

FACULTY SENATE COMMITTEE ON ATHLETICS

February 11, 2025



Christian Spears
Director of Athletics

Beatrice Crane
Senior Associate AD



ACTIVITY WHEEL

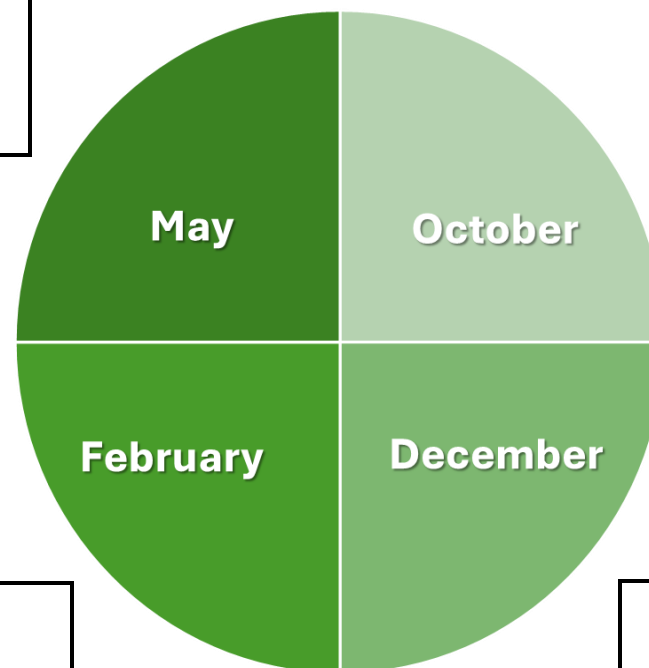


May
Academic & Competitive Excellence

- Final SBC Standings
- Academic Review
- Approved BOG Budget

October
Athletics Department Overview

- Review & Renew
- Organization Chart
- Campus Collaborations
- Executive Summary Evaluation Tool



February
Department Procedures & Institutional Compliance

- Annual Report on Title IX Compliance
- Report from Faculty Athletics Representative
- Review of new and updated department procedures

December
Extraordinary Student-Athlete Experience

- Holistic Student-Athlete Review
- Student-Athlete Recognition and Achievement
- Community Service Updates

Recurring Materials/Items

- ➔ NCAA Legislative Updates
- ➔ Athletic Teams Updates
- ➔ Head Coach & Admin Intros



AGENDA

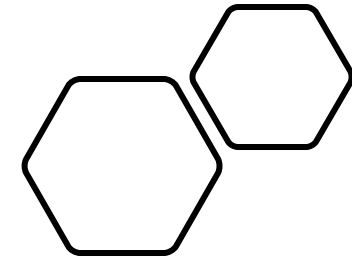
Extraordinary Student-Athlete Experience

- **Holistic Student-Athlete Review**

- NCAA Core Guarantee Programming Principles
- Capital Projects
- How We Do It: Plan-On-A-Page

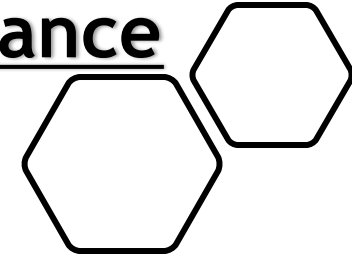
- **Student-Athlete Recognition & Achievement**

- **Community Service Update**



AGENDA

Department Procedures & Institutional Compliance



- Annual Report on Title IX Compliance
- Report from Faculty Athletics Representative
- Review of New and Updated Department Procedures



AGENDA

Recurring Materials/Topics

- **NCAA Legislation Updates**

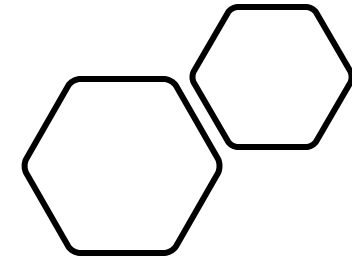
- Decision Making Principles to Potential Changes in NCAA Model

- **Athletic Teams Updates**

- Success on the Field
- Swimming & Diving Conference Membership
- Fan Base Data - Football Impressions

- **Head Coach/Admin Introductions**

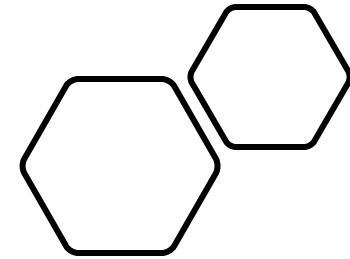
- Associate AD for Compliance
- Head Football Coach
- Head Volleyball Coach





EXTRAORDINARY STUDENT-ATHLETE EXPERIENCE

December Meeting Topics

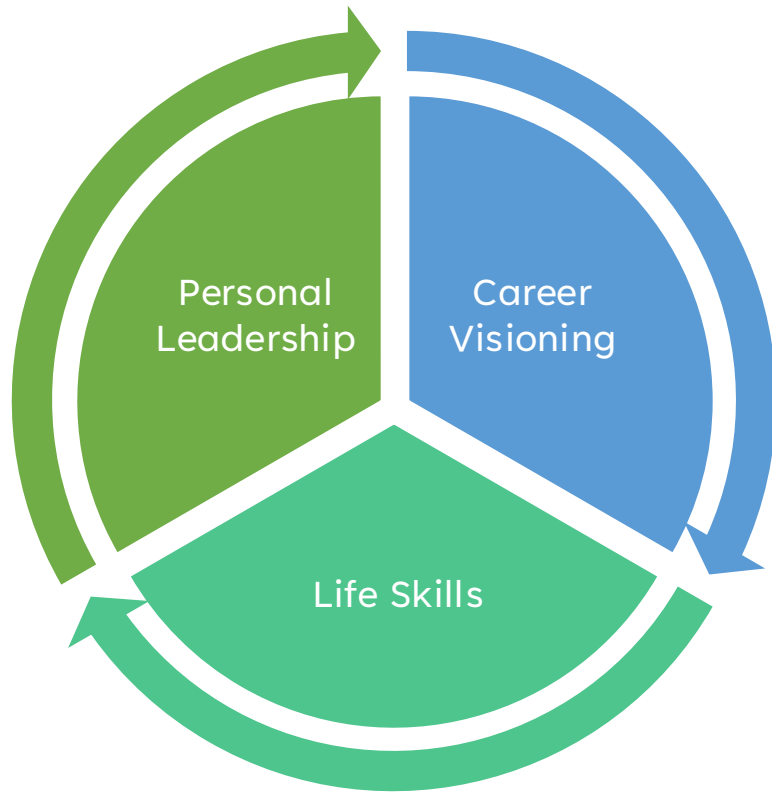




NCAA Core Guarantees

Holistic Student-Athlete Experience

Student-Athlete Holistic Program
Core Competencies



Personal Leadership: Design opportunities to develop intrinsic leadership by clarifying their value system, self-reflecting on their desired experiences, and establishing their unique goals.

