



RADFORD UNIVERSITY

ANNUAL

R E P O R T



2019 - 2020





“ AS
HIGHLANDERS,
WE ARE
ACHIEVERS,
AND WE ARE
DREAMERS.”

President Brian O. Hemphill, Ph.D. _____





Physically distanced
but united as
Highlanders,
members of the
Class of 2020 come
together on campus.



DEAR RADFORD FAMILY,

I am pleased to share the 2019-2020 Annual Report for Radford University. Without question, it was a defining year for our great institution. With our storied history and proud tradition as a strong university, together, we took a bold and significant step forward to expand our academic offerings and campus community in profound ways through the merger with Jefferson College of Health Sciences and the establishment of Radford University Carilion (RUC).

Following a multi-year process, an enhanced partnership with Carilion Clinic and the incredible work of RUC students, faculty and staff, our vision is becoming a reality. In the first year of operation, RUC has welcomed new students, celebrated the inaugural class of Highlander graduates, enhanced synergies with the main campus, expanded existing partnerships and established new partnerships. Building upon the first year of great momentum, our health sciences enterprise will continue to grow as we move forward together.

In addition to highlighting the banner year at RUC, the 2019-2020 Annual Report features recent progress in the focal areas of the Radford University 2018-2023 Strategic Plan: “Embracing the Tradition and Envisioning the Future,” including:

- Student Success;
- Academic Excellence and Research;
- Strategic Enrollment Growth;
- Brand Identity;
- Philanthropic Giving and Alumni Engagement; and
- Economic Development and Community Partnerships.

Featured within the pages of this year’s annual report are the inspiring stories of Highlander students, faculty, staff, alumni and friends, as well as our initiatives, outreach and programs. As an institution focused on teaching, research and service, it is our mission to empower students from diverse backgrounds by providing transformative educational experiences, from the undergraduate to the doctoral level, both within and beyond the classroom.

Each and every day, we are fulfilling our mission and advancing our region. That work would not be possible without our world-class faculty and dedicated staff, who work diligently to provide unique opportunities for our talented students as they explore their passions and fulfill their role as thought leaders and change makers. Additionally, our proud alumni are making their mark on the Commonwealth of Virginia, our nation and the world!

For more than a century, Radford University has been making a substantial difference. With continued progress on the goals and objectives contained within our five-year strategic plan, Highlanders are making an unbelievable impact both near and far. This is evident when reviewing the featured highlights of the 2019-2020 academic year. Our most recent success has come at a difficult time for our campus, our community and our country.

The COVID-19 global health pandemic changed every facet of our society, and our institution was no different. While transitioning from in-person to online delivery near the mid-point of the Spring 2020 semester, the Radford family demonstrated a tremendous amount of adaptability and versatility. As Radford students, faculty, staff, alumni and friends, we remained committed and strong.

During times of significant achievement, and even in times of great uncertainty, we do not lose sight of our purpose, and we do not waver in our commitment. Highlanders are known for pushing through fear and frustration to pursue their hopes and dreams, while creating a better future for themselves, their families and the communities in which they live, learn and work. This is what defines members of the Radford family and sets us apart from others.

Our resiliency sustains us, and our responsiveness empowers us. As Highlanders, we are achievers, and we are dreamers. With a clear focus on our shared purpose, as one Radford family, we must continue to celebrate the excellence and success of our students, faculty, staff, alumni and community members. Without question, we are proud of our past and excited for our future!

With Highlander Pride,

Brian O. Hemphill, Ph.D.
President
@BrianOHemphill



“ In the first year of operation, RUC has welcomed new students, celebrated the inaugural class of Highlander graduates, enhanced synergies with the main campus, expanded existing partnerships and established new partnerships.”

President Brian O. Hemphill, Ph.D. ———



ARTIS
COLLEGE OF
SCIENCE AND
TECHNOLOGY





The campus-side atrium of the newly renovated Reed and Curie Halls exemplifies a modernized use of light and open space.



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Another championship season — the Women's soccer team won the Big South title for the second straight year.

STUDENT SUCCESS

Women's Soccer Championship

The Radford Women's soccer team defeated Gardner-Webb University to claim the 2019 Big South Women's Soccer Tournament title on November 10, 2019, sending the Highlanders to the NCAA Tournament for the second straight year.

With the win, Radford claimed its seventh Big South Tournament title in program history, which is the most of any Big South school. The Highlanders have now won back-to-back tournament titles for the second time in school history, also beating Gardner-Webb in the 2018 title match-up. The team's total of 16 wins in the 2019 season also ties a single-season record and is the first time Radford has ever tallied 16 wins in two consecutive years.

"I'm so proud of this team, and I mean the entire team," said Ben Sohrabi, Radford Women's soccer coach. "This team showed so much cohesion and chemistry this season and truthfully had 29 players do it together. Winning the quarterfinal 3-2, then coming from behind in the last two games, showed their leadership, heart and determination. This group had a lot of pressure and overcame it."



Men's Basketball and Men's Golf Receive NCAA Public Recognition Award

The Radford Men's basketball and Men's golf teams were recognized with the NCAA Academic Progress Report (APR) Award in May 2020.

These awards are given each year to teams with APRs in the top 10% of each sport, and the results are based on a four-year aggregate concluding with the 2018-19 academic year. The basketball program was one of 51 basketball programs that received the award in the nation, and the golf program was one of 107 such programs in the nation.

Both teams join a group of nearly 1,400 Division I programs from 326 schools for academic excellence after they scored

in the top 10% of their sports in the most recent Academic Progress Rate results. The APR is an annual scorecard of academic achievement calculated for all Division I sports teams.

Teams earning Public Recognition Awards increased to 1,380, up by 52 from the previous academic year, largely due to an increase in squads with perfect scores. APRs for programs in the top 10% ranged from 987 to a perfect 1,000. The number of teams posting perfect scores increased to 1,266, an increase of 52 teams from last year.

Senior Cadet Ranked Ninth Nationally

In Fall 2019, as a senior cadet, Jordan Chittick '20 was ranked the ninth-best cadet in the nation. As part of the preparation to become a lieutenant in the U.S. Army, cadets compete nationally for rankings prior to commissioning.

The rankings, facilitated by U.S. Army Cadet Command, are comprised of a multitude of factors, including GPA, physical fitness and leadership. Each factor is assigned a certain amount of points before everything is aggregated and the rankings are released.

Chittick, a biology and chemistry double major from Owings, Maryland, said her inspiration to join ROTC came from her mother, who was also a cadet in college, but that support from both of her parents helped her achieve the goal. In addition, Chittick acknowledged the support of many at Radford University, who helped her develop skills in critical thinking, problem solving and self-confidence.

"At Radford University, you have the opportunity to have increased interaction with your professors and your peers," Chittick said. "It's a very close-knit community. I know all my professors, and I talk to them daily. At Radford, you have the ability to get the most out of your education."



Radford University Places Third in Virginia Cyber Cup Challenge

The Cyber Defense Club at Radford University placed third at the Virginia Cyber Cup Capture the Flag (CTF) Competition held at Virginia Military Institute in Lexington, Virginia, in Spring 2020.

In the Virginia CTF Competition, teams tackle scenarios designed to simulate real-world computer security challenges across a range of categories that include cryptography, network traffic analysis, reverse engineering and steganography. With challenges ranging from introductory to advanced, this competition is designed to test skills and teach concepts.

The competition, developed and hosted by the Virginia Cyber Range, is part of Commonwealth Cyber Fusion, an invitation-only event that combines a collegiate cyber competition with learning and career opportunities that emphasize Cyber Fusion. The event was co-hosted by Virginia Military Institute, U. S. Senator Mark Warner and the Virginia Cyber Range.

This is the fourth iteration of the competition. In the past, the Radford University teams placed second in 2017, third in 2018 and sixth in 2019.



HIGHLANDER HIGHLIGHT — COREY HERD CASSIDY, PH.D. —

Corey Herd Cassidy, Ph.D., was named the executive director of the newly created Academic Success Center, effective

June 1, 2020. Her appointment comes at a critical time in which the University is focusing on re-enrollment management and first-year student success management through a case-management approach. A major emphasis will be an enhancement of service delivery and expanded program offerings in the Academic Success Center. Reporting directly to the provost and vice president for academic affairs and working closely with the vice president for enrollment management, vice president for student affairs and their teams, Cassidy will collaborate with the academic deans, department chairs, school directors and campus partners to maximize the engagement and success of all students through expanded support and enhanced service provided by the Academic Success Center team.

