

Enrollment Management and Brand Equity Committee

September 2026



Radford
UNIVERSITY



Enrollment Management and Brand Equity Committee

11:40 am**

September 17, 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*
 - June 4, 2026
- **Student Representative Reflection** Therese Root
Student Representative
- **Enrollment Management Report** Dr. Dannette Gomez Beane,
• Fall Census Plan *Vice President for Enrollment Management and Strategic Communications*
- **Brand Identity Report** Dr. David E. Perryman
• Strategic Initiatives *Associate Vice President, 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. Callie Dalton, Vice Chair
Ms. Betsy D. Beamer
Ms. Jeanne Fishwick
Ms. Mary Anne Holbrook
Mr. David A. Smith

Meeting Materials



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My Radford Experience

Therese Root

Board of Visitors | September 2026



Who I Am

- From Fairfax, VA
- Second-year student, '28
- Political Science & Sociology Major
- Researcher interested in policy, inequality, and community needs



Why I Chose Radford

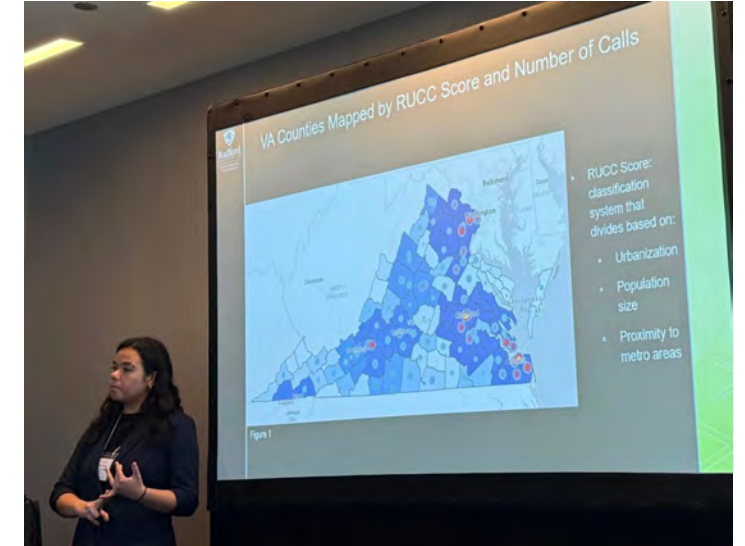


- Affordability that made involvement possible
- Opportunities before committing
- Culture of inclusion and mentorship
- Close-knit professional ecosystem

What These Opportunities Made Possible

Work-based learning across campus and the NRV:

- Lead Research Assistant, CSCR
- Peer Mentor, Research Rookies
- Community-based research internship, CFNRV
- NURVA Research Showcase at the Capitol, SSSA, RSS
- 2-1-1 utility access publication in progress



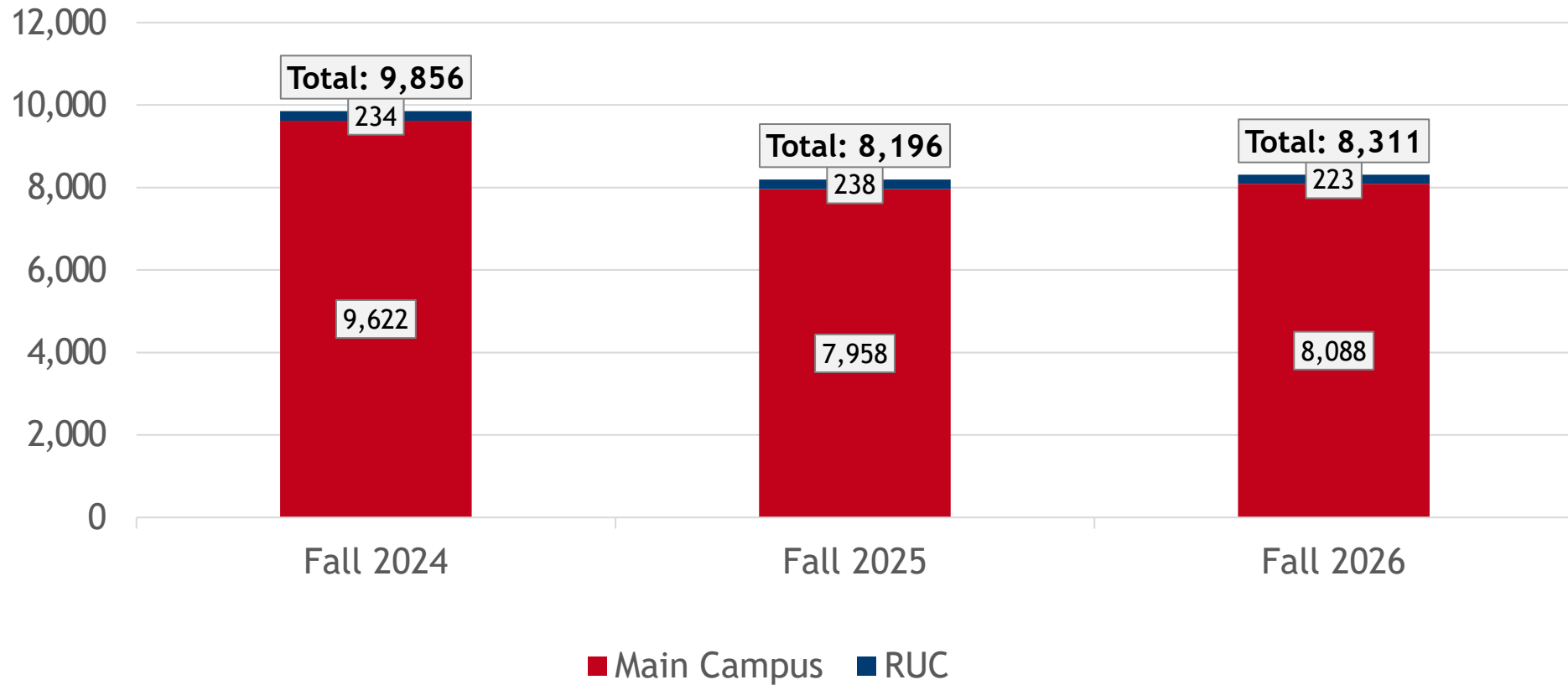
Enrollment Management and Strategic Communications



