

**Administrative and Professional Faculty Senate
Business Meeting
February Meeting Rescheduled March 5, 2025
McConnell Library 170/ RUC 3rd Floor Board Room**

Present: Staci Allen, Doug Benedict, Tom Bennett, Sandra Bond, Avraham Boruchowitz, Ashlee Claud, Vanessa Conner, Chad Hyatt, Debra Johnson, Kay Johnson, Eric Lovik, Sean Ramsey, Tom Snediker, Malinda Tasler, Susan Trageser (Cabinet Liaison), Juan Urista, Paula Vaughan-Burroughs, Meghan Viet

Absent: Cory Durand, David Halpin, Mark Lambert, Andrew Price

Guests: Damien Allen, Samantha Blevins, Princess Clark-Gaspard, Carmella Carter, Carolyn Clayton, Connie Cook, Dianne Clark, Phil Crigger, Page Dodson, Noah Elbaor, Emily Ewoldt, Rich Farthing, Dannette Gomez Beane, Anthony Graham, Lauren Hall, John Harvey, Stephanie Hovsepian, Rob Hoover, Beth Johnson, Angela Joyner, Rebecca LaPlante, Jenene Lewis, Ginny McCoy, Margaret McManus, Deana Sentman, Beth Ratcliffe, Jennifer Resor-Whicker, Jackie Taylor, Sue Teel, Chris Thompson, Carter Turner, Margie Vest

1. **Call to Order:** The meeting was called to order at 3:00 pm by President Ashlee Claud.

2. **Approval of Minutes:** The minutes from December 10, 2024 were approved.

3. **Announcements:**

1. **We are Radford** – Needs more nominees. Jenene Lewis is in charge of this.
2. **Coffee With the President** – March 28. Send questions to Ashlee Claud by March 21.
3. **Big South Basketball Tournament** – Starts this week.

4. **Guest Speakers:**

1. **Dr Danette Gomez Beane**, Vice President for Enrollment Management and Strategic Communication. Update on Brand Equity and Enrollment (see slides below the meeting minutes).
 - We are assessing our web performance across all parts of Radford University. Results will be presented at the March board meeting. It looks promising people are recognizing our brand.
 - A University Communications Plan is being created. A draft has been prepared.
 - Enrollment is stabilized; spring enrollment has gone up over the past two years. New and transfer deposits are up.
 - Highlander Days, March 22 for Main, March 29 for Roanoke.
 - If you want to take graduate classes, the application fee is waived. You can take up to 6 credit hours a term.
 - Future – Pres. Bret would like to see 6,296 total enrollment on all campuses at all levels, with 76% retention year after year. Roanoke enrollment is to be maintained or grow using Fall 2024 as a baseline because we need a new building.
 - Dr. Brent Gage, AACRAO Consulting, will be here February through August working with Danette. They will present an enrollment plan at the Sept. BOV.
2. **Dr. Angela Joyner**, Vice President for Economic Development and Corporate Education. Update from the Strategic Planning Committee – a sneak peak at the progress.
 - The committee is working with Segal consultants.
 - Dr. Joyner presented different draft Mission and Vision versions for feedback from the AP Senate meeting attendees. A vision should be aspirational.
 - Help Shape Radford University's Future – March 18, 8:30-9:30, Bonnie Combo Room (Announcements were sent in campus email).

- Timelines: Draft Strategic Plan will be available June 2025. It will be presented to the BOV for approval in Dec. 2025 and implemented January 2026. We are on track to meet this timing.

3. Jennifer Resor-Whicker, University Librarian. Libraries Listening Tour – How can the University Libraries best support the goals and initiatives of AP Faculty?

- Jennifer described her career at Radford University Libraries, her new role and learning curve as University Librarian, and what the libraries offer: My vision is we are a lot more than just books. We are a hub for learning, discovery, and belonging. Welcoming spaces for students. You can access resources here or access a lot of them online. We are committed to privacy and intellectual freedom. We offer events for students and de-stressing. We evolve to meet your needs.
- Space discussion – People love McConnell Library's space. Furniture is outdated. Jennifer mentioned the library is trying to replace the furniture, and is moving it around. She is trying to get the library renovated.
- Food discussion – The Space Study consultants brought up food in the library. Jennifer responded every library survey we do shows students want a café in the libraries. Our libraries are not traditional – pizza is delivered. A couple of senators were engrained or traumatized from youth not to bring food or drink in a library. Radford University Libraries welcome food, drink and talking, with some floors or spaces reserved for quiet study.

