



Athletics Committee Meeting

June 10, 2026 | 10 a.m.

Conference Center, Brad D. Smith Foundation Hall



June 2026 Athletics Committee Meeting

AGENDA

10 a.m.

Athletics Committee

Jim Smith, Chair

Action Items

Information Items

Committee Annual Activity Calendar 3

Gerald Harrison, Vice President and Director of Athletics

Athletics Report - "Student-Athlete First: 4

Building Champions Beyond the Game"

Gerald Harrison, Vice President and Director of Athletics;

Niesha Campbell, Deputy Director of Athletics / Chief

Operating Officer / Senior Woman Administrator

—
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

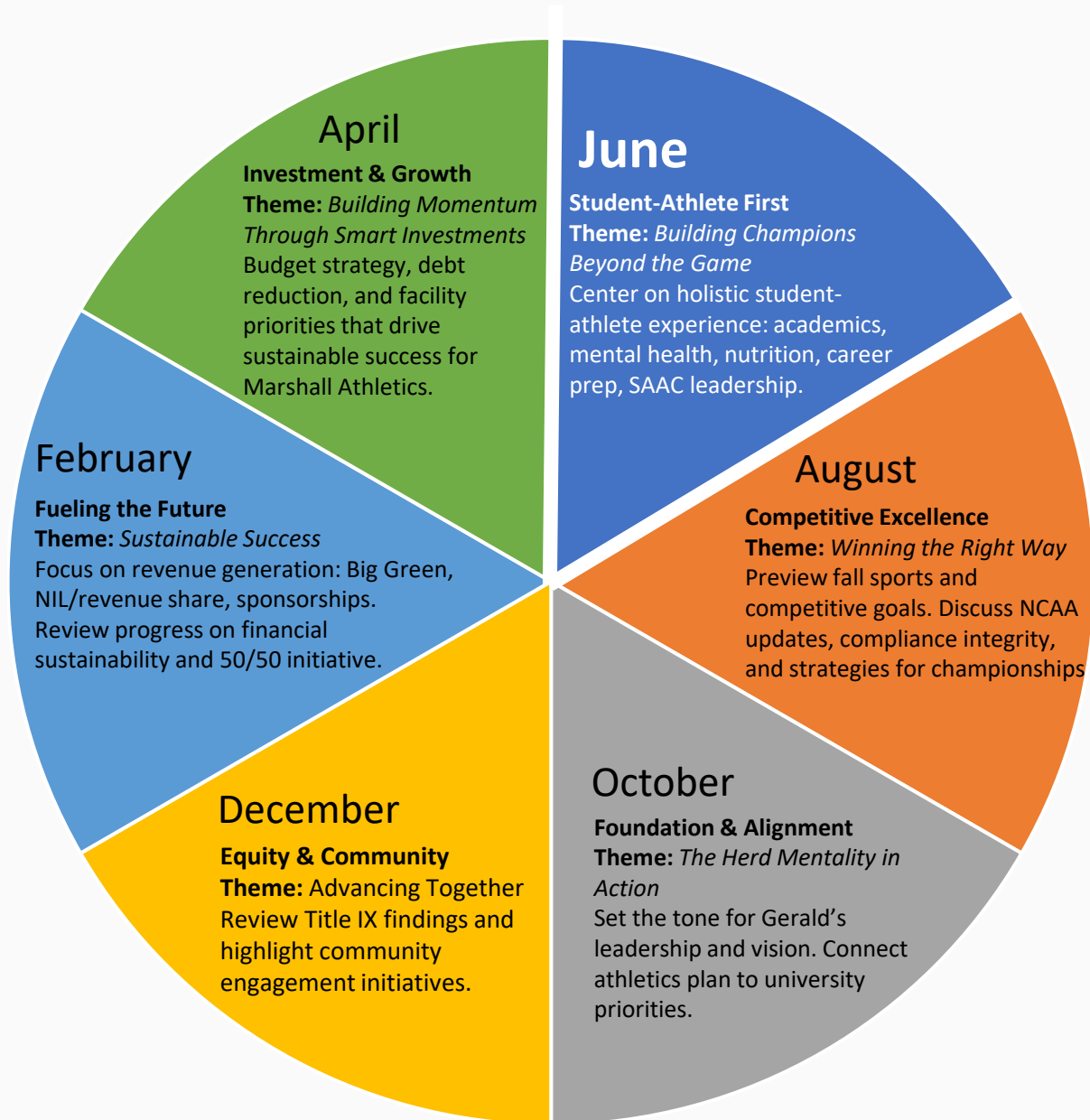
- Updates on enhancements to the game day atmosphere, traditions, and fan-first initiatives.
- Building deeper connections with Huntington, alumni, and the state of West Virginia.

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

June 10, 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**



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.”

