



**Board of Trustees
Committee Meeting
Rudolph Jones Student Center
Room 242**

**COMMITTEE ON ATHLETICS
Wednesday, June 11, 2025
10:30 a.m.**

AGENDA

Call to Order	John McFadyen, Committee Chair
Welcome and Opening Remarks	John McFadyen
Roll Call	Karen Bussey
Approval of Minutes:	March 26, 2025

Information Items:

A. Athletics Update	Mr. Anthony Bennett <i>Director of Athletics</i>
---------------------	---

Action Items:

There are no action items to be presented at this committee meeting.

Committee members: John McFadyen, Brandon Phillips, Gregory Pinnix, Latoya Harper, Kimberly Jeffries Leonard

Staff Liaison: Todd Bennett

For further information, please contact:
Mr. Anthony Bennett
Director of Athletics
910-672-1314

**COMMITTEE ON ATHLETICS
Wednesday, March 26, 2025
10:30 AM**

The Committee on Athletics of the Fayetteville State University Board of Trustees convened on Wednesday, March 26, 2025, in the Rudolph Jones Student Center, Multi-Purpose Room and via Microsoft Teams. The meeting was called to order at 10:31 a.m.

ROLL CALL

The following were in attendance: Mr. John McFadyen, Ms. Johnae Walker, Mr. Greg Pinnix, and Dr. Kimberly Jeffries Leonard.

Staff in attendance were Chancellor Darrell Allison, Mr. Anthony Bennett, Atty. Wanda Jenkins, and Mr. Kenneth Spayd.

APPROVAL OF MINUTES

It was moved by Trustee Johnae Walker that the minutes of the Committee on Athletics meeting held on December 11, 2024, be accepted as printed and distributed. The motion was seconded by Trustee Greg Pinnix. The motion carried.

ATHLETICS UPDATE

The Director of Athletics, Mr. Todd Bennett, recognized the outstanding athletic accomplishments of the Women's Indoor Track and Field, Women's Basketball, and Women's Bowling teams. Each are the 2025 CIAA Championships for their sport. AD Bennett introduced the following student-athletes to share their experiences at FSU and how they've excelled in their academics, as well as in their sport. Ms. Holley Johnson represented Track and Field, Ms. Morgan Graham represented Basketball, and Ms. Ericka Reid represented Bowling. Trustee McFadyen noted that each student mentioned the importance of tutoring and academic advising in their experiences—that being the key to our student athletes' success.

Additionally, AD Bennett shared that the FSU men's basketball team ranked fourth place in the NCAA Division II Atlantic Region Rankings while the women's basketball team ranked seventh. Both teams played in the NCAA post-season tournament.

The Committee was provided with an in-depth analysis of the student-athletes' academic achievements and some of the strategies implemented by the Department of Athletics. The overall grade point average of all sports was 3.33, which ranged from 3.0 to 3.62 GPA. This resulted in 150 student-athletes with a 3.5 GPA, 65 student-athletes between a 3.5 and 3.99 GPA, and 35 student-athletes with a 4.0 GPA. Several improvement strategies have been

implemented to support students, including recruitment improvements, monitoring of students at risk, improved degree planning, and red-shirt programs.

Lastly, AD Bennett provided an update on athletic expenses. The revenue expenses for 2023 are roughly \$5 million, which is about \$3 million lower than all Division II schools. Though revenue comparison data will not be available until June, Athletics is expecting a final report of revenue to exceed expenses showing progress towards closing deficit gaps. Trustee Jeffries Leonard asked for clarification about the expense year being 2023 and not 2024. AD Bennett shared that they review data two years post. They are tracking the 2024 data but do not have the final data yet.

Currently, 22% of the Athletics budget is comprised of athletic aid, which is lower than our peers. The CIAA average is 26% and the Division II average is 32%. The Athletics Department is committed to increasing their expenditure to provide competitive financial aid packages to support student-athletes. Trustee Pinnix commented on potential recruitment efforts, including regional conferences. Trustee Joyce Adams discussed access to the portal and the impact to FSU athletics.

ADJOURNMENT

The Committee on Athletics adjourned at approximately 11:07 a.m.