4. Dr. Rob Hoover, Vice President for Finance and Administration. Proposed changes to the AP Evaluation Cycle

1. Handbook: (See Draft Proposal at the end of these minutes.)

- AP support a fiscal year cycle. For most, this is concurrent with the contract period. (Athletics has different contract dates.)
- The AP Handbook will need to be changed. The discussion trended towards including the date in the handbook versus not including the date.
- Rob noted reminders of the dates should come from HR instead of the AP Handbook. The Handbook is policy, while procedures are administrative.
- The language will be refined, and sent to Ashlee for the April AP Senate Meeting.

2. Salary Increase Rumors (Question from Ashlee):

- The budget bill has a 3% raise in place from last year's budget. (The VGEA site has an effective date of June 10, 2025.)
- The governor has until March 22 to veto a proposed 1.5% bonus at the end of June. (According to an announcement from the Governor on March 24, 2025, the bonus was approved.)

5. Old Business:

- 1. AP Senate Elections Update** – We will discuss this at the March meeting next week, when we meet in Heth 43.
- 2. Morale Survey** – An additional meeting will be held in March to go over the revised narrative.

6. New Business:

- 1. AP Handbook Revision Committee** -- Leah Taylor is convener. Ashlee is chair. Andrew Price, Vanessa Conner, Sue Teel, Margaret McManus, Kay Johnson and Sandra Bond expressed. Susan Richardson, Radford's University Attorney, may be ad hoc.

7. Adjournment: The meeting adjourned at 4:13 pm.

Future Meeting Dates:

- March 12 – Guest Speaker, President Bret Danilowicz, Heth 43
- April 9 – TBD
- May 14 – TBD

Enrollment Management & Strategic Communication Update (Agenda Item 4.2)

See Next Page

Draft Performance Cycle Language Changes in AP Handbook (Agenda Item 4.4)

1. Remove the dates from the AP Handbook in section 1.9.3. Below is an example of what could be changed.
 1.9.3 Timelines for Evaluation and Revised Performance Expectations
 - The Performance Cycle is **completed on an annual cycle**.
 - Performance Expectations shall be developed for new employees within 30 business days of the beginning of employment.
 - Annual evaluations for the preceding year shall be completed no later than the **last day of the annual performance cycle**.
 - Revised Performance Expectations for the current year shall be developed **no later than 30 business days from the beginning of the annual performance cycle**.
2. Extend the 2024-2025 performance evaluation cycle to the following:
 October 2024 – June 30, 2026, with the midterm evaluation/summary (August 2025) – (Note: This one-time extension also requires approval by motion, but does not represent a handbook change.)

Enrollment Management and Strategic Communications



March 2025



EMSC Updates 3/5/25

Brand Equity

- Website Roll Out and Performance
- Brand Perception Study
- Communication Plan

Enrollment

- Update on Visits and Applications
- Spring 2025
- Total Enrollment
- Fall 2025 Projection
- Projections of Radford Tuition Promise beyond 2025

Webpage performance



<https://www.radford.edu>

- Metrics/performance
- Accessibility
- Audience external

Brand Perception Study January 27 – February 10th

Examples of questions include:

- What level of awareness exists for the University relative to competitive, peer, or aspirant institutions?
- What is the University and its competitive/peer set known for?
- What does a degree from your institution signify?
- How do your audiences perceive and understand your brand's identifying qualities?
- What are the positive and negative perceptions audiences hold about the University?
- Do audiences view Radford as superior or inferior?
- Do audiences view Radford as being a thought leader or a trend follower?
- What are the unique strengths and weaknesses of the University?
- What distinctive characteristics and/or attributes are associated with the University versus other institutions?
- How important are the University's brand characteristics to the various audience segments?
- How does the University's brand identity and messaging align with the needs of your audiences and influencers?



