

Enrollment Management and Brand Equity Committee

September 2023

RADFORD UNIVERSITY

Board of Visitors

RADFORD UNIVERSITY

Board of Visitors

ENROLLMENT MANAGEMENT AND BRAND EQUITY COMMITTEE

10:45 A.M. **

SEPTEMBER 7, 2023

KYLE HALL, ROOM 340, RADFORD, VA

DRAFT **AGENDA**

- **CALL TO ORDER** Mrs. Jennifer Wishon Gilbert, *Chair*
- **APPROVAL OF AGENDA** Mrs. Jennifer Wishon Gilbert, *Chair*
- **APPROVAL OF MINUTES** Mrs. Jennifer Wishon Gilbert, *Chair*
 - June 8, 2023
- **ENROLLMENT MANAGEMENT REPORT**
 - Enrollment Update Dr. Dannette Gomez Beane, *Vice President for Enrollment Management and Strategic Communications*
- **BRAND IDENTITY**
 - Branding Update Dr. Dannette Gomez Beane, *Vice President for Enrollment Management and Strategic Communications*
- **OTHER BUSINESS** Mrs. Jennifer Wishon Gilbert, *Chair*
- **ADJOURNMENT** Mrs. Jennifer Wishon Gilbert, *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

Mrs. Jennifer Wishon Gilbert, Chair
Ms. Betsy D. Beamer, Vice Chair
Ms. Jeanne Armentrout
Ms. Lisa Pompa
Mr. David Smith

September 2023 Meeting Materials

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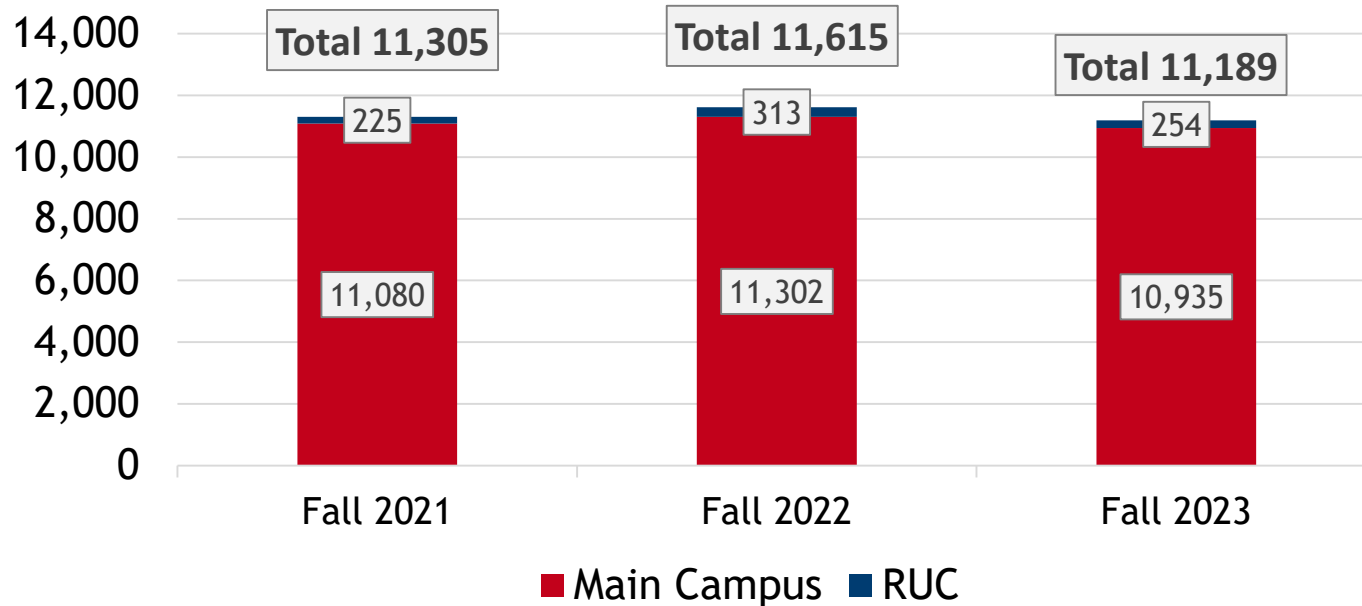
Board of Visitors

Enrollment Management and Brand Equity Committee

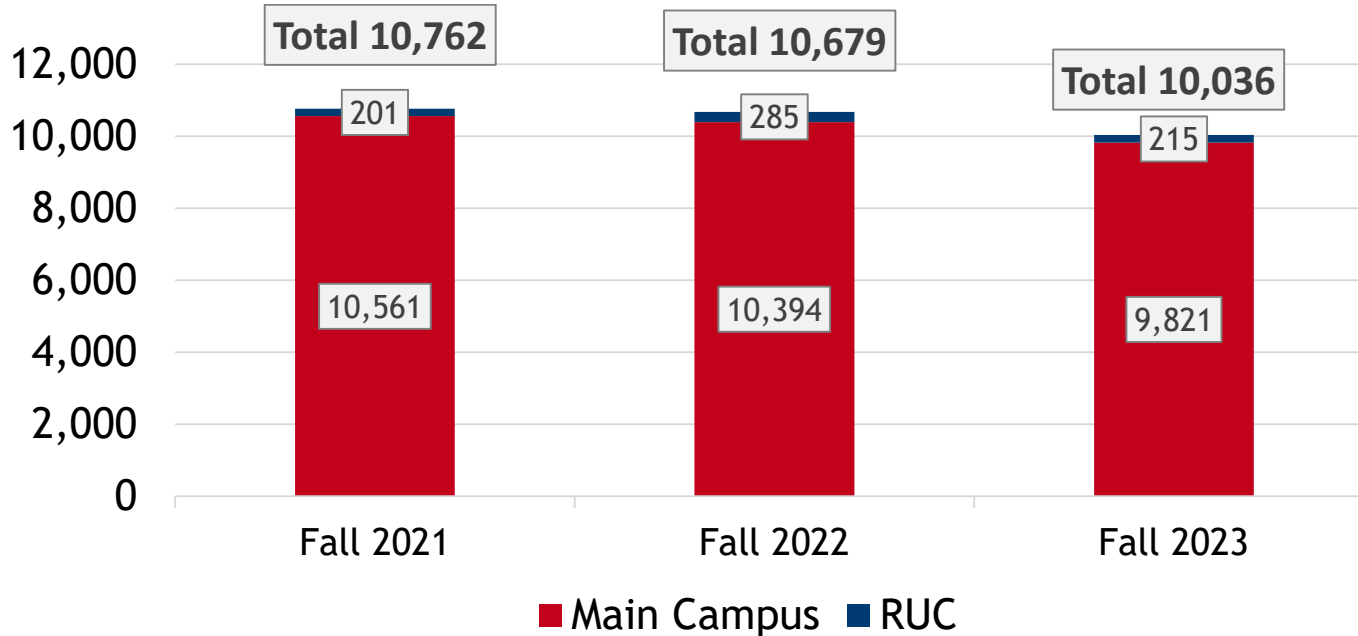
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New Freshman Applications (September 5)



