



**RADFORD UNIVERSITY BOARD OF VISITORS
ADVANCEMENT/ALUMNI RELATIONS & COMMUNICATIONS/MARKETING COMMITTEE
12:30 P.M.
NOVEMBER 20, 2014
BOARD ROOM
MARTIN HALL – THIRD FLOOR
RADFORD, VIRGINIA**

Participating via telephone:
Mr. Matthew B. Crisp
Hilton Orlando, Lobby Lounge
6001 Destination Parkway
Orlando, Florida 32819
Phone: 407-313-4300

APPROVED

AGENDA

- **CALL TO ORDER** *Kevin R. Dye, M.D., Vice Rector & Chair*
- **APPROVAL OF AGENDA** *Kevin R. Dye, M.D., Vice Rector & Chair*
- **APPROVAL OF MINUTES** *Kevin R. Dye, M.D., Vice Rector & Chair*
September 18, 2014
- **UNIVERSITY ADVANCEMENT REPORT** *Melissa Wohlstein, Vice President for University Advancement*
 - Report on 1st Quarter of Fiscal Year 2014-2015
 - Survey
 - 60 day report/update on Board of Visitor meetings
 - Report on new hires
 - Alumni Relations Update
- **UNIVERSITY RELATIONS REPORT** *Joe Carpenter, Vice President for University Relations & Chief Communications Officer*
 - Integrated Branding & Marketing Update

- Advertisement Report
- Project Support/Publications Update

- **OTHER BUSINESS**

Kevin R. Dye, M.D., *Vice Rector & Chair*

- **ADJOURNMENT**

Kevin R. Dye, M.D., *Chair*

Advancement/Alumni Relations & Communication/Marketing Committee:

Dr. Kevin R. Dye, Chair & Vice Rector

Mr. Randolph “Randy” J. Marcus

Ms. Callie M. Dalton, Vice Chair

Ms. Alethea “AJ” Robinson

Dr. Andrew B. Fogarty

Mr. Michael A. Wray, Rector