

# External Engagement Committee

June 2023

**RADFORD UNIVERSITY**

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Board of Visitors

# RADFORD UNIVERSITY

Board of Visitors

## EXTERNAL ENGAGEMENT COMMITTEE

4:00 P.M.

JUNE 8, 2023

KYLE HALL, ROOM 340, RADFORD, VA

### **DRAFT AGENDA**

- **CALL TO ORDER** Mr. Mark Lawrence, *Chair*
- **APPROVAL OF AGENDA** Mr. Mark Lawrence, *Chair*
- **APPROVAL OF MINUTES** Mr. Mark Lawrence, *Chair*
  - March 23, 2023
- **UNIVERSITY ADVANCEMENT REPORT** Ms. Penny Helms White, *Interim Vice President for Advancement and University Relations*
  - 2022-23 Goals Update
  - 2023-25 Goals Discussion
- **ECONOMIC DEVELOPMENT AND CORPORATE EDUCATION** Dr. Angela Joyner, *Vice President for Economic Development and Corporate Education*
  - 2022-23 Goals Update
  - 2023-25 Goals Discussion
- **OTHER BUSINESS** Mr. Mark Lawrence, *Chair*
- **ADJOURNMENT** Mr. Mark Lawrence, *Chair*

**\*\* All start times for committees are approximate only. Meetings may begin either before or after the listed approximate start time as committee members are ready to proceed.**

#### **COMMITTEE MEMBERS**

Mr. Mark Lawrence, Chair

Mr. Tyler Lester, Vice Chair

Mr. James Turk

Mr. Robert Archer

Mr. George Mendiola

# June 2023 Meeting Materials

**RADFORD UNIVERSITY**

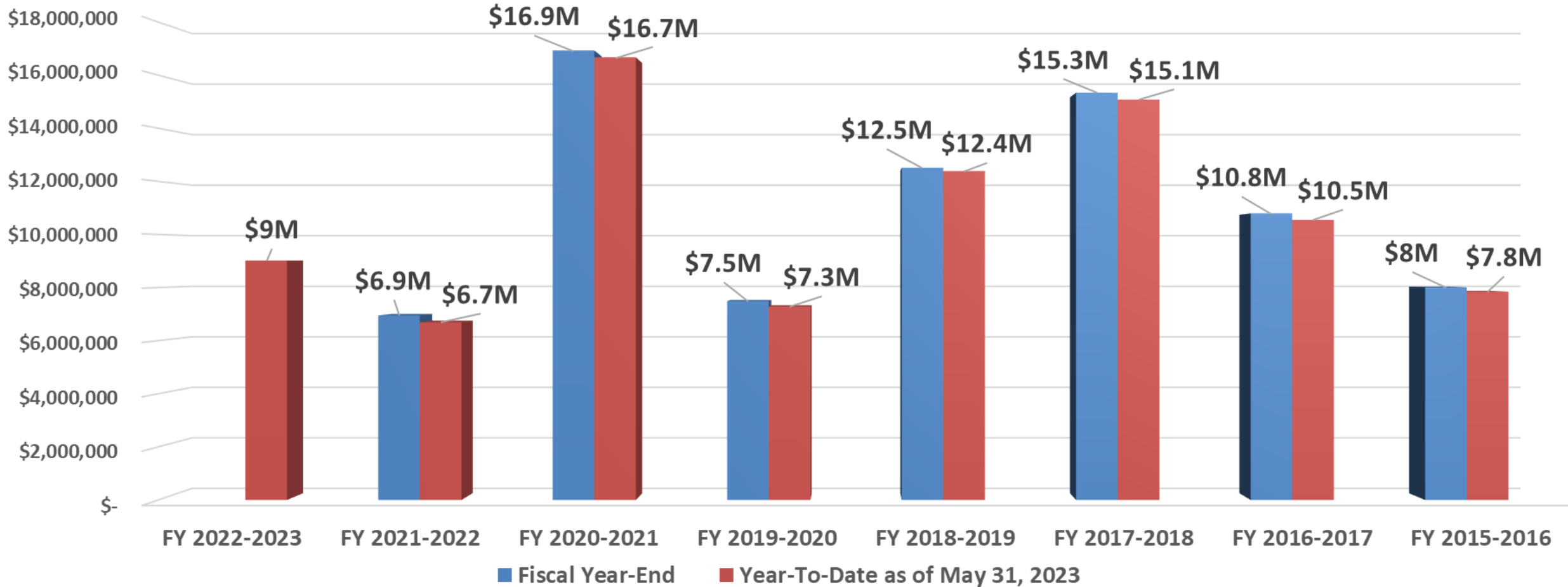
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Board of Visitors

