

External Engagement Committee

March 2024



Radford
UNIVERSITY



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

DRAFT
Agenda

- **Call to Order** Mr. Jimmy Turk, *Vice Chair*
- **Approval of Agenda** Mr. Jimmy Turk, *Vice Chair*
- **Approval of Minutes** Mr. Jimmy Turk, *Vice Chair*
 - November 30, 2023
- **University Advancement Report** Ms. Penny Helms White, *Vice President for University Advancement*
 - Radford University Magazine
 - Alumni | Donor Relations
 - RAD48
 - TOGETHER Campaign
 - Planned Giving
- **Economic Development and Corporate Education Report** Dr. Angela Joyner, *Vice President for Economic Development and Corporate Education*
 - Strategic Goals Update
 - Provisional to Professional Pathway
 - Economic Development Initiatives
- **Other Business** Mr. Jimmy Turk, *Vice Chair*
- **Adjournment** Mr. Jimmy Turk, *Vice 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



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University Advancement

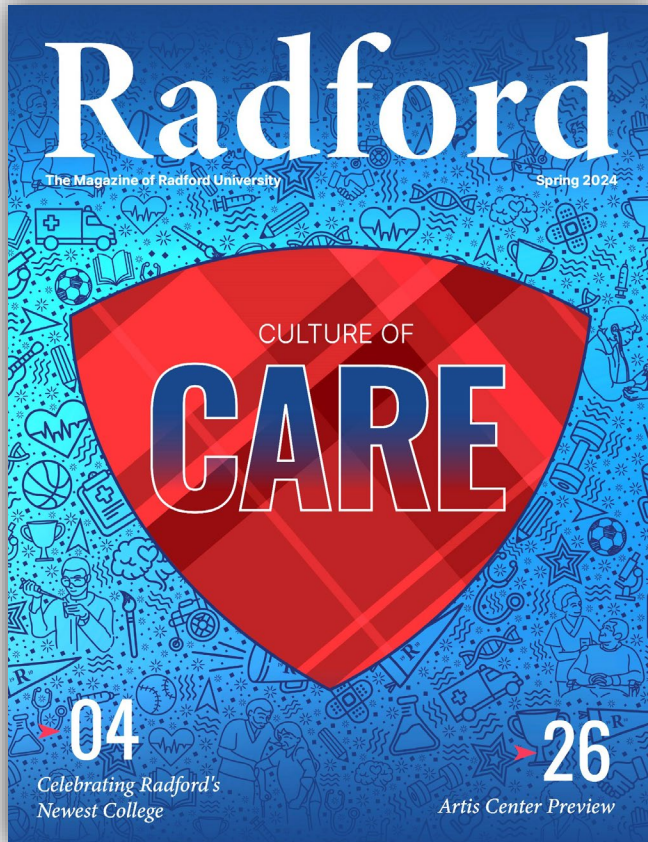




Distinction

Highlight alumni success stories that demonstrate areas of distinction

Create a range of multi-media content to showcase the professional and personal journeys of alumni



Culture of CARE

- Seventeen Alumni Stories Captured
- Radford Athletics
- All Colleges Represented



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

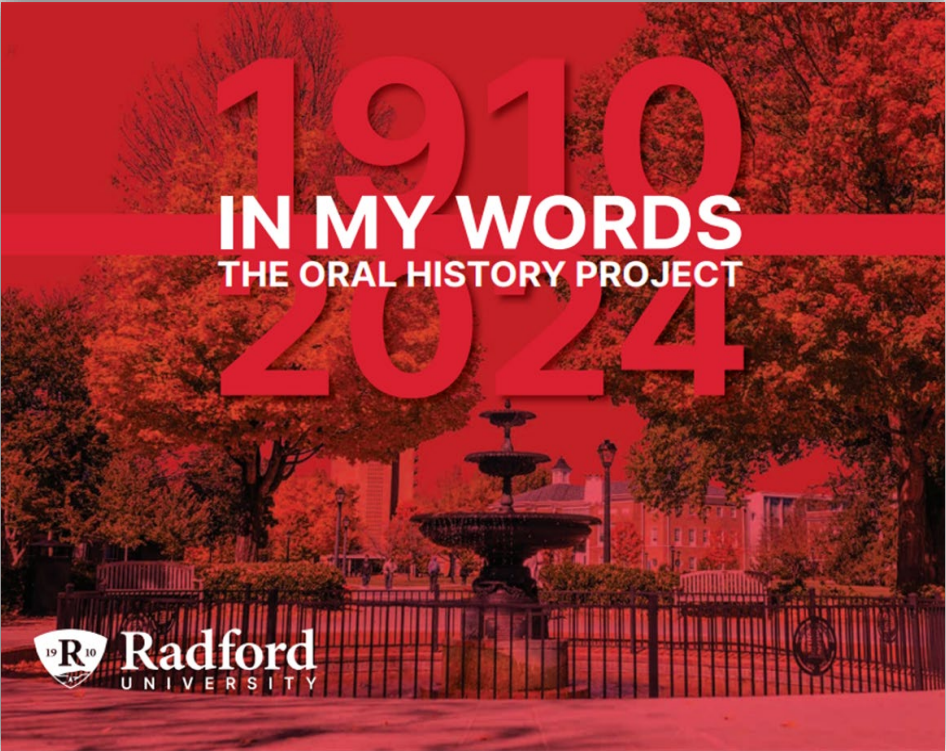
Recruit and retain alumni volunteers to support university initiatives



