CALL TO ORDER  Ms. Krisha Chachra, Chair
APPROVAL OF AGENDA  Ms. Krisha Chachra, Chair
APPROVAL OF MINUTES  Ms. Krisha Chachra, Chair
  - February 15, 2018 meeting
ENROLLMENT MANAGEMENT REPORT  Ms. Kitty McCarthy, Vice President for Enrollment Management
  - Recruitment Update
UNIVERSITY ADVANCEMENT REPORT  Ms. Wendy Lowery, Vice President for University Advancement
  - Comparative Giving Report
  - FY18 Major Gift Highlights
  - Spring Fever
  - Capital Campaign Update
UNIVERSITY RELATIONS REPORT  Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer
  - Branding and Marketing Update
  - NCAA Tournament Marketing and Impact
OTHER BUSINESS  Ms. Krisha Chachra, Chair
ADJOURNMENT  Ms. Krisha Chachra, Chair
** All start times for committees are approximate only. Committees meet sequentially in the order appearing. Meetings may begin either before or after the listed approximate start time as committee members are ready to proceed.

**University Advancement, University Relations and Enrollment Management Committee:**
Ms. Krisha Chachra, Chair
Ms. Karyn K. Moran
Mr. Robert A. Archer
Mr. James R. Kibler, Jr.
Ms. Lisa Throckmorton
New Freshmen Applications (May 2nd)

- **Applications**
  - Fall 2016: 7,309
  - Fall 2017: 14,300
  - Fall 2018: 13,870

- **Admitted**
  - Fall 2016: 5,888
  - Fall 2017: 10,666
  - Fall 2018: 10,287
New Freshmen Deposits (May 2nd)

Deposits

Fall 2016: 1,733
Fall 2017: 1,916
Fall 2018: 1,825
New Freshmen Deposits by Residency (May 2nd)

- In-State:
  - Fall 2016: 1,599
  - Fall 2017: 1,740
  - Fall 2018: 1,646

- Out-of-State:
  - Fall 2016: 134
  - Fall 2017: 176
  - Fall 2018: 179
# New Freshmen Deposits by VA Region

(May 2nd)

<table>
<thead>
<tr>
<th>Region</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Va</td>
<td>163</td>
<td>139</td>
<td>129</td>
</tr>
<tr>
<td>Northern Va</td>
<td>499</td>
<td>480</td>
<td>414</td>
</tr>
<tr>
<td>Peninsula</td>
<td>78</td>
<td>113</td>
<td>107</td>
</tr>
<tr>
<td>Richmond</td>
<td>195</td>
<td>198</td>
<td>201</td>
</tr>
<tr>
<td>Roanoke Metro</td>
<td>122</td>
<td>120</td>
<td>144</td>
</tr>
<tr>
<td>South Central</td>
<td>44</td>
<td>59</td>
<td>50</td>
</tr>
<tr>
<td>Southwest</td>
<td>193</td>
<td>235</td>
<td>228</td>
</tr>
<tr>
<td>Tidewater</td>
<td>147</td>
<td>180</td>
<td>187</td>
</tr>
<tr>
<td>Valley</td>
<td>150</td>
<td>191</td>
<td>182</td>
</tr>
<tr>
<td>In-State, Unknown</td>
<td>8</td>
<td>25</td>
<td>4</td>
</tr>
</tbody>
</table>
## New Freshmen Deposits by Top States (May 2nd)

<table>
<thead>
<tr>
<th>State</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maryland</td>
<td>25</td>
<td>46</td>
<td>38</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>15</td>
<td>15</td>
<td>27</td>
</tr>
<tr>
<td>North Carolina</td>
<td>14</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>10</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>New Jersey</td>
<td>11</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>West Virginia</td>
<td>7</td>
<td>10</td>
<td>9</td>
</tr>
<tr>
<td>Florida</td>
<td>6</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Tennessee</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Georgia</td>
<td>6</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>New York</td>
<td>7</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
### New Freshmen Deposits by Ethnicity (May 2nd)

