

External Engagement Committee

June 2025



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External Engagement Committee

2:15 p.m.**

June 5, 2025

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*
 - March 20, 2025
- **Economic Development and Corporate Education Report** Dr. Angela Joyner, *Vice President for Economic Development and Corporate Education*
- **Advancement and Alumni Relations Report** Ms. Penny Helms White, *Vice President for Advancement and Alumni Relations*
 - Feasibility Study for Athletic Campaign
 - Fund Raising Updates
 - Divisional Priorities
 - Annual Giving 2.0
- **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
Ms. Joann S. Craig, Vice Chair
Ms. Dale S. Ardizzone
Dr. Betty Jo Foster
Mrs. Jennifer Wishon Gilbert

Meeting Materials



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Economic Development and Corporate Education

Board of Visitors

June 5, 2025



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IMPACT Lab Updates



- IT Leaders Tech Summit
- Fall 2025 RBTC Conference
- K-12 cybersecurity research
- VDOE partnership



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Economic Development



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CoWorks@ The Hub Media Day and Open House

Tactic #1: Conduit for economic development
Initiative: CoWorks @ The Hub





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Storefront Project

Tactic #1: Conduit for economic development
Initiative: Student class-based project





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2025 IT/Tech Leader Summit

Tactic #3: Establish internships with a focus on paid-internship opportunities.

Initiative: IT/Tech Leaders Summit



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Talent Connector Program

Tactic #2 : Develop strong grant pipeline and external funding sources to support initiatives

