

External Engagement Committee

December 2024



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External Engagement Committee

2:00 p.m.**

December 5, 2024

**Mary Ann Jennings Hovis Memorial Board Room,
Martin Hall, Third Floor, Radford, VA**

DRAFT
Agenda

- **Call to Order** Ms. Lisa W. Pompa, *Chair*
- **Approval of Agenda** Ms. Lisa W. Pompa, *Chair*
- **Approval of Minutes** Ms. Lisa W. Pompa, *Chair*
 - September 5, 2024
- **Economic Development and Corporate Education Report** Dr. Angela Joyner, *Vice President for Economic Development and Corporate Education*
 - 2-Year Strategic Plan Updates
 - Performance Metric Scorecard
 - IMPACT Lab:
 - Grant: PACE grant implementation – K-12 CTE Roundtable
 - Innovation/Development: AI integration & Provisional to Professional Update
 - Economic Development Plan Framework & Initiatives
 - Joint Commission Progress and Charter
 - Talent: GoVA/IT and Cybersecurity Pipeline Update/Testing Center
 - Place: Amphitheater exploration progress
 - Innovation: CoWorking Space
- **University Advancement Report** Ms. Penny Helms White, *Vice President for Advancement and Alumni Relations*
 - TOGETHER Campaign
 - Post-Campaign Priorities
 - Fiscal Year Fund Raising Updates
 - Student Speaker
- **Other Business** Ms. Lisa W. Pompa, *Chair*
- **Adjournment** Ms. Lisa W. Pompa, *Chair*

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

COMMITTEE MEMBERS

Ms. Lisa W. Pompa, Chair

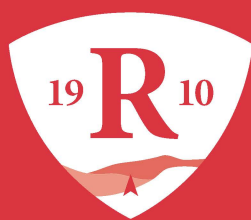
Ms. Joann S. Craig, Vice Chair

Ms. Dale S. Ardizzone

Dr. Betty Jo Foster

Mrs. Jennifer Wishon Gilbert

Meeting Materials



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Economic Development and Corporate Education

December 2024

Leadership Team



Tom Bennett II
Interim Executive Director
Vinod Chachra IMPACT Lab
Sr. Director, Operations and
Administration



Austin Taylor
Program Coordinator
Economic Development and
Community Engagement



Sharon Webb
Executive Administrative
Assistant



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Vinod Chachra IMPACT Lab

December 2024

2023-2025 Goals



Strategy	Tactic	Metrics	Baseline	Target	Progress	Status
Grow non-traditional enrollment and associated revenue	Market programs, expand partnerships and program portfolio	For CBE/CE programs, measure enrollment, revenue, completion rate, number of active partnerships, and number of CBE/CE program launches	Enrollment: 414 Revenue: \$533.3K Completion rate: 66% Partnerships: 5 Program Launches: K-12 Cybersecurity Grant pipeline: \$14M	Enrollment: 472 Revenue: \$1.3M Completion rate: 70% Partnerships: 12(new), each with minimum of 5 enrollees Program Launches: 2, each with a minimum of 10 enrollees	Enrollment: 312 Revenue: \$377K Completion rate: 44% (vs industry standard 33%) Partnerships: 6 new Program Launches: 1 Provisional to Professional Pathway – 30 learners enrolled	
	Develop strong grant pipeline and external funding sources to support revenue generation	CBE/CE grant/contract submissions and awards	Grant pipeline: \$14M submissions, \$1M awards	Grant pipeline: \$5M+, \$2M awards	In Progress Grant pipeline: \$1.57 total awards Awards: \$75K CCI grant; \$1.5 RPED grant (Year 3)	

Tactic #1 : Market programs, expand partnerships and programs

Initiative: Provisional to Professional Pathway



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30 educators enrolled

Tactic #2 : Develop strong grant pipeline and external funding sources to support revenue generation