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian or Alaska Native</td>
<td>0</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Asian</td>
<td>34</td>
<td>18</td>
<td>28</td>
</tr>
<tr>
<td>Black or African American</td>
<td>316</td>
<td>353</td>
<td>350</td>
</tr>
<tr>
<td>Hispanic</td>
<td>145</td>
<td>156</td>
<td>153</td>
</tr>
<tr>
<td>Native Hawaiian or Other Pacific Islander</td>
<td>0</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>White</td>
<td>1,140</td>
<td>1,208</td>
<td>1,114</td>
</tr>
<tr>
<td>Two or more races</td>
<td>68</td>
<td>118</td>
<td>118</td>
</tr>
<tr>
<td>Nonresident Alien</td>
<td>4</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Race and Ethnicity Unknown</td>
<td>26</td>
<td>54</td>
<td>49</td>
</tr>
</tbody>
</table>
New Freshmen Deposits Average SAT Scores (May 2nd)

Average Fall 2016: 1,044
Average Fall 2017: 1,048
Average Fall 2018: 1,047
New Freshmen Deposits Average High School GPA (May 2nd)

Average

Fall 2016 | Fall 2017 | Fall 2018
---|---|---
3.17 | 3.22 | 3.27
What We Know

• JMU, VCU, ODU, VT, Longwood
• Campus environment, academic reputation, location, major, cost
• Cost:
  46.5% as expected
  17.6% less
  16.5% more
New Transfer Applications (May 2nd)

- Applications:
  - Fall 2016: 1,294
  - Fall 2017: 1,624
  - Fall 2018: 1,465

- Admitted:
  - Fall 2016: 832
  - Fall 2017: 955
  - Fall 2018: 844
New Transfer Deposits (May 2nd)
Summer 2018

• New applications – freshman and transfer
• Managing melt
• New student orientation
• Assess and plan
Discussion
## Comparative Giving Report

### Radford University - University Advancement

### Fiscal Year-to-Date Giving:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>New Pledge Balances</td>
<td>$11,097,910</td>
<td>36%</td>
<td>$7,112,896</td>
<td>$1,077,193</td>
<td>$823,770</td>
</tr>
<tr>
<td>Current-Year Pledge Payments</td>
<td>$319,266</td>
<td>-48%</td>
<td>$473,330</td>
<td>$291,977</td>
<td>$289,682</td>
</tr>
<tr>
<td>New Planned Gifts</td>
<td>$1,565,555</td>
<td>24%</td>
<td>$1,192,050</td>
<td>$4,840,000</td>
<td>$982,000</td>
</tr>
<tr>
<td>Outright Cash Gifts</td>
<td>$1,447,846</td>
<td>9%</td>
<td>$1,317,022</td>
<td>$940,547</td>
<td>$1,182,210</td>
</tr>
<tr>
<td>Gifts-in-kind</td>
<td>$268,231</td>
<td>55%</td>
<td>$119,488</td>
<td>$191,698</td>
<td>$189,921</td>
</tr>
<tr>
<td>Sponsored Programs</td>
<td>$48,692</td>
<td>n/a</td>
<td>$42,485</td>
<td>$10,000</td>
<td>n/a</td>
</tr>
<tr>
<td>Total Giving</td>
<td>$14,747,499</td>
<td>30%</td>
<td>$10,257,270</td>
<td>$7,351,415</td>
<td>$3,467,584</td>
</tr>
<tr>
<td>Total Number of Donors</td>
<td>4,919</td>
<td>-3%</td>
<td>5,050</td>
<td>4,142</td>
<td>4,447</td>
</tr>
</tbody>
</table>

