

External Engagement Committee

December 2025



Radford
UNIVERSITY



External Engagement Committee
11:30 a.m.**
December 4, 2025
Kyle Hall, Room 340, Radford, VA

DRAFT
Agenda

- **Call to Order** Ms. Betsy D. Beamer, *Chair*
- **Approval of Agenda** Ms. Betsy D. Beamer, *Chair*
- **Approval of Minutes** Ms. Betsy D. Beamer, *Chair*
 - September 11, 2025
- **Economic Development and Corporate Education Report** Dr. Angela Joyner, *Vice President for Economic Development and Corporate Education*
 - Regional Impact
 - Joint Commission
 - Community based projects
 - Chamber engagement
 - Continuing Education & Workforce Development
 - Emerging Technology Conference
 - IT Talent Summit
- **Advancement and Alumni Relations Report** Ms. Penny Helms White, *Vice President for Advancement and Alumni Relations*
 - Fundraising Updates
 - Recent Highlights
 - Communication and Donor Relations
 - Highlighted Events
- **Other Business** Ms. Betsy D. Beamer, *Chair*
- **Adjournment** Ms. Betsy D. Beamer, *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. Betsy D. Beamer, Chair
Mr. George Mendiola Jr., Vice Chair
Mr. William C. Davis

Ms. Mary Anne Holbrook
Mr. Anthony Moore

Meeting Materials



Radford
UNIVERSITY

External Engagement Committee

Angela Joyner, Ph.D.

Economic Development and Corporate
Education

December 2025



Regional Impact

Joint Commission



2025 Wicked Festival



Amphitheater Update

Spring/Summer 2026 Outdoor Concerts



Community Based Projects



Pulaski County Experience Center



Town of Pulaski

Chamber Engagement

- Business Over Breakfast – Radford
- Eggs & Issues – Montgomery County Chamber
- Legislative Update – Roanoke



Adventure Summit 2026



- Adventure Works
- Rural Leadership Institute
- Regional collaboration
- Economic impact



Virginia Rural Leadership Institute
PRESENTED BY THE VIRGINIA RURAL CENTER

IT Talent Connect Summit

- September 20, 2025
- Industry Engagement
- Radford University, Virginia Tech, and New River Community College



RBTC Emerging Tech Conference



Board of Visitors Report

Penny Helms White '85, MBA '87

Advancement and Alumni Relations

December 4, 2025





Advancement and
Alumni Relations

VISION

A future where every Highlander is engaged, connected, and proudly invested in Radford University.

MISSION

To champion Highlander pride, build meaningful connections, and inspire philanthropic giving that shapes Radford University's future.

DONOR GROWTH & RETENTION

Expanding our donor base with increased asks while strengthening existing relationships through thoughtful acknowledgement and donor stewardship.

PLANNED GIVING

Encouraging forward-looking philanthropic commitments and legacy giving that ensures Radford University's impact for generations to come.

VOLUNTEER CULTIVATION

Leveraging volunteer engagement to inspire philanthropic investment through intentional engagement and relationship-building.

ATHLETIC FUNDRAISING

Increasing private support to elevate Radford University's athletic programs and student-athlete experience.

TOP 5 PRIORITIES

YOUNG ALUMNI

Inspiring recent graduates to stay connected and begin their philanthropic journey with Radford University.



FY26 Fundraising
\$4,320,322

From Vision to Action: Recent Highlights

- Homecoming 2025
- Professional Development
- Athletics Feasibility Update
- Highlander Giving Day 2025

Homecoming 2025: Signature Events



Homecoming 2025: New Events





Alumni Association Award Recipients

Vickie Cundiff Felts '76
Outstanding Alumni
Philanthropist Award

Kevin Rogers '87
Outstanding Alumnus Award

Faith Akovi Cooper '02
Outstanding Alumni Service

Nehemiah Bester '18
Outstanding Young Alumnus



Professional Development and Collaboration

Development for Deans and Academic Leaders: Fall Session
Washington, DC | November 3 – 5, 2025



Athletic Feasibility Study

- Leadership Briefing Donor Follow-up
- In the Architecture and Engineering Phase regarding the Dedmon Center
- Collaborating with Jorge Coartney, Associate Vice President for Facilities Management



HIGHLANDER **GIVING DAY**

1 DAY. 9 HOURS. 10 MINUTES.

Launched: Tuesday, December 2 at 8:00 a.m.
Concluded: Wednesday, December 3 at 5:10 p.m.

