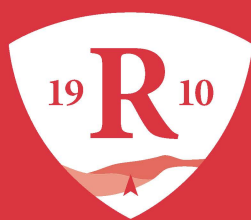


# External Engagement Committee

June 2024



Radford  
UNIVERSITY



External Engagement Committee  
2:15 p.m.\*\*  
June 6, 2024  
Kyle Hall, Room 340, Radford, VA

**DRAFT**  
**Agenda**

- **Call to Order** Ms. Lisa W. Pompa, *Chair*
- **Approval of Agenda** Ms. Lisa W. Pompa, *Chair* r
- **Approval of Minutes** Ms. Lisa W. Pompa, *Chair*
  - March 21, 2024
- **Economic Development and Corporate Education Report** Dr. Angela Joyner, *Vice President for Economic Development and Corporate Education*
  - 2023-24 Highlights
  - IMPACT Lab Update
  - Economic Development Initiatives
- **University Advancement Report** Ms. Penny Helms White, *Vice President for University Advancement*
  - Advancement Strategy Review
  - Campaign and Fundraising Updates
  - Faculty/Staff, Alumni and Student Stories
- **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

# Meeting Materials



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# Economic Development and Corporate Education





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# Vinod Chachra IMPACT Lab

June 2024



# 2023-2025 Goals

Strategy	Tactic	Metrics	Baseline	Target	Progress	Status
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	Off-track Enrollment: 223 Revenue: \$374K Completion rate: TBD Partnerships: 1 new Program Launches: 1 Provisional to Professional Pathway – 13 learners enrolled	
	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	In Progress Grant pipeline: \$2.1 in development Awards: pending	

# 2023-24 Highlights



- Designated as an eligible training provider for cybersecurity.



- Hosted the Classroom to Career Cybersecurity Summit at the SWVHEC in Abingdon in November 2023.



Classroom to Career Cyber Security Summit

# 2023-24 Highlights



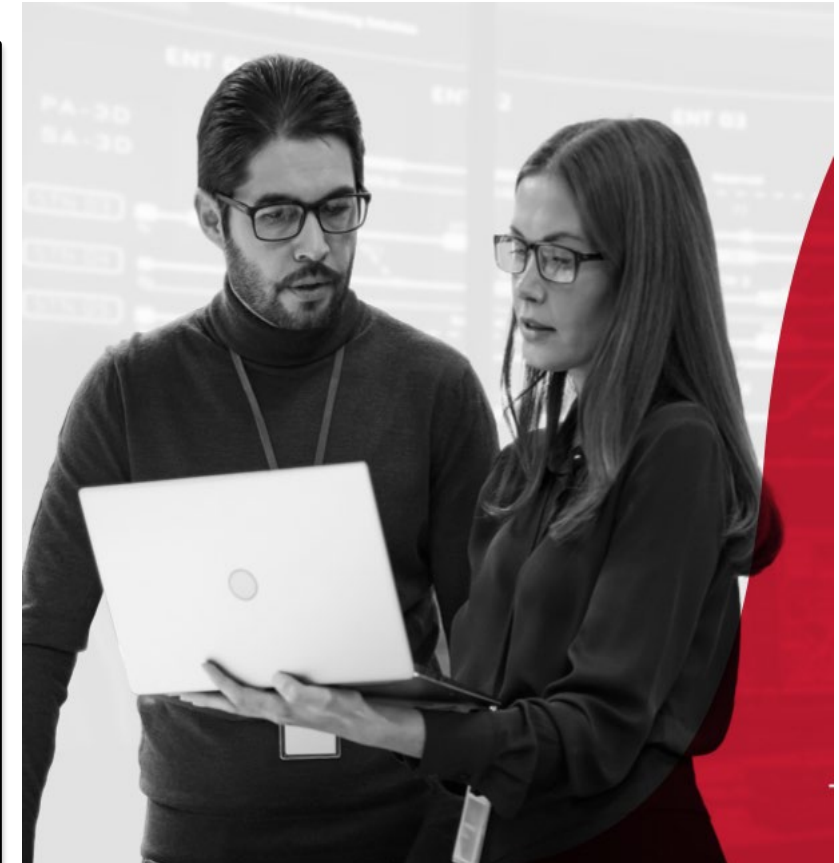
- IMPACT and School of Teacher Education and Leadership (STEL) launched the Provisional to Professional Pathway in December 2023.
- IMPACT and Pulaski County Public Schools partners to support their provisionally licensed teachers.





