

Advancement, University Relations and Enrollment Management Committee

September 2022

RADFORD UNIVERSITY

Board of Visitors

RADFORD UNIVERSITY

Board of Visitors

ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE

1:30 P.M. **

SEPTEMBER 8, 2022

ROBERT A. ARCHER EXECUTIVE CONFERENCE ROOM
SECOND FLOOR, MARTIN HALL, RADFORD, VA

DRAFT **AGENDA**

- **CALL TO ORDER** Ms. Lisa Throckmorton, *Chair*
- **APPROVAL OF AGENDA** Ms. Lisa Throckmorton, *Chair*
- **APPROVAL OF MINUTES** Ms. Lisa Throckmorton, *Chair*
 - April 28, 2022
- **ENROLLMENT MANAGEMENT REPORT** Mr. Craig Cornell, *Vice President for Enrollment Management*
 - Enrollment Update
 - 2022-2023 Goals
- **ADVANCEMENT and UNIVERSITY RELATIONS REPORT** Ms. Penny White, *Interim Vice President for Advancement and University Relations*
 - Campaign Update
 - 2022-2023 Goals
- **OTHER BUSINESS** Ms. Lisa Throckmorton, *Chair*
- **ADJOURNMENT** Ms. Lisa Throckmorton, *Chair*

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

COMMITTEE MEMBERS

Ms. Lisa Throckmorton, Chair
Ms. Lisa W. Pompa, Vice Chair
Mr. George Mendiola, Jr.
Mr. David A. Smith
Mr. James C. Turk, Jr

September 2022 Meeting Materials

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Fall 2022 Enrollment Update

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Enrollment Update

Fall Preliminary Census Data

Fall Preliminary Census

New Freshmen

| | Fall 2020 | Fall 2021 | Fall 2022 |
|--------------------------|--------------|--------------|--------------|
| In-State | 1,211 | 1,138 | 1,088 |
| Out-of-State | 125 | 154 | 136 |
| Total Main Campus | 1,336 | 1,292 | 1,224 |

Fall Preliminary Census

Freshmen Indicators

| Measure | Fall 2020 | Fall 2021 | Fall 2022 |
|-----------------|-----------|-----------|-----------|
| High School GPA | 3.32 | 3.31 | 3.41 |

Fall Preliminary Census

New Transfers

| | Fall 2020 | Fall 2021 | Fall 2022 |
|--------------------------|------------|------------|------------|
| In-State | 608 | 558 | 473 |
| Out-of-State | 40 | 51 | 59 |
| Total Main Campus | 648 | 609 | 532 |

Fall Preliminary Census

New Fast Track

| Fast-Track | Fall 2020 | Fall 2021 | Fall 2022 (Preliminary) |
|-------------------------|-----------|-----------|----------------------------|
| In-State | - | 41 | 60 |
| Out-of-State | - | 2 | 3 |
| Total Fast-Track | - | 43 | 63 |

Fall Preliminary Census

Total Enrollments

| Term | Undergrad (RU) | Grad (RU) | Sub-Total (RU) | Undergrad (RUC) | Grad (RUC) | Sub-Total (RUC) | Fast-Track (Fall A) | CBE | Total | Total w/o CBE |
|-----------|----------------|-----------|----------------|-----------------|------------|-----------------|---------------------|-------|--------|---------------|
| Fall 2010 | 7,950 | 1,057 | 9,007 | - | - | - | - | - | 9,007 | 9,007 |
| Fall 2011 | 8,350 | 1,020 | 9,370 | - | - | - | - | - | 9,370 | 9,370 |
| Fall 2012 | 8,610 | 963 | 9,573 | - | - | - | - | - | 9,573 | 9,573 |
| Fall 2013 | 8,913 | 1,015 | 9,928 | - | - | - | - | - | 9,928 | 9,928 |
| Fall 2014 | 8,885 | 913 | 9,798 | - | - | - | - | - | 9,798 | 9,798 |
| Fall 2015 | 8,880 | 863 | 9,743 | - | - | - | - | - | 9,743 | 9,743 |
| Fall 2016 | 8,453 | 948 | 9,401 | - | - | - | - | - | 9,401 | 9,401 |
| Fall 2017 | 8,410 | 1,000 | 9,410 | - | - | - | - | 8 | 9,418 | 9,410 |
| Fall 2018 | 7,890 | 957 | 8,847 | - | - | - | - | 488 | 9,335 | 8,847 |
| Fall 2019 | 7,218 | 989 | 8,207 | 712 | 334 | 1,046 | - | 2,617 | 11,870 | 9,253 |
| Fall 2020 | 6,580 | 952 | 7,532 | 717 | 384 | 1,101 | - | 2,062 | 10,695 | 8,633 |
| Fall 2021 | 5,665 | 994 | 6,659 | 735 | 394 | 1,129 | 86 | 1,124 | 8,998 | 7,874 |
| Fall 2022 | 5,069 | 911 | 5,980 | 739 | 399 | 1,138 | 131 | 321 | 7,652 | 7,331 |

