

RADFORD UNIVERSITY

Board of Visitors

GOVERNANCE, ADMINISTRATION AND ATHLETICS COMMITTEE

3:30 P.M.

SEPTEMBER 8, 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

Dr. Rachel Fowlkes

Ms. Jeanne S. Armentrout

Mr. James C. Turk, Jr.

BOARD MEMBERS PRESENT

Dr. Debra K. McMahon, Rector

Ms. Lisa Throckmorton

OTHERS PRESENT

Ms. Sharon Barrett, Associate Athletics Director for Business Services

Dr. Holly Cline, Department of Design Chair and NCAA Faculty Athletics Representative

Mr. Cory Durand, Deputy Athletics Director

Dr. Angela Joyner, Vice President for Economic Development and Corporate Education

Mr. Robert G. Lineburg, Director of Athletics

Mr. Mike F. Melis, Senior Assistant Attorney General, Commonwealth of Virginia

CALL TO ORDER

Mr. David A. Smith, Chair, formally called the Governance, Administration and Athletics Committee meeting to order at 3:25 p.m. in the Mary Ann Jennings Hovis Memorial Board Room.

Mr. David A. Smith, Chair, announced he would like to dedicate today's meeting and the meeting tomorrow in honor of Dr. Susan Whealler Johnston and Ms. Charlene Curtis.

APPROVAL OF AGENDA

Mr. David A. Smith, Chair asked for a motion to approve the September 8, 2022 agenda, as published. Mr. Robert A. Archer made the motion. Ms. Jeanne S. Armentrout seconded, and the motion carried unanimously.

APPROVAL OF MINUTES

Mr. David A. Smith, Chair asked for a motion to approve the minutes of the April 28, 2022 meeting of the Governance, Administration and Athletics Committee meeting, as published. Mr. Robert A. Archer made the motion. Ms. Jeanne S. Armentrout seconded, and the motion carried unanimously.

ECONOMIC DEVELOPMENT AND CORPORATE EDUCATION

Vice President for Economic Development and Corporate Education (EDCE) Angela Joyner provided an overview of the newly established EDCE division. The EDCE division serves faculty, students, alumni, corporate and community partners by fostering connections to the programs, services and networks that support innovation and economic growth, both within and outside the University. The economic development initiatives are focused in three areas: talent, place and innovation. The EDCE division also provides relevant workforce training and development solutions in high demand industry areas. Through the Vinod Chachra IMPACT Lab, organizations can upskill their workforce and employees can accelerate their careers via our innovative online, self-paced, competency-based education offerings. The Vinod Chachra IMPACT Lab offers courses, micro-credentials and/or certificates in Cybersecurity, Geospatial Intelligence, Data Science and K-12 teacher training.

Vice President Joyner shared opportunities that the Vinod Chachra IMPACT Lab offered that included leveraging the learning needs of non-traditional learners and covering high demand workforce development areas offering online classes that are self-paced. Goals included establishing partnerships that support enrollment growth, revenue generation, program development and elevate Radford University's brand. Develop pathways leveraging CBE mode of delivery to address nursing and teacher shortages and to target and market programs to non-traditional student populations that leverage Radford University's assets, support workforce needs and promote lifelong learning.

Vice President Joyner communicated the importance of capitalizing on strategic partnerships that fit with Radford University's strengths, staying informed about new and current initiatives from regional, state and federal interests and to best position Radford University for sponsored program funding and/or federal earmark funding. Key goals is to develop and enhance relevant economic and political relationships in Radford City, the New River and Roanoke valleys along with the Commonwealth of Virginia to develop a robust economic play book for the university

In closing, Vice President Joyner expressed the goals for the new division are focused on driving enrollment and revenue growth, building talent pipelines, helping to meet workforce demands through CBE and developing symbiotic initiatives with partners in the New River Valley.

INTERCOLLEGIATE ATHLETICS

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

Challenges presented by Mr. Lineburg included the NCAA transformation committee that is charged with modernizing college athletics due to past and pending litigation against the NCAA, primarily related to antitrust laws. The target date to roll out recommendations for membership is in January 2023 during the NCAA convention. Another challenge presented was the financial constraints in athletics.

Mr. Lineburg shared that the FY22-FY23 goals for athletics is to increase contributions and donors to Radford athletics through the Highlander club and increase all external revenue streams in support of Radford athletics. For Radford to compete at the highest level in the Big South Conference, regionally and nationally, attract, recruit and retain student-athletes who are prepared to succeed academically and graduate. To create a robust and sustainable mental wellness model for our student-athletes and staff and to ensure men's and women's basketball have the appropriate resources to compete for the Big South Championship and participate in and advance in the NCAA tournament.

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

September 30, 2022 – Radford Athletics Hall of Fame

February 7-9, 2023 – Athletics Giving Day

February, 18, 2023 – Champion Her Future – Women's Sports Leadership Luncheon

April 1, 2023 – Highlander 5K

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

End of Board of Visitors Materials