Career Visioning: Provide student-athletes with experiences that allow them to discover their career interests and explore their unique strengths while taking steps to prepare for the next step.

Life Skills: Curate experiences for student-athletes to build awareness around their overall wellbeing, allowing them the space to develop foundational skills essential for life after college.



ALL M

Capital Projects

All M CAPITAL PROJECTS



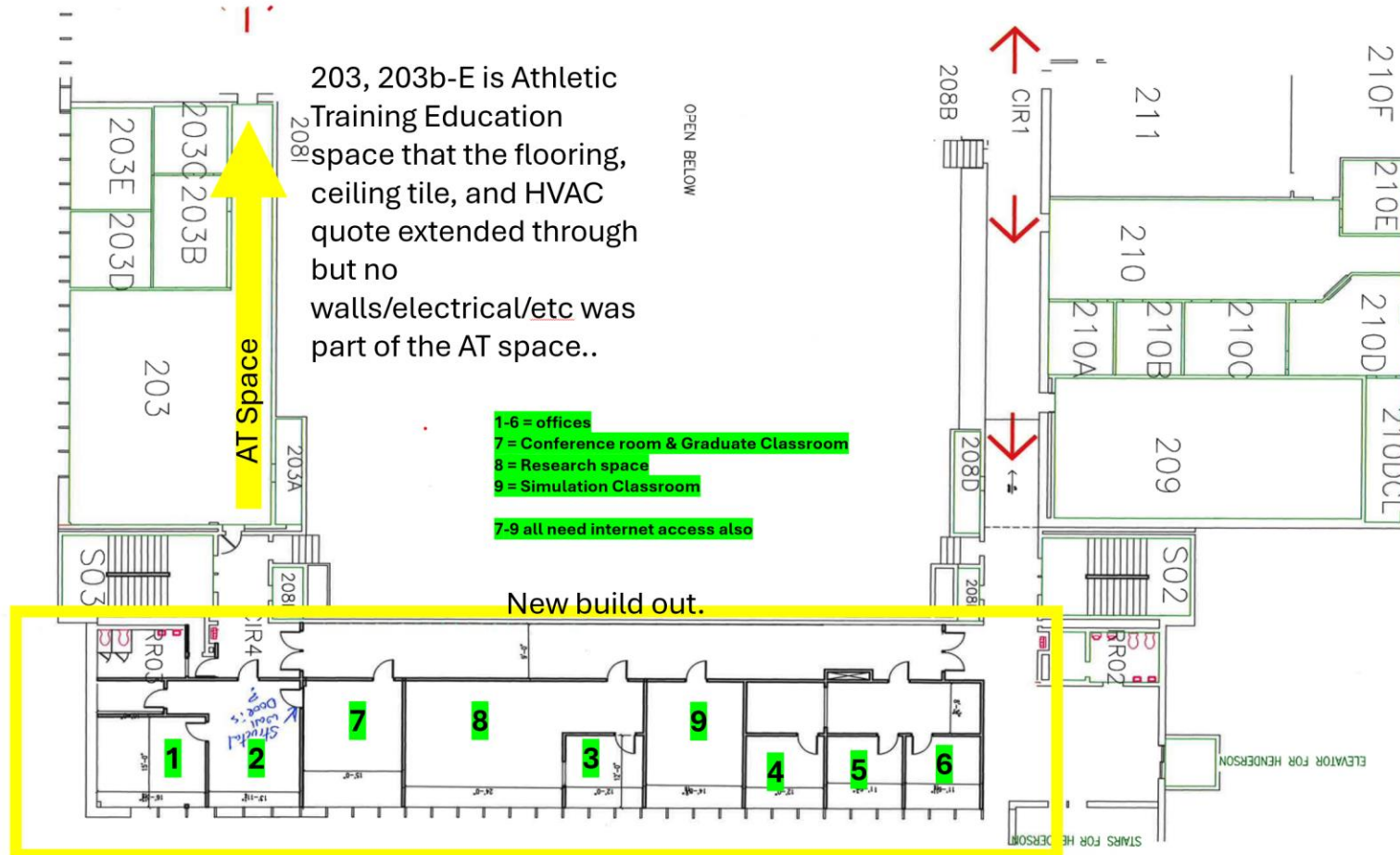
All M Creative Suite



All M CAPITAL PROJECTS



School of Health & Movement Sciences Office Suite Renovation





How We Do It

Plan-On-A-Page

Department of Intercollegiate Athletics **PLAN-ON-A-PAGE**



VISION

“To ignite the potential within our student-athletes, to nurture teamwork and their competitive spirit, while fulfilling the promise of a brighter future by developing better humans”

OUR FOUNTAIN

MISSION

Our Fountain is a source of pride and comfort. It is a symbol of our quest for unbounded growth through academic, athletic, and personal excellence. Unified by resilience, innovation, and perseverance we honor the historic legacy of Marshall University and inspire future generations.

VALUES

WE ARE ... COMPETITIVE & DRIVEN | GRITTY & RESILIENT | INCLUSIVE & DIVERSE | COLLABORTIVE & INNOVATIVE | ACCOUNTABLE & ETHICAL | **WE ARE ...** MARSHALL

STRATEGY

MASLOW’S HIERARCHY OF NEEDS:
PHYSIOLOGICAL NEEDS, SAFETY, LOVE/BELONGING,
ESTEEM, SELF-ACTUALIZATION

FANS FIRST, FANS FOREVER:
ELIMINATE FRICTION, ENTERTAIN ALWAYS, EXPERIMENT
CONSTANTLY, ENGAGE DEEPLY, EMPOWER ACTION

PRIORITIES

**An extraordinary
Student- athlete experience**

**Competitive
excellence**

**Integrity
always**

**Financially
disciplined**

**Engaged and involved
communities**

METRICS

- Student-Athlete Experience Survey
- Academics – Grade Point Average (GPA), Graduation Success Rate (GSR)/Academic Progress Rate (APR)
- Holistic Student-Athlete Programming – Attendance scans @ pathway events
- Administration – Completed game plan items

- Sports Programs – Bubas Cup Standings (Sun Belt Conference all-sports ranking)
- Sports Medicine & Performance – Injury trends
- Nutrition – Attendance at Herd Fuel at John Marshall Room
- Equipment Services – On-Time Inventory %

- Compliance – Violations
- NCAA Integrity – SBC Sportsmanship; NCAA Campus Sexual Violence Attestation; NCAA Culture, Belonging, and Inclusiveness.

