

# RADFORD UNIVERSITY

Board of Visitors

## GOVERNANCE, ADMINISTRATION AND ATHLETICS COMMITTEE

4 P.M.

FEBRUARY 11, 2021

ART MUSEUM

COVINGTON CENTER, RADFORD, VA

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

#### **COMMITTEE MEMBERS PRESENT**

Dr. Susan Whealler Johnston, Vice Chair

Dr. Thomas Brewster

Mr. Gregory A. Burton

Mr. David A. Smith

#### **COMMITTEE MEMBERS ABSENT**

Dr. Jay Brown, Chair

#### **OTHERS PRESENT**

Dr. Angela Joyner, Special Advisor to the President for Partnerships and Chief Innovation Officer

Mr. Robert Lineburg, Director of Intercollegiate Athletics

Ms. Ashley Schumaker, Chief of Staff and Vice President for University Relations

Mr. Cory Durand, Deputy Athletics Director

#### **CALL TO ORDER**

Dr. Susan Whealler Johnston, Vice Chair, formally called the Governance, Administration and Athletics Committee meeting to order at 3:50 p.m. in the Art Museum in the Covington Center.

Dr. Johnston conducted a roll call and established a quorum was present.

#### **APPROVAL OF AGENDA**

Dr. Johnston asked for a motion to approve the February 11, 2021 agenda, as published. Mr. Gregory Burton so moved, Mr. David A. Smith seconded, and the motion carried unanimously.

#### **APPROVAL OF MINUTES**

Dr. Johnston asked for a motion to approve the minutes of the December 2020 meeting of the Governance, Administration and Athletics Committee, as published. Mr. David Smith so moved, Dr. Thomas Brewster seconded, and the motion carried unanimously.

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

Special Advisor to the President for Partnerships and Chief Innovation Officer Angela Joyner, Ph.D. presented to the Committee an overview of the next generational learning cycle for students. Dr. Joyner also provided 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.

Dr. Joyner shared that disruptive innovators are impacting every facet of a student's learning cycle. Billions of dollars are being invested in areas from recruitment to helping student advance their career aspirations. Dr. Joyner also shared how private and publicly traded companies are expanding their expertise in adjacent or non-traditional sectors such as higher education, healthcare and financial services.

One of the examples provided by Dr. Joyner was how the mega-retailer Amazon has disrupted the retail industry in multiple sectors, such as entertainment, books, music and grocery. Amazon has most recently been investing in the education sector, as well. While many see Amazon's expansion into education as non-threatening or off-strategy for Amazon, it is very much on-strategy for how the retailer disrupts categories to support innovation and growth. Their approach to innovation and disruption in adjacent and new sectors has dramatically changed consumer behavior. Their entrance into education seems to follow their previous playbooks, and higher education will need to continue to understand how disruption from public and private companies may have on how they engage in the future. With this in mind, partnering with research and technology and understanding the challenges, will ensure that we are helping students understand their purpose, their desires and their plan. The interception point has historically been students at a junior or senior level. This is a timeframe that is often times too late. We need to help students get into their academic home much faster. Radford University's Center for Career and Talent Development has intercepted the environment over the last four years, in order to help them succeed. Dr. Joyner informed the committee that this is key to each student's learning pathway.

Dr. Joyner communicated that the Center for Career and Talent Development has embraced disruptive technology, as part of its operations, to help better support students on their career journey. PathwayU is a new tool, introduced to the University in Fall 2019, and has been introduced to students to help them identify their purpose, find an academic home and link that to a career they love. PathwayU, launched in 2020, provides positive career development intervention as soon as a student becomes a Highlander and ultimately delivers strong outcomes beyond graduation. PathwayU helps to eliminate duplication in the system, as students explore career options and understand which job within the industry may fit best based on their skillset and purpose. To date, over 1,400 students have participated, and now the key is how to navigate the culture build. Dr. Joyner provided a short demonstration of the PathwayU platform. The platform shows a summary of assessments, strengths and weaknesses, as well as different types of jobs that would match, the general position description, and a record of whether the category is climbing or declining.

