
THE COMMONWEALTH OF VIRGINIA THE VISITORS OF JAMES MADISON UNIVERSITY

Minutes of the Athletics Committee

The Athletics Committee met on April 10, 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
Rexrode, Dave
Smith, Steve C.
White, Jack

Others:

Blyer, Kristina, Associate Vice President for Health & Well-Being
Burgess, Brady, Associate A.D. for Ticketing & Strategic Revenues
Clements, Cassidy, Assistant A.D. for Student-Athlete Leadership
Funkhouser, Savanna, Associate Director, Government Relations
Gorton, Eric, Media Relations Coordinator
King, Charles, President
LaPorta, Stephen, Associate A.D., Governance & NIL Strategy
Lough, Denise, Assistant A.D. for Administration and Operations
Manko, Marissa, Associate A.D., Business & Finance
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
Reinke, Kayleigh, Student-Athlete
Renkin, Scooter, Assistant A.D. for Development
Roan, Matt, Director of Athletics
Saylor, Chad, Associate Director of Media Relations & Deputy Spokesperson
Soenksen, Roger, Faculty Athletics Representative
Warner, Kevin, Associate A.D. for Communications and Strategic Initiatives
White, Kevin, Associate A.D. for Sports Programs

Prior to adopting the minutes from February 13, 2025, Mr. Bell called for a motion to approve the minutes. It was moved by Dave Rexrode and seconded by Steve Smith to approve the minutes of the February 13, 2025, meeting of the Athletics Committee.

Sports Update

Matt Roan, Director of Athletics provided an Athletics update. JMU teams have compiled an 154-123-11 cumulative record for a .554 winning percentage so far, this academic year. A very successful winter concluded with Swimming and Diving repeating as Sun Belt Conference Champions and Dane Pedersen winning Coach of the Year. Men's Basketball finished in a four-way tie for the SBC regular season crown and earned the #2 seed in the SBC tournament. Women's Basketball went 18-0 in SBC play and was a #1 seed (among First Four Out of NCAA tournament) in WBIT, set program records for regular season wins

(27) and overall wins (30), and advanced to the quarterfinals of the WBIT. Additionally, Head Coach, Sean O'Regan, was named SBC Coach of the Year and had his contract extended through the 2030-2031 season. Lacrosse is ranked #14 nationally in the latest IWLCAs and currently first in the American Conference. Mr. Roan then provided the Committee with a comprehensive review and update on the institution's strategy with respect to House Bill 1897 for the 2026 General Assembly session, commonly known as the Cox Bill. The Committee also received an update on the NCAA vs. House settlement, which the full board learned about in February. The final approval hearing was conducted Monday, April 7, and Mr. Roan shared that the athletics department is prepared to begin implementation based on such approval. Following questions and a brief discussion by Committee Members, Mr. Roan concluded his update.

Title IX Participation Report

Jennifer Phillips, Senior Associate A.D., Student-Athlete Development/SWA, provided a summary of the recent Title IX review conducted with each of the female sport programs to review all areas of Title IX at JMU. Ms. Phillips shared that under Test 1 regarding Proportionality Findings, JMU meets the Title IX requirements relating to providing proportional participation opportunities for males and females, and complies with standards, regarding providing financial assistance and scholarships to student-athletes. JMU should continue to follow the Roster Management Plan and monitor enrollment rates. Multiple recommendations came from the report including that Athletics should consider additional game day promotions for Swim & Dive and Men's and Women's Tennis, and that social media communications should be reviewed for all teams during out-of-season times when coaches are recruiting. Increases in posts for recruiting purposes should be considered or have takeover days for those head coaches to post recruiting content using Creative Services templates/graphics. Further, the equipment room hours and staffing in Godwin should be reviewed and consideration should be given to expanding the hours and assigning staff that can work the expanded hours. The staff should also consider developing a schedule for sending apparel to the screen printer/embroiderer in the summer when it is received. Finally, the Women's Golf budget should be reviewed as it has not been increased in six years and items have been cut due to rising costs, and head coaches of four women's teams (Golf, Softball, Volleyball, Swim/Dive) stated that their recruiting budgets were not sufficient to recruit on and off campus. It was recommended that the sport administrator for each team should discuss recruitment needs and expenses to determine if increases should be made, which has been completed. Following questions from the Committee, Ms. Phillips concluded her update.

Student-Athlete Focus

Cassidy Clements, Assistant A.D., Student-Athlete Leadership, shared Dukes Lead's commitment to holistic growth and development while aiming to transform the Student-Athlete experience through Career Readiness, Community Service, Human Development and Leadership Enhancement. Ms. Clements then introduced, Senior Business Management major and captain of the Women's Golf team, Kayleigh Reinke to reflect on her time at JMU and the impact of the Dukes Lead program. Ms. Reinke shared that "It's Everything" when describing JMU, and the importance of the Dukes Lead program in her growth professionally and personally. Ms. Reinke then shared the Student-Athlete Advisory Committee (SAAC) accomplishments from the 2024-2025 year, noting that over 6,500 community service hours were completed by JMU Athletics since May 1, 2024. She concluded her update by sharing SAAC's initiatives for 2025-2026 and answering questions from Committee Members. Chairman Bell commended Ms. Reinke as an exemplary model Student-Athlete and thanked her for her time and impact at JMU.

Ticket & Strategic Revenues Update

Brad Burgess, Associate A.D. for Ticketing and Strategic Revenues, provided an overview of the ticketing process for Men's and Women's Basketball and Football, which included reseating and reparking timelines for each sport. Mr. Burgess explained the entry process for ticket requests and an overview of the pricing evaluation and establishment process. As of March 21, 41% of season ticket holders had renewed their Football season tickets, which is trending 3% ahead of renewals compared to last year, and as of this week, over 52% have renewed, which is 7.5% ahead of this time last year. In 2024, there was a 92% renewal rate and Mr. Burgess shared that he is confident of a third-straight year of selling out. Mr. Burgess shared that as a department, Athletics, will deploy a robust final six-week campaign leading up to the priority deadline of May 15 to ensure all season ticket holders receive multiple touchpoints and information regarding their renewal status. Mr. Burgess shared as Athletics prepares for other master planning, they have spent the past few years working through unique opportunities for Bridgforth that could help increase fan experiences, drive revenue, and bridge the gap between the current needs and what is to come. Beginning in the fall, Bridgforth Stadium will offer two new premium seating options for the 2025 Football season, which could generate roughly \$500,000 in new revenue annually. Following a brief discussion, Mr. Burgess concluded his update.

Development Update

Scooter Renkin, Associate Athletics Director for Development, provided a fundraising update. Giving Day was held on February 27, 2025. The University raised \$1.23M with 3,659 donors contributing. Athletics specifically, raised \$177,302 through 639 donors. Mr. Renkin shared that as of March 18, 2025, the Annual Fund (Proud and True Fund and Duke Club Seat Contribution) sits at \$2.86M, up \$269K from this time last year; total Donor count is at 7,527, up 1,500 from this time last year, and overall Athletic Fundraising has reached \$4.45M, up \$646K from this time last year. 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 Jack White. The meeting was adjourned at 3:44 p.m.

Respectfully submitted,

Dickie Bell, Chair

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David Kirkpatrick, Secretary to the Board