

# Student Affairs and Athletics Committee

September 2025



Radford  
UNIVERSITY



**Student Affairs and Athletics Committee**

**1:45 p.m.\*\***

**September 11, 2025**

**Kyle Hall, Room 340, 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 5, 2024
- **Student Government Association Report** Mr. Owen Starr, *Student Government Association President*
- **Student Affairs** Dr. Susan Trageser, *Vice President for Student Affairs*
  - Student Affairs Goal Review
- **Intercollegiate Athletics Report** Mr. Robert Lineburg, *Director of Athletics*
  - Student-Athlete Experience
  - VA250 – Celebrating 250 Years of America
  - New Ticket Platform
  - Game Day Experience Enhancements
  - Cobranded Licensed Beer
  - Red Thinking Partnership
  - Competitive Excellence
  - Resource Development
  - Important Dates and Initiatives
- **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*

Mr. Dale Ardizzone

Ms. Callie Dalton

Mr. Anthony Moore

Ms. Dominika Butler (Non-Voting Student Advisory Member)

# Meeting Materials



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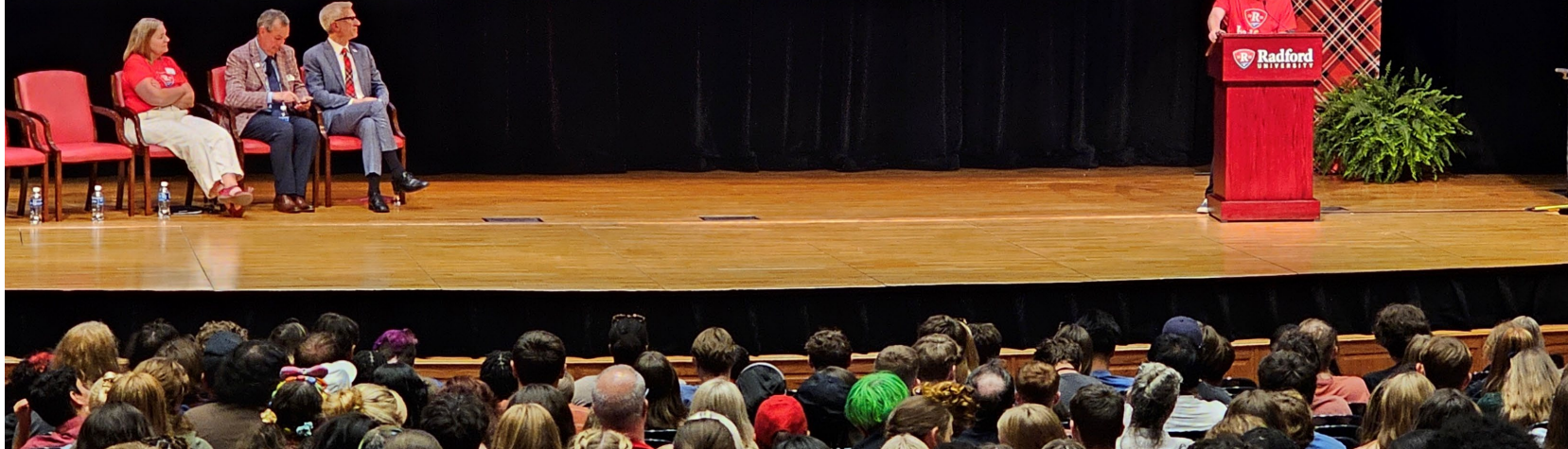
# Student Government Association



September 11, 2025

# SGA President Welcome & Remarks

Mr. Owen Starr  
President, Student Government Association



# Membership

Goal: Fill as many seats as possible for better student representation.

- Student Government Association has strong retention.
- Without seats being filled students are not properly represented.
- If a seat is not filled other members cannot fully focus on their position due to having to also take on vacant positions' duties.

How can we achieve this?

- Prospective members
- Keeping positions open if they are not filled through appointments.
- Work with campus partners



# Senate

Goal: Make students know their voices are heard.

- If students do not know that their concerns are being addressed, they may feel as though they are not being heard

Ways to achieve:

- “You Said, We Did” initiative
- Concerns are being address
- Advertise SGA meetings; all students are welcome to attend
- Engage other clubs and organizations
- Suggestion box/QR codes

# Cabinet

## Goal: Increase Student Engagement

- Create events with clear purposes and more initiatives that help, inform, and engage students.

