



**RADFORD UNIVERSITY BOARD OF VISITORS
ADVANCEMENT/ALUMNI RELATIONS & COMMUNICATIONS/MARKETING
COMMITTEE MEETING
BOARD ROOM
MARTIN HALL – THIRD FLOOR
RADFORD, VIRGINIA
12:30 P.M.
NOVEMBER 20, 2014**

MINUTES

COMMITTEE MEMBERS PRESENT

Ms. Alethea “AJ” Robinson, Chair
Ms. Callie M. Dalton, Vice Chair
Dr. Andrew B. Fogarty
Mr. Randolph “Randy” J. Marcus
Mr. Michael A. Wray, Rector

COMMITTEE MEMBERS ABSENT

Dr. Kevin R. Dye

BOARD MEMBERS PRESENT

Mr. Anthony R. Bedell
Ms. Mary W. Campbell
Dr. Andrew B. Fogarty
Ms. Ruby W. Rogers
Dr. Javaid Siddiqi
Ms. Georgia Anne Snyder-Falkinham
Mr. Christopher Wade
Dr. Jerry M. Kopf, faculty representative (non-voting, advisory member)

BOARD MEMBER PRESENT BY TELEPHONE

Mr. Matthew B. Crisp
Hilton Orlando, Lobby Lounge
6001 Destination Parkway
Orlando, Florida 32819
Phone: 407-313-4300

OTHERS PRESENT

President Penelope W. Kyle

Mr. Richard Alvarez, Vice President for Finance and Administration & Chief Financial Officer

Mr. Joe Carpenter, Vice President for University Relations & Chief Communications Officer

Dr. Sam Minner, Provost & Vice President for Academic Affairs

Dr. Mark Shanley, Vice President for Student Affairs

Ms. Melissa Wohlstein, Vice President for Advancement

Radford University faculty and staff

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

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

Dr. James Burke, Performance Management Group

Ms. Linda Pierce, Performance Management Group

Michele N. Schumacher, Secretary for the Board of Visitors

CALL TO ORDER

Ms. Alethea “A.J.” Robinson Chair, formally called the meeting to order at 12:37 p.m. in the Board Room in Martin Hall on the campus of Radford University.

APPROVAL OF AGENDA

Ms. Robinson asked for a motion to approve the November 20, 2014 meeting agenda, as published. Ms. Callie M. Dalton so moved and Dr. Andrew B. Fogarty seconded the motion and the motion carried unanimously.

APPROVAL OF MINUTES

Ms. Robinson asked for a motion to approve the minutes of the September 18, 2014 meeting of the Advancement/Alumni Relations & Communications/Marketing Committee, as published. Mr. Randolph “Randy” J. Marcus so moved and Dr. Fogarty seconded the motion and the motion carried unanimously.

UNIVERSITY ADVANCEMENT REPORT

Ms. Melissa Wohlstein, Vice President for University Advancement, updated the Committee on fund-raising for the first quarter of fiscal year 2014-2015; Family Weekend/Homecoming; and upcoming alumni events and fund-raising events. Ms. Wohlstein informed the Committee of the various meetings she attended with potential donors and with President and/or Dr. George Low, Dean of the College of Business & Economics.

Ms. Wohlstein also informed the Committee on the status of several positions within the Advancement Division that have been advertised, including an assistant vice president position, and a director of annual giving position, as well as, an advancement position within the Athletics Department.

Ms. Robinson thanked Ms. Wohlstein for her report.

UNIVERSITY RELATIONS REPORT

Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer, also provided the Committee with an update on the branding and marketing initiative including near-term and next steps; University Relations support regarding University Advancement and Alumni Relations initiatives; and advertising/promotions for the University in advance of the brand rollout. A copy of Mr. Carpenter's presentation is attached hereto as *Attachment A* and is made a part hereof.

Ms. Robinson thanked Mr. Carpenter for his report.

ADJOURNMENT

With no further business to come before the Committee, Ms. Robinson, Chair, adjourned the meeting at 2:05 p.m.

Respectfully submitted,

Michele N. Schumacher
Secretary for the Board of Visitors