

External Engagement Committee

November 2023



Radford
UNIVERSITY



External Engagement Committee
4:00 p.m.**
November 30, 2023
Kyle Hall, Room 340, Radford, VA

DRAFT
Agenda

- **Call to Order** Ms. Lisa W. Pompa, *Chair*
- **Approval of Agenda** Ms. Lisa W. Pompa, *Chair*
- **Approval of Minutes** Ms. Lisa W. Pompa, *Chair*
 - September 7, 2023
- **Economic Development and Corporate Education Report** Dr. Angela Joyner,
Vice President for Economic Development and Corporate Education
 - Strategic Goals
 - Initiatives
 - 2022 Economic Impact Study
- **University Advancement Report** Ms. Penny Helms White,
Vice President for University Advancement
 - GG+A Readership Survey
 - Alumni | Donor Relations
 - TOGETHER Campaign
- **Other Business** Ms. Lisa W. Pompa, *Chair*
- **Adjournment** Ms. Lisa W. Pompa, *Chair*

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

COMMITTEE MEMBERS

Ms. Lisa W. Pompa, Chair
Mr. James C. Turk, Vice Chair
Ms. Betsy D. Beamer
Dr. Betty Jo Foster
Mrs. Jennifer Wishon Gilbert

Meeting Materials



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Economic Development and Corporate Education



2023-2025 Goals

Strategy	Tactic	Metrics	Baseline	Target	Timing
Grow non-traditional enrollment and associated revenue	Market programs, expand partnerships and program portfolio	For CBE/CE programs, measure enrollment, revenue, completion rate, number of active partnerships, and number of CBE/CE program launches	Enrollment: 414 Revenue: \$533.3K Completion rate: 66% Partnerships: 5 Program Launches: K-12 Cybersecurity Grant pipeline: \$14M	Enrollment: 472 Revenue: \$1.3M Completion rate: 70% Partnerships: 12(new), each with minimum of 5 enrollees Program Launches: 2, each with a minimum of 10 enrollees	Quarterly
	Develop strong grant pipeline and external funding sources to support revenue generation	CBE/CE grant/contract submissions and awards	Grant pipeline: \$14M submissions, \$1M awards	Grant pipeline: \$5M+, \$2M awards	Quarterly

2023-2025 Goals

Strategy	Tactic	Metrics	Baseline	Baseline	Timing
Become essential conduit for regional economic development	Develop business model for the Hub at Radford. Conduct needs assessment to inform programming and partnerships. Develop Community Impact Report.	Approved business model; approved plan for programming; approved priority for partnerships; community impact report	Capacity does not exist	Approved plans/reports in place by June 2025	Quarterly
	Develop strong grant pipeline and external funding sources to support initiatives	Economic development grant submissions and awards	Establishing baseline 2023-24	Grant pipeline: \$250K; \$100K awards (totals for all partners, not just Radford University)	Quarterly
	Establish internships with a focus on paid-internship opportunities	Number of partnership agreements (MOUs) with students participating in internships, percent of students (undergraduate and graduate) participating in work-based learning opportunities (WBLO), percent in paid WBLO	Establishing Baseline 2023-24	Add three internship bearing MOUs per year, increase WBLO by 1% annually, increase paid WBLO by 1% annually	Annually; Sept



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Vinod Chachra IMPACT Lab

Provisional to Professional Pathway



Launches December 1, 2023



1st Strategic Partner



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Economic Development

The Hub at Radford

- **Sept:** Listening Sessions
- **Oct. 17:** Ribbon Cutting
- **Oct. 20:** Alumni Open House
- **Oct. 24:** SWaM Workshop
- **Ongoing:** Joint Commission Meetings



Regional Partnerships



GO Virginia

Developing IT and Cybersecurity Talent Pipeline Implementation Grant submission



US EDA Tech Hubs

Virginia's Additive Manufacturing & Applied Materials Strategy Development Consortium Award



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2022 Economic Impact Study Highlights

Economic Impact Modeling

The economic impact of Radford University was estimated based on the direct, indirect and induced economic activity resulting from four categories of university-related expenditures.

