



Athletics Committee Meeting

October 7, 2026 | 10 a.m.

Shawkey Dining Room, Memorial Student Center



October 2026 Athletics Committee Meeting - Copy

AGENDA

10 a.m.

Athletics Committee

Jim Smith, Chair

Action Items

None

Information Items

Committee Annual Activity Calendar

3

Gerald Harrison, Vice President and Director of Athletics

Athletics Report - "Foundation & Alignment:

4

The Herd Mentality in Action"

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

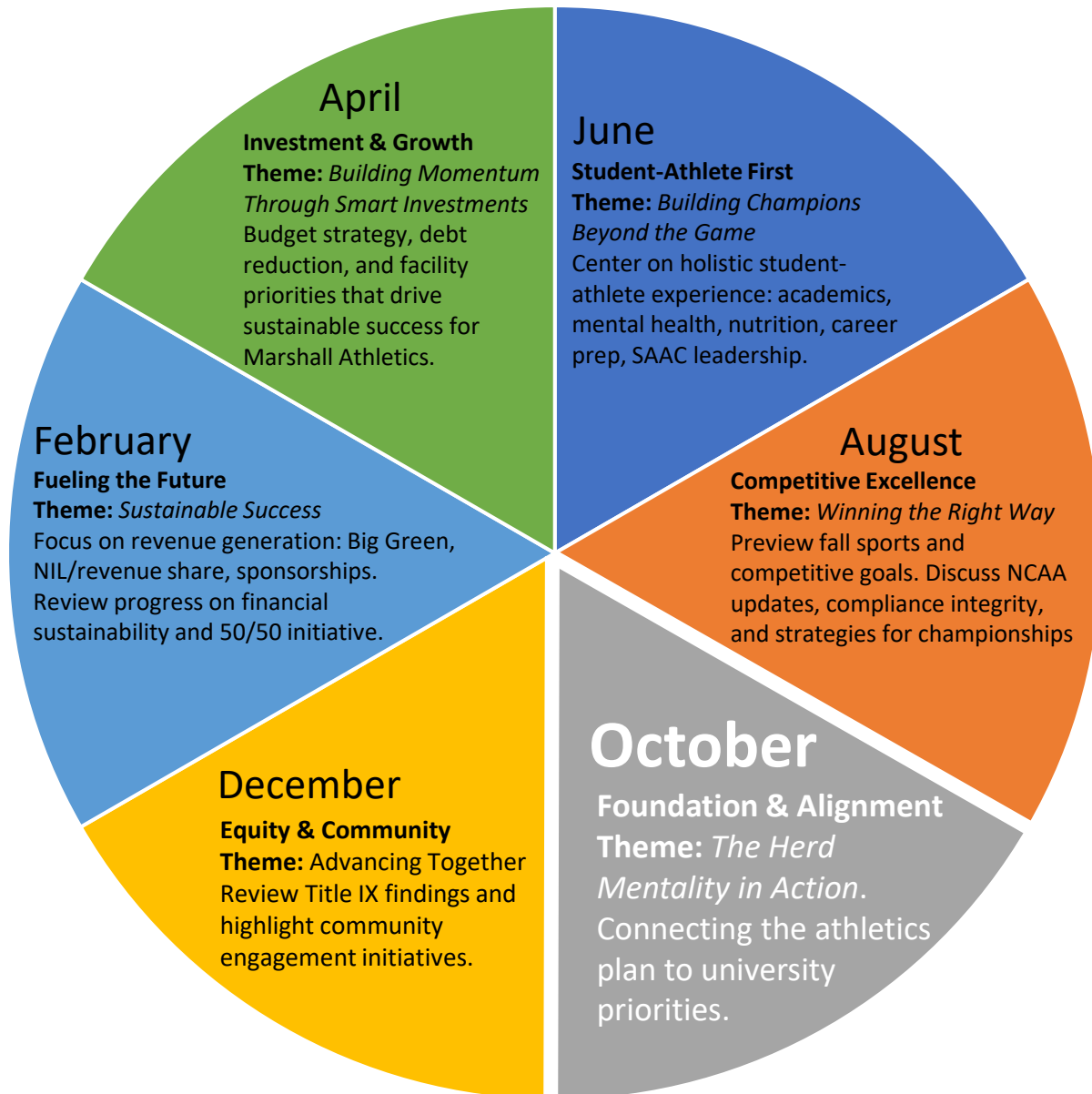
- Updates on enhancements to the game day atmosphere, traditions, and fan-first initiatives.
- Building deeper connections with Huntington, alumni, and the state of West Virginia.

