External Engagement Committee
2:15 p.m.**
June 6, 2024
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
  ◦ March 21, 2024

• Economic Development and Corporate Education Report
  ◦ 2023-24 Highlights
  ◦ IMPACT Lab Update
  ◦ Economic Development Initiatives

  Dr. Angela Joyner, Vice President for Economic Development and Corporate Education

• University Advancement Report
  ◦ Advancement Strategy Review
  ◦ Campaign and Fundraising Updates
  ◦ Faculty/Staff, Alumni and Student Stories

  Ms. Penny Helms White, Vice President for University Advancement

• 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
Meeting Materials
Economic Development and Corporate Education
## 2023-2025 Goals

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Tactic</th>
<th>Metrics</th>
<th>Baseline</th>
<th>Target</th>
<th>Progress</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grow non-traditional enrollment and associated revenue</td>
<td>Market programs, expand partnerships and program portfolio</td>
<td>For CBE/CE programs, measure enrollment, revenue, completion rate, number of active partnerships, and number of CBE/CE program launches</td>
<td>Enrollment: 414  Revenue: $533.3K  Completion rate: 66%  Partnerships: 5  Program Launches: K-12 Cybersecurity Grant pipeline: $14M</td>
<td>Enrollment: 472  Revenue: $1.3M  Completion rate: 70%  Partnerships: 12(new), each with minimum of 5 enrollees  Program Launches: 2, each with a minimum of 10 enrollees</td>
<td>Off-track  Enrollment: 223  Revenue: $374K  Completion rate: TBD  Partnerships: 1 new  Program Launches: 1  Provisional to Professional Pathway – 13 learners enrolled</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Grant pipeline: $14M submissions, $1M awards</td>
<td>Grant pipeline: $5M+, $2M awards</td>
<td>In Progress  Grant pipeline: $2.1 in development  Awards: pending</td>
</tr>
</tbody>
</table>

- **Grant pipeline**: $14M submissions, $1M awards
- **Grant pipeline**: $5M+, $2M awards
- **Grant pipeline**: $2.1 in development
- **Awards**: pending
2023-24 Highlights

- Designated as an eligible training provider for cybersecurity.

- Hosted the Classroom to Career Cybersecurity Summit at the SWVHEC in Abingdon in November 2023.
2023-24 Highlights

- IMPACT and School of Teacher Education and Leadership (STEL) launched the Provisional to Professional Pathway in December 2023.

- IMPACT and Pulaski County Public Schools partners to support their provisionally licensed teachers.
## Enrollment Performance

<table>
<thead>
<tr>
<th>Technology/Security</th>
<th>Fall 2022</th>
<th>Fall 2023</th>
<th>Fall 2024 YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cybersecurity</td>
<td>28</td>
<td>73</td>
<td>62</td>
</tr>
<tr>
<td>Geospatial Intelligence</td>
<td>3</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Data Science</td>
<td>0</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total Technology/Security</strong></td>
<td><strong>324</strong></td>
<td><strong>414</strong></td>
<td><strong>223</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>K-12 Education</th>
<th>Fall 2022</th>
<th>Fall 2023</th>
<th>Fall 2024 YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>K-12 Micro-Credentials</td>
<td>293</td>
<td>58</td>
<td>40</td>
</tr>
<tr>
<td>K-12 Cybersecurity</td>
<td>0</td>
<td>278</td>
<td>103</td>
</tr>
<tr>
<td>Provisional to Professional</td>
<td>0</td>
<td>0</td>
<td>13</td>
</tr>
<tr>
<td><strong>Total K-12 Education</strong></td>
<td><strong>324</strong></td>
<td><strong>414</strong></td>
<td><strong>223</strong></td>
</tr>
</tbody>
</table>

