Radford University Strategic Planning:
Agenda for the Challenges & Opportunities Subgroup
February 3, 2017, 12:00-2:00
Location: The Bonnie 249/250

Present (mark who is here):

<table>
<thead>
<tr>
<th></th>
<th>Jennifer Mabry</th>
<th>Mike Biscotte</th>
<th>Robyn Toran</th>
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<tr>
<td>Angela Devore</td>
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<tr>
<td>Anna Devito</td>
<td>Jerry Kopf</td>
<td>Ned Okie</td>
<td>Tammy Wallace</td>
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<td>Bernard Keen</td>
<td>Laurie Cubbison</td>
<td>Paul Ely</td>
<td>TBD (Alumni)</td>
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<td>Danny Kemp</td>
<td>Leslie Daniel</td>
<td>Richard Bay</td>
<td>TBD (Community)</td>
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<td>Deborah Lowe</td>
<td>Maneesh Thakkar</td>
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12:00  
1. Welcome and general business  
2. Review and approve minutes  
3. Review Agenda—any additions?  
4. Upcoming meetings:  
   • Tuesday, February 7, 2017, 9:00-11:00 Heth 18/19  
   • Thursday, February 9, 2017, 10:00-12:00 Heth 18/19  

12:10 Danny, Laurie, and Leslie share writing process from Tuesday  
   • Overarching themes narrative begun  
   • Our homework on narrative:  
     o Laurie: Finish draft of overarching themes  
     o Danny: Draft our process and philanthropic giving  
     o Leslie: Draft strategic enrollment growth  

12:20 Read/compare overarching themes outline section and narrative silently  
   • Discuss the narrative/question our process (not wordsmithing)  

12:45 Break into 3 small groups to work on one section each:  
   • Brand Identity  
   • Academic Excellence  
   • Student Success  
   • Economic Development & Community Partnerships  
   • Revenue Generation  

1:45  
1. Reconvene and discuss/determine writing teams to complete sections  
2. Other Business  

2:00 Adjourn