Athletics Committee Meeting

August 4, 2026 | 10 a.m.

Brad D. Smith Center for Business and Innovation, Room 113

August 2026 Athletics Committee Meeting

AGENDA

10 a.m.

Athletics Committee

Jim Smith, Chair

Action Items

None

Information Items

—

Student-Athlete Success & Well-Being

Competitive Excellence & Winning the Right Way

Fan Experience & Community Engagement

Revenue Growth & Resource Development

Facilities & Capital Projects

Reoccurring Agenda

Student-Athlete Success & Well-Being

- Updates on academic performance, GSR/APR, career outcomes, mental health, nutrition, and holistic development programs.
- Progress on the Student-Athlete Success Center.

Competitive Excellence & Winning the Right Way

- Strategies to consistently contend for championships.
- Coaches Review/Report Card.
- Commitment to NCAA compliance and integrity in all programs. NCAA Legislative updates.

Fan Experience & Community Engagement

- Updates on enhancements to the game day atmosphere, traditions, and fan-first initiatives.
- Building deeper connections with Huntington, alumni, and the state of West Virginia.

Revenue Growth & Resource Development

- Budget review.
- Fundraising updates (Big Green, NIL, gifts, sponsorships).
- Revenue-share models, sustainability of funding streams, and facilities ROI.
- Progress on 50/50.

Facilities & Capital Projects

- Progress on debt reduction and strategic upgrades (stadium, baseball, Buck).
- Future facility priorities that support student-athletes and fans.

BOARD OF GOVERNORS

August 2026

Gerald J. Harrison

Vice President & Director of Athletics

Niesha Campbell

Deputy Director of Athletics | Chief Operating Officer | Senior Woman Administrator

Our PLAN-ON-A-PAGE

VISION	**"To inspire learning and creativity that ignites the mind, nurtures the spirit, and fulfills the promise of a better future"**
CREED	Educational | Open | Civil | Responsible | Safe | Well | Ethical | Pluralistic | Socially Conscious | Judicious
2037 GOALS	**Individual Success** 100% Career Outcome Rates for Graduates Zero Students Graduate with Student Loan Debt **Innovative Ideas** $150M Research, Grants, Contracts 3X Start-Ups Incubated **Economic Impact** 30X Return for Every $1 Invested 3X GDP Impact in West Virginia ($2.3B)
STAKEHOLDER GOALS	**Students** Offer an affordable education with a distinctively supportive and flexible experience to ensure lifelong prosperity **Team** Empower faculty and staff to do the best work of their lives **West Virginia** Improve the well-being of all West Virginians by creating breakthrough opportunities and solutions **Financial Stakeholders** Build a resilient and sustainable institution to outlast headwinds
STRATEGY	**Marshall for All, Marshall Forever** In-Demand Curriculum • On-Demand Delivery • Distinctive Value Proposition

PRIORITIES	Increase access	Ensure affordability	Grow support programs	Deliver on demand	Enable lifetime achievement

METRICS	• Strategic Enrollment Mgt. Plan
	  • New student enrollment
	  • Target segments enrollment
	• Recruitment contacts
	• Conversion rates
		• Student debt load
		• Debt-free cohorts/retention
		• Internships and jobs
		• M4A fundraising campaign
		• Undergraduate ROI
			• HerdConnect mentorship
			• Center for Student Success
			• 1st yr retention/6 yr graduation
			• E2E student experience
			• AI-based customized support
				• In-demand programs & microcredentials
				• HyFlex/Hybrid courses
				• AI assessment/application
				• Online degree programs
					• Customized training - MAMC
					• Academic pathways selected
					• Career Engagement participation
					• Lifelong learning

Department of Intercollegiate Athletics PLAN-ON-A-PAGE

VISION

University: **"To inspire learning and creativity that ignites the mind, nurtures the spirit, and fulfills the promise of a better future."**

Athletics: **"To be the most complete athletics department in the nation—where student-athletes advance through holistic development, cultivate lifelong growth, and leave a lasting mark on their communities."**

MISSION

Marshall Athletics exists to empower student-athletes to grow holistically, cultivate lifelong impact, and lead beyond the game through **The Herd Mentality**—while delivering unforgettable fan experiences that energize and unite our community, and generating sustainable resources to fuel competitive excellence across all programs.

GUIDING PRINCIPLES

Through **The Herd Mentality**, we honor tradition, embrace innovation, and foster a culture of academic and athletic excellence—empowering every Marshall student-athlete to lead with purpose, compete with integrity, and grow beyond the game.

Honor the Journey

Commit to personal growth and pursue your fullest potential.

Engage with Purpose

Show up fully in competition, in the classroom, and in the community.

Rise Through Innovation

Embrace creativity, challenge the norm, and shape what's next.

