

# Enrollment Management and Brand Equity Committee

June 2026



**Radford**  
UNIVERSITY



## Enrollment Management and Brand Equity Committee

Time 11:30 a.m.

June 4, 2026

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*
  - March 19, 2026
- **Strategic Communications Report**
  - Four Types of Media  
Dr. David E. Perryman  
*Associate Vice President,  
Strategic Communications*
  - Earned Media Update  
Justin Ward  
*Director of Media Services*
- **Enrollment Management Report**
  - Enrollment Plan  
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  
Mr. Dale Ardizzone, Vice Chair  
Ms. Betsy D. Beamer  
Ms. Callie Dalton  
Ms. Mary Anne Holbrook  
Mr. David A. Smith

# Meeting Materials



**Radford**  
UNIVERSITY

# Strategic Communications



Board of Visitors

June 2026

# Strategy, Goals and Structure



## Communication Goals

The University Communication Plan seeks to achieve four goals:

**GOAL 1**

**Strategic-Focus:** Advance the vision, mission, themes and core values in the new strategic plan through executive communications, university events and strategic initiatives.

**GOAL 2**

**Awareness and Engagement:** Increase internal and external awareness of and engagement in academic programs, university events, extracurricular activities, and support services and resources.

**GOAL 3**

**Reputation:** Positively influence the university's reputation by communicating key messages and success stories and effectively managing crises and other reputational risks.

**GOAL 4**

**Brand:** Enhance the university's brand equity by promoting our graphic identity, pillar messages and campaign tagline in a credible, consistent and compelling manner.



Find Your Place. [Here.](#)



MAY 06, 2026

# Spring 2026 graduates prepare to embark on an adventure

by [Chad Osborne](#)

Halfway through his speech on Saturday morning, May 2, Radford University commencement speaker Eugene Naughton '89 looked toward the crowd of gleeful graduates and calmly stated, "Let's ride some rollercoasters."

Throughout their time at the university, this group had experienced the many twists, turns and ups and downs of a rigorous Radford academic journey. So already, excitement permeated the air at having reached this momentous achievement, as Naughton delivered words of encouragement and wisdom.

However, there was more to come from the Radford alumnus and current president of The Dollywood Co. He had not one, but two surprises for the graduates that activated the same sort of shouts and squeals often heard at an adventure park.



**Where the Rubber Meets the Road**  
*Delivering compelling messages ...  
using the right channels ...  
to reach target audiences ...  
and achieve desired results.*



Radford University

May 13 at 9:01AM · 🌐

Behind every pin, every handshake and every celebration is a story of long nights, early mornings and unwavering dedication. A record number of [Radford University Colle...](#) See more



RADFORD.EDU

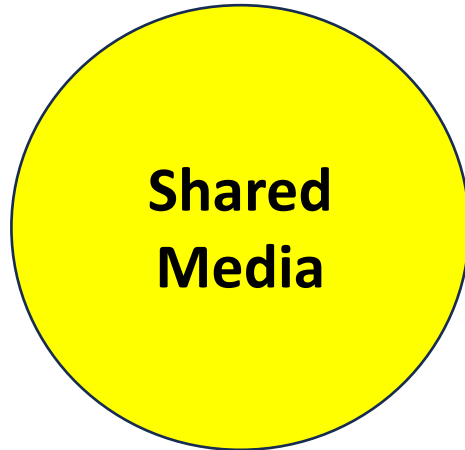
Radford University sets record for nursing graduates during 2025-26 academic year

👍 212    💬 8    ➦ 24

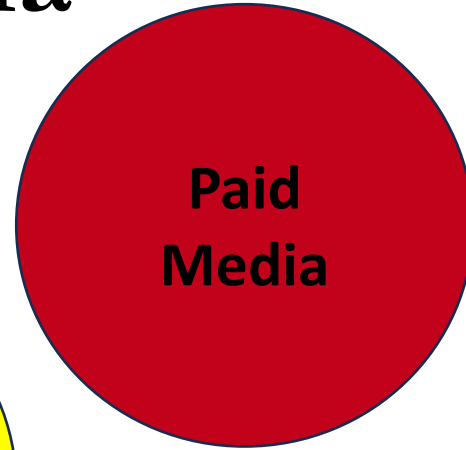


# Four Types of Media

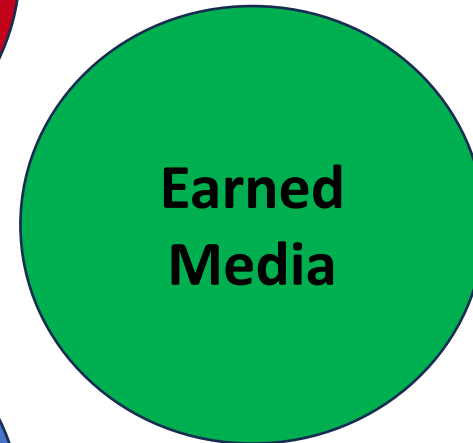
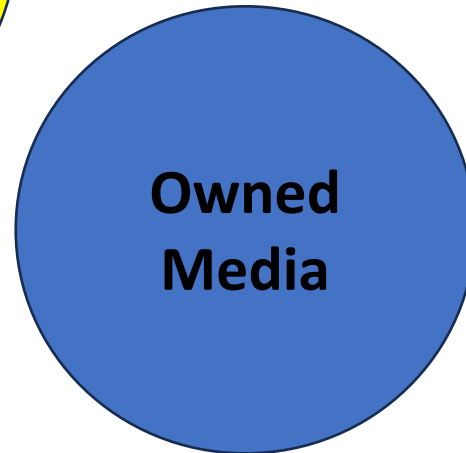
- Facebook
- Instagram
- LinkedIn
- YouTube



- Website content
- Photos and videos
- Internal stories and newsletters
- Podcasts



- Email marketing
- Roadside billboards
- TV and radio spots
- Digital advertising



- Press releases and media advisories
- Responding to media requests
- Proactive media pitches
- Maintaining reporter relationships

# Media Relations and Institutional Reputation

Building visibility, credibility and strategic partnerships through earned media

Justin Ward '10, M.S. '23  
Director of Media Services



# Every Story Shapes Public Perception



- Supports institutional reputation
- Builds public trust and credibility
- Expands visibility beyond advertising
- Helps tell Radford's story proactively



# What Media Relations Looks Like







## PRESS RELEASES & MEDIA ADVISORIES

-  Events & ceremonies
-  Announcements
-  University milestones
-  Crisis & emergency communication



## RESPONDING TO MEDIA REQUESTS

-  Interviews & quotes
-  Identifying the right spokesperson
-  Often same day or week of
-  Accurate, clear messaging



## PROACTIVE MEDIA PITCHING

-  Weekly SME outreach
-  Trend & timely story opportunities
-  Engaging reporters across Virginia
-  Positioning Radford as a go-to resource



## REPORTER RELATIONSHIPS

-  Trust & credibility
-  Accessibility & responsiveness
-  Long-term partnerships
-  Reporters come back to Radford

# Responding to Media Requests



# Connecting Reporters with Expertise

- Standalone resource for media
- Faculty expertise across many disciplines
- Simplifies reporter access
- Supports proactive outreach statewide


**ProfNet**<sup>SM</sup>  
The Expert Connection

Radford University

OneCampus Apply Visit Give MENU SEARCH

Home Marketing and Communication Our Services Media Services Subject Matter Experts

## Subject Matter Experts



Radford University's Subject Matter Experts Guide is a comprehensive list of faculty scholars who are available to speak with authority about the latest topics and trends impacting our communities, the commonwealth and beyond.

The links below provide detailed biographical information on each scholar, along with their diverse areas of expertise. Radford University's Office of Marketing and Communication can assist with your requests; contact Justin Ward, director of media services, at [jward53@radford.edu](mailto:jward53@radford.edu) or 540-831-1953.

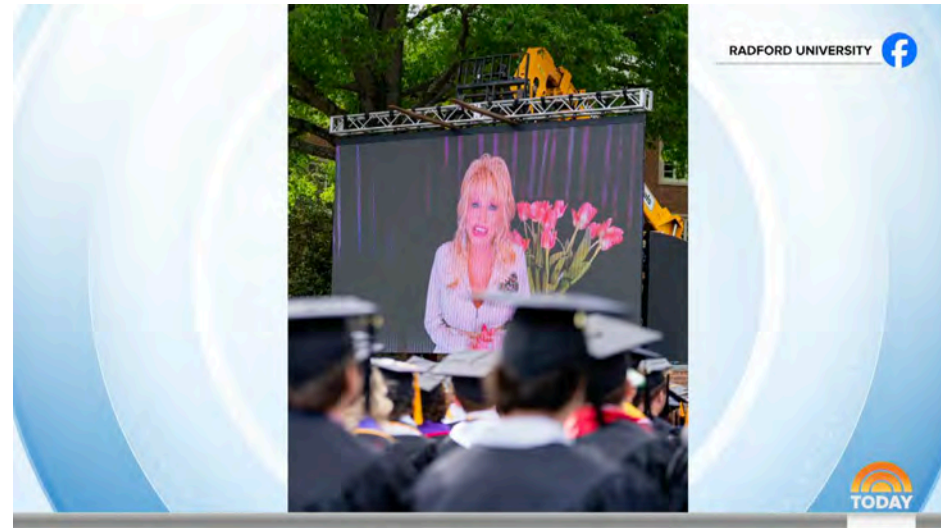
- ▶ Allegheny woodrats in Virginia
- ▶ Anthropology and archaeology
- ▶ Appalachian studies
- ▶ Artificial Intelligence
- ▶ Disability studies
- ▶ Employee engagement and morale
- ▶ Ernest Hemingway, F. Scott Fitzgerald
- ▶ Human evolution
- ▶ Maya and Mesoamerican cultures, pseudoscience
- ▶ National security, intelligence and espionage
- ▶ Social media analytics
- ▶ Sports economics/analytics
- ▶ Sports and health promotion
- ▶ Stock market and investments

# Strategic Media Support in Action

## Spring 2026 Media Package

Within Minutes of Commencement:

- Media recap advisory
- Speaker quotes
- Downloadable videos
- Livestream access
- Professional photos



### THE RESULTS



**74**

**NEWS SOURCES**  
picked up the story



**215**

**STORIES PUBLISHED**  
across print, digital,  
broadcast and social



**1.9 BILLION**

**POTENTIAL REACH**  
across local, state, national  
and international outlets



**\$3.5 MILLION**

**ADVERTISING EQUIVALENCY**  
industry-standard estimate  
of earned media value

# One Story – Many Opportunities

**STARTING POINT**



**CENTER FOR RURAL HEALTH PARTNER COUNCIL RELEASE**

Shared through Merit and media outreach

**REPORTER CONNECTION**



**WDBJ REPORTER CONNECTION**

Reporter shared interest in focusing on rural health throughout the summer.



**PRESIDENT BRET DANILOWICZ INTERVIEW**

University leadership perspective on rural healthcare.