*As of 6/2/2024*
Enrollment Revenue

2022: $157
2023: $377
2024: $375

Thousands

Cyber  GeoSp  Data Sci  K-12
# Grant Pipeline - YTD

<table>
<thead>
<tr>
<th>Description</th>
<th>$</th>
<th>Submitted</th>
<th>Awarded</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commonwealth Cyber Initiative (CCI): Cybersecurity Research</td>
<td>$75K</td>
<td>05/24/24</td>
<td>TBD</td>
<td>Development</td>
</tr>
<tr>
<td>US Department of Labor WORC</td>
<td>$1.5M</td>
<td>06/20/24</td>
<td>TBD</td>
<td>Development</td>
</tr>
<tr>
<td>Appalachian Regional Commission (ARC) ARISE</td>
<td>$500K</td>
<td>06/30/24</td>
<td>TBD</td>
<td>Development</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$2.1M</strong></td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

As of 5/15/24
82% of postsecondary institutions expect growth in competency-based education (CBE) in the next five years –

62% of Americans would prefer skills training or another nondegree option

1. "Findings From the 2020 Survey of Post-Secondary Competency-Based Education", American Institutes for Research
2. Strada Public Viewpoint, July 2021
Strategic Focus Areas

**Analysis**
- Market demand
- Program health/viability
- Pricing
- Learner experience

**Business Development**
- Re-engage existing partners
- Lead generation/partner process
- Diversify partnership base

**Marketing**
- Digital/social campaign
- Targeted campaigns
- Website redesign
Economic Development

June 2024
## 2023-2025 Goals

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<tr>
<td>Become essential conduit for regional economic development</td>
<td>Develop business model for the Hub at Radford. Conduct needs assessment to inform programming and partnerships. Develop Community Impact Report.</td>
<td>Approved business model; approved plan for programming; approved priority for partnerships; community impact report</td>
<td>Capacity does not exist</td>
<td>Approved plans/reports in place by June 2025</td>
<td>On Track: Developed initial business plan for co-working space and testing center. Submitted 2024-25 budget request to support launch of Hub initiatives. Overall strategic vision/plan framework, business model and program plan are in development.</td>
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<td></td>
<td>Develop strong grant pipeline and external funding sources to support initiatives</td>
<td>Economic development grant submissions and awards</td>
<td>Baseline: $200K</td>
<td>Grant pipeline: $250K; $100K awards (totals for all partners, not just Radford University)</td>
<td>On Track: Total Partner pipeline: $5.7M; Total partner awarded: $600K; RU Pipeline: $230K; Awards decision: pending</td>
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<tr>
<td></td>
<td>Establish internships with a focus on paid-internship opportunities</td>
<td>Number of partnership agreements (MOUs) with students participating in internships, percent of students (undergraduate and graduate) participating in work-based learning opportunities (WBLO), percent in paid WBLO</td>
<td>Partnership Agreements/MOUs w/internships Baseline: 0</td>
<td>Add three internship bearing MOUs per year, increase WBLO by 1% annually, increase paid WBLO by 1% annually</td>
<td>Annually; Sept</td>
<td></td>
</tr>
</tbody>
</table>
2023-24 Highlights

- 21 internship opportunities generated
- Engaged with Roanoke biotech leaders to identify ways to support sector
2023-24 Highlights

- Released 2022 Radford University Economic Impact Study.
- 25 speaking engagements
- 17 economic development boards and committees
2023-24 Highlights

► 11 community engagements supporting campus outreach

► 8 regional grant proposals supported, ranging from biotech, IT, to additive manufacturing

► $230K in RU grant pipeline
2023-24 Highlights

- Connecting community to the university
- Showcasing faculty expertise
- Elevating the institution in the areas of conservancy and sustainability
NRV Tourism Listening Session
Radford University brings millions of dollars to the Commonwealth

Thomas Mundy, Multimedia Journalist
Published: February 5, 2023 at 6:25 PM
Tags: Radford University, Economics

Radford Hub aims to connect students, biz community

PUBLISHED MARCH 20, 2024 BY RACHAEL SMITH

For The Hub at Radford, location is everything.

The new economic development support center, which opened in October 2023, is just across the street from Radford University in downtown Radford.

