

# RADFORD UNIVERSITY

**RADFORD UNIVERSITY BOARD OF VISITORS  
ADVANCEMENT/ALUMNI RELATIONS & COMMUNICATIONS/MARKETING  
COMMITTEE  
1:15 P.M.  
FEBRUARY 1, 2016  
PRESIDENT'S CONFERENCE ROOM  
THIRD FLOOR – MARTIN HALL  
RADFORD, VIRGINIA**

## **AGENDA**

- **CALL TO ORDER** *Callie M. Dalton, Vice Chair*
- **APPROVAL OF AGENDA** *Callie M. Dalton, Vice Chair*
- **APPROVAL OF MINUTES** *Callie M. Dalton, Vice Chair*  
November 12, 2015
- **UNIVERSITY RELATIONS REPORT**
  - Branding and Marketing Update *Joe Carpenter, Vice President  
for University Relations & Chief  
Communications Officer*
- **UNIVERSITY ADVANCEMENT REPORT**
  - Quarterly Update *Melissa Wohlstein, Vice President  
for University Advancement*
  - Half Year Observation *Melissa Wohlstein, Vice President  
for University Advancement*
  - Student Engagement *Crystal Hubbard, Assistant Director  
of Annual Giving*
  - Alumni Relations *Laura Turk, Executive Director  
for Alumni Relations*
- **OTHER BUSINESS** *Callie M. Dalton, Vice Chair*
- **ADJOURNMENT** *Callie M. Dalton, Vice 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