EXTERNAL ENGAGEMENT COMMITTEE
3:45 P.M. **
SEPTEMBER 7, 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
  o June 8, 2023
  Ms. Lisa W. Pompa, Chair

- GOVERNMENT RELATIONS UPDATE
  Ms. Lisa Ghidotti, Executive Director of
  Government Relations

- UNIVERSITY ADVANCEMENT REPORT
  Ms. Penny Helms White, Interim Vice
  President for University Advancement
  o Campaign Update
  o Strategic Goals
  o Lifecycle of a Gift

- ECONOMIC DEVELOPMENT AND
  CORPORATE EDUCATION REPORT
  Dr. Angela Joyner, Vice President for
  Economic Development and
  Corporate Education
  o Strategic Goals
  o Virtual Teacher Learning Academy
  o Economic Development

- 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
Two-Year Strategic Goals

- Develop and implement an alumni and stakeholders communication plan
- Enhance alumni engagement and volunteer opportunities
- Build strong and sustainable relationships with donors
- Establish a data-driven fundraising goal
Goal 1: Develop and Implement an Alumni and Stakeholders Communication Plan

Grenzebach Glier & Associates (GG+A)

Alumni Communication Review
- Comprehensive Assessment
- Review and analyze materials
- Interviews
- Readership Survey
- Final Report
- Strategic Counsel
Goal 2: Enhance Alumni Engagement and Volunteer Opportunities

Oral History Project
• Alumni Engagement

HOW THE ORAL HISTORY PROJECT WORKS

1. Alumni/members call PCI to share their stories
2. Stories are recorded, transcribed, edited, and categorized
3. Stories are uploaded to our digital vault
4. Stories are placed into printed and digital publications
5. Stories are available for you to use in marketing and more
Goal 2: Enhance Alumni Engagement and Volunteer Opportunities

Education Champions

- Volunteer Opportunities

I received my box of RU swag yesterday! I am excited to begin displaying it in my classroom soon.

I graduated from Radford and started teaching in 2019. I always had plans of bringing my students to Radford, but it never worked out well due to the pandemic and scheduling. This semester, I have a block of 11th and 12th graders in Advanced Composition (only 11 students). I'd love to give them the opportunity to visit Radford this Fall.

I look forward to hearing from you and hopefully seeing you soon!

Thanks,
Chelsea Curtis

*Chelsea Stowe Curtis | English Teacher*
Warrior Tech Academy, Magna Vista High School
Goal 3: Build Strong and Sustainable Relationships with Donors

ThankView video to be added
### Goal 4: Establish a Data-Driven Fundraising Goal

#### Last Fiscal Year by the Numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Figures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raised in Private Support</td>
<td>$9.2M</td>
</tr>
<tr>
<td>Increase in Private Support Raised</td>
<td>33%</td>
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<tr>
<td>Increase in Alumni Donors</td>
<td>6.8%</td>
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<tr>
<td>Increase in First-Time Alumni Donors</td>
<td>23%</td>
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<tr>
<td>Raised during RAD48, Radford’s Most Successful Giving Challenge in History</td>
<td>$170K</td>
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<tr>
<td>Total in Foundation Scholarships Awarded</td>
<td>$2.52M</td>
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<tr>
<td>Students Received Private Support Through Foundation Scholarships</td>
<td>884</td>
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<tr>
<td>Scholarships, Funds and Programs Received Private Support</td>
<td>300+</td>
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Goal 4: Establish a Data-Driven Fundraising Goal

Relaunch the Legacy Society
• Society of 1910 Survey of Current Members
I was fully prepared with confidence to start my career when I graduated from Radford, and it served me well for 43 years. I have a lot of fond memories. It actually changed my life. It’s easy to give back to Radford because it’s such a good cause.
DISCUSSION
Economic Development and Corporate Education
Leadership Team