Initiative: Industry Connector Event

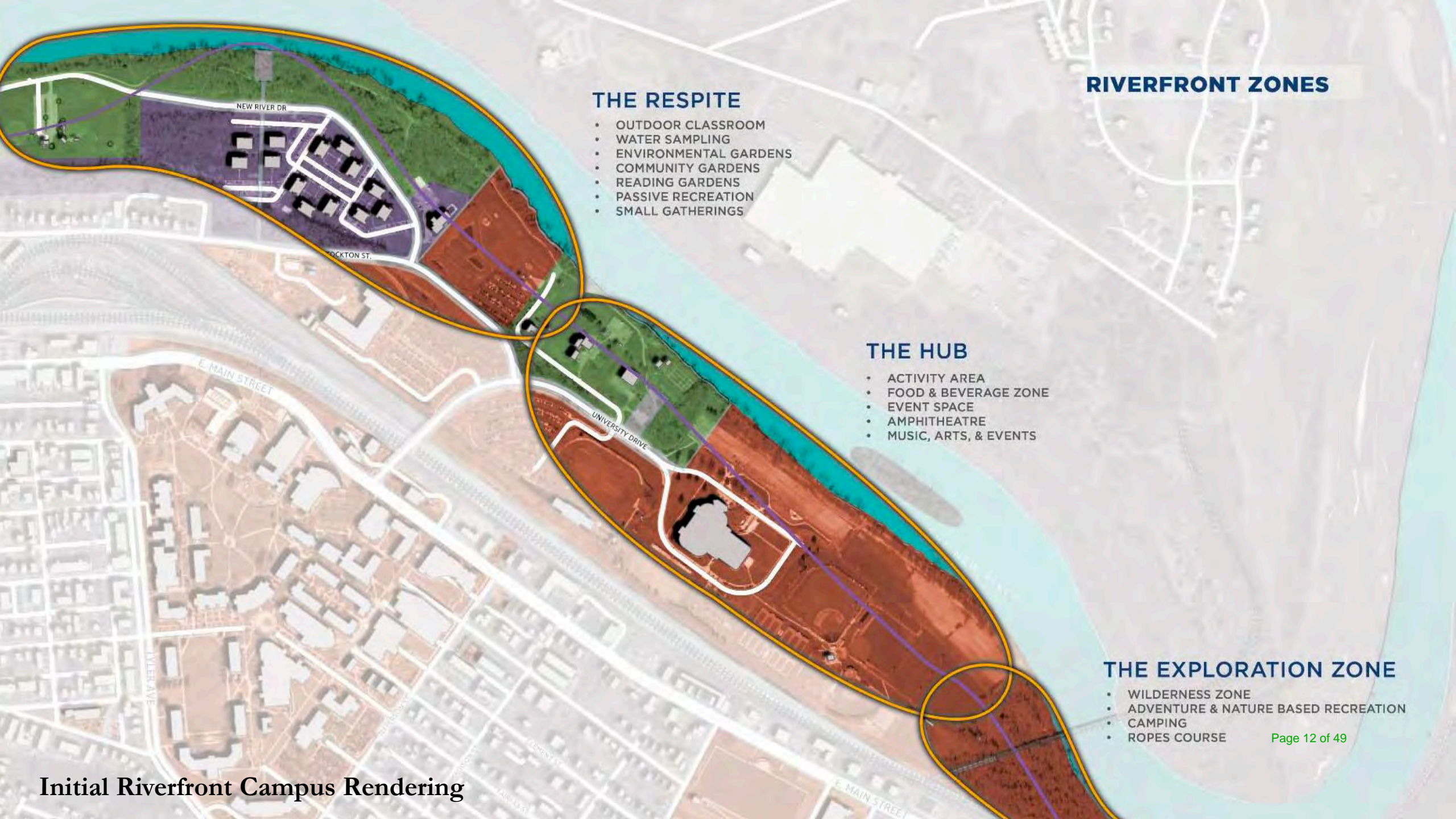


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Amphitheater Overview



RIVERFRONT ZONES

THE RESPITE

- OUTDOOR CLASSROOM
- WATER SAMPLING
- ENVIRONMENTAL GARDENS
- COMMUNITY GARDENS
- READING GARDENS
- PASSIVE RECREATION
- SMALL GATHERINGS

THE HUB

- ACTIVITY AREA
- FOOD & BEVERAGE ZONE
- EVENT SPACE
- AMPHITHEATRE
- MUSIC, ARTS, & EVENTS

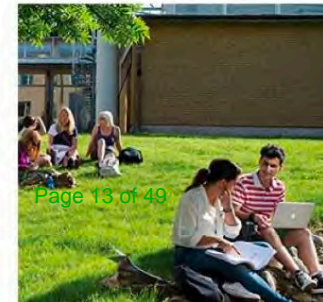
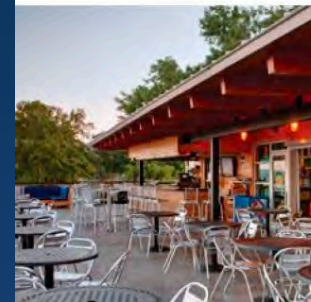
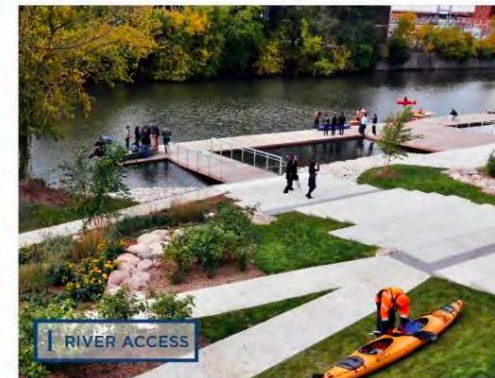
THE EXPLORATION ZONE

- WILDERNESS ZONE
- ADVENTURE & NATURE BASED RECREATION
- CAMPING
- ROPES COURSE



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Initial Vision – Radford University



Project Objectives

- Create a versatile outdoor venue for concerts, theatrical performances and community events
- Boost economic impact through increased tourism and event-related revenue
- Achieve net neutral financial delivery for ongoing operations (post initial launch phase).
- Provide hands-on learning experiences for Radford University students
- Provide small business/entrepreneur opportunities for local businesses and students.



The Caverns, TN



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Benefits

- Increased tourism and associated economic impact (e.g., Riverfront assets, East Main and University)
- Increased foot traffic and utilization of outdoor recreation assets (New River, Bisset Park)
- Revenue growth for restaurants, hotels and local retail





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Student Opportunities

Internship Programs:

- Event Management, Production
- Marketing and Public Relations
- Business Management

Educational and Research Opportunities:

- Theater and Performance Arts
- Business and Economics
- Sustainability and Environmental Studies

Entrepreneurship Initiatives:

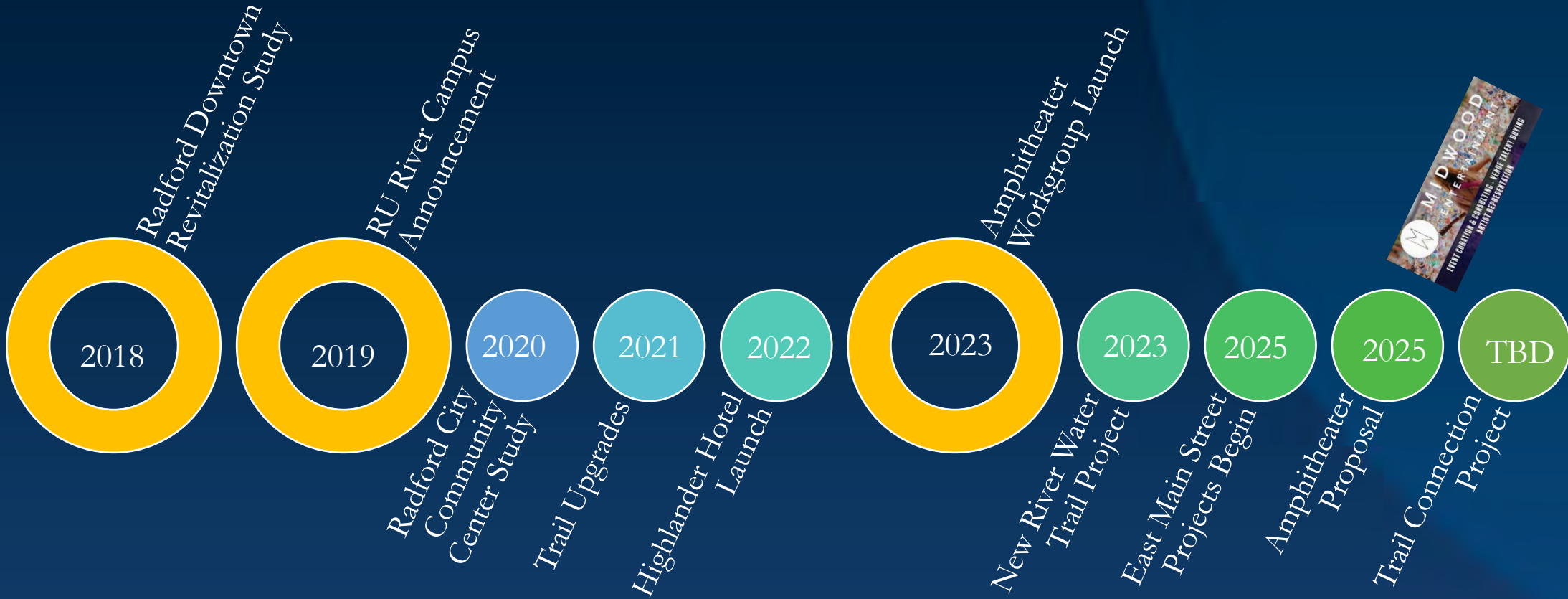
- Collaboration with local entrepreneurs and Venture Lab





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Journey





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Existing Venues

Bisset Park – 10,000



Cupp Stadium – 3,000



Bondurant Auditorium -1,200



Moffett Lawn 6,000



Dedmon Center - 2,000



Glencoe Museum - 800





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Symbiotic Projects

New River Water Trail



Downtown Revitalization





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Trail Connection Project



Symbiotic Projects

NRV Passenger Rail





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Blue Ridge Outdoors Magazine





Venue Formats

Traditional Amphitheater

Music Park

Target Investment: \$2.0M - \$2.5M – construction and relocation of existing athletic equipment



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Potential Success Metrics

Financial Performance



- Revenue per event and annual revenue growth
- Sponsorship and partnership revenue
- Return on investment for Radford University's involvement

Attendance and Engagement



- Total annual attendance and capacity utilization rates
- Student attendance numbers and engagement levels

Programming Success



- Balance between university-sponsored and commercial events
- Educational programming integration with university curriculum

Economic Impact



- Local economic impact through visitor spending
- Media coverage and social media engagement metrics



