

Student Affairs and Athletics Committee

September 2024



Radford
UNIVERSITY



Student Affairs and Athletics Committee
2:45 p.m.**
September 5, 2024
Mary Ann Jennings Hovis Memorial Board Room
Martin Hall, Radford, VA

DRAFT
Agenda

- **Call to Order** Mr. David Smith, *Chair*
- **Approval of Agenda** Mr. David Smith, *Chair*
- **Approval of Minutes** Mr. David Smith, *Chair*
 - June 6, 2024
- **Student Affairs Report** Dr. Susan Trageser, *Vice President for Student Affairs*
- **Student Government Association Report** Ms. Jada Freeman, *Student Government Association President*
- **Intercollegiate Athletics Report** Mr. 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
Mr. James C. Turk, Vice Chair
Ms. Callie Dalton
Mr. William C. Davis
Mr. George Mendiola
Mr. Onajae Edmund (Non-voting Student Advisory Member)

Meeting Materials



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Student Affairs



Two Year Goals

Stabilize Enrollment: *Increase retention and progression rates*

Tactic	Metrics	Baseline	Target	Status
Complete process maps from the student end-user perspective	Number of process maps completed; Satisfaction rate surveys of users	9 process maps developed	By July 2025, a minimum of 20 process maps will be developed, each with a satisfaction rate of 80% by users	On Track

Stabilize Enrollment: *Engage student employees to increase their retention*

Tactic	Metrics	Baseline	Target	Status
1. Pre- and post-tests measuring NACE competency development	Analysis of the pre- and post-test and the amount of change documented		Student employees will demonstrate NACE competency increases from pre- to post-assessment	On Track
2. 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		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	On Track

