University Advancement, Relations & Enrollment Management Committee

May 2017

RADFORD UNIVERSITY
Board of Visitors
AGENDA

• CALL TO ORDER
  Mr. Randy Marcus, Chair

• APPROVAL OF AGENDA
  Mr. Randy Marcus, Chair

• APPROVAL OF MINUTES
  February 17, 2017
  Mr. Randy Marcus, Chair

• ENROLLMENT MANAGEMENT REPORT
  Ms. Kitty McCarthy, Vice President for Enrollment Management
  o Recruitment Updates Report

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

• UNIVERSITY ADVANCEMENT REPORT
  Mr. Bruce Cunningham, Interim Vice President for University Advancement
  o University Advancement and Alumni Relations Update

• OTHER BUSINESS
  Mr. Randy Marcus, Chair

• ADJOURNMENT
  Mr. Randy Marcus, Chair

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

University Advancement, University Relations & Enrollment Management Committee:
Mr. Randy Marcus, Chair
Ms. Callie M. Dalton, Vice Chair
Mr. Robert A. Archer
Ms. Mary Ann Hovis
Ms. Alethea “A.J.” Robinson
COMMITTEE MEMBERS PRESENT
Mr. Randolph “Randy” Marcus, Chair
Ms. Mary Ann Hovis

COMMITTEE MEMBERS ABSENT
Mr. Robert A. Archer
Ms. Callie M. Dalton, Vice-Chair
Ms. Alethea “A.J.” Robinson

BOARD MEMBERS PRESENT
Mr. Christopher Wade, Rector
Dr. Javaid Siddiqi, Vice-Rector

OTHERS PRESENT
Dr. Brian O. Hemphill, President
Mr. Joe Carpenter, Vice President for University Relations and Chief Information Officer
Mr. Bruce Cunningham, Interim Vice President for Advancement
Dr. Joe Scartelli, Interim Provost and Vice President for Academic Affairs
Mr. Danny Kemp, Vice President for Information Technology and Chief Information Officer
Ms. Kitty McCarthy, Vice President for Enrollment Management
Mr. Robert Lineburg, Director of Athletics
Ms. Laura Turk, Director of Alumni Affairs
Radford University Staff

CALL TO ORDER
Mr. Randy Marcus, Chair, called the meeting to order at 8:32 a.m., in the President’s Conference Room, Third Floor, Martin Hall, on the campus of Radford University, Radford, Virginia.

APPROVAL OF AGENDA
Mr. Marcus requested a motion to approve the February 16, 2017 agenda as published. Dr. Javaid Siddiqi so moved, Mr. Christopher Wade seconded, and the agenda was unanimously approved as published.
APPROVAL OF MINUTES
Mr. Marcus asked for a motion to approve the minutes of the November 10, 2016, meeting of the University Advancement, University Relations and Enrollment Management Committee as published. Dr. Siddiqi so moved, Mr. Wade seconded the motion. The minutes were approved unanimously and are available online at https://www.radford.edu/content/bov/home/meetings/minutes.html.

ENROLLMENT MANAGEMENT REPORT
Vice President Kitty McCarthy reported on the fall 2017 new student admission activity. Data presented is as of February 10, 2017, except as noted. She reported that Radford University has received 13,291 freshman applications for fall 2017. This represents an increase of 6,528 or 96.5% compared to fall 2016. Application activity has already exceeded final applications for fall 2016 and the highest previous record set back in 2012.

Freshman applications from the Commonwealth are up 74.7% and out-of-state applications are up almost 248%. Our largest out-of-state feeders are Maryland, North Carolina and the District of Columbia. Application growth is evident across all ethnicities. African American, Hispanic, and applicants indicating two or more races are all up more than 100%. Average GPA for freshman applicants is up from 3.20 to 3.26. Average SAT is up 8 points to 1055 and 20% of freshman applicants submitted their application on a mobile device.

The admitted pool is 8,593 freshman applicants and this is 118.9% more than last year’s count of 3,926 and exceeds last year’s final admit count of 6,047. In-state freshman admissions are up approximately 109% and out-of-state admissions have increased by 185%. Average GPA of the admitted pool is at 3.43 compared to 3.36 last year. As of February 15, 2017, we have received 347 freshman deposits. Of these, 305 of those deposits are from residents of Virginia and 42 are out-of-state students.

Prospective freshman financial aid activity is also greater than last year. FAFSA submissions are up almost 30% when comparing February 10, 2017 to May 1, 2016 (approximately 4 months after the FAFSA was available). While it is still early in the transfer admission cycle, Ms. McCarthy was pleased to report that 936 transfer applications have been received for fall 2017, which represents an increase of 305 applications or 41.7% over fall 2016. Activities over the next three months will be focused on converting admitted freshmen to deposits and to growing the transfer application pool.

The goal continues to be to welcome a new freshman class of 2,000 (or more) for fall 2017. On-campus Highlander Days and off-site receptions along with ongoing social media, and telephone outreach are all important to our success. Freshman scholarship offers have already been sent out and activity in the Financial Aid office has increased. Ms. McCarthy expressed appreciation for the opportunity to utilize alumni in our activities and outreach. A handout listing dates of offsite receptions was provided with an invitation to Board members to attend. The presentation and handout are attached hereto as Attachment A and Attachment B, respectively, and is made a part thereof.

UNIVERSITY RELATIONS REPORT
Vice President Joe Carpenter updated the committee on the university’s Branding and Marketing Campaign, release of the Economic Impact Study and the fall semester accomplishments of the University Relations team.

The Branding and Marketing campaign continues to support Enrollment Management’s goals with positive results. The campaign’s goals are to: build awareness and brand recognition to prospective students, parents and influencers; generate engagement and increased interest; and drive decision-
making through qualified inquiry actions on the university’s website. For instance, the current advertising campaign is targeting the top 100 counties that index the highest for prospective applicants. Key performance indicators are on track and in many cases showing significant results. With heavier emphasis on digital media, results included 321% more traffic to the exclusive marketing landing pages year-over-year and a 567% increase in landing pages inquiries.

The university’s Economic Impact Study 2016 was recently released. The study illustrates in detail the impact the university, its employees and alumni have on local, regional and statewide economies. Through direct, indirect and induced impact, the university contributed $1.056 billion statewide and supported 8,421 jobs. Regionally, the university’s total impact was $475 million, supporting 4,176 jobs.

Mr. Carpenter also briefed the Committee on the University Relations team’s accomplishments during the fall semester. The office has completed a significant number of printed and digital products and reports for the President’s office, admissions, advancement and alumni relations, as well as introducing a number of creative social media campaigns, all in support of the university’s mission. The presentation is attached hereto as Attachment C and is made a part thereof.

UNIVERSITY ADVANCEMENT REPORT
Mr. Bruce Cunningham, Interim Vice President for Advancement, introduced the new Associate Vice President in Advancement, Mr. Tom Lillard. Mr. Cunningham reported on Comparative Giving with a Fiscal year-to-date dollar comparisons as of February 10, 2017. There is continuous improvement year over year during the last three years, including an increase of almost 33% from this time last year. Current fiscal year-to-date dollars are almost 14% higher with more than four months to go before year end. Mr. Cunningham also provided a report on Comparative Donors.

Fiscal year-to-date donor trending has increased from 3,283 (July 1, 2016 through February 10, 2017) compared to 3,093 (July 1, 2015 through February 10, 2016) and 3,211 (July 1, 2014 through February 10, 2015). Fiscal year-end donor numbers have been trending down from 5,221 (FY 2013-2014) to 4,435 (FY 2015-2016), but dollars raised have increased over the same timeframe. Also reported were continuous improvement in our new proposal and reporting system introduced in July of this year. The proposals are more professional and show our prospective donors their impact on Radford University.

