



**RADFORD UNIVERSITY BOARD OF VISITORS
ADVANCEMENT/ALUMNI RELATIONS & COMMUNICATIONS/MARKETING COMMITTEE
3:00 P.M.**
NOVEMBER 12, 2015
THE BERKELEY HOTEL
1200 E. CARY STREET
RICHMOND, VIRGINIA**

Approved

AGENDA

- **CALL TO ORDER** Kevin R. Dye, *Chair*
- **APPROVAL OF AGENDA** Kevin R. Dye, *Chair*
- **APPROVAL OF MINUTES** Kevin R. Dye, *Chair*
September 17, 2015
- **UNIVERSITY ADVANCEMENT REPORT** Melissa Wohlstein, *Vice President
for University Advancement*
 - Report on 1st Quarter of Fiscal Year 2015-2016
 - Annual Giving, Major Gifts and Alumni Relations Update
- **UNIVERSITY RELATIONS REPORT** Joe Carpenter, *Vice President
for University Relations & Chief
Communications Officer*
 - Branding and Marketing Update
 - Staffing Update
- **UPDATE ON COMMITTEE GOALS FOR 2015-2016** Kevin R. Dye, *Chair*
- **OTHER BUSINESS** Kevin R. Dye, *Chair*
- **ADJOURNMENT** Kevin R. Dye, *Chair*

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