



# Athletics Committee Meeting

June 21, 2023 | 10 a.m.

Shawkey Dining Room, Memorial Student Center



June 2023 Athletics Committee Meeting\_Public

## AGENDA

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10 a.m.

### Athletics Committee

*Chris Miller, Chair*

Executive Session under the authority of WV  
Code §6-9A-4

*H. Toney Stroud, Chief Legal Officer and General Counsel*

### Personnel Matters

*H. Toney Stroud, Chief Legal Officer and General  
Counsel*

### Action Items

### Information Items

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

3

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Committee Annual Activity Calendar

Review and Support the Academic Success  
of Our Student-Athletes

Athletic Teams Update

Compliance Update

Budget Update

Capital Projects Update

# BOARD OF GOVERNORS



**June 21, 2023**

**Christian Spears**  
Director of Athletics

**Debra Boughton**  
Executive Associate AD, Championship Planning and Resources



# ACTIVITY WHEEL

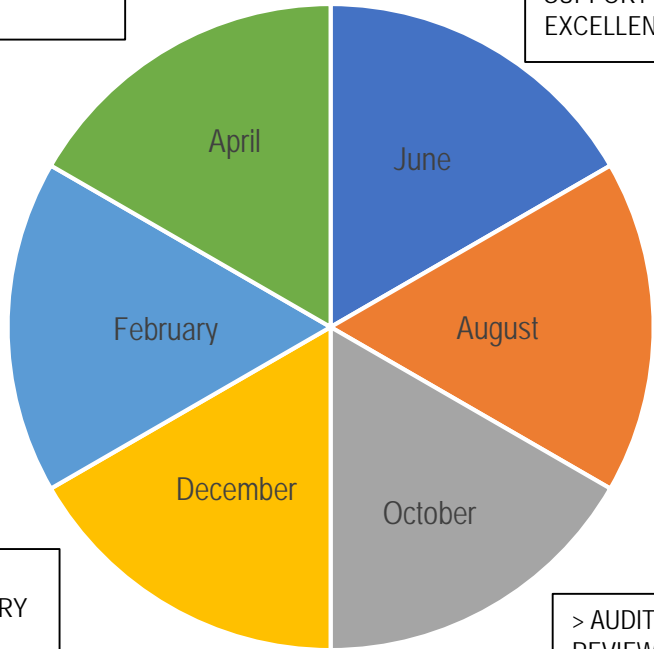
## INTERCOLLEGIATE ATHLETICS



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

> **2<sup>nd</sup> Quarter** - REVIEW AND SUPPORT COMPETITIVE EXCELLENCE

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



> CAPITAL PROJECTS AND FUNDRAISING

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

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

> AUDITED BIG GREEN REVIEW AND REPORTS

# AGENDA

- Review and Renew
- Director of Athletics Governance Review
  - Mission Statement & Strategic Plan
    - Game Plan
  - 22-23 Academic Achievement
  - 22-23 Athletic Achievement/Athletics Teams Update
  - Organizational Changes & Coaches/Staff Updates
    - Executive Summaries



# AGENDA, continued

- 22-23 Compliance Review
- NCAA Transformation: Holistic Model
- Sunbelt Media Valuation & why that is important
- Budget Update
- Capital Projects Update
  - Baseball Complex
  - Videoboards
- Action Items
  - Coaches Contracts (Executive Session)



# REVIEW AND RENEW



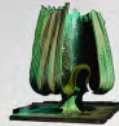
# OUR FOUNTAIN

OUR FOUNTAIN REPRESENTS MARSHALL UNIVERSITY'S CORE VALUES WHICH PREPARE US TO BE BETTER HUMANS STRIVING FOR A SUCCESSFUL FUTURE WHILE PRESERVING THE RICH HISTORY OF OUR UNPARALLELED PAST. OUR FOUNTAIN'S 75 SPIRES ARE ALL UNIQUE IN NATURE, BUT COME TOGETHER TO FORM A BEAUTIFUL BODY OF WORK THAT REFLECTS OUR VALUES OF RESILIENCE, DETERMINATION, DIVERSITY, INNOVATION AND TOGETHERNESS. IT IS THROUGH THESE VALUES THAT THE MEANING IS FOUND WITHIN THE PHRASE "WE ARE... MARSHALL."



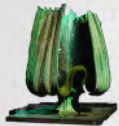
**WE ARE... COMPETITIVE & DRIVEN**

COMMITTED TO A STANDARD IN WHICH CHAMPIONSHIPS ARE THE EXPECTATION.



