



**Student Affairs and Athletics Committee**

**3:30 p.m.**

**June 6, 2024**

**Kyle Hall, Room 340, Radford, VA**

**DRAFT**  
**Minutes**

**Committee Members Present**

Mr. David Smith, Chair  
Dr. Jay Brown  
Ms. Joann Craig  
Mr. Tyler Lester  
Mr. Troy Stallard (Non-Voting Student Advisory Member)

**Committee Member Absent**

Ms. Georgia Anne Snyder-Falkinham

**Board Members Present**

Dr. Debra K. McMahon, Rector  
Mr. Marquett Smith, Vice Rector  
Mr. Robert A. Archer  
Ms. Jeanne S. Armentrout  
Ms. Betty Jo Foster  
Ms. Jennifer Wishon Gilbert  
Mr. George Mendiola, Jr.  
Mr. James C. Turk

**Others Present**

Dr. Bret Danilowicz, President  
Dr. Dannette 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. Bethany Usher, Provost and Senior Vice President for Academic Affairs  
Ms. Penny Helms White, Vice President for University Advancement  
Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President  
Dr. Susan Trageser, Vice President for Student Affairs  
Ms. Susan Richardson, University Counsel  
Mr. Cory Durand, Deputy Athletics Director

**Call to Order**

Mr. David Smith, Chair, formally called the meeting to order at 3:40 p.m. in Kyle Hall, Room 340, Radford, Virginia.

### **Approval of Agenda**

Mr. Smith asked for a motion to approve the June 6, 2024, meeting agenda for the Student Affairs and Athletics Committee, as published. Mr. Tyler Lester so moved, Ms. Joann Craig seconded, and the motion carried unanimously.

### **Approval of Minutes**

Mr. Smith asked for a motion to approve the March 21, 2024, minutes. Mr. Tyler Lester so moved, Dr. Jay Brown seconded, and the motion carried unanimously.

### **Athletics**

Mr. Cory Durand, Deputy Athletics Director, presented the Athletics update to the committee. Spring semester was highlighted by an overall department GPA of 3.48 and 88% of all student-athletes earning a 3.0 GPA or higher. Seventy percent of all student-athletes earning a 3.4 GPA or higher and 20% earning a perfect 4.0 GPA.

Athletics has signed a partnership with Student Athlete NIL (SANIL) to act as a third-party collective for NIL deals. The newly formed Tartan Town Collective will support all Radford student-athletes by providing partnership deals that will compensate athletes for their name, image and likeness. This will include co-branded merchandise deals, Highlander exchange program and continued NIL education.

In competitive excellence, spring sports were highlighted by the Women's Outdoor Track & Field program finishing third overall and Chloe Williams winning the 5000m and 10000m. Men's Golf entered the Big South Championship as the #1 seed but ended up losing in the semifinal of match play. Bryce Corbett was named to the Big South All-Championship Team and First-Team All-Conference while head coach, Mike Grant, was named Big South Coach of the Year.

Overall revenue streams include \$437,800 in sponsorships and \$844,027 as of April 30, 2024, in the FY24 Fund Drive. This spring's highlight was the annual Red & White Gala that had record attendance and revenue. This included the naming of the soccer field at Cupp Stadium to the Tom Lillard '79 Field at Patrick D. Cupp Memorial Stadium. This initiative has brought in over \$151,000 and counting to name the field after longtime Radford employee, former soccer player and coach Tom Lillard.

### **Student Government Association**

Ms. Lora Ellen Starr, Student Government Association President, provided an update of the programs and initiatives the Executive Board, Senate and Cabinet staff members held in the latter half of the semester, including Unity Fest, Sustainability/Earth Week, Legislate and Connect. The SGA completed revisions to the SGA Constitution, passed First Gen and newsletter resolutions and began work on legislation related to course syllabi.

Lora Ellen graduated this spring, and the board thanked her for her leadership and the difference she has made for the student body. Jada Freeman was elected to serve as the SGA President for the 2024-2025 academic year.

### **Student Affairs**

Dr. Susan Trageser, Vice President for Student Affairs, provided an update on the Division's work related to well-being, student engagement and student satisfaction. The team is striving to ensure that 100% of first time in college and new transfer students have at least four touch points per semester as in the 2-year plan. Measures were taken at weeks four and sixteen. In fall 2023, first-time students were engaged at rates of 77% and 90% at weeks four and sixteen. New transfer students were engaged at 55% and 69% at the same weeks of the fall semester. Overall numbers of programs and events held

throughout the semester have continued to increase. The next steps include a focus on the engagement of transfer, non-traditional and commuter students, as well as targeted and increased education to better track event attendance.

The Selu Conservancy continues to expand opportunities and experiences for students with an intentional focus on well-being engagement. Three well-being focused, and thirteen well-being inclusive events were held this spring achieving the target of 5% increase from the baseline. New initiatives such as Mindfulness Meditation held in the Planetarium, Take It Outside and Let's Walk are aimed at promoting overall well-being. Spaces designed to help students de-stress, re-set and re-center are also being created. In the fall, the Student Recreation and Wellness Center will offer a relaxation area equipped with massage chairs.

Student Affairs continues to provide ways for staff to learn and grow professionally to enhance the quality of service provided with an outcome of increased student satisfaction. Baseline data revealed strong satisfaction with services provided, feeling welcomed and connected and improving well-being (79.4% - 96% range). Next steps are geared toward review of survey and increasing response rates.

### **Adjournment**

With no further business to come before the committee, the meeting adjourned at 4:36 p.m.

Respectfully submitted,

Sharon R. Ratcliffe  
Executive Assistant to the VP for University Advancement

End of Board of Visitors Materials