Dedicate to Others

Invest in teammates, campus, and community through service and support.

CORE PILLARS & STRATEGIC PRIORITIES

Pillar 1: Student-Athlete Experience

Prioritize Holistic Development and Well-Being

- Enhance academic, wellness, nutrition, leadership, and career services while retaining top staff to maximize student-athlete support.
- Amplify student-athlete voices through SAAC and leadership opportunities.
- Win the right way by upholding NCAA compliance standards.
- Compete at the highest level with a consistent focus on championships.

Pillar 2: Fan Experience & Community

Fan-First, the *Best Show* in West Virginia

- Deliver unmatched game day atmosphere and traditions.
- Expand access and inclusivity for all fans.
- Strengthen digital engagement and storytelling. Tell our story—highlight achievements, traditions, and values that make Marshall unique.

Pillar 3: Revenue Generation

Build Sustainable Resources to Fuel Success

- Grow Big Green membership and annual giving.
- Expand sponsorships and maximize Learfield partnership.
- Create innovative NIL and revenue-share models for recruitment and retention.
- Pursue capital projects that enhance both fan and student-athlete experience.

METRICS

- Graduation Success Rate (GSR) and Academic Progress Rate (APR).
- Team GPAs above 3.0; department GPA 3.35+.
- Career/graduate school placement rates.
- Student-athlete satisfaction surveys.
- Employee surveys.
- 15+ hours of service per athlete.
- Bubas Cup (Sun Belt all-sports ranking).

- Attendance growth (average per game, % capacity).
- Fan satisfaction survey scores.
- Engagement rates on digital platforms.
- Average viewers per broadcast
- Website clicks
- Fan Engagement – Eloqua email open rates

- Consistently rank among the top third of Sun Belt institutions in annual revenue generation.
- Annual fund growth and retention (% increase in Big Green membership).
- Sponsorship revenue and partner retention.
- 50/50 progress

Reoccurring Agenda

Student-Athlete Success & Well-Being

- Updates on academic performance, GSR/APR, career outcomes, mental health, nutrition, and holistic development programs.
- Progress on the Student-Athlete Success Center.

Competitive Excellence & Winning the Right Way

- Strategies to consistently contend for championships.
- Coaches Review/Report Card.
- Commitment to NCAA compliance and integrity in all programs. NCAA Legislative updates.

Fan Experience & Community Engagement

- Updates on enhancements to the game day atmosphere, traditions, and fan-first initiatives.
- Building deeper connections with Huntington, alumni, and the state of West Virginia.

Revenue Growth & Resource Development

- Budget review.
- Fundraising updates (Big Green, NIL, gifts, sponsorships).
- Revenue-share models, sustainability of funding streams, and facilities ROI.
- Progress on 50/50.

Facilities & Capital Projects

- Progress on debt reduction and strategic upgrades (stadium, baseball, Buck).
- Future facility priorities that support student-athletes and fans.

AGENDA

- Student-Athlete Success & Well-Being
- Competitive Excellence & Winning the Right Way
- Fan Experience & Community Engagement
- Revenue Growth & Resource Development
- Facilities & Capital Projects

