



**RADFORD UNIVERSITY BOARD OF VISITORS  
ADVANCEMENT/ALUMNI RELATIONS & COMMUNICATIONS/MARKETING  
COMMITTEE MEETING  
ONE JAMES CENTER  
901 E. CARY STREET  
2<sup>ND</sup> FLOOR CONFERENCE ROOM – 2G  
RICHMOND, VIRGINIA  
9:00 A.M.  
FEBRUARY 3, 2015**

**APPROVED**

**MINUTES**

**COMMITTEE MEMBERS PRESENT**

Ms. Callie M. Dalton, Vice Chair  
Dr. Kevin R. Dye, Vice Rector  
Dr. Andrew B. Fogarty  
Mr. Randolph “Randy” J. Marcus  
Mr. Michael A. Wray, Rector

**COMMITTEE MEMBERS ABSENT**

Alethea “A.J.” Robinson, Chair

**BOARD MEMBERS PRESENT**

Mr. Anthony R. Bedell  
Ms. Mary W. Campbell  
Mr. Matthew B. Crisp  
Dr. Susan Whealler Johnston  
Ms. Ruby W. Rogers  
Dr. Javaid Siddiqi  
Ms. Georgia Anne Snyder-Falkinham  
Mr. Christopher Wade  
Dr. Jerry M. Kopf, faculty representative (non-voting, advisory member)  
Mr. Colby Bender, student representative (non-voting, advisory member)

**OTHERS PRESENT**

President Penelope W. Kyle  
Mr. Richard Alvarez, Vice President for Finance and Administration & Chief Financial Officer  
Mr. Joe Carpenter, Vice President for University Relations & Chief Communications Officer

Dr. Sam Minner, Provost & Vice President for Academic Affairs  
Ms. Melissa Wohlstein, Vice President for Advancement  
Radford University faculty and staff

Mr. Ronald Forehand, Senior Assistant Attorney General, Commonwealth of Virginia  
Mr. Mike Melis, Assistant Attorney General, Commonwealth of Virginia

Dr. James Burke, Performance Management Group  
Ms. Linda Pierce, Performance Management Group

Michele N. Schumacher, Secretary for the Board of Visitors

### **CALL TO ORDER**

Dr. Kevin R. Dye, Acting Chair and Vice Rector, formally called the meeting to order at 9:00 a.m. in the 2<sup>nd</sup> Floor Conference Room – 2G, at One James Center, 901 E. Cary Street, Richmond, Virginia.

### **APPROVAL OF AGENDA**

Dr. Dye asked for a motion to approve the February 3, 2015, meeting agenda, as published. Dr. Andrew B. Fogarty so moved and Ms. Callie M. Dalton seconded the motion and the motion carried unanimously.

### **APPROVAL OF MINUTES**

Dr. Dye asked for a motion to approve the minutes of the November 20, 2014 meeting of the Advancement/Alumni Relations & Communications/Marketing Committee, as published. Dr. Fogarty so moved and Ms. Dalton seconded the motion and the motion carried unanimously.

### **UNIVERSITY RELATIONS REPORT**

Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer, informed the Committee that the branding and marketing consultants, Mr. Dennis Franczak, CEO – Fuseideas, Mr. J.R. Hipple, Partner- the Albright Group, and Mr. Patrick Murphy, President – Pan Atlantic SMS Group would present an integrated branding and marketing presentation. Mr. Murphy began the presentation and reviewed the results of the independent quantitative analysis of prospective students and parents that was conducted. This presentation was followed by a briefing from Messrs. Franczak and Hipple in which they reviewed with the Committee the conclusions reached from the comprehensive qualitative focus groups that included students, faculty, staff, parents and alumni. Messrs. Franczak and Hipple also reviewed the creative products, graphic identity and media production and placement strategy for the new

branding and marketing campaign. A copy of their report is attached hereto as *Attachment A* and made a part hereof.

Mr. Carpenter then provided the Committee with an update on University Relations' project support, including Advancement/Alumni Relations and general Radford University publicity products. He also noted that recent purchased advertising included the Washington Capitals and the Washington Wizards annual yearbooks. A copy of Mr. Carpenter's report is attached hereto as *Attachment B* and made a part hereof.

Dr. Dye thanked Mr. Carpenter for his report.

### **UNIVERSITY ADVANCEMENT REPORT**

Ms. Melissa Wohlstein, Vice President for University Advancement, updated the Committee on fiscal year 2014-2015 fundraising to date; current staffing searches; and upcoming alumni relations events through April 2015. A copy of Ms. Wohlstein's report is attached hereto as *Attachment C* and is made a part hereof.

Dr. Dye thanked Ms. Wohlstein for her report.

### **ADJOURNMENT**

With no further business to come before the Committee, Dr. Dye, Chair, adjourned the meeting 11:30 a. m.

Respectfully submitted,

Michele N. Schumacher  
Secretary to the Board of Visitors