Enrollment Update

2022-23 Goals and High Level Strategies

2022-23 Goals

- Develop a **recruitment planning model** focused on actionable steps and accountability measures for immediate and mid-term effects on new student enrollments.
- Level off enrollment decline in **new freshmen** students starting at RU and maintain growth at RUC, to be based on Fall 2022 census numbers, for fall 2023.
- Level off enrollment decline in **new transfer** students starting at RU and maintain growth at RUC, to be based on Fall 2022 census numbers, for fall 2023.
- Evaluate Overall **Student Aid leveraging** effectiveness in meeting enrollment goals.
- Implement student-facing **support services** in the Office of the Registrar using software self-service options for students.

2022-23 Goals

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2022-23 Strategies - New Freshmen and Transfers

- **EVALUATE AND MODIFY RECRUITMENT MODEL** - Evaluate market changes by population and developing specific strategies to off-set the identified student changes (demographic, major, quality, diversity, etc.) - this is time specific due to census being just this week. This will be the data used to inform our strategic recruitment model.
- **ACADEMIC RECRUITMENT INITIATIVES (ARIs)** - Implementing a full year of major and college specific recruitment and communication efforts to level off our yield efforts in an effort to get the most from the applications and admits that we do have.
- **RETOOL MESSAGING AND RADFORD'S UNIQUENESS** - Reshaping our entire communication strategies to be more dynamic for students and influencers outlining more clearly our uniqueness as opposed to our similarities with other institutions.
- **VALUE PROPOSITION** - Continue to provide to students and parents, as early as possible, information related to our value through our leveraging and increased need-based aid dollars.
- **RUC** - Working with academic departments at RUC to determine maximum enrollments to continue to grow those programs due to increased interest as possible.

Advancement and University Relations

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Successful Completion of TOGETHER - The Campaign for Radford University

- Complete 18-month major gift pipeline
- Implement planned giving awareness campaign
- Utilize Fall 2022 Radford magazine to increase campaign awareness
- Develop college newsletters
- Update crowdfunding platform to better reflect the campaign branding
- Utilize digital channels to promote campaign
- Display campaign light post banners on campus Fall 2022-December 2023

Campaign Digital Channels

ENGAGEMENT THROUGH Storytelling

Advancement Communications launched three dedicated communications channels that allow us to talk to current and prospective donors, alumni and friends about the TOGETHER campaign. Our stories open doors to many opportunities for donors to connect with Radford and find common interests to support the university through giving and participation.

Our stories share news about:

- Student success;
- Faculty innovation;
- Donor engagement;
- Inspiring alumni; and
- Exciting happenings at Radford University.



