

Student Affairs and Athletics Committee

March 2023

RADFORD UNIVERSITY

Board of Visitors

RADFORD UNIVERSITY

Board of Visitors

STUDENT AFFAIRS AND ATHLETICS COMMITTEE

2:30 P.M. **

MARCH 23, 2023

KYLE HALL, ROOM 340, RADFORD, VA

DRAFT **AGENDA**

- **CALL TO ORDER** Mr. David A. Smith, *Chair*
- **APPROVAL OF AGENDA** Mr. David A. Smith, *Chair*
- **STUDENT GOVERNMENT ASSOCIATION** Ms. Justine McLaughlin, *Student Government Association President*
- **SCHEV UPDATE** Ms. C'erra Rhodes and Ms. Brianna Bray, *Student Representatives to SCHEV*
- **STUDENT AFFAIRS UPDATE** Dr. Susan Trageser, *Vice President for Student Affairs*
 - 2022-2023 Goals Progress
- **INTERCOLLEGIATE ATHLETICS UPDATE** Mr. Robert G. Lineburg, *Director of Athletics*
 - 2022-23 Goals Progress
 - Academic Success
 - Student-Athlete Experience
 - Competitive Excellence
 - Transformation Committee/Congressional Subcommittee on Athletics
 - Resource Development
 - Important Dates and Initiatives
- **OTHER BUSINESS** Mr. David A. Smith, *Chair*
- **ADJOURNMENT**

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

COMMITTEE MEMBERS

Mr. David Smith, Chair

Ms. Georgia Anne Snyder-Falkinham, Vice Chair

Mr. James Turk

Ms. Lisa Throckmorton

Mr. George Mendiola

Ms. Michaela Baker (Non-Voting Student Advisory Member)

March 2023 Meeting Materials

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Student Government Association Report

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Advocacy Day 2023



Unity Fest

- Celebrating togetherness and community
 - April 22 from Noon - 3:00 p.m.
- SGA Unity Fest Committee shoutout:
 - Michaela Baker, Lora Ellen Starr, Shyheim Woods, Emily Woods, Sydney Hopkins, Noah Bieker, Fernando Escobar-Medina, Nicole Hankins and I'yonah Cartwright

#MyRadfordStory

Highlighting student stories and experiences

Happening at Unity Fest!



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Events Spotlight

SGA Valentine's Day Outreach Event

Harlem Renaissance with SGA

St. Patrick's Day

Volunteering with the Women's Resource Center



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Questions?

SCHEV Student Representatives

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Brianna Bray

Background

- Roanoke, VA
- Biology Major
- Executive Member of Delta Zeta Sorority
- Panhellenic Council President

C'erra Rhodes

Background

- Charlottesville, VA
- Psychology Major, Forensic Science and Education minor
- Assistant Director of Programming
- Resident Assistant, Highlander guide, and Student Production

Overview

Meetings

- One in-person conference in Richmond, VA
- Three virtual sessions

Subcommittees and Trending Issues

- Mental Health
- Sexual Assault and Harassment
- Diversity, Equity and Inclusion



Mental Health

Opportunities for equal, timely and more accessible care are not consistent throughout campuses.

Sexual Assault and Sexual Harassment

Students throughout Virginia are apprehensive to report cases of sexual assault or sexual harassment due to stigmas.

Diversity, Equity and Inclusion

Lack of resources and staffing not allowing for diversity efforts to be shown throughout campus.

Questions?

Student Affairs

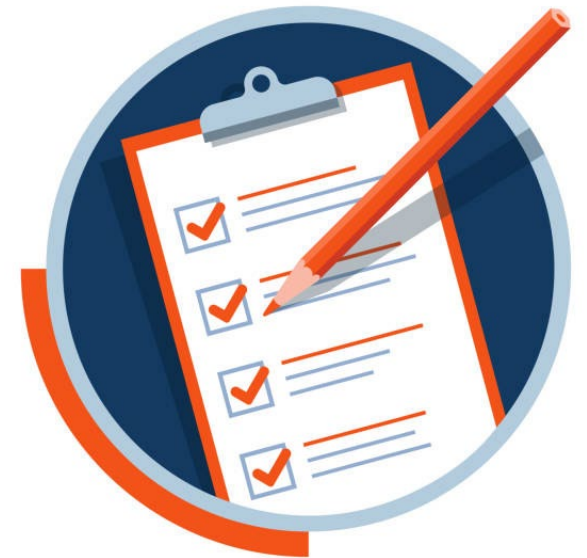
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Areas of Focus