**WE ARE... GRITTY & RESILIENT**

BUILT BY OUR PROUD STORY OF PERSEVERANCE IN THE FACE OF ULTIMATE ADVERSITY



**WE ARE... INCLUSIVE & DIVERSE**

BRINGING DIVERSE BACKGROUNDS TOGETHER TO MOVE AS ONE HERD



**WE ARE... COLLABORATIVE & INNOVATIVE**

FOCUSED ON PIONEERING TRANSCENDENT PATHS TO SUCCESS WITHIN ATHLETICS



**WE ARE... ACCOUNTABLE & ETHICAL**

BOUND BY A MORAL STANDARD THAT EMBODIES OUR TRADITION OF HONOR AND INTEGRITY

**WE ARE...  
MARSHALL**

# Marshall

**T**OGETHER  
**H**ARD WORK  
**E**XCELLENCE

**H**ONOR  
**E**NERGY  
**R**ESPECT  
**D**IVERSITY

**W**ILL  
**A**MBITION  
**Y**EARN



THE  
**GAME  
PLAN**

2022.23



# THE GAME PLAN

A guide for our annual planning with completion expectations for our tactical goals and outcomes that should be completed during the year.

- **CHAMPIONSHIP PACE**
- **CHAMPIONSHIP PROCESS**
- **CHAMPIONSHIP PLANNING**
- **CHAMPIONSHIP PERFORMANCE**
- **CHAMPIONSHIP PRIDE**

# CHAMPIONSHIP PACE (EXAMPLE)

2022-23 GAME PLAN			
	PACE: Immediate remedies/speed of game	Department	Complete
1	Identify plan for on-campus parking for student-athletes returning from team travel	Administration	Yes
2	Purchase new uniforms for cheerleaders and dance team	Spirit	Yes
3	Upgrade Computers/Laptops for Compliance Staff	Compliance/Business Office	Yes
4	Formulate Master List to communicate roster changes to all departments within athletics and across campus	Compliance	Yes
5	Code incoming student-athletes with admissions	Compliance	Yes
6	Move scholarship disbursement process to compliance	Compliance/Business Office	Yes
7	Conduct weekly Game Day Operation Meetings with In-Season Sports	Administration	Yes
8	Hire Big Green Director of Financial Planning and Audit	Big Green	Yes
9	Rebrand Booster Clubs to Sport-Specific Championship Fund, and assign BGSF staff member to each	Big Green	Yes
10	Create assistant director of operations position for WBB	Administration	Yes
11	Install window graphics to improve privacy between athletic training room and Cabel Physical Therapy	Administration	Yes
12	Update all conference signage with Sun Belt Conference logo	Facilities/Marketing	Yes
13	Repair bulk head in natatorium	Facilities	Yes
14	Reinstate monthly Sports Performance Team meetings	Sports Medicine	Yes
15	Conduct individual sport program compliance meetings	Compliance	Yes
16	Create and approve parking passes for Official Visits	Facilities/Compliance	Yes
17	Conduct quarterly All Herd meetings	Administration	Yes
18	Conduct monthly Head Coaches and All Coaches meetings	Administration	Yes
19	Host Herd Games event for All Herd	Administration/SAAC	Yes
20	Host annual student-athlete welcome-back event	Administration/SAAC	Yes
21	Create additional parking spaces in East Lot	Facilities	Yes
22	Refurbish elements of diving board to certify long term stability and safety	Facilities	Yes

# GAME PLAN

## 2023/2024 Game Plan

### Groups:

- *Championship Pace - Immediate Remedies*
- *Championship Process - Systems Management*
- *Championship Planning - Strategic Planning and Capital Projects*
- *Championship Performance - Full Potential/Maslow's Hierarchy of Needs*
- *Championship Pride - Alumni and Fan Engagement/Awards and Benefits*

# GAME PLAN - NEXT PLAN! 2023-24



## CHAMPIONSHIP PRINCIPLES

### PACE

IMMEDIATE REMEDIES/SPEED OF GAME

### PROCESS

SYSTEMS MANAGEMENT

### PLANNING

CAPITAL PROJECTS AND STRATEGIC PLANNING

### PERFORMANCE

FULL POTENTIAL/MASLOW'S HIERARCHY OF NEEDS

### PRIDE

ALUMNI & FAN ENGAGEMENT/AWARDS AND BENEFITS

**2023 ACADEMIC ACCOMPLISHMENTS**

**14/16**  
TEAMS  
ABOVE  
**3.0** GPA

SPRING SEMESTER  
**3.222** GPA

**80** STUDENTS  
WITH A **4.0** GPA

HIGHEST WOMEN'S TEAM GPA  
**GOLF**  
3.972

HIGHEST MEN'S TEAM GPA  
**CROSS COUNTRY**  
3.530

**287** STUDENTS ABOVE 3.0

**10/18** TEAMS ABOVE 3.30 GPA

**187** STUDENTS ABOVE 3.5 GPA



1. South Alabama	142.0
2. James Madison	132.0
3. Louisiana	127.0
4. Texas State	125.0
5. Southern Miss	123.5
6. Coastal Carolina	121.5
7. Arkansas State	110.5
8. Troy	109.0
9. Georgia Southern	105.0
<b>10. Marshall</b>	<b>103.0</b>
11. App State	91.5
12. Old Dominion	79.5
13. ULM	76.5
14. Georgia State	65.5



