

External Engagement Committee

September 2023

RADFORD UNIVERSITY

Board of Visitors

RADFORD UNIVERSITY

Board of Visitors

EXTERNAL ENGAGEMENT COMMITTEE

3:45 P.M. **

SEPTEMBER 7, 2023

KYLE HALL, ROOM 340, RADFORD, VA

DRAFT **AGENDA**

- **CALL TO ORDER** Ms. Lisa W. Pompa, *Chair*
 - **APPROVAL OF AGENDA** Ms. Lisa W. Pompa, *Chair*
 - **APPROVAL OF MINUTES** Ms. Lisa W. Pompa, *Chair*
 - June 8, 2023
 - **GOVERNMENT RELATIONS UPDATE** Ms. Lisa Ghidotti, *Executive Director of Government Relations*
 - **UNIVERSITY ADVANCEMENT REPORT** Ms. Penny Helms White, *Interim Vice President for University Advancement*
 - Campaign Update
 - Strategic Goals
 - Lifecycle of a Gift
 - **ECONOMIC DEVELOPMENT AND CORPORATE EDUCATION REPORT** Dr. Angela Joyner, *Vice President for Economic Development and Corporate Education*
 - Strategic Goals
 - Virtual Teacher Learning Academy
 - Economic Development
 - **OTHER BUSINESS** Ms. Lisa W. Pompa, *Chair*
 - **ADJOURNMENT** Ms. Lisa W. Pompa, *Chair*
- ** All start times for committee meetings are approximate. Meetings may begin either before or after the listed approximate start time as committee members are ready to proceed.

COMMITTEE MEMBERS

Ms. Lisa W. Pompa, Chair
Mr. James C. Turk, Vice Chair
Ms. Betsy D. Beamer
Dr. Betty Jo Foster
Mrs. Jennifer Wishon Gilbert

September 2023 Meeting Materials

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External Engagement Committee

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University Advancement

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Two-Year Strategic Goals



- ❑ Develop and implement an alumni and stakeholders communication plan
- ❑ Enhance alumni engagement and volunteer opportunities
- ❑ Build strong and sustainable relationships with donors
- ❑ Establish a data-driven fundraising goal



Goal 1: Develop and Implement an Alumni and Stakeholders Communication Plan

Grenzebach Glier & Associates (GG+A)

Alumni Communication Review

- Comprehensive Assessment
- Review and analyze materials
- Interviews
- Readership Survey
- Final Report
- Strategic Counsel



Goal 2: Enhance Alumni Engagement and Volunteer Opportunities

Oral History Project

- Alumni Engagement

HOW THE ORAL HISTORY PROJECT WORKS



ALUMNI/MEMBERS CALL
PCI TO SHARE THEIR
STORIES



STORIES ARE
RECORDED,
TRANSCRIBED, EDITED
AND CATEGORIZED



STORIES ARE UPLOADED
TO OUR DIGITAL VAULT



STORIES ARE PLACED
INTO PRINTED AND
DIGITAL PUBLICATIONS



STORIES ARE AVAILABLE
FOR YOU TO USE IN
MARKETING AND MORE

Goal 2: Enhance Alumni Engagement and Volunteer Opportunities

Education Champions

Volunteer Opportunities



Haylie Dawn Fountain

54m · 🌐

Came home to the the best package in the mail today!!! I'm honored to be a Radford Education Champion and representative of PCHS.

❤️ #radfordalumni [Radford University Alumni Association](#) Go Highlanders!



I received my box of RU swag yesterday! I am excited to begin displaying it in my classroom soon.

I graduated from Radford and started teaching in 2019. I always had plans of bringing my students to Radford, but it never worked out well due to the pandemic and scheduling. This semester, I have a block of 11th and 12th graders in Advanced Composition (only 11 students). I'd love to give them the opportunity to visit Radford this Fall.

I look forward to hearing from you and hopefully seeing you soon!

Thanks,
Chelsea Curtis

*Chelsea Stowe Curtis | English Teacher
Warrior Tech Academy, Magna Vista High School*



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Goal 3: Build Strong and Sustainable Relationships with Donors

