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

Minutes of the Athletics Committee

The Athletics' Committee met on February 15, 2024, in Ballroom B of the Festival and Student Center. The meeting was called to order at 2:50 p.m. by John Lynch, Chair.

Present:

Lynch, John, Chair
Bell, Dickie
Major, Lara
Smith, Steve
White, Jack

Others:

Angel, Mark, Associate Vice President, Finance
Bourne, Jeffrey, Director of Athletics
Gorton, Eric, University Media Relations Coordinator
Hall, Hollie, Dean of Students
Knight, Jack, University Counsel
LaPorta, Stephen, Assistant A.D. for Compliance
Lough, Denise, Assistant A.D. for Administration and Operations
Polglase, Geoffrey, Deputy Director of Athletics
Renkin, Scooter, Assistant A.D for Development
Soenksen, Roger, Faculty Athletics Representative
Warner, Kevin, Associate A.D. for Communications and Strategic Initiatives
White, Kevin, Associate A.D. for Sports Programs

Mr. Lynch then called for a motion to approve the minutes. It was moved by Jack White and seconded by Lara Major to approve the minutes of the November 9, 2023, meeting of the Athletics' Committee.

Sports Update

Jeff Bourne, Director of Athletics, provided an Athletics update. JMU teams have compiled a 107-58-13 cumulative record for a .638 winning percentage. The numbers are highlighted by a winning percentage of .738 among men's sports. At the completion of Fall sports, JMU stood in first in the standings for The Bubas Cup, which is awarded by the Sun Belt to the best overall institution for competitive success, as measured by Sun Belt-sponsored sports. JMU's score was boosted by first place in football, second in volleyball and cross country, fourth in men's soccer and fifth in women's soccer. JMU ranked 44th in the initial LEARFIELD Director's Cup standings through the Fall sports season; it was first among Sun Belt schools after scoring points in men's soccer, women's soccer, volleyball and football. Five JMU teams have appeared in

national polls thus far in 2023-24. Football in both the AP and Coaches Polls climbing to No. 21 in the Coaches Poll along with No. 18 in the AP poll. It was the first-ever ranking in the Coaches Poll for the Dukes. Men's soccer hit as high as No. 8 and then rebounded to finish 18th in the final poll. After concluding 2022 receiving votes unofficially for the first time in program history, JMU volleyball gradually increased its vote total each week at the start of the 2023 season. Men's basketball achieved its first AP national ranking, debuting at No. 24 in the poll and rose as high as 18th. Lacrosse was ranked sixth in the preseason IWLCA coaches' poll and climbed to third early in the season. In JMU's annual Townebank Royal Rivalry with Old Dominion, JMU currently holds an 8.5-2.5 lead through February 12. JMU set a program record with 8,718 season tickets for football in its second Sun Belt season in 2023. While ineligible for a bowl selection based upon full FBS standards and ineligible for the Sun Belt title game, JMU did earn a bowl opportunity as an alternate based upon insufficient eligible teams. The Dukes were selected to the Lockheed Martin Armed Services Bowl. JMU became the first non-Power Five program to host ESPN's College GameDay a third time when the Dukes were picked to host on November 18 for a home contest against Appalachian State. The announced crowd of 26,000 shattered unofficial records for the show (previously 18,000). JMU's show commemorated the 30th anniversary of ESPN taking its top football program on the road. JMU had seven of its first nine games broadcast on national television and ultimately eight of 12 regular season contests plus a national broadcast window on ABC for the Armed Forces Bowl, giving the Dukes 12 national TV spots in the last two years in the Sun Belt. JMU had eight total regular season national TV spots in the previous 25 years. Men's soccer went 10-5-5 and finished fourth in the Sun Belt. JMU earned an at-large bid to the NCAA Championship, one of five teams to do so from the Sun Belt. Women's soccer finished 9-5-8 in 2023 and earned the No. 5 seed in the Sun Belt Championship and earned an at-large bid to the NCAA Tournament for the first time since 2015. Volleyball finished 21-10, advanced to the finals of the Sun Belt Championship and earned the program's first at-large berth to the NCAA Championship in program history. Cross country placed second in the Sun Belt Championship; the Dukes advanced to postseason competition and finished 19th of 34 squads at the NCAA Southeast Regional. Men's basketball sits at 22-3 overall and 9-3 in the Sun Belt. JMU has already tied the program regular season wins record at 22 and favored to top the overall program wins record of 24. Women's basketball sits at 17-8 overall and 9-3 in the Sun Belt. Swimming and diving went 4-3 in dual meets and enters its first Sun Belt Championships this weekend. Softball opened its season with a 4-1 record in the first weekend. Lacrosse opened the season taking down No. 3 North Carolina in overtime and had a compelling win last night over Virginia Tech, 17-5. JMU Athletics announced its 2024 Hall of Fame Class, which will take place on Friday, September 6, 2024 at the AUBC; the 2024 Class will include: softball pitcher Meredith (Felts) Rowland (2006-2009), women's basketball head coach Betty Jaynes (1970-1982), women's soccer forward/midfielder Annie (Lowry) Young (2004-2007), two-sport athlete Julie (Martinez) Bowles (field hockey 1996-1999, lacrosse (1997-2000), football head coach Mickey Matthews (1999-2013) and baseball infielder/outfielder Greg Miller (1998-2001). The class will also include the fourth team to be inducted into the JMU Athletics Hall of Fame as the 2004 football national championship team will be recognized. Mr. Bourne then provided a brief overview of topics discussed at the NCAA Convention and touched on Name Image and Likeness (NIL) in Virginia and at the federal level; he shared that a more detailed update on NIL would be

