

RADFORD UNIVERSITY

Board of Visitors

EXTERNAL ENGAGEMENT COMMITTEE

4:00 P.M.

MARCH 23, 2023

KYLE HALL, ROOM 340, RADFORD, VA

DRAFT **MINUTES**

COMMITTEE MEMBERS PRESENT

Mr. Mark S. Lawrence, Chair
Mr. Tyler W. Lester, Vice Chair
Mr. James C. Turk
Mr. Robert A. Archer
Mr. George Mendiola, Jr.

BOARD MEMBERS PRESENT

Ms. Jeanne S. Armentrout
Dr. Jay A. Brown
Dr. Rachel D. Fowlkes
Ms. Jennifer Wishon Gilbert
Dr. Debra K. McMahan, Rector
Ms. Lisa W. Pompa
Mr. David A. Smith
Mr. Marquett Smith
Ms. Georgia Anne Snyder-Falkinham
Ms. Lisa Throckmorton

OTHERS PRESENT

Dr. Bret Danilowicz, President
Ms. Penny White, Interim Vice President for Advancement and University Relations
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education
Mr. Tom Bennett, Senior Director IMPACT Lab
Ms. Carolyn Clayton, Director of Annual Giving
Dr. Holly Cline, Professor Interior Design and Fashion
Dr. Marten denBoer, Interim Provost
Dr. Matt Dunleavy, Executive Director IMPACT Lab
Ms. Lisa Ghidotti, Executive Director for Government Relations
Dr. Robert Hoover, Vice President for Finance and Administration
Ms. Stephanie Jennelle, Associate Vice President for Finance and Administration
Mr. Tom Lillard, Associate Vice President for Advancement

Ms. Wendy Lowe, Director of Advancement Services
Ms. Margaret McManus, University Auditor
Dr. Jeanne Mekolichick, Associate Provost of Research, Faculty Success and Strategic Initiatives
Dr. Susan Trageser, Vice President for Student Affairs
Ms. Laura Turk, Executive Director for Alumni Relations

CALL TO ORDER

Mr. Mark S. Lawrence, Chair, formally called the External Engagement Committee meeting to order at 3:54 p.m. in Room 340 of Kyle Hall.

APPROVAL OF AGENDA

Mr. Lawrence asked for a motion to approve the March 23, 2023 agenda, as published. Mr. George Mendiola Jr made the motion. Mr. Tyler W. Lester seconded, and the motion carried unanimously.

ADVANCEMENT REPORT

Interim Vice President for Advancement and University Relations Penny Helms White provided the progress towards the Advancement FY2022-2023 strategic goals, which include successful completion of TOGETHER, The Campaign for Radford University; increase alumni engagement opportunities and alumni donor participation; and improve donor relations, stewardship and donor retention.

As of February 28, 2023, we are at \$8.6 million for FY23 with a total of \$91.1 million towards our goal of the successful completion of TOGETHER, The Campaign for Radford University. A planned giving awareness campaign has been launched and a “Thank You” video was shared from the RAD48 crowdfunding initiative that raised over \$187,000.

Interim Vice President White gave an overview of the Alumni Association structure that was established in 2016. Three broad goals emerged from their February meeting: increase alumni involvement, amplify alumni activities that promote the university’s enrollment goals and expand alumni outreach that supports fundraising goals. The collaboration between Alumni and Admissions offices resulted in 347 volunteers, 3,140 postcards mailed and 1,017 phone calls made to admitted students. She also shared the importance of educating students about philanthropy. One example was the senior philanthropy cords which students receive upon giving to wear during commencement and provides funds to the The Highlander Senior Class Scholarship.

To enhance donor relations and stewardship, The DRG Group consulting is looking at the four pillars for donor relations to include acknowledgements, stewardship and impact reporting, recognition and engagement. As part of the first phase of the report, we have restructured the office and now have an Advancement Communications and Donor Relations team and have updated the gift acknowledgement process. We expect to receive the second phase of the report in April. Beginning in July, ThankView will be used to start sending personalized student videos to donors.

ECONOMIC DEVELOPMENT AND CORPORATE EDUCATION

Vice President for Economic Development and Corporate Education Angela Joyner provided an update on the status of the 2022-23 goals for the division. Goals are trending on track for completion and ongoing work is in progress.

Dr. Joyner provided an update on the Vinod Chachra IMPACT Lab with the goal of IMPACT to become a consistently break-even operation by 2024-25. To reach the break-even goal, IMPACT will need to generate 250 learners to cover operational costs and salaries. IMPACT is currently pacing on track at 60% of this year's goal for enrollment and revenue. The critical enablers for sustainable growth for the IMPACT Lab in the future include four key strategies. These include balancing the revenue mix with tuition, grants, and contracts; increasing access to programs; developing high demand programs; and expanding partnerships.

Dr. Joyner provided an update on economic development and key collaborations and engagements within the New River Valley. The University's 2023 economic impact study, in collaboration with the New River Valley Regional Commission, is well underway with a targeted release this summer.

Another exciting collaboration is the Hub@Radford. The economic development center was recently publicly announced as a collaborative initiative between Radford University and the City of Radford. The HUB will be the new home of the Vinod Chachra IMPACT Lab, economic development offices, and support for businesses and entrepreneurs with a scheduled opening in the summer of 2023.

Dr. Joyner also announced that Mr. Charlie Jewell will be joining the division as the new Director of Economic Development and Community Engagement. Mr. Jewell will play a key role in moving initiatives forward.

In closing, Dr. Joyner shared information about several partnerships and programs in the discovery and development stages with the expectations of announcing more MOU's within the next few months.

ADJOURNMENT

With no further business, the meeting adjourned at 5:04 p.m.

Respectfully submitted,

Sharon R. Ratcliffe
Executive Assistant to the Vice President for Advancement and University Relations

End of Board of Visitors Materials