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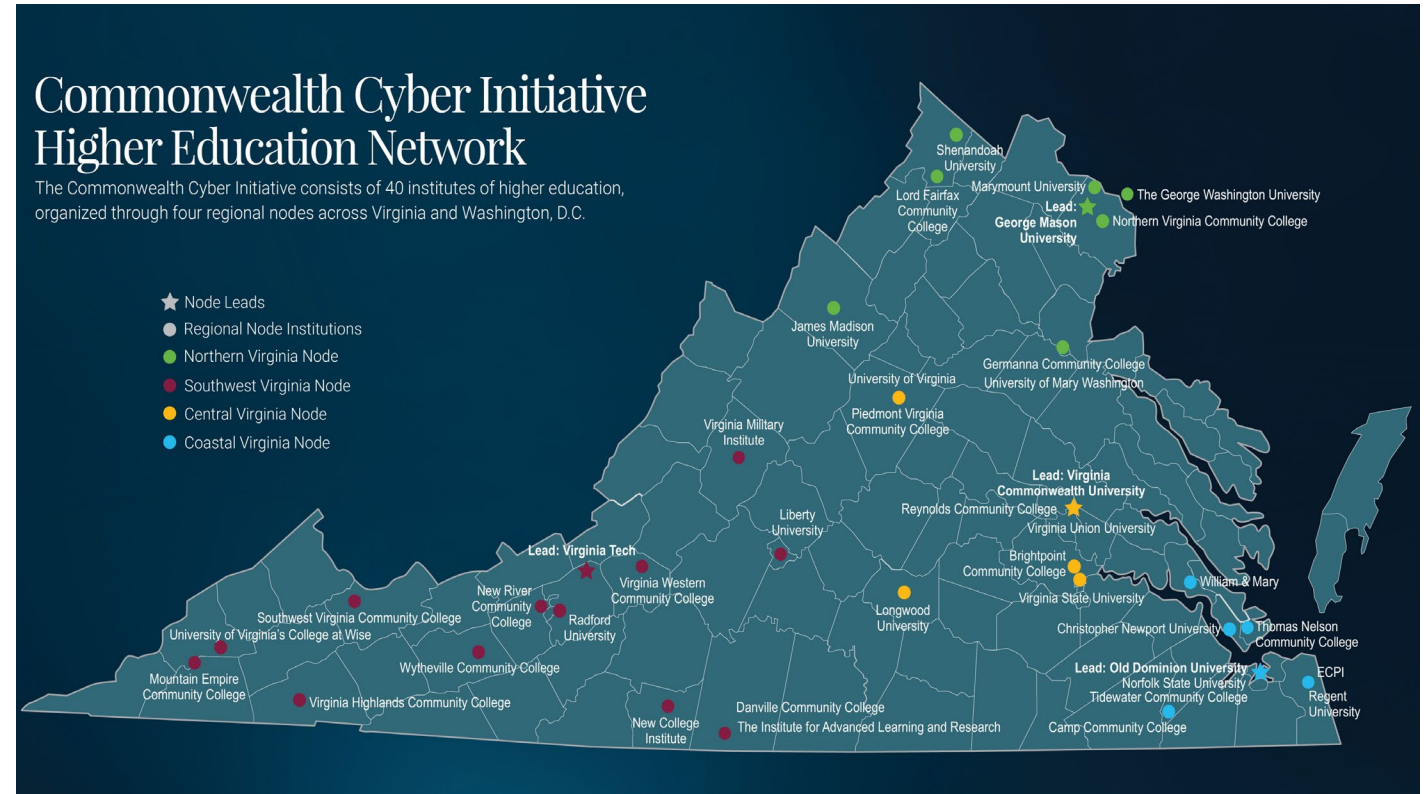
Initiative: Grant pipeline:

Commonwealth Cyber Initiative (CCI)

- \$75K grant award
- 55 learners for cybersecurity offering
- Submitting new grant for 2025

Professional Accelerated Cybersecurity Education (PACE)

- \$1.5M grant award
- K-12 cybersecurity micros
- CTE roundtable
- 2025 Cyber Summit – March