Ms. Laura Turk, Director of Alumni Affairs, provided an update on Alumni Relations by sharing highlights from the past quarter. She also provided information on the Alumni Volunteer Summit, which will be held February 17, 2017, in conjunction with Winter Celebration. President Hemphill and Provost Scartelli will address the group and there will be breakout training sessions about the career center, admissions and regional chapter engagement. The collaboration between alumni relations and admissions continues to grow. The Alumni Office secured alum Marty Smith, an ESPN reporter, to write a letter to prospective students. Approximately 40 alumni will serve as guest speakers at upcoming admissions events and hundreds of alumni will make welcome calls to the new freshman class. Homecoming dates are October 6-8, 2017 and will feature Women in Technology. She encouraged the Board to participate in upcoming events and a handout was distributed. The presentation and handout are attached hereto as Attachment D and Attachment E, respectively, and made a part thereof.

OTHER BUSINESS
There was no other business to come before the Committee.
Total New Freshman Applications  (February 10th)

- Fall 2014: 7,015
- Fall 2015: 6,997
- Fall 2016: 6,763
- Fall 2017: 13,291
Applications by Residency (February 10th)

- In-State:
  - Fall 2014: 5,980
  - Fall 2015: 5,816
  - Fall 2016: 5,913
  - Total: 10,335

- Out-of-State:
  - Fall 2014: 1,035
  - Fall 2015: 1,181
  - Fall 2016: 850
  - Total: 2,956
## Applications by VA Region  
(February 10th)

<table>
<thead>
<tr>
<th>Region</th>
<th>Fall 2014</th>
<th>Fall 2015</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Va</td>
<td>355</td>
<td>413</td>
<td>454</td>
<td>748</td>
</tr>
<tr>
<td>Northern Va</td>
<td>2,455</td>
<td>2,249</td>
<td>2,034</td>
<td>3,125</td>
</tr>
<tr>
<td>Peninsula</td>
<td>328</td>
<td>344</td>
<td>369</td>
<td>814</td>
</tr>
<tr>
<td>Richmond</td>
<td>807</td>
<td>729</td>
<td>757</td>
<td>1,465</td>
</tr>
<tr>
<td>Roanoke Metro</td>
<td>269</td>
<td>296</td>
<td>311</td>
<td>434</td>
</tr>
<tr>
<td>South Central</td>
<td>137</td>
<td>165</td>
<td>182</td>
<td>400</td>
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<tr>
<td>Southwest</td>
<td>418</td>
<td>485</td>
<td>565</td>
<td>871</td>
</tr>
<tr>
<td>Tidewater</td>
<td>663</td>
<td>564</td>
<td>626</td>
<td>1,385</td>
</tr>
<tr>
<td>Valley (Fauquier Cty down 81 to Roanoke)</td>
<td>512</td>
<td>538</td>
<td>523</td>
<td>1,020</td>
</tr>
<tr>
<td>In-State, Unknown</td>
<td>36</td>
<td>33</td>
<td>92</td>
<td>73</td>
</tr>
</tbody>
</table>
### Applications by State (February 10th)

<table>
<thead>
<tr>
<th>State</th>
<th>Fall 2014</th>
<th>Fall 2015</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maryland</td>
<td>251</td>
<td>257</td>
<td>205</td>
<td>800</td>
</tr>
<tr>
<td>North Carolina</td>
<td>88</td>
<td>81</td>
<td>72</td>
<td>652</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>37</td>
<td>101</td>
<td>75</td>
<td>234</td>
</tr>
<tr>
<td>West Virginia</td>
<td>40</td>
<td>21</td>
<td>27</td>
<td>183</td>
</tr>
<tr>
<td>New Jersey</td>
<td>96</td>
<td>104</td>
<td>73</td>
<td>133</td>
</tr>
<tr>
<td>Tennessee</td>
<td>30</td>
<td>23</td>
<td>27</td>
<td>132</td>
</tr>
<tr>
<td>South Carolina</td>
<td>20</td>
<td>39</td>
<td>17</td>
<td>109</td>
</tr>
<tr>
<td>New York</td>
<td>61</td>
<td>77</td>
<td>60</td>
<td>80</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>48</td>
<td>63</td>
<td>38</td>
<td>70</td>
</tr>
<tr>
<td>Delaware</td>
<td>22</td>
<td>31</td>
<td>21</td>
<td>67</td>
</tr>
</tbody>
</table>
Applications by Gender (February 10th)

<table>
<thead>
<tr>
<th></th>
<th>Fall 2014</th>
<th>Fall 2015</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>4,252</td>
<td>4,316</td>
<td>4,217</td>
<td>8,541</td>
</tr>
<tr>
<td>Male</td>
<td>2,763</td>
<td>2,681</td>
<td>2,544</td>
<td>4,748</td>
</tr>
</tbody>
</table>

Enrollment Management
## Applications by Ethnicity

(February 10th)

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Fall 2014</th>
<th>Fall 2015</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian or Alaska Native</td>
<td>11</td>
<td>18</td>
<td>0</td>
<td>39</td>
</tr>
<tr>
<td>Asian</td>
<td>238</td>
<td>227</td>
<td>241</td>
<td>395</td>
</tr>
<tr>
<td>Black or African American</td>
<td>1,451</td>
<td>1,473</td>
<td>1,575</td>
<td>3,772</td>
</tr>
<tr>
<td>Hispanic</td>
<td>623</td>
<td>649</td>
<td>616</td>
<td>1,385</td>
</tr>
<tr>
<td>Native Hawaiian or Other Pacific Islander</td>
<td>8</td>
<td>9</td>
<td>0</td>
<td>29</td>
</tr>
<tr>
<td>White</td>
<td>4,130</td>
<td>4,057</td>
<td>3,946</td>
<td>6,297</td>
</tr>
<tr>
<td>Two or more races</td>
<td>474</td>
<td>439</td>
<td>269</td>
<td>982</td>
</tr>
<tr>
<td>Nonresident Alien</td>
<td>11</td>
<td>40</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>Race and Ethnicity Unknown</td>
<td>69</td>
<td>85</td>
<td>108</td>
<td>377</td>
</tr>
</tbody>
</table>
Average GPA of Applications (February 10th)

Average GPA:
- Fall 2014: 3.20
- Fall 2015: 3.22
- Fall 2016: 3.20
- Fall 2017: 3.26
Average GPA by Residency (February 10th)

In-State
- Fall 2014: 3.20
- Fall 2015: 3.22
- Fall 2016: 3.25
- Fall 2017: 3.30

Out-of-State
- Fall 2014: 3.23
- Fall 2015: 3.23
- Fall 2016: 3.25
- Fall 2017: 3.30
Average SAT of Applications (February 10th)

Average Fall 2014 | Fall 2015 | Fall 2016 | Fall 2017
--- | --- | --- | ---
1,070 | 1,065 | 1,047 | 1,055

Enrollment Management
## Applications by Feeder High Schools  
(February 10th)

<table>
<thead>
<tr>
<th>High School</th>
<th>City</th>
<th>Fall 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cosby High School</td>
<td>Midlothian</td>
<td>99</td>
</tr>
<tr>
<td>Christiansburg High School</td>
<td>Christiansburg</td>
<td>90</td>
</tr>
<tr>
<td>Patriot High School</td>
<td>Nokesville</td>
<td>86</td>
</tr>
<tr>
<td>Woodside High School</td>
<td>Newport News</td>
<td>83</td>
</tr>
<tr>
<td>Pulaski County High School</td>
<td>Dublin</td>
<td>81</td>
</tr>
<tr>
<td>Mills E Godwin High School</td>
<td>Richmond</td>
<td>78</td>
</tr>
<tr>
<td>Battlefield High School</td>
<td>Haymarket</td>
<td>76</td>
</tr>
<tr>
<td>Franklin County High School</td>
<td>Rocky Mount</td>
<td>76</td>
</tr>
<tr>
<td>Norview High School</td>
<td>Norfolk</td>
<td>76</td>
</tr>
<tr>
<td>Bassett High School</td>
<td>Bassett</td>
<td>74</td>
</tr>
</tbody>
</table>
Application Marketing 2017

Mobile Activity

6,178 students entered the application through a mobile device.

2,565 students submitted an application on a mobile device.