VISION

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.
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Fan Experience & Community Engagement

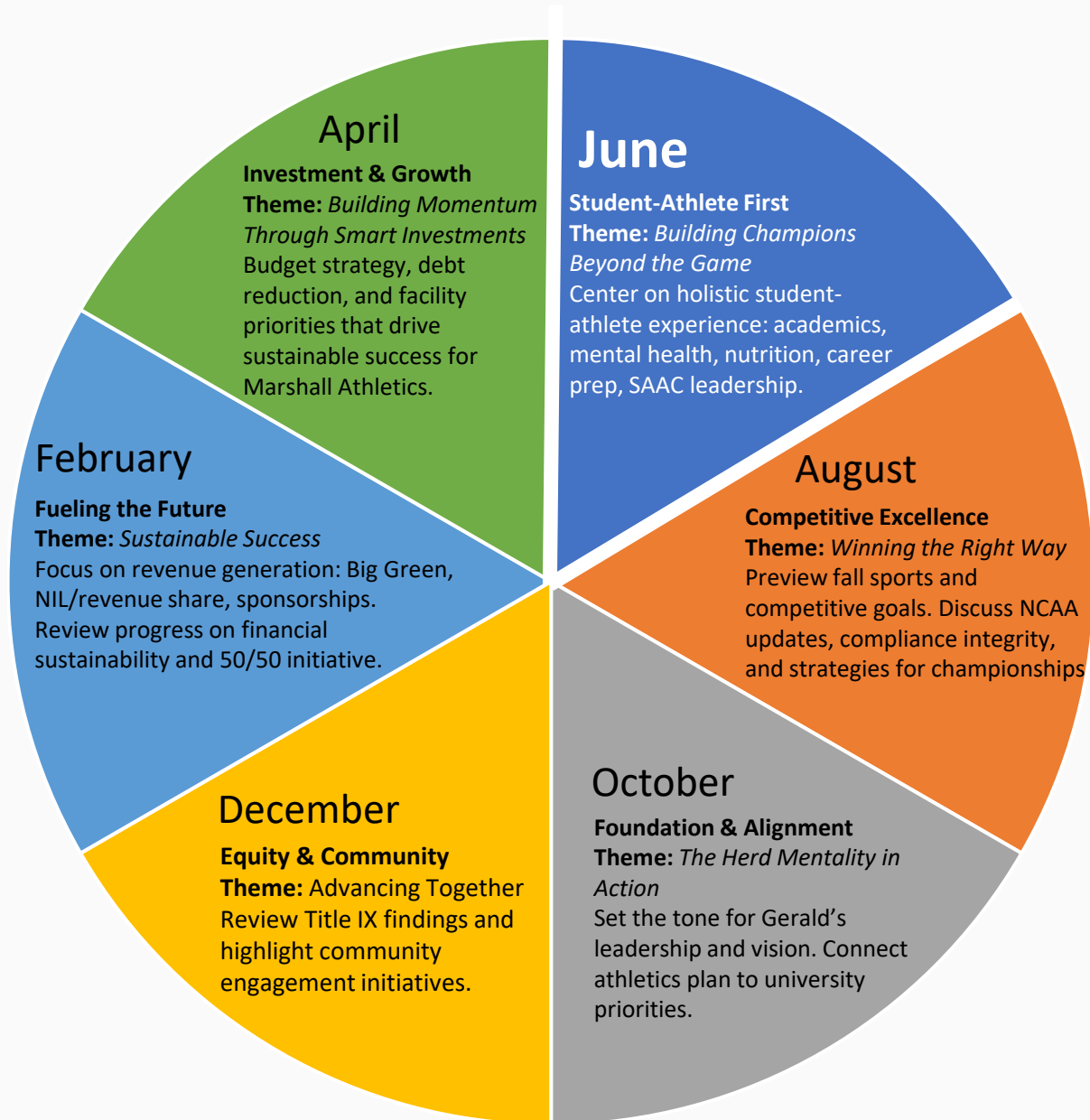
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Facilities & Capital Projects

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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



Sydni Burko
INSIDE THE HERD



SPRING SEMESTER

3.43

SPRING 2026 OVERALL GPA

5

Teams
break
their
semester
Team GPA
record

[Record Breaking]
Men's Basketball - 3.43
Women's Basketball - 3.61
Football - 3.27
Women's Soccer - 3.78
Volleyball - 3.84



Academic Success

- Spring 2026 Department GPA: 3.43
- All teams above a 3.0
- Teams with Record Semester Team GPAs:
 - Men's Basketball – 3.43
 - Women's Basketball – 3.61
 - Football – 3.27
 - Women's Soccer – 3.78
 - Volleyball – 3.84
- 86 Student-Athletes with 4.0



Maria Chaves – Women’s Soccer
Fernanda Dantas Lessa Ribeiro – Women’s Soccer
Kylan Overstreet – Men’s Track & Field
Otenidi Omot – Men’s Track & Field

Professional Development

- Four Marshall student-athletes were selected for the NCAA Legacy Lab, a competitive program featuring just 41 Division I student-athletes nationwide in a four-day immersive experience in Indianapolis.
- The program concluded with “The Hustle Bowl” venture presentations. Marshall’s Kylan Overstreet (Men’s Track & Field) was on the winning team and received a three-year website domain and mentorship from GoDaddy entrepreneurial ventures.