Student-Athlete Success & Well-Being

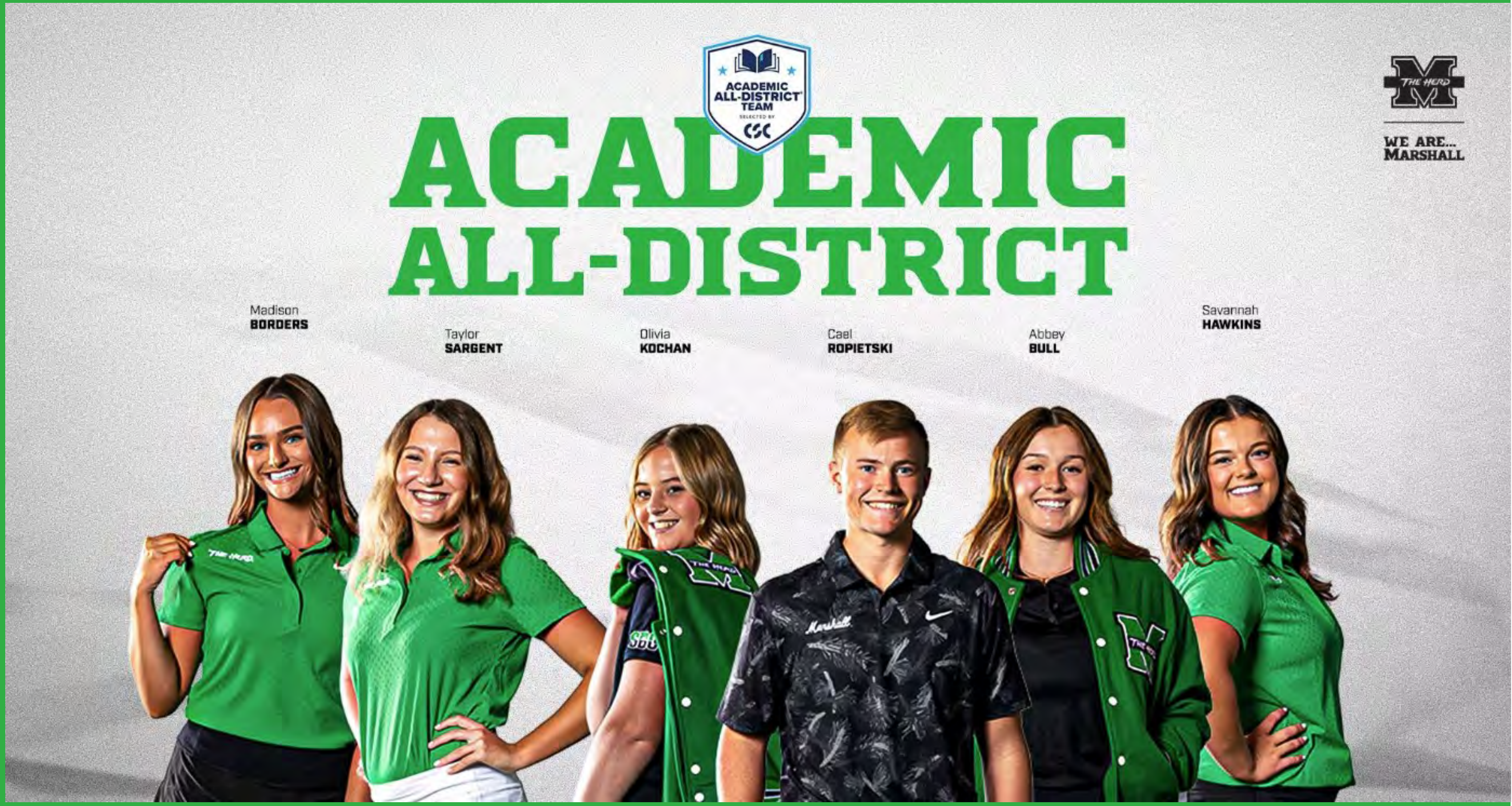
Pillar 1: Student-Athlete Experience

Updates on student-athlete academic success and development.


Coach Evynn Richard
INSIDE THE HERD

20 Marshall student-athletes earned College Sports Communicators (CSC) Academic All-District recognition:

- **Women's Golf (5):** Madison Borders, Savannah Hawkins, Abbey Bull, Olivia Kochan and Taylor Sargent.
- **Men's Golf (1):** Cael Ropietski.
- **Softball (5):** Haleigh Adkins, Ava Blake, Abby Darnley, Bella Gerlach and Paige Maynard.
- **Baseball (5):** Kenyon Collins, Jackson Golden, AJ Havrilla, Cooper Hinson and Charlie Krebs.
- **Swimming & Diving (4):** Katie Fisher, Mia McBride, Lauren McNamara and Molly Warner.



2026-27 SAAC EXECUTIVE BOARD

Ava Blake
President

Kylan Overstreet
Vice-President

Maddi Hudson
Secretary

Ramey George
Student Development

Katie McCutcheon
Student Development

Maya Hunt
Community Engagement

AJ Young
Community Engagement

Emari Doby
Social Media Chair

Makayla Bennett
A.C.E Chair

HERD UP

WE ARE... MARSHALL

Run with the Herd + SAAC

- **The Student-Athlete Advisory Committee (SAAC) will partner with Board member Kathy D'Antoni** to support and expand the *Run with the Herd* community outreach initiative.
- Student-athletes will assist with **school outreach, participant communications, game-day experiences, and program logistics**.
- The partnership will allow the program to **reach more students, enhance the participant experience, and explore expansion to additional Marshall Athletics events.**

