



RADFORD UNIVERSITY
BOARD OF VISITORS
UNIVERSITY ADVANCEMENT & ALUMNI RELATIONS COMMITTEE MEETING

2:30 p.m.

Monday, January 28, 2013

2nd Floor, Room 2-G

One James Center

Richmond, Virginia

APPROVED

MINUTES

COMMITTEE MEMBERS PRESENT:

Ms. Georgia Anne Snyder-Falkinham
Ms. Linda K. Whitley-Taylor, Rector
Mr. Michael A. Wray

COMMITTEE MEMBERS ABSENT:

Mr. Stephan Q. Cassaday, Chair
Ms. Sandra Cupp Davis, Vice Chair
Mr. Anthony R. Bedell

BOARD MEMBERS PRESENT:

Ms. Nancy E. Artis
The Honorable J. Brandon Bell
Mary W. Campbell
Mr. Matthew B. Crisp
Mr. Darius A. Johnson
Ms. Ruby W. Rogers
Dr. Laura Jacobsen, Faculty Representative (non-voting, advisory member)

OTHERS PRESENT

President Penelope W. Kyle
Mr. Richard S. Alvarez, Chief Financial Officer and Vice President for Finance and Administration
Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer effective February 1, 2013

Mr. Danny M. Kemp, Chief Information Officer and Vice President for Information Technology
Dr. Sam Minner, Provost and Chief Academic Officer
Ms. Lisa H. Ridpath, Associate Vice President for Finance and Administration
Dr. Deborah J. Robinson, Vice President for University Advancement
Mr. Ronald C. Forehand, Senior Assistant Attorney General, Commonwealth of Virginia
Mr. James Noel, Assistant Attorney General, Commonwealth of Virginia
Ms. Michele Nieroda Schumacher, J.D., Secretary to Board of Visitors
Ms. Kimberly Chiapetto, Assistant Secretary to Board of Visitors

CALL TO ORDER

Ms. Linda K. Whitley-Taylor, Rector, formerly called the meeting to order at 2:30 p.m. She noted that the Committee did not have a quorum present.

UNIVERSITY ADVANCEMENT REPORT

Ms. Whitley-Taylor 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's presentation included a report on 2nd Quarter Fiscal Year 2012-2013, an Advancement Activity report and a review of the alumni survey.

Dr. Robinson reported that as of December 31, 2012, a total of \$2,126,090 was raised toward a goal of \$6 million. The \$2,126,090 was comprised of \$524,675 in new pledges, \$902,138 in other cash gifts, and \$699,232 in current use gifts. She compared this number to the same period last year and noted that Radford University had raised \$3,060,850 for the same period last year, a difference of approximately \$1 million. Dr. Robinson explained that the difference was due to approximately \$1 million in bequests that were received in December 2011.

Dr. Robinson reported that constituent cash giving for quarter ending December 31, 2012, was \$1,596,464 as compared to \$1,402,821 for quarter ending December 31, 2011, an increase of \$193,643.

Dr. Robinson also provided an update on the various activities and initiatives that University Advancement will continue to work on through the 3rd and 4th quarter of fiscal year 2012-2013, including establishing a Women in Leadership & Philanthropy group with meetings around the Commonwealth, working with the individual colleges to increase giving, college based initiatives, and to increase alumni engagement.

Dr. Robinson then summarized the results of an alumni survey conducted by Eduventures that Radford University participated in with 19 other university and colleges throughout the country. The results of the survey indicated that Radford University has a strong foundation of alumni who view their alma mater favorably, particularly their degree department and/or program. She pointed out that although our alumni view Radford favorably the survey revealed that we are not one of their top philanthropic priorities. She also noted there is a relatively low participation by alumni in alumni activities.

Ms. Whitley-Taylor thanked Dr. Robinson for her report and stated that perhaps the Committee should schedule another meeting between now and the May 2013 meetings to discuss the survey results further provided that a consultant has been retained.

ADJOURNMENT

With no further business to come before the meeting, Ms. Whitley-Taylor adjourned the meeting at 3:40 p.m.

Respectfully submitted
Michele Nieroda Schumacher, J.D.
Secretary to the Board of Visitors