Web Engagement for June 2022

Total Views: 1,263 ^108.76%

New Users: 334 ^36.89%

June 2022 e-Newsletter

Open Rate: 24.73% (Nat'l. Avg. 23.53%)

Total Opens: 11,594

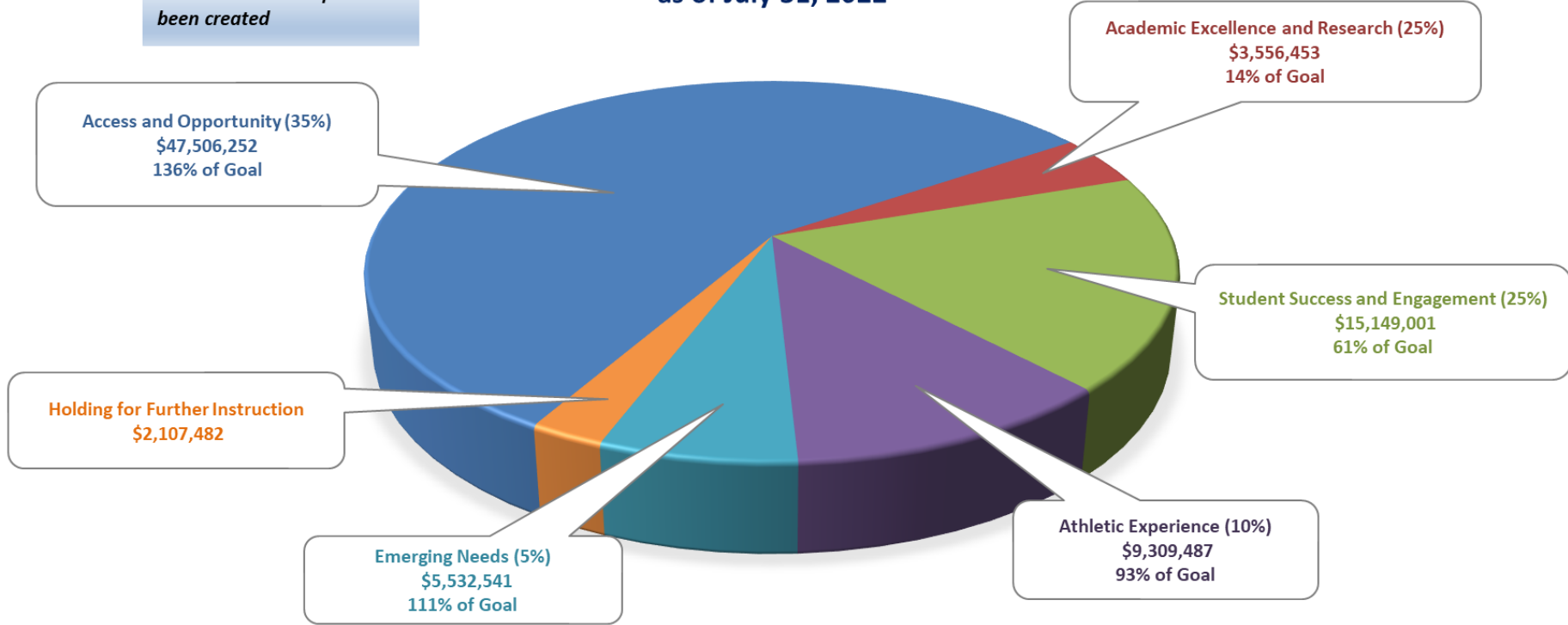
The podcast series gives donors a platform to share their stories in their own voices and inspire others to support the priority areas of the campaign.

Campaign Light Post Banners



TOGETHER Campaign Fundraising Totals as of July 31, 2022

128 new scholarships have
been created



Increase Alumni Engagement Opportunities and Alumni Donor Participation

- Maintain high participation of alumni volunteers and broaden engagement opportunities
- Leverage campus collaboration to engage and cultivate alumni
- Implement Braintree Digital Wallet with existing Scalefunder crowdfunding platform (Venmo, PayPal, Apple Pay, Google Pay, Samsung Pay)
- Utilize Homecoming to educate participants about the importance of giving to increase alumni donor participation
- Promote the importance of giving at targeted alumni events to increase alumni donor participation