# Advancement

RADFORD  
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# Goal: Successful Completion of TOGETHER - The Campaign for Radford University



**Goal: Successful Completion of  
TOGETHER - The Campaign for Radford University**

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**\$91.7 MILLION RAISED**  
\$8.3 million to go

## Goal: Enhance Donor Relations and Stewardship

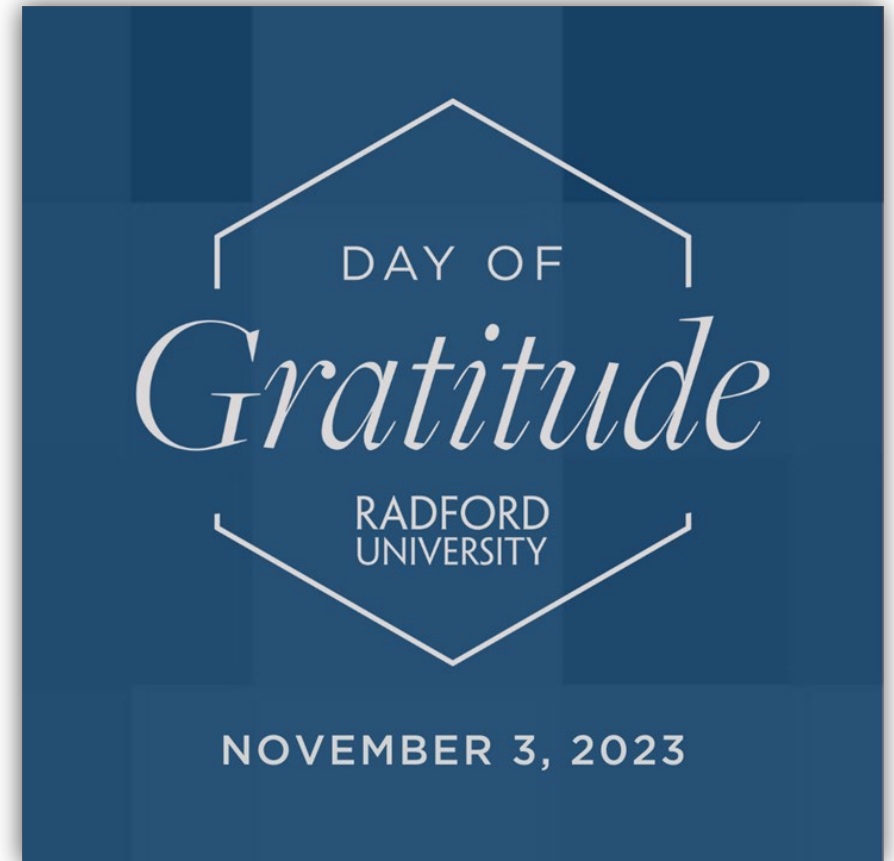
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# *Save the Date*

## Day of Gratitude

November 3, 2023

- Partners in Excellence luncheon
- The College of Humanities and Behavioral Sciences Experience
- Celebration of Giving evening event



# Goal: Increase Alumni Engagement Opportunities and Alumni Donor Participation

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## Launched Three New Alumni Ambassador Initiatives

- Inauguration Ambassadors
  - 75 volunteers
- TOGETHER Ambassadors
  - 30 volunteers
- Fraternity and Sorority Life Ambassadors
  - Invitations sent to 170 alumni on June 2

## Established Education Champions

- Currently recruiting educators in targeted areas  
Confirmations sent by July 1

