development playbook for the university.**

## Metrics:

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

## Progress to Date:

- ✓ Convened monthly planning meetings
- ✓ Expanded RU engagement
- ✓ Hub@Radford Project

# Initiative #1: Applied Learning



*Connect Highlanders to student employment and work-based learning opportunities.*

- On-Campus Location
- Internships
- Cooperative Education
- Community Projects
- Research
- Field/Clinical Experiences

# Initiative #2: Hub@Radford

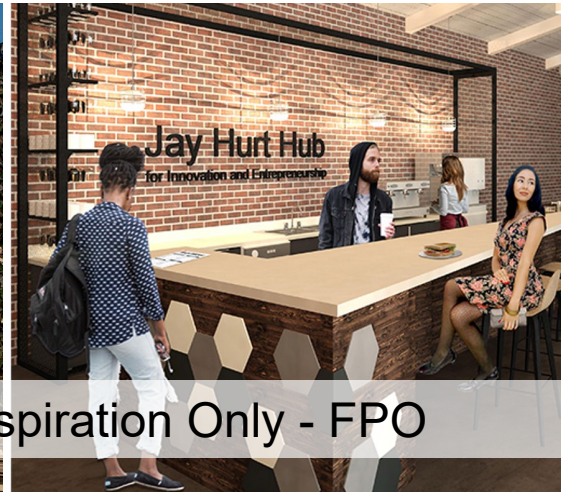


1000 East Main Street

- Vinod Chachra IMPACT Lab
- Economic Development Hub
- Remote/Co-work Space
- Small Business Support
- Programming



Inspiration Only - FPO





# Initiative #3: Collaborative Partnerships



**Tourism and  
Outdoor  
Recreation**



**Entertainment  
Venues**



**Community  
Engagement**



*Fostering connections that drive better economic outcomes and help our communities thrive.*

## 2022-23 Goals

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**Develop pathways leveraging CBE mode of delivery to address nursing and teacher shortages.**

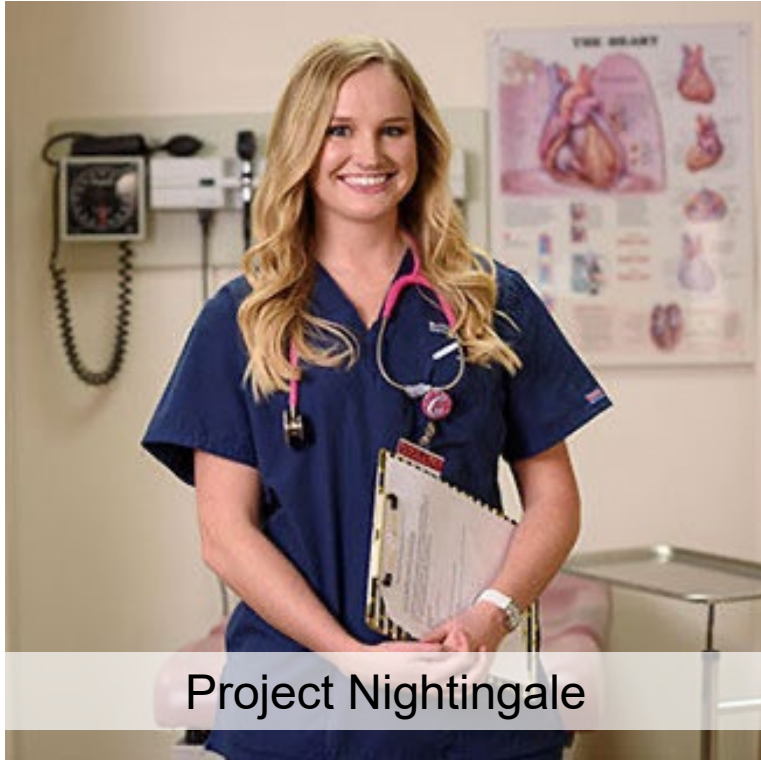
### **Metrics:**

- ✓ Approved programs with launch strategy and sustainable business model
- ✓ Date: 4/20/23

### **Progress to Date:**

- ✓ Met with key stakeholders
- ✓ Established project teams
- ✓ Created preliminary action plans

# Initiative: #1 Workforce Development Pipeline



# Discussion

# Intercollegiate Athletics

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# Agenda

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- Student-Athlete Experience
- Competitive Excellence
- NCAA Transformation Committee Update
- Resource Development
- Name, Image & Likeness
- Important Dates & Events

# Student-Athlete Experience

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## 1. Student-Athlete Advisory Committee (SAAC) Initiatives

- Radford SAAC has decided to focus large efforts on community involvement this academic year.
  - Have recently partnered with McHarg Elementary School to develop a new mentorship program with local elementary school students and student-athletes. Radford student-athletes will be paired with McHarg students and will be meeting with their mentees biweekly during lunch. We will pilot the program with about 15 athletes (Spring 2023) and hope to have 30-50 for the Fall 2023 term.
  - SAAC was one of the largest contributors to the Radford Gives Back event contributing 1600+ items as well as volunteering in the collection center.
- Created the Mental Action and Awareness Subcommittee in an effort to provide support and education around mental health, specifically geared toward student-athletes.
  - Biweekly meetings that cover various topics from anxiety to body image issues
  - Oversee the Morgan's Message chapter as well as The Hidden Opponent chapter, both of which meet once a month in the video room. Bring awareness and education about depression and suicides within the athletics community
  - Weekly Encouragement Board in the LEC - where athletes share something positive from their week with the rest of the SAs
  - Plans to include coaches as guest speakers to share their stories around their own mental health journeys starting this spring.