Communications and Donor Relations Overview

Hunter Q. Gresham

Senior Director of Advancement Communications & Donor Relations

Pyramid and Pipeline

- Everything we do supports our overall fundraising goals – it is all a pipeline!
- The foundation of a strong donor pipeline is strong, consistent, and cohesive communication.

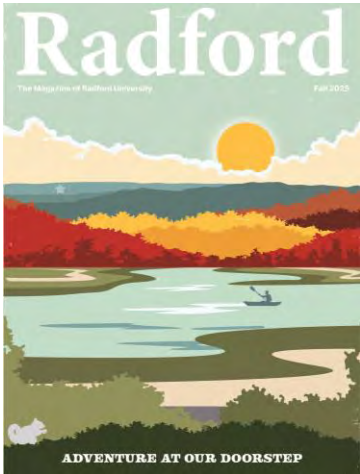


Communication Goals

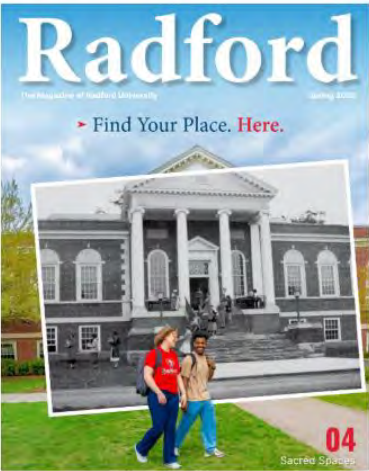
- Strengthen relationships with existing donors through **improved stewardship**
- Foster meaningful connections with **young alumni**
- Increase monetary **solicitation of volunteers**
- Enhance awareness of **planned giving** opportunities
- **Increase “touch and ask frequency”** in data-driven and strategic ways
- Establish connection/re-connect with **non-giving alumni and lapsed donors**
- Broaden philanthropic touchpoints and awareness among **current students**

External Communication

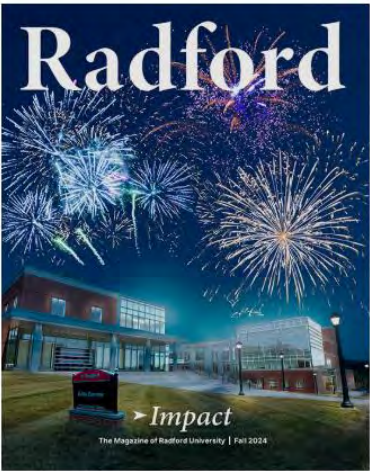
2X/Year
in
May/June
November



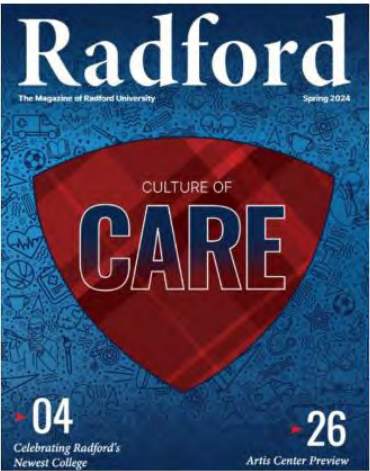
Fall 2025



Spring 2025



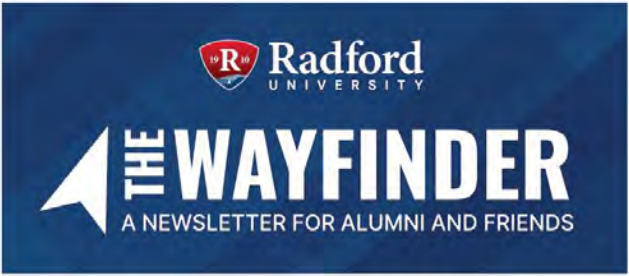
Fall 2024



Spring 2024



Spring 2023



MONTHLY
on
Third Tuesday

Advancement and Alumni Relations



Data Integrity

- o Data Integrity/Record Updates (UpdateInfo@radford.edu)
 - o Address, phone, email
 - o Marital, education, employment*, activities as student, etc.
 - o Retirements, death/obituaries
- o Alumni Owned Businesses
- o Class Notes (ClassNotes@radford.edu)
- o Post event survey