provided at the April Board of Visitors meeting. The 2024 Football schedule should be released later this month. Following a brief discussion on the impact of the transfer portal, Mr. Bourne concluded his update.

HR Update: Staff Vacancies

Denise Lough, Assistant A.D. for Administration and Operations, offered an overview of current vacancies in the Athletics Department, specifically relating to the area of Integrated Health & Sports Performance, which includes Athletics Training, Strength and Conditioning, Mental Health and Nutrition. Ms. Lough shared recent legislation passed based upon work completed by the NCAA Transformation Committee, which requires institutions to provide “consensus-based care, education and services” to its student-athletes. This emphasis on care includes having appropriate staff in place to support student-athletes. Ms. Lough shared that the department has been without two key fulltime vacancies since July, 2023 in the area of Integrated Health: Chief Medical Officer (Team Physician) and Associate A.D. for Integrated Health and Sports Performance. While both positions have been posted and actively recruited, JMU has been unsuccessful with hiring a candidate. She shared that salary competitiveness and required qualifications has made the recruitment process challenging. The search committee for the Team Physician position has identified several potential candidates and is currently working through the interview process. Athletics has partnered with Renaissance Search and Consulting LLC to assist with the Associated A.D. search; this was the same firm that was contracted to hire the individual that previously-served in this role. Candidates have been identified by the search firm and the committee looks forward to forthcoming interviews. This role has been extremely difficult to recruit due to the breadth of responsibilities, volume of direct reports and the Sun Belt Conference’s recommendation that the individual be actively certified in Athletic Training. Further, Ms. Lough shared that the Athletics Training staff continues to be short staffed, requiring trainers to cross-cover and at times impacts a sport programs ability to complete certain drills. The department has been creative in hiring a least one JMU PhD student to help provide coverage and has contracted with an hourly medical physician to help offset the number of student-athletes seen by our Physician Assistant. We expect to continue to see retention challenges in this area. Ms. Lough concluded her update by sharing that effective August 1, 2024, the NCAA will require institutions to sign an Attestation Form acknowledging that they are in compliance with consensus-based guidance supporting student athlete health, safety and performance; this attestation will begin for the 2024-2025 academic year and JMU will be required to sign its first attestation in November 2025. This Attestation will include acknowledgement that the two current vacant positions have been filled for at least a portion of the year. Following a discussion by Committee members, Ms. Lough concluded her update.

