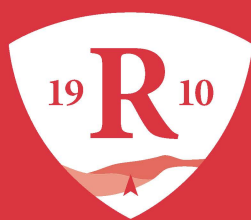


Student Affairs and Athletics Committee

March 2024



Radford
UNIVERSITY



Student Affairs and Athletics Committee
4:30 p.m.**
March 21, 2024
Roanoke Higher Education Center, Roanoke, VA

DRAFT
Agenda

- **Call to Order** Mr. David Smith, *Chair*
- **Approval of Agenda** Mr. David Smith, *Chair*
- **Approval of Minutes** Mr. David Smith, *Chair*
 - November 30, 2023
- **Student Government Association Report** Ms. Lora Ellen Starr, *Student Government Association President*
- **SCHEV Update** Ms. Gifty Kwofie and Ms. Abby Ridpath
Student Representatives to SCHEV
- **Student Affairs Report** Dr. Susan Trageser, *Vice President for Student Affairs*
 - Two-Year Goals Update
- **Intercollegiate Athletics Report** Dr. Robert Lineburg,
Director of Athletics
- **Other Business** Mr. David Smith, *Chair*
- **Adjournment** Mr. David Smith, *Chair*

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

COMMITTEE MEMBERS

Mr. David A. Smith, Chair
Ms. Georgia Anne Snyder-Falkinham, Vice Chair
Dr. Jay Brown
Ms. Joann S. Craig
Mr. Tyler Lester
Mr. Troy Stallard (Non-voting Student Advisory Member)

Meeting Materials



Radford
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Student Government Association



Executive Board



Club Fair

Exec Elections

Spring Retreat

Unity Fest

Events Planning
Committee

- Basketball Tailgate
- Scavenger Hunt



Senate

- Talk about it Thursday
- April Awareness Campaign



Cabinet and Staff

- Radford Christmas Parade
- Valentines Day Event
- R U Smarter than a 5th Grader
- Highlanders Vote Block Party
- Pride Event
- Sustainability/Earth Week
- Legislate and Connect
 - Networking Event

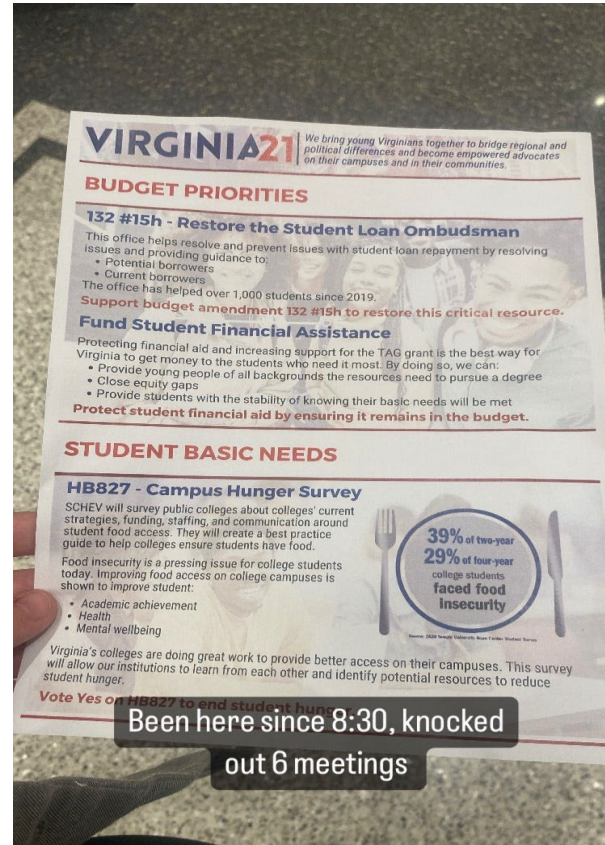
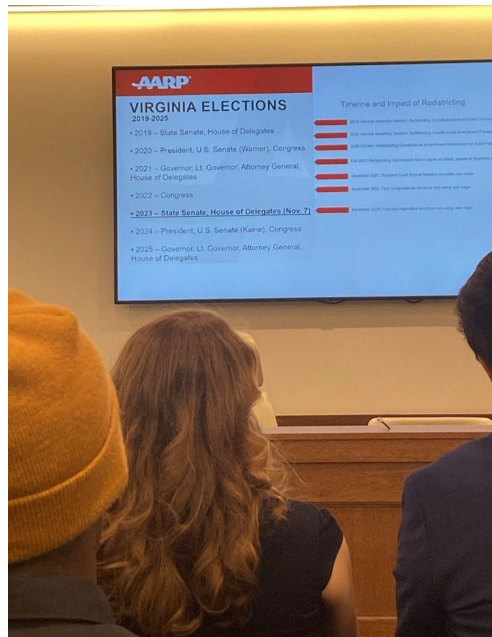


Advocacy Day 2024



Virginia21 Student Advocacy Summit and Lobby Day

- Secretary of Legislative Affairs
- February 14th-15th in Richmond



Unity Fest 2024

- April 13: Noon-3 p.m.
- On the Lawns Surrounding Fountain
 - Rain Location: SRWC Courts

Discussion

Student SCHEV Representatives



Introduction

Gifty Kwofie - Senior, Recreation Therapy Major

- The Lady RUs VP, DAP Secretary, S2S Social Media Chair
- Subcommittees: Mental Health

Abigail Ridpath - Senior, English Major, Minor Creative Writing

- R-SPaCE President, Vice President of ODK, Judicial Board of NeW, Young Life Leader
- Subcommittees: College Affordability, School Safety



Mental Health

- Virtual discussions
- Virginia Health Care Foundation awarded Higher Ed Mental Health Workforce Pilot grants
- Meeting with Director of Student Counseling Services and SAVES

IDEAS:

- Scan of programs at VA's colleges and universities – what is working and where there is still need. What could be 'scaled' across multiple campuses?
- Use the voice of SCHEV Student Advisory Council members to increase awareness of mental health resources on campus.

College Affordability

FOCUS:

- Attend all Virginia colleges at an affordable price
- Communication
- FAFSA changes
 - Upperclassmen/Continuing students
 - Incoming students

IDEAS:

- Emergency fund to provide tuition assistance
- Local alumni businesses offer student discounts
- Grants & Resource awareness – VA Guaranteed Assistance Program, Two-Year College Transfer Grant, etc.
- Research conference network

School Safety

- December meeting
- Campus approaches across the Commonwealth
 - Active shooter training
 - Mental health
 - Parking



Pictures!



