RADFORD UNIVERSITY BOARD OF VISITORS
ADVANCEMENT/ALUMNI RELATIONS & COMMUNICATIONS/MARKETING COMMITTEE
8:30 A.M.**
SEPTEMBER 15, 2016
BOARD ROOM
THIRD FLOOR – MARTIN HALL
RADFORD, VIRGINIA

AGENDA

- CALL TO ORDER
  Mr. Randolph “Randy” Marcus, Chair

- APPROVAL OF AGENDA
  Mr. Randolph “Randy” Marcus, Chair

- APPROVAL OF MINUTES
  Mr. Randolph “Randy” Marcus, Chair

- UNIVERSITY RELATIONS REPORT
  Mr. Joe Carpenter, Vice President for University Relations & Chief Communications Officer
  - Branding & Marketing Update

- UNIVERSITY ADVANCEMENT REPORT
  Ms. Melissa Wohlstein, Vice President for University Advancement
  - Year End Results for Fiscal Year 2015-2016
  - Advancement and Alumni Relations Report
  - Upcoming Advancement and Alumni Relation Activities

- ENROLLMENT MANAGEMENT REPORT
  Ms. Katherine McCarthy, Vice President for Enrollment Management

- OTHER BUSINESS
  Mr. Randolph “Randy” Marcus, Chair

- ADJOURNMENT
  Mr. Randolph “Randy” Marcus, Chair

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

Advancement/Alumni Relations & Communication/Marketing Committee:
Mr. Randolph “Randy” Marcus, Chair
Ms. Callie M. Dalton, Vice Chair
Mr. Robert A. Archer
Ms. Mary Ann Hovis
Ms. Alethea “A.J.” Robinson
RADFORD UNIVERSITY BOARD OF VISITORS
ADVANCEMENT/ALUMNI RELATIONS & COMMUNICATIONS/MARKETING COMMITTEE
2:30 P.M.
MAY 5, 2016
BOARD ROOM
THIRD FLOOR-MARTIN HALL
RADFORD UNIVERSITY
MINUTES

COMMITTEE MEMBERS PRESENT

Dr. Kevin R. Dye, Chair
Ms. Callie M. Dalton, Vice Chair
Ms. Mary Ann Hovis
Mr. Mark Lawrence
Ms. Georgia Anne Snyder-Falkingham

OTHER BOARD MEMBERS PRESENT

Mr. Anthony Bedell, Rector
Mr. Christopher Wade, Vice Rector
Ms. Mary W. Campbell
Ms. Krisha Chachra
Mr. Randolph “Randy” Marcus
Ms. Ruby W. Rogers
Ms. Alethea “A.J.” Robinson
Mr. Steve Robinson
Dr. Jerry Kopf, faculty representative (non-voting advisory member)

OTHERS PRESENT

President Penelope W. Kyle
Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer
Ms. Michele N. Schumacher, Secretary to the Board of Visitors
Ms. Melissa Wohlstein, Vice President for University Advancement
Mr. Allen T. Wilson, Senior Assistant Attorney General, Commonwealth of Virginia
Radford University faculty and staff

CALL TO ORDER

Dr. Kevin R. Dye, Chair, formally called the meeting to order at 4:30 p.m. in the Board Room in Martin Hall, Radford University and noted that pursuant to the draft Agenda as published “All
start times for committees are approximate only. Meetings may begin either before or after the
listed approximate start time as committee members are ready to proceed.”

**APPROVAL OF AGENDA**

Dr. Dye asked for a motion to approve the May 5, 2016 meeting agenda, as published. Ms.
Callie M. Dalton so moved and Ms. Georgia Anne Snyder-Falkinham seconded the motion and
the motion carried unanimously.

**APPROVAL OF MINUTES**

Dr. Dye asked for a motion to approve the minutes of the February 1, 2016 meeting of the
Advancement/Alumni Relations & Communications/Marketing Committee, as published. Ms.
Snyder-Falkinham so moved and Mr. Lawrence seconded the motion and the motion carried
unanimously. A copy of the approved minutes can be found at
http://www.radford.edu/content/bov/home/meetings/minutes.html.

**UNIVERSITY RELATIONS REPORT**

Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer,
provided an update on the progress of the marketing and advertising campaign through the spring
2016 and noted that University Relations has undertaken new initiatives and projects including
coordinating the Master of Business Administration (MBA) program marketing strategy, and
assisting with the rollout of the branding campaign for the College of Business and Economics.
A copy of Mr. Carpenter’s presentation is attached hereto as Attachment A and is made a part
hereof.

Dr. Dye thanked Mr. Carpenter for his report.

**UNIVERSITY ADVANCEMENT REPORT**

Ms. Melissa Wohlstein, Vice President for University Advancement updated the Committee on
fundraising through March 31, 2016. Ms. Wohlstein also gave an update on several of the
Committee’s goals and noted (i) that it is anticipated that there will be a 100% giving
participation among Board of Visitors members, (ii) that there are 192 new alumni donors, and
(iii) that there are 400 new donors among the senior class which was a result of several initiatives
to educate the student body on the importance of philanthropy. Ms. Wohlstein also provided an
overview of alumni relations activity to date for fiscal year 2016 and she informed the
Committee that the Radford University Alumni Association, LLC paperwork has been completed
and approved by the Radford University Foundation. A copy of Ms. Wohlstein’s presentation is
attached hereto as Attachment B and is made a part hereof.

Dr. Dye thanked Ms. Wohlstein for her report.
ADJOURNMENT

With no further business to come before the Committee, Dr. Dye, Chair, adjourned the meeting at 5:45 p.m.

Respectfully submitted,

Michele N. Schumacher
Secretary to the Board of Visitors
Branding & Marketing Progress Report

- Fall/Winter Campaign Activity Summary
- Spring Advertising Campaign
- Upcoming Spring Projects
Fall/Winter Campaign Activity Summary
## Fall/Winter Campaign Activity Summary

<table>
<thead>
<tr>
<th>Key Dates</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radford Admissions Tour</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Undergrad Open Houses</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Undergrad Application Deadlines</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Transfer Application Deadlines</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Undergrad Acceptance Deadline</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>Print</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Out Of Home</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Radio</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Streaming Radio</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TV</strong></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Online Video</strong></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>Digital</strong></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Paid Search</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Fall/Winter Advertising Impression Summary

<table>
<thead>
<tr>
<th>Media</th>
<th>Impression Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Display</td>
<td>28,350,832</td>
</tr>
<tr>
<td>Out of Home</td>
<td>26,670,764</td>
</tr>
<tr>
<td>TV</td>
<td>17,921,159</td>
</tr>
<tr>
<td>Radio</td>
<td>5,134,028</td>
</tr>
<tr>
<td>Print</td>
<td>3,256,818</td>
</tr>
<tr>
<td>Online Video</td>
<td>3,022,723</td>
</tr>
<tr>
<td>Streaming Radio</td>
<td>1,538,716</td>
</tr>
<tr>
<td>Paid Search</td>
<td>572,210</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>86,467,250</strong></td>
</tr>
</tbody>
</table>

- Table represents all media impressions in market from Sept ’15 through Feb ’16
- Campaign delivered 33% more impressions than original goal of 64.7M
  - Additional media impressions were placed in January on Digital Display, Out of Home, Radio, Print, & Streaming Radio
Accelerated January Campaign Strategy

• A portion of the remaining Spring budget was allocated toward an accelerated advertising campaign that would help drive applications in Richmond and select Maryland markets ahead of Feb 1 deadline

