

External Engagement Committee

September 2025



Radford
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External Engagement Committee
12:30 p.m.**
September 11, 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*
 - June 5, 2025
- **Economic Development and Corporate Education Report** Dr. Angela Joyner, *Vice President for Economic Development and Corporate Education*
 - Two-Year Strategic Plan Updates
 - Division Priorities
 - Partnerships
 - Programming
 - Grants
 - EDCE Internships
- **Advancement and Alumni Relations Report** Ms. Penny Helms White, *Vice President for Advancement and Alumni Relations*
 - Two-Year Strategic Plan Updates
 - Divisional Priorities
 - Fund Raising Updates
- **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



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Economic Development and Corporate Education

Board of Visitors

September 12, 2025

Economic Development

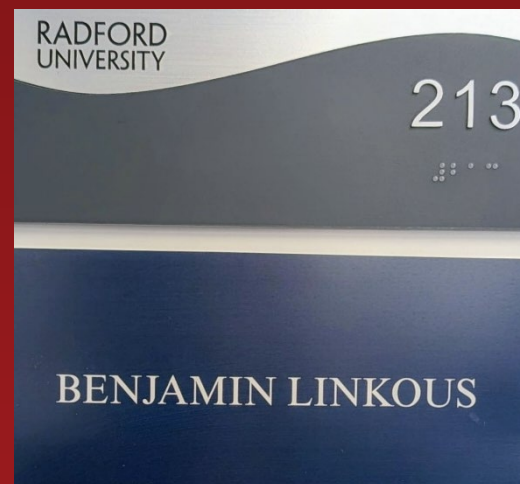
CoWorks @THE HUB



“Having an office at CoWorks has truly given me my home back. It allows me to start each day with purpose, come to a dedicated workspace, and stay far more productive and organized. CoWorks has become an essential part of my small business’s success!”

Sarah Pullman, Millennial Fabrics

CoWorks @THE HUB

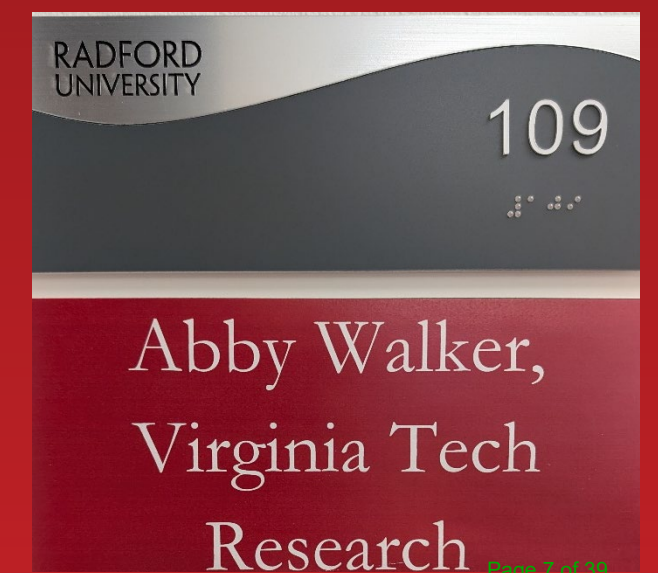


“CoWorks has been exactly what I needed starting a business in the NRV. Low cost, access to professional resources like professional office environment, printing, internet, and meeting space. I cannot think of a better environment for my current need.”

Ben Linkous, CoWorks member

“I am so grateful CoWorks@ The HUB exists! As a mobile research team, finding short term space in different locations can be incredibly challenging, but once we learned about CoWorks, setting up in Radford was incredibly easy. More than that, the actual space and help from staff were above anything we could have asked for. We'd definitely use this space again and are super grateful to Nichole and her team!”

Abby Walker, CoWorks member



Certification Center Expansion



Virginia Department for the
Deaf and Hard of Hearing

American Sign Language
(ASL) & Virginia Quality
Assurance Screening (VQAS)

Global leader in providing performance-based certification exams that validate skills in technology, business, and creative applications.



