

Student Affairs and Athletics Committee

November 2023



Radford
UNIVERSITY



Student Affairs and Athletics Committee
3:00 p.m.**
November 30, 2023
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*
 - September 7, 2023
- **Intercollegiate Athletics Report** Mr. Robert Lineburg,
○ Guest Speaker, Craig Littlepage *Director of Athletics*
- **Student Government Association Report** Ms. Lora Ellen Starr, *Student Government Association President*
- **Student Affairs Report** Dr. Susan Trageser, *Vice President for Student Affairs*
- **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
Ms. Georgia Anne Snyder-Falkinham, Vice Chair
Dr. Jay Brown
Ms. Joann S. Craig
Mr. Tyler Lester
Mr. Troy Stallard (Non-voting Student Advisory Member)

Meeting Materials



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Intercollegiate Athletics



Agenda

- Competitive Excellence
- Resource Development
- Radio Network Expansion
- Radford “City Edition” Jersey - New River City
- Important Dates and Initiatives
- Strategic Plan - Craig Littlepage

Competitive Excellence

- Women's Soccer Claims 9th Big South Tournament Title in program history
- Helena Willson - Big South Defensive Player of the Year
- Eileen Albers - Big South Freshman of the Year
- Ben Sohrabi - Big South Coach of the Year
- First-Team All-Conference
 - Eileen Albers
 - Paige Olson
 - Alexeis Kirnos
 - Helena Wilson
- Second-Team All-Conference
 - Jillian Silverstone
 - Lexi Radvanyi



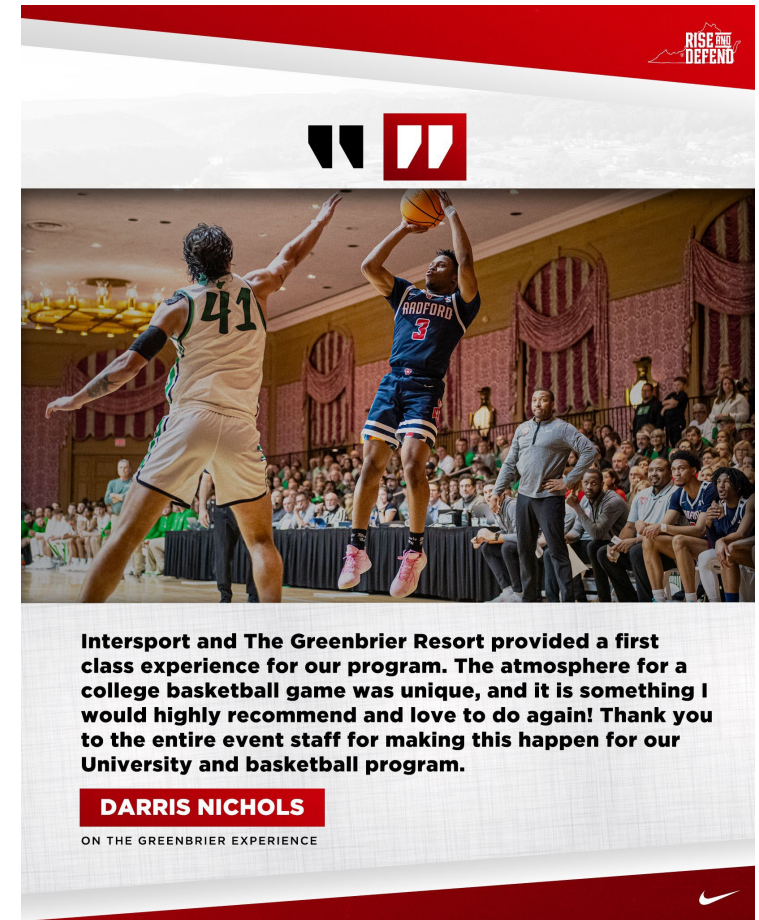
Competitive Excellence

Men's Basketball (5-3 overall) – as of 11/28/23

- Neutral site game against Marshall at the Greenbrier Resort in WV
- Champions of the Cancun Challenge Maya Division

Women's Basketball (2-5 overall) – as of 11/28/23

- Education Day Game vs. ETSU – over 2,700 elementary and middle school kids in attendance



