

RADFORD UNIVERSITY
BOARD OF VISITORS
UNIVERSITY ADVANCEMENT AND ALUMNI RELATIONS COMMITTEE MEETING

September 13, 2012, 11:00 am
Board Room, Martin Hall
Radford University

APPROVED

MINUTES

COMMITTEE MEMBERS PRESENT:

Ms. Sandra C. Davis, Vice Chair
Mr. Anthony R. Bedell
Ms. Georgia Anne Snyder-Falkinham
Mr. Michael A. Wray
Ms. Linda K. Whitley-Taylor, Rector
Mr. Milton C. Johns, Vice Rector

COMMITTEE MEMBERS ABSENT:

Mr. Stephan Q. Cassaday, Chair

BOARD MEMBERS PRESENT:

Ms. Nancy E. Artis
Mr. J. Brandon Bell
Ms. Mary W. Campbell
Mr. Matthew B. Crisp
Dr. Kevin R. Dye
Mr. Darius A. Johnson
Ms. Ruby W. Rogers
Ms. Wendy S. Tepper

OTHERS PRESENT:

President Penelope W. Kyle
Mr. Richard Alvarez, Vice President for Finance and CFO
Dr. Laura Jacobsen, Associate Professor of Mathematics Education
Ms. Christy Jackson, Assistant Director of University Relations
Mr. Danny Kemp, Vice President for Information Technology and CIO
Ms. Jo A. Kiernan, Special Assistant to the President
Ms. Margaret D. McManus, University Auditor
Dr. Sam Minner, Provost and Vice President for Academic Affairs
Mr. James Noel, Assistant Attorney General, Commonwealth of Virginia

Ms. Robyn J. Porterfield, Assistant Vice President for University Advancement
Dr. Deborah J. Robinson, Vice President for University Advancement
Mr. David Sanok, Account Manager at Diligent Board Member Services
Dr. Mark R. Shanley, Vice President for Student Affairs

CALL TO ORDER

Ms. Sandra Davis, Committee Vice Chair, called the meeting to order at 11:00 a.m., Thursday, September 13, 2012, in the Board Room in Martin Hall at Radford University and asked each Board member of the Committee to introduce themselves.

APPROVAL OF AGENDA

Ms. Davis asked for a motion to approve the agenda, as published in advance. Mr. Anthony Bedell made the motion and the motion was seconded by Mr. Michael Wray. The motion carried.

APPROVAL OF MINUTES

Ms. Davis asked for a motion to approve the minutes of the May 3, 2012 meeting. Mr. Milton Johns made the motion and Mr. Bedell seconded. The motion carried.

UNIVERSITY ADVANCEMENT REPORT

Ms. Davis introduced Dr. Deborah Robinson, Vice President for University Advancement, and asked her to give the Committee a report on the activities of the Advancement Department. Dr. Robinson shared a Power Point presentation which included an Advancement Assessment Report, Year End Results for FY 2011-2012 and Goals for FY 2012-2013. Dr. Robinson told the Committee that upon arriving at Radford in March 2012, she conducted an assessment of the advancement operations and personnel to understand issues and opportunities for fundraising at Radford University.

Dr. Robinson reported that at fiscal year-end 2011-2012, a total of \$4,796,345 was raised toward a goal of \$6 million. She gave a breakdown of designations. Dr. Robinson reported on historical giving and the upward trend since FY 2007. She stated that alumni participation numbers are down, probably due to the fact that the university had not had an annual giving director for the past three years. Dr. Robinson shared with the Board a breakdown of constituent giving.

Dr. Robinson reported goals for the FY 2012-2013 year were established to reflect \$1,500,000 (20% increase) for current use; \$4,500,000 (18% increase) for other major/planned gifts for a total of \$6 million. She stated that the alumni giving participation goal was set at seven percent (4,000 donors), an increase of 1,000 new alumni donors.

Dr. Robinson informed the Board of several initiatives planned for FY 2012-2013, which include two new positions: a new gift officer based in the Northern Virginia area and an Assistant VP for Advancement to oversee the areas of alumni, annual and planned giving and the administrative

duties of the department. Dr. Robinson stated that the addition of these two staff members will allow her to spend most of her time on the road fundraising.

She also stated that a senior gift campaign would be established and that she will address the need to increase faculty and staff giving. Dr. Robinson announced that an alumni survey would be conducted to assist the department in increasing alumni participation. The initial results will be received in December. Twenty other universities are participating in this survey, including one other Virginia university.

Dr. Robinson stated that as of August 31, 2012, a total of \$815,017 has been raised towards the goal of \$6 million for the year.

Mr. Matthew Crisp asked if the Board had attained 100% giving, and Mrs. Artis reported that last year's board had 10 out of 15 Board members who made a financial commitment.

ADJOURNMENT

The meeting adjourned at 12:00 p.m.