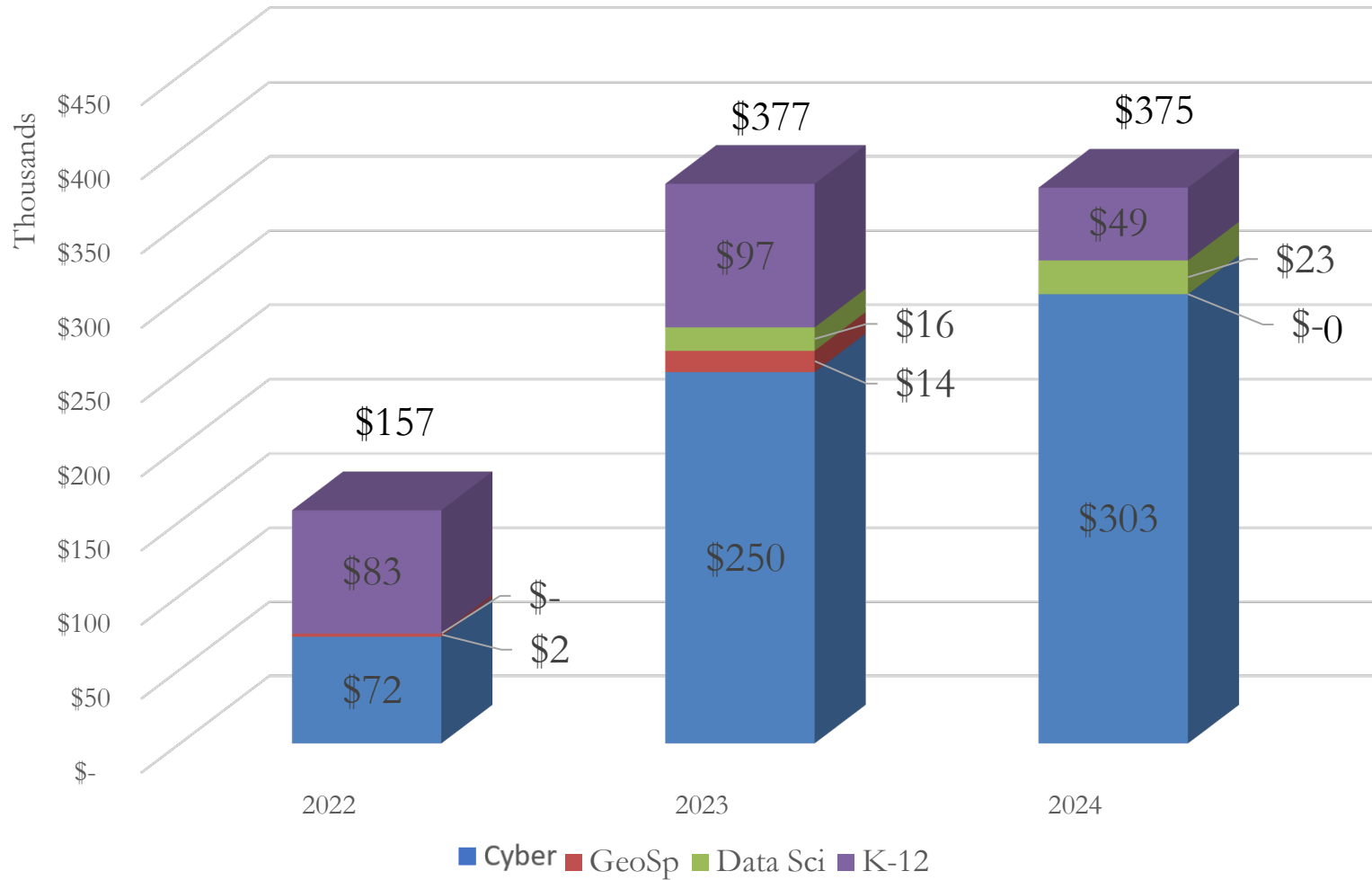
# Enrollment Performance

Technology/Security	Fall 2022	Fall 2023	Fall 2024 YTD
Cybersecurity	28	73	62
Geospatial Intelligence	3	2	0
Data Science	0	3	5
K-12 Education	Fall 2022	Fall 2023	Fall 2024 YTD
K-12 Micro-Credentials	293	58	40
K-12 Cybersecurity	0	278	103
Provisional to Professional	0	0	13
<b>Total</b>	<b>324</b>	<b>414</b>	<b>223</b>