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Discussion

Advancement and Alumni Relations





Goal: Reposition Resources to Maintain Affordability

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

Tactic 3. Feasibility study for future athletic capital campaign

Athletic Fundraising

Athletic Feasibility Study

- Began August 2024
- Expected Completion Fall 2025



GG+A

Athletics Feasibility Study Process

**Comprehensive
Assessment**

Review of
Advancement and
Alumni Relations as
well as Athletics

**Prospect Pool
Analysis**

Evaluation of capacity
and propensity of
current and potential
donors

**Determine
Fundraising
Framework**

Define most pressing
priorities within Athletics

**Athletic Leadership
Briefings, Interview
and Survey**

Determine which
priorities will be most
highly supported

**Complete
Final Report**

This will provide a
recommended direction
for next steps

Fundraising Priorities



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Fundraising Priorities

Programmatic



```
graph LR; A[Programmatic] --- B[New Student-Athlete Scholarships]; A --- C[Athletic Support Services]
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**New Student-
Athlete
Scholarships**

**Athletic Support
Services**

FY25 Fundraising - \$8.9 Million (As of 4/30)



Divisional Tier-1 Priorities

Athletic Fundraising

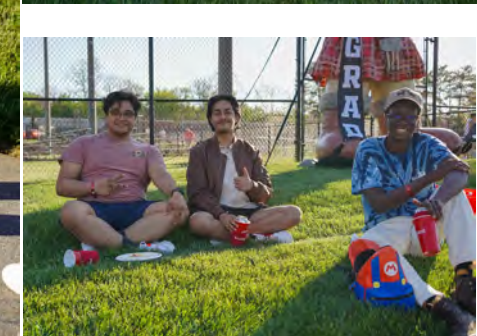
Donor Growth and Retention

Planned Giving


Volunteer Cultivation

Young Alumni Engagement

Tartan Toast



The Wayfinder



THE WAYFINDER


A NEWSLETTER FOR ALUMNI AND FRIENDS

Welcome to the first edition of our e-newsletter, **The Wayfinder**. Symbolically, a wayfinder is used for navigational purposes. That is why it is part of the university's brand—to acknowledge those who have found their way to, and success from, Radford University. That, too, is what we hope this monthly e-newsletter will offer you—a way to remain connected to the news, information, celebrations, people and programs that make our Highlander community so strong and special. We hope to foster a sense of community and encourage you to stay connected to the university, now and in the future.

Penny Helms White

Penny Helms White '85, MBA '87
Vice President for Advancement and Alumni Relations

UNIVERSITY NEWS



Welcome to the NEW RIVER CITY

ZACH CHU
HEAD MEN'S BASKETBALL COACH

Radford University welcomes Zach Chu, the next leader of its men's basketball team. Chu will become the ninth head coach in the program's history.

[READ MORE](#)




Radford establishes the new School of Writing, Language and Literature, housed in CHBS.

[READ MORE](#)



A faculty expert explains how the Radford RUBI Center is helping brain injury survivors.

[READ MORE](#)




Radford celebrates the legacy of Raymond N. Linville during the naming ceremony for the CIPEP.

[READ MORE](#)

HIGHLANDER IN 5

With alumnus **Andrew Hund '03**
Owner of Hund's Bicycle & Outdoor Store in Radford, Virginia
Media studies, advertising concentration, marketing minor

- 1. Tell us about your journey since graduation.**
I came to Radford in 1998, graduated in 2003, and the connections, culture and people brought me back. I owned Hund's Recycle Factory in Norfolk for nearly 15 years but desired a change of pace. I wanted to raise my son in a different environment, so I returned in late 2024 and opened Hund's Bicycle & Outdoor Store.
