
**THE COMMONWEALTH OF VIRGINIA
THE VISITORS OF JAMES MADISON UNIVERSITY**

Minutes of the Athletics Committee

The Athletics Committee met on September 12, 2024, in Ballroom B of the Festival and Student Center. The meeting was called to order at 2:47 p.m. by Dickie Bell, Chair.

Present:

Bell, Dickie, Chair
Eiland, Joanie
Rexrode, Dave
Smith, Steve C.
White, Jack

Others:

King, Charles, President
Obenshain, Suzanne, Rector
Allen, Dirron, AVP Student Life & Involvement
Bell, Marcus, Coordinator for Student-Athlete Leadership Development
Carter-Hoyt, Malika, VP, Diversity Equity & Inclusion
Clements, Cassidy, Assistant A.D. Student-Athlete Leadership
DeSantis, Brandon, Associate A.D. of Integrated Health and Sports Performance
Gorton, Eric, University Media Relations Coordinator
Ikenberry, Marlin, Head Coach Baseball
Knight, Jack, University Counsel
LaPorta, Stephen, Associate A.D., Governance & NIL Strategy
Lonett, Carson, Executive Advisor to VP of Student Affairs
Lough, Denise, Assistant A.D. for Administration and Operations
McConville, Jane, VP Student Affairs, Engagement Fellow
Miller, Timothy, Vice President of Student Affairs
Polglase, Geoffrey, Deputy Director of Athletics
Phillips, Jennifer, Senior Associate A.D. for Student-Athlete Development/SWA
Read, Caitlyn, Asst VP, Government Relations
Renkin, Scooter, Assistant A.D for Development
Roan, Matt, Director of Athletics
Saint-Germain, Esther, Student-Athlete, 2024-2025 SAAC Public Relations Chair
Soenksen, Roger, Faculty Athletics Representative
Warner, Kevin, Associate A.D. for Communications and Strategic Initiatives

Prior to adopting the minutes from April 18, 2024, Mr. Bell recognized Matt Roan as the new Director of Athletics and invited new board members to introduce themselves to the Committee. Mr. Bell then called for a motion to approve the minutes. It was moved by Steve Smith and seconded by Joanie Eiland to approve the minutes of the April 18, 2024, meeting of the Athletics Committee.

Sports Update

Matt Roan, Director of Athletics provided an Athletics update. He began by addressing the committee members and thanking them for their commitment to Athletics. Mr. Roan introduced Coach Marlin Ikenberry, Head Coach for Baseball, and recognized him for heading into his tenth season leading the JMU baseball program as well as the success of the program in the 2024 season. Coach Ikenberry thanked the committee for their ongoing support.

Mr. Roan updated the committee on the final standings and accomplishments of the 2023-2024 competition year by acknowledging JMU as holding an all-sports winning percentage of .609. JMU was 77th in the Learfield Director's Cup final standings and first in the Sun Belt Conference. JMU claimed two conference titles for Women's Swimming & Diving and Men's Basketball and made a total of ten NCAA postseason appearances. Mr. Roan also acknowledged the academic successes of our student-athletes by noting an overall department GPA of 3.262, placing 86 student-athletes on the President's List, 219 on the Dean's List and graduating 132 student-athletes over the course of the academic year. Student-athletes had individual successes with 14 named as All-Americans, five as Conference Players of the Year, and seven drafted in professional drafts with 10 having professional opportunities. Two coaches were also recognized as Conference Coach of the Year.

