University Advancement, University Relations and Enrollment Management Committee

February 2020

RADFORD UNIVERSITY
Board of Visitors
DRAFT AGENDA

• CALL TO ORDER
  Ms. Krisha Chachra, Chair

• APPROVAL OF AGENDA
  Ms. Krisha Chachra, Chair

• APPROVAL OF MINUTES
  o December 5, 2019
  Ms. Krisha Chachra, Chair

• ENROLLMENT MANAGEMENT REPORT
  o Recruitment Update
  Mr. Craig Cornell, Vice President for Enrollment Management

• UNIVERSITY ADVANCEMENT REPORT
  o Alumni Engagement
  o Annual Giving
  o Major Gifts Update
  o Giving Overview
  o Capital Campaign
  Ms. Wendy Lowery, Vice President for University Advancement

• UNIVERSITY RELATIONS REPORT
  o Team Spotlights
  o Marketing Strategy
  o Social Media Engagement
  o RUC Marketing Campaign
  Ms. Ashley Schumaker, Chief of Staff and Vice President for University Relations

• OTHER BUSINESS
  Ms. Krisha Chachra, Chair

• ADJOURNMENT
  Ms. Krisha Chachra, 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
Ms. Krisha Chachra, Chair
Ms. Lisa Throckmorton, Vice Chair
Ms. Karyn K. Moran
Ms. Nancy Angland Rice
Ms. Georgia Anne Snyder-Falkinham
Enrollment Management Update
Discussion
Discussion
University Relations Update
University Relations: Team Spotlights

New Hire

Foster Sheppard – Graphic Design Manager

Forthcoming Trips

Justin Ward – New York City, New York
Max Esterhuizen – Utqiagvik (Barrow), Alaska
University Relations

Marketing Strategy

Social Media Engagement

RUC Marketing Campaign
Marketing Strategy
# Marketing Strategy: Timeline and Tactics

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Marketing Strategy: Geographic Targets

- DC DMA – 30%
  - NOVA
  - DC
  - Maryland covered by DC
- In State – 55%
  - 15% Roanoke
  - 15% Richmond
  - 15% Norfolk
  - 10% Bristol/Bluefield
- Out of State - 15%
  - 3% Maryland (non DC DMA)
  - 6% in NC
  - 6% in WV
Marketing Strategy: Rich Media

We are close-knit, caring and dedicated to our students. Meet our amazing students and learn about the Radford experience.

Student Stories

Meet
Visit
Explore
Apply

Experiencing Radford University's campus in-person is the best way to explore what it means to be a Highlander.

Visit Us
Marketing Strategy: Social Media Promotion
Marketing Strategy: Social Media Promotion
Marketing Strategy: Social Media Promotion
Marketing Strategy: *Up-To-Date Analytics*
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Marketing Strategy: *Up-To-Date Analytics*
Social Media Engagement
Twitter grew from **19,573 to 20,400 followers** with an annual growth rate of 4.2%, representing the slowest rate of all platforms.

LinkedIn grew from **48,760 to 51,669 connections** with an annual growth rate of 6%.
Social Media Engagement: 2019 Highlights

Facebook grew from 31,918 to 33,923 likes with an annual growth rate of 6.3%. This platform provides the greatest amount of traffic to www.radford.edu.

Instagram grew from 10,000 to 12,100 followers with an annual growth rate of 21%, representing the fastest rate of all platforms.
Social Media Engagement: Top Posts

Radford University
Published by Alexa Nath [†]  September 10, 2019

These favorable results come after several outstanding achievements and developments at Radford University, which demonstrate the university’s steadfast commitment to empowering students from diverse backgrounds by providing transformative educational experiences. #HighlanderPride

U.S. News & World Report highlights Radford University’s significant rise in national rankings

Get More Likes, Comments and Shares
Boost this post for $100 to reach up to 34,000 people.

10,302 People Reached
2,585 Engagements

10,302 People Reached
1,255 Post Clicks

538 Likes
255 On Post
682 On Shares

170 Loves
44 On Post
126 On Shares

5 Wows
0 On Post
5 On Shares

47 Comments
6 On Post
41 On Shares

170 Shares
170 On Post
3 On Shares

0 Photo Views
569 Link Clicks
656 Other Clicks

NEGATIVE FEEDBACK
2 Hide Post
0 Report as Spam
5 Hide All Posts
0 Unlike Page

Reported stats may be delayed from what appears on post
Social Media Engagement: Top Posts

Radford University
Published by Alexa Nash • August 25, 2019

Today marks the official beginning of a new chapter in our Highlander story. We’re so happy to finally have the Class of 2023 on campus, and we hope the entire #RadfordFamily has an excellent academic year.

Performance for Your Post

13,179 People Reached
871 Reactions, Comments & Shares
557 Like
532 Love
47 Comments
35 Shares
1,069 Post Clicks

Get More Likes, Comments and Shares
Boost this post for $100 to reach up to 34,000 people.