Respectfully Submitted,

John McFadyen, Chair
Karen Bussey, Secretary to the University



BOARD OF TRUSTEES COMMITTEE ON ATHLETICS

**Todd Bennett
Director of Athletics
June 11, 2025**

2025 SPRING SEMESTER *GRADE POINT AVERAGE*

Bowling	3.60
Men's Cross Country	3.58
Softball	3.53
Women's Cross Country	3.48
Men's Basketball	3.37
Volleyball	3.31
Golf	3.30
Cheerleading	3.21
Football	3.10
Track & Field	3.10
Women's Basketball	3.04



3.42

Department Average

B R N C O S

ACADEMIC SUCCESS SPRING
2025

3.42

DEPARTMENT GPA

12

PROGRAMS
3.0+ GPA

151

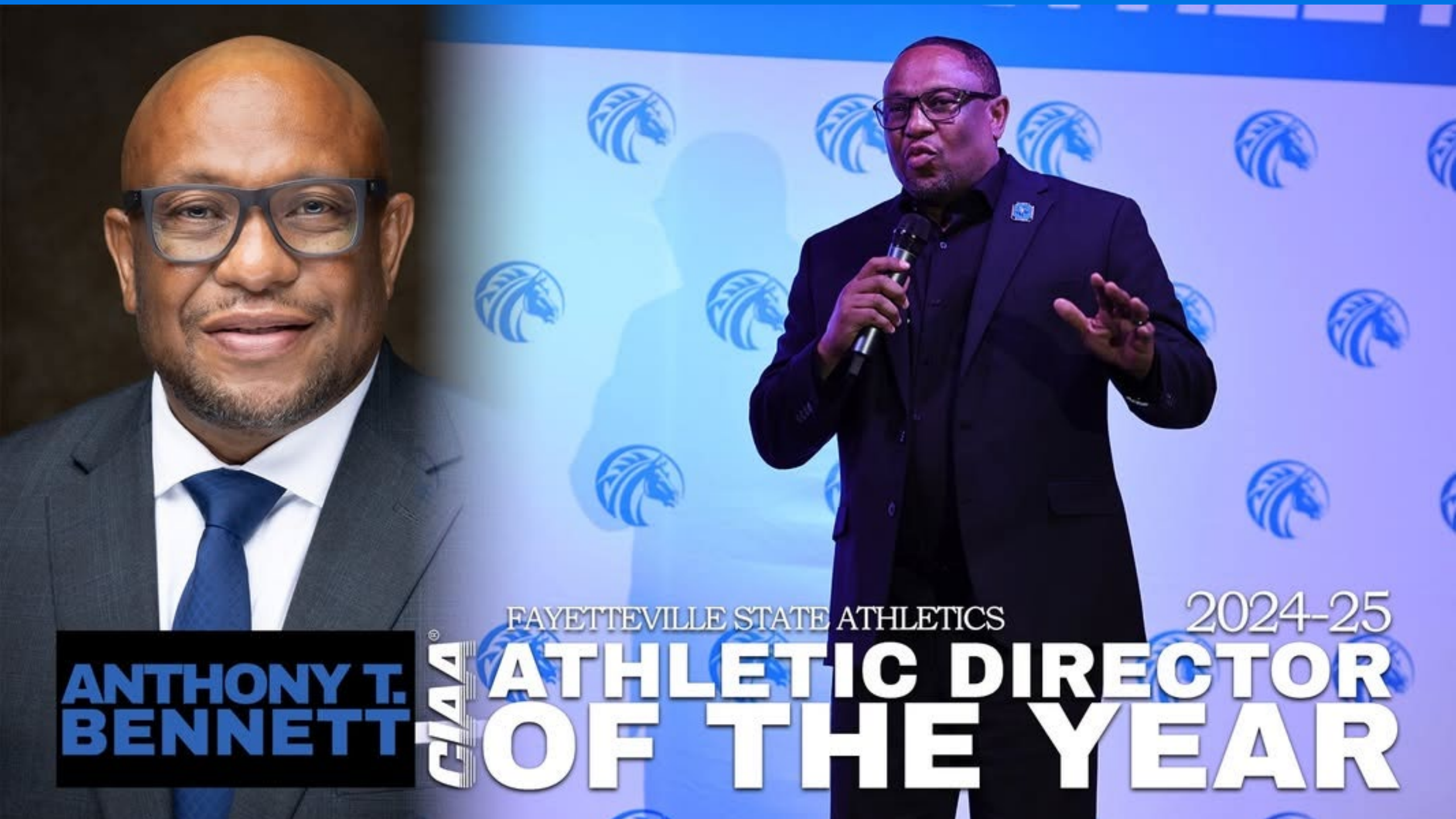
STUDENT-ATHLETES
3.0+ GPA

91

STUDENT-ATHLETES
3.5-3.99 GPA

32

STUDENT-ATHLETES
4.0 GPA



**ANTHONY T.
BENNETT**

CIAA[®]