- **Sun Belt Conference Postgraduate Scholarship Award: Abbey Bull, Women's Golf**
- **Outstanding Undergraduate Awards – Honors Convocation: Swim & Dive student-athletes Nina Nugent and Katie Fisher**
- **Dr. Pepper Go Teach Tuition Nomination: Nicole Navarro, Women's Soccer**
- **NCAA Career in Sports Forum Selection: Elli Barry, Volleyball**

Personal Development



- Marshall Athletics partnered with Huntington's Kitchen and Marshall Health Network to provide hands-on cooking and nutrition classes for student-athletes.
- Four classes scheduled this spring, helping student-athletes build practical life skills.

Career Development

Marshall
ATHLETICS

NEXT PLAY

CAREER NETWORKING EVENT

March 23RD, 2026 | 6^{PM} - 8^{PM}

Big Green Room in Joan C. Edwards Stadium

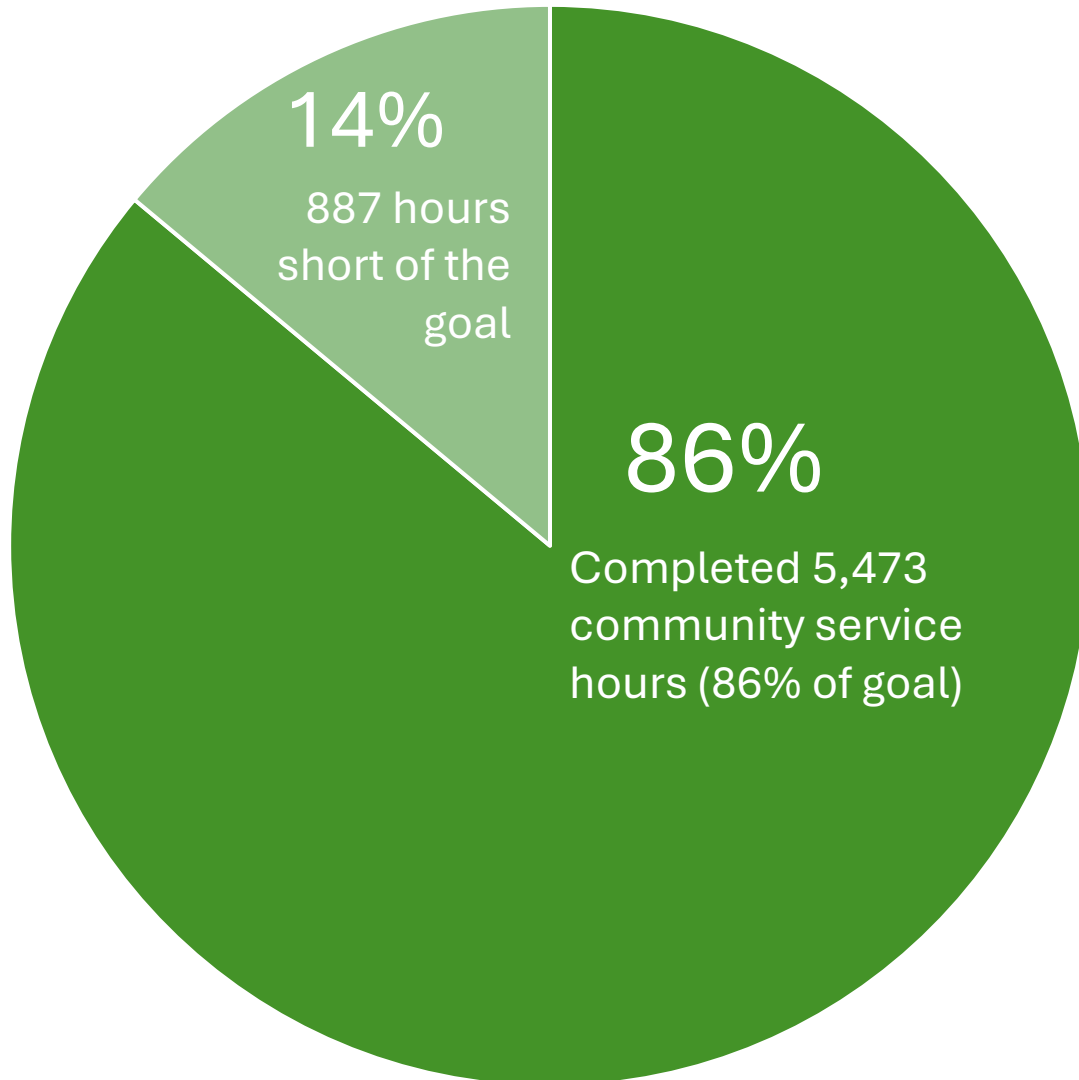
Vendors can set up beginning at 5^{PM}





Community Service

Updates



12 Teams Achieved 100%

- Men's Basketball
- Women's Basketball
- Men's Golf
- Women's Golf
- Women's Soccer
- Softball
- Swim and Dive
- Volleyball
- Men's and Women's Track & Field and Cross Country