Internship Experiences



Social Media with AI



Community Fest '25



Onward NRV Experience

Internship Experiences



"My internship with the EDCE not only built my workplace skills but provided me experience when skills alone would not suffice. There are some things I could only learn by doing- and this internship gave me the opportunity to do so."

- Jonas Miller, Social Media Content Creator

"One of the highlights of my summer as a student worker was helping Nichole with the launch of CoWorks. Being part of a new initiative like that and gaining hands-on experience has been incredibly rewarding."

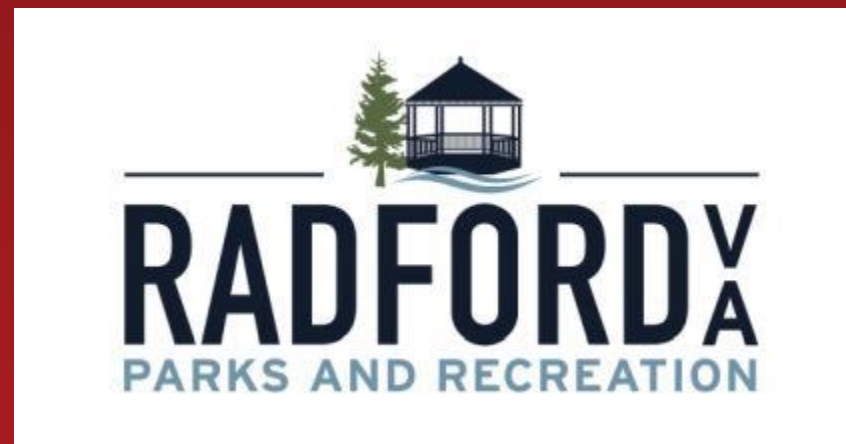
- Mary Paniagua-Ugarte, Assistant Program Coordinator



Partnership Updates



Opportunities for students to engage, providing local perspective on SWVA “Town & Gown” topics; elections; and “Student Beats”



Sponsorships with banner program
Promote cohesive messaging and collaboration



Opportunities for internships, project-based learning, collaborations with outdoor recreation and wellness center, and partnering with academic programs



Radford Community Fest 2025



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The annual Radford Community Fest is a free community celebration. The event is hosted by Radford University and the City of Radford.

- Over 100 vendors
- 7 food trucks
- 45 registered volunteers
- RU Fraternity and Sorority Life Kids Zone



Radford Community Fest 2025



“The Radford Community Fest was a shining example of what makes our town so special. Hosted through the collaboration of Radford University and the City of Radford, the event brought together students, residents, and neighbors from surrounding communities for an unforgettable day of fun. The streets were filled with lively music, delicious food, and unique vendors showcasing local talent and businesses. More than just a festival, it was a celebration of connection—where people of all ages came together to enjoy, support, and strengthen the bonds that make Radford such a welcoming place.”

Jessie Foster, Radford City Council



GOVA Region 2



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SWVA Career Connect, September 2

Cyber & IT Industry Day, September 2

Aerospace, Defense, and Intelligence Career Fair,
September 16



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Firm Night, September 4

Fall Career Expo, September 18

Talent Connect Summit, September 30

Government, Criminal Justice and Public Service

Career and Internship Fair, October 22

Amphitheater Update



- Detailed planning phase
- Feasibility studies
- Site analysis
- Design and engineering
- Regulatory and safety

Vinod Chachra IMPACT Lab

Emerging Tech Conference



- Partnership with Roanoke Blacksburg Technology Council
- Hosting curated cybersecurity track
- Designed for K-12 educators, students and professional
- Includes: featured speakers, panel discussion and capture the flag activity

October 30-31, 2025
Hotel Roanoke
Roanoke, VA

Emerging Tech Conference



Megan Atkinson
Administrator of Career and
Technical Education (CTE) and
Business Partnerships
Montgomery County Public Schools