- 2. Share a favorite Radford University memory.**
I don't know if I'd call it a "favorite" but it was powerful. I went with my media studies class to New York City for an advertising conference. It was just weeks after 9/11, I remember spending all the money I had to buy a camcorder just to document what my eyes were seeing.
- 3. What's the best piece of advice you've ever received?**
Always be you and trust the path you're on!
- 4. List three words you would use to describe your Radford University experience.**
Scenic. Creative. Magical.
- 5. What difference would you like to make in the world?**
We're all alike—ride a bike! Seriously though, society has enough problems. Movement and fresh air can help. Everyone can ride a bike, even if I have to build you one. I built a bike for the tallest man in America. He was 7'8". We have to create a healthier society. I want to help do that!



YOUR TURN

Do you know an outstanding Radford alumnus? Nominate them for one of the prestigious 2025 Alumni Association Awards! Submit your nominations by July 1, and help us celebrate the recipients at the Alumni Volunteer Leadership Business Lunch & Awards Ceremony during Homecoming weekend this fall.

[LEARN MORE](#)

[CELEBRATE](#)
Submit a class note


[CONNECT](#)
Update your information

[CONTRIBUTE](#)
Learn how to volunteer

[GIVE](#)

DID YOU KNOW?

The Ospreys have returned! Radford is proud to share a live feed of the osprey nest and incubation process that is located near our main campus. Check out the Radford Raptor Cam live on YouTube: [Watch the Ospreys](#)



Advancement and Alumni Relations

Gift Planning

The screenshot shows the Radford University Gift Planning website. At the top, the Radford University logo is on the left, and navigation links for "Back to Main Website" and "Contact Us" are on the right. Below the logo is the "GIFT PLANNING" heading, followed by a horizontal menu with links: "Giving Home", "Gift Options", "Learn About Ways to Give", "Donor Stories", "Calculate Benefits", "Videos", and "News". A search bar is also present. The main banner features an aerial view of the campus with the text "ONE GIFT, A LIFETIME INVESTMENT" and "Create a Lasting Legacy with Your Gift". Below this, a paragraph explains the benefits of gift planning, and a link "Learn About Ways to Give" is provided. Four circular icons represent different giving methods: "DONOR NEWSLETTER", "ESTATE PLANNING GUIDE", "THE SOCIETY OF 1810", and "OUR MISSION". The bottom section has a blue background with the heading "Bequests" and a paragraph explaining what a bequest is, with a "Read More" link. To the right of this text is a photo of the Radford University mascot, a pirate, standing in front of a building.

Radford UNIVERSITY
GIFT PLANNING

[Back to Main Website](#) | [Contact Us](#)

[Giving Home](#) [Gift Options](#) [Learn About Ways to Give](#) [Donor Stories](#) [Calculate Benefits](#) [Videos](#) [News](#)

ONE GIFT, A LIFETIME INVESTMENT

Create a Lasting Legacy with Your Gift

With gift planning, you can provide long-lasting support for Radford University while enjoying financial benefits for yourself. Let us help you tailor your charitable gift to your financial, tax or estate planning objectives.

