



**RADFORD UNIVERSITY BOARD OF VISITORS
ADVANCEMENT/ALUMNI RELATIONS & COMMUNICATIONS/MARKETING
COMMITTEE MEETING
PRESIDENT'S CONFERENCE ROOM
MARTIN HALL – THIRD FLOOR
RADFORD, VIRGINIA
1:00 P.M.
SEPTEMBER 18, 2014**

APPROVED

MINUTES

COMMITTEE MEMBERS PRESENT

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

BOARD MEMBERS PRESENT

Dr. Jerry M. Kopf, faculty representative (non-voting, advisory member)

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
Ms. Melissa Wohlstein, Vice President for Advancement
Radford University faculty and staff

Dr. James Burke, Performance Management Group

Mr. Ronald Forehand, Senior 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 1:00 p.m. in the President's Conference Room in Martin Hall.

APPROVAL OF AGENDA

Dr. Dye asked for a motion to approve the September 18, 2014 meeting agenda, as published. Dr. Andrew Fogarty so moved and Mr. Randolph "Randy" J. Marcus seconded the motion and the motion carried unanimously.

APPROVAL OF MINUTES

Dr. Dye asked for a motion to approve the minutes of the May 8, 2014 meeting of the Advancement/Alumni Relations & Communications/Marketing Committee, as published. Ms. Alethea "AJ" Robinson so moved and Mr. Marcus seconded the motion and the motion carried unanimously.

UNIVERSITY ADVANCEMENT REPORT

President Penelope W. Kyle introduced Ms. Melissa Wohlstein the new Vice President for University Relations, noting that she has worked in the fundraising arena for her entire career. The members of the Committee welcomed Ms. Wohlstein to Radford University. President Kyle then explained that Mr. Richard Alvarez, Vice President for Finance and Administration & Chief Financial Officer, would provide the 2013-2014 fiscal year end report, and Ms. Wohlstein would provide the report for the 2014-2015 fiscal year for Advancement.

Mr. Alvarez reported that for fiscal year 2013-2014 total current year use and endowed/capital gifts and new pledges were \$4,369,195, total gifts in kind were \$105,257, total realized bequests were \$73,616 for a grand total of \$4,548,068. He also informed the Committee of the state of the Advancement division based upon his interim oversight of the division.

Ms. Melissa Wohlstein, Vice President for University Advancement, identified for the Committee her initial priorities for the Advancement Division. Ms. Wohlstein also informed the Committee of the upcoming Advancement and Alumni events through November 2014.

Dr. Dye thanked Mr. Alvarez and Ms. Wohlstein for their reports.

UNIVERSITY RELATIONS REPORT

Mr. Joe Carpenter, Vice President for University Relations & Chief Communications Officer, provided updates on the branding and marketing initiative, media relations activities, as well as, creative service activities of the University Relations division since the May 8, 2014 Committee

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

OTHER BUSINESS

A discussion was held concerning the importance of full participation of each Board member for philanthropic support of the University. After the discussion, Mr. Marcus requested that this issue also be discussed at the full Board meeting the next day and made a motion to recommend to the Board at its meeting on September 19, 2014 that a resolution be adopted to encourage a commitment from each Board member for philanthropic support of the University annually.

ADJOURNMENT

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