**Total alumni volunteer roles – 201**  
**Total alumni volunteers – 1,372**





# Two-Year Action Plan

# Goal: Develop and Implement an Alumni and Stakeholders Communication Plan

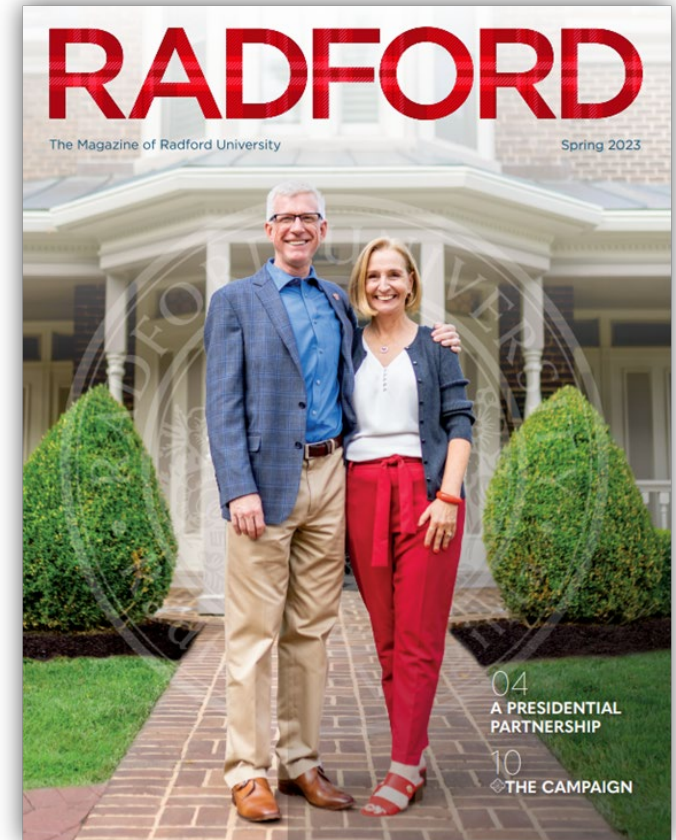
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## Create clear and consistent communication plan

- Leverage Grenzebach Glier and Associates (GG+A) findings
- Develop a comprehensive, multi-channel alumni and stakeholders communication plan

## Design and implement magazine readership survey

- Provide readership demographics to assist with deciding content and messaging
- Determine the number of annual editions and the production calendar



# Goal: Enhance Alumni Engagement and Volunteer Opportunities

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## Collaborate with campus partners

- Create comprehensive activities and events calendar
- Enhance alumni engagement with admissions
- Highlight alumni legacy programming

## Grow use of alumni volunteers

- Recruit and retain
- Track and celebrate
- Provide additional training opportunities



# Goal: Build Strong and Sustainable Relationships with Donors

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## Create a comprehensive, multi-channel donor relations plan

- Implement a tiered recognition system that acknowledges contributions and loyalty
- Incorporate student voices more consistently and strategically

## Develop a targeted annual giving campaign for alumni based on past giving and affinity, using updated wealth screening data

- Utilize a multi-channel fiscal year calendar
- Leverage alumni programming



# Goal: Establish a Data-Informed Fundraising Goal

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## Complete TOGETHER - The Campaign for Radford University

- Plan a celebration for fall 2024
- Recognize donors and volunteers

## Relaunch the Society of 1910

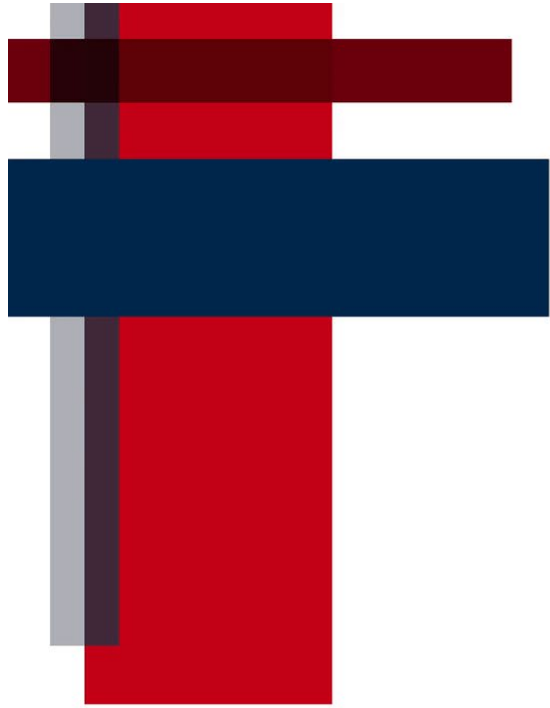
- Make a clear and compelling case for planned giving that outlines the impact of legacy gifts and the benefits of planned giving for the University and the donor
- Develop a communication plan for the target audience to increase awareness

