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
## 2023-2025 Goals

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Tactic</th>
<th>Metrics</th>
<th>Baseline</th>
<th>Target</th>
<th>Timing</th>
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<tbody>
<tr>
<td><strong>Grow non-traditional enrollment and associated revenue</strong></td>
<td>Market programs, expand partnerships and program portfolio</td>
<td>For CBE/CE programs, measure enrollment, revenue, completion rate, number of active partnerships, and number of CBE/CE program launches</td>
<td>Enrollment: 414, Revenue: $533.3K, Completion rate: 66%, Partnerships: 5, Program Launches: K-12 Cybersecurity</td>
<td>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</td>
<td>Quarterly</td>
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<td></td>
<td>Develop strong grant pipeline and external funding sources to support revenue generation</td>
<td>CBE/CE grant/contract submissions and awards</td>
<td>Grant pipeline: $14M submissions, $1M awards</td>
<td>Grant pipeline: $5M+, $2M awards</td>
<td>Quarterly</td>
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## 2023-2025 Goals

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<td>Become essential conduit for regional economic development</td>
<td>Develop business model for the Hub at Radford. Conduct needs assessment to inform programming and partnerships. Develop Community Impact Report.</td>
<td>Approved business model; approved plan for programming; approved priority for partnerships; community impact report</td>
<td>Capacity does not exist</td>
<td>Quarterly</td>
</tr>
<tr>
<td></td>
<td>Develop strong grant pipeline and external funding sources to support initiatives</td>
<td>Economic development grant submissions and awards</td>
<td>Establishing baseline 2023-24</td>
<td>Grant pipeline: $250K; $100K awards (totals for all partners, not just Radford University)</td>
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<td></td>
<td>Establish internships with a focus on paid-internship opportunities</td>
<td>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</td>
<td>Establishing Baseline 2023-24</td>
<td>Add three internship bearing MOUs per year, increase WBLO by 1% annually, increase paid WBLO by 1% annually</td>
</tr>
</tbody>
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Provisional to Professional Pathway

Launches December 1, 2023

1st Strategic Partner

Economic Development and Corporate Education
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
2022 Economic Impact Study
Highlights
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.
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

EMPLOYMENT IMPACT
5,561 JOBS
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

Economic Development and Corporate Education
Alumni Impact

ALUMNI SPENDING
$2.2 BILLION
Discussion
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
• Findings
  • Strengths
  • Challenges
  • Opportunities
• 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.
• 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

FEBRUARY IS FOR HIGHLANDERS

A month-long celebration of Highlander Pride!
NOVEMBER 6 | RADFORD @ UNC
NOVEMBER 10 | RADFORD @ MARSHALL
NOVEMBER 15 | RADFORD @ VCU
NOVEMBER 17 | RADFORD @ JMU

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
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.
$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

Highlander 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
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
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