



**RADFORD UNIVERSITY  
BOARD OF VISITORS  
ADVANCEMENT/ALUMNI RELATIONS & COMMUNICATIONS/MARKETING  
COMMITTEE MEETING  
ONE JAMES CENTER  
901 E. CARY STREET, 2<sup>ND</sup> FLOOR CONFERENCE ROOM 2-G  
RICHMOND, VIRGINIA  
4:00 P.M.  
FEBRUARY 3, 2014**

**APPROVED**

**MINUTES**

**COMMITTEE MEMBERS PRESENT**

Ms. Linda K. Whitley-Taylor, Acting Chair and Rector  
Mr. Anthony R. Bedell  
Ms. Callie M. Dalton  
Mr. Michael S. Hurt  
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. Milton C. Johns  
Mr. Randolph J. Marcus  
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  
Mr. 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 Vice President for Academic Affairs

Ms. Lisa H. Ridpath, Associate Vice President for Finance & Administration  
Dr. William R. Kennan, Vice Provost for Academic Affairs  
Dr. Matthew Dunleavy, Interim Director of Academic Affairs

Ms. Stephanie Hamlett, Senior 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. Lindy K. Whitley-Taylor, Rector and Acting Chair, called the meeting to order at 4:15 p.m. in Conference Room 2-G, One James Center, 901 E. Cary Street, 2<sup>nd</sup> Floor, Richmond, Virginia.

### **APPROVAL OF AGENDA**

Ms. Whitley-Taylor asked for a motion to approve the February 3, 2014 meeting agenda as published. Ms. Alethea "A.J." Robinson made the motion and Ms. Georgia Anne Snyder-Falkinham seconded the motion and the motion carried unanimously.

### **APPROVAL OF MINUTES**

Ms. Whitley-Taylor asked for a motion to approve the minutes of the November 7, 2013, meeting of the Advancement/Alumni Relations and Communications/Marketing Committee, as published. Mr. Anthony R. Bedell made the motion and Ms. Robinson seconded the motion, and the motion carried unanimously.

### **UNIVERSITY RELATIONS REPORT**

Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer, provided a report which included an update on the Branding and Marketing RFP; a media relations update; and an update on communications support to the Advancement/Alumni Relations activities. 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 AND ALUMNI RELATIONS REPORT**

President Penelope W. Kyle and Mr. Richard Alvarez, Vice President for Finance and Administration provided an oral report on the status of the Advancement/Alumni Relations

activities. President Kyle provided an update on the work being conducted Marts & Lundy, the advancement consultants, which included completion of the constituent wealth screening that was undertaken and the training that Marts & Lundy conducted with certain members of the University's Advancement staff. In addition, President Kyle updated that Committee on the status of the search for a Vice President of Advancement, noting that with assistance from Marts & Lundy, she is currently conducting interviews for a search firm.

Mr. Alvarez provided an update on the fundraising results noting that the fundraising efforts in almost all categories were down at quarter end September 30, 2013, but that at quarter end December 31, 2013, totals in key areas were now above those for the same period as last year. He also reported that overall pledges are down. He noted that, under his leadership, the initial focus for Advancement and Alumni Relations since November 2013 has been to reassure and motivate the staff and to provide them with the leadership, training and assistance required so that they can perform at the levels expected of them. He also updated the Committee on the various activities undertaken and the written materials developed by the Advancement and Alumni Relations Department since the last Board meeting.

### **ADJOURNMENT**

With no further business to come before the committee, Ms. Linda K. Whitley-Taylor, Rector and Acting Chair, adjourned the meeting at 5:40 p.m.

Respectfully submitted,

Michele N. Schumacher  
Secretary to the Board of Visitors