*FY18 as of April 25th; other FYs are final as of April 30th

### Fiscal Year-End Giving:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>New Pledge Balances</td>
<td>$7,311,589</td>
<td>$1,160,325</td>
<td>$505,474</td>
<td>$1,100,504</td>
</tr>
<tr>
<td>Current-Year Pledge Payments</td>
<td>$544,121</td>
<td>$344,401</td>
<td>$793,813</td>
<td>$513,692</td>
</tr>
<tr>
<td>New Planned Gifts</td>
<td>$1,192,050</td>
<td>$5,090,000</td>
<td>$1,282,000</td>
<td>$752,500</td>
</tr>
<tr>
<td>Outright Cash Gifts</td>
<td>$1,563,936</td>
<td>$1,178,318</td>
<td>$1,336,277</td>
<td>$1,365,443</td>
</tr>
<tr>
<td>Gifts-in-kind</td>
<td>$128,299</td>
<td>$223,955</td>
<td>$200,775</td>
<td>$105,257</td>
</tr>
<tr>
<td>Sponsored Programs</td>
<td>$52,485</td>
<td>$10,000</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Total Giving</td>
<td>$10,792,480</td>
<td>$8,006,999</td>
<td>$4,118,339</td>
<td>$3,837,397</td>
</tr>
<tr>
<td>Total Number of Donors</td>
<td>5,253</td>
<td>4,435</td>
<td>4,731</td>
<td>5,221</td>
</tr>
</tbody>
</table>
FY18 Major Gift Highlights
Spring Fever

Total Raised: $37,174
(includes $5,049 from seniors for the Highlander Senior Class Scholarship)

Unique Donors: 991
(includes 474 senior donors and 138 first-time donors!)

Most Donors: College of Humanities and Behavioral Sciences (272 donors)

Most Dollars: College of Business and Economics ($9,006)

Spring Fever Bash: Nearly 250 students and close to 50 faculty/staff members
Spring Fever Bash
Capital Campaign Update
Discussion
# Advertising Update

<table>
<thead>
<tr>
<th>Media Tactic</th>
<th>Market(s)</th>
<th>Placement Details</th>
<th>Delivery (thru 3/15)*</th>
<th>% Comp.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Out of Home</td>
<td>• Roanoke&lt;br&gt;• Northern Virginia&lt;br&gt;• Richmond</td>
<td>• ROA Airport Digital Wall Screen (Annual)&lt;br&gt;• Bus Kings &amp; Rail Station Posters in NOVA (WMATA)&lt;br&gt;• Digital billboards on I-64, I-95 (Jan 2018)</td>
<td>13.6M impressions</td>
<td>97%</td>
</tr>
<tr>
<td>Print</td>
<td>• All Markets</td>
<td>• USA Today College Guide, VA Colors, VA Business, Washington Monthly, Richmond Mag, Delta Sky, AA Mag</td>
<td>1.84M impressions</td>
<td>80%</td>
</tr>
<tr>
<td>TV</td>
<td>• Roanoke/Richmond&lt;br&gt;• Various (NCAA)**</td>
<td>• 4-week TV run in all markets in January/early February&lt;br&gt;• *4-week TV extension in Norfolk market 2/19-3/25&lt;br&gt;• :30 in-game spots during NCAA play-in game &amp; first round</td>
<td>17.5M impressions</td>
<td>100%</td>
</tr>
<tr>
<td>Radio</td>
<td>• Roanoke&lt;br&gt;• DC/Virginia</td>
<td>• Stations include WSLC, WXLK, WROV, WJJS, WYYD, WSNV&lt;br&gt;• NPR “With Good Reason” underwriting</td>
<td>1.9M impressions</td>
<td>75%</td>
</tr>
<tr>
<td>Streaming Audio</td>
<td>• Priority Markets</td>
<td>• Pandora</td>
<td>628K audio spots</td>
<td>67%</td>
</tr>
<tr>
<td>Online Video</td>
<td>• All Markets</td>
<td>• DynAdmic partnership to support General/Multicultural message&lt;br&gt;• ZEFR (contextual youtube) partnership to support COBE message</td>
<td>2.7M video plays</td>
<td>54%</td>
</tr>
<tr>
<td>Digital Display</td>
<td>• All Markets</td>
<td>• Amobee &amp; AdTheorent; site list includes, but not limited to BuzzFeed, Roanoke.com, Forbes</td>
<td>25.9M impressions</td>
<td>69%</td>
</tr>
<tr>
<td>Paid Social</td>
<td>• Priority Markets</td>
<td>• Facebook, Instagram</td>
<td>2.7M impressions</td>
<td>56%</td>
</tr>
<tr>
<td>Paid Search</td>
<td>• All Markets</td>
<td>• Google</td>
<td>57,811 clicks</td>
<td>58%</td>
</tr>
</tbody>
</table>