Resource Development

Radford Sports Properties Revenue Update (11/13/23):

- **Overall Revenue:** **\$423,900**
 - Signed Cash \$223,250
 - Signed Trade \$143,150
 - Signed Highlander Club Cash \$57,500

- Overall Percentage to Budget: 113% (\$375,000)
- Cash Revenue Target: 106% (\$265,000)
- Trade Revenue Target: 130% (\$110,000)

2023-24 Items of Note:

New Accounts: Pete Dye River Course, Brick House Pizza, Shentel

2023-24 Fund Drive Update (10/31/23):

	FY24	FY24 GOALS
<i>Total New Gifts & Pledges</i>	\$200,632	\$1,500,000
<i>Athletic Donors</i>	123	1,150

Resource Development

Basketball Season Ticket Update:

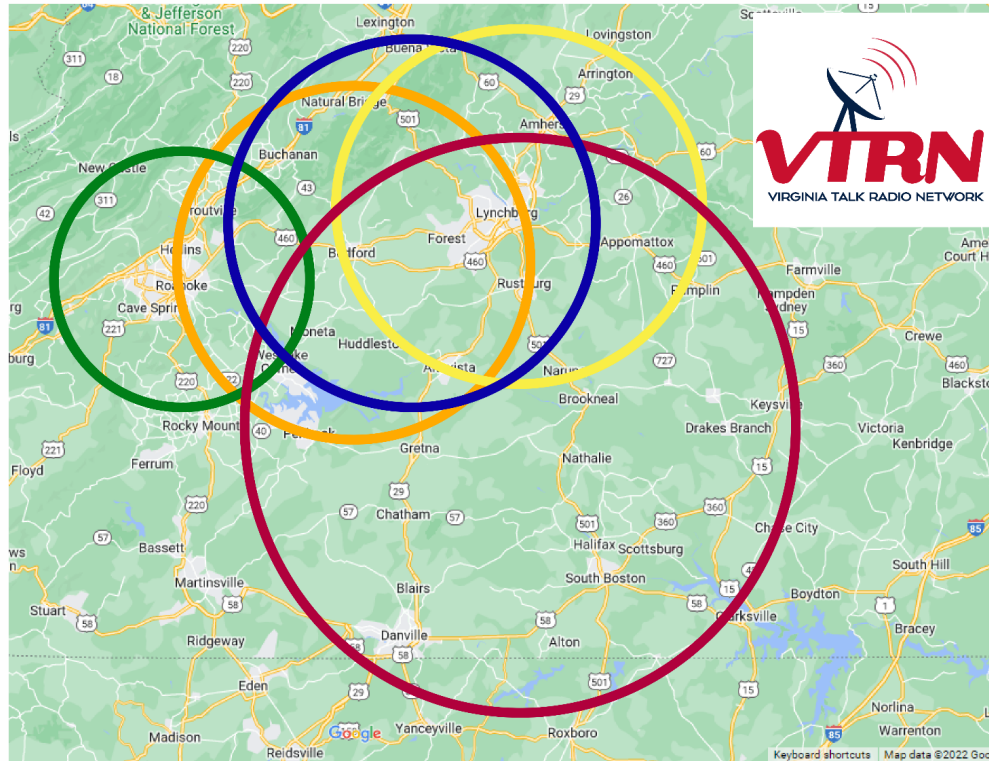
- New Season Ticket Holders – 246 (110% increase)
- Total Number of Season Ticket Holders – 853 (8% increase)
- Courtside seats are sold out for a seventh straight year

National Bank Courtside Lounge:

- Increased the number of members by 33% in year two
- Sold out for the second straight year (200 total members)
- National Bank signed on for naming rights for the next four years

Radio Network Expansion

THE VIRGINIA TALK RADIO NETWORK



Radford Athletics partnered with 3 Daughter Media/Virginia Talk Radio Network to extend its coverage of Highlander men's basketball to a wider listenership in Southwest and Central Virginia.



