

# External Engagement Committee

March 2025



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**External Engagement Committee**

**11 a.m.\*\***

**March 20, 2025**

**Mary Ann Jennings Hovis Memorial Board Room,  
Martin Hall, Third Floor, Radford, VA**

**DRAFT**

**Agenda**

- **Call to Order** Ms. Joann S. Craig, *Vice Chair*
- **Approval of Agenda** Ms. Joann S. Craig, *Vice Chair*
- **Approval of Minutes** Ms. Joann S. Craig, *Vice Chair*
  - December 5, 2024
- **Economic Development and Corporate Education Report** Dr. Angela Joyner, *Vice President for Economic Development and Corporate Education*
  - Two-Year Strategic Plan Updates
  - IMPACT Lab
  - Economic Development Plan Framework and Initiatives
- **University Advancement Report** Ms. Penny Helms White, *Vice President for Advancement and Alumni Relations*
  - Fiscal Year Fund Raising Updates
  - RAD48
  - Reimagined Approach
  - Alumni Relations Updates
- **Other Business** Ms. Joann S. Craig, *Vice Chair*
- **Adjournment** Ms. Joann S. Craig, *Vice 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  
Ms. Dale S. Ardizzone  
Dr. Betty Jo Foster  
Mrs. Jennifer Wishon Gilbert

# Meeting Materials



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# Economic Development and Corporate Education March 2025



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# Leadership Team



Tom Bennett II  
Interim Executive Director  
Vinod Chachra IMPACT Lab  
Sr. Director, Operations and  
Administration



Nichole Hair  
Director of  
Economic Development and  
Community Engagement



Sharon Webb  
Executive Administrative  
Assistant



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# Vinod Chachra IMPACT Lab

# 2023-2025 Goals



Strategy	Tactic	Metrics	Baseline	Target	Progress	Status
Grow non-traditional enrollment and associated revenue	Market programs, expand partnerships and program portfolio	For CBE/CE programs, measure enrollment, revenue, completion rate, number of active partnerships, and number of CBE/CE program launches	Enrollment: 414 Revenue: \$533.3K Completion rate: 66% Partnerships: 5 Program Launches: K-12 Cybersecurity Grant pipeline: \$14M	Enrollment: 312 Revenue: \$1.3M Completion rate: 70% Partnerships: 12(new), each with minimum of 5 enrollees  Program Launches: 2, each with a minimum of 10 enrollees	Enrollment: 101 compared to 71 at this time last year. Revenue: \$390K compared to \$150K this time last year. Completion rate: 49.72% (vs industry standard 33%) Partnerships: 6 new  Programs Launched: 1 Provisional to Professional Pathway – 38 enrolled since 12/2023	
	Develop strong grant pipeline and external funding sources to support revenue generation	CBE/CE grant/contract submissions and awards	Grant pipeline: \$14M submissions, \$1M awards	Grant pipeline: \$5M+ \$2M awards	Grant pipeline: \$1.5M total Awarded: \$1.28M \$75K CCI grant; \$1.2M RPED grant (Year 3)	



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# 2025 Action Plan

**Tactic #1:** Market programs, expand partnerships and programs

**Initiative:** Market and enrollment analysis

- Grant strategy
- Partnership strategy
- Market Analysis







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# Pricing/Market Analysis

## Differentiators

- Distinctive CBE format
- Value/Affordability
- Time to certification
- Flexibility for working adults

## Pricing

- Moderate compared to market

## Program

- Credit hours vs. competition
- Alignment with industry
- Alignment with expectations