Class Notes



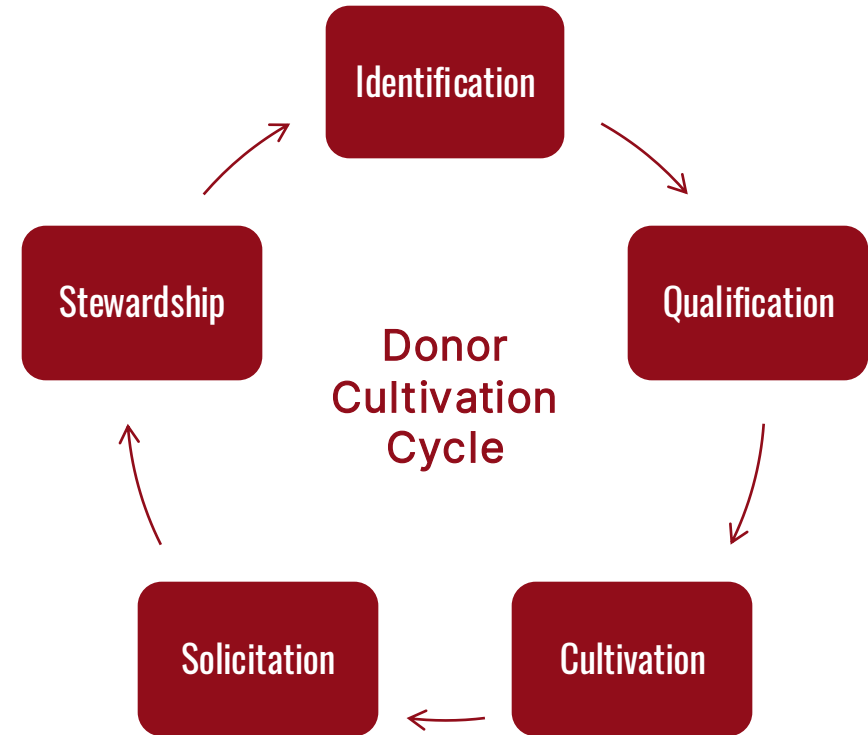
Record Updates



Donor Relations

Why it matters:

- It costs 5x more to acquire a new donor than to retain an existing one.
- A 10% increase in donor retention can boost the lifetime value of your donor base by up to 200%.
- The average nonprofit loses 57% of its donors each year.
- Repeat donors consistently give larger gifts than first-time donors.



CASE's Donor Bill of Rights

1. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
2. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
3. To have access to the organization's most recent financial statements.
4. To be assured their gifts will be used for the purposes for which they were given.
5. To receive appropriate acknowledgment and recognition.
6. To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.
7. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
8. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
9. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
10. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

Donor Relations

Purpose

Purpose is to **foster trust and loyalty**, which are proven to increase donor retention and inspire greater, long-term support.

Strategy

Comprehensive “**no-gap stewardship**” strategy to retain, recognize, and inspire continued support across all giving levels.

Donor Societies

RED BRICK

SOCIETY

Recognizing loyal
commitment through
sustained annual giving.

NEW RIVER



SOCIETY

Recognizing annual
giving of \$1,000 or
more.

Society of 1910

Honoring legacy
philanthropy through
planned giving.

Donor Societies



Celebrating leadership giving of \$50,000-\$99,000 in lifetime support.