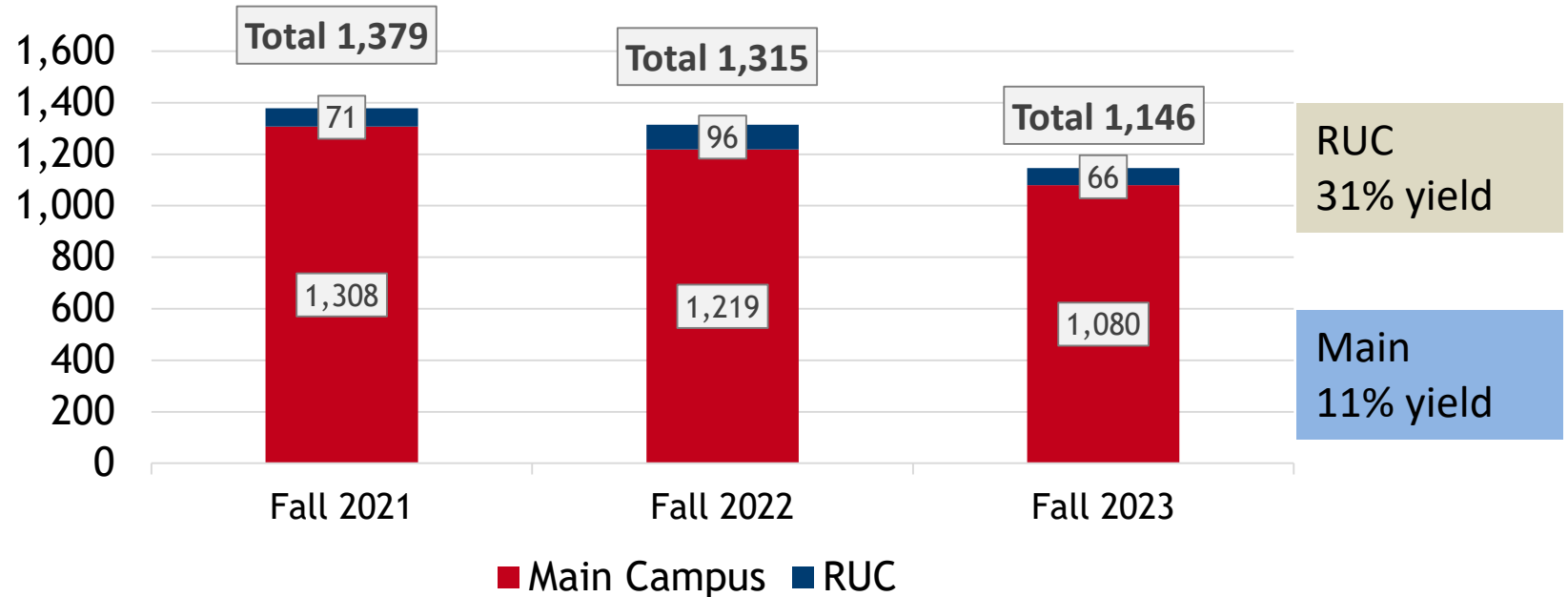
New Freshman Admitted (September 5)



RUC 75% acceptance rate from completed applications

Main 90% acceptance rate from completed applications

New Freshman Deposits (September 5)



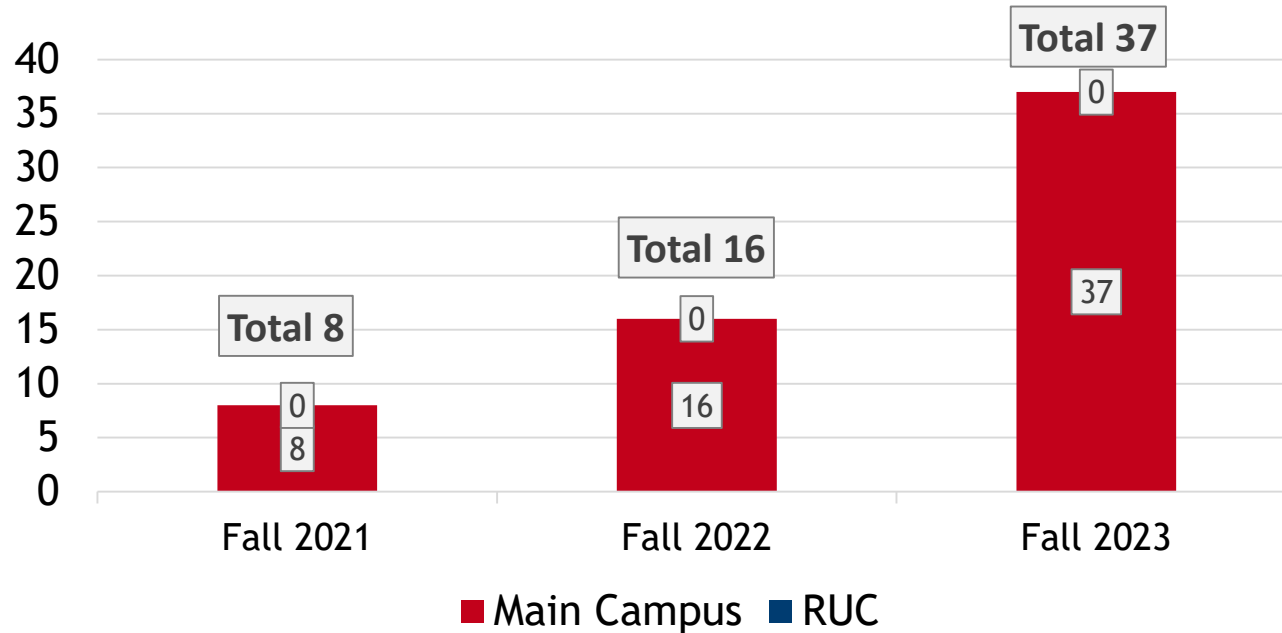
New Freshman Deposits (September 5)

