

**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](mailto:jaywink2@vt.edu)) by May 21<sup>st</sup>.)
- 10.** The meeting adjourned at 4:50 p.m.

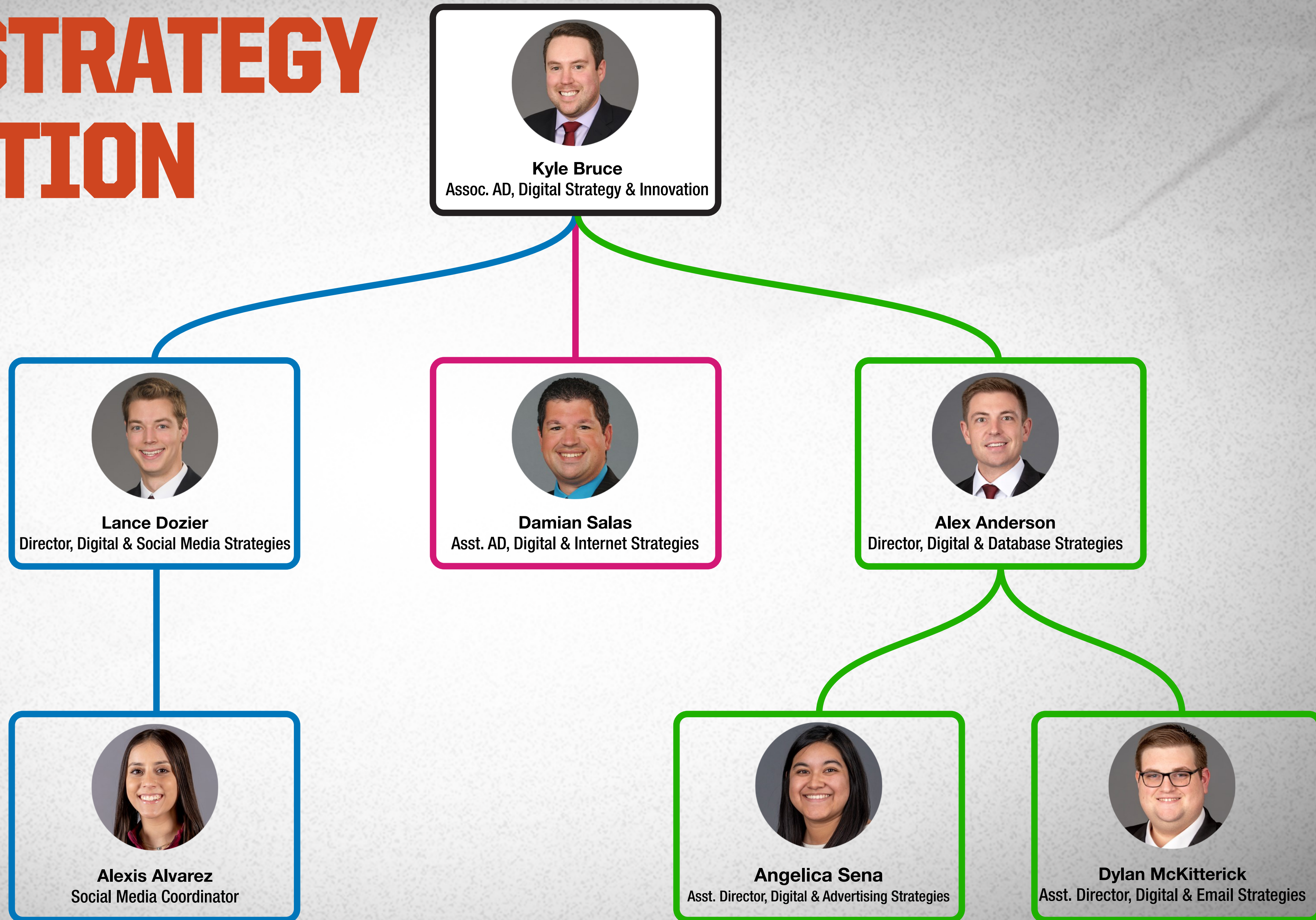


# **DIGITAL STRATEGY & INNOVATION**

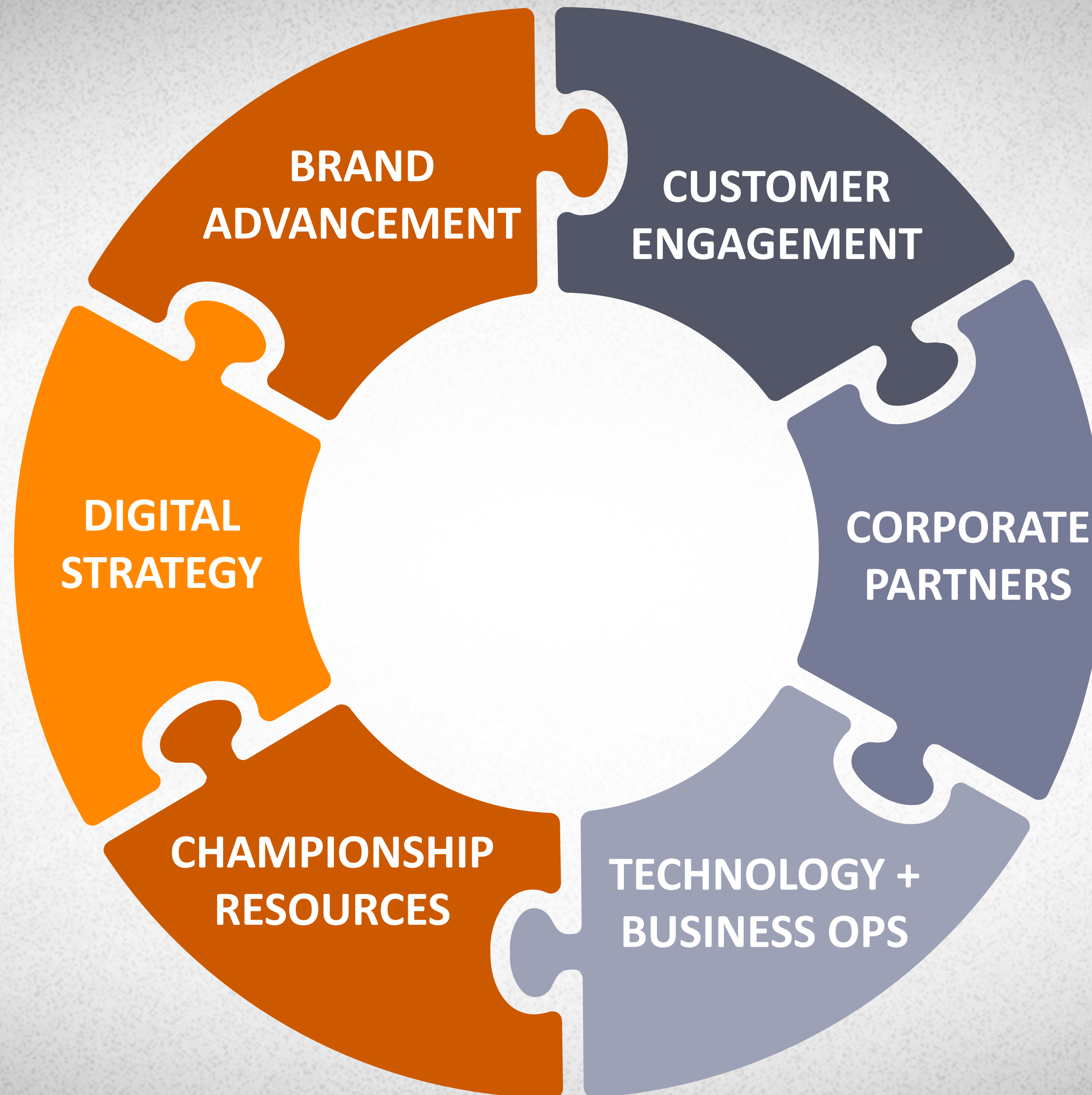


# DIGITAL STRATEGY & INNOVATION

## Org Chart









# Celebrate

