

# RADFORD UNIVERSITY

**RADFORD UNIVERSITY BOARD OF VISITORS  
ADVANCEMENT/ALUMNI RELATIONS & COMMUNICATIONS/MARKETING  
COMMITTEE  
PRESIDENT'S CONFERENCE ROOM – MARTIN HALL  
RADFORD, VIRGINIA  
11:00 A.M.  
MAY 7, 2015**

**APPROVED**

**MINUTES**

**COMMITTEE MEMBERS PRESENT**

Ms. Alethea “A.J.” Robinson, Chair  
Ms. Callie M. Dalton, Vice Chair  
Dr. Kevin R. Dye, Vice Rector

**COMMITTEE MEMBERS ABSENT**

Randolph “Randy” J. Marcus

**OTHERS PRESENT**

President Penelope W. Kyle  
Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer  
Ms. Melissa Wohlstein, Vice President for University Advancement  
Radford University faculty and staff  
Ms. Niki Shepherd, Secretary to the Committee

**CALL TO ORDER**

Ms. Alethea “A.J.” Robinson, Chair, formally called the meeting to order at 11:00 a.m. in the President’s Conference Room in Martin Hall, Radford University.

**APPROVAL OF AGENDA**

Ms. Robinson asked for a motion to approve the May 7, 2015 meeting agenda, as published. Dr. Kevin R. Dye so moved and Ms. Callie M. Dalton seconded the motion and the motion carried unanimously.

**APPROVAL OF MINUTES**

Ms. Robinson asked for a motion to approve the minutes of the February 2, 2015 meeting of the Advancement/Alumni Relations & Communications/Marketing Committee, as published. Ms. Dalton so moved and Dr. Dye seconded the motion and the motion carried unanimously.

### **UNIVERSITY ADVANCEMENT REPORT**

Ms. Melissa Wohlstein, Vice President for University Advancement, updated the Committee on fiscal year 2014-2015 fundraising to date noting that as of May 1, 2015 \$4,717,485.56 has been raised which exceeds the total funding for fiscal year 2014. Ms. Wohlstein also introduced five new staff members to the University Advancement division. She also apprised the Committee of the stewardship and alumni events held since the February 2015 Committee meeting and informed them of upcoming alumni events through August 2015. A copy of Ms. Wohlstein's report is attached hereto as *Attachment A* and is made a part hereof.

Ms. Robinson thanked Ms. Wohlstein for her report.

### **UNIVERSITY RELATIONS REPORT**

Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer, presented an update on the branding and marketing campaign noting that progress has been made in launching the new brand, including substantial advertising such as a combination of print, digital and search engine advertising, radio and billboard ads. He also informed the Committee that during the spring 2015 media campaign will place 26 million impressions in approximately 6 months and that planning for the fall 2015/spring 2016 advertising campaign strategy has begun. Mr. Carpenter also stated that the integration of the new brand throughout the campus community has begun which will include a redesign of the University website, integration of the brand to on-campus signage, including Quest new student orientation programs. A copy of Mr. Carpenter's report is attached hereto as *Attachment B* and is made a part hereof.

Ms. Robinson thanked Mr. Carpenter for his report.

### **ADJOURNMENT**

With no further business to come before the Committee, Dr. Dye, Chair, adjourned the meeting at 1:00 p.m.

Respectfully submitted,

Niki Shepherd  
Secretary to the Board of Visitors