As of 6/2/2024

# Enrollment Revenue

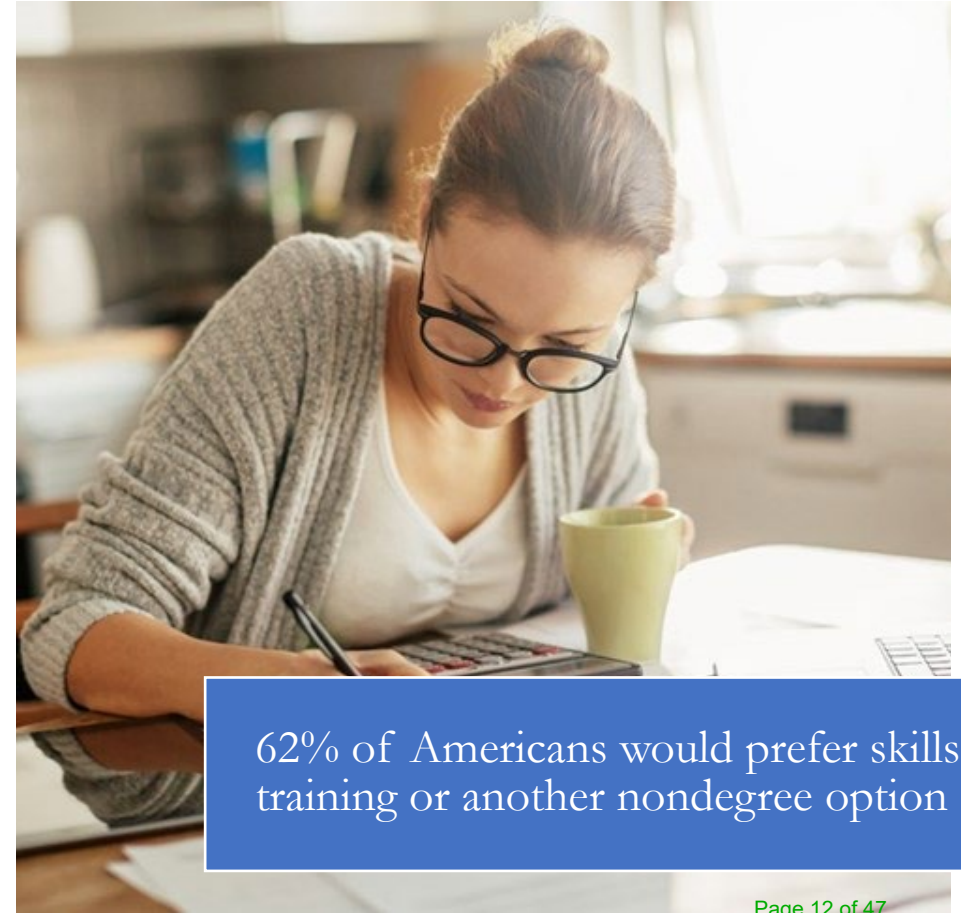


# Grant Pipeline - YTD

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Description	\$	Submitted	Awarded	Status
Commonwealth Cyber Initiative (CCI): Cybersecurity Research	\$75K	05/24/24	TBD	Development
US Department of Labor WORC	\$1.5M	06/20/24	TBD	Development
Appalachian Regional Commission (ARC) ARISE	\$500K	06/30/24	TBD	Development
<b>Total</b>	<b>\$2.1M</b>			

# Adult Learner Perceptions



1. "Findings From the 2020 Survey of Post-Secondary Competency-Based Education", American Institutes for Research
2. Strada Public Viewpoint, July 2021

# Strategic Focus Areas

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## Analysis

- Market demand
- Program health/viability
- Pricing
- Learner experience



## Business Development

- Re-engage existing partners
- Lead generation/partner process
- Diversify partnership base