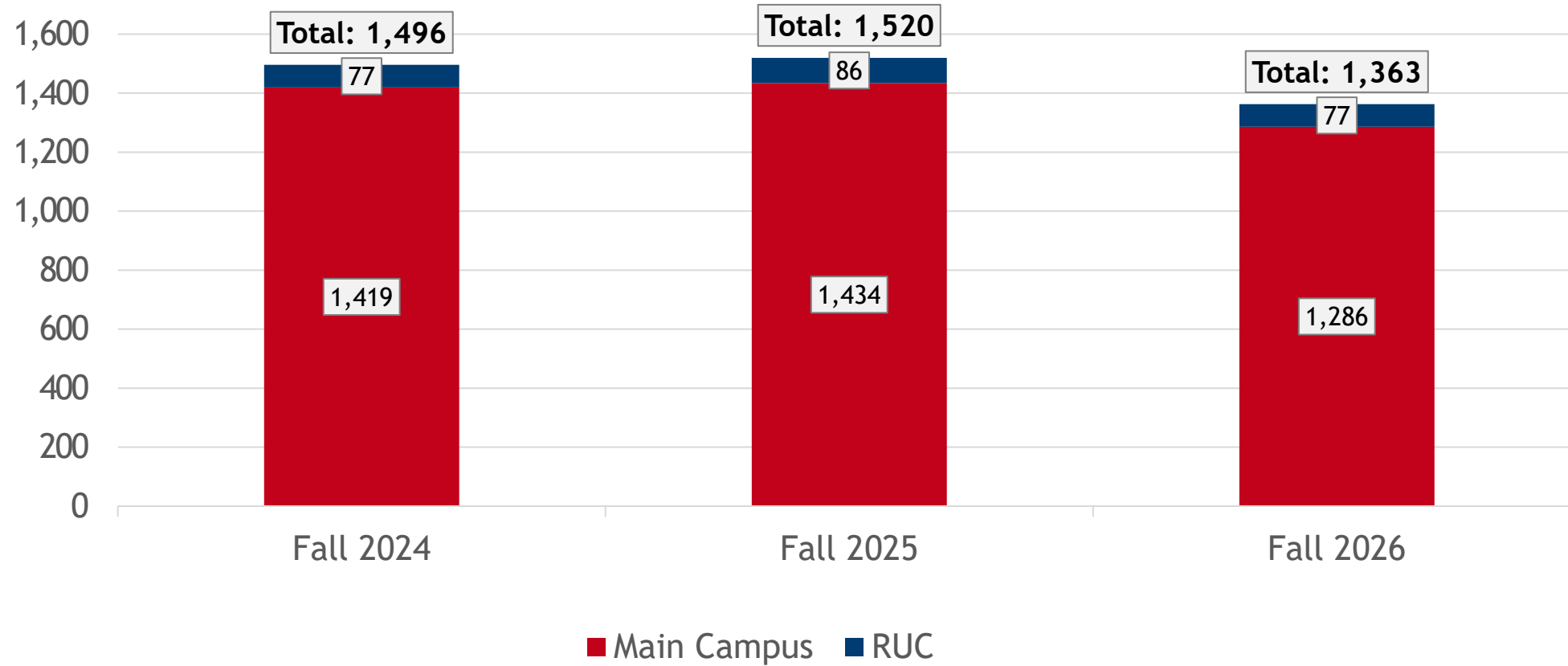
Board of Visitors

September 17, 2026

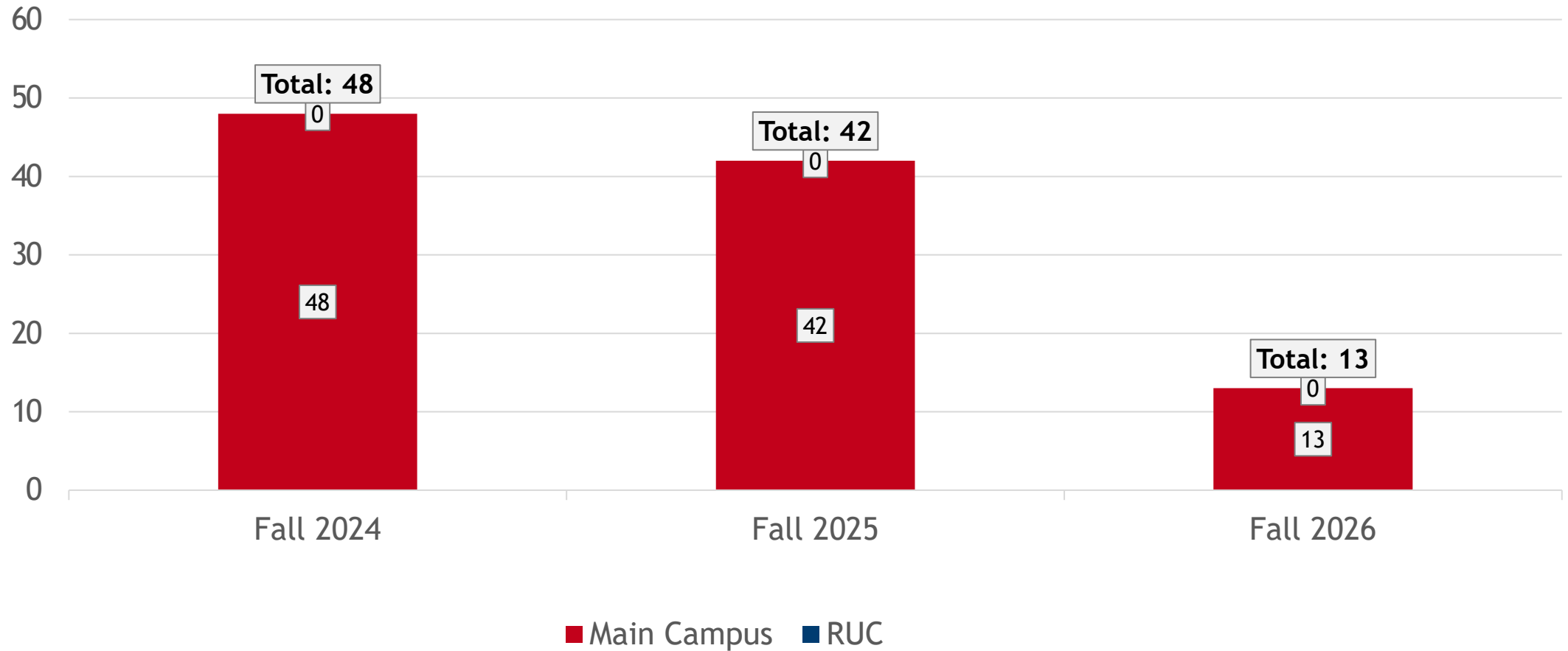
Fall New Freshmen Admitted



Fall New Freshmen Deposits



Fall New Freshmen Deposits – International



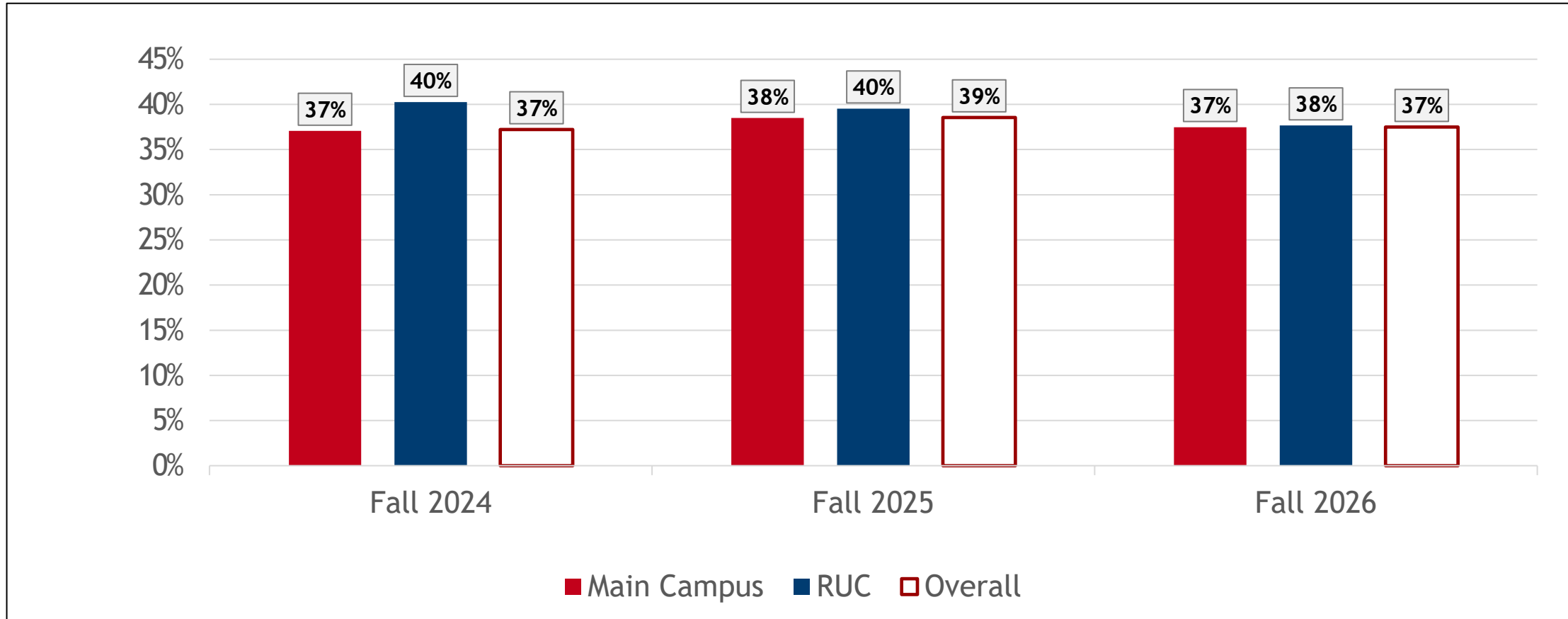
Fall New Freshmen Deposits – Virginia Region

Virginia Region	Fall 2024	Fall 2025	Fall 2026
Central Va	175	169	172
Northern Va	297	253	251
Peninsula	41	48	53
Richmond	133	115	82
Roanoke Metro	172	188	180
South Central	38	37	35
Southwest	293	356	309
Tidewater	90	87	65
Valley	114	124	141