University Communication Plan

Context

As we enter phase two of the brand roll out and into a strategic planning process for the university, it is important to create a foundational understanding of who we are and what we want to be with evidence of this identity. The communication plan give the structure for this foundation.



University Communication Plan

What are the objectives of a University Communications Plan?

- 1. Increase Brand Awareness:** Making the university more recognizable and attractive to prospective students and the community.
- 2. Improve Internal Communication:** Enhancing communication between faculty, staff, and students.
- 3. Engage Stakeholders:** Keeping alumni, donors, and the broader community informed and connected to the university.
- 4. Crisis Management:** Managing the communication during any university-related crises (e.g., natural disasters, public health emergencies).



Radford University Communication Plan 2024-2026

What would success look like?


1. Advance the university's mission by supporting executive-level communications, events and activities
2. Increase enrollment in Radford's academic programs
3. Positively influence the university's reputation
4. Enhance the university's brand equity
5. Increase employee and student awareness and engagement



Radford
UNIVERSITY

Find Your Place. **Here.**



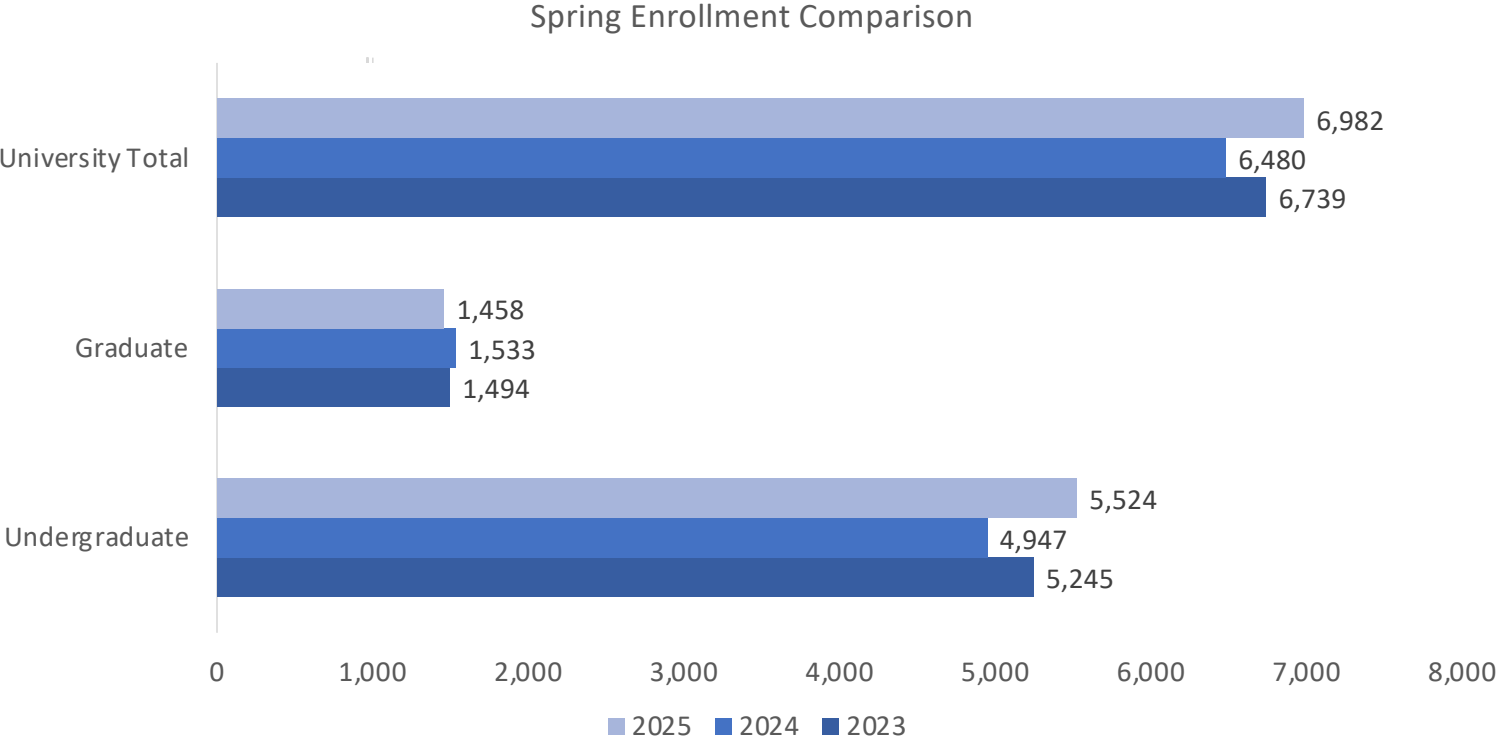


Enrollment Management

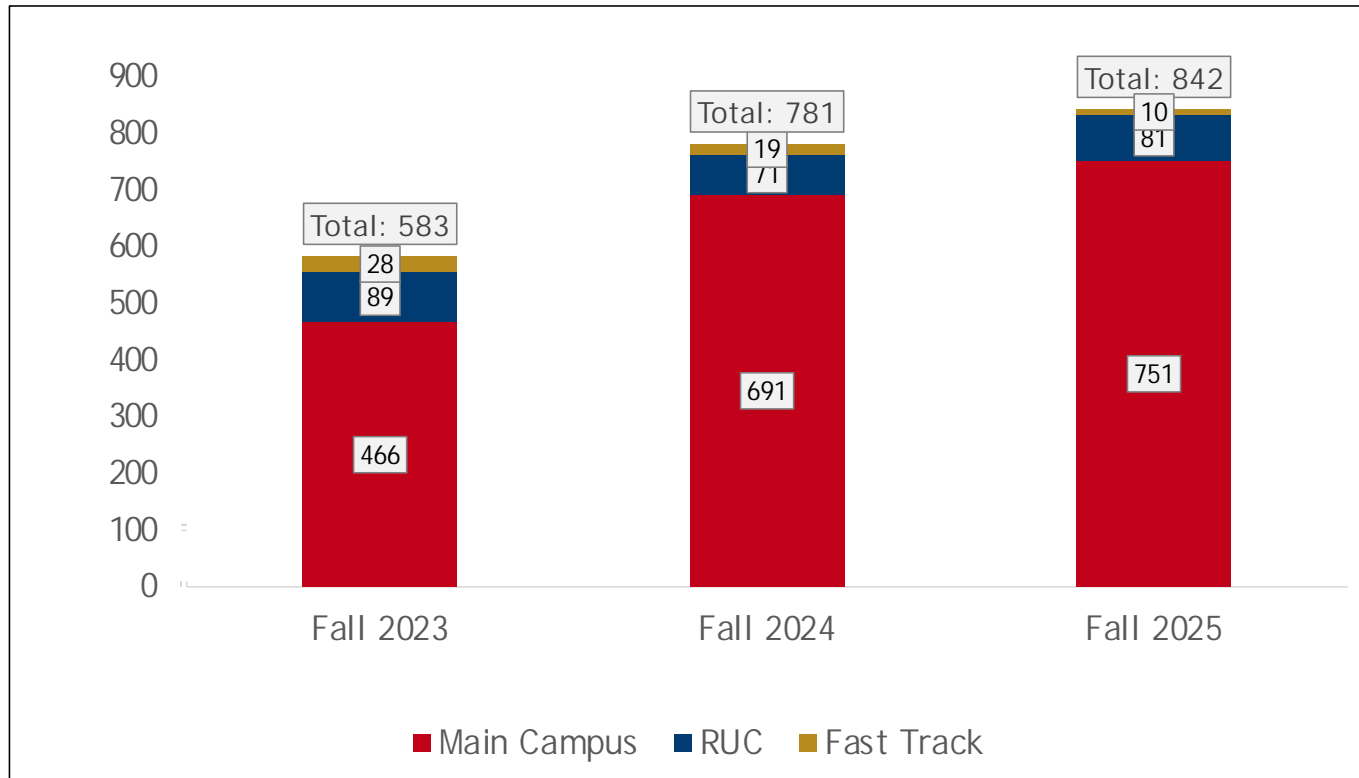
Enrollment Management and
Strategic Communications



