

# External Engagement Committee

March 2023

**RADFORD UNIVERSITY**

---

Board of Visitors

# RADFORD UNIVERSITY

Board of Visitors

## EXTERNAL ENGAGEMENT COMMITTEE

4:00 P.M.

MARCH 23, 2023

KYLE HALL, ROOM 340, RADFORD, VA

### **DRAFT** **AGENDA**

- **CALL TO ORDER** Mr. Mark Lawrence, *Chair*
- **APPROVAL OF AGENDA** Mr. Mark Lawrence, *Chair*
- **UNIVERSITY ADVANCEMENT REPORT** Ms. Penny Helms White, *Interim Vice President for Advancement and University Relations*
  - Strategic Goals Update
  - TOGETHER Campaign Progress
  - Alumni Engagement
  - Crowdfunding Efforts
- **ECONOMIC DEVELOPMENT AND CORPORATE EDUCATION** Dr. Angela Joyner, *Vice President for Economic Development and Corporate Education*
  - IMPACT Business Model
  - Economic Development Initiatives
- **OTHER BUSINESS** Mr. Mark Lawrence, *Chair*
- **ADJOURNMENT** Mr. Mark Lawrence, *Chair*

**\*\* All start times for committees are approximate only. Meetings may begin either before or after the listed approximate start time as committee members are ready to proceed.**

#### **COMMITTEE MEMBERS**

Mr. Mark Lawrence, Chair

Mr. Tyler Lester, Vice Chair

Mr. James Turk

Mr. Robert Archer

Mr. George Mendiola

# March 2023 Meeting Materials

**RADFORD UNIVERSITY**

---

Board of Visitors

# Advancement

RADFORD  
UNIVERSITY

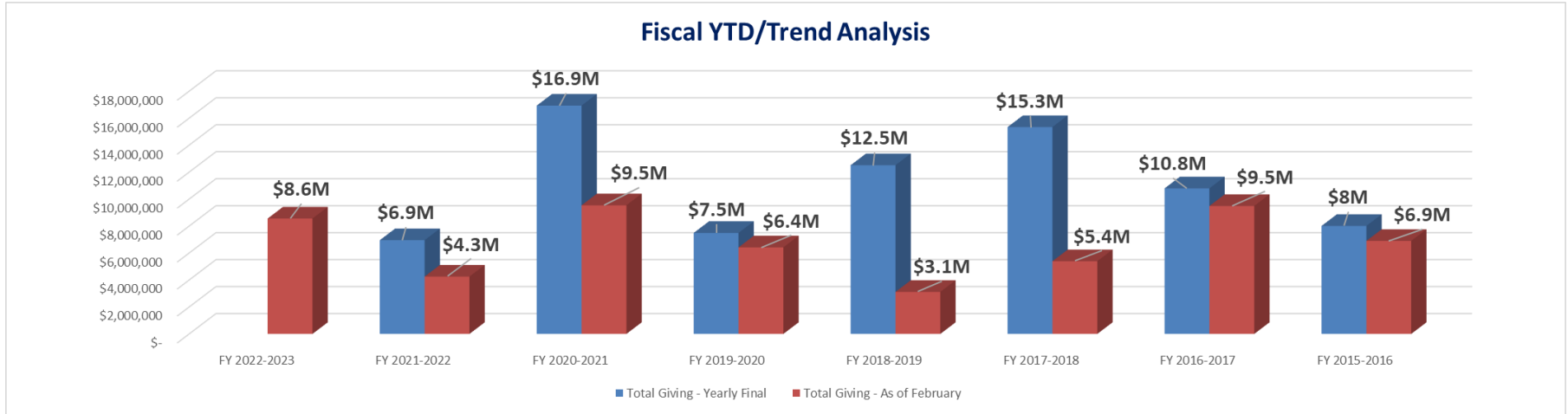
# Strategic Goals

---

- Complete TOGETHER - *The Campaign for Radford University*
- Increase alumni engagement opportunities and alumni donor participation
- Improve donor relations, stewardship and donor retention



# Goal: Successful Completion of TOGETHER - The Campaign for Radford University



# Goal: Successful Completion of TOGETHER - The Campaign for Radford University

## Gift Planning Efforts

### CREATE A LEGACY AT RADFORD UNIVERSITY

Planning a gift through your will or trust is a simple way to make a difference. A gift in your will does not affect your current cash flow or assets, but you will have the benefit of knowing your legacy gift will provide a lasting impact on future Radford University students.

#### How can I make a legacy gift to Radford?

- Make a provision in your will or trust
- Add a codicil to an existing will
- Name Radford as beneficiary in a qualified retirement plan
- Designate Radford as a beneficiary of a life insurance policy

We can also provide sample language to make the process quick and easy. To learn more about these options, please visit <https://www.radford.edu/giftplanning>.

#### Have you already included Radford University in your estate plans?

If so, please contact Sharon Ratcliffe at 540-831-6716 or [sratcliffe@radford.edu](mailto:sratcliffe@radford.edu). We would love to thank you for remembering Radford in this way and include you in our Society of 1910!