13,178 People Reached
1,840 Engagements
15 Comments 32 shares

University Relations
Social Media Engagement: Top Posts

Congratulations to the Class of 2019 and welcome to the Radford Alumni Family. Watch a recap of today's ceremony and tag your friends and family when you see them!

Performance for Your Post

8,716 People Reached

444 Reactions, Comments & Shares

269 Likes, 142 On Post, 127 On Shares

60 Likes, 28 On Post, 31 On Shares

1 Sad, 0 On Post, 1 On Shares

57 Comments, 8 On Post, 49 On Shares

58 Shares, 64 On Post, 4 On Shares

1,002 Post Clicks

1 Photo View, 652 Link Clicks, 349 Other Clicks

NEGATIVE FEEDBACK

2 Hide Post, 2 Hide All Posts
0 Report as Spam, 0 Unlike Page

Reported stats may be delayed from what appears on posts

Welcome to the Radford Family!

6,123 People Reached

119 Reactions, Comments & Shares

107 Likes, 0 On Post, 0 On Shares

6 Loves, 0 On Post, 0 On Shares

0 Comments, 0 On Post, 0 On Shares

6 Shares, 6 On Post, 0 On Shares

815 Post Clicks

240 Photo Views, 0 Link Clicks, 575 Other Clicks

NEGATIVE FEEDBACK

3 Hide Post, 0 Hide All Posts
0 Report as Spam, 0 Unlike Page

Today, our first class of Highlanders join the RadfordFamily for convocation and orientation. We are excited you have chosen Radford University Carilion as your real-world learning environment.

6,123 People Reached

934 Engagements

James W. Robey, Yvette Baker and 110 others

6 Shares

University Relations
RUC Marketing Campaign
RUC Marketing Campaign: Billboards
DRIVEN BY WHAT’S NEXT

Our real-world education, provided by practicing clinicians, teaches students how to care for patients, conduct research and manage organizations. Our programs, offered at undergraduate and graduate levels, prepare students for successful careers and equip them to be caring and responsive healthcare professionals.
RUC Marketing Campaign: Social Promotion

Our programs, offered at undergraduate and graduate levels, prepare students for successful careers and equip them with the skills they need to succeed in their chosen fields.

We are committed to educating students who will move forward to make an impact. We are proud that 96% of our students...
RUC Marketing Campaign: Web Promotion
Discussion
UNIVERSITY ADVANCEMENT, UNIVERSITY RELATIONS
AND ENROLLMENT MANAGEMENT COMMITTEE
3:00 P.M.
DECEMBER 5, 2019
MARY ANN JENNINGS HOVIS MEMORIAL BOARD ROOM
THIRD FLOOR, MARTIN HALL, RADFORD, VA

DRAFT
MINUTES

COMMITTEE MEMBERS PRESENT
Ms. Krisha Chachra, Chair
Ms. Lisa Throckmorton, Vice Chair
Ms. Nancy A. Rice
Ms. Georgia Anne Snyder-Falkingham

COMMITTEE MEMBERS ABSENT
Ms. Karyn K. Moran

BOARD MEMBERS PRESENT
Mr. Robert A. Archer, Rector
Mr. James R. Kibler Jr., Vice Rector (arrived 3:49 p.m.)
Dr. Jay A. Brown
Dr. Thomas Brewster
Mr. Gregory A. Burton
Dr. Rachel D. Fowlkes
Mr. Mark S. Lawrence
Dr. Debra K. McMahon
Mr. David A. Smith
Mr. Breon Case, Student Representative (Non-voting Advisory Member)

OTHERS PRESENT
President Brian O. Hemphill
Ms. Karen Casteele, Secretary to the Board of Visitors and Special Assistant to the President
Mr. Craig Cornell, Vice President for Enrollment Management
Mr. Danny M. Kemp, Vice President for Information Technology and Chief Information Officer
Ms. Wendy Lowery, Vice President for University Advancement
Mr. Chad A. Reed, Vice President for Finance and Administration and Chief Financial Officer
Ms. Ashley Schumaker, Chief of Staff and Vice President for University Relations
Dr. Susan Trageser, Vice President for Student Affairs
Mr. Allen Wilson, Senior Assistant Attorney General, Commonwealth of Virginia
Other Radford University faculty and staff
CALL TO ORDER
Ms. Krisha Chachra, Chair, formally called the University Advancement, University Relations and Enrollment Management Committee meeting to order at 2:59 p.m. in the Mary Ann Jennings Hovis Memorial Board Room in Martin Hall. Ms. Chachra conducted a roll call and established a quorum was present.

APPROVAL OF AGENDA
Ms. Chachra asked for a motion to approve the December 5, 2019 agenda, as published. Ms. Lisa Throckmorton made the motion. Ms. Nancy A. Rice seconded, and the motion carried unanimously.

APPROVAL OF MINUTES
Ms. Chachra asked for a motion to approve the minutes of the September 26, 2019 meeting of the University Advancement, University Relations and Enrollment Management Committee meeting, as published. Ms. Georgia Anne Snyder-Falkinham made the motion, Ms. Rice seconded, and the motion carried unanimously.

