Advancement, University Relations and Enrollment Management Committee

September 2021
DRAFT AGENDA

• CALL TO ORDER  Ms. Lisa Throckmorton, Chair
• APPROVAL OF AGENDA  Ms. Lisa Throckmorton, Chair
• APPROVAL OF MINUTES  Ms. Lisa Throckmorton, Chair
  o April 22, 2021
• ENROLLMENT MANAGEMENT REPORT  Mr. Craig Cornell, Vice President for Enrollment Management
  o Enrollment Update
• ADVANCEMENT and UNIVERSITY RELATIONS REPORT  Ms. Wendy Lowery, Vice President for Advancement and University Relations
  o University Relations
  o Alumni Relations
  o Annual Giving
  o Giving Overview
  o Capital Campaign Update
  o Moving Forward
• OTHER BUSINESS  Ms. Lisa Throckmorton, Chair
• ADJOURNMENT  Ms. Lisa Throckmorton, 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. Lisa Throckmorton, Chair
Dr. Rachel Fowlkes, Vice Chair
Ms. Krisha Chachra
Mr. Mark S. Lawrence
Ms. Lisa W. Pompa
Ms. Georgia Anne Snyder-Falkingham
### Enrollment - Total New Student Enrollments (excluding CBE)

<table>
<thead>
<tr>
<th>Entry Segment</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshmen (RU)</td>
<td>1,599</td>
<td>1,267</td>
<td>1,226</td>
</tr>
<tr>
<td>Freshmen (RUC)</td>
<td>43</td>
<td>69</td>
<td>66</td>
</tr>
<tr>
<td>Transfer (RU)</td>
<td>500</td>
<td>460</td>
<td>437</td>
</tr>
<tr>
<td>Transfer (RUC)*</td>
<td>150</td>
<td>161</td>
<td>171</td>
</tr>
<tr>
<td>Graduate (RU)</td>
<td>370</td>
<td>318</td>
<td>324</td>
</tr>
<tr>
<td>Graduate (RUC)</td>
<td>91</td>
<td>135</td>
<td>144</td>
</tr>
<tr>
<td>Non-degree (RU+RUC)</td>
<td>36</td>
<td>36</td>
<td>103</td>
</tr>
<tr>
<td>Traditional and Fast-Track (RN-to-BSN/MBA)</td>
<td>46</td>
<td>57</td>
<td>42</td>
</tr>
<tr>
<td><strong>Total New to the Institution</strong></td>
<td><strong>2,835</strong></td>
<td><strong>2,503</strong></td>
<td><strong>2,513</strong></td>
</tr>
</tbody>
</table>

*Includes those with or without prior bachelor’s degrees*
## New Freshmen

<table>
<thead>
<tr>
<th></th>
<th>Fall 2019</th>
<th>Fall 2020</th>
<th>Fall 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-State</td>
<td>1,497</td>
<td>1,211</td>
<td>1,138</td>
</tr>
<tr>
<td>Out-of-State</td>
<td>154</td>
<td>125</td>
<td>154</td>
</tr>
<tr>
<td><strong>Total New Freshmen</strong></td>
<td><strong>1,651</strong></td>
<td><strong>1,336</strong></td>
<td><strong>1,292</strong></td>
</tr>
<tr>
<td>Yield % (enrolled to admit ratio)</td>
<td>13.6%</td>
<td>11.2%</td>
<td>12.0%</td>
</tr>
</tbody>
</table>

Strong recovery in out-of-state growth

-and-

For the first time in 10 year- an increase in yield!
### Freshmen Indicators - New Freshmen

<table>
<thead>
<tr>
<th>Measure</th>
<th>Fall 2019</th>
<th>Fall 2020</th>
<th>Fall 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School GPA</td>
<td>3.30</td>
<td>3.32</td>
<td>3.31</td>
</tr>
<tr>
<td>SAT Combined</td>
<td>1,030</td>
<td>1,023</td>
<td>1,055</td>
</tr>
<tr>
<td>ACT Composite</td>
<td>20.2</td>
<td>20.1</td>
<td>21.8</td>
</tr>
</tbody>
</table>

Second highest GPA on record following last year.

