



**RADFORD UNIVERSITY
BOARD OF VISITORS
ADVANCEMENT/ALUMNI RELATIONS & COMMUNICATIONS/MARKETING COMMITTEE
12:00 p.m.
MAY 8, 2014
BOARD ROOM
MARTIN HALL – THIRD FLOOR
RADFORD, VIRGINIA**

APPROVED

AGENDA

- **CALL TO ORDER** Linda K. Whitley-Taylor, *Rector & Acting Chair*
- **APPROVAL OF AGENDA** Linda K. Whitley-Taylor, *Rector & Acting Chair*
- **APPROVAL OF MINUTES** Linda K. Whitley-Taylor, *Rector & Acting Chair*
February 3, 2014
- **UNIVERSITY RELATIONS REPORT** Joe Carpenter, *Vice President for University Relations & Chief Communications Officer*
 - Branding & Marketing Contract Update
 - Media Relations Activities Update
 - Marketing & Graphics Update
- **UNIVERSITY ADVANCEMENT REPORT**
 - Advancement Activities Update Richard S. Alvarez, *Vice President for Finance & Administration*
 - Report on Marts & Lundy Engagement Penelope W. Kyle, *President*
 - Report on Search for Vice President for Advancement Penelope W. Kyle, *President*
- **OTHER BUSINESS** Linda K. Whitley-Taylor, *Rector & Acting Chair*
- **ADJOURNMENT** Linda K. Whitley-Taylor, *Rector & Acting Chair*

Advancement/Alumni Relations & Communication/Marketing Committee:

Stephan Q. Cassaday, Chair
Mr. Anthony R. Bedell
Ms. Callie M. Dalton
Mr. Randolph J. Marcus

Ms. Alethea "AJ" Robinson
Ms. Georgia Anne Snyder-Falkinham
Ms. Linda K. Whitley-Taylor, Rector
Ms. Mary W. Campbell, Vice Rector