



**RADFORD UNIVERSITY  
BOARD OF VISITORS  
ADVANCEMENT/ALUMNI RELATIONS & COMMUNICATIONS/MARKETING  
COMMITTEE MEETING  
BOARD ROOM – MARTIN HALL  
RADFORD, VIRGINIA  
12:00 P.M.  
MAY 8, 2014**

**Approved**

**MINUTES**

**COMMITTEE MEMBERS PRESENT:**

Ms. Linda K. Whitley-Taylor, Rector & Acting Chair  
Mr. Anthony R. Bedell (*arrived at 1:55 p.m.*)  
Ms. Callie M. Dalton  
Ms. Alethea “A.J.” Robinson  
Ms. Georgia Anne Snyder-Falkinham  
Ms. Mary W. Campbell, Vice Rector

**COMMITTEE MEMBERS ABSENT:**

Mr. Stephan Q. Cassaday, Chair

**BOARD MEMBERS PRESENT:**

Mr. Matthew B. Crisp  
Dr. Kevin R. Dye  
Mr. Michael S. Hurt (*left the meeting at 1:55p.m.*)  
Mr. Milton C. Johns  
Mr. Randolph “Randy” J. Marcus  
Mr. Steve A. Robinson  
Ms. Ruby W. Rogers  
Mr. Michael A. Wray  
Dr. Jerry M. Kopf, faculty representative (non-voting, advisory member)  
Ms. Katrina Koussis, student representative (non-voting, advisory member).

**OTHERS PRESENT**

President Penelope W. Kyle

Mr. Richard Alvarez, Vice President for Finance & Administration and Chief Financial Officer  
Joe Carpenter, Vice President for University Relations and Chief Communications Officer  
Mr. Danny M. Kemp, Vice President for Information Technology and Chief Information Officer  
Dr. Sam Minner, Provost and Chief Academic Officer  
Ms. Margaret D. McManus, University Auditor  
Ms. Robyn Porterfield, Assistant Vice President for University Advancement  
Ms. Lisa H. Ridpath, Assistant Vice President for Finance and Administration  
Other faculty and staff of Radford University

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

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

Ms. Michele N. Schumacher, Secretary to the Board of Visitors

### **CALL TO ORDER**

Ms. Linda K. Whitley-Taylor, Rector & Acting Chair, called the meeting to order at 1:25 p.m. in the Board Room in Martin Hall, on the campus of Radford University, Radford, Virginia.

### **APPROVAL OF AGENDA**

Ms. Whitley-Taylor asked for a motion to approve the May 8, 2014 meeting agenda as published. Ms. Georgia Anne Snyder-Falkinham made the motion and Ms. Alethea "AJ" Robinson seconded, and the motion was unanimously approved.

### **APPROVAL OF THE MINUTES**

Ms. Whitley-Taylor asked for a motion to approve the minutes of the February 3, 2014 meeting of the Committee as published. Ms. Robinson so moved and Ms. Callie M. Dalton seconded and the motion was unanimously approved.

### **UNIVERSITY RELATIONS REPORT**

Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer, updated the Board on the Branding and Marketing Request for Proposals and informed the Committee that a contract had been awarded on March 31, 2014 to two firms: Fuseideas and the Albright Group. He indicated that both companies have higher education and public relations experience and had worked successfully together on other projects.

Mr. Carpenter also updated the Committee on the media relations activities, as well as, the creative service activities for the quarter ended March 31, 2014, noting that advertising was placed in the *Washington Nationals Yearbook*, and *Delta Sky Magazine* for April 2014, and that several positive stories were generated from the Barrow, Alaska trip taken by the Physics 450-Arctic Geophysics class during Spring Break. A copy of Mr. Carpenter's report is attached hereto as ***Attachment A*** and is made a part hereof.

Ms. Whitley-Taylor thanked Mr. Carpenter for his report.

### **UNIVERSITY ADVANCEMENT REPORT**

Mr. Richard Alvarez, Vice President for Finance and Administration, provided an oral report on Advancement fundraising through April 30, 2014. A discussion ensued concerning the category of donors as used in the financial report for Advancement, and the Committee suggested that an additional category be added to reflect gifts from "Friends of the University".

President Penelope W. Kyle provided the Committee with an update on the search for the Vice President for Advancement and stated that the search firm Paschal Murray had been engaged to conduct the search. She further added that the position was expected to be filled by September. President Kyle also updated the Committee on the upcoming Capacity Analysis being undertaken by the Advancement staff with assistance from Marts & Lundy.

### **ADJOURNMENT**

With no further business to come before the committee, Ms. Linda K. Whitley-Taylor, Rector and Acting Chair, adjourned the meeting at 2:15 p.m.

Respectively submitted,

Michele N. Schumacher