• Tactics included:
  – Full page ad in Richmond Magazine’s “Best Colleges/Universities” issue
  – Digital billboard locations on key highways in the Richmond metro
  – 4-week schedule of :30 radio ads in Richmond targeting parents & influencers
  – Online video and streaming radio impressions geo-targeted to Richmond market
  – Digital display impressions on a network of local news sites in Richmond and feeder MD markets

• Campaign resulted in 12.6 million impressions targeted to the Richmond market and 2.9 million impressions in three key Maryland markets (Montgomery, Howard, Washington counties) during the month of January
Accelerated January Campaign Results

<table>
<thead>
<tr>
<th>Richmond DMA</th>
<th>Jan ’15</th>
<th>Jan ’16</th>
<th>YoY +/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Sessions</td>
<td>21,063</td>
<td>55,342</td>
<td>+163%</td>
</tr>
<tr>
<td>Organic Search Traffic</td>
<td>7,793</td>
<td>30,829</td>
<td>+296%</td>
</tr>
<tr>
<td>Direct Traffic</td>
<td>9,017</td>
<td>16,946</td>
<td>+88%</td>
</tr>
<tr>
<td>Referral Traffic</td>
<td>4,158</td>
<td>6,760</td>
<td>+63%</td>
</tr>
</tbody>
</table>

- As a result of the accelerated marketing initiative, website traffic originating from the Richmond market was elevated during the month of January.
- Organic search traffic – which measures the amount of users visiting the Radford site from a search engine – had the largest increase in January, and is typically used to measure the efficacy of traditional media’s presence in market (out of home, print, radio, TV).
- 81% of all traffic to the Undergraduate landing page was from Richmond, Washington DC and Baltimore markets.
The greatest volume of advertising impressions were scheduled during the November and January months.

The campaign strategy was set up to generate awareness of Radford during the key fall months when students are researching schools, and reinforce brand recognition during the month of January when students are ready to apply.
Site Traffic to Radford Admissions by Month

- Traffic to the Radford Admissions section of the website experienced a spike during the months of November and January.
Pattern of web traffic to the Radford Admissions pages mirrors the pattern of monthly advertising impression volume in the market.
• Overall, there was a 72% YoY increase in Admissions pages traffic during Sept-Feb
• Radford Admissions pages experienced a 90% YoY increase in website sessions in November and a 128% YoY increase in sessions in January
• Lift in web traffic can be attributable to advertising in market, as traffic numbers returned to baseline during periods when advertising was not in market (Sept, Dec)
Advertising’s Impact on Applications - New Freshmen

During the months when advertising presence was heaviest in the market, there were noticeable increases in the rate of applications during the admissions cycle and compared to Fall 2015.

Fall 2015 application trends did not show these corresponding increases during the same months.
Advertising’s Impact on Applications - Transfer

The rate of transfer applications spiked starting in January, demonstrating a similar pattern to Fall 2015.
Total Transfer applications are up 15.1% YoY through March 1st 2016.
• New Freshmen & Transfer applications are at a 0.5% YoY decrease through March 1st 2016
Advertisting’s Impact on Applications - Freshmen/Transfer

<table>
<thead>
<tr>
<th></th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions (0000)</td>
<td>45</td>
<td>1389</td>
<td>5186</td>
<td>5260</td>
<td>7740</td>
<td>7842</td>
</tr>
<tr>
<td>Applications</td>
<td>341</td>
<td>1391</td>
<td>4100</td>
<td>4869</td>
<td>7217</td>
<td>7946</td>
</tr>
</tbody>
</table>

- New Freshman & Transfer applications experienced increases during the November and January months when advertising impressions were heaviest in the market.
Advertising’s Impact on Applications - Multicultural

During the months when Multicultural advertising presence was heaviest in the market, there was a noticeable increased rate of applications.

Fall 2015 application trends did not show these corresponding increases during the same months.
Advertising’s Impact on Applications

Overall application rates, including new freshman, transfer and multicultural, experienced high points during the November and January months, which reflects the pattern of advertising output in the market during corresponding times.
Advertising Spend vs. Applications

Application rates reflect a correlative pattern of advertising spend in the market.
Advertising’s Impact on Enrollment Funnel

• Additional analytics data pulled from Sept 1 – Feb 29:
  – Website traffic to the Admissions pages is up 73% YoY (302,743 in FY16 vs. 174,629 in FY15)
  – Admissions section traffic is up YoY in the Washington DC (+94%), Richmond (+89%), Norfolk (+66%) and Roanoke (+63%) markets
  – Organic Search traffic is up 41% YoY (937,914 in FY16 vs. 667,124 in FY15), a sign that traditional media such as TV, radio and out of home is making an impact in the market
  – Radford’s digital advertising campaign has driven 29,188 visits to the Undergraduate landing page, 10,141 visits to the Multicultural landing page and 4,557 visits to the Transfer landing page
  – Unique visitor traffic to the undergraduate applications pages is up 81% YoY (127,266 in FY16 vs. 70,261 in FY15)
  – There have been 40,515 clicks to the external Freshman application page and 6,698 clicks to the external Transfer application page
Summary of Advertising’s Impact

- Radford saw its highest year-over-year website traffic increases during the two months when advertising spend was heaviest in the market (Nov. 2015 & Jan. 2016)
- Total applications were at its highest levels during these same two months
- Website traffic from key areas of Radford’s marketing focus (Washington DC, Richmond, Norfolk, Roanoke) are significantly up year-over-year
Spring Advertising Campaign
Spring Campaign Preview

- The Spring campaign strategy is to reinforce preference during the “yield” months of March/April, drive transfer applications ahead of the June 1 deadline and build awareness for the next generation of applicants (rising seniors).
Run Date: April 1, 2016

Circulation: 550,000
Spring 2016 Print Ads
Spring 2016 Undergraduate Digital Banners

"I RECEIVED A DREAM JOB OPPORTUNITY IMMEDIATELY AFTER GRADUATION."  
THE REASON IS RADFORD

"I AM BETTER PREPARED TO IMPROVE THE LIVES OF OTHERS."  
THE REASON IS RADFORD

"MY PROFESSOR HELPED ME FIND THE RIGHT MAJOR, COMING HERE COMPLETELY CHANGED MY LIFE."  
THE REASON IS RADFORD

"MY LIFELONG DREAM OF IMPROVING PEOPLE'S HEALTH IS NOW WITHIN REACH."  
THE REASON IS RADFORD
Spring 2016 Transfer Digital Banners
Upcoming Spring Projects
MBA Marketing Strategy

- Goal: Increase awareness and drive inquiries for fall enrollment
- Audience: Working professionals, Radford students, Radford alumni, and graduates of feeder schools
- Timing: May 1 through July 15 application deadline
- Geography: Key markets of opportunity including Northern Virginia (Washington DC market), Richmond and Norfolk, as well as regions defined by feeder schools
- Media strategy and tactics: Build awareness and drive interest through advertising targeted to geographies and audience interest including: digital banner advertising, paid social media advertising and paid search (Search Engine Marketing)
- Cultivate interest and capture leads through an updated landing page
MBA Marketing Plan

- *Digital Display* will be used to deliver online banner ads to prospective MBA students using audience targeting in Northern Virginia (Washington DC market), Richmond and Norfolk markets, as well as radial targeting around key feeder colleges.