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

October 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% Placement 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	• New student enrollment • Focused student segment enrollment • Recruitment contacts • Conversion rates • CRM integration	• Student debt load • Debt-free pilot cohort launch and year/year retention • Internships and jobs • Fundraising campaign	• First-year retention • MARCO mentorship project launch • E2E student experience monitoring in place	• Micro-credential course catalog • HyFlex course pilot • Micro-credential pilot • Degree programs online • Online education website	• Customized training for advanced manufacturing • Academic pathways selected • Career Engagement participation

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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.

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.

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.

CORE PILLARS & STRATEGIC PRIORITIES

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

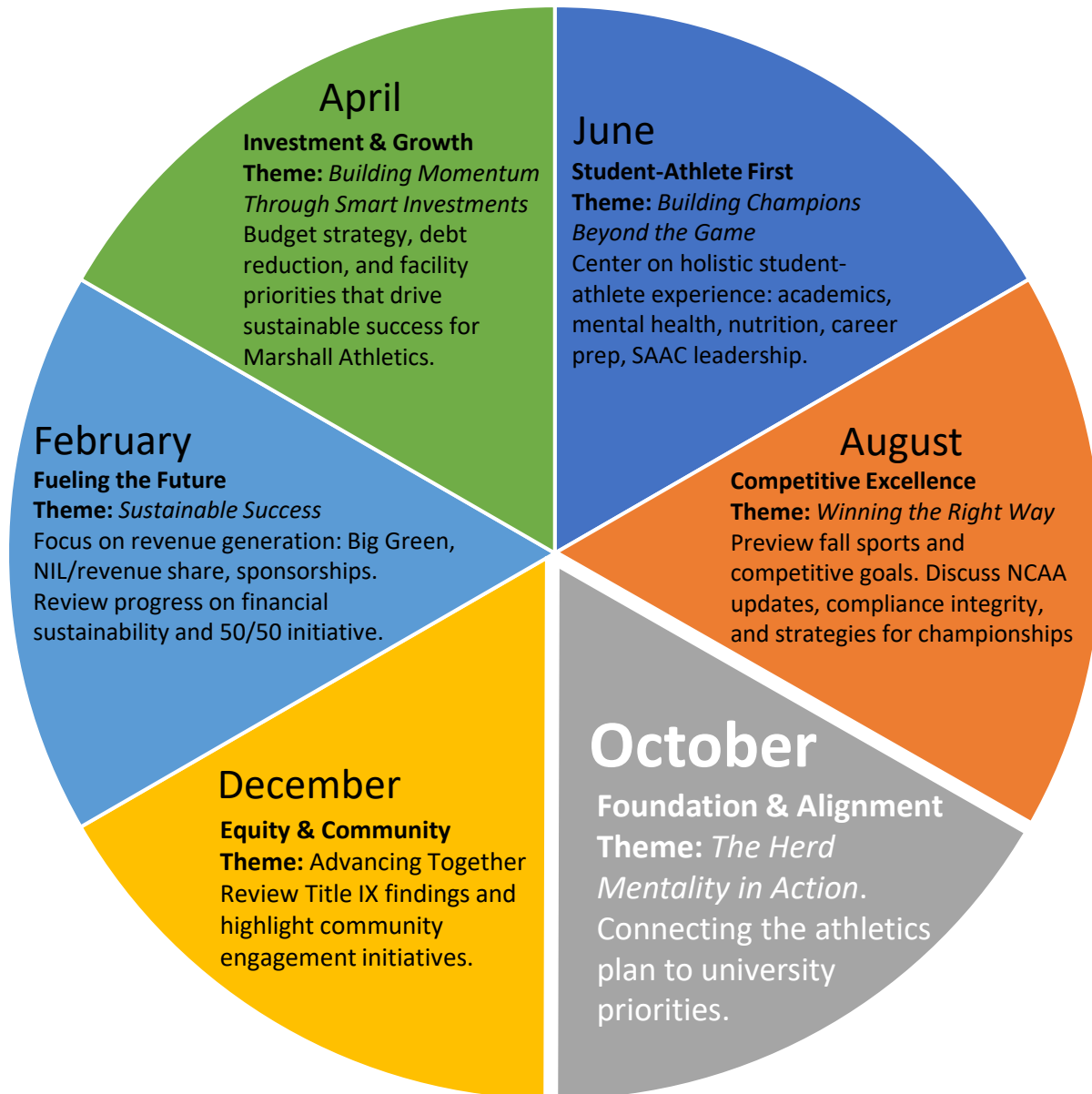
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- Building deeper connections with Huntington, alumni, and the state of West Virginia.

Revenue Growth & Resource Development

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- 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.





