



Student Affairs and Athletics Committee
2:00 p.m.
December 5, 2024
Mary Ann Jennings Hovis Memorial Board Room
Martin Hall, Third Floor, Radford, VA

DRAFT
Minutes

Committee Members Present

Mr. David Smith, Chair
Mr. James C. Turk, Vice Chair
Ms. Callie Dalton
Mr. William C. Davis
Mr. George Mendiola
Mr. Onajae Edmund (Non-Voting Student Advisory Member)

Board Members Present

Mr. Marquett Smith, Rector
Mr. Tyler W. Lester, Vice Rector
Mr. Dale S. Ardizzone
Ms. Jeanne S. Armentrout
Ms. Betsy D. Beamer
Ms. Joann Craig
Dr. Betty Jo Foster
Ms. Jennifer Wishon Gilbert
Ms. Lisa Pompa
Dr. Matthew Close (Faculty Representative)

Others Present

Dr. Bret Danilowicz, President
Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President
Mr. Cory Durand, Deputy Athletics Director
Ms. Jada Freeman, President, Student Government Association
Ms. Lisa Ghidotti, Executive Director of Government Relations
Dr. Dannette Gomez Beane, Vice President for Enrollment Management and Strategic Communications
Mr. Bruce Hayden, Associate Vice President Student Affairs/Dean of Students
Dr. Rob Hoover, Vice President for Finance and Administration
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education
Mr. Robert Lineburg, Director of Athletics
Dr. Nancy Loosle, Associate Vice President for Campus Life at RUC
Ms. Susan Richardson, University Counsel

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

Call to Order

Mr. David Smith, Chair, formally called the meeting to order at 3:15 p.m. in the Mary Jennings Hovis Board Room, Radford, Virginia. Mr. Smith welcomed everyone to the Student Affairs and Athletics Committee.

Approval of Agenda

Mr. Smith asked for a motion to approve the December 5, 2024, meeting agenda, as published. Mr. James C. Turk so moved, Mr. William C. Davis seconded, and the motion carried unanimously.

Approval of Minutes

Mr. Smith asked for a motion to approve the minutes of the December 5, 2024, Student Affairs and Athletics Committee meeting, as published. Mr. George Mendiola so moved, Ms. Callie Dalton seconded, and the motion carried unanimously.

Student Government Association Report

Student Government Association President Jada Freeman provided an update on the programs and initiatives the Executive Board, Senate and Cabinet Staff members have planned and collaborated on for the beginning of the semester. This included a deliberate return to its foundational principles, with a focus on increasing membership, particularly among freshman, and actively representing student voices to help the university navigate university changes, such as modifications to the academic calendar.

SGA members continue to collaborate with the athletics department to engage students in sporting events and foster Highlander pride.

The Senate introduced legislation for a Food Insecurity Resolution to support the Highlander Pantry. Jada also shared that “Think about Thursday” surveyed over fifty students and used the results to collaborate with the Counseling Center in creating flyers on personal safety which highlighted the Radford Safe App.

Student Affairs Report

Vice President for Student Affairs Susan Trageser provided an update on the division’s work related to advancing the two goals in the two-year plan: student engagement and the expansion of outdoor programs. Student Affairs continues to make progress on these goals and is on track to achieve the intended targets.

Vice President Trageser provided research showing that the earlier a student gets engaged, makes friends and/or finds their people, the greater likelihood of retaining the student. Student Affairs strives to have 100% of new entering first-time college and transfer students engaged with at least four (4) outside the classroom touch points. This semester 84% of new and entering first-time in college students were engaged at the end of the fourth week. (77% fall 2023 and 78% fall 2022). 81% of new transfer students were engaged at the end of the fourth week. (73% fall 2023 and 65% fall 2022).

Vice President Trageser discussed the expansion of outdoor programs as the second goal. In the first three months of the semester this year’s target of 46 programs with 519 participants was exceeded (48 programs with 811 participants). The Tartan 5K in Roanoke is a new outdoor program. Sabrina Musick, a graduate student in the Master of Occupational Therapy program, student veteran and graduate assistant in Student Affairs had a significant leadership role in the planning of the race. Sabrina shared her heartfelt experience and learning with the committee.

Vice President Trageser wrapped up the Student Affairs update by highlighting that in October, Student Affairs piloted Family Dinner to create an opportunity for students to come together, talk to each other and hear and consider each other's differences. In partnership with Dining Services, who provided three family-style meals, members of Dr. Trageser's team created a dialogue model around the theme of "home" to accompany the meal.

Intercollegiate Athletics Report

Director of Athletics Robert Lineburg presented the Athletics update to the Committee. Radford Athletics was named the winner of the Big South Conference's inaugural Champions of Unity award. Highlanders were recognized for their outstanding contributions to enhancing diversity equity, inclusion, accessibility, belonging and justice within the athletics department, campus and surrounding community.

New program leader Savanna Hammond returns to the Highlanders as the new Head Volleyball Coach. Women's soccer finished 3rd overall, Women's cross country finished 3rd overall, and volleyball finished 3rd overall. Men's cross country finished 4th overall, Women's basketball is 1-6 overall, and Men's basketball is 7-2 and having the best start to the season since 1990.

Mr. Lineburg discussed the ongoing updates to the House v. NCAA lawsuit settlement. Athletics continues to discuss options for a decision that will need to be made regarding revenue sharing in the new NCAA model. Schools have the option to "opt-in" or "opt-out" on whether they want to participate.

The Athletics Department is finalizing their 5-year Strategic Plan with the help of Collegiate Sports Associates. The new plan will be presented to the Board of Visitors during the March 2025 meeting. New priority areas of the plan include Student-Athlete Experience, Competitive Excellence, Resource Development and Community Engagement.

New improvements to the Dedmon Center are finished which include new video board and scoreboards, new arena sound system, new LED color changing lights, a new volleyball practice surface, and a new portable basketball court. Also announced are new improvements coming for the softball stadium which include a new turf field and video board. This project was privately funded thanks to the generosity of Pat and Nancy Artis. Project completion scheduled for August 2025.

Robert Lineburg gave an update that all external revenue streams including sponsorship revenue of \$383,250. Athletics is currently replacing the Assistant Athletics Director for Revenue Generation to fill the gap they are missing in that area. Currently, the FY25 Fund Drive has raised \$810,470 through 214 donors.

Athletics has expanded its men's basketball radio footprint to include Roanoke, Lynchburg, Bedford, Danville, and beyond. Athletics is in collaboration with Nike and the City of Radford to create a new alternate home uniform that draws inspirations from the official branding of the City of Radford.

Lastly, Mr. Lineburg wrapped up the Athletics update with some important dates and initiatives that include:

RAD48 – February 4-6, 2025

Basketball Winter Celebration Weekend – February 22, 2025

Radford Athletics Red & White Gala – April 25, 2025

ADJOURNMENT

With no other business to come before the committee, Mr. Smith adjourned the meeting at 4:30 p.m.

Respectfully submitted,

Stephanie Galyean Goff
Executive Assistant to the
Vice President for Student Affairs

End of Board of Visitors Materials

