



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

Others Present

Dr. Bret Danilowicz, President
Ms. Lisa Ghidotti, Executive Director for 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

Dr. Kurt Gingrich, President of Faculty Senate
Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President
Ms. Susan Richardson, University Counsel

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