- *Paid Search* (Search Engine Marketing) will position Radford’s MBA message in front of prospects actively searching for MBA related keywords on Google.

- *Social Media* marketing will deliver Radford’s MBA message to an audience of relevant prospects using Facebook’s audience targeting and allow for further engagement and action through the social network.
College of Business and Economics Branding & Marketing

- Goal: Drive interest and enrollment in Radford undergraduate business education
- Audience: Prospective students and their parents; current Radford students
- Strategy: Position COBE as providing an exciting, hands-on education that develops the competencies that will take students wherever they want to go in life, and support any career path they choose. Make business education relevant and inspiring to the Millennial generation.
- Tactics: Target a paid social media campaign to prospective students and parents in high potential geographies; promote COBE enrollment events for highly selective students; develop collateral to tell the COBE story to prospective students, parents and current students
“Reason Anthem” :30 TV Spot demonstrating the quality, value and impact of the Radford education; featuring Radford students, faculty and the campus
Strategic Planning for FY2016-17: May/June

• Conduct a comprehensive 2015-16 marketing program and data analysis
  – Identify key conclusions to inform next year’s plan
• Combine with enrollment data analysis and joint planning to coordinate and optimize efforts
• Identify key opportunities for 2016-17
  – Geographies, timing, enrollment event support, media mix and incorporation of television
  – Coordination of marketing with enrollment communications
  – Opportunities to capitalize on increased awareness and web traffic
• Develop comprehensive, integrated marketing and media plan
  – Analyze results and refine as year progresses
Media Relations - Coverage & Promotion

- Naming & Dedication of Kyle Hall
- School of Nursing graduates excel on nursing licensing exams
- Backpack Program
- SGA visits DC for Advocacy Day and college affordability
- WDBJ 7 tour of Center for the Sciences
- Emergency Management class simulated HAZMAT scenario
- Regional Science Fair
- US Dept. of Education recognition of RU & Pell Grants
- Joggin’ for Your Noggin: 5k to raise funds/awareness for brain injury
- National Cyber Security competition
- McGlothlin awards
- Military Resource Center hosting mobile DAV
Web Strategy & Communications Project Support

- Homepage banner image updates including new ambient video
- Quick Links function updates on homepage
- Added Title IX Reporting footer to university website
- Redesigned Office of Diversity and Equity website, increased functionality
- Commenced redesign and upgrade of RU Mobile with IT
- College of Graduate Studies and Research homepage rotating banners

- Moved Institutional Research website into CMS
- Established Commencement 2016 website
- Updated Alaska research trip website
- Updated RARE website
- Updated marketing landing pages
- Updated residence halls webpages (new photos of each residence hall)
- Commenced initial design for new online Radford magazine website
University Relations Recognitions & Awards

February 2016 CASE District III awards
• Grand Award for Annual Fund Publication - Selu 25th Anniversary Solicitation Booklet
• Award of Excellence for Magazine II - The Magazine of Radford University
• Special Merit Award for Magazine/Tabloid Improvement II - The Magazine of Radford University

31st Annual Educational Advertising Awards sponsored by Higher Education Marketing Report
• Gold Award in Poster category for the RU Reads Poster Campaign
• Gold Award in Direct Mail category the MFA Poster Campaign

• February 2016 ADDY awards at the 2015-16 Western Virginia American Advertising Awards
  • Silver ADDY for Donor Booklet
  • Silver ADDY for the Radford MFA Poster Campaign.
Conclusion
Advancement Overview

Fiscal Year Update
Development accomplishments
Strategic Initiatives
Committee Goals
Save the dates
### Fiscal Year by the Numbers

#### Advancement

<table>
<thead>
<tr>
<th></th>
<th>FY13-14</th>
<th>FY14-15</th>
<th>YTD FY13-14</th>
<th>YTD FY14-15</th>
<th>YTD FY15-16</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Year Use</strong></td>
<td>$2,008,250</td>
<td>$2,200,594</td>
<td>$1,607,463</td>
<td>$1,880,013</td>
<td>$2,182,582</td>
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<tr>
<td><strong>Endowed</strong></td>
<td>$832,764</td>
<td>$673,446</td>
<td>$634,032</td>
<td>$592,128</td>
<td>$490,079</td>
</tr>
<tr>
<td><strong>Capital</strong></td>
<td>$553,181</td>
<td>$561,815</td>
<td>$440,249</td>
<td>$513,462</td>
<td>$64,000</td>
</tr>
<tr>
<td><strong>Real Estate</strong></td>
<td>$222,500</td>
<td>$0</td>
<td>$222,500</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Planned Gifts</strong></td>
<td>$752,500</td>
<td>$1,282,000</td>
<td>$502,500</td>
<td>$863,000</td>
<td>$4,840,000</td>
</tr>
<tr>
<td><strong>Loans</strong></td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$15,120</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$4,369,195</td>
<td>$4,717,855</td>
<td>$3,406,744</td>
<td>$3,848,603</td>
<td>$7,591,781</td>
</tr>
</tbody>
</table>
## Fiscal Year by the Numbers

### Advancement

<table>
<thead>
<tr>
<th></th>
<th>FY13-14</th>
<th>FY14-15</th>
<th>YTD FY13-14</th>
<th>YTD FY14-15</th>
<th>YTD FY15-16</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Year Use</strong></td>
<td>$1,204,454</td>
<td>$1,470,371</td>
<td>$1,076,998</td>
<td>$1,168,899</td>
<td>$1,219,344</td>
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<tr>
<td><strong>Restricted-Pending</strong></td>
<td>$0.00</td>
<td>$36,487</td>
<td>$25</td>
<td>$19,550</td>
<td>$9,641</td>
</tr>
<tr>
<td><strong>Endowed/Capital Gifts</strong></td>
<td>$1,089,236</td>
<td>$1,135,185</td>
<td>$859,780</td>
<td>$999,448</td>
<td>$496,106</td>
</tr>
<tr>
<td><strong>Real Estate</strong></td>
<td>$222,500</td>
<td>$0</td>
<td>$222,500</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td><strong>New Pledges</strong></td>
<td>$1,853,005</td>
<td>$2,075,812</td>
<td>$1,247,441</td>
<td>$1,660,706</td>
<td>$5,866,690</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>$4,369,195</td>
<td>$4,717,855</td>
<td>$3,406,744</td>
<td>$3,848,603</td>
<td>$7,591,781</td>
</tr>
<tr>
<td><strong>Gifts in Kind</strong></td>
<td>$105,257</td>
<td>$200,775</td>
<td>$104,224</td>
<td>$139,921</td>
<td>$183,099</td>
</tr>
<tr>
<td><strong>Realized Bequests</strong></td>
<td>$73,616</td>
<td>$201,074</td>
<td>$48,116</td>
<td>$41,073</td>
<td>$21,000</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>$178,873</td>
<td>$401,849</td>
<td>$152,340</td>
<td>$180,994</td>
<td>$204,099</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td>$4,548,068</td>
<td>$5,119,704</td>
<td>$3,559,084</td>
<td>$4,029,597</td>
<td>$7,795,880</td>
</tr>
</tbody>
</table>
Development:

Goal:
Increase participation rate by 25%
Educate student body on the importance of philanthropy

• Direct Mail:
  – Partnership with Royall and Company
    • Fall mailings (3) and emails
      – September first mailing - thank you
      – November
      – December calendar year end push
    • Fiscal Year end mailing and emails
      – Late May (15-20) schedule drop date
    • Non Royall Spring Mailing
      – College based focused