“Our location … is symbolic to the vital role we play as an anchor institution and as a strong contributor to the well-being of the city of Radford and the region,” says Angela Joyner, the university’s vice president of economic development and corporate education. She’s heading up The Hub at Radford. Photo by Dee Peters
City of Radford Collaboration

Established Amphitheater Workgroup

Collaborative Community Events
Joint Commission
City of Radford Collaboration

- Facilitated two class-based project opportunities (Fall 2024) to support former Foundry site redevelopment

- Exploring RU branding integration in the city

- Hosting Joint Commission at the Hub at Radford; modified university representation
Coworking at The HUB

- Develop coworking and other resources to support entrepreneurship in the region.

- Support the attraction and retention of talent in the NRV.

- Provide companies with a physical location to host remote interns.
Coworking at The HUB

Space Utilization:

First Floor

Second Floor

Economic Development
Coworking at The HUB

Private Office Space

Flex Open Seating:
- Work from any open, non-exclusive coworking spaces.

Room Reservations:
- Coworking memberships will include a monthly hourly allowance for meeting room usage.
- The general public can also reserve meeting rooms for business meetings.

Renderings designed by Barrows, Inc.
Discussion
Highlight alumni success stories that demonstrate areas of distinction
Roger Epps Jr.

“Radford is not a big campus where you can get lost, but it’s big enough where you can make your own story.”

Thank you Laura Turk & the Radford University Alumni Association for giving me the opportunity to take part in this amazing project!

Denny Van Pelt ➤ Mike Ashley

25m • 🤘

This book just came in the mail today .... Hats off to the Radford University Alumni Association for doing this. This is just awesome! 🤘

Love you Mike Ashley ❤️

#RadfordProud — with Laura Turk and Bret Danilowicz.
Reposition Resources to Maintain Affordability

Cultivate long-term and meaningful relationships with alumni to increase engagement, volunteering and philanthropic giving for the long-term stability of the university.
College of Education and Human Development
Pancakes and Care Packages
Commencement Speakers

Amanda Cox, MBA ’21
Speaker, Graduate Hooding Ceremony

Mark Pace ’92
Speaker, Undergraduate Ceremony
Private Events
Reposition Resources to Maintain Affordability

To establish a data-driven annual fundraising goal that aligns with the financial needs, strategic priorities and long-term stability of the university.
Important Dates

June 22 - Alumni Adventure Series: The Pinnacle
June 27 - NCR Chapter Golf Tournament
July 11 - Radford Night at Party in Elmwood Park
August 2 - Radford Night at Nationals Park
September 5 - Artis Center Dedication and Ribbon Cutting
September 20 - Richmond Alumni Chapter Golf Tournament
October 3-5 - Homecoming
October 5 - Campaign Celebration
November 15 - Day of Gratitude
During her career at Radford University, Dr. Liz Alteri collaborated with colleagues to initiate and build the Collaborative Elementary/Special Education Co-placed Field Experience (2006) and the newly approved (2023) Inclusive Educator Teacher Preparation Program that provides elementary and special education.
Recent Advancement
Success Story

Engaged Alumni Volunteer and Donor
Advancement Message
+ Perfect Timing

= New Society of 1910 Member
Phebe Walker – Student Scholarship Recipient

Class Year: 2024
Major: Communication Sciences and Disorders
Minor: Special Education
Hometown: Hillsville, VA

Scholarships Awarded:
• 2020-2024 The Mae Jennings Endowed Scholarship Fund
• 2023-2024 Alber-Winslow Scholarship Fund
• Highlander Distinction
Discussion
Board of Visitors

External Engagement Committee
3:30 p.m.
March 21, 2024
Roanoke Higher Education Center, Room 212, Roanoke, VA

DRAFT
MINUTES

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

Committee Member Absent
Ms. Lisa Pompa, Chair

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 Jr.
Mr. David A. Smith
Ms. Georgia Anne Snyder-Falkinham

Others Present
Dr. Bret Danilowicz, President
Ms. Lisa Ghidotti, Executive Director of Government Relations
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
Dr. Dannette Beane, Vice President for Enrollment Management and Strategic Communications
Call to Order
Mr. James C. Turk, Vice Chair, formally called the External Engagement Committee meeting to order at 3:50 p.m. in the Roanoke Higher Education Center, Room 212 in Roanoke, Va.