- Assessment and Process Improvement
- Student Employment Experience and Success Plan
- Professional Development

Process Mapping Examples

- New Client Paperwork (SAVES)
- Event and Speaker Contracting (Student Life, SAVES, FSL, CDI)
- Psychiatric Referrals to Student Health (Student Counseling Services)
- Standards of Excellence (Fraternity and Sorority Life)
- Housing Accommodations for Returning Students (CAS, HRL)
- Event Approval in RUInvolved (Student Involvement)
- Laptop Loaner Program Application (Center for Diversity and Inclusion)
- New Military-Affiliated Student Enrollment (Military Resource Center)



Student Affairs Goal

1. Undergraduate student employees will have a higher University retention rate than the campus average.
2. Undergraduate student employees will have a higher semesterly GPA than the all-undergraduate semesterly average.
3. Undergraduate student employees will articulate skill development as outlined by the NACE competencies.

Career Readiness Competencies



Career Readiness Competencies



95.6%

Employers citing Communication as most important competency

46.9%

Employers who rate students as very/extremely proficient in Communication.

79.7%

Students who rate themselves as very/extremely proficient in Communication.

The Numbers

supervisors

↑ Equity & Inclusion

↓ Technology

199

student employees



Initiative and Program Updates

Student Affairs and Athletics Committee

Military Resource Center (MRC)

MILITARY MAKEOVER
OPERATION CAREER

<https://vimeo.com/797011667/225998376f>



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SELU

- Higher Ground



Fraternity and Sorority Life



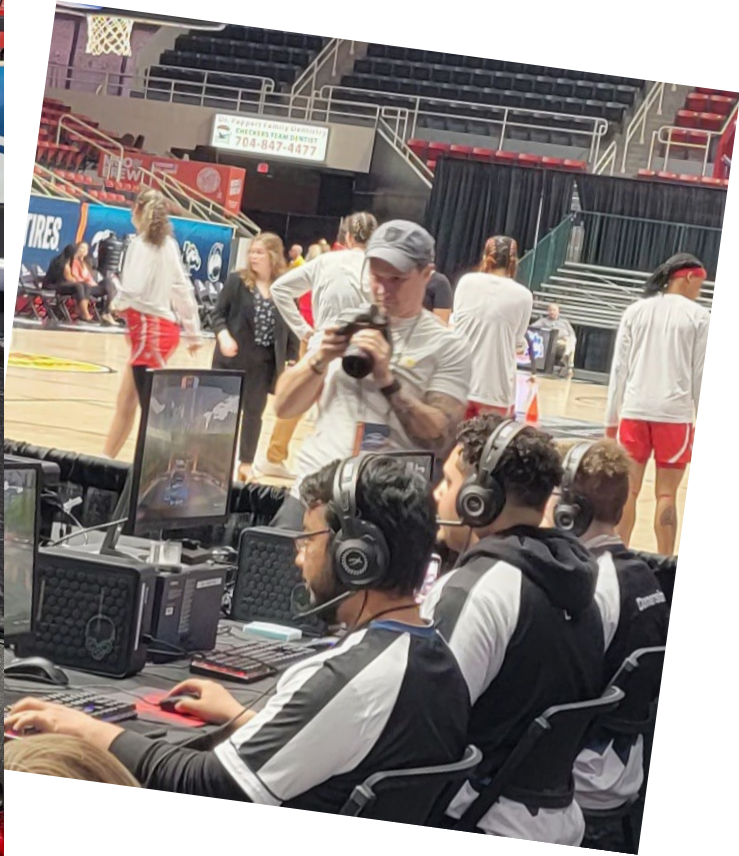
Promoting Scholarship

Officer Training



Community Service

Student Engagement





Questions?

Preparing Students for Lives of Meaning and Purpose

Intercollegiate Athletics

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Agenda

- Academic Success
- Student-Athlete Experience
- Competitive Excellence
- Transformation Committee/Congressional Subcommittee
- Resource Development
- Important Dates & Initiatives

Academic Success

Fall 2022 Academic Success

- Overall department term GPA was a 3.38
- 78% of our student-athletes received a 3.0 GPA or better
- 60% of our student-athletes received a 3.4 GPA or better (Dean's List)
- 66 student-athletes received a perfect 4.0 GPA
- 15 out of our 16 athletic programs received a 3.0 GPA or higher
- Women's Tennis has the highest overall team GPA of 3.84
- Men's Cross Country had the highest team GPA on the men's side with a 3.61