**MOBILE HEALTH CLINIC TOUR**

Hands-on look at community healthcare outreach.



**COLLEGE OF NURSING LEADERSHIP INTERVIEWS**

Highlighting academic excellence and healthcare expertise.



**NURSING STUDENT FEATURE**

Showcasing student success and our largest nursing class in university history.



# 2026 Media Relations Impact



**28**

**NEWS RELEASES &  
MEDIA ADVISORIES**

Shared statewide through  
strategic distribution



**723**

**NEWS SOURCE PICKUPS**

Coverage across print,  
digital and broadcast media



**3,234**

**UNIQUE ARTICLES  
MENTIONING RADFORD**

Amplifying the university's  
visibility and reputation



**2.2 BILLION**

**POTENTIAL AUDIENCE REACH**

Combined estimated audience of media  
outlets carrying Radford stories



**\$4.1 MILLION**

**ESTIMATED EARNED  
MEDIA VALUE**

Industry-standard estimate of  
equivalent advertising exposure



# Discussion

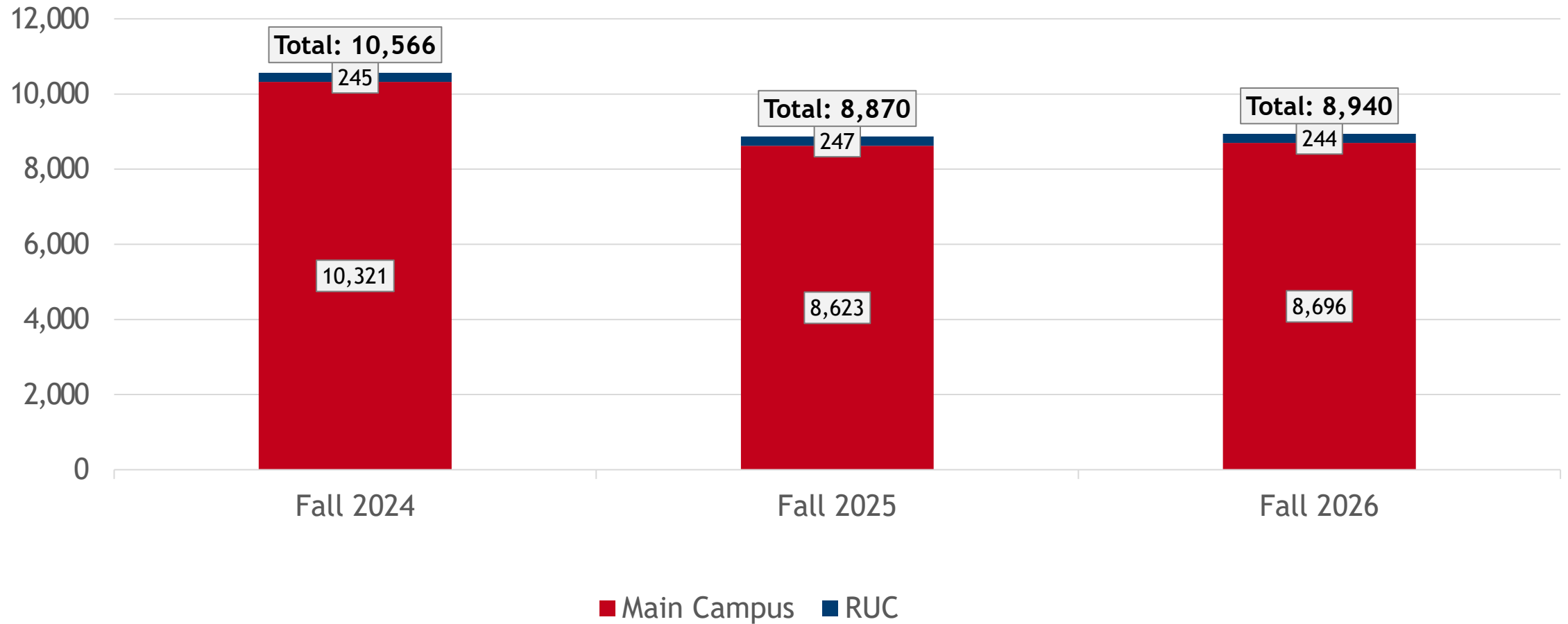


Radford  
UNIVERSITY

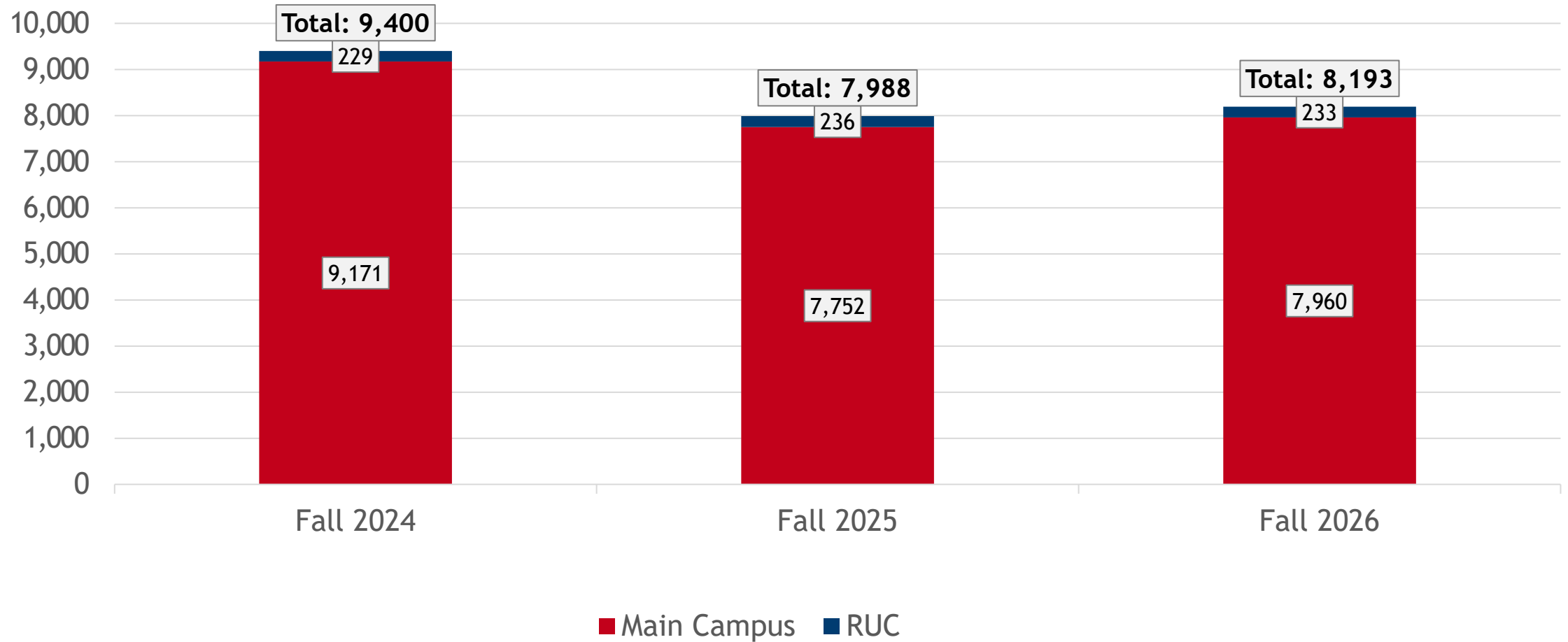
# Enrollment Management and Strategic Communications



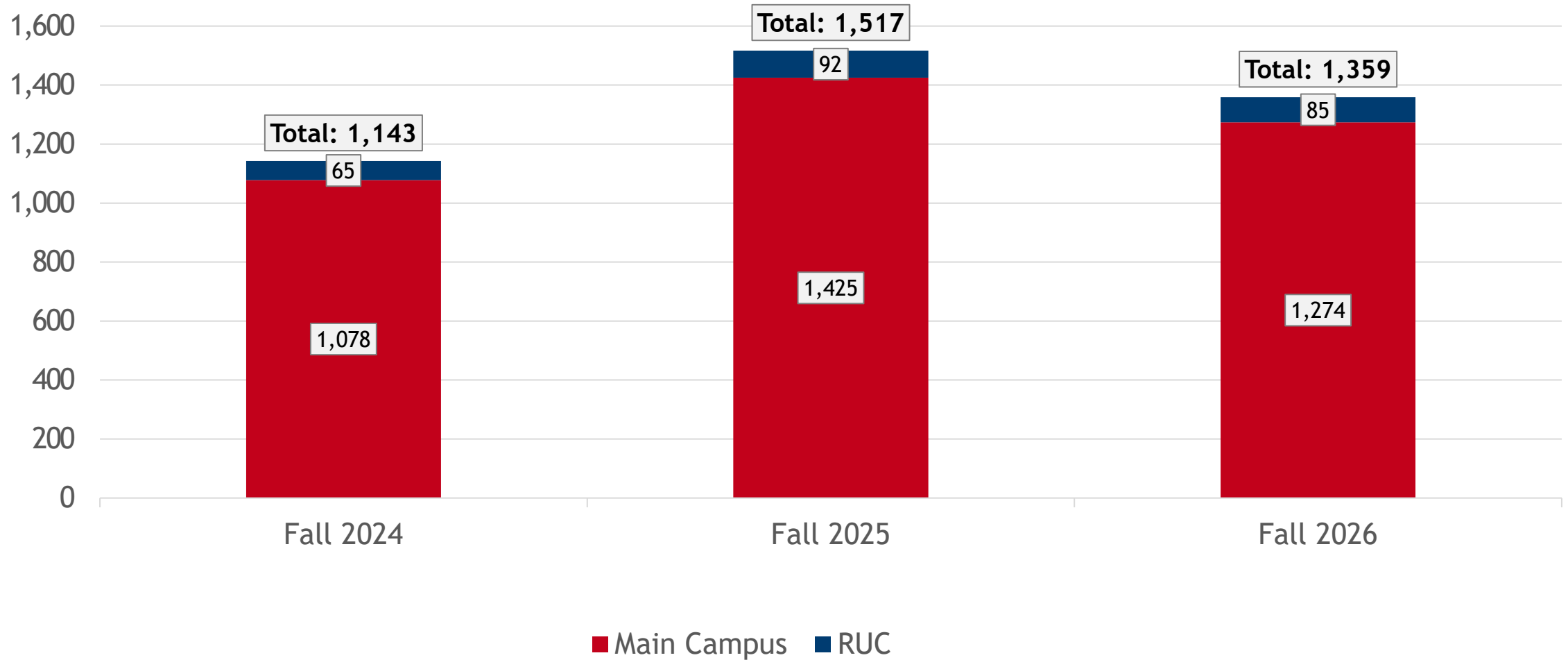
# Fall New Freshmen Completed Applications