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Economic Development

December 2024

2023-2025 Goals



Strategy	Tactic	Metrics	Baseline	Baseline	Progress	Status
Become essential conduit for regional economic development	1. Develop business model for the Hub at Radford. Conduct needs assessment to inform programming and partnerships. Develop Community Impact Report.	Approved business model; approved plan for programming; approved priority for partnerships; community impact report	Capacity does not exist Baseline: 0	Approved plans/reports in place by June 2025	On Track: Needs assessment complete. Developed initial business plan for co-working space and testing center. Submitted 2024-25 budget request to support launch of Hub initiatives. Overall strategic vision/plan framework, business model and program plan are in development.	
	2. Develop strong grant pipeline and external funding sources to support initiatives	Economic development grant submissions and awards	Baseline: \$200K	Grant pipeline: \$250K; \$100K awards (totals for all partners, not just Radford University)	On Track: Total Partner pipeline: \$5.7M; Total partner awarded: \$600K; RU Pipeline: \$230K; Awards decision: pending	
	3. Establish internships with a focus on paid-internship opportunities	Number of partnership agreements (MOUs) with students participating in internships, percent of students (undergraduate and graduate) participating in work-based learning opportunities (percent in paid WBLO)	Partnership Agreements /MOUs w/internships Baseline: 0	Add three internship bearing MOUs per year, increase WBLO by 1% annually, increase paid WBLO by 1% annually	Internship bearing MOUs: 0 Current paid internships baseline: 8,404 Last 6-month internship opportunities increase: 2,690* <i>*Reflects new postings in online job board, referrals, and lead generation activity.</i>	Annually; Sept

Strategy: Become essential conduit for regional economic development

Initiative: Joint Commission



- Engage in discussion of mutual concerns, formulate actions to promote good relations, and make recommendations
- Promote joint programming to enhance the vitality and the quality of life for students and citizens of the community
- Identify, address and develop recommendations to improve the health concerns, safety and well-being of students and citizens

Strategy: Become essential conduit for regional economic development

Initiative: Joint Commission

Achievements:

- Re-aligned university membership
- Modified joint commission charter

What's Next:

- Workplan development
- Engagement/Communication plan



Strategy: Become essential conduit for regional economic development

Initiative: Amphitheater opportunity

Achievements

- Established workgroup
- Proposal and initial concept draft developed

What's Next:

- Design refinement
- Cost analysis
- Programming approach
- Go/no go decision (Spring 2025)



Features:

- *Riverview location*
- *Venue capacity +1,000*
- *Flexible venue structure*
- *Amenities (food truck area, restrooms, parking)*

Tactic #2 : Develop strong grant pipeline and external funding sources to support initiatives **Initiative:** Certification Center

Achievements:

- Hired program coordinator
- December launch – on track
- Began campus outreach with partners



Tactic #2 : Develop strong grant pipeline and external funding sources to support initiatives

Initiative: Talent Connector Program

What's Next:

- Connect students with certifications to regional employers.
- Host two Talent Connector events (Spring 2025 & 2026)
- Expand certifications offered





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Discussion

Advancement and Alumni Relations



**REPOSITION
RESOURCES TO
MAINTAIN
AFFORDABILITY**

Strategy: To establish a data-driven annual fundraising goal that aligns with the financial needs, strategic priorities and long-term stability of the university

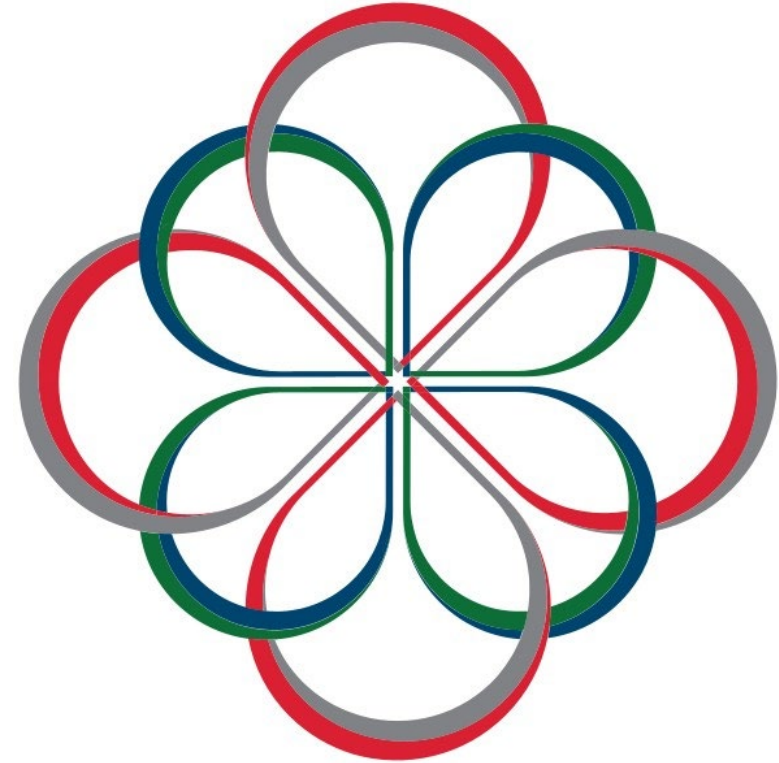
Tactic 1: Complete TOGETHER – The Campaign for Radford University - **COMPLETED**

