RADFORD UNIVERSITY BOARD OF VISITORS
ADVANCEMENT/ALUMNI RELATIONS & COMMUNICATIONS/MARKETING COMMITTEE
11:00 A.M. **
MAY 7, 2015
PRESIDENT'S CONFERENCE ROOM – MARTIN HALL
RADFORD, VIRGINIA

DRAFT

AGENDA

- **CALL TO ORDER** — Alethea "AJ" Robinson, *Chair*
- **APPROVAL OF AGENDA** — Alethea "AJ" Robinson, *Chair*
- **APPROVAL OF MINUTES** — Alethea "AJ" Robinson, *Chair*
  February 3, 2015
- **UNIVERSITY ADVANCEMENT REPORT** — Melissa Wohlstein, *Vice President for University Advancement*
  - Fundraising Financial Quarterly Update
  - Advancement Staffing Update
  - Advancement / Alumni Affair Activities Update
- **UNIVERSITY RELATIONS REPORT** — Joe Carpenter, *Vice President for University Relations & Chief Communications Officer*
  - Branding & Marketing Progress Update
- **OTHER BUSINESS** — Alethea "AJ" Robinson, *Chair*
- **ADJOURNMENT** — Alethea "AJ" Robinson, *Chair*

**** All start times for committees are approximate only. Committees meet sequentially in the order appearing. Meetings may begin either before or after the listed approximate start time as committee members are ready to proceed.**

There will be no public comment session during this meeting.

Advancement/Alumni Relations & Communication/Marketing Committee:
Ms. Alethea "AJ" Robinson, Chair
Mr. Randolph "Randy" J. Marcus
Ms. Callie M. Dalton, Vice Chair
Dr. Kevin R. Dye, Vice Rector

Mr. Michael A. Wray,
Rector