

External Engagement Committee

September 2024



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External Engagement Committee
1:15 p.m.**
September 5, 2024
Mary Ann Jennings Hovis Memorial Board Room,
Martin Hall, Third Floor, Radford, VA

DRAFT
Agenda

- **Call to Order** Ms. Lisa W. Pompa, *Chair*
- **Approval of Agenda** Ms. Lisa W. Pompa, *Chair*
- **Approval of Minutes** Ms. Lisa W. Pompa, *Chair*
 - June 6, 2024
- **Economic Development and Corporate Education Report** Dr. Angela Joyner, *Vice President for Economic Development and Corporate Education*
 - EDCE Goals and Strategy Review
 - IMPACT Lab
 - Economic Development
- **University Advancement Report** Ms. Penny Helms White, *Vice President for University Advancement*
 - Advancement Goals & Strategy Review
 - GG+A Updates
 - Student Scholarship Recipient
- **Other Business** Ms. Lisa W. Pompa, *Chair*
- **Adjournment** Ms. Lisa W. Pompa, *Chair*

**** All start times for committee meetings are approximate. Meetings may begin either before or after the listed approximate start time as committee members are ready to proceed.**

COMMITTEE MEMBERS

Ms. Lisa W. Pompa, Chair
Ms. Joann S. Craig, Vice Chair
Mr. Dale S. Ardizzone
Dr. Betty Jo Foster
Mrs. Jennifer Wishon Gilbert

Meeting Materials



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Economic Development and Corporate Education

September 2024



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Vinod Chachra IMPACT Lab

Update



Lightcast

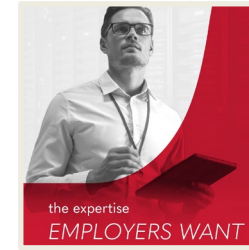
Analysis

- Market demand
- Program health/viability
- Pricing
- Learner experience



Business Development

- Re-engage existing partners
- Lead generation/partner process
- Diversify partnership base



Marketing

- Digital/Social Campaign
- Targeted campaigns
- Website Redesign

Grant Pipeline - YTD



Description	\$	Submitted	Awarded	Status
Commonwealth Cyber Initiative (CCI): Cybersecurity Research	\$75K	05/24/24	07/01/24	Implementing
US Department of Labor WORC	\$1.5M	06/20/24	TBD	Pending
Total	\$1.6M			

Goal: \$5MM pipeline; \$2MM award

Grant: CCI



Project Objectives:

- Deliver competency-based cybersecurity courses and certificates to working adults in southwest Virginia.
Target = 55 learners
- Strengthen PACE training with Quality Matters certification for all cybersecurity courses.
- Research PACE course alignment and efficacy with industry needs.
- **Grant award: \$75K**



Tactic: Develop strong grant pipeline and external funding sources to support revenue generation
Metric: \$5MM pipeline; \$2MM award

Provisional to Professional Pathway



- Launched in December 2023.
- **20 teachers enrolled to date** from across the following counties: Giles, Pulaski, Carroll, Tazewell, Gloucester, Franklin, Patrick, Radford City, Loudon.
- Launched 5 courses to date; final 3 to launch in fall



Tactic: Market programs, expand partnerships and program portfolio
Metric: Launch 2 programs with a total of 10 enrollees

Partnerships: Katzcy Bootcamp (NEW)



- Partnered with Katzcy to support a bootcamp at Radford University.
- Enrolled 27 learners in the non-credit Cybersecurity Micro Credential Course.



Tactic: Market programs, expand partnerships and program portfolio
Metric: 12 new partnerships

Marketing Update: Website Launch



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Vinod Chachra IMPACT Lab



At the Vinod Chachra IMPACT Lab at Radford University, you can access online, self-paced, competency-based education (CBE) in high-demand workforce sectors. Our approach focuses on teaching you specific skills needed to complete critical tasks within the workplace.