## Ways to achieve:

- Initiatives to increase campus spirit
- Connecting students with resources and teaching them how to use them
- Social media campaigns, in person and bulletin board flyers and tabling





# Discussion

# Student Affairs



Board of Visitors

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# Process Mapping

Identify  
processes  
that are in  
need of  
improvement

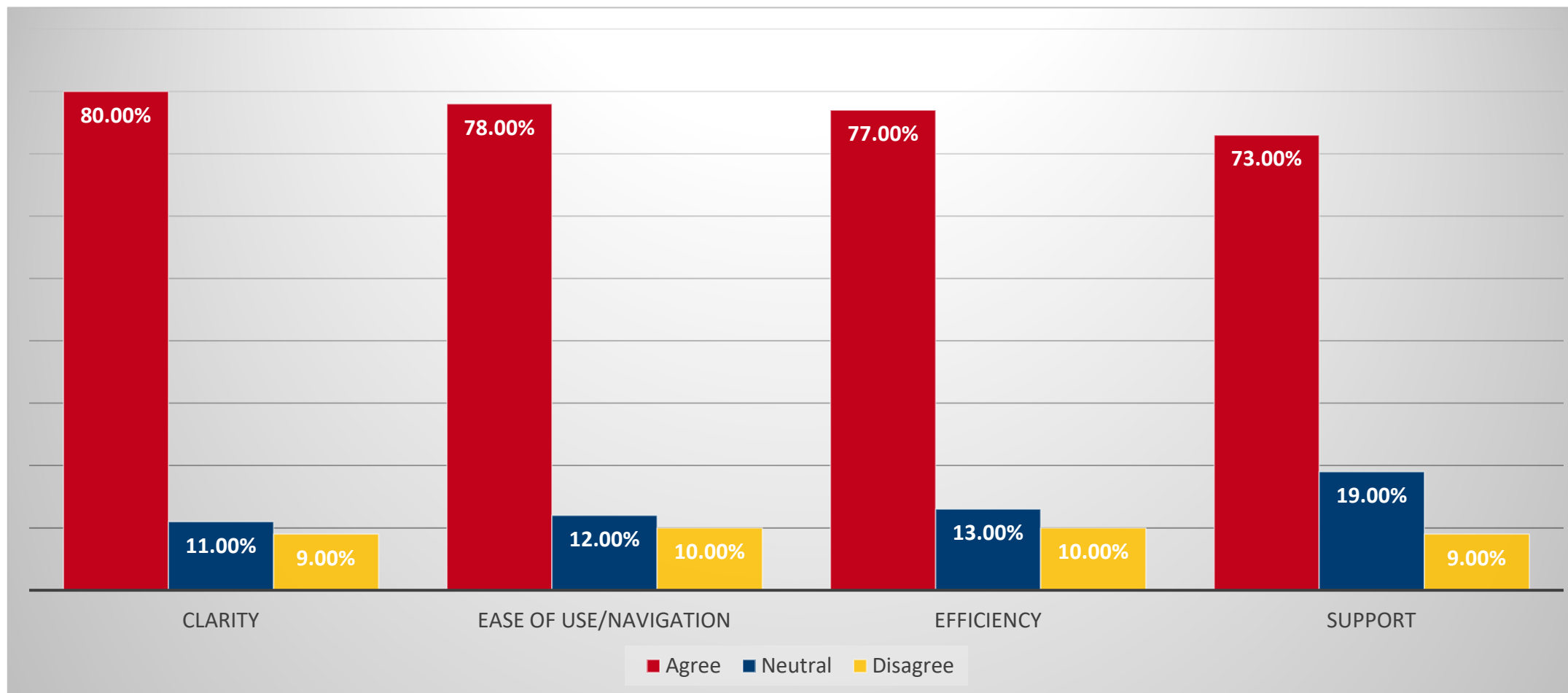
Outline  
current  
process and  
develop  
improved  
process

Complete 10  
updated  
process maps  
a year

Establish  
baseline

Measure  
effectiveness  
of changes

# Process Map Survey Results



# Professional Development Initiative

Enhance retention through staff professional development

Improve quality of professional development opportunities

Improve quality of service provided to students



Past two years have offered a variety of professional development opportunities

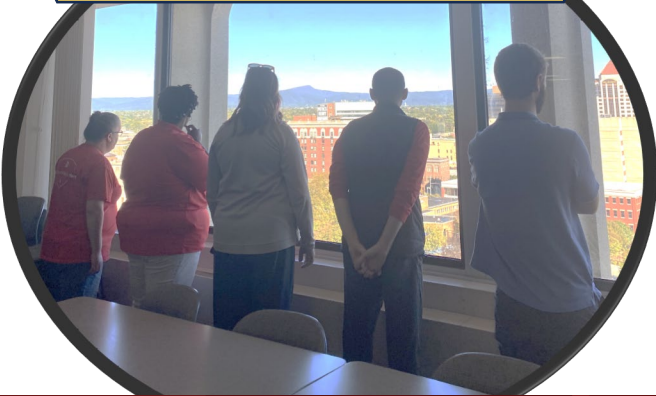
Provided a mix of educational, social, and wellbeing opportunities past summer





# Professional Development Initiative

*"I appreciate the opportunity to connect with others within the division that I don't typically see on a day-to-day basis. The inclusion of some social elements shows an appreciation for the whole individual, not just the employee, and strengthens connections."*