• Phone program
  – Focused calls
    • Renewals to increase participation
    • Non donor calls education call
    • Thank you calls
    • Admission calls -
Development:

Goal:
Educate student body on the importance of philanthropy

- Student Engagement
  - Senior Class Giving
    - 400 new donors
    - Over $5,000 raised

- Renewal plan for new graduates
  - Focused stewardship
    - Email personalized thank you
    - Follow up email engagement activities
### Fiscal Year 2014 Gifts and Pledges by Interest Area

<table>
<thead>
<tr>
<th>Interest Area</th>
<th>Total Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academics</td>
<td>$1,422,656</td>
</tr>
<tr>
<td>Athletics</td>
<td>$561,355</td>
</tr>
<tr>
<td>Facilities</td>
<td>$322,904</td>
</tr>
<tr>
<td>Other Purposes</td>
<td>$125,279</td>
</tr>
<tr>
<td>Scholarship/Student Support</td>
<td>$1,936,468</td>
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<tr>
<td>Radford Fund</td>
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<td><strong>FY14 Total Gifts &amp; Pledges</strong></td>
<td><strong>$4,548,067</strong></td>
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</tbody>
</table>

#### Percentage Breakdown

- **Academics**: 31%
- **Athletics**: 12%
- **Facilities**: 7%
- **Other Purposes**: 3%
- **Scholarship/Student Support**: 43%
- **Radford Fund**: 4%
## Fiscal Year 2014 Gifts and Pledges by Constituency

<table>
<thead>
<tr>
<th>Constituency</th>
<th>Total Amount</th>
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<tbody>
<tr>
<td>Alumni</td>
<td>$1,909,444</td>
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<tr>
<td>Parents</td>
<td>$117,851</td>
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<td>Faculty/Staff</td>
<td>$89,411</td>
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<td>Friends</td>
<td>$730,222</td>
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<tr>
<td>Foundations and Corporations</td>
<td>$1,660,767</td>
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<td>Other Organizations</td>
<td>$36,222</td>
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<tr>
<td>Students</td>
<td>$4,150</td>
</tr>
<tr>
<td><strong>FY14 Total Gifts &amp; Pledges</strong></td>
<td><strong>$4,548,067</strong></td>
</tr>
</tbody>
</table>

### Constituency Contributions

- **Alumni**: 42%
- **Parents**: 3%
- **Faculty/Staff**: 2%
- **Friends**: 16%
- **Foundations and Corporations**: 36%
- **Other Organizations**: 1%
- **Students**: 0%
Development

Fiscal year 2014 gifts of $25,000 or more breakdown:

- Eleven alumni donors, for a total of $1,304,490; none were new donors
- Thirteen corporation/foundation donors, for a total of $1,360,641; two were new donors, for a total of $222,000
- Six friend donors, for a total of $465,651; two were new donors, for a total of $71,100
## Fiscal year 2015 Gifts and Pledges by Interest Area

<table>
<thead>
<tr>
<th>Interest Area</th>
<th>Total Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academics</td>
<td>$1,001,684</td>
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<td>Athletics</td>
<td>$449,493</td>
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<td>Facilities</td>
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<td>Scholarship/Student Support</td>
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<td>Radford Fund</td>
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<td><strong>FY15 Total Gifts &amp; Pledges</strong></td>
<td><strong>$5,119,703</strong></td>
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</tbody>
</table>

- **Academics:** 19%
- **Athletics:** 9%
- **Facilities:** 4%
- **Other Purposes:** 19%
- **Scholarship/Student Support:** 45%
- **Radford Fund:** 4%
Development

Fiscal Year 2015 Gifts and Pledges by Constituency

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<thead>
<tr>
<th>Constituency</th>
<th>Total Amount</th>
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<tbody>
<tr>
<td>Alumni</td>
<td>$1,056,350</td>
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<tr>
<td>Faculty/Staff</td>
<td>$156,890</td>
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<td>Friends</td>
<td>$1,869,344</td>
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<td>Foundations and Corporations</td>
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<td>Other Organizations</td>
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<td>Students</td>
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<td>FY15 Grand Total Gifts &amp; Pledges</td>
<td>$5,119,703</td>
</tr>
</tbody>
</table>

Alumni 21%
Parents 3%
Faculty/Staff 3%
Friends 36%
Foundations and Corporations 36%
Other Organizations 1%
Students 0%
Fiscal year 2015 gifts of $25,000 or more breakdown:

- Ten alumni donors, for a total of $557,702; none were new donors
- Twelve corporation/foundation donors, for a total of $1,470,725; one was a new donor, for a total of $135,000
- Fifteen friend donors, for a total of $1,705,227; two were new donors, for a total of $115,100
- Three faculty/staff donors, for a total of $175,000; none were new donors
## Development

### Fiscal year 2016 Gifts and Pledges by Interest Area - through March

<table>
<thead>
<tr>
<th>Interest Area</th>
<th>Total Amount</th>
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<tbody>
<tr>
<td>Academics</td>
<td>$1,605,160</td>
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<td>Athletics</td>
<td>$629,211</td>
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<td>Facilities</td>
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<td>Other Purposes</td>
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<td>Scholarship/Student Support</td>
<td>$1,267,266</td>
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<td>Radford Fund</td>
<td>$165,035</td>
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<tr>
<td><strong>FY16 Total Gifts &amp; Pledges</strong></td>
<td><strong>$7,795,879</strong></td>
</tr>
</tbody>
</table>

- **Scholarship/Student Support**: 16%
- **Other Purposes**: 53%
- **Academics**: 21%
- **Athletics**: 8%
- **Radford Fund**: 2%
- **Facilities**: 0%
## Development

### Fiscal Year 2016 Gifts and Pledges by Constituency - through March

<table>
<thead>
<tr>
<th>Constituency</th>
<th>Total Amount</th>
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</thead>
<tbody>
<tr>
<td>Alumni</td>
<td>$1,550,201</td>
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<tr>
<td>Parents</td>
<td>$123,431</td>
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<td>Faculty/Staff</td>
<td>$4,074,421</td>
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<td>Friends</td>
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<td>Foundations and Corporations</td>
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<td>$53,731</td>
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<td>Students</td>
<td>$6,183</td>
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<tr>
<td><strong>FY16 Grand Total Gifts &amp; Pledges</strong></td>
<td><strong>$7,795,879</strong></td>
</tr>
</tbody>
</table>

### Constituency Contributions

- **Alumni**: 20%
- **Parents**: 1%
- **Faculty/Staff**: 52%
- **Friends**: 5%
- **Foundations and Corporations**: 21%
- **Other Organizations**: 1%
- **Students**: 0%

---

**Note:** All percentages are approximate and based on the given data.
Development

Fiscal year 2016 gifts of $25,000 or more breakdown to date:

- Twelve alumni donors, for a total of $1,030,072; one new donor, for a total of $25,000
- Ten corporation/foundation donors, for a total of $1,332,325; four new donors, for a total of $156,575
- Four friend donors, for a total of $113,584; none were new donors
- One faculty/staff donor, who is also a new donor, for a total of $4,000,000
By the numbers

