External Engagement Committee

March 2024
External Engagement Committee
3:30 p.m.**
March 21, 2024
Roanoke Higher Education Center, Room 212, Roanoke, VA

DRAFT
Agenda

- Call to Order Mr. Jimmy Turk, Vice Chair
- Approval of Agenda Mr. Jimmy Turk, Vice Chair
- Approval of Minutes Mr. Jimmy Turk, Vice Chair
  - November 30, 2023
- University Advancement Report Ms. Penny Helms White, Vice President for University Advancement
  - Radford University Magazine
  - Alumni | Donor Relations
  - RAD48
  - TOGETHER Campaign
  - Planned Giving
- Economic Development and Corporate Education Report Dr. Angela Joyner, Vice President for Economic Development and Corporate Education
  - Strategic Goals Update
  - Provisional to Professional Pathway
  - Economic Development Initiatives
- Other Business Mr. Jimmy Turk, Vice Chair
- Adjournment Mr. Jimmy Turk, Vice 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
Distinction
Highlight alumni success stories that demonstrate areas of distinction
Create a range of multi-media content to showcase the professional and personal journeys of alumni

Culture of CARE

• Seventeen Alumni Stories Captured
• Radford Athletics
• All Colleges Represented
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
Recruit and retain alumni volunteers to support university initiatives

Volunteer Summit

“The experience exceeded my expectations!” - Faye Marcum’71
Recruit and retain alumni volunteers to support university initiatives

Alumni Stories Categories
- Student Life
- Love Stories
- Lifelong Friendships
- First Generation
- Legacy Alumni
- Academic Influences
- Career Success
- Moments in Time
Increase alumni giving rates and giving amount

August/September/October

- Coaching staff received an overview of Athletics/Advancement partnership
- Page formation began
- Video plan written, athlete contact began
- Social graphics requested
- SIDs provide updated team accolades

November/December/January

- Pages finalized; coaches approve
- General video as well as individual team videos put into production
- Social media plan kicks off in January
- Marketing efforts launch at Volunteer Summit
- Challenge gifts and matches secured by Jon Zeitz
- Ambassador recruitment and training
48 Hours of activity

- Solicitation Emails are sent
- Social media campaigns go live and are updated throughout the challenge
- Ambassadors text, call, and email their communities
- Challenge gifts are launched and elevate projects
- Donor records are built and updated for all gifts received
- Offline gifts (non-ScaleFunder) are added by advancement staff
RAD48 IS LIVE! IT’S TIME TO #RISEANDDONATE!

Click the button below to support Radford Athletics!
During RAD48, you can impact the lives and experiences of our student-athletes by giving to a specific sport, Strength and Conditioning, Athletic Training, our Cheer and Dance teams, and/or funds that benefit all areas.

Help us protect and preserve the athletic experience for our students!

GIVE NOW
Individual Team Videos and Social Media Plans

- Radford Women’s Soccer (@RadfordWSOC)
  - Your support means everything! Your support goes towards keeping things a championship atmosphere here at Radford! Visit the link below before RAD48 finishes tomorrow at noon!
  - give.radford.edu/giving-day/823...
  - #RiseAndDonate #RAD48

- Radford Track & Field (@RadfordTrackXC)
  - Rise and donate! 🏃

- Radford Women’s Lacrosse (@RadfordWLAX)
  - Thanks to you we reached our first goal! Now we’re looking to reach $25,000, with 19hrs left!
  - give.radford.edu
Hey Radford University alumni! We need your help! As a former volleyball student-athlete, I could not be prouder to be a Highlander and I wouldn’t trade my time or experiences at Radford for anything else!

Anything you are able to donate will go a long way for this program. With Chris Hertel leading this team now, I’m excited to see them compete at the highest level once again and bring a Big South Conference championship trophy. Please consider donating back to the school we all know and love.

