



**RADFORD UNIVERSITY BOARD OF VISITORS
ADVANCEMENT/ALUMNI RELATIONS & COMMUNICATIONS/MARKETING COMMITTEE
1:00 P.M.
SEPTEMBER 18, 2014
PRESIDENT'S CONFERENCE ROOM
MARTIN HALL – THIRD FLOOR
RADFORD, VIRGINIA**

DRAFT

AGENDA

- **CALL TO ORDER** Kevin R. Dye, *Chair*
- **APPROVAL OF AGENDA** Kevin R. Dye, *Chair*
- **APPROVAL OF MINUTES** Kevin R. Dye, *Chair*
May 8, 2014
- **UNIVERSITY ADVANCEMENT REPORT**
 - Introduction of Vice President for Advancement,
Ms. Melissa Wohlstein Penelope W. Kyle, *President*
 - Year End Results for Fiscal Year 2013-2014 Richard S. Alvarez, *Vice President
for Finance & Administration*
 - Advancement and Alumni Relations Report Melissa Wohlstein, *Vice President
for University Advancement*
 - Upcoming Advancement and Alumni Relations Activities Melissa Wohlstein, *Vice President
for University Advancement*
- **UNIVERSITY RELATIONS REPORT** Joe Carpenter, *Vice President
for University Relations & Chief
Communications Officer*
 - Branding & Marketing Review & Update
 - Media Relations, Creative Services & Marketing Update
- **OTHER BUSINESS** Kevin R. Dye, *Chair*

- **ADJOURNMENT**

Kevin R. Dye, *Chair*

Advancement/Alumni Relations & Communication/Marketing Committee:

Dr. Kevin R. Dye, Chair

Mr. Randolph “Randy” J. Marcus

Ms. Callie M. Dalton, Vice Chair

Ms. Alethea “AJ” Robinson

Dr. Andrew B. Fogarty

Mr. Michael A. Wray, Rector