## Marketing

- Digital/social campaign
- Targeted campaigns
- Website redesign

# Economic Development

June 2024

# 2023-2025 Goals



Strategy	Tactic	Metrics	Baseline	Baseline	Progress	Status
	Develop business model for the Hub at Radford. Conduct needs assessment to inform programming and partnerships. Develop Community Impact Report.	Approved business model; approved plan for programming; approved priority for partnerships; community impact report	Capacity does not exist Baseline: 0	Approved plans/reports in place by June 2025	On Track: Developed initial business plan for co-working space and testing center. Submitted 2024-25 budget request to support launch of Hub initiatives. Overall strategic vision/plan framework, business model and program plan are in development.	
Become essential conduit for regional economic development	Develop strong grant pipeline and external funding sources to support initiatives	Economic development grant submissions and awards	Baseline: \$200K	Grant pipeline: \$250K; \$100K awards (totals for all partners, not just Radford University)	On Track: Total Partner pipeline: \$5.7M; Total partner awarded: \$600K; RU Pipeline: \$230K; Awards decision: pending	
	Establish internships with a focus on paid-internship opportunities	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	Partnership Agreements/MOUs w/internships Baseline: 0	Add three internship bearing MOUs per year, increase WBLO by 1% annually, increase paid WBLO by 1% annually		Annually; Sept 

# 2023-24 Highlights



- ▶ 21 internship opportunities generated
- ▶ Engaged with Roanoke biotech leaders to identify ways to support sector



TechNite 2024  
Roanoke-Blacksburg  
Technology Council  
Page 16 of 47



# 2023-24 Highlights



- Released 2022 Radford University Economic Impact Study.
- 25 speaking engagements
- 17 economic development boards and committees



Economic Impact Presentation  
Onward New River Valley

# 2023-24 Highlights

- 11 community engagements supporting campus outreach
- 8 regional grant proposals supported, ranging from biotech, IT, to additive manufacturing
- \$230K in RU grant pipeline



# 2023-24 Highlights



- Connecting community to the university
- Showcasing faculty expertise
- Elevating the institution in the areas of conservancy and sustainability



# 2023-24 Regional Tourism



NRV Tourism Listening Session



# 2023-24 Media Coverage



NEWS WEATHER WATCH LIVE SPORTS FEATURES COMMUNITY

**LOCAL NEWS**

**Radford University brings millions of dollars to the Commonwealth**

Thomas Mundy, Multimedia Journalist

Published: February 6, 2024 at 6:25 PM

Tags: Radford University, Economics

**ECONOMIC IMPACT OF RADFORD UNIVERSITY**

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**virginia BUSINESS** Menu

News > Regions > Roanoke/New River Valley > Radford Hub aims to connect students, biz community

**Radford Hub aims to connect students, biz community**

PUBLISHED MARCH 28, 2024 BY RACHAEL SMITH

For The Hub at Radford, location is everything.

The new economic development support center, which opened in October 2023, is just across the street from Radford University in downtown Radford.

Angela Joyner, Radford University's vice president of economic development and corporate education, is heading up The Hub at Radford. Photo by Don Petersen

"Our location ... is symbolic to the vital role we play as an anchor institution and as a strong contributor to the well-being of the city of Radford and the region," says Angela Joyner, the university's vice

NEWS JOURNAL

Wednesday, October 26, 2023 • WDBJ 7 NEWS • radfordnewsjournal.com • \$1.00

**Regional consortium awarded federal Tech Hubs Strategy Development Grant**

The grant will fund a consortium of universities and other institutions in the region to develop a Tech Hubs Strategy. The grant is part of a larger effort to create a network of Tech Hubs across the region. The consortium will be led by Radford University and will include other institutions such as the University of Virginia, the University of North Carolina, and the University of Tennessee. The grant will fund a variety of activities, including research, development, and education. The grant is expected to be awarded in the next few months.



# City of Radford Collaboration



Established Amphitheater Workgroup



**RADFORD  
COMMUNITY FEST**

Collaborative Community Events  
Joint Commission

# City of Radford Collaboration



- Facilitated two class-based project opportunities (Fall 2024) to support former Foundry site redevelopment
- Exploring RU branding integration in the city
- Hosting Joint Commission at the Hub at Radford; modified university representation



# Coworking at The HUB



- Develop coworking and other resources to support entrepreneurship in the region.
- Support the attraction and retention of talent in the NRV.
- Provide companies with a physical location to host remote interns.





