EXTERNAL ENGAGEMENT COMMITTEE  
4:00 P.M.  
JUNE 8, 2023  
KYLE HALL, ROOM 340, RADFORD, VA  

DRAFT  
AGENDA

- **CALL TO ORDER**  
  Mr. Mark Lawrence, *Chair*

- **APPROVAL OF AGENDA**  
  Mr. Mark Lawrence, *Chair*

- **APPROVAL OF MINUTES**  
  Mr. Mark Lawrence, *Chair*  
  - March 23, 2023

- **UNIVERSITY ADVANCEMENT REPORT**  
  Ms. Penny Helms White, *Interim Vice President for Advancement and University Relations*  
  - 2022-23 Goals Update  
  - 2023-25 Goals Discussion

- **ECONOMIC DEVELOPMENT AND CORPORATE EDUCATION**  
  Dr. Angela Joyner, *Vice President for Economic Development and Corporate Education*  
  - 2022-23 Goals Update  
  - 2023-25 Goals Discussion

- **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
Advancement

RADFORD UNIVERSITY

Board of Visitors

June 8, 2023
Goal: Successful Completion of TOGETHER - The Campaign for Radford University

$91.7 MILLION RAISED
$8.3 million to go
Save the Date

Day of Gratitude
November 3, 2023

• Partners in Excellence luncheon
• The College of Humanities and Behavioral Sciences Experience
• Celebration of Giving evening event
Goal: Increase Alumni Engagement Opportunities and Alumni Donor Participation

Launched Three New Alumni Ambassador Initiatives
• Inauguration Ambassadors
  • 75 volunteers
• TOGETHER Ambassadors
  • 30 volunteers
• Fraternity and Sorority Life Ambassadors
  • Invitations sent to 170 alumni on June 2

Established Education Champions
• Currently recruiting educators in targeted areas
  Confirmations sent by July 1

Total alumni volunteer roles – 201
Total alumni volunteers – 1,372
Two-Year Action Plan
Goal: Develop and Implement an Alumni and Stakeholders Communication Plan

Create clear and consistent communication plan
• Leverage Grenzebach Glier and Associates (GG+A) findings
• Develop a comprehensive, multi-channel alumni and stakeholders communication plan

Design and implement magazine readership survey
• Provide readership demographics to assist with deciding content and messaging
• Determine the number of annual editions and the production calendar
Goal: Enhance Alumni Engagement and Volunteer Opportunities

Collaborate with campus partners
- Create comprehensive activities and events calendar
- Enhance alumni engagement with admissions
- Highlight alumni legacy programming

Grow use of alumni volunteers
- Recruit and retain
- Track and celebrate
- Provide additional training opportunities
Goal: Build Strong and Sustainable Relationships with Donors

Create a comprehensive, multi-channel donor relations plan
• Implement a tiered recognition system that acknowledges contributions and loyalty
• Incorporate student voices more consistently and strategically

Develop a targeted annual giving campaign for alumni based on past giving and affinity, using updated wealth screening data
• Utilize a multi-channel fiscal year calendar
• Leverage alumni programming
Goal: Establish a Data-Informed Fundraising Goal

Complete TOGETHER - The Campaign for Radford University
• Plan a celebration for fall 2024
• Recognize donors and volunteers

Relaunch the Society of 1910
• Make a clear and compelling case for planned giving that outlines the impact of legacy gifts and the benefits of planned giving for the University and the donor
• Develop a communication plan for the target audience to increase awareness

Conduct a feasibility study for future athletic capital campaign
• Determine a campaign goal and timeline
• Recruit campaign volunteers
Economic Development and Corporate Education

