Ms. Lisa Throckmorton, Chair, formally called the Advancement, University Relations and Enrollment Management Committee meeting to order at 4:20 p.m. in the Joseph P. Scartelli Atrium, Covington Center, Radford, VA.

APPROVAL OF AGENDA
Ms. Throckmorton asked for a motion to approve the April 22, 2021 agenda, as published. Ms. Krisha Chachra, Vice Chair, made the motion. Ms. Nancy Angland Rice seconded, and the motion carried unanimously.
APPROVAL OF MINUTES
Ms. Throckmorton asked for a motion to approve the minutes of the February 11, 2021 meeting of the Advancement, University Relations and Enrollment Management Committee meeting, as published. Ms. Chachra made the motion. Ms. Rice seconded, and the motion carried unanimously.

ENROLLMENT MANAGEMENT REPORT
Vice President for Enrollment Management Craig Cornell provided an update on the new student fall 2021 enrollments for Radford University and Radford University Carilion (RUC), as well as a brief overview of the Enrollment Management volume of activity. He also presented a walkthrough of all communications shared with new students with an emphasis on the new initiatives in place to increase yield of admitted students.

Vice President Cornell shared freshmen applications for main campus continue to follow national trends and are at the end of the cycle. However, a strong pool of students has allowed a stronger admit percentage this year, being up 6% compared to last year. He added that following 2019 benchmarks, as of now, it is expected we will see a freshman class ranging from approximately 1,400-1,450 dependent on overall student yield rates but a clearer picture will emerge after the first week of May. Vice President Cornell shared that main campus is seeing an increase in new transfer applications allowing for larger percentage of admits and growing deposit numbers, currently slightly down over last year, but up 20% over 2019. Overall RUC enrollment growth from previous year was shared, as well as very strong entering student numbers in apps, admits and deposits for both new freshmen and transfer students.

Vice President Cornell shared an overview of the volume of student communications and activities within the Division of Enrollment Management, including 556,966 total emails sent from the Office of Admissions, 166 program information sessions at RUC completed, and over $115,000,000 in aid awarded by the financial aid office for the 2021 freshman and transfer classes at both main campus and RUC.

In closing, Vice President Cornell distributed a packet of the communication and recruitment materials that an entering student at main campus would receive and shared many of the new initiatives that are being employed to stay in front of students throughout the entire recruitment cycle with a focus on increasing the admitted to enrolled yield percentage. A copy of the report is attached hereto as Attachment A and is made a part hereof.

ADVANCEMENT AND UNIVERSITY RELATIONS
Vice President for Advancement and University Relations Wendy Lowery presented updates to the Committee for University Relations, Alumni Relations, Annual Giving and the TOGETHER Campaign Launch.

Vice President Lowery stated that efforts in working with VisionPoint has been a source of strength in the quality of traffic that they are directing to our website. VisionPoint efforts has a lower bounce rate, more visits to our site and more pages while on our site. Radford is significantly out performing benchmarks on Instagram and Facebook. Vice President Lowery added that staff members are exploring how to expand efforts in these channels as they are proving effective and cost efficient.
Vice President Lowery stated that marketing efforts for Radford University Carilion have been expanded to complement the generosity of the Commonwealth of Virginia’s additional funding. Traditional TV commercials and expanded digital placements specifically advertise the highly competitive and reduced tuition rate, with VisionPoint supporting these enhanced placement efforts. Vice President Lowery shared a commercial that was produced by the University Relations Media Services team titled *RUC Healthcare Heroes* and added the design team in University Relations won a Gold Addy for the Radford University Brand Guide.

Vice President Lowery also shared a video highlighting the success of February for Highlanders and highlighted the many events and activities of Alumni Relations adding that Homecoming is scheduled for September 30 through October 2, 2021.

Vice President Lowery shared that the annual giving campaign, RAD48 was a huge success raising $57,948 dollars from 279 donors. Vice President Lowery also reported that the overall giving is currently at $16,233,581, marking the largest amount raised in one fiscal year in University history. The announcement of a $6 million gift was shared with the Committee, and will be celebrated publicly later this spring. A copy of the report is attached hereto as *Attachment B* and is made a part hereof.

**ADJOURNMENT**

With no further business to come before the Committee, Ms. Throckmorton adjourned the meeting at 5:05 p.m.

Respectfully submitted,

Ms. Kathy Murphy
Executive Assistant to the Vice President for Enrollment Management
RU Enrollment Data
New Freshman Applications and Admits, RU (April 19)

Applications differences following comparative institutions nationally.

