MINUTES
Radford University Strategic Planning
Philanthropic Giving and Alumni Relations Subcommittee
January 20, 2017

Attending: Suzanne Ament, Sandra Bond, Brent Harper, Wesley Young, Elizabeth Lanter, Andrew Hartley, Sam Wagner, Melissa Wohlstein, Holly Cline, Amy VanKirk, Kate Hawkins and Laura Turk.

Absent: Lisa Davis, Todd Joyce, Kimberly Noonkester, Ashley Akers, Scott Dunn, Colleen McNickle, Aaron Sarmiento

Holly Cline provided an update from the Strategic Planning Task Force. She thanked everyone for sharing videos which highlighted fundraising and engagement ideas.

Discussion was held regarding strategic planning, fundraising expectations, campus needs and current practices. Holly Cline suggested that we should sub-divide the group in order to meet our projected deadline by the end of May. Holly wanted to place one member from the Alumni or Advancement office on each subgroup, arranging schedules for smaller groups and participation should be easier than in a large group.

Subgroups have been established based on the following constituent groups:

- Student – Giving and Engagement (Sandra Bond)
- Faculty, Staff, Retirees – Giving and Engagement (Melissa Wohlstein)
- Alumni – Giving and Engagement (Laura Turk)
- Current and Former Parents – Giving and Engagement (Sam Wagner)
- Community, Corporate and Foundation – Giving and Engagement (Andrew Hartley)

These subgroups will meet outside of the regularly scheduled Friday meetings and report back to the larger committee.

Action items:

1. Holly Cline will email rubric to rate video submissions.
2. Committee members should send Holly Cline the two choices for subgroups.
3. Committee members can review the RU advancement and alumni website and social media for further background information.
4. Each committee member should find a (current) strategic plan from another institution and review in regards to Alumni Engagement and Philanthropy.
5. Melissa Wohlstein to provide the committee with the latest information from Royal and any other surveys concerning alumni engagement and giving.
6. Subgroup chairs will work with assigned committee members to schedule meetings.
7. Please any questions you feel should be on the university survey to the next meeting.