Virginia Region	Fall 2021	Fall 2022	Fall 2023
Central Virginia	111	105	98
Northern Virginia	335	283	237
Peninsula	63	62	30
Richmond	108	130	117
Roanoke Metro	132	133	125
South Central	48	26	20
Southwest	195	168	200
Tidewater	99	109	76
Valley	114	128	96
In-State, Unknown	1	1	0

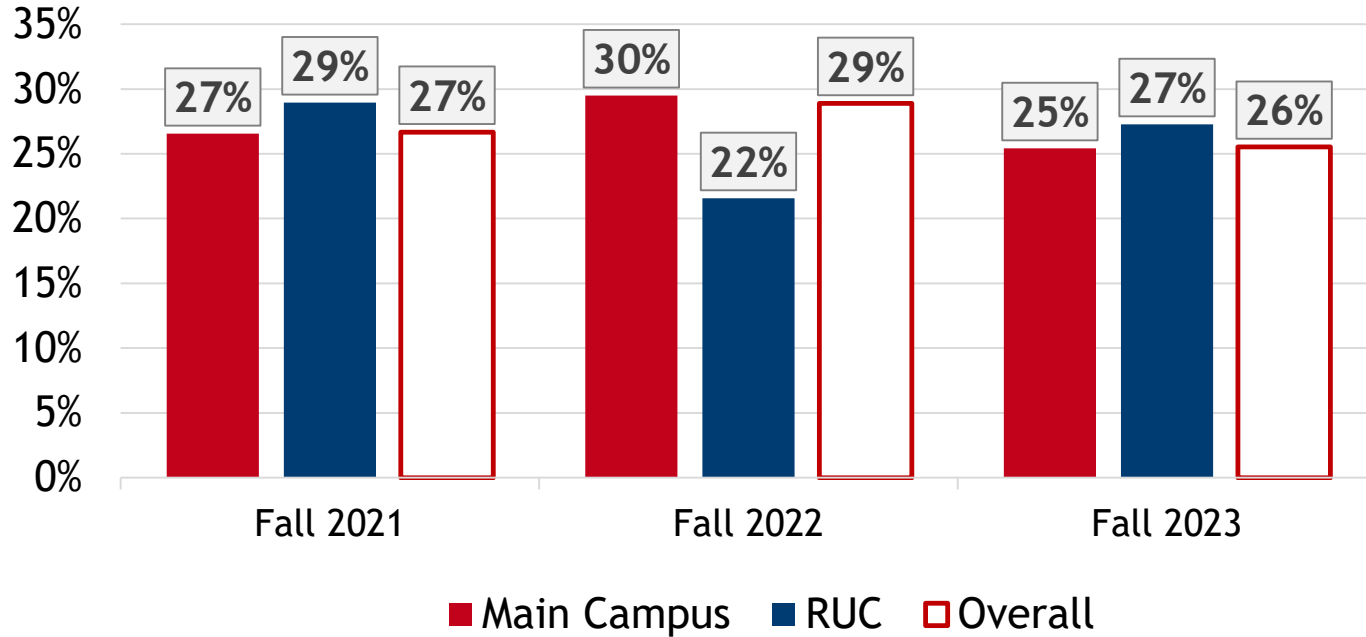
New Freshman Deposits (September 5)

Top States	Fall 2021	Fall 2022	Fall 2023
Maryland	41	32	27
North Carolina	27	32	15
District of Columbia	14	9	11
West Virginia	4	15	11
Tennessee	4	2	8
New York	7	2	7
Florida	9	5	5
New Jersey	5	3	5
South Carolina	7	4	5
Texas	2	6	5

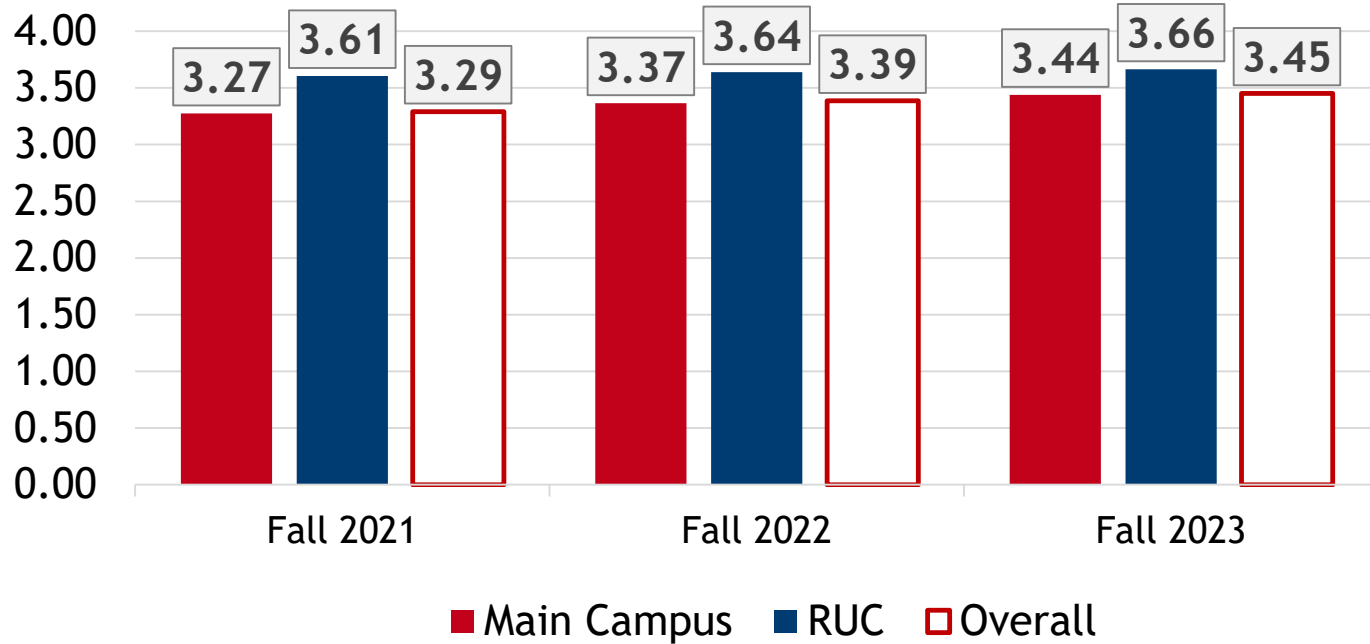
New Freshman Deposits, International (August 11)