2022-2023

# OVERALL VIC BUBAS STANDINGS



1. Louisiana	73.5
2. South Alabama	64.0
3. Troy	58.5
4. Coastal Carolina	50.0
5. Southern Miss	48.0
6. James Madison	43.0
7. Marshall	41.5
8. Arkansas State	41.0
9. App State	38.5
10. Georgia Southern	38.0
11. Texas State	37.0
12. Old Dominion	31.5
13. ULM	30.5
14. Georgia State	29.0



2022-2023

# MEN'S VIC BUBAS STANDINGS



1. James Madison	89.0
2. Texas State	88.0
3. South Alabama	78.0
4. Southern Miss	75.5
5. Coastal Carolina	71.5
6. Arkansas State	69.5
7. Georgia Southern	67.0
8. Marshall	61.5
9. Louisiana	53.5
10. App State	53.0
11. Troy	50.5
12. Old Dominion	48.0
13. ULM	46.0
14. Georgia State	36.5



2022-2023

# WOMEN'S VIC BUBAS STANDINGS





1. Louisiana – 162
2. Georgia Southern – 132
3. Troy – 114
4. Old Dominion – 113
5. James Madison – 111
6. Marshall – 102
7. Southern Miss – 74
8. Coastal Carolina – 72
9. South Alabama – 67
10. Texas State – 58
11. Georgia State – 50
12. App State – 46
13. ULM – 44
14. Arkansas State – 33



**2022-2023  
SUN BELT CONFERENCE  
COMMUNITY SERVICE  
INITIATIVE**

# RECOGNITION AND ACHIEVEMENTS

- Taylor Hickman, 30 under 30 West Virginia
- Chris Lapole, 2023 WV Trainers' Association Athletic Trainer of the Year
- Sharrod Everett, National Vice President for the DFO Organization
- Greg Beals, 600 career wins
- Dan D'Antoni, 150 Marshall wins