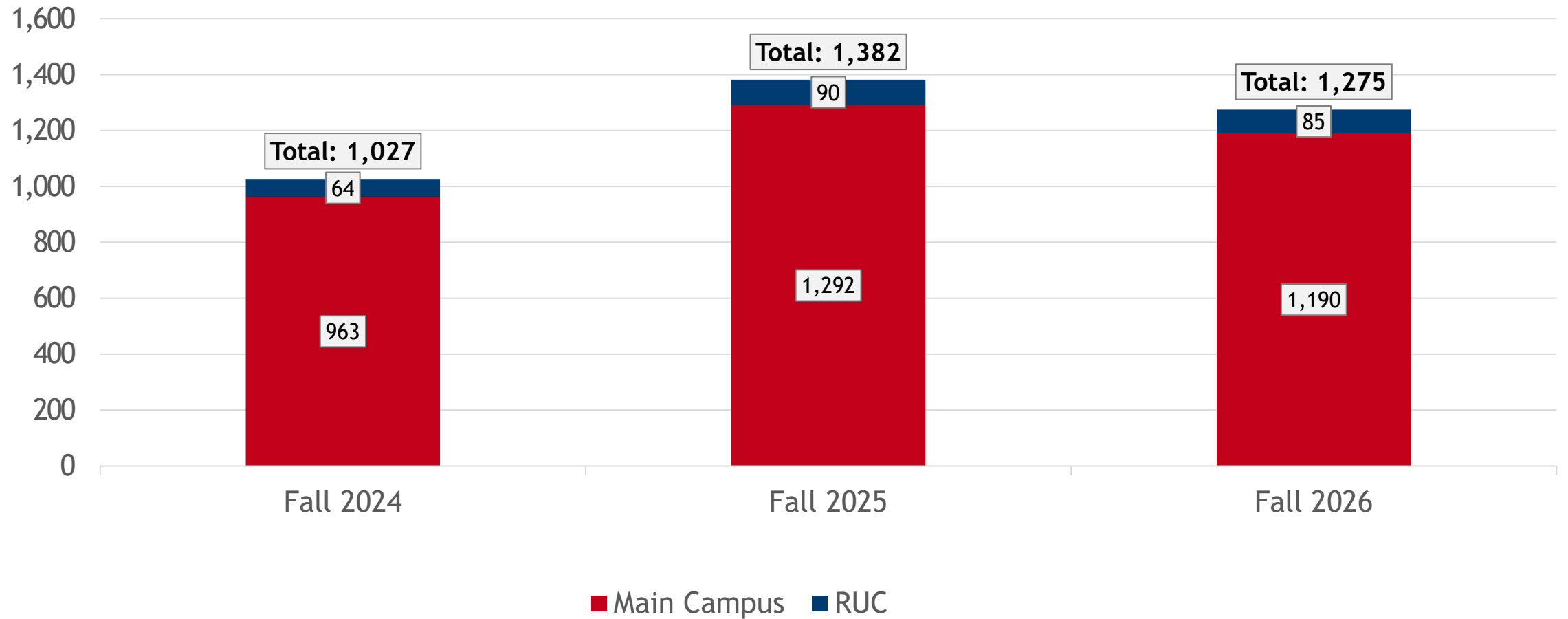
# Fall New Freshmen Admitted



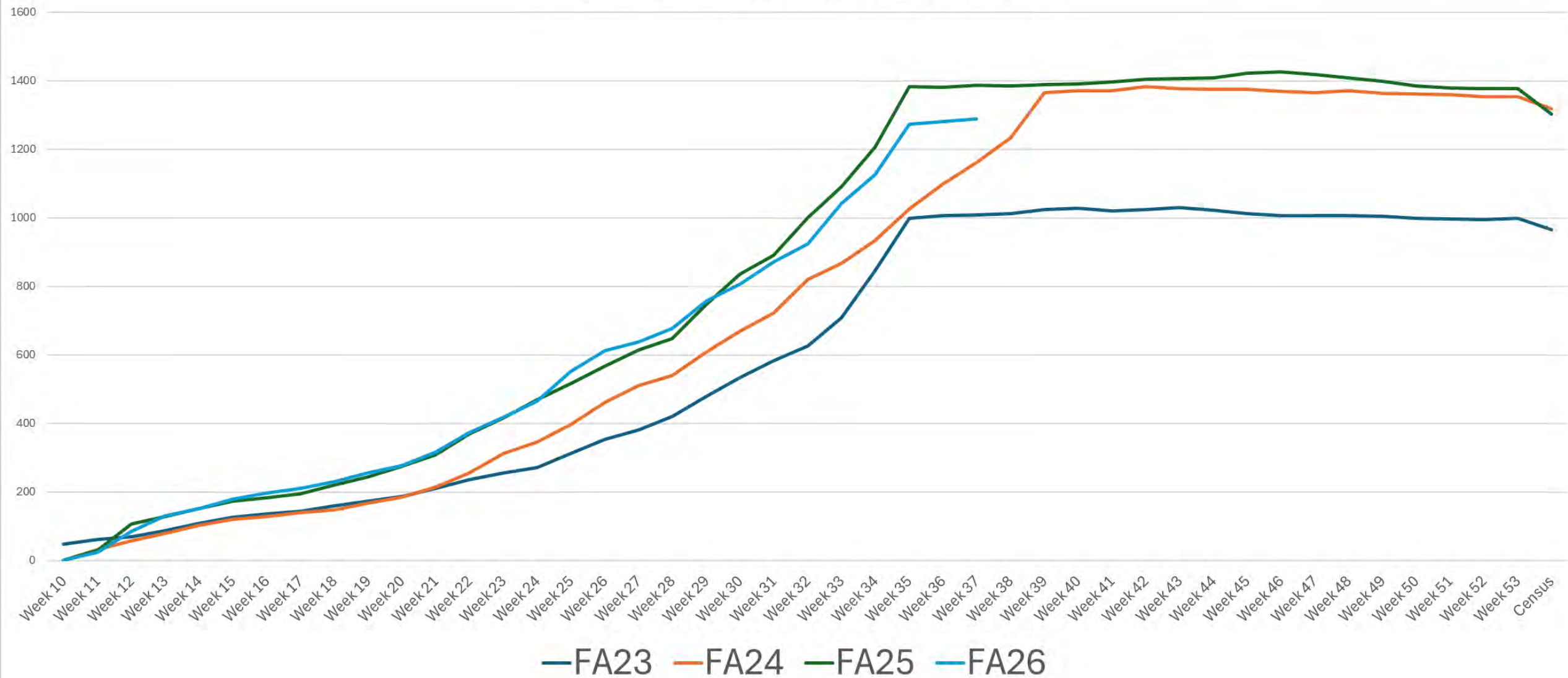
# Fall New Freshmen Deposits



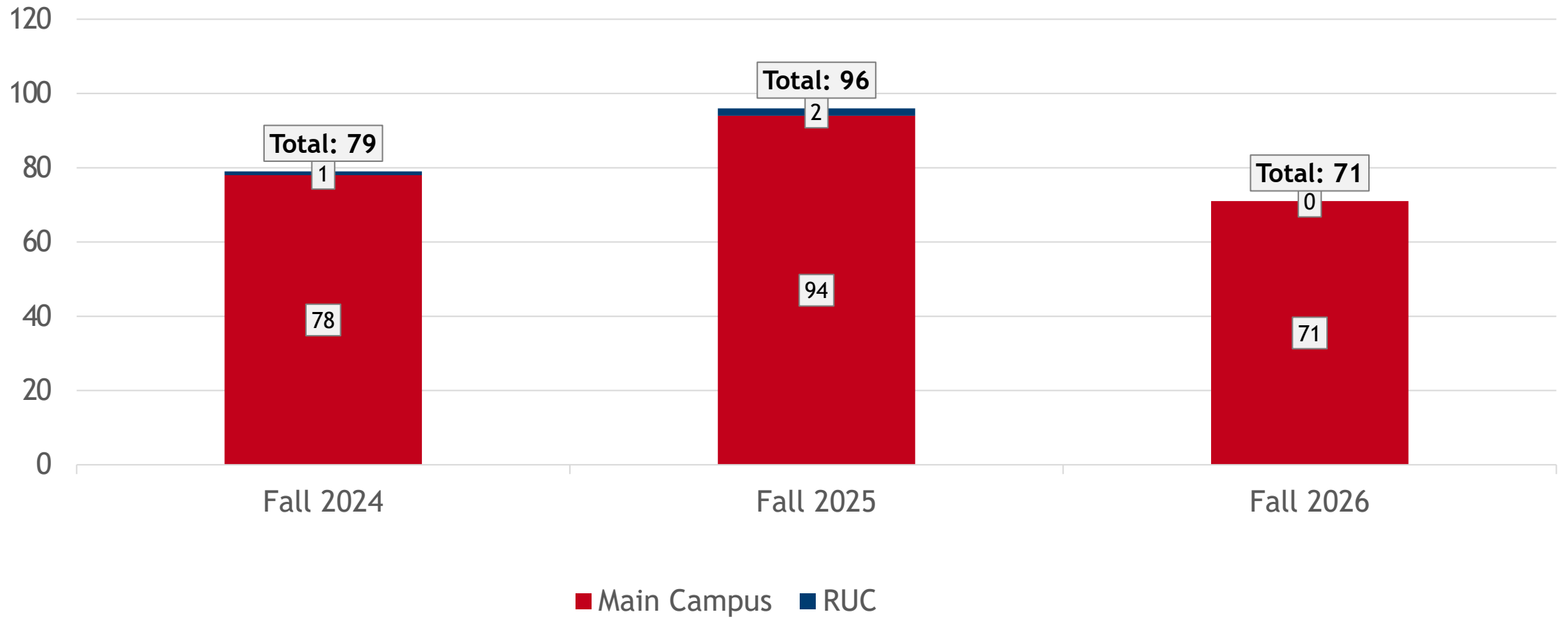
# Fall New Freshmen Deposits – In-State



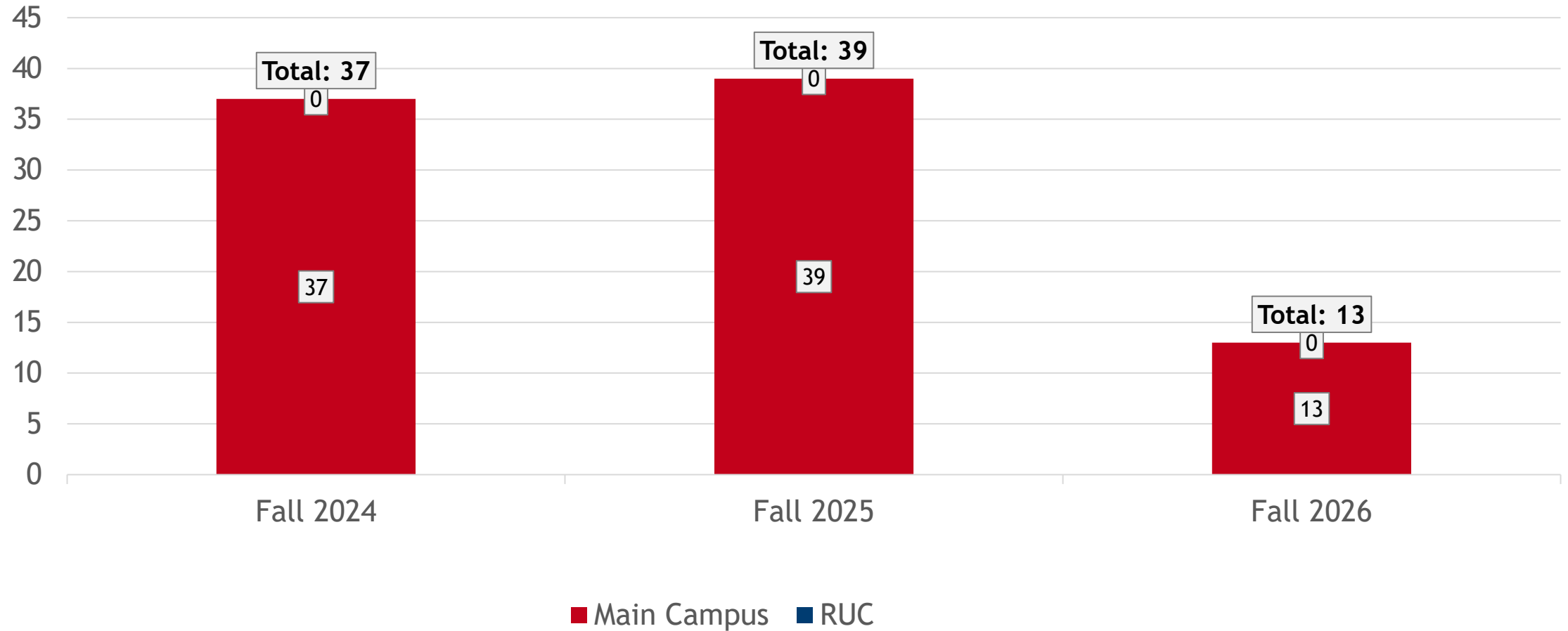