\$106,693,338

TOGETHER: The Campaign for Radford University

Timeline

- 2016 - Pre-campaign planning
- 2017 - Silent phase launched
- April 2020 – Planned public launch (Postponed)
- April 2021 - Publicly launched (Virtual)
- June 30, 2024 - Campaign closed
- October 5, 2024 - Campaign closing celebration



TOGETHER

THE CAMPAIGN FOR
RADFORD UNIVERSITY

nearly

56K

total gifts made

supporting

1,092

unique funds

TOGETHER

THE CAMPAIGN FOR
RADFORD UNIVERSITY

18K

total donors

38%

made gifts less than \$50

TOGETHER

THE CAMPAIGN FOR
RADFORD UNIVERSITY

178

new scholarships created
bringing the total to

662

In 2023-2024 nearly

1,200

students received
Donor-Funded scholarships

51%

TOGETHER

THE CAMPAIGN FOR
RADFORD UNIVERSITY

139

new endowments created

99

planned gifts made
totaling almost

\$33M

TOGETHER

THE CAMPAIGN FOR
RADFORD UNIVERSITY

Faculty and staff
participation rate over the
life of the campaign

27%

66%

of donors made their first gift
during this campaign

Post-Campaign Priorities

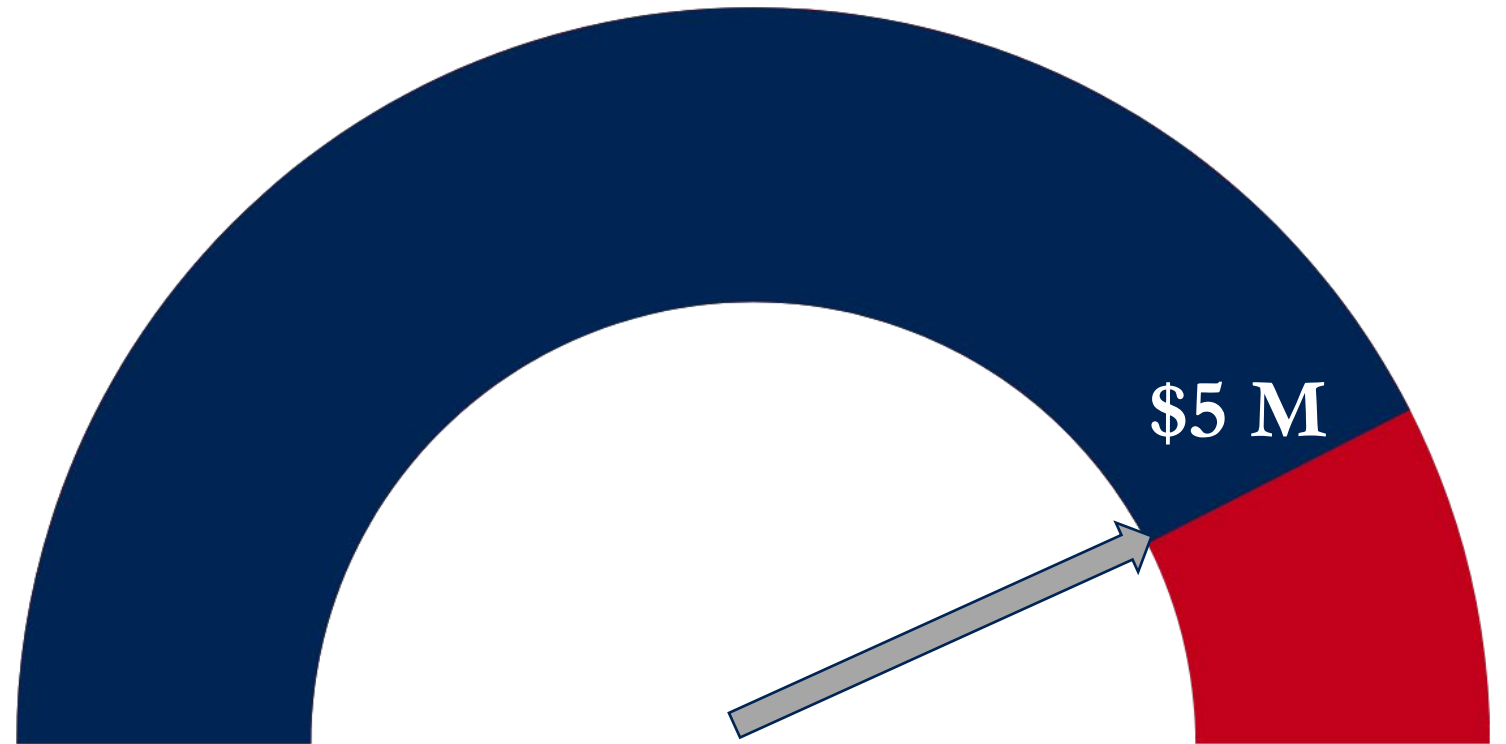
- Meetings with university leadership
- Funding priorities will be determined by the new Strategic Plan
- Build Pipeline
 - Continued focus on donor stewardship and alumni engagement
 - Comprehensive and strategic annual communication plan with end-user in mind
 - Focus on participation through Annual Giving
 - Increase activity in the digital space