Competitive Excellence & Winning the Right Way

Pillar 1: Student-Athlete Experience

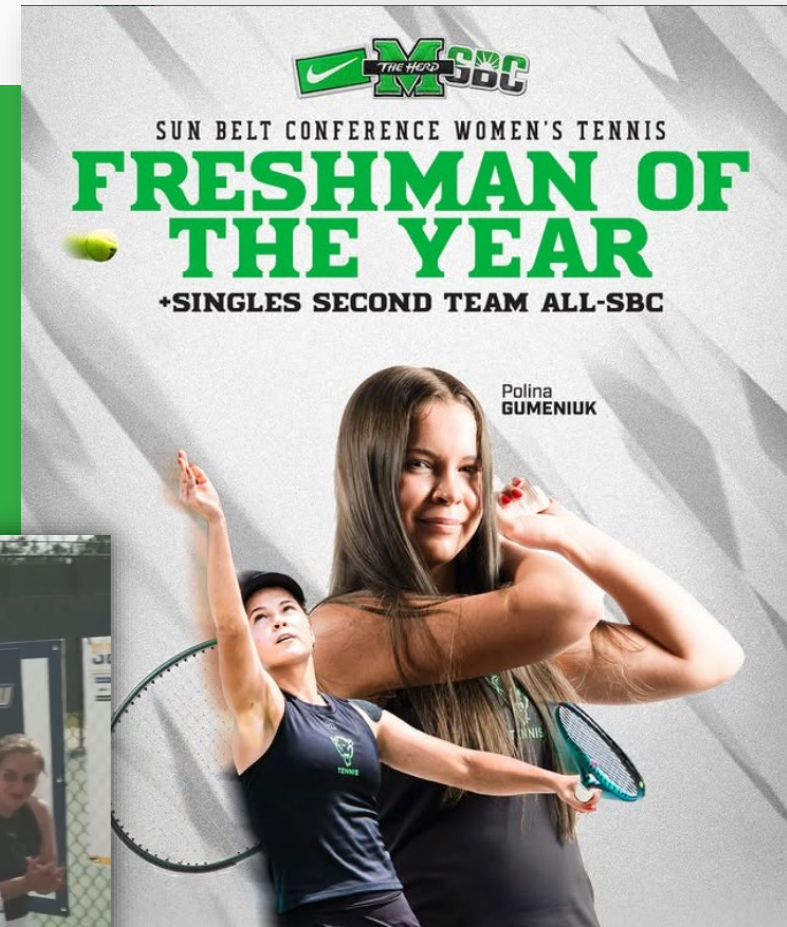
Spring Sports Updates
NCAA Legislation Updates
New Hires



Spring Season Finishing Strong

Tennis

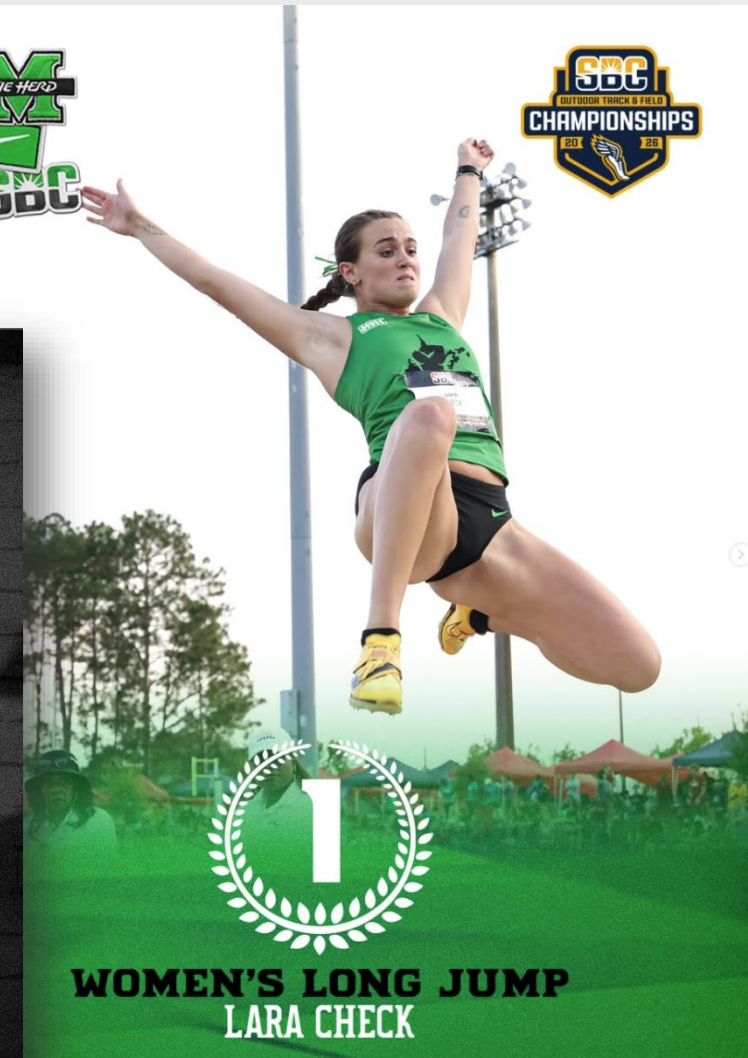
- Advanced to the SBC Championship for the second straight year.
- Won five straight matches before falling to Old Dominion in SBC Championship.
- Polina Gumeniuk Named SBC Freshman of the Year. (She posted a 14-5 record in singles.)