Discussion

Student Employment Initiative



The Goals

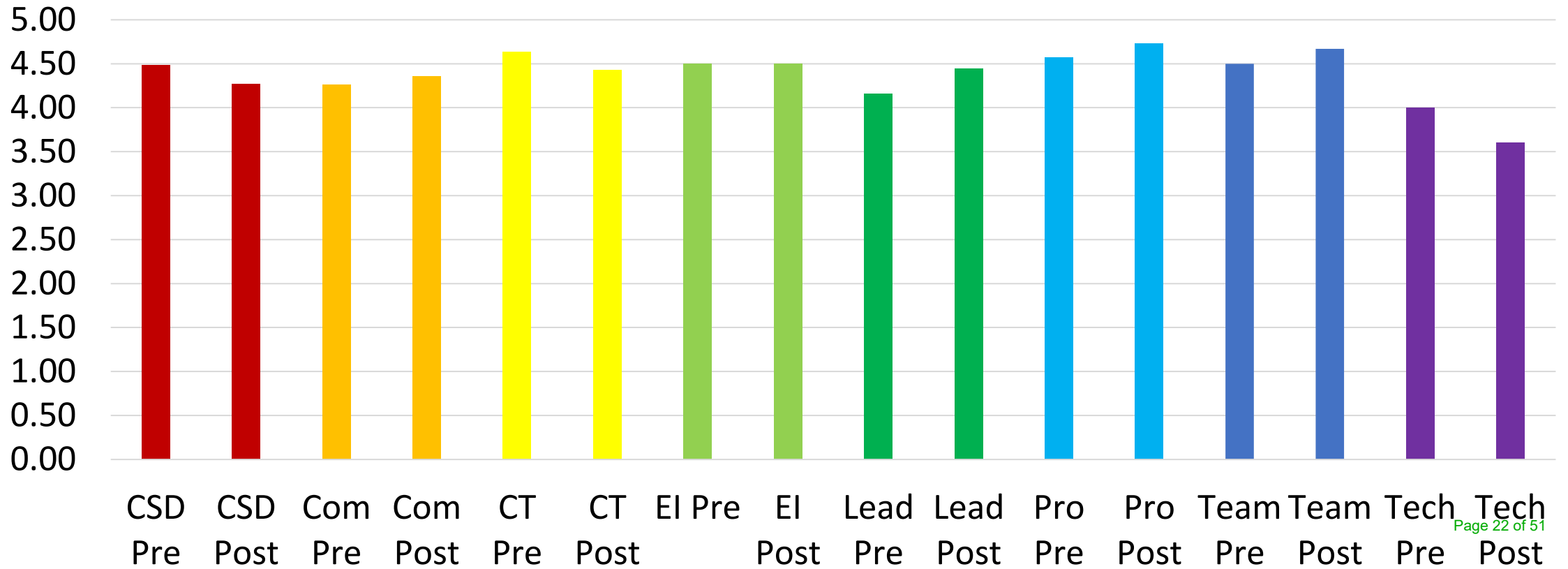
Engage student employees to increase their retention	Pre- and post-tests measuring NACE competency development	Analysis of the pre and post test and the amount of change documented	Spring 2023 pilot data	Student employees will demonstrate NACE competency increases from pre- to post-assessment
	Increase grade profiles, retention, and progression of student employees	Semester and cumulative GPA report for all student employees; retention and graduation reports of student employees	Spring 2023 pilot training & Fall 2023 GPA data	Undergraduate student employees will have a higher cumulative GPA of 0.2 than the overall undergraduate GPA and be retained/progress at a rate of 5% higher.

Supervisor Preparedness

- Supervisor Trainings
- Ongoing Support
 - Check-Ins
 - Online Resource Bank
- Surveys/Feedback Loops

Spring 2023 Baseline Data

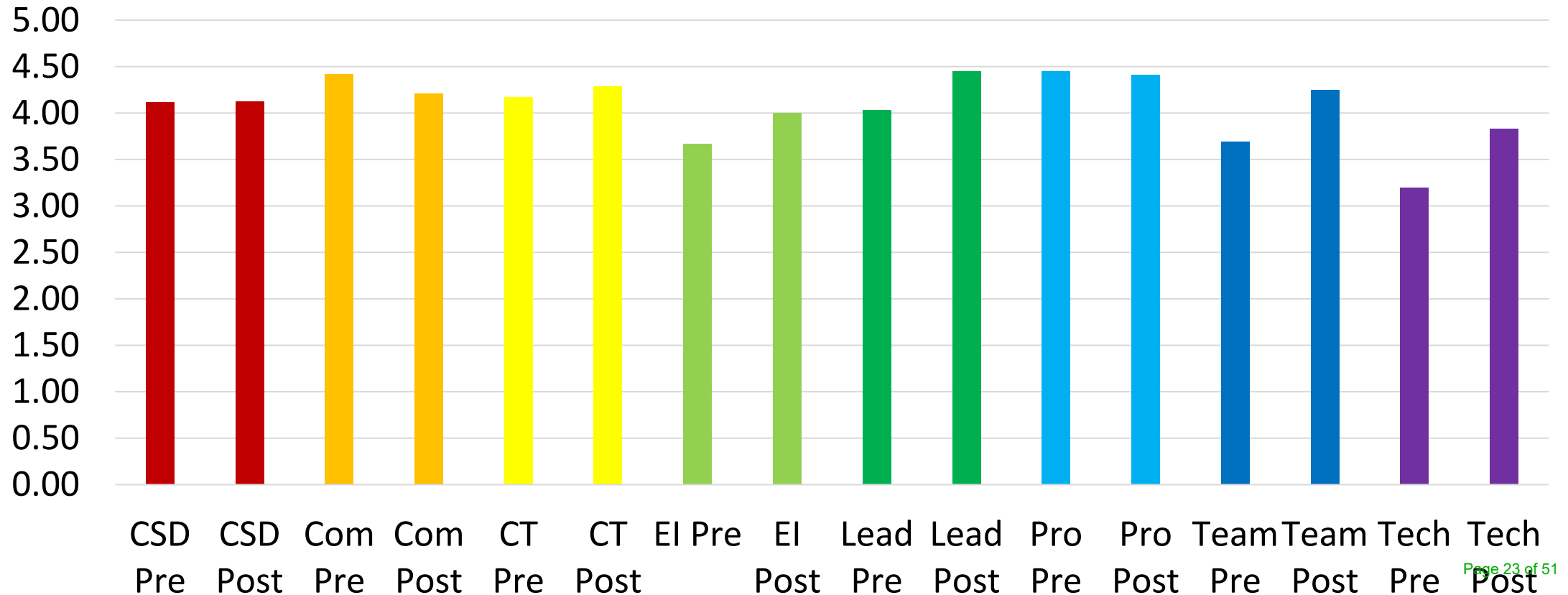
Spring 2023 Pre/Post by Focus Competency