Academic Success

GOAL UPDATE:

Attract, recruit, and retain Student-Athletes who are prepared to succeed academically and graduate

- Ensure 16/16 athletic programs achieve a team GPA of 3.0 or greater
 - ✓ (ON-GOING) Fall of 2022 we had 15/16 athletic programs with a GPA of 3.0 or better
- Obtain an overall cumulative GPA of 3.3 or greater for the department
 - ✓ (ON-GOING) Fall of 2022 we had an overall department GPA of a 3.38
- Academic Progress Rate (APR) is equal to or greater than 985
 - ✓ (ON-GOING) 2021-22 APR was 981. 2022-23 APR will come out this summer.
- Graduation Success Rate (GSR) is equal to or greater than 90 percent
 - ✓ (ON-GOING) 2021-22 GSR was 93%. 2022-23 GSR will come out this summer.

Student-Athlete Experience

Challenges facing Athletic Training

- The demand for athletic trainers outweighs the supply
- New NCAA Transformation Committee language to increase support in this area

Athletic Facilities Feasibility Study

- Partnered with Synergy Sports, LLC from Charlotte, NC
- Develop a comprehensive feasibility study, market assessment, and competitive analysis for Cupp Stadium (Track/Soccer), Softball Stadium and the Dedmon Center

Student-Athlete Experience

GOAL UPDATE:

Create a robust and sustainable mental wellness model for our student-athletes and staff

- Offer a Mental Wellness Program (“Taking Care of Yourself and Others”) for our staff annually
 - ✓ (COMPLETED) Completed in early Fall 2022 with approximately 75% staff participation. The remaining staff participated in a “Recognize and Refer” program with the Counselling and SAVES department.
- Have 90% of our student-athletes participate in the SAVES Department’s “Healthy Highlanders” program
 - ✓ (COMPLETED) All of our student-athletes participated in this program that was split into three different sections in the Fall and Winter.
- Have coaches allow 1-2 mental wellness days for any student-athlete, whenever requested, without questions
 - ✓ (COMPLETED) This was added to our internal team policies manual for Sports Medicine.

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Student-Athlete Experience

GOAL UPDATE CONTINUED:

Create a robust and sustainable mental wellness model for our student-athletes and staff

- Collaborate with the Counselor Education Department to lead a once per week “Healthy Minds” Mindfulness and Mental Wellness support group
 - ✓ (ON-GOING) Started this Fall with meetings taking place every week during the semester. During the Spring semester we have 10/hrs a week with in-house counselors in the Dedmon Center.
- Work with the NRVCS to provide three or four QPR Suicide Prevention Training Courses, as well as, a Mental Health First Aid Course that a minimum of 25% of our staff would participate in.
 - ✓ (ON-GOING) This started this Fall and meetings have taken place every week so far. We will continue throughout the academic year each week.

Competitive Excellence

Women's Indoor Track & Field

- Placed 4th at the Big South Indoor Championships
- Had four podium finishes:
 - Chloe Wellings – 5000m, 3000m
 - Sophie Magson – Mile
 - Kate McLearn, Julia Burkley, MacKenzie Gardner, and MegAnne Gilmore - 4000m Distance Medley Relay

Men's Basketball

- Overall record 21-15 (12-6 conference) - Finished the regular season tied for second place
- #3 seed entering the Big South Championship / lost to #7 Campbell in the Semifinals
- Received a bid to the College Basketball Invitational (CBI) as a #10 seed out of 16 teams
- Advanced to the CBI semifinals against Charlotte. First Radford team in program history with multiple postseason tournament wins/games in a single season
- Most times appearing on ESPN in a single season and ties our record for most times on national TV in a single season (6 games).
- DaQuan Smith – Big South Second-Team All-Conference
- Bryan Antoine – Big South Honorable Mention All-Conference
- Kenyon Giles – Big South All-Freshman Team

Women's Basketball

- Overall record 14-17 (9-9 conference) - Finished the regular season in fourth place
- #4 seed entering the Big South Championship / lost to #1 Gardner-Webb in the Semifinals
- Ashlyn Traylor – Big South Freshman of the Year, Second-Team All-Conference, All-Freshman Team

Competitive Excellence

GOAL UPDATE:

Compete at the highest level in the Big South Conference, Regionally, and Nationally

- Finish in the Top 3 in Final Big South Sasser Cup Standings
 - ✓ (ON-GOING) Halfway through the academic year and Radford sits 3rd overall in the standings. (12/1/22)
- Minimum of three programs to win Big South Regular Season Championship
 - ✓ (ON-GOING) Currently we do not have any regular-season championships
- Minimum of three programs to win Big South Tournament Championship
 - ✓ (ON-GOING) Women's Soccer has secured our only Big South Tournament Championship so far this academic year.
- Minimum of three programs to participate in the NCAA Tournament
 - ✓ (ON-GOING) Women's Soccer has secured our only trip to the NCAA Tournament so far this academic year.