ThankView video to be added

Goal 4: Establish a Data-Driven Fundraising Goal

LAST FISCAL YEAR BY THE NUMBERS

\$9.2M

RAISED IN PRIVATE
SUPPORT

33%

INCREASE IN PRIVATE
SUPPORT RAISED

6.8%

INCREASE IN ALUMNI
DONORS

23%

INCREASE IN FIRST-TIME
ALUMNI DONORS

\$170K

RAISED DURING RAD48,
RADFORD'S MOST
SUCCESSFUL GIVING
CHALLENGE IN HISTORY

\$2.52M

IN FOUNDATION
SCHOLARSHIPS AWARDED

884

STUDENTS RECEIVED
PRIVATE SUPPORT
THROUGH FOUNDATION
SCHOLARSHIPS

300+

SCHOLARSHIPS, FUNDS
AND PROGRAMS RECEIVED
PRIVATE SUPPORT

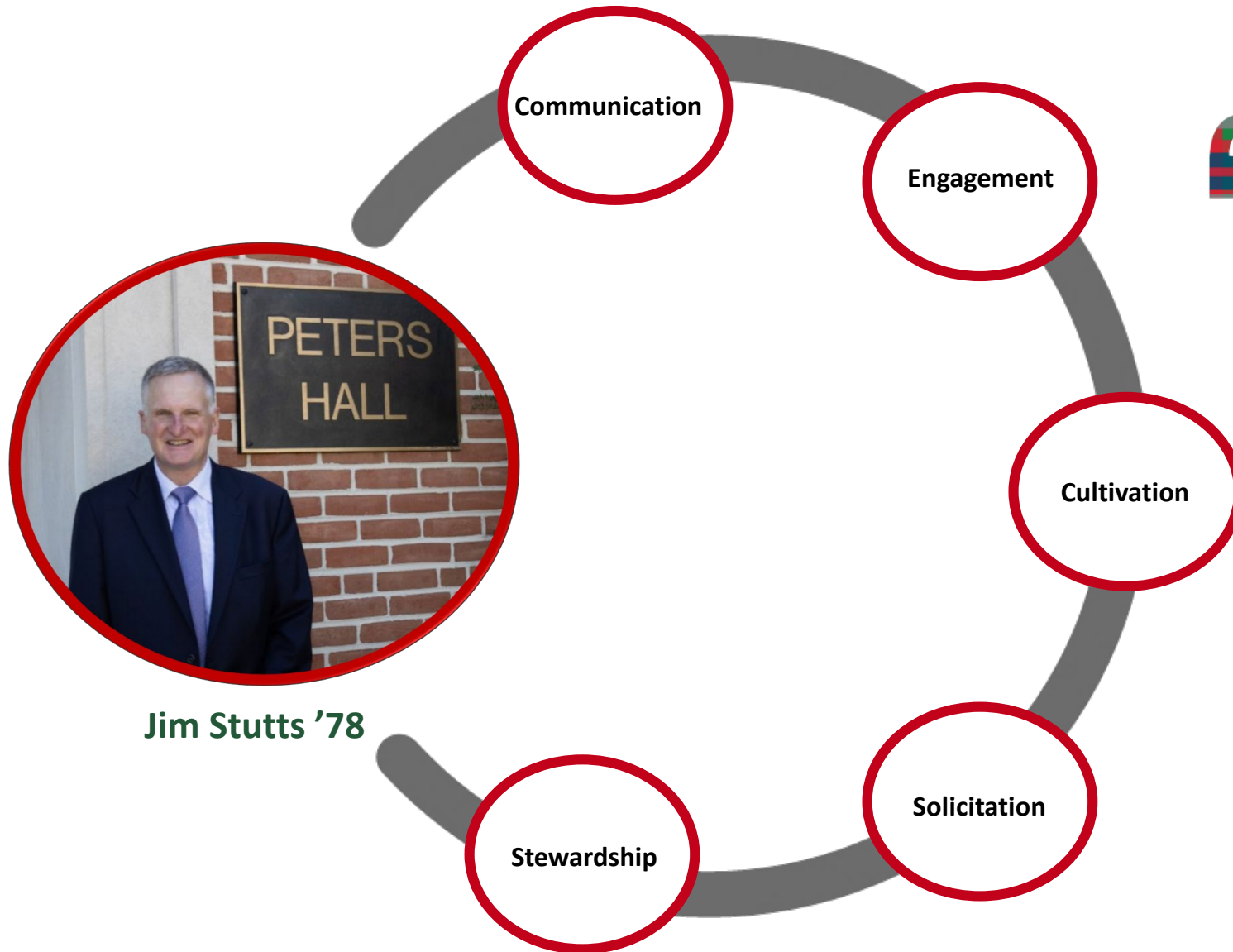
Goal 4: Establish a Data-Driven Fundraising Goal

Relaunch the Legacy Society

- Society of 1910 Survey of Current Members



Lifecycle of a Gift



Jim Stutts '78



I was fully prepared with confidence to start my career when I graduated from Radford, and it served me well for 43 years. I have a lot of fond memories. It actually changed my life. It's easy to give back to Radford because it's such a good cause.