We are dedicated to providing strong support for our incoming first-year students, helping them learn more about their programs, offering them centralized case-management academic advising and engaging them in the University, the community and their own colleges.

Corey Herd Cassidy, Ph.D.

Academic Success Center

The Academic Success Center opened in Fall 2020 to help first-year students succeed academically and get involved in the community by offering enhanced advising services and information about engagement opportunities on and off campus. It is located on the third and fourth floors of Young Hall.

Research shows that a centralized location for students with questions helps ensure a more successful undergraduate experience with positive outcomes. The Academic Success Center will help students from orientation to graduation. The Center is an innovative approach to supporting students, focusing on a more holistic Radford University experience.

“We want to make sure that we help students engage with our campus, explore who they are and discover how they can be the best person they can be, allowing them to be successful in the classroom, in the workforce and in the community,” said Academic Success Center Executive Director Corey Herd Cassidy, Ph.D. “Ultimately, in order to be successful human beings, we need to look at the whole person.”

All incoming students are assigned an advisor through the Academic Success Center. That advisor helps students navigate their college experience by serving as a critical point of contact when questions arise.

The Academic Success Center will also be home to New Student and Family Programs, including Quest (orientation), and Student Success.

Radford University Percussionists Place in National Competition Top Three

In November 2019, a group of percussionists from Radford University placed third in the Chamber Percussion Competition at the Percussive Arts Society International

Conference in Indianapolis, Indiana. Five members of the Radford University Percussion Ensemble competed by playing a piece they spent dozens of hours perfecting. The song is full of disjointed melodies happening at different speeds, causing the players to stay on their toes. Group members also rely on each other to keep the beat without a conductor. The group is part of the 15-member Radford University Percussion Ensemble, a course for percussion majors at the University.

Nutrition and Dietetics Program Achieves 100% Internship Acceptance Rate

For the fourth consecutive year, 100% of seniors in Radford University's Nutrition and Dietetics program applying to accredited dietetic internships have been accepted and placed in prestigious programs throughout the United States.

These placements are part of the credentialing process to become registered dietitian nutritionists (RDN). The competitive 1,200-hour supervised practices span for approximately one year and lead to national RDN exam eligibility. The exam is administered by the Commission on Dietetic Registration (CDR).

“Registered dietitian nutritionists are the food and nutrition experts who can translate the science of nutrition into practical solutions for healthy living,” said Assistant Professor of Nutrition and Dietetics Mary Jean Miller, who also noted the national internship acceptance rate across the United States for 2019 was 66%, according to the Accreditation Council for Education in Nutrition and Dietetics (ACEND).

The program provides students with the core knowledge requirements defined by ACEND. Graduates find abundant employment possibilities in public service, private practice, wellness programs and research, as well as medical and healthcare settings.



Family Nurse Practitioner Graduates Achieve Perfect Pass Rate on National Exams

Graduates from the Family Nurse Practitioner (FNP) programs on the main campus in Radford and at Radford University Carilion (RUC) in Roanoke achieved a 100% pass rate on their national exams in March 2020.

The students at RUC are part of the Master of Science in Nursing program, while the students on the main campus are part of the Doctor of Nursing Practice program, each with a concentration in FNP.

The results of the FNP National Certification Exam were reported by the American Academy of Nurse Practitioners (AANP) and the American Nurses Credentialing Center (ANCC). Each organization administers a competency-based examination that provides a valid and reliable assessment of the entry-level clinical knowledge and skills of nurse practitioners.

These perfect pass rates are indicative of Radford University's commitment to promoting lifelong learning and an appreciation of what it means to be a service provider and quality leader in tomorrow's world of health sciences, healthcare and human services.

RUC: A Reflection of Student Success

RUC reached the one-year milestone as part of Radford University. Formerly known as Jefferson College of Health Sciences, the institution had been owned and operated by Carilion Clinic, the largest healthcare organization in Southwest Virginia. After an 18-month process of planning and collaboration, the merger of Jefferson College of Health Sciences into the Radford University family was completed in July 2019.



The immediate impact of the merger was the addition of approximately 1,100 new Highlanders and 19 academic programs focused on the health sciences, with options from the associate to doctoral levels. Long term, the merger is providing Radford students with expanded opportunities to explore health-related careers, research and clinical experiences in the Roanoke Valley.

Located in downtown Roanoke, RUC sits at one end of the city's Innovation Corridor, opposite the Fralin Biomedical Research Institute, the Virginia Tech Carilion School of Medicine and Carilion Clinic's flagship hospital, Carilion Roanoke Memorial Hospital. All of these entities have worked in partnership with RUC administration and faculty to provide students with the chance to experience healthcare at its most innovative and advanced levels. Through a program of interprofessional learning, students from all disciplines come together throughout their educational journeys to grow in unison, ensuring caring, compassionate and competent care for our families, friends and neighbors.

RUC graduates continue to fill vital roles at Carilion Clinic and other healthcare organizations across the Commonwealth and beyond. The need for skilled healthcare professionals was evident in Spring 2020, as the COVID-19 pandemic reached Southwest Virginia. In April, Governor Ralph Northam signed Executive Order 57, "Licensing of Health Care Professionals in Response to Novel Coronavirus (COVID-19)."

The order, issued in response to the state of emergency due to COVID-19, contained several directives aimed at "marshaling all resources and appropriate preparedness, response and recovery measures to respond to the emergency."

Among the directives was one allowing RUC Bachelor of Science in Respiratory Therapy students to begin helping with patients immediately, even though they would not normally graduate until May and then would have had to take certification and licensing exams.

The order stated that "individuals who have completed an accredited respiratory care program may practice respiratory therapy and for ninety (90) days thereafter or until the individual has passed the National Board on Respiratory Care licensure examination and been issued a license or has failed the examination, whichever occurs first."

This is just one example of how RUC and Radford University are serving our communities by educating healthcare professionals using rigorous real-world learning experiences that prepare them to deal with the healthcare challenges of today and tomorrow.



The ribbon-cutting ceremony for Reed and Curie Halls. From left: First Lady Marisela Rosas Hemphill, Ph.D.; President Brian O. Hemphill, Ph.D.; Nancy E. Artis '73; and H. Pat Artis, Ph.D.

ACADEMIC EXCELLENCE AND RESEARCH

National Recognition

U.S. News & World Report 2020 Best Colleges Rankings

In September 2019, U.S. News & World Report released the 2020 Best Colleges rankings, on which Radford University was ranked the No. 12 “Top Public School in the Regional Universities — South” category, up from No. 18 the previous year. Radford University also made progress in other areas of the rankings, including the “Best Regional Universities — South” category, moving to No. 28 from No. 46 the previous year and No. 47 in 2017. The University’s 2020 ranking for “Best Value Schools, Regional Universities — South” is up 10 spots from the previous year, from No. 50 to No. 40.

U.S. News & World Report 2021 Best Graduate Schools

In March 2020, six programs in Radford University’s College of Graduate Studies and Research were ranked in the magazine’s 2021 edition of Best Graduate Schools, including the part-time Master of Business Administration, Master of Fine Arts, Doctor of Physical Therapy, Master of Occupational Therapy, Master of Science or Arts in Communication Sciences and Disorders with a concentration in Speech-Language Pathology and Doctor of Nursing Practice. In addition, Radford University Carilion (RUC) was ranked among the top health schools in the nation.

Intelligent.com’s Math Education Program Rankings

Radford University’s Master of Science in Education, a top-notch and fully online math education program, is ranked No. 23 in the United States by Intelligent.com. The website’s research guide is based on an assessment of 140 accredited colleges and universities across the nation. Each program is evaluated based on curriculum quality, graduation rate, reputation and post-graduate employment. Radford University’s inclusion in the Top 35 programs in the nation speaks to the amazing work done by the program’s faculty.

