



**RADFORD UNIVERSITY BOARD OF VISITORS
RETREAT
THE BOAR'S HEAD INN
200 EDNAM DRIVE
CHARLOTTESVILLE, VIRGINIA
JULY 17, 2014 and JULY 18, 2014**

Approved

**MINUTES
JULY 17, 2014**

BOARD MEMBERS

Mr. Michael A. Wray, Rector
Mr. Anthony R. Bedell
Ms. Mary Waugh Campbell
Mr. Matthew B. Crisp
Ms. Callie M. Dalton
Dr. Kevin R. Dye
Dr. Andrew B. Fogarty
Dr. Susan Whealler Johnston
Mr. Randolph "Randy" J. Marcus
Ms. Alethea "AJ" Robinson
Ms. Ruby W. Rogers
Dr. Javaid Siddiqi
Ms. Georgia Anne Snyder-Falkinham
Dr. Jerry M. Kopf, faculty representative (non-voting, advisory member)
Mr. Colby Bender, student representative (non-voting, advisory member)

BOARD MEMBERS ABSENT

Mr. Steven A. Robinson

OTHERS PRESENT

President Penelope W. Kyle

Mr. Ronald C. 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. Michele N. Schumacher, Secretary to Board of Visitors

CALL TO ORDER

Mr. Michael A. Wray, Rector, called the meeting to order at 1:00 p.m. in Pavilion I at The Boar's Head Inn, 200 Ednam Drive, Charlottesville, Virginia.

APPROVAL OF AGENDA

Mr. Wray asked for a motion to approve the Agenda for July 17 and July 18, 2014, as published. Mr. Matthew B. Crisp made a motion to amend the Agenda by adding the reaffirmation of Michael A. Wray as Rector and postponing the election of the Vice Rector as follows:

WHEREAS, on May 9, 2014, the Board of Visitors of Radford University elected Mr. Michael S. Hurt as Rector and Mr. Michael A. Wray as Vice Rector of the Board for one-year terms effective July 1, 2014; and

WHEREAS, for personal and business reasons, Mr. Hurt resigned as Rector on June 30, 2014, one day before the official start of his term; and

WHEREAS, Mr. Wray became Vice Rector on July 1, 2014, and there was at that time a vacancy for the office of Rector; and

WHEREAS, the Bylaws of the Board of Visitors provide that the Vice Rector becomes Rector in the event of a resignation of the Rector; and

WHEREAS, the Bylaws of the Board provide the process by which nominations and elections of officers take place;

THEREFORE, BE IT RESOLVED;

1. That the Board reaffirms its intent and desire that, pursuant to the Bylaws of the Board of Visitors, Mr. Michael A. Wray serve as Rector of the Board through June 30, 2015; and
2. That the board calls for the election of a new Vice Rector at the September 2014 meeting of the Board.

Mr. Randolph "Randy" J. Marcus seconded the motion and the motion was unanimously adopted.

APPROVAL OF MINUTES

Mr. Wray asked for a motion to approve the minutes of the May 9, 2014 Board of Visitors meeting as published. Ms. Georgia Anne Snyder-Falkinham requested that the minutes be amended to reflect a question that she had posed during the Public Comment Session. Ms. Mary Waugh Campbell then requested that additional time be given to review the minutes and that they be approved the next day, July 18, 2014, and the Board unanimously agreed.

REPORT FROM THE OFFICE OF THE ATTORNEY GENERAL

Mr. Ronald C. Forehand, Senior Assistant Attorney General, Commonwealth of Virginia, and Mr. Mike F. Melis, Assistant Attorney General, Commonwealth of Virginia, provided the Board with an oral report of several areas including the Virginia Freedom of Information Act, Virginia's Conflict of Interest Act, Title IX/sexual misconduct issues and concerns, and finally the use of social media. As part of their presentation, Mr. Forehand and Mr. Melis showed two videos to the Board, the first one dealt with FOIA, which can be viewed at <https://www.youtube.com/watch?v=50oddI3nUe0> ; the second one dealt with social media which can be viewed at <https://www.youtube.com/watch?v=zxpa4dNVd3c> .

Mr. Wray thanked Mr. Forehand and Mr. Melis for their presentation.

REVIEW OF STANDING COMMITTEES

Mr. Wray stated that each Board member should have received their Committee assignments and asked the Chair of each Committee to review the duties and responsibilities of their respective Committees. The Chair of each standing committee provided a brief overview of their respective committees; and Ms. Snyder-Falkinham, as Board liaison to the Radford University Foundation Board, provided an overview of Radford University Foundation Board. The Board then discussed both the structure of each Committee, meeting times, and information that is needed from the University for each Committee to function effectively. The Board specifically requested that all Board material, including reports and power point presentations, be made available to the Board no later than one week prior to the scheduled meeting so that the Board can review same and have meaningful discussions regarding the material.

The Board took a 15 minute recess at 2:45 p.m. and reconvened at 3:00 p.m.