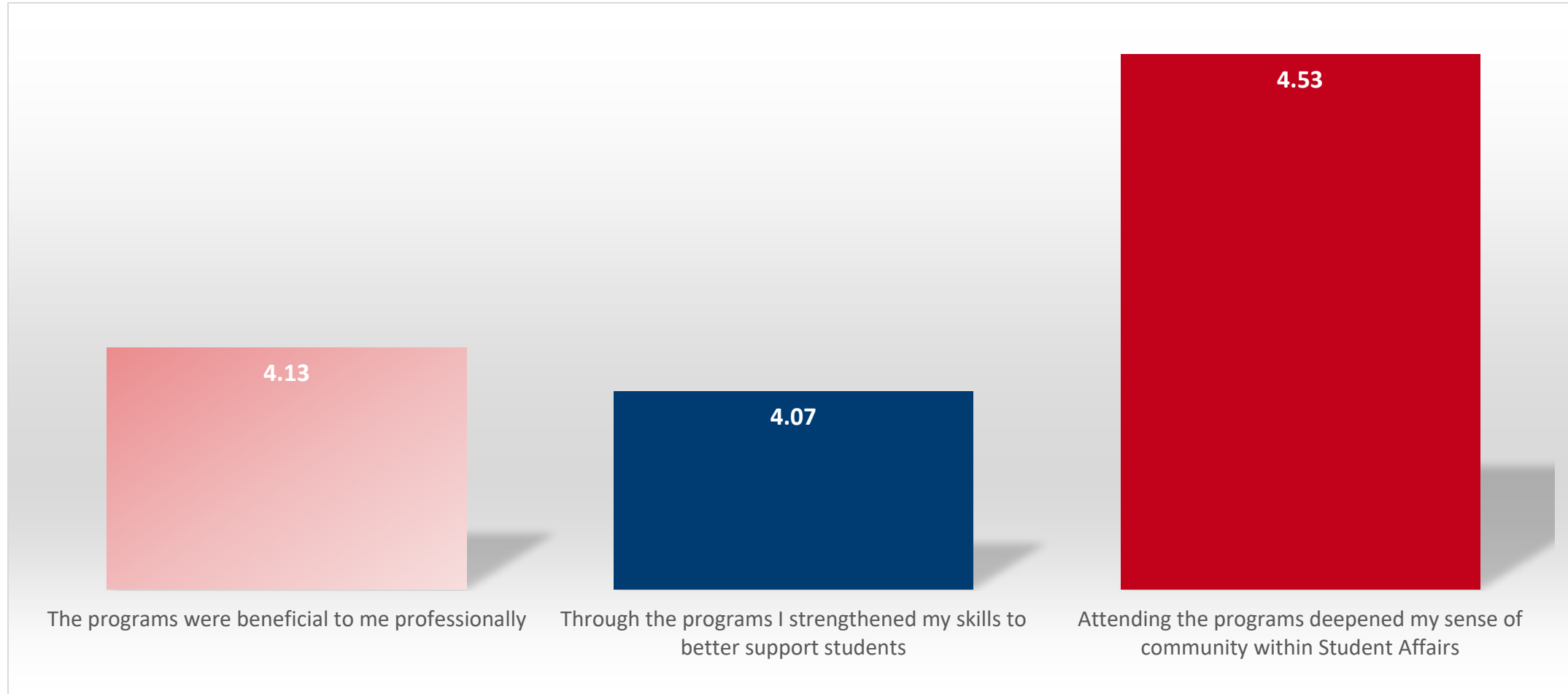
*"I loved the variety of programs and the opportunity to try different things."*



*"The ones I attended were informal and allowed me as a new employee to better get to know the people outside ...[dept]. Lots of new ideas!"*



# Professional Development Feedback



Team Summary Team Grid Powerful Partnerships Team Members

## Team Summary

Explore the team's strongest themes and domains.

EXPORT REPORT

☐ Include Team Owner(s)

### Domain Rank

The team leads with **Relationship Building** themes.

22%

Executing

11%

Influencing

43%

Relationship Building

24%

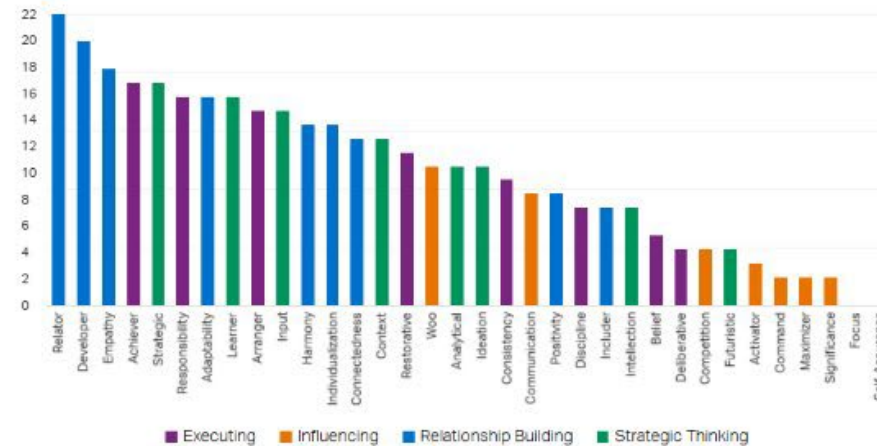
Strategic Thinking

### Theme Frequency

BAR CHART

SPARK GRAPH

DOMAIN TABLE



### Top Five Domain Representation



50/65

members have **EXECUTING** themes in their top five.