REPOSITION
RESOURCES TO
MAINTAIN
AFFORDABILITY

Strategy: To establish a data-driven annual fundraising goal that aligns with the financial needs, strategic priorities and long-term stability of the university

FY25 PROGRESS TO FUNDRAISING GOAL OF \$6 MILLION

(As of 10/31)



Planned Gifts

REPOSITION RESOURCES TO MAINTAIN AFFORDABILITY

Strategy: To establish a data-driven annual fundraising goal that aligns with the financial needs, strategic priorities and long-term stability of the university



Retired faculty member and administrator Dave Moore dedicated more than 40 years of service to Radford University, describing campus as his second home. Inspired by the university's continued success, Dave established a scholarship that he contributes to by using IRA's required minimum distribution as a convenient way to donate tax-free gifts.

Highlander Giving Day

- Began on Tuesday, December 3 at 8:00 am EST
- Ended on Wednesday, December 4 at 5:10 pm EST
- 17 projects



REPOSITION RESOURCES TO MAINTAIN AFFORDABILITY

Strategy: Cultivate long-term and meaningful relationships with alumni to increase engagement, volunteering and philanthropic giving for the long-term stability of the university



DISTINCTION

Strategy: Highlight alumni success stories that demonstrate areas of distinction



Sean Peay '91
Outstanding Alumnus



Denny VanPelt '94
Outstanding Alumni Philanthropist



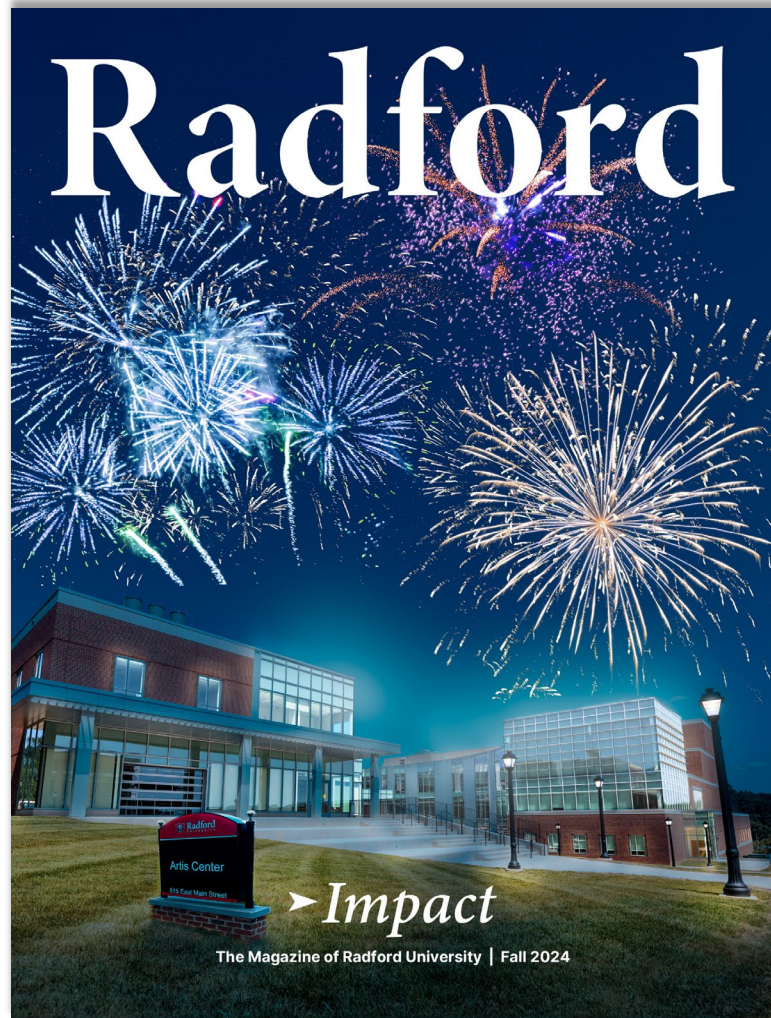
Debbie Sherman-Lee '73
Outstanding Alumni Service



Wyatt Toehlke '18
Outstanding Young Alumnus

DISTINCTION

Strategy: Highlight alumni success stories that demonstrate areas of distinction



REPOSITION RESOURCES TO MAINTAIN AFFORDABILITY

Strategy: To establish a data-driven annual fundraising goal that aligns with the financial needs, strategic priorities and long-term stability of the university



GG+A

Feasibility study for future athletic campaign



DO YOU NEED HELP PAYING FOR YOUR
Highlander Education?

APPLY STARTING NOV. 1

For priority consideration, apply by Feb.5

NEARLY
1,000
students received
scholarships in 2023-24.

OVER
\$3.2M
to be awarded in
2025-26.