# Freshmen In-State Net Deposits YOY



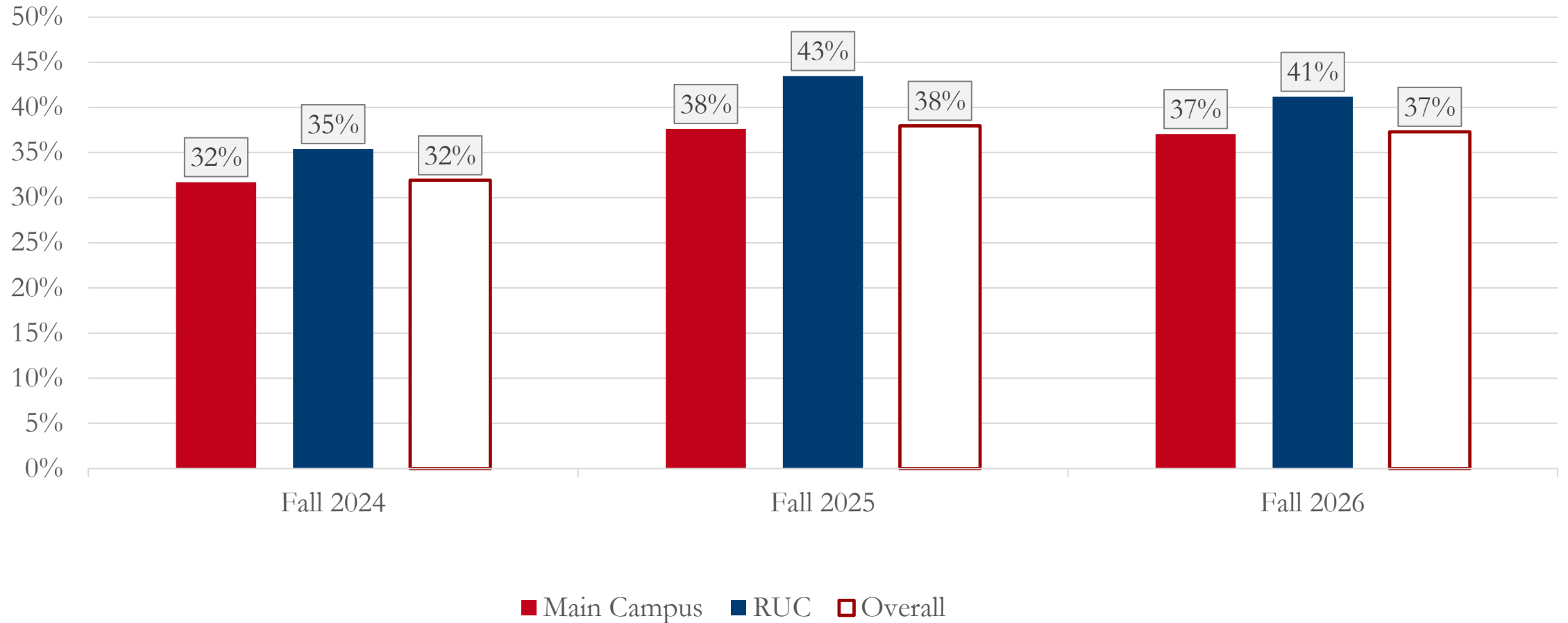
# Fall New Freshmen Deposits – Out-of-State



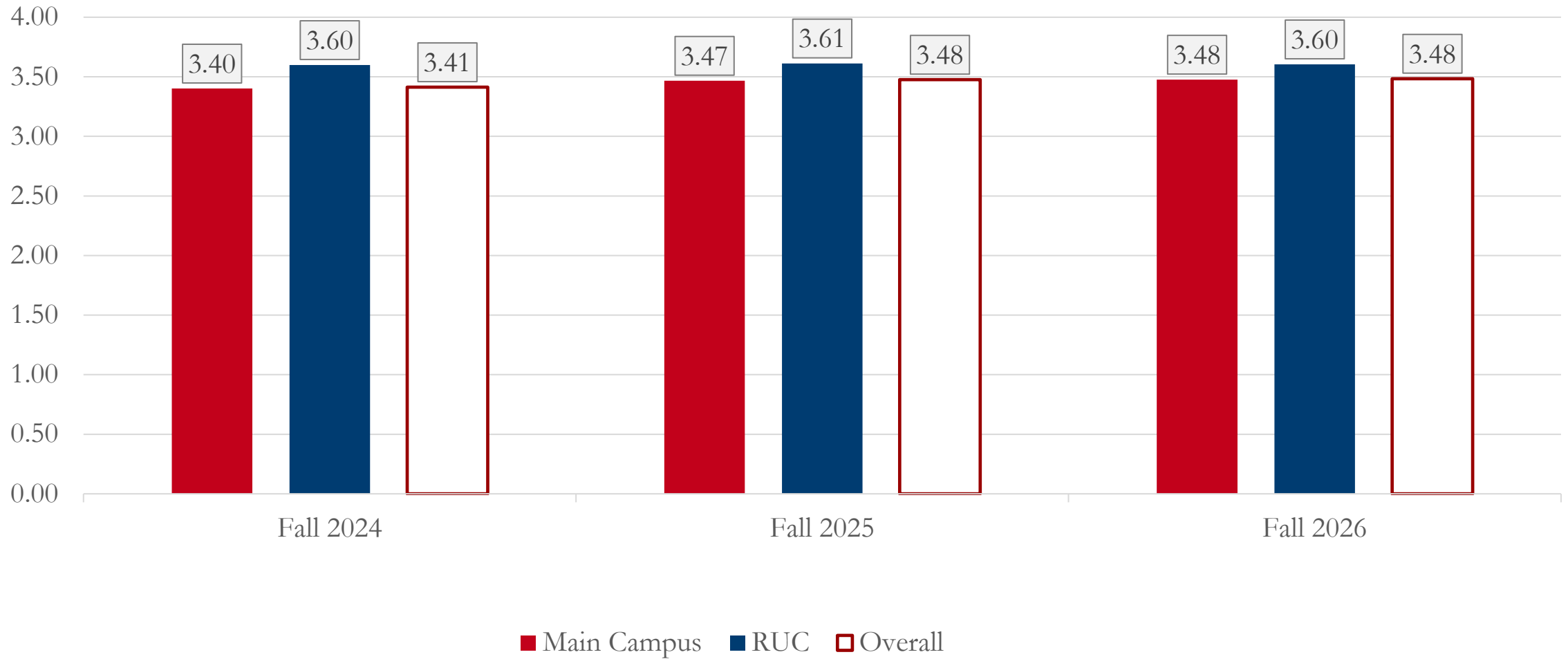
# Fall New Freshmen Deposits – International



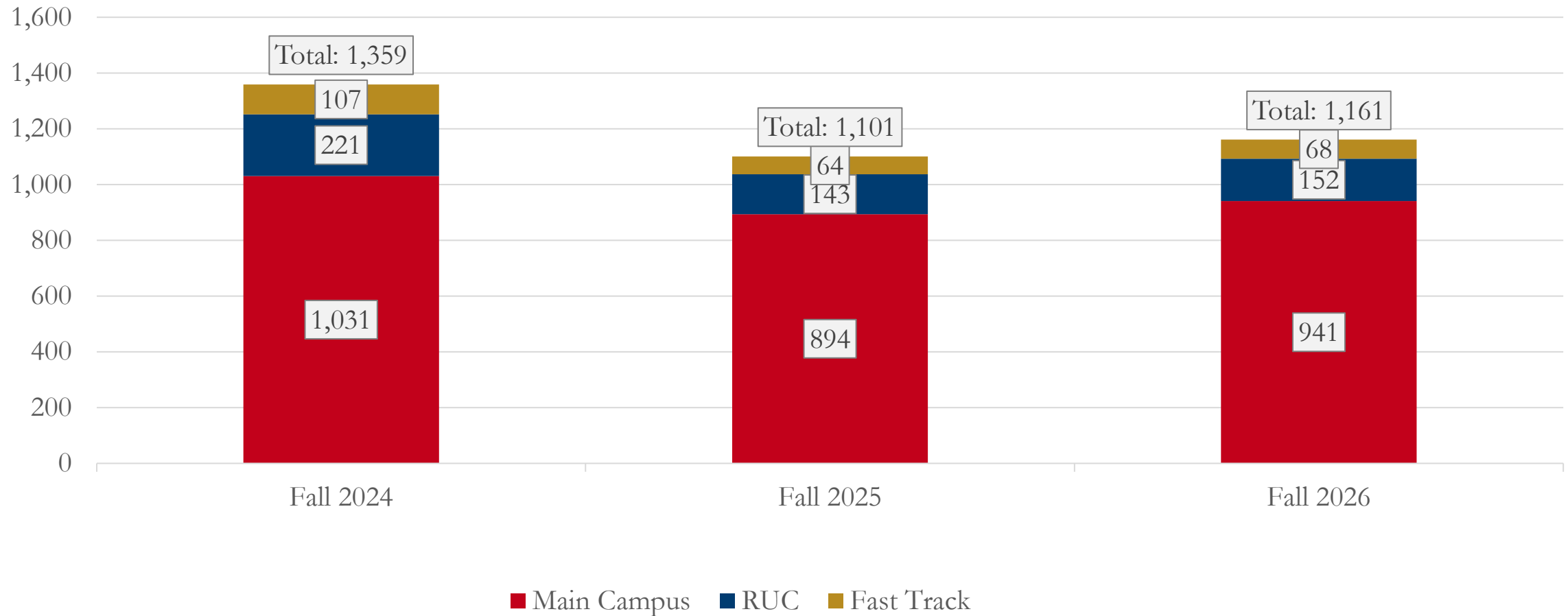
# Fall New Freshmen Deposits – First Generation