ENROLLMENT MANAGEMENT REPORT
Vice President for Enrollment Management Craig Cornell provided enrollment trends and observations for the incoming classes at Radford University and Radford University Carilion (RUC), as well as updates and activities with recruitment efforts. As of December 3, applications are up overall by 616 or 6.8%, which is 453 or 5% for Radford and 163 for RUC. There is also a strong growth and balance with in- and out-of-state applications increasing by 235 or 3.4% for in-state and 218 or 10.1% for out-of-state at main campus and 143 applications for in-state and 20 for out-of-state at RUC. In addition, new student application quality indicators are also increasing with the average high school GPA being 3.47, which is up 0.05 over last year at this point in time. Transfer applications are also showing great growth with 302, up 6% over last year for main campus and 169 for RUC.

Vice President Cornell also shared the following Fall 2020 planning efforts: new leadership changes within the division will allow for a more strategic approach to enrollment efforts moving forward; the final Open House for the fall was held on November 16, 2019 at Radford, including 330 families and 50 onsite application decisions; and a more pervasive focus on yield activities will be developed over the next few years, with a significant focus on what information students need at a given point of the enrollment cycle.

Vice President Cornell announced a new scholarship program, The Highlander Distinction Program, which will provide approximately $13 million more in aid to students over the next four years. This highly expanded and strategic financial aid leveraging plan has been many months in development and will be available to Fall 2020 admitted students. This approach focuses on net tuition revenue maximization model by providing a broader aid package to more students for both merit and need-based aid awards. As a four-year renewable program, The Highlander Distinction Program will align with all student success initiatives underway and will greatly assist with student affordability throughout their entire undergraduate career at Radford University. A copy of the report is attached hereto as Attachment A and is made a part hereof.
UNIVERSITY ADVANCEMENT REPORT
Vice President for University Advancement Wendy Lowery provided the Committee with an update of recent activities in University Advancement, beginning with a recap of the successful Homecoming and Reunion Weekend and shared a video highlighting the 2019 activities. A VIP tent and live music experience was offered this year with a special appreciation for Blue Ridge Beverage as the inaugural event sponsor.

Vice President Lowery shared that the area is fully staffed and introduced new team member, Carolyn Clayton, Director for Annual Giving. Ms. Lowery shared Annual Giving digital efforts from The Hive, a crowdfunding platform, generated $21,375 from 359 donors. To date, this is a 38% increase in dollars and 100% increase in donors from FY19. The Greek Life Challenge generated $12,971 from 235 donors. Student Philanthropy from TAG Day included 50 participants with 289 social media posts. December senior gifts, which are still in progress, total $1,871 from 90 donors.

Vice President Lowery provided a Giving Overview and reported dollars raised to date total $3,954,684 from 2,054 donors. She added that as of the meeting, the University has surpassed the $4 million mark. She highlighted gifts from Shelor Motor Mile, Tobacco Region Revitalization Commission, McGlothlin Foundation, Commonwealth Transfusion Foundation, and two anonymous contributions.

In closing, Vice President Lowery shared an update on the Capital Campaign stating that the Committee is working diligently, and the website is under development with a go-live target of April. Special appreciation was extended to Georgia Anne Snyder-Falkingham for hosting a private campaign event at her home. A copy of the report is attached hereto as Attachment B and is made a part hereof.

UNIVERSITY RELATIONS REPORT
Vice President for University Relations and Chief of Staff Ashley Schumaker highlighted members of the University Relations team. Christina Edney was recently hired as a Multimedia Producer. Justin Ward has assumed a new role as Interim Director of Media Services. Don Bowman is retiring following over 30 years of service.

Vice President Schumaker summarized the ongoing efforts in the marketing strategy, including its alignment with the University’s student recruitment efforts. She shared that 30% of the marketing was concentrated in the NOVA, D.C. and Maryland region with 55% in the remainder of the state and 15% in out-of-state markets.

Vice President Schumaker also provided highlights of recent media coverage following announcements made during the State of the University Address including: the new hotel project, River Campus project, BB&T Leadership Development Program and the Bridge to RU Program. She also shared that other University initiatives received additional media coverage, including: Tech Talent Investment Program, Shelor Motor Mile Scholars Program, Stuff the Bus Event, and the Percussion Group receiving third place in a National Competition.

In closing, Vice President Schumaker applauded the efforts of the University Relations team and their partnerships with other areas across campus, which have resulted in Choose Radford stories and the recently published, The Magazine of Radford University. She concluded her report with
sharing the most recently produced University commercial. A copy of the report is attached hereto as Attachment C and is made a part hereof.

**ADJOURNMENT**
With no further business to come before the Committee, Ms. Chachra asked for a motion to adjourn the meeting. Ms. Snyder-Falkinham made the motion, Ms. Throckmorton seconded, and the motion carried unanimously. The meeting adjourned at 4:04 p.m.

Respectfully submitted,

Ms. Kathy Murphy
Executive Assistant to the
Vice President for Enrollment Management
End of Board of Visitors Materials