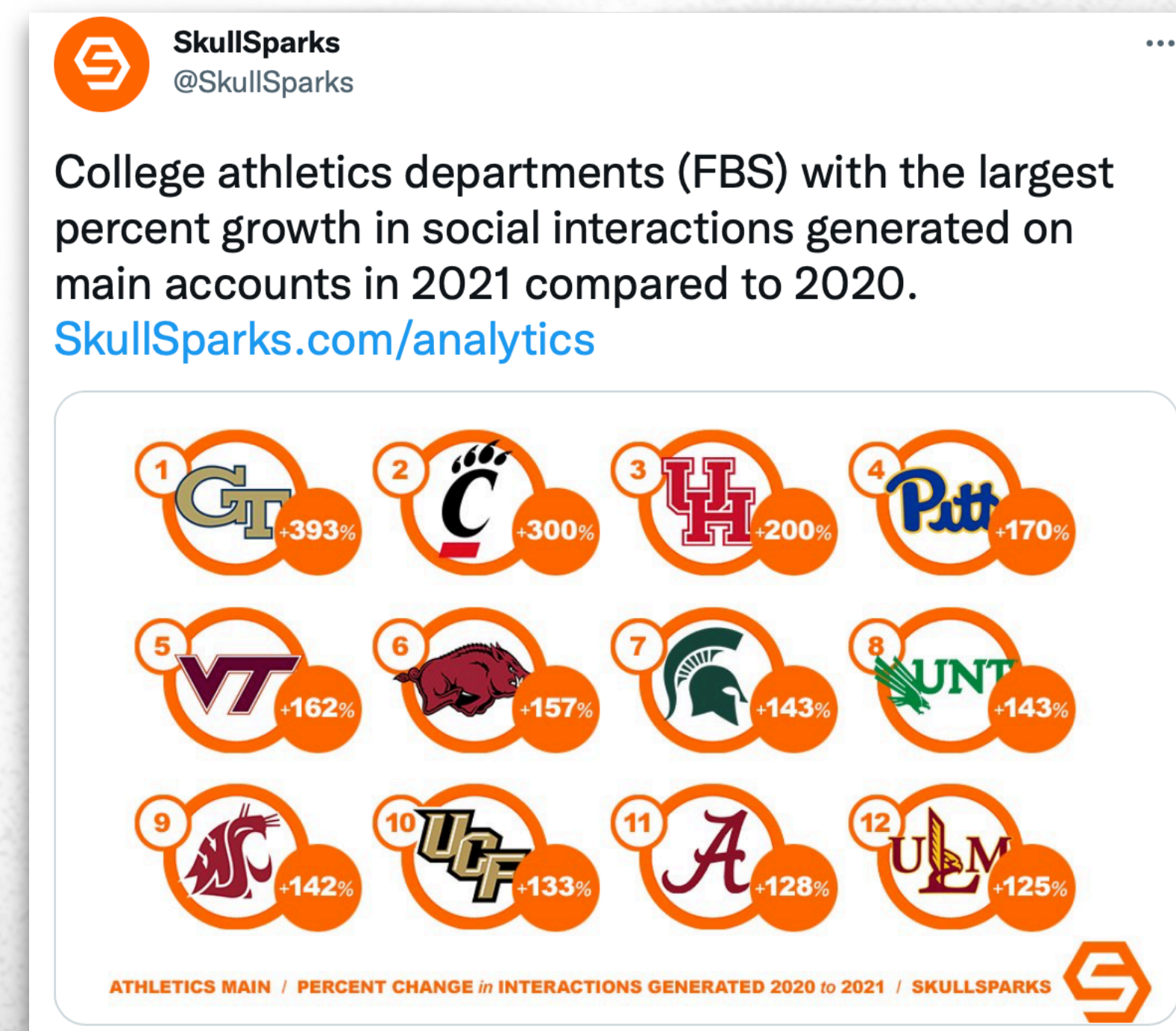
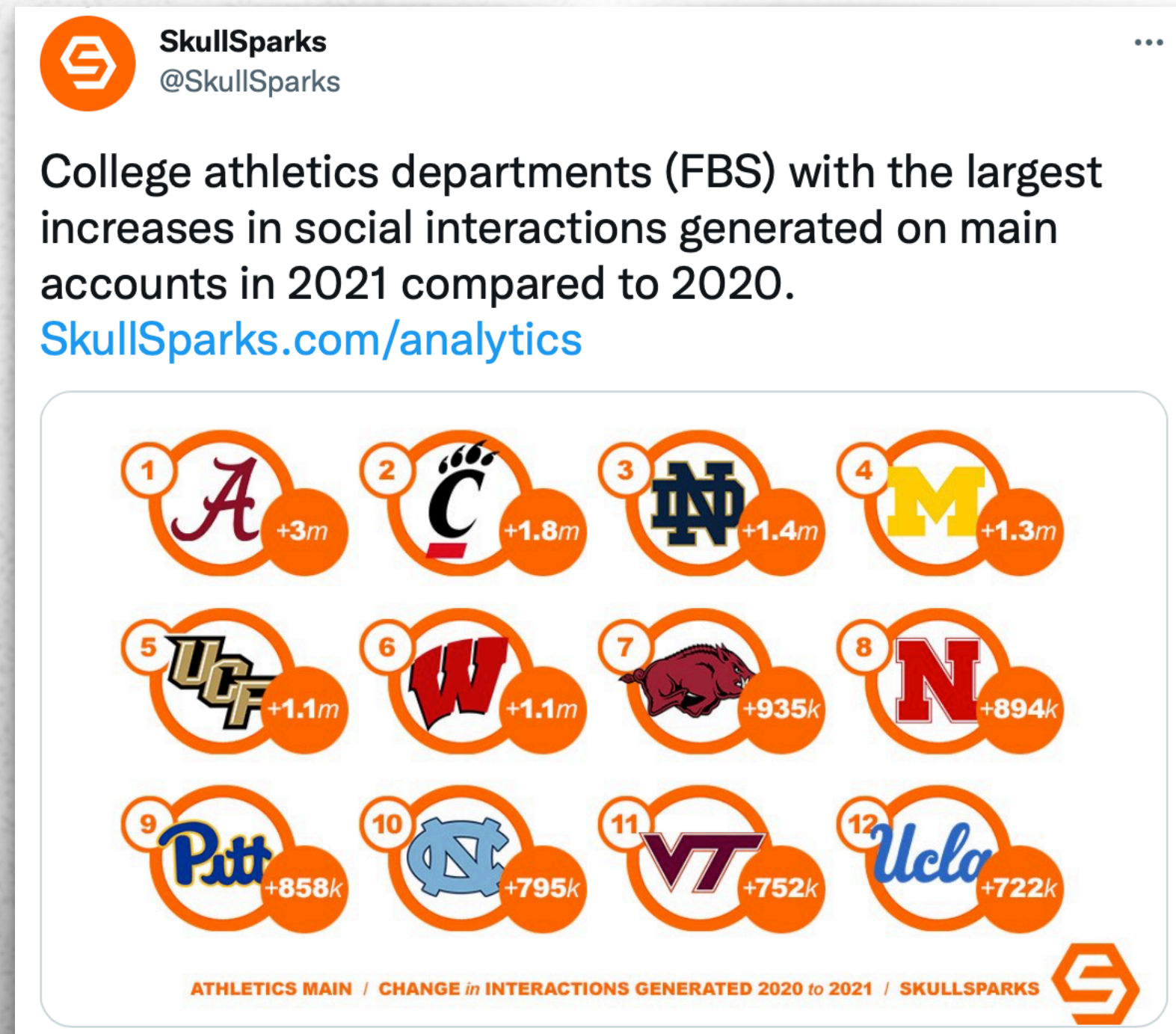
- Student-athletes
- Coaches
- Sport programs
- Athletics department
- University
- Community