# Coworking at The HUB

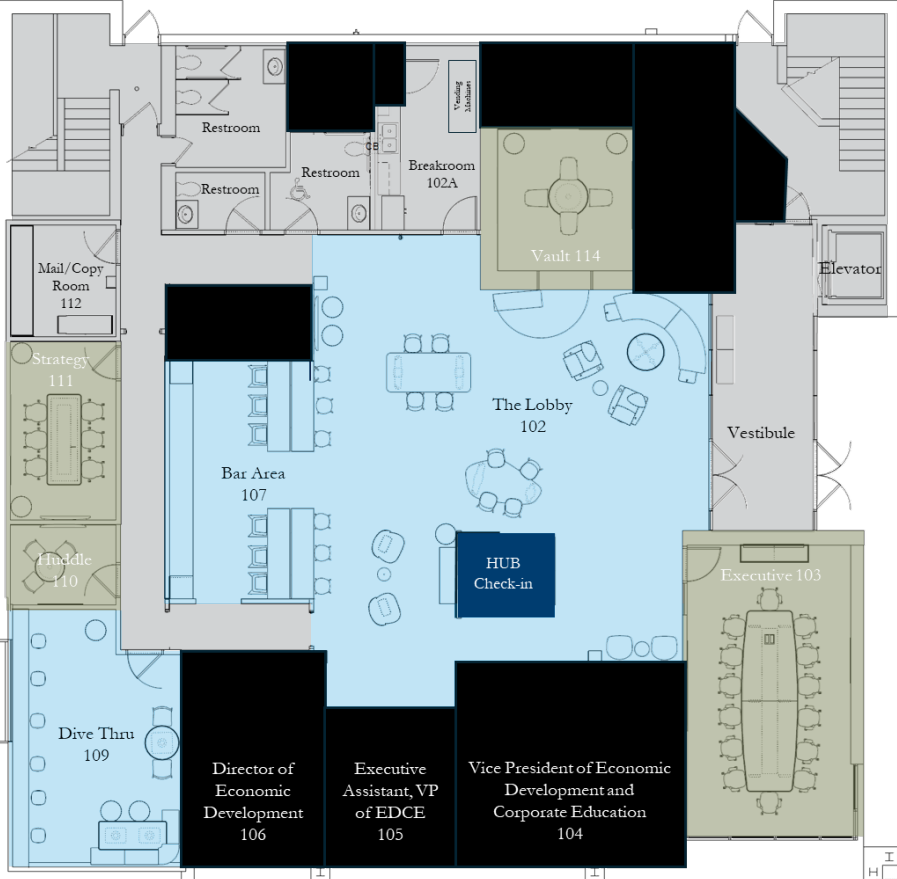


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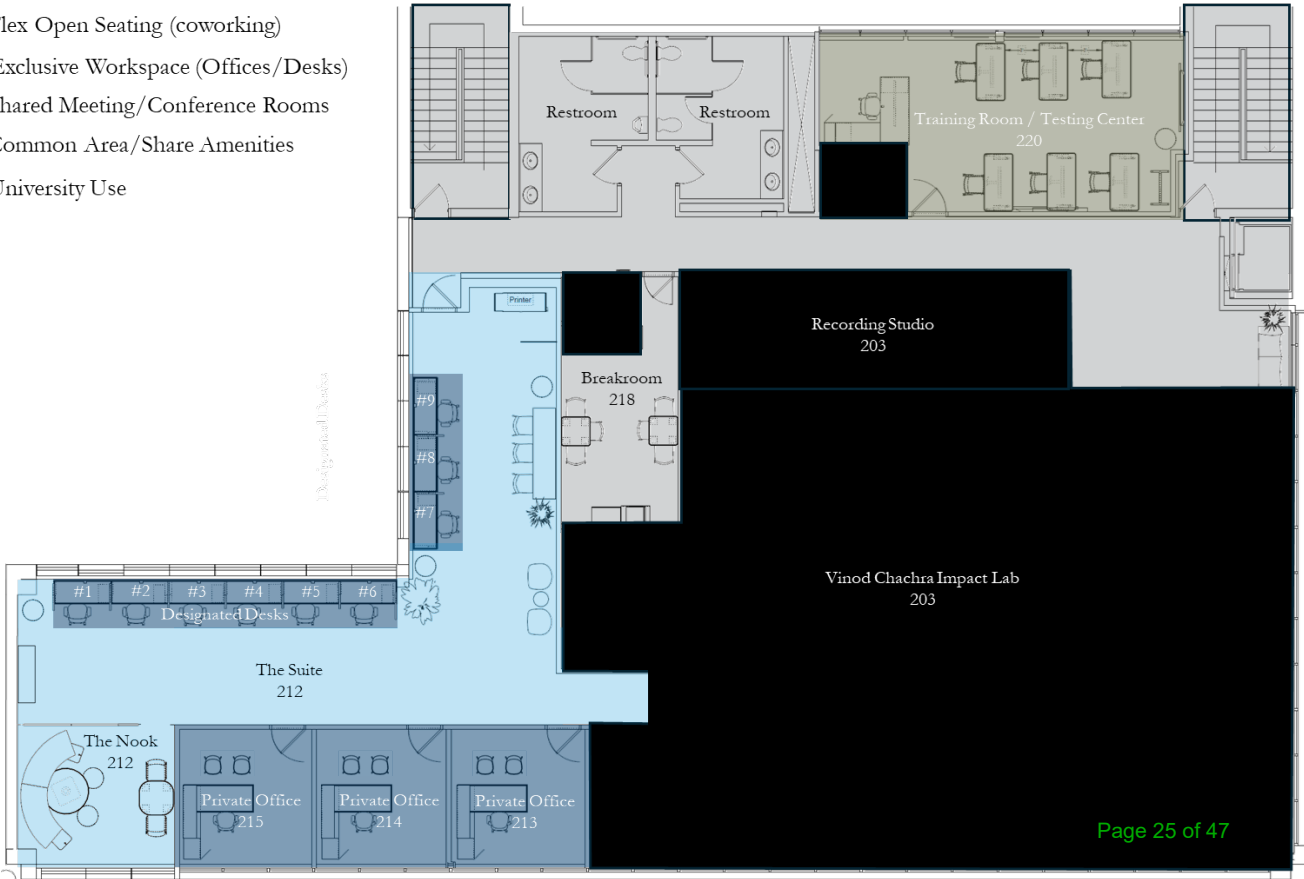
Floor Plan designed by Barrows, Inc.