New Freshman Deposits, First-Generation



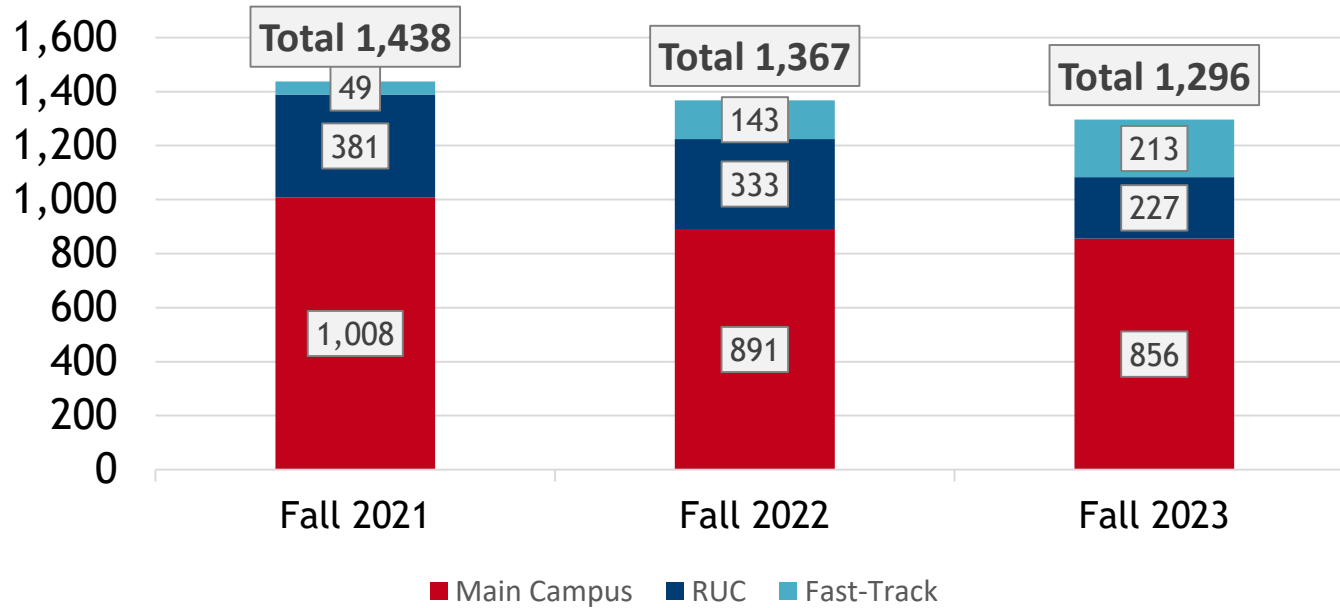
New Freshman Deposits, High School GPA (Record High)



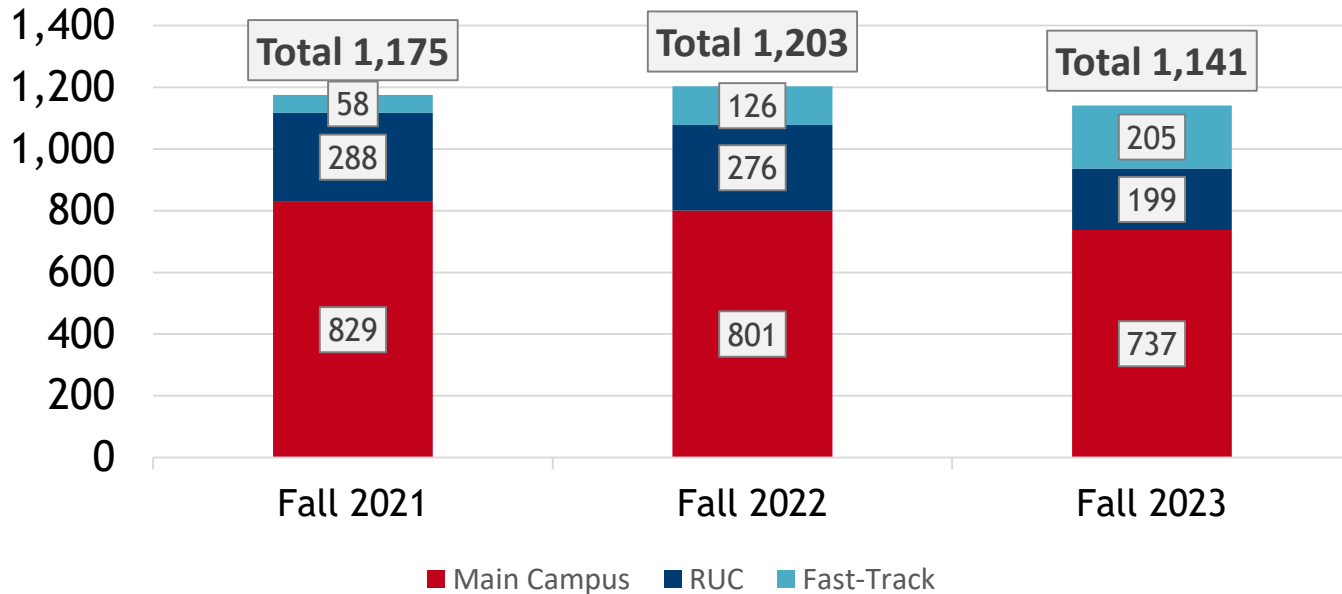
New Freshman Deposits, High School GPA (Record High)

Term	Average HS GPA
Fall 2023	3.467
Fall 2022	3.412
Fall 2021	3.312
Fall 2020	3.316
Fall 2019	3.299
Fall 2018	3.247
Fall 2017	3.243
Fall 2016	3.174
Fall 2015	3.172
Fall 2014	3.198
Fall 2013	3.195
Fall 2012	3.151
Fall 2011	3.135
Fall 2010	3.224
Fall 2009	3.179
Fall 2008	3.144

