RADFORD UNIVERSITY BOARD OF VISITORS
UNIVERSITY ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE
DECEMBER 7, 2017
MARTIN HALL, THIRD FLOOR
MARY ANN JENNINGS HOVIS MEMORIAL BOARD ROOM
RADFORD, VIRGINIA

MINUTES

COMMITTEE MEMBERS PRESENT
Ms. Krisha Chachra, Chair
Mr. Robert A. Archer
Mr. James R. Kibler, Jr.
Ms. Lisa Throckmorton

COMMITTEE MEMBERS ABSENT
Ms. Karyn K. Moran

OTHER BOARD MEMBERS PRESENT
Mr. Mark S. Lawrence, Rector
Mr. Randolph “Randy” J. Marcus, Vice Rector
Mr. Gregory A. Burton
Dr. Rachel D. Fowlkes
Dr. Jason “Jake” Fox, Faculty Representative (non-voting advisory member)
Dr. Susan Whealler Johnston
Dr. Debra K. McMahon
Ms. Georgia Anne Snyder-Falkinham
Ms. Jessica Wollmann, Student Representative (non-voting advisory member)

OTHERS PRESENT
President Brian O. Hemphill
Mr. Richard S. Alvarez, Vice President for Finance and Administration and Chief Financial Officer
Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer
Dr. Kenna Colley, Interim Provost and Vice President for Academic Affairs
Ms. Lisa Ghidotti, Director of State Government Relations
Ms. Wendy Lowery, Vice President for University Advancement
Ms. Katherine “Kitty” McCarthy, Vice President for Enrollment Management
Ms. Margaret McManus, University Auditor
Mr. Chad Reed, Associate Vice President for Budget and Financial Planning
Ms. Ashley Schumaker, Chief of Staff, Office of the President
Ms. Susan Trageser, Interim Vice President for Student Affairs and Interim Dean of Students  
Ms. Mary Weeks, Secretary to the Board of Visitors/Senior Assistant to the President  
Mr. Allen Wilson, Senior Assistant Attorney General, Commonwealth of Virginia  
Radford University faculty and staff

**CALL TO ORDER**  
Ms. Krisha Chachra, Chair, called the meeting to order at 2:14 p.m. in the Mary Ann Jennings  
Hovis Memorial Board Room, Third Floor, Martin Hall, Radford University, Radford, Virginia.  
Rector Lawrence thanked Ms. Chachra for assuming the Chair duties for the remainder of the term  
and he expressed gratitude to the new Committee member, Ms. Lisa Throckmorton, for joining the  
Board of Visitors.

**APPROVAL OF AGENDA**  
Ms. Chachra requested a motion to approve the University Advancement, University Relations and  
Enrollment Management Committee agenda, as published. Mr. James R. Kibler, Jr. so moved, and  
Mr. Robert A. Archer seconded the motion. The agenda was unanimously passed.

**APPROVAL OF MINUTES**  
Ms. Chachra requested a motion to approve the September 14, 2017 University Advancement,  
University Relations and Enrollment Management Committee minutes as published. Mr. Kibler so  
moved and Mr. Archer seconded the motion. The minutes were unanimously approved and are  
available at: [http://www.radford.edu/content/bov/home/meetings/minutes.html](http://www.radford.edu/content/bov/home/meetings/minutes.html).

Ms. Lisa Ghidotti, Director of State Government Relations, provided a brief update on the changes  
in Federal priorities related to Veterans Financial Aid and Immigration Tax Reform. She noted that  
the State Council of Higher Education for Virginia (SCHEV) Council of Presidents have drafted a  
letter of concern to U.S. Senators Warner and Kaine. She will have updates regarding these issues at  
the February 2018 meeting.

**ENROLLMENT MANAGEMENT REPORT**  
Ms. Kitty McCarthy, Vice President for Enrollment Management, provided background information  
regarding new student recruitment. Demographically, there was modest growth in the number of  
high school graduates in the Southern (including Virginia) and Western United States, and it is not  
great enough to diminish the competitive impact of declines in the number of high school graduates  
in the Mid-West and Northeast. Few Virginia public colleges and universities experienced growth  
in the fall 2017 entering freshman class. Longwood, Virginia Tech, Radford and George Mason  
welcomed larger classes than in fall 2016. At Radford University, fall 2017 freshman enrollment  
grew by 5.5 percent and going forward the 2018-2023 Strategic Plan calls for 3 percent annual  
growth, although internal goals are more aggressive.