Number of Living Alumni by Region in Virginia

Roanoke Metro
Alumni: 6,719

Valley Region
Alumni: 4,568

Northern Virginia Metro
Alumni: 9,306

Northern Virginia Region
Alumni: 1,561

Richmond Metro
Alumni: 5,687

Peninsula
Alumni: 1,523

Tidewater Region
Alumni: 3,273

South Central
Alumni: 816

Central Virginia
Alumni: 4,495

Southwest Virginia
Alumni: 12,668
## By the numbers

Number of Living Alumni in Virginia - by Region and College

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<thead>
<tr>
<th>Region</th>
<th>COBE</th>
<th>CEHD</th>
<th>CHHS</th>
<th>CHBS</th>
<th>CSAT</th>
<th>CVPA</th>
<th>GRAD</th>
<th>UNKN</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Central VA</td>
<td>663</td>
<td>1,218</td>
<td>403</td>
<td>1,057</td>
<td>324</td>
<td>264</td>
<td>496</td>
<td>70</td>
<td>4,495</td>
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<td>Northern VA</td>
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<td>405</td>
<td>81</td>
<td>450</td>
<td>137</td>
<td>105</td>
<td>59</td>
<td>42</td>
<td>1,561</td>
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<tr>
<td>Northern VA Metro</td>
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<td>1,795</td>
<td>311</td>
<td>3,129</td>
<td>763</td>
<td>622</td>
<td>191</td>
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<td>9,306</td>
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<td>Peninsula</td>
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<td>85</td>
<td>425</td>
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<td>1,301</td>
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<td>431</td>
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<td>630</td>
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<td>171</td>
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<td>270</td>
<td>230</td>
<td>111</td>
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<td>3,273</td>
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<td>403</td>
<td>281</td>
<td>231</td>
<td>94</td>
<td>4,568</td>
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<td>12,265</td>
<td>3,610</td>
<td>13,643</td>
<td>3,968</td>
<td>3,101</td>
<td>4,093</td>
<td>1,055</td>
<td>50,616</td>
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Alumni Relations

Activity Highlights

• Radford Alumni and Sigma Phi Epsilon Day of Service
• Volunteer Leadership Reception partnership with RU Foundation
• Admission Reception alumni volunteers
• Radford University Baseball vs. Tech, Calfee Park
Alumni Relations

Goal: Revitalize the Alumni Association

- LLC to be completed and approved by Radford University Foundation, May 4
- LLC will reinstate the Radford University Alumni Association
Selected Upcoming Events

Radford Athletic Club Golf Tournament
(New River Valley/Draper)
June 3, 2016

Baja Sunset Social
(Virginia Beach/Sandbridge)
June 3, 2016

NOVA Alumni and Friends Golf Tournament
June 9, 2016

Presidential Regional Tour
(NOVA, Richmond, VA Beach, Roanoke, NRV)
July/August

Radford University Day at the Nationals
August 6, 2016
Questions
UNIVERSITY RELATIONS REPORT
University Relations
Update
Branding & Marketing Progress Report

• FY15/16 Campaign Activity Summary

• Upcoming FY16/17 Campaign Approach

• Media Relations

• Creative Services

• Web Communications & Strategy
FY15/16 Campaign Activity Summary
# FY15/16 Campaign Activity Summary

<table>
<thead>
<tr>
<th>CAMPAIGN/MEDIA</th>
<th>Impressions</th>
<th>August</th>
<th>Sept</th>
<th>October</th>
<th>November</th>
<th>Dec</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
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<tr>
<td>Print</td>
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<tr>
<td>Out of Home</td>
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<tr>
<td>Streaming Radio</td>
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<tr>
<td>TV</td>
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<tr>
<td><strong>ALL CAMPAIGNS</strong></td>
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## FY15/16 Advertising Summary

<table>
<thead>
<tr>
<th>Media Channel</th>
<th>Advertising Spend</th>
<th>Impression Volume</th>
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<tbody>
<tr>
<td>Digital Display</td>
<td>$184,258</td>
<td>36,268,597</td>
</tr>
<tr>
<td>Print</td>
<td>$195,683</td>
<td>4,174,813</td>
</tr>
<tr>
<td>TV</td>
<td>$153,692</td>
<td>17,921,158</td>
</tr>
<tr>
<td>Out of Home</td>
<td>$94,932</td>
<td>26,670,764</td>
</tr>
<tr>
<td>Radio</td>
<td>$64,068</td>
<td>5,134,028</td>
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<tr>
<td>Paid Search</td>
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<tr>
<td>Streaming Radio</td>
<td>$41,985</td>
<td>2,775,562</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$820,229</strong></td>
<td><strong>97,174,262</strong></td>
</tr>
</tbody>
</table>

- Includes all Undergraduate, Transfer and Multicultural advertising.
The majority of advertising spend during Sept-Feb was allocated to four key market DMAs (Designated Market Areas): Washington DC (NOVA), Roanoke, Richmond and Norfolk.

In general, in-state applications through February were consistent with the proportion of ad spend per market, with a particular uptick in Radford’s home market of Roanoke.

*All data pulled from Sept 1, 2015 – Mar 1, 2016*
Digital Advertising’s Impact by Market

- Digital advertising impressions targeted the same four major Virginia markets, with the majority of impressions focused on the heavily populated Washington DC (NOVA) market.
- Traffic patterns on the Admissions section of the Radford website mirrored the delivery of digital ad impressions by market.
- Total applications are highly correlated with the pattern of traffic to the Admission site.

*All data pulled from Sept 1, 2015 – Mar 1, 2016*
<table>
<thead>
<tr>
<th>KPI</th>
<th>Undergrad</th>
<th>Transfer</th>
<th>Multicultural</th>
<th>MBA</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Impressions</td>
<td>81,881,955</td>
<td>7,253,282</td>
<td>8,039,025</td>
<td>10,200,081</td>
<td>107,374,343</td>
</tr>
<tr>
<td>Landing Page Visits</td>
<td>39,408</td>
<td>7,888</td>
<td>10,229</td>
<td>25,234</td>
<td>82,759</td>
</tr>
<tr>
<td>Visit Rate (digital banners)</td>
<td>62%</td>
<td>66%</td>
<td>50%</td>
<td>43%</td>
<td>N/A</td>
</tr>
<tr>
<td>Landing Page Event Actions</td>
<td>733</td>
<td>183</td>
<td>163</td>
<td>453</td>
<td>1,532</td>
</tr>
<tr>
<td>Application Actions</td>
<td>50,146</td>
<td>9,498</td>
<td>N/A</td>
<td>N/A</td>
<td>59,644</td>
</tr>
</tbody>
</table>
Website Performance (Admissions Section Year over Year)

- 71% YoY increase in web traffic to Radford Admissions Section during Sept 2015 – July 2016
- Largest increases in traffic were during months of November (+91% YoY) and January (+132% YoY) when there was an elevated amount of paid advertising in market
- Additionally, the Admissions pages had a 48% increase in page views and 19% increase in new web sessions
Applications received by Radford Admissions through offline data (green line) closely correlates to the trend of event actions occurring on the website (blue line). Most students submitted applications during November and January.
Undergraduate application rates reflect a correlative pattern of advertising spent in the market each month.
FY15/16 New Freshmen Application Trends (Online Data)

Top Website Traffic Sources for New Freshmen Applicants
- Google/Organic: 48%
- Direct: 37%
- Bing/Organic: 9%
- Referral/Other: 4%
- Yahoo/Organic: 2%

Top Feeder Markets for New Freshmen Applicants
- Washington DC: 15%
- Roanoke-Lynchburg: 14%
- Richmond-Petersburg: 14%
- Norfolk-Portsmouth: 14%
- Charlottesville: 16%
- Harrisonburg: 16%
- Tri-Cities: 14%
- Other: 3%
FY15/16 Transfer Application Trends (Online Data)