- Tom Bennett II
  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
## 2023-25 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</td>
<td>• Enrollment</td>
<td></td>
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<tr>
<td>generation, program development and elevate Radford University’s brand.</td>
<td>• Revenue</td>
<td></td>
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<tr>
<td></td>
<td>• Completion rate:</td>
<td></td>
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<tr>
<td></td>
<td>• Partnerships</td>
<td></td>
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<tr>
<td></td>
<td>• Program Launches:</td>
<td></td>
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<tr>
<td>2. Target and market programs to non-traditional student populations</td>
<td>• Recommendation/implementation plan for continuing education,</td>
<td></td>
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<td>that leverage RU’s assets, support workforce needs, and promote lifelong learning.</td>
<td>workforce development and lifelong learning.</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>3. Develop and enhance relevant economic and political relationships in</td>
<td>• Economic IMPACT Study</td>
<td></td>
</tr>
<tr>
<td>Radford City, the NRV and Roanoke Valleys, and Commonwealth of</td>
<td>• Partnerships</td>
<td></td>
</tr>
<tr>
<td>Virginia to develop a robust economic development playbook for the</td>
<td>• The Hub launch</td>
<td></td>
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<tr>
<td>university.</td>
<td>• Programming</td>
<td></td>
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</table>
Goal 1:

Establish partnerships that support enrollment growth, revenue generation, program development and elevate Radford University’s brand.

Enrollment/Revenue Growth Path

- Arsenal/Local and Federal Government
- Regional Businesses
- County Administrators
- Credit Unions
- Education
- Relationship Cultivation

- Existing Offering
  - Enrollment Mix
  - New programs

- Expand pilot
  - New program
  - Relationship Cultivation

- RPED Grant
  - Increase grant pipeline
  - Expand collaborative grant submissions
Initiative: Launch the Virtual Teacher Learning Academy

- Engage in online, self-paced coursework
- Access to resources
- Tailor courses to meet your needs
- Transfer graduate-level credits
Goal 3: Economic Development

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

- Be an engaged partner with local, regional, and state economic development organizations.
- Tell the university’s economic engagement story.
- Leverage The HUB @ Radford to further link the university with businesses and the community.
- Collaborate with the City of Radford to advance quality of place initiatives that enhance Radford as great place to live, work and study.
Initiative: Be an Engaged Partner

Be an engaged partner with local, regional, and state economic development organizations.
Initiative: Promote our Engagement Story

Promote the university’s economic engagement story.

- Release and promote the Radford University Economic Impact Study to local, regional and state stakeholders.
- Identify and brand Radford University’s economic engagement assets (faculty strengths, centers and external-facing activities).
Initiative: Advance Quality of Place

Collaborate with the City of Radford to advance quality of place initiatives that enhance Radford as a great place to live, work and study.

- Amphitheater Project
- Downtown East Main Street Revitalization Efforts
Initiative: The HUB at Radford

Leverage The HUB at Radford to further link the university with businesses and the community.
Economic Development Discussion

1. What is the role of Economic Development at Radford University?

2. How can Radford University contribute to the well-being of the region?
Discussion
EXTERNAL ENGAGEMENT COMMITTEE
4:00 P.M.
JUNE 8, 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
Dr. Debra K. McMahon, Rector
Dr. Jay A. Brown
Ms. Jeanne Armentrout
Mrs. Jennifer Wishon Gilbert
Mr. George Mendiola
Ms. Lisa W. Pompa
Mr. David A. Smith
Ms. Georgia Anne Snyder-Falkinham
Ms. Lisa Throckmorton

OTHERS PRESENT
Dr. Bret Danilowicz, President
Mr. Mike F. Melis, Senior Assistant Attorney General, Commonwealth of Virginia
Ms. Lisa Ghidotti, Executive Director for Government Relations
Ms. Penny White, Interim Vice President for Advancement and University Relations
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education
and Interim Vice President for Enrollment Management
Dr. Robert Hoover, Vice President for Finance and Administration
Dr. Jeanne Mekolichick, Associate Provost for Research, Faculty Success and Strategic Initiatives
Dr. Susan Trageser, Vice President for Student Affairs
Ms. Stephanie Jennelle, Associate Vice President for Finance and Administration
Dr. David Beach, Faculty Senate
Ms. Wendy Lowe, Director of Advancement Services
Ms. Margaret McManus, University Auditor
CALL TO ORDER
Mr. Mark S. Lawrence, Chair, formally called the External Engagement Committee meeting to order at 3:15 p.m. in Room 340 of Kyle Hall.

APPROVAL OF AGENDA AND MINUTES
Mr. Lawrence asked for a motion to approve the June 8, 2023, agenda, as published, and the minutes from the March 23, 2023 meeting. Mr. Tyler W. Lester made the motion, Mr. Robert A. Archer seconded, and the motion carried unanimously.