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# Economic Development

# 2023-2025 Goals



Strategy	Tactic	Metrics	Baseline	Baseline	Progress	Status
Become essential conduit for regional economic development	1. Develop business model for the Hub at Radford. Conduct needs assessment to inform programming and partnerships. Develop Community Impact Report.	Approved business model; approved plan for programming; approved priority for partnerships; community impact report	Capacity does not exist Baseline: 0	Approved plans/reports in place by June 2025	On Track: Needs assessment complete. Developed initial business plan for co-working space and testing center. Submitted 2024-25 budget request to support launch of Hub initiatives. Overall strategic vision/plan framework, business model and program plan are in development.	
	2. Develop strong grant pipeline and external funding sources to support initiatives	Economic development grant submissions and awards	Baseline: \$200K	Grant pipeline: \$250K; \$100K awards (totals for all partners, not just Radford University)	On Track: Total Partner pipeline: \$5.7M; Total partner awarded: \$600K; RU Pipeline: \$230K; Awarded: \$230K	
	3. Establish internships with a focus on paid-internship opportunities	Number of partnership agreements (MOUs) with students participating in internships, percent of students (undergraduate and graduate) participating in work-based learning opportunities (percent in paid Work Based Learning Opportunities)	Partnership Agreements/M OUs w/internships Baseline: 0	Add three internship bearing MOUs per year, increase WBLO by 1% annually, increase paid WBLO by 1% annually	Internship bearing MOUs: 1 Current paid internships baseline: 8,404 Last 6-month internship opportunities increase: 2,690* <i>*Reflects new postings in online job board, referrals, and lead generation activity.</i>	Annually; Sept 



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## Certification Center

**Tactic #2 :** Develop strong grant pipeline and external funding sources to support initiatives  
**Initiative:** Certification Center



- 5000+ exams available
- 60+ IT & cyber security exams
- Center is open 8am to 5pm, Monday to Friday
- Exams proctored 9am to 3pm, Monday to Friday.





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## Contact Us



Austin Taylor

Program Coordinator

540-831-7150; [ataylor206@radford.edu](mailto:ataylor206@radford.edu)





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# 2025 Talent Connect Summit

**Tactic #3:** Establish internships with a focus on paid-internship opportunities.

**Initiative:** Talent Connector Program

- Partnering with Career and Workforce Development
- April 24<sup>th</sup> @ the HUB
- Employer panel with breakout discussions
- Students from VT, NRCC, RU invited





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## CoWorks @ The HUB

**Tactic #1:** Develop business model for the Hub at Radford University.

**Initiative:** CoWorks @ The HUB



### Cost-Effective

A variety of membership options to suit your needs, from daily passes to monthly memberships to hourly room reservations.



### Community

Gain access to a vibrant community of professionals and programming, fostering connections and collaboration.



### Prime Location

Located in Downtown Radford, within walking distance to main campus, restaurants, coffee shops and more.



### Atmosphere

Enjoy comfortable workstations, private meeting rooms, and communal areas that inspire creativity and innovation.



### Amenities

Access to meeting rooms, printer/copier, high speed internet, mailbox, parking pass, and coffee!



### Connectivity

Convenient location to connect and engage with Radford University students, faculty and staff.

Launch: April 2025



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# Memberships

**Flexible plans to meet needs & budget**

## **Monthly Memberships:**

- Private Office: \$450/month
- Dedicated Desk: \$250/month
- Flex Seating: \$140/month

## **Daily Passes:**

- Club Pass (5 days): \$80
- Day Pass (1 day): \$20







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# Walkable Amenities



**Bee & Butter at the Highland Hotel**

Located in downtown Radford adjacent to campus, Coworking @ The HUB is within walking distance to numerous community amenities.

