

RADFORD UNIVERSITY

**RADFORD UNIVERSITY BOARD OF VISITORS
ADVANCEMENT/ALUMNI RELATIONS & COMMUNICATIONS/MARKETING
COMMITTEE
PRESIDENT'S CONFERENCE ROOM – MARTIN HALL
RADFORD, VIRGINIA
10:30 A.M.
SEPTEMBER 17, 2015**

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

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

Mr. Mike Melis, Assistant Attorney General, Commonwealth of Virginia

Ms. Niki Shepherd, Secretary to the Committee

CALL TO ORDER

Dr. Kevin R. Dye, Chair, formally called the meeting to order at 10:20 a.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

Dr. Dye asked for a motion to approve the September 17, 2015 meeting agenda, as published. Mr. Mark Lawrence so moved and Ms. Mary Ann Hovis seconded the motion and the motion carried unanimously.

APPROVAL OF MINUTES

Dr. Dye asked for a motion to approve the minutes of the May 7, 2015 meeting of the Advancement/Alumni Relations & Communications/Marketing Committee, as published. Ms. Callie M. Dalton so moved and Ms. Georgia Anne Snyder-Falkinham 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 branding and marketing campaign which included a review of the University's 2015 spring advertising and an overview of the 2015 fall advertising campaign. He noted that substantial advertising has been completed including ads placed on buses and trains, billboards, digital/search engine, print and radio ads and that for academic year 2015-2016 advertising plans include direct advertising in support of Admission's multi-cultural enrollment goals. Mr. Carpenter also briefed the Committee on the progress of implementing and integrating the updated University brand identity on campus, including campus signage, graphic standards, and ongoing updates of undergraduate and graduate enrollment marketing materials. A copy of Mr. Carpenter's report 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 for fiscal year 2014-2015 and noted a total of \$5,119,704 was raised in gifts and pledges for the year ended on June 30, 2015. Ms. Wohlstein also provided staffing updates in University Advancement and announced that department is now fully staffed. She also apprised the Committee of upcoming alumni relations regional outreach events and Alumni/Advancement events through October 2015. A copy of Ms. Wohlstein's report is attached hereto as ***Attachment B*** and is made a part hereof.

The Committee also heard an oral presentation from Ms. Wendy Lowe, Director of Advancement Services, Ms. Sandra Bond, Director of Alumni Relations Operations, Ms. Ann Brown, Director of Advancement Communication and Mr. Travis Byrd, Application Support Specialist, on the Raiser's Edge/NetCommunity software application and how it is used in the advancement and alumni relations areas.

Dr. Dye thanked Ms. Wohlstein for her report, and thanked Ms. Lowe, Ms. Bond, Ms. Brown and Mr. Byrd for their presentation.

ACTION ITEM

Approval of Committee Goals

Dr. Dye stated that the Committee needed to formally approve the Committee goals for the 2015-2016 academic year, and asked for a motion to approve the Advancement/Alumni Relations & Communications/Marketing Committee 2015-2016 Goals as follows:

In connection with University Relations:

- (1) develop communications and marketing activities in support of Enrollment's Multicultural Outreach initiative, primarily to Hispanic prospective students,
- (2) publish three editions of The Magazine of Radford University,
- (3) in coordination with IT Web Communications Strategy, complete redesign of the University's website consistent with the branding and marketing initiative,
- (4) continue brand implementation and integration, and conduct an aggressive marketing campaign aligned with Enrollment objectives,
- (5) provide internal and external communications products and assistance in support of the presidential search and transition, including the Presidential Search Committee and the transition process

In connection with University Advancement/Alumni Relations:

- (1) achieve 100% Board of Visitors participation in giving to Radford University,
- (2) increase private support and funding by at least 10% from the previous fiscal year,
- (3) increase number of alumni annual participation (alumni who gave) by 25%,
- (4) educate student body on participating in philanthropy,
- (5) revitalize the Alumni Association including updating old by-laws, and elect officers representing all Radford University demographics (this includes colleges, graduation years and regions), and
- (6) begin to provide the foundation and strategic plans for quiet phase and planning for future campaign.

Ms. Hovis so moved, and Ms. Georgia Anne Snyder-Falkinham seconded. A copy of the resolution is attached hereto as ***Attachment C*** and is made a part hereof

ADJOURNMENT

With no further business to come before the Committee, Dr. Dye, Chair, adjourned the meeting at 11:52 a.m.

Respectfully submitted,

Niki Shepherd
Secretary to the Board of Visitors