

**RADFORD UNIVERSITY BOARD OF VISITORS  
UNIVERSITY ADVANCEMENT AND ALUMNI RELATIONS COMMITTEE  
September 15, 2011**

**APPROVED**

**MINUTES**

**Committee members present:**

Ms. Nancy E. Artis, Chair  
Mr. Matthew B. Crisp, Vice Chair  
Mr. Stephan Q. Cassaday  
Mr. Milton C. Johns  
Mr. Stephen A. Musselwhite, Rector (ad hoc)  
Mr. Mark R. Pace, Vice Rector (ad hoc)

**Board members present:**

The Honorable J. Brandon Bell  
Ms. Sandra C. Davis  
Mr. Thomas E. Fraim, Jr.  
Ms. Wendy S. Tepper  
Mr. Ronald R. Wesley  
Ms. Linda Whitley-Taylor  
Dr. Richard Roth (non-voting advisory faculty representative)

**Others present:**

Ms. Nancy Agee, President and CEO of Carilion Clinic  
Mr. Don Appiarius, Dean of Students and Associate Vice President for Student Affairs  
Ms. Deanne Estrada, Senior Editor for University Relations  
Mr. Ronald C. Forehand, Senior Assistant Attorney General, Commonwealth of Virginia  
Ms. Christy Jackson, Assistant Director of University Relations  
Mr. Danny Kemp, Vice President for Information Technology and CIO  
President Penelope W. Kyle  
Dr. Sam Minner, Provost and Vice President for Academic Affairs  
Dr. Stephen Nape, Vice Provost for Enrollment Planning and Management  
Ms. Robyn J. Porterfield, Executive Director for University Advancement  
Dr. Mark R. Shanley, Vice President for Student Affairs  
Ms. Melissa D. Vidmar, Associate Director for Alumni Relations, Chapters and Communications

**CALL TO ORDER**

Ms. Nancy E. Artis, Committee Chair, called the meeting to order at 10:40 a.m., Thursday, September 15, 2011, in the Board Room in Martin Hall at Radford University.

On a motion by Mr. Stephan Cassaday and seconded by Mr. Milton Johns, the agenda for today's meeting was approved.

On a motion by Mr. Milton Johns and seconded by Mr. Matt Crisp, the minutes of the May 5, 2011, meeting were approved.

## **DISCUSSION**

President Kyle introduced Ms. Robyn Porterfield, Executive Director of University Advancement for Corporations and Foundations, and explained that she will be overseeing the Major Gift Officers and the fundraising area of the Advancement Office until the new Vice President for Advancement is hired. President Kyle also introduced Ms. Melissa Vidmar, Associate Director for Alumni Relations, Chapters and Communications, and explained that she would be speaking later in the meeting regarding Alumni Relations activities.

Ms. Porterfield reported that two of the three vacant positions in Advancement had been filled with Mr. Alex Simpson, Director of Annual Giving and Ms. Meredith Fox, Director of University Advancement. Ms. Porterfield stated that the Executive Director of University Advancement for the College of Business and Economics would be hired soon.

Ms. Porterfield reported that total fundraising for FY2011 was approximately \$500,000 short of the \$5 million goal with a total of \$4,552,943.60. This was the largest amount of annual fundraising for Radford University without a capital campaign. She explained that a new strategic annual fund plan would be put in place to increase giving totals and the hiring of new staff members would help with future fundraising.

Mr. Cassaday asked Ms. Porterfield what the Board could do to help the Advancement office with fundraising. President Kyle suggested that each board member donate annually to help financially. The President challenged the Board to reach a goal of 100% giving this year. Ms. Porterfield requested individual meetings with each board member to see if they could help open doors to businesses or foundations and to discuss their individual experience with fundraising.

Ms. Melissa Vidmar gave the Board a summary of Alumni Relations initiatives for FY 2011 and goals for FY 2012. She reported on several improvements to alumni communications which include a revamped website that went live on January 6<sup>th</sup> and had 17,000 hits from March through August. There has also been an increase in Radford University Facebook and Twitter fans, further improving alumni communication.

Ms. Vidmar reported on alumni class reunion gift challenge percentages, with the Class of 1961 being in the lead with 19.51%. She also discussed the first ever current student class gift challenge called the *Highlander 5* that will be established in October 2011 and run through May 2012 that encourages each student to give \$5.

Ms. Vidmar announced the upcoming fall Homecoming event to be held this October 14 and 15 (winter Homecoming 2012 will be held on February 24 and 25, with a young alumni reunion focus).

President Kyle asked the board's help in reaching out to friends that are RU alumni to see if they are receiving the emails and mailings. She stressed the importance of knowing how well alumni communications are working and the importance of an accurate alumni database.

President Kyle has set a goal of \$6 million for the 2011-2012 year and she reiterated that University Advancement continues to be responsible for raising \$10 million for the COBE building capital campaign.

Ms. Porterfield will follow up with each board member to schedule board member interviews.

**ADJOURNMENT**

Ms. Artis, Chair of the Radford University Board of Visitors University Advancement and Alumni Relations Committee asked for the meeting to be adjourned. Mr. Johns made the motion and Mr. Cassaday seconded.

The meeting adjourned at 11:50 a.m.

Respectively submitted,  
Niki Shepherd