Total Enrollment Spring YOY to date



Combined NF/TR Deposits



- 8% up overall



Important Undergraduate Dates

- Freshmen Application Deadline Feb. 1
- Transfer Application Deadline March 1
- FAFSA deadline for Radford Tuition Promise March 1
- Foundation (Donor Funded) Scholarship Deadline March 5
- Highlander Days March 22, March 29 (RUC), April 12
- Spring Open House March 1 (RUC) and April 18

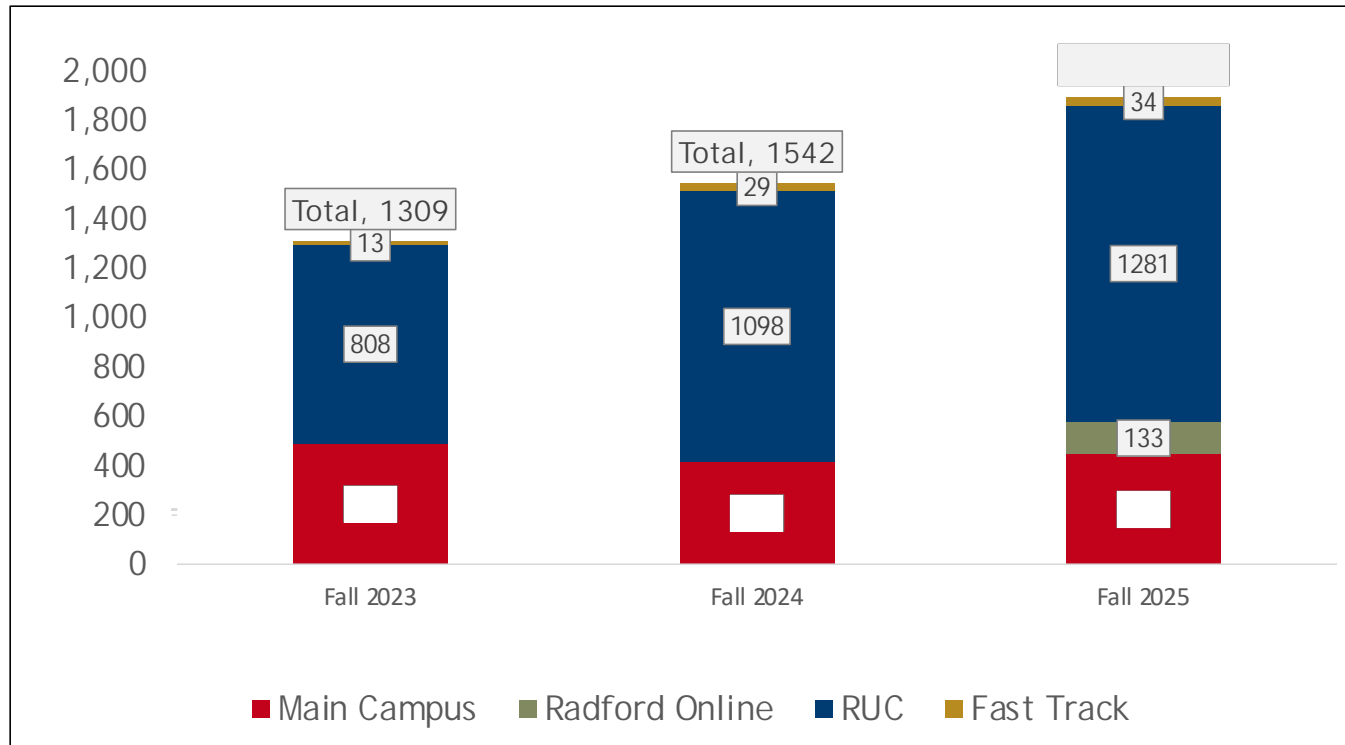


Graduate Admissions

Application Fee / Fee Waiver

- Veteran or active duty military
- Current K-12 school employee
- Alumni of Radford
- Current Radford student
- Current Radford employee
- First generation college student
- Pell eligible as an undergraduate student