Move-In and Welcome Weeks



Move-In and Welcome Weeks



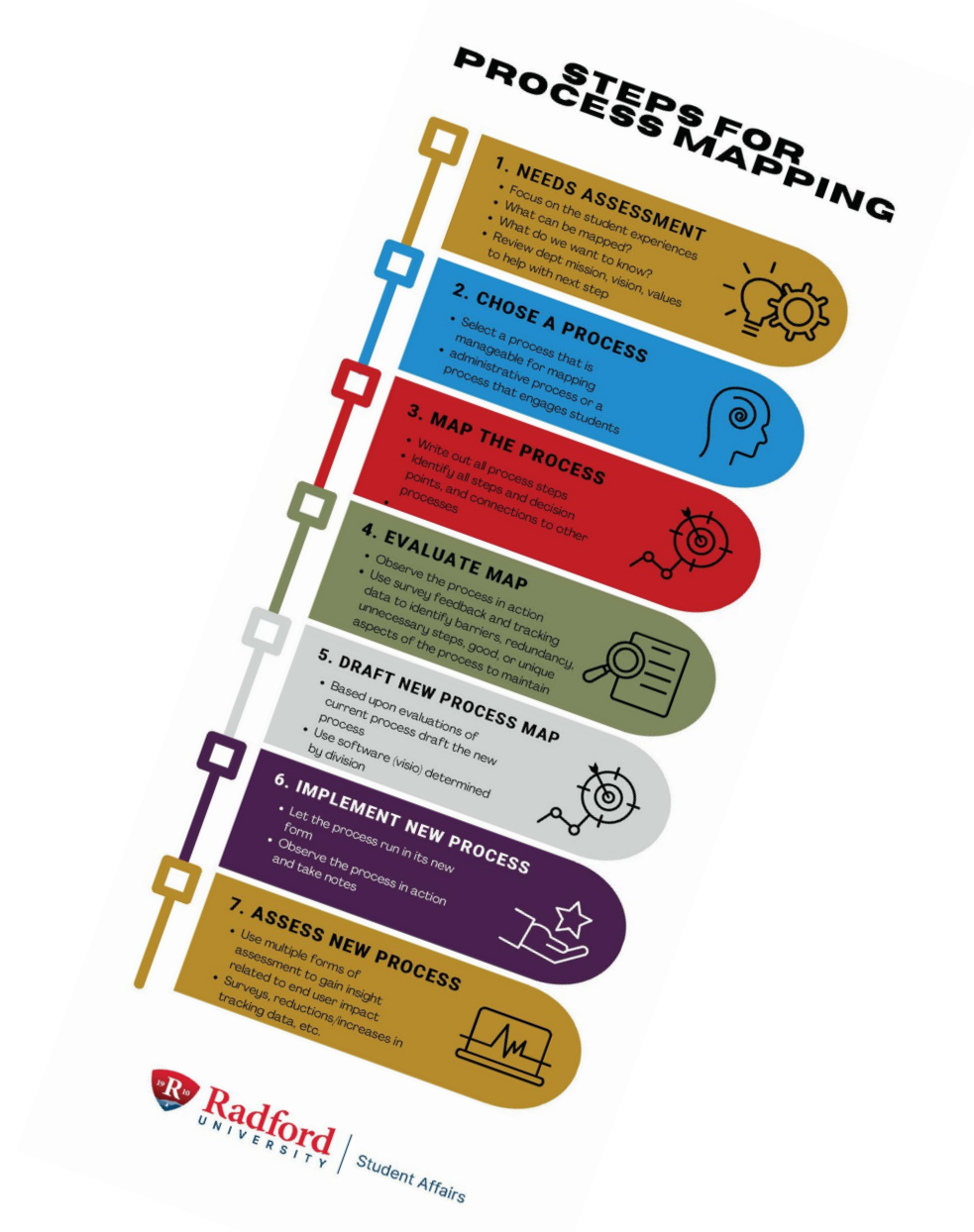
Process Mapping



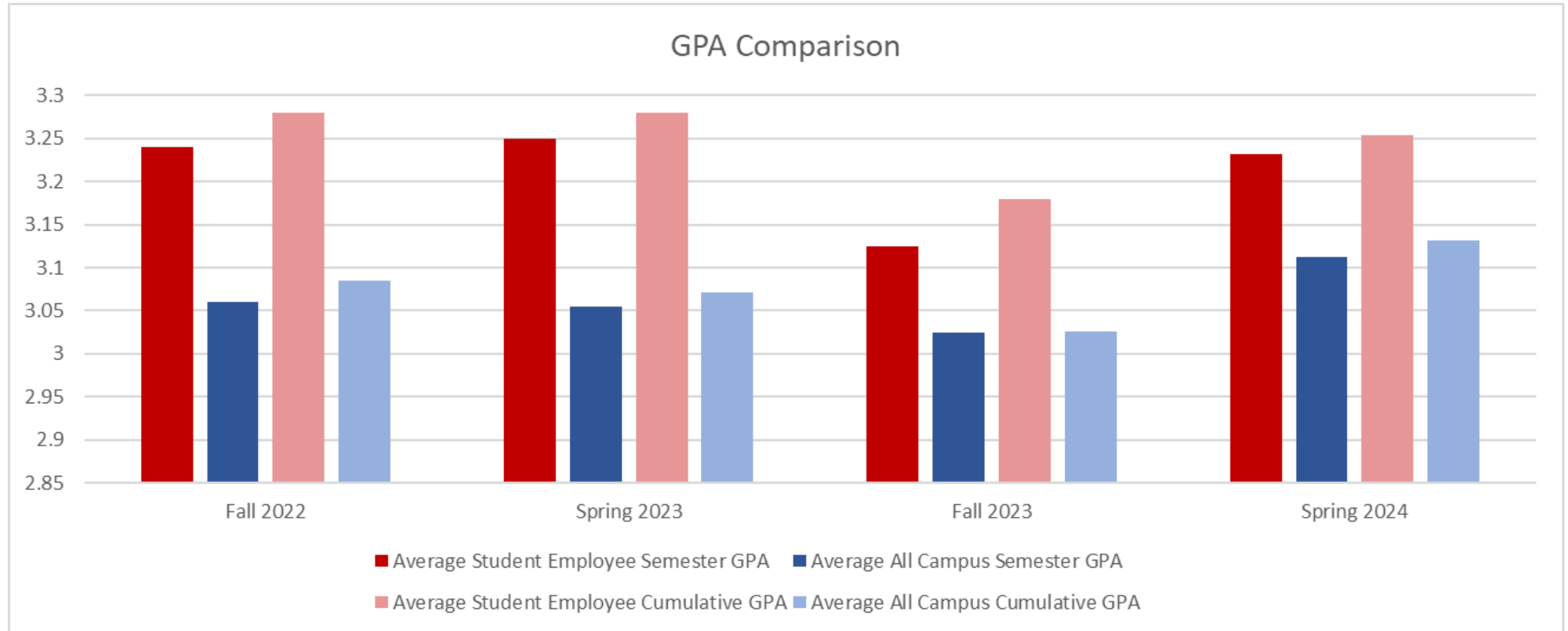
- Division Training
- Completed Assessments
- Assessment Tool
 - Clarity
 - Ease
 - Efficiency
 - Support
 - Feedback
- Moving Forward