ADVANCEMENT REPORT
Interim Vice President for Advancement and University Relations Penny Helms White provided updates on the Advancement FY2022-2023 strategic goals. With the goal of successful completion of TOGETHER, The Campaign for Radford University, Ms. White reported that as of May 31, 2023, $9 million has been secured for the current fiscal year. This represents a 30% increase over the previous fiscal year end total. To enhance donor relations and stewardship, the team continues to build upon the success of the Day of Gratitude. This year, Day of Gratitude will be held on November 3, 2023. This will be a day Radford recognizes our scholarship benefactors, our students’ achievements and the donors who believe in our university.

The Alumni Relations team launched three new alumni ambassador initiatives to help increase alumni engagement opportunities and alumni donor participation. The inauguration ambassadors, TOGETHER ambassadors and the fraternity and sorority life ambassadors. The Education Champions was also established to target alumni who work in high schools to help raise awareness of Radford University in their schools. Currently, there are 201 alumni roles and 1,372 alumni volunteers who have participated this year.

Reflecting on this last fiscal year, Ms. White highlighted a few accomplishments of the Advancement team including: establishing an Advancement Communications and Donor Relations team, first Day of Gratitude, restructured positions and welcomed two new staff members, held the first in person Campaign Steering Committee meeting since 2019, had most successful crowdfunding effort that supported athletics, held the first donor event at Selu since 2016, expanded the Admissions Ambassadors program, held 90 alumni events/activities/partnerships, exceeded the previous year’s fundraising total by 30% and created 19 new scholarships.

Looking forward, Ms. White shared four goals for the two-year action plan. The first goal is to develop and implement an alumni and stakeholder’s communication plan. Advancement is partnering with the consulting firm, GG+A to begin an alumni engagement and communication review. They are also working with the firm to conduct the first magazine readership survey since 2013. The second goal is to enhance alumni engagement and volunteer opportunities. This will be accomplished by collaborating with campus partners, creating a comprehensive activities and events calendar, and growing the use of alumni volunteers by recruiting, retaining, tracking and celebrating. The third goal is to build strong and sustainable relationships with donors. This will be accomplished by creating a comprehensive, multi-channel donor relations plan and developing a targeted annual giving campaign. The fourth goal is to establish a data-informed fundraising goal. A celebration of the TOGETHER campaign is being planned for the fall of
2024 to recognize donors and volunteers. Also planned is a relaunch of the Society of 1910 and conducting a feasibility study for a future athletic capital campaign.

In conclusion, Ms. White shared a video of Mr. Zach McClellan, a graduate of Radford and a scholarship recipient. Zach’s story is not uncommon, scholarship dollars make a tremendous difference for our students, and it is students like Zach that inspires our team to do this work.

**ECONOMIC DEVELOPMENT AND CORPORATE EDUCATION**

Vice President of Economic Development and Corporate Education Angela Joyner began with an introduction of the division’s leadership team and announced the addition of Mr. Charlie Jewell as the Director of Economic Development and Community Engagement. Vice President Joyner also announced the addition of Mr. Mike Bowers to the team who will bring a steep business development skill set and military contacts.

Vice President Joyner then gave an update on the 2022-2023 goals and highlights for the Vinod Chachra IMPACT Lab. Enrollment is on track to reach the goal of 75% attainment to date and revenue is at 65% of the goal. Highlights for the year include a $1.2M grant secured from the Department of Education and a comprehensive marketing campaign was launched to help build awareness for the IMPACT Lab and generate leads. IMPACT has also expanded the CBE program development to build talent pipelines in education and nursing.

Vice President Joyner shared the 2022-2023 goals and highlights for Economic Development. The goals are on track with a focus on cultivating relationships locally and within the commonwealth and developing a robust economic development playbook for the University. The Economic Development highlights for the year include a robust plan for partnering with the City of Radford on the Amphitheater project and other conversations about collaborative outdoor tourism projects for the region. Vice President Joyner was excited to announce the progress on the Hub@Radford that will be the new home of Economic Development and The Vinod Chachra IMPACT Lab with an estimated move in date of mid to late summer 2023.

Dr. Joyner concluded by sharing the 2023-2025 proposed goals with the committee that will focus on driving enrollment growth and elevating the brand.

**ADJOURNMENT**

With no further business, the meeting adjourned at 4:34 p.m.

Respectfully submitted,

Sheila Cook
Executive Administrative Assistant
Economic Development and Corporate Education
End of Board of Visitors Materials