



Enrollment Management and Brand Equity Committee

11:45 a.m.**

March 19, 2026

Kyle 340

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

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