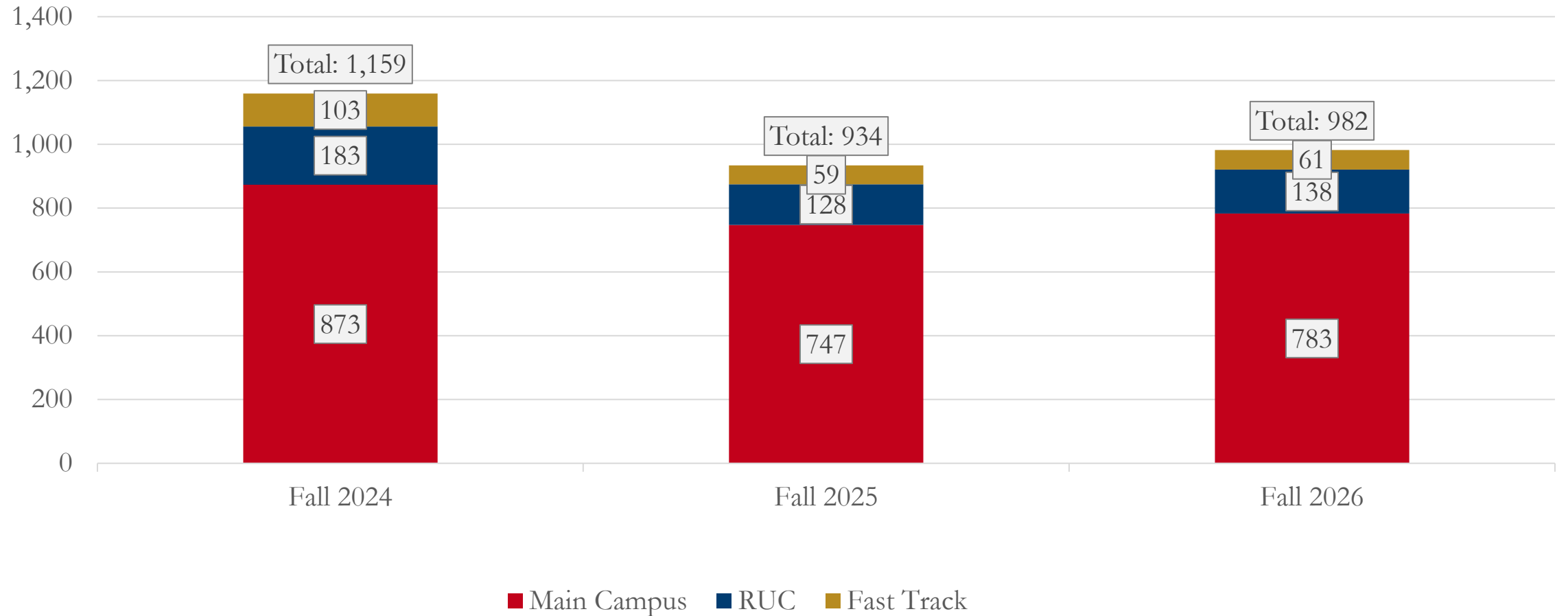
# Fall New Freshmen Deposits – High School GPA



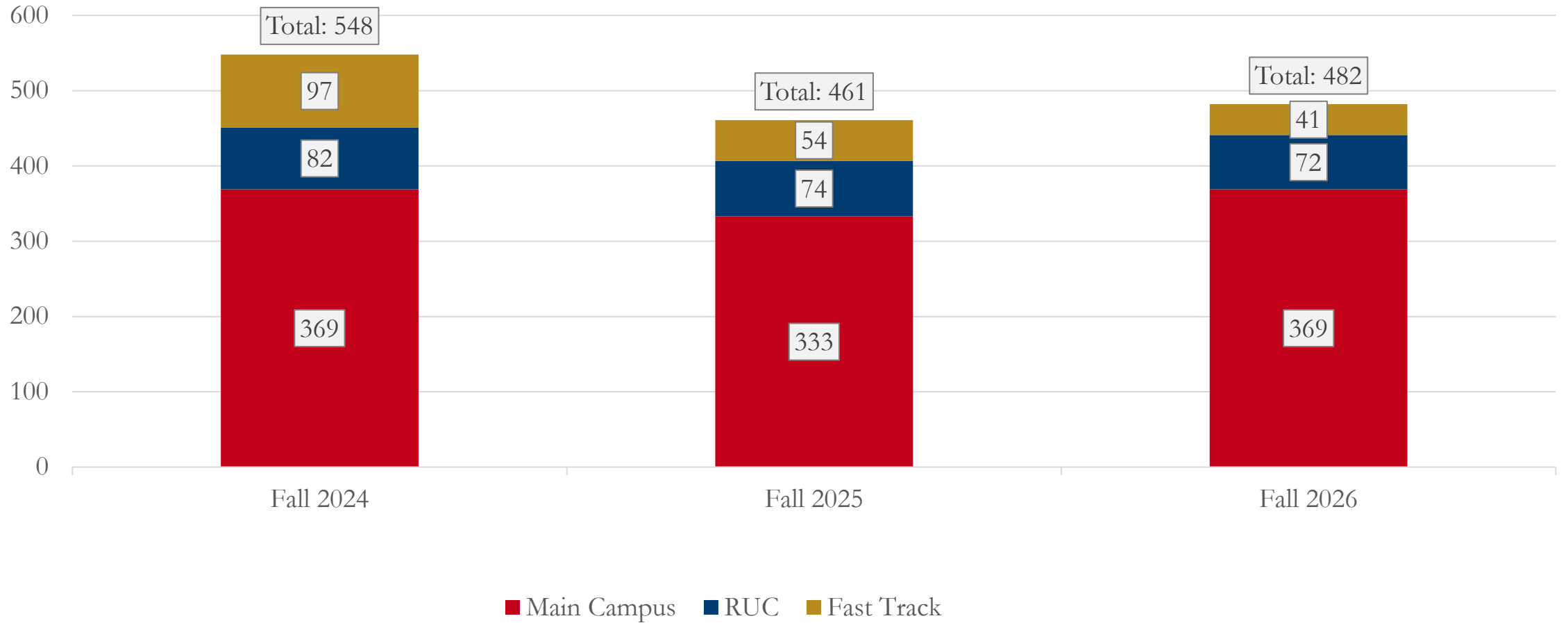
# Fall New Transfer Completed Applications



