



External Engagement Committee
1:15 p.m.
September 5, 2024
Mary Ann Jennings Hovis Memorial Board Room
Martin Hall, Third Floor, Radford, VA

DRAFT
Minutes

Committee Members Present

Ms. Lisa W. Pompa, Chair
Ms. Joann S. Craig, Vice Chair Mr.
Dale S. Ardizzone
Dr. Betty Jo Foster
Mrs. Jennifer Wishon Gilbert

Board Members Present

Mr. Marquett Smith, Rector
Ms. Jeanne S. Armentrout
Ms. Betsy D. Beamer
Ms. Callie M. Dalton
Mr. William C. Davis
Mr. Tyler W. Lester
Mr. George Mendiola Jr.
Mr. David A. Smith
Mr. Jonathan Sweet
Mr. James C. Turk

OTHERS PRESENT

Dr. Bret Danilowicz, President
Ms. Lisa Ghidotti, Executive Director for 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. Bethany Usher, Provost and Senior Vice President for Academic Affairs

Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President
Ms. Susan Richardson, University Counsel

Call to Order

Ms. Lisa W. Pompa, Chair, formally called the External Engagement Committee meeting to order at 12:30 p.m. in the Mary Ann Jennings Hovis Memorial Board Room, Martin Hall, Third Floor, Radford, Va.

Approval of Agenda

Ms. Pompa asked for a motion to approve the September 5, 2024, agenda, as published. Mr. David S. Ardizzone made the motion and Mr. Marquett Smith, Rector, seconded, and the motion carried unanimously.

Approval of Minutes

Ms. Pompa asked for a motion to approve the minutes of the June 6, 2024, meeting of the External Engagement Committee meeting, as published. Mr. Marquett Smith, Rector, made the motion. Mr. Dale S. Ardizzone seconded, and the motion carried unanimously.

Economic Development and Corporate Education Report

Vice President for Economic Development and Corporate Education Angela Joyner shared that the IMPACT LAB strategy is pacing behind the initial 2-year target goals of enrollment, revenue and new partnerships. The comprehensive plan is to address enablers and barriers to enrollment, revenue generation, and partnership cultivation. The pricing structure, program health, business development strategies and program alignment and market analysis are also being addressed. However, the overall completion rate was above industry benchmarks.

Dr. Joyner explained that the IMPACT team has been able to secure new partnerships with the Katzcy (pronounced Cats eye), Commonwealth Cyber Initiative, Virginia Union and to expand its partnerships for the new Provisional to Professional Pathway with additional school districts. The Provisional to Professional Pathway continues to build momentum with provisionally licensed teachers. Enrollment has surpassed the initial launch target by more than double (21 vs. a target of 10).

Dr. Joyner reported that the plans for the Coworking space and Regional Testing center at the HUB are well underway and the targeted launch for both initiatives is December 2024. The extensive work to build partnerships is paying off resulting in work-based learning opportunities for students. Dr. Joyner shared the collaboration of Radford University and the City of Radford to host the inaugural Radford Community Fest. Business owners consistently talked about the positive impact it had on their business and the community. This elevates the institution's reputation and increases Radford's economic and community impact.

University Advancement Report

Vice President for University Advancement Penny Helms White shared that University Advancement has completed the search for the Senior Director of Advancement and Communication and Donor Relations with Hunter Gresham joining the team on August 26.

Ms. White updated the committee on the progress of the University Advancements goals as it relates to the two-year strategic plan. Under the goal of distinction, the strategy is to highlight alumni success stories that demonstrate areas of distinction. On Friday, August 16, Eugene Naughton, class of 1989 and President of Dollywood joined us on campus to kick off the academic year. Eugene shared his insights about building a culture of excellence for our university community. Over five hundred faculty and staff participated in the event.

Alumni Relations social media followers increased by 3.3% and we had a 5.5% increase in alumni volunteers over the last fiscal year. Increase in donor satisfaction yielded steady numbers along with donor retention and alumni giving rates. Targeted growth is expected with the goal of increasing planned gifts. Rebekah LaPlante joined the team in May and has developed a marketing plan for our alumni that will better explain gift planning and the different ways available to include Radford in an estate plan.

Ms. White announced that the feasibility study for a future athletic campaign is underway with Huron | GG+A. All data and supporting materials have been submitted and 1:1 campus interviews are completed. Recommendations from the GG+A study for the Alumni Program Review are being implemented including sunsetting current or recent offerings to ensure adequate bandwidth with alumni relations. The magazine will now be on a standardized production schedule focusing on impact and donor profiles and we will continue to enhance Radford's overall digital communications and engagement strategy.

In closing, Ms. White invited Raymond Ladd, a sophomore, and a pitcher on the baseball team to share what it means for him to be a Highlander.

ADJOURNMENT

With no further business to come before the committee, the meeting adjourned at 1:41 p.m.

Respectfully submitted,

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

End of Board of Visitors Materials