20/65

members have **INFLUENCING** themes in their top five.



57/65

members have **RELATIONSHIP BUILDING** themes in their top five.



49/65

members have **STRATEGIC THINKING** themes in their top five.

# Student Employment Initiative

12:29

**Radford UNIVERSITY**

This self-evaluation is designed to help you grow as a professional. Your responses are confidential. Your professor or supervisor will see your responses individually. Your information will be viewed in group form by the Career team to help us understand and support student growth.

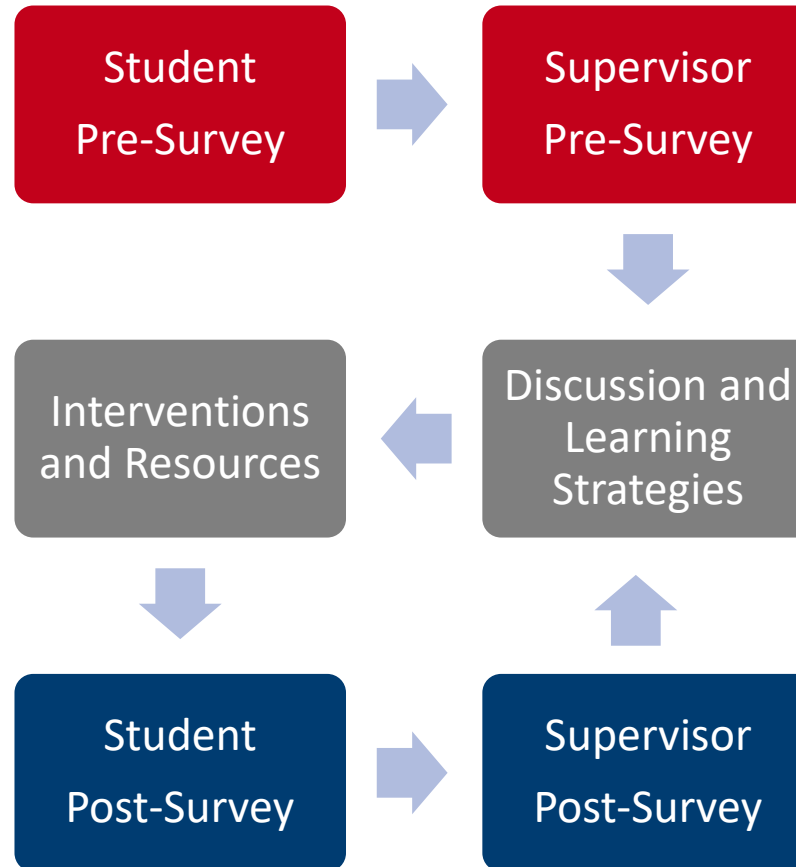
Please provide your first and last name:

First name:

Last name:

Email (name@radford.edu)

If there is a supervisor or professor that



12:29

**Radford UNIVERSITY**

Thank you for your participation in this survey it should take less than 10 minutes to complete. The results will be used measure your student's development of Career Readiness Competencies (as defined by NACE), we are collecting names so that we can code your responses to look at individual changes in answers over time and to match with evaluations by your supervisor in employment or research. This survey was created by Cora Burt and Joe Wirgau, Director of the Office of Undergraduate Research (OURS; jwirgau@radford.edu).

Please provide your name:

First Name

Last Name

### Students In Room

Freshmen	1,219
Transfer	186
Returners	1,173
Graduate	17
Readmit	9
Total	2,604

147 Highlander  
Haulers

## Move-In

18 faculty and staff  
volunteers

96 resident  
assistants





# 2025 Radford Community Fest



# Discussion

# Intercollegiate Athletics



Board of Visitors

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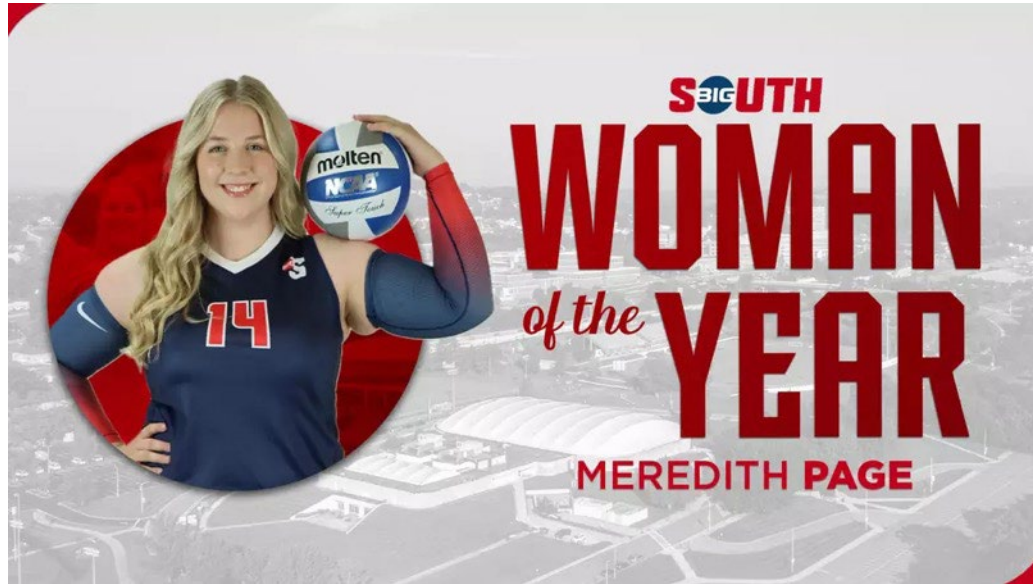


# Agenda

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- Student-Athlete Experience
- VA250 - Celebrating 250 Years of America
- New Ticket Platform
- Game Day Experience Enhancements
- Cobranded Licensed Beer
- Red Thinking Partnership
- Competitive Excellence
- Resource Development
- Important Dates & Initiatives

# Student-Athlete Experience



## Meredith Page Earns Big South Woman of the Year Award

- Meredith Page, who graduated with a 3.96 GPA in Business Administration and a minor in Leadership, was the Chair of the Big South SAAC as well as the league's National representative. While at Radford, she was a Beta Gamma Sigma Honor Society member as well as the National Society of Leadership and Success, served on numerous NCAA Division I Committees, and was a panelist/public speaker for the Knight Commission on Intercollegiate Athletics, Sports Business Journal Forum, NCAA Student Athlete Leadership Forum and NACDA Convention.
- Throughout her four-year career as a Highlander, Page has used her voice to lead and uplift others. Balancing rigorous academics with national leadership, Page helped build a more focused, transparent and student-centered future in college athletics.
- While at Radford, Page served on the NCAA Division I Council, the Council Coordination Committee, the NCAA Decision-Making Working Group, and was appointed to the NCAA Decision-Making Working Group Transition Committee. In 2024, Page also testified before Congress as a Highlander on behalf of student-athletes across the country.





# Celebrating 250 Years of America

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## Virginia American Revolution 250 Commission (VA250)

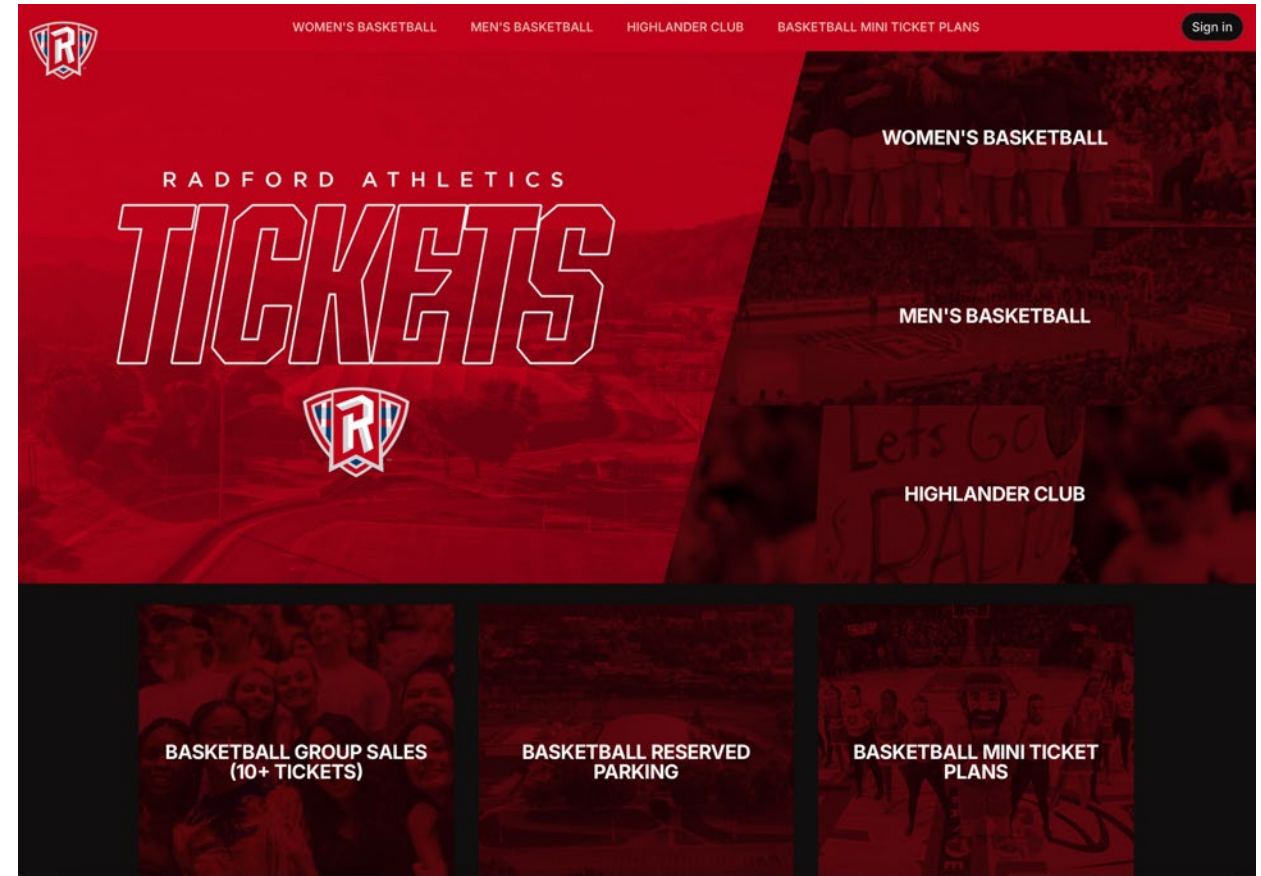
- The Virginia American Revolution 250 Commission (VA250) was established by the General Assembly in 2020 to commemorate Virginia's leadership role in the 250<sup>th</sup> Anniversary of American independence.
- During the 2025-26 athletic season, all teams will wear a commemorate VA250 patch on their home and away uniforms.