The economic impacts of Radford University graduates and alumni spending were also estimated



Operations & Employment



Capital Investments



Student Spending



Visitor Spending



Human Capital Improvements



Alumni Spending

Geographic Impact

The economic impact was calculated for the following geographies:

- **Commonwealth of Virginia**
Statewide impact
- **Region of Impact**
Impact on region



Total Economic Impact



ECONOMIC IMPACT

\$421.7

MILLION

Total Employee Impact



Student Impact



STUDENT SPENDING

\$85.7

MILLION



VOLUNTEERISM

7,600

Hours

Visitor Impact



VISITOR SPENDING

\$7.1
MILLION

Human Capital Improvements



ECONOMIC EFFECT

\$1.16
BILLION

Return on Investment



RETURN ON INVESTMENT

\$6.35

FOR EVERY \$1

Alumni Impact



ALUMNI SPENDING

\$2.2
BILLION

Discussion

University Advancement



ADVANCEMENT LEADERSHIP TEAM

- **Laura Turk**, Executive Director of Alumni Relations
- **Carter Turner**, Senior Director of University Advancement
- **Carolyn Clayton**, Director of Annual Giving
- **Vanessa Conner**, Director for Advancement Communications and Donor Relations
- **Ben Hill**, Director of Corporate and Foundation Relations
- **Sharon Ratcliffe**, Executive Administrative Assistant

Goal: Distinction

Highlight alumni success stories that demonstrate areas of distinction.



Eugene Naughton '89
President of The Dollywood Company
November '23 Truist Global Capitalism Lecture
Series Speaker

GG+A | MAGAZINE READERSHIP SURVEY

- Findings
 - Strengths
 - Challenges
 - Opportunities



GG+A | MAGAZINE READERSHIP SURVEY

- Recommendations
 - Strategic approach to alumni communication plan with stakeholders from across the university
 - Communicate with alumni quarterly
 - Two magazines per year
 - Two newsletters per year



Goal: Reposition Resources to Maintain Affordability

Cultivate long-term and meaningful relationships with alumni to increase engagement, volunteering and philanthropic giving for the long-term stability of the university.



HOMECOMING 2023



- Connected Highlanders back to the University, alumni and friends spanning seven decades
- More than 65 events and activities in which alumni, students and friends of the university could choose to participate

8TH ANNUAL VOLUNTEER SUMMIT
Saturday, January 27, 2024



A month-long celebration of Highlander Pride!

NOVEMBER 6 | RADFORD @ UNC

**NOVEMBER 10 | RADFORD @
MARSHALL**

NOVEMBER 15 | RADFORD @ VCU

NOVEMBER 17 | RADFORD @ JMU



WELCOME TO
TARTAN TOWN

JOIN THE HIGHLANDER TAILGATES ON THE ROAD!

NOVEMBER 29 | RADFORD @ ODU

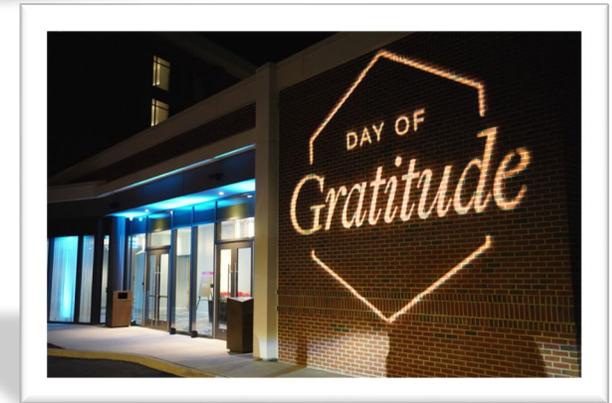
FEBRUARY 17 | RADFORD @ HIGH POINT

**FEBRUARY 28 | RADFORD @ CHARLESTON
SOUTHERN**

MARCH 6-10 | BIG SOUTH TOURNAMENT

Day of Gratitude 2023

- Partners In Excellence
- College of Humanities and Behavioral Sciences Experience
- Celebration of Giving



Day of Gratitude 2023



Goal: Reposition Resources to Maintain Affordability

To establish a data-driven annual fundraising goal that aligns with the financial needs, strategic priorities and long-term stability of the university.