19% of total Radford applicants
Total Freshman Admitted (February 10th)

Admitted

- Fall 2014: 4,228
- Fall 2015: 4,554
- Fall 2016: 3,926
- Fall 2017: 8,593
Admitted by Residency (February 10th)

In-State
- Fall 2014: 3,634
- Fall 2015: 3,840
- Fall 2016: 3,399
- Fall 2017: 7,090

Out-of-State
- Fall 2014: 714
- Fall 2015: 594
- Fall 2016: 527
- Fall 2017: 1,503
## Admitted by VA Region (February 10th)

<table>
<thead>
<tr>
<th>Region</th>
<th>Fall 2014</th>
<th>Fall 2015</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Va</td>
<td>216</td>
<td>269</td>
<td>269</td>
<td>519</td>
</tr>
<tr>
<td>Northern Va</td>
<td>1,521</td>
<td>1,468</td>
<td>1,171</td>
<td>2,030</td>
</tr>
<tr>
<td>Peninsula</td>
<td>168</td>
<td>205</td>
<td>205</td>
<td>546</td>
</tr>
<tr>
<td>Richmond</td>
<td>476</td>
<td>470</td>
<td>372</td>
<td>969</td>
</tr>
<tr>
<td>Roanoke Metro</td>
<td>186</td>
<td>216</td>
<td>192</td>
<td>321</td>
</tr>
<tr>
<td>South Central</td>
<td>64</td>
<td>85</td>
<td>95</td>
<td>251</td>
</tr>
<tr>
<td>Southwest</td>
<td>304</td>
<td>357</td>
<td>389</td>
<td>687</td>
</tr>
<tr>
<td>Tidewater</td>
<td>391</td>
<td>377</td>
<td>365</td>
<td>979</td>
</tr>
<tr>
<td>Valley (Fauquier Cty down 81 to Roanoke)</td>
<td>291</td>
<td>379</td>
<td>307</td>
<td>731</td>
</tr>
<tr>
<td>In-State, Unknown</td>
<td>17</td>
<td>14</td>
<td>34</td>
<td>57</td>
</tr>
</tbody>
</table>
Change in Admits

Change in Admits
- Down 3 to 8
- Flat
- Up 3 to 152
- Up 153 to 300
Average GPA of Admitted (February 10th)

Average GPA:
- Fall 2014: 3.31
- Fall 2015: 3.32
- Fall 2016: 3.36
- Fall 2017: 3.43
Average GPA by Residency (February 10th)

<table>
<thead>
<tr>
<th>Semester</th>
<th>In-State</th>
<th>Out-of-State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2014</td>
<td>3.31</td>
<td>3.33</td>
</tr>
<tr>
<td>Fall 2015</td>
<td>3.32</td>
<td>3.34</td>
</tr>
<tr>
<td>Fall 2016</td>
<td>3.36</td>
<td>3.40</td>
</tr>
<tr>
<td>Fall 2017</td>
<td>3.41</td>
<td>3.48</td>
</tr>
</tbody>
</table>
Total Freshman Deposits (February 15th)

<table>
<thead>
<tr>
<th></th>
<th>Fall 2014</th>
<th>Fall 2015</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>321</td>
<td>295</td>
<td>172</td>
<td>347</td>
</tr>
</tbody>
</table>

Deposits for Fall 2014, Fall 2015, Fall 2016, and Fall 2017.
Deposits by Residency (February 15th)

In-State
- Fall 2014: 297
- Fall 2015: 271
- Fall 2016: 158
- Fall 2017: 0

Out-of-State
- Fall 2014: 24
- Fall 2015: 24
- Fall 2016: 14
- Fall 2017: 42
Total Transfer Applications (February 10th)
Transfer Applications by Residency (February 10th)

In-State

- Fall 2014: 416
- Fall 2015: 525
- Fall 2016: 683
- Fall 2017: 836

Out-of-State

- Fall 2014: 51
- Fall 2015: 50
- Fall 2016: 48
- Fall 2017: 100
## Transfer Applications by VA Region (February 10th)

<table>
<thead>
<tr>
<th>Region</th>
<th>Fall 2014</th>
<th>Fall 2015</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Va</td>
<td>55</td>
<td>55</td>
<td>78</td>
<td>97</td>
</tr>
<tr>
<td>Northern Va</td>
<td>90</td>
<td>79</td>
<td>123</td>
<td>139</td>
</tr>
<tr>
<td>Peninsula</td>
<td>13</td>
<td>22</td>
<td>21</td>
<td>32</td>
</tr>
<tr>
<td>Richmond</td>
<td>24</td>
<td>22</td>
<td>27</td>
<td>58</td>
</tr>
<tr>
<td>Roanoke Metro</td>
<td>66</td>
<td>80</td>
<td>91</td>
<td>138</td>
</tr>
<tr>
<td>South Central</td>
<td>4</td>
<td>9</td>
<td>11</td>
<td>19</td>
</tr>
<tr>
<td>Southwest</td>
<td>93</td>
<td>146</td>
<td>210</td>
<td>244</td>
</tr>
<tr>
<td>Tidewater</td>
<td>24</td>
<td>32</td>
<td>40</td>
<td>46</td>
</tr>
<tr>
<td>Valley (Fauquier Cty down 81 to Roanoke)</td>
<td>41</td>
<td>63</td>
<td>77</td>
<td>56</td>
</tr>
<tr>
<td>In-State, Unknown</td>
<td>6</td>
<td>17</td>
<td>5</td>
<td>7</td>
</tr>
</tbody>
</table>
## Transfer Applications by Feeder Institutions (February 10th)

<table>
<thead>
<tr>
<th>Institution</th>
<th>City</th>
<th>Fall 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virginia Western Community College</td>
<td>Roanoke</td>
<td>127</td>
</tr>
<tr>
<td>New River Community College</td>
<td>Dublin</td>
<td>108</td>
</tr>
<tr>
<td>Northern Virginia Community College</td>
<td>Annandale</td>
<td>87</td>
</tr>
<tr>
<td>Wytheville Community College</td>
<td>Wytheville</td>
<td>49</td>
</tr>
<tr>
<td>Patrick Henry Community College</td>
<td>Martinsville</td>
<td>33</td>
</tr>
<tr>
<td>Tidewater Community College</td>
<td>Norfolk</td>
<td>28</td>
</tr>
<tr>
<td>Southwest Virginia Community College</td>
<td>Richlands</td>
<td>25</td>
</tr>
<tr>
<td>John Tyler Community College</td>
<td>Chester</td>
<td>24</td>
</tr>
<tr>
<td>Lord Fairfax Community College</td>
<td>Middletown</td>
<td>19</td>
</tr>
<tr>
<td>Virginia Highlands Community College</td>
<td>Abingdon</td>
<td>19</td>
</tr>
</tbody>
</table>
Yield Activities

• Scholarships
• Academic Programs
• Financial Aid
Financial Aid  (February 10th)

• 5,154 FAFSAs received admitted freshmen
• 3,678 packaged
• 277 ready to package
• 1,199 in verification

May 1, 2016

• 3,975 FAFSAs received admitted freshmen
• 2,822 packaged
Yield Activities: Events

• Highlander Days
• Off-Site Receptions
Yield Activities: Outreach

• Telephone
• Email
• Mailings
• Social Media
Yield Activities: Next Steps

• Housing Application
• QUEST Registration
Discussion
Office of Admissions
2017 Off-Site Freshman Yield Receptions

Sunday, February 19, 6:30 p.m.
   Roanoke
   Taubman Museum

Sunday, March 5, 2:00 p.m.
   Loudoun County
   National Conference Center

Sunday, March 5, 7:00 p.m.
   Fairfax County
   Waterford at Fair Oaks

Monday, March 6, 7:00 p.m.
   Tidewater
   Crowne Plaza – VA Beach Town Center

Tuesday, March 7, 7:00 p.m.
   Hampton Roads
   Newport News Marriott at City Center

Wednesday, March 8, 7:00 p.m.
   Richmond
   Hilton Richmond Hotel & Spa

RSVP to Kitty McCarthy at kmccarthy21@radford.edu
or by telephone at (540) 831-5585.