Bob Burton
Chief Information
Security Officer
Radford University



Robert Garbee
Director of Information
Security
Carilion Clinic



Benjamin Gilbert
Supervisory Cybersecurity Advisor,
(VA,DC)
Cybersecurity and Infrastructure
Security Agency



Robert Graham
Superintendent
Pulaski County Schools



David Raymond
AVP for Security & Identity
Virginia Tech



Uma Marques
Director of Information Technology
Roanoke County, VA



Dr. Prem Uppuluri
Director of the Center for
Information Security
Radford University

2025 CCI Grant Award



Highlights

- Continuation of 2024 PACE launch
- Builds stackable credentials from course to full certificate
- Over 60 learners enrolled in CBIT101 to date
- Targeting working professionals in Southwest Virginia

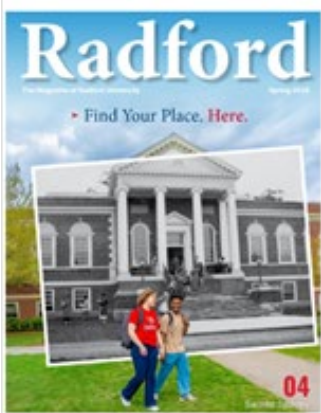


**Commonwealth
Cyber Initiative**
SOUTHWEST VIRGINIA

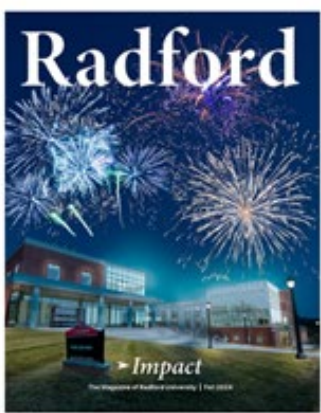
Discussion

Advancement and Alumni Relations

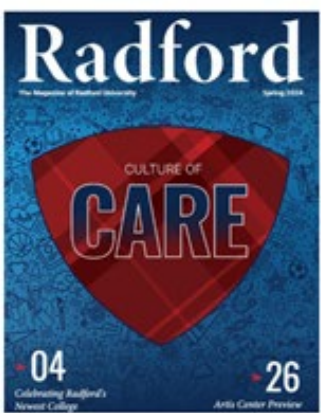




Spring 2025



Fall 2024



Spring 2024



Spring 2023

Highlight alumni success stories that demonstrate areas of distinction

Create a range of multi-media content to showcase the journeys of alumni

Traffic to Alumni website, Advancement websites, online magazine, E-newsletters and social media

FY23 total social media followers: 30,973

10% increase in web traffic and social media engagement

FY25 total social media followers
25.1% increase in web traffic and social media engagement