*Includes NCAA TV spots that ran on 3/13 & 3/15  
**Additional info on markets presented on slide 6
# Key Performance Indicators Update

## Digital KPI

<table>
<thead>
<tr>
<th></th>
<th>FY18 YTD</th>
<th>FY18 Goal</th>
<th>% Comp YTD</th>
<th>% Goal Pacing*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Impressions</td>
<td>32,662,241</td>
<td>48,000,000</td>
<td>68%</td>
<td>+13%</td>
</tr>
<tr>
<td>Marketing Landing Page Sessions</td>
<td>151,679</td>
<td>188,000</td>
<td>80%</td>
<td>+26%</td>
</tr>
<tr>
<td>Marketing Landing Page Inquiries</td>
<td>6,979</td>
<td>10,800</td>
<td>64%</td>
<td>+7%</td>
</tr>
</tbody>
</table>

*Pacing performance based on 60% of FY campaign completed

---

## Global KPI

<table>
<thead>
<tr>
<th></th>
<th>FY18 YTD</th>
<th>FY18 Goal</th>
<th>% Comp YTD</th>
<th>% Goal Pacing*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Impressions</td>
<td>68,294,658</td>
<td>85,750,000</td>
<td>80%</td>
<td>+26%</td>
</tr>
<tr>
<td>Admissions Section Sessions</td>
<td>320,060</td>
<td>500,000</td>
<td>64%</td>
<td>+7%</td>
</tr>
<tr>
<td>Application Page Inquiries</td>
<td>31,392</td>
<td>51,275</td>
<td>61%</td>
<td>+2%</td>
</tr>
</tbody>
</table>

---

*Pacing performance based on 60% of FY campaign completed

---

*Digital media represents 48% of all advertising impressions.*

*Elevated rate of web page visits can be attributed to a more efficient and effective digital media campaign.*

*An updated version of the marketing landing pages has led to an increase in inquiry engagements.*

*Introduction of Broadcast & Cable TV during Q1 2018 aided in bump of impressions during this period.*

*Website visitation is on pace with FY18 projection.*

*Includes all “Apply Now” inquiries that direct www.radford.edu users to the application portal.*
NCAA Tournament Coverage Milestones

March 4
Radford welcomes us to March Madness with crazy, Big South-winning buzzer-beater

March 5
AMAZING. Between the beard, the costume, the muscles, the headband and all the "THERE CAN BE ONLY ONE!" jokes, this deserves the No. 1 spot.

March 13
Radford Defeats LIU Brooklyn for First NCAA Tournament Win

March 15
Look for Radford to scare Villanova (0-25)
Promotion

Radford University • @radfordu - Mar 11

Check out that support for our @RadfordMBB in the Bonnie!

RadfordUDining • @RadfordUDining - 32h

We need all of our Highlanders to join us in the Bonnie dining area for the GAMEDAY WATCHPARTY as we cheer on the @RadfordMBB team all the way! It's GAMEDAY! The game starts at 6:40 p.m. We are so proud of you boys! Let's go Highlanders!!!

Radford University • @radfordu - Mar 13

A busload of Highlanders headed out this morning to support @RadfordMBB as they take on LIU Brooklyn in the NCAA First Round. Tune in tonight for tip-off at 6:40 p.m. on @truTV. On campus channel 49.1. #MarchMadness

Radford University • @radfordu - 1d

It's almost time to dance! Tune in on TNT and turn to campus channel 60.1. Tip-off is at 6:50 p.m. #GoHighlanders #RadfordU @BrianOHemphill

University Relations

RADFORD UNIVERSITY
Paid Media Activity

- 9 TV Markets
- Advertising included :30 sec in-game spot, :10 sec billboard & digital banners in select market
- Total est. 437,549 impressions

**Markets Include:**

- Baltimore, MD
- Bluefield, WV
- Charlottesville, VA
- Harrisonburg, VA
- Norfolk, VA
- Richmond, VA
- Roanoke, VA
- Washington, DC
- Wilmington, NC