Thank you!
University Relations
Update
University Relations Overview

1. Branding and Marketing Overview
2. Economic Impact Study
3. University Relations Fall Semester Recap
Branding & Marketing Overview

1. Campaign objectives and measures
2. Campaign strategy and evolution
3. Campaign tactics and plan
4. Campaign performance
5. Next steps
This campaign is to support enrollment management’s efforts to:

Build awareness and brand recognition to prospective students, parents and influencers

Generate engagement and increase interest among prospective students and influencers

Drive conversion through qualified inquiry actions on the website; measure results
Defining Key Performance Indicators (KPIs)

Global KPIs

- Advertising Impressions
- Admissions Section Traffic
- Application Inquiries

Measures the reach and impact of broad media using media data and enrollment web activity.

Digital KPIs

- Digital Advertising Impressions
- Landing Page Traffic
- Landing Page Inquiries

Measures the digital media campaign’s ability to generate specific actions that drive the enrollment funnel.
## Defining Global KPIs

<table>
<thead>
<tr>
<th>Objective</th>
<th>KPI</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness</td>
<td>Advertising Impressions</td>
<td>Measures impressions from all forms of advertising including TV, print, out of home, radio, and digital channels</td>
</tr>
<tr>
<td>Interest</td>
<td>Admissions Section Sessions</td>
<td>Measures the amount of people visiting the Undergraduate Admissions section of the <a href="http://radford.edu">radford.edu</a> website</td>
</tr>
<tr>
<td>Inquiry</td>
<td>Outbound Application link Inquiry action</td>
<td>Measured by the number of clicks on the application link on <a href="http://radford.edu/apply">radford.edu/apply</a></td>
</tr>
</tbody>
</table>
## Defining Digital KPIs

<table>
<thead>
<tr>
<th>Objective</th>
<th>KPI</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness</td>
<td>Digital Advertising Impressions</td>
<td>Measures impressions from all forms of digital advertising including web banners, online video, streaming audio, paid search and paid social media</td>
</tr>
<tr>
<td>Interest</td>
<td>Marketing Landing Page Visits</td>
<td>Measures the amount of people entering the website through the exclusive marketing landing pages (separate pages for Undergraduate, Transfer &amp; Multicultural)</td>
</tr>
<tr>
<td>Inquiry</td>
<td>Marketing Landing Page Inquiry Actions</td>
<td>Measured by the number of clicks on the inquiry buttons on the exclusive landing pages (ex. Apply Now, Request Info, Majors/Minors)</td>
</tr>
</tbody>
</table>
Campaign Strategy - Phase 1 & 2A

Phase 1 (Sept-Oct) Strategy:
- Use application data from previous academic year to make an informed decision about geographical penetration
- Utilize a dynamic digital approach to target students in priority areas where Radford Admissions team is traveling

Phase 2A (Nov-Jan) Strategy:
- Leverage “inquiry pool” data collected by Royall Enrollment Management Team to target top 100 counties that index the highest for prospective applicants
Evolution of Marketing-Admissions Collaboration

PHASE 1:
Based on historical admissions data
Targeted based on history

PHASE 2A:
Based on Royall-defined high opportunity targets
Targeted to markets rich in prospective students

PHASES 2B & 3:
Based on real-time admissions data
Targeted based on application data, to drive yield

Increasingly data and performance driven
# Media Tactics - Phase 2A

<table>
<thead>
<tr>
<th>Media</th>
<th>Details</th>
<th>Properties</th>
<th>% Spend</th>
</tr>
</thead>
</table>
| **Print**           | • Scale down print expenditure in FY17 to accommodate better targeted and cost-efficient media solutions  
                      • Focus on opportunities that align Radford with relevant editorial content (ex. College Guides) and economic development                                                                 | ![Virginia Business](image1) ![Richmond Magazine](image2) | 3%      |
| **Out of Home**     | • Leverage two high-impact digital screens in the Roanoke Airport to build awareness and establish market presence for inbound and outbound travelers  
                      • Invest in a network of digital/static billboards and bus ads in the Richmond market – a geographical priority for Radford based on admissions research | ![ClearChannel](image3) ![Outdoor](image4) | 40%     |
| **Web Digital Display** | • Use digital display partners to deliver Radford’s web banners efficiently across a variety of websites that are relevant to the user and the content they are consuming  
                      • Use real-time consumer data to deliver Radford’s message of the right prospects at the right time  
                      • Leverage Royall data to only serve ads to prospects in the top indexing geographies both in and out-of-state | ![Inc. U.S. News](image5) ![Roanoke.com](image6) ![Washington Post](image7) ![About Education](image8) | 45%     |
| **Paid Search**     | • Drive users who are actively searching for education to Radford’s website  
                      • Tailor ads to specific undergraduate audience actively searching for information in order to complete applications                                                                                     | ![Google](image9) | 12%     |
### FY17 High Level Flowchart

- The Nov-Jan “Phase 2A” plan focuses on building brand awareness and recognition to prospective students in key areas based on admissions research.

- Strong emphasis on digital media through January in order to efficiently target prospects across many in and out of state geographies.

- Budget for all media through January represents 40% of total advertising allocation for FY17.

<table>
<thead>
<tr>
<th>CAMPAIGN/MEDIA</th>
<th>Sept</th>
<th>October</th>
<th>November</th>
<th>Dec</th>
<th>January</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNDERGRADUATE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Print</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$31,000</td>
</tr>
<tr>
<td>Out of Home</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$40,000</td>
</tr>
<tr>
<td>Radio/Audio</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$15,000</td>
</tr>
<tr>
<td>Streaming Radio</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$9,500</td>
</tr>
<tr>
<td>Digital Display</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$72,500</td>
</tr>
<tr>
<td>Paid Social</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$4,500</td>
</tr>
<tr>
<td>Paid Search</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$14,500</td>
</tr>
<tr>
<td>TRANSFER</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$15,000</td>
</tr>
<tr>
<td>Digital Display</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$11,000</td>
</tr>
<tr>
<td>Paid Search</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$4,500</td>
</tr>
<tr>
<td>MULTICULTURAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$15,000</td>
</tr>
<tr>
<td>Digital Display</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$11,000</td>
</tr>
<tr>
<td>Paid Social</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$4,500</td>
</tr>
<tr>
<td><strong>All Campaigns</strong></td>
<td><strong>$115,000</strong></td>
<td><strong>$103,000</strong></td>
<td><strong>$187,000</strong></td>
<td><strong>$15,500</strong></td>
<td><strong>$15,000</strong></td>
<td><strong>$218,000</strong></td>
</tr>
</tbody>
</table>
Phase 2A Digital Delivery by Geography

- Leverage Royall “inquiry pool” data to efficiently target prospective applications across the Top 100 counties both in-state and out-of-state
- Chart below shows effective percentages of ad delivery by Nielsen DMA market

In-State Markets = 85%
Out of State Markets = 15%
### FY17 Analytics - Global KPIs

<table>
<thead>
<tr>
<th>Global KPI</th>
<th>FY17 YTD</th>
<th>FY16 YTD</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Impressions</td>
<td>31,075,997</td>
<td>56,056,127</td>
<td>-45%</td>
</tr>
<tr>
<td>Admissions Section Sessions</td>
<td>227,670</td>
<td>164,286</td>
<td>+39%</td>
</tr>
<tr>
<td>Application Link Inquiries*</td>
<td>30,301</td>
<td>29,881</td>
<td>+1%</td>
</tr>
</tbody>
</table>

*Inquiry tracking not available before 10/4/16; metrics pulled 10/4 – 12/31

- Decrease in impression delivery YoY was the result of no TV and fewer out of home impressions in the market during the same timeframe in FY17, and planned distribution of resources across phases through FY17 compared to FY16.
- Despite fewer impressions, the campaign has resulted in a 39% increase in traffic to the Radford Admissions section YoY, which may be the product of increased digital marketing in FY17.
- While application link inquiries are perceived to be up 1%, this number may be higher as this metric does not include applicants who visited the application page through Royall marketing efforts.
FY17 Analytics - Digital KPIs

<table>
<thead>
<tr>
<th>Digital KPI</th>
<th>FY17 YTD</th>
<th>FY16 YTD</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Impressions</td>
<td>20,488,489</td>
<td>12,888,401</td>
<td>+59%</td>
</tr>
<tr>
<td>Marketing Landing Page Sessions</td>
<td>51,028</td>
<td>12,116</td>
<td>+321%</td>
</tr>
<tr>
<td>Marketing Landing Page Inquiries*</td>
<td>2,656</td>
<td>398</td>
<td>+567%</td>
</tr>
</tbody>
</table>

*Inquiry tracking not available before 10/4/16; metrics pulled 10/4 – 12/31

- Heavier emphasis on digital media (web banners, streaming radio, paid social, paid search) in FY17 resulted in 59% more impressions YoY.
- The increase in digital media in FY17 was responsible for producing 321% more traffic to the exclusive marketing landing pages YoY.
- A 567% increase in landing page inquiries means the campaign has been successful in driving higher quality traffic to the site (i.e. those willing to engage with the website further).
• Total sessions to the Radford Admissions section of Radford.edu during the period of September-December have increased 39% from FY16 and 59% from FY15.