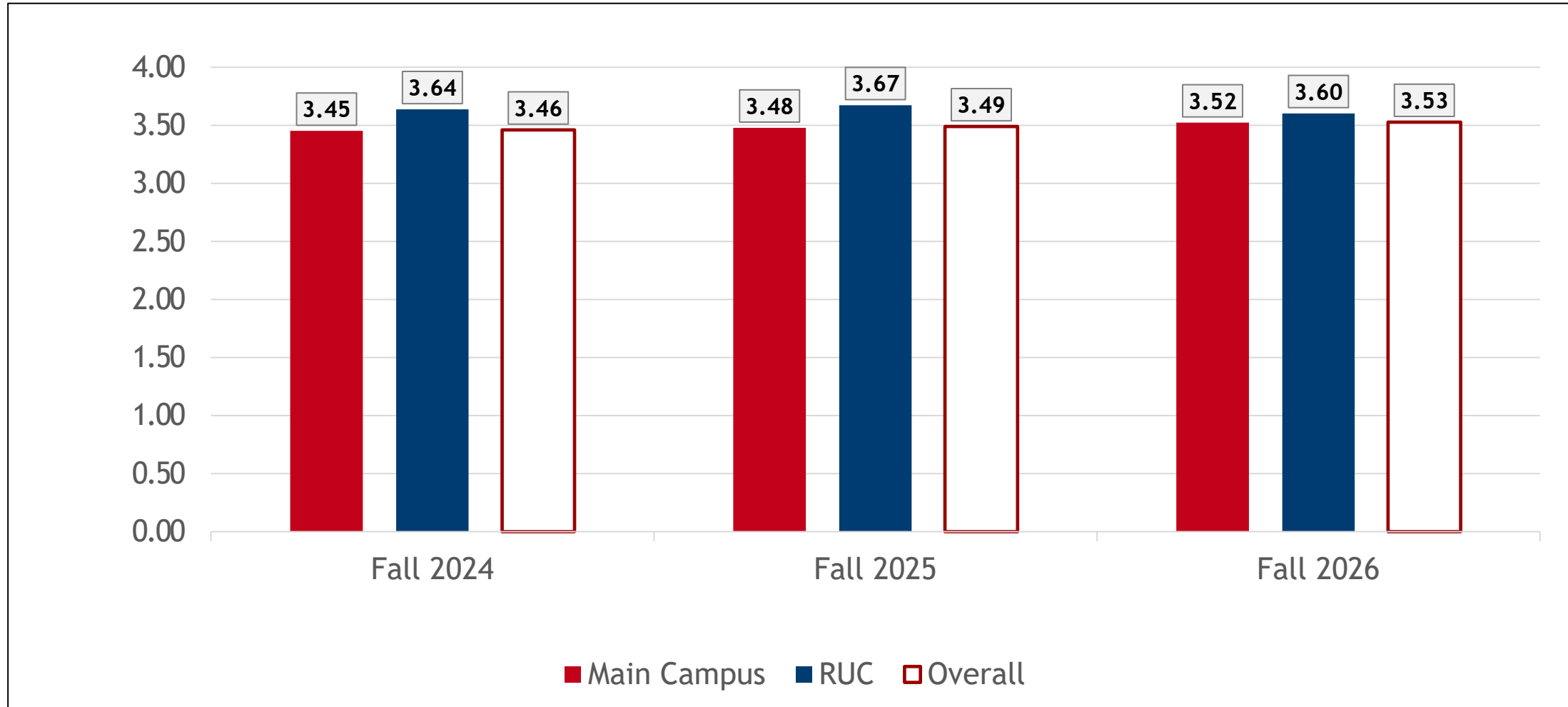
Fall New Freshmen Deposits – Top States

Top States	Fall 2024	Fall 2025	Fall 2026
North Carolina	17	15	12
Maryland	11	21	6
California	0	1	5
Georgia	2	3	4
New York	3	1	4
West Virginia	7	9	4
Colorado	1	2	3
Texas	7	6	3

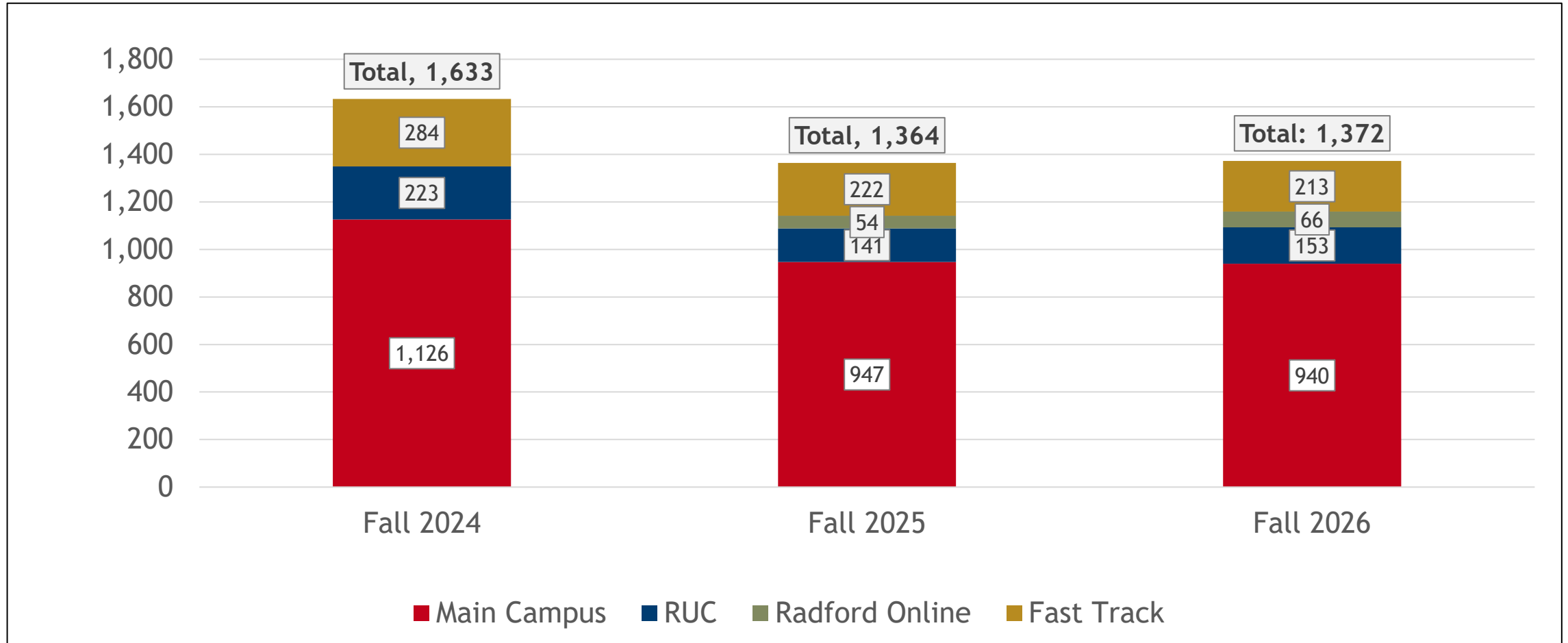
Fall New Freshmen Deposits – First Generation