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Fall 2023 Data

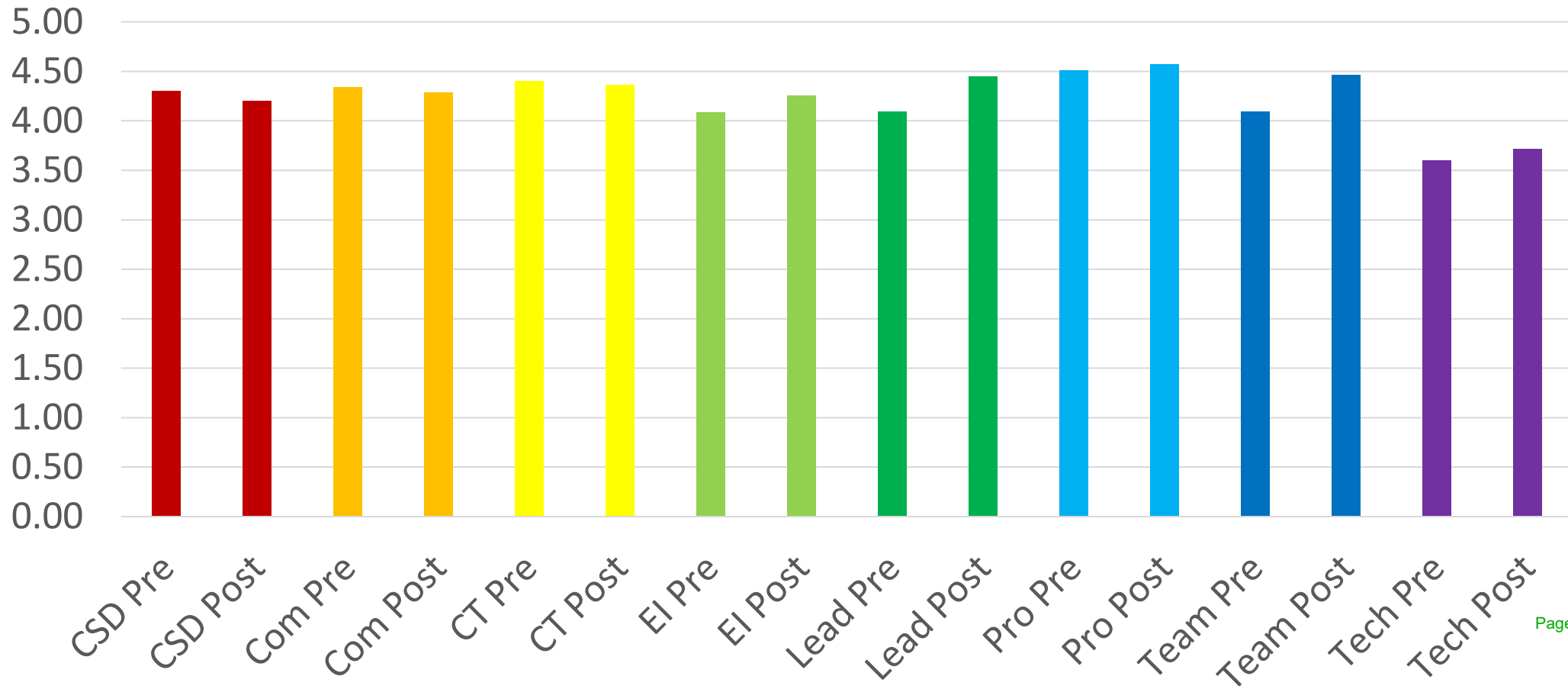
Fall 2023 Pre/Post by Focus Competency



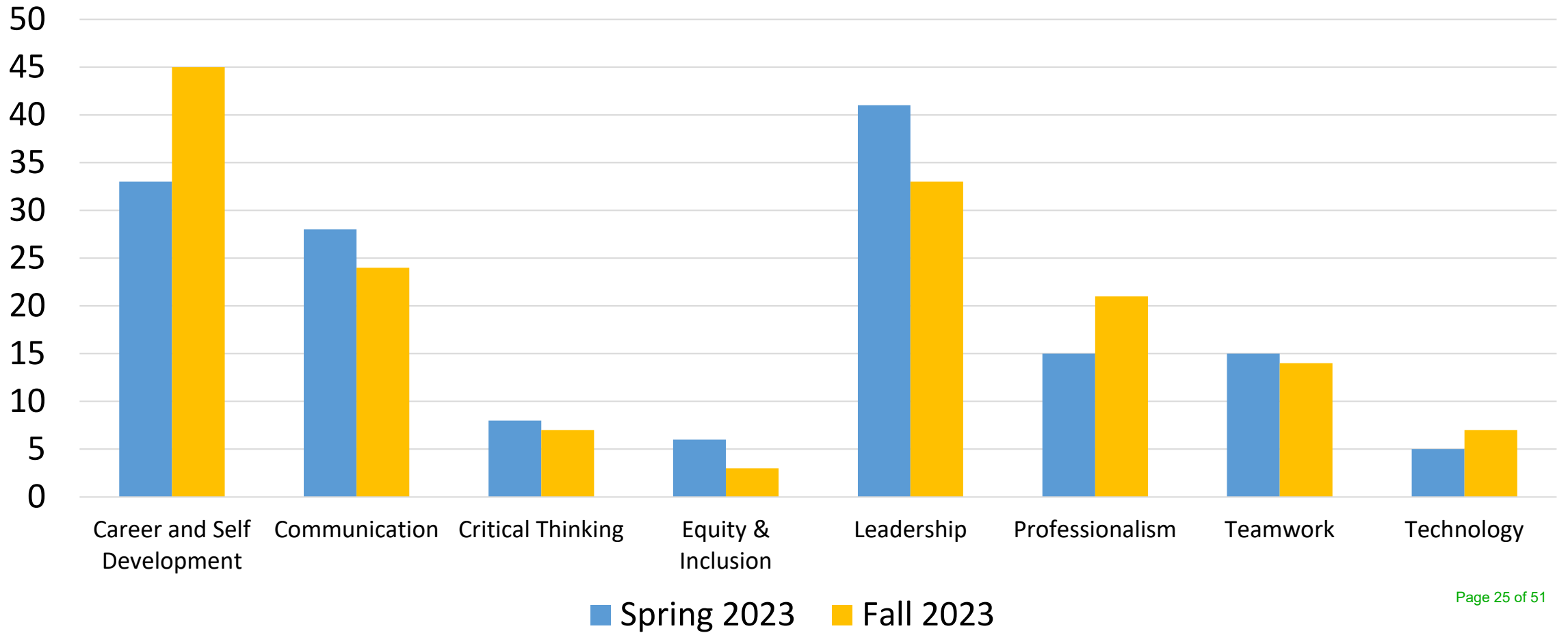
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Competency Pre/Post