# Competitive Excellence

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## Fall Sport Recap

- Men's Soccer: Finished 4-10-2 (3-4-1 in conference)
- Volleyball: Finished 12-16 (8-8 in conference)
- Cross Country: MXC Finished 4<sup>th</sup> / WXC Finished 3<sup>rd</sup>

## Women's Soccer

- Finished 12-4-4 (6-2-1 in conference)
- Big South Tournament Champions
- Ben Soharbi secured his 8<sup>th</sup> Big South Tournament Championship
- Kat Parris/Alexeis Kirnos/Helena Willson - First-Team All-Conference
- Lilly Short/Saleena Lynch - Second-Team All-Conference

## Men's and Women's Basketball

- Men's Basketball currently 2-2. Close road matches against Marquette and Notre Dame
- Women's Basketball currently 1-4. Close road matches against Kentucky and Cincinnati





# NCAA Transformation Committee Update

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Latest Feedback (11/17/22)

- **Scholarships**
- **Personnel/Coaches**

# Resource Development

## 2022-23 Fund Drive Update (10/31/22):

	FY23	FY23 GOALS
<i>Total New Gifts &amp; Pledges</i>	\$271,335.32	\$1,000,000
<i>Unrestricted</i>	\$67,693.12	\$300,000
<i>Athletic Donors</i>	205	1,000

## Radford Sports Properties Revenue Update (10/31/22):

- Overall Revenue: \$335,150
  - (\$205,000 cash / \$102,150 trade / \$28,000 Highlander Club Cash Sponsorship)
- Overall Percentage to Budget: 103% (\$325,000)
- Cash Revenue Target: 98% (\$225,000)
- Trade Revenue Target: 103% (\$100,000)

## 2022-23 Basketball Season Tickets:

- 787 Basketball Season Ticket Holders (494 MBB / 293 WBB) - 155 New Season Tickets in 2022-23
- \$44,500 in season ticket revenue

# Resource Development

## Highlander Club Courtside Lounge

- 162 Members
- \$46,500 in revenue to the Highlander Club Unrestricted Fund
- Over \$13,000 in cost-savings due to the "Taste of the NRV" Sponsorship



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# Resource Development

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## Highlander Club - Increased Personnel Needed

- Current Structure
  - Director of the Highlander Club
- Recommended Structure
  - One (1) Major Gift Officer
  - One (1) Annual Giving Director
  - One (1) Special Events/Marketing
- Structure at UNCW (similar size, no football)
  - Executive Director/Major Gifts
  - Director/Major Gifts
  - Director/Annual Giving
  - Director/Events and Lettermen's Club

# Resource Development

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## Future Facility Projects:

- Post University Capital Campaign
  - Importance of focusing a capital campaign around the Dedmon Center
- Short Term Goals for the Dedmon Center
  - Replace Video Boards
  - Replace Sound System
  - Seating Feasibility Study

# Name, Image & Likeness

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## Partnership with INFLCR

- Mobile app that allows students to track and report all NIL transactions
- Provides educations to our student-athletes on what is allowed

## NIL Collectives

- Collectives, which are independent of a university, can serve a variety of purposes. Most often, they pool funds from boosters and businesses to help facilitate NIL deals for student-athletes and also create their own ways for athletes to monetize their brands.

# Important Dates & Events

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## 1. RAD48 - Athletics Giving Day

- February 7-9, 2023

## 2. Basketball Alumni Weekends

- Men's Basketball - February 4, 2023
- Women's Basketball - February 18, 2023

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

- February 18, 2023

## 4. Radford Athletics Red & White Gala

- April 28, 2023
- Live Music, Silent and Live Auction, and much more!
- Special Guest Bob Huggins - Head Basketball Coach for West Virginia

# Discussion



# Minutes

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Board of Visitors

# RADFORD UNIVERSITY

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## GOVERNANCE, ADMINISTRATION AND ATHLETICS COMMITTEE

3:30 P.M.

SEPTEMBER 8, 2022

MARY ANN JENNINGS HOVIS MEMORIAL BOARD ROOM

THIRD FLOOR, MARTIN HALL, RADFORD, VA

### **DRAFT** **MINUTES**

#### **COMMITTEE MEMBERS PRESENT**

Mr. David A. Smith, Chair

Mr. Robert A. Archer

Dr. Rachel Fowlkes

Ms. Jeanne S. Armentrout

Mr. James C. Turk, Jr.