#Rad48 #GoHighlanders

Link to donate here: https://give.radford.edu/amb/Volleyball

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Denny Van Pelt 📞️ @dvp44b... 2/6/24

Today’s the day..... 48 hours beginning at 12pm

@ru_athletics #Rad48 #RiseAndDonate

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Denny Van Pelt 📞️ @dvp44b... 2/5/24

We are just under 24 hours away from

@ru_athletics #Rad48 #RiseAndDonate

give.radford.edu/amb/RWay

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Michelle Carlson - 1st
Radford University | Social Networking, Process Improvement...

I am immensely grateful to myself for the decision to attend #RadfordUniversity, a choice I continue to appreciate. As a former student-athlete, I can confidently
say that the relationships I built and the moments I shared with those...

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Join us to enhance the athletic experience for our students!
give.radford.edu • 1 min read
Creative | Collaborative | Comprehensive

- Partnership between Radford Athletics and University Advancement
- February 6 (Noon) – February 8 (Noon)
- $154,938 with 894 donors
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.
$95.6 MILLION RAISED
$4.4.4 million to go
Prepare and Build Momentum

January 1 – June 30

• Celebration Committee Members charged, and meetings are underway
• Student philanthropy event
• Faculty and Staff stewardship event
• All donor Campaign event
• Invitation only - Campaign Celebration event
• Campaign Steering Committee stewarded and solicited appropriately
• TOGETHER E-newsletter will feature campaign impact stories
• Regional Campaign Event in Northern Virginia
• Alumni Association Board of Directors created a fundraising subcommittee
• Faculty and Staff Campaign will launch in March
• All gifts matter push via magazine and e-newsletter
Relaunch the Society of 1910 and improve donor engagement with planned giving

“
My alma mater provided me with the knowledge and skills that allowed me to have a rewarding career as an educator. Giving back to Radford University is one way I can say, ‘Thank you, for the major role you played in my life.’

PALMA CLARK ’73, M.S. ’77

Scan the QR code to learn about ways to give back to Radford!
April 20 - Northern Virginia Regional Campaign Event
April 26 - Red & White Gala
May 19 - Friends of Selu
August 2 - Radford Night at Nationals Park
October 3-5 - Homecoming
October 5 - Campaign Celebration
November 15 - Day of Gratitude
Discussion
# 2023-2025 Goals

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<tr>
<th>Strategy</th>
<th>Tactic</th>
<th>Metrics</th>
<th>Baseline</th>
<th>Target</th>
<th>Status</th>
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| 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 | 🟢 |
| | 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 | 🟢 |
Provisional to Professional Pathway

- Enrollment – 8 enrolled
- Development – 3 courses complete; 5 in progress
- Recruiting/ Business Development – in progress

https://www.radford.edu/content/impact/provisional-to-professional-pathway.html
## 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>Approved plans/reports in place by June 2025</td>
<td>green icon</td>
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<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>
<td>green icon</td>
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<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>
<td>yellow icon</td>
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Internship Leads

Internship Opportunities 21

Inmotion

novozymes

First Citizens Bank

VEDP

Virginia is for Lovers

Thesus Health

Mount Rogers Regional Partnership
Collaborations/Partnerships

Amphitheater Proposal

Community-based project
Honors College

Blue Ridge Partnership
for Health Science Careers

Medicine & Health Sciences
Governor School
Grant Collaborations

IT & Cybersecurity Pipeline $200K

Go Virginia BioTech Initiative $4MM
Economic Development Initiatives

- Develop business model for the Hub at Radford
- Develop strong grant pipeline and external funding sources

Co-Working @ The Hub
Gig Hub
Partnerships
Go Virginia Certification/Testing Center
Go Virginia Biotech
Discussion
Committee Members Present
Mr. James C. Turk, Vice Chair
Ms. Betsy D. Beamer
Dr. Betty Jo Foster
Mrs. Jennifer Wishon Gilbert

Ms. Lisa W. Pompa contacted Board of Visitors Rector Debra McMahon prior to the meeting to inform her that a personal matter would prevent her from attending the meeting in person. Ms. Pompa participated by electronic communication from her home.