Tactic

Metrics

Baseline

Target

Progress to Goal

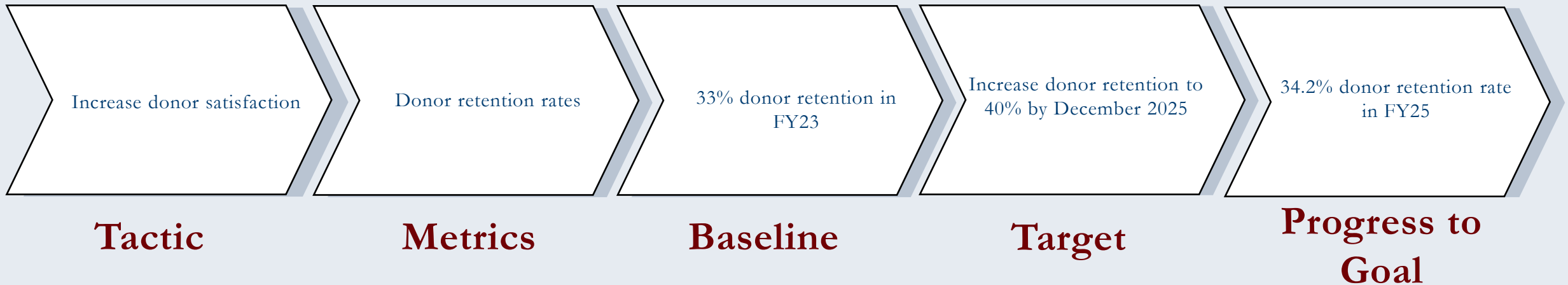


Cultivate long-term and meaningful relationships with alumni to increase engagement, volunteering and philanthropic giving for the long-term stability of the university





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





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

Increase alumni giving rates and giving amount

Increase alumni giving rates and giving amounts

1,699 alumni donors in FY23; total alumni giving in FY23 \$1,251,110

Increase number of alumni donors to 1,870 (by 10%) and increase annual giving

1,431 alumni donors in FY25; total alumni giving in FY25 \$2,147,662

Tactic

Metrics

Baseline

Target

Progress to Goal



Society of 1910

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

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

Number of members in the Society of 1910; proportion of donors using planned giving; satisfaction survey of donors using planned giving

In FY23 130 households are members; 28% planned giving and a 33% satisfaction baseline

Increase households to 143 members (10%), increase planned giving percentage to 30% annually; increase donor satisfaction measures by 10%

139 households are members in FY25; percentage of planned giving is 40.5%

Tactic

Metrics

Baseline

Target

**Progress to
Goal**



GG+A

Feasibility study for future athletic capital campaign

Feasibility study for
future athletic campaign

Completion of feasibility
study including targets
and timeline

Baseline analysis in 2023-
24, by June 30, 2024

Determine a data informed
campaign goal, campaign
budget, funding sources,
and steering committee.
Develop a case statement
and collateral materials

Final Report

Tactic

Metrics

Baseline

Target

**Progress to
Goal**

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

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Advancement and
Alumni Relations