## Space Utilization:

- Flex Open Seating (coworking)
- Exclusive Workspace (Offices/Desks)
- Shared Meeting/Conference Rooms
- Common Area/Share Amenities
- University Use



**First Floor**



**Second Floor**

# Coworking at The HUB



## Private Office Space

### Flex Open Seating:

- Work from any open, non-exclusive coworking spaces.

### Room Reservations:

- Coworking memberships will include a monthly hourly allowance for meeting room usage.
- The general public can also reserve meeting rooms for business meetings.

Renderings designed by Barrows. Inc.



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# Discussion

# University Advancement



## Leadership Team



**Carolyn Clayton**  
Director of Annual Giving



**Vanessa Conner**  
Director for Adv Comm &  
Donor Relations



**Ben Hill**  
Director of Corporate &  
Foundation Relations



**Rebekah LaPlante**  
Director of Gift Planning



**Sharon Ratcliffe**  
Executive Assistant



**Bobbie Webster**  
Director of Adv Services &  
IT



**Laura Turk**  
Executive Director of  
Alumni Relations



**Carter Turner**  
Senior Director of University  
Advancement



## **Distinction**

Highlight alumni success stories that demonstrate areas of distinction

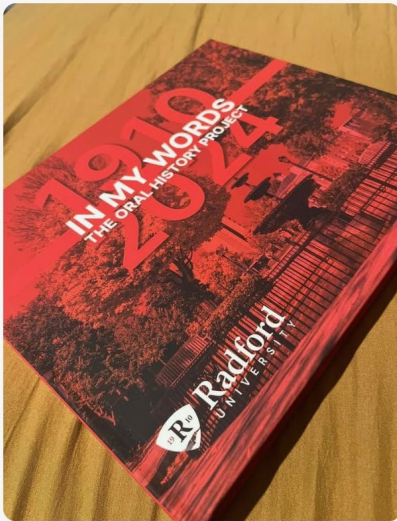


Roger Epps Jr.

6m · 👤

"Radford is not a big campus where you can get lost, but it's big enough where you can make your own story."

Thank you [Laura Turk](#) & the [Radford University Alumni Association](#) for giving me the opportunity to take part in this amazing project!