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Transformation/Congressional Subcommittee

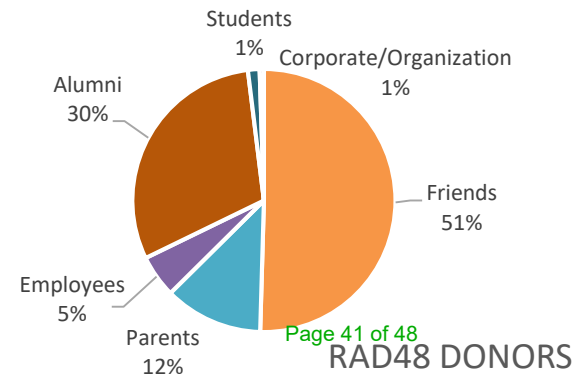
1. NCAA Transformation Committee Update
2. Congressional Subcommittee on Athletics

Resource Development

2022-23 Fund Drive Update (2/28/23):

	FY23	FY23 GOALS
<i>Total New Gifts & Pledges</i>	\$1,040,730	\$1,000,000
<i>Unrestricted</i>	\$338,104	\$300,000
<i>Athletic Donors</i>	1,025	1,000

RADFORD UNIVERSITY ATHLETICS – RAD48 GIVING DAY	
<i>RAD48 Total Gifts</i>	\$187,617
<i>Average Gift Size</i>	\$249.93
<i>Number of Gifts</i>	886
<i>Number of Donors</i>	767



Resource Development

GOAL UPDATE:

Increase contributions and donors to Radford Athletics through the Highlander Club

- Raise \$1-million dollars in cash and pledges
 - ✓ (COMPLETED) Have already secured over \$1 million with four months left in this giving year.
- Increase Highlander Club membership to over 1,000
 - ✓ (COMPLETED) Currently at 1,025 donors to the Highlander Club

Resource Development

Radford Sports Properties Revenue Update (2/22/23):

- Overall Revenue: \$343,650 (\$215,000 cash / \$107,150 trade)
- Overall Percentage to Budget: 108% (\$315,000)
- Cash Revenue Target: 100% (\$215,000)
- Trade Revenue Target: 108% (\$100,000)

2022-23 Items of Note:

- *10% increase in total revenue from the previous year*
- *Key new partners in 2022-23:*
 - *Shentel – 3yr deal worth \$24,000*
 - *Highlander Hotel – 4yr deal worth \$65,000*
- *2023-24 total revenue already at \$280,000 with multi-year agreement rollovers*

Resource Development

Highlander Club Courtside Lounge

- 162 Members
- \$46,500 in revenue to the Highlander Club Unrestricted Fund
- Over \$13,000 in cost-savings due to the "Taste of the NRV" Sponsorship
- Averaged 90 donors for each game which is a 180% increase from the previous year



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Resource Development

GOAL UPDATE:

Increase all external revenue streams in support of Radford Athletics

- Develop a sponsorship plan that outlines new inventory opportunities to grow revenue through our corporate partnership program by 5% in FY23
 - ✓ **(COMPLETED) Have increased our corporate partnerships by 10% from the previous year**
- Grow basketballs season ticket holders by 5% during the 2022-23 season
 - ✓ **(DID NOT MEET) Season ticket holders remained flat for the 2022-23 season with no increase.**
- Increase overall basketball ticket revenue by 10% in FY23
 - ✓ **(COMPLETED) Ticket revenue for men's and women's basketball has increase by 10.5%**
- Increase licensing royalties by 12% in FY23
 - ✓ **(ON-GOING) At a 2% increase through two quarters (July-December)**

Important Dates and Initiatives

1. Red & White Gala Presented by English Meadows

- Friday, April 28, 2023
- Dedmon Center

2. Highlander Open Golf Tournament

- August 7, 2023
- Blacksburg Country Club

Discussion

End of Board of Visitors Materials

