

RADFORD UNIVERSITY

**RADFORD UNIVERSITY BOARD OF VISITORS
ADVANCEMENT/ALUMNI RELATIONS & COMMUNICATIONS/MARKETING
COMMITTEE**

1:15 P.M.

FEBRUARY 1, 2016

**PRESIDENT'S CONFERENCE ROOM – MARTIN HALL
RADFORD UNIVERSITY**

DRAFT

MINUTES

COMMITTEE MEMBERS PRESENT

Ms. Callie M. Dalton, Vice Chair
Ms. Mary Ann Hovis
Mr. Mark Lawrence
Ms. Georgia Anne Snyder-Falkinham

COMMITTEE MEMBERS ABSENT

Dr. Kevin R. Dye, Chair

OTHERS PRESENT

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. Callie M. Dalton, Vice Chair, formally called the meeting to order at 12:30 p.m. in the President's Conference Room in Martin Hall, Radford University and noted that pursuant to the draft Agenda as published "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."

APPROVAL OF AGENDA

Ms. Dalton asked for a motion to approve the February 1, 2016 meeting agenda, as published. Mr. Mark Lawrence so moved and Ms. Georgia Anne Snyder-Falkinham seconded the motion and the motion carried unanimously.

APPROVAL OF MINUTES

Ms. Dalton asked for a motion to approve the minutes of the November 12, 2015 meeting of the Advancement/Alumni Relations & Communications/Marketing Committee, as published. Ms. Snyder-Falkinham so moved and Mr. Lawrence seconded the motion and the motion carried unanimously. A copy of the approved minutes can be found at <http://www.radford.edu/content/bov/home/meetings/minutes.html>.

UNIVERSITY RELATIONS REPORT

Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer, presented an update on the progress of the marketing and advertising campaign and noted increased activity on the University's web pages from the geographic areas where there has been increased advertising. Mr. Carpenter also briefed the Committee on the university's crisis communications response in the aftermath of the November 9th bus accident in Richmond where 19 Radford University students were injured. A copy of Mr. Carpenter's presentation is attached hereto as ***Attachment A*** and is made a part hereof.

Ms. Dalton thanked Mr. Carpenter for his report.

UNIVERSITY ADVANCEMENT REPORT

Ms. Melissa Wohlstein, Vice President for University Advancement, noted that during her presentation Ms. Laura Turk, Executive Director for Alumni Relations and Ms. Crystal Hubbard, Assistant Director for University Advancement, Campus Philanthropy and Special Programs, will also review the information related to each of their areas. Ms. Wohlstein's report included an update on fundraising for fiscal year 2016 noting that a total of \$6,817,923 had been raised in gifts and pledges through the second quarter, and a review of the alumni outreach events first quarter 2015-2016.

Ms. Laura Turk, Executive Director for Alumni Relations, provided the Committee with an overview of alumni relations that included information on the revitalization of the Alumni Association. Ms. Crystal Hubbard, Assistant Director for University Advancement, Campus Philanthropy and Special Programs, provided the Committee with an overview of student engagement activities for the fall and upcoming activities for the spring that included educating the student body of the importance of philanthropy.

A copy of the University Advancement report is attached hereto as ***Attachment B*** and is made a part hereof.

Ms. Dalton thanked Ms. Wohlstein for her report, and thanked Ms. Turk and Ms. Hubbard for their presentation.

ADJOURNMENT

With no further business to come before the Committee, Ms. Dalton, Chair, adjourned the meeting at 2:15 p.m.

Respectfully submitted,

Niki Shepherd
Secretary to the Board of Visitors