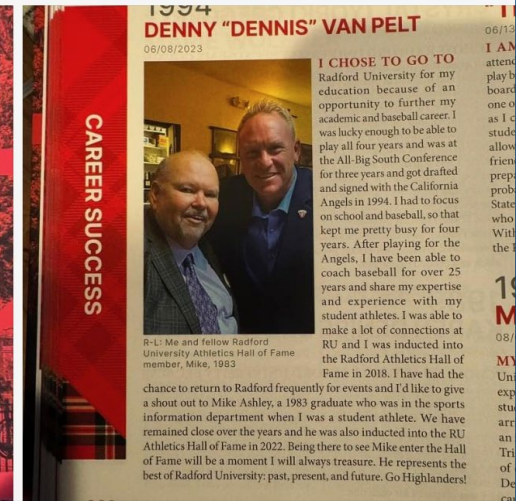
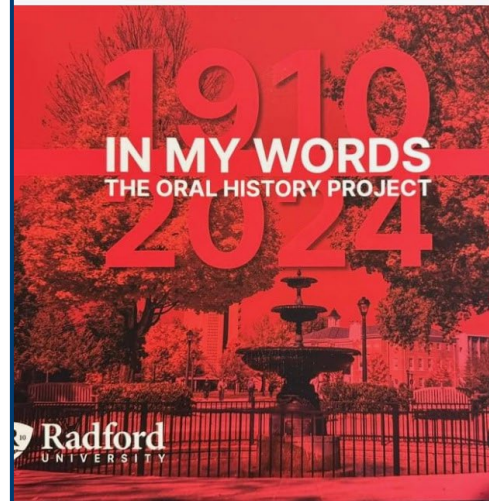
Denny Van Pelt ▶ Mike Ashley

25m · 👤

This book just came in the mail today .... Hats off to the [Radford University Alumni Association](#) for doing this. This is just awesome! 🏆

Love you [Mike Ashley](#) ❤️

[#RadfordProud](#) — with [Laura Turk](#) and [Bret Danilowicz](#).





## 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



# College of Education and Human Development Pancakes and Care Packages



# Commencement Speakers



**Amanda Cox, MBA '21**  
**Speaker, Graduate Hooding Ceremony**



**Mark Pace '92**  
*Speaker, Undergraduate Ceremony*

# Private Events



# Senior Block Party



*Celebrating*  
**TOGETHER**

**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

# Important Dates

June 22 - Alumni Adventure Series: The Pinnacle

June 27 - NCR Chapter Golf Tournament

July 11 - Radford Night at Party in Elmwood Park

August 2 - Radford Night at Nationals Park

September 5 - Artis Center Dedication and Ribbon Cutting

September 20 - Richmond Alumni Chapter Golf Tournament

October 3-5 - Homecoming

October 5 - Campaign Celebration

November 15 - Day of Gratitude



# Dr. Liz Altieri



During her career at Radford University, Dr. Liz Altieri collaborated with colleagues to initiate and build the Collaborative Elementary/Special Education Co-placed Field Experience (2006) and the newly approved (2023) Inclusive Educator Teacher Preparation Program that provides elementary and special education

A screenshot of the Radford University website's fundraising page for the Inclusive Educator Scholarship. The page features the Radford University logo at the top left, with navigation links for 'Radford Home', 'Submit Application', 'Learn More', and 'Log In' at the top right. The main heading is 'Inclusive Educator Scholarship'. Below this is a group photo of approximately 15 people, including Dr. Liz Altieri, standing in front of a building entrance. To the right of the photo, it displays '\$10,780 Raised' and a prominent red 'GIVE NOW' button. Below the button are donation amount options: '\$50', '\$100', '\$250', '\$500', and '\$1,000'. At the bottom of the fundraising section are social media icons for Facebook, X, LinkedIn, and a share icon.

# Recent Advancement Success Story

Engaged Alumni Volunteer  
and Donor

Advancement Message

+ Perfect Timing

---

= **New Society of 1910  
Member**



# Phebe Walker – Student Scholarship Recipient



**Class Year:** 2024

**Major:** Communication Sciences and Disorders

**Minor:** Special Education

**Hometown:** Hillsville, VA

**Scholarships Awarded:**

- 2020-2024 The Mae Jennings Endowed Scholarship Fund
- 2023-2024 Alber-Winslow Scholarship Fund
- Highlander Distinction

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# Discussion

# Minutes



Radford  
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Board of Visitors

External Engagement Committee

3:30 p.m.

March 21, 2024

Roanoke Higher Education Center, Room 212, Roanoke, VA

**DRAFT**  
**MINUTES**

**Committee Members Present**

Mr. James C. Turk, Vice Chair  
Ms. Betsy D. Beamer  
Dr. Betty Jo Foster  
Mrs. Jennifer Wishon Gilbert

**Committee Member Absent**

Ms. Lisa Pompa, Chair

**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 Jr.  
Mr. David A. Smith  
Ms. Georgia Anne Snyder-Falkinham

**Others Present**

Dr. Bret Danilowicz, President  
Ms. Lisa Ghidotti, Executive Director of Government Relations  
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  
Dr. Dannette Beane, Vice President for Enrollment Management and Strategic Communications

Dr. Kurt Gingrich, President of Faculty Senate  
Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President  
Ms. Susan Richardson, University Counsel

### **Call to Order**

Mr. James C. Turk, Vice Chair, formally called the External Engagement Committee meeting to order at 3:50 p.m. in the Roanoke Higher Education Center, Room 212 in Roanoke, Va.