New Transfer Completed Applications



New Transfer Admitted

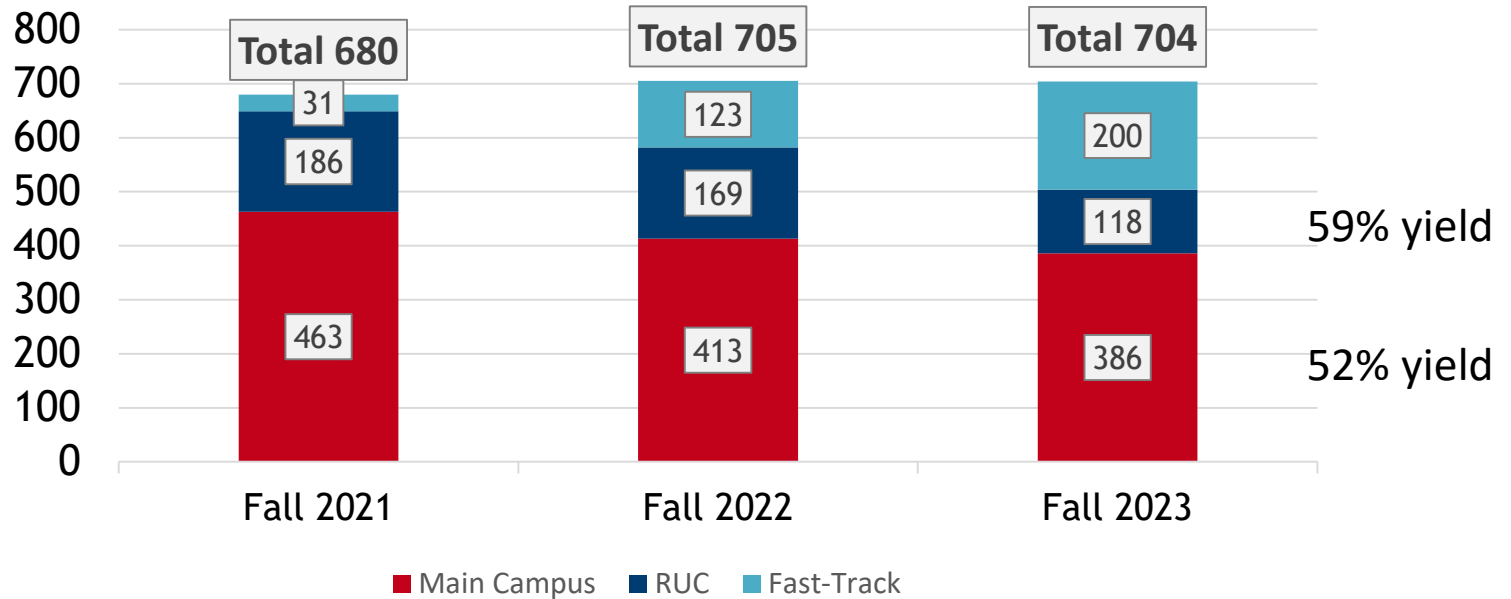


86% acceptance rate from completed applications

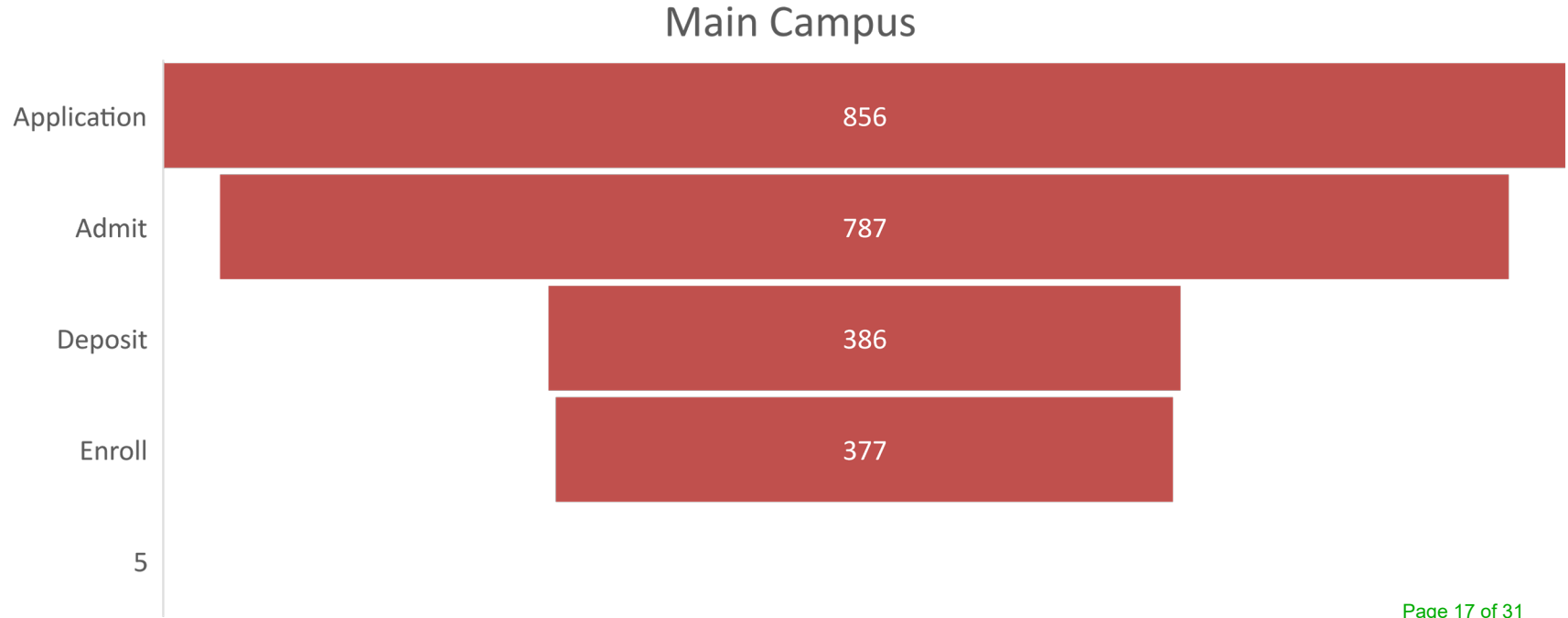
88% acceptance rate from completed applications