Dr. Joyner and Committee members engaged in discussion regarding how the University measures the tool by engagement (the number of students that are engaged with internships and jobs), and higher placement and retention rates. Dr. Joyner also explained that PathwayU is currently imbedded in the UNIV 100 class, and the hope is to include it after admission, before arrival on campus, and as part of the recruiting tool. Several Committee members complimented the program, and Mr. Lineburg stated that he is hopeful to include it for 275 student-athletes. The students can then learn more about actual on-campus departments and who the faculty are in the department. Knowing these things will help train advisors and faculty. This program also

provides links to Handshake, live job markets, REAL, etc., and is used as a recruiting tool to help students see all possibilities, instead of a single track.

In closing, Dr. Joyner shared that we are changing, and we can no longer have the same tools that we did 20 years ago. Dr. Joyner stated that an advisory board and our own internal accountability, through the approach of employers, internal and external partners will ensure that on our team, we are moving forward. The Center also ensures that faculty members, academic advisors and other partners are involved. Dr. Joyner thanked the Committee for feedback, questions and suggestions, and for the support from the Board of Visitors. A copy of the presentation is attached hereto as *Attachment A* and is made a part hereof.

### **INTERCOLLEGIATE ATHLETICS REPORT**

Director of Athletics Robert Lineburg shared recent news and events of the Athletic Department. In the Diversity, Equity, and Inclusion Initiative, he shared that February 2021 kicks off the mandatory educational training through online modules for all student-athletes, coaches and staff with Radford University Athletics. All training will be done through GamePlan, an online platform used by the NCAA. February's training will focus on Social Injustice and Race Relationships. Charlene Curtis, a Radford University alumna, will be speaking with Athletics in a couple of weeks and will provide great perspectives.

Mr. Lineburg reported that Men's basketball is currently 13-7 overall and 12-2 in conference. Sitting at the #2 spot in current Big South Conference standings, only behind Winthrop by one game, the Highlanders are leading by a number of talented young stars, including Fah' Mir Ali, who was named Big South Freshman of the Week on January 11. Women's basketball is currently 5-8 overall and 5-6 in conference. Currently, 6th in Big South standings with more games to play, the Big South Tournament will start on March 8. Mr. Lineburg added all Radford Athletics Fall/Spring sports are set to start competition this month. The Big South Conference announced pre-season rankings for the Highlanders highlighted by Men's Tennis (Preseason #1) and Women's Soccer (Preseason #2) with Preseason Defensive Player of the Year Kayla Thomas and Preseason Offensive Player of the Year Gabi Paupst.

Mr. Lineburg stated that the pandemic is in control, and the Athletic Department has to be flexible, keep athletes safe and adjust to changes, including how they eat, how they travel, bus seating and testing frequently. He expressed his appreciation for Pathgroup. Mr. Lineburg shared that the Athletics Department is playing fall and winter sports, along with spring sports, at the same time, which creates a challenge for staffing. Rankings are up in the air at this time.

An important personnel change to note is that Scott Bennett, Associate Athletic Director for several years, is leaving Radford University for a promotion and administrative position. The Athletic Department will perform a national search.

In resource development, Mr. Lineburg informed the committee of the total new pledges and gifts increased by 33%. Mr. Lineburg shared the recent fundraising highlights that include the Baseball's 2nd Annual First Pitch Dinner. The program included World Series champions Chris Taylor (LA Dodgers) and Sean Doolittle (Washington Nationals), as well as musical guest Sister Hazel. Coach Kuhn unveiled the new playing surface for Williams Field at Carter Memorial Stadium, as well as introduced the 2021 team. Over 100 households participated in the online event, and almost \$7,000 was raised for the Baseball program.

Mr. Lineburg also shared that Radford Athletics and the Highlander Club are currently executing the first-ever Athletics only giving challenge, called RAD48. The fundraising event lasts 48 hours, February 10-12, and is hosted on the Scalefunder crowdfunding platform with support from University Advancement's Annual Giving staff. The three funds accepting gifts from the initiative are the three unrestricted funds for Athletics: The Highlander Club Annual Fund, the Student-Athlete Scholarship Fund and the Women's Sports Leadership Fund. An emphasis has been put on giving to these unrestricted funds, as they provide more flexibility to support areas that are in critical need and can touch all 16 Division I programs. Multiple challenges and prizes are included to encourage giving, most importantly: 1.) The team with the highest percentage of alumni-athlete participation, and 2.) The team with the most money raised. Both winning teams would receive a prize of \$2,500.