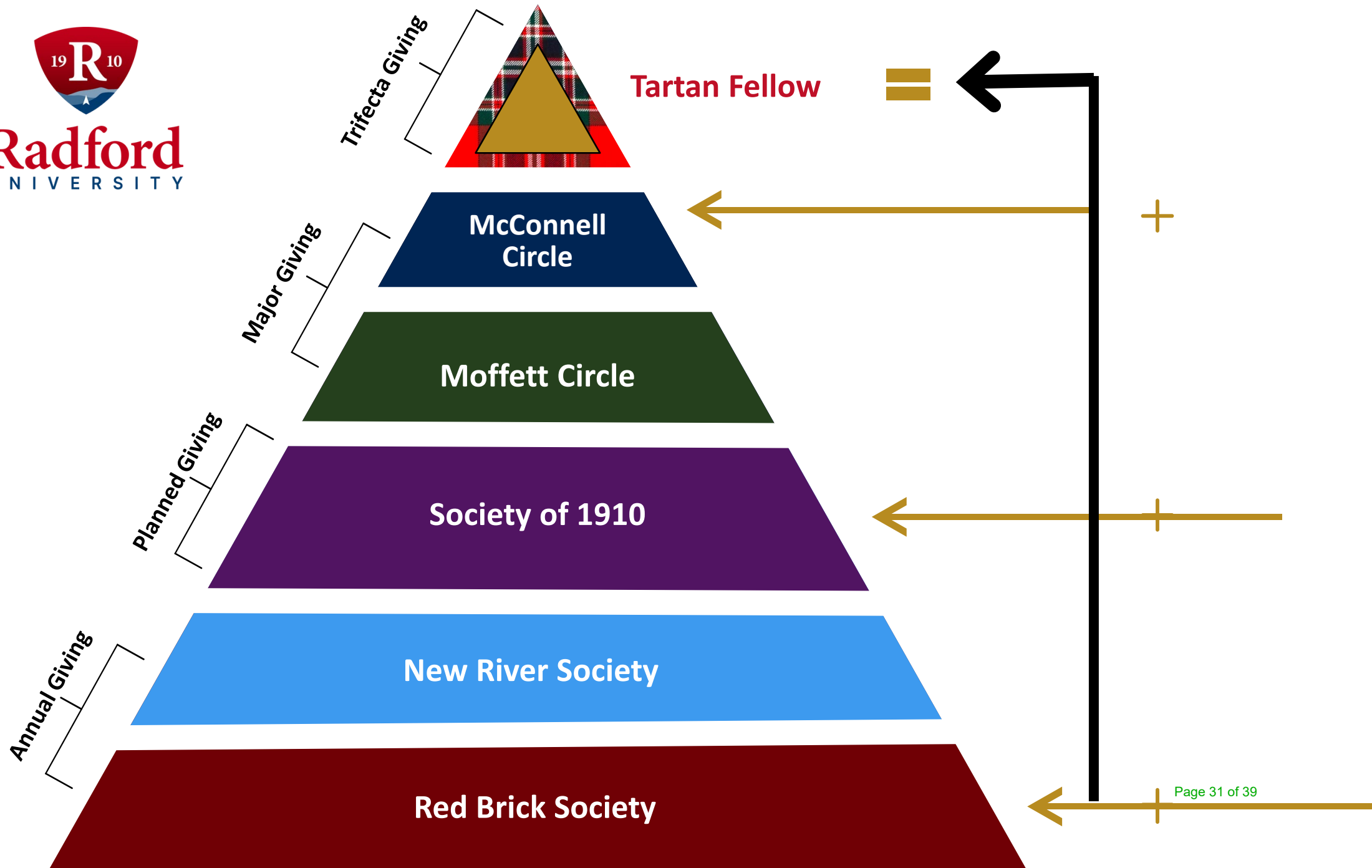
VISION

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.





FY25 Final Fundraising Total
\$9,300,480



HIGHLANDER GIVING DAY

1 DAY. 9 HOURS. 10 MINUTES.

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



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Highlighted Events

October 9-11 Homecoming/Highlander Festival

November 14 Day of Gratitude

December 2-3 Highlander Giving Day

Minutes



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External Engagement Committee
2:15 p.m.
June 5, 2025
Kyle Hall, Room 340, Radford, VA

DRAFT
MINUTES

Committee Members Present

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

Board Members Present

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

Others Present

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
Ms. Lisa Ghidotti, Executive Director for Government Relations and Strategic Initiatives
Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President
Ms. Susan Richardson, University Counsel
Dr. Matt Close, Faculty Representative
Mr. Onajae Edmund, Student Representative

Call to Order

Ms. Lisa W. Pompa, Chair, formally called the External Engagement Committee meeting to order at 2:02 p.m. in Kyle Hall Room 340, Radford, Va.

Approval of Agenda

Ms. Lisa W. Pompa asked for a motion to approve of the June 5, 2025 agenda, as published. Ms. Joann S. Craig made the motion, Dr. Betty Jo Foster seconded, and the motion carried unanimously.

Approval of Minutes

Ms. Lisa W. Pompa asked for a motion to approve the minutes of the March 20, 2025 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

IMPACT Lab

Vice President Angela Joyner shared how IMPACT is committed to delivering its grant obligations to the U.S. Department of Education and the Commonwealth Cyber Initiative during the transition of the credit bearing offerings to Academic Affairs.

- Radford University will participate in the Roanoke Blacksburg Technology's (RBTC) 2025 Emerging Technology Conference. The team will be highlighting the Professional Accelerated Cyber Education (PACE) program.
- As part of the U.S. Department of Education Rural Post Secondary Education (RPED) grant, which was awarded in 2023, IMPACT is conducting research in K-12 cybersecurity education. The research aims to create sustainable pathways from K-12 through higher education and into cybersecurity careers.
- Radford University has established a strategic collaboration with VDOE that successfully enrolled 334 early childhood educators in non-credit education offerings.