RADFORD UNIVERSITY
Leadership Team

Tom Bennett
Sr. Director, Operations and Administration

Matt Dunleavy, Ph.D.
Executive Director
Vinod Chachra Impact Lab

Charlie Jewell
Director
Economic Development

Sheila Cook
Executive Administrative Assistant
## 2022-23 Goals: Status

<table>
<thead>
<tr>
<th>Goals</th>
<th>Metrics</th>
<th>Status</th>
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<tbody>
<tr>
<td>1. Establish partnerships that support enrollment growth, revenue generation, program development and elevate Radford University’s brand.</td>
<td>✓ 25% IMPACT enrollment growth (414) ✓ $735K total revenue ✓ Date: 8/1/23</td>
<td><img src="page18of30" alt="Green" /></td>
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<td>2. Target and market programs to non-traditional student populations that leverage RU’s assets, support workforce needs, and promote lifelong learning.</td>
<td>✓ Conduct a landscape overview of continuing education ✓ Recommend approaches to continuing education, workforce development and life-long learning. ✓ Date: 4/1/23</td>
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<td>3. Develop and enhance relevant economic and political relationships in Radford City, the NRV and Roanoke Valleys, and COV to develop a robust economic development playbook for the university.</td>
<td>✓ Approved economic development playbook ✓ Approved amphitheater plan ✓ Date: 5/15/23</td>
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<td>4. Develop pathways leveraging CBE mode of delivery to address nursing and teacher shortages.</td>
<td>✓ Approved programs with launch strategy and sustainable business model. ✓ Date: 4/20/23</td>
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2022-23 Highlights

Introducing Radford University’s Virtual Academy for Provisionally Licensed Teachers

Nursing Competency Accelerated Program (NCAP)

RPED Grant

Economic Development & Corporate Education
Economic Development
2022-23 Goals

Develop and enhance relevant economic and political relationships in Radford City, the NRV and Roanoke Valleys, and COV to develop a robust economic development playbook for the university.

**Metrics:**
- Approved economic development playbook
- Approved amphitheater plan
- Date: 5/15/23

**Progress to Date:**
2022-2023 Highlights

Economic Development Roundtable

Amphitheater Planning

Partnership Cultivation
The Hub@Radford
## 2023-25 Proposed Goals Discussion

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<td>Plan Linkage: <em>Enrollment Growth</em></td>
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<td>2. Target and market programs to non-traditional student populations that leverage RU’s assets, support workforce needs, and promote lifelong learning.</td>
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<td>Plan Linkage: <em>Enrollment Growth, Economic Development</em></td>
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<td>3. Develop and enhance relevant economic to develop a robust economic development playbook for the university.</td>
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<td>Plan Linkage: <em>Economic Development</em></td>
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Discussion
EXTERNAL ENGAGEMENT COMMITTEE
4:00 P.M.
MARCH 23, 2023
KYLE HALL, ROOM 340, RADFORD, VA

DRAFT
MINUTES

COMMITTEE MEMBERS PRESENT
Mr. Mark S. Lawrence, Chair
Mr. Tyler W. Lester, Vice Chair
Mr. James C. Turk
Mr. Robert A. Archer
Mr. George Mendiola, Jr.

BOARD MEMBERS PRESENT
Ms. Jeanne S. Armentrout
Dr. Jay A. Brown
Dr. Rachel D. Fowlkes
Ms. Jennifer Wishon Gilbert
Dr. Debra K. McMahon, Rector
Ms. Lisa W. Pompa
Mr. David A. Smith
Mr. Marquett Smith
Ms. Georgia Anne Snyder-Falkinham
Ms. Lisa Throckmorton

OTHERS PRESENT
Dr. Bret Danilowicz, President
Ms. Penny White, Interim Vice President for Advancement and University Relations
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education
Mr. Tom Bennett, Senior Director IMPACT Lab
Ms. Carolyn Clayton, Director of Annual Giving
Dr. Holly Cline, Professor Interior Design and Fashion
Dr. Marten denBoer, Interim Provost
Dr. Matt Dunleavy, Executive Director IMPACT Lab
Ms. Lisa Ghidotti, Executive Director for Government Relations
Dr. Robert Hoover, Vice President for Finance and Administration
Ms. Stephanie Jennelle, Associate Vice President for Finance and Administration
Mr. Tom Lillard, Associate Vice President for Advancement
CALL TO ORDER
Mr. Mark S. Lawrence, Chair, formally called the External Engagement Committee meeting to order at 3:54 p.m. in Room 340 of Kyle Hall.