Mr. Lineburg also shared an update regarding the Women's Sports Leadership Initiative. Announced on February 3, which marks the 35th Annual National Girls and Women in Sports Day, Radford Athletics and the Highlander Club have created a three-pronged leadership program focused on female student-athletes, alumnae-athletes and local female entrepreneurs. The initiative will include a luncheon, mentorship program and development workshops throughout the academic year for the student-athletes. All proceeds benefit the Women's Sports Leadership Fund that was established last fall to support our 10 women's sports teams.

In closing, Mr. Lineburg engaged in discussion with the Committee, shared other important dates and initiatives, and discussed financial challenges, athlete safety, the pandemic impact and moving forward. Mr. Lineburg thanked the committee for the support received from the Board of Visitors. A copy of the presentation is attached hereto as **Attachment B** and is made a part hereof.

### **OTHER BUSINESS**

Dr. Johnston proposed the timeline for Board officer nominations, reminding members to be mindful of who they would like to see as Rector and Vice Rector. The Committee approved the timeline and will expect to review and prepare to present to the Board in April. Dr. Johnston will be receiving the recommendations and nominations. Questions and follow-up will include answers as to whether a current Rector and Vice Rector can serve more than two consecutive terms.

The Committee will table discussion on public comment until after the General Assembly session.

### **ADJOURNMENT**

With no further business to come before the committee, Dr. Johnston requested a motion to adjourn. Mr. David A. Smith so moved, Dr. Thomas Brewster seconded, and the motion carried unanimously. The meeting adjourned at 4:48 p.m.

Respectfully submitted,

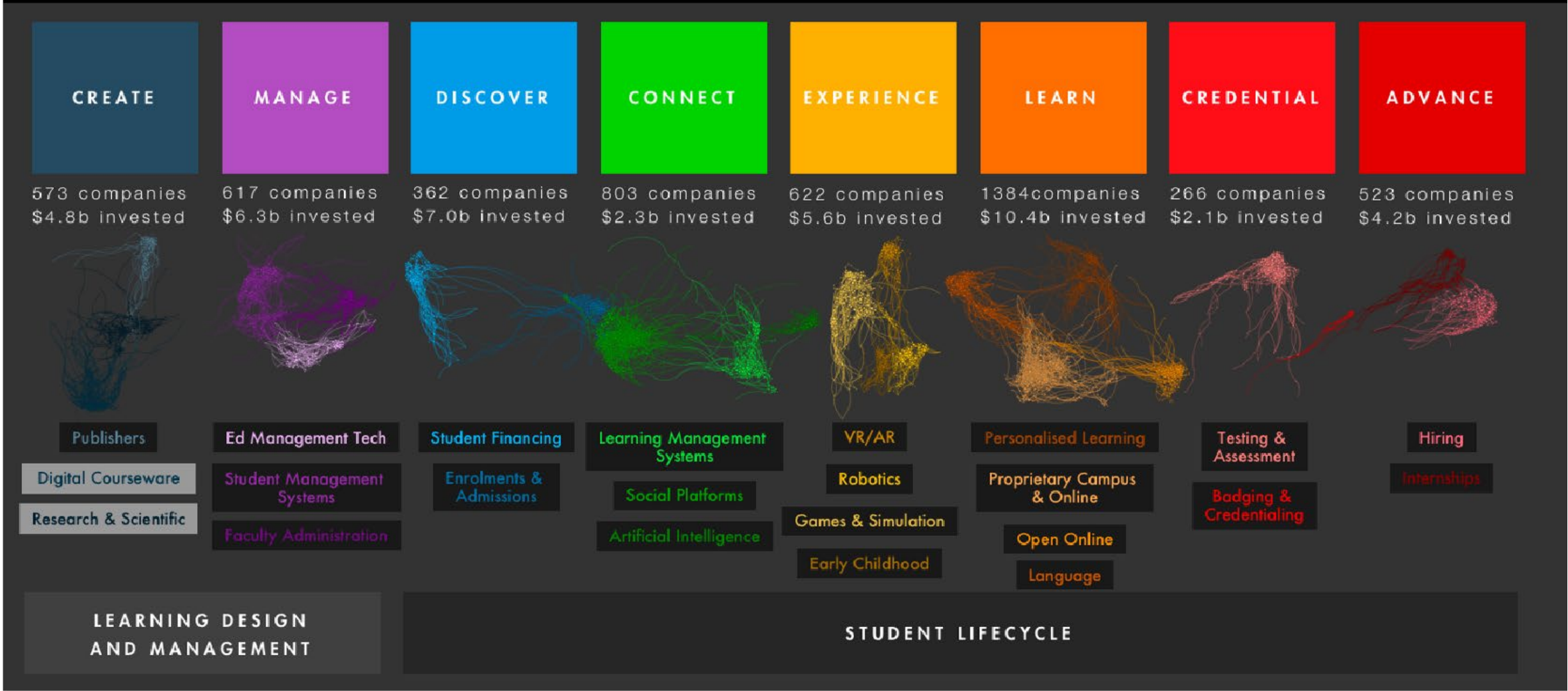
MaDonna Overstreet  
Executive Administrative Assistant to the Special Advisor to the President for Partnerships and Chief Innovation Officer