Admit percentages up approximately 6% over last year and up 11.5% over 2019.
Focus now on finalizing students in the funnel toward enrollment and housing deposits.
Due to the impacts of COVID last year, we are focusing on comparisons to 2019 (pre-COVID) as a better predictor for enrollment modelling, with new freshman enrollment scenarios ranging from approximately 1,402-1,450 based on overall yield percentages.

* Based on 2019 modelling and current deposits rates
New Freshman Deposits - High School GPA, RU (April 19)

- **Fall 2019**: 3.36
- **Fall 2020**: 3.33
- **Fall 2021**: 3.30

Main Campus
Transfer challenges continue with VCCS schools all online and our inability to meet with students on their campuses.

Strong academically prepared pool of applicants, combined with strong admit percentages leading to solid deposits so far.
RUC Enrollment Data
Following our enrollment growth in our first year at RUC in Fall 2020, we are seeing additional strong interest and growth for Fall 2021.

**Overall Enrollment**

- 2019: 1,046
- 2020: 1,101 (+5.2%)
Applications and interest up considerably at 63% increase...

...Leading to admits up by 125%.
New Freshman Deposits, RUC (April 19)

Leading to a 67% increase in student commitments at this point of the cycle while maintaining strong GPAs.
Strong transfer admits (up 31%) leading to increase in student commitments by 33%.
Enrollment Management By the Numbers
Enrollment Management By The Numbers

- 8,185 RUC Admissions emails
- 556,966 total emails from RU Admissions
- 52 student and 21 parent emails on average per student

- 23,769 texts in the past 2 weeks
- 48,300 general marketing texts

- 57 virtual events at RU
- 166 program information sessions at RUC

- 5,649 admitted students awarded aid
- 9,103 Highlander Distinction Scholarships awarded
- $115,586,645 aid dollars awarded

- 13,416 phone calls to Financial Aid in the past year
- 300 phone calls just last week made by Admissions Counselors to students
- 90% of all active admits called

- 3,250 transcript requests
- 1,067 curriculum change requests
- 1,725 registrations for fall so far
Student Interaction Timeline and Materials
Student Interaction Timeline and Materials (selected)

**Admitted**
- Applicant
- Day 1: Letter, Text and Link to Portal
- Mock Class Invite
- Alumni Postcard
- Highlander Days Invite
- Programmatic Marketing
- I’m In! and Letter from Deans
- Gift: Tech Tattoos
- Gift: Tote Bag
- Continuing Emails, Texts, Tours, Phone Calls, Reminders to Visit, Virtual Events, etc.

**Yield Efforts**
- Admitted Student
- Radford Community Mailer
- Highlander Days Invite
- Alumni Postcard
- Mock Class Invite
- I’m In! and Letter from Deans
- Continuing Emails, Texts, Tours, Phone Calls, Reminders to Visit, Virtual Events, etc.

**Deposit**
- Parent Letter (Provost and VPEM)
- College and Dept. Letters and Postcard
- Congrats Postcard
- Deposited Student Booklet
- Gift: New Student Mailer

**Enrolled**
- Committed Student
Discussion
Advancement and University Relations
University Relations

VisionPoint

<table>
<thead>
<tr>
<th>Metric</th>
<th>All Users</th>
<th>Radford - VisionPoint Cancer</th>
<th>All Users</th>
<th>Radford - VisionPoint Cancer</th>
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</thead>
<tbody>
<tr>
<td>Bounce Rate</td>
<td>28.85%</td>
<td>21.96%</td>
<td>2.19</td>
<td>2.27</td>
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<tr>
<td>Number of Sessions per User</td>
<td>4.14</td>
<td>4.45</td>
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Advancement and University Relations
University Relations

Facebook + Instagram

• Radford is significantly out performing benchmarks on Instagram and Facebook.
• We are exploring how to expand efforts in these channels as they are proving effective and cost efficient.
University Relations

RUC Healthcare Heroes

https://vimeo.com/529544042/aaf31bff1a
University Relations

Our Award-Winning Brand Guide
Alumni Relations

February for Highlanders was a great success!
Alumni Relations

Homecoming Weekend | Sept. 30 – Oct. 2, 2021

Alumni Virtual Book Club is launching the third book with over 300 members!

Russell Hall Block Party

Sold Out! National Capital Region Golf Tournament

#ReadWithRadford

Senior Exit Interviews and Legacy Stole Distribution
Annual Giving

RAD48 Success

• $57,948 raised from 279 donors.

