CALL TO ORDER

APPROVAL OF AGENDA

APPROVAL OF MINUTES

ENROLLMENT MANAGEMENT REPORT

UNIVERSITY ADVANCEMENT REPORT

UNIVERSITY RELATIONS REPORT

OTHER BUSINESS

ADJOURNMENT

** 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-Falkingham
New Freshman Applications (February 11)

<table>
<thead>
<tr>
<th>Year</th>
<th>RU</th>
<th>RUC</th>
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</thead>
<tbody>
<tr>
<td>Fall 2018</td>
<td>12,803</td>
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<tr>
<td>Fall 2019</td>
<td>14,385</td>
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<tr>
<td>Fall 2020</td>
<td>13,215</td>
<td>219</td>
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Total 13,434
New Freshman In-State Applications (February 11)

<table>
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<th>Fall 2018</th>
<th>Fall 2019</th>
<th>Fall 2020</th>
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</thead>
<tbody>
<tr>
<td>RU</td>
<td>9,748</td>
<td>11,040</td>
<td>9,748</td>
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<tr>
<td>RUC</td>
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<td>194</td>
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<tr>
<td>Total</td>
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<td>9,942</td>
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</table>

Fall 2018 Fall 2019 Fall 2020

RU RUC

Total 9,942
New Freshman Out-of-State Applications (February 11)

<table>
<thead>
<tr>
<th>Year</th>
<th>RU</th>
<th>RUC</th>
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</thead>
<tbody>
<tr>
<td>Fall 2018</td>
<td>3,055</td>
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<td>Fall 2019</td>
<td>3,345</td>
<td>500</td>
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<td>Fall 2020</td>
<td>3,467</td>
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Total 3,492
## New Freshman Applications (February 11)

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Fall 2018</th>
<th>Fall 2019</th>
<th>Fall 2020</th>
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<tr>
<td>American Indian or Alaska Native</td>
<td>45</td>
<td>44</td>
<td>28</td>
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<tr>
<td>Asian</td>
<td>394</td>
<td>512</td>
<td>475</td>
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<tr>
<td>Black or African American</td>
<td>3,742</td>
<td>4,386</td>
<td>4,086</td>
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<tr>
<td>Hispanic</td>
<td>1,375</td>
<td>1,578</td>
<td>1,629</td>
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<tr>
<td>Native Hawaiian or Other Pacific Islander</td>
<td>17</td>
<td>26</td>
<td>19</td>
</tr>
<tr>
<td>White</td>
<td>5,865</td>
<td>6,353</td>
<td>5,800</td>
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<tr>
<td>Two or more races</td>
<td>941</td>
<td>993</td>
<td>921</td>
</tr>
<tr>
<td>Nonresident Alien</td>
<td>65</td>
<td>94</td>
<td>92</td>
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<tr>
<td>Race and Ethnicity Unknown</td>
<td>359</td>
<td>399</td>
<td>384</td>
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</tbody>
</table>
New Freshman Applications (February 11)

High School GPA

- Fall 2018: 3.29
- Fall 2019: 3.35
- Fall 2020: 3.38
New Freshman Admitted (February 11)

- Fall 2018: 8,735
- Fall 2019: 9,166
- Fall 2020: 9,161

Total: 9,249
New Freshman Admitted (February 11)

High School GPA

- Fall 2018: 3.44
- Fall 2019: 3.51
- Fall 2020: 3.52
New Transfer Applications (February 11)

- Fall 2018: 848
- Fall 2019: 743
- Fall 2020: 643

Total: 991
New Transfer Admitted (February 11)

Total 359
357 325 298

Fall 2018 Fall 2019 Fall 2020

RU

RUC
Currently working with students in every phase of the funnel.
Historic Application and Admit Volume, 1974-2019
Anticipated loss in applications will be offset by admitted students with potentially higher yield %.
# Historic and Projected Student Enrollment Metrics

<table>
<thead>
<tr>
<th></th>
<th>Fall 2018</th>
<th>Fall 2019</th>
<th>Fall 2020 (proj.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apps</td>
<td>14,161</td>
<td>15,754</td>
<td>14,200 - 14,600</td>
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<tr>
<td>Admits</td>
<td>10,561</td>
<td>11,925</td>
<td>11,500-12,000</td>
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<tr>
<td>Enroll</td>
<td>1,762</td>
<td>1,599</td>
<td>Tbd</td>
</tr>
<tr>
<td>Yield Rate</td>
<td>16.7%</td>
<td>13.4%</td>
<td>Tbd</td>
</tr>
</tbody>
</table>

YIELD %
Yield Activities - RU and RUC

Continuing our expanded yield efforts and programming by personalizing the overall student experience as students matriculate through the enrollment funnel.