INSIDE THE HERD

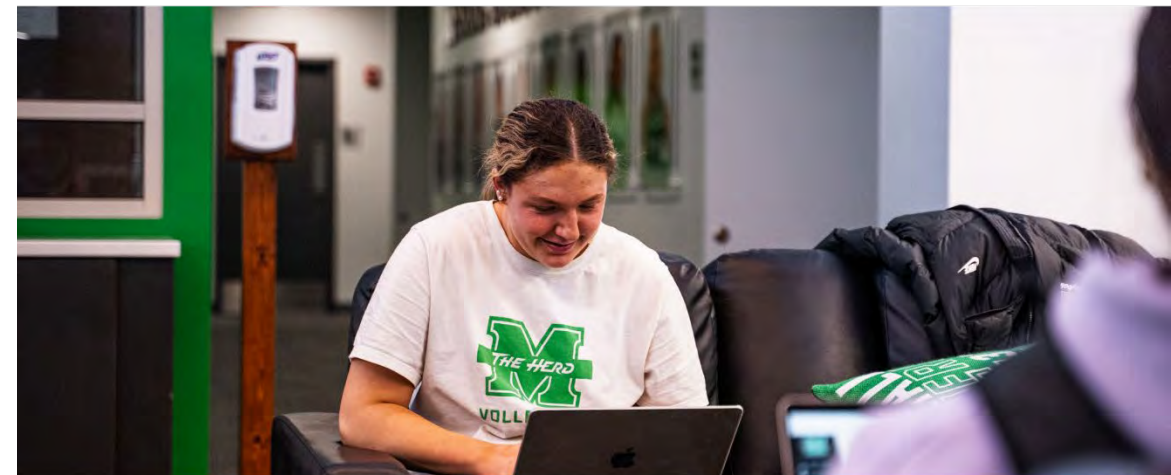
Academic Success

Marshall led the Sun Belt Conference with **four programs earning the conference's highest overall team 2025-26 GPA:**

- W. Golf — **3.95**
- W. Soccer — **3.77**
- W. Basketball — **3.60**
- Football — **3.22**

17 1A FAR Academic Excellence Award Recipients

- Recognizes graduates who maintained a **3.8+ GPA** and competed for at least two years at an FBS institution.





Marshall Women's Golf ranked No. 2 nationally in the Women's Golf Coaches Association All-Scholar Team GPA standings, posting an outstanding 3.946 team GPA in 2025–26.

Community Impact

- Student-athletes have completed 3,515 community service hours, reaching **53% of the department's 6,630-hour annual goal.**
- **Top Programs:** Football, Cheer and Softball





LEADERSHIP
Herd
CIRCLE

HERd Night Out

MEET • MINGLE • MENTOR • GLOW

An evening of connection
and a little pampering.

SEPT 17 | 6-8 PM | WV BUILDING
910 4TH AVE, HUNTINGTON, WV 25701



Student-Athlete Wellness

HERD Cares

- Embedded mental health and sport psychology services tailored to student-athletes.
- A collaborative, whole-person approach, connecting Sports Medicine, Sport Performance, Nutrition, Academics and campus partners.
- **NEW:** Embedded Psychiatry Services — monthly on-site HERD Cares Wellness Clinic.



Up Next

Upcoming Student-Athlete Engagement

- **November 16:** Financial Literacy with United Bank



Competitive Excellence & Winning the Right Way

Pillar 1: Student-Athlete Experience

Fall 2026 Pre-Season
NCAA Legislation Updates
New Hires



Fall Highlights

Competitive Excellence

Men's Cross Country

- Finished 2nd at the Thundering Herd Invitational and 3rd at the Queen City Invite.

Women's Cross Country

- Rachel Withrow earned back-to-back Sun Belt Conference Women's Runner of the Week.
- Marshall captured the team title at the Thundering Herd Invitational .



RUNNIN' THE COUNTRY ROADS

50

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ALL-STATE SELECTIONS

STATE CHAMPIONSHIPS

STATE RECORDS

GARRETT FERGUSON (15X)

DYLAN DIAL (9X)

LONDON JONES (9X)

DESTINY BERRYMAN (5X)

RACHAEL WITHROW (3X)

ANTHONY DUNBAR (3X)

ZEKE HAGLEY (3X)

CADEN BOWEN (2X)

BRADEN ELSWICK

ANNIE WHITED (8X)

AMOS KIMBLE (5X)

ISAAC AGEE (4X)

JONATHAN WHITE (4X)

RACHAEL WITHROW (4X)

ANTHONY DUNBAR (2X)

JAMES LIPSCOMB (2X)

CARTER GEVEKE (2X)

RYAN MUKTAR

CADEN BOWEN

ZEKE HAGLEY

KENDRA DUNBAR

GRADIAN GRAHAM

ANNIE WHITED (3X)

ISAAC AGEE (2X)

JUSTIN LIPSCOMB (2X)

JONATHAN WHITE

ZEKE HAGLEY

CARTER GEVEKE

WE ARE... MARSHALL

Fall Highlights

Competitive Excellence

Men's Soccer

- Defeated nationally recognized VCU, 3-1, in front of 2,500 fans at Hoops Family Field.