• During the same period, the number of page views on the Admissions section has increased 53% from FY16 and 111% from FY15.

• The pattern of traffic to the Admissions section of the site has generally reflected the pattern of media impression delivery in the market each month – with an elevated amount of sessions occurring in October when additional media was placed into the market.
Radford Admissions Trends

- Radford’s offline enrollment data shows that, through 1/1/17, New Freshman applications are up 122% YoY, Transfer applications are up 38% YoY and Multicultural applications are up 177% YoY.
Looking forward - Phase 2B & 3

Phase 2B (Feb-Apr) Strategy:

• Place a higher focus on fostering yield by delivering media into markets with the highest index for admitted students.
• Use “real-time” admitted student data provided by Admissions to make an informed decision about geographical penetration of advertising.
• Leverage video assets (TV/Online) to communicate Radford’s core message and develop preference to highest indexing audience as well as utilize hyper-targeted digital media to stay top-of-mind to applicants.
• Video assets include:
  - New Radford University commercial – TV/Online
  - Spanish version of new commercial for multicultural marketing – Online

Phase 3 (Apr-Jun) Strategy:

• Begin generating awareness to next wave of prospects and applicants (high school sophomores and juniors) by integrating Royall “inquiry pool” data.
Economic Impact Study
Locations of Impact
• Regional: New River and Roanoke Valleys
• Virginia/statewide

Process
• Commissioned New River Valley Regional Commission
  • Assisted by Roanoke Valley–Alleghany Regional Commission
• Direct, Indirect and Induced impacts
  • Internal and external data, surveys and modeling: FY2009-2016

- $1.056B statewide total direct, indirect and induced impact, supporting 8,421 jobs
- ROI: $22 statewide & $10 regional for every $1 in General Appropriation ($47.3M)
Regional Impacts
• Direct and indirect impact: $313M (salaries, operations, capital, student spending, visitors)
  • Increase of 39.68% since 2010
• Support 2,845 jobs in region
• 86% of student spending occurs in region of impact ($47.3M)
  • Slightly more than half occurring within City of Radford
• Visitors bring additional $4.5M spending to region
• Alumni impact: $162M in sales and 1,331 jobs

➢ Total impact: $475.2M (includes alumni induced impact)
  ➢ Supports 4,176 jobs in region
Economic Impact Study 2016 Summary

Statewide Impacts
• Direct and indirect impact: $361M (salaries, operations, capital, student spending, visitors)
  • $272M spent on construction and renovation since 2009
    • More than 80% to Virginia businesses
    • Approximately 50% to regional businesses
• Supports 3,221 jobs statewide
• Alumni impact: $690M in sales and more than 5,200 jobs

❖ Media clip: WDBJ-7 (CBS, Roanoke) (1/23/2017)
Media Services Update

News stories produced fall semester 2016: approx. 175
More than 50 stories pitched to earned media (regional, national and trade press)
Focus included:

• Academic programs (multiple) – achievements & initiatives
• Student achievements & selection of RU
• Town-gown relationship, community service projects, economic development
• President Hemphill inauguration
• Presidential forums
• International Education Center agreements with Australian and Chinese universities
• Budget Summit
• Strategic Planning Task Force
• CHBS and CSAT ribbon cuttings
• Engineering Solutions Products agreement
• Veteran’s Day
• HEHROS (Helping eradicate homelessness)
• Healthy Minds, Healthy Bodies (suicide prevention, other student wellness issues)
Social Media: Sept-Nov 2016

Twitter

Total Overall Impressions
- 4.8K per day
- 436,800 total

Overall Engagement
- 1.0% engagement rate
- 920 total links clicks
- 452 retweets
- 920 likes
- 103 replies

Followers
- 16,493 followers total
Social Media: Sept-Nov 2016

Facebook

Overall  • 27,042 likes
Likes  • + 774 likes
Overall  • 89 posts total
Posts  • 57K total post engagement
Top Post  • “Recap of the Inauguration of Radford President Brian O. Hemphill”
  • 44,259 people reached
  • 1,240 post engagement
LinkedIn

Likes 41,397
Page Views 5,465
New Followers 1,017
Instagram

Followers: 6,374
Likes: 7,658
Total Video Views: 7,747

Total Number of Followers for Instagram: radfordu

<table>
<thead>
<tr>
<th>Month</th>
<th>Number of Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept.</td>
<td>5,700</td>
</tr>
<tr>
<td>Oct.</td>
<td>5,800</td>
</tr>
<tr>
<td>Nov.</td>
<td>6,374</td>
</tr>
</tbody>
</table>

Social Media: Sept–Nov 2016
During the fall semester, www.radford.edu received 4.4 million page views and 3.4 million unique page views. Top viewed pages for this period are:

- Radford.edu homepage
- Library
- Radford Admissions Apply Now [http://www.radford.edu/content/radfordcore/home/admissions/apply-now.html](http://www.radford.edu/content/radfordcore/home/admissions/apply-now.html)
- Undergraduate Admissions landing page [http://www.radford.edu/content/admissions-landing/home.html](http://www.radford.edu/content/admissions-landing/home.html)
- Directory
Creative & Marketing Services has been focused on providing quality and timely services and products supporting leadership’s priorities, initiatives and strategic direction through a wide range of digital, printed, visual, photographic and videography products and branding and marketing strategy development.

Fall semester highlights include:

- 23 projects initiated, in progress
- 80+ projects completed for the customer
Advancement Communications Accomplishments

- Maintained Alumni Relations & Advancement web presence,
- Created, scheduled and sent 85 email solicitation and event campaigns,
- Created 31 giving pages in support of targeted fundraising initiatives,
- Created 9 event registration websites in support of Alumni Relations & Advancement initiatives, and
- Supported 34 fundraising proposals, including 10 presidential proposals.
Advancement Communications Major Publication Projects

- Radford University Magazine Winter 2017
- The Giving Report
- Presidential and MGO proposals
Advancement Communications
Event & Project Support

- President Hemphill Inauguration
- CHBS ribbon cutting
- CSAT ribbon cutting
- Homecoming
  - Homecoming website
  - Event registration website
  - The Magazine of Radford University
  - Save the date postcard and email and registration postcards and emails sent to all alumni in mailing database
- Golden Reunion invitation letters and emails
- Women of Radford printed invitation, email and program
- CEHD Golden Breakfast printed invitation and email sent to all CEHD alumni
- Leadership Lunch event email
- Athletics Hall of Fame printed invitation and email
- Greek Life Challenge fundraising initiative email
Addendum
Highlighted Social Media Campaigns

President Hemphill’s Inauguration

The Web Communications and Strategy team worked to successfully promote the inauguration of President Hemphill as well as cover the investiture ceremony. Overall, the campaign was a success with increased engagement on Facebook, Instagram, Twitter and LinkedIn. Snapchat received the most engagement total.