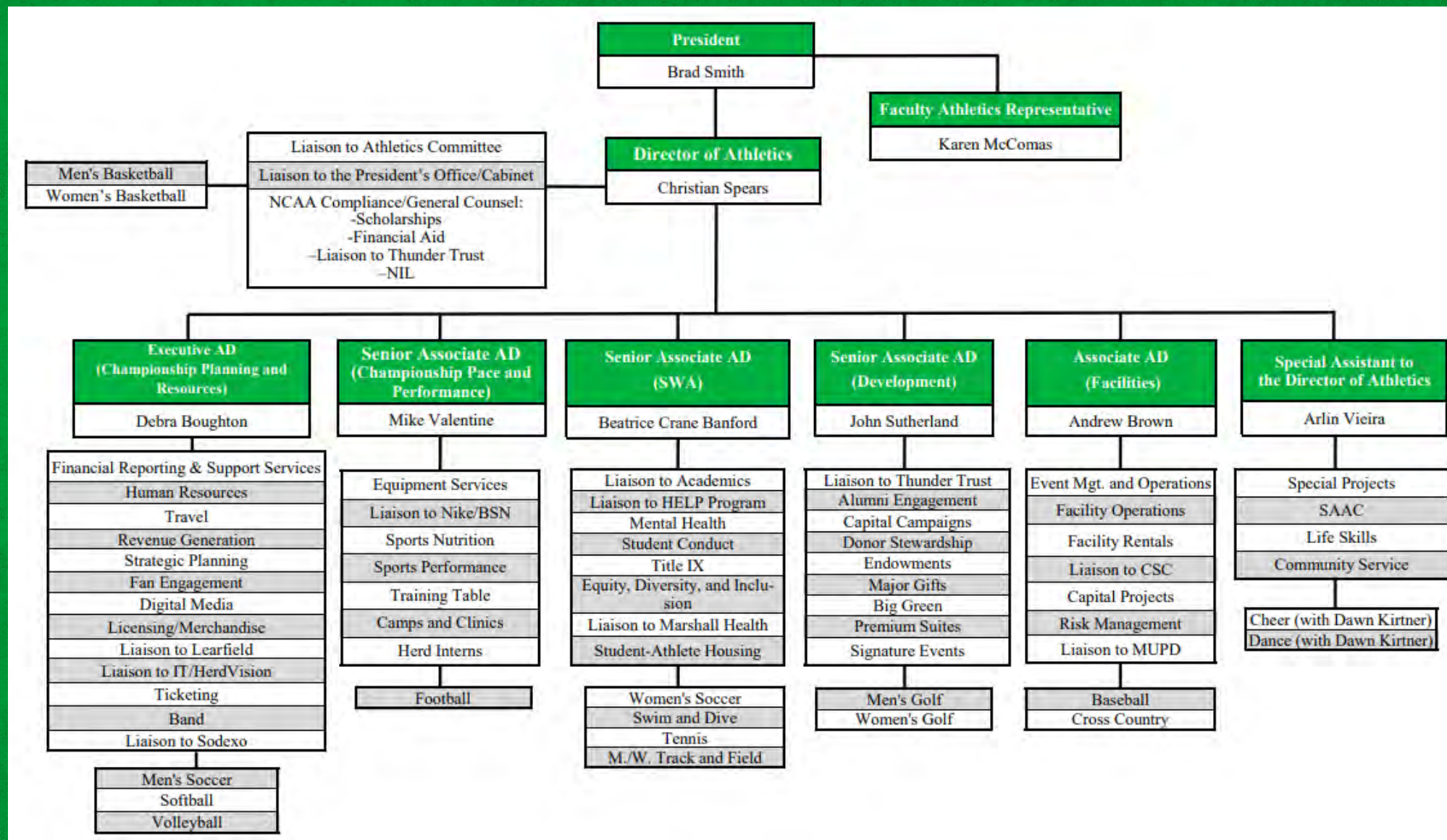


# RECOGNITION AND ACHIEVEMENTS

- Marshall Softball, most program wins ever
- Indoor and Outdoor Men's Track return to competition
- SBC Individual Champions--Macie Majoy (pole vault) and Mikah Alleyne (400 hurdles)
- MVC Individual Champion—Ezter Laban (1650 m), Swim and Dive, highest GPA in NCAA








# NEW ORGANIZATIONAL CHART



# EXECUTIVE SUMMARY



		<b>Women's Basketball - Executive Summary</b>						
	<b>Kim Stephens</b> Head Coach							
	<b>Jenna Burdette</b> Assistant							
<b>Academic Overview</b>								
Year	NCAA GSR	Year	NCAA APR	Team GPA Fall	Team GPA Spring	All-Academic SBC/C-USA		
22-23	TBD	22-23	994	3.25	3.01	0		
21-22	100	21-22	995	3.54	3.34	1		
20-21	100	20-21	986	3.42	3.50	1		
19-20	92	19-20	986	3.01	3.35	0		
18-19	80	18-19	991	3.34	3.23	0		
<b>Athletic Overview</b>								
Year	Season Record	Conference Record	C-USA/SBC Finish	Conference Tournament	Tournaments post Conference	All C-USA/SBC (1st team)		
22-23	17-14	9-9	8th (SBC)	(8), Eliminated in SBC Quarters	DNQ	0		
21-22	15-13	10-8	5th (C-USA East)	(5), Eliminated Rd 2	DNQ	1		
20-21	8-11	7-9	6th (C-USA East)	(5), Eliminated Rd 2	DNQ	0		
19-20	13-17	7-11	10th (C-USA)	(8), 2nd Rd canceled Covid	DNQ	0		
18-19	17-15	10-6	6th (C-USA)	(6), Eliminated Rd 1	DNQ	1		
<b>Community Service + Violations</b>								
<b>Community Service</b>		<b>NCAA Violations</b>						
Year	Total Hours	Year	Number					
22-23	249.5	22-23	0					
21-22		21-22	1					
20-21		20-21	2					
19-20		19-20	2					
18-19		18-19	0					
<b>Total</b>		<b>Total</b>	5					