Ms. McCarthy shared fall 2018 freshman application activity, as of December 5, 2017:  
- Applications are up 5.8 percent, 9,526 compared to 9,006 for fall 2017;  
- Completed applications are up 36.5 percent, 6,092 compared to 4,462 for fall 2017;  
- 5,005 of the 6,092 applicants with completed applications have been admitted; this  
  represents an increase of 72 percent compared to fall 2017;  
- In-state applications are up almost 3 percent and out-of-state applications are up almost 17  
  percent. The most significant in-state growth is in the Roanoke and Southwest Virginia
areas. Out-of-state growth is especially significant in North Carolina and the District of Columbia;

- Application growth is apparent across all ethnic groups; and
- Transfer applications for fall 2018 are even with one year ago.

In addition to connecting with prospective students who have not applied, Admissions staff is focused on encouraging applicants to complete the application, making and sharing admission decisions, and planning for spring yield activities. Ms. McCarthy noted how valuable Athletics and the coaches are in recruiting. They identify strong candidates and assist with the admissions process. Programs, such as New Student Programs and student clubs, provide support in retention as students seek diversity based groups to join and identify with. A copy of Ms. McCarthy’s report is hereto attached as Attachment A and is made a part thereof.

Ms. Chachra thanked Ms. McCarthy for her report.

UNIVERSITY RELATIONS REPORT
Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer, provided an update on the progress of the university’s external marketing campaign, and the distribution of advertising by market and channel. Special projects University Relations Creative Services team have accomplished include:

- A completely redesigned series of Admissions printed collateral for FY2017-18;
- 2017 Six-Year Plan;
- State of the University Address;
- 2016-2017 Annual Report, and
- Designing of the forthcoming 2018-2023 Strategic Plan.

Mr. Carpenter showed examples of design and marketing optimization by the University Relations Web Communications and Strategies team that included the IMPACT website, MBA website and Admissions landing page. He also highlighted Media Relations Outreach projects with the press, and shared with the committee a media clip from the November 15, 2017 ribbon cutting ceremony for the renovated Nursing Clinical Simulation Center at the Roanoke Higher Education Center. Members of the Board of Visitors provided positive comments on the professional products that have been produced in-house by University Relations and wanted to express their gratitude for a job well done. A copy of Mr. Carpenter’s report is hereto attached as Attachment B and is made a part thereof.

Ms. Chachra thanked Mr. Carpenter for his report

UNIVERSITY ADVANCEMENT REPORT
Ms. Wendy Lowery, Vice President for University Advancement, provided updates on the Giving Report, the Capital Campaign, and Homecoming 2017. FY 2018 giving as of October 31, 2017, compared to the same date last fiscal year, has a 66 percent increase, $2,957,291 compared to $994,813 and the total number of donors increased 3 percent. The success of Giving Tuesday, known as #RADTuesday, raised $29,000 surpassing the goal of 107 donors, reaching 200 donors in the 24-hour campaign period.
The Capital Campaign Steering Committee had its first introductory meeting on December 1, 2017 with Ms. Jennie Allman and Ms. Sandy Cupp Davis as co-chairs. Feedback provided by 165 survey participants, which included faculty, staff, students, and campus volunteers, in regards to the priorities of the campaign, is moving forward and Ms. Lowery discussed the Pillars of support for the campaign. The remaining priorities for the next quarter campaign planning will be developing a case for support draft document and continuing to prepare the Campaign Steering Committee for their role in our efforts.

Homecoming 2017 included the Volunteer Leadership Business Lunch and Awards Ceremony, the Women of Radford Luncheon, and the Golden Reunion Dinner – all of these occasions are considered signature events for the Alumni Relations team. A copy of Ms. Lowey’s report is hereto attached as Attachment C and is made a part thereof.

ADJOURNMENT
As there was no other business to come before the Committee, Ms. Chachra requested a motion to adjourn. Mr. Archer so moved, and Ms. Lisa Throckmorton seconded the motion. The motion was unanimous, and the Committee adjourned at 3:20 p.m.

Respectfully Submitted

Ms. Mary Weeks
Secretary to the Board of Visitors
Recruitment Update

RADFORD UNIVERSITY
New Freshmen Applications (December 5th)

Applications

- Fall 2016: 4,027
- Fall 2017: 9,006
- Fall 2018: 9,526
Completed Applications (December 5th)

Office of Enrollment Management
New Freshmen Admitted (December 5th)

- Fall 2016: 896
- Fall 2017: 2,911
- Fall 2018: 5,005
Applications by Residency (December 5th)

<table>
<thead>
<tr>
<th>In-State</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>7,126</td>
<td>7,328</td>
<td>3,457</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Out-of-State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,880</td>
</tr>
<tr>
<td>2,198</td>
</tr>
</tbody>
</table>

Office of Enrollment Management
## Applications by VA Region (December 5th)

