



Enrollment Management and Brand Equity Committee

9:45 a.m.**

September 11, 2025

Kyle 340

DRAFT

Minutes

Committee Members Present

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

Committee Members Absent

Ms. Callie M. Dalton

Board Members Present

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

Board Members Absent

Mr. Tyler W. Lester, Rector
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. Susie Kuliasha, Senior Executive Assistant to the President
Ms. Susan Richardson, Legal Counsel
Ms. Lisa Ghidotti, Executive Director of Government Relations and Strategic Initiatives
Ms. Karen Casteale, Secretary to the Board of Visitors/Senior Assistant to the President
Ms. Margaret McManus, University Auditor
Mr. Jorge Coartney, Associate Vice President, Facilities Management

Ms. Michele Thacker, Finance and Administration Director
Mr. Paul Ely, Director Capital Planning
Ms. Crystal Cregger, Director of University Services
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
Mr. Anthony Graham, Director Enrollment Management Data Analytics
Dr. David Perryman, Associate Vice President, Strategic Communications
Ms. Cecelia Crow, Director, Strategic Projects and Client Support
Mr. Ed Oakes, Associate Vice President, Information Technology
Mr. Derek Neal, Foundation Chief Executive Officer

Call to Order

Mrs. Jennifer Gilbert, Chair, formally called the Enrollment Management and Brand Equity Committee meeting to order at 9:43 am in Room 340 of Kyle Hall.

Approval of Agenda

Mrs. Jennifer Gilbert, Chair asked for a motion to approve the September 11, 2025 agenda for the Enrollment Management and Brand Equity Committee meeting, as published. A motion was made by Mr. Mr. David Smith and seconded by Mr. Dale Ardizzone then carried unanimously.

Approval of Minutes

Mrs. Jennifer Gilbert, Chair asked for a motion to approve the minutes of the June 5, 2025 meeting of the Enrollment Management and Brand Equity Committee meeting, as published. A motion was made by Ms. Betsy Beamer and seconded by Mr. David Smith then carried unanimously.

Brand Identity Report

Dr. David Perryman, Associate Vice President for Strategic Communications began with an update on our Communication Plan stating that the communication framework is complete, and the plan is pending final draft in December.

Dr. Perryman relayed that the Strategic Communications team is growing to include liaisons that will be college communication partners to assist academic and non-academic units with implementation of their communication plans. Ms. Cecelia Crow, Director Strategic Projects and Client Support, will lead this group and help to project manage the outcomes of each division.

Ms. Crow gave an overview of the engagement and collaboration across the university, informing the board that she has met with seven colleges and three divisions to begin planning the work. The planning process includes consultation, scope of work, and implementation based on unit goals and alignment with university strategy. Ms. Crow stated the process is iterative and will require constant assessment. Customization will occur by unit that derives from the themes of the brand messages. Early tactics are newsletters, media engagements, email and social campaigns. Ms. Crow closed by expressing that one of the goals this year is to empower and encourage the campus community to do the work through self-serve templates.

Enrollment Management Report

Dr. Dannette Gomez Beane opened by commenting that September 8th was the preliminary fall census and all predictions were played out as expected. New freshmen were almost exactly the same as last year and transfer students were about 90 students below last year (acknowledging that the first year of the Radford Tuition Promise brought in many four-year transfer students). Overall undergraduate enrollment grew with now two large classes of incoming students. Undergraduate growth occurred in full time main campus students. Graduate student enrollment remained flat with an increase of about 50 new students

over last year but a decrease in about the same amount from our online CBE and Fast Track programs. Overall, the university enrollment grew to approximately 7,863 students which is 49 above the goal. The final Fall B projections in October will include about 50 new students.

Dr. Beane expressed that when we pull out the nursing numbers, the College of Nursing grew by 26 students mostly in the main campus undergraduate programs. Dr. Wendy Downey, Dean of the College of Nursing stated we have surpassed our growth goal. We have gone from one to three cohorts on main campus which has required us to hire additional faculty. Dr. Beane stated that the enrollment projections that are shared with the state show a goal of 7,860 in the final census so with the projected 50 new Fall B students the goal is met. For the six year plan there are three priorities for recruitment and growth. The first priority is to grow Nursing students. The aspirational goal is to grow by 5% year over year of total college enrollment. The strategy will be to realize the capacity in the upper division nursing or direct admit nursing to 320 in the fall and spring totaling to 640 upper division students every year. The second priority will be growth in health related programs in Roanoke including the introduction of the Applied Biosciences program and meeting the capacity of existing undergraduate programs. Finally, the third priority is to strategize enrollment potential with growth in club sports at the main campus.

Dr. Beane closed by stating that the tactics that are included with this BOV meeting with the two year strategic plan are a report on visitors to campus which exceeded the goal of 2,500 with 500 being transfer students, totaling over 4,500 visitors between July 2024 and July 2025. The second metric was to enroll 30% of the entering freshmen class which would come from direct admission and this fall the percentage was 65%.

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 10:39 a.m. A motion was made by Ms. Betsy Beamer and seconded by Mr. Dale Ardizzone then carried unanimously.

Respectfully submitted,

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