# Engage

- Bring people into the conversation
- Respond to appropriate questions and requests
- Send relevant, timely information to interested audiences

# Convert

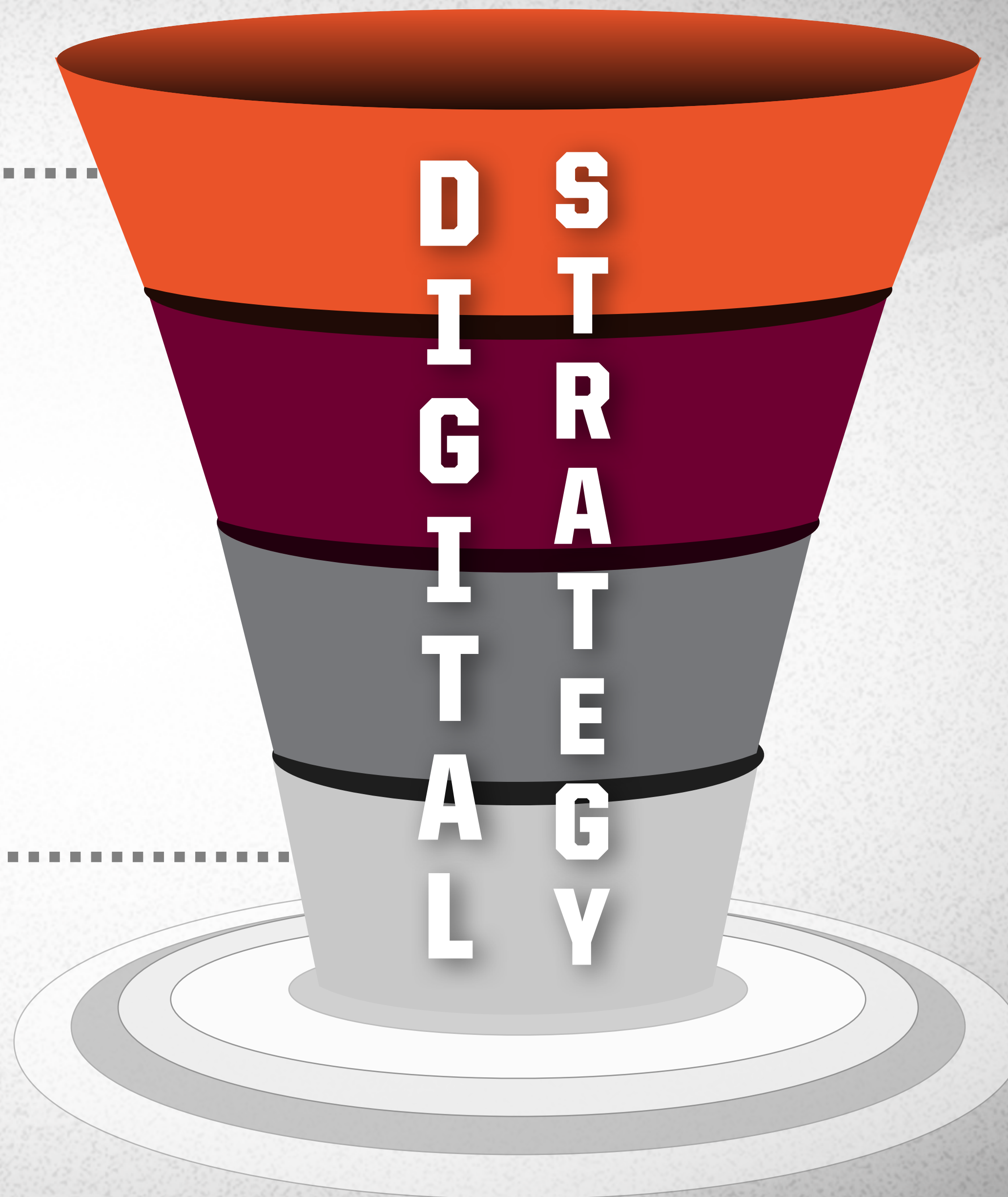
- Link clicks
- Website traffic
- Form submissions
- Ticket sales
- Donations
- Merchandise purchases





