



External Engagement Committee  
11:00 a.m.  
March 20, 2025  
Mary Ann Jennings Hovis Memorial Board Room  
Martin Hall, Third Floor, Radford, VA

**DRAFT**  
**MINUTES**

**Committee Members Present**

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

Ms. Lisa W. Pompa contacted Board of Visitors Rector Marquett Smith prior to the meeting to inform him that a personal matter would prevent her from attending the meeting in person. Ms. Pompa participated by electronic communication from her temporary remote work location in California.

**Board Members Present**

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

**Others Present**

Dr. Bret Danilowicz, President  
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 Casteel, 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. Joann S. Craig, Vice Chair, formally called the External Engagement Committee meeting to order at 10:53 a.m. in the Mary Ann Jennings Hovis Memorial Board Room, Martin Hall, Third Floor, Radford, Va.

### **Approval of Agenda**

Ms. Joann S. Craig asked for a motion to approve the March 20, 2025 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. Joann S. Craig asked for a motion to approve the minutes of the December 5, 2024 meeting of the External Engagement Committee meeting, as published. Mr. Dale Ardizzone made the motion, Dr. Betty Jo Foster seconded and the motion carried unanimously.

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

#### **IMPACT Lab**

Vice President for Economic Development and Corporate Education Angela Joyner provided an update on the action plan for growing non-traditional enrollment and associated revenue. The pricing, market and program analysis has been completed. Recommendations for next steps related to pricing and stronger program alignment were shared. The team remains focused on achieving the enrollment targets, advancing development projects and fulfilling grant commitments for the year.

Vice President Joyner announced that IMPACT credit-bearing offerings will transition to Academic Affairs. Non-credit courses will remain within the Economic Development and Corporate Education division and will be incorporated into the continuing education portfolio.

#### **Economic Development**

Vice President Joyner introduced Nichole Hair as the new Director for Economic Development and Community Engagement. Additionally, Austin Taylor, who joined in October as Program Coordinator, has been leading the Certification Center at the HUB. The Certification Center officially launched as an authorized Pearson Vue testing center on February 15.

The team has initiated work on the IT & Cybersecurity Talent Connector program, with a recruitment event planned for April 24, 2025 at the HUB. Collaboration is ongoing with Radford University, Virginia Tech, and New River Community College to engage students. The event will be kept intimate to maximize employer-learner connections.

The Coworks @ the HUB initiative is set to launch in April. The space will provide a dynamic working environment for professionals, entrepreneurs, students and faculty, offering membership plans and amenities. The space will offer various membership plans and amenities to support collaboration and productivity.

Ongoing partnership efforts have resulted in increased work-based learning opportunities, expanded faculty speaking engagements and new collaborative projects, including the DisruptUP AI Conference, Health Sciences Talent Summit and Regional Talent Summit hosted with Onward NRV.

## **Advancement and Alumni Relations Report**

Vice President of Advancement and Alumni Relations Penny Helms White shared the FY25 fundraising totals. As of February 28, a total of \$7.5 million has been secured. Additionally, Rad48 was one of the most successful athletic crowdfunding campaigns to date. Launched at noon on February 4 and closing at noon on February 6, the campaign saw a 43% increase in donors and received gifts from all 50 states.

A gap analysis for the division was completed to guide future efforts. The Advancement and Alumni Division is committed to being Essential, Strategic and Bold. From this analysis, five Tier 1 priorities were identified:

1. Donor Growth and Retention
2. Volunteer Cultivation
3. Young Alumni Engagement
4. Athletic Fundraising
5. Planned Giving

Strategic communication and digital engagement will be key to achieving these goals. A comprehensive communication plan has been developed in collaboration with Marketing and Communications. To support these efforts:

- A Digital Experience Coordinator has been hired.
- The Telephone Outreach Program will be sunsetted.
- A new AI-driven system will be purchased and implemented.

As part of the feasibility study for a future athletic campaign, athletic fundraising will be a top priority. In collaboration with Huron GG+A, a draft case statement has been developed for Athletic Fundraising. This statement will be tested among alumni and donors during leadership briefings, with the goal of completing these by early summer.

Vice President White shared the importance of gift planning. Noting that a redesign of our gift planning website will be relaunched in April, a new wordmark for the Society of 1910 will be rolled out in the spring magazine and upcoming communication efforts, we will also continue our planned giving awareness postcard campaign. A total of \$3.6 million in planned gifts has been documented this fiscal year - the second-highest amount recorded in the past seven years.

In closing, Lauren Griffin, a senior Cybersecurity major and Criminal Justice minor shared her journey and passion at Radford University. She is a member of the Honors College, a Research Rookie, Radford University Ambassador and a recipient of two donor-funded scholarships.

## **Adjournment**

With no further business to come before the committee, the meeting adjourned at 11:43 a.m.

Respectfully submitted,

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

End of Board of Visitors Materials