Process Mapping

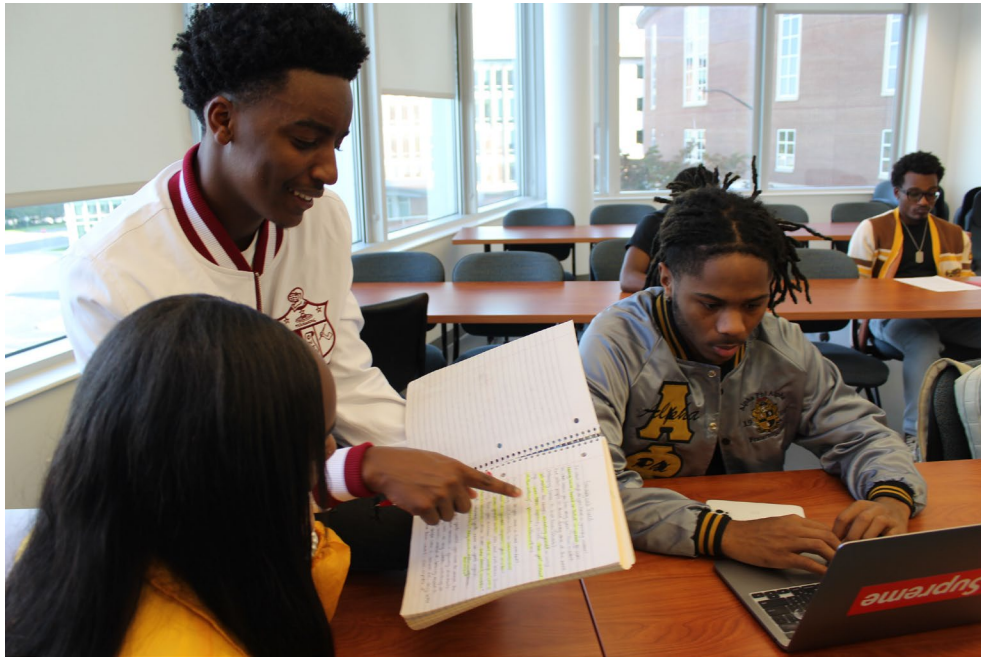
- Needs Assessment
- Choose a Process
- Map the Process
- Evaluate Map
- Draft New Process Map
- Implement New Process
- Assess New Process



Student Employment Initiative



Student Employment Initiative



- Fraternity and Sorority Life-Unique Vincent, Student Worker for Marketing
- NACE Competency selection-Career & Self-Development



RADFORD COMMUNITY FEST

Radford Community Fest



\$30*

*Discounts available for Radford University students, faculty, staff, alumni, and all healthcare workers.

Radford University

TARTAN 5K

A Twilight Run

Friday, September 20

Race Start: 6:15 p.m.

Tinker Creek Greenway at Fallon Park
Roanoke, Virginia



Register Today!

www.runsignup.com



September 27 – 29

#OurRadFam

www.radford.edu/familyweekend



Discussion

Student Government Association



Membership

Increase membership

Ways to Strategize and Achieve

- First Day Photos
- Tailgate
- Club Fair
- Give perspective members more time to join



Senate

Increased engagement on legislation

Ways to Strategize and Achieve:

- Think it About it Thursday and have senators and create a surveys asking students what affects them on campus.
- Go to campus partners and ask what affects students the most on campus.



Cabinet

Center programming around more meaningful events

Ways to Strategize:

- Market events
 - Creating posters, Instagram, Word of Mouth
- Require members to plan events 2 weeks ahead and have marketing tools ready



Discussion

Intercollegiate Athletics



Agenda

- Academic Excellence
- New Program Leaders
- Student Athlete Experience
 - Student-Athlete NIL Opportunities
 - NCAA College Landscape
 - Dedmon Center Improvements
- Competitive Excellence
- Resource Development
- Important Dates & Initiatives

Academic Excellence

Radford leads all Big South Institutions with 85.5% of Student-Athletes on Big South Presidential Honor Roll

For the second time in the last three years, it was Radford who led all Big South institutions with their 85.50% mark of student-athletes who earned the award. The Highlanders were one of just three members that eclipsed 80%. Within the list, 35 Radford student-athletes also earned the Commissioner's Award distinction for a perfect 4.0 GPA led by the women's soccer program which had nine student-athletes earn a 4.0 GPA.



New Program Leaders



CHRIS HERTEL
Head Volleyball Coach



KEVIN FAGAN
Head Softball Coach



Student-Athlete NIL Opportunities

NIL Opportunities at Radford University

1. **Athlete's Thread** – Merchandise that is co-branded with the University that allows ALL of our student-athletes to earn personal royalties and commission on sales.
2. **Highlander Exchange** – Online marketplace that connects local businesses with registered student-athletes to initiate their own business/sponsorship deals.
3. **Tartan Town Collective** – A giving platform that is devoted to driving revenue for our student-athletes