Volunteer Summit

“The experience exceeded my expectations!”- Faye Marcum’71

Recruit and retain alumni volunteers to support university initiatives



Alumni Stories Categories

Student Life
Love Stories
Lifelong Friendships
First Generation

Legacy Alumni
Academic Influences
Career Success
Moments in Time

Increase alumni giving rates and giving amount



August/September/October

- Coaching staff received an overview of Athletics/Advancement partnership
- Page formation began
- Video plan written, athlete contact began
- Social graphics requested
- SIDs provide updated team accolades



November/December/January

- Pages finalized; coaches approve
- General video as well as individual team videos put into production
- Social media plan kicks off in January
- Marketing efforts launch at Volunteer Summit
- Challenge gifts and matches secured by Jon Zeitz
- Ambassador recruitment and training




48 Hours of activity

- Solicitation Emails are sent
- Social media campaigns go live and are updated throughout the challenge
- Ambassadors text, call, and email their communities
- Challenge gifts are launched and elevate projects
- Donor records are built and updated for all gifts received
- Offline gifts(non-ScaleFunder) are added by advancement staff




Email Marketing



RAD48 RISE AND DONATE!
HELP SUPPORT RADFORD STUDENT-ATHLETES
#RISEANDDONATE

RAD48 IS LIVE! IT'S TIME TO #RISEANDDONATE!



Watch on YouTube

Click the button below to support Radford Athletics!
During RAD48, you can impact the lives and experiences of our student-athletes by giving to a specific sport, Strength and Conditioning, Athletic Training, our Cheer and Dance teams, and/or funds that benefit all areas.

Help us protect and preserve the athletic experience for our students!

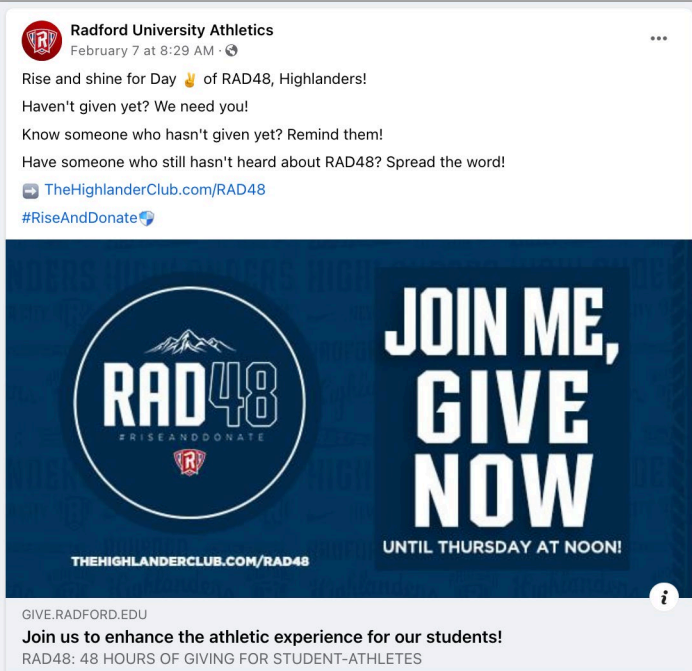
GIVE NOW



University Website




Social Media



Radford University Athletics
February 7 at 8:29 AM · 🌐

Rise and shine for Day 🏆 of RAD48, Highlanders!
Haven't given yet? We need you!
Know someone who hasn't given yet? Remind them!
Have someone who still hasn't heard about RAD48? Spread the word!