= first time in market on TV
### Social Media Assessment

**Facebook New Fans**
- March 7, 2018: 8
- March 14, 2018: 28

**Followers**
- **Twitter**
  - March 7, 2018: 18733
  - March 14, 2018: 18885
- **Instagram**
  - March 7, 2018: 8181
  - March 14, 2018: 8243

**Likes for Published Tweets**
- March 7, 2018: 111
- March 14, 2018: 734

**Twitter Mentions**
- March 7, 2018: 0
- March 14, 2018: 20

**Instagram Engagement**
- March 7, 2018: 0
- March 14, 2018: 100
Web Communications Assessment

Who We Are Page

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Pageviews</td>
<td>Pageviews</td>
</tr>
<tr>
<td>6,533</td>
<td>1,677</td>
</tr>
</tbody>
</table>

289.56% increase in traffic year over year

Where We Are Page

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Pageviews</td>
<td>Pageviews</td>
</tr>
<tr>
<td>6,442</td>
<td>564</td>
</tr>
</tbody>
</table>

1,042.20% increase in traffic year over year
Earned Media Assessment

Radford downs LIU Brooklyn for its first NCAA tourney win

DAYTON, Ohio — Cazie Jones had a substantial and loud cheering section at University of Dayton Arena, a lot of folks traveling about an hour up Interstate 75 from his Cincinnati hometown to see him play for Radford in a First Four game.

First Mention
play for Radford in a First Four game. Jones didn’t disappoint them. The redshirt freshman guard was

Sentiment | Reach/ship | Ad Equiv.
--- | --- | ---
Neutral | 16,026,639 | $677,761

Radford welcomes us to March Madness with crazy, Big South-winning buzzer-beater

Radford welcomes us to March Madness with crazy, Big South-winning buzzer-beater. Twitter Stockton Series research in Jones, tradition and pageantry. The 2018 NCAA Tournament begins with Selection Sunday on March 11.

First Mention
with 14 days of Championship Week. The No. 2-seed Radford Highlanders (20-12) faced off

Sentiment | Reach/ship | Ad Equiv.
--- | --- | ---
Neutral | 4,740,023 | $5,998
Earned Media Assessment

Media Performance Metrics

Radford University | NCAA Basketball  Mar 1, 2018 - Mar 19, 2018

[Bar chart showing share metrics across social media platforms]

Enter key message here

- Passing Mentions: 6,495
- TV and Radio Coverage: 1,903
- Feature Articles: 1,622
- Headline: 418
- High Performance Articles: 402

Social Amplification

Radford University | NCAA Basketball  Mar 1, 2018 - Mar 19, 2018

Total Shares: 45,790

[Bar chart showing share metrics across social media platforms]

U.S. vs International Mentions

Radford University | NCAA Basketball  Mar 1, 2018 - Mar 19, 2018

United States: 93%
International: 7%

Local

Virginia

- Fairfax: 38%
- Roanoke: 31%
- Richmond: 19%
- Norfolk: 13%
Conclusions

Aggregate Readership

Aggregate Readership: 18,162,774,156

- Online News: 17,742,676,296
- Blogs: 192,343,381
- Television: 227,754,479

Ad Equivalency

Total Ad Equivalency: $44,638,509

- Online News: $33,356,231
- Blogs: $361,605
- Television: $10,920,673

ANALYSIS | Radford University | NCAA Basketball Tournament over Mar 1, 2018 - Mar 19, 2018
Discussion
Addendum Slides
Social Media Promotion

NCAA March Madness @marchmadness
19 hours ago
The first W of #MarchMadness goes to Radford! 🎉 #MarchMadness

Brian O. Hemphill @BrianOHemphill
Mar 4
Thank you, my friend! We are looking forward to our trip to the big dance.

Krisha Chachra @KrishaChachra
15 hours ago • Radford
We're IN! See you in Pittsburgh @radfordu @ReadyforRadford @marchmadness #proudBOVmember...

Angel Cabrera Congratulations 10d
@BrianOHemphill and @radfordu!! Wow!