<table>
<thead>
<tr>
<th>Region</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Va</td>
<td>306</td>
<td>576</td>
<td>622</td>
</tr>
<tr>
<td>Northern Va</td>
<td>1,090</td>
<td>1,965</td>
<td>1,896</td>
</tr>
<tr>
<td>Peninsula</td>
<td>236</td>
<td>579</td>
<td>536</td>
</tr>
<tr>
<td>Richmond</td>
<td>420</td>
<td>1,050</td>
<td>945</td>
</tr>
<tr>
<td>Roanoke Metro</td>
<td>192</td>
<td>314</td>
<td>415</td>
</tr>
<tr>
<td>South Central</td>
<td>125</td>
<td>289</td>
<td>344</td>
</tr>
<tr>
<td>Southwest</td>
<td>444</td>
<td>673</td>
<td>790</td>
</tr>
<tr>
<td>Tidewater</td>
<td>338</td>
<td>998</td>
<td>1,064</td>
</tr>
<tr>
<td>Valley</td>
<td>261</td>
<td>671</td>
<td>711</td>
</tr>
<tr>
<td>In-State, Unknown</td>
<td>44</td>
<td>11</td>
<td>5</td>
</tr>
</tbody>
</table>
## Applications by Top States (December 5th)

<table>
<thead>
<tr>
<th>State</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Carolina</td>
<td>41</td>
<td>375</td>
<td>652</td>
</tr>
<tr>
<td>Maryland</td>
<td>138</td>
<td>518</td>
<td>498</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>53</td>
<td>142</td>
<td>265</td>
</tr>
<tr>
<td>West Virginia</td>
<td>19</td>
<td>131</td>
<td>144</td>
</tr>
<tr>
<td>New Jersey</td>
<td>51</td>
<td>101</td>
<td>107</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>29</td>
<td>46</td>
<td>72</td>
</tr>
<tr>
<td>Texas</td>
<td>6</td>
<td>33</td>
<td>47</td>
</tr>
<tr>
<td>South Carolina</td>
<td>11</td>
<td>59</td>
<td>42</td>
</tr>
<tr>
<td>Tennessee</td>
<td>24</td>
<td>95</td>
<td>42</td>
</tr>
<tr>
<td>Florida</td>
<td>17</td>
<td>40</td>
<td>36</td>
</tr>
</tbody>
</table>
### Applications by Ethnicity (December 5th)

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian or Alaska Native</td>
<td>0</td>
<td>26</td>
<td>34</td>
</tr>
<tr>
<td>Asian</td>
<td>110</td>
<td>246</td>
<td>270</td>
</tr>
<tr>
<td>Black or African American</td>
<td>800</td>
<td>2,474</td>
<td>2,674</td>
</tr>
<tr>
<td>Hispanic</td>
<td>280</td>
<td>818</td>
<td>972</td>
</tr>
<tr>
<td>Native Hawaiian or Other Pacific Islander</td>
<td>0</td>
<td>19</td>
<td>8</td>
</tr>
<tr>
<td>White</td>
<td>1,972</td>
<td>4,534</td>
<td>4,602</td>
</tr>
<tr>
<td>Two or more races</td>
<td>128</td>
<td>635</td>
<td>673</td>
</tr>
<tr>
<td>Nonresident Alien</td>
<td>6</td>
<td>7</td>
<td>27</td>
</tr>
<tr>
<td>Race and Ethnicity Unknown</td>
<td>731</td>
<td>247</td>
<td>266</td>
</tr>
<tr>
<td>Nonresident Alien</td>
<td>6</td>
<td>7</td>
<td>27</td>
</tr>
</tbody>
</table>
New Transfer Applications (December 5th)

Applications

- Fall 2016: 253
- Fall 2017: 361
- Fall 2018: 362
Discussion
University Relations Update
Geographic Marketing Approach

- **Priority** (70%): In-state markets including Roanoke, Richmond, Norfolk & Northern Virginia (NOVA)
  - Supported tactics include Print, Out of Home, TV, Radio, Streaming Audio, Online Video, Digital Display, Paid Social, Paid Search
  - Est. Impression Delivery: 70%

- **Secondary** (20%): Out-of-state markets including Washington DC, MD, WV & NC
  - Supported tactics include Online Video, Digital Display, Paid Search
  - Est. Impression Delivery: 20%

- **Tertiary** (10%): Distant out-of-state market including NJ & PA
  - Supported tactics include Online Video, Digital Display, Paid Search
  - Est. Impression Delivery: 10%
# Advertising Update