[Learn About Ways to Give](#)

[DONOR NEWSLETTER](#) [ESTATE PLANNING GUIDE](#) [THE SOCIETY OF 1810](#) [OUR MISSION](#)

Bequests

You may be looking for a way to make a significant gift to help further our mission. A bequest is a gift made through your will or trust. It is one of the most popular and flexible ways that you can support our cause.

[Read More](#)

RADFORD UNIVERSITY

How to Give



[DONOR ENEWSLETTER](#)



[ESTATE PLANNING GUIDE](#)



[THE SOCIETY OF 1910](#)



[OUR MISSION](#)

<https://radford.giftlegacy.com/how-to-give/>



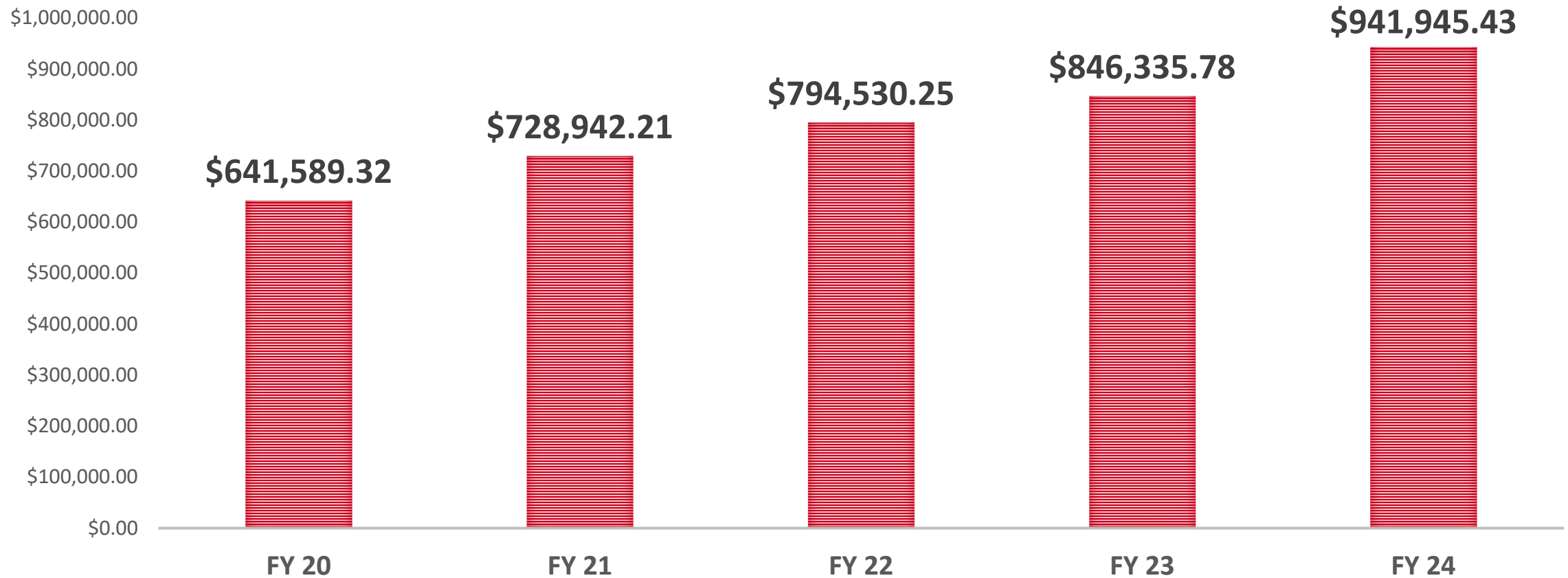
Annual Giving 2.0

Annual Giving as Pipeline Development

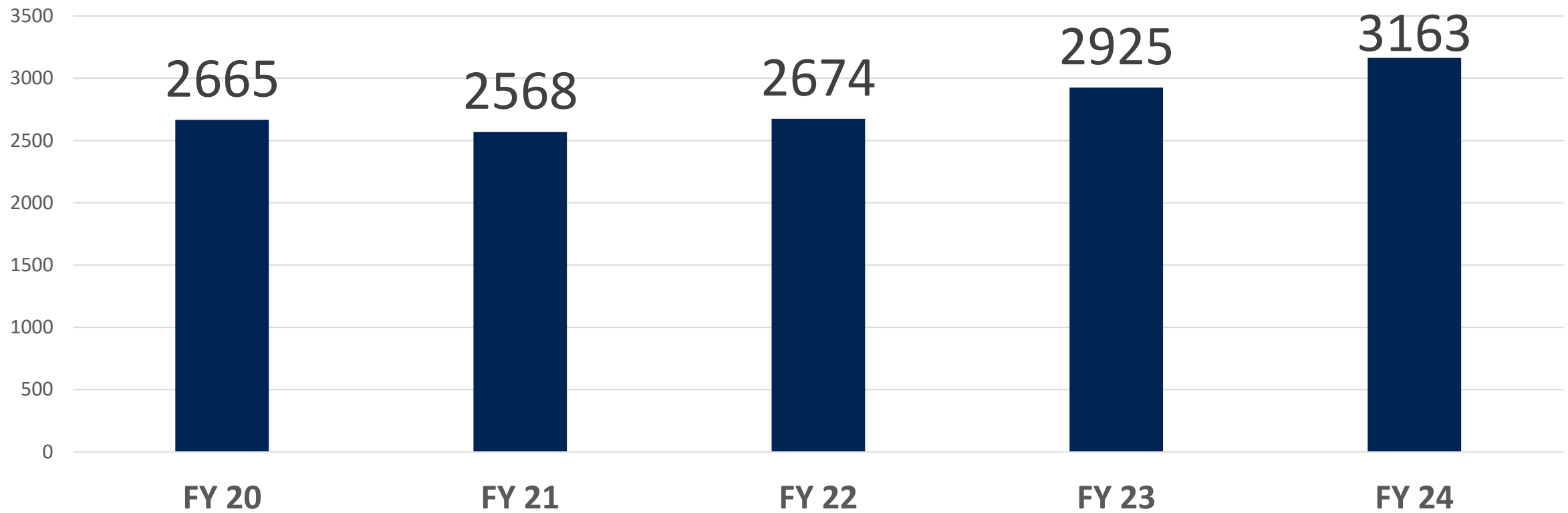
Annual Giving is a key source of major gift prospects.

- Research by Sargeant and Shang found that 75-80% of major gift donors had made a previous gift to the organization.
- Lindahl's study showed that consistent annual giving over 5 years is a strong predictor of future gift potential.
- Examining factors like giving frequency, gift size increases, and total lifetime giving helps identify major gift prospects (Bentz).
- Bekkers and Wiepking showed that the frequency of giving was positively correlated with the size of subsequent gifts.
- Analyzing metrics, such as how quickly donors increase their giving or make their first \$ 1,000 or \$5,000 gift, can help identify major gift potential.

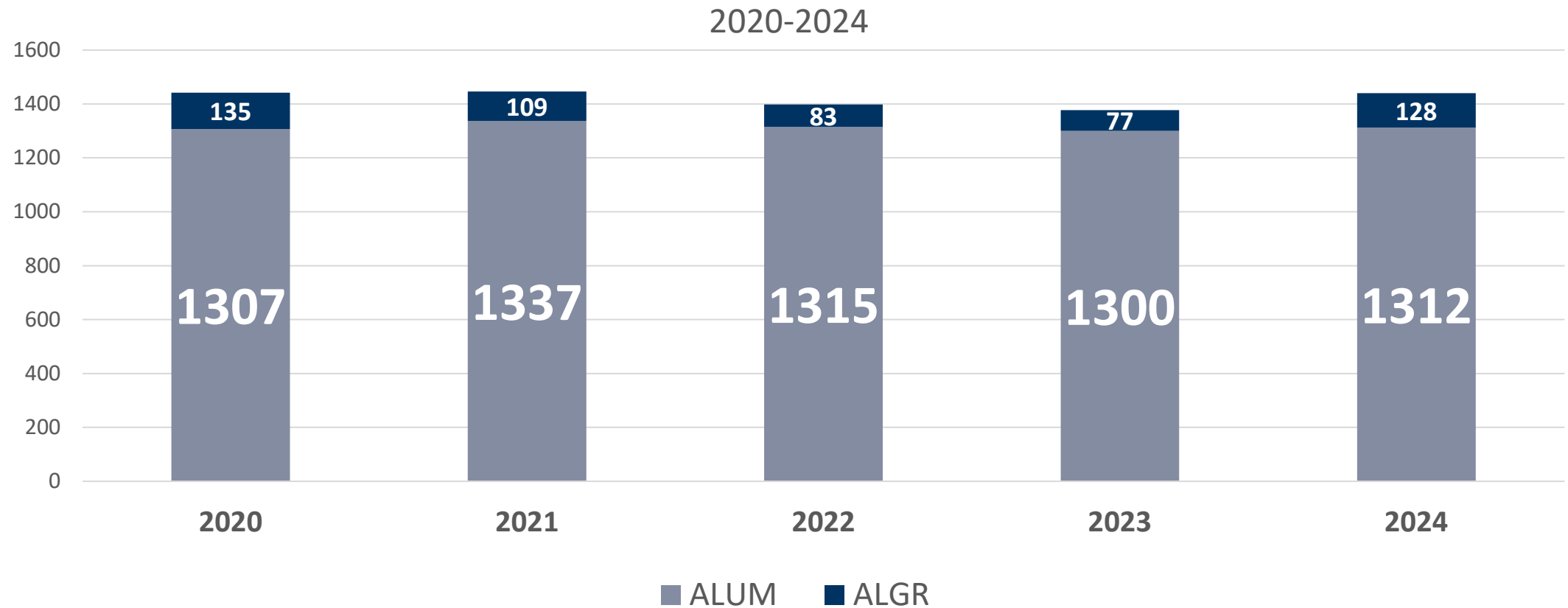
Total Dollars (All Constituents)



Total Unduplicated Donors



Alumni Giving



Five generations represented in
our prospect base.

The Greatest Generation (GI Generation)	Born 1901–1927 (ages: 98+)
The Silent Generation/Traditionalists	Born 1928–1945 (80-97)
Baby Boom Generation (Boomers)	Born 1946–1964 (61-79)
Generation X	Born 1965–1980 (45-60)
Millennials or Generation Y*	Born 1981–1996 (29-44)
Generation Z or iGen (zoomers)	Born 1997–2010 (15-28)
Generation Alpha	Born 2010-2024 (1-14)
Generation Beta	Born 2025-2039 (today and future)

AG 2.0 will modernize Annual Giving



- Use data to inform donor progression from student to long-term supporter
- Utilize multi-channel, digital first engagement strategies
- Develop and use smarter segments for increased personalization

AG 2.0 will modernize Annual Giving



- Leverage peer to peer ambassadors to expand our reach and scale our efforts
- Elimination of phone program enables us to envision staffing to support student philanthropy programming
- Start while they are here—build pride, awareness, and lifelong connection through student philanthropy programming



Upcoming Events

- | | |
|----------------------|--|
| June 26 | National Capital Region Alumni Golf Tournament Haymarket, VA |
| July 10 | Party at Elmwood Park |
| August 15 | Radford Day at Nationals Park |
| October 10-11 | Homecoming/Highlanders Festival |
| November 14 | Day of Gratitude |
| December 2-3 | Highlander Giving Day |

Minutes



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External Engagement Committee

11:00 a.m.

March 20, 2025

**Mary Ann Jennings Hovis Memorial Board Room
Martin Hall, Third Floor, Radford, VA**

DRAFT
MINUTES

Committee Members Present

Ms. Lisa W. Pompa, Chair (Via Zoom)
Ms. Joann S. Craig, Vice Chair
Mr. Dale S. Ardizzone
Dr. Betty Jo Foster