Ralph Northam @GovernorVA • Mar 5
Congratulations to @RadfordMBB, who are going to the big dance for the first time since 2009 after winning their conference tournament with a buzzer-beater! 🏀

ashley judd @AshleyJudd • 13h
Congratulations @RadfordMBB! #mybracketisperfect (at least for today).
@marchmadness #bbn
Radford's Men's Basketball Team Advances to the NCAA Tournament

Radford University • March 5, 2018

Radford University is the Big South champion and will be dancing in the NCAA Tournament.

6 Likes

Marty Smith @MartySmithESPN
18 hours ago

The look on @RadfordMBB Coach Jones' face last night when we visited, as he considered the impact of victory on a program he built "brick-by-brick," was priceless, a sly half grin and a head held high. Huge moment for all Highlanders. Congratulations.

#NRV2AmericasLivingroom
Social Media Promotion

Radford University • @radfordu • 4h
The #RadfordArmy is proud of our Men’s basketball team. Join the Highlander Nation today on the river side of the Dedmon Cntr to welcome them home! RT @ruathletics: @RadfordMBB is well on its way home from Pittsburgh and should arrive at the Dedmon Center around 4:15-4:30 pm!

Radford University • @radfordu • 5h
RT @BrianOHemphill: Love reading the articles capturing the grit of @RadfordMBB and the spirit of the @radfordu Family. @radford_alumni #GoHighlanders #RadfordFamily @marchmadness @espn

Joe Starkey: Radford has grace and joy after lopsided defeat
There was nothing particularly memorable about top-seeded Villanova’s 87-61 beatdown of 16th-seeded Radford on Thursday night. Not in the flow...
post-gazette.com

Gregory Brothers • @gregorybrothers
So...You’re saying there’s a chance...

6:50 EDT | TNT

Villanova 1

Radford 18

SCORE

WIN PROB.

96% 2%

Carluk Jones’ buzzer-beater puts Radford into NCAA Tournament
The Highlanders are heading to the NCAA’s for the first time in nine years.
ROANOKE.COM

Radford University • @radfordu • Mar 4
RT @RadfordMBB: CARLUK HITS THE BUZZER BEATER AND RADFORD WINS!!! RADFORD IS YOUR BIG SOUTH CHAMPION!

University Relations
Social Media Promotion

The Radford University men's basketball team is going to the NCAA tournament after a thrilling, buzzer-beating conference championship win Sunday at the Dedmon Center. Radford head coach Mike Jones has been voted the 20...see more

Media capture men's basketball's dramatic run to NCAA tournament
radford.edu - NCAA
318 Likes - 8 Comments

Even these adorable future Highlanders are showing off their @RadfordMBB team spirit! #GoHighlanders #OwnYourColors

Ashlie Freeman @CGFireflies We spent our lunch learning about, and filling out #MarchMadness2018 brackets! Though I love UNC, @radford holds a special place in my heart as an Alum!
Social Media Promotion

Radford University shared Radford Men’s Basketball’s post.

March 4 at 10:09 pm

Thanks to our Radford Family for showing off your Highlander Pride during yesterday’s exciting Radford Men’s Basketball game.

A bus load of Highlanders headed out this morning to support @radfordmbb as they take on LIU Brooklyn in the NCAA First Four!
Web Communication Activity

CHEER ON THE HIGHLANDERS AS THEY TAKE ON VILLANOVA MAR. 15 AT 6:50 P.M. IN THE 2018 NCAA MEN'S BASKETBALL TOURNAMENT.

Students, join the campus viewing party at the Bonnie or on the TNT channel. ➤

CONGRATULATIONS TO OUR MEN'S BASKETBALL TEAM FOR THEIR WIN IN THE FIRST FOUR OF THE NCAA TOURNAMENT.
Web Communication Activity

2018 NCAA Men's Basketball Tournament Radford vs. Villanova Viewing Party »
3/14/2018
Radford University Students - you are invited to the on campus viewing party in the Bonnie on Thursday March 15 starting at 6 p.m. to cheer on the Men's Basketball team as they take on Villanova in the 2018 NCAA Men's Basketball Tournament.

The Highlander ranked the top mascot in the 2018 NCAA Tournament »
3/15/2018
In a ranking of all 68 teams in the 2018 NCAA tournament, USA Today Sports ranked the Radford Highlander as the top mascot.