# New Ticket Platform

## New look for Radford Athletic Tickets

- Partnered with vivenu for a new online ticket platform for men's and women's basketball tickets.
- All digital option so fans can save season tickets and individual game tickets to their Apple/Google digital wallet on their phones.
- Parking for Highlander Club members on game day is now digital. No more hang tags



# Game Day Experience Enhancements

## Dedmon Center Concessions

- Additional food items being added to the menu
- Alcohol sales in the arena

## Digital Game Tickets & Parking

- No more printed tickets. All tickets and parking passes are saved to their digital wallet on the phone.
- Easy ticket transfer to family and friends.



CONCEPTUAL IDEAS FOR ALCOHOL SALES



# Cobranded Licensed Beer

**UNC CHARLOTTE**  
CABARRUS BREWING COMPANY



**VIRGINIA TECH**  
HARDYWOOD PARK CRAFT BREWERY



**PURDUE UNIVERSITY**  
PEOPLE'S BREWING COMPANY



**JAMES MADISON UNIVERSITY**  
BROTHERS CRAFT BREWING CO.



**UNIVERSITY OF CONNECTICUT**  
TWO ROADS BREWING / KINSMEN BREWING



**DAVIDSON COLLEGE**  
NODA BREWING COMPANY



# Red Thinking Partnership



## RADFORD UNIVERSITY ATHLETICS + BASKETBALL | APPROACH

### Goals + Tactics

It's crucial that we differentiate between the goals and tactics for the Radford Athletics (@radfordathletics) and the Radford Basketball (@radfordhoops + @radford\_wbb) pages. Below outlines the general approach we'll take for how each should be treated.

### Radford Athletics

- **Goals:**
  - Be the go-to source for *all* Radford sports news and events
  - Build a broad, passionate fan community across *all* sports
  - Foster pride, school spirit, and alumni connections
  - Highlight student-athlete successes, on and off the field
  - Attract future Highlanders with recruiting content
- **Tactics:**
  - Share game schedules, scores, and highlights from every team through collaboration
  - Celebrate big wins, academic honors, and community impact
  - Promote cross-team events like theme nights and fan experiences
  - Feature alumni stories, local partnerships, and university initiatives
  - Engage fans with polls, contests, and shoutouts
  - Showcase fans at a variety of events
  - Keep content consistent and true to Highlander pride

### Radford Basketball

- **Goals:**
  - Build excitement around men's and women's basketball
  - Make games feel like can't-miss events that drive attendance
  - Attract and engage recruits with behind-the-scenes access
  - Showcase coaches, team culture, and Highlander values
  - Humanize players through real stories and personal connections
  - Highlight fans and game day experiences to build community
  - House viral clips, key plays, and big wins to boost visibility
  - Boost investment, sponsorship by demonstrating impact and value
- **Tactics:**
  - Share hype content: game promos, highlight reels, and key moments
  - Spotlight coaches with quotes, interviews, and behind-the-scenes
  - Post player spotlights, personal stories, and community involvement
  - Feature fan highlights, contests, and game day atmosphere content
  - Drive attendance with countdowns, invites, and live coverage
  - Showcase donor and sponsor stories with impact updates
  - Reshare viral clips, game-winning plays, and player milestones

### GAME DAY ENERGY + FUELING HIGHLANDER PRIDE



#### Men's Basketball

##### Caption:

Back on Campus. Back in the Lab 🏋️‍♂️  
New era rising 📈  
#RadfordHoops #RiseAndDefend