Intercollegiate Athletics Program Report (APA Audit)

Mark Angel, Associate Vice President, Finance asked if there were questions from Committee Members relating to the 2023 Intercollegiate Athletics Program Report (APA Audit); the report was shared with Committee Members prior to the meeting. Mr. Angel noted that this year’s audit was conducted by Forbis, LLP, and 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 from November 2023-January 2024; 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 2023 for the Department, was roughly \$68M, with \$53.2M collected from student fees, while the Total Operating Expenses for FY23, were \$68M, with over \$10.8M providing aid to students. It was reported that JMU's Subsidy Percentage for FY23 was 55.4% (\$54.6M) slightly above 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. Mr. Bourne reminded Board Members that 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. Following questions from the Committee, Mr. Angel concluded his update.

Student-Athlete Disciplinary Report

Geoff Polglase, Deputy Athletics Director, asked if there were questions from Committee Members relating to the 2022-2023 Student-Athlete Disciplinary Report; the report was shared with Committee Members prior to the meeting. The report provided a summary of the judicial violations, sanctions and disciplinary actions incurred by student-athletes for 2022-2023, as required by the General Assembly, noting that 13 judicial charges occurred over seven student-athletes, representing three different sports programs. The largest categories for charges were Alcohol and Failure to Comply/Noncompliance. 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 the team, scholarship reductions, additional community service obligations, program suspensions, scrimmage suspensions, and team program strikes. Following questions from committee members, Mr. Polglase concluded his update.

AUBC Broadcast Control Room

Kevin Warner, Associate A.D. for Communications and Strategic Initiatives, offered an overview of the Atlantic Union Bank Center's new broadcast control room. Mr. Warner provided a background of School-Produced Broadcasts, noting that broadcast production has been gradually evolving with few standards. The arrival of SEC, Big 10, ACC Networks brought affiliation with ESPN and new standards; further, broadcast production greatly expanded with ESPN+. JMU recognized once we announced our membership with the SBC that an expanded solution was needed, which prompted the new broadcast room. The new control room debuted in Fall 2023 after a long preparation process, shipping delays, navigating troubleshooting. Mr. Warner provided details regarding the fiber-connected networks ability to work connectively across University facilities. He shared background information relating to the equipment in the control room and also the personnel required to carry out broadcasts from the control room. The addition of the control room allows for broadcast distribution exclusively to ESPN+ which

includes the Sun Belt, AAC and MAC; all JMU membership conferences. Mr. Warner shared that the control room allows for future growth and partnership for Athletics and the University's School of Media Arts and Design (SMAD). The number of games broadcasted has been impacted by limited personnel and budget. The infrastructure of the control room will allow JMU to grow its fiber connectivity in the future which, will increase quality and improve standards; in its current state, the control room has been a game changer for JMU Athletics and facilitating University exposure on a National Stage. Following a brief discussion and questions from Committee Members, Mr. Warner concluded his update.

Development Update

Scouter Renkin, Associate Athletics Director for Development, provided a fundraising update. The "Diggin' Dukes" Campaign, the first ever Sport Specific Day of Giving held on November 28, 2024, was a huge success bringing in \$446,149 and included 1,796 donors, 643 of which were first time donors. The Duke Club will look to continue this campaign in years to come. Mr. Renkin shared current fiscal year numbers as of January 17, 2024: Total Athletic Fundraising is currently at \$2,543,858, which is slightly ahead of this time last year. The Annual Fund, which consists of Proud and True Gifts and Duke Club Seat Contribution is at \$1,414,634 (29% of the aspirational goal of \$4.8M). Donor count is currently at 4,866, up 1,700+ donors from last year; the Duke Club has an aspirational goal of securing 6,000 donors in fiscal year 2024. The Student Duke Club currently has over 1700 members. Mr. Renkin then shared that the 2024 Duke Club Football Renewal Season is currently underway (110% Campaign Launch) and has received tremendous traction. Mr. Renkin highlighted that JMU Giving Day is February 22, 2024 and referenced that many gifts are made that day in the form of ticket renewal. Following questions from Committee Members, Mr. Renkin concluded his update.

Mr. Bourne concluded the Athletics Committee meeting by asking Committee members for feedback concerning future agenda items they would like to be considered.

There being no further business, John Lynch, Chair, then called for a motion to adjourn. It was moved by Steve Smith and seconded Lara Major. The meeting was adjourned at 3:58 p.m.

Respectfully submitted,

John Lynch, Chair

Donna L. Harper, Secretary to the Board