#### **BOARD MEMBERS PRESENT**

Dr. Debra K. McMahon, Rector

Ms. Lisa Throckmorton

#### **OTHERS PRESENT**

Ms. Sharon Barrett, Associate Athletics Director for Business Services

Dr. Holly Cline, Department of Design Chair and NCAA Faculty Athletics Representative

Mr. Cory Durand, Deputy Athletics Director

Dr. Angela Joyner, Vice President for Economic Development and Corporate Education

Mr. Robert G. Lineburg, Director of Athletics

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

#### **CALL TO ORDER**

Mr. David A. Smith, Chair, formally called the Governance, Administration and Athletics Committee meeting to order at 3:25 p.m. in the Mary Ann Jennings Hovis Memorial Board Room.

Mr. David A. Smith, Chair, announced he would like to dedicate today's meeting and the meeting tomorrow in honor of Dr. Susan Whealler Johnston and Ms. Charlene Curtis.

#### **APPROVAL OF AGENDA**

Mr. David A. Smith, Chair asked for a motion to approve the September 8, 2022 agenda, as published. Mr. Robert A. Archer made the motion. Ms. Jeanne S. Armentrout seconded, and the motion carried unanimously.

## **APPROVAL OF MINUTES**

Mr. David A. Smith, Chair asked for a motion to approve the minutes of the April 28, 2022 meeting of the Governance, Administration and Athletics Committee meeting, as published. Mr. Robert A. Archer made the motion. Ms. Jeanne S. Armentrout seconded, and the motion carried unanimously.

## **ECONOMIC DEVELOPMENT AND CORPORATE EDUCATION**

Vice President for Economic Development and Corporate Education (EDCE) Angela Joyner provided an overview of the newly established EDCE division. The EDCE division serves faculty, students, alumni, corporate and community partners by fostering connections to the programs, services and networks that support innovation and economic growth, both within and outside the University. The economic development initiatives are focused in three areas: talent, place and innovation. The EDCE division also provides relevant workforce training and development solutions in high demand industry areas. Through the Vinod Chachra IMPACT Lab, organizations can upskill their workforce and employees can accelerate their careers via our innovative online, self-paced, competency-based education offerings. The Vinod Chachra IMPACT Lab offers courses, micro-credentials and/or certificates in Cybersecurity, Geospatial Intelligence, Data Science and K-12 teacher training.

Vice President Joyner shared opportunities that the Vinod Chachra IMPACT Lab offered that included leveraging the learning needs of non-traditional learners and covering high demand workforce development areas offering online classes that are self-paced. Goals included establishing partnerships that support enrollment growth, revenue generation, program development and elevate Radford University's brand. Develop pathways leveraging CBE mode of delivery to address nursing and teacher shortages and to target and market programs to non-traditional student populations that leverage Radford University's assets, support workforce needs and promote lifelong learning.

Vice President Joyner communicated the importance of capitalizing on strategic partnerships that fit with Radford University's strengths, staying informed about new and current initiatives from regional, state and federal interests and to best position Radford University for sponsored program funding and/or federal earmark funding. Key goals is to develop and enhance relevant economic and political relationships in Radford City, the New River and Roanoke valleys along with the Commonwealth of Virginia to develop a robust economic play book for the university

In closing, Vice President Joyner expressed the goals for the new division are focused on driving enrollment and revenue growth, building talent pipelines, helping to meet workforce demands through CBE and developing symbiotic initiatives with partners in the New River Valley.

## **INTERCOLLEGIATE ATHLETICS**

Director of Athletics Robert Lineburg presented the committee with athletic department challenges, FY22-FY23 department goals along with important dates and initiatives.

Challenges presented by Mr. Lineburg included the NCAA transformation committee that is charged with modernizing college athletics due to past and pending litigation against the NCAA, primarily related to antitrust laws. The target date to roll out recommendations for membership is in January 2023 during the NCAA convention. Another challenge presented was the financial constraints in athletics.

Mr. Lineburg shared that the FY22-FY23 goals for athletics is to increase contributions and donors to Radford athletics through the Highlander club and increase all external revenue streams in support of Radford athletics. For Radford to compete at the highest level in the Big South Conference, regionally and nationally, attract, recruit and retain student-athletes who are prepared to succeed academically and graduate. To create a robust and sustainable mental wellness model for our student-athletes and staff and to ensure men's and women's basketball have the appropriate resources to compete for the Big South Championship and participate in and advance in the NCAA tournament.

In closing, Mr. Lineburg shared upcoming important event dates for athletics:

September 30, 2022 – Radford Athletics Hall of Fame

February 7-9, 2023 – Athletics Giving Day

February, 18, 2023 – Champion Her Future – Women's Sports Leadership Luncheon

April 1, 2023 – Highlander 5K

April 28, 2023 – Radford Athletics Red & White Gala

### **ADJOURNMENT**

With no further business, the meeting adjourned at 4:32 p.m.

Respectfully submitted,

Sharon Ratcliffe

# End of Board of Visitors Materials