Approval of Agenda
Mr. Turk asked for a motion to approve the March 21, 2024, agenda, as published. Mrs. Jennifer Wishon Gilbert made the motion, Ms. Betsy D. Beamer seconded, and the motion carried unanimously.

Approval of Minutes
Mr. Turk asked for a motion to approve the minutes of the November 30, 2023 meeting of the External Engagement Committee meeting, as published. Dr. Betty Jo Foster made the motion, Mrs. Jennifer Wishon Gilbert seconded, and the motion carried unanimously.

UNIVERSITY ADVANCEMENT REPORT
Vice President for University Advancement Penny Helms White provided updates to the committee on the 2023–2025 University Advancements strategic goals.

The spring alumni magazine will be mailed out next week capturing seventeen alumni stories, Radford athletics and all colleges. This encompasses the strategy of highlighting alumni success stories that demonstrate areas of distinction.

Alumni Relations held its eighth annual Volunteer Summit on Saturday, January 27, with over three hundred participating in the weekend activities. The Alumni History Project had over 7,600 respondents, 5,173 interviews with 944 of those printed in the hardbound book and 891 purchases. The university received 139 new gifts from non-donors through this project.

RAD48 was held February 6 (noon) until February 8 (noon). Staying true to 48 hours, $154,938 was raised with 894 donors. This was a 12.7% growth in donors and 4% more money than last year. Current student-athletes, former players and coaches all served as ambassadors in creating social media platforms for this effort.

Vice President White announced that as of December 31, 2023, $95.6 million has been raised for the TOGETHER campaign. To date, 159 scholarships have been created and planning is underway for the celebration. Multiple events will be held to show our gratitude and the impact of the campaign.

The third planned giving postcard in the series was shared in the effort to relaunch the Society of 1910 and improve donor engagement with planned giving. To see an example of such a gift, you can attend the naming of the Clinical Simulation Center on Friday, March 22. This is from a $1M estate gift that established an endowment and a current use fund to support technology and faculty development.

In closing, Vice President White shared important dates with the committee of future events through November 2024.
ECONOMIC DEVELOPMENT AND CORPORATE EDUCATION
Vice President for Economic Development and Corporate Education Angela Joyner updated the committee on the Economic Development and Corporate Education strategies as they fall under the two-year strategic goals.

Under the strategy to grow non-traditional enrollment and associated revenue, The Provisional to Professional Pathway, a virtual teacher academy, launched in December and enrolled the first group of teachers from across Virginia. The Vinod Chachra IMPACT Lab has been approved by the New River Mount Rogers Workforce Development Board as an eligible training provider for a cybersecurity certificate program. Also, the team has mapped the IMPACT cybersecurity certificate with two specific occupations through the VA Works/DOLI (Department of Labor and Industry) Apprenticeship office. NOVA Workforce Development Board (Skill Source) is interested in IMPACT serving as apprenticeship Related Technical Instruction (RTI) for the two occupations mapped out with VA DOLI.

Becoming an essential conduit for regional economic development strategy, Vice President Joyner shared the impact of the GO Virginia Grant. The grant will help in developing a IT & cybersecurity pipeline to advance cluster growth. Vice President Joyner anticipates the state board approving the grant in a special meeting in the coming weeks.

The team continues to identify work-based learning opportunities and internships for students as part of partnership conversations. Since the new year, twenty-one internship opportunities sourced from eight employers (InMotion, Novozymes, VEDP, VTC, Mount Rogers Regional Partnership, Thesus Health, Radford Public Schools, First Citizens) were referred to stakeholders in the university.

Proposals for coworking space, gig hub program and regional testing center at The HUB at Radford were submitted for funding consideration and with projected launches slated for Fall 2024 and Spring 2025.

ADJOURNMENT
With no further business to come before the committee, the meeting adjourned at 4:35 p.m.

Respectfully submitted,

Sharon R. Ratcliffe
Executive Assistant to the Vice President for University Advancement
End of Board of Visitors Materials