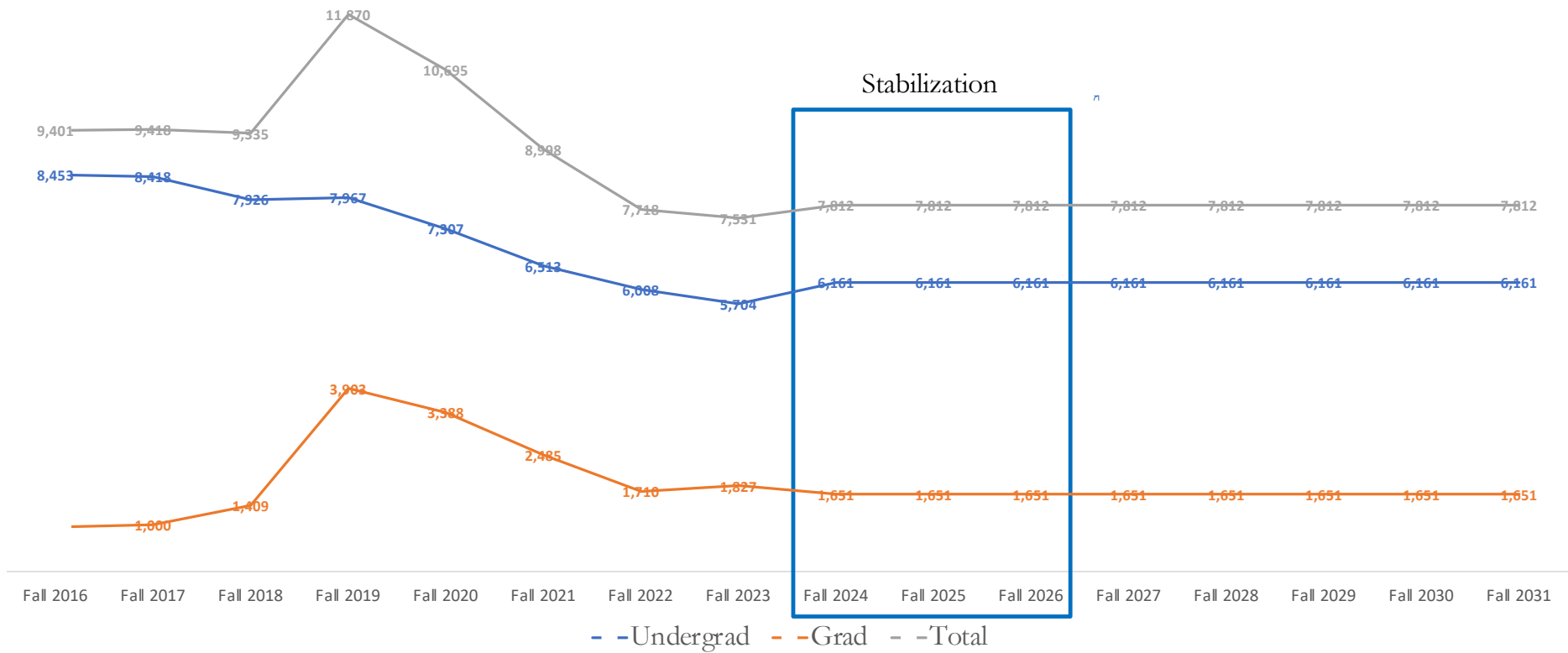
Graduate Total Applications



Future

Maintenance

Stabilization



Enrollment Planning Assumptions

1. 6,296 total in person enrollment all campuses all levels
2. 76% retention year over year
3. Nursing enrollment to grow using Fall 2024 as baseline
4. Roanoke enrollment to be maintained using Fall 2024 as baseline
5. Create an online campus and maintain or grow enrollment
6. Maintain academic standards for admission all levels





Dr. Brent Gage

AACRAO Consulting

February through August

1. **SWOT/Situational Analysis:** Identify
2. **Goals and Tactics:** Formulate
3. **Plan:** Write
4. **Assessment:** Review



Discussion