



External Engagement Committee
4:00 p.m.
November 30, 2023
Kyle Hall, Room 340, Radford, VA

DRAFT
MINUTES

Committee Members Present

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

Ms. Lisa W. Pompa contacted Board of Visitors Rector Debra McMahon prior to the meeting to inform her that a personal matter would prevent her from attending the meeting in person. Ms. Pompa participated by electronic communication from her home.

Board Members Present

Dr. Debra K. McMahon, Rector
Mr. Marquett Smith, Vice Rector
Mr. Robert A. Archer
Ms. Jeanne Armentrout
Ms. Joann S. Craig
Mr. Tyler W. Lester
Mr. George Mendiola
Mr. David A. Smith
Ms. Georgia Anne Snyder-Falkinham

Others Present

Dr. Bret Danilowicz, President
Ms. Penny Helms White, 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
Ms. Laura Turk, Executive Director of Alumni Relations
Dr. Dannette Beane, Vice President for Enrollment Management and Strategic Communications

Dr. Kurt Gingrich, President of Faculty Senate
Ms. Vanessa Conner, Director of Donor Relations and Communications
Mr. Ben Hill, Director of Corporate and Foundation Relations
Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President
Ms. Susan Richardson, University Counsel
Mr. Charlie Jewell, Director Economic Development and Community Engagement
Mr. Tom Bennett, Senior Director for Business Operations and Planning for Economic Development and Corporate Education

Call to Order

Mr. James C. Turk, Vice Chair, formally called the External Engagement Committee meeting to order at 4:50 p.m. in Kyle Hall, Room 340.

Approval of Agenda

Mr. Turk asked for a motion to approve the November 30, 2023 agenda, as published. Ms. Betsy D. Beamer made the motion, Dr. Betty Jo Foster seconded, and the motion carried unanimously.

Approval of Minutes

Mr. Turk asked for a motion to approve the minutes of the September 7, 2023 meeting of the External Engagement Committee meeting, as published. Ms. Beamer made the motion, Mrs. Jennifer Wishon Gilbert seconded, and the motion carried unanimously.

Economic Development and Corporate Education

Vice President for Economic Development and Corporate Education Angela Joyner began by reviewing the proposed strategies, metrics and reporting timelines for the division. The strategies align with the overall priorities for the university in the areas of economic development, enrollment and distinction.

Vice President Joyner was pleased to announce that the Provisional to Professional Pathway, a virtual teacher academy, is set to launch December 1, 2023. This pathway offers the required professional development courses for provisionally licensed teachers to complete Virginia Department of Education licensure requirements in one year. There are over 8,000 provisionally licensed teachers in the state. The courses are online, self-paced, and will also have the support of our world-class faculty, learning coaches and staff. We have a strategic partnership agreement with Pulaski County Schools and a commitment of five learners and three other learners from across the state who have applied.

Dr. Joyner then gave a brief update of events that have taken place at the HUB since its official opening. The HUB and team hosted listening sessions in September with small businesses and localities to further facilitate communication and engagement between the university and the region. Also, a SWaM workshop was hosted at the HUB by the Roanoke/New River Valley Small Business Development Center for businesses in the NRV.

Dr. Joyner announced that Radford University is releasing its 2022 Economic Impact Study report this week. The university had an economic impact of over \$421 million. For every \$1 of state funding invested in Radford University, the return was \$6.35. The team will create an annual impact report to provide more communication to the community about the university's impact on the region and beyond.

University Advancement

Vice President for University Advancement Penny Helms White provided updates to the committee on the 2023–2025 strategic goals. The Grenzebach Glier & Associates (GG+A) magazine readership survey was completed, and results were shared. Respondents found the magazine to be one of the main sources of information about the university, it strengthens their personal connection to Radford, and they most enjoy college specific news, alumni profiles, class notes and campus events. The recommendation is to increase the frequency of the magazine and to have a more predictable timeline.

Approximately 3,500 individuals participated in one or more of this year's Homecoming events. The Day of Gratitude had over 250 participants in the day's events. A video from the Day of Gratitude was shared highlighting events to include Partners in Excellence, College of Humanities Behavioral Sciences Experience and Celebration of Giving.

As of November 25, 2023, the campaign for Radford University has raised \$93.8 million with \$6.2 million to go. In January, totals for the campaign will no longer be reported. The first six months of the year will be used in preparation to celebrate the campaign and build momentum. Events will be held for students, faculty/staff, all donors, and an invitation-only campaign celebration during Homecoming 2024.

In closing, Vice President White announced that Highlander10 raised over \$50,000 which was an increase in dollars and donors from last year and the Artis Center naming opportunities were shared.

Adjournment

With no further business to come before the committee, the meeting adjourned at 5:28 p.m.

Respectfully submitted,

Sheila Cook
Executive Administrative Assistant
Economic Development and Corporate Education

End of Board of Visitors Materials