[TheHighlanderClub.com/RAD48](https://www.thehighlanderclub.com/RAD48)
[#RiseAndDonate](https://twitter.com/RiseAndDonate)



JOIN ME, GIVE NOW
UNTIL THURSDAY AT NOON!

[THEHIGHLANDERCLUB.COM/RAD48](https://www.thehighlanderclub.com/RAD48)

[GIVE.RADFORD.EDU](https://www.give.radford.edu)
Join us to enhance the athletic experience for our students!
RAD48: 48 HOURS OF GIVING FOR STUDENT-ATHLETES

Individual Team Videos and Social Media Plans

10:08

Tweet

Radford Athletics Retweeted

Radford Women's Soccer
@RadfordWSOC

Your support means everything! Your support goes towards keeping things a championship atmosphere here at Radford! Visit the link below before RAD48 finishes tomorrow at noon!

give.radford.edu/giving-day/823...

#RiseAndDonate #RAD48



1:44

0 views

9:06 AM · 2/7/24 · 418 Views

4:05

Reels



1,444

11

78

radfordwgolf

If all of us make this putt, you have to donate ...

Liked by radfordflip and 1,443 others

Sped up - full song) Ocea 9 people

Radford Athletics Retweeted

Radford T&F/XC
@RadfordTrackXC

Rise and donate! ☕

We can face any obstacles in front of us thanks to our track & field and cross country community!

give.radford.edu



Radford Women's Lacrosse
@RadfordWLAX

Thanks to you we reached our first goal! Now we're looking to reach \$25,000, with 19hrs left!

give.radford.edu/giving-day/823...

NEW GOAL ALERT



GOAL TRACKER

65%

\$16,250 raised of \$25,000 goal

TARGET AMOUNT	TIME REMAINING
\$25,000	19HRS

HIGHLANDERS LACROSSE

Ambassadors

Kelby Jackson
February 6 at 6:56 PM · 🧑

Hey [Radford University](#) alumni! We need your help! As an alumni (x2) and former volleyball student-athlete, I couldn't be prouder to be a Highlander and I wouldn't trade my time or experiences at Radford for anything else!

Anything you are able to donate will go a long way for this program. With [Chris Hertel](#) leading this team now, I'm excited to see them compete at the highest level once again and bring home another Big South Conference championship trophy. Please consider donating back to the school we all know and love. 🤝❤️

[#Rad48](#) [#GoHighlanders](#)

Link to donate here 📌
<https://give.radford.edu/amb/Volleyball>



RAD48
#RISEANDDONATE

GIVE NOW
UNTIL THURSDAY AT NOON!

THEHIGHLANDERCLUB.COM/RAD48

Denny Van Pelt @dvp44base... · 2/6/24

Today's the day..... 48 hours beginning at 12pm
[@ru_athletics](#) [#Rad48](#)
[#RiseAndDonate](#)




Denny Van Pelt @dvp44b... · 2/5/24

We are just under 24 hours away from
[@ru_athletics](#) [#Rad48](#)
[#RiseAndDonate](#)
give.radford.edu/amb/RWay

1 4 613

Michelle Carlson · 1st
Radford University | Social Networking, Process Improvemen...
2w · 📍

I am immensely grateful to myself for the decision to attend [#RadfordUniversity](#), a choice I continue to appreciate. As a former student-athlete, I can confidently say that the relationships I built and the moments I shared with those ...see more



RAD48
#RISEANDDONATE

JOIN ME, GIVE NOW
UNTIL THURSDAY AT NOON!

THEHIGHLANDERCLUB.COM/RAD48

Join us to enhance the athletic experience for our students!
give.radford.edu · 1 min read



Creative | Collaborative | Comprehensive

- Partnership between Radford Athletics and University Advancement
- February 6 (Noon) – February 8 (Noon)
- \$154,938 with 894 donors







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

Complete TOGETHER – The Campaign for Radford University



\$95.6 MILLION RAISED
\$4.4 million to go

Prepare and Build Momentum

January 1 – June 30



- Celebration Committee Members charged, and meetings are underway
 - Student philanthropy event
 - Faculty and Staff stewardship event
 - All donor Campaign event
 - Invitation only - Campaign Celebration event
- Campaign Steering Committee stewarded and solicited appropriately
- TOGETHER E-newsletter will feature campaign impact stories
- Regional Campaign Event in Northern Virginia
- Alumni Association Board of Directors created a fundraising subcommittee
- Faculty and Staff Campaign will launch in March
- All gifts matter push via magazine and e-newsletter

Relaunch the Society of 1910 and improve donor engagement with planned giving



“ My alma mater provided me with the knowledge and skills that allowed me to have a rewarding career as an educator.