Spring Season Finishing Strong

Track

- Nine All-Conference members/podium finishers at the 2026 SBC Outdoor Championships, the most since joining the Sun Belt.
- Lara Check - Champion in Long Jump. Check was also Champion in Indoor Long Jump, sweeping the event.
- A program record six athletes qualified for the first round of NCAA Championships.



Spring Season Finishing Strong

Baseball

- Pitcher Bryce Blevins leads the nation in innings pitched (95.0).
- Swept Georgia State and St. Bonaventure.
- Won SBC Series over Old Dominion and ULM.

WE'RE IN

5.19.26 | 4:00 PM^{ET} / 3:00 PM^{CT} | DABOS PARK | MONTGOMERY, AL | ESPN+

M THE HERD **SBC BASEBALL CHAMPIONSHIP 2026** **RAGIN' CAJUNS**

The graphic features a dark background with a green and white color scheme. At the top, there is a small SBC logo. The main text 'WE'RE IN' is in large, bold, green letters. Below it, the game details are listed in white. At the bottom, three logos are displayed in white boxes: Marshall University's 'M THE HERD' logo, the SBC Baseball Championship 2026 logo, and Louisiana State University's 'RAGIN' CAJUNS' logo. The background of the graphic shows a blurred image of a baseball field at night.

SBC
2026 BASEBALL
TONY ROBICHAUX
LEADERSHIP AWARD

BRYCE BLEVINS
LHP | SR

The graphic features a dark blue background with a yellow and white diagonal stripe. At the top, the SBC logo is displayed in yellow and white. Below it, the text '2026 BASEBALL TONY ROBICHAUX LEADERSHIP AWARD' is written in white and yellow. In the center, a photograph of pitcher Bryce Blevins in a white Marshall University uniform is shown. Below the photo, the name 'BRYCE BLEVINS' and his position 'LHP | SR' are written in white. The background of the graphic shows a blurred image of a baseball field at night.

Spring Season Finishing Strong

Softball

- Third appearance in NCAA Tournament in program history (2013, 2017).
- Head coach Morgan Zerkle first to make NCAA Tournament as a player *and* a coach.
- Herd was 15-3 at Dot Hicks Field this season.
- Sydni Burko was named SBC Player of the Year and SBC Newcomer of the Year.



NCAA Legislation

Winning the Right Way

Soccer Redistribution Model (Effective 2027–28)

- Approved pending final Division I Cabinet approval.
- Shifts soccer competition across both fall and spring terms, with conference championships in April and NCAA Championships in May.
- Maintains the current 132-day season and maximum contest limits.
- Intended to improve student-athlete well-being, academic balance and development, and reduce midyear transfers.
- May reduce missed class time by decreasing midweek two-game travel trips.



NCAA Legislation

Winning the Right Way

Proposed Age-Based Eligibility Model

- NCAA is considering replacing the current “4 seasons in 5 years” model with a five-year age-based eligibility framework.
- Eligibility would begin after a student-athlete’s 19th birthday or high school graduation, whichever occurs first.
- Redshirts and most waivers would be eliminated, with limited exceptions (e.g., military service, pregnancy, religious missions).

Potential concerns include:

- Current student-athletes who exhausted eligibility would not receive an additional season.
- Potential recruiting impacts for international prospects who delay enrollment after high school.



THE HERD MENTALITY

MARSHALL ATHLETICS EXECUTIVE TEAM



Niesha CAMPBELL
Deputy AD | Chief Operating Officer
& Senior Women Administrator



Andrew BROWN
Senior Associate AD | Capital Projects
& Championship Facilities



Teddy KLUEMPER III
Senior Associate AD | Championship Resources
& Executive Director of Big Green Scholarship Foundation

Gerald J. HARRISON
VP | Director of Athletics



Mike VALENTINE
Senior Associate AD | General Manager



Cody SPARROW
Senior Associate AD | Compliance
& Student-Athlete Success



Deja JAMES
Senior Associate AD |
Student-Athlete Welfare



Max REMY
Associate AD | Chief of Staff



WE ARE...
MARSHALL





INTRODUCING

HEAD STUNT COACH

EVYNN RICHARD



Fan Experience & Community Engagement

Pillar 2: Fan Experience

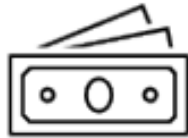
Updates on enhancements to the game day atmosphere, traditions, initiatives.