UPDATE ON 915 TYLER AVENUE, RADFORD, VA

Ms. Callie M. Dalton updated the Board on the interior design progress on 915 Tyler Avenue, Radford, Virginia, the new home for Radford University's presidents. She indicated that an interior designer was hired and that work was progressing on 915 Tyler Avenue, Radford, Virginia with expected completion to be sometime in August 2014.

PERFORMANCE MANAGEMENT GROUP

Dr. James Burke, Performance Management Group (the Board Consultant), asked the Board members to break off into small groups to meet with their respective committees. He specifically asked that each group specifically discuss what the Committee needs from the Board, from the leadership at the University, and whether or not the Committee is working at a strategic level.

The Board then heard oral reports from the Chairs of each Standing Committee of the Radford University Board of Visitors. Each Committee Chair reiterated that the material presented at each meeting needed to be shared with the Board at least one week prior to the meetings, if not earlier. This will allow the Board members sufficient time to review the material and to have meaningful discussions at the meetings. It was also noted that the Board and each Committee need to be clearer about their expectations of the members of the University Administration as to what information is needed and what deliverables are required from the University Administration. In addition discussions were also held concerning the timing of Committee meetings and whether or not Committees should meet concurrently on the meeting days.

Mr. Wray, Rector, recessed the meeting for dinner at 5:08 p.m. and reconvened the meeting at 8:00 p.m.

PRESENTATION BY FUSEIDEAS and ALBRIGHT GROUP

The branding and marketing consultants, Mr. Dennis Franczak and Mr. Chris Ritter with Fuseideas, and Mr. J.R. Hipple with Albright Group, retained under the University's Request For Proposal for Integrated Brand and Marketing Counsel & Services, gave a presentation which outlined their respective company's skills and expertise, reviewed the University's integrated branding and marketing initiative's purpose, and apprised the Board of the process and timing for the branding and marketing initiative. Mr. Franczak, Mr. Ritter and Mr. Hipple then led the Board through a branding input exercise in which the Board members provided their opinions regarding the University's current brand image and possible brand aspirations. A copy of their presentation is attached hereto as *Attachment A* and is made a part hereof.

ADJOURNMENT

With no further business to come before the Board, Mr. Wray, Rector, adjourned the meeting at 9:30 p.m. to reconvene at 9:00 a.m. July 18, 2014.

JULY 18, 2014

BOARD MEMBERS PRESENT

Mr. Michael A. Wray, Rector
Mr. Anthony R. Bedell
Ms. Mary Waugh Campbell
Mr. Matthew B. Crisp
Ms. Callie M. Dalton
Dr. Kevin R. Dye
Dr. Andrew B. Fogarty
Dr. Susan Whealler Johnston
Mr. Randolph “Randy” J. Marcus
Ms. Alethea “AJ” Robinson
Ms. Ruby W. Rogers
Dr. Javaid Siddiqi
Ms. Georgia Anne Snyder-Falkinham
Dr. Jerry M. Kopf, faculty representative (non-voting, advisory member)
Mr. Colby Bender, student representative (non-voting, advisory member)

BOARD MEMBERS ABSENT

Mr. Steven A. Robinson

OTHERS PRESENT

President Penelope W. Kyle
Mr. Ronald C. 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. Tracy Savage, Marts & Lundy
Ms. Penelope Scarpucci, Marts & Lundy

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

CALL TO ORDER

Mr. Wray, Rector of the Board, reconvened the meeting at 9:00 a.m., in Pavilion I of The Boar’s

Head Inn, 200 Ednam Drive, Charlottesville, Virginia.

PRESENTATION BY MARTS & LUNDY

Ms. Tracy G. Savage and Ms. Penelope A. Scarpucci, representatives from Marts & Lundy, advancement consultants, provided an update to the Board on the advancement and alumni relations activities in which they had participated since they last reported to the Board at its July 2013 Retreat. They specifically reviewed their initial findings, assessed the recommendations made in the fall of 2013, and delineated areas in Advancement that should be a focus in the future. In addition Ms. Savage and Ms. Scarpucci also reviewed the results of the capacity analysis of the University's identified donor base data, reviewed the President's role and the Board's role in securing philanthropy, and discussed the necessary factors that the University should consider before embarking on a fundraising campaign in the future.

The Board then took a brief recess at 10:25 a.m. and reconvened at 10:40 a.m.

Mr. Wray then asked Ms. Savage and Ms. Scarpucci to discuss how the Board's role should be strategically used and what that process should be regarding making "cold calls". Ms. Savage indicated that the length of engagement from a first time contact to a successful pledge is approximately 15-20 interactions, and described how that process would work. Ms. Scarpucci added that part of the Board's role is providing information to the Advancement staff so that the Advancement staff can begin to make connections with the potential donors.

Mr. Wray then asked if there were any other questions.

President Penelope W. Kyle then updated the Board on search for the Vice President for Advancement and stated that before July 1, 2014, she had been working with Paschal Murray, the advancement search firm engaged by the university, and Mr. Stephan Q. Cassaday, former Chair of the Advancement/Alumni Relations and Communications/Marketing Committee, to schedule interviews of the candidates who were finalists. She added that since Mr. Cassaday was no longer on the Board, she would work with Dr. Dye, the new Chair of the Advancement/Alumni Relations and Communications/Marketing Committee to ensure that he interviews each finalist. President Kyle then reviewed each candidates experience and shared the views of the university interview committee with the Board.