NCAA College Landscape

Update on House v. NCAA Settlement

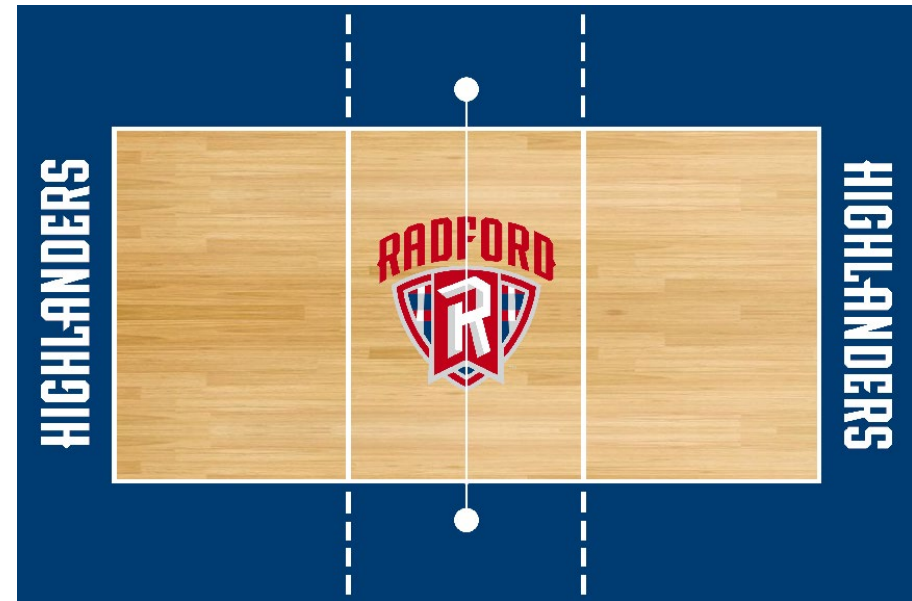
An antitrust lawsuit brought on by three former NCAA Division I student-athletes regarding Name, Image & Likeness.

- Revenue Share
- Scholarship Increases
- Team Roster Caps



Dedmon Center Improvements

1. New Video Boards & Scoreboards
2. Completely New Arena Sound System
3. New LED Color Changing Lights
4. New Volleyball Practice Surface
5. New Basketball Portable Floor



Competitive Excellence - Fall Sports

Women's Soccer – Picked first in the preseason soccer poll

- Eileen Albers – Preseason All-Conference
- Lilly Short – Preseason Midfielder of the Year
- Helena Willson – Preseason Defensive Player of the Year

Women's Cross Country – Picked third in the preseason poll

Men's Cross Country – Picked fourth in the preseason poll



Competitive Excellence

Men's Basketball **Non-Conference Schedule**

10/24 BRIDGEWATER (EXH)
11/4 @ Pittsburgh
11/8 WILLIAM & MARY
11/12 OLD DOMINION
11/16 @ Evansville
11/18 SOUTHERN VIRGINIA
11/21 @ Clemson
11/25-26 vs. Sunshine Slam (Daytona Beach, FL)
12/1 @ Saint Francis
12/5 @ North Carolina Central
12/8 BUCKNELL
12/14 @ Utah
12/17 @ Colorado State
12/20 VIRGINIA – LYNCHBURG
12/22 @ South Carolina

Women's Basketball **Non-Conference Schedule**

10/30 FERRUM (EXH)
11/4 @ Duke
11/7 HAMPTON (Education Day)
11/10 WESTERN CAROLINA
11/13 @ Virginia
11/17 vs. Navy (The Greenbrier)
11/20 @ Norfolk State
11/23 EASTERN KENTUCKY
12/4 @ Loyola (MD)
12/8 @ Clemson
12/13 @ETSU
12/15 @ Virginia Tech
12/20 UVA WISE
12/29 BLUEFIELD UNIVERSITY

Resource Development

Radford Sports Properties Revenue Update (8/23/2024):

- **Overall Revenue:** **\$362,250**
 - Signed Cash \$200,250
 - Signed Trade \$116,000
 - Signed Highlander Club \$46,000

- Overall Percentage to Budget: 76% (\$475,000)
- Cash Revenue Target: 66% (\$325,000)
- Trade Revenue Target: 99% (\$150,000)

Notes:

Signed renewal for VCOM – a new five-year agreement going to 2029

2023-24 Fund Drive Final Numbers (6/30/2024):

	FY24	FY24 GOALS
<i>Total New Gifts & Pledges</i>	\$900,391	\$1,500,000
<i>Athletic Donors</i>	1,236	1,150

Important Dates & Initiatives

- **2024 Homecoming Celebration – October 4-6, 2024**
 - Radford Athletics Hall of Fame – October 4 (Highlander Hotel)
 - Tom Lillard '79 Field Dedication – October 5
- **RAD48 – February 4-6, 2025**
- **Radford Athletics Red & White Gala – April 25, 2025**

Discussion

Minutes



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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