Women's Soccer

- Off to a strong 4-2-2 start.
- Scored 3+ goals in four matches this season.



Fall Highlights

Competitive Excellence

Volleyball

- Opened the season with 3-0 wins at the Marshall Invitational.
- Went 3-0 at the Hampton Inn Invitational.

Golf

- Men's Golf has recorded a Top-5 team finish at 2 tournaments this season.
- Women's Golfer, Madison Borders earned a Top-5 and Top-15 finish at 2 invitationals this season.

Football

- Earned its first win of 2026, defeating Middle Tennessee 28-26 on Sept. 12.



NCAA Legislation

Winning the Right Way

Age-Based Eligibility Update

- 80 legal cases nationally involving the NCAA's Age-Based Eligibility Model; 79 individual cases impact approximately 450 student-athletes from the 2022-23 cohort.
- Three cases currently involve Marshall student-athletes, with Athletics Compliance and General Counsel actively monitoring developments.



NCAA Legislation

Winning the Right Way

Other NCAA Legislative Updates

- **Approved:** Expanded Women's Basketball transition period; greater flexibility in out-of-season activity; sports-based prediction/mention markets classified as sports wagering.
- **October Votes:** Proposals include changes to football recruiting, transfer portal timing, out-of-season activities, coaching/instruction limits and midyear eligibility.
- **Campus Impact:** Proposed January football transfer-window changes could require increased coordination across Admissions, Financial Aid, Housing and Athletics during the first two weeks of January.



Fan Experience & Community Engagement

Pillar 2: Fan Experience

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



IT'S GAMEDAY IN HUNTINGTON



WE ARE...
MARSHALL



Revenue Updates

FY27

Women's Soccer Ticket Revenue

\$5,343.25 63% of \$8,500 Goal

Men's Soccer Ticket Revenue

\$179,084 90% of \$200,000 Goal

Revenue Updates

FY27

Football Ticket Revenue

	2026–27	Progress to Goal
*Ticket Sales	\$1,417,018	85% of \$1,665,000 Goal
Season Parking	\$204,405	95% of \$215,000 Goal

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

Football Season Tickets

Premium Spaces

- **Sky Suites:** All 25 suites sold (100% occupancy) generating \$923,000 in revenue, including \$22,000 in new revenue from the added suite.
- **The Porch:** Inaugural season sold out. Five spaces sold generating \$60,000 in new revenue.
- **The Deck:** \$431,999 in revenue to date (78% of annual goal).



Football Game Day Highlights

- Family Packs: 1,117 tickets sold
- Mini Plans: 91 sold | \$8,769 in revenue
- New Season Tickets: 705 sold | \$134,462 in revenue
- Concessions Round Up – Game 1: 1,113 donations | \$1,507.80 raised
- Family-Priced Stand 12 – Game 1: 1,755 items sold — the highest volume of any concession stand, 18.7% more items than the next-highest stand



Fan Experience

Game Day Enhancements

- **Elevated Atmosphere:** New state-of-the-art stadium lighting, expanded concourses, refreshed facility spaces, and enhanced videoboard content and entertainment.
- **Improved Food & Affordability:** Expanded concessions, added Chick-fil-A on both sides of the stadium and introduced family-friendly pricing at Stand 12.
- **More Family & Student Engagement:** Launched the Dough Daddy's Kids Zone and Run with the Herd, a new on-field pregame tradition for Marshall students.

Kudos to [Marshall University Athletics](#) for an amazing fan experience last night! I love how the Marching Thunder have more play time throughout the game. The new lights are BRIGHT! Touchdown and post game celebration lighting was fantastic. The game itself was one of my favorite games: intense all the way to the end. Looks like it'll be a fun football season at the Joan!



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Yesterday's Marshall football game was by far the best stadium experience at a Herd Football game that I can ever recall. The new lights and green glow were awesome once the sun went down. The music was dramatically improved over past seasons. The student section was 🔥. The Dutch Miller deck brings the stadium down to the field (even for us not sitting on it). The concourse is bigger and has better food options. And on and on. So many improvements to the gameday experience at the Joan. There was a 4 ticket, 4 drink, 4 hotdog & 4 popcorn package for \$64.

If you are a person who used to attend games, it is time to come back. 🍀 🍀 🍀

Great job [Marshall University Athletics](#)! Stadium and pregame is spot on. GO HERD!