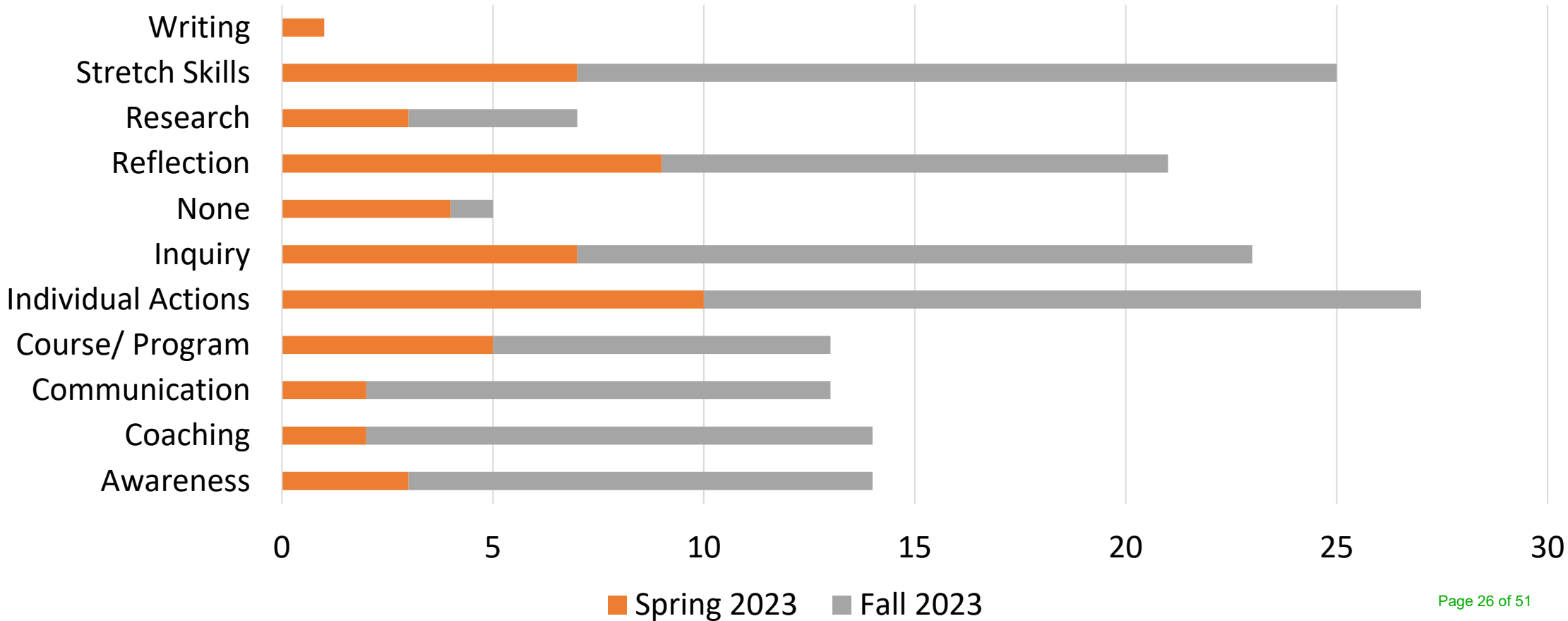
2023 Averages



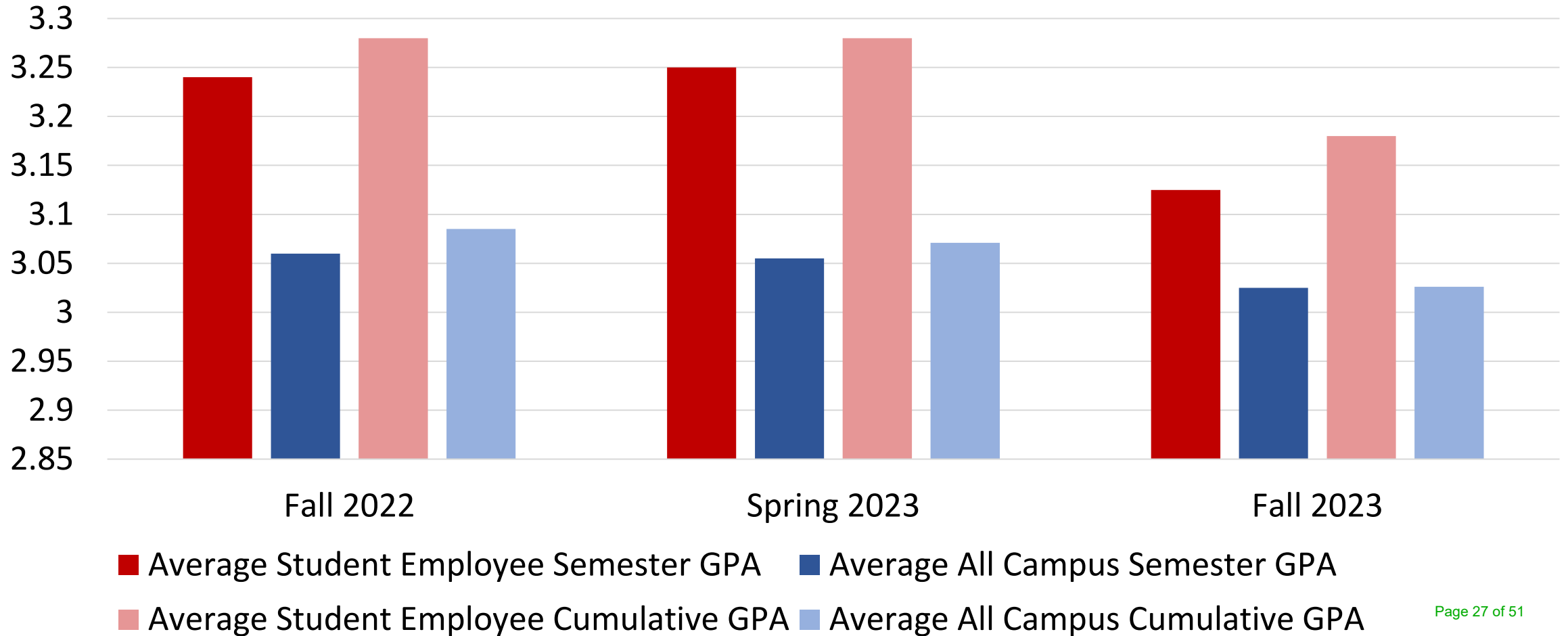
Competency Focus



Learning Actions



GPA Comparison



Retention Comparison

Term	Student Employee Retention	All UG Student Retention	Difference
Spring 2023	93.0%	87.5%	5.6%
Fall 2023	96.7%	90.1%	6.6%

Discussion

Intercollegiate Athletics



Agenda

- Academic Success
- Student-Athlete Experience
- NCAA College Landscape
- Competitive Excellence
- Brand Awareness - Athletics
- Athletics Financial Report
- Resource Development
- NIL - Athlete's Thread
- Important Dates & Initiatives

Academic Success

Fall 2023 Academic Success

- Overall department term GPA was a 3.49
- 84% of all student-athletes earned a 3.0 GPA or higher
- 67% of our student-athletes earned a 3.4 GPA or higher
- 25% of our student-athletes earned a perfect 4.0 GPA
- 15 out of our 16 athletic programs received a 3.0 GPA or higher
- Softball had the highest team GPA of 3.81 with 11 out of the 23 softball student-athletes earning a perfect 4.0 GPA

Student-Athlete Experience



Meredith Page testifies on Name, Image and Likeness before Congressional Committee

Meredith Page, a member of the women’s volleyball team, testified before members of the U.S. House of Representatives in Washington, D.C., during the “[NIL Playbook: Proposal to Protect Student Athletes’ Dealmaking Rights](#)” hearing of the House Innovation, Data and Commerce Subcommittee on Jan. 18, 2024.

The native of Murfreesboro, Tennessee, and third-year member of the Highlanders joined two other student-athletes – UCLA football quarterback Chase Griffin and Michigan softball catcher Keke Tholl – as well as NCAA President Charlie Baker, Missouri Valley Conference Commissioner Jeff Jackson and Victoria Jackson of Arizona State University in testimony on Capitol Hill.

Amid a growing push to professionalize college sports, Page used her time before Congress to send a message – the opportunities afforded to athletes who participate at the mid-major level, and in Olympic or women’s sports, must be protected.

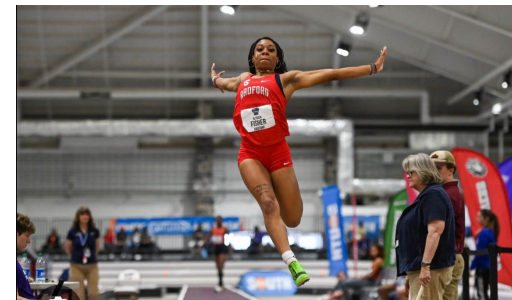
NCAA College Landscape

- **Dartmouth Men's Basketball** - breaking ground as the first group of student-athletes to form a bargaining unit in the country.
- **House v. NCAA** - an antitrust lawsuit brought on by three former NCAA Division I student-athletes regarding Name, Image & Likeness.
- **Johnson v. NCAA** - lawsuit argues that student-athletes should be considered employees subject to the Fair Labor Standards Act (FLSA).
- **Carter vs. NCAA** - argues that amateurism rules are illegal under antitrust law and, therefore, college athletes should be paid.