Highest SAT following redesign in 2017 and tied for highest ACT.
## New Freshmen by Ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Fall 2019</th>
<th>Fall 2020</th>
<th>Fall 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian or Alaska Native</td>
<td>7</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Asian</td>
<td>19</td>
<td>15</td>
<td>21</td>
</tr>
<tr>
<td>Black or African American</td>
<td>365</td>
<td>286</td>
<td>255</td>
</tr>
<tr>
<td>Hispanic</td>
<td>124</td>
<td>114</td>
<td>122</td>
</tr>
<tr>
<td>Native Hawaiian/Other Pacific Islander</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>White</td>
<td>946</td>
<td>796</td>
<td>771</td>
</tr>
<tr>
<td>Two or more races</td>
<td>123</td>
<td>89</td>
<td>77</td>
</tr>
<tr>
<td>Nonresident Alien</td>
<td>7</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>Race and Ethnicity Unknown</td>
<td>60</td>
<td>28</td>
<td>31</td>
</tr>
<tr>
<td><strong>Total New Freshmen</strong></td>
<td>1,651</td>
<td>1,336</td>
<td>1,292</td>
</tr>
<tr>
<td><strong>% Multi-Cultural</strong>*</td>
<td>38.6%</td>
<td>38.1%</td>
<td>37.2%</td>
</tr>
</tbody>
</table>

*Multi-Cultural: American Indian or Alaska Native, Asian, Black or African American, Hispanic, Native Hawaiian/Other Pacific Islander, Two or more races
# New Transfers

<table>
<thead>
<tr>
<th></th>
<th>Fall 2019</th>
<th>Fall 2020</th>
<th>Fall 2021* (Preliminary)</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-State</td>
<td>585</td>
<td>533</td>
<td>524</td>
</tr>
<tr>
<td>Out-of-State</td>
<td>23</td>
<td>29</td>
<td>40</td>
</tr>
<tr>
<td>Total Main Campus</td>
<td>608</td>
<td>562</td>
<td>564</td>
</tr>
</tbody>
</table>

*Includes Fast Track Fall A starts

Highest out-of-state transfer enrollment in 9 years.
New River Community College/Radford University Bridge Program

<table>
<thead>
<tr>
<th></th>
<th>Fall 2020</th>
<th>Fall 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bridge Program Enrollments</td>
<td>54</td>
<td>58</td>
</tr>
<tr>
<td>Level</td>
<td>Fall 2019</td>
<td>Fall 2020</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>-----------</td>
<td>-----------</td>
</tr>
<tr>
<td>Radford Main Campus</td>
<td>7,218</td>
<td>6,580</td>
</tr>
<tr>
<td>Radford University Carilion</td>
<td>712</td>
<td>717</td>
</tr>
<tr>
<td>Fast-Track</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>IMPACT</td>
<td>37</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total Undergraduates</strong></td>
<td><strong>7,967</strong></td>
<td><strong>7,307</strong></td>
</tr>
<tr>
<td>Radford Main Campus</td>
<td>989</td>
<td>952</td>
</tr>
<tr>
<td>Radford University Carilion</td>
<td>334</td>
<td>384</td>
</tr>
<tr>
<td>Fast-Track</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>IMPACT</td>
<td>2,580</td>
<td>2,052</td>
</tr>
<tr>
<td><strong>Total Graduate</strong></td>
<td><strong>3,903</strong></td>
<td><strong>3,388</strong></td>
</tr>
<tr>
<td><strong>Total Fall Headcount</strong></td>
<td><strong>11,870</strong></td>
<td><strong>10,695</strong></td>
</tr>
<tr>
<td><strong>Total Fall Headcount w/o Graduate Impact Program</strong></td>
<td><strong>9,290</strong></td>
<td><strong>8,643</strong></td>
</tr>
</tbody>
</table>
Enrollment - Initiatives for Fall 2022 Class

Over-Arching Goal

Normalize operations where we can and grow new initiatives along each area of the recruitment cycle:

• Keep virtual efforts that were successful;
• Start anew with previous recruitment efforts; and
• Move forward with new initiatives in a post-COVID recruitment cycle.
Currently in the Application Generation stage with Suspects and Prospects:

- Adjust to reality of a post-standardized testing environment by diversifying and continue to grow our student lists where we can.
- Broaden our reach with additional leads as well as re-targeting new areas for development.
- Taking “Radford on the Road” with planned outreach events to connect with students in higher populated areas and fall open houses (again!).
Other Top Recruitment Initiatives:

- **Programmatic Marketing:** Fully incorporate Spring Programmatic Marketing initiatives and develop the next round per strategic funding.

