



RADFORD UNIVERSITY
BOARD OF VISITORS
ADVANCEMENT/ALUMNI RELATIONS & COMMUNICATIONS/MARKETING
COMMITTEE MEETING
THURSDAY, SEPTEMBER 12, 2013
3:30 P.M.
MARTIN HALL – BOARD ROOM
RADFORD, VIRGINIA

APPROVED

MINUTES

COMMITTEE MEMBERS PRESENT:

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. Stephan Q. Cassaday, Chair
Mr. Anthony R. Bedell

BOARD MEMBERS PRESENT:

Ms. Mary W. Campbell
Mr. Matthew B. Crisp
Ms. Callie M. Dalton
Dr. Kevin R. Dye
Mr. Michael S. Hurt
Ms. Alethea “A.J.” Robinson
Ms. Ruby W. Rogers

OTHERS PRESENT

President Penelope W. Kyle
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
Ms. Margaret D. McManus, University Auditor

Ms. Robyn Porterfield, Assistant Vice President for University Advancement
Ms. Lisa H. Ridpath, Assistant Vice President for Finance and Administration
Ms. Christina Brogdon, Executive Director & Chief Human Resources Officer
Ms. Michele Nieroda Schumacher, Secretary to Board of Visitors
Radford University Faculty & Staff

Ms. Stephanie Hamlett, Senior Assistant Attorney General, Commonwealth of Virginia

Dr. James Burke, Performance Management Group
Ms. Linda Pierce, Performance Management Group

CALL TO ORDER

Ms. Sandra C. Davis, Vice Chair, called the meeting to order at 3:40 p.m. in the Board Room in Martin Hall.

APPROVAL OF AGENDA

Ms. Davis asked for a motion to approve the September 12, 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

Ms. Davis asked for a motion to approve the minutes from the May 9, 2013 meeting as distributed. Mr. Milton C. Johns, Vice Rector, made the motion and Mr. Wray seconded the motion, and the motion carried unanimously.

UNIVERSITY RELATIONS REPORT

Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer, provided a report which included an update on the branding and marketing Request for Proposals (RFP) and reviewed the RFP requirements as well as the desired deliverables. He noted that the responses to the RFP were due at 4:00 p.m. on September 12, 2013, and that pending successful offers and negotiations, the projected contract award date would be in late October. Mr. Carpenter also provided the Committee with the proposed goals and objectives of the University Relations Department for fiscal year 2013-2014, which included the implementation of a branding and marketing RFP; increasing earned media coverage of Radford University's accomplishments, initiatives and events; supporting the University Advancement and Alumni Relations Department with timely, quality publications and content; supporting the Admissions Office through earned media marketing and owned media content; developing and implementing a near-term paid media plan; and completing an economic impact study for Radford University. A copy of Mr. Carpenter's report is attached hereto as ***Attachment A*** and is made a part hereof.

UNIVERSITY ADVANCEMENT AND ALUMNI RELATIONS REPORT

Dr. Deborah Robinson, Vice President for University Advancement and Alumni Relations, provided a report on Advancement and Alumni Relations which included the final results for fiscal year 2012-2013, noting a total of \$4,169,347 was raised versus a goal of \$6 million. She noted that the \$4.1 million was comprised of the following gifts: annual giving of \$1,098,915; other gifts of \$1,488,556; gifts in kind \$304,145; bequests of \$242,301 and new pledges of \$1,035,430. Ms. Robinson also reviewed the financial goals for the current fiscal year (2013-2014) recommending a total fundraising goal of \$5,000,000 (\$1,500,000 for annual giving, and \$3,500,000 for major gifts). President Kyle reminded the Committee that these proposed goals may change as a result of the wealth screening activities recommended by the advancement consultants, Marts & Lundy.

Dr. Robinson also reviewed with the Committee the non-monetary goals for Advancement and Alumni Relations which included developing a “case for need” for each college; complete wealth screening of all constituent records; training of major gift officers; training and realignment of goals based on the screening results; the launch of planned giving marketing efforts; the launch of multichannel efforts for alumni and advancement efforts such as e-mail, Facebook, twitter, and texts; relocating gift processing to the RU Foundation as recommended by Marts & Lundy and streamline processing and communications with the RU Foundation; developing a comprehensive stewardship plan; developing an overall communication plan and strategies; and publishing an annual report of giving.

A copy of Dr. Robinson’s report is attached hereto as ***Attachment B*** and is made a part hereof.

Ms. Davis thanked Dr. Robinson for her report.

CLOSED SESSION

Ms. Georgia Anne Snyder-Falkinham 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, and Mr. Johns seconded the motion. The motion was unanimously approved. Ms. Davis requested that President Kyle, Dr. Robinson and Ms. Stephanie Hamlett remain for the closed session. All other staff, faculty, and guests left the meeting at this point. Ms. Robinson left the closed session at 5:15 p.m.

RECONVENED SESSION

Following the closed session, the public was invited to return to the meeting. Ms. Davis called the meeting to order. Ms. Davis asked Ms. Snyder-Falkinham 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	Dr. Kevin R. Dye
yes	Mr. Milton C. Johns	yes	Mr. Michael S. Hurt
yes	Ms. Mary W. Campbell	yes	Ms. Alethea "A.J." Robinson
yes	Mr. Matthew B. Crisp	yes	Ms. Ruby W. Rogers
yes	Ms. Callie M. Dalton	yes	Ms. Georgia Anne Snyder-Falkinham
yes	Ms. Sandra C. Davis	yes	Mr. Michael A. Wray

CLOSED SESSION

At this point, Mr. Johns suggested that the Board go into another Closed Session. Mr. Johns moved, pursuant to Section 2.2-3711(A)(1) and Section 2.2-3711 (A)(8) 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" to discuss gifts, bequests, and fund-raising activities and 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 the Advancement Department that necessarily involves discussion of specific individuals, and Mr. Wray seconded the motion. The motion was unanimously approved. Ms. Davis requested that President Kyle and Ms. Stephanie Hamlett remain for this closed session. All other staff, faculty, and guests left the meeting at this point.

RECONVENED SESSION

Following the closed session, the public was invited to return to the meeting. Ms. Davis called the meeting to order. Ms. Davis asked Ms. Snyder-Falkinham to make the motion to return to open session. Ms. Snyder-Falkinham so moved, and Mr. Johns seconded.

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;

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A roll call vote was taken:

Vote: yes	Ms. Linda K. Whitley-Taylor	yes	Dr. Kevin R. Dye
yes	Mr. Milton C. Johns	yes	Mr. Michael S. Hurt
yes	Ms. Mary W. Campbell	yes	Ms. Alethea "A.J." Robinson
yes	Ms. Callie M. Dalton	yes	Ms. Ruby W. Rogers
yes	Ms. Sandra C. Davis	yes	Ms. Georgia Anne Snyder-Falkinham
		yes	Mr. Michael A. Wray

Mr. Matthew B. Crisp was not present for the roll call.

ADJOURNMENT

With no further business to come before the meeting, Ms. Davis adjourned the meeting at 6:06 p.m.

Respectfully submitted,

Michele Nieroda Schumacher,
Secretary to the Board of Visitors