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# THE COMMONWEALTH OF VIRGINIA THE VISITORS OF JAMES MADISON UNIVERSITY

## Minutes of the Athletics Committee

The Athletics Committee met on February 13, 2025, in Ballroom B of the Festival and Student Center. The meeting was called to order at 2:45 p.m. by Dickie Bell, Chair.

### **Present:**

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

### **Others:**

Angel, Mark, Associate Vice President, Finance  
DeSantis, Brandon, Associate AD, Integrated Health & Sports Performance  
Funkhouser, Savanna, Associate Director, Government Relations  
Hall, Hollie, Associate V.P. and Dean of Students  
Knight, Jack, University Counsel  
LaPorta, Stephen, Associate A.D., Governance & NIL Strategy  
Lough, Denise, Assistant A.D. for Administration and Operations  
Mitchell, Bruce, Associate Vice President of Accessibility & Belonging  
Polglase, Geoffrey, Deputy Director of Athletics  
Phillips, Jennifer, Senior Associate A.D. for Student-Athlete Development/SWA  
Read, Caitlyn, Assistant Vice President of Government Relations  
Renkin, Scooter, Assistant A.D for Development  
Roan, Matt, Director of Athletics  
Secrist, Trey, Assistant Director, Multimedia Strategy, University Communications  
Soenksen, Roger, Faculty Athletics Representative  
Warner, Kevin, Associate A.D. for Communications and Strategic Initiatives

Prior to adopting the minutes from November 7, 2024, Mr. Bell called for a motion to approve the minutes. It was moved by Dave Rexrode and seconded by Joanie Eiland to approve the minutes of the November 7, 2024, meeting of the Athletics Committee.

### **Sports Update**

Matt Roan, Director of Athletics provided an Athletics update. James Madison Athletics continues to excel both competitively and academically. JMU teams have compiled an 94-67-11 cumulative record for a .578 winning percentage. Field Hockey captured the Mid-American Conference regular season championship, earning the right to host the championship in 2025. James Madison will serve as host to the 2025 Sun Belt Conference Outdoor Track & Field Championships in May, which affords an opportunity to showcase JMU and the Harrisonburg community, while providing a boost to the local economy. JMU cheerleading finished fourth out of 13 teams in the UCA College Nationals Small Coed Division I-A Game Day category, which was a jump from 15<sup>th</sup> the previous year. Lacrosse begins the season ranked 18<sup>th</sup> in multiple preseason rankings. Mr. Roan reminded the Committee that football renewals have started, while basketball reseating and reparking would begin soon.

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Academically, 146 student-athletes earned academic honors for the 2024 fall term: 108 on Dean's List, 38 on President's List, and 24 with 4.0 GPA. Further, 198 student-athletes earned AD's Scholar-Athlete honors (3.0 GPA in consecutive semesters).

Mr. Roan then provided a Conference update, including the new Women's Basketball NCAA Revenue Fund, which offers a financial benefit to leagues for participation in the NCAA Women's Basketball tournament. Mr. Roan provided an update on the SBC's CFP standings. Mr. Roan shared that the full football schedule should be announced soon. Athletics looks forward to partnering with its campus partners to announce Family Weekend and Homecoming dates. Mr. Roan shared other scheduling changes at the Conference level: the SBC eliminated Conference scheduling for Men's and Women's Tennis beginning in 2026 (all teams will participate in the Championships); Indoor Track and Field Championships will stay in Birmingham through 2028; to match a newly-adopted NCAA women's soccer playing season, the women's soccer schedule will stretch from seven weeks to eight weeks for the 2025 season. James Madison will participate in its final SBC Swimming & Diving Championship on February 18-22, before transitioning to the American Athletic Conference as an affiliate member next year.

At the National level, the Pavia waiver (a temporary waiver granted by the NCAA to former junior college (JUCO) players allowing an extra season of eligibility) was discussed, in addition to the consideration of a five-year eligibility clock, which would better define a student-athlete's ability to complete five playing seasons. Finally, Mr. Roan shared the recommendation to redesign the Division I decision-making structure; a proposal will be submitted to the NCAA Board of Directors later this summer. Sun Belt Commissioner, Keith Gill, sits on that Board. After a brief discussion and questions from the Committee Members, Mr. Roan concluded his update.