WGMN

99.5 FM - 1240 AM Roanoke



WBLT

95.5 FM - 1350 AM Bedford



WIQO - WHTU

103.9 FM - 100.9 FM Lynchburg



WVGM

93.3 FM - 1320AM Lynchburg



WMNA

106.3 FM - Gretna - Danville

Radford “City Edition” Jersey - New River City



- Radford men’s basketball will debut a “City Edition” alternate uniform on December 3, 2023
- Collaboration with Nike and the City of Radford
- The uniform draws inspiration from the official branding of the City of Radford – from the vibrant colors to the signature logos that represent our hometown



Important Dates & Initiatives

- Basketball Alumni Weekend - January 27, 2024
- RAD48 - February 6-8, 2024
- Red & White Gala - April 26, 2024 (Dedmon Center)
- Highlander Open - May 23, 2024 (Pete Dye River Course)

Strategic Plan - Athletics

Craig Littlepage - Senior Consultant

- 40+ years of experience in Higher Education
- 16 years as Athletics Director at the University of Virginia
- Former Head Men's Basketball Coach at the University of Pennsylvania and Rutgers University
- Chaired the NCAA Men's Basketball Selection Committee



Discussion

Student Government Association



Executive Board

- Recruitment
- Being more present on campus
- ASGA Conference



Cabinet and Staff

- Each Position Hosts 2 Events Per Semester
- E-Sports Mario Kart Tournament
- Trunk or Treat at River Lawn Elementary
- Fall Fest with BSA and RHA
- Diversity Promotion and Community Service Committee



A Conversation with SWVA Public Servants



Life Skills Matter

- Public Speaking and Communication Enhancement
- Resume and Cover Letter Building
- Business Casual vs. Business Professional
- Profile Building



Homecoming Weekend

Parade of Tents at the Alumni Village



SGA Office Naming Ceremony



Discussion

Student Affairs Report



Creativity and an Explorer Mindset

Why is cultivating creativity and engaging an explorer mindset important in Higher Education?

- Builds resilience
- Provides avenues for adapting and learning
- Enhances critical thinking and problem-solving skills
- Develops alternative ways of doing things and fosters innovation
- Cultivates taking better advantage of opportunities
- Assists in responding more productively to challenges

Creativity and an Explorer Mindset

How does Student Affairs cultivate creativity and an explorer mindset within our division?

- Engage in diverse brainstorming gatherings
- Foster an environment that encourages reflection and feedback
- Nurture a culture that encourages personal and professional development
- Engage in activities which foster differing viewpoints and ideas

Creativity and an Explorer Mindset

Goal Discussion



**Veteran student
interns build SOC**



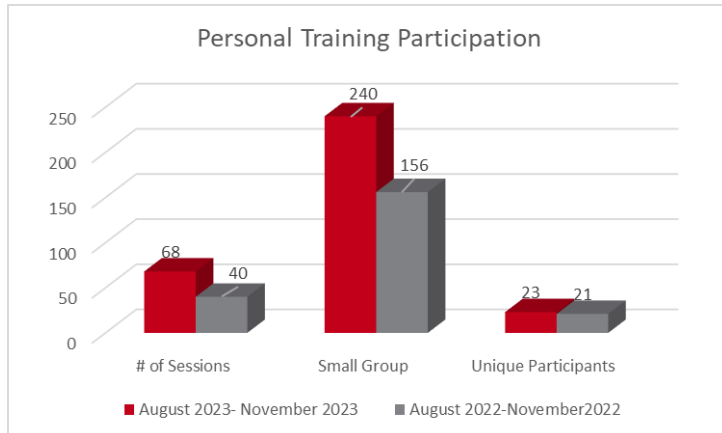
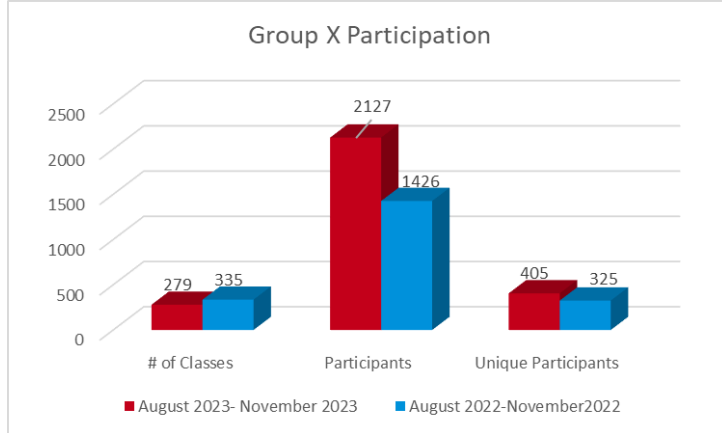
**Classes using music
by trending artists**