*excluding Fast Track

New Transfer Deposits

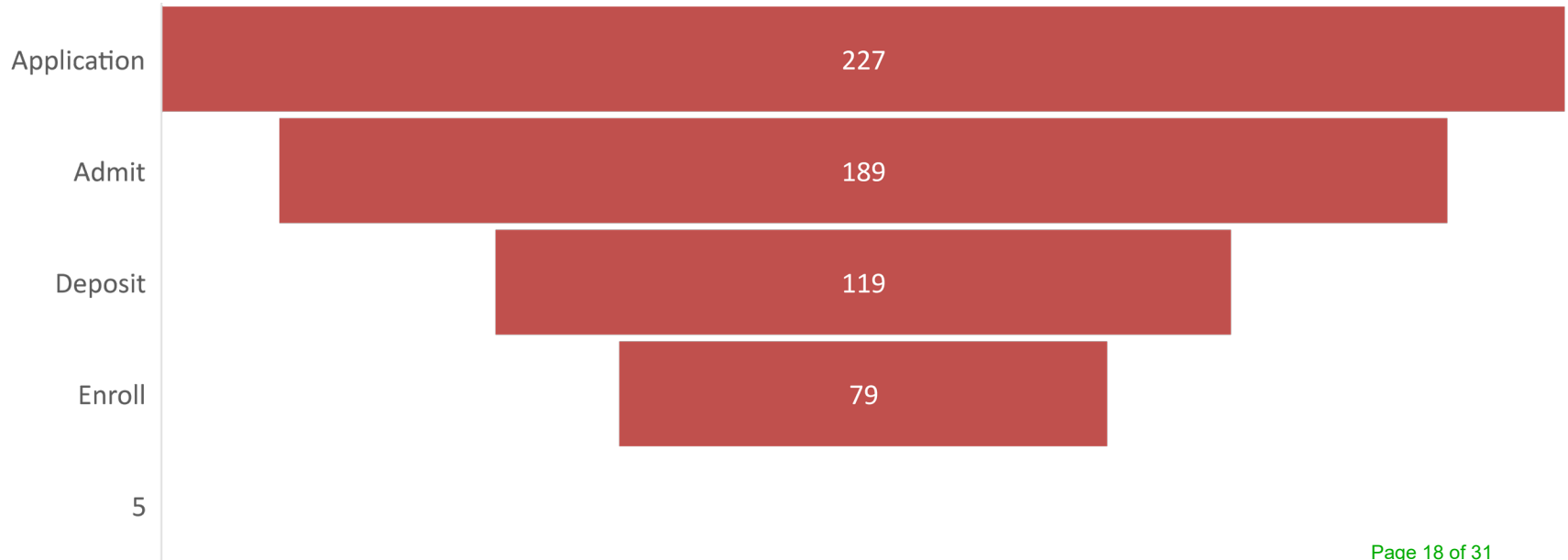


Funnel 2023 Transfer



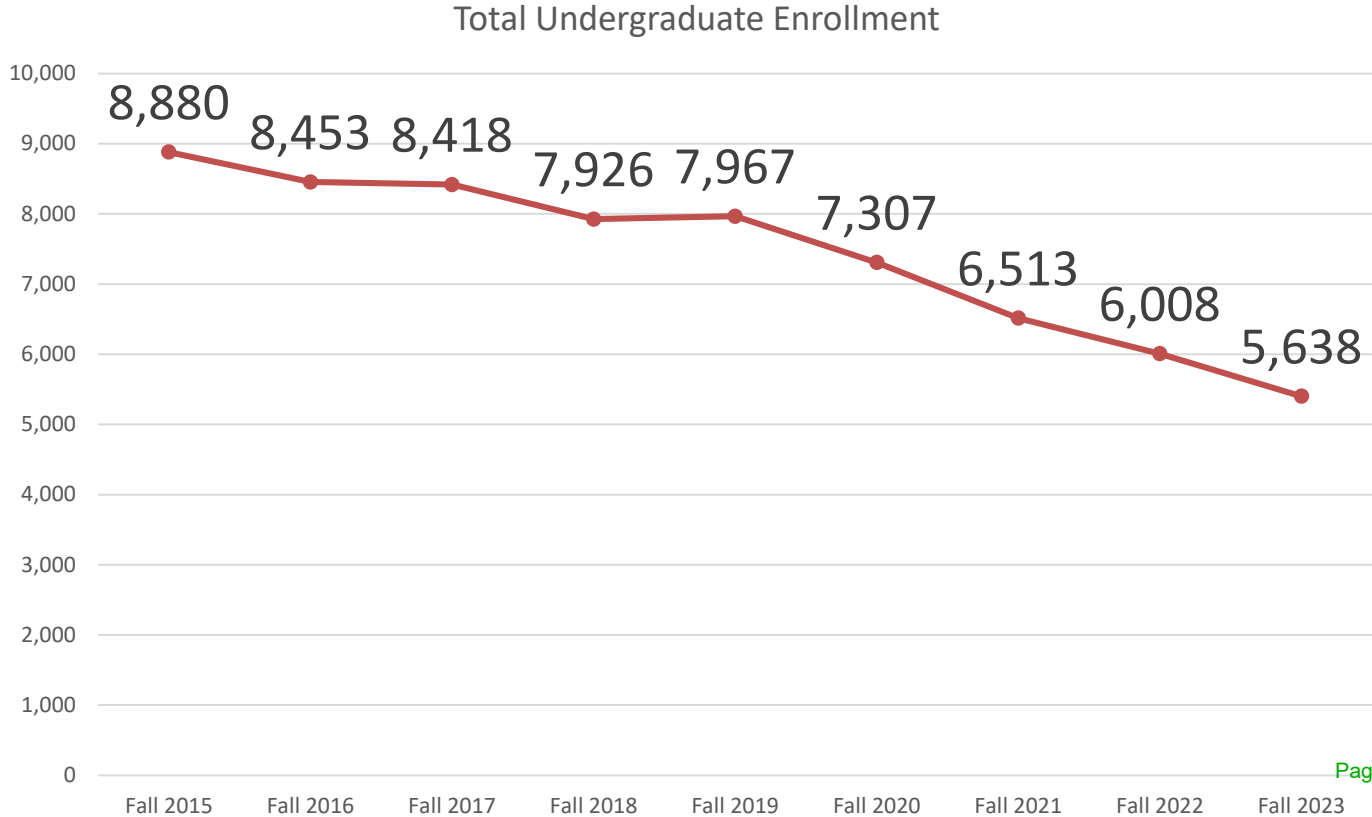
Funnel 2023 Transfer

Radford University Carilion