<table>
<thead>
<tr>
<th>Date</th>
<th>Post</th>
<th>Platform</th>
<th>Number of Posts</th>
<th>Likes/Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/4-10/6</td>
<td>“Week of Welcomes” Snapchat Story</td>
<td>Snapchat</td>
<td>3 stories</td>
<td>18,200 views</td>
</tr>
<tr>
<td>10/6</td>
<td>#tbt picture</td>
<td>Facebook, Instagram</td>
<td>1, 1</td>
<td>53 likes, 227 likes</td>
</tr>
<tr>
<td>10/10</td>
<td>Inauguration invitation</td>
<td>Facebook, Instagram, Twitter, LinkedIn</td>
<td>1, 1, 1, 1</td>
<td>107 likes, 321 likes, 13 likes, 34 likes</td>
</tr>
<tr>
<td>10/10</td>
<td>Radford Gives Back Promotion</td>
<td>Facebook, Twitter</td>
<td>1, 3</td>
<td>40 likes, 19 likes</td>
</tr>
<tr>
<td>10/11</td>
<td>Radford Gives Back recap gif</td>
<td>Facebook, Instagram, Twitter, Snapchat</td>
<td>1, 1, 1, 5 snaps</td>
<td>278 likes, 429 likes, 48 likes, 5,400 views</td>
</tr>
<tr>
<td>10/13</td>
<td>Live stream promotion</td>
<td>Facebook, Instagram, Twitter</td>
<td>1, 1, 1</td>
<td>37 likes, 444 likes, 6 likes</td>
</tr>
<tr>
<td>10/13</td>
<td>Investiture Ceremony Photo album</td>
<td>Facebook</td>
<td>1 album/20 photos</td>
<td>143 likes</td>
</tr>
<tr>
<td>10/13</td>
<td>Retweeting @BrianOHemphill</td>
<td>Twitter</td>
<td>9 tweets</td>
<td>226 likes</td>
</tr>
<tr>
<td>10/13</td>
<td>Inauguration news story</td>
<td>Facebook, LinkedIn</td>
<td>1, 1</td>
<td>291 likes, 17 likes</td>
</tr>
<tr>
<td>10/17</td>
<td>Investiture Ceremony recap video</td>
<td>Facebook</td>
<td>1</td>
<td>287 likes</td>
</tr>
</tbody>
</table>
Highlighted Social Media Campaigns

Presidential Scholarship Giving Initiative
Along with the promotion of the president’s inauguration, the Web Communications and Strategy team promoted giving to the Presidential Scholarship. Engagement was greatest on Instagram.

<table>
<thead>
<tr>
<th>Date</th>
<th>Post</th>
<th>Platform</th>
<th>Number of Posts</th>
<th>Likes/Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/26</td>
<td>Alumni photo</td>
<td>• Facebook</td>
<td>• 1</td>
<td>• 65 likes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• LinkedIn</td>
<td>• 1</td>
<td>• 2 likes</td>
</tr>
<tr>
<td>10/5</td>
<td>Current Student photo</td>
<td>• Facebook</td>
<td>• 1</td>
<td>• 114 likes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Instagram</td>
<td>• 1</td>
<td>• 148 likes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Twitter</td>
<td>• 1</td>
<td>• 2 likes</td>
</tr>
</tbody>
</table>
Admissions Acceptance Letter Tweets and Congratulatory Replies

@CoxCourtneycox - Nov 28
SO HAPPY TO SAY THAT IM GOING TO RADFORD! @radfordu

Radford University @radfordu

@CoxCourtneycox We can’t wait to see you on campus!

Jordy - @sweet_jordyv - Nov 17
Super proud to say that I got into my number 1 school Radford University #RU21

Radford University @radfordu

@sweet_jordyv Congratulations and welcome to the #HighlanderFamily!

Jessica - @Jessica_oxo_ - Nov 27
Highkey extremely happy I got into @radfordu bc it’s my number 1 choice 😊 #RU21

Radford University @radfordu

@Jessica_oxo_ Congratulations!

Megan McDonagh - @MeganMcDonagh19 - Nov 26
Proud to announce that I have been accepted to my #1 school! radford2021 @JulieAIRU @radfordu

Radford University @radfordu

@MeganMcDonagh19 We can’t wait to see you on campus!
Web Communications Projects

- President Hemphill’s Inauguration website
- Human Resources redesign
- MakerSpace
- Helping Eradicate Homelessness through Resources, Opportunities and Supplies (HEHROS)
- Center for Innovation and Analytics (COBE)
- Winter Commencement
- Virginia Criminal Justice Bulletin
- Office of Risk Management
- Budget Planning Summit
- International Education Center – redesigned and enhanced toward prospective and current international students
- Department of Chemistry – redesign to enhance appeal to prospective students
- COSD – website redesign to enhance appeal to prospective students
- [Magazine of Radford University (Winter 2017) online](#)
Web Communications Projects

- Student Wellness landing page
- BOV archives for increased efficiency
- Strategic Planning website
- College of Graduate Studies and Research enhancements toward prospective students within
- Brand and Visual Identity
- Enhanced search engine optimization
- Web Communications and Strategy developed website campaigns in support of:
  - Student move-in
  - Welcome to the Class of 2020
  - Admissions College Fairs
  - Admissions Transfer Student Application deadline
- College of Distinction accolade
- Admissions Fall Open House dates
- Student profiles
- The Nutcracker performance
- December Early Admission Application deadline
- Veterans Day
- Idea Risers
- Winter Commencement
- Register for Spring Classes
- Ambient videos highlighting the rigorous academics and extracurricular opportunities, Halloween and Winter Commencement
Creative and Marketing Services Projects

- BOV Bulletins
- President Hemphill Alumni Tour
- Presidential Solicitation Proposals
- ADV Athletics Donor Guide
- CHBS building ribbon cutting invitation, insert, envelope and evite
- "Highlander GUIDE" promotionals
- CHBS Certificate brochure
- GPS Graduate Recruitment
- CHBS Graduate brochure
- ADV AR Homecoming on-campus banners
- Athletics Hall of Fame email header
- NAACP Freedom Fund banquet ad
- Highlander Chats flyer
- ADV Arts Society Renewal
- Convocation Evite
- HHP letterhead
- BE SEEN posters
- ODE Sexual Misconduct brochure
- CSAT Center for the Sciences Ribbon Cutting
- ADV Radford Fund Banner
- Presidential event communication support
- ADV AR Women of Radford Invitation
- CSAT Planetarium banner
- Athletics Hall of Fame printed invitation
- Fall Convocation graphics support
- ADV Student Philanthropy sign
- ADV TAG Day
- New headers for president e-stationary
- Sponsorship for Roanoke Dinner Champions ad
- ADV AR Commencement folios
- MRC Evite for Veterans Day
- CEHD Student Ambassadors Lockup
- Radford Gives Back Evite
- IEC Study Abroad postcard
- CVPA Fall ad - Roanoke Times School of Dance & Theatre
- EDU guide and brochure
- ADV AR Women of Radford program 2016
- ADV Curtain Up
- ADV AR Alumni LinkedIn window shade banner
- Sustainability single stream recycling
## Creative and Marketing Services Projects

- PROV ADM What Others Say postcard
- COBE MOU signing screen graphic
- Student Affairs email template(s)
- Highlanders Festival email
- PROV ADM Majors and Minors Fair
- UEDA Sponsorship Ad (University Economic Development Association)
- Kids Fest evite ADV Advancement infographic
- SA CDI DEAC letterhead
- CSAT Radford University Science Day lock-up
- PROV ADM Scholarship certificate
- CEHD Winner of Foods and Nutrition Conference & Expo School Spirit Contest
- Commencement Program Winter 2016
- PROV ADM Fall 2017 Recruitment Plan booklet
- ADV AR Thank You! email header
- Inauguration/Barbecue posters
- CSAT ribbon cutting program
- Inauguration viewing outlets email
- Thank You email for Radford Gives Back
- Provost Search e-letter and e-flyer
- ADV Selu program
- SA Housing promotional collateral
- Winter 2016 Commencement postcard
- Parking map for Winter Commencement website
- Faculty Data Sheet redesign
- CEHD MCT McGlothlin Save-The-Date Email
- Million Dollar Moonshot email header
- Budget Summit Planning Report 2016
- Holiday Reception invitations and e-vites
- Strategic Plan word cloud graphic
- International Education photo support for web updates
- “Unity” slide images
- Photo collage project
- Center for Accessibility Services logo lock-up
- TV/media relations background image
- CEHD table runner
- PROV ADM Capture the Flag certificate
- SA Spring 2017 Registration postcard
- SA 2017-18 Housing Agreement
- Virginia Business ad
- NRV Rail 2020 ad
- NRV Rail 2020 brochure and infographics
- Winter 2016 Commencement live video streams
Creative and Marketing Service Projects