<table>
<thead>
<tr>
<th>Media Tactic</th>
<th>Campaign(s) Supported</th>
<th>Market(s)</th>
<th>Placement Details</th>
<th>Delivery (thru 10/29)</th>
<th>% Comp.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Out of Home</td>
<td>• UG/General</td>
<td>• Roanoke</td>
<td>• ROA Airport Digital Wall Screen</td>
<td>4.1M impressions</td>
<td>32%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Northern Virginia</td>
<td>• Bus Kings &amp; Rail Station Posters in NOVA (WMATA)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Print</td>
<td>• UG/General</td>
<td>• All Markets</td>
<td>• USA Today College Guide, VA Colors, VA Business, Washington Monthly, Richmond Mag, Delta Sky Mag, AA Mag</td>
<td>1M impressions</td>
<td>17%</td>
</tr>
<tr>
<td>Radio</td>
<td>• UG/General</td>
<td>• Roanoke</td>
<td>• WSLC, WXLK, WROV, WJJS, WYYD, WSNV</td>
<td>401K radio spots</td>
<td>40%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Streaming Audio</td>
<td>• UG/General</td>
<td>• Priority Markets</td>
<td>• Pandora</td>
<td>378K audio spots</td>
<td>20%</td>
</tr>
<tr>
<td>Online Video</td>
<td>• UG/General</td>
<td>• All Markets</td>
<td>• DynAdmic partnership; site list includes but not limited to, ThoughtCo., WashPo, Telemundo</td>
<td>478K video plays</td>
<td>11%</td>
</tr>
<tr>
<td>Digital Display</td>
<td>• UG/General</td>
<td>• All Markets</td>
<td>• Amobee &amp; AdTheorent; site list includes but not limited to, BuzzFeed, Roanoke.com, Forbes</td>
<td>2.9M impressions</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paid Social</td>
<td>• UG/General</td>
<td>• Priority Markets</td>
<td>• Facebook, Instagram</td>
<td>1.7M impressions</td>
<td>33%</td>
</tr>
<tr>
<td>Paid Search</td>
<td>• UG/General</td>
<td>• All Markets</td>
<td>• Google</td>
<td>8,370 clicks</td>
<td>10%</td>
</tr>
</tbody>
</table>

*Metrics pulled through 10/29/17*
Advertising Examples

Desktop Display – UG/General

Online Video – Multicultural

Mobile Display – UG/General

Paid Social – COBE

WMATA Out of Home – UG/General
You can reduce your taxes by making a gift to Radford University.

If you are 70½ years or older, you can roll over up to $100,000 from your IRA to Radford University, free from federal income tax. Better yet, an IRA rollover gift qualifies for your required minimum distribution, permitting you to lower your income and taxes for this year while supporting the University.

Contact us to learn more about how you can redirect unneeded IRA income to Radford University, help further our mission and enjoy valuable tax savings this year.

LEARN MORE
Meet the Pompa's!

Russell Pompa '16, Criminal Justice 
Sigma Phi Epsi sorority, vice president of the tennis club, international scholarship, album manager and Mr. Radford, basketball and soccer

What is your favorite Radford University memory?
My high school was a small boarding school in the mountains of West Virginia. When I moved to Radford, I was able to meet new people, make new friends and see new places.

Who are your favorite Radford University professors?
Dr. Craig, Master of Science in Criminal Justice, Dr. Brown, Master of Business Administration, and Dr. Smith, Master of Arts in Social Work. They challenged me to think critically and develop my skills.

What advice do you have for incoming freshmen?
Be open to new experiences, meet new people, and participate in extracurricular activities. This will help you build a network of friends and contacts.

Why did you choose to major in Criminal Justice?
I wanted to pursue a career in law enforcement and was drawn to the field of Criminal Justice. I wanted to make a difference in the community and provide a safe environment for others.

Why did you choose to attend Radford University?
Radford University provided me with the opportunity to pursue my degree in a small, close-knit community. The professors were approachable and the campus was beautiful.

What do you hope to do after graduation?
I plan to pursue a career in law enforcement and possibly become a detective. I am also interested in pursuing a master's degree in Criminal Justice.