# ACCESS Radford

Innovation, Economic Development and Partnerships

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# Next Generation Learning Cycle



Innovation, Economic Development and Partnerships

# Amazon- Disruptive Innovation Path



<https://www.ispot.tv/ad/tq1J/amazon-helping-students-and-teachers>





# Innovation: Career Exploration

A self-paced easy-to-use guide for self-discovery, exploration and connection with training, education and employment.

- ✓ Launched August 2020
- ✓ Integrated into UNIV 100 course
- ✓ Over 1,400 first-year students engaged
- ✓ Links to existing resources (e.g. Handshake)
- ✓ High satisfaction score

<https://radford.pathwayu.com/career-matches?user=39659>



# Discussion

# Intercollegiate Athletics

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# Agenda

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- Diversity, Equity and Inclusion Initiative
- Competitive Excellence
- Resource Development
- Important Dates and Initiatives

# Diversity, Equity and Inclusion Committee

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## Education Training - February 2021

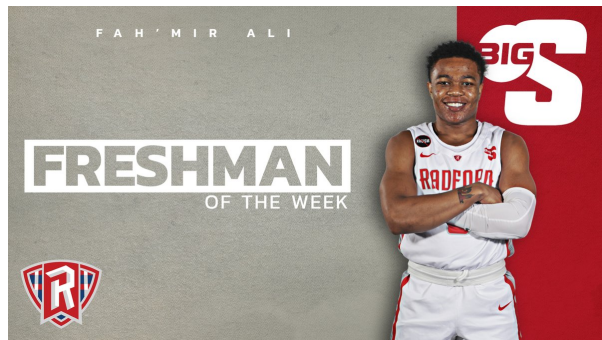
- Mandatory educational training through online modules for all student-athletes, coaches and staff with Radford University Athletics
- All training will be done through GamePlan, an online platform used by the NCAA
- February's training will focus on Social Injustice and Race Relationships

# Competitive Excellence

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## • Men's Basketball

- Overall Record 13-7 (12-2 Conference)
- Currently 2<sup>nd</sup> place in Big South standings
- Fah'Mir Ali - named Big South Freshman of the Week (1/11/21)
- Remaining schedule:
  - Vs. Winthrop (February 11 and 12)
  - Vs. Gardner-Webb (February 18 and 19)
  - At High Point (February 23 and 24)



## • Women's Basketball

- Overall Record 5-8 (5-6 Conference)
- Currently 6<sup>th</sup> place in Big South standings
- Remaining schedule:
  - At Hampton (February 9)
  - Vs. High Point (March 12 and 13)
  - Vs. Charleston Southern (February 19 and 20)
  - At Gardner-Webb (February 25 and 26)
  - Vs. Campbell (March 2 and 3)

# Competitive Excellence

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## Spring 2021 Preseason Rankings/Recognitions