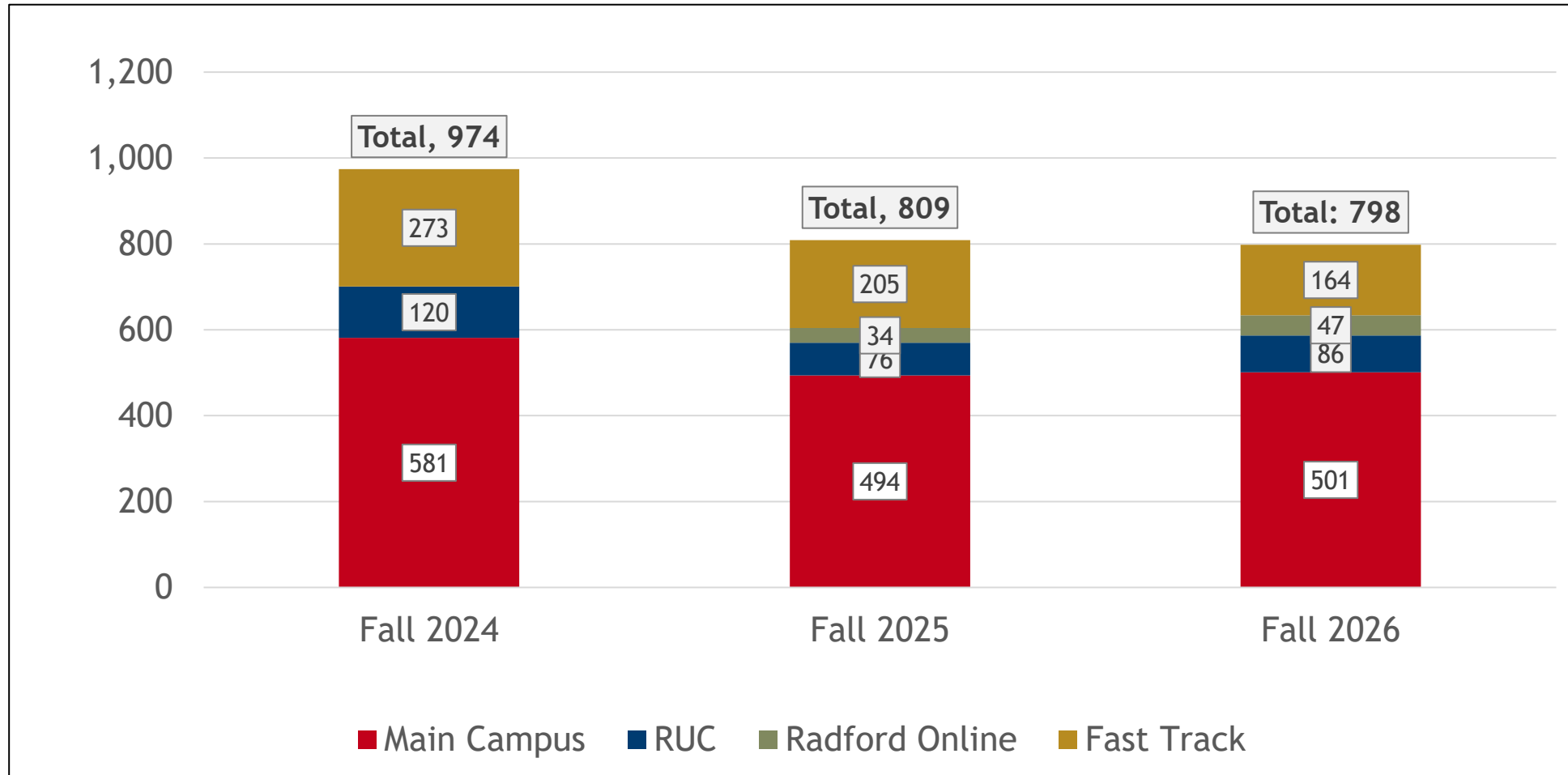
Fall New Freshmen Deposits – High School GPA