► [Learn more about the Vinod Chachra IMPACT Lab](#)

[Ready? Enroll Now](#)

[Learner Login](#)

Tactic: Market programs, expand partnerships and program portfolio

Marketing Update:



➤ **Programmatic Campaigns:**

- Generated over 51,000 impressions and achieved 126 clicks with a CTR of 0.24%.

➤ **Search Campaigns:**

- Generated 6,265 impressions, 676 clicks, and 43 conversions.

➤ **Meta Campaigns:**

- Generated 59,673 impressions, 295 clicks, and 23 conversions.

Tactic: Market programs, expand partnerships and program portfolio





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Economic Development

Talent: Work-based Learning Initiatives

- Establishing an integrated approach to collecting and reporting outcomes/impact data.
- Generated 21 internship opportunities generated in 2024, work with Center for Career & Talent Development on student placement
- Hosted meetings with organizations interested in partnering with Radford University for internship opportunities.



BAE SYSTEMS

Talent: NRV Experience Intern Program



Innovation: Testing Center at The HUB

- Awarded \$200k GO Virginia grant for the “Developing IT & Cybersecurity Certification Pipeline” project
- Launch Pearson VUE testing center – target date December 1
- Hire a Program Coordinator



Innovation: Coworking at The HUB

Highlights

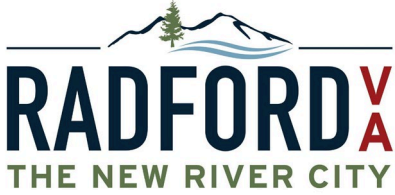
- Located within **The HUB at Radford University**, a dynamic **12,000 square foot facility** in the heart of downtown Radford.
- Fosters creativity, collaboration, and connection with Radford University and the broader community.
- Ideal environment for members to work, learn, and grow.
- Adjacent to main campus and local restaurants, coffee shops and more.
- Designed for freelancers, remote workers, startups, small businesses, established business, or nonprofit organizations.



Coming December 2024....

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Partnerships



- Radford Community Fest
- Amphitheater Workgroup
- Class-based Projects, Former Foundry Site



- 2024 Future Talent Summit



- Quickbooks Workshop
- SWaM Workshop
- HUB Hours
- Commonwealth Cyber Initiative
- GO Virginia ITCCP Grant
- IMPACT Lab Grant



- NRV Experience
- 2025 Future Talent Summit



- Knowledge Work Ecosystem Meeting



- Virginia's Additive MFG & Advanced Materials Tech Hub



- Project VITAL
- AI Conference

Place: City of Radford



Amphitheater Project



Community Fest



Downtown
Revitalization



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Discussion

University Advancement



WELCOME TO THE TEAM

Hunter Gresham

Senior Director of Advancement
Communication and Donor Relations



DISTINCTION

Strategy: Highlight alumni success stories that demonstrate areas of distinction

Eugene Naughton Event Breakout Session



August 16, 2024

DISTINCTION

Strategy: Highlight alumni success stories that demonstrate areas of distinction

Tactic 1: Create a range of multi-media content to showcase the professional and personal journeys of alumni



REPOSITION RESOURCES TO MAINTAIN AFFORDABILITY

Strategy: Cultivate long-term and meaningful relationships with alumni to increase engagement, volunteering and philanthropic giving for the long-term stability of the university

Radford Night at the Nationals



August 2, 2024

REPOSITION RESOURCES TO MAINTAIN AFFORDABILITY

Strategy: Cultivate long-term and meaningful relationships with alumni to increase engagement, volunteering and philanthropic giving for the long-term stability of the university