Mr. Roan discussed current standings for the Fall 2024 season noting that JMU holds a cumulative record of 8-7-5 for a .525 winning percentage as of September 11, 2024. Football season tickets were sold out for the second consecutive year and the first two home games have reached sell out status. The Football program has received votes in the LBM Coaches Poll, picked second in the East in the Sun Belt preseason poll and currently holds a 2-0 record for the season. Men's Soccer is undefeated this season with a recent win over No. 14 Georgetown and holds a 1-0-3 record; they were picked fifth in the Sun Belt preseason poll and were ranked 18th nationally at the start of the season. Women's Soccer was picked second in the Sun Belt preseason poll and holds a 1-3-2 record. Volleyball was selected to finish in first place in the East by the Sun Belt preseason poll and currently holds a 2-3 record for the season. Field Hockey is in its first season with the Mid-Atlantic Conference and was picked to finish third in the Conference. In the Sun Belt preseason poll for Cross Country, JMU was picked to finish second. On September 6, JMU Athletics inducted the Hall of Fame Class of 2024 with six new inductees along with the National Champion Football Team of 2004. The 2004 football team was the fourth team to be inducted into the JMU Athletics Hall of Fame. Mr. Roan spoke to the ongoing focus on student athlete wellbeing and shared that two key hires were recently added to the Integrated Health and Sports Performance Department: Brandon DeSantis, Associate A.D. for Integrated Health and Sports Performance, and Dr. Joseph Volpi, Chief Medical Officer/Team Physician.

Jennifer Phillips, Senior Associate A.D./Senior Women's Administrator has been appointed as the Sun Belt Conference representative for the NCAA Division I Council which includes an appointment to the subcommittee for Strategic Vision and Oversight.

Mr. Roan updated the committee on the transcript evaluation process and timeline and offered a high-level overview of the proposed House settlement. Mr. Roan then concluded the Sports Update by answering questions related to the topic.

2023-2024 Strategic Plan Accountability Measures

Geoff Polglase, Deputy Athletics Director, introduced himself to new Committee Members and asked if there were questions from Committee relating to the 2023-2024 Strategic Plan Accountability Measures; the report was shared with Committee Members prior to the meeting. He mentioned that it is a requirement to annually share the accountability metrics with the Board of Visitors. Further, he noted that

JMU Athletics continues to meet and exceed the majority of the measures outlined in the University Strategic Plan. The measures are included annually in the STAR Planning submission, which is aggregated into the University's data report for accreditation and published on jmusports.com.

Name, Image, Likeness (NIL) Update

Stephen LaPorta, Associate A.D. for Governance and NIL Strategy introduced himself and the role he serves at JMU as it relates to NIL strategy. He reported that the NCAA proposal regarding NIL activity was adopted on August 1, 2024; Virginia state law is effective July 1, 2024. Mr. LaPorta noted the updates to Virginia law which prohibits investigations or penalties for an institution or student engaging in NIL activities and states that institutional employees cannot be liable for damages to a student-athletes' ability to earn NIL. The Virginia law addresses updates to Compensation, which allows an institution to compensate a student-athlete for use of their NIL and allows an institution to identify, create, negotiate and facilitate in NIL by providing assets, resources or benefits as an incentive to support NIL opportunities, and general policies. He further examined the University's general policy toward NIL and the University Compensation Policy referencing that JMU reserves the right to compensate pursuant to the law, does not guarantee compensation, requires written notice of compensation and is at the discretion of the AD or designee. He reported that JMU must have a 'promotional activities release' on file, compensation will be provided for activities that go above and beyond the required athletically related activities and will not trigger an employee/employer relationship between the student and university. Mr. LaPorta highlighted the potential outcome of the House Settlement, which would require third parties to pay fair market value in NIL deals to students, allows institutions to enter into agreements with students and specifies that entities not owned, operated or controlled by the University, are considered third parties. All institutions are required to comply with mandatory reporting who opt-in. Mr. LaPorta concluded his update by answering questions related to the topic.

Student Athlete Leadership (Dukes LEAD)/SAAC Engagement Update

Cassidy Clements, Assistant A.D., Student-Athlete Leadership reported on Dukes LEAD key areas of focus for the 2024-2025 academic year; focus areas include: career readiness, community service, human development and leadership development to foster holistic growth and development of each student-athlete. Working with the University Career Center, student-athletes will be reintroduced to campus career readiness opportunities and development facilitators. Ms. Clements explained how networking opportunities will be incorporated with Duke Club events like the AD Circle Brunch and the Dukes Mentor Dukes Mixer, followed by the Spring Student-Athlete Career Kickoff.

