

RADFORD UNIVERSITY

Board of Visitors

GOVERNANCE, ADMINISTRATION AND ATHLETICS COMMITTEE

4:00 P.M.

DECEMBER 1, 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
Ms. Jeanne S. Armentrout
Dr. Rachel Fowlkes
Mr. James C. Turk, Jr.

BOARD MEMBERS PRESENT

Dr. Debra K. McMahon, Rector

OTHERS PRESENT

Ms. Sharon Barrett, Associate Athletics Director for Business Services
Mr. Tom Bennett, Senior Director Operations Director
Dr. Holly Cline, Chair of Department of Design and NCAA Faculty Athletics Representative
Dr. Matt Dunleavy, Executive Director of the Vinod Chachra IMPACT Lab
Mr. Cory Durand, Deputy Athletics Director
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education
Mr. Tom Lillard, Associate Vice President of Advancement
Mr. Robert G. Lineburg, Director of Athletics
Mr. Mike F. Melis, Senior Assistant Attorney General, Commonwealth of Virginia
Ms. Penny Helms White, Interim Vice President of Advancement and University Relations

CALL TO ORDER

Mr. David A. Smith, Chair, formally called the Governance, Administration and Athletics Committee meeting to order at 4:11 p.m. in the Mary Ann Jennings Hovis Memorial Board Room in Martin Hall.

APPROVAL OF AGENDA

Mr. Smith asked for a motion to approve the December 1, 2022 agenda, as published. Ms. Jeanne S. Armentrout made the motion, Mr. Robert A. Archer seconded, and the motion carried unanimously.

APPROVAL OF MINUTES

Mr. David A. Smith, Chair asked for a motion to approve the minutes of the September 8, 2022 meeting of the Governance, Administration and Athletics Committee meeting, as published. Mr. Archer made the motion, Ms. Armentrout seconded, and the motion carried unanimously.

ECONOMIC DEVELOPMENT AND CORPORATE EDUCATION

Vice President for Economic Development and Corporate Education Angela Joyner provided a progress update on the 2022-23 goals and several exciting initiatives. She began by introducing her leadership team: Dr. Matt Dunleavy, Executive Director for the Vinod Chachra IMPACT Lab, Mr. Tom Bennett II, Senior Operations Director and Ms. Sheila Cook, Executive Administrative Assistant.

Dr. Matt Dunleavy provided an update on the U.S. Department of Education Professional Accelerated Cyber Education (PACE) grant. The \$1.2M award will support efforts to empower rural students to secure high-skill, high-wage and in-demand jobs throughout southwest and southside Virginia by providing stackable CBE credentials in cybersecurity. The IMPACT Lab entered into another Memorandum of Understanding with the Virginia Department of Education to continue offering the non-credit Early Learning Development Standards micro-credential to approximately 1,500 educators across the Commonwealth. The IMPACT Lab also collaborated with VisionPoint and University Relations to develop, test and launch a comprehensive integrated marketing campaign and the establishment of marketing performance and baseline metrics.

Dr. Joyner provided an update on several key economic development initiatives, including increasing the number of applied learning opportunities available to Radford University students. Whether it is building robust internship programs or attracting companies to establish offices on campus, these scaffolded experiences can increase career readiness, reduce talent acquisition costs for employees and provide alternative revenue streams for the University.

Collaborative projects with the City of Radford include the Hub@Radford which will be an integrative economic development, innovation and co-work space, amphitheater and entertainment venues along with recreation and tourism projects.

As a final point, Dr. Joyner shared how Radford University is addressing nursing and teacher shortages through Project Nightingale and Project Schoolhouse. Both of these projects will incorporate a CBE approach and are currently targeted for a 2023 launch.

INTERCOLLEGIATE ATHLETICS

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

The Student-Athlete Advisory Committee (SAAC) has decided to focus large efforts on community involvement this academic year to include partnering with McHarg Elementary School to develop a new mentorship program with elementary school students and student athletes. This program will pilot in spring of 2023. SAAC has also created the Mental Action and Awareness Subcommittee in an effort to provide support and education around mental

health, specifically geared toward student-athletes.

In competitive excellence, men's soccer finished 4-10-2, volleyball finished 12-16, cross country MXC finished 4th and women's soccer finished 12-4-4. The men's and women's basketball season is underway with 787 season ticket holders. The new Highlander Club courtside lounge has 162 members and created \$46,500 in revenue to the Highlander Club unrestricted fund.

For resource development, Mr. Lineburg stated that increased personnel are needed for the Highlander Club. Suggestions included adding a major gift officer, annual giving director and a special events/marketing employee.

Future facility short-term goals for the Dedmon Center are replacing video boards, the sound system and a seating feasibility study. Mr. Lineburg noted the importance of focusing a capital campaign around the Dedmon Center.

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

February 4, 2023 – Men's Basketball Alumni Weekend

February 7-9, 2023 – RAD48 Athletics Giving Day

February, 18, 2023 – Champion Her Future – Women's Sports Leadership Luncheon and Women's Basketball Alumni Weekend

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

Executive Administrative Assistant

Advancement and University Relations

End of Board of Visitors Materials