- Business Office – 50/50 progress
- Annual Fund – Number of new donors
- Championship Fund – Sports specific giving
- Major Gifts – Capital projects
- Revenue Growth – Number of new revenue initiatives

- Broadcasting – Average viewers per broadcast
- Strategic Communications – Website clicks
- Fan Engagement – Eloqua e-mail open rates
- Tickets – Attendance scans @ ticketed events
- Digital/Branding – Social media followers per program
- HR – Turnover %
- Community Service – Number of hours



Student-Athlete Recognition & Achievement

SEPTEMBER STUDENT-ATHLETES OF THE MONTH

- Preslava Tosheva – Swim
 - Trevor Hays – Track & Field
 - Cole Pennington – Football
 - Adiana Pacheco – Basketball
-



OCTOBER STUDENT-ATHLETES OF THE MONTH

- Kajsa Ekstrom –W. Soccer
 - Dezayne Mingo – M. Basketball
 - Katie Potter - W. Golf
 - Loic Sany Kong – M. Soccer
-



NOVEMBER STUDENT-ATHLETES OF THE MONTH

- Audrey Greer – Volleyball
- Brooks Theis – Track & Field
- Mia McBride - Swim & Dive
- Alec Clark – Football





Marshall
ATHLETICS

3.36

2024 Overall Fall Semester GPA

Marshall Athletics Celebrates Fall 2024 Academic Success

1/15/2025 5:00:00 PM | General, Buck Harless Student Athlete Program

Related News



Statement From Marshall Director Of Athletics Christian Spears

Sunday, December 08



Marshall Football, Men's Basketball Game-Times Announced For Nov. 16

Monday, November 04



Marshall Athletics Announces Game-Times, Themes For MBB, WBB

Tuesday, October 29

[All News](#)

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Fall 2024 GPAs (by program)



Baseball	3.38
Men's Basketball	3.22
Women's Basketball	3.20
Men's Cross Country	3.46
Women's Cross Country	3.57
Football	3.06
Men's Golf	3.46
Women's Golf	3.93
Men's Soccer	3.24
Women's Soccer	3.40
Softball	3.55
Swim & Dive	3.77
Tennis	3.55
Men's Track	3.38
Women's Track	3.42
Volleyball	3.7



Dean's List
169

President's List
101



Bachelor's Degrees:

Football (11)

Men's Basketball (1)

Men's Soccer (4)

Volleyball (1)

Athletic Teams Updates



TAKAHIRO FUJITA



MARCO SILVA

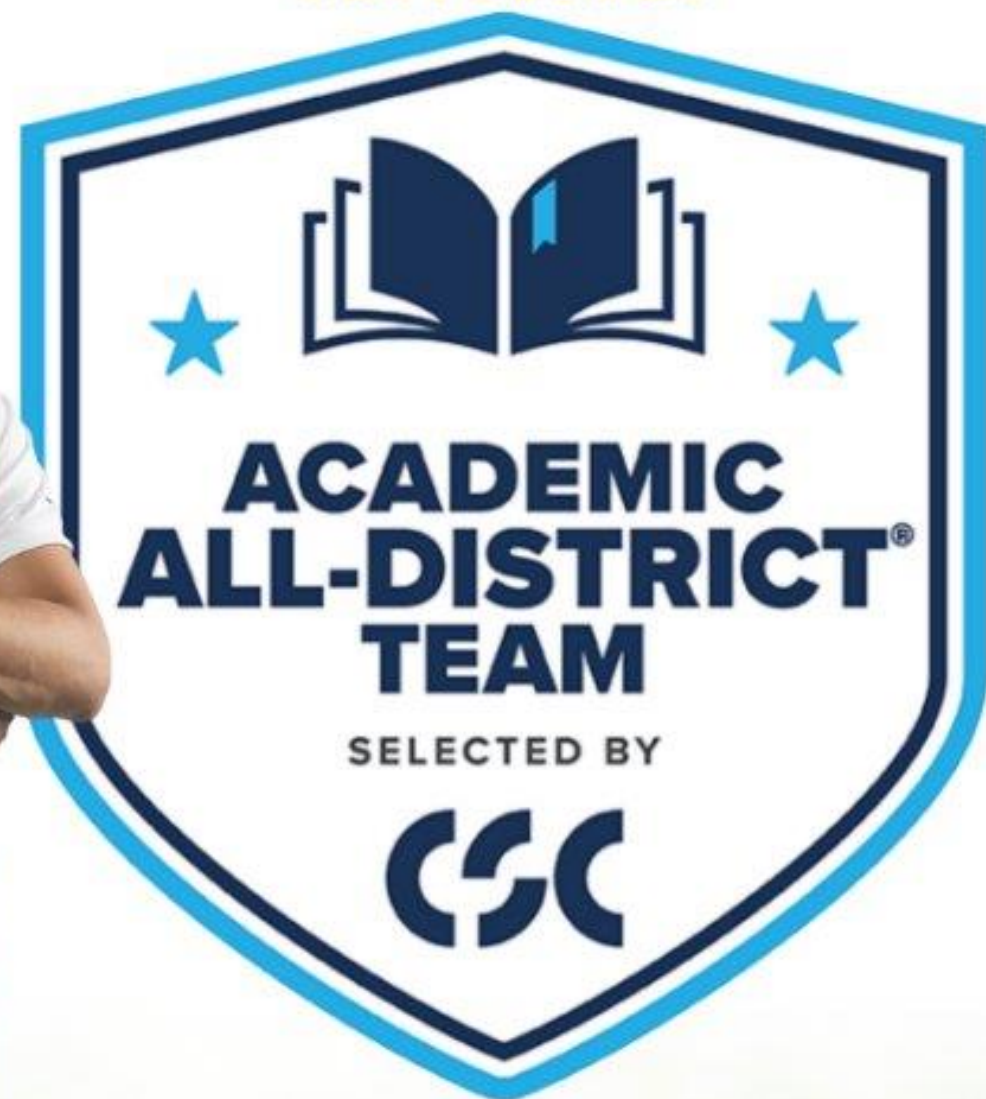


TAIMU OKIYOSHI



2024

SUN BELT
CONFERENCE



2024 NCAA

WOMAN OF THE YEAR NOMINEE

Abby HERRING





2024
**SUN BELT
FOOTBALL
ELITE AWARD**



LOGAN OSBURN

RS SR. | OL | ONA, WVA.