Competitive Excellence

Women's Track & Field Indoor Championship

- Radford finished 3rd overall in the 2024 Big South Conference Indoor Championship
- Chloe Wellings - 1st place finish in the 5000M
- Chloe Wellings - 1st place finish in the 3000M
- McLearen/Jackson/Magson/Gilmore - 1st place finish in the Distance Medley Relay
- Meganne Gilmore - 2nd place finish in the Mile
- Raichelle Cornelius - 2nd place finish in the 400M Dash
- Elyssia Fisher - 2nd place finish in the Long Jump
- Jackson/Fisher/Robinson/Cornelius - 3rd place finish in the 4x400 Relay
- Kandance McIvor was named to the Big South All-Academic Team



Competitive Excellence

Men's Basketball (16-17 overall / 5-11 conference)

- 10-5 in a tough non-conference schedule
- Non-conference wins over Marshall and West Virginia
- #9 seed in the Big South Tournament
- DaQuan Smith named Second-Team All-Conference

Women's Basketball (15-18 overall / 9-7 conference)

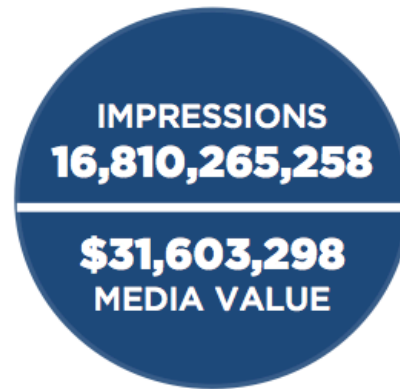
- Education Day Game vs. ETSU – over 2,700 elementary and middle school kids in attendance
- 3rd place regular season finish
- Big South Women's Basketball runner-up
- Ashlyn Traylor-Walker named First Team All-Conference
- Joi Williams & Terissa Lavoile-Brice named to the Big South All-Freshman Team
- Ashlyn & Joi named to the Big South All-Tournament Team



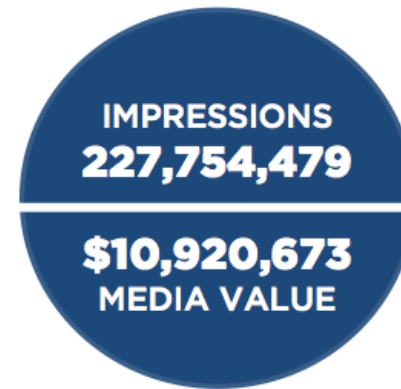
Brand Awareness - Athletic Department



OVER 17 BILLION IMPRESSIONS
NCAA Basketball Tournament over March 1 - 19, 2018



ONLINE NEWS



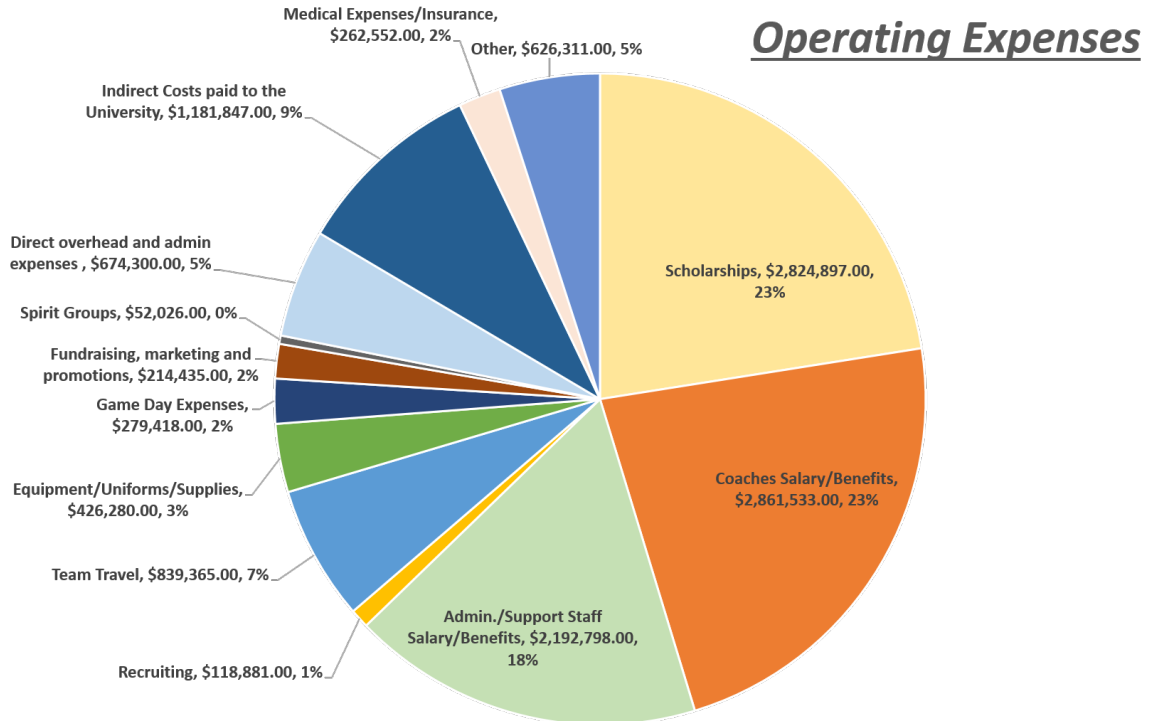
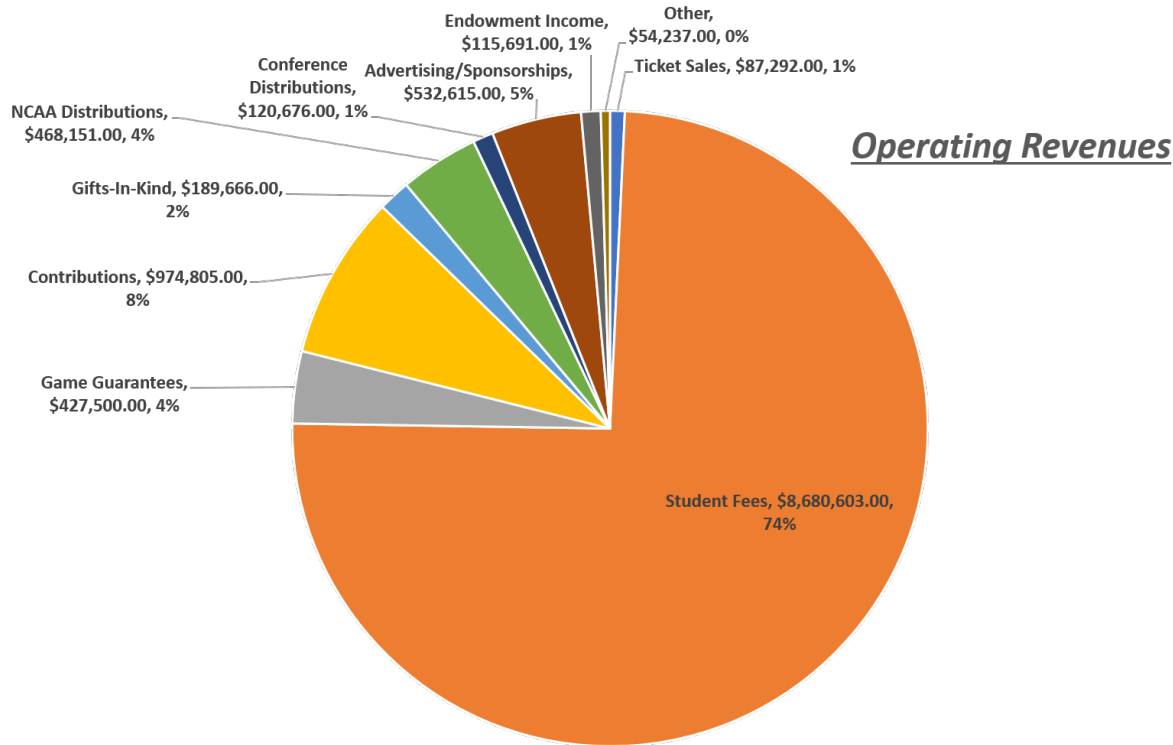
TELEVISION