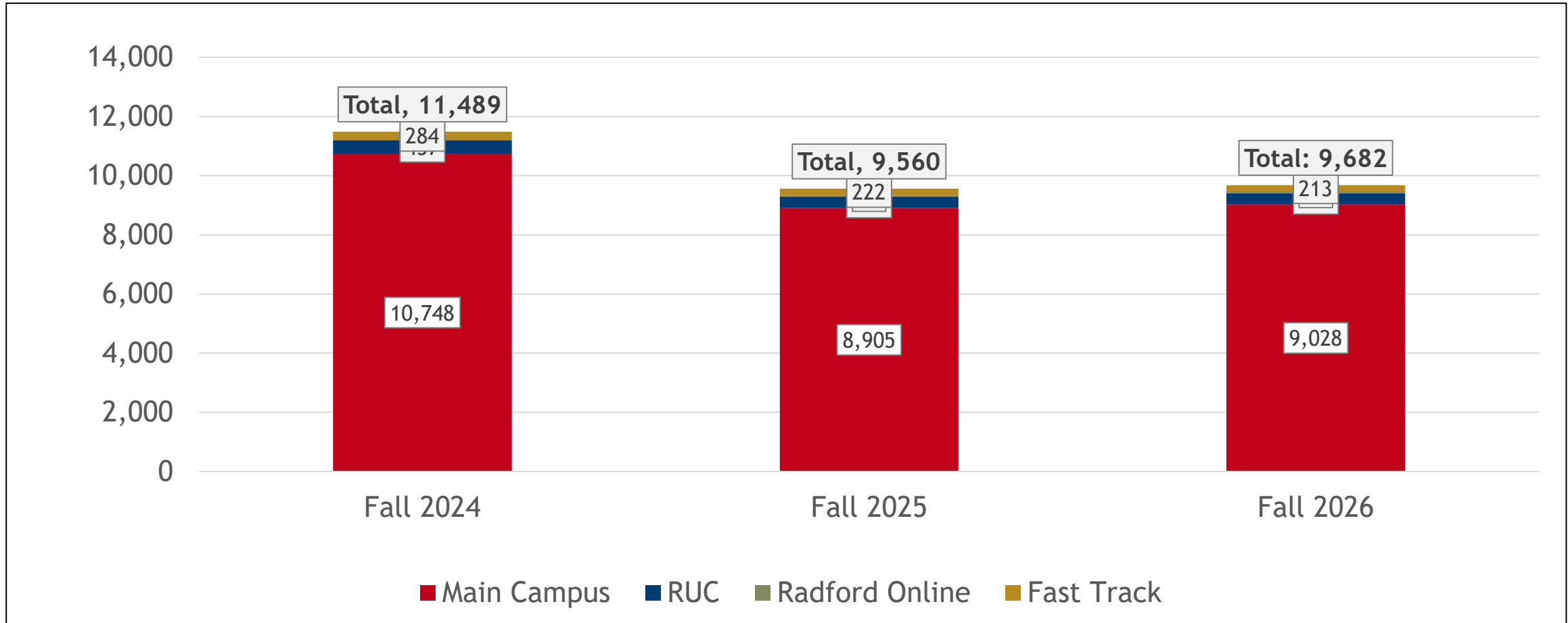
Fall New Transfer Admitted



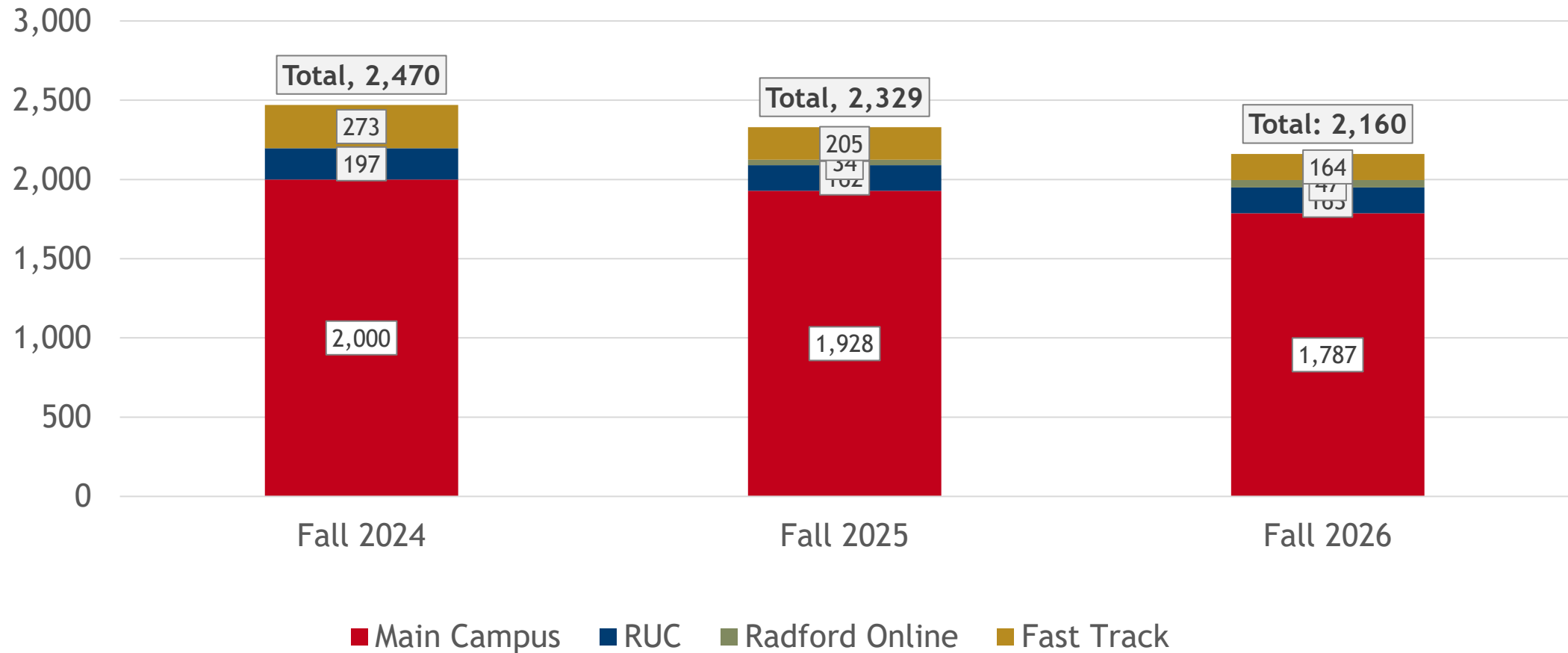
Fall New Transfer Deposits



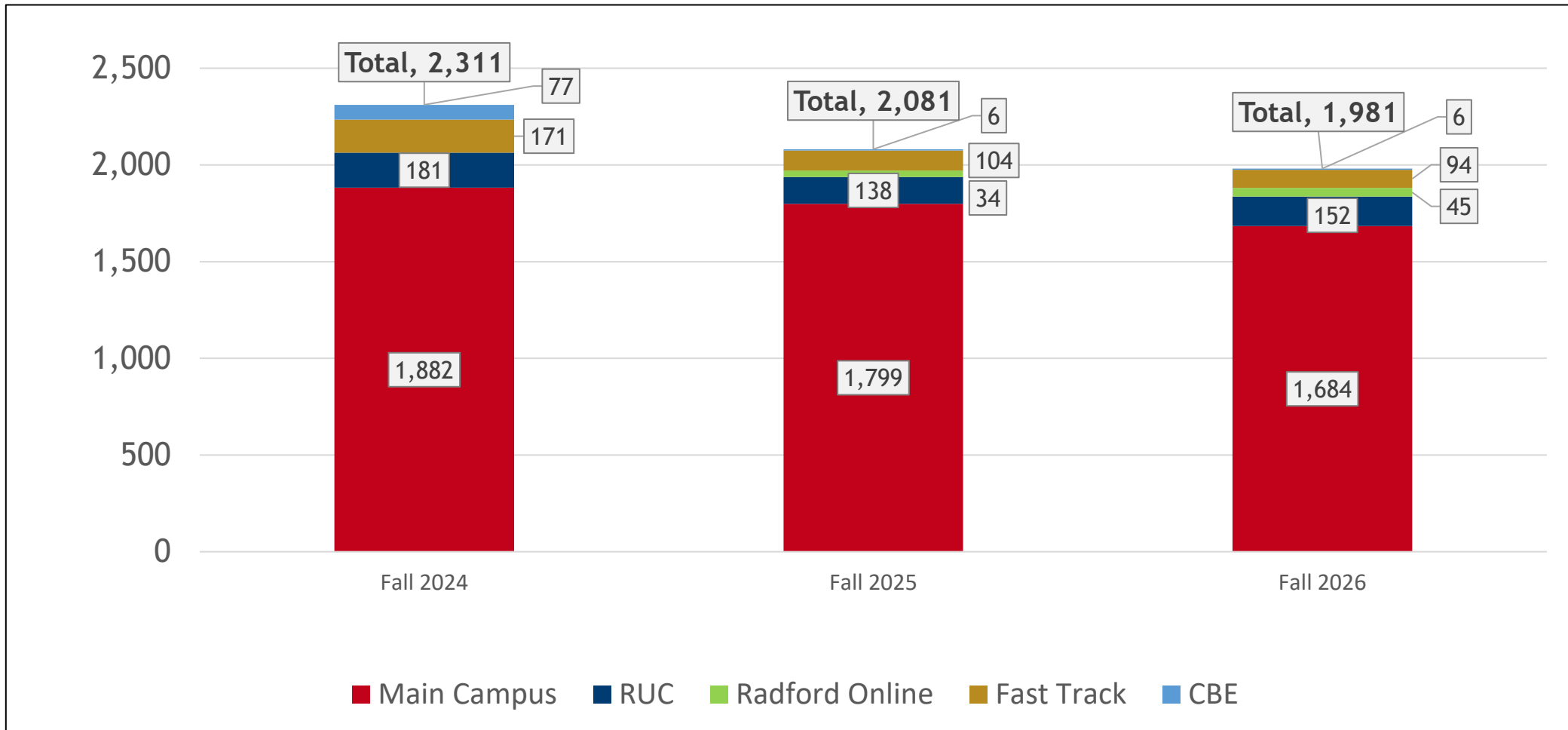
Fall Combined NF/TR Admitted



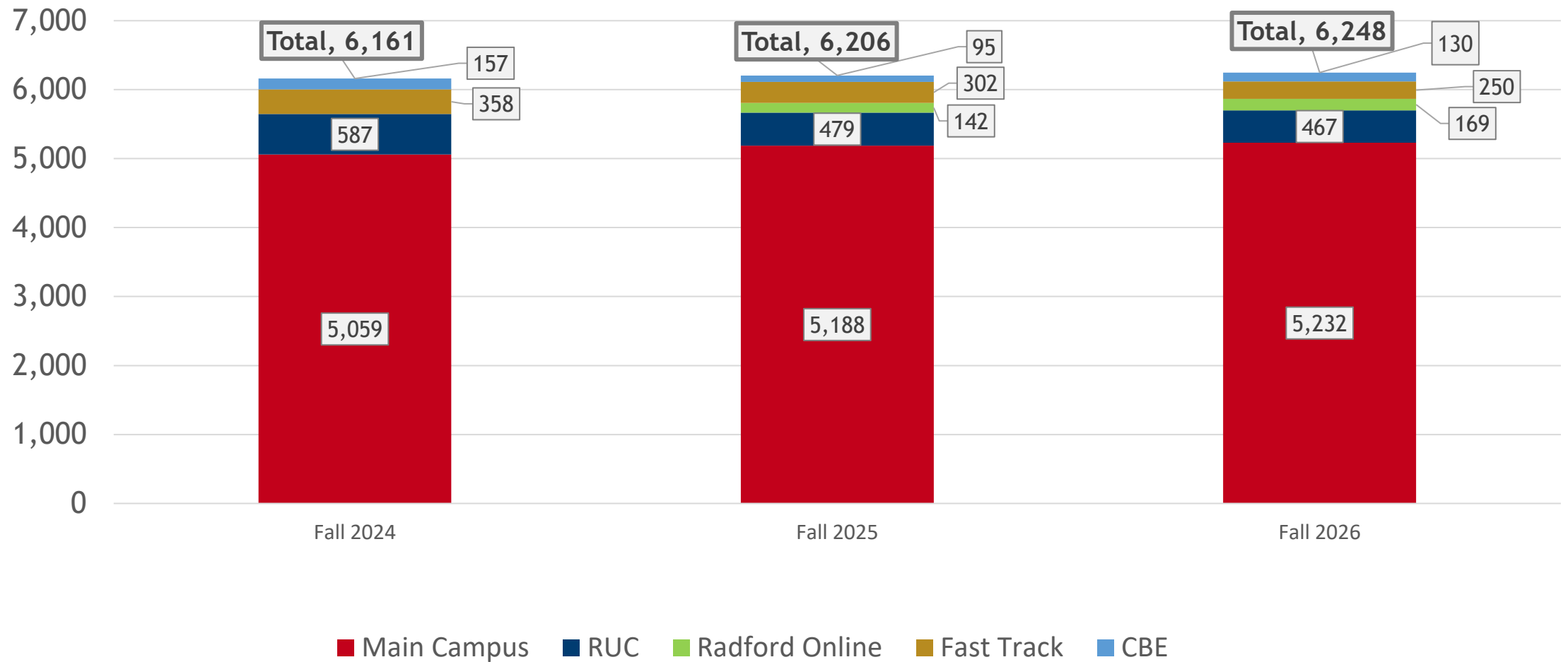
Fall Combined NF/TR Deposits



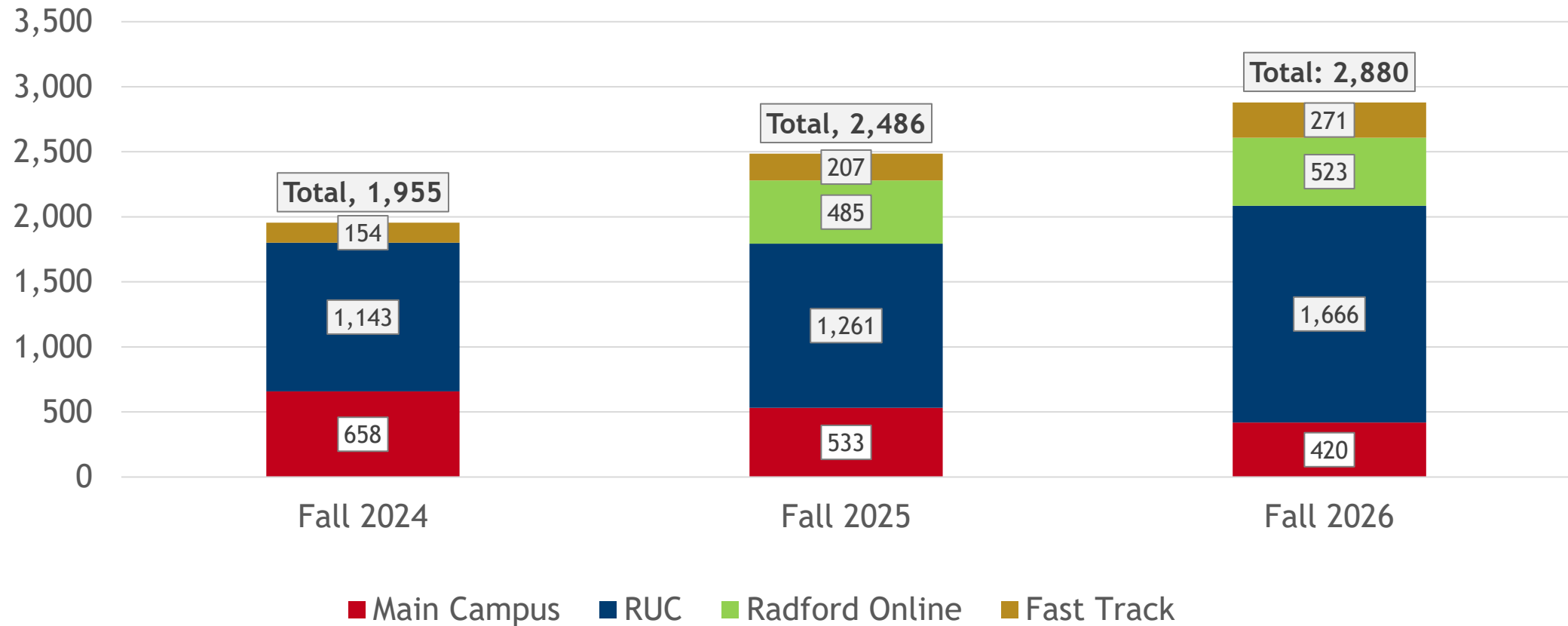
New Undergraduates



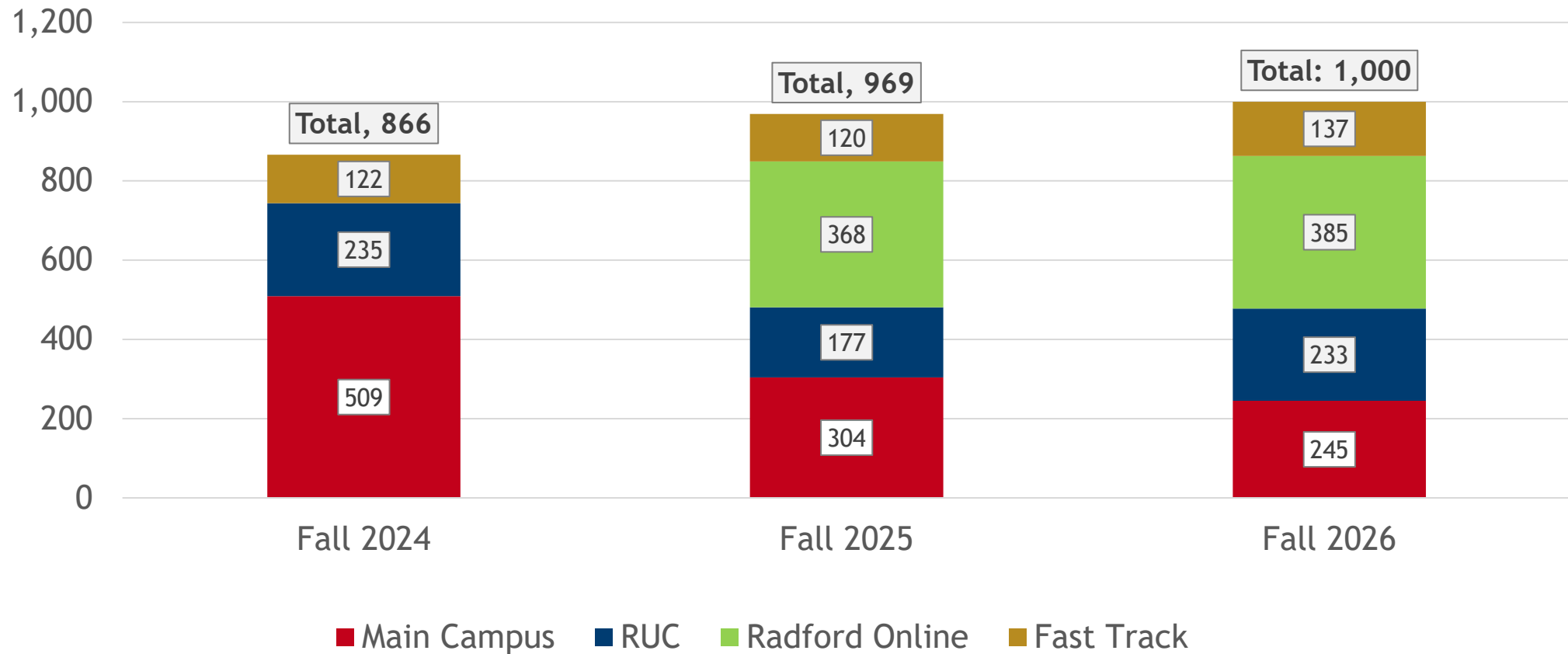
Undergraduate Enrollment



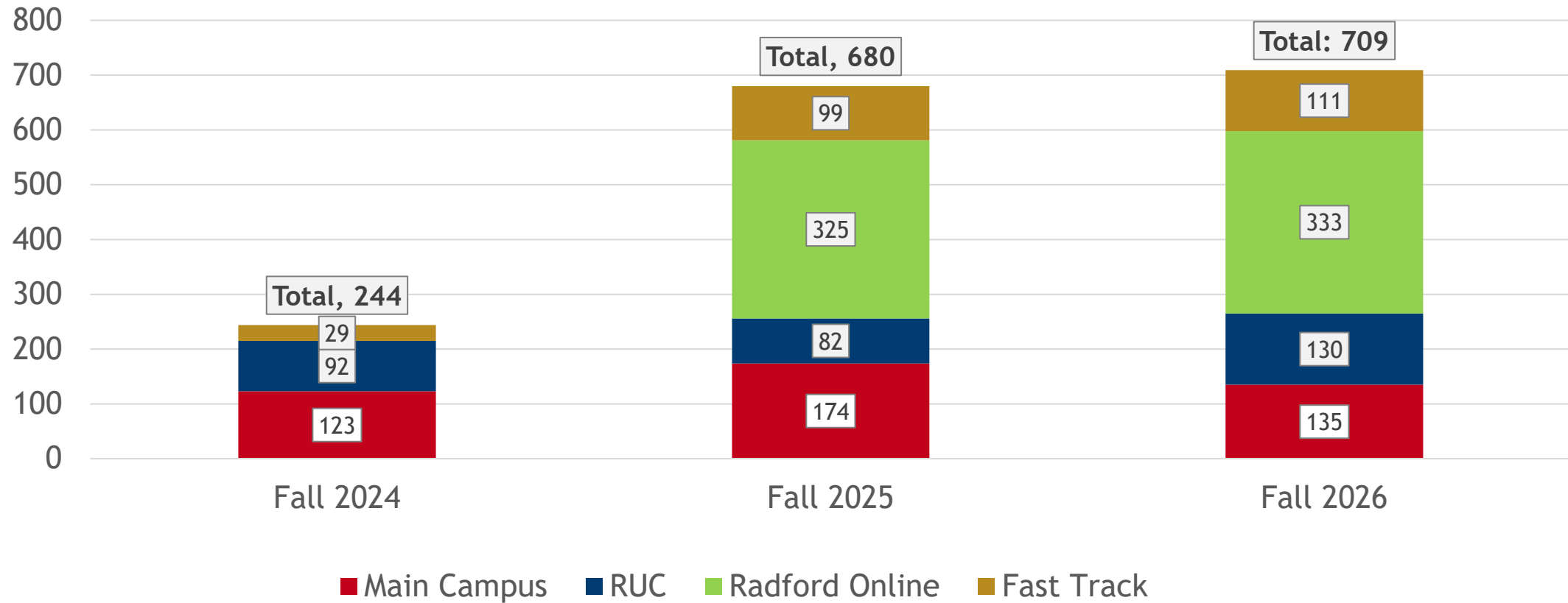
Fall Graduate Total Applications



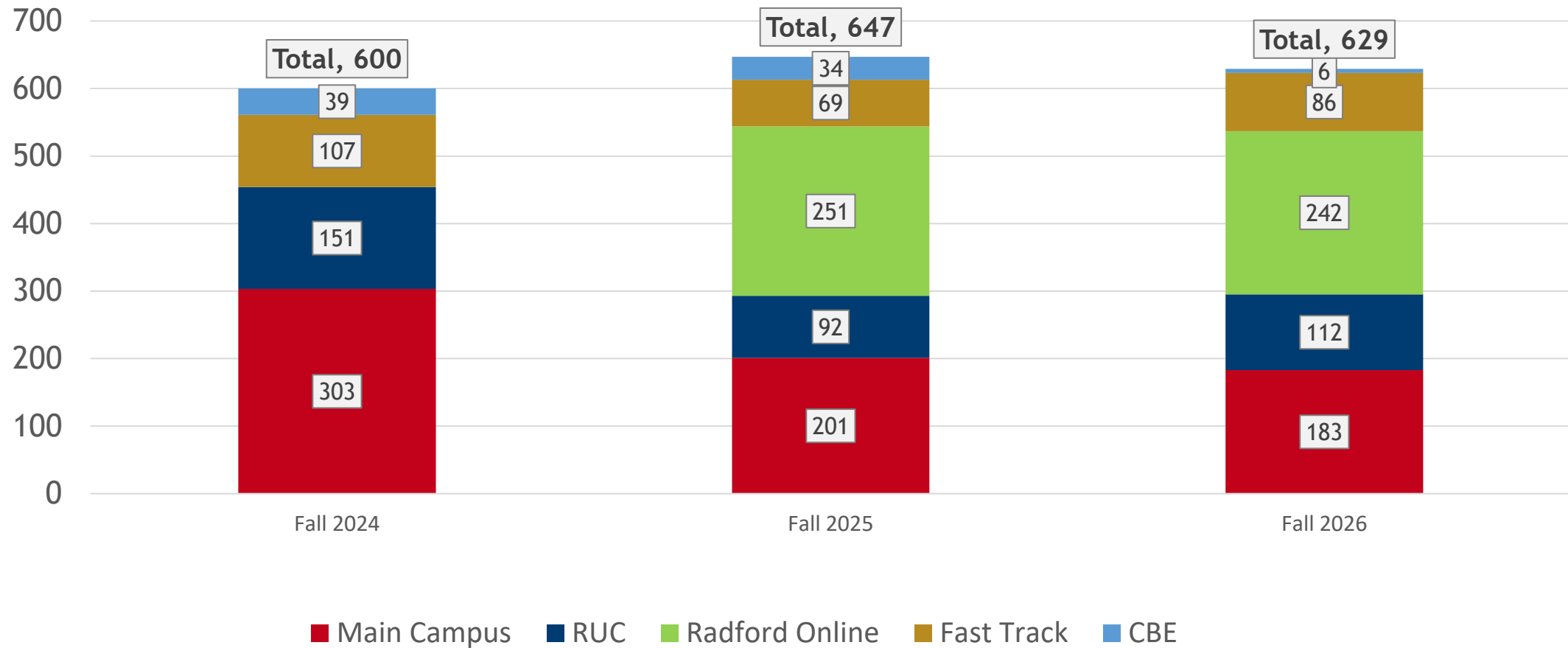
Fall Graduate Admitted



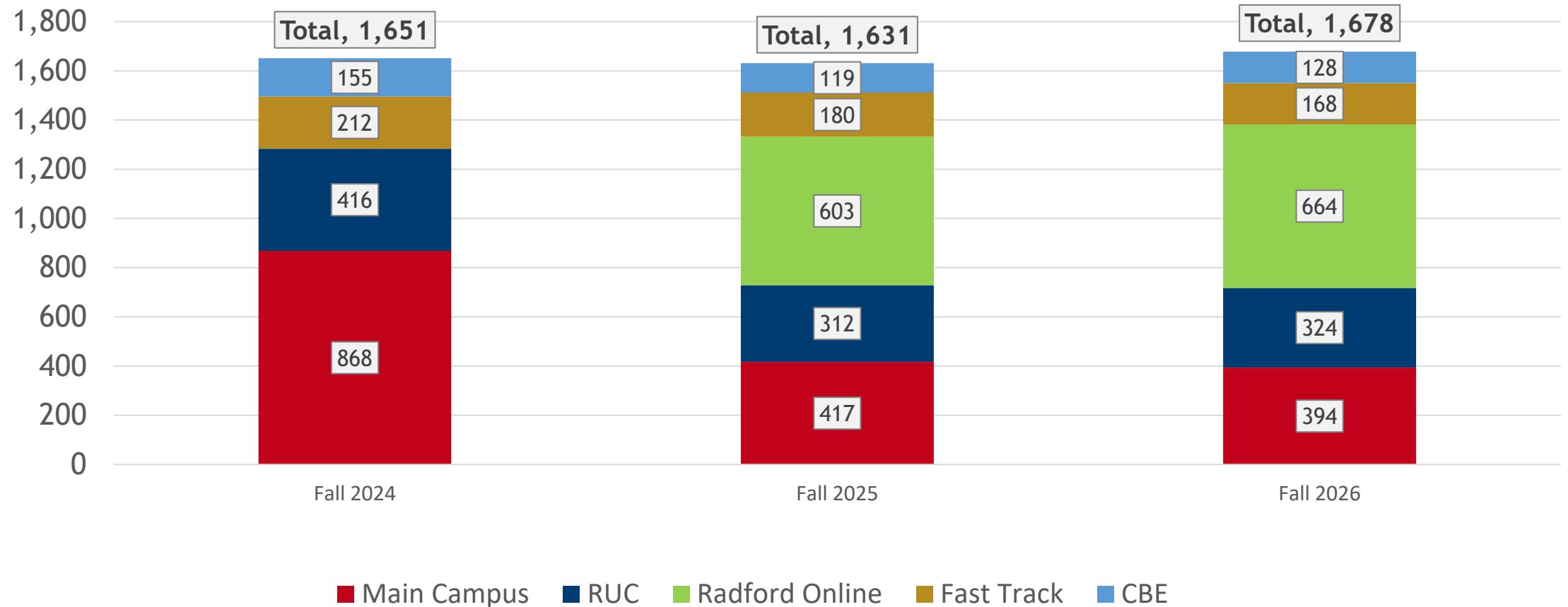
Fall Graduate Offer Accepted



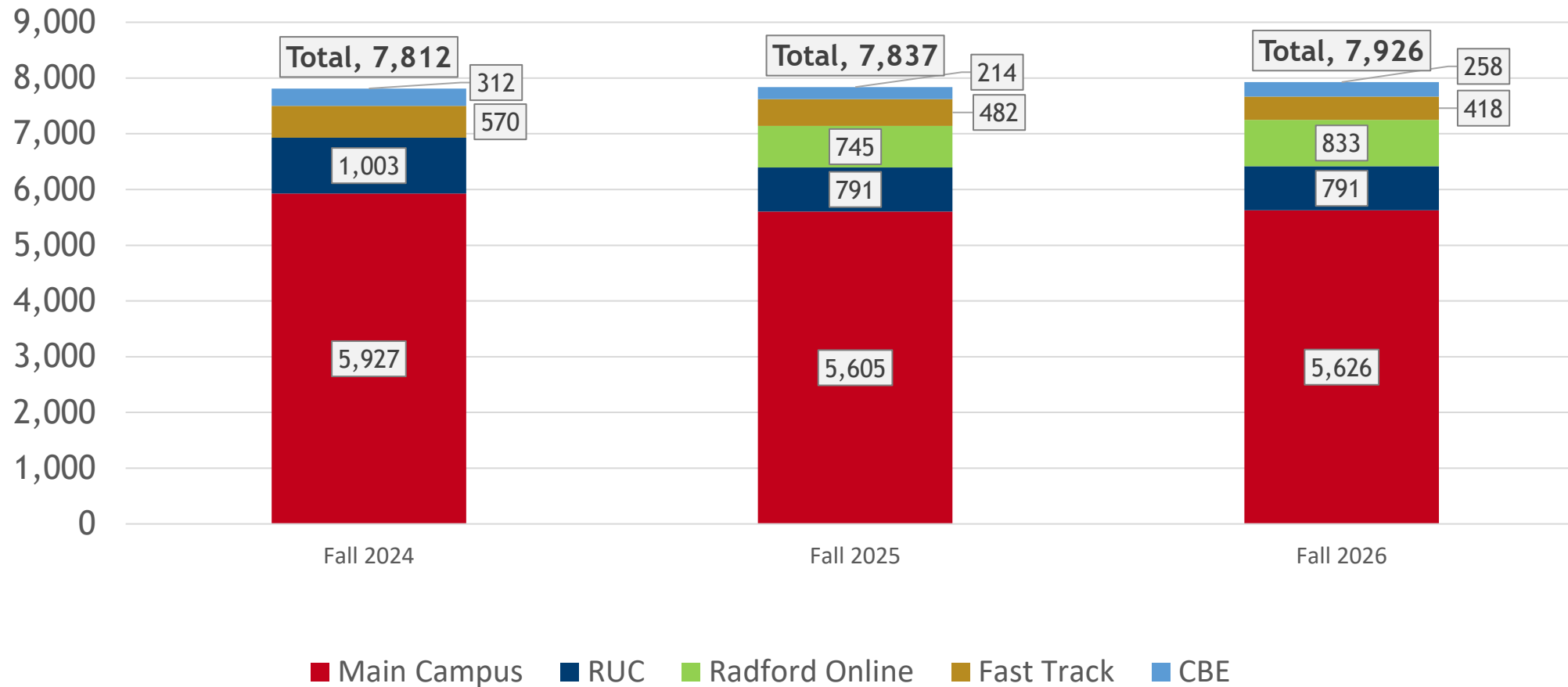
New Graduates



Graduate Enrollment



Total Enrollment



Preliminary
enrollment as
of
August 27th

Strategic Communications

David E. Perryman, Ph.D.

Strategic Initiatives – In Progress



**Strategic
Partnerships and
Community
Engagement**

Community Engagement Events Plan



**Communication
and Collaboration**

Communication Champions Program



**Academic
Achievement and
Intellectual
Discovery**

Premier destination for healthcare education and talent in Southern and Southwest Virginia



Culture of Care

Culture of Care Communications Plan

**Results report coming at
December BOV meeting**

Community Engagement Events Plan



2026

- **August**
 - 13 | Party in Elmwood
 - 22 | Radford Community Fest
 - 25 | Highlander Fan Fest
- **September 19-November 1**
 - Oct. 3 | Sinkland Farms Pumpkin Festival
- **October**
 - 10 | Radford Highlanders Festival
 - 16-18 | Roanoke Go Outside Festival
- **December**
 - 4, 11, 18 | Roanoke Dickens of a Christmas

2027

- **April**
 - 17 | Blue Ridge Marathon
 - 30 | Strawberry Festival
- **May**
 - 1 | Strawberry Festival
- **June**
 - 11-12 | VHSL Spring Jubilee in Salem and Abingdon

Communication Champions Program



A professional development program that helps faculty and staff become more confident and effective communicators and stronger partners with Marcom.