• Goal was to have a donor for every one of our student athletes (275)

• Focused the funds raised on Highlander Club unrestricted and scholarship support
Annual Giving

Telephone Outreach Program

Pledge Rate

Credit Card Rate

Fiscal Year comparison

FY 2020  FY 2021
## Giving Overview

### Fiscal Year-to-Date Giving:

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<tbody>
<tr>
<td><strong>New Pledges</strong></td>
<td>$8,827,396</td>
<td>$3,387,592</td>
<td>$9,541,566</td>
<td>$10,785,578</td>
<td>$7,559,734</td>
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<td><strong>New Planned Gifts</strong></td>
<td>$5,923,850</td>
<td>$1,331,692</td>
<td>$174,964</td>
<td>$1,565,555</td>
<td>$1,192,050</td>
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<tr>
<td>*<em>Outright Cash Gifts</em></td>
<td>$1,418,298</td>
<td>$1,736,897</td>
<td>$1,564,385</td>
<td>$1,275,394</td>
<td>$1,190,801</td>
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<td><strong>Gifts-in-kind</strong></td>
<td>$38,965</td>
<td>$15,488</td>
<td>$23,710</td>
<td>$268,231</td>
<td>$60,850</td>
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<tr>
<td><strong>Gifts of Real Estate</strong></td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$590,000</td>
<td>$ -</td>
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<tr>
<td><strong>Sponsored Programs</strong></td>
<td>$25,072</td>
<td>$181,319</td>
<td>$15,240</td>
<td>$48,692</td>
<td>$42,485</td>
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<tr>
<td><strong>Total Giving</strong></td>
<td>$16,233,581</td>
<td>$6,652,989</td>
<td>$11,319,865</td>
<td>$14,533,450</td>
<td>$10,045,919</td>
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*Outright Cash Gifts includes $160,000 received in Advancement Office on March 31, but deposited by Foundation on April 1

### Fiscal Year-End Giving:

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<tbody>
<tr>
<td><strong>New Pledges</strong></td>
<td>$3,955,582</td>
<td>$10,040,001</td>
<td>$11,039,677</td>
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<tr>
<td><strong>New Planned Gifts</strong></td>
<td>$1,391,622</td>
<td>$539,964</td>
<td>$1,565,555</td>
<td>$1,192,050</td>
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<tr>
<td>*<em>Outright Cash Gifts</em></td>
<td>$1,934,134</td>
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<td><strong>Gifts-in-kind</strong></td>
<td>$15,812</td>
<td>$31,902</td>
<td>$336,320</td>
<td>$128,299</td>
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<td><strong>Gifts of Real Estate</strong></td>
<td>$ -</td>
<td>$ -</td>
<td>$590,000</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td><strong>Sponsored Programs</strong></td>
<td>$192,319</td>
<td>$42,130</td>
<td>$57,490</td>
<td>$52,485</td>
<td>$10,000</td>
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<tr>
<td><strong>Total Giving</strong></td>
<td>$7,489,470</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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</tbody>
</table>

*New Pledges includes a $6m gift received but will not be publicly announced until May
TOGETHER Campaign Launch

- The Climb to 25: Faculty and Staff
- Campaign Marketing on Campus
- Premiere Launch
- Virtual Launch
- Campaign Website
TOGETHER Campaign Launch
SCHOLARSHIPS HELP STUDENTS WORRY LESS ABOUT LOANS AND TUITION AND FOCUS MORE ON EDUCATING OURSELVES TO HELP IMPROVE THE QUALITY OF HEALTHCARE.

Alumni contributions are essential in being able to help future HUC and Radford students receive scholarships that will help them stay in their prospective programs. I, for one, look forward to being able to pass it on to help others and continue to help the University that helped me build my dream career."
TOGETHER Campaign Launch
TOGETHER Campaign Launch
TOGETHER Campaign Launch

A SEAT HAS BEEN RESERVED FOR YOU

PLEASE JOIN US FOR A SPECIAL VIEWING OF

TOGETHER

This exciting video presentation will launch Radford University’s most transformative campaign.

MONDAY, APRIL 26 | 3-5 P.M.
PRESTON AUDITORIUM

REFRESHMENTS WILL BE AVAILABLE AT 3 P.M.
AND AFTER THE VIDEO PRESENTATION

RSVP to Peggy McCue, mmmccue1@radford.edu, by April 22.

ADMIT ONE | VIP TICKET

WE ARE EXCITED TO SHARE THIS SPECIAL
CURATED GIFT WITH YOU AS WE LAUNCH RADFORD UNIVERSITY’S MOST TRANSFORMATIVE CAMPAIGN.

JOIN US
FOR THE VIRTUAL LAUNCH OF TOGETHER
The Campaign for Radford University.

Tuesday, April 27 at 7 p.m.

Journey into the Radford University experience and see how philanthropic support can impact the lives of our students.

Please register at connect.radford.edu/TOGETHER by Wednesday, April 21 at 5 p.m. to access the link to the virtual event. Access information will be sent on April 22, 2021.

For questions, contact us at radfordinvites@radford.edu.

Discussion
End of Board of Visitors Materials