BLOGS

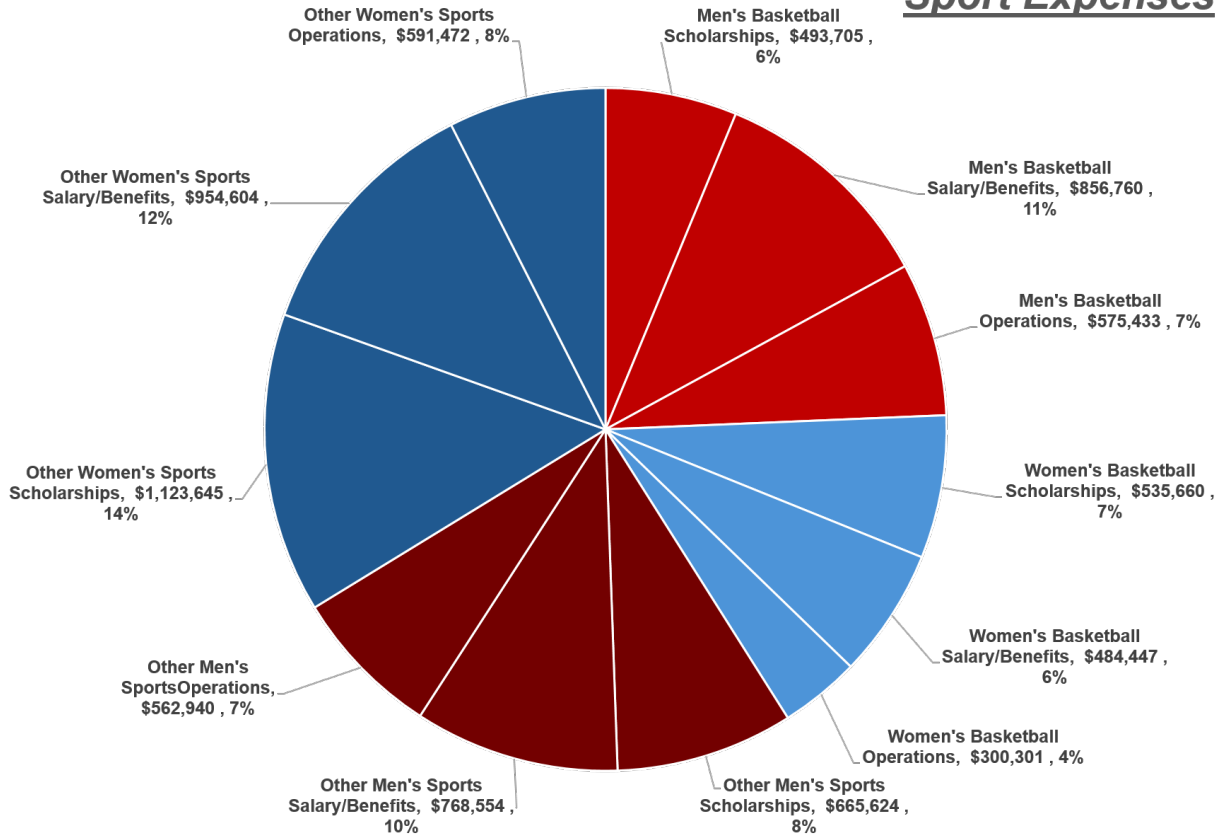
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Athletics Financial Report

