

RADFORD UNIVERSITY

**RADFORD UNIVERSITY BOARD OF VISITORS
ADVANCEMENT/ALUMNI RELATIONS & COMMUNICATIONS/MARKETING
COMMITTEE
2:30 P.M.
MAY 5, 2016
BOARD ROOM
THIRD FLOOR-MARTIN HALL
RADFORD UNIVERSITY**

DRAFT

MINUTES

COMMITTEE MEMBERS PRESENT

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

OTHER BOARD MEMBERS PRESENT

Mr. Anthony Bedell, Rector
Mr. Christopher Wade, Vice Rector
Ms. Mary W. Campbell
Ms. Krisha Chachra
Mr. Randolph "Randy" Marcus
Ms. Ruby W. Rogers
Ms. Alethea "A.J." Robinson
Mr. Steve Robinson
Dr. Jerry Kopf, faculty representative (non-voting advisory member)

OTHERS PRESENT

President Penelope W. Kyle
Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer
Ms. Michele N. Schumacher, Secretary to the Board of Visitors
Ms. Melissa Wohlstein, Vice President for University Advancement
Mr. Allen T. Wilson, Senior Assistant Attorney General, Commonwealth of Virginia
Radford University faculty and staff

CALL TO ORDER

Dr. Kevin R. Dye, Chair, formally called the meeting to order at 4:30 p.m. in the Board Room in Martin Hall, Radford University and noted that pursuant to the draft Agenda as published "All

start times for committees are approximate only. Meetings may begin either before or after the listed approximate start time as committee members are ready to proceed.”

APPROVAL OF AGENDA

Dr. Dye asked for a motion to approve the May 5, 2016 meeting agenda, as published. Ms. Callie M. Dalton so moved and Ms. Georgia Anne Snyder-Falkinham seconded the motion and the motion carried unanimously.

APPROVAL OF MINUTES

Dr. Dye asked for a motion to approve the minutes of the February 1, 2016 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, provided an update on the progress of the marketing and advertising campaign through the spring 2016 and noted that University Relations has undertaken new initiatives and projects including coordinating the Master of Business Administration (MBA) program marketing strategy, and assisting with the rollout of the branding campaign for the College of Business and Economics. A copy of Mr. Carpenter’s presentation is attached hereto as ***Attachment A*** and is 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 fundraising through March 31, 2016. Ms. Wohlstein also gave an update on several of the Committee’s goals and noted (i) that it is anticipated that there will be a 100% giving participation among Board of Visitors members, (ii) that there are 192 new alumni donors, and (iii) that there are 400 new donors among the senior class which was a result of several initiatives to educate the student body on the importance of philanthropy. Ms. Wohlstein also provided an overview of alumni relations activity to date for fiscal year 2016 and she informed the Committee that the Radford University Alumni Association, LLC paperwork has been completed and approved by the Radford University Foundation. A copy of Ms. Wohlstein’s presentation is attached hereto as ***Attachment B*** 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 at 5:45 p.m.

Respectfully submitted,

Michele N. Schumacher
Secretary to the Board of Visitors