

External Engagement Committee  
2:15 p.m.  
June 6, 2024  
Kyle Hall, Room 340, Radford, VA

**DRAFT**  
MINUTES

Committee Members Present

Ms. Lisa W. Pompa, Chair  
Mr. James C. Turk, Vice Chair  
Dr. Betty Jo Foster  
Mrs. Jennifer Wishon Gilbert

Committee Member Absent

Ms. Betsy D. Beamer

Board Members Present

Dr. Debra K. McMahon, Rector  
Mr. Marquet Smith, Vice Rector  
Mr. Robert A Archer  
Ms. Jeanna Armentrout  
Dr. Jay A. Brown  
Ms. Joann S. Craig  
Mr. Tyler W. Lester  
Mr. George Mendiola Jr.  
Mr. David A. Smith

Others Present:

Dr. Bret Danilowicz, President  
Ms. Lisa Ghidotti, Executive Director of Government Relations  
Ms. Penny Helm 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 Academic Affairs  
Dr. Kurt Gingrich, President of Faculty Senate  
Ms. Karen Casteels, Secretary to the Board of Visitors and Special Assistant to the President  
Ms. Susan Richards, University Counsel

Call to Order

Ms. Lisa W. Pompa, Chair formally called the External Engagement Committee meeting to order at 2

#### Approval of Agenda

Ms. Pompa asked for a motion to approve the 6/2024 agenda, as published. Dr. Betty Jo Foster made the motion and Mrs. Jennifer Wishon Gilbert seconded, and the motion carried unanimously.

#### Approval of Minutes

Ms. Pompa asked for a motion to approve the minutes of the March 2021 meeting of the External Engagement Committee as published. Dr. Betty Jo Foster made the motion. Mrs. Jennifer Wishon Gilbert seconded, and the motion carried unanimously.

Economic Development and Corporate Education Foot

To cultivate long-term and meaningful relationships with alumni through increasing engagement, volunteering, and philanthropic giving for the long-stability of the university, the College of Education and Human Development alumni held a pancakes and care packages event during exam week. Both of this year's spring commencement speakers were alumni. Ms. Amanda Cox, MBA '21, was the graduate hooding ceremony speaker and Mr. Mark Pappas was the undergraduate ceremony speaker. This allows to share two successful alumni private events held and the senior block party are other ways alumni are involved with the university.

In other updates, save-the-dates cards have been mailed for the invitation only campaign celebration event and we will be hosting multiple events to acknowledge the donors to the campaign. To date, 174 scholarships have been established because of the TOGETHER and the Alumni Executive Scholarship has 100% participation from the board with over a \$28,000 commitment of gifts and or pledges. Looking ahead, the athletics feasibility study, being conducted with Huron/GG+A, is underway. This will be a six to eight month process and updates will be made to the board as milestones are reached in this project.

Vice President White shared the story of retired faculty member Dr. Liz Altier, dedicated herself to showing her students the power of inclusive education. To date, her crowdfunding campaign has raised almost \$11,000. Ms. White also shared an alumni story that culminated into a seven-figure planned gift. Ms. Phebe Walker, a current student, shared her story with the committee and the importance of scholarships, which have allowed her to continue her education with little debt.

In closing, Vice President White shared a story that demonstrated the power of planned giving and illustrates why it is crucial to keep our alumni informed and involved so they will benefit the university.

#### Adjournment

With no further business to come before the committee, the meeting adjourned at 3:21 p.m.

Respectfully submitted,

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

End of Board of Visitors Materials