Tech Talent Investment Program

In November 2019, Virginia Governor Ralph Northam announced the creation of the Tech Talent Investment Program (TTIP), a statewide workforce initiative that will position Radford University as a leading institution in producing graduates prepared to fill the emerging tech talent pipeline. Through the TTIP, Radford University is expected to receive approximately \$17.3 million in funding over the next 20 years to produce nearly 400 additional graduates beyond current degree production. The new program, announced by Governor Northam during an event at Virginia State University, is the result of Amazon’s construction of a second headquarters, HQ2, in Northern Virginia. Amazon, a multinational technology company, plans to hire 25,000 employees for its new location over the next decade.

Reed and Curie Renovation and Ribbon Cutting

The renovation of Radford University’s Reed and Curie Halls was officially celebrated on February 12, 2020, with a special ribbon-cutting ceremony in the building’s campus-side atrium. Home to the Artis College of Science and Technology, the renovated space includes 94,840 square feet of teaching and research facilities filled with state-of-the-art equipment and furnishings at a cost of nearly \$34 million. The remodeled structures complement the adjacent Center for the Sciences and create an integrated and sophisticated science complex. Unique and notable features include an Unmanned Aerial Vehicle Center and Geohazards and Unmanned Systems Research Center; a Geology Maker Lab; a Tree Ring Lab; a Geographic Information System Center and Virtual Reality Lab. Also included within the space is dedicated housing for the scanning tunnel microscope, an instrument that can image and manipulate materials at an atomic level. An exciting space that has been designed for education and competition is the Artis Cybersecurity Training and Education Lab, or Artis Cyber Lab. This lab has an isolated computer network for cybersecurity research and online defense competitions, including the RUSecure Capture the Flag contest that attracts nearly 1,500 high school students. A renovated greenhouse with a variety of plants, including a display from the Radford Amazonian Research Expedition (RARE), is another notable feature that provides educational and experiential benefits to our students and faculty.

Artis College of Science and Technology Dean J. Orion Rogers, Ph.D., hosted the ribbon-cutting ceremony and was joined by President Brian O. Hemphill, Ph.D., and First Lady Marisela Rosas Hemphill, Ph.D., along with special guests Nancy Artis ’73 and H. Pat Artis, Ph.D., who are the benefactors and namesakes of the Artis College in recognition of a \$5 million gift to the University in 2017. Also joining in the celebration were Board of Visitors (BOV) Rector Robert A. Archer and members Thomas Brewster, M.S. ’95, Ed.D.; Rachel D. Fowlkes, Ed.D.; and Nancy A. Rice, as well as BOV student representative Breon Case.

More than 15 Artis Scholars are benefiting from the scholarships made possible by the Artises, whose gift will support more than 25 Artis Scholars next year.





HIGHLANDER HIGHLIGHT — DREW MYERS —

From an early age, Drew Myers knew she wanted to be a veterinarian. At Radford University, Myers is working to achieve her lifelong dream.

As a participant in the Radford Amazonian Research Expedition (RARE) program, she studied veterinarian practices in Peru. The entire group visited an animal rehabilitation center near the city of Puerto Maldonado, Peru, preparing food for the animals and touring the facility, which is found on the edge of the rainforest. Myers took the experience a step further by spending the night at the rehabilitation center, where she conducted the bulk of her research over the day-and-a-half period. Myers was able to speak with interns and a principal veterinarian at the facility. She said the experiences have given her a new respect for veterinarians who treat wild animals, especially those who do so in a challenging environment. During her time in the Amazon, the honors student also discovered a new, more adventurous side of herself.

“I feel like I am a lot more open to doing new things. Before I went to the jungle, the idea of jumping off a small cliff into the river and swimming across the river would’ve been terrifying to me. The idea of swimming with a caiman would have been tough. Now, I’m like ‘yeah!’ I’m willing to do anything instead of being the shy me.”
Drew Myers

Shelton '91 Named Physical Educator of the Year

Radford University Instructor of Health and Human Performance Steve Shelton '91 was named the Virginia Association for Health, Physical Education, Recreation and Dance (VAHPERD) College/University Physical Educator of the Year for 2019. The award was presented to Shelton on November 9, 2019, at the VAHPERD annual state convention in Virginia Beach. Each year, VAHPERD presents the award to a college or university educator who demonstrates effective teaching through emphasizing the significance of physical education as an important personal component that enables students to understand their own health and fitness requirements. Winners must also be VAHPERD members and show evidence of professional commitment through participation in local, state and/or national physical education organizations.

2019 Dalton Eminent Scholar Awards

Radford University announced the five faculty members who won the 2019 Dalton Eminent Scholar Awards in November 2019. The annual awards provide faculty members opportunities to go above and beyond in their chosen academic fields and for Radford University to recruit and retain the best faculty. Each faculty winner receives a \$10,000 award to fund research travel and materials, along with a \$5,000 award following successful completion of research and scholarly activities.

The recipients of the 2019 Dalton Eminent Scholar Awards were:

- Donna Boyd, Ph.D., eminent professor of anthropology and co-director of the Radford University Forensic Science Institute in the Artis College of Science and Technology;
- Matthew DeCarlo, Ph.D., assistant professor of social work and site coordinator of the Roanoke Master of Social Work program in the Waldron College of Health and Human Services;
- Seife Dendir, Ph.D., professor of economics in the Davis College of Business and Economics;
- Agida Manizade, Ph.D., professor of mathematics and statistics in the Artis College of Science and Technology; and
- Thomas Pierce, Ph.D., professor of psychology in the College of Humanities and Behavioral Sciences.



Donna Boyd, Ph.D.



Matthew DeCarlo, Ph.D.



Seife Dendir, Ph.D.



Agida Manizade, Ph.D.



Thomas Pierce, Ph.D.

Wojdak Earns Virginia's Top Award for Teaching Excellence

Professor of Biology Jeremy Wojdak, Ph.D., received the prestigious 2020 Outstanding Faculty Award, which is administered by the State Council of Higher Education for Virginia (SCHEV), in December 2019. In his scientific disciplinary research, Wojdak studies the interactions of species in ponds, lakes, streams and rivers in the Virginia landscape and beyond. More specifically, he works to understand the impact predators can have on their prey and parasites can have on their hosts. He engages students in research projects, resulting not only in presenting at local and national conferences, but also in co-authoring peer-reviewed publications. Beyond the University, Wojdak has led numerous outreach events for schoolchildren, including several robotics competitions. He regularly serves as a panelist and proposal reviewer for the National Science Foundation, has reviewed dozens of manuscripts for international scientific journals and serves as an editor for several graduate student committees and for the journal "Letters in Biomathematics." Since 1987, the Outstanding Faculty Awards have recognized faculty at Virginia's institutions of higher learning who exemplify the highest standards of teaching, scholarship and service.

Psy.D. Program Receives HRSA Grant

In August 2019, Radford University's renowned counseling psychology (Psy.D.) program received a Health Resources and Services Administration (HRSA) grant totaling \$940,178. The grant was for improving the health of underserved communities by strengthening the health workforce and connecting skilled professionals to those communities. Specifically, the HRSA grant provides funding for the Rural Educational Advances: Creating Behavioral Health Integration and Interprofessional Nurturing for Graduate

Students (REACHING) Project for three years. The grant enables students in the Psy.D. program to receive specialized training and experience in the prevention and treatment of substance use disorders and opioid use disorders. In addition, students will receive training in the delivery of telehealth. The REACHING Project will enable telehealth to be provided via video chat in the on-campus lab in the College of Humanities and Behavioral Sciences.

Radford University Foundation Faculty Awards

At the Fall Convocation ceremony in August 2019, the Radford University Foundation Faculty Awards were presented to faculty in recognition of their outstanding work and contributions to excellence at Radford University. In the past 42 years, 145 individuals have been recognized, and more than \$165,000 has been invested in the University's future through scholarships. Nominations for these annual awards are made by members of the Radford University community, and the award recipients are recommended to the President by the Faculty Awards Committee.

The recipients were:

- Kim Lane, Ph.D., associate professor of biochemistry, who received the Donald N. Dedmon Distinguished Teaching Professor Award;
- Connie Leathers '75, M.S. '79, information technology support specialist, who received the Anna Lee Stewart Award for Contributions to Faculty Development;
- Corey Cassidy, Ph.D., associate dean in the Waldron College of Health and Human Services and professor of communication sciences and disorders, who received the Award for Administrative and Professional Excellence; and
- Darryl Corey, Ph.D., associate professor of mathematics education, who received the Distinguished Faculty Advising Award.