- Legislative Agenda 2017 brochure
- Donor Guide
- Economic Impact Study
- Give Your Heart to Art invite
- Residential Life promotional and marketing material
- Campus map upgrades
- Mathematics program brochure
- Women and Gender studies brochure
- Presidential Solicitation Proposals (ongoing)
- CEHD PEHD brochure reprint
- WEllness check REsource Card
- Quest Guide (Spring 2017)
- Foundation Annual Report (FY2016)
- CVPA promotional collateral
- CHBS Media Studies and Communications Studies brochures
- PROTECT brochure
- Study Abroad Exchange Partners handout
- COBE Accounting Certification publications
- HEHROS (Helping Eradicate Homelessness through Resources, Opportunities and Supplies) brochure
- HIPS posters
- CDI collateral
- SCI posters
- Advocacy Day 2017
Advancement Overview

Comparative Giving Report
Comparative Donor Report
Comparative Pending Proposals
Alumni Relations
Questions
### Comparative Giving Report

**Radford University - University Advancement**

Comparative Giving Report by Fiscal Year

#### Fiscal Year-to-Date Giving:

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Pledges and Payments</td>
<td>$7,354,463</td>
<td>$1,115,870</td>
<td>$897,440</td>
</tr>
<tr>
<td>New Planned Gifts</td>
<td>$895,050</td>
<td>$4,840,000</td>
<td>$863,000</td>
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<tr>
<td>Outright Cash Gifts</td>
<td>$777,861</td>
<td>$703,204</td>
<td>$1,003,503</td>
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<tr>
<td>Gifts-in-kind</td>
<td>$54,350</td>
<td>$191,698</td>
<td>$128,766</td>
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<tr>
<td>Total Giving</td>
<td>$9,081,723</td>
<td>$6,850,771</td>
<td>$2,892,709</td>
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</table>

#### Fiscal Year-End Giving:

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<tbody>
<tr>
<td>Pledges and Payments</td>
<td>$1,504,726</td>
<td>$1,299,287</td>
<td>$1,614,196</td>
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<tr>
<td>New Planned Gifts</td>
<td>$5,090,000</td>
<td>$1,282,000</td>
<td>$752,500</td>
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<td>Outright Cash Gifts</td>
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## Comparative Donor Report by Fiscal Year

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<tbody>
<tr>
<td>Total Number of Donors</td>
<td>3,283</td>
<td>3,093</td>
<td>3,211</td>
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<tbody>
<tr>
<td>Total Number of Donors</td>
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<td>4,731</td>
<td>5,221</td>
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</table>
Comparative Pending Proposals

Pending proposals as of February

Fiscal-Year 2016 pending proposals:
  • Fourteen proposals totaling $1,260,000

Fiscal-Year 2017 pending proposals:
  • Fifty-five proposals totaling $12,582,080
Alumni Relations

1. Highlights and Successes

2. Strategic Focus
   • Volunteer Leadership and Training
   • Regional Chapter Engagement
   • Alumni Relations and Admissions Collaboration
   • Business and Government Leadership Program
   • Student Engagement Outreach
   • Constituent Referral

3. Upcoming Calendar
Questions
Upcoming Alumni Event Highlights

Winter Celebration 2017
February 17-18
Radford

Big South Conference Tournaments
WBB - March 9-12
MBB - February 28 - March 5
Lynchburg
TBD

Greek Reunions
Sigma Chi 25th
Alpha Chi Rho 40th
Richmond
Radford

RU Foundation, Inc. Alumni & Friends
March 30
Richmond

RU Day of Service
April 8
Northern Virginia

Sunset Social
June 2
Virginia Beach

Highlander Baseball at Home
April 11
May 13
COBE Night
NRV Night

University Row at Virginia Gold Cup
May 6
Northern Virginia

Business & Government Leaders Meeting
May 18
Richmond

RU BANG at Ride & Run, Kings Dominion
June 4
Richmond

National Capital Region Golf Tournament
June 8
Northern Virginia

Radford Day at Nationals
August 12
Northern Virginia

Legacy Alumni Family Lunch
August 24
August 25
Radford
Radford

Homecoming
October 6-8
Radford

Career & Internship
Protocol Dinner
Internship & Career Fair
Grad Fair
Education Fair
Athletics Career Fair

Admissions Admitted Student Receptions
NOVA/DC
Richmond
Philadelphia
Charlotte
Virginia Beach
Maryland
New Jersey
Greensboro
March 5 - 19
Fall 2017 Recruitment Update
Placeholder For Recruitment Data
Discussion
Evolution of Marketing-Admissions Collaboration

PHASE 1: Based on historical admissions data
- Targeted based on history

PHASE 2A: Based on Royall-defined high opportunity targets
- Targeted to markets rich in prospective students

PHASES 2B & 3: Based on real-time admissions data
- Targeted based on application data, to drive yield

Increasingly data and performance driven
Phase 2B Campaign Strategy

- Place a higher focus on **fostering yield** by delivering media into markets with the highest index for admitted students.

- Use “real-time” admitted student data provided by Radford Admissions to make an informed decision about geographical penetration of advertising.

- Leverage video assets (TV/Online) to communicate Radford’s core message and develop preference to highest indexing audience as well as utilize hyper-targeted digital media to stay top-of-mind to potential enrollees. [Radford University Anthem](#) (video link to back page)
Phase 2B Digital Delivery by Geography

- Leverage Radford’s real-time admissions data to efficiently target Fall 2017 admits across the Top 100 counties both in-state and out-of-state
- Layer targeting across all market segments based on prospects who have engaged with the website or shared information from the Radford site

In-State Markets = 65%
Out of State Markets = 35%

Baltimore = 10%
Raleigh = 10%
Greensboro = 10%
Other Markets = 5%
## FY17 Key Performance Indicators (KPIs)

### Global KPI

<table>
<thead>
<tr>
<th>KPI</th>
<th>FY17 YTD</th>
<th>FY16 YTD</th>
<th>YoY</th>
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- Despite a decrease in spend and impressions, the FY17 campaign has resulted in a **+47% YoY increase in traffic to the Radford Admissions section** – an indication that the FY17 campaign has performed in driving qualified traffic to the site.

- The FY17 digital display campaign has **driven more than double the amount of visits to the website**, despite a 23% decrease in impression volume YoY – an indication that the campaign has been very efficient in targeting qualified prospects.

