

# RADFORD UNIVERSITY

Board of Visitors

## ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE

3:15 P.M.

DECEMBER 2, 2021

MARY ANN JENNINGS HOVIS MEMORIAL BOARD ROOM  
MARTIN HALL, THIRD FLOOR, RADFORD, VA

### **DRAFT** **MINUTES**

#### **COMMITTEE MEMBERS PRESENT**

Ms. Lisa Throckmorton, Chair  
Dr. Rachel Fowlkes, Vice Chair  
Ms. Krisha Chachra  
Mr. Mark S. Lawrence  
Ms. Lisa W. Pompa  
Ms. Georgia Anne Snyder-Falkinham

#### **BOARD MEMBERS PRESENT**

Mr. Robert A. Archer, Rector  
Mr. Marquett Smith

#### **OTHERS PRESENT**

Dr. Carolyn R. Lepre, Interim President  
Ms. Karen Casteale, Secretary to the Board of Visitors and Special Assistant to the President  
Mr. Craig W. Cornell, Vice President for Enrollment Management  
Ms. Wendy Lowery, Vice President for Advancement and University Relations  
Ms. Deb Love, Senior Assistant Attorney General, Education Section Chief  
Ms. Becky Brackin, Associate Vice President for University Relations  
Mr. Justin Ward, Director of Media Services

#### **CALL TO ORDER**

Ms. Lisa Throckmorton, Chair, formally called the Advancement, University Relations and Enrollment Management Committee meeting to order at 3:15 p.m. in the Mary Ann Jennings Hovis Memorial Board Room in Martin Hall.

#### **APPROVAL OF AGENDA**

Ms. Throckmorton asked for a motion to approve the December 2, 2021 agenda, as published. Dr. Rachel Fowlkes made the motion, Mr. Mark S. Lawrence seconded, and the motion carried unanimously.

## **APPROVAL OF MINUTES**

Ms. Throckmorton asked for a motion to approve the minutes of the September 9, 2021 meeting of the Advancement, University Relations and Enrollment Management Committee meeting, as published. Dr. Fowlkes made the motion, Mr. Lawrence seconded, and the motion carried unanimously.

## **ENROLLMENT MANAGEMENT REPORT**

Vice President for Enrollment Management Craig Cornell provided fall 2022 application information, recruitment initiatives, an overview of the ways in which Radford's Highlander Distinction Program and value proposition are being shared with new recruits and an overview of the 2021 student and family Quest orientation program.

Vice President Cornell shared that overall new undergraduate student applications are currently up 5.2%. Due to significant efforts over the past year in collaboration with Information Technology Services, the Undergraduate Admissions office has been able to do a better job of moving students to completion, as well as admitting, leading to increases of 18.4% in completed applications and 10.4% in admitted students. The average high school GPAs are 3.63, up from 3.59 at this point in time last year at main campus and down slightly at 3.65 from 3.77 at Radford University Carilion. New student transfer applications are also following a strong pattern being up 32.3%, 11.2% in completed applications, and up 25.9% in admitted students. Fast Track Programs, in our inaugural spring term, are currently at 89 students for RN-to-BSN, 14 for MBA and 3 for our MSN programs. Fall 2022 graduate applications are currently down 4.2%.

Vice President Cornell provided an overview of several recruitment events that have taken place through the months of October and November. On-campus fall receptions were held for the first time in two years on October 23 and November 13 at main campus and November 6 at Radford University Carilion. The new Radford on the Road program was initiated with three events held in the month of October at Newport News, Leesburg and Richmond with nearly 400 students attending and leading to a 61% application rate and currently a 24% student commitment rate.

Vice President Cornell provided an overview of the fall 2022 scholarship leveraging program enhancements. Radford University is seeing an increase in FAFSA submission rates outpacing both national and Virginia rates. Many initiatives are underway, including early awarding and sharing Highlander Distinction Program (HDP) four-year award values on the student admit letter to maximize our value proposition. Vice President Cornell shared a new video brochure with the Committee that included a welcome from Interim President Lepre for new HDP students.

In closing, Vice President Cornell shared an overview of Radford's new student orientation program, Quest, from this past summer, including modifications to the program that were made to accommodate COVID restrictions and significant efforts across the campus to create many new initiatives, including 33 faculty-led teaching sessions per term. The Quest 2021 survey results highlighted a 96% overall rating of good or perfect, as well as the lowest melt in 4 years, 97% of attendees (tie for highest and 7% greater than 2020) enrolled, leading to our first increase in overall student yield in a decade. Vice President Cornell also shared a video produced by University Relations highlighting Quest 2021.

## **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, the TOGETHER Campaign and Advancement Communications.

Vice President Lowery stated that University Relations has written more than 20 articles, produced more than 35 videos and taken hundreds of photographs since the last Board of Visitors meeting. She introduced Associate Vice President for University Relations Becky Brackin, and Director of Media Services Justin Ward and thanked them for their hard work this year. Vice President Lowery reported that many strategic initiatives are underway in University Relations, including Merit Pages, which merges information from our database to customize and send stories to students' hometown newspapers, high schools, state legislators and their parents. The Siteimprove purchase is complete and the website redesign is in discussions.

Vice President Lowery shared that Alumni Relations celebrated Homecoming week with alumni and friends spanning seven decades with 45 events and activities held. Upcoming events include February is for Highlanders, a month-long celebration of Highlander pride, and the 6th annual Volunteer Summit which will be held on Saturday, February 5, 2022.

Vice President Lowery shared that Annual Giving held the Highlander10 on November 30 to December 1, which was nine hours and 10 minutes in honor of our founding in 1910. Vice President Lowery also shared that Highlander Community Fundraising is underway with various projects designed to address a variety of needs across campus. Support from colleagues across the entire University has been instrumental and appreciated. She also announced that the Senior Class Scholarship was fully endowed entirely by students.

Vice President Lowery said the entire team has worked diligently in securing significant contributions. To date, the TOGETHER Campaign is at \$77.1 million of the \$100 million goal.

In closing, Vice President Lowery shared the Partners in Excellence video, an event where scholarship benefactors meet their recipients, in which the students expressed their appreciation to their donors.

## **ADJOURNMENT**

With no further business to come before the Committee, Ms. Throckmorton adjourned the meeting at 4:22 p.m.

Respectfully submitted,

Sharon R. Ratcliffe

Executive Assistant to the Vice President for Advancement and University Relations

End of Board of Visitors Materials