- **Social Media:** Continue to enhance our social media presence through the creation of a new Admissions position (with UR alignment).

- **College/Program Specific Events:** Through support and alignment with Academic Affairs developing focused events, communications and tours.

  - **NOTE:** The Fall 2021 admitted student survey showed that we outperformed our competition on our “access to faculty” as being a significant factor for students in choosing Radford.
Other Top Recruitment Initiatives:

• **On-Campus Recruitment Events:** Providing (going back to) on campus recruitment events such as Fall Open Houses and Highlander Days that were virtual last year.

• **The NRCC-RU Bridge Program:** Enhancing many Bridge Program recruitment and operations efforts to normalize and grow that program now that we are able to fully run this year as originally conceptualized.

• **One-Stop Model at RUC:** Building a full one-stop model at RUC to maximize impact of operations and student experience.

• **Fast Track and CBE:** Continue and expand the Fast-Track offerings and recruitment efforts in our full first year including specific marketing investments.

• **HDP Analysis and Modifications:** Deep dive into our Highlander Distinction Scholarship (HDP) program analytics to find pockets of success and opportunities with new outreach initiatives.
  
  • **NOTE:** The Fall 2021 admitted student survey also showed that we outperformed our competition on our “availability of merit scholarships” as being a significant factor for students in choosing Radford.
Discussion
University Relations

Creative Services

Projects
Q2 2021

- Academic
- Administrative
- Admissions
- Advancement/Alumni
- President's Office
- Magazine
- Marketing and Branding
- RUC
June 2021

July 2021
University Relations

Digital Communications and Marketing | Social Media

@radfordu 14.6K followers

@RadfordUniversity 36.5K followers

@RUCRoanoke 6.2K followers

@radforduniversity 55.7K followers

48.7K alumni followers

@radfordu 19.8K followers

@RUCRoanoke 925 followers

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Alumni Relations

NATIONAL CAPITAL REGION GOLF TOURNAMENT

• Sold out at 36 teams!
• Raised over $14k for scholarships

READ WITH RADFORD

• Fourth book installment
• Membership continues to grow

RADFORD NIGHT AT NATIONALS PARK

• 400+ tickets purchased
• President Lepre and Men’s Basketball staff attended
Alumni Relations

RICHMOND CHAPTER GOLF TOURNAMENT

• Sept. 23
• 23 teams registered

HOMECOMING 2021

• Sept. 30 – Oct. 2
• Free Concert with The Deloreans on Moffett Lawn!

PRESIDENTIAL SEARCH ALUMNI FOCUS GROUPS

• NOVA, Tidewater, Roanoke, Richmond, Out-of-State Zoom and Homecoming
FY 21: Climb to 25

- Goal was 25% participation - final percentage was **27.8%** participation.
- Second highest number of donors in last 5 years.
- Exceeded last year by **55** donors, grew by 17.6%.
- **368** unique donors made contributions this year.
- **Over 110** different funds received support from faculty and staff donors.
- **87** first-time donors made gifts this fiscal year.
- **Over 40** Climb Ambassadors supported this campaign from all over campus.
Annual Giving

Telephone Outreach- Dollars Raised Comparison

<table>
<thead>
<tr>
<th>Year</th>
<th>Dollars Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 19</td>
<td>$53,287</td>
</tr>
<tr>
<td>FY 20</td>
<td>$40,704</td>
</tr>
<tr>
<td>FY 21</td>
<td>$49,030</td>
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</tbody>
</table>
Annual Giving

Crowdfunding

Donors who Responded to Crowdfunding

<table>
<thead>
<tr>
<th>Donors</th>
<th>FY 20</th>
<th>FY 21</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>703</td>
<td>939</td>
</tr>
</tbody>
</table>

Dollars Raised through Crowdfunding

<table>
<thead>
<tr>
<th>Dollars</th>
<th>FY 20</th>
<th>FY 21</th>
</tr>
</thead>
<tbody>
<tr>
<td>$51,621.86</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$121,005.69</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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## Giving Overview