Up Next

Upcoming Student-Athlete Engagement Opportunities

August 11: Cabell County Schools Welcome Back

August 16: Marshall Student-Athletes Welcome Back

Competitive Excellence & Winning the Right Way

Pillar 1: Student-Athlete Experience

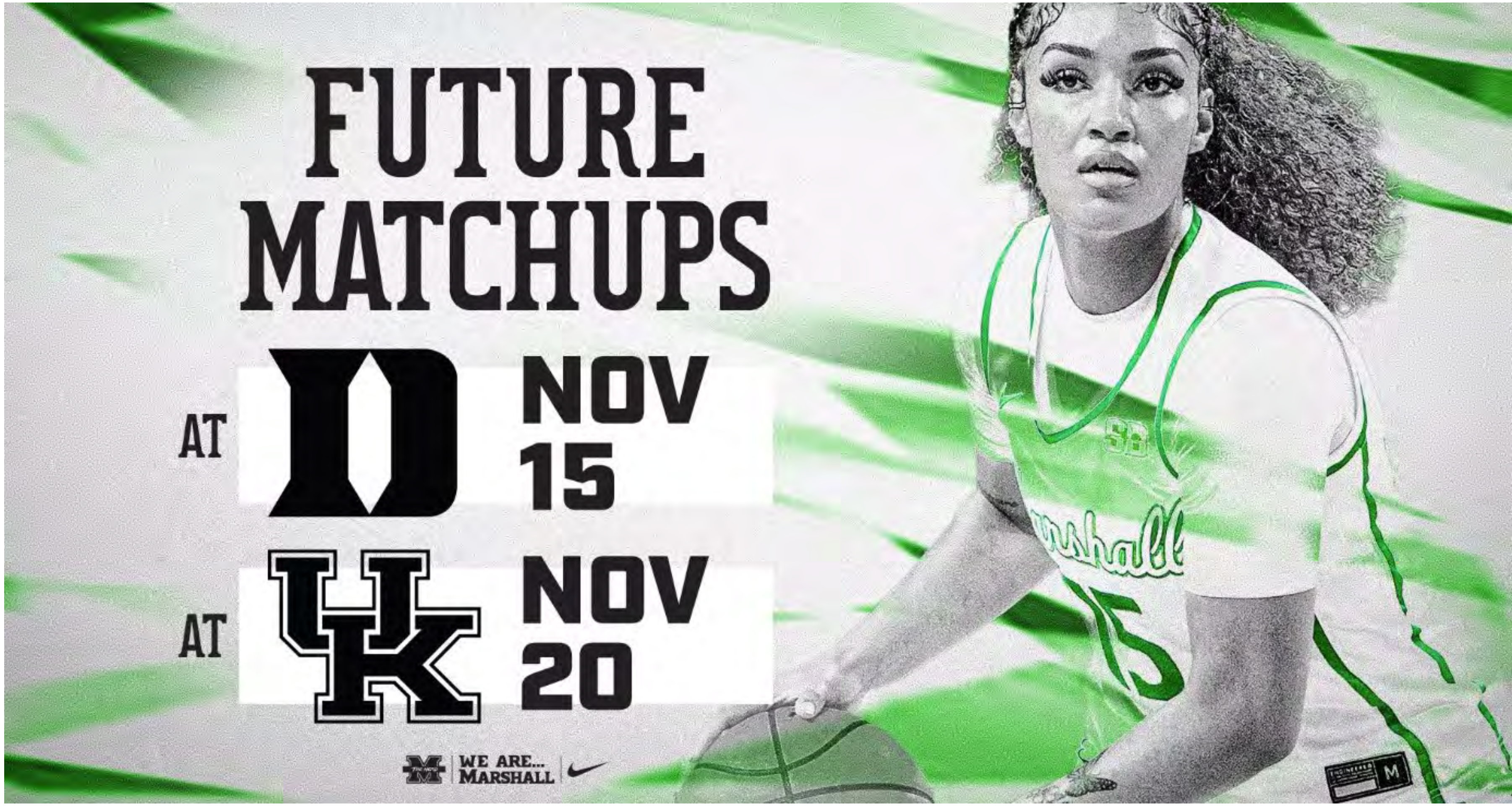
Fall 26 Pre-Season
NCAA Legislation Updates
New Hires

Preseason
Highlights

- Sun Belt Preseason Offensive Player of the Year: Carlos Del Rio-Wilson
- League-high 9 student-athletes on the Preseason All-SBC Team.

Future Matchups

Competitive Excellence



Future Matchups

Competitive Excellence


RUN WITH THE HERD
MARSHALL ATHLETICS 2026-27 HEAD COACH CABINET
Greg BEALS
BASEBALL
Caleb BOWEN
CROSS COUNTRY
Brooke BURKHAMMER
WOMEN'S GOLF
Phoebe CAMPBELL
SWIMMING & DIVING
Juli FULKS
WOMEN'S BASKETBALL
Tony GIBSON
FOOTBALL
Chris GRASSIE
MEN'S SOCCER
Matt GROBE
MEN'S GOLF
Cornelius JACKSON
MEN'S BASKETBALL
John MERCER
TENNIS
Evynn RICHARD
STUNT
Keith ROBERTS
TRACK & FIELD
Rafa SIMOES
WOMEN'S SOCCER
Heather STOUT
VOLLEYBALL
Morgan ZERKLE
SOFTBALL
WE ARE... MARSHALL

NCAA Legislation

Winning the Right Way

New Age-Based Eligibility Model Approved

- The NCAA approved a new eligibility model that shifts from the traditional **five-year eligibility clock** to an **age-based model**.
- A student-athlete's eligibility clock will begin when they first enroll full-time in college or at the start of the academic year following their **19th birthday**, whichever comes first.
- This change generally benefits traditional freshmen by providing greater flexibility and up to **five seasons of competition**, while potentially impacting older and international student-athletes who delayed college enrollment.