**BRAND  
ADVANCEMENT**

**CHAMPIONSHIP  
RESOURCES**











## FEATURED STORIES



### FOUR HOKIES NAMED TO ACC ALL-TOURNAMENT TEAM

After leading Virginia Tech men's basketball to an ACC Tournament title for the first time in school history, *Hunter Cattoor*, *Keve Aluma*, *Stormy Murphy* and *Darius Maddox* were named to the ACC's All-Tournament Team Saturday.

[Full Story](#)

### VIRGINIA TECH CLAIMS ACC CROWN FOR FIRST TIME IN PROGRAM HISTORY

Virginia Tech arrived at the summit of its ACC Tournament climb on Saturday night inside the Barclays Center, as the Hokies defeated top-seeded Duke 82-67.

## VIRGINIA TECH<sup>®</sup> ATHLETICS



### CELEBRATE THE WIN

The Hokies have done it! Virginia Tech capped off a thrilling run in Brooklyn with a 82-67 win over top-seeded Duke to claim the 2022 ACC Tournament Championship. Head coach Mike Young's squad engineered a historic turnaround to clinch an automatic bid to the Big Dance that will go down as one of the most impressive runs in league history.

Your passion and support throughout the season played a crucial role in helping Tech cap off an amazing ACC Tournament run with its first title. Make a gift to the Keep Jumping Fund today to celebrate the Hokies' conference tournament victory and help ensure more championship moments like this in the seasons to come. Whether it's \$82 to match Tech's point total, \$31 to match Hunter Cattoor's game-high 31 points or \$20.22 in recognition of the year, any amount will make a difference.

[Give Now!](#)

### ACC MEN'S TOURNAMENT CHAMPS!

[SHOP NOW](#)

25 Beamer Way, Blacksburg, VA 24061, USA  
Athletics Ticket Office: 1 (800) VA-TECH4

[HOKIESPORTS.COM](#)

Verizon



11:30

Saturday, March 12



### Championship Highlights

Now

Check out all the best plays from Tech's ACC Tournament Championship victory over Duke. Tap to watch.



### Championship Gear

15m ago

Rep the Hokies' ACC Tournament title with official merchandise. Tap to explore championship gear.



### ACC Tournament Champs!

30m ago

Virginia Tech earned its first-ever ACC Tournament title with an 82-67 victory over Duke Saturday night in Brooklyn. Tap for full coverage.