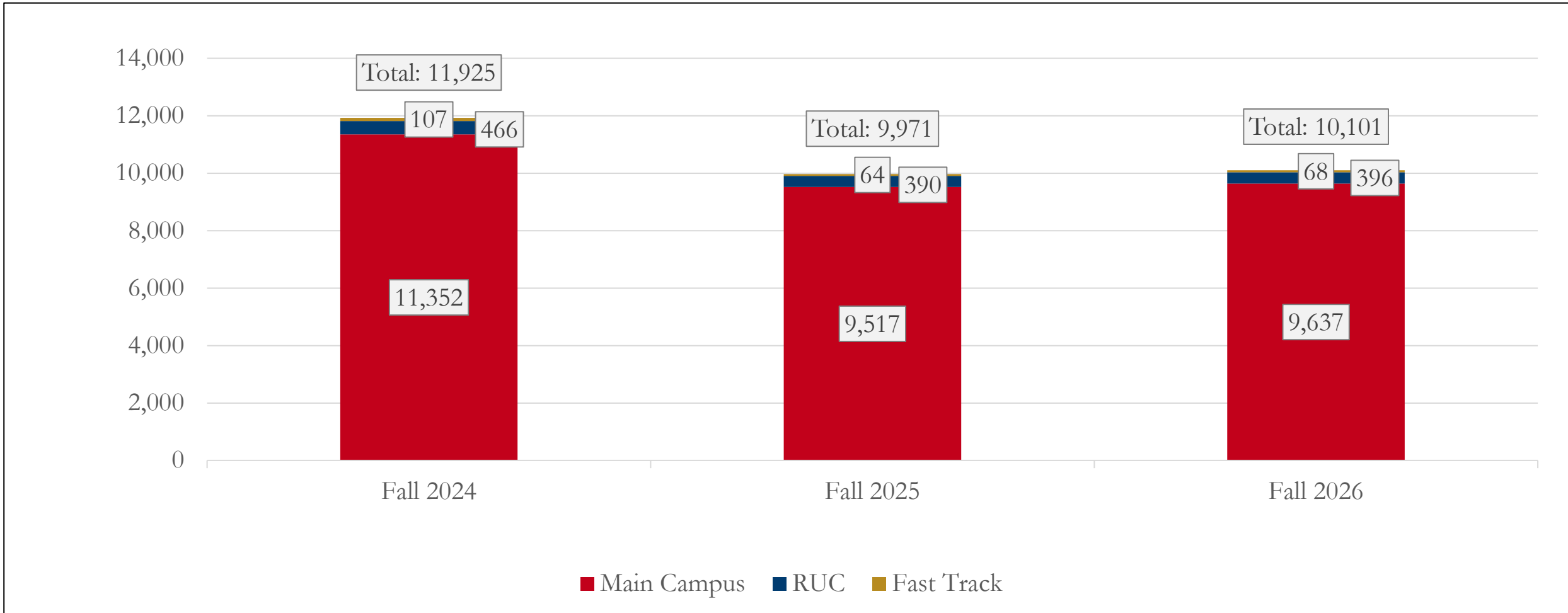
# Fall New Transfer Admitted



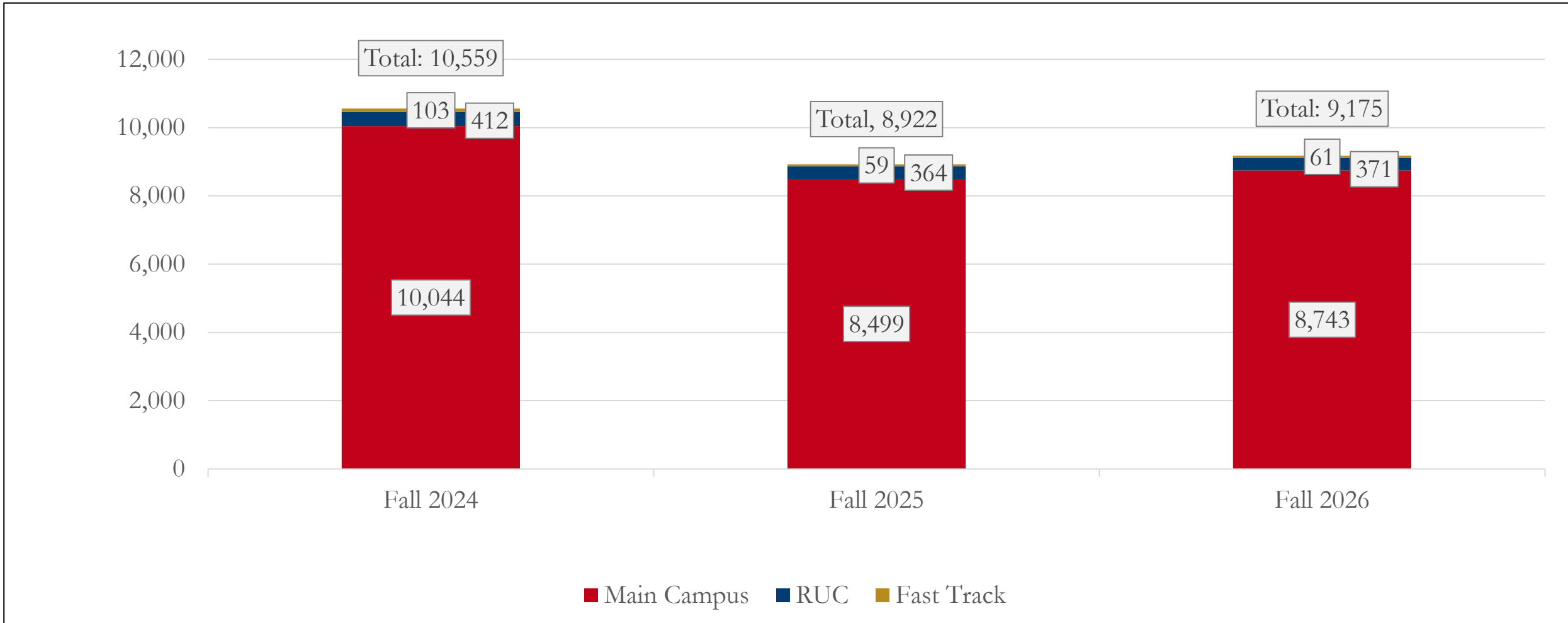
# Fall New Transfer Deposits



# Fall Combined NF/TR Completed Applications

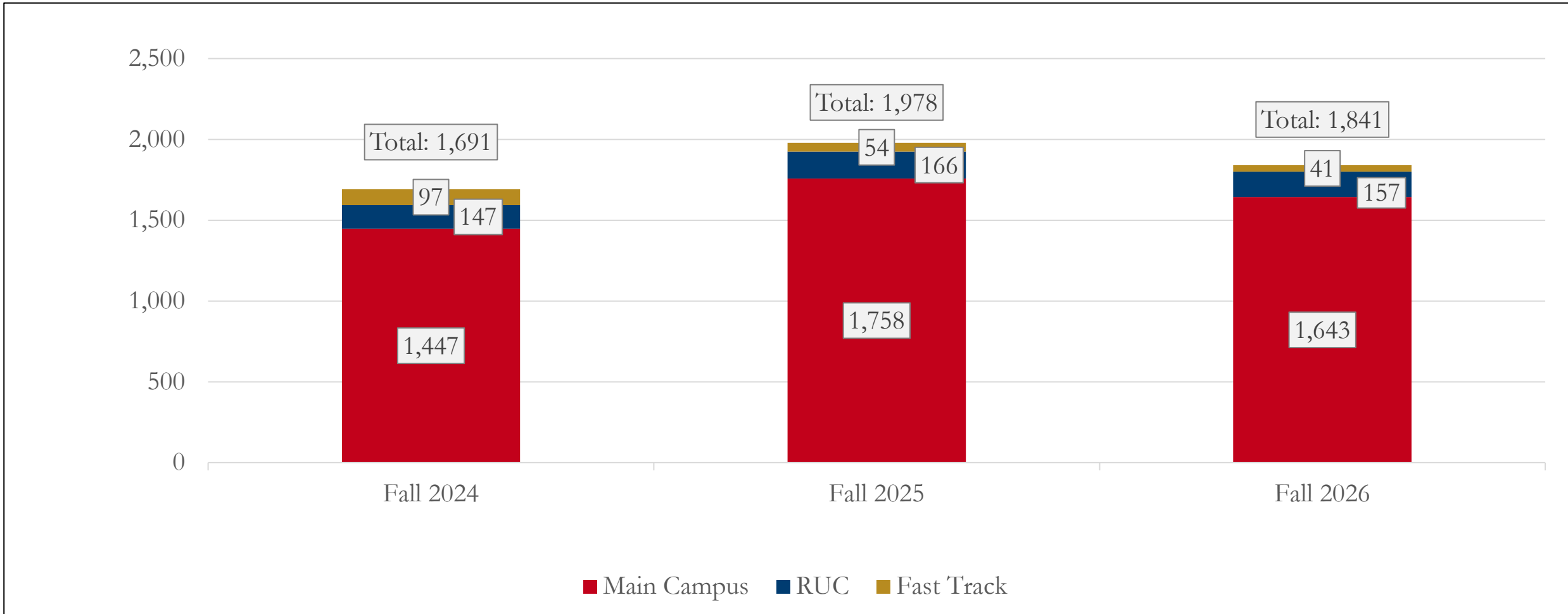


# Fall Combined NF/TR Admitted

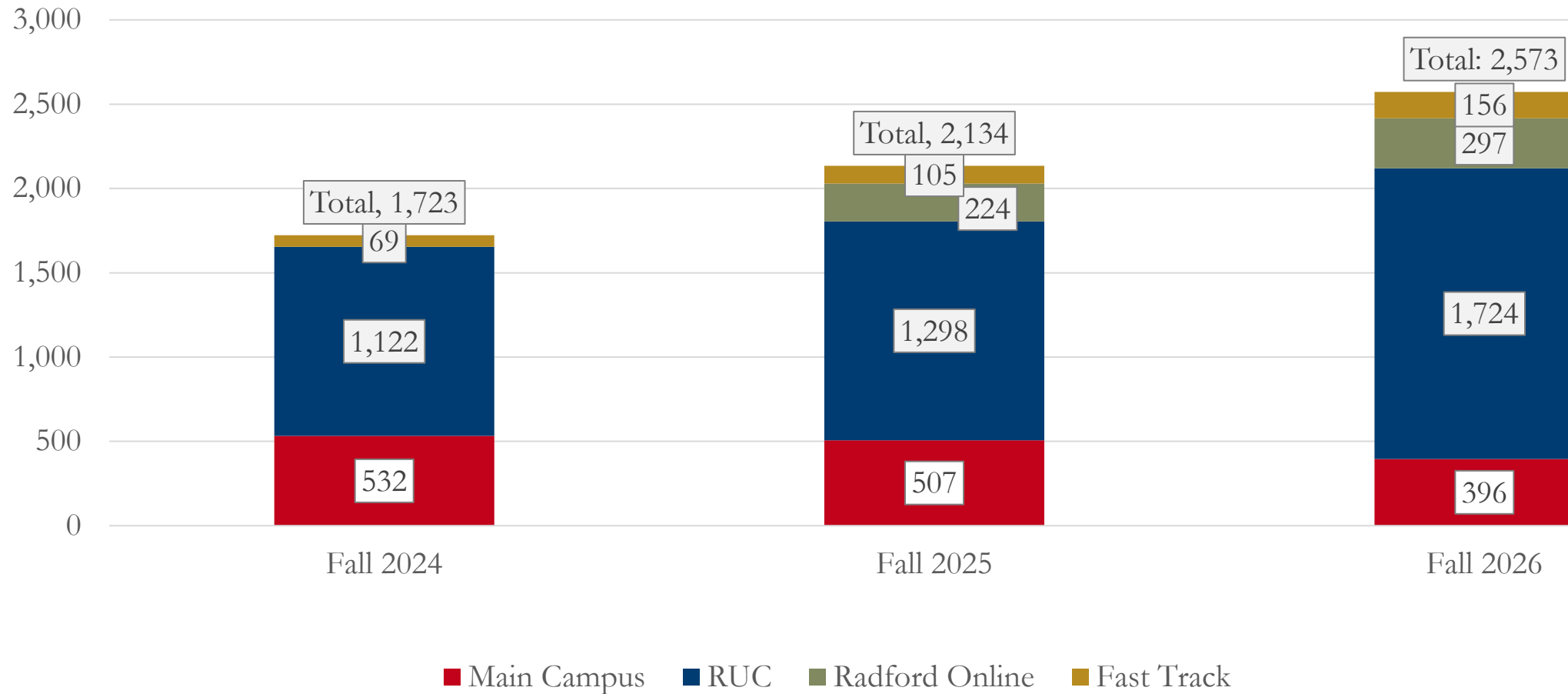


# Fall Combined NF/TR Deposits

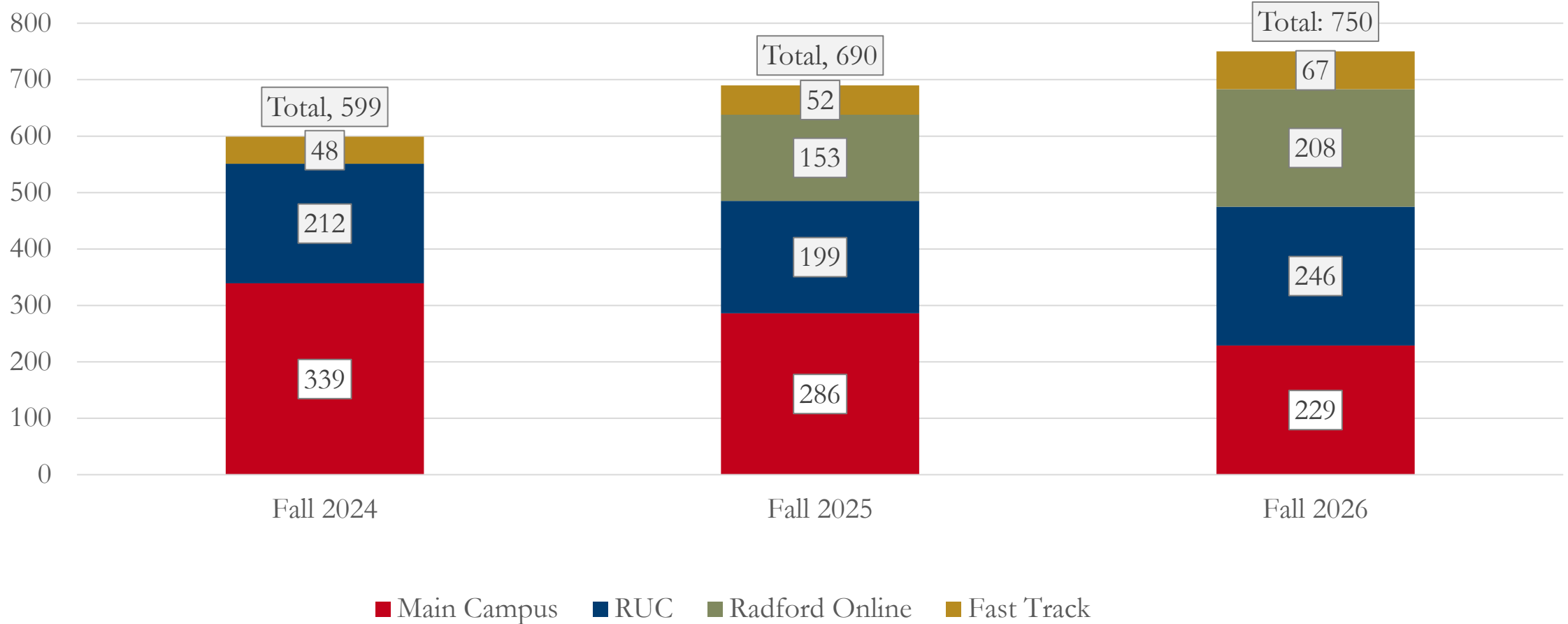
As of May 5th



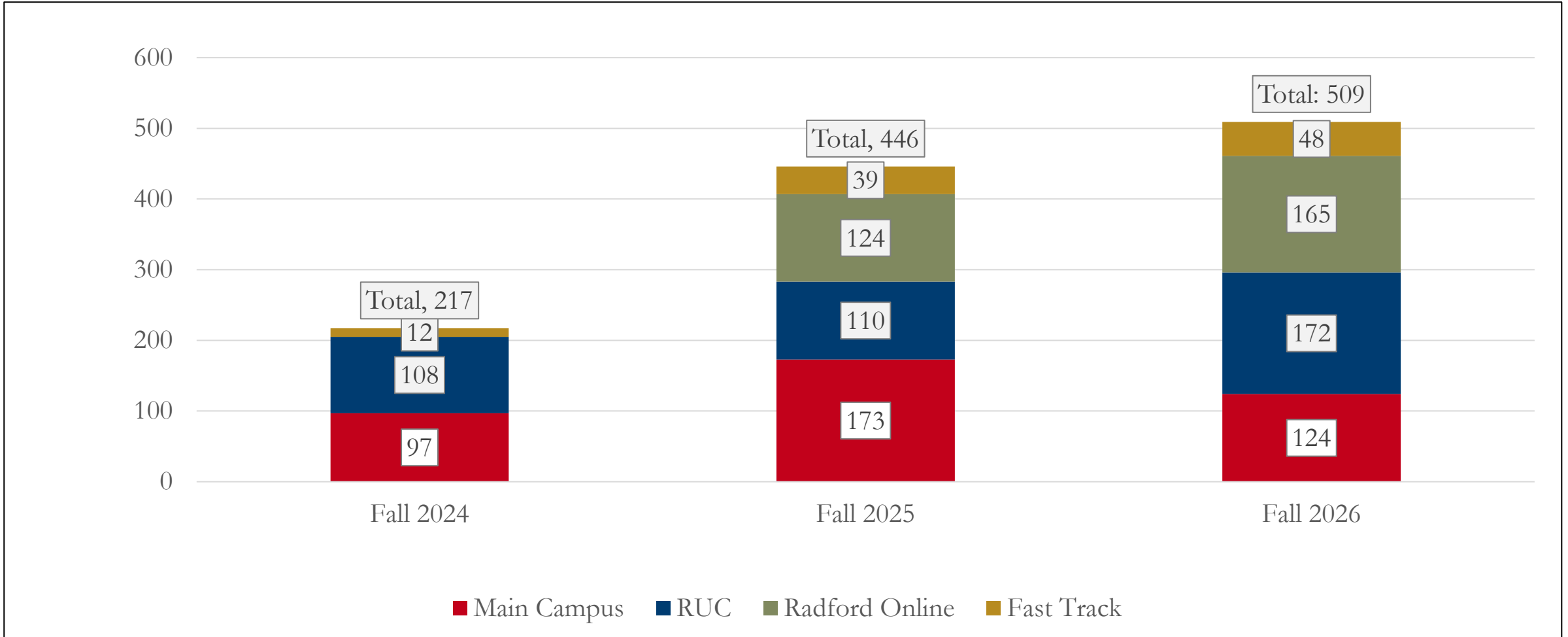
# Fall Graduate Total Applications



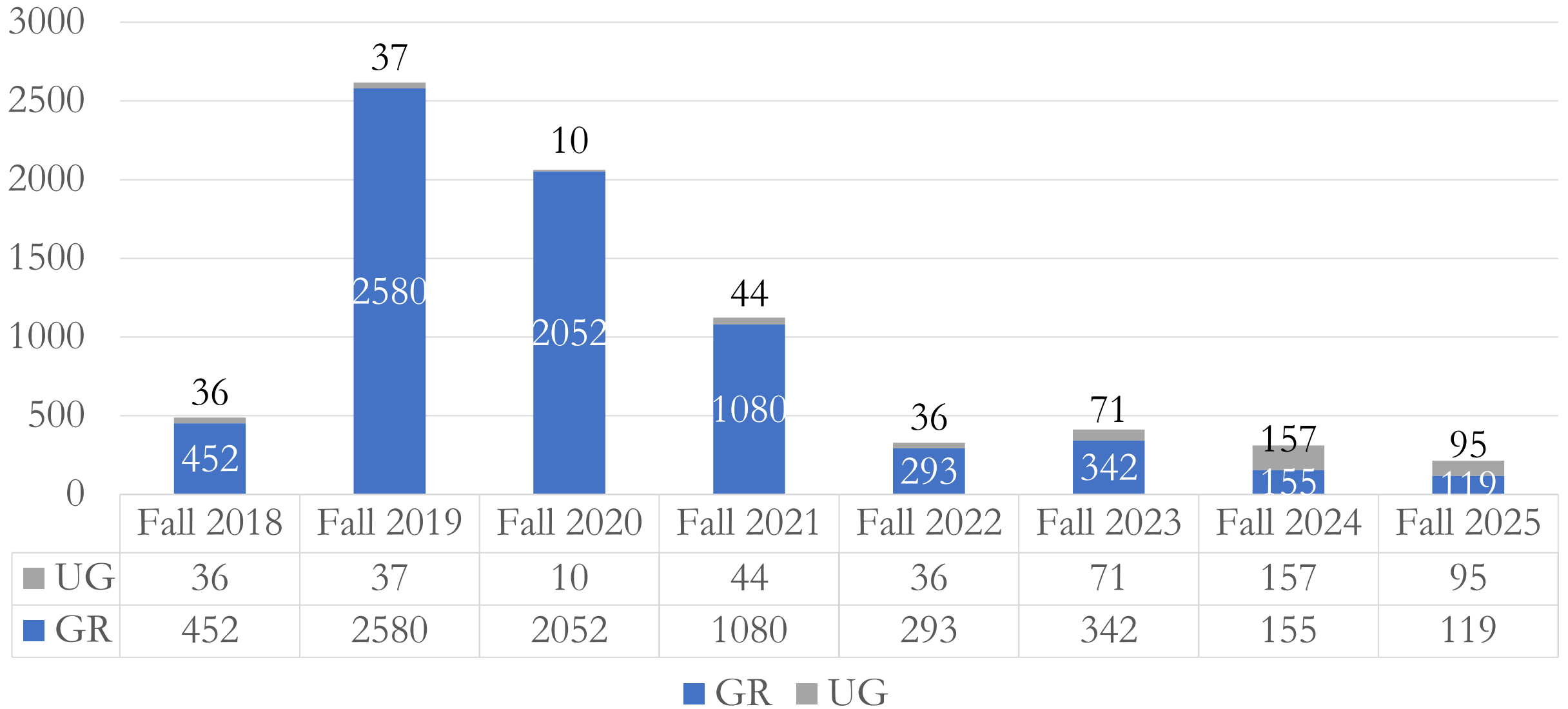
# Fall Graduate Admitted



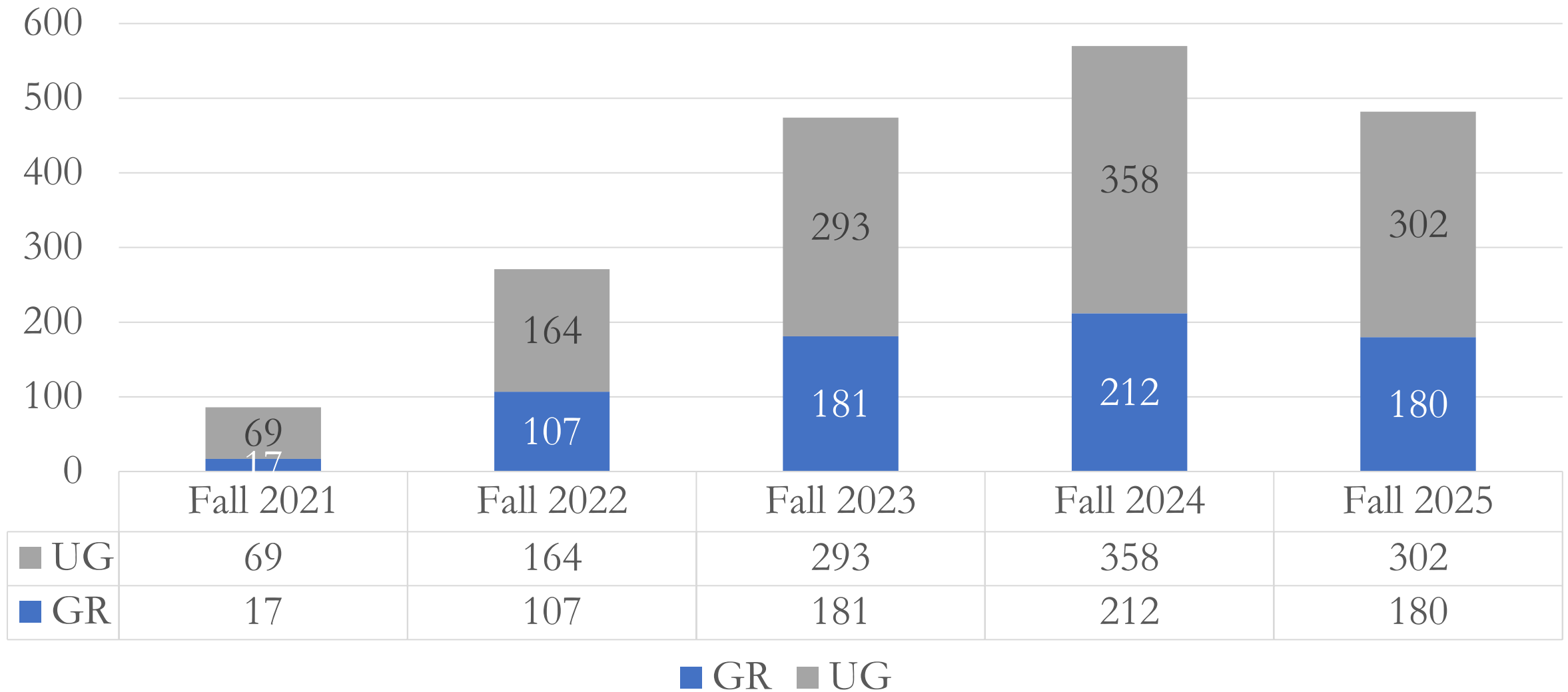
# Fall Graduate Offer Accepted



# Overall Competency Based Education - Headcount



# Overall Fast-Track (RN to BSN, MSN, MBA) - Headcount



## Original 2B Enrollment Projections (New Freshman)

Term	CNU	GMU	JMU	LU	NSU	ODU	RU	UMW	UVA	UVA-W	VCU	VMI	VSU	VT	WM
Fall 2024	1,140	4,827	5,047	915	1,305	N/A	1,435	725	4,159	637	4,276	445	1,500	7,389	1,614
Fall 2025	1,150	5,161	4,847	924	1,488	N/A	1,415	732	4,077	300	4,383	450	1,500	7,242	1,630
Fall 2026	1,160	5,292	4,847	927	1,513	N/A	1,415	740	4,077	306	4,383	455	1,500	7,408	1,630
Fall 2027	1,170	5,386	4,847	917	1,538	N/A	1,415	749	4,077	312	4,383	455	1,529	7,447	1,630
Fall 2028	1,175	5,480	4,847	908	1,563	N/A	1,415	758	4,077	317	4,383	455	1,560	7,545	1,630
Fall 2029	1,175	5,547	4,846	901	1,588	N/A	1,415	768	4,077	325	4,383	460	1,591	7,588	1,630

## Original 2B Enrollment Projections (New Transfer)

Term	CNU	GMU	JMU	LU	NSU	ODU	RU	UMW	UVA	UVA-W	VCU	VMI	VSU	VT	WM
Fall 2024	185	2,774	777	122	295	N/A	756	365	861	110	1,413	28	264	1,063	183
Fall 2025	160	2,967	774	127	260	N/A	580	375	764	100	1,405	20	264	1,025	175
Fall 2026	170	2,998	740	113	285	N/A	580	385	764	103	1,405	22	264	1,175	175
Fall 2027	180	3,054	741	120	285	N/A	580	397	814	106	1,405	20	269	1,175	175
Fall 2028	190	3,117	743	115	310	N/A	580	409	834	109	1,405	20	275	1,175	175
Fall 2029	200	3,150	745	111	310	N/A	580	421	834	113	1,405	25	281	1,175	175

## Original 2B Enrollment Projections (Undergraduate)

Term	CNU	GMU	JMU	LU	NSU	ODU	RU	UMW	UVA	UVA-W	VCU	VMI	VSU	VT	WM
Fall 2023	4,407	28,277	21,008	3,223	5,561	N/A	5,704	3,611	17,299	1,806	21,544	1,560	4,829	30,504	6,949
Fall 2024	4,369	28,956	21,111	3,321	5,578	N/A	6,161	3,660	17,688	1,924	21,561	1,527	5,124	31,035	7,055
Fall 2025	4,424	29,988	21,244	3,273	5,628	N/A	6,190	3,686	18,044	2,246	21,377	1,631	5,124	31,659	7,187
Fall 2026	4,475	30,369	21,259	3,269	5,678	N/A	6,220	3,709	18,007	2,252	21,392	1,641	5,124	32,132	7,240
Fall 2027	4,520	30,841	21,147	3,092	5,728	N/A	6,280	3,737	18,057	2,257	21,693	1,631	5,225	32,516	7,291
Fall 2028	4,547	31,376	21,044	3,034	5,778	N/A	6,330	3,771	18,183	2,264	21,877	1,631	5,327	32,842	7,291
Fall 2029	4,610	31,883	21,015	2,988	5,828	N/A	6,350	3,811	18,242	2,270	21,994	1,641	5,434	33,208	7,291
<b>24-29 # Chg</b>	<b>241</b>	<b>2,927</b>	<b>-96</b>	<b>-333</b>	<b>250</b>	<b>N/A</b>	<b>189</b>	<b>151</b>	<b>554</b>	<b>346</b>	<b>433</b>	<b>114</b>	<b>310</b>	<b>2,173</b>	<b>236</b>