Key highlights:
Yield Activities - Communication and Outreach

- **Deposit IQ and Yield IQ**
  - Combination of services designed to determine a student’s expectations related to committing to Radford, layering in analytics to predict likelihood to enroll, followed by prioritized messaging and outreach to students.

- **Imbedded Videos** - Utilizing our student testimonials that were developed by University Relations into customized email campaigns for students in key programs.

- **CRM and “Additional Effort”** - procured a “best in breed” CRM system thanks to support from all leadership. This system will augment and significantly advance our on-going efforts in email, direct mail, website, social media, student and staff calling and outreach, campus programming, territory management and tours!
Yield Activities - Communication and Outreach

• Highlander Days!!!
  • March 21
  • April 4
  • April 18
  • April 24
Bridge Program Launch - Excited to announce that this is up and running now!

- MOU signed and website has been developed.
- First invites went out this week to our students.
- This program opens a Radford opportunity to students whom in the past, we would have had to hope they kept us in mind while at NRCC.
Financial Aid Awarding - Have begun awarding full financial aid packages to students this week!!

Highlander Distinction Program (HDP) - Included with our financial aid awarding of federal and state aid will be the need-based portion of HDP, augmenting our merit awards that have already gone out last term.

HDP Dinner - Thursday, February 27, 6:00 p.m.
- An inaugural event that will allow us to recognize local students who are recipients of our new award program.
- Timed to get scholarship recipients on-campus and make another impact in their decision making process.
Important Dates

- **February** - Aid Awarding and Housing Commitments
- **March-April** - Highlander Days and Outreach Events
- **April** - Student Commitments
- **May 1** - National Commitment Day

Student Deposit Activity

Will receive 50% of our commitments in the month of April
Discussion
Annual Giving

Alumni Engagement
  • Telephone Outreach Program
  • Spring Fever Rebrand → Build the Hive

Student Engagement
  • Senior Cord Campaign
  • Build the Hive Involvement
  • Focus Groups
Annual Giving

Parent and Family Engagement
- Family Advisory Board
- Family Weekend
- Student Receptions

Faculty and Staff Engagement
- Capital Campaign Committee
- Campaign Champions
- Payroll Deduction Drive
## Radford University - University Advancement

### Comparative Giving Report by Fiscal Year

#### FISCAL YEAR-TO-DATE GIVING:

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>New Pledges</td>
<td>$3,372,346</td>
<td>$1,388,239</td>
<td>$931,517</td>
<td>$782,154</td>
<td>$495,833</td>
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<tr>
<td>N/A</td>
<td>$270,876</td>
<td>$205,285</td>
<td>$319,825</td>
<td>$591,991</td>
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<tr>
<td>New Planned Gifts</td>
<td>$1,231,692</td>
<td>$34,964</td>
<td>$1,539,855</td>
<td>$895,050</td>
<td>$4,840,000</td>
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<tr>
<td>Outright Cash Gifts</td>
<td>$1,488,296</td>
<td>$1,270,292</td>
<td>$1,076,215</td>
<td>$753,612</td>
<td>$686,820</td>
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<tr>
<td>Gifts-in-kind</td>
<td>$15,488</td>
<td>$23,360</td>
<td>$263,922</td>
<td>$54,350</td>
<td>$103,698</td>
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<tr>
<td>Gifts of Real Estate</td>
<td>- $</td>
<td>$- $</td>
<td>$590,000</td>
<td>- $</td>
<td>- $</td>
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<tr>
<td>Sponsored Programs</td>
<td>$181,319</td>
<td>$15,240</td>
<td>$48,692</td>
<td>$42,485</td>
<td>$10,000</td>
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<tr>
<td>Total Giving</td>
<td>$6,289,141</td>
<td>$3,002,971</td>
<td>$4,655,485</td>
<td>$2,847,475</td>
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<tr>
<td>Total Number of Donors</td>
<td>2,784</td>
<td>3,027</td>
<td>3,157</td>
<td>3,134</td>
<td>3,076</td>
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<tr>
<td>Total Number of New Donors</td>
<td>916</td>
<td>1,011</td>
<td>636</td>
<td>643</td>
<td>616</td>
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</table>