## Conduct a feasibility study for future athletic capital campaign

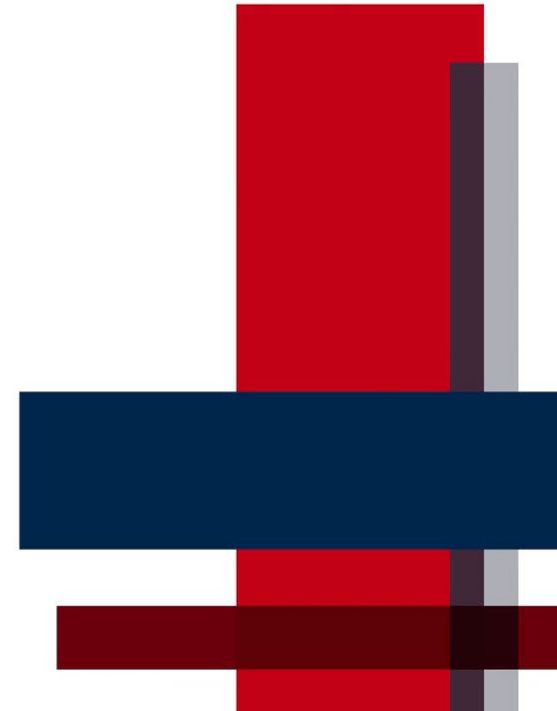
- Determine a campaign goal and timeline
- Recruit campaign volunteers



# Zach McClellan



# RADFORD UNIVERSITY



# Economic Development and Corporate Education

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# Leadership Team

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Tom Bennett  
Sr. Director, Operations and  
Administration



Matt Dunleavy, Ph.D.  
Executive Director  
Vinod Chachra Impact Lab







Charlie Jewell  
Director  
Economic Development



Sheila Cook  
Executive Administrative  
Assistant

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# 2022-23 Goals: Status

|    | Goals   | Metrics   | Status  |
|----|---|---|---|
| 1. | Establish partnerships that support enrollment growth, revenue generation, program development and elevate Radford University's brand.  | <ul style="list-style-type: none"> <li>✓ 25% IMPACT enrollment growth (414)</li> <li>✓ \$735K total revenue</li> <li>✓ Date: 8/1/23</li> </ul>  |  |
| 2. | Target and market programs to non-traditional student populations that leverage RU's assets, support workforce needs, and promote lifelong learning.  | <ul style="list-style-type: none"> <li>✓ Conduct a landscape overview of continuing education</li> <li>✓ Recommend approaches to continuing education, workforce development and life-long learning.</li> <li>✓ Date: 4/1/23</li> </ul> |  |
| 3. | Develop and enhance relevant economic and political relationships in Radford City, the NRV and Roanoke Valleys, and COV to develop a robust economic development playbook for the university. | <ul style="list-style-type: none"> <li>✓ Approved economic development playbook</li> <li>✓ Approved amphitheater plan</li> <li>✓ Date: 5/15/23</li> </ul>   |  |
| 4. | Develop pathways leveraging CBE mode of delivery to address nursing and teacher shortages.  | <ul style="list-style-type: none"> <li>✓ Approved programs with launch strategy and sustainable business model.</li> <li>✓ Date: 4/20/23</li> </ul>   |  |