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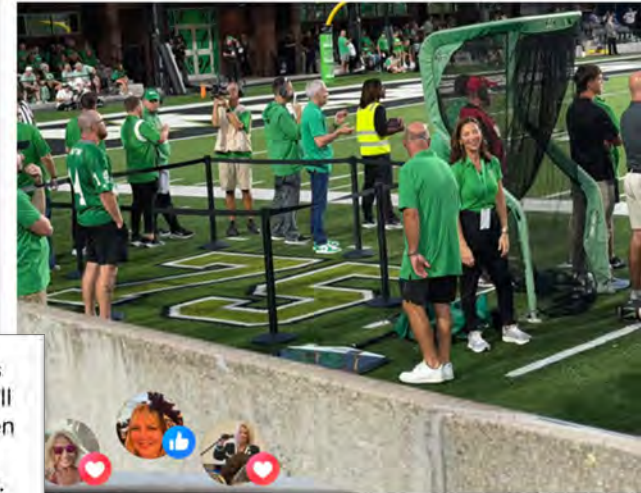
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Trish Nash and others reacted

Finally got to use my season ticket seats for the first time since I got them a couple years ago!

The opening made me cry... thank you [Marshall University Athletics](#) for remembering our 75.



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2

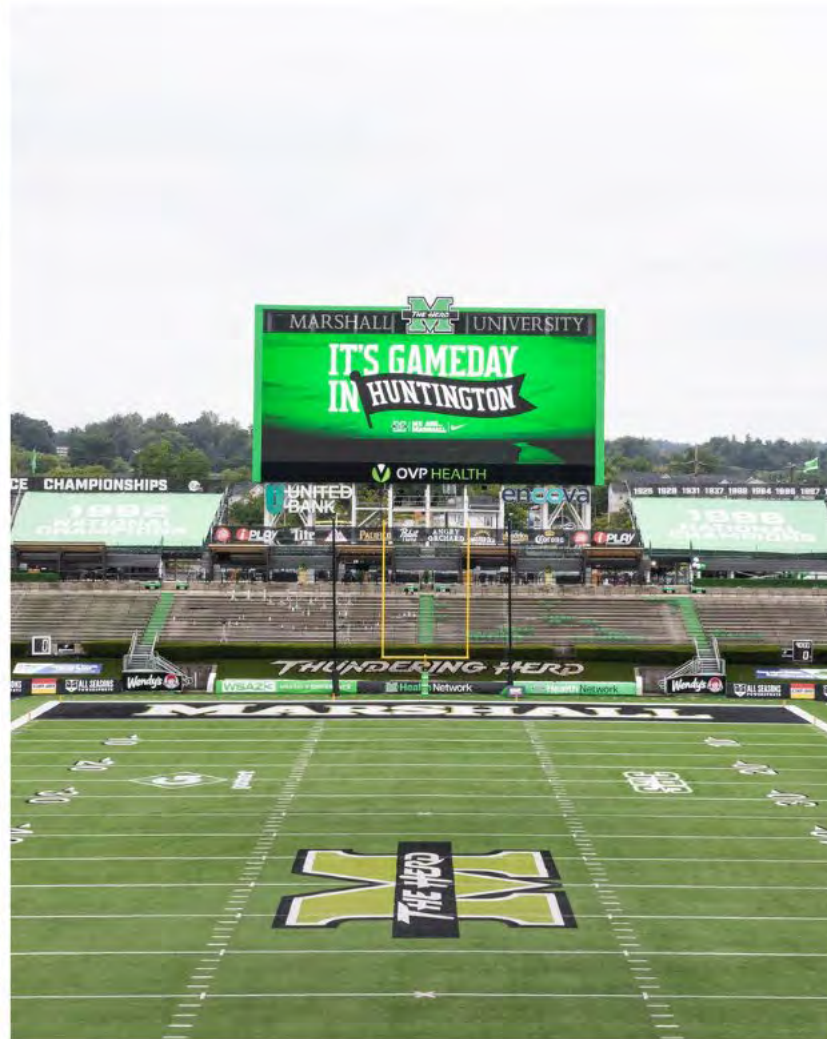


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Fan Experience

Game-Day Enhancements



Fan Experience

Game-Day Enhancements

Champions Behind the Herd

- Recognizes faculty, staff and departments making an impact across Marshall.
- Celebrating those making a difference at Marshall today.

Marshall Forever Impact Spotlight

- Recognizes alumni whose leadership, service and generosity continue to impact Marshall.
- Celebrating those who continue making a difference after graduation.