To apply, scan the code and use your Radford login and password. Most recipients will be notified during the spring semester by email from FOUNDSCHOLAR@RADFORD.EDU.

RADFORD.ACADEMICWORKS.COM

QUESTIONS?
contact Cherie Durbin at
CDURBIN2@RADFORD.EDU.

2025-26

Foundation Scholarship Donor-Funded Application Cycle

Opened on Friday, Nov. 1

(Students should apply before Feb. 5
for priority consideration)

How to Apply Instructions,
FAQs, and more available at:

www.radford.edu/foundation-scholarships

Student Leader: Maddie Canterbury

- First generation college student
- Senior pursuing a Bachelor's degree in Elementary Education
- Honors College
- Historian of Kappa Delta Pi
- Vice President of RU Ambassadors
- Schoolhouse living-learning community member
- Radford University Tour Guide
- Student worker in Alumni Office
- Recipient of two Donor-Funded Scholarships





Discussion

Minutes



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External Engagement Committee
1:15 p.m.
September 5, 2024
Mary Ann Jennings Hovis Memorial Board Room
Martin Hall, Third Floor, Radford, VA

DRAFT
Minutes

Committee Members Present

Ms. Lisa W. Pompa, Chair
Ms. Joann S. Craig, Vice Chair Mr.
Dale S. Ardizzone
Dr. Betty Jo Foster
Mrs. Jennifer Wishon Gilbert

Board Members Present

Mr. Marquett Smith, Rector
Ms. Jeanne S. Armentrout
Ms. Betsy D. Beamer
Ms. Callie M. Dalton
Mr. William C. Davis
Mr. Tyler W. Lester
Mr. George Mendiola Jr.
Mr. David A. Smith
Mr. Jonathan Sweet
Mr. James C. Turk

OTHERS PRESENT

Dr. Bret Danilowicz, President
Ms. Lisa Ghidotti, Executive Director for Government Relations
Ms. Penny Helms White, Vice President for University Advancement
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education
Dr. Robert Hoover, Vice President for Finance and Administration
Dr. Dannette Beane, Vice President for Enrollment Management and Strategic Communications
Dr. Bethany Usher, Provost and Senior Vice President for Academic Affairs

Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President
Ms. Susan Richardson, University Counsel

Call to Order

Ms. Lisa W. Pompa, Chair, formally called the External Engagement Committee meeting to order at 12:30 p.m. in the Mary Ann Jennings Hovis Memorial Board Room, Martin Hall, Third Floor, Radford, Va.

