Radford University Strategic Planning:
Minutes 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>Angela Devore</th>
<th>Jennifer Mabry</th>
<th>Mike Biscotte</th>
<th>Robyn Toran</th>
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<tbody>
<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: Approved 1-25-17 and 1-31-17 Minutes
3. Review Agenda—any additions? None
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: Maneesh, Paul, and Ned worked on
   • Academic Excellence: Laurie started
   • Student Success: Angela, Tammy, and Anna drafting
   • Economic Development & Community Partnerships: Jerry began
   • Revenue Generation: Danny drafted

1:45
1. Reconvene and discuss/determine writing teams to complete sections
   • Some folks will finish drafts and email Monday
2. Other Business

2:00 Adjourn