# 22-23 COMPLIANCE REVIEW



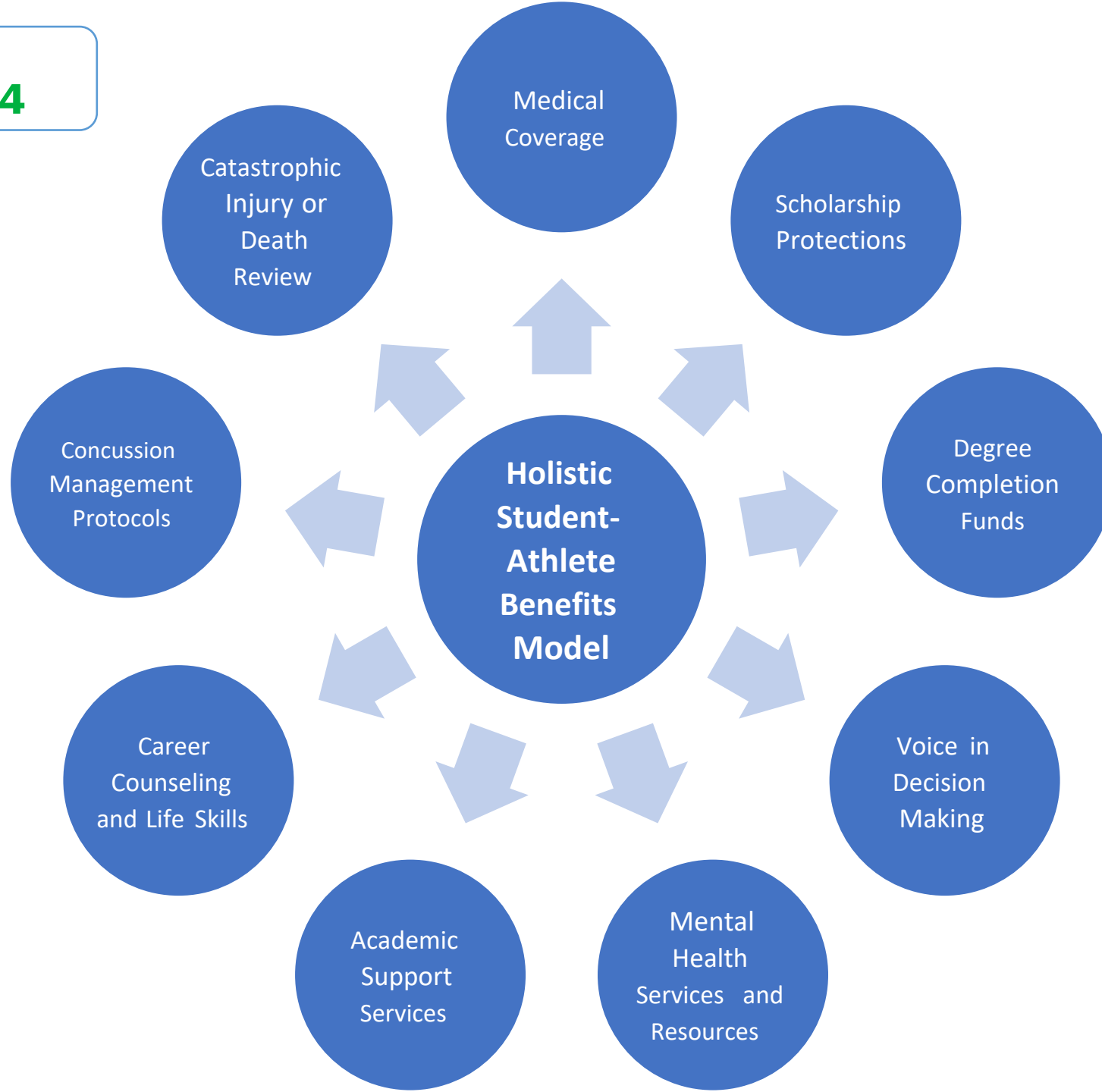
- **APP DATA REVIEW**
- **VIOLATIONS & WAIVER REPORTS**
- **NCAA CASE REVIEW**

# NCAA AWARENESS



## HOLISTIC MODEL OF BENEFITS FOR STUDENT-ATHLETES

**Effective:  
August 1, 2024**





# Compliance UPDATE: NCAA Transformation

## Holistic model of benefits for student-athletes:

Required to provide Medical Coverage for athletically related injuries for a minimum of 2 years following graduation or completion of athletics experience (whichever is later). \$\$

Required to assist with out-of-pocket medical expenses during a SA's playing career. ✓

Required to offer degree-completion funds to any SA within 10 years of separation who was on a full scholarship. ✓ \$\$

Required to provide current scholarship protections mandated for autonomy. ✓

Annual Career Counseling and Life Skills Programming Modules ✓

Updated Coaches Limitations \$\$\$

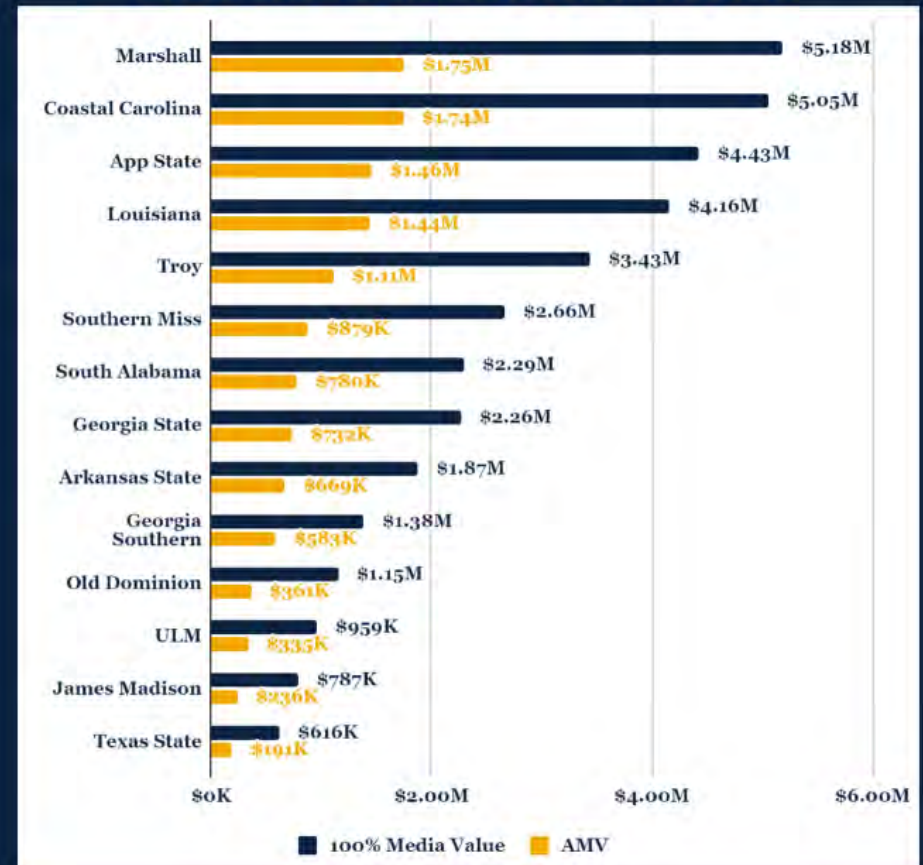
# MEDIA VALUATION FROM THE SBC



## PROPERTY COMPARISON

Teams with **strong and consistent branding on their helmets and uniforms** appearing in nationally-televised games against autonomy five opponents generated the highest live game media exposure.