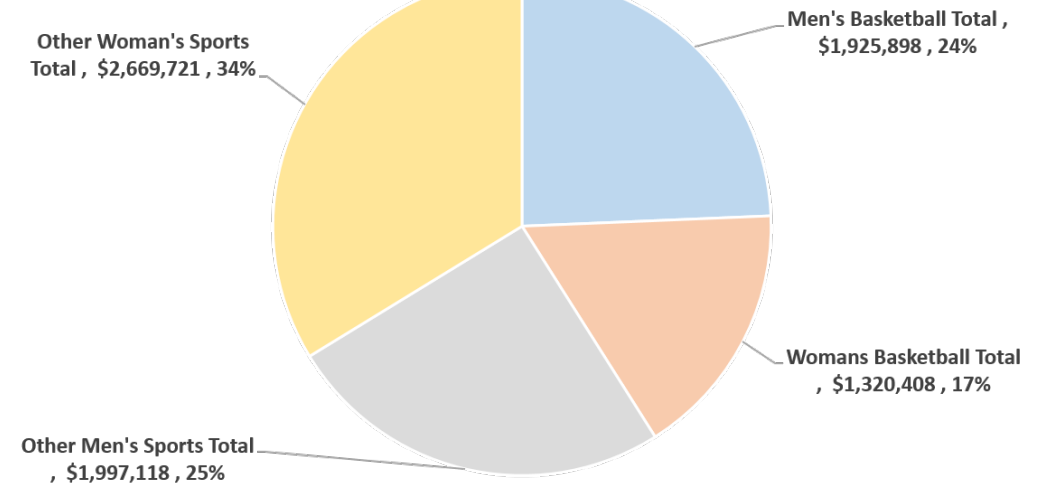


Athletics Financial Report

Sport Expenses

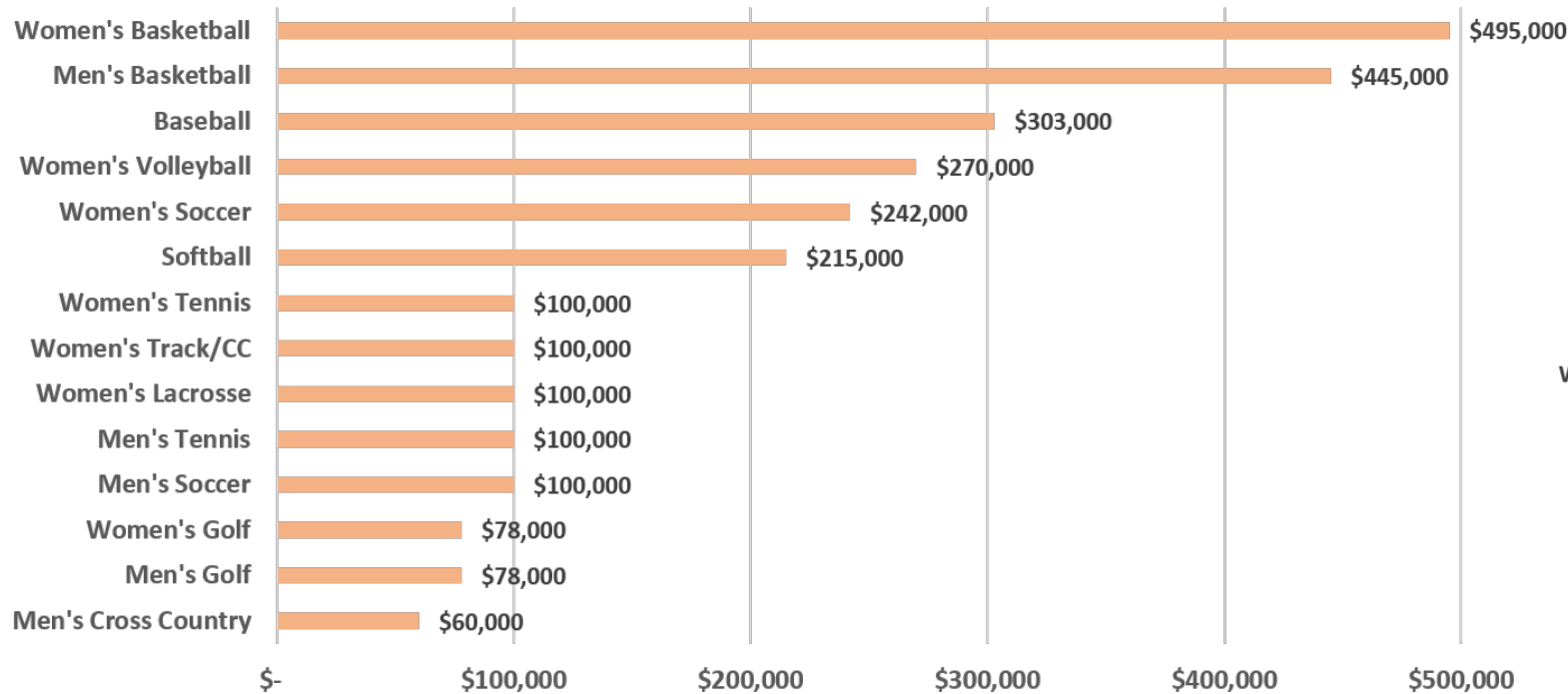


Sport Expenses

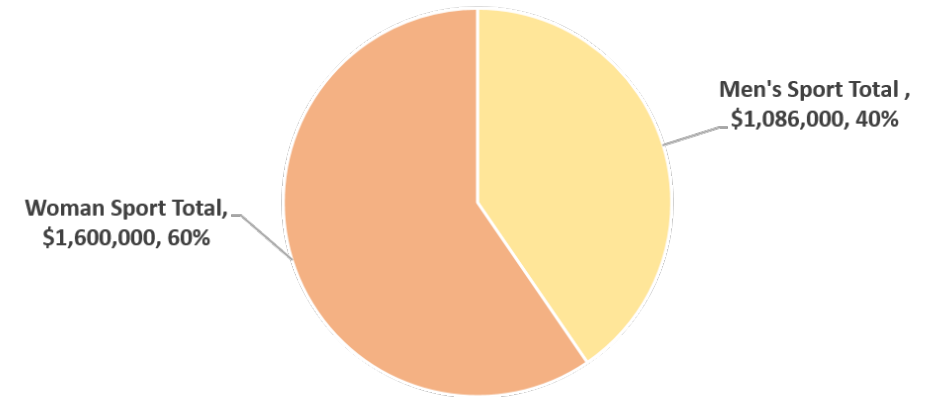


Athletics Financial Report

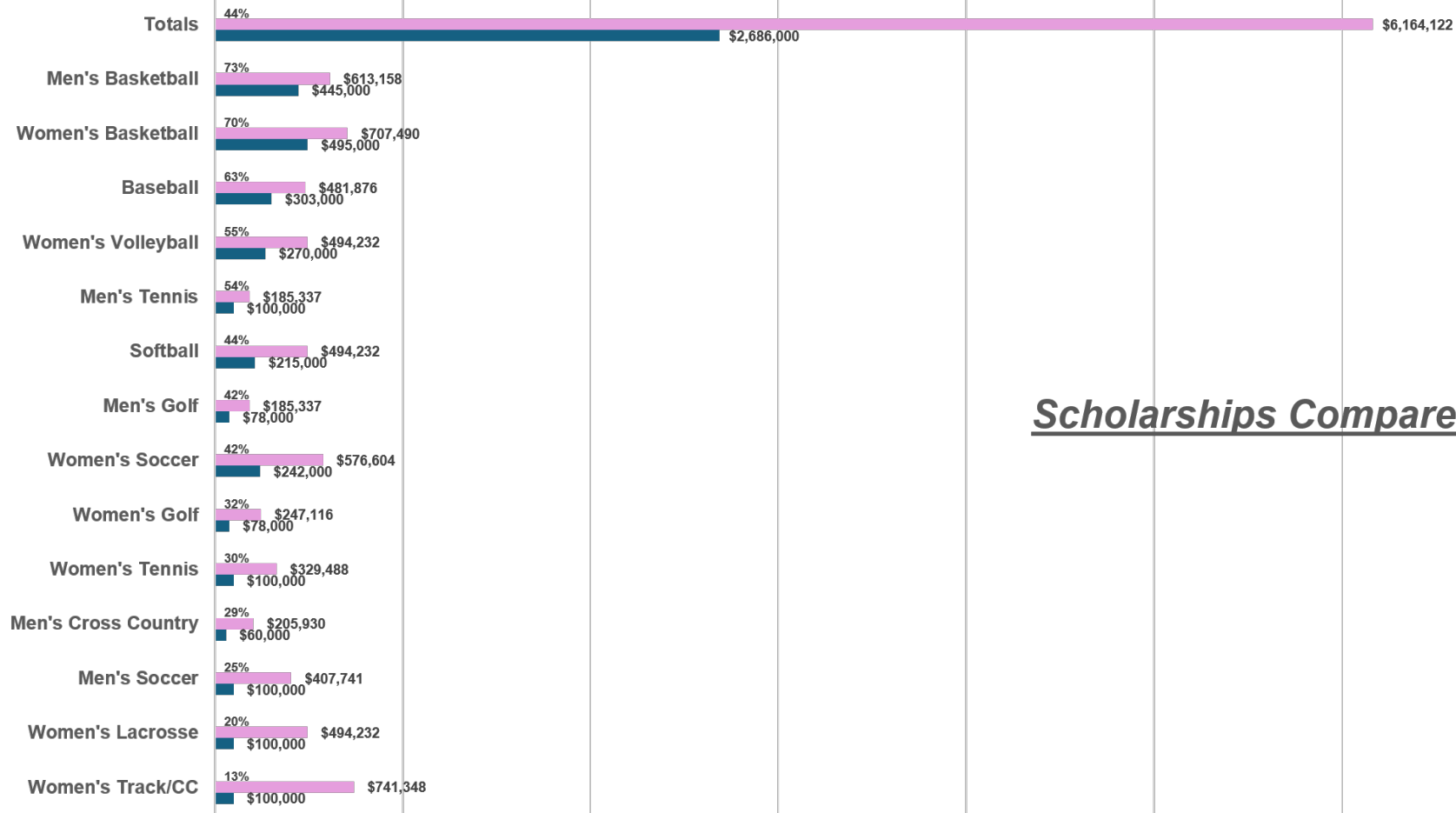
Scholarships Amount By Sport



Scholarship Breakdown By Gender



Athletics Financial Report



Scholarships Compared To Fully Funded

Athletics Financial Report

Radford University Athletics Department

Student Fee Revenue

2013-14 to 2023-24

Academic Year	Athletics Fee	Student Fee Revenue	Fee Increase	% Increase	Notes
2013-14	\$1,150	\$11,216,894	\$12	1.05%	
2014-15	\$1,150	\$11,080,949	\$0	0.00%	
2015-16	\$1,180	\$11,272,304	\$30	2.61%	
2016-17	\$1,180	\$10,852,666	\$0	0.00%	
2017-18	\$1,180	\$10,395,373	\$0	0.00%	
2018-19	\$1,213	\$10,104,117	\$33	2.80%	
2019-20	\$1,213	\$9,533,022	\$0	0.00%	
2020-21	\$1,269	\$8,589,656	\$56	4.62%	Highlander Distinction scholarship program
2021-22	\$1,299	\$9,527,511	\$30	2.36%	Highlander Distinction scholarship program
2022-23	\$1,398	\$9,467,582	\$99	7.62%	5% salary increases & bonuses
2023-24	\$1,502	* \$ 9,539,044	\$104	7.44%	5% and 2% salary increases
		* Estimate			
		(\$1,749,312)	\$364	-15.60%	Revenue decrease from 2013-14 to 2022-23

