



Athletics Committee Meeting

February 22, 2023 | 11-11:30 a.m.

Shawkey Dining Room, Memorial Student Center



February 2023 Athletics Committee Meeting

AGENDA

11-11:30 a.m.

Athletics Committee

Chris Miller, Chair

Action Items

None

Information Items

*Christian Spears, Director of Athletics; Debra Boughton,
Executive Associate Athletic Director for Championship
Planning and Resources*

Committee Annual Activity Calendar	3
Budget Update	4
Compliance Update	5
Capital Projects Update	6
Athletic Teams Update	14
Review and Support Competitive Excellence - 2022-23 Game Plan	18

Lunch

A buffet lunch will be provided in the John Marshall Room from 12:30-1 p.m.

ACTIVITY WHEEL

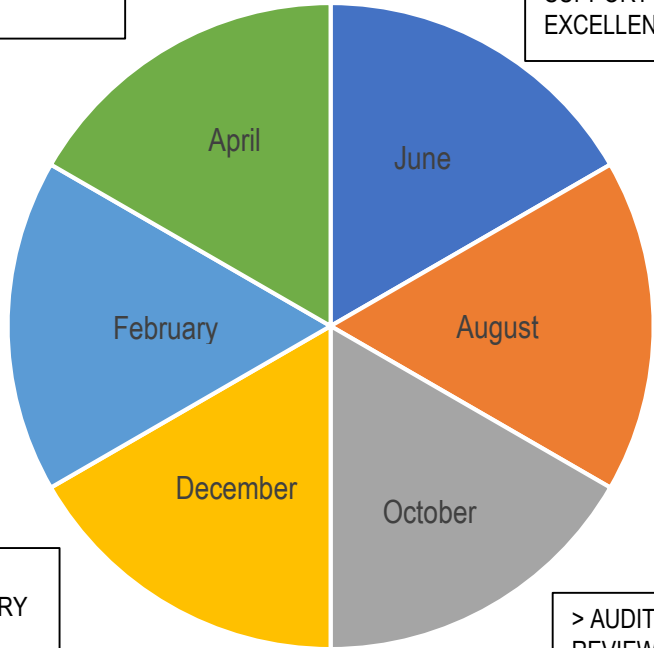
INTERCOLLEGIATE ATHLETICS



> REVIEW AND SUPPORT THE ACADEMIC SUCCESS OF OUR STUDENT-ATHLETES

> **2nd Quarter** - REVIEW AND SUPPORT COMPETITIVE EXCELLENCE

- Recurring Items**
- > COMPLIANCE Update
 - > BUDGET Update
 - > CAPITAL PROJECTS Update
 - > ATHLETIC TEAMS Update



> CAPITAL PROJECTS AND FUNDRAISING

> **3rd Quarter** - REVIEW AND SUPPORT A LONG TERM SUSTAINABLE BUSINESS MODEL

> 1st Quarter - REVIEW AND SUPPORT AN EXTRAORDINARY STUDENT-ATHLETE EXPERIENCE

> AUDITED BIG GREEN REVIEW AND REPORTS

BUDGET UPDATE

- Quarter 2 Review
- Revenue Enhancements & Expense Management
- FY 24 Planning
 - Revenue Generation
 - Football ticket memberships
 - Game guarantees
 - SBC distribution
 - Expense Review and Re-allocation
 - Grant-in-Aid Review, along with campus partners
 - Right Size Staffing Model and Coach Contract incentives
 - Facility Maintenance priorities
 - Fully funding post season-bowl game, post-season for all sports



Compliance UPDATE

NCAA Board of Governors Policy on Campus Sexual Violence

Adopted Aug. 8, 2017; Updated Aug. 7, 2018; Revised Apr. 30, 2020; *Revised Apr. 27, 2021*

- All prospective and current student-athletes must annually disclose conduct that resulted in discipline through a Title IX proceeding or a criminal conviction for sexual, interpersonal, or other acts of violence
- For transferring student-athletes:
 - Must disclose whether a Title IX proceeding was incomplete at time of transfer
 - NCAA member institutions must share relevant information regarding Title IX-related disciplinary actions and incomplete proceedings when a SA attempts to transfer
- Universities must take reasonable steps to learn whether all student-athletes have been disciplined through a Title IX proceeding or criminally convicted of sexual, interpersonal, or other acts of violence, including incomplete proceedings
- Athletics, in conjunction with the Office of the General Counsel, developed procedures for compliance in the Fall 2022 semester
- Annual attestation of compliance, Athletic Director, President, Title IX Coordinator



CAPITAL PROJECTS UPDATE: The Pathway Project



CAPITAL PROJECTS UPDATE: Gullickson Gym



CAPITAL PROJECTS UPDATE

THE HERD

ALL M

Together, We Cannot Lose.