Alumni Relations-Engagement

Highlighted Upcoming Events, Activities and Partnerships

- Tartan Tour
- Homecoming
 - Golden Reunion
 - Alumni Awards
 - Board Meetings
 - Hall of Fame
 - College, Athletic and Department Programs
 - Women of Radford
 - Alumni Village/Under the Kilt
 - Much More
- Class Inauguration Ambassadors
- Richmond Alumni Golf Tournament Fundraiser
- Alumni Coffee Chats
- Highlander Wisdom Webinars



Mark your calendar for Homecoming

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Enhance Donor Relations and Stewardship

- Launch annual Day of Gratitude on November 11, 2022
- Contract with Donor Guru Consulting
- Establish an intern position to assist with stewardship efforts
- Reimagine Advancement Services' vacant positions based on findings from Donor Guru to hire a seasoned professional
- Utilize Blackbaud Stewardship Management Software



Increase University Brand Awareness

- Highlight alumni success stories to showcase all that is possible with a Radford University degree
- Develop, implement and communicate identity guidelines and procedures based on strategy from brand study
- Developing a scope of work to identify a marketing firm for a brand strategy study



Discussion

Minutes

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Board of Visitors



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**ADVANCEMENT, UNIVERSITY RELATIONS AND
ENROLLMENT MANAGEMENT COMMITTEE**

4:00 P.M.

APRIL 28, 2022

**MARY ANN JENNINGS HOVIS MEMORIAL BOARD ROOM
MARTIN HALL, THIRD FLOOR, RADFORD, VA**

DRAFT
MINUTES

COMMITTEE MEMBERS PRESENT

Ms. Lisa Throckmorton, Chair
Dr. Rachel Fowlkes, Vice Chair
Ms. Krisha Chachra
Mr. Mark S. Lawrence
Ms. Lisa W. Pompa
Ms. Georgia Anne Snyder-Falkinham

BOARD MEMBERS PRESENT

Mr. Robert A. Archer, Rector
Dr. Jay A. Brown, Vice Rector
Dr. Debra K. McMahon

OTHERS PRESENT

Dr. Carolyn R. Lepre, Interim President
Mr. Craig W. Cornell, Vice President for Enrollment Management
Dr. Wendy Lowery, Vice President for Advancement and University Relations
Ms. Becky Brackin, Associate Vice President for University Relations
Mr. Tom Lillard, Associate Vice President for Advancement
Ms. Wendy Lowe, Director of Advancement Services
Mr. Justin McLaughlin, Radford University Student
Ms. Laura Turk, Executive Director for Alumni Relations

CALL TO ORDER

Ms. Lisa Throckmorton, Chair, formally called the Advancement, University Relations and Enrollment Management Committee meeting to order at 3:55 p.m. in the Mary Ann Jennings Hovis Memorial Board Room in Martin Hall.

APPROVAL OF AGENDA

Ms. Throckmorton asked for a motion to approve the April 28, 2022 agenda, as published. Ms. Lisa W. Pompa made the motion, Mr. Mark S. Lawrence seconded, and the motion carried unanimously.

APPROVAL OF MINUTES

Ms. Throckmorton asked for a motion to approve the minutes of the February 10, 2022 meeting of the Advancement, University Relations and Enrollment Management Committee meeting, as published. Ms. Pompa made the motion, Mr. Lawrence seconded, and the motion carried unanimously.

ENROLLMENT MANAGEMENT REPORT

Vice President for Enrollment Management Craig Cornell provided updates in recruitment efforts throughout his division.

Total enrollment for all spring 2022 Fast Track programs grew by 48%, with 185 students compared to 125 in spring 2021. New start enrollments have had remarkable growth, with programs showing a 766.7% increase.

This year's entering classes are deadline-driven, causing stronger numbers to emerge throughout the month of April. With May 1, the national commitment deadline, coming up next week, the current strong trajectories are predicted to continue.