Top Website Traffic Sources for Transfer Applicants

- Google/Organic: 50%
- Direct: 30%
- Bing/Organic: 10%
- Referral/Other: 7%
- Yahoo/Organic: 2%

Top Feeder Markets for Transfer Applicants

- Roanoke-Lynchburg: 35%
- Washington DC: 17%
- Norfolk-Portsmouth: 13%
- Richmond-Petersburg: 10%
- Tri-Cities: 9%
- Charlottesville: 6%
- Other: 3%

Office of University Relations
MBA Marketing

• Situation: Low awareness of the Radford MBA and 2 years of declining enrollment
• Overall Seasonal Goal: Generate 100 applications and enroll 50 new students for fall 2016
• Objective: Build visibility for the Radford MBA as a high quality, convenient and affordable way for career advancement
• Tactics: Use targeted media to drive interest and inquiries in high priority markets
• Results Highlight: 202% YoY increase in website visits to the Radford MBA
MBA Advertising Campaign Overview

• Target Audience: Prospects for full-time, part-time or online (MBA) degree
  - Primary: Working professionals and current Radford undergrad students
  - Secondary: Radford alumni
• Timing: May 1 - July 15
• Geography: Feeder colleges and key markets of opportunity: Northern Virginia (Washington, DC market), Richmond and Norfolk

<table>
<thead>
<tr>
<th>Media Channel</th>
<th>Advertising Spend Cost</th>
<th>Impression Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Display</td>
<td>$34,759</td>
<td>8,317,973</td>
</tr>
<tr>
<td>Paid Search</td>
<td>$14,809</td>
<td>135,624</td>
</tr>
<tr>
<td>Print</td>
<td>$7,081</td>
<td>631,032</td>
</tr>
<tr>
<td>Paid Social</td>
<td>$5,029</td>
<td>969,752</td>
</tr>
<tr>
<td>Radio</td>
<td>$4,783</td>
<td>145,700</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$66,462</strong></td>
<td><strong>10,200,081</strong></td>
</tr>
</tbody>
</table>
Website Performance (MBA Pages Year over Year)

- The MBA Campaign resulted in 33,322 total page views on all MBA section pages
  - 202% YoY increase in total website visits to the MBA section
  - 266% increase in unique visits to the MBA section
- Users spent an average of 2:09 minutes on MBA section pages (111% YoY increase)
Traffic to all MBA Pages on Radford Website

Traffic to the MBA Landing Page (5/1-7/15)

MBA Media campaign launched

### MBA Event Actions 5/1 – 7/15

<table>
<thead>
<tr>
<th>Action</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apply Now</td>
<td>285</td>
</tr>
<tr>
<td>Request More Info</td>
<td>108</td>
</tr>
<tr>
<td>Schedule a Tour</td>
<td>32</td>
</tr>
<tr>
<td>Email MBA Program</td>
<td>13</td>
</tr>
<tr>
<td><strong>Total Actions</strong></td>
<td><strong>438</strong></td>
</tr>
</tbody>
</table>
COBE Branding & Marketing

• **Goal:** Introduce the COBE brand and drive interest and enrollment in Radford undergraduate business education

• **Audience:** Prospective students and their parents; current Radford students

• **Strategy:** Position COBE as providing a hands-on education that develops the competencies that will support any career path students choose. Make business education relevant to the Millennial generation

• **Tactics:**
  – **Target a paid social media campaign** to prospective students and parents in high potential markets;
  – **Promote COBE enrollment events** for highly selective students;
  – **Develop collateral to tell the COBE story**
COBE Creative

One Sheet

Social

Snapchat
FY15/16 Advertising Insights

• Undergraduate enrollment year has three “phases”; advertising needs to be in synch
  - Discovery/Early Application phase: Sept-Oct
  - Conversion/Regular Application phase: Nov-Feb
  - Yield & Early Discovery phase: Mar-May

• Transfer prospects typically research all year (both seasons), but application phase only ramps up in January and maintains momentum through May

• Majority of online applicants are using Google to search for Radford. They go straight to the homepage
  - Vital to continue to include and expand key information on homepage to drive students to learn more and apply

• Digital marketing landing page will benefit from adding visuals, attractive buttons, and incentivized call-to-actions.
Upcoming FY16/17 Campaign Approach
Strategic Approach for FY2016-17

• Launch with awareness and interest building branding tactics Sept-Oct during discovery phase for high school seniors and their influencers
  – Hyper-targeted digital media
  – Radio/Streaming tactics to promote Open Houses and campus visits
  – Align with relevant print content
  – Introduce paid social media to encourage engagement and promote Open House dates

• Elevate ad presence during key application/conversion phase of Nov-March
  – Launch new TV spot and leverage spot on digital channels to expand reach
  – Strategically targeted out of home opportunities to extend brand presence
  – Communicate deadline dates on digital executions (display/social) to generate sense of urgency

• Continue momentum through the Spring during yield phase and younger high school students’ discovery phase
  – Consider native advertising channels that seek to educate and inform the next generation of applicants
  – Concentrate paid search on Transfer prospects who are more likely to apply in the Spring
• **Out of Home**
  – Continue to leverage OOH in areas where Radford will benefit from additional visibility
  – Continue to employ proven transit opportunities to expand the marketing footprint
  – Consider digital units that will allow for rotation of multiple creatives and time-sensitive copy

• **Print/Magazine**
  – Focus on college guides and program-specific publications with contextual relevance
  – Diminish use of newspapers/magazines, which tend to skew older in readership and historically contribute more to resource constraints

• **Radio**
  – Continue to use terrestrial radio in Roanoke market for branding and Open House communication
  – Use streaming radio across all state markets to efficiently target prospects and parents

• **Television**
  – Run new TV spot in high potential markets
  – Flight media to run after political season (Nov) to avoid rate hikes
  – Run online video of new spot to extend reach and frequency; include call to action graphic
• Digital Advertising
  – Continue to target display banners to Radford’s most relevant audience
  – Consider allocating a larger pool of budget toward mobile targeting, as 50% of website searches are now done on a mobile device first
  – Employ unique sizes and executions to command attention
  – Use Cost per Visit as a primary KPI for digital media and use Radford’s FY16 CPV as a benchmark
  – Employ innovative digital and paid social media tactics to engage students, parents and influencers “where they live,” and multiply exposure through social media “sharing”
  – Coordinate “Search Engine Marketing” timing during periods with highest opportunity for conversion or return on ad spend (ROAS)
Key Performance Indicators for FY16-17

- Employ **GLOBAL** Key Performance Indicators (KPIs) that measure the quantity and quality of traffic engaging with the Admissions section of the Radford website as a product of the overall marketing effort.

- Utilize **DIGITAL** KPIs that measure specific campaign metrics and actions that are directly attributable to the digital marketing efforts.