Project	Projected Costs	Projected Completion
1 *Gullickson/Pathway Project	1,000,000	2023
2 Videoboards	5,000,000	2023
3 Training Table/John Marshall Room	1,000,000	2023
4 Golf/Guyan Upgrades and Indoor Hitting Area	500,000	2023
5 *External Offices @ City National Bank	100,000	2023
6 Creative Suite Upgrades	100,000	2024
7 *Baseball/Softball Complex	7,000,000	2024
8 Sports Performance/Weight Room/*Fuel Station	3,100,000	2024
9 Sand Volleyball Courts	3,000,000	2024
10 Facilities Lettering Project	2,000,000	2024
11 Natatorium	500,000	2025
12 Indoor Tennis Center	500,000	2025
13 Soccer Facility Upgrades	6,000,000	2026
14 Outdoor Track	5,000,000	2026
15 Soccer Practice Field	1,000,000	2026
16 Football South Endzone	25,000,000	2027
17 Endowments/We are Marshall	1,250,000	2027



|||
THE HERD
ALL M
|||



**Launch
Timeline:
Mid-March**



TARAFLEX SPORTS

LOGO PROOF FOR APPROVAL
MARSHALL UNIVERSITY
Volleyball Court - 7.26.2022

Logo Pantone Colors
354 Black White

108'-0"

59'-0"