Mrs. Jennifer Wishon Gilbert

Ms. Lisa W. Pompa contacted Board of Visitors Rector Marquett Smith prior to the meeting to inform him that a personal matter would prevent her from attending the meeting in person. Ms. Pompa participated by electronic communication from her temporary remote work location in California.

Board Members Present

Mr. Marquett Smith, Rector
Ms. Jeanne S. Armentrout
Ms. Callie M. Dalton
Mr. William C. Davis
Mr. Tyler W. Lester
Mr. George Mendiola Jr.
Mr. David A. Smith
Mr. Jonathan Sweet
Mr. James C. Turk

Others Present

Dr. Bret Danilowicz, President
Ms. Penny Helms White, Vice President for Advancement and Alumni Relations
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education
Dr. Robert Hoover, Vice President for Finance and Administration
Dr. Dannette Beane, Vice President for Enrollment Management and Strategic Communications
Dr. Bethany Usher, Provost and Senior Vice President for Academic Affairs
Ms. Lisa Ghidotti, Executive Director for Government Relations and Strategic Initiatives

Ms. Karen Casteel, Secretary to the Board of Visitors and Special Assistant to the President
Ms. Susan Richardson, University Counsel
Dr. Matt Close, Faculty Representative
Mr. Onajae Edmund, Student Representative

Call to Order

Ms. Joann S. Craig, Vice Chair, formally called the External Engagement Committee meeting to order at 10:53 a.m. in the Mary Ann Jennings Hovis Memorial Board Room, Martin Hall, Third Floor, Radford, Va.

Approval of Agenda

Ms. Joann S. Craig asked for a motion to approve the March 20, 2025 agenda, as published. Dr. Betty Jo Foster made the motion and Mrs. Jennifer Wishon Gilbert seconded, and the motion carried unanimously.

Approval of Minutes

Ms. Joann S. Craig asked for a motion to approve the minutes of the December 5, 2024 meeting of the External Engagement Committee meeting, as published. Mr. Dale Ardizzone made the motion, Dr. Betty Jo Foster seconded and the motion carried unanimously.

Economic Development and Corporate Education Report

IMPACT Lab

Vice President for Economic Development and Corporate Education Angela Joyner provided an update on the action plan for growing non-traditional enrollment and associated revenue. The pricing, market and program analysis has been completed. Recommendations for next steps related to pricing and stronger program alignment were shared. The team remains focused on achieving the enrollment targets, advancing development projects and fulfilling grant commitments for the year.

Vice President Joyner announced that IMPACT credit-bearing offerings will transition to Academic Affairs. Non-credit courses will remain within the Economic Development and Corporate Education division and will be incorporated into the continuing education portfolio.

Economic Development

Vice President Joyner introduced Nichole Hair as the new Director for Economic Development and Community Engagement. Additionally, Austin Taylor, who joined in October as Program Coordinator, has been leading the Certification Center at the HUB. The Certification Center officially launched as an authorized Pearson Vue testing center on February 15.