Kim Lane, Ph.D.



Connie Leathers '75, M.S. '79



Corey Cassidy, Ph.D.



Darryl Corey, Ph.D.



Students joined members of the Radford family for a dinner honoring local Highlander Distinction Award recipients.



STRATEGIC ENROLLMENT GROWTH



Highlander Distinction Program

In December 2019, Radford University announced the establishment of the Highlander Distinction Program, a four-year, renewable scholarship for incoming students on the main campus. Through the program, the University will invest approximately \$13 million in new financial aid to be awarded over the next four years. The program will offer both merit-based and need-based awards, as well as a combination of both award types. The awards, which are available to both in-state and out-of-state students, are renewable throughout an undergraduate student's four years. This significant investment, which is unprecedented in Radford University's storied history, speaks to our continued efforts to recruit and retain high-quality students who enter our campus as curious scholars and aspiring professionals and leave our campus as subject matter experts and strong citizen-leaders.

Doctor of Education Inaugural Cohort

Radford University's Doctor of Education degree, which welcomed its inaugural class for the Fall 2020 semester, is designed to prepare practicing professional educators to fill positions as educational leaders at the district level in Virginia. Successful completion of this fully online program qualifies program completers for superintendent licensure. The 63-credit hour program includes courses in educational foundations, educational leadership, applied research, field experiences and elective choices. It is designed to be completed part-time in three years.



Appalachian College of Pharmacy Partnership

Radford University and the Appalachian College of Pharmacy (ACP) entered into a partnership that streamlines the process for ACP Doctor of Pharmacy graduates to enroll in Radford's Master of Business Administration (MBA) program. Located in Oakwood, Virginia, ACP is fully accredited and is the only three-year Doctor of Pharmacy program in Virginia. Through this new partnership, signed in February 2020, Radford will provide credit for appropriate ACP coursework and will work to determine and develop courses that qualify as MBA electives for ACP graduate students. A longer-term goal will be to identify or develop elective courses for all MBA students at Radford. In addition, cost reduction will be available to ACP students through reduced program application fees and elective credits.

New River Community College Chemistry Pathway Agreement

In January 2020, Radford University and New River Community College (NRCC) signed an agreement to establish an education pathway that outlines a direct track of classes for NRCC chemistry students with plans to continue and complete their education at Radford.

A pathway is a prescribed listing of classes where both institutions have agreed to satisfy necessary requirements. By taking the outlined pathway courses for chemistry, students starting their education at NRCC would know the exact courses required to enter Radford University's Bachelor of Science in chemistry program. It ensures students are only taking classes that will transfer and meet any prerequisite requirements, thus honoring their time and affirming a commitment to affordability from NRCC and Radford.



HIGHLANDER HIGHLIGHT — VERONICA HYMAN '20 —

Veronica Hyman '20 made a lasting impact on the lives of future Radford University students in Summer 2020 when she participated in the

University's first-ever virtual Quest orientation. Due to the COVID-19 global pandemic, the program, historically held on campus, was moved to an all-online format. It was challenging, said Hyman, an experienced Quest Assistant (QA), but she couldn't imagine missing out on the opportunity to inspire the newest class of Highlanders and contribute to their success. After all, Quest was one of her favorite undergraduate experiences. The holistic and high-energy orientation was also the final push she needed when she was a freshman to fully embrace Radford University as her own. It took a little convincing and a lot of faith for Hyman to commit to Radford University. Torn between community college and Radford, Hyman struggled to decide which path to take. Coming home from a high school field trip, she prayed for direction. On the drive back to her hometown of Richmond, Virginia, she spotted several cars displaying Radford University bumper stickers and took that as her answer. Hyman enrolled in 2016, and that summer, she attended Quest along with the rest of the Class of 2020. Her work as a QA helped her fellow Highlanders start their college lives much more smoothly and confidently.

“I'll never forget all of the incredible opportunities I had at Radford University.”

Veronica Hyman '20

Counselor Education Abingdon Cohort

Radford University received a Virginia Tobacco Region Revitalization Commission grant enabling the expansion of a school counselor program. With the assistance of the \$325,000 grant, the University began offering a master's degree program in school counseling at the Southwest Virginia Higher Education Center in Abingdon in the Spring 2020 semester. The Radford University school counselor program is designed to prepare highly trained and competent counselors to serve in schools and promote the development of K-12 students, including those from culturally and economically diverse geographic areas. The 48-credit hour program is aligned with national standards and is available in Abingdon through the Department of Counselor Education within Radford University's College of Education and Human Development.

COSD Welcomes Record Cohort

In August 2019, Radford University welcomed the largest class in history to the graduate program in Communication Sciences and Disorders (COSD). The 38 students in the cohort were from locations as far away as Connecticut, Florida, Idaho and Utah. Within Virginia, students from James Madison University, Old Dominion University, University of Virginia, The University of Virginia's College at Wise and Virginia Tech joined the program. Graduates of the program have achieved five consecutive years with a 100% pass rate on the PRAXIS II, a critical milestone toward earning the Certificate of Clinical Competence in Speech-Language Pathology (CCC-SLP). The COSD graduate program incorporates the institution's commitment to teaching, service and research — central pillars of Radford University and the broader community.







Healthcare Heroes
celebrates the
healthcare-focused
programs available
online through RUC.



BRAND IDENTITY

Healthcare Heroes

The Healthcare Heroes campaign began in Spring 2020 to celebrate healthcare-focused programs available online through Radford University Carilion (RUC). Each of the programs included in the campaign, including six bachelor's, two master's and two doctoral degrees. In inspiring, hero-themed language, the campaign urged prospective students to enroll in RUC and prepare for a meaningful, high-paying and rewarding career in the health sciences: "Now, more than ever, we need healthcare heroes. We need those who are forward-focused, solution-minded and prepared to answer the call for compassionate and competent care. Will you respond?"

Over a Century of Highlander Pride

In March 2020, Radford University marked a historic milestone by reaching 110 years as a steadfast institution. Since its founding charter in 1910, the institution has focused on a bright future based on excellence, innovation and service to students and the community, while maintaining a tradition of teaching, research and service.

In Radford University's 11th decade, Highlanders continue to prove that we are responsive to change, resilient when times get tough and real through it all. This is nothing new. Highlanders have been rising for 110 years!

Responsive. Resilient. Real.

"Responsive. Resilient. Real." is a story series that began in Spring 2019. It celebrates the Highlander spirit of students, faculty, staff and alumni by sharing their unique stories and their strong sense of Highlander pride. Through being responsive, resilient and real, Highlanders are making a positive impact and leaving a lasting legacy on campus and in communities around the world. The University continues to tell these stories of hope, success, perseverance and growth at www.radford.edu/3r.



Radford Highlanders Festival Returns to Campus

On October 12, 2019, the Radford Highlanders Festival returned to Radford University's campus after being held off campus in recent years. Those attending enjoyed traditional Scottish food, music, crafts, games and activities.

The Radford Highlanders Festival is an ongoing partnership between Radford University and the City of Radford. People from within the University community and from the City of Radford work diligently to organize the Highlanders Festival. Their efforts yield unique experiences and special memories for families, students and community members.

A staple of the festival is the Tom Raisbeck Memorial Games, which has historical roots with Irish origins reaching back to about 2000 B.C., pre-dating the Olympic Games. Modern-day events pay homage to history through intense and exhilarating competitions.

Four divisions made up of nearly 30 athletes competed in six events, including the stone put, similar to the shot put; heavy weight for distance, which is throwing a 56-pound weight; light weight for distance, which is throwing a 28-pound weight; the caber toss; the sheaf toss; and weight for height, which involves throwing a 56-pound weight over a bar.

"It was a great day of competition in a great setting," said Chad Clark, athletic director of the Raisbeck Memorial Games.





HIGHLANDER HIGHLIGHT — BRIYANA JACKSON '18 —

From the time Briyana Jackson '18 was 7 years old until her junior year at Radford University, she cared for her mother who battled kidney disease and diabetes. Providing support for her single mother was not a chore or burden, but rather an inspiration for what she would eventually pursue in her professional life. After graduating in 2018 from the recreation, parks and tourism program on the main campus in Radford, Briyana is now pursuing her master's degree in occupational therapy at RUC in Roanoke.