Board Members Present
Dr. Debra K. McMahon, Rector
Mr. Marquett Smith, Vice Rector
Mr. Robert A. Archer
Ms. Jeanne Armentrout
Ms. Joann S. Craig
Mr. Tyler W. Lester
Mr. George Mendiola
Mr. David A. Smith
Ms. Georgia Anne Snyder-Falkinham

Others Present
Dr. Bret Danilowicz, President
Ms. Penny Helms White, 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
Ms. Laura Turk, Executive Director of Alumni Relations
Dr. Dannette Beane, Vice President for Enrollment Management and Strategic Communications
Call to Order
Mr. James C. Turk, Vice Chair, formally called the External Engagement Committee meeting to order at 4:50 p.m. in Kyle Hall, Room 340.

Approval of Agenda
Mr. Turk asked for a motion to approve the November 30, 2023 agenda, as published. Ms. Betsy D. Beamer made the motion, Dr. Betty Jo Foster seconded, and the motion carried unanimously.

Approval of Minutes
Mr. Turk asked for a motion to approve the minutes of the September 7, 2023 meeting of the External Engagement Committee meeting, as published. Ms. Beamer made the motion, Mrs. Jennifer Wishon Gilbert seconded, and the motion carried unanimously.

Economic Development and Corporate Education
Vice President for Economic Development and Corporate Education Angela Joyner began by reviewing the proposed strategies, metrics and reporting timelines for the division. The strategies align with the overall priorities for the university in the areas of economic development, enrollment and distinction.

Vice President Joyner was pleased to announce that the Provisional to Professional Pathway, a virtual teacher academy, is set to launch December 1, 2023. This pathway offers the required professional development courses for provisionally licensed teachers to complete Virginia Department of Education licensure requirements in one year. There are over 8,000 provisionally licensed teachers in the state. The courses are online, self-paced, and will also have the support of our world-class faculty, learning coaches and staff. We have a strategic partnership agreement with Pulaski County Schools and a commitment of five learners and three other learners from across the state who have applied.

Dr. Joyner then gave a brief update of events that have taken place at the HUB since its official opening. The HUB and team hosted listening sessions in September with small businesses and localities to further facilitate communication and engagement between the university and the region. Also, a SWaM workshop was hosted at the HUB by the Roanoke/New River Valley Small Business Development Center for businesses in the NRV.

Dr. Joyner announced that Radford University is releasing its 2022 Economic Impact Study report this week. The university had an economic impact of over $421 million. For every $1 of state funding invested in Radford University, the return was $6.35. The team will create an annual impact report to provide more communication to the community about the university’s impact on the region and beyond.
University Advancement
Vice President for University Advancement Penny Helms White provided updates to the committee on the 2023–2025 strategic goals. The Grenzebach Glier & Associates (GG+A) magazine readership survey was completed, and results were shared. Respondents found the magazine to be one of the main sources of information about the university, it strengthens their personal connection to Radford, and they most enjoy college specific news, alumni profiles, class notes and campus events. The recommendation is to increase the frequency of the magazine and to have a more predictable timeline.

Approximately 3,500 individuals participated in one or more of this year’s Homecoming events. The Day of Gratitude had over 250 participants in the day's events. A video from the Day of Gratitude was shared highlighting events to include Partners in Excellence, College of Humanities Behavioral Sciences Experience and Celebration of Giving.

As of November 25, 2023, the campaign for Radford University has raised $93.8 million with $6.2 million to go. In January, totals for the campaign will no longer be reported. The first six months of the year will be used in preparation to celebrate the campaign and build momentum. Events will be held for students, faculty/staff, all donors, and an invitation-only campaign celebration during Homecoming 2024.

In closing, Vice President White announced that Highlander10 raised over $50,000 which was an increase in dollars and donors from last year and the Artis Center naming opportunities were shared.

Adjournment
With no further business to come before the committee, the meeting adjourned at 5:28 p.m.

Respectfully submitted,

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