New GroupX class



Student Recreation and Wellness



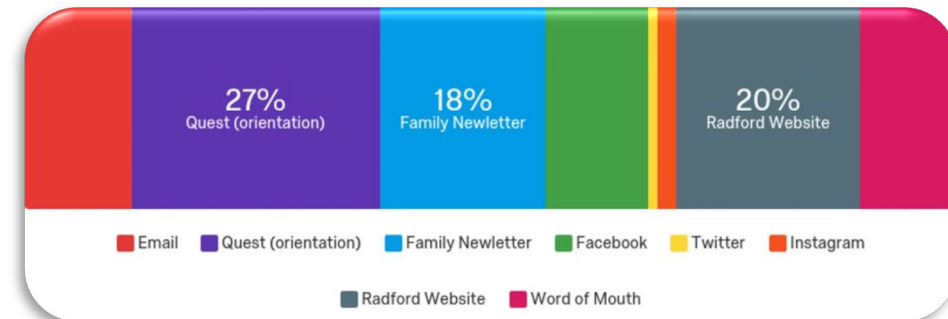
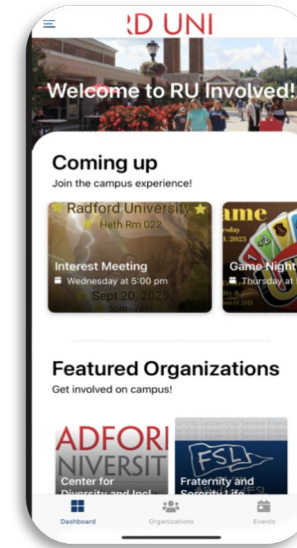
Military Resource Center

- Once again earned the 2023 Military Times Best for Vets Designation for Colleges and Universities
- First-ever Guard Friendly Schools Designation
- New partnership initiative with IT Services for cyber security experiential learning for VA work study students



Student Engagement

- Planning
- Documenting
- Intervening
- Assessing



Student Affairs 2024 – 2025 Goals

Goal	Strategy	Tactic	Metrics	Baseline	Target	Frequency and Timing of Reporting
Distinction	Broaden and individualize student services around multidimensional wellbeing	Expansion of outdoor programs	Participant registrations for wellness walks, guided walks, Roanoke 5K, Highlander Float, etc.	Establish baseline in 2023-24	Increase participation by 15% per year across all outdoor programs.	Annually; December
		Utilize Selu as a space for well-being engagement	Attendance, focus group interviews	Create baseline Fall 2023	5% increase per year after baseline; focus groups report increased feeling of well-being after events.	Annually; June
		Provide space and programs for students to destress, reset and re-center	Wellness program participation, unique visitors to wellness webpages, use of wellness spaces	Establish participation and space-use baselines and website analytics in 2023-24	10% increase in participation and website access per year after baseline; create at least two calming spaces per year; increase usage of destressing spaces by 10% each year over baseline.	Annually; June

Student Affairs 2024 – 2025 Goals

Goal	Strategy	Tactic	Metrics	Baseline	Target	Frequency and Timing of Reporting
Stabilize Enrollment	Increase retention and progression rates	Complete process maps from the student end-user perspective	Number of process maps completed; satisfaction rate surveys of users	Baseline will be established in 2023-2024	By July 2025, a minimum of 20 process maps will be developed, each with a satisfaction rate of 80% by users	Annually; September
		Document engagement in programs and events	Documented engagement in programs and services including newly offered programs	Baseline established from 2023-2024 data	100% of new entering students (FTIC, transfer) engage in minimum 4 touchpoints per semester	Biannually; December and June
Stabilize Enrollment	Engage student employees to increase their retention	Pre- and post-tests measuring NACE competency development	Analysis of the pre and post test and the amount of change documented	Spring 2023 pilot data	Student employees will demonstrate NACE competency increases from pre- to post-assessment	Biannually; March and Sept
		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	Spring 2023 pilot training & Fall 2023 GPA data	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.	Biannually; March and Sept
Stabilize Enrollment	Enhance retention through staff professional development that embraces our culture of care	Improve quality of service provided to students	Satisfaction rates of each student service area	Baseline 2023-2024	Between the first and second year of the goal, achieve an increase in satisfaction by 5% in each service area	Annually; June

Discussion

Minutes



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STUDENT SUCCESS COMMITTEE MEETING

2:30 P.M.