- Baseball – Preseason Ranked #4
- Men's Cross Country – Preseason Ranked #5
- Men's Soccer – Preseason Ranked #8
- **Men's Tennis – Preseason Ranked #1**
- Women's Cross Country – Preseason Ranked #4
- Women's Lacrosse – Preseason Ranked #4
  - **Katie Bendrick and Grace Gleason Preseason All-Conference Team**
- Women's Soccer – Preseason Ranked #2
  - **Kayla Thomas – Preseason Defensive Player of the Year**
  - **Gabi Paupst – Preseason Offensive Player of the Year**
- Softball – Preseason Ranked #4
  - **Sydney Fisher – Preseason Player of the Year**
- Women's Tennis – Preseason Ranked #4
- Volleyball – Preseason Ranked #5



# Resource Development

## 2020-21 Fund Drive Update (2/8/21):

	FY20	FY21 (as of 2/8/2021)	FY21 GOALS
<i>Total New Gifts &amp; Pledges</i>	\$1,121,806.52	<b>\$2,089,218.33</b>	\$1,200,000
<i>Unrestricted</i>	\$169,482.84	<b>\$679,000.72</b>	\$300,000
<i>Athletic Donors</i>	1,110	<b>486</b>	1,350

## Radford Sports Properties Revenue Update (2/8/21):

- Overall Revenue: \$282,625 (\$188,125 cash / \$94,500 trade)
- Overall Percentage to Budget: 90% (\$315,000)
- Cash Revenue Target: 88% (\$215,000)
- Trade Revenue Target: 95% (\$100,000)

*Projected 2020-21 Revenue - \$315,000 (\$215,000 cash / \$100,000 trade)*

Includes a new \$1 million-dollar partnership that benefits the Highlander Club and Sponsorship Revenue over the next 5 years.



# Resource Development

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## Recent Fundraising Highlights

### *Baseball's 2<sup>nd</sup> Annual First Pitch Dinner*

On Sunday, January 24, Radford Baseball hosted their 2<sup>nd</sup> Annual First Pitch Dinner - Virtual Style! The program included World Series champions, Chris Taylor (LA Dodgers) and Sean Doolittle (Washington Nationals), as well as musical guest, Sister Hazel. Coach Kuhn unveiled the new playing surface for Williams Field at Carter Memorial Stadium, as well as introduced the 2021 team. Over 100 households participated in the online event and almost \$7,000 was raised for the Baseball program.

### *RAD48 - currently happening!*

Radford Athletics and the Highlander Club are currently executing the first-ever Athletics-only giving challenge, called RAD48. The fundraising event lasts 48 hours, February 10-12, and is hosted on the Scalefunder crowdfunding platform with support from University Advancement's Annual Giving staff. The three funds accepting gifts from the initiative are the three unrestricted funds for Athletics: the Highlander Club Annual Fund, the Student-Athlete Scholarship Fund, and the Women's Sports Leadership Fund. An emphasis has been put on giving to these unrestricted funds, as they provide more flexibility to support areas that are in critical need and can touch all 16 Division I programs. Multiple challenges and prizes are included to encourage giving, most importantly: 1.) Team with the highest percentage of alumni-athlete participation, and 2.) Team with the most money raised. Both winning teams would receive a prize of \$2,500.

# Resource Development

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## Recent Fundraising Highlights

### Women's Sports Leadership Initiative

Announced on February 3, which marks the 35th Annual National Girls and Women in Sports Day, Radford Athletics and the Highlander Club announced the creation of “Champion Her Future,” a three-pronged leadership program focused on female student-athletes, alumnae-athletes and local female entrepreneurs. The initiative will include a luncheon, mentorship program and development workshops throughout the academic year for the student-athletes. All proceeds benefit the Women's Sports Leadership Fund that was established last fall to support our 10 women's sports teams.

# Important Dates & Initiatives

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## 1. Big South Men's Basketball Tournament

- March 2-7, 2021

## 2. Big South Women's Basketball Tournament

- March 9-14, 2021

## 3. Highlander Open Golf Tournament

- April 23, 2021 - Pete Dye River Course

## 4. Highlander Half Marathon and 5k presented by Carilion Clinic

- May 8, 2021 - Radford, VA

# Discussion

End of Board of Visitors Materials