### LIVE GAME MEDIA VALUATION



# MEDIA VALUATION FROM THE SBC



## VALUABLE UPSETS

Marshall had an impressive debut season in the Sun Belt Conference, with its upset win over No. 8/9 Notre Dame accounting for 20 percent of its online (print) news media value.

### ONLINE (PRINT) NEWS MEDIA VALUATION



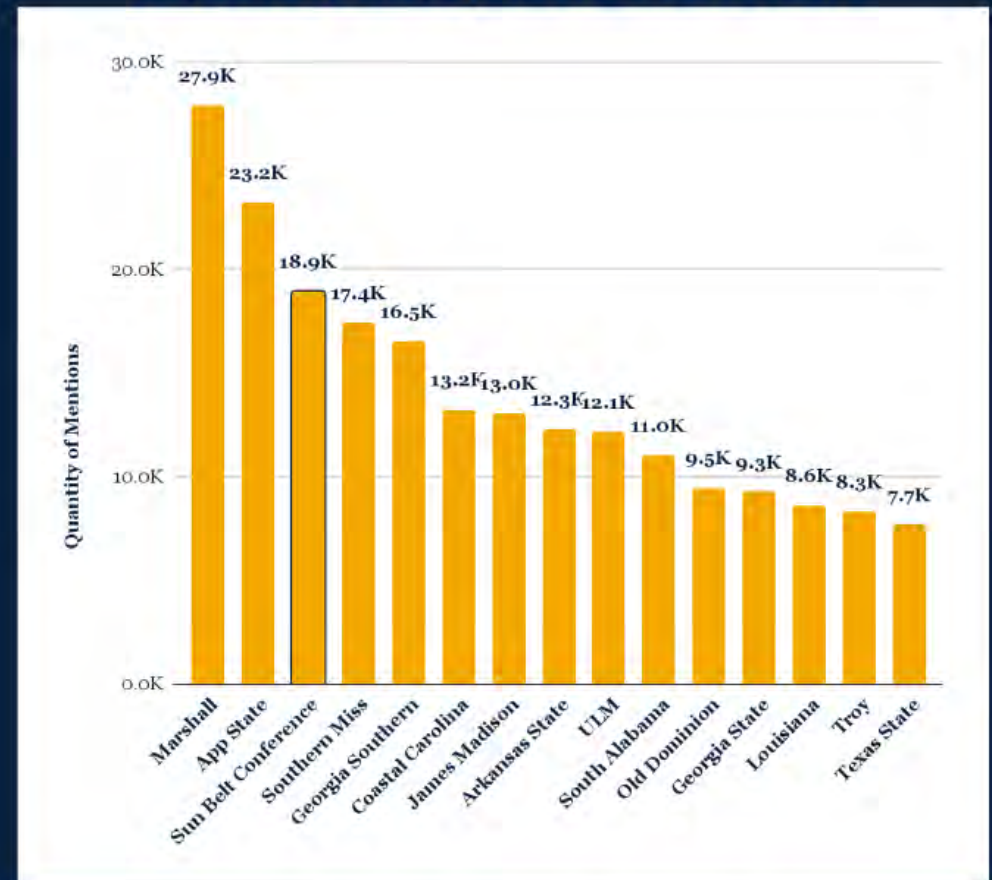
# MEDIA VALUATION FROM THE SBC



## MEDIA COVERAGE

In 2022, the average Sun Belt property received over **14,000 online (print) news mentions.**