centered on the panel

SBC

Perimeter Area is Taraflex Black #6380

Playing Area is Taraflex Maple #6381

centered on the panel

centered on the panel

Game Lines to be Taped

11'5" tall x 17'7" wide

3'4" tall x 7" wide

3'9" tall x 40'3" wide

7'10" tall x 30'9" wide

THE HERD M

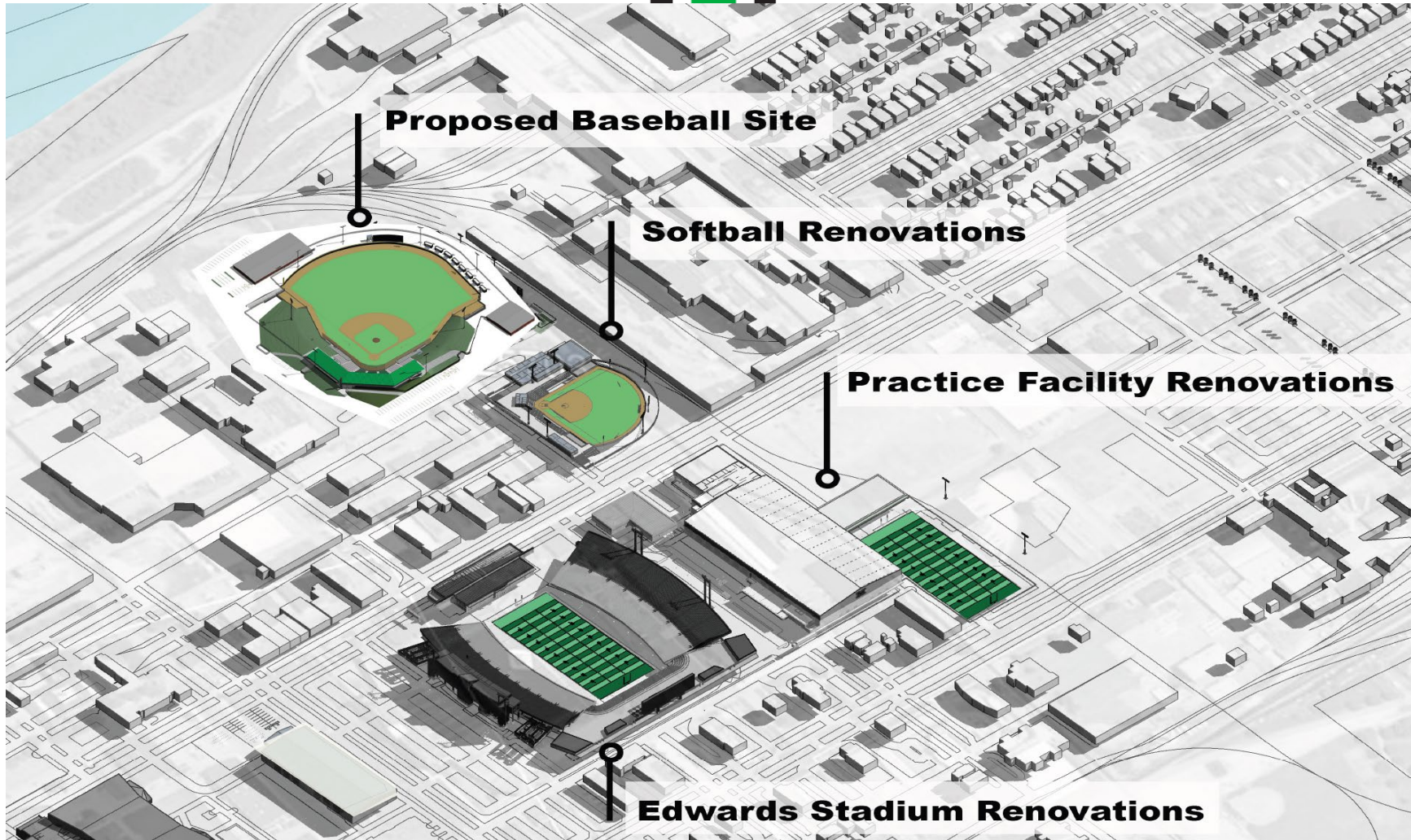
SBC

THUNDERING HERD

Marshall

**Launch
Timeline:
Mid-March**

THE HERD
ALL M



TEAMS UPDATE: MEN'S BASKETBALL

2022-23 Men's Basketball Standings

 Print

2022-23 Men's Basketball Standings 

<i>SCHOOL</i>	<i>CONFERENCE</i>	<i>CONF. PCT</i>	<i>OVERALL</i>	<i>OVERALL PCT</i>	<i>STREAK</i>
Southern Miss	12-2	.857	23-4	.852	W9
Marshall	10-4	.714	21-6	.778	W2
Louisiana	10-4	.714	20-6	.769	L2
James Madison	9-5	.643	18-9	.667	W1
Old Dominion	8-6	.571	16-10	.615	W3
Troy	8-6	.571	16-11	.593	W3
App State	7-7	.500	14-13	.519	L1



TEAMS UPDATE: WOMEN'S BASKETBALL

2022-23 Women's Basketball Standings

 Print

2022-23 Women's Basketball Standings 

<i>SCHOOL</i>	<i>CONFERENCE</i>	<i>CONF. PCT</i>	<i>OVERALL</i>	<i>OVERALL PCT</i>	<i>STREAK</i>
Troy	11-3	.786	16-9	.640	W1
James Madison	10-4	.714	20-6	.769	W2
Texas State	10-4	.714	18-7	.720	W3
Old Dominion	10-4	.714	18-9	.667	W5
Southern Miss	9-5	.643	16-9	.640	W1
Louisiana	9-5	.643	15-11	.577	W1
Georgia Southern	8-6	.571	16-7	.696	W1
Marshall	8-6	.571	15-10	.600	L1



TEAMS UPDATE: SWIMMING & DIVING



THE VALLEY
MISSOURI VALLEY CONFERENCE

2023 SWIMMING AND DIVING
PRECHAMPIONSHIP POLL



		POINTS
1	MISSOURI STATE (5)	95
2	INDIANA STATE (4)	92
3	SOUTHERN ILLINOIS (1)	81
4	ILLINOIS STATE	68
5	MARSHALL	62
6	NORTHERN IOWA	48
7	UIC	44
8	LITTLE ROCK	27
9	EVANSVILLE	21
10	VALPARAISO	12



TEAMS UPDATE: INDOOR TRACK AND FIELD



Herd Women's Track and Field Victorious at Marshall Invitational



SUN BELT CONFERENCE INDOOR TRACK & FIELD
CHAMPIONSHIP
FEBRUARY 20-21, 2023 · BIRMINGHAM CROSSPLEX · BIRMINGHAM, ALA.



