



**RADFORD UNIVERSITY BOARD OF VISITORS
ADVANCEMENT/ALUMNI RELATIONS & COMMUNICATIONS/MARKETING COMMITTEE
2:30 P.M. **
MAY 5, 2016
PRESIDENT'S CONFERENCE ROOM
THIRD FLOOR – MARTIN HALL
RADFORD, VIRGINIA**

Approved

AGENDA

- **CALL TO ORDER** Dr. Kevin R. Dye, *Chair*
- **APPROVAL OF AGENDA** Dr. Kevin R. Dye, *Chair*
- **APPROVAL OF MINUTES** Dr. Kevin R. Dye, *Chair*
- **UNIVERSITY RELATIONS REPORT** Joe Carpenter, *Vice President
For University Relations & Chief
Communications Officer*
 - Branding & Marketing Progress Update
 - University Relations Staffing & Operations Update
- **UNIVERSITY ADVANCEMENT REPORT** Melissa Wohlstein, *Vice President
for University Advancement*
 - Quarterly Update
 - University Advancement and Alumni Relations Update
 - Upcoming Advancement and Alumni Relations Activities
- **OTHER BUSINESS** Dr. Kevin R. Dye, *Chair*
- **ADJOURNMENT** Dr. Kevin R. Dye, *Chair*

**** All start times for committees are approximate only. Committees meet sequentially in the order appearing. Meetings may begin either before or after the listed approximate start time as committee members are ready to proceed.**

Advancement/Alumni Relations & Communication/Marketing Committee:

Dr. Kevin R. Dye, Chair
Ms. Callie M. Dalton, Vice Chair
Ms. Mary Ann Hovis
Mr. Mark Lawrence
Ms. Georgia Anne Snyder-Falkinham