2024
WOMEN'S XC
**RUNNER OF
THE YEAR**



KYLEE MASTIN



**2024 SUN BELT
PLAYER
OF THE YEAR**



MIKE GREEN

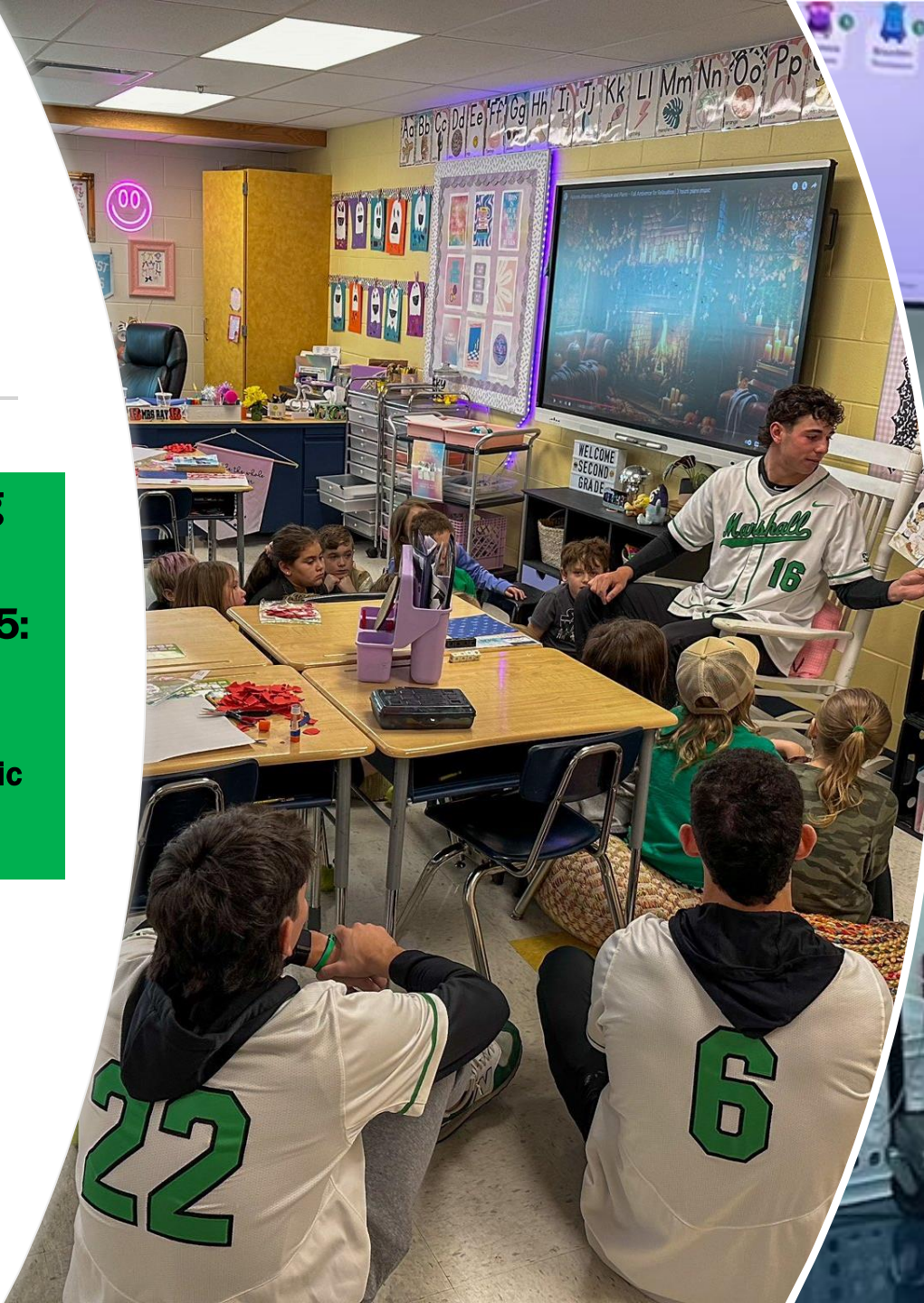
RS SO. | DL | WILLIAMSBURG, VA.

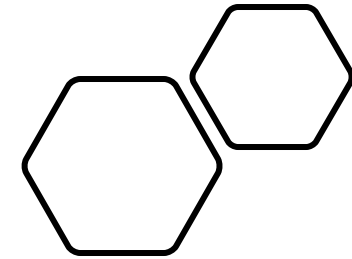
Community Service Updates





- **1,570 Service Hours during Fall 2024**
- **Signature Projects for 24-25:**
 - Warm Clothing & Toy Drive
 - Herd Paws
 - 26th Annual Sweetheart Clinic
 - A Night to Shine





DEPARTMENT PROCEDURES & INSTITUTIONAL COMPLIANCE

February Meeting Topics





Title IX Compliance

Annual Report



THREE PRONG TEST FOR TITLE IX

TITLE IX COMPLIANCE

PRONG 1:
PROPORTIONALITY

1

PRONG 2:
EXPANSION

2

PRONG 3:
ACCOMMODATING
INTERESTS

3

PRONG 1:
PROPORTIONALITY

Ratio of Enrollment to Participants

Full-Time, Undergraduate Enrollment

57.1% Women : 42.9% Men

Student-Athlete Participation

39.8% Women : 60.2% Men

Difference

17.3%





History of Expansion

PRONG 2:
EXPANSION

2



2002-2003



Accommodation of Interests & Abilities

- Is there unmet interest in a particular sport?
- Is there sufficient ability to sustain a team in the sport?
- Is there a reasonable expectation of competition for the team?



PRONG 3:
ACCOMMODATING
INTERESTS

3



Accommodation of Interests & Abilities

Number of years participating prior to enrolling in college:

[drop down – numbers 0 -15]

The level you are interested in participating in this sport/activity while enrolled in college:

[drop down]

- Recreational/Fitness
- Club
- Intramural
- Varsity
- Do not want to participate

For how many years did you participate in the sport/activity while enrolled in high school?

[drop down]

- I did not participate in this sport/activity during high school.
- I participated in this sport/activity at my high school.
- I participated in this sport/activity outside of school.
- I both participated in this sport/activity at my high school and outside of school.

Please indicate any special recognition received while participating in high school:

[check all that apply]

- State Honors
- Regional Honors
- District Honors
- [Other]

PRONG 3:
ACCOMMODATING
INTERESTS

3



Accommodation of Interests & Abilities

PRONG 3:
ACCOMMODATING
INTERESTS



TITLE IX
COMPLIANCE
Future
Recommendations





Report from Faculty Athletics Representative

Dr. Karen McComas



NCAA Faculty Athletic Representative

Dr. Karen McComas, Marshall University

(FAR)

Athletic Committee | February 11, 2025

Executive **SUMMARY**

According to NCAA legislation:

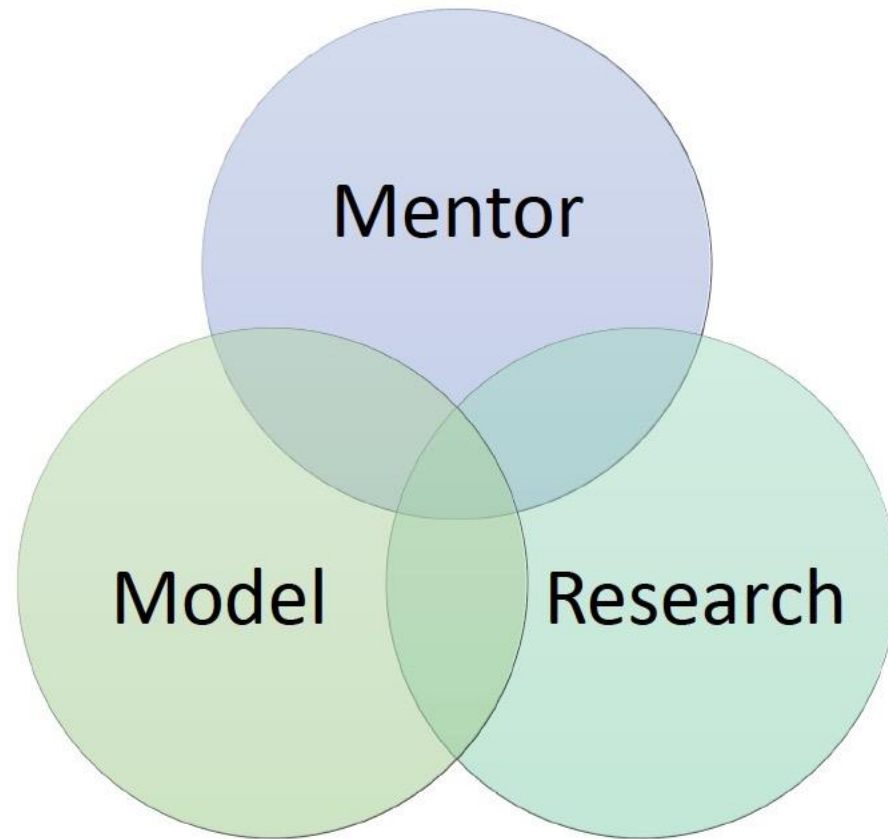
- All member schools must appoint a faculty athletic representative who must be a member of the faculty or administration who is not employed by or within the athletic department.
- The FAR is the “principal point of contact to whom student-athletes can report any action.”
- The duties of the FAR are determined by each member institution.
- Overall, the FAR aims to create an environment where student-athletes can succeed both academically and athletically.

The primary areas of responsibility that most FARs assume are:

1. Student-athlete well-being
2. Academic integrity
3. Institutional control

The NCAA Faculty Athletic Representative (FAR) serves as a vital link between the university’s faculty and its athletic department.

Student-athlete **WELL-BEING**





Academic **INTEGRITY**

Eligibility

Education

Advising

Institutional **CONTROL**



**2023-2024 NCAA Division I
Manual**

Parameters of Institutional Control
Control and conduct of athletics
Compliance
Reporting



