MINUTES
Radford University Strategic Planning
Philanthropic Giving and Alumni Engagement Subcommittee
December 13, 2016

Present: Ashley Akers, Suzanne Ament (Loren Phillips was present to assist Suzanne), Sandra Bond, Holly Cline, Lisa Davis, Scott Dunn, Andrew Hartley, Brent Harper, Kate Hawkins, Todd Joyce, Elizabeth Lanter, Kim Noonkester, Laura Turk, Amy VanKirk, Melissa Wohlstein and Wesley Young.

Not Present: Kim Noonkester, Sam Wagner, Colleen McNickle, and Aaron Sarmiento

Holly Cline called the meeting to order.

The minutes from the previous meeting were not discussed or approved.

Holly Cline led the group through a variety of brainstorming exercises. The first exercise was to discuss 4 different topics related to alumni engagement and giving. 1) why do people give money to an organization 2) why do people not give money to an organization and/or Radford University 3) what makes people become engaged with a group/organization 4) what are the reasons why people do not get involved and/ or with Radford University.

The group was divided into 4 teams and they provided an affinity cluster and then determined which reasons were pertinent to our sub-committee and how it then related to the 5 “whys” or a fishbone diagram.

The group participated in a “round robin” exercise to some up with an extremely crazy “event” idea to place Radford University on the map. Ideas developed, mostly around some sort of music festival.

Discussion was held about assigning videos over the Holiday break. Each sub-committee member would find something interesting that is being done by other institutions, organizations and/or companies and provide the entire sub-committee with a link over the holiday break. This exercise was to get the entire group thinking “outside the box” before our next meeting.

An assignment was given for the following:

- Find a video of an event, promotional piece, etc. that you find extremely interesting or fun that might translate into a Radford University donor campaign or an alumni event.