



Enrollment Management and Brand Equity Committee

1:15 p.m.**

December 4, 2025

Kyle 340

DRAFT

Minutes

Committee Members Present

Mrs. Jennifer Wishon Gilbert, Vice Rector and Chair
Mr. Dale S. Ardizzone, Vice Chair
Ms. Betsy D. Beamer
Ms. Callie M. Dalton
Ms. Mary Anne Holbrook
Mr. David A. Smith

Board Members Present

Mr. Tyler W. Lester, Rector
Ms. Jeanne S. Armentrout
Ms. Joann Craig
Mr. William C. Davis
Dr. Betty Jo Foster
Mr. George Mendiola, Jr.
Mr. Anthony Moore
Mr. Jonathan D. Sweet
Mr. James C. Turk

Others Present

Dr. Bret Danilowicz, President
Dr. Dannette Gomez Beane, Vice President for Enrollment Mgt and Strategic Communications
Dr. Bethany Usher, Provost and Senior Vice President for Academic Affairs
Dr. Robert Hoover, Vice President for Finance and Administration and CFO
Dr. Susan Trageser, Vice President for Student Affairs
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education
Ms. Penny White, Vice President for University Advancement
Mr. Ryan Bowyer, Chief of Staff
Ms. Susan Richardson, Legal Counsel
Ms. Lisa Ghidotti, Executive Director of Government Relations and Strategic Initiatives
Ms. Margaret McManus, University Auditor
Dr. Rachel Williams, Dean of the College of Visual and Performing Arts
Dr. Donna Weaver McCloskey, Dean of the Davis College of Business and Economics
Dr. Wendy Downey, Dean of the College of Nursing
Dr. Jeanne Mekolichick, Associate Provost, Office of Academic Excellence
Dr. Jerel Benton, Assistant Provost for Student Success
Dr. David Perryman, Associate Vice President, Strategic Communications

Mr. Derek Neal, Foundation Chief Executive Officer
Ms. Sarah Tate, Associate Vice President for Enrollment Management/Director of Admissions
Ms. Laura Turk, Executive Director of Alumni Relations
Ms. Cecelia Crow, Director of Strategic Projects and Client Support
Ms. Jessica Stone, Interim Assoc. V. P. for Enrollment Management/Director of Financial Aid
Dr. Mathew Close, Board of Visitors Faculty Representative
Mr. Cory Durand, Deputy Athletic Director

Call to Order

Mrs. Jennifer Gilbert, Chair, formally called the Enrollment Management and Brand Equity Committee meeting to order at 1:30 p.m. in Room 340 of Kyle Hall.

Approval of Agenda

Mrs. Jennifer Gilbert, Chair asked for a motion to approve the December 4, 2025 agenda for the Enrollment Management and Brand Equity Committee meeting, as published. A motion was made by Mr. David Smith and seconded by Ms. Mary Anne Hollbrook then carried unanimously.

Approval of Minutes

Mrs. Jennifer Gilbert, Chair asked for a motion to approve the minutes of the September 11, 2025 meeting of the Enrollment Management and Brand Equity Committee meeting, as published. A motion was made by Ms. Mary Anne Hollbrook and seconded by Mr. David Smtih then carried unanimously.

Brand Identity Report

Associate Vice President for Strategic Communications Dr. David Perryman began with an summary of the finalized University Communication Plan. Integrated with the new strategic plan, including updates to communication goals, audience analysis, and key messages, as well as new campaigns and activities. Four goals for the plan include strategic focus, awareness and engagement, reputation, and brand equity. New campaigns include “Culture of Care,” “Active Learning, Active Doing” and “Radford Proud.”

Associate Vice President Perryman communicated the plan is to “activate” Shaping Tomorrow – Together: Strategic Plan 2026-2031 which aligns goals, audiences, tactics, message, and sequence. Highlights include special design templates, a launch event with new video and presentations and a one-stop-shop website.

Enrollment Management Report

Vice President for Enrollment and Strategic Communications Dr. Dannette Gomez Beane opened by highlighting that we exceeded many of our 2-year plan goals including enrollment stabilization, record number of visitors to campus, high achieving applicants and improved transfer pathways.

Vice President Beane gave a summary of the 2026-3031 Strategic Enrollment Plan that aligns with the University Strategic Plan which was a campus-wide, year-long discussion involving twenty-three university leadership groups, community members, students, and the Board of Visitors. Stabilization was achieved and sustainability is the goal using fall 2024 as the baseline with 7,812 students. Planning assumptions include 6,926 in person enrollment for all locations and continuing the Radford Tuition Promise, just to name a few. Strategic growth areas include nursing, Roanoke academic programs, club sports, pep band and select undergraduate programs. Vice President Beane, closed by stating that growth in these areas is incremental over the next six years.

Adjournment

With no further business to come before the committee, Mrs. Jennifer Gilbert, Chair, asked for a motion to adjourn the meeting of the Enrollment Management and Brand Equity Committee meeting at 2:03 p.m. A motion was made by Mr. Dale Ardizzone and seconded by Mr. David Smtih then

carried unanimously.

Respectfully submitted,

Gina Stike
Executive Assistant to the
Vice President for Enrollment Management
and Strategic Communications