### Fiscal Year-to-Date Giving:

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>New Pledges</td>
<td>$295,625</td>
<td>$55,955</td>
<td>$659,542</td>
<td>$4,115</td>
<td>$705,049</td>
</tr>
<tr>
<td>New Planned Gifts</td>
<td>$100,000</td>
<td>-</td>
<td>$68,167</td>
<td>$34,964</td>
<td>$1,028,821</td>
</tr>
<tr>
<td>Outright Cash Gifts</td>
<td>$284,475</td>
<td>$287,286</td>
<td>$273,943</td>
<td>$274,981</td>
<td>$204,772</td>
</tr>
<tr>
<td>Gifts-in-kind</td>
<td>-</td>
<td>$13,350</td>
<td>$3,932</td>
<td>$4,904</td>
<td>$15,636</td>
</tr>
<tr>
<td>Gifts of Real Estate</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Sponsored Programs</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total Giving</td>
<td>$680,100</td>
<td>$356,591</td>
<td>$1,171,485</td>
<td>$318,963</td>
<td>$1,967,978</td>
</tr>
</tbody>
</table>

### Fiscal Year-End Giving:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>New Pledges</td>
<td>$2,857,172</td>
<td>$3,955,582</td>
<td>$10,040,001</td>
<td>$11,039,677</td>
<td>$7,855,710</td>
</tr>
<tr>
<td>New Planned Gifts</td>
<td>$11,928,850</td>
<td>$1,391,622</td>
<td>$539,964</td>
<td>$1,565,555</td>
<td>$1,192,050</td>
</tr>
<tr>
<td>Outright Cash Gifts</td>
<td>$1,950,285</td>
<td>$1,934,134</td>
<td>$1,856,843</td>
<td>$1,751,071</td>
<td>$1,563,936</td>
</tr>
<tr>
<td>Gifts-in-kind</td>
<td>$44,914</td>
<td>$15,812</td>
<td>$31,902</td>
<td>$336,320</td>
<td>$128,299</td>
</tr>
<tr>
<td>Gifts of Real Estate</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>$590,000</td>
<td>-</td>
</tr>
<tr>
<td>Sponsored Programs</td>
<td>$148,459</td>
<td>$192,319</td>
<td>$42,130</td>
<td>$57,490</td>
<td>$52,485</td>
</tr>
<tr>
<td>Total Giving</td>
<td>$16,929,679</td>
<td>$7,489,470</td>
<td>$12,510,840</td>
<td>$15,340,113</td>
<td>$10,792,480</td>
</tr>
</tbody>
</table>
TOGETHER Campaign

The TOGETHER Campaign website
DotComm GOLD Award Winner

$75.3 MILLION
$100 Million Goal

TOGETHER, WE CAN LEAVE A LASTING LEGACY

ABOUT THE CAMPAIGN →
FISCAL YEAR 21
ACCOMPLISHMENTS
BY VOLUME

Raised $16.9 million – $75.6 million towards our campaign goal
MOST DOLLARS RAISED IN UNIVERSITY HISTORY
Moving Forward 2021-2022
Advancement and University Relations

• Campaign: $25m needed to meet $100m goal by 2023
• Campaign Awareness: Students and Families Focus
• Campaign Private Gatherings
• Donor Relations
• College-Based Fundraising and Newsletters
• System Efficiencies – Customer Service
• Student Intern Programming
• Enrollment Management – Trends, ROI, Oversight of Investments
• Website
Discussion
COMMITTEE MEMBERS PRESENT
Ms. Lisa Throckmorton, Chair
Ms. Krisha Chachra, Vice Chair
Mr. Mark S. Lawrence

COMMITTEE MEMBERS ABSENT
Ms. Georgia Anne Snyder-Falkingham
Ms. Karyn K. Moran

BOARD MEMBERS PRESENT
Mr. James R. Kibler, Jr., Vice Rector
Dr. Debra K. McMahon
Ms. Nancy Angland Rice

OTHERS PRESENT
Dr. Brian O. Hemphill, President
Ms. Karen Casteele, Secretary to the Board of Visitors and Special Assistant to the President
Dr. Lyn Lepre, Vice President for Academic Affairs and Provost
Mr. Tom Lillard, Associate Vice President for Advancement (For Advancement presentation)
Ms. Caitlyn Scaggs, Associate Vice President for University Relations (For University Relations presentation)

CALL TO ORDER
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 has 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 in 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
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%)
New Freshman Applications and Admits, RUC (April 19)

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

- 3,250 transcript requests
- 1,067 curriculum change requests
- 1,725 registrations for fall so far