### **Intercollegiate Athletics Program Report (APA Audit)**

Mark Angel, Associate Vice President, Finance noted that this year's audit was conducted by Forbis, LLP, and that the audit is based upon procedures in accordance with the attestation standards established by the AICPA. The report presented a summary of the findings from the recent APA Audit conducted on the JMU Athletics Program; this report is required by the NCAA. In following the reporting guidelines set forth by the American Institute of Certified Public Accountants, the report revealed JMU's numbers; the Total Operating Revenue for FY 2024 for the Department, was roughly \$76.4M, with \$55.5M collected from student fees, while the Total Operating Expenses for FY24, were \$76.4M, with roughly \$10.8M providing aid to students. It was reported that JMU's Subsidy Percentage for FY24 was 53% (\$57.3M), below the 55%-subsidy threshold standard set forth by the Cox Bill for all NCAA Division I-A Institutions. When JMU transitioned to the Sun Belt Conference, its subsidy threshold dropped from 70% to 55%; the General Assembly has allowed for a five-year transition to meet the newly defined 55% threshold. JMU is held to a higher degree of financial accountability than other non-Virginia institutions due to parameters set forth by the Commonwealth of Virginia through the Cox Bill. It was reported that the Audit approved the University's reporting processes of the data and yielded no management recommendations for the University. With no questions from the Committee, Mr. Angel concluded his update.

### **Student-Athlete Disciplinary Report**

Geoff Polglase, Deputy Athletics Director provided an overview of the 2023-2024 student-Athlete Disciplinary Report. The report provided a summary of the judicial violations, sanctions and disciplinary actions incurred by student-athletes for 2023-2024, as required by the General Assembly, noting that three judicial charges occurred by one student-athlete. The report referenced that in addition to sanctions and disciplinary actions imposed by the Court System and JMU's Office of Student Accountability Restorative Practices (OSARP), JMU coaches have the autonomy to enforce additional penalties, including removal from

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the team, scholarship reductions, additional community service obligations, program suspensions, scrimmage suspensions, and team program strikes. With no questions from Committee Members, Mr. Polglase concluded his update.

### **Student-Athlete Health and Wellness Update**

Brandon DeSantis, Associate A.D. for Integrated and Health Performance offered an overview of the Integrated Health & Sports Performance Department at JMU, which consists of Sports Medicine (16 Certified Athletic Trainers—1:35 Ratio is the best in the Sun Belt; Chief Medical Officer and Physician Assistant (male and female providers) and five Orthopedic Physicians contracted through UVA Orthopedics); Strength and Conditioning (11 Strength and Conditioning Coaches across four primary facilities, Student partnerships with JMU Kinesiology and Affiliated Sites); Sports Nutrition (Two Registered Dietitian Nutritionists, one Fellow Registered Dietitian across four operational fueling zones, and Student internship partnerships with JMU Undergrad Dietetics, Graduate Applied Nutrition); and Sports Psychology (One Director of Sports Psychology and Doctoral students). Mr. DeSantis stressed that Strategic Planning, Collaboration and a focus on best practices in each area are at the forefront of the department and driving decisions impacting care for student-athletes. Further, Mr. DeSantis highlighted collaboration across campus with other campus liaisons to provide care for student-athletes. The Integrated Staff continues to focus on policy updates and best practices in each area that increase the level of care provided to each student-athlete and ensure compliance with the required NCAA Division I Health and Safety Attestation. Chairman Bell welcomed Mr. DeSantis to JMU and praised the work of the Integrated Health Department. Following a brief discussion regarding the certification required by Athletics Trainers, Mr. DeSantis concluded his update.

### **Development Update**

Scooter Renkin, Associate Athletics Director for Development provided a fundraising update. The “Diggin’Dukes” Campaign, which is a 24-hour online giving campaign focused on sports-specific giving, completed its second year in December 2024, raising \$479,493, through 1,688 Donors (34% Alumni; 22% Friends; 18% Former Student-Athletes; 9% Faculty/Staff; 6% Students). The three top gift programs included Lacrosse, Proud and True and Cheerleading. The Annual Fund (Proud and True Fund) sits at \$1.38M; total Donor count is at 6,709, and overall Athletic Fundraising has reached \$3.1M. Mr. Renkin shared that Football season ticket renewals began last week, and that Men’s and Women’s Basketball’s renewal process begins next week. He highlighted that JMU Giving Day is February 27, 2025, and referenced that many gifts made that day are in the form of ticket renewal. Following questions from Committee Members, Mr. Renkin concluded his update.

Led by Chairman Bell’s closing remarks, Mr. Roan concluded the meeting by asking the Committee members for feedback concerning future agenda items they would like to be considered.

There being no further business, Dickie Bell, Chair, then called for a motion to adjourn. It was moved by Steve Smith and seconded by Joanie Eiland. The meeting was adjourned at 3:41 p.m.

Respectfully submitted,

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Dickie Bell, Chair

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David Kirkpatrick, Secretary to the Board