Office of University Relations
RADFORD UNIVERSITY
Creative Services - Admissions Support

Completely redesigned series of printed collateral for FY2017-18.
Creative Services - Reports & Special Projects
Web Communications & Strategy - Marketing Improvements

**IMPACT Website**

**BEFORE**

**AFTER**

**Additions**
- Promotional video
- Banner animation
- Rankings & accolades

**MBA Website**

**BEFORE**

**AFTER**

**Additions**
- Rankings & accolades
- Student Testimonial

**Enhancements**
- Improved navigation
- Enhanced visuals

Office of University Relations
Admissions Landing Page

**BEFORE**

**AFTER**

Additions
- Promotional video
- Student testimonials
- Rankings & accolades
- Improved navigation
- Enhanced visuals

Reasons to Choose Radford Page

Additions
- Seven current student profiles
- Improved navigation
- Enhanced visuals
- 18% increase in pageviews and 25% increase in time on page compared to year-over-year
Media Relations Outreach
Summary of Marketing Approach

- **Phase 1** launched in September with advertising channels targeting HS applicants and their influencers, aimed at building brand awareness and promoting Open House visitation.
- The campaign will shift gears during **Phase 2** in December, with the goal of driving applications, while building consideration through TV during pivotal month of January.
- The period of generating conversion and yield begins in March, or **Phase 3A**, with media tactics targeted to markets with higher indices for admission.
- **Phase 3B** will also begin in March and will focus on generating awareness and consideration for a new wave of rising HS seniors applying next Fall, as well as transfer students looking to apply by end of enrollment year.
## Key Performance Indicators Update

<table>
<thead>
<tr>
<th>Global KPI</th>
<th>FY18 YTD</th>
<th>FY18 Goal</th>
<th>% Goal Index</th>
<th>Global KPI Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Impressions</td>
<td>11,428,813</td>
<td>85,750,000</td>
<td>+6%</td>
<td>Introduction of OOH in Oct/Nov and TV in January will result in additional exposure in market during this period.</td>
</tr>
<tr>
<td>Admissions Section Sessions</td>
<td>62,676</td>
<td>500,000</td>
<td>+0%</td>
<td>Pacing is on target through October.</td>
</tr>
<tr>
<td>Application Page Inquiries</td>
<td>6,426</td>
<td>51,275</td>
<td>+0%</td>
<td>KPI pacing well through October; Oct/Nov are historically peak periods for application inquiries.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Digital KPI</th>
<th>FY18 YTD</th>
<th>FY18 Goal</th>
<th>% Goal Index</th>
<th>Digital KPI Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Impressions</td>
<td>5,279,197</td>
<td>48,000,000</td>
<td>-12%</td>
<td>Digital impression delivery is set to increase ahead of undergrad open house dates and application deadlines.</td>
</tr>
<tr>
<td>Marketing Landing Page Sessions</td>
<td>25,098</td>
<td>188,000</td>
<td>+7%</td>
<td>KPI is pacing well and expected to rise with increase in digital ad delivery, as noted above.</td>
</tr>
<tr>
<td>Marketing Landing Page Inquiries</td>
<td>1,410</td>
<td>10,800</td>
<td>+4%</td>
<td>Newly designed landing page has been effective in driving users to Explore, Visit &amp; Apply.</td>
</tr>
</tbody>
</table>

*Performance based on 5 weeks out of 40-week campaign period*
Questions
University Relations

Information Update

University Relations has experienced a fast-paced fall semester, providing support to institutional strategic priorities, including recruiting and advancement initiatives, as well as presidential communications, media relations and web communications.

FY2017-18 Advertising Campaign

This fiscal year’s advertising campaign launched, with nearly all media tactics commencing in either all markets or specified markets. Television will commence in the Tidewater, Richmond and Roanoke markets beginning later this calendar year.

An overview of the campaign strategy and progress is available in the submitted presentation.

Advancement Communications

Advancement Communications has been focused on supporting Alumni Relations in conjunction with Homecoming, regional events and Advancement in support of all facets of the development cycle. Highlights include:

- Completion of 5 development officer proposals and 4 presidential proposals
- 14 fundraising or stewardship publications (solicitations, thank you cards, brochures etc.)
- Assisting with development of “The Hive” crowdfunding platform and initiatives
- Alumni Relations emails: 14
- Advancement fundraising/stewardship emails: 16
- Web development for the Giving Page (7 products) and Registration Page (2)
- Writing alumni spotlights: 4
- Homecoming support: internal news coverage, multimedia coverage/coverage, registration page, web page and promotional, and thank you emails

The Magazine of Radford University has become an increasingly important component of alumni relations and advancement communications strategies. In addition to distribution to alumni, the magazine is provided to key donor, business and legislative audiences, as well as the southeast region of university peers as part of a strategy to increase visibility for Radford University and associated positive associated recognition of the University. The magazine is also made available for Admissions counselors in communicating to prospective students and their families. The print quantity for the most recent magazine (the summer 2017 edition) was 90,500.

