

# RADFORD UNIVERSITY

## MEETING NOTES Monthly Meeting of Strategic Planning Task Force Friday, August 25, 2017 Martin Hall, 3rd Floor, Board Room

### Present

Jack Call, Co-Chair  
Kenna Colley, Co-Chair  
Vicki Bierman, Faculty Representative  
Holly Cline, Faculty Representative  
Jerry Kopf, Faculty Representative  
Dave Sallee, Faculty Representative  
Sandra Bond, Administrative and Professional Faculty Representative  
Eric Lovik, Administrative and Professional Faculty Representative  
Nancy Artis, Alumni/Community Representative  
Angela Joyner, At-Large Appointment  
Danny Kemp, At-Large Appointment  
Ebenezer Kolajo, At-Large Appointment  
Chad Reed, At-Large Appointment  
Susan Trageser, At-Large Appointment  
Sherry Wallace, At-Large Appointment  
Richard Alvarez, Administrative Representative (Vice Presidents)  
Graham Glynn, Administrative Representative (Vice Presidents)  
Kitty McCarthy, Administrative Representative (Vice Presidents)  
Ken Cox, Administrative Representative (Deans)  
Margaret Devaney, Administrative Representative (Deans)  
George Low, Administrative Representative (Deans)

### Absent

Jacinda Jones, Student Representative  
Aaron Sarmiento, Student Representative  
Carter Turner, Faculty Representative  
Skip Watts, Faculty Representative  
Karen Montgomery, Classified Staff Representative  
Patti Williamson, Classified Staff Representative  
Jeff Price, Alumni/Community Representative  
Stephanie Ballein, At-Large Appointment  
David Ridpath, At-Large Appointment  
Ashley Schumaker, Administrative Liaison

**Also in attendance were the following Subgroup Co-Chairs:**

Brad Bizzell, Strategic Enrollment Growth; Joe Carpenter, Brand Identity; Mike Chatham, Budget; Bruce Cunningham, Philanthropic Giving and Alumni Engagement; Laura Jacobson, Economic Development and Community Partnerships; Wendy Lowery, Philanthropic Giving and Alumni Engagement; Jane Machin, Brand Identity; and Cassidy Urista, Student Success.

The meeting began at 1:00 PM with a review of the July 14, 2017 meeting notes by Task Force Co-Chair Jack Call. Dr. Call asked that Task Force members review the provided document and advise regarding any suggested edits prior to approval. With no suggested edits, the notes were approved.

Task Force Co-Chair Kenna Colley asked members to review Phase I sections, specifically The History of Radford University and Challenges and Opportunities, for acceptance. She requested that Task Force members provide any requested edits. Under the History section, a suggestion was made to change “woman” to “female” under the paragraph regarding President Kyle. The Challenges and Opportunities section was accepted as presented.

Dr. Colley asked that Task Force members review Phase II sections, specifically the six subgroup areas, for acceptance. During Task Force discussion, the following edits were suggested:

- Academic Excellence and Research – Replace Career Services with Career Development Talent Center throughout the document; do not hyphenate “inter professional”; and revisit wording of cybersecurity, cyber safety and security studies initiative
- Economic Development and Community Partnerships – Shorten opening, utilize the last paragraph as the introduction and do not reference a particular institution’s name, but replace with “possible partnerships with other institutions of higher education”
- Student Success – Examine overlap with other subgroups and rework the introductory section to include the definition of student success
- Brand Identity – Delete first paragraph in introductory section; add faculty, staff in addition to students; and delete “and” in the phrase *Responsive, Resilient, Real*.
- Philanthropic Giving and Alumni Engagement – Change “Philanthropic” to “Philanthropy” in introductory paragraph; clarify total dollar amount raised under Goal 2; and delete “2023” reference.

During Task Force discussion, a variety of perspectives were shared and themes were discussed. It was noted that past and present language throughout the goals and strategies will need to be reviewed. Also, the quote from Dr. Joseph P. Scartelli, Provost Emeritus, is too lengthy. For the key performance indicators, it was suggested that wording be consistent under the Baseline section and to shorten column one in order to provide additional space for the other columns.

Motions were made and seconded to accept all Phase II sections after the suggested changes are made. Motions carried.

Dr. Mike Chatham provided Task Force members with a Budget Subgroup handout, which highlighted the number of templates completed and submitted.

It was noted that the first presentation of the DRAFT Strategic Plan will be presented to the Board of Visitors for review and discussion as part of meetings to be held on September 14-15, 2017.

In closing, it was stated that the next meeting of the Task Force will be held on September 12, 2017 in Heth Hall, Lower Level, Room 043 with no conference call option available.