

RADFORD UNIVERSITY

Board of Visitors

EXTERNAL ENGAGEMENT COMMITTEE

3:45 P.M.

SEPTEMBER 7, 2023

KYLE HALL, ROOM 340, RADFORD, VA

DRAFT **MINUTES**

COMMITTEE MEMBERS PRESENT

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

BOARD MEMBERS PRESENT

Dr. Debra K. McMahon, Rector
Mr. Marquett Smith, Vice Rector
Mr. Robert A Archer
Ms. Jeanne Armentrout
Dr. Jay A. Brown
Ms. Joann S. Craig
Mr. Tyler W. Lester
Mr. George Mendiola
Mr. David A. Smith

OTHERS PRESENT

Dr. Bret Danilowicz, President
Ms. Lisa Ghidotti, Executive Director for Government Relations
Ms. Penny White, Interim Vice President for University Advancement
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education
Dr. Robert Hoover, Vice President for Finance and Administration
Dr. Jeanne Mekolichick, Associate Provost for Academic Programs
Dr. Susan Trageser, Vice President for Student Affairs
Ms. Laura Turk, Executive Director of Alumni Relations
Ms. Stephanie Jennelle, Associate Vice President for Finance and Administration
Ms. Wendy Lowe, Director of Advancement Services
Ms. Margaret McManus, University Auditor
Dr. Dannette Beane, Vice President for Enrollment Management and Strategic Communications

Dr. Kurt Kingrich, President of Faculty Senate
Ms. Vanessa Conner, Director of Donor Relations and Communications
Mr. Ben Hill, Director of Corporate and Foundation Relations
Mr. Robert Lineburg, Director of Athletics
Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President
Mr. Mike Melis, Senior Assistant Attorney General, Office of the Attorney General
Ms. Susan Richardson, University Counsel

CALL TO ORDER

Ms. Lisa W. Pompa, Chair, formally called the External Engagement Committee meeting to order at 4:15 p.m. in Kyle Hall, Room 340.

APPROVAL OF AGENDA

Ms. Pompa asked for a motion to approve the September 7, 2023 agenda, as published. Ms. Betsy D. Beamer made the motion and Mrs. Jennifer Wishon Gilbert seconded, and the motion carried unanimously.

APPROVAL OF MINUTES

Ms. Pompa asked for a motion to approve the minutes of the June 8, 2023 meeting of the External Engagement Committee meeting, as published. Mrs. Jennifer Wishon Gilbert made the motion. Ms. Betsy D. Beamer seconded, and the motion carried unanimously.

ECONOMIC DEVELOPMENT AND CORPORATE EDUCATION

Vice President for Economic Development and Corporate Education Angela Joyner began by sharing the strategic goals and initiatives for the division that support the university's overall two-year plan on the horizon. The areas of focus are to establish Radford University's brand identity and competency-based education, enhance economic development and outreach and support the stabilization of enrollment.

Vice President Joyner gave an overview of the initial framework for the Vinod Chachra IMPACT Lab as the team continues to refine its business model on a path to sustainability and future growth. This includes establishing partnerships that support enrollment growth, revenue generation, program development and elevating Radford University's brand. She was excited to announce the progress of the Virtual Teacher Learning Academy with a target launch date in the fall. This virtual academy will give provisionally licensed teachers the training necessary to become fully licensed with online, self-paced coursework in a CBE format.

Vice President Joyner then spoke about Economic Development initiatives including the launch of The HUB at Radford for Economic Development. The HUB at Radford is now home to the Economic Development Division where the team will continue to leverage assets to further link the university with businesses and the community. Partnerships and community engagement projects were also shared, such as the upcoming strategic listening sessions with local business and organizations, to expand Radford University's impact on the region.

In closing, Vice President Joyner invited the committee to participate in a discussion regarding the role of Economic Development at Radford University and how we can best serve the region and the Commonwealth of Virginia.

UNIVERSITY ADVANCEMENT REPORT

Interim Vice President for University Advancement Penny Helms White provided updates to the committee on the 2023–2025 strategic goals for University Advancement. Grenzebach Glier & Associates (GG+A) started their review of the current alumni stakeholders. A magazine readership survey was sent to 58,000 alumni, donors and friends on August 29. Once the final report is received, it will be shared with the board and the process of developing a multi-channel communication plan using best practices will begin. In June, University Advancement partnered with an outside vendor to conduct an oral history project for Radford University. To date, we have heard from almost 7,000 alumni and collected 4,959 stories.

The Education Champions initiative, in partnership with Enrollment Management, is off to a great start. This initiative empowers our alumni to be ambassadors for Radford University in their high schools. Over the summer, 39 volunteers were trained and sent materials to display in their classrooms. We are working with the Admissions team to expand this effort.

One of the new tactics to build strong and sustainable relationships with donors is to send personalized videos to donors. A ThankView video was shown as an example of what could be sent to a donor who has given in the past year. The videos are fully customizable, delivered through email and allows our donors to see first-hand the impact of their gift.

Interim Vice President White provided the committee the fiscal year statistics noting a 6.8% increase in alumni donors and a 23% increase in first-time donors over the previous fiscal year.

In closing, Interim Vice President White shared an example of the lifecycle of a gift. Bringing a gift to fruition from beginning to end is a full team effort. It includes multiple departments, colleagues and activity that happens over time. Each member of the University Advancement team plays an integral role in moving a donor through the stages. The University Advancement two-year goals were developed to ensure we are utilizing best practices throughout Advancement so that each stage within this lifecycle is strong.

GOVERNMENT RELATIONS UPDATE

Executive Director for Government Relations Lisa Ghidotti provided updates on recent Government Relations matters for Radford University. In recent months, Ms. Lisa Ghidotti and President Bret Danilowicz have met with 27 General Assembly members. Additional visits will be scheduled throughout the fall with the goal to meet with at least 40 members by January 2024.

Ms. Ghidotti shared the 2024 University state priorities and what Board members can do to provide informed outreach to government officials.

ADJOURNMENT

With no further business to come before the committee, the meeting adjourned at 5:26 p.m.

Respectfully submitted,

Sharon R. Ratcliffe

Executive Assistant to the Vice President for University Advancement

End of Board of Visitors Materials

