

RADFORD UNIVERSITY

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

3:00 P.M.

**CHRISTOPHER NEWPORT ROOMS A & B
THE BERKELEY HOTEL
1200 E. CARY STREET
RICHMOND, VIRGINIA**

APPROVED

MINUTES

COMMITTEE MEMBERS PRESENT

Dr. Kevin R. Dye, Chair
Ms. Mary Ann Hovis (left the meeting at 4:00 p.m.)
Mr. Mark Lawrence
Ms. Georgia Anne Snyder-Falkinham

COMMITTEE MEMBERS ABSENT

Callie M. Dalton, Vice 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

CALL TO ORDER

Dr. Kevin R. Dye, Chair, formally called the meeting to order at 3:40 p.m. in Christopher Newport Rooms A & B at the Berkeley Hotel, 1200 E. Cary Street, Richmond, Virginia 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 November 12, 2015 meeting agenda, as published. Ms. Mary Ann Hovis so moved and Mr. Mark Lawrence seconded the agenda was unanimously approved.

APPROVAL OF MINUTES

Dr. Dye asked for a motion to approve the minutes of the September 17, 2015 meeting of the Advancement/Alumni Relations & Communications/Marketing Committee, as published. Mr. Mark Lawrence so moved and Ms. Georgia Anne Snyder-Falkinham seconded the motion and the minutes were unanimously. A copy of the approved minutes can be found at <http://www.radford.edu/content/bov/home/meetings/minutes.html>.

UNIVERSITY ADVANCEMENT REPORT

Ms. Melissa Wohlstein, Vice President for University Advancement, updated the Committee on fundraising for fiscal year 2015-2016 and noted a total of \$4,806,607 was raised in gifts and pledges for the quarter ended September 30, 2015. Ms. Wohlstein also reviewed with the Committee the annual giving strategies that include a fall mailing appeal and calendar year-end appeals. She also reported on the major gift strategies that have been developed for the major gift officers.

Ms. Wohlstein then updated the Committee on the status of the Alumni Association, and informed the Committee of alumni activities that occurred during the fall 2015 and those event that will be held through year-end. A copy of Ms. Wohlstein's report is attached hereto as **Attachment A** and is made a part hereof.

Dr. Dye 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 which included a review of the University's 2015 fall advertising campaign, and the multi-cultural enrollment marketing. He also reminded the Committee the objectives of the branding and marketing campaign which were to support enrollment, engage alumni, attract future high quality, dedicated faculty and staff and to build awareness and enhance the image of Radford University. Mr. Carpenter also reported that an effort was made to synchronize the media coverage and placement for fall/winter 2015 to support admissions and enrollment. Mr. Carpenter also reviewed the multi-cultural outreach initiative noting that the strategy is to build awareness and engage interest with prospective Hispanic students and their families. He also informed the Committee of some staffing changes within University Relations.

A copy of Mr. Carpenter's report is attached hereto as **Attachment B** and is made a part hereof.

Dr. Dye thanked Mr. Carpenter for his report.

ADJOURNMENT

With no further business to come before the Committee, Dr. Dye, Chair, adjourned the meeting at 5:00 p.m.

Respectfully submitted,

Michele N. Schumacher
Secretary to the Board of Visitors