Revenue Updates

FY26

Baseball



Tickets

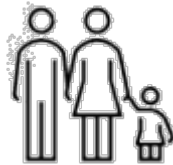
2024-2025

Total: \$193,234

2025-2026

Total: \$245,312

Increase of 27% year over year



Attendance (YTD)

2024-2025

Average 1,460

2025-2026

Average 1,597



FY27 Ticket Revenue

Women's Soccer ticket sales have currently reached 31% of this year's sales goal.

Men's Soccer tickets have been on sale for 48 hours and have already generated approximately \$50,000 in ticket revenue, representing 25% of this year's sales goal.



FY27 Ticket Revenue

Football Season Ticket Revenue

- **2025-26 Season Ticket Renewals:** 64% renewed
- **Former Season Ticket Holders (2021–2024):** 49 season tickets sold
- **Saturday Pass:** 4 passes sold
- **Family Pack:** 646 tickets sold

Dutch Miller Deck Sales: 46 sold

Tue, Mar 31 at 3:52 PM

Former Season Ticket Holder Exclusive 🙄🙄

For a limited time, enjoy Welcome Back pricing: 20% OFF + NO FEES on 2026 Marshall Football season tickets!!

Secure your seats now:
goherd.getvozzi.com/m/8KxJ76

Marshall Offers & Alerts
Reply STOP to unsubscribe

Wed, May 6 at 2:47 PM



Marshall Football: 📧 Hey, you checked out our Family Pack - seats are going fast. Lock in 4 tickets at \$99 each + new family concession prices before they're gone.

Grab yours today with the link below:

goherd.getvozzi.com/m/plwPx1D

Marshall Offers & Alerts
Reply STOP to unsubscribe

New Revenue (FY27)

Logo Patch



- Five-year partnership for an all-sport jersey patch on every Marshall Athletics uniform, beginning with the 2026-27 athletic seasons.
- Marshall Athletics and Marshall Health Network partnership is only the 4th in the nation to be an all-sport jersey patch.
- Marshall joins Arkansas, LSU, and Memphis.
- Overall, it's the 11th jersey patch deal completed since the NCAA passed legislation allowing for commercial jersey patches in January.

New Revenue (FY27) Premium Spaces

The Joan C. Edwards Stadium

- Expand indoor suite inventory with projected annual net revenue potential of approximately \$70,000.
- Add four new outdoor premium suites with projected annual net revenue potential of approximately \$40,000.



New Revenue (FY27) Premium Spaces

Cam Henderson Center

- Renovation of the Hartley Room with projected annual net revenue potential of approximately \$70,000.
- Continued expansion and enhancement of Sky Deck premium spaces with projected annual net revenue potential of approximately \$90,000.
- Addition of new courtside premium seating opportunities with projected annual net revenue potential of approximately \$30,000.



New Revenue (FY27)

Premium Spaces

Veterans Memorial Soccer Complex

- Relocation and renovation of the 20/20 Club, allowing for the addition of new bleacher seating to expand capacity by approximately 280 seats, with projected new ticket revenue of approximately \$22,000 annually.



Revenue Growth & Resource Development

Pillar 3: Revenue Generation

3Q Budget and fundraising
updates.



Updates Operating Expenses

Operating Expenses

Athletic Student Aid	7,192,228	8,914,411	(1,722,183)
Guarantees	609,000	885,000	(276,000)
Coaching / Support Personnel Salary & Benefits (2)	10,109,754	13,766,877	(3,657,123)
Severance Payments (5)	-	-	-
Recruiting	419,858	900,000	(480,142)
Team Travel + Home Team Expenses	5,180,277	5,316,377	(136,100)
Student-Athlete Meals (non-travel, home team expenses)	449,952	330,000	119,952
Equipment & Uniforms	1,729,352	2,100,000	(370,648)
Game Expenses	1,388,764	1,648,220	(259,456)
Fundraising, Marketing & Promotion	237,445	205,000	32,445
Sports Camp Expenses (3)	70,353	164,100	(93,747)
Administrative Expenses/includes Facility Maintenance	686,943	780,000	(93,057)
Athletics Facilities, Debt Service, Leases and Rental Fee	38,008	750,000	(711,992)
Spirit Groups (5)	66,915	-	66,915
Indirect Institutional Support (1)	-	-	-
Medical Expenses & Insurance	1,149,940	1,050,000	99,940
Memberships and Dues	65,185	135,000	(69,815)
Other Operating Expenses	1,319,131	1,245,100	74,031
Football Bowl Expenses	-	900,000	(900,000)
Football Bowl Expenses - Coaching Compensation (4)	-	-	-
Total Operating Expenses	30,713,105	39,090,085	(8,376,980)

(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 governors 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