SEPTEMBER 7, 2023

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 MEMBERS ABSENT

Ms. Georgia Anne Snyder-Falkinham, Vice Chair

OTHERS PRESENT

Dr. Bret Danilowicz, President
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 White, Interim Vice President for University Advancement

CALL TO ORDER

Mr. David Smith, Chair, formally called the meeting to order at 2:45 p.m. in Kyle Hall on the campus of Radford University.

APPROVAL OF AGENDA

Mr. Smith asked for a motion to approve the September 7, 2023 meeting agenda for the Student Affairs and Athletics Committee, as published. Dr. Jay Brown so moved, Mr. Tyler Lester seconded, and the motion carried unanimously.

APPROVAL OF MINUTES

Mr. Smith asked for a motion to approve the June 8, 2023 minutes. Dr. Brown so moved, Mr. Lester seconded, and the motion carried unanimously.

REPORTS

Mr. Robert Lineburg, Director of Athletics, presented the Athletics update to the committee. Men's basketball participated in the World University Basketball series in Tokyo, Japan. The student-athlete NIL (Name, Image and Likeness) business registry, Highlander Exchange, is now

active. All coaches and athletic staff members participated in the Mental Health First Aid training through the New River Valley Community Services. Collegiate Sports Associates have been secured to assist in the development of a new strategic plan for athletics.

National Bank is now the sponsor of the Courtside Lounge at the basketball games. Several events will be held to highlight athletics such as Highlander Fan Fest, Hall of Fame Banquet and the Red and White Gala.

Ms. Lora Ellen Starr, Student Government Association President, provided an overview of the goals and focus of SGA this year which centers around greater visibility of SGA across campus and getting more students involved. This started by hosting a tailgate prior to the women's soccer season opener. SGA plans to host two events per month with focus on community involvement, resume building, and financial management and life skills. SGA Senate will once again hold What Do You Want Wednesdays to gain student feedback, input and concerns. The number of recycling bins will be increased across campus. SGA has started a newsletter to all students that will be sent bi-weekly.

Ms. Nancy Loosle, Associate Vice President for Campus Life and Ms. Tricia Smith, Associate Vice President Student Life, shared information about the characteristics and preferences of current students as the iGen generation. Student Affairs has taken this information and used it across the division to create programming, experiences, distinct opportunities for engagement and support services. They also presented ways higher education continues to evolve to meet the needs of the incoming generation.

Dr. Susan Trageser, Vice President for Student Affairs, shared progress, achievements and accolades in Student Affairs areas and how those accomplishments support the engagement and persistence of our students. The Military Resource Center (MRC) now has a location on the Roanoke campus. MRC has increased the number of student employees in the Center. The distinction of Military Friendly School Silver Designation was renewed. For the first time, Radford University has been recognized as a Military Friendly Spouse school. The First-Gen Center was accepted into First Scholars Network. This Network offers a national model for scaling holistic first-generation student success by engaging and empowering institutions of higher education to radically transform the first-generation student experience, advance academic and co-curricular outcome and build more inclusive institutional structures. In its second year being offered, the Higher Ground Outdoor Orientation Program is a five-day intensive orientation program designed to break down barriers and help dissipate the anxiety of students entering college for the first time. The groups are led by other students. Esports has seen significant growth over the last two years. There is now an Esports minor being offered through the Parks, Recreation and Tourism department. Over 1200 students visited the Esports center last year.

ADJOURNMENT

With no further business to come before the Committee, Mr. Smith adjourned the meeting at 4:10 p.m.

Respectfully submitted,
Ms. Jenni Webb
Executive Assistant to the Vice President for Student Affairs

End of Board of Visitors Materials

