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# NC Central

## UNIVERSITY

### Board of Trustees

Athletics

June 28, 2023

# End of Year Review

Women's Sport	MEAC Conference Finish	
Volleyball	5 <sup>th</sup> - tied of 8	
Cross Country	5 <sup>th</sup> of 8	
Basketball	4 <sup>th</sup> of 8	
Indoor Track & Field	5 <sup>th</sup> of 8	
Tennis	2 <sup>nd</sup> – tied of 7	
Golf	9 <sup>th</sup> of 11 (NEC)	
Outdoor Track & Field	6 <sup>th</sup> of 8	
Softball	3 <sup>rd</sup> of 8	<b>MEAC Champions</b>

# End of Year Review

## Highest Finish - Men's Top 3 MEAC (Talmadge Layman Hill – All Sports Award)

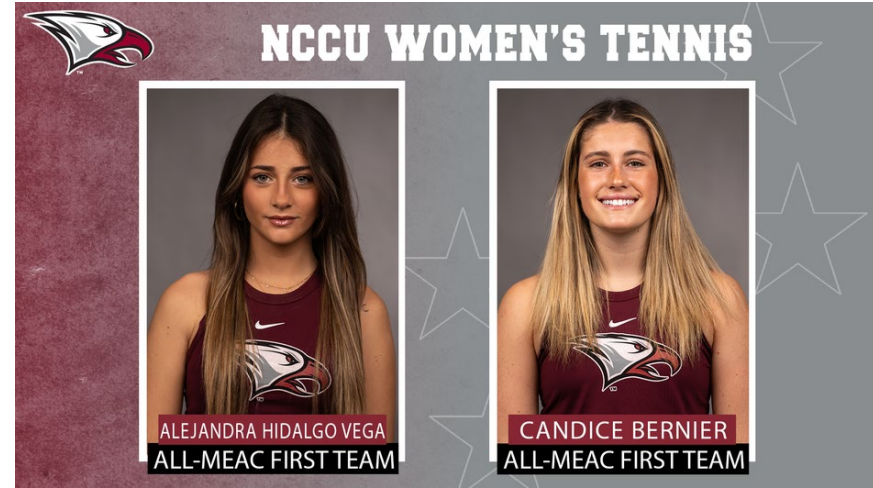
Men's Sport	MEAC Conference Finish	
Cross Country	4 <sup>th</sup> of 8	
Basketball	2 <sup>nd</sup> of 8	
Indoor Track & Field	5 <sup>th</sup> of 8	
Tennis	3 <sup>rd</sup> of 6	<b>MEAC Tournament Runner-up</b>
Golf	9 <sup>th</sup> of 9	
Outdoor Track & Field	5 <sup>th</sup> of 8	
Football	1 <sup>st</sup> of 6	<b>MEAC &amp; Celebration Bowl Champions &amp; HBCU National Champion</b>

# End of Year Review

## Women's 1<sup>st</sup> MEAC Conference Championship



# Honors



# Honors



**2023 NCCU SOFTBALL**

**MAKIYA GRAVES**  
MEAC ROOKIE OF THE YEAR

**CAT TARVIN**  
MEAC COACH OF THE YEAR

**GRAVES**  
FIRST TEAM ALL-MEAC

**NICHOLS**  
FIRST TEAM ALL-MEAC

**HARRELL**  
FIRST TEAM ALL-MEAC

**DAVIS**  
SECOND TEAM ALL-MEAC

**JONES**  
SECOND TEAM ALL-MEAC

**GARRISON**  
THIRD TEAM ALL-MEAC

The graphic features a dark red and grey background with white stars. At the top left is the NCCU logo, a stylized bird head. The main title '2023 NCCU SOFTBALL' is in large white letters. Below it are two columns of names and photos. The first column features Makiya Graves, with her name in large white letters and a checkered pattern above it. Below her name is a photo of her in a black NCCU jersey. The second column features Cat Tarvin, with her name in large white letters and a checkered pattern above it. Below her name is a photo of her in a black NCCU jacket. To the right of these are six individual photos of players in black NCCU jerseys, arranged in two rows of three. Each photo has a name and team designation below it: Graves (First Team All-MEAC), Nichols (First Team All-MEAC), Harrell (First Team All-MEAC), Davis (Second Team All-MEAC), Jones (Second Team All-MEAC), and Garrison (Third Team All-MEAC).