Strong Foundation with Electives	45 minutes per class
Builds a solid communication and branding foundation, with deeper dives into specialized areas	Practical and focused, time for Q&A
Certification Opportunities	In-person in Radford and Roanoke
4 core classes plus 2 electives earns a Communication Champion certificate with benefits	Allows for greater engagement and collaboration; Zoom offered only for exceptional instances

Premier Destination for Healthcare Education and Talent



Roanoke Health Sciences Building
Announcements and Updates
Workshop Updates
Vision and Drivers
Committees



The Latest News

Perkins & Mearns is facilitating a series of virtual meetings over the next two weeks with stakeholders for the new Roanoke health sciences building. The goal of these conversations is to surface space needs and quantities as we shift out of the pre-design phase and into the design phase.

[Learn more on the Announcements and Updates page](#)

- New webpages serve as hubs for all updates/news.
- Stories also shared via newsletters, press releases, videos, social platforms and emails.



In the News

WDBJ7, June 15, 2026

[Radford University tries new approach to help rural healthcare crisis](#)

Yahoo News, April 29, 2026

[Radford University forms coalition to help close regional healthcare gaps](#)

Culture of Care Communication Plan

PEOPLE

Employees,
students and
alumni who
often work
behind the
scenes

PROCESSES

Behind-the-
scenes
planning and
work that
bring the
“Radford
Experience”
to life

IMPACT

Sense of
belonging,
gratitude and
pride created
by those
actions

The Goal

Make “Culture of Care” feel real by connecting the phrase to actual Highlanders doing meaningful work every day.

TURNING A STRATEGIC THEME INTO STORIES

“The care behind every day”

Instead of telling people that Radford cares, we will show the people, processes and everyday moments that make the Radford experience possible.



Minutes



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Enrollment Management and Brand Equity Committee

