



RADFORD UNIVERSITY
BOARD OF VISITORS
UNIVERSITY ADVANCEMENT & ALUMNI RELATIONS COMMITTEE MEETING
Thursday, May 9, 2013
11:00 a.m.
Martin Hall – Board Room
Radford, Virginia

APPROVED

MINUTES

COMMITTEE MEMBERS PRESENT:

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

BOARD MEMBERS PRESENT:

Ms. Nancy E. Artis
The Honorable J. Brandon Bell
Ms. Mary W. Campbell
Mr. Matthew B. Crisp
Dr. Kevin R. Dye
Mr. Darius A. Johnson
Ms. Ruby W. Rogers
Dr. Laura Jacobsen, non-voting faculty advisory member
Ms. Emily Redd, non-voting student 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
Mr. Danny M. Kemp, Vice President for Information Technology and Chief Information Officer

Dr. Sam Minner, Provost and Chief Academic Officer
Dr. Deborah J. Robinson, Vice President for University Advancement
Dr. Mark R. Shanley, Vice President for Student Affairs
Ms. Lisa H. Ridpath, Associate Vice President for Finance and Administration
Mr. Ronald C. Forehand, Senior Assistant Attorney General, Commonwealth of Virginia
Ms. Tracey Savage, representative from Marts & Lundy
Ms. Penelope Scarpucci, representative from Marts & Lundy
Ms. Michele Nieroda Schumacher, Secretary to Board of Visitors
Radford University Faculty & Staff

CALL TO ORDER

Mr. Stephan Q. Cassaday, Chair, formally called the meeting to order at 11:15 a.m. in the Board Room in Martin Hall.

APPROVAL OF AGENDA

Mr. Cassaday asked for a motion to approve the May 9, 2013, meeting agenda as published. Ms. Georgia Anne Snyder-Falkinham made the motion and Mr. Michael A. Wray seconded the motion, and the motion carried unanimously.

APPROVAL OF MINUTES

Mr. Cassaday asked for a motion to approve the minutes from the January 28, 2013, meeting as distributed. Mr. Wray made the motion and Ms. Georgia Anne Snyder-Falkinham seconded the motion, and the motion carried unanimously.

UNIVERSITY ADVANCEMENT AND ALUMNI RELATIONS REPORT

Dr. Deborah Robinson, Vice President for University Advancement and Alumni Relations, provided a report on the Advancement Activity for the third quarter ending March 31, 2013, a copy of the report is attached hereto as *Attachment A* and made a part hereof. Dr. Robinson reported that as of March 31, 2013, a total of \$3,353,990 had been raised toward the annual goal of \$6 million. She compared this number to the same period last year and noted that in 2012 Radford University had raised \$3,858,941 for the same period, approximately \$514,951 more than this year. Dr. Robinson also provided an update on the various activities and initiatives that University Advancement will continue to work on through the 4th quarter of fiscal year 2012-2013, as well as the staffing needs in the Advancement Department.

UNIVERSITY ADVANCEMENT CONSULTANTS

Mr. Cassaday introduced Ms. Tracy Savage and Ms. Penelope Scarpucci, consultants from the development firm of Marts & Lundy which has been engaged by the Board of Visitors to advise the Board on best practices in advancement in public institutions of higher education, in general, and on advancement matters at Radford University, in particular. Mr. Cassaday noted that the consultants will assess and analyze Radford's current advancement efforts, compare them to

other public institutions of higher education, and will provide a report to the Board which will delineate their assessment and will contain their recommendations as may be required. Ms. Savage and Ms. Scarpucci then gave a brief overview of the history of the firm Marts & Lundy together with a brief overview of their individual experiences in advancement consulting. They also gave a summary as to what makes a successful fundraising organization, noting that it is a triumvirate of design, organization, partnership and complimentary expertise between the Board, the President and the Vice President of Advancement working closely together.

Mr. Cassaday thanked Ms. Savage and Ms. Scarpucci for their report.

CLOSED SESSION

Ms. Sandra C. Davis moved, pursuant to Section 2.2-3711(A)(1) of the Freedom of Information Act, that the University Advancement and Alumni Relations Committee of the Radford University Board of Visitors go into "Closed Session" for the discussion of personnel matters, more specifically relating to the performance evaluation and compensation of specific university employees and the performance or evaluation of departments or schools of the University that necessarily involves discussion of specific individuals. Ms. Snyder-Falkinham seconded the motion. The motion was unanimously approved. President Kyle, faculty and staff, all guests and non-voting Board members left the meeting at this point.

RECONVENED SESSION

Following the closed session, the public was invited to return to the meeting. Mr. Cassaday called the meeting to order. Mr. Cassaday asked Ms. Davis to make the motion to return to open session.

Certification of Executive Meeting

WHEREAS, the University Advancement and Alumni Relations Committee of the Radford University Board of Visitors has convened an executive meeting on this date pursuant to an affirmative recorded vote and in accordance with the provisions of The Virginia Freedom of Information Act; and

WHEREAS, Section 2.2-3712 of the Code of Virginia requires a certification by this Board that such executive meeting was conducted in conformity with Virginia law;

NOW, THEREFORE, BE IT RESOLVED that the University Advancement and Alumni Relations Committee of the Radford University Board of Visitors hereby certifies that, to the best of each member's knowledge, (1) only public business matters lawfully exempted from open meeting requirements under Virginia law and (2) only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed or considered in the meeting by the University Advancement and Alumni Relations Committee of the Radford University Board of Visitors.

A roll call vote was taken:

Vote: yes	Ms. Linda K. Whitley-Taylor	yes	Mr. Matthew B. Crisp
yes	Mr. Milton C. Johns	yes	Ms. Sandra C. Davis
yes	Ms. Nancy E. Artis	yes	Dr. Kevin R. Dye
yes	Mr. Anthony R. Bedell	yes	Mr. Darius A. Johnson
yes	Honorable J. Brandon Bell	yes	Ms. Ruby W. Rogers
yes	Ms. Mary W. Campbell	yes	Ms. Georgia Anne Snyder-Falkinham
yes	Mr. Stephan Q. Cassaday	yes	Mr. Michael A. Wray

ADJOURNMENT

With no further business to come before the meeting, Mr. Cassaday adjourned the meeting at 1:45 p.m.

Respectfully submitted

Michele Nieroda Schumacher,
Secretary to the Board of Visitors

Radford University Board of Visitors
University Advancement & Alumni Relations Committee
May 9, 2013