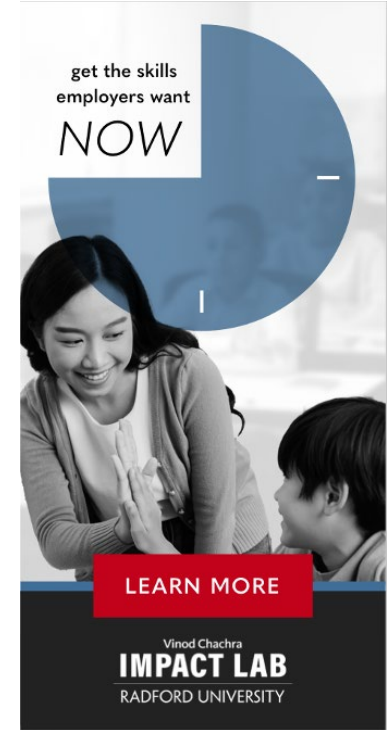
# 2022-23 Highlights



Introducing Radford University's **Virtual Academy** for Provisionally Licensed Teachers



Nursing Competency Accelerated Program (NCAP)



Marketing Page 19 of 30



RPED Grant



# Economic Development

# 2022-23 Goals



Develop and enhance relevant economic and political relationships in Radford City, the NRV and Roanoke Valleys, and COV to develop a robust economic development playbook for the university.

## Metrics:

- ✓ Approved economic development playbook
- ✓ Approved amphitheater plan
- ✓ Date: 5/15/23

## Progress to Date:





# 2022-2023 Highlights

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**Economic  
Development  
Roundtable**



**Amphitheater  
Planning**



**Partnership  
Cultivation**

# 2022-2023 Highlights

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## The Hub@Radford

# 2023-25 Proposed Goals Discussion

|    | Goals   |
|----|---|
| 1. | <p>Establish partnerships that support enrollment growth, revenue generation, program development and elevate Radford University's brand.</p> <p>Plan Linkage: <i>Enrollment Growth</i></p>                                     |
| 2. | <p>Target and market programs to non-traditional student populations that leverage RU's assets, support workforce needs, and promote lifelong learning.</p> <p>Plan Linkage: <i>Enrollment Growth, Economic Development</i></p> |
| 3. | <p>Develop and enhance relevant economic to develop a robust economic development playbook for the university.</p> <p>Plan Linkage: <i>Economic Development</i></p>   |



# Discussion

# Minutes

**RADFORD UNIVERSITY**

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Board of Visitors

# RADFORD UNIVERSITY

Board of Visitors

## EXTERNAL ENGAGEMENT COMMITTEE

4:00 P.M.

MARCH 23, 2023

KYLE HALL, ROOM 340, RADFORD, VA

### **DRAFT** **MINUTES**

#### **COMMITTEE MEMBERS PRESENT**

Mr. Mark S. Lawrence, Chair  
Mr. Tyler W. Lester, Vice Chair  
Mr. James C. Turk  
Mr. Robert A. Archer  
Mr. George Mendiola, Jr.

#### **BOARD MEMBERS PRESENT**

Ms. Jeanne S. Armentrout  
Dr. Jay A. Brown  
Dr. Rachel D. Fowlkes  
Ms. Jennifer Wishon Gilbert  
Dr. Debra K. McMahan, Rector  
Ms. Lisa W. Pompa  
Mr. David A. Smith  
Mr. Marquett Smith  
Ms. Georgia Anne Snyder-Falkinham  
Ms. Lisa Throckmorton

#### **OTHERS PRESENT**

Dr. Bret Danilowicz, President  
Ms. Penny White, Interim Vice President for Advancement and University Relations  
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education  
Mr. Tom Bennett, Senior Director IMPACT Lab  
Ms. Carolyn Clayton, Director of Annual Giving  
Dr. Holly Cline, Professor Interior Design and Fashion  
Dr. Marten denBoer, Interim Provost  
Dr. Matt Dunleavy, Executive Director IMPACT Lab  
Ms. Lisa Ghidotti, Executive Director for Government Relations  
Dr. Robert Hoover, Vice President for Finance and Administration  
Ms. Stephanie Jennelle, Associate Vice President for Finance and Administration  
Mr. Tom Lillard, Associate Vice President for Advancement

Ms. Wendy Lowe, Director of Advancement Services  
Ms. Margaret McManus, University Auditor  
Dr. Jeanne Mekolichick, Associate Provost of Research, Faculty Success and Strategic Initiatives  
Dr. Susan Trageser, Vice President for Student Affairs  
Ms. Laura Turk, Executive Director for Alumni Relations

### **CALL TO ORDER**

Mr. Mark S. Lawrence, Chair, formally called the External Engagement Committee meeting to order at 3:54 p.m. in Room 340 of Kyle Hall.