#### Radford Athletics

##### Caption:

College Colors Day is **THIS FRIDAY!!**  
Break out your Radford **RED** for class, the gym, and the Fall Club Fair on Muffett Lawn from 2-5 PM.  
Show up, show out, and let's kick off the year with Highlander pride.  
Need new gear? Check out our exclusive vintage collection from Homefield, available now:  
<https://bit.ly/4K8l9pt>  
#RiseAndDefend

### Game Info Graphic



### Final Score Graphic





# Competitive Excellence

## Women's Soccer

- Preseason picked 3<sup>rd</sup> overall
- Lilly Short – Preseason Big South Midfielder of the Year

## Men's & Women's Cross Country

- Men's preseason picked 4<sup>th</sup> overall
- Women's preseason picked 3<sup>rd</sup> overall

## Volleyball

- Preseason picked 5<sup>th</sup> overall
- Lilly Short – Preseason Big South Midfielder of the Year

## Men's Soccer

- Preseason picked 8<sup>th</sup> overall



# Competitive Excellence

## Men's Basketball Non-Conference Schedule

- **Oct 29 – vs. Bridgewater (EXH)**
- **Nov 3 – vs. Western Illinois**
- **Nov 7 – vs. West Virginia Wesleyan**
- Nov 11 – at North Carolina
- Nov 15-16 – at Greenbrier Tournament
- Nov 18 – at South Carolina
- **Nov 21 – vs UNC Wilmington**
- Nov 24 – at SMU
- **Nov 29 – vs. Notre Dame of Maryland**
- **Dec 3 – vs. Southern Miss**
- **Dec 7 – vs. St. Francis**
- **Dec 14 – vs. Coppin State**
- Dec 18 – at William & Mary
- **Dec 21 – vs. VMI**
- **Dec 28 – vs. Shenandoah**

## Women's Basketball Non-Conference Schedule

- **Oct 28 – vs. Lynchburg (EXH)**
- Nov 3 – at Wake Forest
- Nov 6 – at Georgia Tech
- **Nov 8 – vs. Emory & Henry**
- **Nov 11 – vs. Loyola (MD) – Education Day**
- Nov 16 – at Virginia
- **Nov 19 – vs. Furman**
- **Nov 22 – vs. Niagara**
- Nov 26-29 – at Cleveland State Invitational
- **Dec 4 – vs. Navy**
- **Dec 13 – vs. Ohio**
- **Dec 15 – vs. Concord**
- Dec 18 – at Hampton
- Dec 21 – at Virginia Tech

# Resource Development

## Radford Sports Properties Revenue Update (8/19/2025):

▪ Overall Revenue:	<b>\$420,400</b>
▪ Signed Cash	\$251,700
▪ Signed Trade	\$117,000
▪ Signed Highlander Club	\$52,400

Notes: Brand new partners in FY26 include: Harvey’s Chevrolet, CMG Leasing, Signarama, and Long & Foster Realtor

## Final 2024-25 Fund Drive Final Numbers (6/30/25):

	FY25 (7/1/24 – 6/30/25)	FY25 GOALS	Previous Year (7/1/23 – 6/30/24)
Total New Gifts & Pledges	<b>\$2,400,380</b>	\$1,200,000	\$900,391
Athletic Donors	<b>1,518</b>	1,000	1,236

## FY26 Fund Drive (as of July 31, 2025):

	FY26 (7/1/25 – 7/31/25)
Total New Gifts & Pledges	<b>\$1,017,348</b>
Athletic Donors	<b>46</b>

Notes:  
Out of the total \$2.4 million, \$522,234 are unrestricted funds



# Important Dates & Initiatives

## Homecoming Weekend

- Radford Athletics Hall of Fame
  - Friday, October 10
  - Mike Jones – Men's Basketball
  - Javonte Green – Men's Basketball
  - Yvette "Pebbles" Smith – Women's Basketball
  - Rachel Wiechecki – Volleyball
  - Vincent Wyatt – Men's Track & Field
- Baseball 2015 Championship Team – 10 Year Anniversary Celebration
  - Saturday, October 11

## Preseason Basketball Tipoff Event

- Fall 2025

## RAD48 – 48 hour of giving

- February 3-5, 2026



# Discussion

# Minutes



Radford  
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Student Affairs and Athletics Committee  
3:30 p.m.  
June 5, 2025  
Kyle Hall, Room 340, Radford, VA

**DRAFT**  
**Minutes**

**Committee Members Present:**

Mr. David 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)

**Board Members Present**

Mr. Marquett Smith, Rector  
Mr. Tyler W. Lester, Vice Rector  
Mr. Dale S. Ardizzone  
Ms. Betsy D. Beamer  
Ms. Joann Craig  
Dr. Betty Jo Foster  
Ms. Jennifer Wishon Gilbert  
Ms. Lisa Pompa  
Mr. Jonathan Sweet  
Dr. Matthew Close (Faculty Representative)