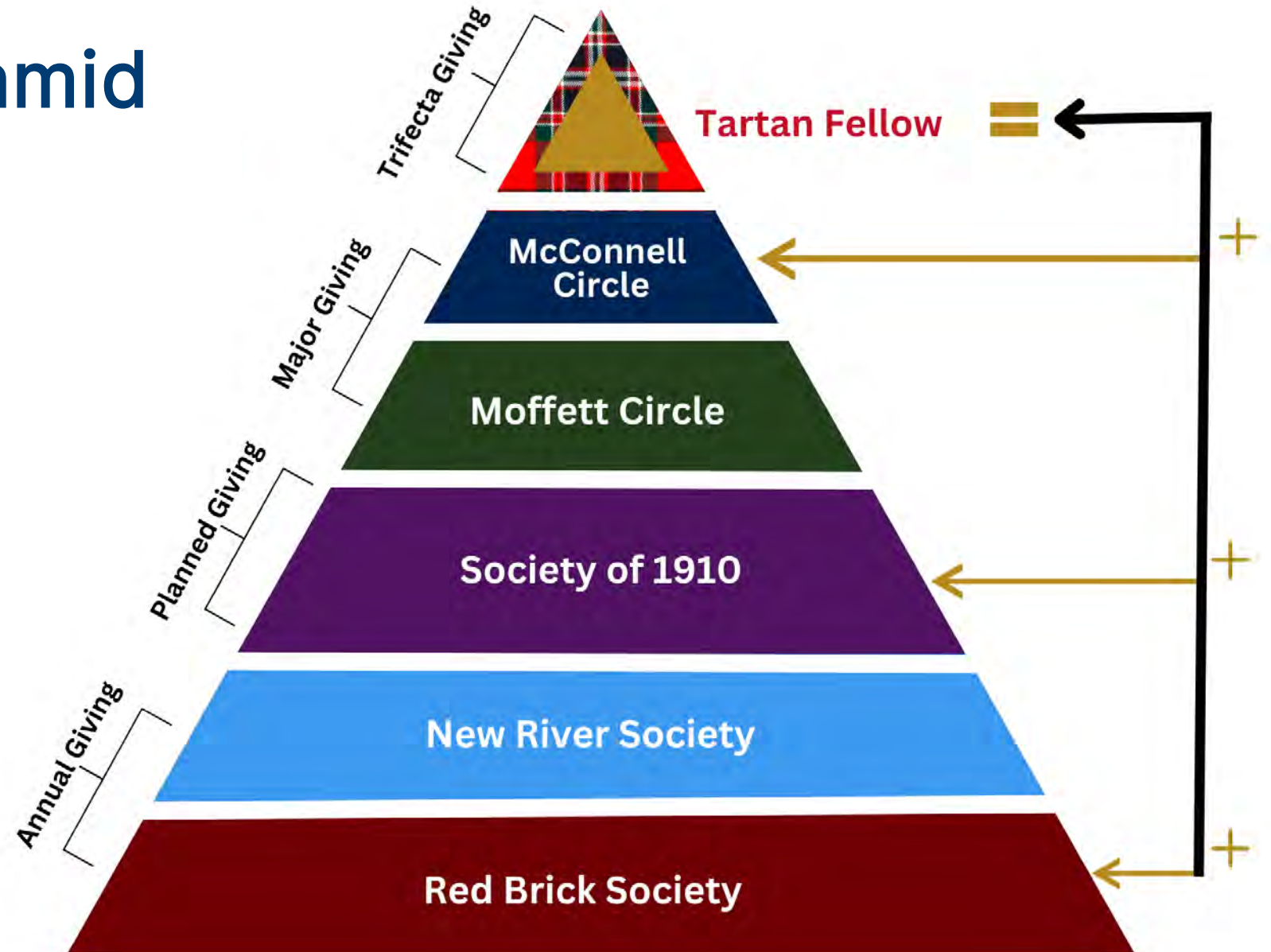


Celebrating transformational giving of \$100,000 or more in lifetime support.



Elevating the exceptional combination of major, planned and loyal giving.