Economic Development

Vice President Joyner also shared an overview of events happening in Economic Development.

- CoWorks @THE HUB recently celebrated its grand opening, which generated significant media attention. This event represents a major milestone for entrepreneurial development in Radford, Virginia.
- The Talent Connect Summit was held on April 24, 2025 at Radford University with the primary purpose of connecting students with employers, particularly those receiving IT certifications. Participating institutions included Radford University, Virginia Tech, and New River Community College. The summit successfully provided direct networking opportunities with industry professionals and facilitated connections for internships and employment opportunities.
- Vice President Joyner presented a collaborative storefront revitalization project that supports the broader downtown revitalization initiative. This project is part of a larger economic development strategy for the area.
- Vice President Joyner shared details about the riverfront amphitheater proposal currently underway. The project objectives include creating a versatile outdoor venue for programming, boosting economic impact in the region, providing hands-on learning experience for students, and increasing opportunities for small businesses and entrepreneurs. A joint work between the university, the city of Radford, regional economic development groups and tourism organizations are currently working through the proposal details for the next phase of the project. The next steps include refining venue design, developing proforma assumptions, and finalizing programming inputs to proceed to the next.

Advancement and Alumni Relations Report

Vice President Penny Helms White provided an update on the Athletic Feasibility Study. A comprehensive assessment of Athletics has been completed, including a thorough evaluation of the prospect pool and identification of priority needs. Follow-up interviews are currently underway.

Additionally, an interest survey was distributed this week. The final report, prepared by Huron | GG+A, is anticipated this fall and will serve as a guide for the next steps in the university's fundraising strategy.

Vice President White shared that, as of April 30th, Radford University has secured a total of \$8.9 million in fundraising for FY25. Notably, there is a positive trend in both documented planned gifts and cash contributions, reflecting strong donor confidence and increased engagement.

In support of efforts to engage students prior to graduation, the university introduced a new event this year: Tartan Toast & Tailgate. Held during a baseball game at Sherman Carter Memorial Baseball Stadium, the event featured BBQ, lawn games, and a celebratory toast led by President Danilowicz, welcoming graduating seniors into the alumni community. Additional senior celebrations included the Senior Block Party, part of Traditions Week. The Alumni Relations team conducted 498 exit interviews and distributed 155 legacy stoles in recognition of graduating students and their achievements.

This spring, the University launched The Wayfinder, a new electronic newsletter. Distributed monthly on the third Tuesday, it is designed to strengthen engagement and build deeper connections with alumni, donors, faculty, staff, stakeholders, and friends of Radford University.

A new Gift Planning Website has been launched to support alumni and donors in exploring estate planning options. The site offers clear, accessible information on tools such as bequests, charitable trusts, and beneficiary designations, while also highlighting the tax benefits of planned giving.

To enhance the donor pipeline, the university has begun reimagining its Annual Giving program to align with industry best practices. Carolyn Clayton, Director of Annual Giving, provided an overview of the restructuring efforts aimed at increasing donor participation, retention, and impact.

The target for FY25 is to raise \$1 million and engage 3,000 unduplicated donors, with an emphasis on alumni donor retention.

Annual Giving Metrics (per Huron | GG+A year-end cash transaction reports):

- Only individual donors counted (no entities)
- Constituents included: alumni, employees, parents, students, and friends
- Only cash gifts included (excluding pledges, in-kind, and matching gifts)
- Gift size range: \$1–\$4,999
- Event-related gifts were excluded

Adjournment

With no further business to come before the committee, the meeting adjourned at 3:04 p.m.

Respectfully submitted,

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

Sharon B. Webb
Executive Assistant to the
Vice President for Economic Development and Corporate Education

End of Board of Visitors Materials