The team has initiated work on the IT & Cybersecurity Talent Connector program, with a recruitment event planned for April 24, 2025 at the HUB. Collaboration is ongoing with Radford University, Virginia Tech, and New River Community College to engage students. The event will be kept intimate to maximize employer-learner connections.

The Coworks @ the HUB initiative is set to launch in April. The space will provide a dynamic working environment for professionals, entrepreneurs, students and faculty, offering membership plans and amenities. The space will offer various membership plans and amenities to support collaboration and productivity.

Ongoing partnership efforts have resulted in increased work-based learning opportunities, expanded faculty speaking engagements and new collaborative projects, including the DisruptUP AI Conference, Health Sciences Talent Summit and Regional Talent Summit hosted with Onward NRV.

Advancement and Alumni Relations Report

Vice President of Advancement and Alumni Relations Penny Helms White shared the FY25 fundraising totals. As of February 28, a total of \$7.5 million has been secured. Additionally, Rad48 was one of the most successful athletic crowdfunding campaigns to date. Launched at noon on February 4 and closing at noon on February 6, the campaign saw a 43% increase in donors and received gifts from all 50 states.

A gap analysis for the division was completed to guide future efforts. The Advancement and Alumni Division is committed to being Essential, Strategic and Bold. From this analysis, five Tier 1 priorities were identified:

1. Donor Growth and Retention
2. Volunteer Cultivation
3. Young Alumni Engagement
4. Athletic Fundraising
5. Planned Giving

Strategic communication and digital engagement will be key to achieving these goals. A comprehensive communication plan has been developed in collaboration with Marketing and Communications. To support these efforts:

- A Digital Experience Coordinator has been hired.
- The Telephone Outreach Program will be sunsetted.
- A new AI-driven system will be purchased and implemented.

As part of the feasibility study for a future athletic campaign, athletic fundraising will be a top priority. In collaboration with Huron GG+A, a draft case statement has been developed for Athletic Fundraising. This statement will be tested among alumni and donors during leadership briefings, with the goal of completing these by early summer.

Vice President White shared the importance of gift planning. Noting that a redesign of our gift planning website will be relaunched in April, a new wordmark for the Society of 1910 will be rolled out in the spring magazine and upcoming communication efforts, we will also continue our planned giving awareness postcard campaign. A total of \$3.6 million in planned gifts has been documented this fiscal year - the second-highest amount recorded in the past seven years.

In closing, Lauren Griffin, a senior Cybersecurity major and Criminal Justice minor shared her journey and passion at Radford University. She is a member of the Honors College, a Research Rookie, Radford University Ambassador and a recipient of two donor-funded scholarships.

Adjournment

With no further business to come before the committee, the meeting adjourned at 11:43 a.m.

Respectfully submitted,

Sharon R. Ratcliffe
Executive Assistant to the
Vice President for Advancement and Alumni Relations

End of Board of Visitors Materials