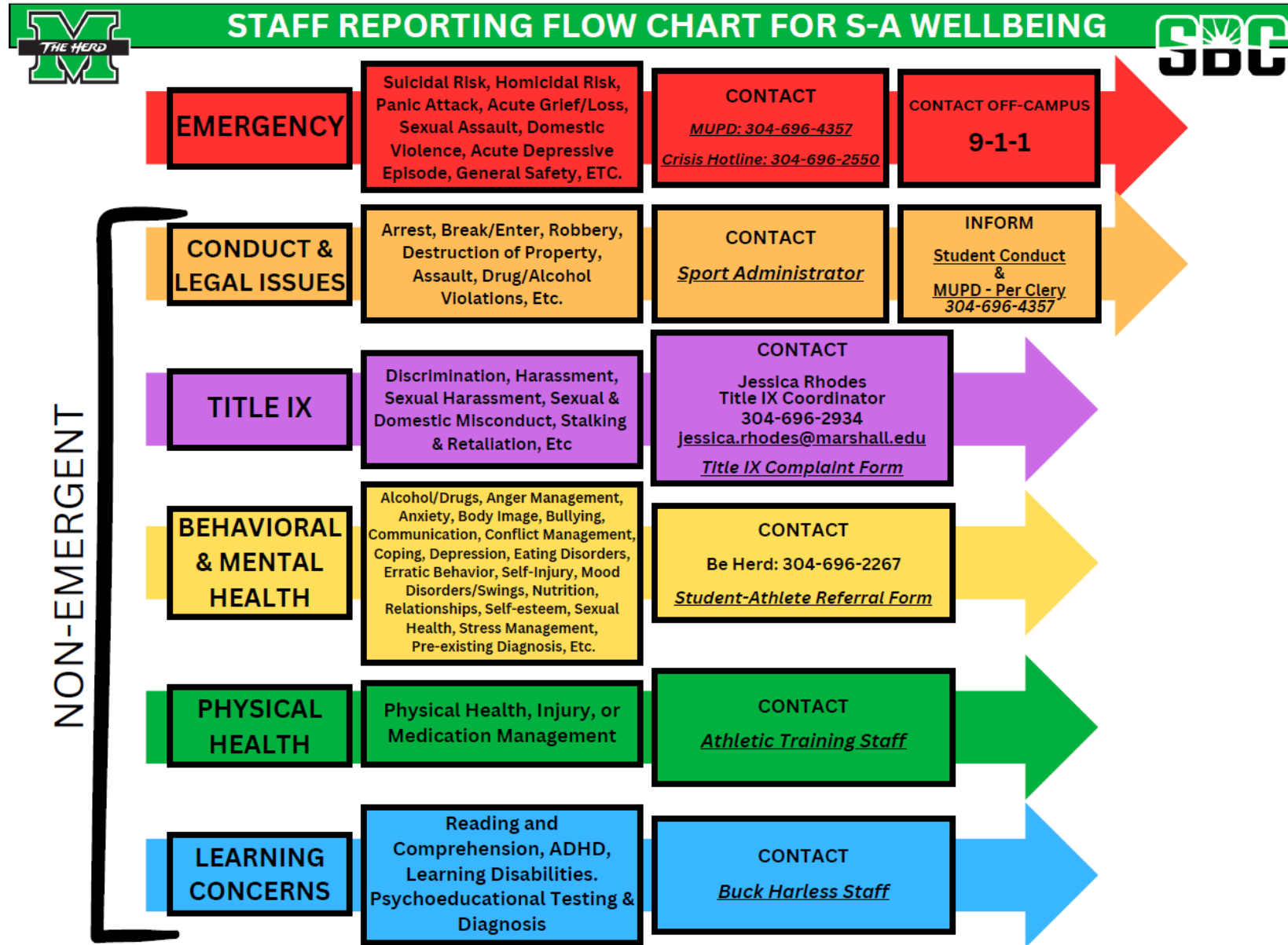
REVIEW OF NEW AND UPDATED PROCEDURES

GUIDELINES on STAFF TRANSPORTING of STUDENT-ATHLETES & PROSPECTIVE STUDENT-ATHLETES

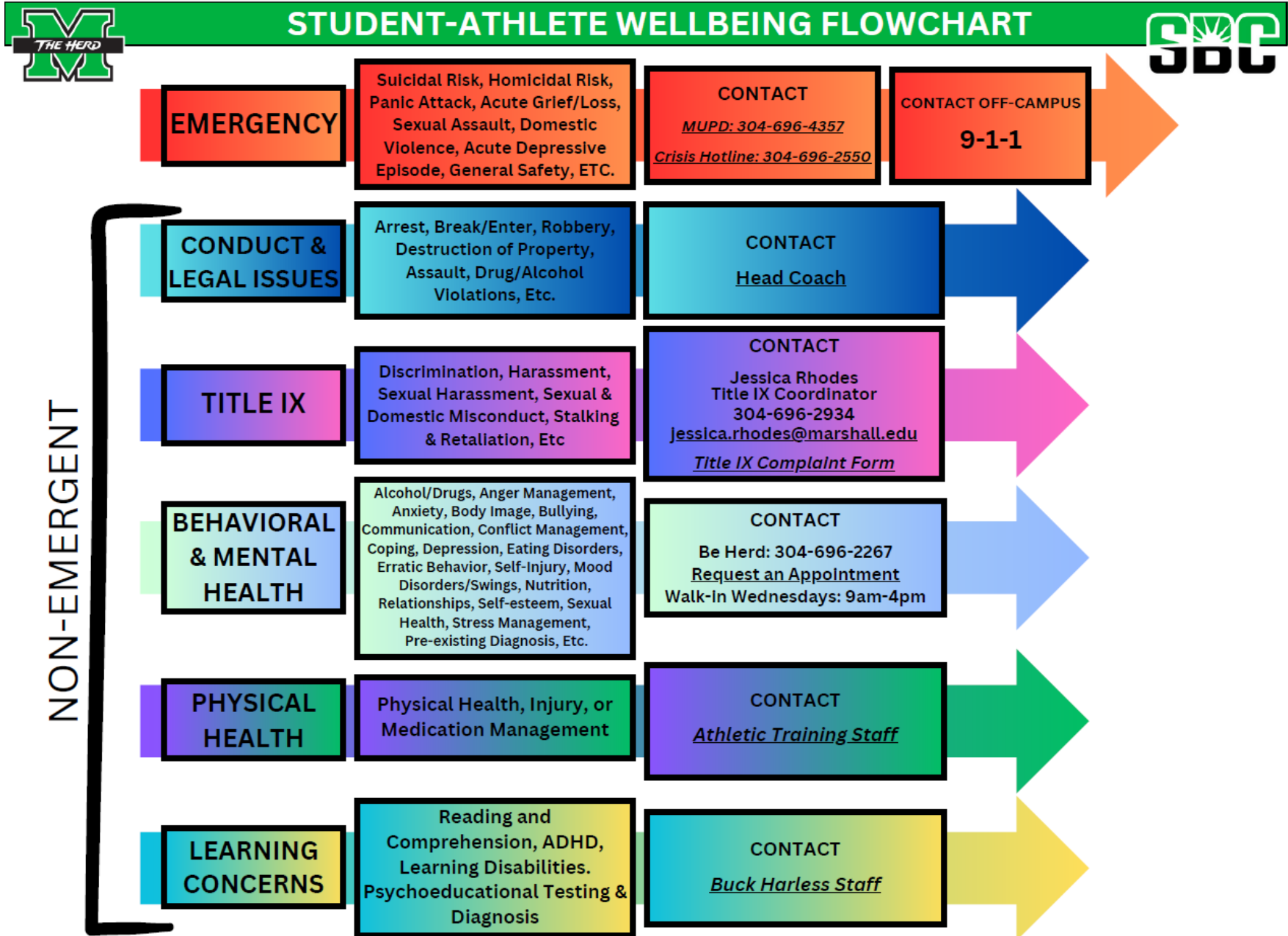
- Limits the hours and distance a staff member may drive with student-athletes in the vehicle
- Restricts driving to 6AM-12AM
- Specifies maximum number of occupants
- Requires that seat belts are worn by all occupants



STUDENT-ATHLETE WELLBEING REPORTING FLOW CHART

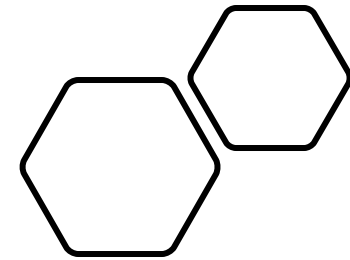


STUDENT-ATHLETE WELLBEING FLOW CHART





RECURRING ITEMS





NCAA Legislative Updates

Decision Making Principles

NCAA HOUSE SETTLEMENT

Decision Making Principles

- NCAA Framework
- Meet Sunbelt Conference Priorities
- Consider Title IX Implications/Equity & Accountability
- Ensure Competitive Programs are Competitive
- Fiscally Achievable Investment, considering
 - University Priorities
 - 50/50 Model
 - Measure Department as Marketing Tool
 - NCAA Scholarship Protections Legislation
- Determine Athletic Programs of Distinction



STEPS IN DECISION MAKING PROCESS

Step One: develop sound and evergreen decision-making principles

Step Two: understand nuances of Sunbelt schools and decisions that impact decision at Marshall

Step Three: analyze financial implications of all scenarios; accept that rollout will be multi-year approach

Step Four: present to Marshall leadership, Board of Governors, Athletic Department stakeholders, including student-athletes



HOUSE SETTLEMENT TIMELINE

- October 18, 2024–Notice of settlement
- December 17, 2024–Deadline to file for litigation expense reimbursement
- January 31, 2025–Claims period closes
 - Athlete objection deadline
 - Athlete opt out deadline
- March 3, 2025 – Parties deadline to respond to objections / opt outs
- **April 7, 2025 – FINAL APPROVAL HEARING**
- May 15, 2025 – Final installment of back pay damages
- July 1, 2025 – Begin revenue sharing and roster limits (permissive standards)



FUTURE STATE

Scholarship Limits by Sport



Sport Program	Current	Future	Increase
Football	85	105	20
Men's Basketball	13	15	2
Women's Basketball	15	15	0
Baseball	11.7	34	22.3
Softball	12	25	13
Women's Volleyball	12	18	6
Men's Soccer	9.9	28	18.1
Women's Soccer	14	28	14
Men's Golf	4.5	9	4.5
Women's Golf	6	9	3
Men's Track	12.6	45	32.4
Women's Track	18	45	27
Men's Cross Country	5	17	12
Women's Cross Country	6	17	11
Women's Swim and Dive	14	30	16
Women's Tennis	8	10	2
	246.7	450	203.3

NOTE: Future scholarship limit numbers are also future squad size limits & all sport programs will be allowed to offer full scholarships to each participant