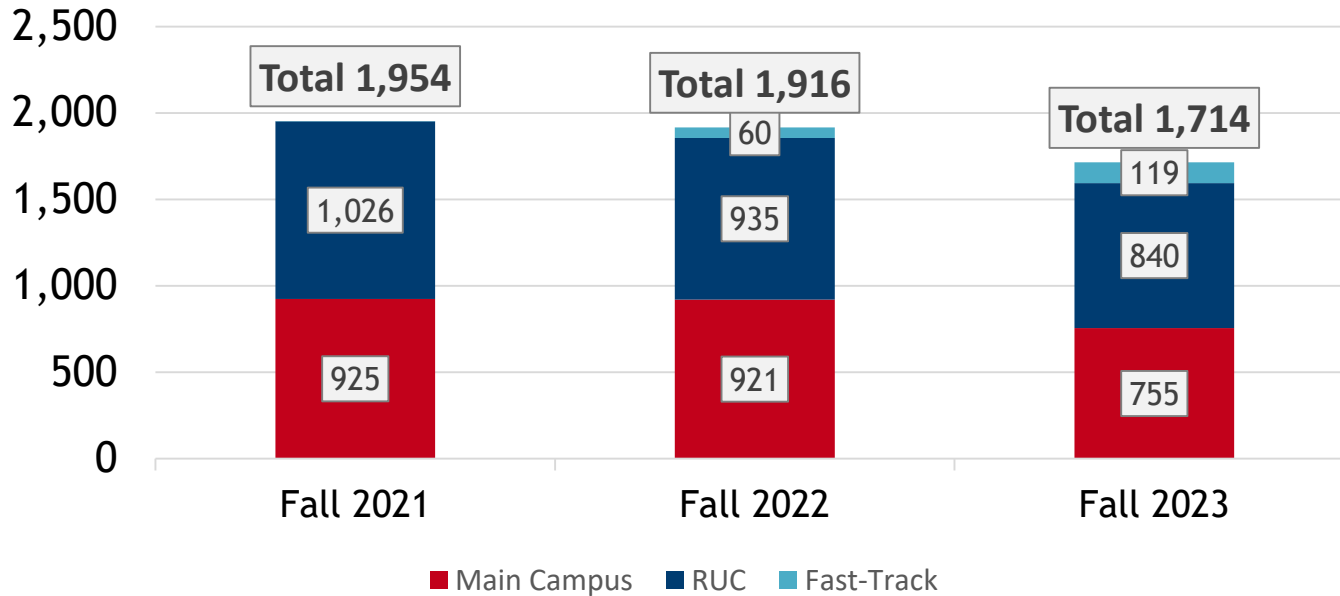


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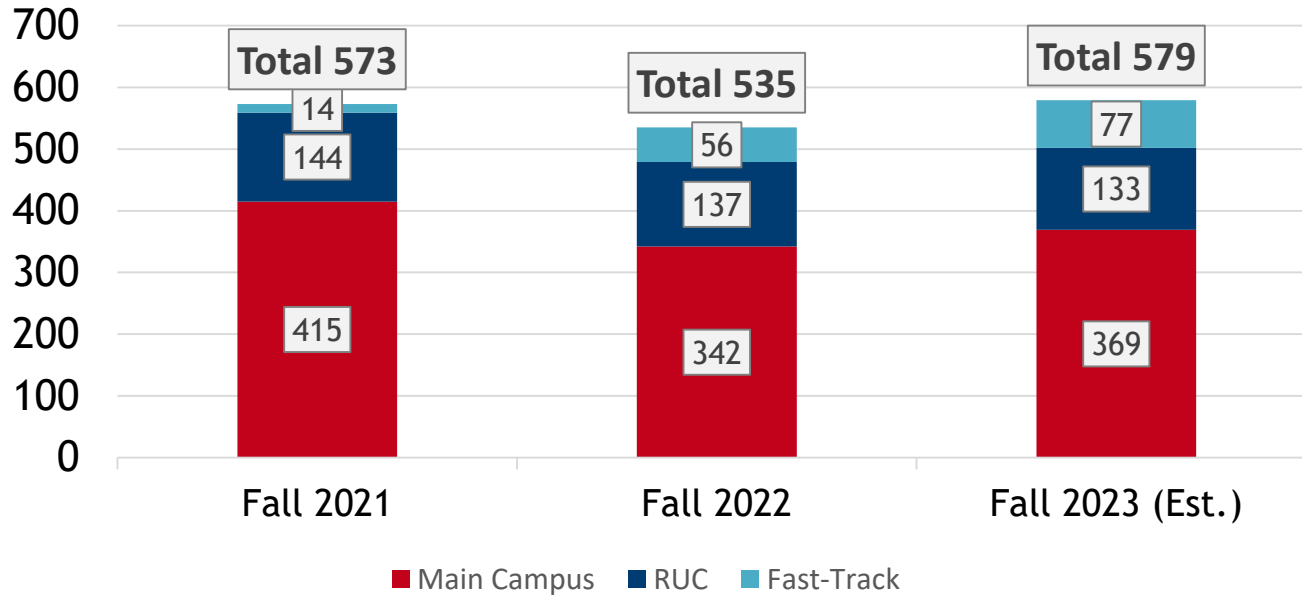
Undergraduate Enrollment (both locations)