With an intentional effort to increase the magazine’s aesthetic and content appeal that was begun in early 2014, the magazine has received accolades in professional peer reviews and from readerships. To evaluate the progress that has been made and to solicit productive feedback that help the editorial, writing and design teams produce a more effective publication, the Advancement Communications team completed a survey of readers. Results of that survey are available in Addendum 1 of this report.
Web Communications and Strategy

University Relations continued to introduce and utilize new social media tactics to support recruiting prospective students, including the use of live broadcasts on social media channels. Highlights of this semester to-date, include:

- Facebook Live: Oct. 10th - Financial Aid discussed the FAFSA during a noon broadcast. This event was hosted by Financial Aid and featured two presenters discussing the FAFSA application opening and encouraging students and families to apply early. This event received a combined 90 likes and shares and 3,150 views.
- Instagram Live: Oct. 17th - New Student Programs promoted the resident assistant (RA) application deadline. We used the Instagram live platform for the first time in order to reach the target audience (students who use that platform often). Additionally, this was the first social media live broadcast done in the evening.
- Facebook Live: Nov. 2nd - Financial Aid discussed the FAFSA during an after-hours Facebook live event. This event was hosted after hours (6 p.m.) in order to accommodate the requests of viewers during the last FAFSA related live event. In this case, the after-hours event received less views (1,878) than the first one.

Analysis and evaluation will be used to determine timing and content for future live social media engagement strategies.

Media Services

Activities and accomplishments of the fall semester have served as excellent opportunities to highlight Radford University and promote the institution to new audiences.

For example, between September 15 – October 30, 22 news stories were placed as a result of pitches and marketing to media outlets, averaging a story approximately every 1.4 days. Events and accomplishments included:

- Fear to Freedom
- State of the University and IMPACT ASSET grant, with outreach to approximately 25 media outlets in three states
- Northern Virginia Community College agreement signing: statewide outreach
- Grant for opioid treatment: outreach to all of SWVA
- NRV Rail 2020 event

Additionally, University Relations has marketed faculty subject matter experts to media for interviews and commentary. These have ranged from providing perspective on the Las Vegas shooting, to the special counsel Russia investigation, to unique benefits of undergraduate research into roaches.

On November 3rd, Criminal Justice Professor Luke Hunt conducted a live TV interview with Canada TV from the CHBS TV studio as part of CTV’s national morning broadcast. This was the first live TV media interview using the LTN technology of the College of Humanities and Behavioral Sciences TV studio, with the assistance of the Department of Information Technology and support of the School of Communication.

The bi-weekly e-newsletter “Radford University Connected,” produced by University Relations, continues to be a useful internal and external communication platform. Between August 18th and October 13th, the average open rate was 24%.
The Magazine of Radford University Readership Survey Summary

The readership survey for The Magazine of Radford University was promoted through email communications (3), social media posts on the Alumni Relations social channels, the magazine’s webpage and in the printed Summer 2017 magazine. 122 readers responded to the survey.

Self-identified relationship with Radford University:

<table>
<thead>
<tr>
<th>Relationship</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumnus/alumna</td>
<td>85</td>
<td>69.67%</td>
</tr>
<tr>
<td>Attended non-degree</td>
<td>1</td>
<td>.82%</td>
</tr>
<tr>
<td>Faculty/staff member</td>
<td>12</td>
<td>9.84%</td>
</tr>
<tr>
<td>Donor</td>
<td>11</td>
<td>9.02%</td>
</tr>
<tr>
<td>Parent or relative of current student</td>
<td>11</td>
<td>9.02%</td>
</tr>
<tr>
<td>Retired faculty/staff</td>
<td>1</td>
<td>.82%</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>.82%</td>
</tr>
</tbody>
</table>

Age range:

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 25</td>
<td>2</td>
<td>1.64%</td>
</tr>
<tr>
<td>25 to 34</td>
<td>10</td>
<td>8.20%</td>
</tr>
<tr>
<td>35 to 49</td>
<td>39</td>
<td>31.97%</td>
</tr>
<tr>
<td>50 to 64</td>
<td>51</td>
<td>41.80%</td>
</tr>
<tr>
<td>65 and over</td>
<td>20</td>
<td>16.39%</td>
</tr>
</tbody>
</table>
How do you acquire information about the University?

Respondents chose all the ways that they receive information from the University. The majority of respondents receive their information from *The Magazine of Radford University* (95%), emails from the institution (89%) and the website (78%).

*The Magazine of Radford University* 95%
Institutional emails 89%
Radford University website 78%
Radford University social media 61%
Word of mouth/other alumni 60%
National or local media 58%

*The Magazine of Radford University*

The majority of respondents said they read every issue of *The Magazine of Radford University* (71%) and some said they read most issues (18%) and occasional issues (11%). The majority of the respondents said they read most (49%) or all (29%) of each magazine they receive. The majority of the respondents keep the magazine until they receive the next edition (38%), more than a month (26%) and more than a week (20%). When asked how much total time they spend reading an issue, the majority of respondents said 30 to 59 minutes (48%) and 60 minutes or more (25%).