Potential Recruiting and Roster Impacts – The new model will influence recruiting strategies, particularly in sports with international student-athletes or athletes who take gap years (e.g., soccer), while providing additional opportunities for many domestic student-athletes entering directly from high school.

NCAA Legislation

Winning the Right Way

- **Men's Soccer Season Proposal Delayed** – NCAA continues to study a proposal to split the men's soccer season between fall and spring. No changes have been approved at this time.

- **Expanded Non-Championship Travel** – Proposed legislation would allow soccer, softball and volleyball to travel farther for fall competition, creating additional scheduling flexibility but with potential budget implications.

- **Transfer Rule Changes** – NCAA simplified eligibility requirements for junior college transfers, creating greater flexibility and potentially expanding recruiting opportunities.

- **Earlier Reporting Periods** – Fall sports may begin transition periods earlier in the summer, which could increase housing, meal and operational costs for athletics programs.

Fan Experience & Community Engagement

Pillar 2: Fan Experience

Updates on enhancements to the game day atmosphere, traditions, initiatives.

Revenue Updates

FY27

Women's Soccer
Season Ticket Revenue

2025–26 (Final)	2026–27 (as of 7/15)	Progress to FY 27Goal
$4,068	$3,940	46% of $8,500 Goal

Key Takeaways

- **Season ticket revenue has already reached $3,940, nearly matching last year's final total of $4,068.**
- **Single-game tickets have not yet gone on sale, providing additional revenue opportunities leading into the season.**
- **Based on current sales trends, Marshall is well positioned to surpass both last year's season ticket revenue and this year's revenue goal of $8,500.**

Revenue Updates

FY27

Men's Soccer
Season Ticket Revenue

2025–26 (Final)	**2026–27 (as of 7/15)**	**Progress to FY27 Goal**
$172,094	$140,642	70% of $200,000 Goal

Key Takeaways

- **Season ticket revenue has already reached $140,642**, approaching last year's **final** total of **$172,094**.
- **Single-game tickets have not yet gone on sale**, providing additional revenue opportunities ahead of the season.
- **Based on current sales trends, Marshall is well positioned to exceed both last year's season ticket revenue and this year's revenue goal of $200,000.**

Revenue Updates

FY27

Football
Ticket Revenue

	2025–26 (Final)	2026–27 (as of 7/15)	Progress to Goal
*Ticket Sales	$1,502,249	$1,307,230	78% of $1,665,000 Goal
Season Parking	$205,600	$147,737	69% of $215,000 Goal

*Includes season tickets, single game tickets, chairback rentals, mini-plans, and group ticket sales. Excludes premium sales.

