



RADFORD UNIVERSITY
BOARD OF VISITORS
ADVANCEMENT/ALUMNI RELATIONS & COMMUNICATIONS/MARKETING COMMITTEE
MEETING
4:00 P.M.
ONE JAMES CENTER
901 EAST CARY STREET
2ND FLOOR CONFERENCE ROOM 2-G
RICHMOND, VIRGINIA

DRAFT

AGENDA

- **CALL TO ORDER** Linda K. Whitley-Taylor, *Rector & Acting Chair*

- **APPROVAL OF AGENDA** Linda K. Whitley-Taylor, *Rector & Acting Chair*

- **APPROVAL OF MINUTES** Linda K. Whitley-Taylor, *Rector & Acting Chair*
November 7, 2013

- **UNIVERSITY RELATIONS REPORT** Joe Carpenter, *Vice President for*
 - Branding & Marketing RFP Update *University Relations & Communications*
 - Media Relations Update
 - Advancement/Alumni Relations Support Update

- **UNIVERSITY ADVANCEMENT/ALUMNI RELATIONS REPORT** Richard S. Alvarez, *Vice President for*
 - Advancement/Alumni Relations Activities Update *Finance & Administration*

- **OTHER BUSINESS** Linda K. Whitley-Taylor, *Rector & Acting Chair*

- **ADJOURNMENT** Linda K. Whitley-Taylor, *Rector & Acting Chair*

Advancement/Alumni Relations & Communication/Marketing Committee:

Stephan Q. Cassaday, Chair Ms. Linda K. Whitley-Taylor, Rector
Mr. Anthony R. Bedell Ms. Mary W. Campbell, Vice Rector
Ms. Callie M. Dalton
Ms. Alethea "AJ" Robinson
Ms. Georgia Anne Snyder-Falkinham