### **Approval of Agenda**

Mr. Turk asked for a motion to approve the March 21, 2024, agenda, as published. Mrs. Jennifer Wishon Gilbert made the motion, Ms. Betsy D. Beamer seconded, and the motion carried unanimously.

### **Approval of Minutes**

Mr. Turk asked for a motion to approve the minutes of the November 30, 2023 meeting of the External Engagement Committee meeting, as published. Dr. Betty Jo Foster made the motion, Mrs. Jennifer Wishon Gilbert seconded, and the motion carried unanimously.

## **UNIVERSITY ADVANCEMENT REPORT**

Vice President for University Advancement Penny Helms White provided updates to the committee on the 2023–2025 University Advancements strategic goals.

The spring alumni magazine will be mailed out next week capturing seventeen alumni stories, Radford athletics and all colleges. This encompasses the strategy of highlighting alumni success stories that demonstrate areas of distinction.

Alumni Relations held its eighth annual Volunteer Summit on Saturday, January 27, with over three hundred participating in the weekend activities. The Alumni History Project had over 7,600 respondents, 5,173 interviews with 944 of those printed in the hardbound book and 891 purchases. The university received 139 new gifts from non-donors through this project.

RAD48 was held February 6 (noon) until February 8 (noon). Staying true to 48 hours, \$154,938 was raised with 894 donors. This was a 12.7% growth in donors and 4% more money than last year. Current student-athletes, former players and coaches all served as ambassadors in creating social media platforms for this effort.

Vice President White announced that as of December 31, 2023, \$95.6 million has been raised for the TOGETHER campaign. To date, 159 scholarships have been created and planning is underway for the celebration. Multiple events will be held to show our gratitude and the impact of the campaign.

The third planned giving postcard in the series was shared in the effort to relaunch the Society of 1910 and improve donor engagement with planned giving. To see an example of such a gift, you can attend the naming of the Clinical Simulation Center on Friday, March 22. This is from a \$1M estate gift that established an endowment and a current use fund to support technology and faculty development.

In closing, Vice President White shared important dates with the committee of future events through November 2024.

## **ECONOMIC DEVELOPMENT AND CORPORATE EDUCATION**

Vice President for Economic Development and Corporate Education Angela Joyner updated the committee on the Economic Development and Corporate Education strategies as they fall under the two-year strategic goals.

Under the strategy to grow non-traditional enrollment and associated revenue, The Provisional to Professional Pathway, a virtual teacher academy, launched in December and enrolled the first group of teachers from across Virginia. The Vinod Chachra IMPACT Lab has been approved by the New River Mount Rogers Workforce Development Board as an eligible training provider for a cybersecurity certificate program. Also, the team has mapped the IMPACT cybersecurity certificate with two specific occupations through the VA Works/ DOLI (Department of Labor and Industry) Apprenticeship office. NOVA Workforce Development Board (Skill Source) is interested in IMPACT serving as apprenticeship Related Technical Instruction (RTI) for the two occupations mapped out with VA DOLI.

Becoming an essential conduit for regional economic development strategy, Vice President Joyner shared the impact of the GO Virginia Grant. The grant will help in developing a IT & cybersecurity pipeline to advance cluster growth. Vice President Joyner anticipates the state board approving the grant in a special meeting in the coming weeks.

The team continues to identify work-based learning opportunities and internships for students as part of partnership conversations. Since the new year, twenty-one internship opportunities sourced from eight employers (InMotion, Novozymes, VEDP, VTC, Mount Rogers Regional Partnership, Thesus Health, Radford Public Schools, First Citizens) were referred to stakeholders in the university.

Proposals for coworking space, gig hub program and regional testing center at The HUB at Radford were submitted for funding consideration and with projected launches slated for Fall 2024 and Spring 2025.

## **ADJOURNMENT**

With no further business to come before the committee, the meeting adjourned at 4:35 p.m.

Respectfully submitted,

Sharon R. Ratcliffe  
Executive Assistant to the Vice President for University Advancement

# End of Board of Visitors Materials