CLOSED SESSION

Mr. Wray called for the Board to go into Closed Session and asked Mr. Matthew B. Crisp to make the motion. Mr. Crisp moved, pursuant to Section 2.2-3711(A)(1) of the Freedom of Information Act, that the Radford University Board of Visitors go into "Closed Session" for the discussion of personnel matters, more specifically matters relating to the performance evaluation or compensation of certain Radford University employees and the evaluation of performance of certain departments or schools of the University which will require performance evaluations of specific individuals in those departments. Mr. Andrew B. Fogarty seconded the motion and the

motion was unanimously adopted.

Mr. Wray asked 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. Tracy Savage, Marts & Lundy, Ms. Penelope Scarpucci, Marts & Lundy, and President Penelope W. Kyle to attend the Closed Session. All other staff left the meeting at this point. President Kyle left the closed session at 11:30 a.m., Ms. Savage and Ms. Scarpucci left the closed session at 12:10 p.m. Mr. Bedell left the meeting during the closed session. President Kyle reentered the closed session at 2:15 pm.

RECONVENED SESSION

Following the closed session, the public was invited to return to the meeting. Mr. Wray, Rector, called the meeting to order. Mr. Wray, Rector, asked Mr. Crisp to make the motion to return to open session, and Mr. Fogarty seconded the motion.

Certification of Executive Meeting

WHEREAS, the Radford University Board of Visitors has convened a closed session on this date pursuant to an affirmative recorded vote and in accordance with the provisions of The Virginia Freedom of Information Act; and

WHEREAS, Section 2.2-3712 of the Code of Virginia requires a certification by this Board that such closed meeting was conducted in conformity with Virginia law;

NOW, THEREFORE, BE IT RESOLVED that the Radford University Board of Visitors hereby certifies that, to the best of each member's knowledge, (1) only public business matters lawfully exempted from open meeting requirements under Virginia law and (2) only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed or considered in the meeting by the Radford University Board of Visitors.

A roll call vote was taken:

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|-----------|-----------------------|-----|-----------------------------------|
| Vote: yes | Mr. Michael A. Wray | yes | Dr. Susan Whealler Johnston |
| yes | Ms. Mary W. Campbell | yes | Mr. Randy J. Marcus |
| yes | Mr. Matthew B. Crisp | yes | Ms. Alethea "AJ" Robinson |
| yes | Ms. Callie M. Dalton | yes | Ms. Ruby W. Rogers |
| yes | Dr. Kevin R. Dye | yes | Dr. Javid Siddiqi |
| yes | Dr. Andrew B. Fogarty | yes | Ms. Georgia Anne Snyder-Falkinham |

OTHER BUSINESS

New Board Member Orientation

Mr. Wray then asked Ms. Campbell to provide the Board with an update on Radford University's new Board member orientation. Ms. Campbell noted that she had made some minor revisions to orientation outline that was presented at the May Board meeting and reviewed the outline in detail. A copy of that outline is attached hereto as *Attachment B* and is made a part hereof. The Board then discussed the dates for this orientation and it was decided that the orientation will take place on August 26, 2014 and again on November 19, 2014 for those Board members who are unable to attend the August date.

Mr. Wray thanked Ms. Campbell for her report.

Approval of May 9, 2014 Board Minutes

Ms. Michele N. Schumacher, Secretary to the Board of Visitors, stated that there was one correction to the draft minutes of the May 9, 2014 meeting, specifically the last paragraph of the section entitled Public Comment Session of the draft May 9, 2014 minutes should be amended to read as follows:

Ms. Whitley-Taylor thanked both Dr. Miller and Ms. Maugeri for their comments. Ms. Whitley-Taylor asked if there were any questions from the Board. Ms. Georgia Anne Snyder-Falkinham asked whether the \$250,000 in pledges made by the supporters of the field hockey team were restricted to a specific item, such as the hockey field. Ms. Maugeri stated that it was restricted based upon reinstatement of the field hockey program to be used for the field hockey program.

Ms. Campbell made a motion that the Board defer approval of the Minutes of the May 9, 2014 Board meeting until the September 2014 Board meeting. Dr. Fogarty seconded the motion, and the motion was unanimously adopted.

Higher Education Summit

President Kyle also reminded the Board that the Higher Education Summit was scheduled for Wednesday, September 17, 2014, and that all Board members were encouraged to attend. She requested that the Board members who had not already responded to her to please do so as soon as possible.

Future Meetings

The Board discussed holding a joint Academic Affairs Committee and Business Affairs and Audit Committee meeting on August 27, 2014, and also discussed holding concurrent Committee meetings for the September 2014 meetings which are to be held on September 18-19, 2014. The

Board also discussed the possibility of holding receptions around the September and November 2014 meetings for various constituencies on campus.

ADJOURNMENT

With no further business to come before the Board, Mr. Michael A. Wray, Rector, adjourned the meeting at 3:30 p.m.

Respectfully submitted,

Michele N. Schumacher
Secretary to the Board of Visitors