# Honors

**NCCU FOOTBALL**

 <b>RICHARD</b> FIRST TEAM ALL-WEAC (DB)	 <b>COLLIER</b> FIRST TEAM ALL-WEAC (RB)	 <b>MITCHELL</b> FIRST TEAM ALL-WEAC (OL)	 <b>BULLOCK</b> FIRST TEAM ALL-WEAC (OL)	 <b>SIMPKINS</b> FIRST TEAM ALL-WEAC (C)	 <b>BAKER</b> FIRST TEAM ALL-WEAC (DB)
 <b>OLIVO</b> FIRST TEAM ALL-WEAC (PK)	 <b>HICKS</b> SECOND TEAM ALL-WEAC (WR)	 <b>D. SMITH</b> SECOND TEAM ALL-WEAC (WR)	 <b>BARNES</b> SECOND TEAM ALL-WEAC (TE)	 <b>TAYLOR</b> SECOND TEAM ALL-WEAC (OL)	 <b>WARRIOR</b> SECOND TEAM ALL-WEAC (OL)
 <b>BREVARD</b> SECOND TEAM ALL-WEAC (LB)	 <b>M. SMITH</b> SECOND TEAM ALL-WEAC (DB)	 <b>TAYLOR</b> THIRD TEAM ALL-WEAC (RB)	 <b>C. SMITH</b> THIRD TEAM ALL-WEAC (OL)	 <b>CODRINGTON</b> THIRD TEAM ALL-WEAC (QB)	 <b>OLIVER</b> WEAC COACH OF THE YEAR

# Honors



## MEAC Offensive & Defensive Players of the Year





# Post Season

## **Football:**

- **Cricket Wireless Celebration Bowl**
  - **v Jackson State University (JSU)**

## **Softball:**

- **NCAA Softball Regionals**
  - **Played University of Georgia (UGA) & Boston University (BU)**

## **Outdoor Track & Field:**

- **Two individual qualifiers for NCAA East First Round**

## **Men's Tennis:**

- **Invite Tennis NIT (GA)**

# External Relations

## Summer Camps

- Football – July 21, 22 & 23
- Volleyball – July 25 - 27
- Tennis – June 26, 28, 30



# External Relations

## Grants

- Tennis
  - Grant Funding (2022-23) - \$3,300 as part of the United States Tennis Association's (USTA) aim to increase support for HBCUs
    - \$2,000 from USTA
    - \$800 from USTA-North Carolina Tennis Association
    - \$500 from USTA-Southern Section



# External Relations

## Community Service

- Unique Student-Athlete Volunteers: 213
  - Total Hours: 9,750
- Athletic Dept./WINGS Initiated Hours: 5,524
- Service Learning/Internship Hours: 3,244
- Top Volunteer Sites:
  - W.G. Pearson Elementary School
  - Shepard Middle School
  - NCCU Campus Pantry
- Multiple Student-Athlete Speaking Engagements:
  - W.G. Pearson Student-Athlete Hispanic Heritage Month Panel
  - School of Business Real Estate Speaker Series
  - National Girls & Women in Sports Day

# Strategic Communications / Sports Information – Kyle Serba, Deputy Athletics Director for External Affairs

## OVERALL SUMMARY:

- 462 total press releases, average of 1.27 stories per day.
- More than 1.62 million page views of official website NCCUEaglePride.com, average of 4,453 page views per day. - 13,521 video streaming connections for 41 game broadcasts on NCCU Sports Network.
- Amassed more than 7.15 million combined impressions/reach on three social media platforms (Twitter, Facebook, Instagram).
- Average of 3.0 tweets per day on NCCU Athletics Twitter account, generating more than 3.44 million impressions.
- Averaged 174 video views per day at NCCU Athletics YouTube page, with more than 1.1 million total upload views since the page was established in 2009.
- Attracted 7,941 new social media followers (Twitter, Facebook, Instagram) since June 2022.
- NCCU Athletics ranked 38th among all NCAA Division I institutions in total social media interactions generated during the month of December 2022, tallying 101,731 interactions on Facebook, Instagram and Twitter



## • NET VALUE BY BRAND

DUE TO THE MOST EXPOSURE OF ANY MEASURED BRAND, CRICKET WIRELESS RECEIVED THE MOST EARNED MEDIA VALUE (FNV) OF ANY BRAND. THIS VALUE WAS LARGELY LED BY FIELD LEVEL SIGNAGE AND TV INVENTORY.

LIKE BRAND EXPOSURE, BRANDS LIKE NORTH CAROLINA CENTRAL AND JACKSON STATE RECEIVED SIMILAR EARNED MEDIA VALUE (FNV) DUE TO A SIMILAR ASSET MIX.



# Fall 2023 Football Schedule



# NCCU

## 2023 FOOTBALL SCHEDULE

SEPT. 2:	WINSTON-SALEM STATE
Sept. 9:	at North Carolina A&T
Sept. 16:	at UCLA
Sept. 23:	vs. Mississippi Valley State (CCC)
SEPT. 30:	CAMPBELL
Oct. 7:	at Elon
Oct. 21:	at Morgan State
OCT. 28:	SOUTH CAROLINA STATE
NOV. 4:	NORFOLK STATE (HC)
Nov. 11:	at Howard
NOV. 18:	DELAWARE STATE