### ONLINE (PRINT) NEWS MENTIONS



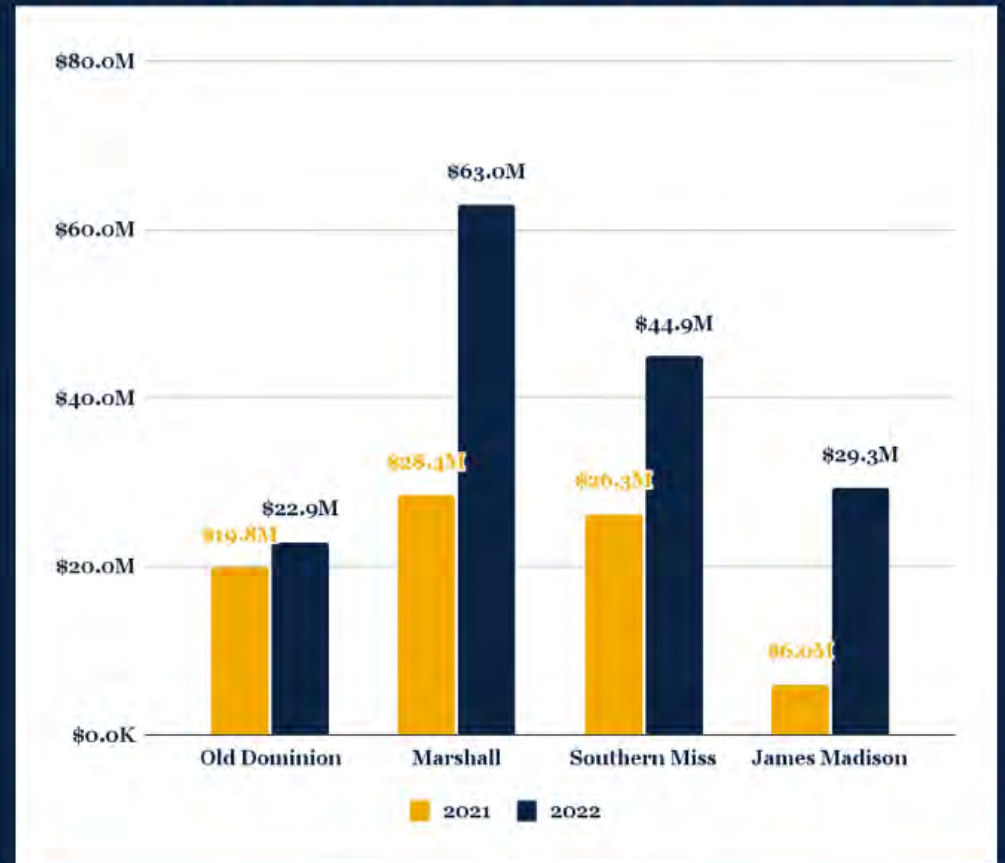
# MEDIA VALUATION FROM THE SBC



## THE SUN BELT IMPACT

In 2022, **all four new members achieved a higher level of media attention** from online (print) news than in the season prior to joining.