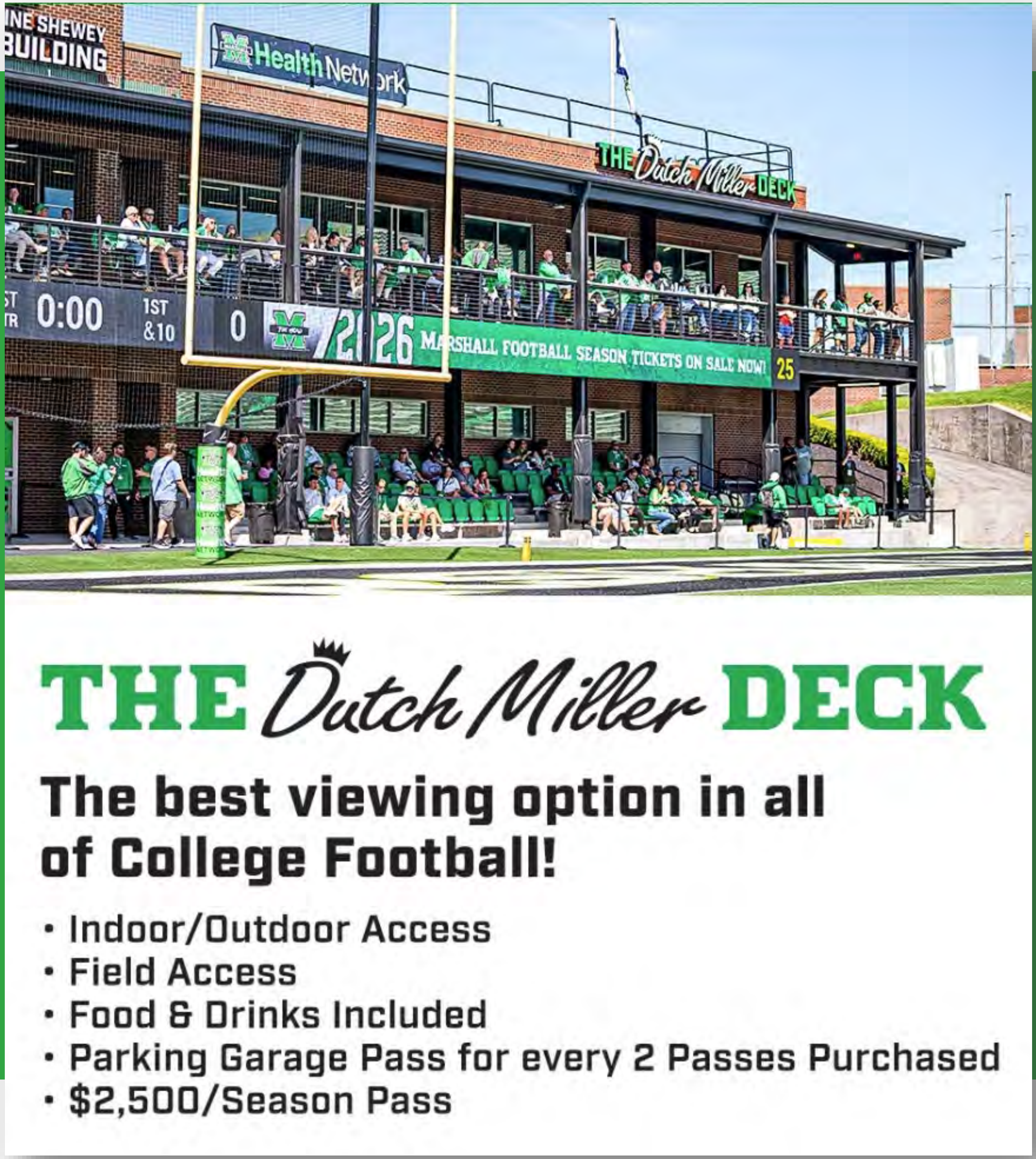
Key Takeaways

- **Season Ticket Renewals:** Achieved a 90.5% renewal rate to date, demonstrating strong retention and continued fan engagement.
- **New Season Tickets:** Sold 550 new season tickets, generating $109,000 in new revenue.

Football Season Tickets

Premium Spaces

- **Sky Suites:**
  - **Expanded premium inventory** by adding one new suite, increasing total inventory from 24 to 25 suites.
  - **All 25 suites sold (100% occupancy)** generating $923,000 in revenue, including $22,000 in new revenue from the added suite.
- **The Deck:** $260,500 in revenue to date (47% of annual goal).
- **The Porch:** Inaugural season sold out. All four premium spaces committed, generating $40,000 in new revenue.



Football Season Tickets

Highlights

- 856 Family Packs (67% of goal)
- Win-Back Campaign: 5% of former season ticket holders have renewed (goal: 10% by August 15)
- July 4 "No Fees" Promotion: 49 new season tickets sold
- Adjacent Seat Campaign: Generated $17,000 in new revenue by offering fans newly available seats adjacent to their existing locations
- Mini Plans: Launched June 15; 31 plans sold

FY27 Revenue Highlights

Highlights

Men's Soccer

- **Expanded seats : $20,000**

Football

- **550 new season tickets: $109,000**
- **New suite opportunity: $22,000**
- **The Porch: $40,000**
- **Adjacent Seat Campaign: $17,000**

Total New Revenue: $208,000

Facility Concepts

Football Season Tickets

Next Steps

Young Alumni Campaign

- Launched a targeted campaign to more than 10,000 Marshall Foundation alumni records, promoting a $99 Young Alumni Season Ticket offer.

Group Ticket Initiative

- Launched FEVO-powered group sales targeting churches, Chambers of Commerce, small businesses, teachers, schools, faculty and staff, alumni chapters, healthcare organizations, and high school bands.

Fan Experience

Game Day Enhancements

New Partnership: Dough Daddy's named the Official Pizza Partner of Marshall Athletics, with concession locations on both the East and West sides of Joan C. Edwards Stadium.

Dough Daddy's Kids Zone: New family-friendly interactive area sponsored by Dough Daddy's to enhance the game day experience for young fans.

Fan Experience

Game Day Enhancements

Expanded Food Options: New menu offerings include chicken tenders, cheesesteaks, hamburgers, along with Chick-fil-A available at both Gate A and Gate F.

Family Value Pricing: Affordable concession options available at Stand 12.

Unlimited Refill Cup: New per-game refillable beverage program providing added value and convenience for fans.

Events

FAN DAY
Sunday, August 9 | 6:00 PM
Meet the Herd at the Joan and kick off the 2026–27 athletics season.

