

RADFORD UNIVERSITY BOARD OF VISITORS
UNIVERSITY ADVANCEMENT AND ALUMNI RELATIONS COMMITTEE
November 9, 2011

APPROVED

MINUTES

Committee members present:

Ms. Nancy E. Artis, Chair
Mr. Matthew B. Crisp, Vice Chair
Ms. Sandra C. Davis
Mr. Stephen A. Musselwhite, Rector (ad hoc)
Mr. Mark R. Pace, Vice Rector (ad hoc)

Committee members absent:

Mr. H. Rene Fonseca
Ms. Wendy S. Tepper

Board members present:

Mr. Stephan Q. Cassaday
Mr. Thomas E. Fraim, Jr.
Mr. Milton C. Johns
Dr. Richard Roth (non-voting advisory faculty representative)
Ms. Megan Rhodes (non-voting advisory student representative)

Others present:

Mr. Richard Alvarez, Vice President for Finance and CFO
Ms. Kimberly Chiapetto, Secretary to Board of Visitors
Ms. Deanne Estrada, Senior Editor for University Relations
Dr. Faye Gilbert, Dean of the College of Business and Economics
Ms. Christy Jackson, Assistant Director of University Relations
Mr. Danny Kemp, Vice President for Information Technology and CIO
President Penelope W. Kyle
Mr. Robert Lineburg, Director of Athletics
Dr. Sam Minner, Provost and Vice President for Academic Affairs
Mr. James W. Noel, III, Assistant Attorney General, Commonwealth of Virginia
Mr. James Pennix, Interim Vice Provost for Enrollment Planning and Management
Ms. Robyn J. Porterfield, Assistant Vice President for University Advancement
Ms. Lisa Ridpath, Assistant Vice President for Budget and Planning

CALL TO ORDER

Ms. Nancy E. Artis, Committee Chair, called the meeting to order at 12:30 p.m., Wednesday, November 9, 2011, in the Board Room at the Jefferson College of Health Sciences. She

introduced the new committee members, including Matt Crisp, Vice Chair, Sandy Davis and the absent Rene Fonseca and Wendy Tepper.

On a motion by Mr. Matt Crisp and seconded by Ms. Sandy Davis, the agenda for today's meeting was approved.

On a motion by Ms. Sandy Davis and seconded by Mr. Matt Crisp, the minutes of the September, 15, 2011, meeting were approved.

DISCUSSION

Ms. Artis turned the meeting over to Ms. Robyn Porterfield, Assistant Vice President for University Advancement to present the Advancement and Alumni power point, included in individual board packets. She explained that the agenda included four main areas that would be discussed.

Ms. Porterfield reported that a total of \$851,844.47 has been raised for the COBE capital campaign fundraising in cash and pledges. She reported that Justin Mosby had recently been hired as the Executive Director of Advancement for COBE and he would not have a territory and would raise money strictly for the COBE building fund and for the COBE department in general. Ms. Porterfield reported that past strategy on COBE fundraising had not worked and changes needed to be made in order to reach the \$10 million goal. She stated that it would be done by leveraging annual fund gifts, the leverage of volunteers and advisory council in fundraising and targeted sponsored fundraising events for COBE.

Ms. Porterfield reported that she had met with all but five BOV members and had been given positive feedback on ways that the board can help with fundraising efforts. She explained that all major gift officers and the new Director of Annual Fund, Mr. Alex Simpson had been given a structured plan and clear goals for the remainder of the fiscal year. Ms. Porterfield explained that Ms. Melissa Vidmar was focusing on more communication through social media, hard mail and email and that she and Mr. Simpson would be working closely on annual fund and alumni communications. She also reported the importance of hiring a new Director of Alumni Relations to help organize the Alumni Relations department, establish chapters and volunteer recruitment and engagement.

Ms. Porterfield stated that specific recommendations and actions from her individual board meetings were to have board members host events at their homes and or businesses based on a strategic annual event plan with event objectives, audience, staffing and follow up. She will get a plan developed by the end of the calendar year and will get back to the board. Ms. Porterfield also stressed the importance of a greater presence in the Roanoke area - attending major Roanoke events and a better alumni chapter focus. Ms. Porterfield reported that she had been contacting other Vice Presidents of Advancement at other Universities for ideas on their infrastructure and best practices.

Ms. Porterfield reported on various fundraising priorities and the need to keep focused on the areas of most importance. The priorities are: College of Business and Economics Capital Campaign, endowed professorships and endowed chairs, presidential scholarships at

\$250k, which is great for recruiting top students with fully paid tuition and board, Athletic – unrestricted operations and the Radford Fund, which is also for unrestricted purposes.

Ms. Porterfield reported on the Radford University Story for fundraising:

- Student Focus
- State-of-the-Art learning facilities & diverse academic programs
- Service and Outreach
- STEM
- Healthcare
- Education

Ms. Porterfield reviewed RU's quick facts and focused on the need for all major gift officers to stress the importance of them when speaking about RU. She stated that RU recruits first generation students and has a very compelling story to tell all individuals and corporations. Mr. Pace agreed that 93% of RU students are from Virginia and 80% of alumni live and work in Virginia and that's more than any other institution in Virginia. Therefore, the state will see future tax dollars from the investment in education.

Ms. Porterfield reported that fall homecoming had 1,000 attendees and the largest Golden Reunion attendance in RU's history. She reported that total fundraising for fall homecoming was \$88,461. President Kyle commented that she was well informed with full bios of all Golden Reunion participants including giving history, major, etc. and the follow up should be very successful.

Ms. Porterfield reported that the winter homecoming participation goal stood at 1,000 with a fundraising goal of 12% participation from reunion classes. She stressed the importance of hiring a new Director of Alumni Relations to help with alumni fundraising on the road and alumni events.

OTHER/ACTIONS

Ms. Artis asked that the Advancement office design a card with RU's talking points to hand out to constituents. Ms. Porterfield reported that a card was in the works and would be shared with the board when completed.

Ms. Artis asked that the BOV University Advancement and Alumni Relations committee move forward with a plan to engage former board members.

On behalf of the entire board, Mr. Steve Musselwhite, Rector thanked Robyn and her staff for the hard work and follow up and for establishing a fundraising plan.

ADJOURNMENT

Ms. Artis, Chair of the Radford University Board of Visitors University Advancement and Alumni Relations Committee asked for the meeting to be adjourned. Mr. Pace made the motion and Mr. Crisp seconded.

The meeting adjourned at 1:30 p.m.
Respectively submitted,
Niki Shepherd