*The Magazine of Radford University*: Content Preferences

When asked what campus happenings respondents were very interested or interested in:

- Visiting speakers 75%
- Student achievements 70%
- Cultural events and performances 69%
- Student community service 61%
- Athletics 53%

When asked what alumni related content respondents were very interested or interested in:

- Alumni in their professions 80%
- Alumni regional events 77%
- Alumni profiles 72%
- Class notes 70%
- Obituaries 69%
- Alumni volunteers for University 61%

When asked what University policy information respondents were very interested or interested in:

- Campus facilities and growth 82%
- Institutional history and traditions 76%
- Academic policy or growth 70%
- Staff selection or retirement 66%
- President’s message 65%
- Institutions financial status 61%
**The Magazine of Radford University: Quality**

When asked to rate the quality of the following aspects of the most recent magazine (Summer 2017), respondents rated the following as good or excellent:

- Photography: 89%
- Cover: 85%
- Ease of reading: 83%
- Content and writing: 81%
- Layout: 80%

The majority of respondents (88%) said that the magazine strengthened their personal connection to the institution.

When asked to select the ways it strengthens their connection respondents said it:

- Reminds me of my experience at Radford University: 75%
- Makes me want to visit campus: 54%
- Encourages me to support Radford University financially: 30%
- Serves as a source of continuing education: 29%
- Helps me to feel more in touch with my graduating class: 26%
- Provides useful career and networking information: 23%
- Encourages me to volunteer my time to Radford University: 1%

When asked what actions they’ve taken as a result of reading the magazine they said:

- Recommended Radford University to potential student/family member: 47%
- Contacted a classmate or friend: 39%
- Discussed or forwarded an article or issue: 36%
- Visited the magazine’s or University’s website: 36%
- Attended an event: 26%
- Made a financial contribution to Radford University: 19%

The majority (80%) of respondents said the magazine portrays the University accurately and objectively, or is generally accurate and objective.

The readership was asked about their most memorable article topic published in the magazine in the last year. Their responses include the inauguration and introduction of President Hemphill, the Artis CSAT gift, Spring 2017 Commencement and Coach Frank Beamer’s honorary degree, increase in applications, new facilities and University growth.

The respondents offered suggestions for changes and improvements to the magazine:

- Highlight alternative viewpoints
- More in depth behind the scenes athletics coverage
- Larger print is nice
- Give us the full story. The good. The bad. And especially, the ugly.
- Keep up the great work. It is a beautiful publication.
- I love it!
- Include more photographs of campus.
- More coverage of club sports
- I would like to see more departments contribute.
- More alumni news
More articles about students in ROTC

The respondents discussed what they liked most about the magazine:

- Class notes
- I like that it’s free
- It keeps me informed about RU
- Very professional and comprehensive format
- Photographs
- Alumni stories
- Wide variety of subjects for everyone
- Quality content and production
- The feeling of nostalgia that sweeps over me when it arrives in the mail
- Viewing its progress
- It brings back a lot of good memories. I also show it to veterans who are considering college.
- I like the pictures and stories about students and alumni doing really cool things.
- It helps me feel connected with my alma mater; I miss it terribly and I always look forward to receiving the magazine to bring me back to that time and to stay up to date with current events.
- I like reading about successful graduates.
- It is well-designed, well-written and provides a good mix of stories. It’s a rare piece that I will sit down and read. Although I know there are lots of good resources electronically, I just don’t typically spend the time to read social media posts and website articles about RU.
- I work at RU and I still learn about things I didn’t know are happening with students, faculty and staff.
- Most recent magazine had great graphics/layout. It looked modern and relevant.
- Learning about alumni events such as Homecoming
Office for University Advancement and Alumni Relations
### Comparative Giving Report