#### FISCAL YEAR-END GIVING:

<table>
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</thead>
<tbody>
<tr>
<td>New Pledge Balances</td>
<td>$9,610,923</td>
<td>$10,635,610</td>
<td>$7,311,589</td>
<td>$1,160,325</td>
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<td>Current-Year Pledge Payments</td>
<td>$429,078</td>
<td>$404,067</td>
<td>$544,121</td>
<td>$344,401</td>
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<tr>
<td>New Planned Gifts</td>
<td>$539,964</td>
<td>$1,565,555</td>
<td>$1,192,050</td>
<td>$5,090,000</td>
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<tr>
<td>Outright Cash Gifts</td>
<td>$1,856,843</td>
<td>$1,751,071</td>
<td>$1,563,936</td>
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<tr>
<td>Gifts-in-kind</td>
<td>$31,902</td>
<td>$336,320</td>
<td>$128,299</td>
<td>$223,955</td>
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<tr>
<td>Gifts of Real Estate</td>
<td>- $</td>
<td>$590,000</td>
<td>- $</td>
<td>- $</td>
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<tr>
<td>Sponsored Programs</td>
<td>$42,130</td>
<td>$57,490</td>
<td>$52,485</td>
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<tr>
<td>Total Giving</td>
<td>$12,510,840</td>
<td>$15,340,113</td>
<td>$10,792,480</td>
<td>$8,006,999</td>
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<tr>
<td>Total Number of Donors</td>
<td>4,758</td>
<td>5,262</td>
<td>5,253</td>
<td>4,435</td>
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<tr>
<td>Total Number of New Donors</td>
<td>1,978</td>
<td>2,018</td>
<td>2,090</td>
<td>1,350</td>
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Discussion
University Relations: Team Spotlights

New Hire

Foster Sheppard – Graphic Design Manager

Forthcoming Trips

Justin Ward – New York City, New York
Christina Edney – Utqiagvik (Barrow), Alaska
University Relations

Marketing Strategy

Request for Proposal Process and Timeline

Social Media Engagement

RUC Marketing Campaign

Next Steps and Future Work
Marketing Strategy
### Marketing Strategy: Timeline and Tactics

<table>
<thead>
<tr>
<th>FY20 MEDIA CAMPAIGN</th>
<th>Visit Us</th>
<th>Visit Us</th>
<th>Early Apply</th>
<th>App Deadline</th>
<th>App Deadline</th>
<th>Visit Us/Enroll</th>
<th>Visit Us/Enroll</th>
<th>Visit Us/Enroll</th>
<th>Visit Us/Enroll</th>
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<tbody>
<tr>
<td>UNDERGRAD</td>
<td>SEP</td>
<td>OCT</td>
<td>NOV</td>
<td>DEC</td>
<td>JAN</td>
<td>FEB</td>
<td>MAR</td>
<td>APR</td>
<td>MAY</td>
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<td>NOVA Out of Home</td>
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<td>Roanoke Airport OOH</td>
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<tr>
<td>Digital: Display &amp; Video</td>
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<td>TRANSFER</td>
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<td>Digital: Display &amp; Video</td>
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<tr>
<td>Digital: Geo Targeted Display</td>
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<td>Richmond Mag: VA College Guide</td>
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<td>ENDEMIC/LEAD GEN</td>
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<td>Princeton Review</td>
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</tbody>
</table>
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: Rich Media

This Woman is on a Mission to Teach Sewing Across the Country

She's a real Martha in the making.