### **APPROVAL OF AGENDA**

Mr. Lawrence asked for a motion to approve the March 23, 2023 agenda, as published. Mr. George Mendiola Jr made the motion. Mr. Tyler W. Lester seconded, and the motion carried unanimously.

### **ADVANCEMENT REPORT**

Interim Vice President for Advancement and University Relations Penny Helms White provided the progress towards the Advancement FY2022-2023 strategic goals, which include successful completion of TOGETHER, The Campaign for Radford University; increase alumni engagement opportunities and alumni donor participation; and improve donor relations, stewardship and donor retention.

As of February 28, 2023, we are at \$8.6 million for FY23 with a total of \$91.1 million towards our goal of the successful completion of TOGETHER, The Campaign for Radford University. A planned giving awareness campaign has been launched and a “Thank You” video was shared from the RAD48 crowdfunding initiative that raised over \$187,000.

Interim Vice President White gave an overview of the Alumni Association structure that was established in 2016. Three broad goals emerged from their February meeting: increase alumni involvement, amplify alumni activities that promote the university’s enrollment goals and expand alumni outreach that supports fundraising goals. The collaboration between Alumni and Admissions offices resulted in 347 volunteers, 3,140 postcards mailed and 1,017 phone calls made to admitted students. She also shared the importance of educating students about philanthropy. One example was the senior philanthropy cords which students receive upon giving to wear during commencement and provides funds to the The Highlander Senior Class Scholarship.

To enhance donor relations and stewardship, The DRG Group consulting is looking at the four pillars for donor relations to include acknowledgements, stewardship and impact reporting, recognition and engagement. As part of the first phase of the report, we have restructured the office and now have an Advancement Communications and Donor Relations team and have updated the gift acknowledgement process. We expect to receive the second phase of the report in April. Beginning in July, ThankView will be used to start sending personalized student videos to donors.

## **ECONOMIC DEVELOPMENT AND CORPORATE EDUCATION**

Vice President for Economic Development and Corporate Education Angela Joyner provided an update on the status of the 2022-23 goals for the division. Goals are trending on track for completion and ongoing work is in progress.

Dr. Joyner provided an update on the Vinod Chachra IMPACT Lab with the goal of IMPACT to become a consistently break-even operation by 2024-25. To reach the break-even goal, IMPACT will need to generate 250 learners to cover operational costs and salaries. IMPACT is currently pacing on track at 60% of this year's goal for enrollment and revenue. The critical enablers for sustainable growth for the IMPACT Lab in the future include four key strategies. These include balancing the revenue mix with tuition, grants, and contracts; increasing access to programs; developing high demand programs; and expanding partnerships.

Dr. Joyner provided an update on economic development and key collaborations and engagements within the New River Valley. The University's 2023 economic impact study, in collaboration with the New River Valley Regional Commission, is well underway with a targeted release this summer.

Another exciting collaboration is the Hub@Radford. The economic development center was recently publicly announced as a collaborative initiative between Radford University and the City of Radford. The HUB will be the new home of the Vinod Chachra IMPACT Lab, economic development offices, and support for businesses and entrepreneurs with a scheduled opening in the summer of 2023.

Dr. Joyner also announced that Mr. Charlie Jewell will be joining the division as the new Director of Economic Development and Community Engagement. Mr. Jewell will play a key role in moving initiatives forward.

In closing, Dr. Joyner shared information about several partnerships and programs in the discovery and development stages with the expectations of announcing more MOU's within the next few months.

## **ADJOURNMENT**

With no further business, the meeting adjourned at 5:04 p.m.

Respectfully submitted,

Sharon R. Ratcliffe

Executive Assistant to the Vice President for Advancement and University Relations

# End of Board of Visitors Materials