<b>24-29 % Chg</b>	<b>5.5%</b>	<b>10.1%</b>	<b>-0.5%</b>	<b>-10.0%</b>	<b>4.5%</b>	<b>N/A</b>	<b>3.1%</b>	<b>4.1%</b>	<b>3.1%</b>	<b>18.0%</b>	<b>2.0%</b>	<b>7.5%</b>	<b>6.0%</b>	<b>7.0%</b>	<b>3.3%</b>

## Original 2B Enrollment Projections (Graduate)

Term	CNU	GMU	JMU	LU	NSU	ODU	RU	UMW	UVA	UVA-W	VCU	VMI	VSU	VT	WM
Fall 2023	96	11,358	1,752	1,321	484	N/A	1,827	197	7,123	22	5,563	0	361	7,100	2,252
Fall 2024	85	11,058	1,767	1,298	475	N/A	1,651	166	7,265	22	5,745	0	481	7,129	2,239
Fall 2025	85	10,894	1,806	1,465	474	N/A	1,670	153	7,136	35	5,541	0	500	7,309	2,486
Fall 2026	85	10,941	1,828	1,500	474	N/A	1,670	154	7,248	35	5,352	0	500	7,489	2,490
Fall 2027	85	11,203	1,868	1,547	475	N/A	1,670	155	7,458	35	5,299	0	505	7,669	2,515
Fall 2028	85	11,525	1,888	1,586	475	N/A	1,670	157	7,686	35	5,294	0	512	7,849	2,515
Fall 2029	85	11,850	1,925	1,631	475	N/A	1,670	162	7,823	35	5,307	0	519	8,029	2,515
<b>24-29 # Chg</b>	<b>0</b>	<b>792</b>	<b>158</b>	<b>333</b>	<b>0</b>	<b>N/A</b>	<b>19</b>	<b>-4</b>	<b>558</b>	<b>13</b>	<b>-438</b>	<b>0</b>	<b>38</b>	<b>900</b>	<b>276</b>
<b>24-29 % Chg</b>	<b>0.0%</b>	<b>7.2%</b>	<b>8.9%</b>	<b>25.7%</b>	<b>0.0%</b>	<b>N/A</b>	<b>1.2%</b>	<b>-2.4%</b>	<b>7.7%</b>	<b>59.1%</b>	<b>-7.6%</b>	<b>N/A</b>	<b>7.9%</b>	<b>12.6%</b>	<b>12.3%</b>

# Minutes



**Radford**  
UNIVERSITY



**Enrollment Management and Brand Equity Committee**

**11:45 a.m.\*\***

**March 19, 2026**

**Kyle 340**

**DRAFT**  
**Minutes**

**Committee Members Present**

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

**Committee Members Absent**

Ms. Betsy D. Beamer

**Board Members Present**

Mr. Tyler W. Lester, Rector  
Ms. Jeanne S. Armentrout  
Ms. Joann Craig  
Dr. Betty Jo Foster  
Mr. George Mendiola, Jr.  
Mr. James C. Turk

**Board Members Absent**

Mr. William C. Davis  
Mr. Jonathan D. Sweet

**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, Assistant Vice President, Government Relations and Strategic Initiatives  
Ms. Margaret McManus, University Auditor  
Dr. Jeanne Mekolichick, Associate Provost, Office for Academic Excellence  
Dr. David E. Perryman, Associate Vice President for Strategic Communications  
Dr. Mathew Close, Board of Visitors Faculty Representative

Dr. David Brod, Associate V.P. for Enrollment Management, Director of Financial Aid  
Mr. Anthony Graham, Director for Enrollment Management Data Analytics  
Ms. Sarah Tate, Associate V.P. for Enrollment Management, Director of Admissions  
Mr. Joel Newman, Director of Executive Communications

### **Call to Order**

Mrs. Jennifer Wishon Gilbert, Chair, formally called the Enrollment Management and Brand Equity Committee meeting to order at 11:45 am in Room 340 of Kyle Hall.

### **Approval of Agenda**

Mrs. Jennifer Wishon Gilbert, Chair asked for a motion to approve the March 19, 2026 agenda for the Enrollment Management and Brand Equity Committee meeting, as published. A motion was made by Mr. David Smith and seconded by Mr. Dale Ardizzone then carried unanimously.