DISCUSSION

Economic Development and Corporate Education

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Leadership Team



Tom Bennett II
Sr. Director, Operations
and Administration



Matt Dunleavy, Ph.D.
Executive Director
Vinod Chachra Impact Lab



Charlie Jewell
Director
Economic Development



Sheila Cook
Executive Administrative
Assistant

2023-25 Goals: Status

	Goals	Metrics	Status
1.	Establish partnerships that support enrollment growth, revenue generation, program development and elevate Radford University's brand.	<ul style="list-style-type: none"> • Enrollment • Revenue • Completion rate: • Partnerships • Program Launches: 	
2.	Target and market programs to non-traditional student populations that leverage RU's assets, support workforce needs, and promote lifelong learning.	<ul style="list-style-type: none"> • Recommendation/implementation plan for continuing education, workforce development and lifelong learning. 	
3.	Develop and enhance relevant economic and political relationships in Radford City, the NRV and Roanoke Valleys, and Commonwealth of Virginia to develop a robust economic development playbook for the university.	<ul style="list-style-type: none"> • Economic IMPACT Study • Partnerships • The Hub launch • Programming 	

Goal 1:

Establish partnerships that support enrollment growth, revenue generation, program development and elevate Radford University's brand.

Enrollment/Revenue Growth Path



- Arsenal/Local and Federal Government
- Regional Businesses
- County Administrators
- Credit Unions
- Education
- Relationship Cultivation

- Existing Offering
- Enrollment Mix
- New programs

- Expand pilot
- New program
- Relationship Cultivation

- RPED Grant
- Increase grant pipeline
- Expand collaborative grant submissions

Initiative: Launch the Virtual Teacher Learning Academy



- ✓ • Engage in online, self-paced coursework
- ✓ • Access to resources
- ✓ • Tailor courses to meet your needs
- ✓ • Transfer graduate-level credits

Goal 3: Economic Development

Develop and enhance relevant economic and political relationships in Radford City, the NRV and Roanoke Valleys, and Commonwealth of Virginia to develop a robust economic development playbook for the university.

- Be an engaged partner with local, regional, and state economic development organizations.
- Tell the university's economic engagement story.
- Leverage The HUB @ Radford to further link the university with businesses and the community.
- Collaborate with the City of Radford to advance quality of place initiatives that enhance Radford as great place to live, work and study.



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Initiative: Be an Engaged Partner



Be an engaged partner with local, regional, and state economic development organizations.



Initiative: Promote our Engagement Story

Promote the university's economic engagement story.

- Release and promote the Radford University Economic Impact Study to local, regional and state stakeholders.
- Identify and brand Radford University's economic engagement assets (faculty strengths, centers and external-facing activities).



Initiative: Advance Quality of Place

Collaborate with the City of Radford to advance quality of place initiatives that enhance Radford as a great place to live, work and study.

- Amphitheater Project
- Downtown East Main Street Revitalization Efforts



Initiative: The HUB at Radford



Leverage The HUB at Radford to further link the university with businesses and the community.

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Economic Development Discussion

1. What is the role of Economic Development at Radford University?
2. How can Radford University contribute to the well-being of the region?

Discussion

Minutes

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EXTERNAL ENGAGEMENT COMMITTEE

4:00 P.M.

JUNE 8, 2023

KYLE HALL, ROOM 340, RADFORD, VA

DRAFT **MINUTES**

COMMITTEE MEMBERS PRESENT

Mr. Mark S. Lawrence, Chair
Mr. Tyler W. Lester, Vice Chair
Mr. James C. Turk
Mr. Robert A. Archer
Mr. George Mendiola Jr.

BOARD MEMBERS PRESENT

Dr. Debra K. McMahon, Rector
Dr. Jay A. Brown
Ms. Jeanne Armentrout
Mrs. Jennifer Wishon Gilbert
Mr. George Mendiola
Ms. Lisa W. Pompa
Mr. David A. Smith
Ms. Georgia Anne Snyder-Falkinham
Ms. Lisa Throckmorton

OTHERS PRESENT

Dr. Bret Danilowicz, President
Mr. Mike F. Melis, Senior Assistant Attorney General, Commonwealth of Virginia
Ms. Lisa Ghidotti, Executive Director for Government Relations
Ms. Penny White, Interim Vice President for Advancement and University Relations
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education
and Interim Vice President for Enrollment Management
Dr. Robert Hoover, Vice President for Finance and Administration
Dr. Jeanne Mekolichick, Associate Provost for Research, Faculty Success and Strategic Initiatives
Dr. Susan Trageser, Vice President for Student Affairs
Ms. Stephanie Jennelle, Associate Vice President for Finance and Administration
Dr. David Beach, Faculty Senate
Ms. Wendy Lowe, Director of Advancement Services
Ms. Margaret McManus, University Auditor

CALL TO ORDER

Mr. Mark S. Lawrence, Chair, formally called the External Engagement Committee meeting to order at 3:15 p.m. in Room 340 of Kyle Hall.