Athletic Student Aid	7,192,228	6,792,085	400,143
Guarantees	609,000	715,687	(106,687)
Coaching / Support Personnel Salary & Benefits (2)	10,109,754	9,769,308	340,446
Severance Payments	-	-	-
Recruiting	419,858	559,981	(140,123)
Team Travel	5,180,277	5,284,996	(104,719)
Student-Athlete Meals (non-travel)	449,952	539,420	(89,468)
Equipment & Uniforms	1,729,352	1,845,989	(116,637)
Game Expenses	1,388,764	1,291,944	96,820
Fundraising, Marketing & Promotion	237,445	317,892	(80,447)
Sports Camp Expenses	70,353	258,605	(188,252)
Direct Overhead and Administrative Expenses	686,943	588,144	98,799
Athletics Facilities, Debt Service, Leases and Rental Fee	38,008	182,126	(144,118)
Spirit Groups (5)	66,915	100,321	(33,406)
Indirect Institutional Support (1)	-	-	-
Medical Expenses & Insurance	1,149,940	837,035	312,905
Memberships and Dues	65,185	193,124	(127,939)
Other Operating Expenses	1,319,131	1,996,088	(676,957)
Football Bowl Expenses	-	10,918	(10,918)
Football Bowl Expenses - Coaching Compensation (4)	-	-	-
Total Operating Expenses	30,713,105	31,283,661	(570,558)

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Expense Considerations

- **Game Guarantees:** Tracking below budget; \$270K in savings projected.
- **Recruiting:** Trending under budget; additional savings projected.
- **Equipment & Uniforms:** Trending below budget; additional savings projected.
- **Team Meals:** Over budget; cost-control measures have been implemented. Spending is currently tracking below where we were at this same point last fiscal year.
- **Fundraising/Marketing:** Timing-related; will normalize with reallocations.
- **All Other Categories:** Anticipated to fully utilize budgeted allocations.

Year-over-Year Comparison: Overall expenses are trending approximately \$570,000 lower than they were at the same point last fiscal year.



Updates Operating Revenues

Operating Revenues	FY 26 Actuals (3/31)	FY 26 Budget	Actuals v Budget
Ticket Sales	3,137,846	4,585,437	(1,447,591)
Student Fees	5,997,264	6,775,000	(777,736)
Guarantees	2,089,500	2,040,000	49,500
Contributions, includes Sky Suite revenue	1,774,193	3,752,405	(1,978,212)
In-Kind (1)	-	-	-
Direct Institutional Support	11,934,606	14,438,143	(2,503,537)
Indirect Institutional Support (1)	-	-	-
NCAA Distributions	-	850,000	(850,000)
Conference Distributions	-	1,725,000	(1,725,000)
Program, Novelty, Parking, Concessions	542,094	745,000	(202,906)
Royalties, Licensing, Advertisements, Sponsorship	1,593,305	2,725,000	(1,131,695)
Sports Camps (3)	81,783	164,100	(82,317)
Endowment Investments & Income (1)	5,461	-	5,461
Other Operating Revenue	1,179,976	740,000	439,976
Football Bowl Revenue	-	550,000	(550,000)
Total Operating Revenues	28,336,028	39,090,085	(10,754,057)

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Operating Revenues

Year-over-Year Analysis

Operating Revenues	FY 26 Actuals (3/31)	FY 25 Actuals (3/31)	Actuals v Prior Year
Ticket Sales	3,137,846	3,552,541	(414,695)
Student Fees	5,997,264	5,872,835	124,429
Guarantees	2,089,500	2,181,000	(91,500)
Contributions	1,774,193	1,740,024	34,169
In-Kind (1)	-	-	-
Direct Institutional Support	11,934,606	11,741,388	193,218
Indirect Institutional Support (1)	-	-	-
NCAA Distributions	-	-	-
Conference Distributions	-	20,000	(20,000)
Program, Novelty, Parking, Concessions	542,094	484,200	57,894
Royalties, Licensing, Advertisements, Sponsorship	1,593,305	1,727,413	(134,108)
Sports Camps	81,783	109,858	(28,075)
Endowment Investments & Income (1)	5,461	34,635	(29,174)
Other Operating Revenue	1,179,976	712,301	467,675
Football Bowl Revenue	-	-	-
Total Operating Revenues	28,336,028	28,176,195	159,833

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Revenue Considerations

- **Ticket Sales:** Anticipating a shortfall. Actively expanding Herd Hospitality and facility rentals (Spring 2026) to help offset.
- **Contributions (Big Green / Sky Suites):** Expect to collect remaining Sky Suite revenue; projecting a Big Green shortfall driven by prior-year allocations.
- **NCAA/Conference Distributions and Sponsorships:** Revenue is currently projected to exceed the budgeted amounts.

Year-over-Year Comparison: Overall revenues are trending approximately **\$150,000 higher** than they were at the same point last fiscal year.



Updates Big Green

Membership Snapshot

2,336

Current Members

496

Non-renewed Members (2024-2025), representing a \$207,749 opportunity for re-engagement

232

New members added to-date



Updates Big Green

Financial Snapshot

\$3.1M

FY Goal: \$3.1M

74%

Total Pledged: \$2,283,821 (74% of goal)

Total Received: \$2,052,619

Outstanding Commitments: \$204,321



Athletic Fundraising Priorities

I. Taking Care of the House

Prioritize critical infrastructure improvements and ongoing facility maintenance to protect and enhance our assets.