FUTURE STATE

Roster Comparisons by Sport



Sport Program	Current		Change
	Unduplicated Rosters	Future Roster Limit	
Football	138	105	(33)
Men's Basketball	16	15	(1)
Women's Basketball	17	15	(2)
Baseball	41	34	(7)
Softball	22	25	3
Women's Volleyball	21	18	(3)
Men's Soccer	31	28	(3)
Women's Soccer	27	28	1
Men's Golf	11	9	(2)
Women's Golf	10	9	(1)
XC/Men's Track	45	45	-
XC/Women's Track	40	45	5
Men's Cross Country	0	0	-
Women's Cross Country	0	0	-
Women's Swim and Dive	30	30	-
Women's Tennis	11	10	(1)
	460	416	(44)

NOTE: Data from most recent report to Department of Education, for 23-24 academic year; for track programs, used max of 45 participants for modeling, assuming that 17 cross country spots also compete indoor and outdoor





Athletic Team Updates

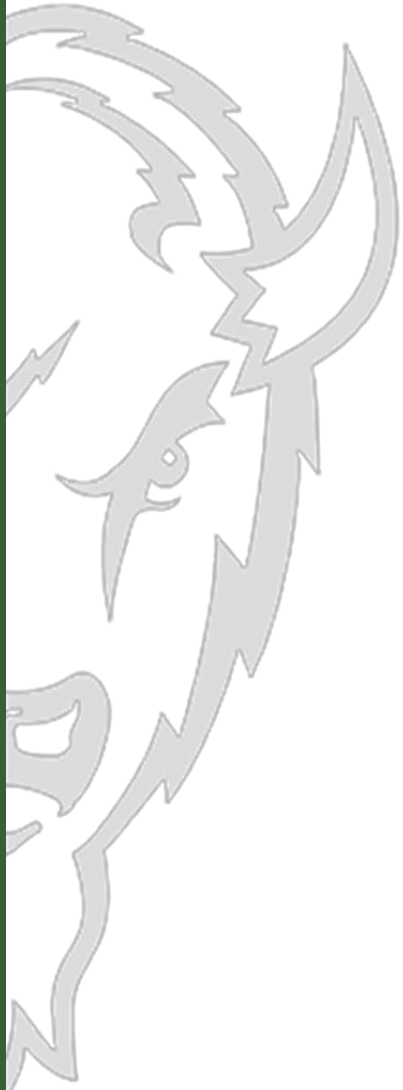
Success on the Field



Marshall University

Joan C. Edwards Stadium

James F. Edwards Field

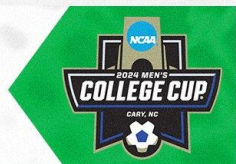
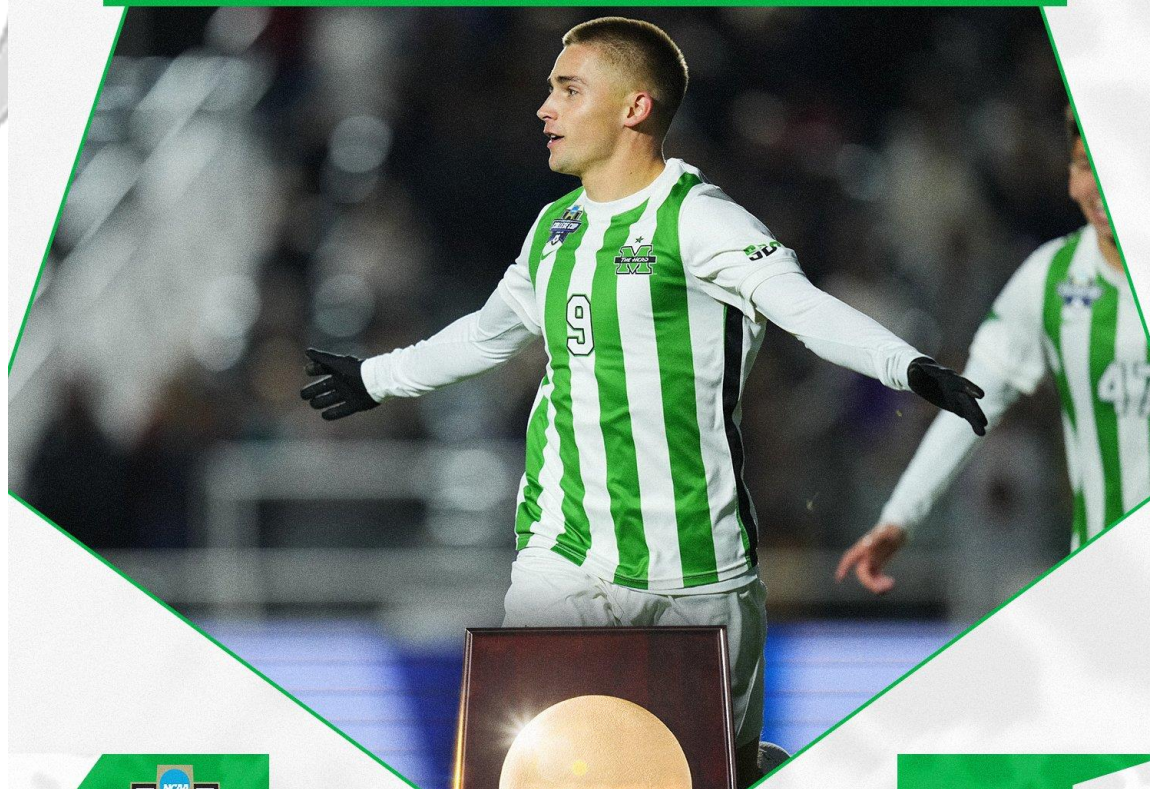




