



Radford UNIVERSITY

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. Dianne 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. Dianne 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