22-23 GAME PLAN

PACE: Immediate Remedies/Speed of Game		Department
1	Identify plan for on-campus parking for student-athletes returning from team travel	Administration
2	Purchase new uniforms for Cheerleaders and Dance Team	Spirit
3	Upgrade computers/laptops for compliance staff	Compliance
4	Formulate master list to communicate roster changes to all departments within athletics and across campus	Compliance
5	Code incoming student-athletes with admissions	Compliance
6	Move scholarship disbursement process to compliance	Business Office
7	Conduct weekly game day operation meetings in-season sports	Administration
8	Hire Big Green Director of Financial Planning and Audit	Big Green
9	Rebrand Booster Clubs to Sport-Specific Championship Fund, and assign BGSF staff member to each	Big Green
10	Create assistant director of operations position for WBB	Basketball
11	Install window graphics to improve privacy between athletic training room and Cabell Physical Therapy	Administration
12	Update all conference signage with Sun Belt Conference logo	Facilities
13	Repair bulk head in natatorium	Facilities
14	Reinstate monthly Sports Performance Team meetings	Sports Medicine
15	Conduct individual sport program compliance meetings	Compliance
16	Create and approve parking passes for Official Visits	Administration
17	Conduct quarterly All Herd meetings	Administration
18	Conduct monthly Head Coaches and All Coaches meetings	Administration
19	Host Herd Games event for All Herd	Administration
20	Host annual student-athlete welcome-back event	Administration
21	Create additional parking spaces in East Lot	Facilities
22	Refurbish elements of diving board to certify long-term stability and safety	Facilities
PROCESS: Systems Management		Department
1	Fully integrate academic component into TeamWorks platform	Compliance
2	Review with the City of Huntington an arena management partnership in coordination with ASM Global	Administration
3	Develop special admittance process for applicants (including international student-athletes) that don't meet normal admissions standards	Compliance
4	Develop and implement Buck Harless Student-Athlete Program student-athlete support services personnel training procedure	Academics
5	Improve new employee experience, including but not limited to new employee orientation, revised employment offer letters, and central new employee announcement process	Administration
6	Move business office processes to electronic systems	Business Office
7	Obtain real time equipment budget status and review inventory system	Equipment
8	Implement a freshmen and newcomer student-athlete orientation program	Academics
9	Implement swipe system for Buck Harless use monitoring	Academics
10	Distribute online tutor evaluation survey and collect data	Academics
11	Implement NCAA vetting process for sexual violence prevention and review annually	Administration
12	Restructure transfer evaluation process to more efficiently identify transfer eligibility status	Administration
13	Revamps certification process in collaboration with Registrar's office	Administration
14	Restructure camps & clinic approval and reconciliation process, including review of current camp model and determine future efficiencies	Business Office
15	Review and restructure athletics financial aid including order of application of financial aid components, evaluation of waiver allocation, obtaining graduate school waivers, and one tuition rate for student-athletes	Business Office
16	Revise student-athlete handbook/code of conduct, and review annually	Academics
17	Create compliance Website	Compliance
18	Establish briefing memos to include all donors that will attend athletic department events	Big Green
19	Document and communicate prioritized practice times for indoor facility	Administration
20	Review schedule policy for finals week competition	Administration
21	Evaluate compliance with university record retention program	Administration
22	Review courtesy car allocation and strategy	Big Green
23	Establish online process for facility work orders	Facilities
24	Develop master schedule including University, Big Green, Athletics, and external events to avoid scheduling conflict	Administration
25	Augment comprehensive policy and procedures manual for Athletics Department	Academics
PLANNING: Capital Projects and Strategic Planning/Tactics Cont.		Department
1	Construct Herd Fuel Station in Dunfee weight room and identify Henderson Center location	Facilities
2	Evaluate revenue generation opportunities in south end zone of Joan C. Edwards Stadium	Facilities
3	Review current staff office locations and prioritize moves that encourage staff collaboration and efficiencies (Ex. City National Bank)	Facilities
4	Assess land values for areas adjacent to existing facilities and determine potential opportunities for campus athletics footprint expansion	Facilities
5	Meet w/ Co-op for AC at the Henderson Center/Gullickson	Facilities
6	Work with NUCOR to discuss naming rights partnerships within athletics facilities	Facilities
7	Create relationship with ISS to purchase laundry chemicals and leverage buyer power to obtain new equipment	Facilities
8	Create formal collaboration with MU biomechanics/kinesiology and design a new sports performance collaboration center	Facilities
9	Upgrade Gullickson practice gym with scoreboard, sound system, fans, paint, and floor	Facilities
10	Finalize baseball stadium site	Facilities
11	Launch new Big Green capital campaign - All M	Big Green
12	Plan first annual All-Recruit weekend for 2023	Administration
13	Procure equipment to stream tennis matches locally and internationally through multi-camera setup	Big Green
14	Assess the viability to upgrade field lighting at outdoor facilities	Facilities
15	Tarp endzone at Joan C. Edwards Stadium and bleachers at the Henderson Center	Facilities
16	Acquire new golf carts and create management and maintenance policies	Big Green
17	Identify and implement solution for softball batting cage	Facilities
18	Evaluate plan for sport-specific staffing and review opportunities to use tuition waivers to augment manager program	Administration
19	Align areas of sports medicine, NCAA compliance, and student-athlete academic support with corresponding responsibility centers	Administration
20	Procure Taraflex court for volleyball	Facilities
21	Review and brand student-athlete pathways in Gullickson and Henderson Center	Facilities
22	Assess one-time capital improvements and create and communicate a facilities maintenance plan that meets with student-athletes, coaches, and staff	Facilities
23	Create short- and long-term technology refresh plan	Business Office
24	Create, document, and communicate staff housing and employee transitional support plan	Administration