**RADFORD  
UNIVERSITY**  
Advancement and  
University Relations  
P.O. Box 6915  
Radford, VA 24142



“ Last year my niece was born at 28 weeks, but after 58 days in the Neonatal Intensive Care Unit, she was able to go home a happy and healthy baby. I was already excited to become a nurse, but seeing this first-hand made me realize my passion for pediatric care.

**As a student from a single-parent household, this scholarship has greatly helped to fund my education. I am happy to be one step closer to starting my career as a NICU nurse.”**

**ASHLYN GRIFFIN**  
Junior, Nursing  
*MAE JENNINGS ENDOWED  
SCHOLARSHIP RECIPIENT*

**Ashlyn is one of 35 students who benefited from the Mae Jennings Endowed Scholarship Fund this year.**

This fund was established by alumna Mae Jennings '39. Miss Jennings was a biology teacher for Radford City Public Schools for 31 years. The establishment of this scholarship through her will demonstrates her commitment to academics. Thanks her generosity, this scholarship continues to support Radford University students each year.



**RADFORD  
UNIVERSITY**



# Goal: Successful Completion of TOGETHER - The Campaign for Radford University

---

## TOGETHER Newsletter

**TOGETHER** | THE CAMPAIGN FOR  
RADFORD UNIVERSITY

# GIVING NEWS

E-NEWSLETTER FOR SUPPORTERS OF RADFORD UNIVERSITY



**GIVING BACK**  
Vickie Cundiff Felts '76, Phyllis Mae Cundiff '78 and Donna Cundiff Kummer '79 attended Radford to prepare for careers dedicated to helping others. Over the years, the three sisters have embodied the spirit of giving in more ways than one.



# Goal: Successful Completion of TOGETHER - The Campaign for Radford University

---

## Crowdfunding Efforts

### RAD48 Review

- RAD48 total raised \$187,617.27
- Most successful crowdfunding effort to date
- Average gift size \$249.93
- Number of gifts 886
- Donors 767
- New alumni donors 50
- All 50 states represented



Radford University Senior  
Tanner Barrs

# Goal: Successful Completion of TOGETHER - The Campaign for Radford University

---



# Goal: Successful Completion of **TOGETHER - The Campaign for Radford University**

---

Progress to Goal - as of February 28, 2023



# Goal: Increase Alumni Engagement Opportunities and Alumni Donor Participation

## Engaged Alumni

- Provide support for students through mentorships, career connections and serve as role models
- Are four times more likely to give
- Serve as our best advocates within their communities and networks
- Assist with recruiting the next generation of Highlanders
- Share impactful stories that communicate the Radford brand
- Impart wisdom on students as classroom, commencement and special event speakers
- Share #HighlanderPride on social media
- Leverage corporate and foundation support
- Attend and host regional and campus activities



# Goal: Increase Alumni Engagement Opportunities and Alumni Donor Participation



## Alumni Association Structure

- Alumni Board of Directors
- Regional and Affinity Chapters/Groups
- Volunteer Leadership Examples
  - Alumni Admissions Ambassador
  - Alumni Speaker
  - Career Connector
  - Class Reunion
  - Community Service Liaison
  - Host
  - Governmental Connector
  - Alumni Focus Groups
  - Radford Alumni Champions
  - Alumni Profiles
  - Social Media Ambassador
  - TOGETHER Ambassador

**Celebrate | Connect | Contribute**

# Alumni and Admissions Collaboration

Alumni Admissions  
Volunteers - 347

Alumni Postcard  
Outreach - 3140

Alumni Legacy  
Phone Calls - 1017

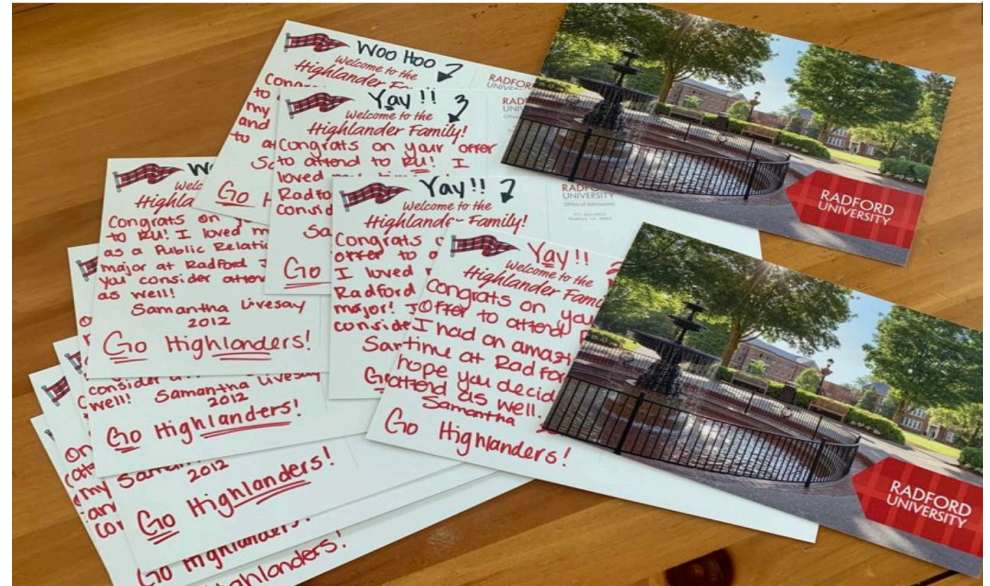
Young Alumni  
Profiles - 18

Alumni Receptions  
Speakers and Hosts

Alumni Referral Form,  
Legacy Liaison,  
Alumni Tours, Alumni  
Education Champions