# VIRGINIA TECH

FOOTBALL







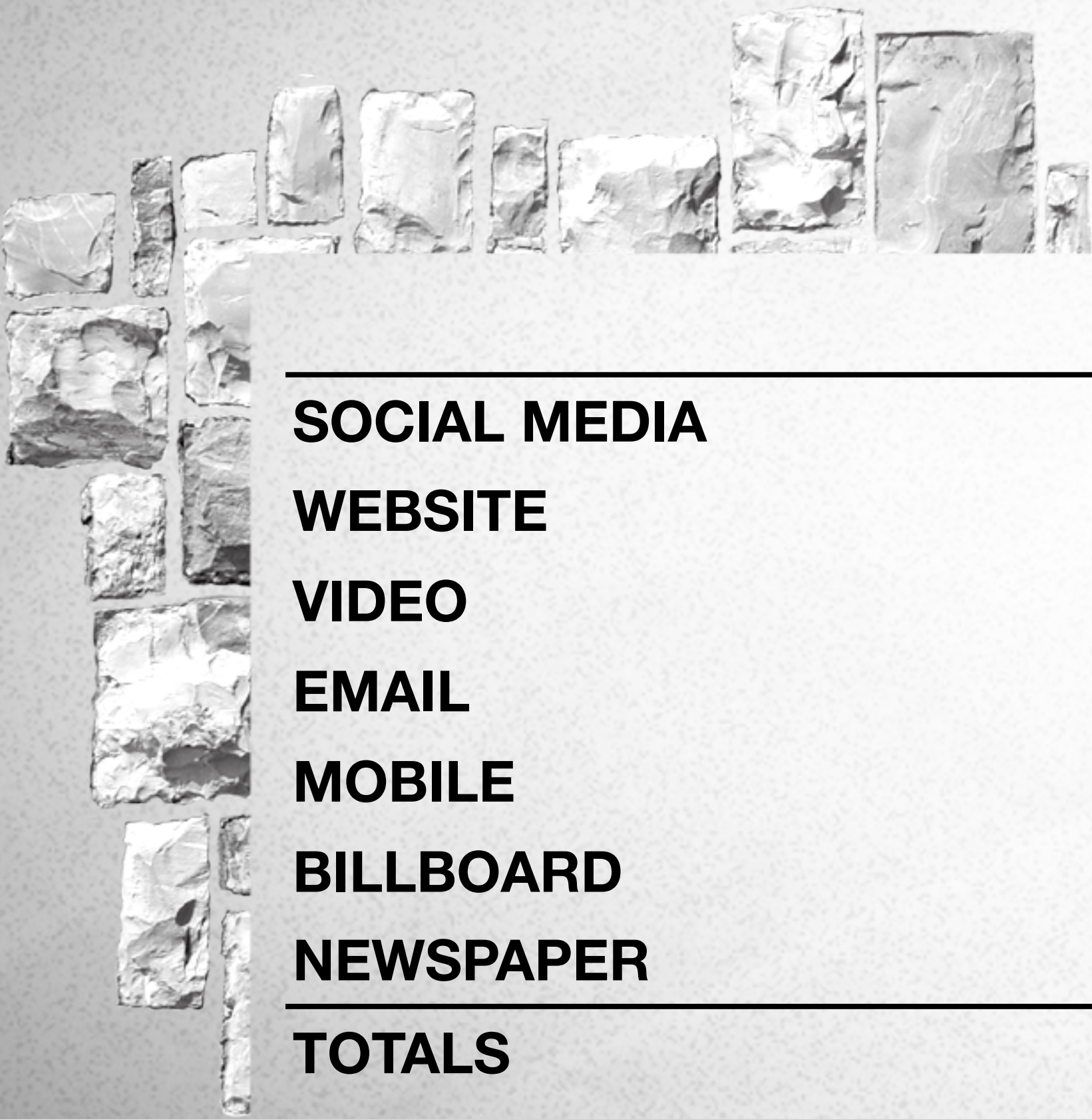
# **WELCOME HOME COACH PRY**

**TUESDAY, NOV. 30 – SATURDAY, DEC. 4**

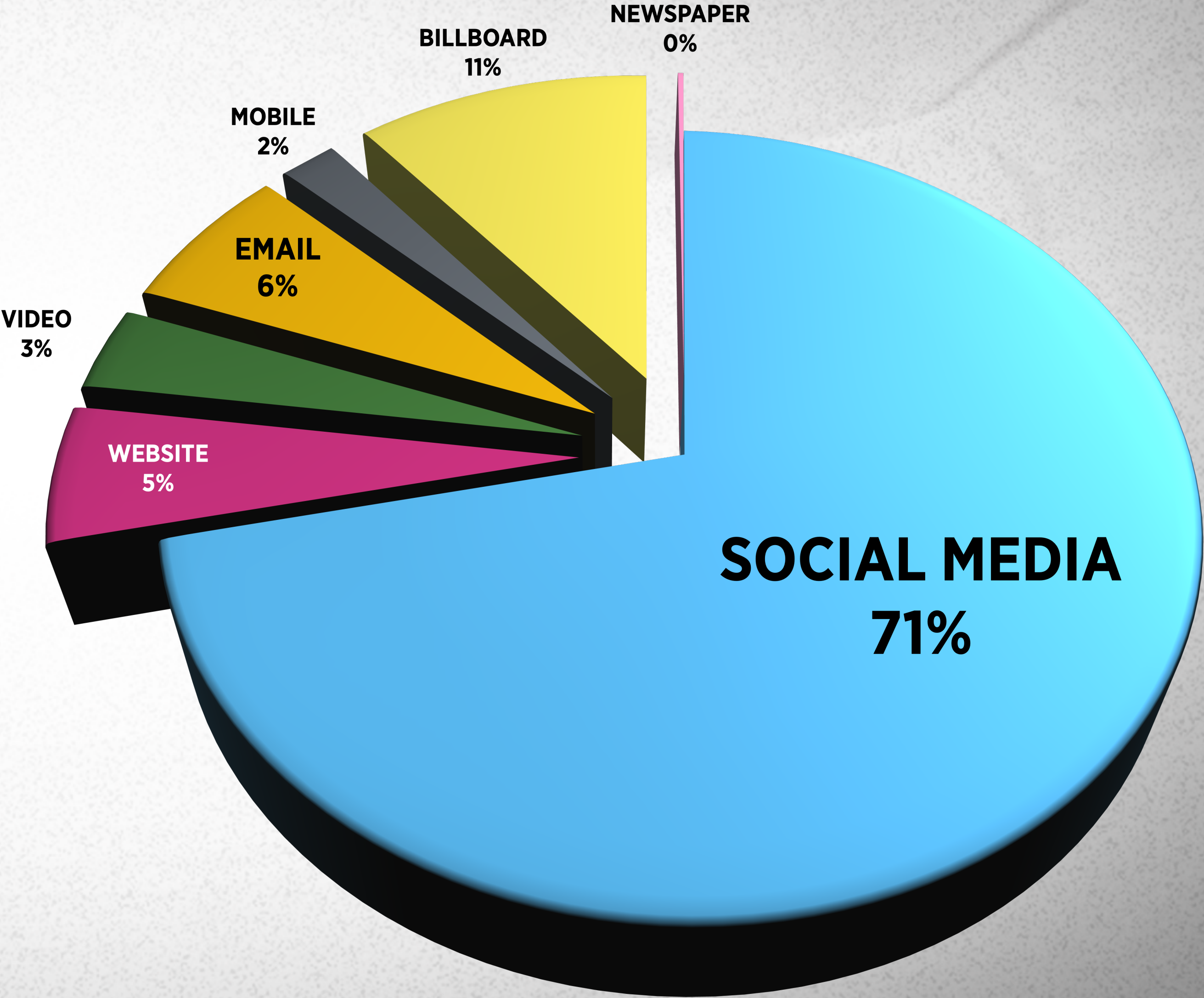


# WELCOME HOME COACH PRY

## TOTAL ANALYTICS



	Totals
SOCIAL MEDIA	10,238,633
WEBSITE	787,152
VIDEO	499,018
EMAIL	928,795
MOBILE	299,538
BILLBOARD	1,600,000
NEWSPAPER	30,000
TOTALS	14,383,136