CHAMPIONSHIP PRINCIPLES

PACE
IMMEDIATE REMEDIES/SPEED OF GAME

PROCESS
SYSTEMS MANAGEMENT

PLANNING
CAPITAL PROJECTS AND STRATEGIC PLANNINGS

PERFORMANCE
FULL POTENTIAL/MASLOW'S HIERARCHY OF NEEDS

PRIDE
ALUMNI & FAN ENGAGEMENT/AWARDS AND BENEFITS

PERFORMANCE: Full potential/Maslow's Hierarchy of Needs		Department
1	Augment Herd Fuel to include comprehensive performance nutrition education and services while	Sport Performance
2	Developing plan to add funding for full time registered dietitian for FY24	Administration
3	Provide equitable access to team meal and fueling distribution for all student-athletes	Administration
4	Create a centralized plan for year-round on-campus dining options/opportunities with an emphasis on appropriate performance-oriented fueling	Administration
5	Collaborate with dietetics department to create a pipeline program for Herd Fuel student experiential learning opportunities and future student staffing	Administration
6	Develop collaboration with MU Athletic Training program to augment experiential learning opportunities for AT students and provide pipeline for future AT hires	Administration
7	Work with Campus Housing and Residence Life to review changes in 1-year residency requirement	Administration
8	Launch campus-wide Mantra Health partnership	Administration
9	Renegotiate Nike Contract and create revised allocation strategy	Administration
10	Train academic personnel, sport administrators, and a student-athlete from each team (Mental Health Champions) on MHFA	Administration
11	Establish SAP Policy and Procedures in accordance with SBC	Administration
12	Create DEI committee for Athletics	Administration
13	Identify plan for on-campus parking for student-athletes returning from team travel	Administration
14	Identify and join conference home for swimming and diving with championship experience	Administration
15	Complete review and update all head coach contracts and insure incentives through Game Point	Administration
16	Brand team buses, football equipment truck, and golf vans with official Marshall Athletics wrap	Compliance
17	Review financial aid agreements for compliance with current NCAA legislations	Compliance
18	Enhance NIL experience and opportunities for SAs through NFLCR Exchange/Openstore Marketplace/NIL Directory and NIL Collective	Compliance
19	Continue to solicit and evaluate accommodation of interest and abilities via student survey	Administration
20	Foster Marshall representation on Sun Belt and NCAA committees	Administration
21	Enhance SAJC with subcommittees to participate in athletic department planning and decision-making processes	Compliance
22	Finalize Brand Collaboration Agreement	Administration
23	Create, communicate, and implement performance evaluations for coaches and staff to include executive summary tool	Compliance
24	Establish Next Up program for emerging leaders	Administration
25	Fence Dot Hicks Field	Facilities
26	Work with campus to teach UNI101 in Fall 2023	Administration
27	Add additional athletic trainer for primary sports coverage for Cross Country and Track & Field	Administration
28	Create coaches and staff mentoring program	Administration
PRIDE: Alumni and Fan Engagement/Awards and Benefits		Department
1	Reintroduce Sweetheart Clinic	Administration
2	Identify opportunities to collaborate with housing to increase student attendance at games	Marketing
3	Formalize primary and secondary marks and logos through CLE branding sheet	Administration
4	Enhance Hall of Fame induction and Weekend with plaques, gifts, media, and in-game honoring	Big Green
5	Create team-specific community service initiatives and have 100% of student-athletes participate in at least one community service event	Administration
6	Track student-athlete and staff community service hours via Helper Helper; contend for Sun Belt Conference community service awards	Administration
7	Create and engage Marshall Fan Committee	Marketing
8	Create and engage Champions Advisory Board	Big Green
9	Rebrand student spirit group to increase engagement with and attendance at Athletics events	Marketing
10	Determine feasibility of priority scheduling for cheerleaders/dance team	Administration
11	Conduct annual football season ticket holder appreciation event	Ticketing
12	Identify one reunion date for each sport program	Big Green
13	Review letterwinner and awards program with Student-Athlete Advisory Committee	Administration
14	Present each participating student-athlete with a commemorative item for the first SBC achievement by sport	Administration
15	Enhance in-game promotions for all sports	Marketing
16	Invite and incentivize youth club attendance for home games	Ticketing
17	Launch game mini-plans, single-game ticket options, FEVO group options, and single-game ticket promotions for football, men's and women's basketball	Ticketing
18	Host Sponsor Symposium event	Learfield
19	Increase coaches/administrator interaction with sponsors	Learfield
20	Evaluate men's basketball neutral site MYE with TV exposure	Administration
21	Sell out 'Herd 1' shoes	Big Green
22	Launch Friends & Family sale initiative	Big Green
23	Launch "This Home is Herd" initiative	Learfield
24	Develop plan to host Friday Night Lights and 5th Quarter events for 2023 football season	Administration
25	Relaunch women's basketball season tickets; create and promote premium seating options	Ticketing
26	Create Student Leader of the Game initiative for home football games	Administration
27	Establish partnership with Foco to provide mini-trucks as 2023 season football ticket holder gift	Administration
28	Host diversity and inclusion games (Ex. Pride Night, Autism Awareness, Mental Health Awareness, etc.)	Marketing
29	Roll out Herd Country Lager beer in partnership with Country Boy Brewing Company	Big Green
30	Strengthen communication between spirit programs and fan engagement staff	Marketing
31	Complete the first soccer season ticket renewal at a 95% renewal rate	Ticketing
32	Integrate FEVO software into ticketing process to improve group ticketing experience	Ticketing
33	Develop new revenue stream via Dynamic Pricing Partners by selling \$100,000 per year of tickets via secondary market	Ticketing
34	Negotiate Paciolan contract extension	Ticketing
35	Digitize student and fan tickets	Ticketing
36	Develop new Herdzone website & app pages	Marketing
37	Research Henderson Center to accommodate relocating band and student section to enhance game-day experience	Ticketing
38	Increase merchandise partnership to sell sport-specific merchandise at home games in all sports	Big Green
39	Review opportunity to partner with campus information technology and School of Journalism to manage Herd Vision program	Administration
40	Conduct All Herd community service event	Administration
41	Create department e-newsletter	Administration
42	Procure and sell arena courtside tables for men's and women's basketball	Ticketing
43	Perform annual analysis of NCAA ticketed sports programs considering adding or deleting sports that are ticketed	Ticketing
44	Create Big Green VIP Suite space and experience	Big Green