Tactic 1: Recruit and retain alumni volunteers to support university initiatives



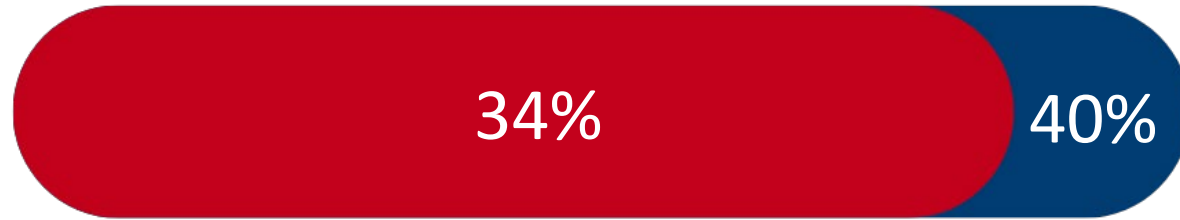
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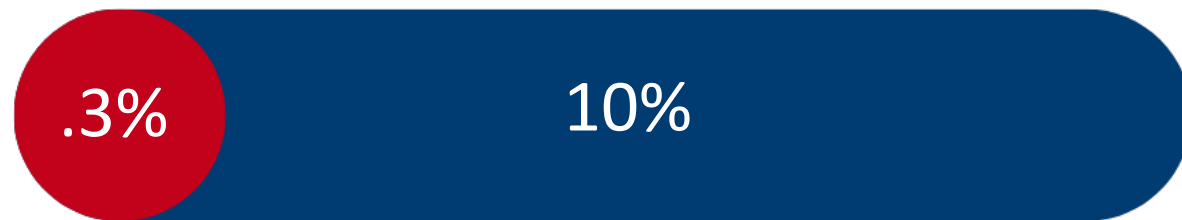
REPOSITION RESOURCES TO MAINTAIN AFFORDABILITY

Strategy: Cultivate long-term and meaningful relationships with alumni to increase engagement, volunteering and philanthropic giving for the long-term stability of the university

Tactic 2: Increase donor satisfaction



Tactic 3: Increase alumni giving rates and giving amount



REPOSITION RESOURCES TO MAINTAIN AFFORDABILITY

Strategy: To establish a data-driven annual fundraising goal that aligns with the financial needs, strategic priorities and long-term stability of the university

Tactic 1: Complete TOGETHER – The Campaign for Radford University



REPOSITION RESOURCES TO MAINTAIN AFFORDABILITY

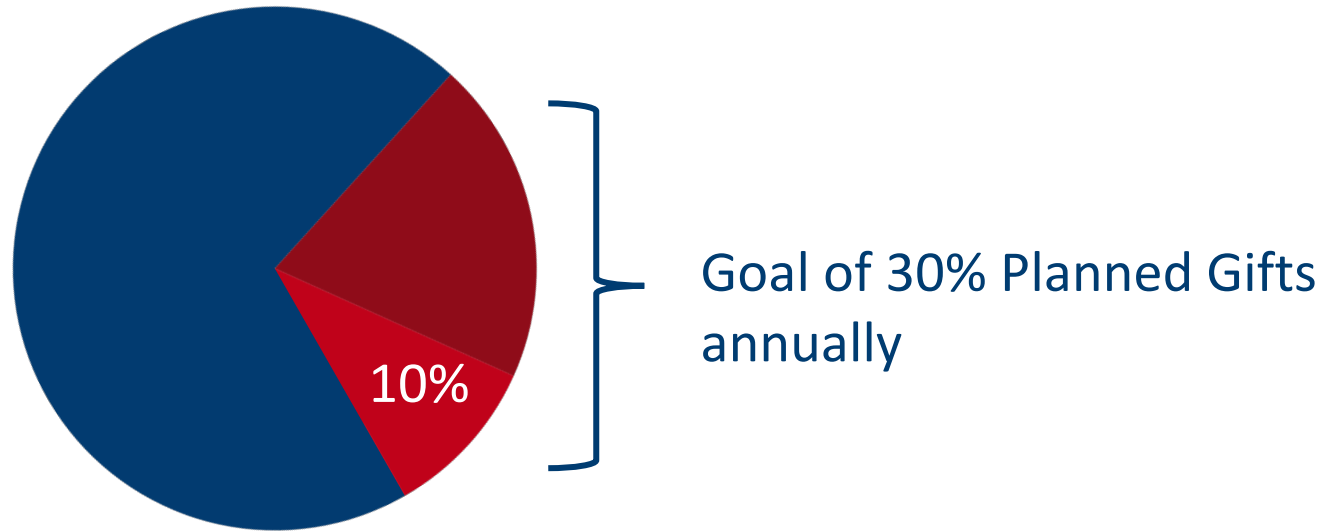
Strategy: To establish a data-driven annual fundraising goal that aligns with the financial needs, strategic priorities and long-term stability of the university