**Global KPIs**
- Undergrad Admissions Section Traffic
- “Apply” Page Traffic
- Application Link Event Actions

**Digital KPIs**
- Digital Media Impressions
- Marketing Landing Page Visits
- Marketing Landing Page Inquiry Actions

*Visit Rate & Cost Per Visit used as quality performance benchmarks*
Media Relations
Class of 2016

- Roanoke Times
  - Features student Christina Poole
- WDBJ
  - Graduate Student, Joe Reser, moves to Alaska
- Southwest Virginia Today
  - Teacher making trek to Alaska - student Jordan Addison
Summer Programs

- The Roanoke Times
  - Boys State builds leaders during week at Radford
- WDBJ Channel 7
  - Virginia students experience government during Boys State
  - Radford University hosting Summer Bridge program for high school science girls
  - Summer Bridge program - ammunition plant visit
  - Summer Bridge - forensic science and cyber security exercise
Nursing, Health and Social Services

- **WDBJ Channel 7 – SME**
  - School of Nursing Professor, Meghan Hebdon - new opioid education program
  - Story was also picked up by online news outlets in UK and India
  - School of Nursing professor, Majorie Young - traveling in areas known to have Zika virus

- **WSLS Channel 10 – SME**
  - School of Nursing professor, Vicki Bierman - new mental health nurse practitioner certificate
  - CHBS psychology professor, Sarah Hastings - lack of psychiatrists nationwide
Performing Arts and Design

- The Roanoke Times
  - CVPA professor, Wesley Young - one man Oscar Wilde show
- Aviation Pros (industry publication)
  - CVPA art exhibit at National airport
- Interior Design (industry publication)
  - Sherwin-Williams Reveals 2016 STIR Student Design Challenge Winners - RU student Anna Nicholson won second place in residential category and won the Facebook fan favorite category
Economics

• WDBJ Channel 7 – SME
  - COBE finance professor, Steve Beach - how Brexit could impact economy
  - COBE finance professor Steve Beach - recovery from recent stock market drop may not be sustainable
  - COBE finance professor Steve Beach – SMIPQ
  - COBE finance professor Steve Beach - impact of elections on our wallets
• WSLS Channel 10 – SME
  - COBE finance professor Steve Beach - stock market spike
Criminal Justice & Politics

• Business Insider – SME
  - CHBS criminal justice professor, Tod Burke - police body cameras
  - CHBS criminal justice professor, Tod Burke - law exempting police camera footage from the public record
• WFIR 960 AM radio – SME
  - CHBS criminal justice professor, Tod Burke - police ambush in Dallas
  - CHBS School of Communications professor, Scott Dunn, political campaign communications
• The Christian Science Monitor – SME
  - CHBS criminal justice professor, Tod Burke - police and race
  - CHBS criminal justice professor, Tod Burke - Baton Rouge tragedy, challenges faced by black officers
Criminal Justice & Politics

- NBC News – SME
  - CHBS criminal justice professor, Tod Burke - Dallas highlights police stress, recruitment struggles
- WDBJ 7 – two faculty SMEs
  - CHBS professor of communications, John Brummette and Tod Burke - deadly force in wake of police shootings
- WFXR Channel 21/27 – SME
  - CHBS School of Communications professor, Scott Dunn, political campaign communications
Creative Services
Creative Services

- Creative Services designed or coordinated numerous products in support of branding, marketing and presidential transition, including:
  - President Hemphill alumni tour and transition
  - Residential Life promotional campaign
  - Quest guide, Quest online video “commercial” [https://vimeo.com/171811331](https://vimeo.com/171811331) and Quest video vignettes
  - The Reason is Radford campaign-aligned brochures for academic and co-curricular programs
  - Implemented a Creative Services project management system: streamlined processes resulting in increased productivity, quality control and customer service
  - Post-production support to The Reason is Radford 2016-17 TV/web ad
Creative Services
Web Communications & Strategy
Web Communications & Strategy

- May 1 to July 26, 2016 all of Radford.edu received nearly 2.4 million page views. Top pages viewed for this period were:
  - Radford.edu homepage
  - Directory
  - Admissions (undergraduate)
  - New Student Programs
  - Graduate College homepage
- RU Mobile App 5.0 went live
- New search mechanism went live on Radford.edu
- Created webpages within School of Nursing website - highlighting online RN continuing education (CE) courses
- Threat Management and Behaviors of Concern website went live
- Supported updates to International Education Center site
- Supported content and usability updates to Disability Resources Office site
Web Communications & Strategy

• Created new website for Maker Space
• Created new website for Helping Eradicate Homelessness through Resources, Opportunities and Supplies (HEHROS)
• Commenced redesign of Human Resources site
• Developed Office of Student Life site template
• Developed COBE Center for Innovation and Analytics site template
• Homepage banner images with eight different banners promoting
  - President Hemphill’s first day, his Twitter account, Alumni Tour, President’s Welcome to the Community
  - Welcome to Boys State, Quest
  - Mobile App 5.0
  - Ambient video
• Implemented Snapchat social media platform launched during Quest
  - Quest Assistants participated
## Social Media Summary (May 1 - July 26, 2016)

**Twitter**

<table>
<thead>
<tr>
<th>Total overall impressions</th>
<th>-3,901,000 total impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- 4.7k per day</td>
</tr>
</tbody>
</table>

**Overall Engagement**

<table>
<thead>
<tr>
<th></th>
<th>- 1.2% engagement rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- 870 total link clicks</td>
</tr>
<tr>
<td></td>
<td>- 461 retweets</td>
</tr>
<tr>
<td></td>
<td>- 1.2K likes</td>
</tr>
<tr>
<td></td>
<td>- 64 replies</td>
</tr>
</tbody>
</table>

**Followers**

<table>
<thead>
<tr>
<th></th>
<th>- 15,265 followers total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- 1.5 new followers per day</td>
</tr>
</tbody>
</table>

**Facebook**

<table>
<thead>
<tr>
<th>Overall posts</th>
<th>- 65 total posts</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- 12K total engagement</td>
</tr>
</tbody>
</table>

**Overall Likes**

| - 26K total likes |
| - + 613 new likes |

**Snapchat**

<table>
<thead>
<tr>
<th>Quest Campaign: 5/26-7/8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posts</td>
</tr>
<tr>
<td>Number of Views</td>
</tr>
<tr>
<td>Average Views per Post</td>
</tr>
</tbody>
</table>

| 196                        |
| 163,118                    |
| 747                        |
Facebook - Users trends (June 1, 2015-June 27, 2016)

- Total reach - 9,825,077 users
- Overall Engagement (likes, comments, shares) - 68,000
- 23% increase in fans/likes during this period
Twitter - User Trends (Aug. 28, 2015-June 27, 2016)

- Total impressions - 1,654,262
- Overall Engagement (likes, replies, retweets) - 6,600
- 14% increase in fans/likes during this period
Discussion
Board of Visitors
Advancement Overview

Fiscal Year Update
Development Strategic Approach
Alumni Relations Strategic Approach
Upcoming Activities
# Fiscal Year by the Numbers

## Advancement

<table>
<thead>
<tr>
<th>Total Fiscal Year Use, Endowed/Capital Gifts, and New Pledges</th>
<th>FY13-14</th>
<th>FY14-15</th>
<th>FY15-16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fiscal Year Use</td>
<td>$1,572,889</td>
<td>$1,604,966</td>
<td>$2,009,493</td>
</tr>
<tr>
<td>Endowed</td>
<td>$754,490</td>
<td>$538,001</td>
<td>$496,800</td>
</tr>
<tr>
<td>Capital</td>
<td>$422,261</td>
<td>$454,958</td>
<td>$25,451</td>
</tr>
<tr>
<td>Real Estate</td>
<td>$222,500</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Planned Gifts</td>
<td>$752,500</td>
<td>$1,282,000</td>
<td>$5,090,000</td>
</tr>
<tr>
<td>Loans</td>
<td>$0</td>
<td>$0</td>
<td>$140,300</td>
</tr>
<tr>
<td>Total</td>
<td>$3,724,640</td>
<td>$3,879,925</td>
<td>$7,762,044</td>
</tr>
</tbody>
</table>
## Fiscal Year by the Numbers