FAYETTEVILLE STATE ATHLETICS

2024-25

**ATHLETIC DIRECTOR
OF THE YEAR**



LORETTA TAYLOR WOMEN'S ALL-SPORT AWARD

Fayetteville State



CIAA

MOST POSITIVE GAME DAY ENVIRONMENT

FAYETTEVILLE STATE ATHLETICS



Priority 2: Enhance Student Engagement and Career Development

Integrate robust co-curricular student learning experiences that will prepare students for 21st-century careers

Goals:

1. Infuse high-impact practices and professional skills into curricular and co-curricular activities
2. Increase student access to impactful career trajectories through enhanced career development initiatives
3. Develop innovative cultural and global learning opportunities and programming
4. Create spaces campus-wide that meet the collaborative needs of 21st century learners
5. Develop an expanded a Health and Wellness Center that focuses on mental health and wellness
6. Enhance the educational experiences and support for military connected students, adult learners, and transfer students.



CIAA

MOST POSITIVE GAME DAY ENVIRONMENT

FAYETTEVILLE STATE ATHLETICS





**ADRIAN
FERGUSON**

CIAA[®]

FAYETTEVILLE STATE ATHLETICS

SPORTS INFORMATION DIRECTOR

2024-25

OF THE YEAR

SPORTS INFORMATION DEPARTMENT



Adrian Ferguson

Assistant AD for Media
Relations

Fayetteville State University

Developing a Sports
Production Department:
Why it Matters More than
Ever in the Age of Social Media

HBCUGo Sports Workshop | May 28

**SVL COLLEGE
SUMMIT**
MAY 28-29
ATLANTA

ADRIAN FERGUSON



ADRIAN FERGUSON



2024-25 CIAA[®]
SPORTS INFORMATION DIRECTOR



FAYETTEVILLE STATE ATHLETICS



	FACEBOOK FOLLOWERS	INSTAGRAM FOLLOWERS	TWITTER FOLLOWERS
Fayetteville State	12,274	11,695	12,437
Bluefield State	3,704	2,936	2,919
Bowie State	1,239	4,495	9,400
Claflin	92	3,758	4,508
Elizabeth City State	870	2,308	10,785
Johnson C. Smith	2,139	3,662	9,401
Lincoln (Pa.)	2,682	1,132	8,609
Livingstone	1,263	1,496	8,809
Shaw	4,175	5,470	9,604
Virginia State	1,439	4,460	10,539
Virginia Union	2,905	3,094	6,008
Winston-Salem State	1,295	8,459	15,242

SPORTS INFORMATION DEPARTMENT

facebook

Audience

Demographics

Trends

Segments

Potential audience

Followers ⓘ

Lifetime

12,274

Age & gender ⓘ

20%

15%

10%

5%

0%

18-24

25-34

35-44

45-54

55-64

65+

Women

56.3%

Men

43.7%



Instagram

Audience

Demographics

Trends

Segments

Potential audience

Followers ⓘ

Lifetime

11,695

Age & gender ⓘ

20%

15%

10%

5%

0%

18-24

25-34

35-44

45-54

55-64

65+

Women

53.8%

Men

46.2%

SPORTS INFORMATION DEPARTMENT

FAYETTEVILLE STATE ATHLETICS

STUDENT INTERNS WANTED.

BRONCO SPORTS NETWORK
STUDENT INTERN OPPORTUNITIES
AVAILABLE:

CAMERA OPERATORS
SOCIAL MEDIA
VIDEO BOARD
SPORTS STATISTICS
PHOTOGRAPHY
VIDEOGRAPHY
AND MORE!

FILL OUT THE GOOGLE FORM
LINKED IN THE CAPTION
BELOW IF INTERESTED!



CIAA[®]



Leadership Through Deeds

Priority 2: Enhance Student Engagement and Career Development

Integrate robust co-curricular student learning experiences that will prepare students for 21st-century careers

Goals:

1. Infuse high-impact practices and professional skills into curricular and co-curricular activities
2. Increase student access to impactful career trajectories through enhanced career development initiatives
3. Develop innovative cultural and global learning opportunities and programming
4. Create spaces campus-wide that meet the collaborative needs of 21st century learners
5. Develop an expanded a Health and Wellness Center that focuses on mental health and wellness
6. Enhance the educational experiences and support for military connected students, adult learners, and transfer students.



QUESTIONS