11:30 a.m.**

June 4, 2026

Kyle 340

DRAFT

Minutes

Committee Members Present

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

Board Members Present

Ms. Jeanne S. Armentrout
Dr. Betty Jo Foster
Mr. George Mendiola, Jr.
Mr. James C. Turk
Mr. William C. Davis
Mr. Jonathan D. Sweet
Mr. Christopher Settle

Board Members Absent

Mr. Tyler W. Lester, Rector
Ms. Joann Craig

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. Tricia Smith, Interim 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. Jerel Benton, Assistant Provost for Student Success
Dr. Mathew Close, Board of Visitors Faculty Representative
Dr. David E. Perryman, Associate Vice President for Strategic Communications

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
Mr. Justin Ward, Director of Media Services
Mr. Derek Neal, Radford University Foundation Chief Executive Officer

Call to Order

Mrs. Jennifer Wishon Gilbert, Chair, formally called the Enrollment Management and Brand Equity Committee meeting to order at 11:51 am in Room 340 of Kyle Hall.

Approval of Agenda

Mrs. Jennifer Wishon Gilbert, Chair asked for a motion to approve the June 4, 2026 agenda for 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.

Approval of Minutes

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

Brand Identity Report

Associate Vice President for Strategic Communications Dr. David Perryman opened with an update on the implementation of the University Communication Plan. Emphasizing that we must deliver compelling messages, using the right channels to reach target audiences to achieve desired results. Vice President Perryman stated that to accomplish this, we use four types of media (paid, owned, shared, and earned) to accomplish our goals.