## #HighlanderPride Social Media Posts

I love participating in this Alumni activity and giving back my time to encourage others... [#radforduniversity](#) [#RadfordAlumni](#) [Tidewater Radford University Alumni Chapter](#) Go Highlanders!!!



It's time to recruit some new Radford students, Class of '27! I sent out my "Welcome to the Highlander Family" postcards today to congratulate prospective students on their acceptance. And it was a group of future art majors, no less. I may be biased, but they're definitely one of my favorite groups of people. Choose Radford! [#Radfordalumni](#) [#HighlanderPride](#)

# Goal: Increase Alumni Engagement Opportunities and Alumni Donor Participation

---

## Alumni Relations-Engagement

Highlighted Upcoming Events, Activities and Partnerships

- April 6 | Senior Block Party
- April 28 | Radford Night at the Durham Bulls
- May 20 | Alumni Adventures SWVA
- May 21 | Radford Day at the Norfolk Tides
- June 1 | Virginia Beach Golf Invitational
- June 3 | Tidewater Clean the Bay Day
- June 22 | National Capital Region Golf Tournament
- August 11 | Radford Night at Nationals Park

**October 19-21 | Homecoming  
With the Voltage Brothers**



# Goal: Increase Alumni Engagement Opportunities and Alumni Donor Participation

---

## Student Philanthropy

- In 2017, the Highlander Senior Class Scholarship was launched and reached endowment last year.
- Seniors who give receive a philanthropy cord to wear during commencement.
- Collaborating with SGA to educate students about the impact of philanthropy.
- Senior block party Traditions Week
- Grad Fair

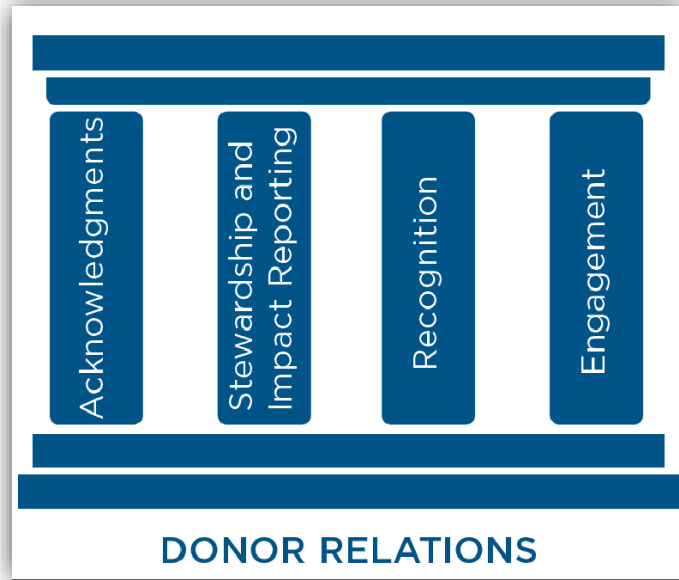


Senior Philanthropy Cords



# Goal: Enhance Donor Relations and Stewardship

## The DRG Group Consulting



## ThankView

THANK YOU FROM  
RADFORD UNIVERSITY

0:02 / 0:40

[Click To See the the Impact of your Gift!](#)

Hi Vanessa,

Thank you so much for your gift of \$100 to support the Greatest Need Fund! Your continued generosity over the past 3 years is inspiring, and we are so grateful for your loyal and dedicated support.

With gratitude,  
Your friends at Radford University

# Discussion





























# Enablers for Future Growth

## Key Strategies

- Balance revenue mix
- Increase access
- Develop high demand programs
- Expand partnerships



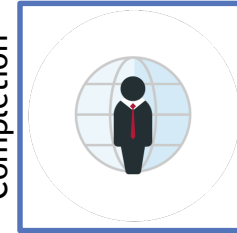
Marketing Strategy



Tools



Degree Completion



Financial Aid



B2B + B2C



Flexibility





# Economic Development

RADFORD  
UNIVERSITY

# NRV and Roanoke Valley Engagement

---



- ✓ **Radford City Council Meeting**
- ✓ **Joint Commission**
- ✓ **The Hub@Radford**
- ✓ **Montgomery County Tourism**
- ✓ **VWCC and Verge**

# Economic Development: Partnerships

## Discovery



## Development



# Discussion