**Others Present**

Dr. Dannette Gomez-Beane, Vice President for Enrollment Management and Strategic Communications  
Dr. Rob Hoover, Vice President for Finance and Administration and CFO  
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 Advancement and Alumni Relations  
Ms. Lisa Ghidotti, Executive Director of Government Relations  
Ms. Karen Casteel, Secretary to the Board of Visitors and Special Assistant to the President

Ms. Susan Richardson, University Counsel  
Mr. Robert Lineburg, Director of Athletics  
Mr. Bruce Hayden, Associate Vice President Student Affairs/Dean of Students  
Ms. Tricia Smith, Associate Vice President for Student Life  
Ms. Nancy Loosle, Associate Vice President for Campus Life RUC  
Mr. D.J. Preston, Director, Student Recreation and Wellness

### **Call to Order**

Mr. David Smith, Chair, formally called the meeting to order at 3:24 p.m. in Kyle Hall Room 340. Mr. Smith welcomed everyone to the Student Affairs and Athletics Committee.

### **Approval of Agenda**

Mr. David Smith asked for a motion to approve the March 20, 2025 meeting agenda, as published. Mr. George Mendiola so moved, Mr. James C. Turk seconded, and the motion carried unanimously.

### **Approval of Minutes**

Mr. Smith asked for a motion to approve the minutes of the March 20, 2025 Student Affairs and Athletics Committee meeting, as published. James C. Turk so moved, Mr. George Mendiola seconded, and the motion carried unanimously.

### **Student Government Association Report**

Unfortunately, Jada Freeman, SGA President, was unable to attend the Board of Visitors meeting today. Dr. Susan Trageser provided a brief update on Jada's impactful work advancing foundation goals and legislation. Her efforts have laid a strong foundation that will propel SGA toward achieving great things for the student body in the future. Jada will continue her journey at Radford University as she pursues her master's degree and supports the transition by helping onboard the new SGA President, Owen Starr. Other elected officials for 2025/2026 academic year include Vice President, Rylee Meadows; Chief Activities Officer, Nya Roberts; and Chief Financial Officer, Corohn Gregg.

### **Student Affairs**

Dr. Susan Trageser, Vice President for Student Affairs, reported the Division is on track and continuing to make progress on four (4) goals in the University's two-year plan. These include utilizing Selu as a space for well-being; providing space and programs for students to de-stress, reset and re-center; documenting engagement in programs and events; and improving the quality of service provided to students. One way the Division promotes engagement and well-being is the Residential Engagement Model, which provided support to students in "finding their place." The Club Programming Committee also provided students with funding (\$60,000 per year) allowing students clubs to apply for monies to support club travel, conference participation and campus programming. Selu Conservancy continues to serve as a location for distinctive experiences and programs that support the well-being of students, faculty, staff and families. The first "Stress Less at Selu" was held in March, offering a wide range activities through out the day.

The Highlander Pantry continues to support the well-being of community members with increased usage. The Hunger Free Campus Food Pantry Grant bill passed in the most recent legislative session and is expected to provide grant funding that will further support and help the offerings of the Pantry.

The Compass Program is an initiative supported by a \$1.19 million grant awarded by SCHEV, spanning four (4) years. The program and its staff are “dedicated to supporting the retention and graduation of Pell Eligible undergraduates at Radford University” and “serves as a one-stop advocate to navigate university systems from application to graduation.”

Lastly, Dr. Trageser announced that Radford University has officially been named 2025’s Top Adventure College by the Blue Ridge Outdoors Magazine!

### **Intercollegiate Athletics Report**

Robert Lineburg, Director of Athletics, reported that this was the second semester that all 16 varsity programs earned a team GPA of at least 3.0 or higher! Fall semester was highlighted by an overall department GPA of 3.50 and 82% of all student-athletes earning 3.0 GPA or higher. 67% of all student-athletes earned a 3.4 GPA or higher and there are 61 student-athletes with a perfect 4.0 GPA.

After 18 months of planning, Athletics is finalizing the strategic plan for the next five (5) years with priorities focusing on four (4) key areas: Student-Athlete Experience, Competitive Excellence, Resource Development and Community Engagement.

Mr. Lineburg reported on competitive excellence by highlighting Women’s Golf winning the Big South Championships (First Ever) and advancing to the NCAA Tournament in Charlottesville, VA. Under first year head coach, Kevin Fagan, the softball program won the regular-season title and advanced to the semi-finals of the Big South Tournament. This also included several individual highlights from the softball program. Athletics shared the dynamic coaching staff for our Men’s basketball, that first year head coach, Zach Chu, was able to assemble. The new staff bring a wide range of experience from the NBA, high level Division I, International and JUCO ranks.

Lastly, Mr. Lineburg, provided an update on all external revenue streams including sponsorship revenue of \$408,750 and \$2,368,227 so far in the FY25 Fund Drive with over 1,400 donors.

### **Adjournment**

With no other business to come before the committee, Mr. Smith adjourned the meeting at 4:10pm.

Respectfully submitted,

Stephanie Galyean Goff  
Executive Assistant to the  
Vice President for Student Affairs

## End of Board of Visitors Materials