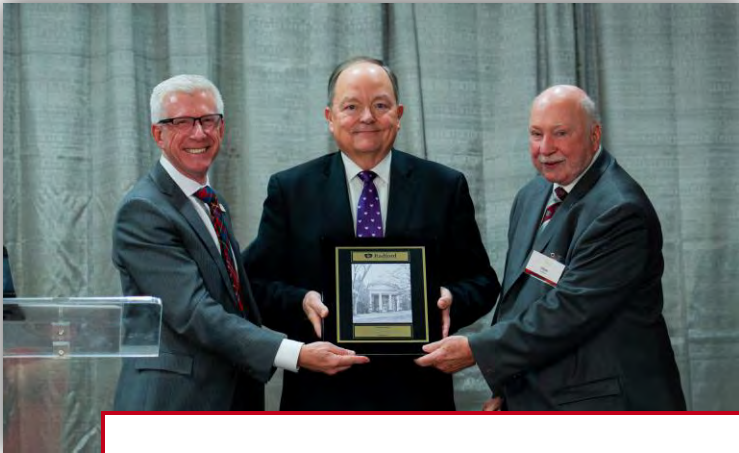
Donor Pyramid



ThankView Messages



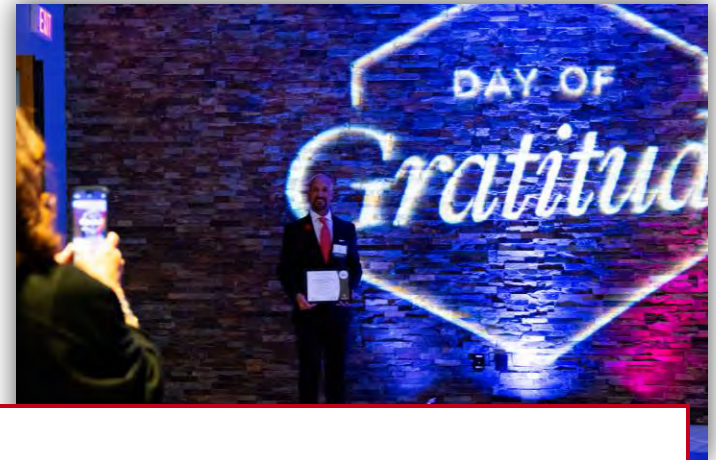
Day of Gratitude



Partners in Excellence



Society of 1910



Celebration of Giving

Highlighted Events

- December 18 - Tartantown Tailgate Radford Men's Basketball @ William & Mary
- January 24 - Volunteer Summit
- February 3-5 - RAD48



Minutes



Radford
UNIVERSITY



External Engagement Committee

12:30 p.m.

September 11, 2025

Kyle Hall, Room 340

Radford, VA

DRAFT
MINUTES

COMMITTEE MEMBERS PRESENT

Ms. Betsy D. Beamer, Chair

Mr. George Mendiola Jr., Vice Chair

Mr. William C. Davis

Ms. Mary Anne Holbrook

Mr. Anthony Moore

BOARD MEMBERS PRESENT

Mrs. Jennifer Wishon Gilbert, Vice Rector

Mr. Dale S. Ardizzone

Ms. Jeanne S. Armentrout

Ms. Joann S. Craig

Dr. Betty Jo Foster

Mr. David A. Smith

Mr. Jonathan D. Sweet

BOARD MEMBERS ABSENT

Mr. Tyler W. Lester, Rector

Ms. Callie M. Dalton

Mr. James C. Turk

OTHERS PRESENT

Dr. Dannette Beane, Vice President for Enrollment Management and Strategic Communications

Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President

Dr. Matthew Close, Faculty Representative

Ms. Lisa Ghidotti, Executive Director for Government Relations and Strategic Initiatives

Dr. Robert Hoover, Vice President for Finance and Administration

Dr. Angela Joyner, Vice President for Economic Development and Corporate Education

Ms. Susan Richardson, University Counsel

Dr. Bethany Usher, Provost and Senior Vice President for Academic Affairs

Ms. Penny Helms White, Vice President for Advancement and Alumni Relations

CALL TO ORDER

Ms. Betsy D. Beamer, Chair, formally called the External Engagement Committee meeting to order at 12:46 p.m. Kyle Hall in Room 340, Radford, Va.

APPROVAL OF AGENDA

Ms. Betsy D. Beamer, Chair asked for a motion to approve the June 5, 2025, agenda, as published., Mr. George Mendiola Jr., Vice Chair made the motion and Mr. William C. Davis seconded, and the motion carried unanimously.

APPROVAL OF MINUTES

Ms. Betsy D. Beamer, Chair asked for a motion to approve the minutes of the June 5, 2025, meeting of the External Engagement Committee meeting, as published. Mr. George Mendiola Jr., Vice Chair the motion. Mrs. Jennifer Wishon Gilbert seconded, and the motion carried unanimously.