Graduate Applications



New Graduate Students



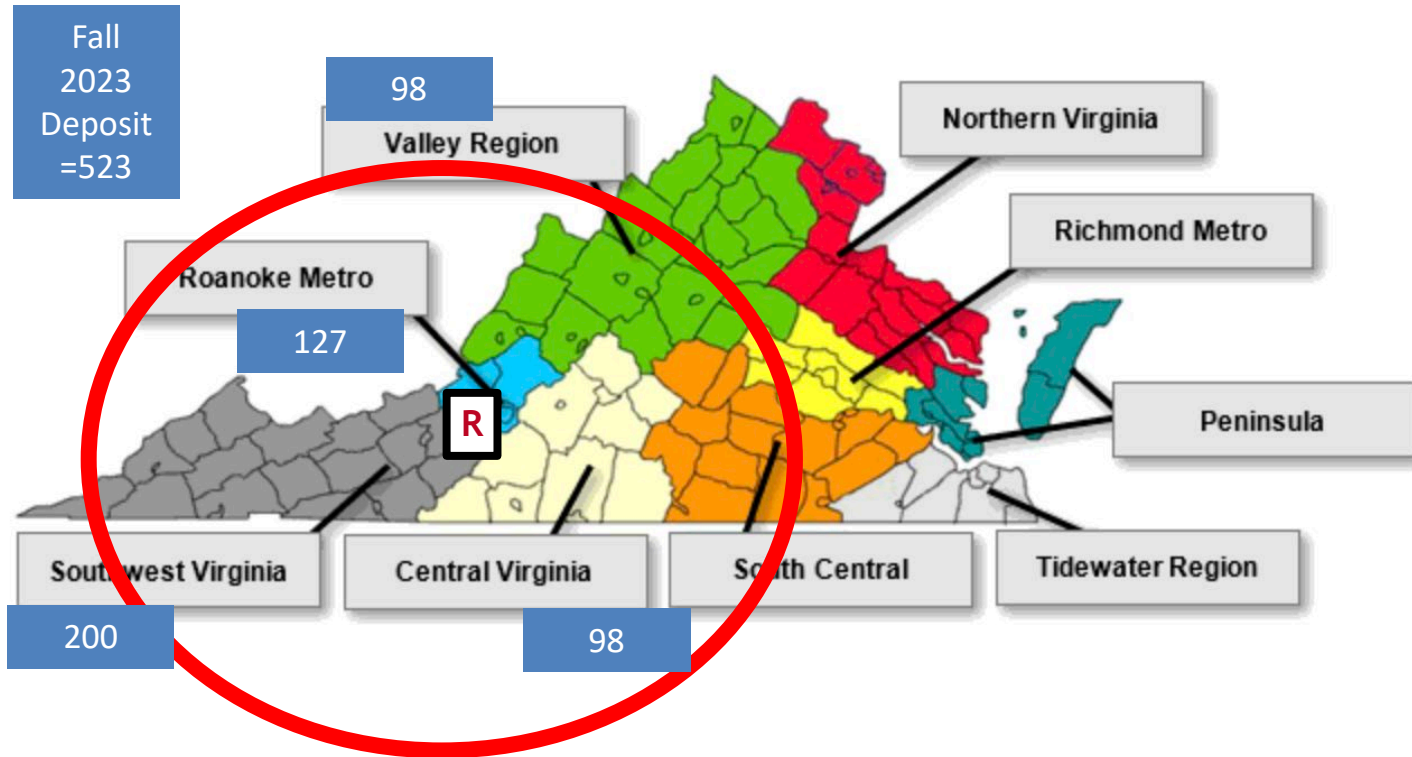
Takeaways

- Increase transfer applicants
- Improve yield for admitted freshmen
- Maintain graduate enrollment

Strategy

1. Improve pathways for credit transfer for regional community colleges
2. Increase campus visitation program
3. Improve graduate application system and review

South and Western Virginia Targeted Segment



Strategic Communications

Brand Roll Out

Final creative delivered in August 2023 with Big Idea, logo and color palette for an October release

Website Redesign

Incorporating the branding changes and redesigning pages for a spring release

Create Liaisons

Align with the goals of the University, the priorities will be guided by college and department liaisons

Questions



Minutes

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ENROLLMENT MANAGEMENT AND BRAND EQUITY COMMITTEE

9:30 A.M.

JUNE 8, 2023

KYLE HALL, ROOM 340, RADFORD, VA

DRAFT **MINUTES**

COMMITTEE MEMBERS PRESENT

Ms. Lisa Throckmorton, Chair
Ms. Jeanne Armentrout
Ms. Lisa Pompa
Mr. Marquett Smith

Mrs. Jennifer Wishon Gilbert, Vice Chair, contacted Board of Visitors Rector Debra K. McMahon prior to the meeting to inform her that a personal matter would prevent her from attending the meeting in person. Mrs. Gilbert participated by electronic communication from her home.

BOARD MEMBERS PRESENT

Dr. Debra K. McMahon, Rector
Ms. Georgia Anne Snyder-Falkinham
Mr. Tyler Lester
Mr. George Mendiola
Mr. David A. Smith
Mr. James C. Turk

OTHERS PRESENT

Dr. Bret Danilowicz, President
Dr. David Beach, Faculty Senate Secretary
Mr. Matthew Brunner, Registrar
Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President
Ms. Lisa Ghidotti, Executive Director of Government Relations
Mr. Anthony Graham, Associate Vice President for Undergraduate Recruitment and Director of Admissions
Dr. Rob Hoover, Vice President for Finance and Administration
Stephanie Jennelle, Associate Vice President for Finance and Controller
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education and Interim Vice President for Enrollment Management
Ms. Margaret McManus, University Auditor
Dr. Jeanne Mekolichick, Associate Provost for Research, Faculty Success and Strategic Initiatives

Mr. Mike Melis, Senior Assistant Attorney General Counsel, Office of the Attorney General
Mr. Ed Oakes, Associate Vice President for Information Technology
Ms. Meghan Spraker, Director of Digital Communications/Marketing
Dr. Susan Trageser, Vice President for Student Affairs
Mr. Justin Ward, Director of Media Services
Ms. Penny Helms White, Interim Vice President for Advancement and University Relations

CALL TO ORDER

Ms. Lisa Throckmorton, Chair, formally called the Enrollment Management and Brand Equity Committee meeting to order at 9:30 a.m. in Room 340 of Kyle Hall.

APPROVAL OF AGENDA

Ms. Throckmorton asked for a motion to approve the June 8, 2023 agenda, as published. Ms. Jeanne Armentrout made the motion, Ms. Lisa Pompa seconded, and the motion carried unanimously.

APPROVAL OF MINUTES

Ms. Throckmorton asked for a motion to approve the minutes of the March 23, 2023 meeting of the Enrollment Management and Brand Equity Committee meeting, as published. Mr. Marquett Smith made the motion, Ms. Lisa Pompa seconded, and the motion carried unanimously.

ENROLLMENT MANAGEMENT REPORT

Interim Vice President for Enrollment Management Angela Joyner shared progress on the 2022-23 goals with several projects on track. Enrollment continues to be a priority and the team has been identifying short-term and long-term strategies to stabilize it. The team has engaged campus partners, external agencies and alumni to help develop future initiatives and inform the goals for 2023-25.

Vice President Joyner provided a summary of the trends impacting enrollment regionally and at Radford University focusing on areas where growth is needed and areas where growth needs to be maintained.

Vice President Joyner gave an overview of the factors affecting enrollment and strategies for improvement in brand equity, transfer strategy, competitiveness, experiences, processes and communication.

Vice President Joyner shared the Enrollment Management Goals for 2023-25:

- Stabilize new freshmen/transfer enrollment
- Develop/re-establish partnerships, programs and pathways with community colleges, universities and high schools
- Optimize recruiting functions/integration
- Develop robust suite of enrollment management reports/dashboard for the university

In closing, Vice President Joyner summarized that our strategic focus areas for growth are community, experiential learning and affordability.

BRAND EQUITY REPORT

Vice President Joyner reviewed progress of 2023 goals and objectives with all projects being on track.

Vice President Joyner shared an update on the brand identity, website redesign and visual mark projects. The website redesign Phase 1 launch is scheduled for October 2023.

Vice President Joyner provided a review of the 2023-25 goals and objectives to elevate Radford University's brand equity and increase impact. Strategies to launch new brand identity and new website design will increase awareness, brand affinity and pride.

In closing, Vice President Joyner summarized the Brand Equity 2023-25 initiatives: Brand Identity, Website/CMS and Integrated Marketing Plan. Templates for newsletters and communications will be launched in the Fall.

ADJOURNMENT

With no further business to come before the committee, Ms. Throckmorton adjourned the meeting at 10:51 a.m.

Respectfully submitted,

Gina Stike

Executive Assistant to the Vice President for Enrollment Management

End of Board of Visitors Materials