Tactic 2: Relaunch the Society of 1910 and improve donor engagement with planned giving

Society of 1910 Members



FY24 Total Giving



REPOSITION RESOURCES TO MAINTAIN AFFORDABILITY

Strategy: To establish a data-driven annual fundraising goal that aligns with the financial needs, strategic priorities and long-term stability of the university

Tactic 3: Feasibility study for future athletic campaign





GG+A PROGRAM REVIEW AND RECOMMENDATIONS

Alumni Relations

- Sunsetting current or recent offerings to ensure adequate bandwidth
- A broad-based alumni engagement approach across the university

Magazine

- Standardized our production schedule, with support from the University, to produce two magazines a year
- Formalized dotted-line reporting structure to directly connect Alumni Relations communication to the Senior Director of Communications
- Alumni newsletters to complement the magazine
- Content planning meetings
- Focus on impact and donor profiles

Communications and Engagement

- Enhance Radford's overall digital communications and engagement strategy

Upcoming Events

September 20 - Richmond Alumni Chapter Golf Tournament

October 3-5 - Homecoming

October 5 - Campaign Celebration

November 15 - Day of Gratitude



Scholar-Athlete: Raymond Ladd

Men's Baseball
Sophomore, Finance





Discussion

Minutes



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External Engagement Committee
2:15 p.m.
June 6, 2024
Kyle Hall, Room 340, Radford, VA

DRAFT
MINUTES

Committee Members Present

Ms. Lisa W. Pompa, Chair
Mr. James C. Turk, Vice Chair
Dr. Betty Jo Foster
Mrs. Jennifer Wishon Gilbert

Committee Member Absent

Ms. Betsy D. Beamer

Board Members Present

Dr. Debra K. McMahon, Rector
Mr. Marquett Smith, Vice Rector
Mr. Robert A Archer
Ms. Jeanne Armentrout
Dr. Jay A. Brown
Ms. Joann S. Craig
Mr. Tyler W. Lester
Mr. George Mendiola, Jr.
Mr. David A. Smith

Others Present:

Dr. Bret Danilowicz, President
Ms. Lisa Ghidotti, Executive Director of Government Relations
Ms. Penny Helms White, Vice President for University Advancement
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education
Dr. Robert Hoover, Vice President for Finance and Administration
Dr. Dannette Beane, Vice President for Enrollment Management and Strategic Communications
Dr. Bethany Usher, Provost and Senior Vice President for Academic Affair
Dr. Kurt Gingrich, President of Faculty Senate
Ms. Karen Casteel, Secretary to the Board of Visitors and Special Assistant to the President
Ms. Susan Richardson, University Counsel

Call to Order

Ms. Lisa W. Pompa, Chair, formally called the External Engagement Committee meeting to order at 2:15 p.m. in Kyle Hall, Room 340, Radford, Va.

Approval of Agenda

Ms. Pompa asked for a motion to approve the June 6, 2024 agenda, as published. Dr. Betty Jo Foster made the motion and Mrs. Jennifer Wishon Gilbert seconded, and the motion carried unanimously.

