



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