“Getting an undergraduate degree at Radford was special because Radford really is home for me. I've met, bonded with and created some wonderful relationships with individuals who made an impact on me. Radford is the reason why I am the woman I am today.”

Briyana Jackson '18

Radford Traditions

In April 2020, the Radford University community celebrated important traditions in novel ways. Each celebration was a special opportunity for the campus community to come together virtually to share in each other's successes, encourage one another and demonstrate a strong sense of Highlander pride.

- **Halfway There** celebrated sophomore students as they approached the halfway mark to Commencement by providing them with a “challenge coin” that holds the wisdom, well-wishes and promises of the sophomores who came before them and offered them the opportunity to share words of wisdom with students following them.
- **Junior Twilight** honored juniors as they prepared to embark on their senior year by gifting them with a custom Radford University keychain, which was registered to them. Participating students also shared their hopes and commitments for their senior year at Radford University.
- **Senior Signing** highlighted the significant accomplishments and future endeavors of senior Highlanders, with students “signing off” on the way to their next journey, whether it was attending graduate school, starting a successful career, joining the military or following their dreams. Seniors received a gift by mail in recognition of the end of their academic journey at Radford and the beginning of their lives as Radford University alumni.



Halfway There



Junior Twilight



Senior Signing



ONE Card Makes Its Debut

In Fall 2019, Radford University rebranded the University-issued ID and debit card as the ONE Card.

As its name suggests, this card is an all-in-one ID and debit card that provides access to University facilities, programs and services. The card provides an enhanced experience for all Highlander students, faculty and staff, encompassing the vision and student-centered nature of Radford University.

The ONE Card carries a wealth of conveniences with it, including:

- Accessing meal plans;
- Purchasing from vending and snack machines;
- Using laundry facilities;
- Paying for printing in computer labs;
- Printing and fines in the library; and
- Accessing residence halls and several academic areas.

The updated look was to ensure the University continues to offer students with a modern experience as they utilize the card in a variety of ways.

Sustainability

Radford University is committed to integrating sustainable practices into all aspects of operations and engaging students across the curriculum to learn, discover and contribute to positive current and future environmental solutions.

The Radford University community strives to create a more resilient and sustainable campus environment. We endeavor to provide an educational environment necessary and the tools to address the social, economic and environmental issues confronting our region, nation and the world.

Here are some ways Radford University achieved its commitment to sustainability this year:

Fill It Forward

Through the Cupanion Fill it Forward campaign, Radford University students, faculty and staff kept track of how often they refilled their reusable water bottles. With each fill-up, they scanned a unique barcode, which donated water to people in countries in need. In just one month of this program on campus, the Radford University community helped divert 103 pounds of waste from the landfill and 20 pounds of pollution from the ocean. The campaign also provided 3,456 cups of water.

Silver Stars

Radford University received a silver STARS rating for campus sustainability from the Association for the Advancement of Sustainability in Higher Education. Radford's reporting that earned the designation covered everything from greenhouse gas emissions, buildings and operations to research, student engagement and sustainability in the curriculum. The rating demonstrates how the University is committed to using green practices in every area of operation. Radford University has a goal of being net carbon-neutral by 2040.

500 Club

Professor of English Justin Askins, Ph.D., established the 500 Club as a way to unite people willing to do their share to keep trails clean and preserve the Earth's natural beauty. The concept is easy. When participants are out on a trail, they pick up litter. Once they have collected 500 pieces, they email their names to Askins. "You get on the list by collecting 500 pieces of litter, and if you repeat — 1,000, 1,500, the possibilities are endless — you get an R next to your name," Askins explained. "Very informal. No leaders or prizes," except the satisfaction of helping clean and protect the environment.

Radford University Earns Spot on Green Colleges List for 10th Straight Year

Radford University's commitment to building and maintaining a sustainable and environmentally friendly campus has again landed it on The Princeton Review's annual guide to green colleges for the 10th consecutive year.

The Princeton Review surveyed nearly 700 institutions about sustainability initiatives and policies, and from those selected 413 colleges and universities to include in its guide. It chose institutions based on a Green Rating it gave to each school using data from its surveys. Colleges with Green Rating scores of 80 or higher made it into the 2019 guide. Radford University scored a 92 out of a possible 99.

"We're excited to again be recognized by The Princeton Review as a green campus," said Radford University Sustainability Manager Josh Nease. "Ten consecutive years of this accolade shows the University's longstanding commitment to sustainability and constant improvement."

Radford University lists sustainability as one of its core values and is committed to integrating sustainable practices into every area of operation and engaging its students across the curriculum to learn, discover and contribute to positive environmental solutions.



#Highlander
pride

I am a Highlander! Campaign

Radford University is known as a caring, supportive and inclusive community. That is why there is often reference to the #RadfordFamily. As such, Radford University's brand must reflect the personal and caring nature of community. The "I am a Highlander!" campaign is one of the ways these characteristics are visualized and brought to life.

Handwriting can be a distinctive reflection of personality. Through the use of a custom font, Highlander Handwriting, and various materials that include this handwritten element, audiences - both near and far - know that the Radford family is real, strong and connected.

Inaugural Event of the Highlander Discovery Institute

On September 19, 2019, Radford University hosted the inaugural event of the Highlander Discovery Institute. Established by President Brian O. Hemphill, Ph.D., to provide the campus and the surrounding community with the opportunity to experience new ideas and ways of thinking, specifically in the areas of teaching, research and service, the first

Highlander Discovery Institute event featured three prominent individuals: Katie Couric as the moderator and Donna Brazile and Ana Navarro as panelists. The trio spoke about and included the audience in an insightful discussion focused on the nexus of politics and society.

"The purpose of an institution of higher education and the mission of Radford University are to provide transformative experiences," President Hemphill said. "We also strive, each and every day, to provide incredible experiences for our students, faculty, staff and the local community. By bringing the community together, we are able to hear different perspectives and come together as one Radford family."

During a thought-provoking and inspirational 90-minute discussion, difficult and challenging topics were explored, from gun control to global warming and polarizing politics to the role of media in society. However, the panelists were able to express views without interrupting each other or showing disrespect. It was truly an opportunity to observe civil discourse in action.

Many of the comments from both Navarro and Brazile focused on what it will take to join together and advance as a society. "There are too many people on the outskirts of hope. We must bring them back inside the circle of opportunity," Brazile said. Her comments emphasized the reimagining of government and the future. "We can do more with our time and talent."



The inaugural Highlander Discovery Institute event featured Katie Couric as the moderator and Donna Brazile and Ana Navarro as panelists.



DISCOVER



EXPLORE





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We are
Highlanders!
#RadfordAlumni
Celebrate • Connect • Contribute

#RadfordAlumni
Celebrate • Connect • Contribute

We are
Highlanders!
#RadfordAlumni
Celebrate • Connect • Contribute



Always Highlanders,
visiting alumnae show
off their new t-shirts.

PHILANTHROPIC GIVING AND ALUMNI ENGAGEMENT



Homecoming Weekend 2019

Highlander alumni returned to campus and joined current Radford University students, faculty and staff to reminisce and make new memories during Homecoming Weekend from October 25-27, 2019.

Among the events was the State of the University Address delivered by President Brian O. Hemphill, Ph.D., on October 25. This annual address gives the President an opportunity to reflect on the successes of the previous year and to highlight initiatives and goals that will fulfill the University's vision of being an innovative, premier institution in the Commonwealth of Virginia and beyond with a keen focus on teaching, research and service.

Just after the State of the University Address, Radford University alumni gathered for the Alumni Association Volunteer Leadership Business and Awards Luncheon in the Davis College of Business and Economics. That evening, Radford University Athletics welcomed four new members to the Radford Athletics Hall of Fame, including Ashley (Taylor) Hall (softball), Whit Holcomb-Faye (Men's basketball), Jeff Majewski (Men's soccer) and Tyler Will (Men's and Women's cross country head coach). The four-member class was the 18th to be inducted into the Radford Athletics Hall of Fame.