II. Competitive Excellence

Sustain annual investment in revenue sharing to strengthen recruiting, retention, and overall program competitiveness.

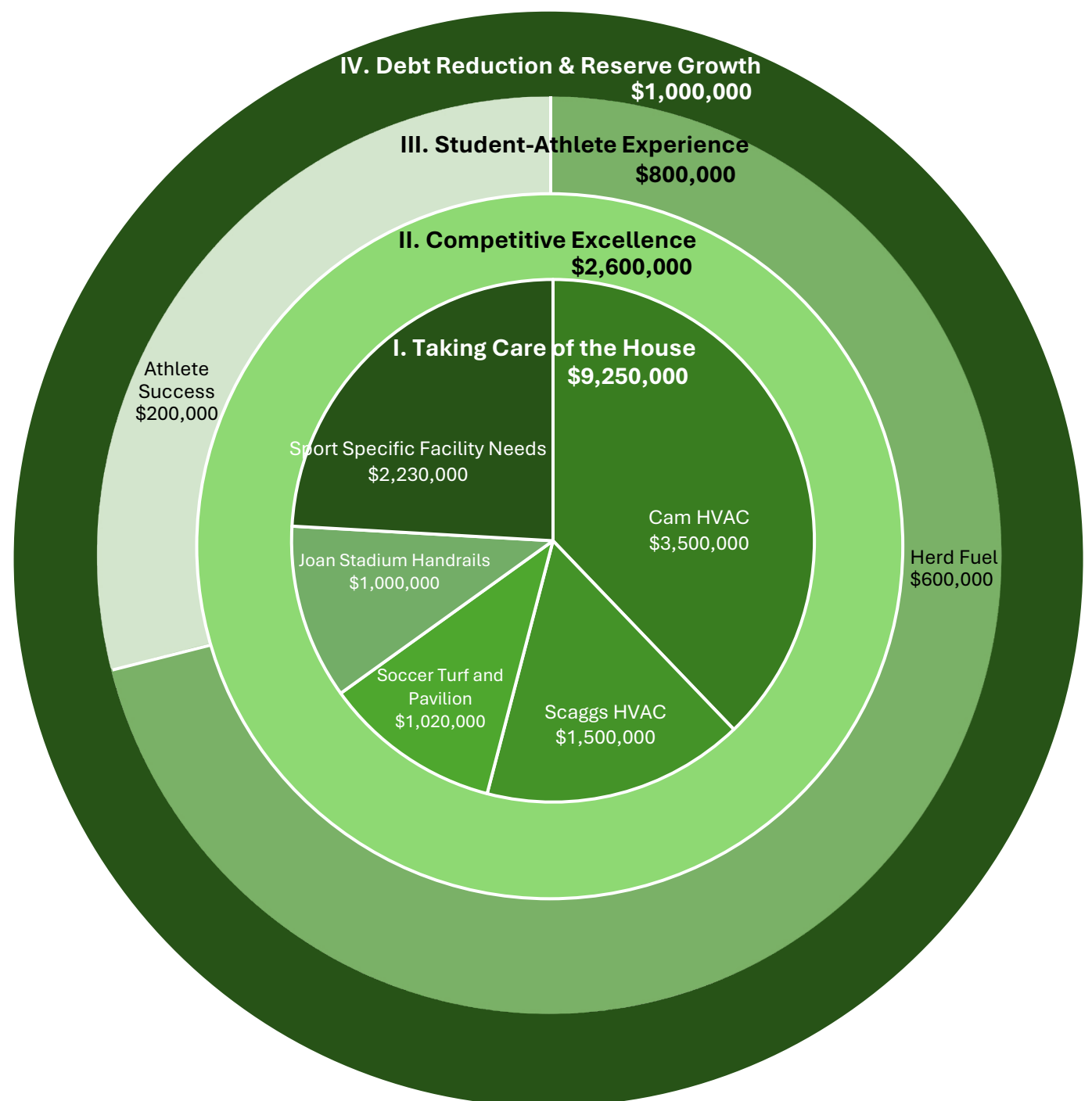
III. Student-Athlete Experience

Invest \$200,000 annually in student-athlete development programming (e.g., cooking classes, etiquette training, professional development)

Allocate \$600,000 annually to support student-athlete nutrition and Herd Fuel.

IV. Debt Reduction & Reserve Growth

Commit to reducing existing facility debt while building strategic reserves to ensure long-term financial stability



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

Joan C. Edwards Stadium

- Stadium lighting replacement
- Fencing removal on west concourse
- Addition of two suite opportunities
- Addition of South Endzone premium suites

Chris Cline Indoor Facility

- Full turf replacement

Cam Henderson Center

- Installation of new arena goals
- Hartley room renovations
- New premium spaces: Courtside Lounge and Sky Deck



HERD
TOGETHER





BOARD OF GOVERNORS

June 10, 2026

Questions

