



External Engagement Committee
2:00 p.m.
December 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. James C. Turk

Others Present

Dr. Bret Danilowicz, President
Ms. Lisa Ghidotti, Executive Director for Government Relations and Strategic Initiatives
Ms. Penny Helms White, Vice President for Advancement and Alumni Relations
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
Dr. Susan Trageser, Vice President for Student 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 1:56 p.m. in the Mary Ann Jennings Hovis Memorial Board Room, Martin Hall, Third Floor, Radford, Va.

Approval of Agenda

Ms. Lisa Pompa asked for a motion to approve the December 5, 2024, agenda, as published. Mr. Dale S. Ardizzone made the motion and Ms. Joann Craig seconded, and the motion carried unanimously.

Approval of Minutes

Ms. Lisa Pompa asked for a motion to approve the minutes of the September 5, 2024, meeting of the External Engagement Committee meeting, as published. Ms. Joann Craig 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 reported that the IMPACT Lab achieved 312 enrollments at the September census, below the two-year target and last year's enrollment of 414. Several key factors contributed to this outcome:

- Shift in enrollment delivery: A portion of enrollment commitments shifted to the fiscal year 2024-25 period. Despite this, 200 new learners were enrolled in non-credit programs through the Lab's ongoing partnership with the Virginia Department of Education.
- Leadership and business development transitions: Changes in leadership and business development have also impacted enrollment efforts.

Vice President Joyner provided an update on the IMPACT Lab action plan. Tom Bennett, serving as the Interim Executive Director, is prioritizing the delivery of development, grant and contract commitments. Progress continues on pricing, market and program analysis, which remains on track. The Provisional to Professional Pathway is gaining significant momentum among provisionally licensed teachers. Current enrollment has reached 30 learners, tripling the initial launch target of 10.

Vice President Joyner shared that an offer has been extended and accepted for the next Director for Economic Development and Community Engagement. The team is anticipating the new director to start later this month. The Regional Testing Center remains on track for its December launch. Austin Taylor has joined the team as the new Program Coordinator and will lead the testing center's operations. Progress has also begun on the IT & Cybersecurity Talent Connector program. The team has convened an advisory board comprising of industry and pipeline partners and initiated outreach to Virginia Tech and New River Community College. Efforts to build extensive partnerships continue to have significant impact. These collaborations are creating work-based learning opportunities for our students, providing speaking engagements for President Danilowicz and faculty, and fostering new regional projects. Key examples include participation in events such as DisruptUP AI Conference, the Blue Ridge Partnerships for Health Sciences Talent Summit, the Onward NRV Investor Meeting, the Virginia Economic Development Partnership's Regional Roundtable, and the upcoming Regional Talent Summit, which Radford University will host in the spring in collaboration with Onward NRV. The partnership with the City of Radford is also advancing positively. Highlights include the establishment of a new Joint Commission Charter, promising progress on the Amphitheater Project,

and several other projects currently in development. Appreciation goes to the workgroups, commission members, and all involved for their dedication to the city and region's growth.

Advancement and Alumni Relations Report

Vice President for Advancement and Alumni Relations Penny Helms White announced the successful completion of the TOGETHER campaign for Radford University. The celebration was held on Saturday, October 5, when the total amount raised, \$106,693,338, was announced. During the life of the campaign nearly 56,000 total gifts were made supporting 1,092 unique funds. The campaign received support from over 18,000 donors, with 38% contributing gifts of less than \$50. As a result, 178 new scholarships were created, and the faculty and staff participation rate reached 27%. Post-campaign priorities will focus on building our donor pipeline, engaging with university leadership and aligning funding goals with the new strategic plan.

Vice President White shared that, as of October 31, we have secured \$5 million toward our \$6 million FY25 goal. Through our tactic of enhancing donor engagement with planned giving and the planned giving awareness campaign, we have successfully secured four planned gifts this fiscal year.

Homecoming was held October 3–5 and featured expanded activities throughout the weekend, including the campaign celebration. As part of our strategy to highlight alumni success, we will continue showcasing accomplished graduates, with the Radford Magazine serving as a primary platform for these features.

In closing, Maddie Canterbury, a student leader, shared her Radford journey. As a first-generation college student, Maddie has excelled both academically and through campus involvement. She is a member of the Honors College, Historian of Kappa Delta Pi, Vice President of RU Ambassadors, a participant in the Schoolhouse Living-Learning Community, a Radford University tour guide, and a student worker in the Alumni Office. Maddie is also the proud recipient of two donor-funded scholarships.

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