The following day, eight decades of Highlanders were represented at the Women of Radford Luncheon held on October 26, 2019. The luncheon's keynote speaker was Caitlyn Scaggs '07, Radford University's associate vice president for University Relations. That afternoon, alumni of all ages enjoyed the festive events at Alumni Village, held on Moffett Lawn. The event featured a variety of activities, including food trucks, music by The Deloreans, a lacrosse match, organizational tents and the annual Greek Life chariot races. The "Totally RAD" '80s theme set the tone for the event.

The Class of 1969 alumnae met for their 50th class reunion on the evening of October 26. Their Golden Reunion dinner was held at the Governor Tyler House with Radford University President Brian O. Hemphill, Ph.D., and First Lady Marisela Rosas Hemphill, Ph.D.

Activities throughout the weekend allowed the Radford family to catch up with each other, celebrate accomplishments of distinguished alumni and learn about plans for the future of Radford University.

Shelor Motor Mile Scholars Program

In November 2019, Radford University partnered with one of Southwest Virginia's biggest automobile retailers to offer internship opportunities to select students. Twenty rising juniors will be chosen annually for the Shelor Motor Mile Scholars program. The goal is to give students "real-world experiences" through leadership training opportunities, projects structured to develop job readiness skills and exposure to corporate workplace culture. In addition to the internship opportunities, primarily taking place in the summer months, students will receive \$2,500. The time commitment for each student scholar will vary depending on needs and interests. Students pursuing degrees in accounting, marketing, finance, information technology, graphic design, public relations and communications are eligible. In addition to being in one of the selected majors, students must have at least a 2.5 GPA.

The partnership is an extension of Shelor Motor Mile's Growing the Future program, which donates a portion of its proceeds to over 50 participating K-12 schools and offers a discount to local educators purchasing a vehicle.

Critical Support for Students

In early March 2020, Radford University officials were closely monitoring the COVID-19 global health pandemic. By the end of that month, campus operations were modified to move learning online and transition employees to working remotely. It was an unprecedented event that affected the lives of all Highlanders, including those who were facing financial hardships as a direct result of the global pandemic.

Several members of the Radford family reached out to the Office of University Advancement asking how they could support those students who were financially impacted. The University Advancement staff determined that the needs were diverse across the campus community and that a variety of funds needed to be distributed to meet the varying needs of students. Those needs included assistance with housing, food insecurity, travel funds to get home and medical expenses.





HIGHLANDER HIGHLIGHT — NANCY LOVE '75, M.S. '76 —

Nancy Love '75, M.S. '76 is ensuring that the teachers of tomorrow have the financial support they need to achieve their dreams at Radford University.

This year, she established the Nancy Morris Love '75 Teacher Education Scholarship through her estate plan. The scholarship will benefit students who have been admitted to the Teacher Education Program at Radford and demonstrate financial need. Scholarship applicants will receive preference if they are from Henry County, Virginia, where Love taught for 33 years. Second preference will be given to students from the Commonwealth of Virginia.

Since her graduation in 1975, Love has never lost her Highlander spirit. Since earning her degree, she has missed only five Homecoming celebrations on campus.

Radford instilled in me the love of education and the ability to relate to young people in a career that has now spanned more than 40 years. Because of Radford, I have reached my goals and have inspired other young people to reach their goals as well.

Nancy Love '75, M.S. '76

By the end of March, a special giving webpage had been launched for the Radford family to support students in need. Over \$23,000 was raised from 137 donors. Almost 50% of the funds went to the Helping Eradicate Homelessness through Resources Opportunities and Supplies (HEHROS) program, which focuses on supporting Radford students who are homeless, at risk for becoming homeless or in transition, while on campus. HEHROS aims to mitigate the challenges students face, to enhance their quality of life by connecting them with available resources and to empower them to succeed.

“The support for our students during this difficult time is so inspiring,” said Vice President for Student Affairs Susan P. Trageser, Ed.D. “Coming together to support and help in challenging times is such a hallmark of the Highlander Family! This is a truly special community.”

Highlander Wisdom Series

As the nation adjusted to the impacts of COVID-19, the Radford family, like many other families, relied on a new way of communicating — via Zoom. The Office of Alumni Relations used the virtual tool to create the Highlander Wisdom Series, free virtual workshops presented by Radford alumni who drew from their wide-ranging knowledge and expertise.

Each week, alumni and supporters offered their time and talent to present webinars on a variety of subjects, including sports, self-care, healthcare, business, education and art, just to name a few. The content was also streamed on Facebook, Twitter and YouTube.

“This has allowed us to continue to reach our alumni in new ways and engage alumni who haven’t been able to participate, due to physical distance, in new and different things,” said Executive Director of Alumni Relations Laura Turk '87, M.S. '90.



The Men’s lacrosse alumni game was a popular Homecoming event.





Alumni Honored for Their Dedication, Service and Achievement

During the 2019 Alumni Volunteer Leadership Business Lunch and Awards Ceremony in October, four Radford University alumni were honored for their career achievements, philanthropy and professional contributions.

The Outstanding Alumnus Award was presented to Robert P. Brager '89. The award recognizes a graduate who has made remarkable contributions to society through his or her profession. This award has been presented to distinguished alumni since 1965. During Brager's 27-year career in law enforcement, he served in a variety of regions and capacities, including the Roanoke Police Department and the New York Police Department (NYPD). He has worked with thousands of individuals, including the first response to the 9/11 attacks. Brager also received the Medal of Valor award, the NYPD's highest honor, for work above and beyond the call of duty with full knowledge of risk involved.

The Outstanding Service Award was presented to Marquett B. Smith '85. The award was introduced in 1980 and recognizes a graduate who has made exceptional contributions to furthering the mission of the University and has demonstrated how an alumni can continue to support their community and Radford University through their time, talent and resources. Smith established the endowed fund CARE, the Cassidy Achievement Resource and Equality Fund, as a way to honor his daughter, a recent Radford University graduate. The fund assists students from diverse ethnic backgrounds who exhibit a need for immediate funds so they can complete their education.

The Young Alumnus Merit Award was presented to Tommy L. Morgan '16. Established in 1994, the award is given to an alumnus 35 or under who has made significant career achievements and has been actively involved in Radford University programs or civic and volunteer activities. Morgan excelled inside and outside of the classroom at Radford University, and his success has continued after graduation. He currently serves as the public relations manager for Avalara, a software company focused on business processes, e-commerce and tax solutions.

The Outstanding Alumni Philanthropist Award was presented to Peter D. Campbell '92. The award recognizes exceptional generosity and civic responsibility demonstrated by significant financial contributions to charitable organizations within the community, including the Radford University Foundation. The award is the most recent addition to the Alumni Awards, with the first award being presented in 2016. Campbell, along with classmates during his time at Radford University, formed a scholarship called Honor to Serve. Honor to Serve annually recognizes and financially supports two Radford University alumni who served in the military or careers related to first responders.



Robert P. Brager '89



Marquett B. Smith '85



Tommy L. Morgan '16



Peter D. Campbell '92



for this
infinitely

of creating
to meaning



The Venture Lab in the Davis College of Business and Economics gives student entrepreneurs a space to develop and test business concepts.

ECONOMIC DEVELOPMENT AND COMMUNITY PARTNERSHIPS



Center for Adaptive Innovation and Creativity

In December 2019, Governor Ralph Northam released a proposed 2020-2022 Biennial Budget with allocations of additional funding for various entities, including Radford University.

With an allocation of \$101 million to Radford University for construction of the Center for Adaptive Innovation and Creativity as part of a larger higher education bond package, Governor Northam said, "This historic budget moves Virginia forward by investing in learning at all levels—from early childhood education to K-12 to colleges and universities. This includes the Center for Adaptive Innovation and Creativity, and I am excited to see it help shape the future of Radford and Southwest Virginia."

President Brian O. Hemphill, Ph.D., said, "On behalf of Radford University students, faculty and staff, both current and future, I express my heartfelt appreciation to Governor Northam for including the Center for Adaptive Innovation and Creativity in his proposed budget. I look forward to continuing work with the General Assembly and other state officials to advocate for Radford University and this critical project."

The Center represents the largest capital construction project in the history of Radford University in terms of total project funding and square footage. The Center will replace existing space for the College of Visual and Performing Arts, specifically McGuffey and Porterfield Halls, and also create interdisciplinary student spaces serving the Waldron College of Health and Human Services and the Artis College of Science and Technology.

