



**RADFORD UNIVERSITY**  
**BOARD OF VISITORS**  
**ADVANCEMENT/ALUMNI RELATIONS & COMMUNICATIONS/MARKETING**  
**COMMITTEE MEETING**  
**THURSDAY, NOVEMBER 7, 2013**  
**3:30 P.M.**  
**MARTIN HALL – BOARD ROOM**  
**RADFORD, VIRGINIA**

**APPROVED**

**MINUTES**

**COMMITTEE MEMBERS PRESENT:**

Mr. Stephan Q. Cassaday, Chair  
Ms. Sandra Cupp Davis, Vice Chair  
Ms. Georgia Anne Snyder-Falkinham  
Ms. Alethea “A.J.” Robinson  
Ms. Linda K. Whitley-Taylor, Rector  
Ms. Mary W. Campbell, Vice Rector

**COMMITTEE MEMBERS ABSENT:**

Mr. Anthony R. Bedell  
Ms. Callie M. Dalton

**BOARD MEMBERS PRESENT:**

Mr. Matthew B. Crisp (left during closed session)  
Dr. Kevin R. Dye  
Mr. Milton C. Johns  
Ms. Ruby W. Rogers  
Mr. Michael A. Wray

**OTHERS PRESENT**

President Penelope W. Kyle  
Ms. Michele Nieroda Schumacher, Secretary to Board of Visitors

Mr. Richard Alvarez, Vice President for Finance & Administration and Chief Financial Officer  
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

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  
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**

Mr. Stephan Q. Cassaday, Chair, called the meeting to order at 2:48 p.m. in the Board Room in Martin Hall.

### **APPROVAL OF AGENDA**

Mr. Cassaday asked for a motion to approve the November 7, 2013 meeting agenda as published. Ms. Sandra C. Davis, vice chair, made the motion, Ms. Georgia Anne Synder-Falkinham seconded the motion, and the motion carried unanimously.

### **APPROVAL OF MINUTES**

Mr. Cassaday asked for a motion to approve the minutes from the September 12, 2013 meeting as distributed. Ms. Davis, vice chair, made the motion, Ms. Alethea "AJ" Robinson 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). He noted that there were fifteen (15) responses to the RFP and that oral presentations were made by ten (10) firms; these firms were not only located in the Commonwealth of Virginia but were national firms as well, most of whom had previously done work with institutions of higher education. He indicated that the evaluation committee for the RFP is in the process of checking references and doing its due diligence on the firms.

Mr. Carpenter also updated the Committee on the various publications which University Relations has recently produced, including a fall edition of *The Magazine of Radford*, and the fall alumni homecoming family weekend program book. In addition, he noted that University Relations support of Advancement and Alumni Relations has increased 170% since the fall 2012 semester.

Mr. Carpenter also provided the Committee with a personnel update noting that University Relations has 13 total employees and that he has recently hired two managers one with extensive public relations background and one with graphics and marketing background.

Mr. Carpenter informed the Committee of both the earned and paid media marketing that was conducted during the quarter.

Mr. Cassaday thanked Mr. Carpenter for his report.

### **CLOSED SESSION**

Ms. Robinson moved, pursuant to Sections 2.2-3711(A)(1) and (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" 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 for the discussion of gifts, bequests, and fund-raising activities of Radford University. Ms. Snyder-Falkinham seconded the motion, and the motion was unanimously approved. Mr. Cassaday requested that President Kyle, Mr. Alvarez and Ms. Stephanie Hamlett remain for the 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. Mr. Cassaday called the meeting to order. Mr. Cassaday asked Ms. Robinson to make the motion to return to open session. Ms. Robinson so moved, Ms. Snyder-Falkinham seconded.

#### Certification of Closed 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.

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

Mr. Matthew B. Crisp left the meeting during the closed session.

### **ADJOURNMENT**

With no further business to come before the meeting, Mr. Cassaday adjourned the meeting at 4:10 p.m.

Respectfully submitted,

Michele Nieroda Schumacher,  
Secretary to the Board of Visitors