Fan Experience

Basketball Game-Day Enhancements

- **NEW Dough Daddy's Herd Kids Zone:** interactive family-friendly experience on the concourse
- **Expanded Concessions:** featuring Dough Daddy's Pizza and Chick-fil-A
- **NEW Beer Garden:** dedicated social and hospitality space on the concourse



Facility Concept

New Premium

Men's Basketball | Courtside Lounge



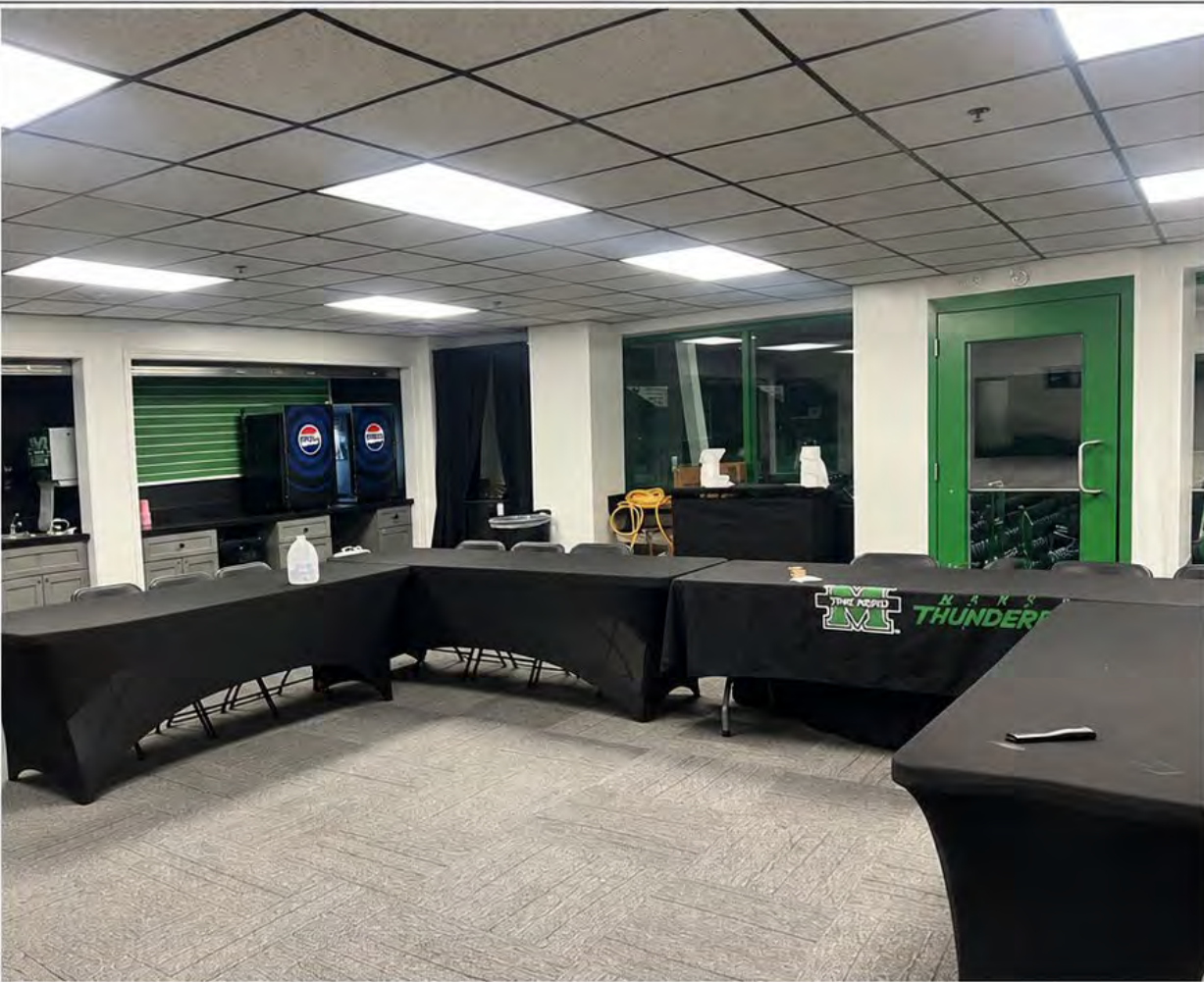
Before



After | Facility Concept

New Premium

Men's Basketball | Sky Deck



Before



After | Facility Concept

New Premium

Men's Basketball | Hartley Lounge



Before



After | Facility Concept

Basketball Up Next

THUNDER ON THE HARDWOOD | OCTOBER 1

- 6:00–8:00 PM | Cam Henderson Center
- Celebrating Marshall Men's & Women's Basketball and the start of the 2026–27 season.
- Featuring a fireside chat with Marshall Basketball legend Mike D'Antoni and Blessing King
- Guests will experience Marshall's new premium hospitality spaces, participate in a silent auction, meet coaches and student-athletes, and preview the upcoming season.