# WELCOME HOME COACH PRY

## FUNDRAISING ANALYTICS

HOKIES



Unique Gifts	624
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Dollars Raised	\$308,440.11
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Average Gift Size	\$458.99
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New Donors	160
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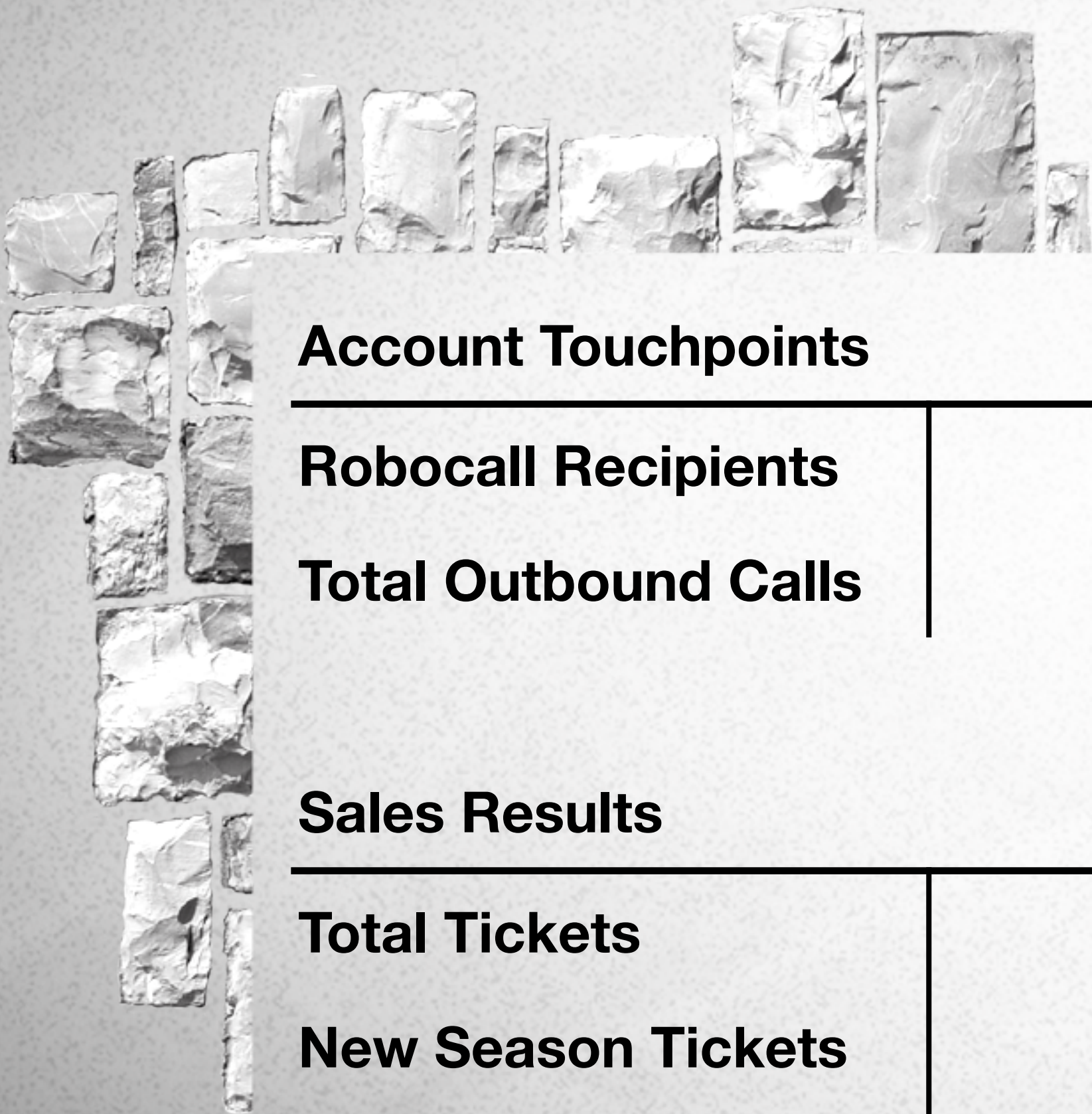
### TEAM F1RST Additions