President Hemphill said, "I am very encouraged by these developments for our campus and our community. Furthermore, I remain optimistic that our vision for the Center for Adaptive Innovation and Creativity will come to life and our focus on student engagement and success will continue to grow due to support from the Commonwealth of Virginia!"

Apollo 11 Celebration Proves a Stellar Success

On July 20, 2019, an estimated 1,000 visitors to the Center for the Sciences enjoyed a daylong celebration of the 50th anniversary of the Apollo 11 moon landing. Organized by Radford University Professor of Physics Rhett Herman, Ph.D., with numerous campus and community partners, the event featured activities for all ages, including a rocket building and rocket launching station; a special Apollo 11 display in the Museum of the Earth Sciences; a spectacular full-dome planetarium show called "Moon 19"; interactive exhibits and programs led by Artis College of Science and Technology and Virginia Tech Physics Outreach faculty; creatively themed food and beverages, including the popular "space drink," Tang; a family-friendly painting workshop led by Terri Welch of Wine & Design in Christiansburg; a NASA-themed craft station sponsored by McConnell Library and the Radford Public Library; and other activities provided by Wonder Universe: A Children's Museum.

"I know that everyone involved volunteered their time, but the children's faces — and the adults who were reminiscing about that day — made it all worthwhile," Herman said, reflecting on the successful celebration. "And I'm hoping that perhaps one child — or maybe more — who came to our celebration has now decided to look ahead and is determined to be the first human to step on Mars."

Venture Lab Opens

Radford University officially opened its new home for student entrepreneurship, the Venture Lab, with a ribbon-cutting ceremony at Kyle Hall on September 26, 2019. The lab is a space for student entrepreneurs from any discipline to develop and test business concepts by connecting ideas of value to sales of a finished product or service.

Highlanders Bring Holiday Cheer to Roanoke Symphony Orchestra

The Radford University Highlanders Pipes and Drums helped kick off the holiday season for thousands of concertgoers in the Roanoke and New River valleys on December 6 and 7, 2019. The Highlanders Pipes and Drums joined the Roanoke Symphony Orchestra (RSO) for the annual Holiday Pops Spectacular, with over two hours of holiday favorites, carols and original material. RSO estimates over 250 performers were onstage during the concert.

Approximately 3,200 attended a show at the Salem Civic Center on December 6, followed by 1,200 at the Moss Arts Center in Blacksburg on December 7. The Highlanders Pipes and Drums is a traditional bagpipe and drum corps. It is led by Professor of Music Business Tim Channell, Ed.D., who also serves as chair of the Department of Music in the College of Visual and Performing Arts.

Not only did Radford support the successful holiday program with the pipes and drums, the orchestra also featured several Radford University faculty members. Those who contributed to the Holiday Pops Spectacular included Professor of Music Wayne Gallops, Ph.D., on keyboards; Adjunct Professor of Music Vladimir Kromin on violin; Assistant Professor of Music Bill Parrish on oboe; Instructor of Music Dayl Burnett, D.M.A., on trombone; and Professor Emeritus of Music Al Wojtera on drums.





HIGHLANDER HIGHLIGHT — NOELLE BISSELL, M.D. —

New River Health District Director Noelle Bissell, M.D., has been a vitally important resource during the

COVID-19 global pandemic. As the virus reached Southwest Virginia, Radford University administration relied on Dr. Bissell to provide updates and advice on how to safely reopen campus in the fall. Her contributions and experience proved to be invaluable as our region worked through complicated issues related to the pandemic. With Dr. Bissell's help, Radford University was able to bring approximately 12,000 students back to campus safely and began to see declines in positive cases of COVID-19 about a month into the fall semester. Radford University President Brian O. Hemphill, Ph.D., said, "During a time when we are seeing encouraging trends, we have to acknowledge the tremendous support we have gotten from public health officials like Dr. Bissell. They have helped us ensure our campus community continues to be a safe learning and living environment for all Highlanders!"

“Radford University has been the model of how to manage the return of students to campus during this pandemic. Together, we have weathered the storm. We are through the worst of it. What has happened is exactly what we predicted, and there have been no signs of community transmission.”

Noelle Bissell, M.D.

Radford University Announces Plans for World-Class Hotel

In October 2019, Radford University, in collaboration with the Radford University Foundation and the City of Radford, announced plans to build a hotel near campus. The hotel, which will be located at the intersection of Tyler Avenue and Calhoun Street, will be constructed on land owned by the Radford University Foundation. Four existing structures will be demolished to make way for the hotel, which will include 125 rooms, a conference center, a rooftop restaurant and on-site parking.

Radford University President Brian O. Hemphill, Ph.D., said, "The hotel will provide amenities not available at current area hotels and a proximity to campus that cannot be matched. I am confident that our campus will serve as a wonderful backdrop for area visitors and University guests. Imagine standing on the top floor of the hotel in the rooftop restaurant and seeing the beauty and excitement of our campus."

The University is collaborating with JLL, a commercial real estate services firm and the second-largest company of its kind in the world. As a Fortune 500 company, JLL will provide professional services and needed assistance with project definition and implementation. For this project, the University is working closely with the Radford University Foundation Board of Directors and Foundation staff, as well as the Radford University Real Estate Management LLC Board of Directors and officials from the City of Radford.

The hotel is included in the University's 2020-2030 Master Plan, which was approved by the Board of Visitors in December 2019. The estimated cost is between \$20 million and \$25 million. Additional details will be made available as the project moves forward.

2020-2030 Master Plan

The Radford University 2020-2030 Master Plan was developed to support the Radford University 2018-2023 Strategic Plan: "Embracing the Tradition and Envisioning the Future," which establishes the foundation for the University's sustained growth and success. The Strategic Plan contains goals and strategies to support the vision of transforming Radford University into a premier, innovative, student-centered university in the Commonwealth of Virginia and beyond with a keen focus on teaching, research and service.

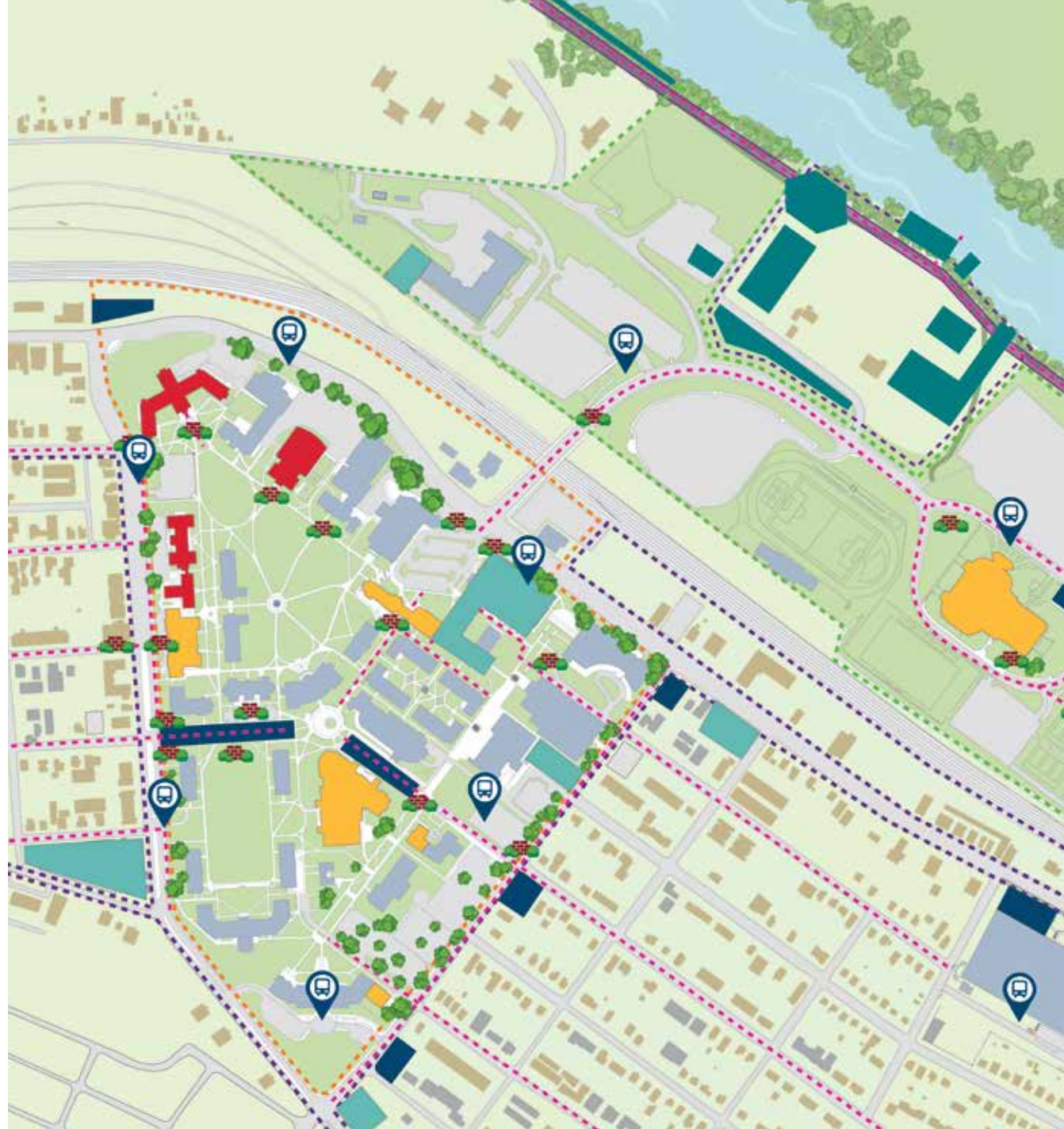
The Master Plan reflects the University's commitment to optimizing the function and utilization of existing and future facilities and enhancing the development of and overall engagement in the community. The University serves as a critical partner with the City of Radford and the New River Valley. This plan capitalizes on the scenic beauty of the main campus' ideal location in the Blue Ridge Mountains along the New River. It also encompasses further expansion into the broader region, specifically the City of Roanoke, with the establishment and operation of Radford University Carilion (RUC), which is located in the Star City's Innovation Corridor.