### **Approval of Minutes**

Mrs. Jennifer Wishon Gilbert, Chair asked for a motion to approve the minutes of the December 4, 2025 meeting of the Enrollment Management and Brand Equity Committee meeting, as published. A motion was made by Mr. Dale Ardizzone and seconded by Mr. David Smith then carried unanimously.

### **Enrollment Management Report**

Vice President for Enrollment Management and Strategic Communications Dr. Dannette Gomez Beane opened by highlighting that we have close to six hundred students signed up for Highlander Day this weekend. With over a total of seventeen hundred guests, it makes this one of our largest events.

Vice President Beane communicated that Spring Census showed strong enrollment with 2% increase overall. The virtual campus designation introduced in 2025 shows as a new category for this round of spring census counts. One of the University benchmarks is maintaining high levels of retention for Pell eligible students, and this fall-to-spring group was retained at a 94% rate which is higher than the national average. This success is a result of the Institution Wide Barrier Review process and Pell Initiative of Virginia support.

Vice President Beane shared that fall 2026 applications show flat for in state and down for out of state. Completed applications are up and admitted student applicants are up by three hundred. Freshmen student deposits are slightly up, in state are up but out of state and international are down. Transfer student applications and completed applications are up. Transfer student deposits are slightly up. Graduate student applications and admitted students are up. Vice President Beane closed by reiterating that our goal is sustainability.

### **Brand Identity Report**

Associate Vice President for Strategic Communications Dr. David Perryman began by sharing that the University Communication Plan is in place and we are now creating dashboards and metrics of assessment. The framework focuses on core values and strategic themes. Using the University Strategic Plan as a guide, the Communication Plan supports the themes of Culture of Care, Academic Achievement and Intellectual Discovery, Student Success and Experiential Learning, Strategic Partnerships and Community Engagement, Organizational Excellence and Continuous Improvement, and Communication and Collaboration.

Associate Vice President Perryman concluded that this year we will experience a brand saturation with elements around the perimeter of campus that show pride and a fresh look. All efforts will be tracked and benchmarked using baseline data metrics.

**Adjournment**

With no further business to come before the committee, Mrs. Jennifer Wishon Gilbert, Chair, adjourned the meeting of the Enrollment Management and Brand Equity Committee meeting at 12:30 pm.

Respectfully submitted,

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

# End of Board of Visitors Materials