## Coffee Shops:

- Arabia Café & Bakery (0.2 miles)
- Starbucks (0.3 miles)
- Red Provisions (0.4 miles)

## Food & Drinks:

- BT's Restaurant (0.2 miles)
- Sharkey's (0.3 miles)
- Bee & Butter (0.4 miles)
- Macado's (0.7 miles)

## Food:

- Coco-Nuts Bakery(0.1 miles)
- Amando's Italian Kitchen (0.2 miles)
- Nagoya Sushi (0.2)
- Subway (0.2 miles)
- Benny Nicola's (0.3 miles)
- Jimmy John's (0.3 miles)
- Dalton Kitchen (0.4 miles)
- Highlander Pizza (0.5 miles)
- Wendy's (0.5 miles)
- Chick-fila (0.6 miles)

## Points of Interest:

- Radford Transit Hub (0.01 miles)
- Radford Theater (0.1 miles)
- Highlander Hotel & Conference Center (0.4 miles)
- Bisset Riverway Trail Head (0.7 miles)



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# Discussion

# Advancement and Alumni Relations



FY25 Fundraising - \$7.5 Million  
(As of 2/28)

Gratitude

2024





[THEHIGHLANDERCLUB.COM/RAD48](http://THEHIGHLANDERCLUB.COM/RAD48)

## RAD48

- From Tuesday, Feb. 4 at noon EST to Thursday, Feb. 6 at noon EST
- More than \$160,000 was raised from over 1,275 donors
- 43% increase in donors
- Dollars remained steady
- A gift from all 50 states
- Ambassadors brought in 25% of all gifts
- Lacrosse and Volleyball broke the record for individual gifts to a sport

# For Continued Success, Advancement Must Be...

**ESSENTIAL**

We must be seen as an essential and critical component to the institution's mission and success

**STRATEGIC**

We must be strategic, scientific, and aligned in our approach

**BOLD**

We must be bold in our solicitation and stewardship



# A Reimagined Approach to Communication, Engagement, and Giving

# Divisional Tier-1 Priorities

Donor Growth and Retention

Volunteer Cultivation

Young Alumni Engagement

Athletic Fundraising

Planned Giving





# Strategic Communication & Digital Engagement



## Alignment

Clear priorities, cohesive messaging, seamless experience across all communication platforms



## Calendar

Annual, monthly, and weekly planning of messages, engagement, and outreach



## Expanded Asks

Targeted, segmented and increased ask frequency



## Print Publications

Thoughtful, data-driven use of traditional media



## Online Overhaul

Redesign of digital fundraising platforms (giving pages) and restructuring of divisional websites



## Social Media

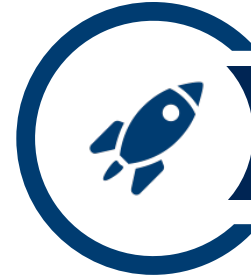
Robust social media strategy to build/strengthen connection with alumni and donors

# Donor Growth and Retention



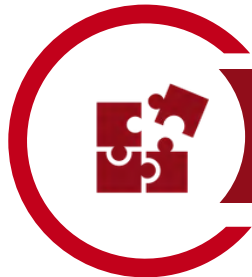
## Alumni

Increase participation and philanthropic support through strategic communication and enhanced events



## Innovation

Embrace new strategies and be willing to try new approaches



## Campus Partners

Work with campus partners to amplify outreach to multiple constituent groups



## Messaging

Develop cohesive messaging across all channels to create consistent and engaging end-user experience



## Digital Communication

Leverage digital communications to reach a wider audience



## Major Gifts

Strengthen the pipeline efforts to secure larger donations

# Volunteer Cultivation



# Young Alumni

Digital  
Experience  
Coordinator

Sunset  
TOP  
Program

Momentum

Focused on three  
primary workflows:

1. Creating and maintain donor plans
2. Crafting and sending donor outreach and touchpoints
3. Automating tedious admin work

Restructured  
Positions in  
Annual  
Giving &  
Alumni  
Relations



# Athletic Fundraising



GG+A

## Feasibility study for future athletic campaign

Milestones & Ongoing Tasks	Responsibility	March	April	May	June
<b>Project Component: Leadership Briefings</b>					
Submit prospect pools	Radford				
Host leadership briefings	Radford				
<b>Project Component: Interviews</b>					
Share scheduling calendar	Huron   GG+A				
Schedule interviews	Huron   GG+A/Radford				
Conduct interviews	Huron   GG+A				