By Katelyn Chief

How to Enjoy Learning

Co-authored by Soren Rosier, PhD

Learning can be frustrating. Maybe you feel bored, or maybe you get discouraged if you don't understand a new topic. If you're still in school, there are lots of things you can do to make learning more enjoyable. Lifelong learning is also important. And even better, it can be fun. Take steps to continue your education even after you've left school. There are many ways to make learning fun.
Marketing Strategy: Social Media Promotion
Marketing Strategy: Social Media Promotion
Request for Proposal
Process and Timeline
Social Media Engagement
Social Media Engagement: 2019 Highlights

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%.
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](http://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*

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

- 10,302 People Reached
- 1,330 Reactions, Comments & Shares
  - 538 Likes
  - 170 Loves
  - 5 Wows
  - 47 Comments
  - 170 Shares
- 1,255 Post Clicks
  - 0 Photo Views
  - 569 Link Clicks
  - 686 Other Clicks

Reported stats may be delayed from what appears on your page.
Social Media Engagement: Top Posts

Performance for Your Post

13,179 People Reached
871 Reactions, Comments & Shares
557 Likes
132 Loves
47 Comments
35 Shares
1,069 Post Clicks
112 Photo Views
0 Link Clicks
957 Other Clicks

NEGATIVE FEEDBACK
7 Hide Post
0 Report as Spam
0 Unlike Page

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

Performance for Your Post

13,338 People Reached
6,972 3-Second Video Views
964 Reactions, Comments & Shares
663 Likes
226 Loves
151 Comments
12 Shares
2 Post Clicks
0 Photo Views
0 Link Clicks
54 Other Clicks

NEGATIVE FEEDBACK
4 Hide Post
0 Report as Spam
0 Unlike Page

Get More Likes, Comments and Shares
Boost this post for $100 to reach up to 34,000 people.
Social Media Engagement: Top Posts

Performance for Your Post

8,716 People Reached
444 Reactions, Comments & Shares

269 Likes
60 Loves
1 Sad
57 Comments
58 Shares

1,002 Post Clicks
1 Photo Views

652 Link Clicks

169 Likes
7 Comments 54 Shares

815 Post Clicks
240 Photo Views

575 Other Clicks

Page 49 of 106
RUC Marketing Campaign
RUC Marketing Campaign: Billboards

[Image of billboards promoting RUC University with the text: DRIVEN BY WHAT'S NEXT | APPLY NOW | www.radford.edu/next]
RUC Marketing Campaign: Print Promotion

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.

ARE YOU DRIVEN BY WHAT'S NEXT?
www.radford.edu/next
RUC Marketing Campaign: Social Promotion

Our programs, offered at undergraduate and graduate levels, prepare students for successful careers and equip...See More

We are committed to educating students who will move forward to make an impact. We are proud that 96% of our students...See More

WWW.RADFORD.EDU/NEXT Radford University Carilion Admissions LEARN MORE

WWW.RADFORD.EDU/NEXT Radford University Carilion Admissions LEARN MORE

WWW.RADFORD.EDU/NEXT Radford University Carilion Admissions LEARN MORE

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RUC Marketing Campaign: Web Promotion
Next Steps and Future Work
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-Falkinham

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-Falkinham 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-Falkingham 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
Enrollment Management Update

RADFORD UNIVERSITY

Board of Visitors

December 5, 2019
New Freshman Applications (December 3)

![Bar Chart]

- Fall 2018: 9,042
- Fall 2019: 9,073
- Fall 2020: 9,526

Total: 9,689

** Enrollment Management **
New Freshman In-State Applications (December 3)

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<tr>
<th></th>
<th>Fall 2018</th>
<th>Fall 2019</th>
<th>Fall 2020</th>
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</thead>
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<td>RU</td>
<td>6,964</td>
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<td>RUC</td>
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<td>Total</td>
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</table>

Page 65 of 106
New Freshman Out-of-State Applications (December 3)

- Fall 2018: 2,078
- Fall 2019: 2,150
- Fall 2020: 2,368

Total: 2,388
## New Freshman Applications (December 3)