HERD RALLY
Friday, August 14 | 7:00 PM
Ninth Street Plaza
Join student-athletes and coaches for live music and local food vendors.

HALL OF FAME WEEKEND
Saturday, September 12 | Hall of Fame Luncheon – Noon
Celebrating the 2026 Hall of Fame Class prior to the football home opener.


HERD HOSPITALITY
& ENTERTAINMENT
FRIDAY NIGHT LIGHTS
AT THE JOAN
HUNTINGTON HIGH VS SPRING VALLEY
SEPTEMBER 11, 2026
H
VS
SV
TICKETS ON SALE STARTING JULY
UNITED
BANK

Revenue Growth & Resource Development

Pillar 3: Revenue Generation

Budget and fundraising updates.

Updates

Operating Expenses

Operating Expenses	FY 26 Actuals (6/30)	FY 26 Budget	Actuals v Budget
Athletic Student Aid	7,889,911	8,914,411	(1,024,500)
Guarantees	612,500	885,000	(272,500)
Coaching / Support Personnel Salary & Benefits (2)	14,706,802	13,766,877	939,925
Severance Payments (5)	-	-	-
Recruiting	670,715	900,000	(229,285)
Team Travel + Home Team Expenses	6,347,944	5,316,377	1,031,567
Student-Athlete Meals (non-travel, home team expenses)	1,271,052	330,000	941,052
Equipment & Uniforms	1,725,093	2,100,000	(374,907)
Game Expenses	1,595,981	1,648,220	(52,239)
Fundraising, Marketing & Promotion	252,798	205,000	47,798
Sports Camp Expenses (3)	74,147	164,100	(89,953)
Administrative Expenses/includes Facility Maintenance	843,417	780,000	63,417
Athletics Facilities, Debt Service, Leases and Rental Fee	693,546	750,000	(56,454)
Spirit Groups (5)	77,231	-	77,231
Indirect Institutional Support (1)	-	-	-
Medical Expenses & Insurance	1,166,472	1,050,000	116,472
Memberships and Dues	89,492	135,000	(45,508)
Other Operating Expenses	1,761,351	1,245,100	516,251
Football Bowl Expenses	-	900,000	(900,000)
Football Bowl Expenses - Coaching Compensation (4)	-	-	-
Total Operating Expenses	39,778,452	39,090,085	688,367

(1) This category will only be presented as part of NCAA Membership Financial Statement Review
(2) This category will be separated into coach / support staff as part of NCAA Membership Financial Statement Review
(3) Sports Camps revenue and expenses not included in approved board of govenors budget; operate on cash basis
(4) Accounted for in Coaching / Support Salaries and Benefits line
(5) This category will be completed as part of NCAA Membership Financial Statement Review

Operating Expenses

Year-over-Year Analysis

Operating Expenses	FY 26 Actuals (6/30)	FY 25 Actuals (6/30)	Actuals v Prior Year
Athletic Student Aid	7,889,911	7,729,160	160,751
Guarantees	612,500	983,000	(370,500)
Coaching / Support Personnel Salary & Benefits (2)	14,706,802	13,780,986	925,816
Severance Payments	-	-	-
Recruiting	670,715	795,433	(124,718)
Team Travel	6,347,944	5,989,667	358,276
Student-Athlete Meals (non-travel)	1,271,052	999,227	271,825
Equipment & Uniforms	1,725,093	2,065,783	(340,690)
Game Expenses	1,595,981	1,455,906	140,075
Fundraising, Marketing & Promotion	252,798	330,644	(77,846)
Sports Camp Expenses	74,147	283,131	(208,984)
Direct Overhead and Administrative Expenses	843,417	830,056	13,361
Athletics Facilities, Debt Service, Leases and Rental Fee	693,546	698,444	(4,898)
Spirit Groups (5)	77,231	86,098	(8,867)
Indirect Institutional Support (1)	-	-	-
Medical Expenses & Insurance	1,166,472	853,682	312,789
Memberships and Dues	89,492	206,058	(116,565)
Other Operating Expenses	1,761,351	2,192,094	(430,742)
Football Bowl Expenses	-	22,123	(22,123)
Football Bowl Expenses - Coaching Compensation (4)	-	-	-
Total Operating Expenses	39,778,452	39,301,491	476,960

(1) will only be presented as part of NCAA Membership Financial Statement Review

(2) This category will be separated into coach / support staff as part of NCAA Membership Financial Statement Review

(3) Sports Camps revenue and expenses not included in approved board of govenors budget; operate on cash basis

(4) Accounted for in Coaching / Support Salaries and Benefits line

(5) This category will be completed as part of NCAA Membership Financial Statement Review

Expense Considerations

- FY26 operating expenses totaled $39.8M, 1.2% above FY25 and 1.8% above budget.
- Investments in personnel, team travel, student-athlete nutrition drove the year-over-year increase.
- Savings in guarantees, recruiting, equipment and uniforms, and other operating expenses helped offset these investments.