Key
Milestones
Ongoing Task



# Gift Planning

- New wordmark for Society of 1910
- Marketing efforts
- Website redesign

Society  
of 1910

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Advancement and Alumni Relations  
P.O. Box 6915, Radford, VA 24142

**REDUCE TAXES, INCREASE IMPACT**

If you are 72 or older, you are likely familiar with the IRA required minimum distribution (RMD). Each year, the IRS requires you to withdraw a certain amount from your IRA whether you need the funds or not, and you pay income tax every distribution you take. For many IRA account holders, these taxes can be a significant and undesirable annual burden.

The IRA charitable rollover allows you to transfer funds from your IRA directly to a nonprofit. You pay no taxes on the transfer, and your gift counts dollar-for-dollar to support our mission. You may also count the gift against your required minimum distribution, which lowers your income and taxes.

**MAKE AN IRA ROLLOVER GIFT TODAY**

Making a gift from your IRA is simple. All you have to do is contact your IRA administrator to request a transfer from your IRA directly to a nonprofit like us. If you have further questions about how an IRA charitable rollover gift can benefit you, please contact Rebekah LaPlante at 540-831-5167.

*This information is not intended as tax, legal or financial advice. Consult your personal financial advisor for information specific to your situation.*

**“ I have always been convinced that Radford was one of the best places to earn your degree in the country – especially due to the size of the community. I am very proud of this institution and all it offers.”**

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Retired faculty member and administrator **Dave Moore** dedicated more than 40 years of service to Radford University, describing campus as his second home.

**Inspired by the university's continued success, Dave established a scholarship that he contributes to by using IRA's required minimum distribution as a convenient way to donate tax-free gifts.**

Spring 2025 Postcard

# Student Spotlight

## Lauren Griffin

- Cybersecurity major, Criminal Justice minor
- Senior, Honors College
- Research Rookies
- Radford University Ambassadors
- Independent Researcher
- Recipient of two Donor-Funded Scholarships
  - Geneva Funk McClung Scholarship
  - Dale Larkin Brittle Scholarship for the Artis College of Science and Technology



# Upcoming Events

- August 15 Radford Day at Nationals Park
- October 10-11 Homecoming/Highlander Festival
- November 14 Day of Gratitude
- December 2-3 Highlander Giving Day





# Minutes



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External Engagement Committee  
2:00 p.m.  
December 5, 2024  
Mary Ann Jennings Hovis Memorial Board Room  
Martin Hall, Third Floor, Radford, VA

**DRAFT**  
Minutes

**Committee Members Present**

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

**Board Members Present**

Mr. Marquett Smith, Rector  
Ms. Jeanne S. Armentrout  
Ms. Betsy D. Beamer  
Ms. Callie M. Dalton  
Mr. William C. Davis  
Mr. Tyler W. Lester  
Mr. George Mendiola Jr.  
Mr. David A. Smith  
Mr. James C. Turk

**Others Present**

Dr. Bret Danilowicz, President  
Ms. Lisa Ghidotti, Executive Director for Government Relations and Strategic Initiatives  
Ms. Penny Helms White, Vice President for Advancement and Alumni Relations  
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 Affairs  
Dr. Susan Trageser, Vice President for Student Affairs  
Ms. Karen Castele, 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 1:56 p.m. in the Mary Ann Jennings Hovis Memorial Board Room, Martin Hall, Third Floor, Radford, Va.

### **Approval of Agenda**

Ms. Lisa Pompa asked for a motion to approve the December 5, 2024, agenda, as published. Mr. Dale S. Ardizzone made the motion and Ms. Joann Craig seconded, and the motion carried unanimously.

### **Approval of Minutes**

Ms. Lisa Pompa asked for a motion to approve the minutes of the September 5, 2024, meeting of the External Engagement Committee meeting, as published. Ms. Joann Craig made the motion. Mr. Dale S. Ardizzone seconded, and the motion carried unanimously.