### Advancement

<table>
<thead>
<tr>
<th></th>
<th>Grand Total All Gifts and Pledges</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FY13-14</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>Fiscal Year Use</td>
<td>$769,093</td>
</tr>
<tr>
<td>Restricted-Pending</td>
<td>$0</td>
</tr>
<tr>
<td>Endowed/Capital Gifts</td>
<td>$880,042</td>
</tr>
<tr>
<td>Real Estate</td>
<td>$222,500</td>
</tr>
<tr>
<td>New Pledges</td>
<td>$1,853,005</td>
</tr>
<tr>
<td><strong>Subtotal =</strong></td>
<td>$3,724,640</td>
</tr>
<tr>
<td>Gifts in Kind</td>
<td>$105,257</td>
</tr>
<tr>
<td>Realized Bequests</td>
<td>$7,500</td>
</tr>
<tr>
<td><strong>Subtotal =</strong></td>
<td>$112,757</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td>$3,837,397</td>
</tr>
</tbody>
</table>
Development

Strategic Approach

• College-Based:
  – Staffing:
    • COBE: Sam Wagner (July)
    • CHBS/CVPA: Ron Nolan (July)
    • CHEHD/CHHS: Jocelyn Stephens
    • CSAT:
    • Planned Giving: Bruce Cunningham
    • Corporate/Foundation (open)
    • Athletics: Andrew Hartley
  – Approach:
    • Annual/Major/Planned Gifts
    • Alumni Relations
    • Matrix:
      – 16 appointments per month (face-to-face visits)
      – Strategic personal solicitations (proposals)
Development

Annual Approach

• Direct Mail:
  – Partnership with Royall and Company (second year contract)
    • Fall mailings (3) and emails (multiple per each mailing)
      – September first mailing - thank you renewal - Presidential approach
      – November - Entire data base
      – December calendar year end push
  • Fiscal Year end mailing and emails
    – Late May (15-20) schedule drop date
  • New initiatives:
    – Young alumni - (separating new graduates)
    – Data Analysis - for personal solicitations
  • Non-Royall Spring Mailing
    – College based focused
Development

Annual Approach

• Phone Program:
  • New hire: Frankie West (July)

• Strategic Approach:
  • Partnership with CampusCall (training and development)/ Royall
  • Renewal / Acquisition
  • New hires for student callers / updated training and development
  • College presentations / Affinity groups

• Crowd Funding
  • Currently reviewing corporate partners
  • Target Spring platform launch
  • Day of Giving
Alumni Relations

Strategic Approach

• Key Initiatives:
  – Alumni Association LLC Completed
  – Advisory Board members selected
  – 1st Affinity Group partnership in process

• Regional:
  – New hire: Richmond/Virginia Beach Coordinator: Alexa Jupe (July)
  – Outreach and Development - Chapters

• Partnerships:
  – Career Services
  – Admissions
  – Colleges
Alumni Relations

Presidential Tour Recap

• Phase One:

Region | Attendees
--- | ---
NoVa: July 13 | 214
Richmond: July 14 | 187
Va Beach: July 19 | 173
Roanoke: August 11 | 163
NRV: August 14 | 313

• Phase Two:

Region
Abingdon: August 17 | 100
Raleigh: September 22
Charlotte: September 28
Atlanta: September 29
By the Numbers

Number of Living Alumni by Region in Virginia (May 2016)

- Roanoke Metro: 6,719
- Valley Region: 4,568
- Northern Virginia Metro: 9,306
- Northern Virginia Region: 1,561
- Richmond Metro: 5,687
- Peninsula: 1,523
- Tidewater Region: 3,273
- Southwest Virginia: 12,668
- Central Virginia: 4,495
- South Central: 816
- South Central: 816
- South Central: 816
## By the Numbers

### Number of Living Alumni in Virginia - by Region and College (May 2016)

<table>
<thead>
<tr>
<th>Region</th>
<th>COBE</th>
<th>CEHD</th>
<th>CHHS</th>
<th>CHBS</th>
<th>CSAT</th>
<th>CVPA</th>
<th>GRAD</th>
<th>UNKN</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central VA</td>
<td>663</td>
<td>1,218</td>
<td>403</td>
<td>1,057</td>
<td>324</td>
<td>264</td>
<td>496</td>
<td>70</td>
<td>4,495</td>
</tr>
<tr>
<td>Northern VA</td>
<td>282</td>
<td>405</td>
<td>81</td>
<td>450</td>
<td>137</td>
<td>105</td>
<td>59</td>
<td>42</td>
<td>1,561</td>
</tr>
<tr>
<td>Northern VA Metro</td>
<td>2,297</td>
<td>1,795</td>
<td>311</td>
<td>3,129</td>
<td>763</td>
<td>622</td>
<td>191</td>
<td>198</td>
<td>9,306</td>
</tr>
<tr>
<td>Peninsula</td>
<td>243</td>
<td>405</td>
<td>85</td>
<td>425</td>
<td>119</td>
<td>114</td>
<td>67</td>
<td>65</td>
<td>1,523</td>
</tr>
<tr>
<td>Richmond</td>
<td>1,225</td>
<td>1,301</td>
<td>346</td>
<td>1,603</td>
<td>435</td>
<td>431</td>
<td>225</td>
<td>121</td>
<td>5,687</td>
</tr>
<tr>
<td>Roanoke Metro</td>
<td>1,157</td>
<td>1,606</td>
<td>825</td>
<td>1,470</td>
<td>356</td>
<td>320</td>
<td>900</td>
<td>85</td>
<td>6,719</td>
</tr>
<tr>
<td>South Central</td>
<td>95</td>
<td>234</td>
<td>73</td>
<td>235</td>
<td>64</td>
<td>51</td>
<td>44</td>
<td>20</td>
<td>816</td>
</tr>
<tr>
<td>Southwest</td>
<td>1,590</td>
<td>3,207</td>
<td>1,001</td>
<td>3,056</td>
<td>1,097</td>
<td>683</td>
<td>1,769</td>
<td>265</td>
<td>12,668</td>
</tr>
<tr>
<td>Tidewater</td>
<td>630</td>
<td>807</td>
<td>171</td>
<td>959</td>
<td>270</td>
<td>230</td>
<td>111</td>
<td>95</td>
<td>3,273</td>
</tr>
<tr>
<td>Valley</td>
<td>699</td>
<td>1,287</td>
<td>314</td>
<td>1,259</td>
<td>403</td>
<td>281</td>
<td>231</td>
<td>94</td>
<td>4,568</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>8,881</td>
<td>12,265</td>
<td>3,610</td>
<td>13,643</td>
<td>3,968</td>
<td>3,101</td>
<td>4,093</td>
<td>1,055</td>
<td>50,616</td>
</tr>
</tbody>
</table>

Office for University Advancement
Alumni Relations

Engagement Activities / Events

• Summer Engagement
  • Radford University Day at the Nationals Park
  • Watermelon Festival
  • Alumni / Legacy Family Luncheon
  • Alumni Faculty / Staff Welcome Back

• Fall Engagement
  • Golf Society Reunion
  • Neptune Festival
  • Highlander Festival
  • HOMECOMING

HOMECOMING 2016
October 14-16
Questions