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<th>Fall 2018</th>
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<th>Fall 2020</th>
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<td>Central Virginia</td>
<td>604</td>
<td>601</td>
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<td>Northern Virginia</td>
<td>1,758</td>
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<td>Peninsula</td>
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<td>1003</td>
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<td>398</td>
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<td>South Central</td>
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<td>Southwest</td>
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<td>672</td>
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<td>Tidewater</td>
<td>1002</td>
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<td>Valley</td>
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<tr>
<td>In-State, Unknown</td>
<td>5</td>
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# New Freshman Applications (December 3)

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<td>Texas</td>
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## New Freshman Applications (December 3rd)

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<td>American Indian or Alaska Native</td>
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<td>Asian</td>
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<td>Black or African American</td>
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<td>Native Hawaiian or Other Pacific Islander</td>
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<td>White</td>
<td>4411</td>
<td>4243</td>
<td>4487</td>
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<tr>
<td>Two or more races</td>
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<td>627</td>
<td>661</td>
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<tr>
<td>Nonresident Alien</td>
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<tr>
<td>Race and Ethnicity Unknown</td>
<td>251</td>
<td>268</td>
<td>267</td>
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</table>
New Freshman Applications (December 3)

Enrollment Management

High School GPA

- Fall 2018: 3.36
- Fall 2019: 3.42
- Fall 2020: 3.47
New Freshman Admitted (December 3)

Total 4,159

Lagging due to timing with Thanksgiving Holiday this year
New Freshman Admitted (December 3)

High School GPA

- Fall 2018: 3.55
- Fall 2019: 3.57
- Fall 2020: 3.61
New Transfer Applications (December 3)

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<th>Year</th>
<th>RU</th>
<th>RUC</th>
<th>Total</th>
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<td>Fall 2019</td>
<td>285</td>
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<tr>
<td>Fall 2020</td>
<td>302</td>
<td>169</td>
<td>471</td>
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</tbody>
</table>
New Transfer Admitted (December 3)

- Total 91

Fall 2018: 74
Fall 2019: 109
Fall 2020: 81

Lagging due to timing with Thanksgiving Holiday this year
Fall 2020+ Enrollment Planning Efforts
Fall 2020+ Planning Efforts

1. **New Leadership**- Aligned to a fully-strategic approach to Enrollment Management

   • Craig Cornell- Vice President for Enrollment Management, effective 11/1.

   • Allison Pratt- from Interim Director of Admissions to Director of Student Financial Aid

   • New AVP for Enrollment Management and Director of Undergraduate Admissions search launched (25 applicants)

   • Kitty McCarthy- From VP for Enrollment Management to Interim Associate Vice President for Transfer Partnerships and Recruitment
2. Radford Open House
   - November 16, 2019
   - 330 students and their families!
   - Over 50 on-site applications and decisions
   - 55 students bussed in from Tidewater and Richmond
3. “Yield-Yield-Yield” - Establishing a more coordinated yield (admit to enroll ratio) campaign

- Will allow for a deeper plan over the next few years to meet students at their need at the time along the enrollment funnel.

- Incorporate the faculty and academic leadership more fully to meet students where they are at.

- Exploring best-in-breed CRM to automate and enhance communications, territory management and personalization through the recruitment phases.
Fall 2020+ Planning Efforts

4. The Highlander Distinction Program

- “New” - Exciting new approach to campus-based centrally awarded scholarship programs with over $13M in new aid over the next 4 years.

- “Strategic” - Goal is to provide a central balanced awarding program that aligns merit, need and merit+need awards.

- “Focus on Affordability” - Designed to, where possible, based on all the data we have on students, provide the right aid to the right students to cross the affordability threshold and allow students to focus on the other aspects of choosing Radford!