*Data does not include inquiry links from direct marketing efforts through Royall marketing*
A more targeted and flexible digital display and paid search (SEM) approach in FY17 has resulted in a **stronger click rate**, **more efficient cost per click** and a **higher response rate on the landing page** – measured by click-to-inquiry rate – as compared to the benchmarks that were set in FY16.
Radford Admissions Trends

- Radford’s offline enrollment data shows that, through 3/1/17, New Freshman applications are up +94% YoY, Transfer applications are up +23% YoY and Multicultural applications are up +115% YoY.
Additional Enrollment Support Campaigns

• Media relations outreach promoting record Fall 2017 applications
• Website and social media campaign promoting March Graduate College application
  o Unique page views 3x YOY (3,000+)
  o Increased YOY direct traffic vs. organic searches
  o Increased YOY book referrals
• Alumni Relations promotion of Graduate College & programs
• Updating in-progress of videos promoting Graduate College programs
• Facebook Live and video campaign supporting Undergraduate spring yield
  o Episodes highlighting:
    ▪ Freshman orientation
    ▪ Financial aid
    ▪ Transferring
    ▪ Housing
• Video and social campaign promoting summer school registration
Looking Forward - Phase 3 & FY18

Phase 3 (Apr-Jun) Strategy:

- Sustain market presence through the end of the “yield phase” to influence deposits for incoming Fall 2017 class
- Begin generating awareness to next wave of prospects and applicants (high school sophomores and juniors) by integrating “inquiry pool” & historical application data
- Push Transfer message to prospective transfer students 20 mi. surrounding key community colleges in Virginia ahead of the June 1 application deadline

FY18 Strategy:

- Continue to employ a “flighted” media campaign that reflects key timeframes during the enrollment year (i.e. application – admission – yield)
- Continue to coordinate media strategy with enrollment management efforts by using real-time admissions data to help guide market selection
- Consider launching TV/Video earlier in the enrollment cycle to help drive increased awareness ahead of application phase, and continue to leverage digital media to capture prospects in distant or cost-prohibitive markets
Advancement/Alumni Relations Communications

- 14 alumni event promotion and initiative emails
- 21 advancement fundraising emails (including the spring solicitation/Deans Letter initiative)
- 7 for graduate and undergraduate college-based events/programs
- Proposals:
  - 4 Development officer proposals
  - 3 Presidential proposals
- Spring Solicitation Initiative: campaign focused on the 6 colleges
  - Email to introduce student
  - Mailed letter by the college dean, with a Q&A with scholarship recipient
  - Email with video of student telling their story, discussing the importance of their scholarship support and thanking donors
  - Website housing all videos that feature students
  - Social media posts featuring scholarship students, with an ask.
  - Thank you mailed postcard and social media post
Questions
Addendum
Branding & Marketing Overview

1. Campaign objectives and measures
2. Campaign strategy and evolution
3. Campaign tactics and plan
4. Campaign performance
5. Next steps
Campaign Objectives

This campaign is to support enrollment management’s efforts to:

- Build awareness and brand recognition to prospective students, parents, and influencers.
- Generate engagement and increase interest among prospective students and influencers.
- Drive conversion through qualified inquiry actions on the website; measure results.
Defining Key Performance Indicators (KPIs)

Global KPIs

Advertising Impressions
Admissions Section Traffic
Application Inquiries

Measures the reach and impact of broad media using media data and enrollment web activity.

Digital KPIs

Digital Advertising Impressions
Landing Page traffic
Landing Page Inquiries

Measures the digital media campaign’s ability to generate specific actions that drive the enrollment funnel.

Awareness
Interest
Inquiry
# Defining Global KPIs

<table>
<thead>
<tr>
<th>Objective</th>
<th>KPI</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness</td>
<td>Advertising Impressions</td>
<td>Measures impressions from all forms of advertising including TV, print, out of home, radio, and digital channels</td>
</tr>
<tr>
<td>Interest</td>
<td>Admissions Section Sessions</td>
<td>Measures the amount of people visiting the Undergraduate Admissions section of the radford.edu website</td>
</tr>
<tr>
<td>Inquiry</td>
<td>Outbound Application link Inquiry action</td>
<td>Measured by the number of clicks on the application link on radford.edu/apply</td>
</tr>
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</table>
# Defining Digital KPIs

<table>
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<tr>
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<td>Digital Advertising Impressions</td>
<td>Measures impressions from all forms of digital advertising including web banners, online video, streaming audio, paid search and paid social media</td>
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<tr>
<td>Interest</td>
<td>Marketing Landing Page Visits</td>
<td>Measures the amount of people entering the website through the exclusive marketing landing pages (separate pages for Undergraduate, Transfer &amp; Multicultural)</td>
</tr>
<tr>
<td>Inquiry</td>
<td>Marketing Landing Page Inquiry Actions</td>
<td>Measured by the number of clicks on the inquiry buttons on the exclusive landing pages (ex. Apply Now, Request Info, Majors/Minors)</td>
</tr>
<tr>
<td>Objective</td>
<td>Strategy</td>
<td>Tactics</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
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<tr>
<td>Place a higher focus on <em>fostering yield</em> by delivering media into markets with the highest index for admitted students</td>
<td>Use “<em>real-time</em>” <em>admitted student data</em> provided by Radford Admissions to make an informed decision about geographical penetration of advertising</td>
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<td>Details</td>
<td>Properties</td>
</tr>
<tr>
<td>-----------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>------------------------------------------</td>
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</table>
| TV/Online Video       | • :30 second TV spot targeting parents/influencers; A35-64 in Richmond, Norfolk, and Roanoke markets  
                        • Online Video in the top 4 DMAs, % allocated by admissions data targeting students & influencers; running :30 second General and Multicultural spots | ![FOX], ![WUPV], ![CW Richmond], ![WAVY TV], ![UniVision] | 70%     |
| Print                 | • Align Radford ad with relevant content in Richmond Magazine’s “Colleges & Universities” Guide                                                                                                         | ![Richmond Magazine]                      | 4%      |
| Web Digital Display   | • Use digital display partners to deliver Radford’s web banners efficiently across a variety of websites that are relevant to the user and the content they are consuming  
                        • Use real-time consumer data to deliver Radford’s message of the right prospects at the right time  
                        • Serve ads to prospects in the top indexing geographies both in and out-of-state using Radford’s Admissions data | ![Inc.], ![U.S. News], ![Washington Post], ![About Education], ![CN] | 20%     |
| Paid Search           | • Drive users who are actively searching for relevant keywords on Google’s search engine to Radford’s website  
                        • Tailor ads to specific undergraduate & transfer audiences actively searching for more information                                                                                       | ![Google]                                | 6%      |
The Feb-Apr “Phase 2B” plan places a higher focus on fostering yield by delivering media into markets with the highest propensity for admitted students.

Introduction of TV and online video advertising to increase market recognition and consideration

Budget for all media through April represents 40% of total advertising allocation for FY17.
FY17 Analytics - Global KPIs

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*Inquiry tracking not available before 10/4/16; metrics pulled 10/4 – 2/28

- Decrease in impression delivery YoY was the result of fewer out of home impressions in the market during the same timeframe in FY17, and planned distribution of resources across phases through FY17 compared to FY16.
- Despite fewer impressions, the campaign has resulted in a 47% increase in traffic to the Radford Admissions section YoY, which may be the product of increased digital marketing in FY17.
# FY17 Analytics - Digital KPIs

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- Heavier emphasis on digital media (web banners, streaming radio, paid social, paid search) in FY17 resulted in 23% more impressions YoY.
- The increase in digital media in FY17 was responsible for producing 143% more traffic to the exclusive marketing landing pages YoY.
- A 400% increase in landing page inquiries means the campaign has been successful in driving higher quality traffic to the site (i.e. those willing to engage with the website further).
• Total sessions to the Radford Admissions section of Radford.edu during the period of September-February have increased 47% from FY16 and 64% from FY15.

• During the same period, the number of page views on the Admissions section has increased 19% from FY16 and 82% from FY15.

• The pattern of traffic to the Admissions section of the site has generally reflected the pattern of media impression delivery in the market each month – with an elevated amount of sessions occurring in October when additional media was placed into the market.
Advancement Overview

Comparative Giving Report
Comparative Donor Report
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Questions
## Comparative Giving Report

### Radford University - University Advancement

Comparative Giving Report by Fiscal Year

#### Fiscal Year-to-Date Giving:

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<td>New Pledge Balances</td>
<td>$7,109,745</td>
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<td>$797,707</td>
</tr>
<tr>
<td>Current-Year Pledge Payments</td>
<td>$449,989</td>
<td>$179,669</td>
<td>$260,656</td>
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<td>Total Giving</td>
<td>$10,003,434</td>
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Comparative Pending Proposals

Pending proposals as of March

Fiscal Year 2016 pending proposals:
- Twenty-six proposals totaling $1,824,500

Fiscal Year 2017 pending proposals:
- Sixty proposals totaling $14,440,950
Alumni Relations

1. Highlights and Updates
   • Volunteer Summit
   • Regional Outreach
   • Campus Partnerships
   • Pot of Gold

2. Upcoming Activities
Questions
End of Materials