APPROVAL OF AGENDA
Mr. Lawrence asked for a motion to approve the March 23, 2023 agenda, as published. Mr. George Mendiola Jr made the motion. Mr. Tyler W. Lester seconded, and the motion carried unanimously.

ADVANCEMENT REPORT
Interim Vice President for Advancement and University Relations Penny Helms White provided the progress towards the Advancement FY2022-2023 strategic goals, which include successful completion of TOGETHER, The Campaign for Radford University; increase alumni engagement opportunities and alumni donor participation; and improve donor relations, stewardship and donor retention.

As of February 28, 2023, we are at $8.6 million for FY23 with a total of $91.1 million towards our goal of the successful completion of TOGETHER, The Campaign for Radford University. A planned giving awareness campaign has been launched and a “Thank You” video was shared from the RAD48 crowdfunding initiative that raised over $187,000.

Interim Vice President White gave an overview of the Alumni Association structure that was established in 2016. Three broad goals emerged from their February meeting: increase alumni involvement, amplify alumni activities that promote the university’s enrollment goals and expand alumni outreach that supports fundraising goals. The collaboration between Alumni and Admissions offices resulted in 347 volunteers, 3,140 postcards mailed and 1,017 phone calls made to admitted students. She also shared the importance of educating students about philanthropy. One example was the senior philanthropy cords which students receive upon giving to wear during commencement and provides funds to the The Highlander Senior Class Scholarship.

To enhance donor relations and stewardship, The DRG Group consulting is looking at the four pillars for donor relations to include acknowledgements, stewardship and impact reporting, recognition and engagement. As part of the first phase of the report, we have restructured the office and now have an Advancement Communications and Donor Relations team and have updated the gift acknowledgement process. We expect to receive the second phase of the report in April. Beginning in July, ThankView will be used to start sending personalized student videos to donors.
ECONOMIC DEVELOPMENT AND CORPORATE EDUCATION
Vice President for Economic Development and Corporate Education Angela Joyner provided an update on the status of the 2022-23 goals for the division. Goals are trending on track for completion and ongoing work is in progress.

Dr. Joyner provided an update on the Vinod Chachra IMPACT Lab with the goal of IMPACT to become a consistently break-even operation by 2024-25. To reach the break-even goal, IMPACT will need to generate 250 learners to cover operational costs and salaries. IMPACT is currently pacing on track at 60% of this year’s goal for enrollment and revenue. The critical enablers for sustainable growth for the IMPACT Lab in the future include four key strategies. These include balancing the revenue mix with tuition, grants, and contracts; increasing access to programs; developing high demand programs; and expanding partnerships.

Dr. Joyner provided an update on economic development and key collaborations and engagements within the New River Valley. The University’s 2023 economic impact study, in collaboration with the New River Valley Regional Commission, is well underway with a targeted release this summer.

Another exciting collaboration is the Hub@Radford. The economic development center was recently publicly announced as a collaborative initiative between Radford University and the City of Radford. The HUB will be the new home of the Vinod Chachra IMPACT Lab, economic development offices, and support for businesses and entrepreneurs with a scheduled opening in the summer of 2023.

Dr. Joyner also announced that Mr. Charlie Jewell will be joining the division as the new Director of Economic Development and Community Engagement. Mr. Jewell will play a key role in moving initiatives forward.

In closing, Dr. Joyner shared information about several partnerships and programs in the discovery and development stages with the expectations of announcing more MOU’s within the next few months.

ADJOURNMENT
With no further business, the meeting adjourned at 5:04 p.m.

Respectfully submitted,

Sharon R. Ratcliffe
Executive Assistant to the Vice President for Advancement and University Relations
End of Board of Visitors Materials