### ONLINE (PRINT) NEWS MEDIA VALUATION

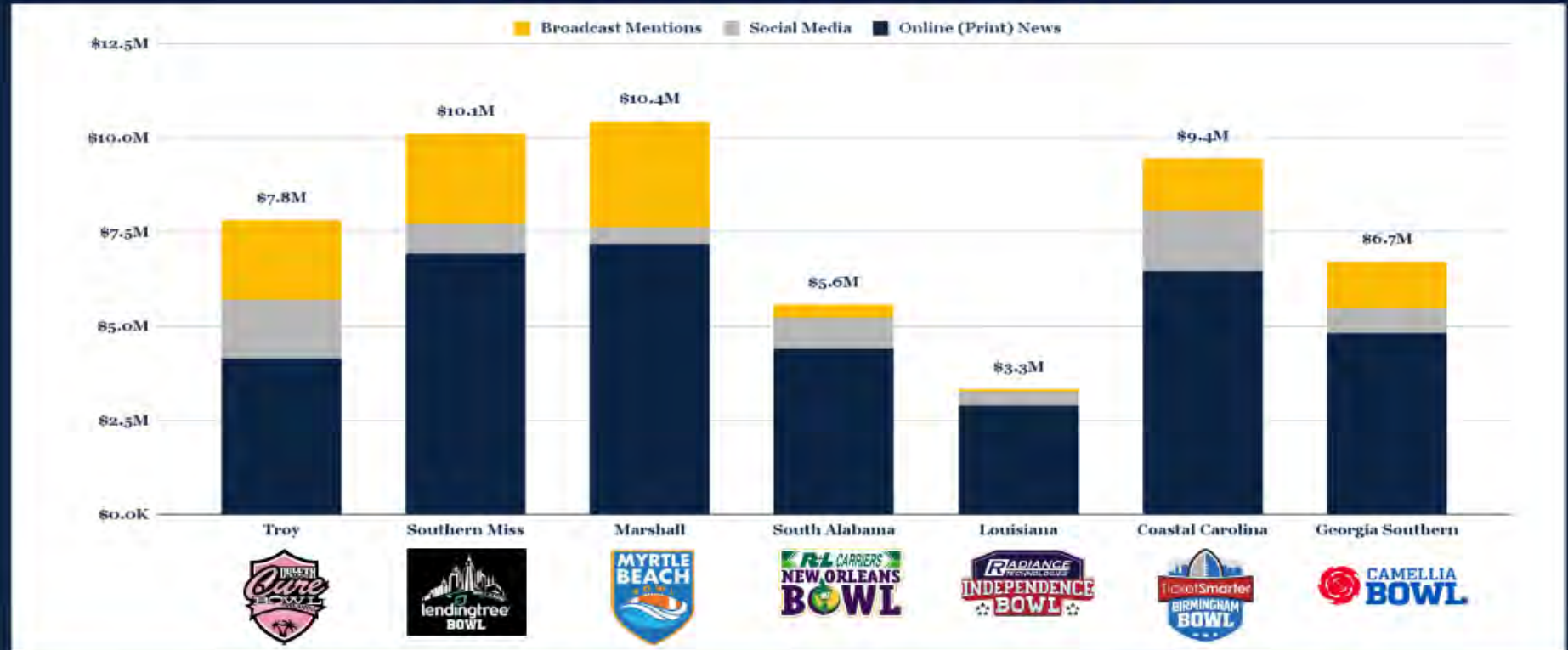


# MEDIA VALUATION FROM THE SBC



## BOWL SEASON EXPOSURE

### BOWL SEASON MEDIA VALUATION



# 22-23 BUDGET REVIEW

- **Revenue Expectations**
  - **SUNBELT DISTRIBUTION**
  - **FINAL TICKET SALES v PROJECTIONS**
  - **DONOR FUNDED POSITIONS**
- **Expense Allocations/Mid-Year Strategy Changes**
  - **BOWL GAME & ALL SPORT POST SEASON**
  - **UNFUNDED COACH INCENTIVES**
  - **SPORT PROGRAM COACHES SALARY ENHANCEMENTS**
  - **SUNBELT TRAVEL AND SIGNIFICANT INFLATION**
  - **FACILITY IMPROVEMENTS FOR SAFETY**
  - **EQUIPMENT OVERAGES**



# CAPITAL PROJECTS UPDATE: BASEBALL COMPLEX



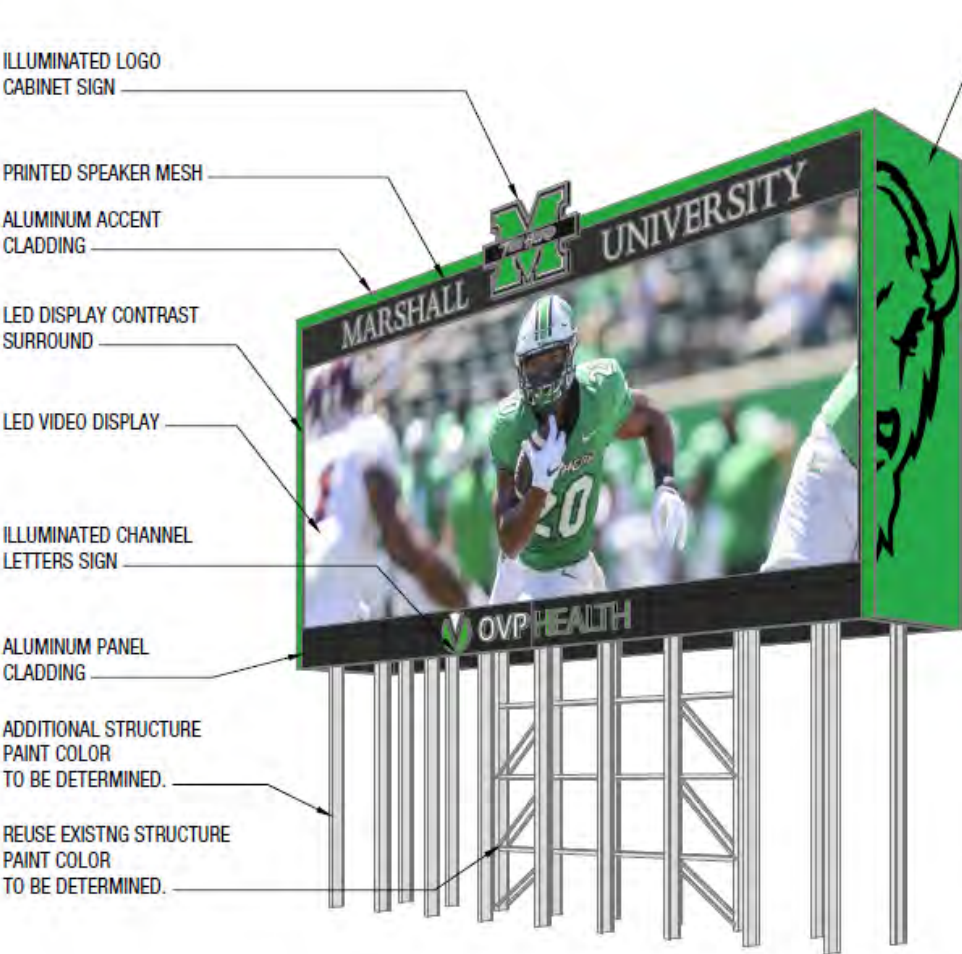


# CAPITAL PROJECTS UPDATE: BASEBALL COMPLEX



\*\*Conceptual rendering with naming pending BOG approval

# CAPITAL PROJECTS UPDATE: VIDEOBOARDS



**PRIMARY VIDEO DISPLAY SIDE PANEL UPDATES**

# BOARD OF GOVERNORS: ACTION ITEMS

- **Department of Athletics Personnel Contracts**

The Marshall University Board of Governors approves the University entering into personnel contracts with within the Department of Athletics. The Board further authorizes the President of the University to execute the necessary documents to enter into these personnel contracts.



# BOARD OF GOVERNORS

## QUESTIONS

Christian Spears  
Director of Athletics

Debra Boughton  
Executive Associate AD, Championship Planning and Resources