Community Service is encouraged by each student-athlete and the Student-Athlete Advisory Committee's (SAAC) goal is to remain in the top 15 among NCAA Division I schools as leaders in community service hours. SAAC will utilize Helper Helper again this year to track hours and encourage teams to work together toward their community service goals. Last year, JMU student-athletes put JMU in the eighth spot nationally (third in SBC) for community service hours, which equals \$288,610 in economic impact. Top team contributors included Field Hockey, Volleyball, Track & Field, Lacrosse, Softball and Men's Soccer. Human development will be promoted through opportunities to attend workshops and listen to guest speakers, as well as the creation of six affinity groups and the availability of inclusive spaces for student-athletes on campus. Development is also encouraged through participation in the Dukes Leadership Academy, RISE Women's Leadership Academy and SAAC. Ms. Clements concluded her update by asking questions related to Dukes LEAD and SAAC Engagement.

Ms. Clements then introduced the SAAC Public Relations Chair for 2024-2025, Esther Saint-Germain who updated the Committee on the new structure of the Executive Leadership of SAAC. Leadership consists of

seven student athletes: Co-presidents, Kyleigh Renke (Women’s Golf) and Cassidy Strittmatter (Field Hockey), SBC Representative Jamie Swartz (Women’s Soccer), Community Service Chair Hope Moulin (Women’s Tennis), Diversity, Equity and Inclusion Chair Garrett Kuhla (Men’s Golf), Public Relations Chair, Esther Saint-Germain (Cross-Country/Track & Field), and the incumbent Wellness and Development Chair, Sierra Puleo (Cross-Country/Track & Field). The leadership goals of this group include multiple community engagement events including SBC Mental Health Week and SBC Diversity and Inclusion Week, a supply drive for a local elementary school, Meet the Dukes event and participation in the conference Sun Belt Food Drive, ‘Let’s SAAC Hunger’. SAAC will also promote student-athlete voter participation in preparation for election day, created ‘thank you’ cards for local high school teachers, and filmed engaging video messages with the Duke Club in anticipation for Diggin’ Dukes on Tuesday, December 3, 2024. Ms. Saint-Germain concluded her update by asking if there were any questions related to SAAC and its goals and initiatives for the year.

Development Update

Scooter Renkin, Associate Athletics Director for Development, shared the results of fundraising efforts from Fiscal Year 24 which showed overall financial growth as a record-breaking year! A donor record of 8,665 was set; this number of donors exceeded the previous year by over 3,000. The record breaking growth of the Annual Fund reached \$4,754,620 which added to the overall fundraising record of \$6,544,403. Mr. Renkin shared that the record-breaking year was due to the efforts of student-athletes and donor support.

Fiscal Year 25 numbers as of August 23, 2024, show overall fundraising up \$17,000 above this time last year with contributions from 1,918 donors and inclusive of \$364,995 in Annual Fund contributions. Fiscal Year 2025 goals are to raise \$4.9M for the Annual Fund which consists of Proud and True Gifts and Duke Club Seat Contributions and secure 9,000 donors. There are currently 3,300 members of the Student Duke Club. Mr. Renkin shared that the Duke Club has reached 8% toward its goal in fundraising efforts as of August 23, 2024. Looking forward, the Duke Club will host its second consecutive year of the sport specific giving campaign, Diggin’ Dukes, on December 3, 2024. Last year, the Diggin’ Dukes campaign produced over \$444,000 from 1,700 donors and each sport was represented in the fundraising efforts. Mr. Renkin mentioned that numbers since August 23, 2024, are now trending ahead of this time last year. The Proud and True Fund is up \$18,000, Restricted Giving is up \$72,000, Endowments are up \$6,000 and the Annual Fund is up \$82,000 from this time last year. Finally, the donor number is up 1,200 from this time last year, on pace for another record-breaking year. Mr. Renkin concluded his updated by answering questions from the Committee.

Led by Dickie Bell’s closing remarks, Matt Roan concluded the meeting by asking the Committee members for feedback concerning future agenda items they would like to be considered which included a brief discussion.

There being no further business, Dickie Bell, Chair, then called for a motion to adjourn. It was moved by Steve Smith and seconded by Dave Rexrode. The meeting was adjourned at 3:54 p.m.

Respectfully submitted,

Dickie Bell, Chair

David C. Kirkpatrick
Secretary to the Board