- “Focus on Student Success” - Renewable awards that not only help with recruitment, but student retention and success also.
Discussion
Alumni Engagement

Greetings from RADFORD University

Homecoming 2019 | Oct. 25-27
Director of Annual Giving
Carolyn Clayton
Annual Giving

Student Philanthropy

TAG Day (Teaching Annual Giving)
- 2019: 289 posts & 50 participants
- 2018: 250 posts & 38 participants
- 2017: 170 posts & 20 participants

December Senior Gifts (in progress)
- 2019: $1,871 from 90 donors
- 2018: $1,904 from 85 donors
- 2017: $1,036 from 90 donors

Congratulations, Yaya Velasquez!

www.radford.edu/tagday

Yaya is the 2019 TAG Day challenge winner, and designated the $1,000 gift to Women’s Club Soccer!
Annual Giving

Digital Efforts

The Hive

- **FY 20 YTD**: $21,375 from 359 donors (7 projects)
- **FY19 YTD**: $15,450 from 179 donors (6 projects)
- 38% increase in dollars and 100% increase in donors

Greek Life Challenge

- **2019**: $12,971 from 235 donors
- **2018**: $12,957 from 223 donors
- **2017**: $11,000 from 150 donors
Major Gifts Update
## Giving Overview

### Radford University - University Advancement

#### Comparative Giving Report by Fiscal Year

<table>
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<tbody>
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<td>New Pledges</td>
<td>$2,256,834</td>
<td>$791,519</td>
<td>$295,565</td>
<td>$235,567</td>
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<td>New Planned Gifts</td>
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<td>$34,964</td>
<td>$1,529,855</td>
<td>$565,050</td>
<td>$4,840,000</td>
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<td>Outright Cash Gifts</td>
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<td>$590,000</td>
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<td>Sponsored Programs</td>
<td>$181,319</td>
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<td>Total Giving</td>
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<td>$3,393,132</td>
<td>$1,152,796</td>
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<td>2,021</td>
<td>2,186</td>
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<td>Total Number of New Donors</td>
<td>671</td>
<td>728</td>
<td>478</td>
<td>392</td>
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<td>New Pledge Balances</td>
<td>$9,610,923</td>
<td>$10,635,610</td>
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<td>Current-Year Pledge Payments</td>
<td>$429,078</td>
<td>$404,067</td>
<td>$544,121</td>
<td>$344,401</td>
<td>$793,813</td>
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<td>Outright Cash Gifts</td>
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<td>$1,563,936</td>
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<td>Gifts-in-kind</td>
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<td>$336,320</td>
<td>$128,299</td>
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<td>Gifts of Real Estate</td>
<td>$-</td>
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<td>Sponsored Programs</td>
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<td>Total Giving</td>
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<td>$10,792,480</td>
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<td>Total Number of Donors</td>
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<td>Total Number of New Donors</td>
<td>1,978</td>
<td>2,018</td>
<td>2,090</td>
<td>1,350</td>
<td>1,076</td>
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University Relations Update
University Relations: Team Spotlights

New Hire
Christina Edney – Multimedia Producer

New Role
Justin Ward – Interim Director of Media Services

Forthcoming Retirement
Don Bowman – Public Relations Writer
## Marketing Strategy: On-Going Efforts

<table>
<thead>
<tr>
<th>FY20 MEDIA CAMPAIGN</th>
<th>Visit Us</th>
<th>Visit Us</th>
<th>Early Apply</th>
<th>App Deadline</th>
<th>App Deadline</th>
<th>Visit Us/Enroll</th>
<th>Visit Us/Enroll</th>
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<td>UNDERGRAD</td>
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<td>Roanoke Airport OOH</td>
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<td>Digital: Display &amp; Video</td>
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<td>Digital: Display &amp; Video</td>
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Marketing Strategy: On-Going Efforts

- **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
Media Highlights: University Initiatives

State of the University Address

New Hotel Project

River Campus Project

BB&T Leadership Development Program

Bridge to RU Program
Media Highlights: University Initiatives

Tech Talent Investment Program

Shelor Motor Mile Scholars Program

Stuff the Bus Event

Percussion Group Third in National Competition
Partnership Project Highlights: Choose Radford, The Magazine of Radford University and Commercial
THE ROCK OF THE RADFORD FAMILY:
FAMILY AND SERVICE DEFINE BOARD OF VISITORS RECTOR ROBERT A. ARCHER

“...The University needs to be innovative, creative and provide a level of education that sets students up for success.”
Robert A. Archer
End of Board of Visitors Materials