The goals of the Master Plan are multi-pronged.

1. Support the Strategic Plan by enabling the University's physical resources to accommodate future needs of the University. The Strategic Plan is built around six areas of emphasis: Academic Excellence and Research; Brand Identity; Economic Development and Community Partnerships; Philanthropic Giving and Alumni Engagement; Strategic Enrollment Growth; and Student Success.
2. Plan for key building footprint components.
3. Provide a detailed, long-range plan for the residential life system that provides additional beds in residence halls either on or off campus, plans for the systematic renovation of existing residence halls and improves the variety of offerings in a manner that is financially sustainable.
4. Plan for transportation and parking systems to enhance access to campus, improve user satisfaction and encourage multimodal means of transportation.
5. Plan for infrastructure systems that anticipate growth rather than react to demand. Plan for systems that continue to support and enhance the University's initiatives to maximize overall resource efficiency. Plan for systems that respond to the challenges of sustainability, including reductions in energy use and greenhouse gas emissions.
6. Enable connectivity with the City of Radford and greater Southwest Virginia through the enhancement of existing facilities and virtual infrastructure environments, as well as the establishment of new locations and programs.

The development of the 2020-2030 Master Plan was a collaborative project that included the participation of representatives across the University community and beyond. The input from these participants was vital to ensuring the goals in the Master Plan, which fully supports the Strategic Plan.



FINANCIAL HIGHLIGHTS

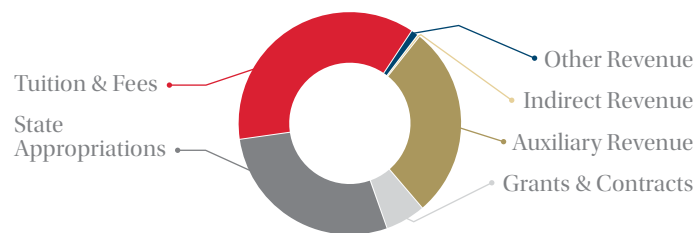
For the years ending June 30, 2016 - 2020

Operating Activity	2015-16	2016-17	2017-18	2018-19	2019-20	Dollars (\$) 5-Yr. Total
Operating Revenue						
Educational & General	\$122,589,078	\$123,656,690	\$125,833,787	\$129,943,554	\$149,905,922	\$651,929,031
Student Financial Aid	\$10,312,838	\$12,165,859	\$12,122,688	\$12,735,145	\$13,768,131	\$61,104,662
Sponsored Programs	\$5,437,087	\$4,938,313	\$6,979,604	\$9,212,891	\$10,532,922	\$37,100,818
Auxiliary Enterprise	\$66,596,922	\$66,223,432	\$70,305,202	\$73,290,023	\$67,489,698	\$343,905,277
Total Operating Revenue	\$204,935,925	\$206,984,295	\$215,241,281	\$225,181,613	\$241,696,673	\$1,094,039,787
Operating Expenses						
Educational & General	\$122,470,399	\$123,481,913	\$125,703,246	\$129,823,744	\$150,064,192	\$651,543,494
Student Financial Aid	\$10,312,838	\$12,165,859	\$12,122,688	\$12,735,145	\$13,768,132	\$61,104,662
Sponsored Programs	\$5,209,540	\$4,959,960	\$6,559,811	\$9,049,196	\$10,001,074	\$35,779,581
Auxiliary Enterprise	\$56,772,609	\$57,872,730	\$62,776,443	\$64,702,623	\$55,418,696	\$297,543,100
Total Operating Expenses	\$194,765,386	\$198,480,462	\$207,162,188	\$216,310,707	\$229,252,093	\$1,045,970,837
Total Operating Surplus/(Deficit)	\$10,170,539	\$8,503,832	\$8,079,093	\$8,870,906	\$12,444,580	\$48,068,950
University Facility Infrastructure						Square Footage 5-Yr. Growth
University Owned Space	2,556	2,795	2,814	2,814	2,809	9.9%
University Leased Space	156	138	254	292	582	273.1%
Total University Space	2,712	2,933	3,068	3,106	3,391	25.0%

NOTE: Due to rounding, values presented in the "Financial Highlights" section may not precisely equal the totals provided.

Operating Activity	2015-16	2016-17	2017-18	2018-19	2019-20	Percent Change 2019-20
Operating Revenue						
Tuition & Fees	\$73,790	\$72,224	\$73,287	\$76,459	\$88,299	15.5%
State Appropriations	\$56,492	\$60,760	\$61,555	\$62,690	\$68,100	8.6%
Grants & Contracts	\$5,603	\$5,069	\$7,166	\$9,196	\$14,474	57.4%
Auxiliary Revenue	\$66,597	\$66,223	\$70,305	\$73,290	\$67,490	-7.9%
Indirect Revenue	\$442	\$447	\$457	\$666	\$725	8.8%
Other Revenue	\$2,012	\$2,262	\$2,471	\$2,881	\$2,610	-9.4%
Total Operating Revenue	\$204,936	\$206,984	\$215,241	\$225,182	\$241,697	7.3%
Operating Expenses						
Instruction	\$67,788	\$68,545	\$69,711	\$71,356	\$83,965	17.7%
Public Service	\$291	\$373	\$397	\$428	\$505	18.0%
Academic Support	\$12,140	\$12,270	\$11,989	\$11,151	\$12,233	9.7%
Student Services	\$6,645	\$7,280	\$6,909	\$7,152	\$12,243	71.2%
Institutional Support	\$21,229	\$21,201	\$21,699	\$21,800	\$26,725	22.6%
Operation & Maintenance	\$14,377	\$13,812	\$14,998	\$17,936	\$14,394	-19.8%
Student Financial Aid	\$10,313	\$12,166	\$12,123	\$12,735	\$13,768	8.1%
Sponsored Programs	\$5,210	\$4,960	\$6,560	\$9,049	\$10,001	10.5%
Auxiliary Enterprise	\$56,773	\$57,873	\$62,776	\$64,703	\$55,419	-14.3%
Total Operating Expenses	\$194,765	\$198,480	\$207,162	\$216,311	\$229,252	6.0%

2019-20 Revenue All Funds



2019-20 Expenditures All Funds





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