- 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

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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
- I’m In! and Letter from Deans
- Programmatic Marketing
- Gift: Tech Tattoos

**Admitted Student**
- Highlanders Days Invite
- Radford Community Mailer
- Gift: Tote Bag

**Yield Efforts**
- Parent Letter (Provost and VPEM)

**Deposit**
- College and Dept. Letters and Postcard
- Congrats Postcard

**Committed Student**
- Deposited Student Booklet

**Enrolled**
- Gift: New Student Mailer

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Continuing Emails, Texts, Tours, Phone Calls, Reminders to Visit, Virtual Events, etc.
Advancement and University Relations

RADFORD UNIVERSITY

Board of Visitors
VisionPoint

Bounce Rate
All Users
28.85%
Radford - VisionPoint Ca...
21.96%

Number of Sessions per User
All Users
2.19
Radford - VisionPoint Ca...
2.27

Pages / Session
All Users
4.14
Radford - VisionPoint Ca...
4.45
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/aaf31bfff1a
University Relations

Our Award-Winning Brand Guide
February for Highlanders was a great success!

Lucky to have attended for my master's and bachelor's. I knew at the time that I was making lifelong memories and friends... It has given me opportunities and experiences that are incomparable. RU was one of the best decisions I ever made.
Alumni Relations

#ReadWithRadford

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

RUSSELL HALL block party

FREE FOR STUDENTS
Masks and social distancing required

THURSDAY
APRIL 8, 2021
4-7:30 PM

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

Senior Exit Interviews and Legacy Stole Distribution

Page 58 of 70
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

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# Giving Overview

## Fiscal Year-to-Date Giving:

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>New Pledges</td>
<td>$295,625</td>
<td>$55,955</td>
<td>$659,542</td>
<td>$4,115</td>
<td>$705,049</td>
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<td>New Planned Gifts</td>
<td>$100,000</td>
<td>-</td>
<td>$68,167</td>
<td>$34,964</td>
<td>$1,028,821</td>
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<td>Outright Cash Gifts</td>
<td>$284,475</td>
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<td>$273,943</td>
<td>$274,981</td>
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<td>Gifts-in-kind</td>
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<td>$13,350</td>
<td>$3,932</td>
<td>$4,904</td>
<td>$15,636</td>
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<tr>
<td>Gifts of Real Estate</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Sponsored Programs</td>
<td>-</td>
<td>-</td>
<td>$165,900</td>
<td>-</td>
<td>13,700</td>
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<tr>
<td>Total Giving</td>
<td>$680,100</td>
<td>$356,591</td>
<td>$1,171,485</td>
<td>$318,963</td>
<td>$1,967,978</td>
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## Fiscal Year-End Giving:

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<tr>
<td>New Pledges</td>
<td>$2,857,172</td>
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<td>$10,040,001</td>
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<td>New Planned Gifts</td>
<td>$11,928,850</td>
<td>$1,391,622</td>
<td>$539,964</td>
<td>$1,565,555</td>
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<td>Outright Cash Gifts</td>
<td>$1,950,285</td>
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<td>$1,856,843</td>
<td>$1,751,071</td>
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<tr>
<td>Gifts-in-kind</td>
<td>$44,914</td>
<td>$15,812</td>
<td>$31,902</td>
<td>$336,320</td>
<td>$128,299</td>
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<tr>
<td>Gifts of Real Estate</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>$590,000</td>
<td>-</td>
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<tr>
<td>Sponsored Programs</td>
<td>$148,459</td>
<td>$192,319</td>
<td>$42,130</td>
<td>$57,490</td>
<td>$52,485</td>
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<tr>
<td>Total Giving</td>
<td>$16,929,679</td>
<td>$7,489,470</td>
<td>$12,510,840</td>
<td>$15,340,113</td>
<td>$10,792,480</td>
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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

Advancement and University Relations
TOGETHER Campaign Launch

A SEAT HAS BEEN RESERVED FOR YOU

PLEASE JOIN US FOR A SPECIAL VIEWING OF

TOGETHER | THE CAMPAIGN FOR RADFORD UNIVERSITY

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 specially curated gift with you as we launch Radford University’s most transformative campaign.

Join Us
for the 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 video event. Access information will be sent on April 22, 2021.

For questions, email us at advancement@radford.edu.
Discussion
End of Board of Visitors Materials