Looking Ahead: FY27 priorities include enhanced budget forecasting, monthly budget-to-actual reviews, stronger encumbrance tracking, and continued expense management to improve forecasting and cost management.

Updates

Operating Revenues

Operating Revenues	FY 26 Actuals (6/30)	FY 26 Budget	Actuals v Budget
Ticket Sales	3,369,649	4,585,437	(1,215,788)
Student Fees	5,997,264	6,775,000	(777,736)
Guarantees	2,101,500	2,040,000	61,500
Contributions, includes Sky Suite revenue	2,083,901	3,752,405	(1,668,504)
In-Kind (1)	-	-	-
Direct Institutional Support	14,323,005	14,438,143	(115,138)
Indirect Institutional Support (1)	-	-	-
NCAA Distributions	1,119,109	850,000	269,109
Conference Distributions	1,804,461	1,725,000	79,461
Program, Novelty, Parking, Concessions	642,710	745,000	(102,290)
Royalties, Licensing, Advertisements, Sponsorship	2,993,122	2,725,000	268,122
Sports Camps (3)	168,310	164,100	4,210
Endowment Investments & Income (1)	587,494	-	587,494
Other Operating Revenue	1,333,661	740,000	593,661
Football Bowl Revenue	-	550,000	(550,000)
Total Operating Revenues	36,524,186	39,090,085	(2,565,899)

(1) This category will only be presented as part of NCAA Membership Financial Statement Review
(2) This category will be separated into coach / support staff as part of NCAA Membership Financial Statement Review
(3) Sports Camps revenue and expenses not included in approved board of govenors budget; operate on cash basis
(4) Accounted for in Coaching / Support Salaries and Benefits line
(5) This category will be completed as part of NCAA Membership Financial Statement Review

Operating Revenues

Year-over-Year Analysis

Operating Revenues	FY 26 Actuals (6/30)	FY 25 Actuals (6/30)	Actuals v Prior Year
Ticket Sales	3,369,649	3,853,039	(483,390)
Student Fees	5,997,264	6,462,386	(465,122)
Guarantees	2,101,500	2,189,460	(87,960)
Contributions	2,083,901	2,626,003	(542,102)
In-Kind (1)	-	-	-
Direct Institutional Support	14,323,005	15,118,570	(795,565)
Indirect Institutional Support (1)	-	-	-
NCAA Distributions	1,119,109	1,500,069	-
Conference Distributions	1,804,461	1,712,642	91,819
Program, Novelty, Parking, Concessions	642,710	680,698	(37,988)
Royalties, Licensing, Advertisements, Sponsorship	2,993,122	3,198,459	(205,337)
Sports Camps	168,310	199,035	(30,725)
Endowment Investments & Income (1)	587,494	567,070	20,424
Other Operating Revenue	1,333,661	562,335	771,326
Football Bowl Revenue	-	-	-
Total Operating Revenues	35,942,186	38,669,767	(1,764,621)

(1) will only be presented as part of NCAA Membership Financial Statement Review
(2) This category will be separated into coach / support staff as part of NCAA Membership Financial Statement Review
(3) Sports Camps revenue and expenses not included in approved board of govenors budget; operate on cash basis
(4) Accounted for in Coaching / Support Salaries and Benefits line
(5) This category will be completed as part of NCAA Membership Financial Statement Review

Revenue Considerations

Revenue shortfalls were primarily driven by ticket sales, contributions, and institutional support allocations

Looking Ahead:

- Football season ticket sales have rebounded significantly heading into FY27, with revenue on track to exceed last year's final total, positioning the department for improved operating revenue.
- Revenue diversification through premium seating, sponsorship growth, and new fan experiences remains a key strategic priority.

Updates

Big Green

Financial Snapshot

$2.7M	2025-26 Annual Fund
$1.5M	2026-27 Annual Fund Pledged

Facilities & Capital Projects

Pillar 3: Revenue Generation

Progress on debt reduction and facility priorities that support student-athletes and fans.

Taking Care of the House

- Installed new indoor turf and unveiled Alex Lawrence Field at the Chris Cline Indoor Athletic Complex.
- Philanthropic support from the Lawrence family to complete the Joan C. Edwards Stadium lighting project.
- Sky Suite renovations to enhance the premium fan experience in process.
- Upgrades to the Joan C. Edwards Stadium concourse to improve game-day amenities and the overall fan experience.

ONE GOAL. ONE HERD.

THE HERD | WE ARE... MARSHALL

BOARD OF GOVERNORS

Questions