MINUTES

University Athletics Committee
October 1, 2026
3:30 pm
5th Floor Media Dining Room, Lane Stadium

Present: Jennifer Irish (presiding), Jane Brewer, Janice Austin, Rhonda Hawley, Adam Coates, Brady Nast, Ron Poff, Irene Leech, Eric Martin, Angela Page (for Simon Allen), Angela Anderson, Jane West, Gina Seebohm, Win Nguyen, Alexis Henderson, Chris Wise, Jill Sible, Brian White

Absent with Notice: Lisa Karlisch, Tsai Lu Liu, Mark Michalisin, Eric Ambroz

Absent: Travis Burns, Fei Xue

Guests: Meridith Cahoone, Les Myers, Sarah Armstrong, Danny White

Irish called the meeting to order at 3:30 pm. A quorum was present.

1. **Adoption of Agenda**

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

2. **Announcement of approval and posting of minutes of May 14, 2026.**

Irish noted that these minutes have been voted on electronically and can be publicly accessed on the Governance Website: governance.vt.edu

3. **Reports**

Brian White, Vice President and Director of Athletics: White provided an overview of the new ways he will like to run Virginia Tech athletics. Emphasis was placed on ensuring the right team is in place to support long-term success in athletics, and White noted the importance of several key new staff additions. Discussion focused on revenue generation. While revenue growth is important, White mentioned that the central mission remains developing successful student-athletes. Athletics will maintain an external focus while recognizing that a strong game-day experience and atmosphere contributes to success across all areas of the department. White expressed a preference for working in collegiate athletics rather than professional sports, citing the importance of the academic side and Virginia Tech's strong academic reputation as key parts of the student-athlete experience. Academic staff and coaches were identified as essential to the success of student athletes. Virginia Tech's existing strengths were acknowledged, with the goal of building on an already excellent foundation. A new season-ticket strategy is being implemented to grow revenue and position Virginia Tech among the top 25 athletic departments nationally. Ticket pricing is being adjusted in line with peer institutions, particularly for premium locations. The department is also evaluating how to better monetize Lane Stadium while remaining consistent with comparable programs. The "Invest to Win" initiative is intended to create a more organized and strategic approach to fundraising. The program will offer unique donor experiences and broaden participation by making it possible for more individuals to contribute. Regarding the

Cassell Coliseum renovation includes additional premium floor seats and a premium hospitality room for pregame and halftime experiences.

4. Presentation

Les Myers, Director of Student-Athlete Academic Support Services, presented on SAASS Updates. Myers updated UAC on their current staff which has 16 full-time staff members and 3 full-time postgraduate interns. There is a new position in SAASS which is the transfer and eligibility specialist who works very closely with compliance and the registrar's office. Myers also provided information on the difference between a college advisor and a SAASS advisor. College advisors give accurate information on the major and courses the student athletes should be taking while, SAASS advisors help with the student athletes unique schedule and provide guidance with extra support, eligibility and tutoring. The UAC was also briefed on the Spring 2026 academic term where the student athletes set a department record of 3.38 cumulative GPA and department record with a term GPA of 3.42. All teams achieved and maintained a 3.0 GPA or better cumulatively and for the term. Men's Golf, Men's Soccer and Men's Tennis where the top performing men's teams while, Women's Golf, Women's Cross Country and Women's Tennis were the top performing women's teams for the spring term. This summer SAASS hosted another Summer Bridge program for our student athletes. The Summer Bridge program is to help student athletes with their transition from high school to college. Program participants were mostly freshman, but some transfer students participated as well, across 6 teams (Football, Men's/Women's Basketball, Men's/Women's Soccer and Volleyball). Summer Bridge offered 4 hours of programming with collaborators from the Office of Undergraduate Academic Integrity, campus advisors, faculty, and Student Athlete Development along with a Q&A panel with upper-class student athletes. During Summer Bridge, the Learning Assistance team gives student athletes the Nelson Denny assessment which can help determine and allow for informed conversations about the type of learning support each student athlete might need to be successful in the classroom. Myers then shared an event calendar for the semester which included Academic Watch Lists throughout the Semester and Faculty Progress Reports. The presentation ended with a call of passing along the SAASS office contact information to colleagues who may be interested in helping athletics and SAASS during the recruitment process for prospective student athletes by meeting with them and their families to discuss their programs and majors.

5. Other Items

- Irish reviewed this year's University Athletics Committee Charge and Workplan which provided goals for this year. These include (1) no anticipated policy and procedures updates, (2) dialog between athletics leadership and UAC, (3) updates on student athletes wellbeing and academics, and (4) dialog addressing challenges from the student athlete perspective.

6. Announcements

- Irish announced the upcoming meeting date of November 12, 2026 and noted that this meeting will be virtual.

7. Adjournment

There being no further business, a motion was made to adjourn the meeting at 4:29 pm.