#### Radford University - University Advancement

#### Comparative Giving Report by Fiscal Year

**Fiscal Year-to-Date Giving:**

<table>
<thead>
<tr>
<th></th>
<th>FY 2017-2018 (7/1/17 - 10/31/17)</th>
<th>FY18 % Increase over FY17</th>
<th>FY 2016-2017 (7/1/16 - 10/31/16)</th>
<th>FY 2015-2016 (7/1/15 - 10/31/15)</th>
<th>FY 2014-2015 (7/1/14 - 10/31/14)</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Pledge Balances</td>
<td>$726,608</td>
<td>80.15%</td>
<td>$144,221</td>
<td>$203,036</td>
<td>$365,803</td>
</tr>
<tr>
<td>Current-Year Pledge Payments</td>
<td>$74,717</td>
<td>48.54%</td>
<td>$38,451</td>
<td>$41,681</td>
<td>$55,390</td>
</tr>
<tr>
<td>New Planned Gifts</td>
<td>$1,529,855</td>
<td>66.33%</td>
<td>$515,050</td>
<td>$4,840,000</td>
<td>$663,000</td>
</tr>
<tr>
<td>Outright Cash Gifts</td>
<td>$342,676</td>
<td>24.96%</td>
<td>$257,133</td>
<td>$189,535</td>
<td>$355,337</td>
</tr>
<tr>
<td>Gifts-in-kind</td>
<td>$259,736</td>
<td>94.66%</td>
<td>$13,863</td>
<td>$50,565</td>
<td>$9,431</td>
</tr>
<tr>
<td>Sponsored Programs</td>
<td>$23,700</td>
<td>n/a</td>
<td>$26,095</td>
<td>$10,000</td>
<td>n/a</td>
</tr>
<tr>
<td>Total Giving</td>
<td>$2,957,291</td>
<td>66.36%</td>
<td>$994,813</td>
<td>$5,334,817</td>
<td>$1,448,960</td>
</tr>
<tr>
<td>Total Number of Donors</td>
<td>1,616</td>
<td>3.16%</td>
<td>1,565</td>
<td>1,493</td>
<td>1,958</td>
</tr>
</tbody>
</table>

**Fiscal Year-End Giving:**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>New Pledge Balances</td>
<td>$7,311,589</td>
<td>$1,160,325</td>
<td>$505,474</td>
<td>$1,100,504</td>
</tr>
<tr>
<td>Current-Year Pledge Payments</td>
<td>$544,121</td>
<td>$344,401</td>
<td>$793,813</td>
<td>$513,692</td>
</tr>
<tr>
<td>New Planned Gifts</td>
<td>$1,192,050</td>
<td>$5,090,000</td>
<td>$1,282,000</td>
<td>$752,500</td>
</tr>
<tr>
<td>Outright Cash Gifts</td>
<td>$1,563,936</td>
<td>$1,178,318</td>
<td>$1,336,277</td>
<td>$1,365,443</td>
</tr>
<tr>
<td>Gifts-in-kind</td>
<td>$128,299</td>
<td>$223,955</td>
<td>$200,775</td>
<td>$105,257</td>
</tr>
<tr>
<td>Sponsored Programs</td>
<td>$52,485</td>
<td>$10,000</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Total Giving</td>
<td>$10,792,480</td>
<td>$8,006,999</td>
<td>$4,118,339</td>
<td>$3,837,397</td>
</tr>
<tr>
<td>Total Number of Donors</td>
<td>5,253</td>
<td>4,435</td>
<td>4,731</td>
<td>5,221</td>
</tr>
</tbody>
</table>
Capital Campaign Update

- Campaign Steering Committee
- Campaign Priorities
- Next Steps
Capital Campaign Steering Committee

Composition

- 40 Members
- Co-Chairs: Jennie Allman, Class of 1967 & Sandy Cupp Davis

- Colleges
- Regions
- Affinity Groups
- Decades
- Channels (Endowment, Planned Giving, Annual Fund, Corporate)
- At Large
- Presidential Appointments: Faculty/Staff/Leadership Council/Student
## Campaign Pillars of Support

<table>
<thead>
<tr>
<th>Academic Excellence and Research</th>
<th>Experiential Learning and Innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Programs</td>
<td>Innovation</td>
</tr>
<tr>
<td>Endowed Deans, Chairs, and Professorships Research</td>
<td>Entrepreneurship</td>
</tr>
<tr>
<td>Library</td>
<td>Globalization</td>
</tr>
<tr>
<td>Honors Program</td>
<td>Sustainability</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Student Success and Engagement</th>
<th>Capital Infrastructure and Improvements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scholarship Support</td>
<td>Center for Adaptive Innovation and Creativity</td>
</tr>
<tr>
<td>Public Service</td>
<td>Convocation Center</td>
</tr>
<tr>
<td>Multicultural Initiatives</td>
<td>Technology Integration</td>
</tr>
<tr>
<td>International Experiences</td>
<td>Facility Modernization</td>
</tr>
</tbody>
</table>

Office for University Advancement
Capital Campaign Next Steps

- Development of our Case for Support (draft)

- Engage internal and external audiences in the review of our campaign Case for Support, testing the feasibility of our campaign priorities.
Homecoming 2017

Volunteer Leadership Business Lunch and Awards Ceremony

Women of Radford Luncheon

Alumni and Family Village

The Golden Reunion Dinner
Questions?
End of Materials