APPROVAL OF AGENDA AND MINUTES

Mr. Lawrence asked for a motion to approve the June 8, 2023, agenda, as published, and the minutes from the March 23, 2023 meeting. Mr. Tyler W. Lester made the motion, Mr. Robert A. Archer seconded, and the motion carried unanimously.

ADVANCEMENT REPORT

Interim Vice President for Advancement and University Relations Penny Helms White provided updates on the Advancement FY2022-2023 strategic goals. With the goal of successful completion of TOGETHER, The Campaign for Radford University, Ms. White reported that as of May 31, 2023, \$9 million has been secured for the current fiscal year. This represents a 30% increase over the previous fiscal year end total. To enhance donor relations and stewardship, the team continues to build upon the success of the Day of Gratitude. This year, Day of Gratitude will be held on November 3, 2023. This will be a day Radford recognizes our scholarship benefactors, our students' achievements and the donors who believe in our university.

The Alumni Relations team launched three new alumni ambassador initiatives to help increase alumni engagement opportunities and alumni donor participation. The inauguration ambassadors, TOGETHER ambassadors and the fraternity and sorority life ambassadors. The Education Champions was also established to target alumni who work in high schools to help raise awareness of Radford University in their schools. Currently, there are 201 alumni roles and 1,372 alumni volunteers who have participated this year.

Reflecting on this last fiscal year, Ms. White highlighted a few accomplishments of the Advancement team including: establishing an Advancement Communications and Donor Relations team, first Day of Gratitude, restructured positions and welcomed two new staff members, held the first in person Campaign Steering Committee meeting since 2019, had most successful crowdfunding effort that supported athletics, held the first donor event at Selu since 2016, expanded the Admissions Ambassadors program, held 90 alumni events/activities/partnerships, exceeded the previous year's fundraising total by 30% and created 19 new scholarships.

Looking forward, Ms. White shared four goals for the two-year action plan. The first goal is to develop and implement an alumni and stakeholder's communication plan. Advancement is partnering with the consulting firm, GG+A to begin an alumni engagement and communication review. They are also working with the firm to conduct the first magazine readership survey since 2013. The second goal is to enhance alumni engagement and volunteer opportunities. This will be accomplished by collaborating with campus partners, creating a comprehensive activities and events calendar, and growing the use of alumni volunteers by recruiting, retaining, tracking and celebrating. The third goal is to build strong and sustainable relationships with donors. This will be accomplished by creating a comprehensive, multi-channel donor relations plan and developing a targeted annual giving campaign. The fourth goal is to establish a data-informed fundraising goal. A celebration of the TOGETHER campaign is being planned for the fall of

2024 to recognize donors and volunteers. Also planned is a relaunch of the Society of 1910 and conducting a feasibility study for a future athletic capital campaign.

In conclusion, Ms. White shared a video of Mr. Zach McClellan, a graduate of Radford and a scholarship recipient. Zach's story is not uncommon, scholarship dollars make a tremendous difference for our students, and it is students like Zach that inspires our team to do this work.

ECONOMIC DEVELOPMENT AND CORPORATE EDUCATION

Vice President of Economic Development and Corporate Education Angela Joyner began with an introduction of the division's leadership team and announced the addition of Mr. Charlie Jewell as the Director of Economic Development and Community Engagement. Vice President Joyner also announced the addition of Mr. Mike Bowers to the team who will bring a steep business development skill set and military contacts.

Vice President Joyner then gave an update on the 2022-2023 goals and highlights for the Vinod Chachra IMPACT Lab. Enrollment is on track to reach the goal of 75% attainment to date and revenue is at 65% of the goal. Highlights for the year include a \$1.2M grant secured from the Department of Education and a comprehensive marketing campaign was launched to help build awareness for the IMPACT Lab and generate leads. IMPACT has also expanded the CBE program development to build talent pipelines in education and nursing.

Vice President Joyner shared the 2022-2023 goals and highlights for Economic Development. The goals are on track with a focus on cultivating relationships locally and within the commonwealth and developing a robust economic development playbook for the University. The Economic Development highlights for the year include a robust plan for partnering with the City of Radford on the Amphitheater project and other conversations about collaborative outdoor tourism projects for the region. Vice President Joyner was excited to announce the progress on the Hub@Radford that will be the new home of Economic Development and The Vinod Chachra IMPACT Lab with an estimated move in date of mid to late summer 2023.

Dr. Joyner concluded by sharing the 2023-2025 proposed goals with the committee that will focus on driving enrollment growth and elevating the brand.

ADJOURNMENT

With no further business, the meeting adjourned at 4:34 p.m.

Respectfully submitted,

Sheila Cook
Executive Administrative Assistant
Economic Development and Corporate Education

End of Board of Visitors Materials