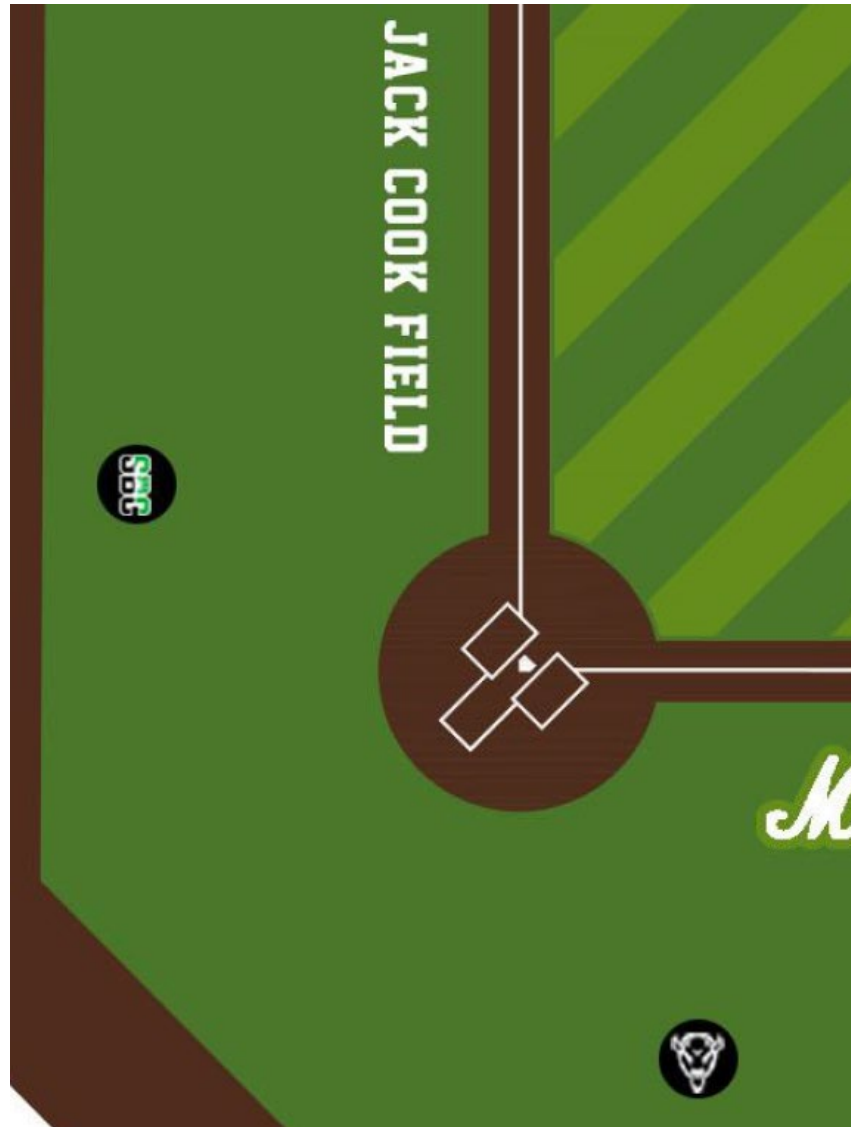
CHAMPIONSHIP PACE



1. On Campus Parking for student-athletes during team travel



CHAMPIONSHIP PACE



12. Update Sun Belt Logos on all Athletic Facilities



CHAMPIONSHIP PACE



May 25, 2022

AGENDA

Welcome

Why We Do What We Do – Milo Yosef – M. Soccer

New to the Herd

AD Report

ALL Herd – Department Overviews:

1. Retreats (Christian)
2. Academic Calendar (Lisa)
3. HD Media Beat Writer Update (Jason)
4. Learfield Update (Annie)
5. Ticketing Update (Cole)
6. Athletics Facilities and Game Operations (Andrew)
7. Marketing and HerdVision (Chuck, Sydney, and Jake)
8. Title IX/DEI Summary (Beatrice)
9. Compliance and New NCAA Rules (Sean and Garrett)
10. Big Green (Big Green Staff)
 - a. BG Overview (John)
 - b. Herd 1 (Tyler)
 - c. Friends and Family (Taylor)
 - d. ALL IN CAMPAIGN (Ryan)

Coaches Corner (BEGINNING IN THE FALL)

Event Reminders

REVIEW AND RENEW – VIDEO

Next **ALL**  **August 17, 2022 @ 8:45am**

17. Conduct Quarterly ALL HERD Meetings



CHAMPIONSHIP PACE



Christian Spears
@TheHerdAD

When we figure it all out...we are going to do something extraordinary! @HerdZone student-athletes. Our family photo! #TheHerdWay #WeAreMarshall #itsnotajobitsacalling



Marshall Athletics @HerdZone · Aug 21

WE ARE MARSHALL.

The 2022-23 student-athletes of Marshall University. ❤️

#HerdFamily x #TheHerdWay



7:04 PM · Aug 21, 2022 from West Virginia, USA

20. Host Annual Student-Athlete Welcome Back Event




CHAMPIONSHIP PROCESS

1. Fully integrate academic component into Teamworks platform













CHAMPIONSHIP PROCESS

5. Improve new employee experience, including but not limited to new employee orientation, revised employment offer letters, and central new employee announcement process









New to the Herd- Grant Traylor

 Vieira, Arlin
To  'granttraylor@gmail.com'

Bcc  Spears, Christian;  Boughton, Debra;  Vieira, Arlin;  'beatricecrane.banford@marshall.edu';
 Brown, Andrew;  'tuttles@marshall.edu';  Molina, Chris;  'gesner4@live.marshall.edu'; +147 others

Thu 11/17/2022 12:57 PM

  Reply  Reply All  Forward  

Hello everyone!

Please join us in welcoming Grant Traylor to the Herd!

Grant will serve as the Associate Athletic Director of Communications starting December 5th. Grant is a Lavalette native and Son of Marshall. He joins us from HD Media, LLC, which owns The Herald-Dispatch, Charleston Gazette Mail and several weeklies throughout West Virginia.