Overall freshman applications are up by 126, or 1%, with the largest number of new applications for the month of April since 2018. Completed applications are also following this trend. However, admits are still down slightly, as more applications await end-of-term grades. Deposits differences fluctuate considerably and are currently down by only 6, or 0.5%, over last year. Student academic quality is on pace for a record year, with the overall GPA, between main campus and RUC, currently at 3.40 for deposited students, compared to 3.31 last year. New transfer applications continue to hold, being up 106, or 7.07%, compared to last year, with Admits and Deposits up 14, or 1.7%, and 25, 6.4% respectively. Graduate applications are trending down by 142, or 7.9%, with anticipated growth coming through the summer through Fast Track programs.

Radford University main campus launched a direct-admit nursing program for the fall to create parity with RUC and to remain competitive in the nursing recruitment space. The most academically qualified nursing admits will be given the opportunity to be admitted directly into the nursing program, while the other students will also be able to apply after their sophomore year.

For the first time in three years, admitted student receptions were held at five locations throughout the state, with the president, alumni and recruitment staff, welcoming over 150 students and their families. Also, Highlander Days, the university's largest open house event for admitted students, were held over the past month. The three events encompassed over 1,800 visitors, including over 664 admitted students. Metrics from the success of Highlander Days showed that overall commitments grew from 42% to 57% following these events, with 62 commitments gained at the events themselves.

Radford University is one of 171 institutions named to the Phi Theta Kappa 2022 Transfer Honor Roll. This is given based on 40 key metrics regarding student support and success for transfer students.

In Enrollment Management, the Admissions office reconfigured a job position to focus solely on

social media in conjunction with University Relations. The new social media efforts are showing significant results in only a few weeks, allowing for a strong setup-to-grow yield, that's the enrolled to admitted ratio, for the fall 2022 term. ReadyforRadford is the new handle for our recruitment efforts — it's being promoted across Twitter, Instagram and Facebook.

ADVANCEMENT AND UNIVERSITY RELATIONS

Vice President for Advancement and University Relations Wendy Lowery, Ed.D. presented updates to the committee for University Relations, Alumni Relations and Annual Giving.

In University Relations, the spring 2022 Student Social Media Influencer Program was successful, resulting in eight students participating. The students posted approximately 45 Instagram stories that mentioned Radford University. Also, spring 2022 student workers and interns were recognized: Sydney Hopkins, Tony Sanchez, Christopher Piper and Emily Woods. Through their engagement with the University Relations team, students gained professional experience and contributed to the overall efficiencies for the division while also utilizing their expertise to help guide programming.

Alumni Relations outreach included events tied to Chapter Planning Sessions, the Big South Tournament, Alumni Admissions, the Grad Fair, the Russell Hall Block Party, the RUC Bash, MLK Service Day and Miracle League Service Day. More than 300 alumni engaged with over 4,000 prospective students through phone calls and postcards. Commencement speakers Stacey Price '99, M.S. '01 and Nick Mayhugh '18 were announced. Ms. Price will speak at the graduate hooding ceremony, and Mr. Mayhugh will speak at the undergraduate commencement. From April to October, the Alumni Relations team will partner with alumni leaders to host more than 20 events across nine chapter areas. Also, Homecoming is scheduled for September 29 to October 1, 2022.

In Annual Giving, the 2022 Highlander Senior Class Scholarship has over 250 donors and raised over \$5,000. Seniors making their first gift are awarded cords to wear at graduation. Climb to 29 kicked off April 1; as of April 25, we are at 24.8% with only 54 more donors needed to reach the goal. Build the Hive was in early April, with \$29,678 raised from 160 donors.

Total giving for Fiscal Year 2021-2022, as of the end of March, is \$6,069,666. Donor count along with total number of new donors has increased significantly from last fiscal year.

Dr. Lowery added we continue to focus on opportunities for collaboration within our team and across the university to increase philanthropic awareness, opportunities to give and to highlight the impact of donor support.

ADJOURNMENT

With no further business to come before the Committee, Ms. Throckmorton adjourned the meeting at 4:47 p.m.

Respectfully submitted,

Sharon R. Ratcliffe

Executive Assistant to the Vice President for Advancement and University Relations

End of Board of Visitors Materials