TOGETHER – The Campaign for Radford University

\$93.8 MILLION RAISED
\$6.2 million to go



TOGETHER – The Campaign for Radford University

PREPARE AND BUILD MOMENTUM

January 1 - June 30

- Prepare to transition campaign website to focus on impact
- Create urgency to encourage final gifts to campaign
- Leverage owned channels to build momentum to campaign close with philanthropy stories
- Establish Campaign Celebration Committee
- Develop campaign close press release
- Complete focused faculty/staff campaign
- Host Campaign Steering Committee meeting
- Craft campaign-close creative, including media and video

ANNOUNCE AND CELEBRATE

July 1 - October 31

- Leverage all channels to share the news with internal and external audiences
- Announce successful conclusion and final campaign total during invitation only campaign celebration
- Deploy impact-focused social media campaign and prominent media placements
- Roll-out campaign-close creative messaging
- Campaign Celebration Events during Homecoming
- Faculty/Staff Donor recognition event
- Student philanthropy awareness event
- Invitation only campaign celebration event

SHARE IMPACT AND GRATITUDE

November 1 - December 31

- Run and pitch campaign impact stories
- Publish campaign impact feature
- Extend campaign creative and messaging via owned channels and events
- Stewardship touches to all campaign donors



Day of Giving

Highlander¹ CHALLENGE

- November 28 at 8 a.m. until November 29 at 5:10 p.m.
- 18 projects



Artis Center Naming Opportunities



Sampling of Spaces

- Proscenium Theatre \$1 million
- Waldron Clinic Suite \$1 million
- Black Box Theatre \$500,000
- Dance Studio \$250,000
- Learning Stairs \$50,000
- Amphitheatre \$25,000



Discussion

Minutes



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Board of Visitors

EXTERNAL ENGAGEMENT COMMITTEE

3:45 P.M.

SEPTEMBER 7, 2023

KYLE HALL, ROOM 340, RADFORD, VA

DRAFT **MINUTES**

COMMITTEE MEMBERS PRESENT

Ms. Lisa W. Pompa, Chair
Mr. James C. Turk, Vice Chair
Ms. Betsy D. Beamer
Dr. Betty Jo Foster
Mrs. Jennifer Wishon Gilbert

BOARD MEMBERS PRESENT

Dr. Debra K. McMahon, Rector
Mr. Marquett Smith, Vice Rector
Mr. Robert A Archer
Ms. Jeanne Armentrout
Dr. Jay A. Brown
Ms. Joann S. Craig
Mr. Tyler W. Lester
Mr. George Mendiola
Mr. David A. Smith

OTHERS PRESENT

Dr. Bret Danilowicz, President
Ms. Lisa Ghidotti, Executive Director for Government Relations
Ms. Penny White, Interim Vice President for University Advancement
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education
Dr. Robert Hoover, Vice President for Finance and Administration
Dr. Jeanne Mekolichick, Associate Provost for Academic Programs
Dr. Susan Trageser, Vice President for Student Affairs
Ms. Laura Turk, Executive Director of Alumni Relations
Ms. Stephanie Jennelle, Associate Vice President for Finance and Administration
Ms. Wendy Lowe, Director of Advancement Services
Ms. Margaret McManus, University Auditor
Dr. Dannette Beane, Vice President for Enrollment Management and Strategic Communications

Dr. Kurt Kingrich, President of Faculty Senate
Ms. Vanessa Conner, Director of Donor Relations and Communications
Mr. Ben Hill, Director of Corporate and Foundation Relations
Mr. Robert Lineburg, Director of Athletics
Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President
Mr. Mike Melis, Senior Assistant Attorney General, Office of the Attorney General
Ms. Susan Richardson, University Counsel

CALL TO ORDER

Ms. Lisa W. Pompa, Chair, formally called the External Engagement Committee meeting to order at 4:15 p.m. in Kyle Hall, Room 340.

APPROVAL OF AGENDA

Ms. Pompa asked for a motion to approve the September 7, 2023 agenda, as published. Ms. Betsy D. Beamer made the motion and Mrs. Jennifer Wishon Gilbert seconded, and the motion carried unanimously.