### **Economic Development and Corporate Education Report**

Vice President for Economic Development and Corporate Education Angela Joyner reported that the IMPACT Lab achieved 312 enrollments at the September census, below the two-year target and last year's enrollment of 414. Several key factors contributed to this outcome:

- Shift in enrollment delivery: A portion of enrollment commitments shifted to the fiscal year 2024-25 period. Despite this, 200 new learners were enrolled in non-credit programs through the Lab's ongoing partnership with the Virginia Department of Education.
- Leadership and business development transitions: Changes in leadership and business development have also impacted enrollment efforts.

Vice President Joyner provided an update on the IMPACT Lab action plan. Tom Bennett, serving as the Interim Executive Director, is prioritizing the delivery of development, grant and contract commitments. Progress continues on pricing, market and program analysis, which remains on track. The Provisional to Professional Pathway is gaining significant momentum among provisionally licensed teachers. Current enrollment has reached 30 learners, tripling the initial launch target of 10.

Vice President Joyner shared that an offer has been extended and accepted for the next Director for Economic Development and Community Engagement. The team is anticipating the new director to start later this month. The Regional Testing Center remains on track for its December launch. Austin Taylor has joined the team as the new Program Coordinator and will lead the testing center's operations. Progress has also begun on the IT & Cybersecurity Talent Connector program. The team has convened an advisory board comprising of industry and pipeline partners and initiated outreach to Virginia Tech and New River Community College. Efforts to build extensive partnerships continue to have significant impact. These collaborations are creating work-based learning opportunities for our students, providing speaking engagements for President Danilowicz and faculty, and fostering new regional projects. Key examples include participation in events such as DisruptUP AI Conference, the Blue Ridge Partnerships for Health Sciences Talent Summit, the Onward NRV Investor Meeting, the Virginia Economic Development Partnership's Regional Roundtable, and the upcoming Regional Talent Summit, which Radford University will host in the spring in collaboration with Onward NRV. The partnership with the City of Radford is also advancing positively. Highlights include the establishment of a new Joint Commission Charter, promising progress on the Amphitheater Project,

and several other projects currently in development. Appreciation goes to the workgroups, commission members, and all involved for their dedication to the city and region's growth.

### **Advancement and Alumni Relations Report**

Vice President for Advancement and Alumni Relations Penny Helms White announced the successful completion of the TOGETHER campaign for Radford University. The celebration was held on Saturday, October 5, when the total amount raised, \$106,693,338, was announced. During the life of the campaign nearly 56,000 total gifts were made supporting 1,092 unique funds. The campaign received support from over 18,000 donors, with 38% contributing gifts of less than \$50. As a result, 178 new scholarships were created, and the faculty and staff participation rate reached 27%. Post-campaign priorities will focus on building our donor pipeline, engaging with university leadership and aligning funding goals with the new strategic plan.

Vice President White shared that, as of October 31, we have secured \$5 million toward our \$6 million FY25 goal. Through our tactic of enhancing donor engagement with planned giving and the planned giving awareness campaign, we have successfully secured four planned gifts this fiscal year.

Homecoming was held October 3–5 and featured expanded activities throughout the weekend, including the campaign celebration. As part of our strategy to highlight alumni success, we will continue showcasing accomplished graduates, with the Radford Magazine serving as a primary platform for these features.

In closing, Maddie Canterbury, a student leader, shared her Radford journey. As a first-generation college student, Maddie has excelled both academically and through campus involvement. She is a member of the Honors College, Historian of Kappa Delta Pi, Vice President of RU Ambassadors, a participant in the Schoolhouse Living-Learning Community, a Radford University tour guide, and a student worker in the Alumni Office. Maddie is also the proud recipient of two donor-funded scholarships.

### **Adjournment**

With no further business to come before the committee, the meeting adjourned at 1:41 p.m.

Respectfully submitted,

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

# End of Board of Visitors Materials