Welcome, Grant!
From all of us here at Marshall Athletics

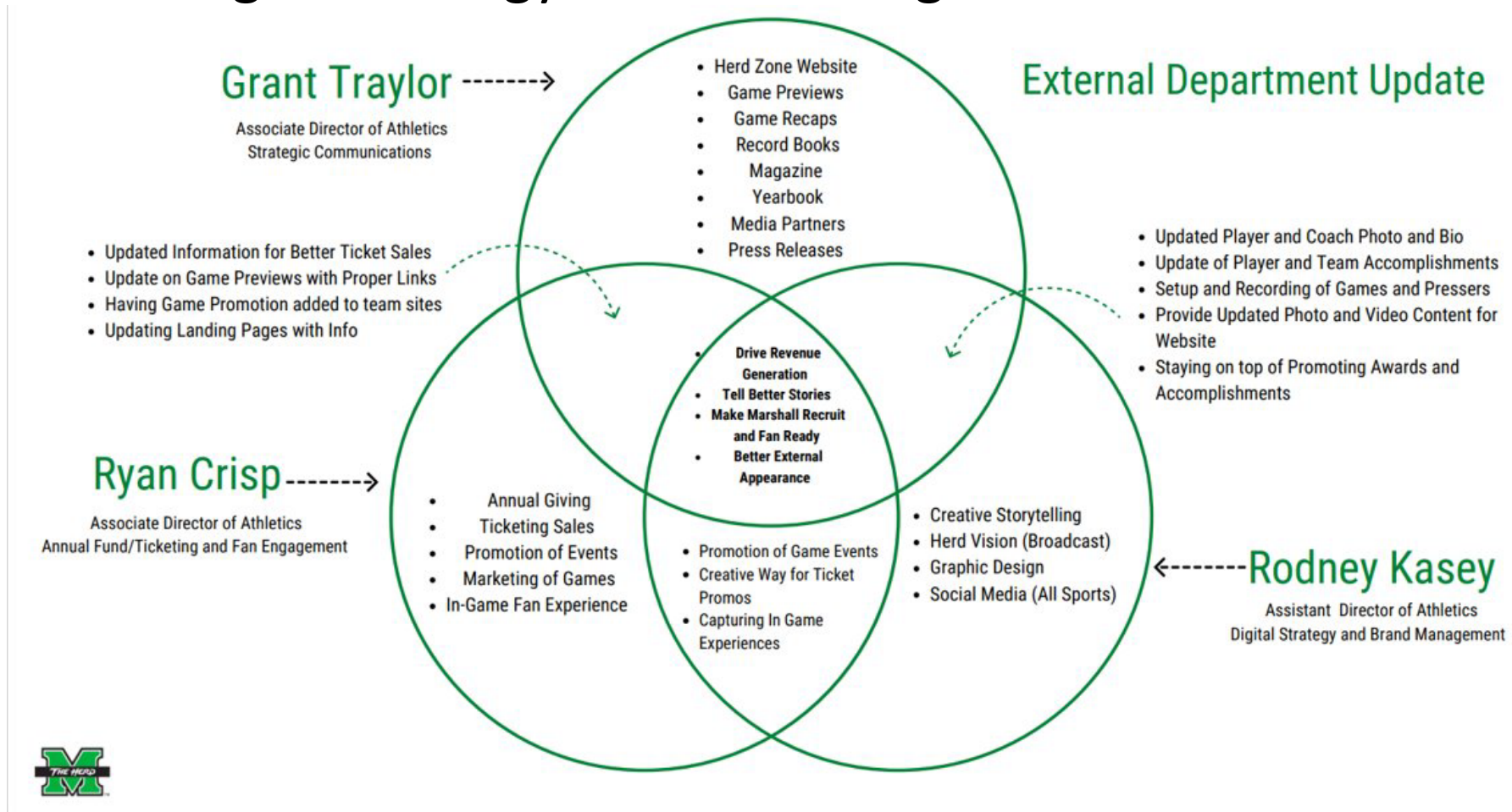
CHAMPIONSHIP PROCESS

6. Move business office processes to electronic systems



CHAMPIONSHIP PLANNING

16. Reimagine and prioritize creative content and digital strategy team with augmented staff



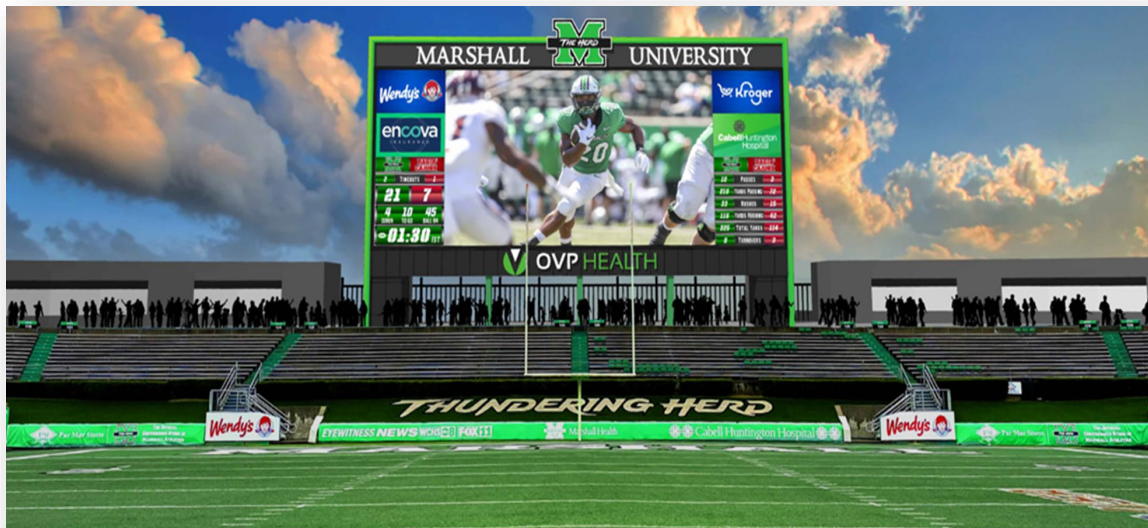
CHAMPIONSHIP PLANNING

34. Finalize baseball stadium site



CHAMPIONSHIP PLANNING

17. Prioritize acquisition, and installation of score and video boards in designated athletic facilities



CHAMPIONSHIP PERFORMANCE



8. Renegotiate Nike Contract and create revised allocation strategy



CHAMPIONSHIP PERFORMANCE

#INFLCR



17. Enhance NIL experience and opportunities for SAs through INFLCR Exchange/Personalized Merchandise/NIL Collective



CHAMPIONSHIP PERFORMANCE

23. Establish Next Up program for emerging leaders



CHAMPIONSHIP PRIDE

9. Rebrand student spirit group to increase engagement and attendance at ALL athletic events



CHAMPIONSHIP PRIDE



22. Launch Friends and Family sales initiative for all sports



CHAMPIONSHIP PRIDE

37. Reseat Henderson Center to accommodate relocating band and student section to enhance the game day experience

