



**RADFORD UNIVERSITY BOARD OF VISITORS  
ADVANCEMENT/ALUMNI RELATIONS & COMMUNICATIONS/MARKETING COMMITTEE  
10:30\*\*  
SEPTEMBER 17, 2015  
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 Update
- **UNIVERSITY ADVANCEMENT REPORT** Melissa Wohlstein, *Vice President for University Advancement*
  - Year End Results for Fiscal Year 2014-2015
  - Advancement and Alumni Relations Report
    - Discussion of Net Community Ann Brown, *Director of Advancement Communications, Marketing and Stewardship*  
Sandra Bond, *Director of Alumni Relations – Operations*,  
Travis Byrd, *Application Support Specialist*  
Wendy Lowe, *Director of Advancement Services*
  - Upcoming Advancement and Alumni Relations Activities Melissa Wohlstein, *Vice President for University Advancement*
- **ACTION ITEM** Dr. Kevin R. Dye, *Chair*
  - Approval of Committee Goals for 2015-2016

- **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

Mr. Anthony R. Bedell, Rector

Mr. Chris Wade, Vice Rector