

RADFORD UNIVERSITY
BOARD OF VISITORS
UNIVERSITY ADVANCEMENT & ALUMNI RELATIONS COMMITTEE MEETING
12:48 p.m.
Thursday, November 8, 2012
Board Room, Martin Hall
Radford University

Approved

MINUTES

COMMITTEE MEMBERS PRESENT:

Mr. Stephan Q. Cassaday, Chair
Ms. Sandra Cupp Davis, Vice Chair
Ms. Georgia Anne Snyder-Falkinham
Mr. Michael A. Wray
Ms. Linda K. Whitley-Taylor, Rector
Mr. Milton C. Johns, Vice Rector

COMMITTEE MEMBERS ABSENT:

Mr. Anthony R. Bedell

BOARD MEMBERS PRESENT:

Ms. Nancy E. Artis
Ms. Mary W. Campbell
Dr. Kevin R. Dye
Mr. Darius A. Johnson
Dr. Laura Jacobsen, *Faculty Representative (non-voting, advisory member)*
Ms. Emily Redd, *Student Representative (non-voting, advisory member) (left meeting at 1:05 p.m.)*

BOARD MEMBER PRESENT BY TELEPHONE

Mr. Matthew B. Crisp, Chair
Crisp and Company, LLC
(Residence Office – 9 am)
440 Weycroft Grant Drive
Cary, NC 27519

OTHERS PRESENT:

President Penelope W. Kyle
Mr. Richard Alvarez, Vice President for Finance and CFO
Ms. Christy Jackson, Assistant Director of University Relations
Ms. Margaret D. McManus, University Auditor
Dr. Sam Minner, Provost and Vice President for Academic Affairs

Mr. Ronald C. Forehand, Senior Assistant Attorney General, Commonwealth of Virginia
Ms. Robyn J. Porterfield, Assistant Vice President for University Advancement
Dr. Deborah J. Robinson, Vice President for University Advancement
Ms. Michele N. Schumacher, Secretary to the Board of Visitors
Ms. Kimberly Chiapetto, Assistant Secretary to the Board of Visitors
Radford University Faculty and Staff

CALL TO ORDER

Mr. Stephan Q. Cassaday, Chair, formerly called the meeting to order at 12:48 p.m., Thursday, November 8, 2012, in the Board Room in Martin Hall at Radford University.

APPROVAL OF AGENDA

Mr. Cassaday asked for a motion to approve the meeting agenda as published prior to the meeting. Ms. Sandra C. Davis so moved, Mr. Michael Wray seconded the motion and the motion carried unanimously.

APPROVAL OF MINUTES

Mr. Cassaday asked for a motion to approve the minutes of the September 13, 2012 meeting. Ms. Davis so moved and Mr. Wray seconded the motion and the motion carried unanimously. A copy of the minutes are attached hereto as *Attachment A*, and made a part hereof.

UNIVERSITY ADVANCEMENT REPORT

Mr. Cassaday introduced Dr. Deborah Robinson, Vice President for University Advancement, and asked her to give the Committee a report on the activities of the Advancement Department. Dr. Robinson shared a Power Point presentation which included a report on 1st Quarter of Fiscal Year 2012-2013, Strategy for the Remainder of Fiscal Year 2012-2013 and an Overview of Annual Giving Strategies.

Dr. Robinson reported that as of September 30, 2012, a total of \$1,134,678 was raised toward a goal of \$6 million. She compared this number to the same period last year and noted that Radford University had raised \$645,392 for the same period last year. Dr. Robinson reported that fiscal year comparisons were up in every category thus far in Fiscal Year 2012-2013 versus Fiscal Year 2011-2012.

Dr. Robinson reported that alumni activity and engagement was a key factor in alumni giving participation rates. She stated that Fall Homecoming was held in conjunction with Family Weekend and participation increased from the 2011 Homecoming. She noted that the overall alumni engagement goal is 12% or 7,678 alumni.

Dr. Robinson also reported on Fiscal Year 2012-2013 strategies that include a major gift plan, college based initiatives, women in leadership and philanthropy, alumni engagement, annual giving and telemarketing and publications.

Dr. Robinson then introduced Mr. Altony Lee, Director of Annual Giving to provide a report on the Fiscal Year 2012-2013 Annual Giving Strategies. Mr. Lee reported that 63,987 of the 70,000 alumni can be solicited through direct mail, phone, e-mail, or face-to-face visits. He reported that part of the annual giving goal of \$1.5 million would include an increase in alumni participation rate from 5% to 7%. He noted that a key part of achieving the goal of a 2% increase in alumni participation is working with the college deans. Mr. Lee then provided an overview of upcoming solicitations and alumni engagement events through the end of December 2012.

Mr. Wray asked for the current Board of Visitor's participation and Dr. Robinson reported that seven members of the Board have currently given in Fiscal Year 2012-2013.

ACTION ITEMS

Mr. Cassaday asked for a report at the February's Board meeting of all events and donor visits attended by the President and the deans of the colleges and the outcome of each event.

ADJOURNMENT

With no further business to come before the meeting, Mr. Cassaday adjourned the meeting at 1:59 p.m.

Respectfully submitted
Michele Nieroda Schumacher
Secretary to the Board of Visitors