ECONOMIC DEVELOPMENT AND CORPORATE EDUCATION

Vice President of Economic Development and Corporate Education Angela Joyner shared that through the RPED grant funding, the IMPACT Lab will present a specially designed cybersecurity track at the Roanoke Blacksburg Technology Emerging Technology Conference being held October 29 – 31st.

Economic Development

Vice President Joyner shared that CoWorks@ The Hub has successfully filled two of its three available private office memberships, with both now occupied by small businesses. Dr. Joyner provided an update on the Certification Center at the HUB, noting that it has broadened its services through new partnerships with the Virginia Department of Deaf and Hard of Hearing (“VDDHH”) and Certiport, a Pearson VU business. These partnerships have resulted in the center now proctoring up to 200 exams.

Two interns contributed significantly to operations during the summer months. Jonas Miller served as Social Media Content Creator and successfully expanded the EDCE LinkedIn page’s audience reach while maintaining consistent engagement with partners, alumni, and students through regular posting. Mary Parniagua-Ugarte played a key role as Assistant Program Coordinator, helping to launch CoWorks while ensuring member satisfaction and support. She also provided valuable assistance to the Certification Center by managing exam taker check-ins and serving as a proctor for exams.

The second annual Radford Community Fest took place on August 23^r and featured participation from more than 100 vendors and 45 community service organizations serving as volunteers.

Partnerships

Dr. Joyner announced several exciting new initiatives, including a partnership with Cardinal News that will give students hands-on experience covering Southwest Virginia's Town & Gown issues, local elections, and Student Beat stories from a regional perspective. The division has also established sponsorship opportunities through a banner program designed to strengthen messaging coordination and foster deeper collaboration with the City of Radford.

Additionally, efforts are underway to expand student opportunities through increased internship programs, project-based learning experiences, partnerships with the outdoor recreation and wellness center, and collaborative initiatives with academic programs throughout Pulaski County.

GOVA Region 2:

Dr. Joyner was recently appointed to the GOVA Region 2 Council, providing an opportunity for Radford University to have dedicated representation on this important regional body.

UNIVERSITY ADVANCEMENT REPORT

Ms. Penny Helms White, Vice President of Advancement and Alumni Relations provided an update on the two-year strategic updates reporting a 10% increase in web traffic and social media engagement, a 10% increase in unique volunteers with 1,601 volunteers, 22.3% of whom also donated. With a target rate of 40% in donor retention by December 2025, the current rate is 34.2%. Next steps to improve this is enhanced donor recognition, impact reporting, and responsive communication. Alumni giving increased contributing \$2.1M while donor numbers declined focus on growth in this area remains a priority. The TOGETHER campaign successfully completed on time, exceeding the goal with more than \$100M raised. The target of 30% in planned giving annually was surpassed with 40.5% of FY25 fundraising coming from planned giving. Lastly, the Huron|GG+A meetings concluded, and the athletics feasibility study has been concluded and report finalized, results will be shared soon.

Moving forward with the new vision “A future where every Highlander is engaged, connected, and proudly invested in Radford University” the division has identified five priorities to guide current and future efforts:

- Athletic Fundraising
- Donor Growth and Retention
- Planned Giving
- Volunteer Solicitation
- Young Alumni

Additionally, a new stewardship and recognition plan was introduced with emphasis on donor retention. More details will be presented at the December board meeting.

In FY25 fundraising updates. An annual goal of \$6M was exceeded, with \$9.3M secured. In fiscal year FY26 fundraising as of August 31, 2025, totaled \$1.46M.

Highlighted Events:

- October 9–11, 2025 – Homecoming and Highlander Festival
- November 14, 2025 – Day of Gratitude
- December 2–3, 2025 – Highlander Giving Day (beginning at 8:00 a.m. on December 2 and concluding at 5:10 p.m. on December 3)

In closing, Ms. White encouraged Board members to support Highlanders during these upcoming events.

ADJOURNMENT

With no further business to come before the committee, the meeting adjourned at 1:31 pm.

Respectfully submitted,

End of Board of Visitors Materials