APPROVAL OF MINUTES

Ms. Pompa asked for a motion to approve the minutes of the June 8, 2023 meeting of the External Engagement Committee meeting, as published. Mrs. Jennifer Wishon Gilbert made the motion. Ms. Betsy D. Beamer seconded, and the motion carried unanimously.

ECONOMIC DEVELOPMENT AND CORPORATE EDUCATION

Vice President for Economic Development and Corporate Education Angela Joyner began by sharing the strategic goals and initiatives for the division that support the university's overall two-year plan on the horizon. The areas of focus are to establish Radford University's brand identity and competency-based education, enhance economic development and outreach and support the stabilization of enrollment.

Vice President Joyner gave an overview of the initial framework for the Vinod Chachra IMPACT Lab as the team continues to refine its business model on a path to sustainability and future growth. This includes establishing partnerships that support enrollment growth, revenue generation, program development and elevating Radford University's brand. She was excited to announce the progress of the Virtual Teacher Learning Academy with a target launch date in the fall. This virtual academy will give provisionally licensed teachers the training necessary to become fully licensed with online, self-paced coursework in a CBE format.

Vice President Joyner then spoke about Economic Development initiatives including the launch of The HUB at Radford for Economic Development. The HUB at Radford is now home to the Economic Development Division where the team will continue to leverage assets to further link the university with businesses and the community. Partnerships and community engagement projects were also shared, such as the upcoming strategic listening sessions with local business and organizations, to expand Radford University's impact on the region.

In closing, Vice President Joyner invited the committee to participate in a discussion regarding the role of Economic Development at Radford University and how we can best serve the region and the Commonwealth of Virginia.

UNIVERSITY ADVANCEMENT REPORT

Interim Vice President for University Advancement Penny Helms White provided updates to the committee on the 2023–2025 strategic goals for University Advancement. Grenzebach Glier & Associates (GG+A) started their review of the current alumni stakeholders. A magazine readership survey was sent to 58,000 alumni, donors and friends on August 29. Once the final report is received, it will be shared with the board and the process of developing a multi-channel communication plan using best practices will begin. In June, University Advancement partnered with an outside vendor to conduct an oral history project for Radford University. To date, we have heard from almost 7,000 alumni and collected 4,959 stories.

The Education Champions initiative, in partnership with Enrollment Management, is off to a great start. This initiative empowers our alumni to be ambassadors for Radford University in their high schools. Over the summer, 39 volunteers were trained and sent materials to display in their classrooms. We are working with the Admissions team to expand this effort.

One of the new tactics to build strong and sustainable relationships with donors is to send personalized videos to donors. A ThankView video was shown as an example of what could be sent to a donor who has given in the past year. The videos are fully customizable, delivered through email and allows our donors to see first-hand the impact of their gift.

Interim Vice President White provided the committee the fiscal year statistics noting a 6.8% increase in alumni donors and a 23% increase in first-time donors over the previous fiscal year.

In closing, Interim Vice President White shared an example of the lifecycle of a gift. Bringing a gift to fruition from beginning to end is a full team effort. It includes multiple departments, colleagues and activity that happens over time. Each member of the University Advancement team plays an integral role in moving a donor through the stages. The University Advancement two-year goals were developed to ensure we are utilizing best practices throughout Advancement so that each stage within this lifecycle is strong.

GOVERNMENT RELATIONS UPDATE

Executive Director for Government Relations Lisa Ghidotti provided updates on recent Government Relations matters for Radford University. In recent months, Ms. Lisa Ghidotti and President Bret Danilowicz have met with 27 General Assembly members. Additional visits will be scheduled throughout the fall with the goal to meet with at least 40 members by January 2024.

Ms. Ghidotti shared the 2024 University state priorities and what Board members can do to provide informed outreach to government officials.

ADJOURNMENT

With no further business to come before the committee, the meeting adjourned at 5:26 p.m.

Respectfully submitted,

Sharon R. Ratcliffe
Executive Assistant to the Vice President for University Advancement

End of Board of Visitors Materials