Resource Development

Radford Sports Properties Revenue Update (3/1/2024):

- **Overall Revenue:** **\$428,900**
 - Signed Cash \$223,250
 - Signed Trade \$143,150
 - Signed Highlander Club Cash \$62,500

- Overall Percentage to Budget: 113% (\$375,000)
- Cash Revenue Target: 106% (\$265,000)
- Trade Revenue Target: 130% (\$110,000)

2023-24 Items of Note:

New Accounts: Pete Dye Rivercourse, Brick House Pizza, Shentel

2023-24 Fund Drive Update (3/1/2024):

	FY24	FY24 GOALS
<i>Total New Gifts & Pledges</i>	\$501,109	\$1,500,000
<i>Athletic Donors</i>	1,106	1,150

Resource Development

RAD48

- RAD48 Total - \$154,939
- Dollars Raised w/o Matching Gifts - \$140,439 (4% increase over last year)
- 894 Unique Donors (12.7% increase over last year)
- Highlights:
 - Baseball – Raised \$40,939 with 203 donors
 - Women’s Lacrosse – Raised \$18,290 with 165 donors
 - Men’s Soccer – Raised \$11,379 with 103 donors

NIL - Athlete's Thread

Student-Athlete Online Store – Athlete's Thread

- Starting this Spring, our student-athletes will now have the option to sell replica jerseys, sherseys, or personalize t-shirts that include their Name, Image or Likeness and receive profits from the sales.



SKU #121132

NCAA Baseball
Zach Whitacre



SKU #121136

SKU #121136

NCAA Women's Soccer
Eileen Albers



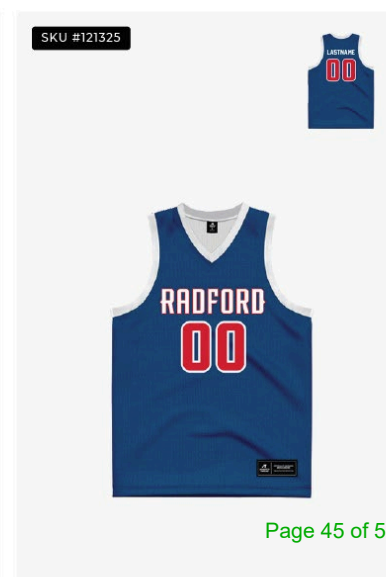
SKU #121322

NCAA Men's Basketball



SKU #121325

NCAA Men's Basketball



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Important Dates & Initiatives

- Red & White Gala - April 26, 2024 (Dedmon Center)
- Highlander Open - May 23, 2024 (Pete Dye Rivercourse)

Red & White
GALA

PRESENTED BY:  English
Meadows

Discussion

Minutes



Radford
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Student Affairs and Athletics Committee
3:00 p.m.
November 30, 2023
Kyle Hall, Room 340, Radford, VA

DRAFT
MINUTES

Committee Members Present

Mr. David Smith, Chair
Ms. Georgia Anne Snyder-Falkinham, Vice Chair
Ms. Joann Craig
Mr. Tyler Lester
Mr. Troy Stallard (Non-Voting Student Advisory Member)

Committee Member Absent

Dr. Jay Brown

Others Present

Dr. Bret Danilowicz, President
Dr. Dannette Gomez Beane, Vice President for Enrollment Management and Strategic Communications
Dr. Robert Hoover, Vice President for Finance and Administration
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education
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
Ms. Karen Casteel, Secretary to the Board of Visitors and Special Assistant to the President
Ms. Susan Richardson, University Counsel

Call to Order

Mr. David Smith, Chair, formally called the meeting to order at 3:20 pm in Kyle Hall on the campus of Radford University.

Approval of Agenda

Mr. Smith asked for a motion to approve the November 30, 2023 meeting agenda for the Student Affairs and Athletics Committee, as published. Mr. Tyler Lester so moved, Ms. Georgia Anne Snyder-Falkinham seconded, and the motion carried unanimously.

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Approval of Minutes

Mr. Smith asked for a motion to approve the September 7, 2023 minutes. Ms. Joann Craig so moved, Mr. Lester seconded, and the motion carried unanimously.

Reports

Mr. Robert Lineburg, Director of Athletics, presented the Athletics update to the committee. Several athletic teams had outstanding seasons this fall. Women's soccer claimed their 9th Big South Tournament title. Men's basketball has had a strong start this season playing UNC on ESPNU. Radford Athletics has expanded its men's basketball radio footprint to include Roanoke, Lynchburg, Bedford and Danville. Through a collaboration with Radford City, Nike and Radford University Athletics, men's basketball launched the new Radford City edition basketball jersey at the December 3 game. Men's and women's basketball has seen a large increase in ticket sales. Member access to the The National Bank Courtside Lounge has sold out.

Mr. Craig Littlepage, Senior Consultant with Collegiate Sports Associates, which is the company secured to assist with the development of the new athletic strategic plan, gave an update on the state of college athletics and a timeline for the completion of the strategic plan.

Ms. Lora Ellen Starr, Student Government Association President, reported on the continued work of SGA to promote awareness and encourage involvement in programming across campus. The Executive Board attended the American Student Government Association Conference in October. SGA held several events during fall semester including an e-Sports Mario Kart tournament, Trunk or Treat for community members, and FallFest. A Life Skills Matter session was held that focused on assisting students with resume writing. Thanks to the generosity of a donor, the SGA office was named after former SGA President Kenneth Henshaw in a ceremony held during Homecoming.

Dr. Susan Trageser, Vice President for Student Affairs, talked about the importance of creativity and an explorer mindset; catalyzing learning, innovation and problem solving to enhance the student experience. By creating opportunities, staff continue to advance skill development which in turn fosters the same for and with students. Building resiliency, critical thinking and problem solving are examples of common skill development outcomes. Seventy-six percent of new students and 49% of new transfers have had three or more touchpoints through engagement opportunities. The Military Resource Center (MRC) continues to earn accolades related to the service and support to veteran and military-affiliated students. Radford University's first Guard Friendly School designation was received in August. Also, The Military Times once again awarded the Best for Vets Designation for Colleges and Universities.

Vice President Trageser spoke to the Division's strategies to advance President Danilowicz' vision for the University and achievement of goals in the Two-Year Strategic Plan; highlighting a change in metrics and the importance of data to demonstrate impact.

ADJOURNMENT

With no further business to come before the Committee, Mr. Smith adjourned the meeting at 4:49 p.m.

Respectfully submitted,

Ms. Jenni Webb
Executive Assistant to the Vice President for Student Affairs

End of Board of Visitors Materials

