

UNIVERSITY ATHLETICS COMMITTEE Meeting Minutes
Thursday, May 5, 2022 (3:30 – 5 p.m.)
Virtual Only - Zoom

Present: Whit Babcock, Tom Burbey, Robert Denton, Patrick Finley, Heather Gumbert, Rachel Holloway, Jennifer Irish, Sarah Jane Lynch, Ken Miller, Rock Roszak (for Bridget Ryan-Berman), Jay Poole, Robin Queen, Susan Short, Chris Wise (for Frank Shushok), Becki Smith, Anna Taylor, Brad Wurthman

Absent: Allison Bowersock, Walker Culver, Terry Rakes, Zach Speizer, Robert Sumichrast, Eric Stanley, Ken Stiles, Joe Tront

Guests: Sarah Armstrong, Kyle Bruce, Danny White

Susan Short called the meeting to order at 3:30 p.m. A quorum was present.

1. Adoption of Agenda

A motion was made and seconded to adopt the agenda. The motion carried.

2. Announcement of approval and posting of minutes of April 14, 2022

Anna Taylor noted that these minutes have been voted on electronically and can be publicly accessed on the Governance Information System on the Web (<http://www.governance.vt.edu>).

3. Welcome - Susan Short provided brief words of welcome and thanked UAC members whose terms were ending (or were celebrating upcoming retirements) for their years of service to the committee. These included: Jay Poole, Robert Sumichrast, Tom Burbey, Bob Denton, Joe Marcy, Patrick Finley, Heather Gumbert, Sarah Jane Lynch, Walker Culver, Maria Keener, and Zach Speizer.

4. Athletic Director Update – Whit Babcock shared information and provided updates on the following topics:

- Suicide prevention and mental health (currently – there are 5 counselors for 600 student athletes. 340 of our student athletes have utilized counseling services during the past academic year. Mandatory training has been completed with all coaches and student athletes).
- Discussed the overall success of Spring sports. The university has the potential to host both post season events in softball and baseball. The women’s golf team is headed to the NCAA championships in Michigan.
- Enthusiastically shared that Virginia Tech had clinched the Commonwealth Clash!

- Continues to develop a draft student-athlete Academic Incentive proposal which will be reviewed by the University Athletics Committee (during the summer months) and university administrators.

- 5. External Operations Update** – Jay Poole introduced Brad Wurthman, senior associate athletics director. Brad shared information related to the number of Hokie Club donors and the significant increase over the past 2 years. He shared different strategies that would contribute to “growing the funnel” in relationship to revenue generation. His group is reimagining the structure and programs around acquisition and retention of donors as well as trying to determine what “live events” look like in the future.
- 6. Digital Strategy Team** – Brad introduced Kyle Bruce, associate athletics director for digital strategy and innovation. Kyle provided a presentation focused on Celebrate, Engage, and Convert. He and his group are building a model to “catch the lightning” that builds on the recent excitement around football and significant success with various programs (softball, baseball). The “Be a Hokie” website was developed to focus on the recruitment of student-athletes. WiFi capacity in Lane Stadium as well as mobile app enhancements remain major priorities. (Slide deck attached)
- 7. Student-Athletic Academic Support Services Update** – Sarah Armstrong, director, student-athlete academic support services, provided an update that included the following topics: number of graduating athletes, Sundaes and Sashes event, concerns related to student attendance, potential gaps in learning and rebuilding of academic expectations. (Slide deck attached)
- 8. Faculty Athletics Representative Update** - Jen Irish, university FAR, provided the following updates:

NCAA: The NCAA is looking for meaningful change related to the roll out of the new NCAA Constitution.
ACC: The Spring meeting of the FARS will be held next week. Topics will include exit interviews and transfer portal education initiatives.
VT: The Missed Class Subcommittee continues to meet. The greatest impacts are related to Spring sports (baseball, softball, lacrosse, and track and field).
- 9. Additional Topics**: Danny White shared that the final Data Analytics presentation (follow-up to last month’s student presentation) will be delivered in June. Danny will provide the follow-up date and location once confirmed. UAC members are encouraged to attend. (Please note the final presentation of the VT Athletics Sports Analytics capstone project will be June 9, 2022 at 9 a.m. – Jamerson Athletic Center. If interested in attending, RSVP to Jay Winkler (jaywink2@vt.edu) by May 21st.)
- 10.** The meeting adjourned at 4:50 p.m.