Approval of Agenda

Ms. Pompa asked for a motion to approve the September 5, 2024, agenda, as published. Mr. David S. Ardizzone made the motion and Mr. Marquett Smith, Rector, seconded, and the motion carried unanimously.

Approval of Minutes

Ms. Pompa asked for a motion to approve the minutes of the June 6, 2024, meeting of the External Engagement Committee meeting, as published. Mr. Marquett Smith, Rector, made the motion. Mr. Dale S. Ardizzone seconded, and the motion carried unanimously.

Economic Development and Corporate Education Report

Vice President for Economic Development and Corporate Education Angela Joyner shared that the IMPACT LAB strategy is pacing behind the initial 2-year target goals of enrollment, revenue and new partnerships. The comprehensive plan is to address enablers and barriers to enrollment, revenue generation, and partnership cultivation. The pricing structure, program health, business development strategies and program alignment and market analysis are also being addressed. However, the overall completion rate was above industry benchmarks.

Dr. Joyner explained that the IMPACT team has been able to secure new partnerships with the Katzcy (pronounced Cats eye), Commonwealth Cyber Initiative, Virginia Union and to expand its partnerships for the new Provisional to Professional Pathway with additional school districts. The Provisional to Professional Pathway continues to build momentum with provisionally licensed teachers. Enrollment has surpassed the initial launch target by more than double (21 vs. a target of 10).

Dr. Joyner reported that the plans for the Coworking space and Regional Testing center at the HUB are well underway and the targeted launch for both initiatives is December 2024. The extensive work to build partnerships is paying off resulting in work-based learning opportunities for students. Dr. Joyner shared the collaboration of Radford University and the City of Radford to host the inaugural Radford Community Fest. Business owners consistently talked about the positive impact it had on their business and the community. This elevates the institution's reputation and increases Radford's economic and community impact.

University Advancement Report

Vice President for University Advancement Penny Helms White shared that University Advancement has completed the search for the Senior Director of Advancement and Communication and Donor Relations with Hunter Gresham joining the team on August 26.

Ms. White updated the committee on the progress of the University Advancements goals as it relates to the two-year strategic plan. Under the goal of distinction, the strategy is to highlight alumni success stories that demonstrate areas of distinction. On Friday, August 16, Eugene Naughton, class of 1989 and President of Dollywood joined us on campus to kick off the academic year. Eugene shared his insights about building a culture of excellence for our university community. Over five hundred faculty and staff participated in the event.

Alumni Relations social media followers increased by 3.3% and we had a 5.5% increase in alumni volunteers over the last fiscal year. Increase in donor satisfaction yielded steady numbers along with donor retention and alumni giving rates. Targeted growth is expected with the goal of increasing planned gifts. Rebekah LaPlante joined the team in May and has developed a marketing plan for our alumni that will better explain gift planning and the different ways available to include Radford in an estate plan.

Ms. White announced that the feasibility study for a future athletic campaign is underway with Huron | GG+A. All data and supporting materials have been submitted and 1:1 campus interviews are completed. Recommendations from the GG+A study for the Alumni Program Review are being implemented including sunsetting current or recent offerings to ensure adequate bandwidth with alumni relations. The magazine will now be on a standardized production schedule focusing on impact and donor profiles and we will continue to enhance Radford's overall digital communications and engagement strategy.

In closing, Ms. White invited Raymond Ladd, a sophomore, and a pitcher on the baseball team to share what it means for him to be a Highlander.

ADJOURNMENT

With no further business to come before the committee, the meeting adjourned at 1:41 p.m.

Respectfully submitted,

Sharon R. Ratcliffe
Executive Assistant to the
Vice President of University Advancement

End of Board of Visitors Materials