Director of Media Services, Mr. Justin Ward, provided a detailed summary of what earned media is and how it works. Director Ward highlighted that every story placed in media outlets supports institutional reputation, builds community trust, credibility and expands brand awareness beyond paid advertising. Marketing and Communications use an online tool called ProfNet where they can identify reporter needs and have also built an online subject matter experts guide on the university website that helps reporters tap into experts on a wide variety of topics. Director Ward closed by stating that earned media coverage can save the university millions in equivalent paid advertising, a great example was Commencement 2026. Marketing and Communications created a media package ready for distribution just minutes after commencement, reaching potentially two billion people and was the equivalent of an estimated \$3.5 million in paid advertising.

Enrollment Management Report

Vice President for Enrollment Management and Strategic Communications Dr. Dannette Gomez Beane began with a summary of the current admissions cycle, directly impacted by national and global events. Students are applying to more schools and filling out the Free Application for Federal Student Aid at higher rates, however in March a national slowing of deposits occurred. Vice President Beane stated that Radford along with multiple regional universities is seeing a drop in our deposit rate. Radford Transfer student applications and yield to deposits continue to be strong. Graduate student applications are strong as well.

Vice President Beane closed by stating that Radford is staying inline with national trends. When projecting enrollments alongside other state institutions, Radford is steady and in the middle of the pack of enrolling students. Radford University is well positioned to continue to sustain enrollment with its strengths in healthcare education, affordability, and access.

Adjournment

A motion was made to close the meeting by Mr. Dale Ardizzone and seconded by Mr. David Smith then carried unanimously. 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 12:24 pm.

Respectfully submitted,

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

End of Board of Visitors Materials