Approval of Minutes

Ms. Pompa asked for a motion to approve the minutes of the March 31, 2024 meeting of the External Engagement Committee meeting, as published. Dr. Betty Jo Foster made the motion. Mrs. Jennifer Wishon Gilbert seconded, and the motion carried unanimously.

Economic Development and Corporate Education Report

Vice President for Economic Development and Corporate Education Angela Joyner showed a video containing highlights that the Economic Development and Corporate Education team experienced over the past year. The progress to both the two-year goals and year-to-date goals for the department was shared as well as the action plan for the next 90 days.

The Provisional to Professional Pathway limited launch is off to a good start. The program now has thirteen provisionally licensed educators enrolled and the final course development will be completed late this summer.

Radford University is on the forefront with eleven community engagements this year supporting campus outreach, eight regional grant proposals supported, ranging from biotech, IT to additive manufacturing and \$230K in the RU grant pipeline. Radford is connecting the community to the university, showcasing faculty expertise, and elevating the institution in the areas of conservancy and sustainability and increased media coverage. The GO Virginia Grant to develop the IT and Cybersecurity pipeline advancing cluster growth was approved by the state board earlier this week. Also, the Verge Biotech GO Virginia grant as part of the proposal to support a STEM related camp with other education and private partners in the Roanoke region was approved for funding this week.

Vice President Joyner shared that the Economic Development and Corporate Education team has made great progress on collaborative projects with the city of Radford as well as other partners in the Roanoke and New River Valleys. Key projects include the amphitheater workgroup, downtown revitalization conservations, outdoor recreation and tourism initiatives, The Foundry Project along with internships, faculty collaborations and partnerships.

University Advancement Report

Vice President for University Advancement Penny Helms White introduced the University Advancement leadership team and announced two new members Bobbie Wester, Director of Advancement Services and Information Technology, and Rebekah LaPlante, Director of Gift Planning. Vice President White also provided updates to the committee on the 2023–2025 University Advancement’s strategies as they relate to the university’s goals.

In highlighting alumni success stories that demonstrate areas of distinction, the Oral History Project exceeded expectations with over 8,000 alumni participating. This project created 10,473 unique page views on the university’s website and generated positive social media activity. We will continue to lift up alumni and tell their stories using various channels to promote them.

To cultivate long-term and meaningful relationships with alumni in increasing engagement, volunteering, and philanthropic giving for the long-term stability of the university, the College of Education and Human Development alumni held a pancakes and care packages event during exam week. Both of this year's spring commencement speakers were alumni. Ms. Amanda Cox, MBA '21, was the graduate hooding ceremony speaker and Mr. Mark Pace '92 was the undergraduate ceremony speaker. This allowed us to share two successful alumni. Private events held and the senior block party are other ways alumni are involved with the university.

In other updates, save-the-dates cards have been mailed for the invitation-only campaign celebration event and we will be hosting multiple events to acknowledge the donors to the campaign. To date, 174 scholarships have been established because of the TOGETHER campaign and the Alumni Executive Scholarship has 100% participation from the board with over a \$28,000 commitment of gifts and or pledges. Looking ahead, the athletics feasibility study, being conducted with Huron/GG+A, is underway. This will be a six to eight month process and updates will be made to the board as milestones are reached with this project.

Vice President White shared the story of retired faculty member Dr. Liz Altieri who dedicated herself to showing her students the power of inclusive education. To date, her crowdfunding campaign has raised almost \$11,000. Ms. White also shared an alumni story that culminated into a seven-figure planned gift. Ms. Phebe Walker, a current student, shared her story with the committee and the importance of scholarships, which have allowed her to continue her education with little debt.

In closing, Vice President White shared a story that demonstrated the power of planned giving and illustrates why it is crucial to keep our alumni informed and involved so they will be invested in the university.

Adjournment

With no further business to come before the committee, the meeting adjourned at 3:21 p.m.

Respectfully submitted,

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

End of Board of Visitors Materials