4 additional  
commitments, more  
interest from others



# WELCOME HOME COACH PRY

## TICKET SALES ANALYTICS



### Account Touchpoints

Robocall Recipients	7,454
Total Outbound Calls	944

### Sales Results

Total Tickets	75
New Season Tickets	59
Total Revenue	\$43,954.55

### Form Submissions

Season Ticket Interest	19
Coach Pry Robocall	472



**BeAHokie.com**



# SAASS ACADEMIC UPDATES

University Athletics Committee

May 5, 2020



Spring '22  
**READING  
DAY**

# THE LAST TAKE

before  
**SUMMER BREAK**

WEDNESDAY  
**MAY 5TH**



## SUNDAES & SASHES

(INVITE ONLY)

Celebration for Spring &  
Summer 2022 Graduates

@ 2pm in SAPC

Co-hosted by:

VT Sports Nutrition  
RSVP using emailed link



## COURSE REVIEW SESSIONS

Group Review Sessions  
on the SAASS floor all  
day including:  
ACIS, BIT, ECON, MATH



## SPRING TEXTBOOK RETURN

Return scholarship  
textbooks to:  
Lane Stadium Hokie Shop  
(1st Floor)

- Thursday, 5/5: 10am-3pm
- Friday, 5/6: 10am-3pm



## THERAPY DOGS

VT Therapy Dogs on  
the SAASS floor from  
4:00-7:00pm  
Sponsored by:  
Cook Counseling Center



## HOKIE HANGOUT

All day in the  
Breakroom (Rm 319):  
Brain Breaks with  
coloring, music,  
puzzles, & Hokie-Libs

Questions??  
Talk to your SAASS counselor TODAY!

VIRGINIA TECH  
**SAASS**





**VIRGINIA TECH**  
STUDENT-ATHLETE ACADEMIC  
SUPPORT SERVICES

# Sundae & Sashes with **SENIORS**

Thursday, May 5th (Reading Day)  
2:00 PM, SAPC



## *Program*

**ICE CREAM SOCIAL  
WELCOME  
STUDENT-ATHLETE SPEAKER  
PRESENTATION OF SASHES  
GROUP PHOTO  
CONCLUSION**



STUDENT-ATHLETE ACADEMIC  
SUPPORT SERVICES



SAASS

Open House

FRIDAY, MAY 6TH  
8:30-10:00AM

3rd Floor - Lane Stadium

Light  
Breakfast  
Refreshments  
provided

Presentation  
by SAASS staff  
@ 9:30AM  
Rm. 309

RSVP by  
Wed. 5/4  
Questions?  
540-231-6165






# SAASS Staff Retreat



# SUMMER ACTION ITEMS

- Mental Health Awareness
  - End of Term Reporting
  - Summer School
  - Search Committees
  - Annual Reporting + Assessment
  - Fall Planning
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- A series of three parallel white diagonal lines in the bottom right corner of the slide, extending from the bottom edge towards the right edge.