Revenue Growth & Resource Development

Pillar 3: Revenue Generation

Budget and fundraising
updates.



4Q FY26 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 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	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

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4Q FY26 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)	587,768	-	587,768
Other Operating Revenue	1,333,661	740,000	593,661
Football Bowl Revenue	-	550,000	(550,000)
Total Operating Revenues	36,524,460	39,090,085	(2,565,625)

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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)	587,768	567,070	20,698
Other Operating Revenue	1,333,661	562,335	771,326
Football Bowl Revenue	-	-	-
Total Operating Revenues	36,524,460	38,669,767	(1,764,347)

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Updates Big Green

Snapshot

\$1.7M

2026-27 Annual Fund Pledged

1,704

Big Green Members



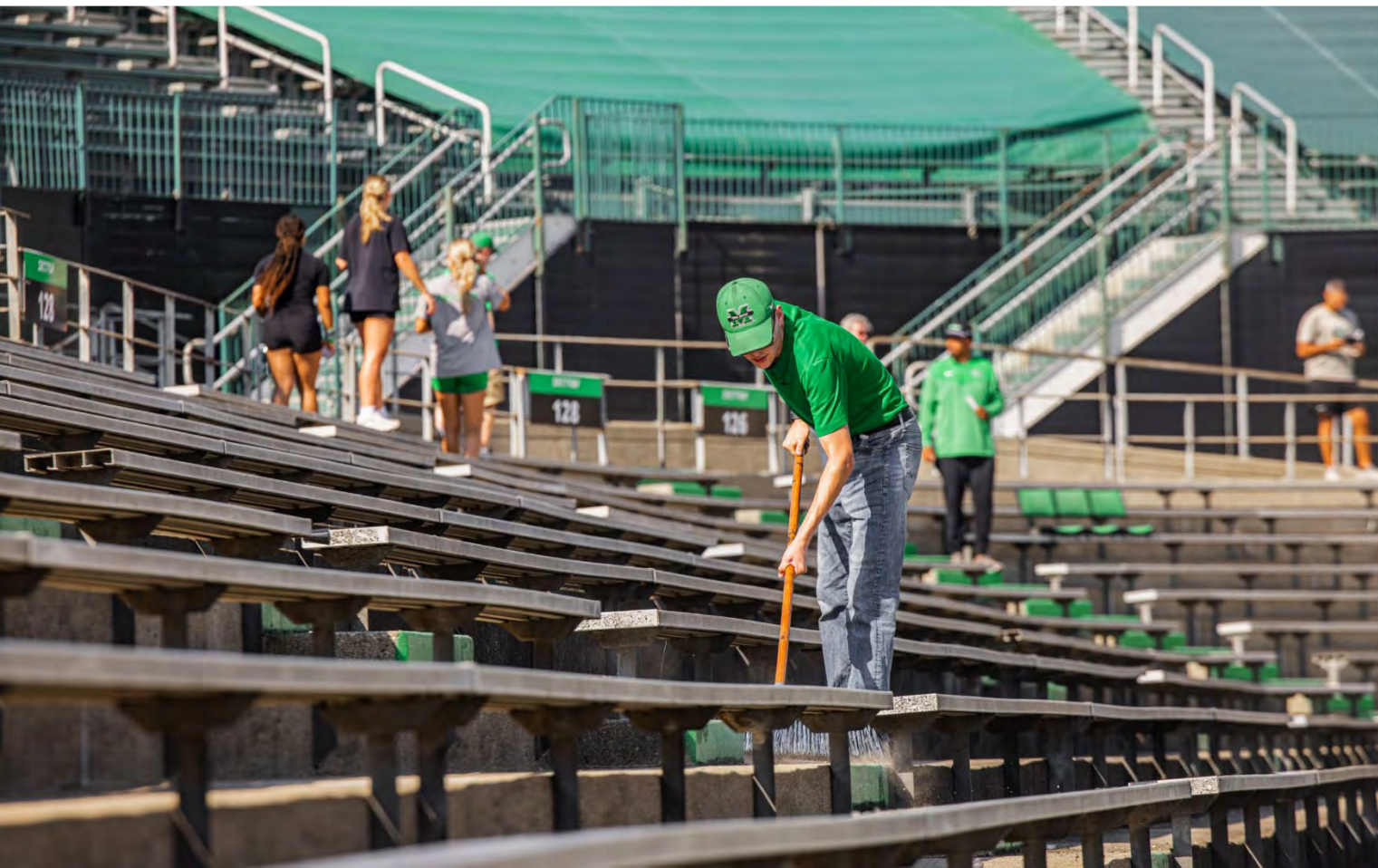
Facilities & Capital Projects

Pillar 3: Revenue Generation

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







Taking Care of the House

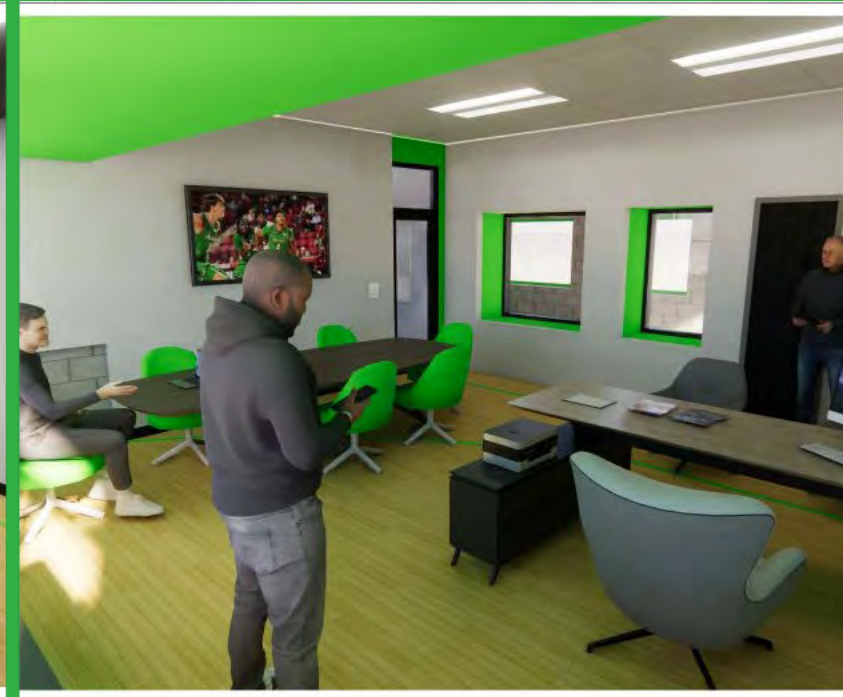
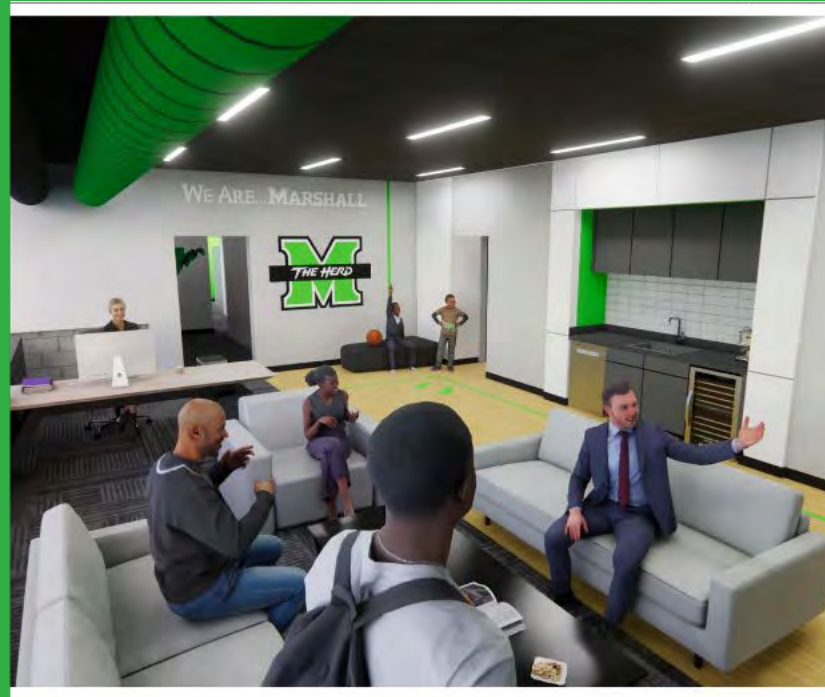
Ron & Susan DeTemple Men's Basketball Operations Center

- Six-figure philanthropic gift from Ron DeTemple and his late wife Susan, supporting the future of Marshall Men's Basketball.
- New Operations Center will be located adjacent to the Scaggs Family Practice Facility in Gullickson Hall.
- Provides a new home for Men's Basketball operations and an enhanced environment for student-athletes and staff.



Taking Care of the House

Ron & Susan Detemple Men's Basketball Operations Center



ONE GOAL.
ONE *HERD*.



WE ARE...
MARSHALL





BOARD OF GOVERNORS

Questions