Giving back to Radford University is one way I can say, 'Thank you, for the major role you played in my life.' ”

PALMA CLARK '73, M.S. '77

Scan the QR code to learn about ways to give back to Radford!



Important Dates

April 20 - Northern Virginia Regional Campaign Event

April 26 - Red & White Gala

May 19 - Friends of Selu

August 2 - Radford Night at Nationals Park

October 3-5 - Homecoming

October 5 - Campaign Celebration

November 15 - Day of Gratitude



Discussion



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Economic Development and Corporate Education

March 2024

2023-2025 Goals



Strategy	Tactic	Metrics	Baseline	Target	Status
Grow non-traditional enrollment and associated revenue	Market programs, expand partnerships and program portfolio	For CBE/CE programs, measure enrollment, revenue, completion rate, number of active partnerships, and number of CBE/CE program launches	Enrollment: 414 Revenue: \$533.3K Completion rate: 66% Partnerships: 5 Program Launches: K-12 Cybersecurity Grant pipeline: \$14M	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	
	Develop strong grant pipeline and external funding sources to support revenue generation	CBE/CE grant/contract submissions and awards	Grant pipeline: \$14M submissions, \$1M awards	Grant pipeline: \$5M+, \$2M awards	

Provisional to Professional Pathway






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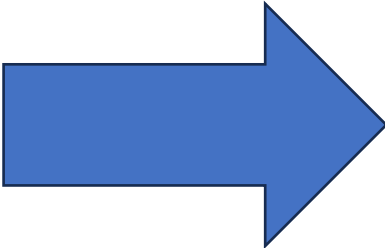
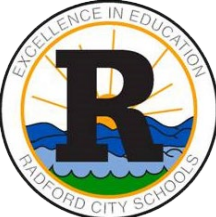
- ✓ *Enrollment – 8 enrolled*
- ✓ *Development – 3 courses complete; 5 in progress*
- ✓ *Recruiting/ Business Development – in progress*

2023-2025 Goals

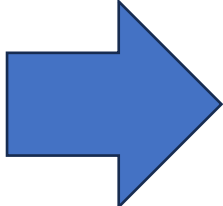


Strategy	Tactic	Metrics	Baseline	Baseline	Status
Become essential conduit for regional economic development	Develop business model for the Hub at Radford. Conduct needs assessment to inform programming and partnerships. Develop Community Impact Report.	Approved business model; approved plan for programming; approved priority for partnerships; community impact report	Capacity does not exist	Approved plans/reports in place by June 2025	
	Develop strong grant pipeline and external funding sources to support initiatives	Economic development grant submissions and awards	Establishing baseline 2023-24	Grant pipeline: \$250K; \$100K awards (totals for all partners, not just Radford University)	
	Establish internships with a focus on paid-internship opportunities	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	Establishing Baseline 2023-24	Add three internship bearing MOUs per year, increase WBLO by 1% annually, increase paid WBLO by 1% annually	Annually; Sept 

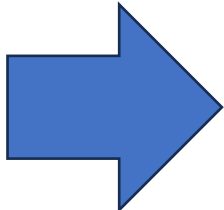
Internship Leads



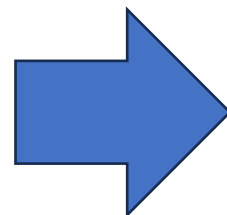
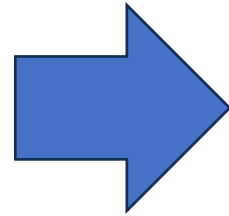
Collaborations/Partnerships



Blue Ridge Partnership
for Health Science Careers



Grant Collaborations



VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

Economic Development Initiatives



Develop business model
for the Hub at Radford

Develop strong grant pipeline
and external funding sources



Co-Working
@ The Hub



Gig Hub



Partnerships



Go Virginia
Certification/
Testing Center



Go Virginia
Biotech
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Discussion

Minutes



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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