ADVANCE

TO THE NATIONAL CHAMPIONSHIP

(13) MARSHALL





Athletic Team Updates

Swimming & Diving

AFFILIATE MEMBERSHIP



Swimming & Diving

1. Marshall
2. James Madison
3. Liberty
4. FIU





Athletic Team Updates

Fan Base Data & TV Impressions



Football vs. Virginia Tech

9/23/2023

Broadcast on ESPN2

Fanbase

Traffic Stats



31,475 Attendees

103% Capacity



319,000 TV Viewers

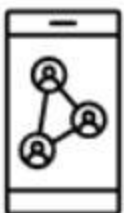
1st Highest Audience of Season



24,737 Site Visitors

91,050 Page Views

**Includes day before, day of, & day after game*



4,891 Engagements

175,978 Impressions

**Includes day before, day of, & day after game*

Ticket Buyer Composition



34%

66%



17%

Household Income of \$150K+



33%

Have Children Under 18

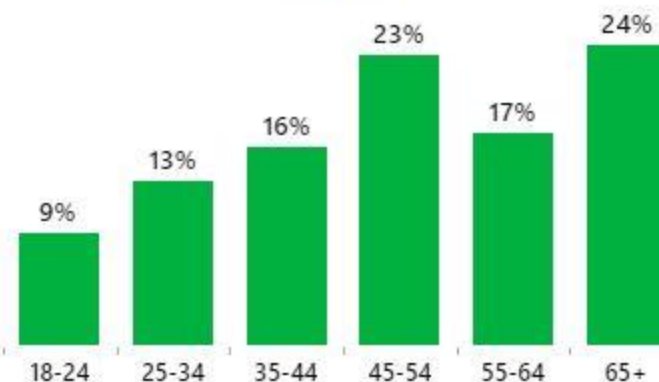
Fan Profiles



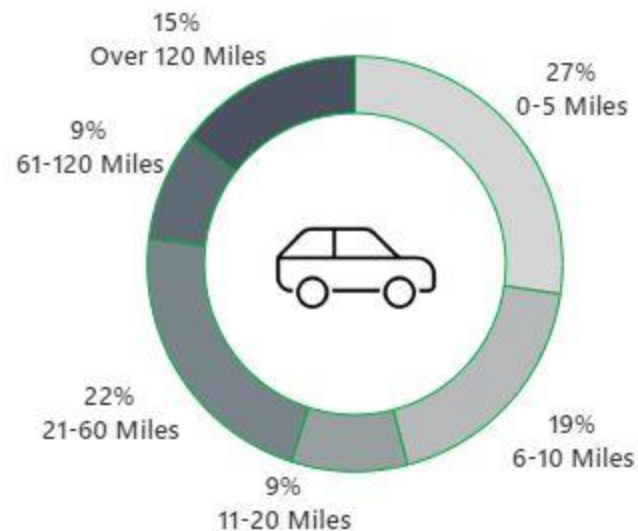
% of Buyers

Suburban Blue Collar	33%
Cost Conscious Young Families	19%
Empty Nesters	12%
Invested Professionals	12%
College Grad Families	8%

Age Band



Distance to Campus





Football vs. All

9/2/2023 to 11/25/2023

Broadcast on All

Fanbase

Traffic Stats



117,076 Attendees

78% Capacity



403,000 TV Viewers



101,599 Site Visitors

372,183 Page Views

**Includes day before, day of, & day after game*



244,299 Engagements

1,261,382 Impressions

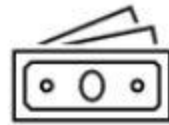
**Includes day before, day of, & day after game*

Ticket Buyer Composition



36%

64%



16%

Household Income of \$150K+



33%

Have Children Under 18

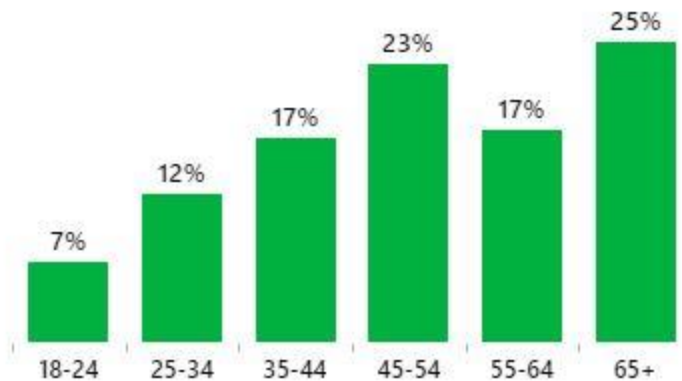
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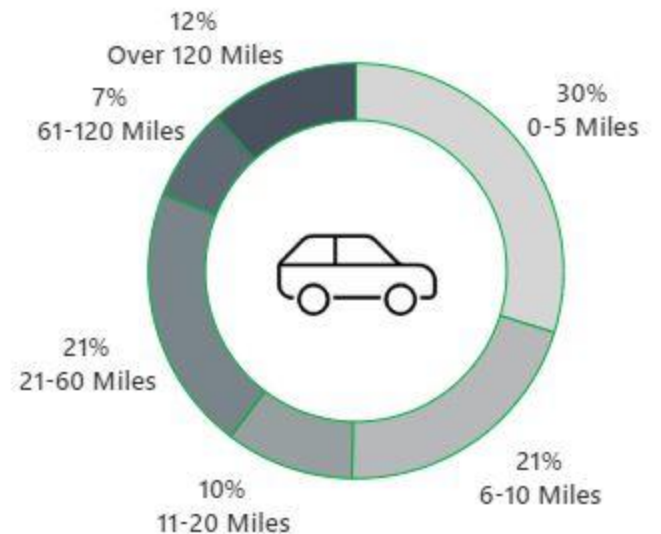
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Distance to Campus



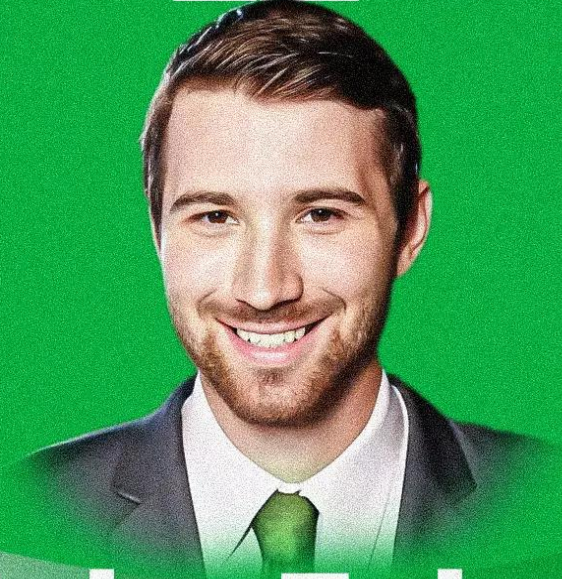


Introductions

Administrative & Head Coach Hires



Welcome to the
FAMILY



John Zubek

Associate AD of Compliance

Tony Gibson

Head Football Coach



Heather Stout

Head Volleyball Coach



A word cloud centered around the text "Q&A". The words are arranged in a circular pattern around the central text. The words include: "Who?", "Where?", "When?", "How?", "What?", and "Why?". The words are in various colors (green, blue, orange, white) and sizes. The central text "Q&A" is the largest and is white. The background is dark blue.

When? Why? How? WHAT? WHERE? WHEN? What? HOW? Why? When? WHAT? WHERE? When? Why? When? WHAT? WHO? WHEN? WHERE? What? WHEN? What? HOW? WHERE? WHEN? WHERE? Why? When? WHAT? WHERE? What? WHEN? Why? WHERE? HOW? Why? WHEN? What? WHERE? When? WHEN? HOW? WHAT? Why? WHEN? What? WHERE? When? WHEN? HOW? WHAT? Why?



Faculty Senate Athletics Committee

Christian Spears
Director of Athletics

Beatrice Crane
Senior Associate AD