Men's Basketball NCAA Selection Show Watch Party »
3/17/2018
Show your support for the Men's Basketball team and join the NCAA Selection Show watch party on Sunday, March 11 at 6 p.m., in the Bonnie Auditorium.

Radford joins state nursing association to host opioid abuse conference »
3/14/2018
Radford University will be a satellite location for a statewide nursing conference on the public health crisis of opioid and heroin abuse.

Highlanders dance to Dayton »
3/13/2018
More than 250 students, faculty and staff gathered to watch the NCAA Tournament Selection Show on March 11 in the Hurlbut Student Center Auditorium.

Media capture men's basketball's dramatic run to NCAA tournament »
3/17/2018
The Radford University men's basketball team is going to the NCAA tournament after a thrilling, buzzer-beating conference championship win Sunday at the Dedmon Center. The Highlander story has been captured by numerous media outlets.
COMMITTEE MEMBERS PRESENT
Ms. Krisha Chachra, Chair
Mr. Robert A. Archer
Ms. Lisa Throckmorton

COMMITTEE MEMBERS ABSENT
Mr. James R. Kibler, Jr.
Ms. Karyn K. Moran

OTHER BOARD MEMBERS PRESENT
Mr. Mark S. Lawrence, Rector
Mr. Randy J. Marcus, Vice Rector
Mr. Gregory A. Burton
Dr. Rachel D. Fowlkes
Dr. Debra K. McMahon
Ms. Georgia Anne Snyder-Falkingham
Dr. Susan Whealler Johnston
Dr. Jason Fox, Faculty Representative (Non-voting Advisory Member)
Ms. Jessica Wollmann, Student Representative (Non-voting Advisory Member)

OTHERS PRESENT
President Brian O. Hemphill
Mr. Richard S. Alvarez, Vice President for Finance and Administration and Chief Financial Officer
Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer
Ms. Karen Casteele, Secretary to the Board of Visitors/Special Assistant to the President
Dr. Kenna Colley, Interim Provost and Vice President for Academic Affairs
Mr. Danny Kemp, Vice President for Information Technology and Chief Information Officer
Dr. Ann Marie Klotz, Vice President for Student Affairs
Ms. Kitty McCarthy, Vice President for Enrollment Management
Ms. Margaret McManus, University Auditor
Ms. Wendy Lowery, Vice President for University Advancement
Mr. Chad Reed, Associate Vice President for Budget and Financial Planning
Ms. Ashley Schumaker, Chief of Staff, Office of the President
Dr. Dietra Trent, Former Secretary of Education, Commonwealth of Virginia
Mr. Allen Wilson, Senior Assistant Attorney General, Commonwealth of Virginia
CALL TO ORDER
Ms. Krisha Chachra, Chair, called the meeting to order at 2:30 p.m., in the Mary Ann Jennings Hovis Memorial Board Room, Third Floor, Martin Hall, Radford University, Radford, Virginia.

APPROVAL OF AGENDA
Ms. Chachra requested a motion to approve the February 15, 2018 agenda as published. Mr. Robert A. Archer so moved, Ms. Lisa Throckmorton seconded and the agenda was unanimously approved, as published.

APPROVAL OF MINUTES
Ms. Chachra requested a motion to approve the December 7, 2017 minutes as published. Mr. Archer so moved, Ms. Throckmorton seconded the motion and the minutes were unanimously approved, as published.

UNIVERSITY RELATIONS REPORT
Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer, provided an update on marketing and media relations. A copy of Mr. Carpenter’s report is attached hereto as Attachment A and is made a part hereof. In marketing and advertising, efforts continue across multiple channels, to include promoting awareness and applications.

Highlights during this period include: television advertising in the Roanoke, Richmond and Norfolk markets, as well as the out-of-home advertising launch. In addition to substantial digital marketing efforts, this period also saw the introduction of electronic roadside billboard ads in the Richmond market. Television and out-of-home efforts have accounted for 16.8 million media impressions during the December 2017 through early February 2018 timeframe.

Mr. Carpenter also provided an update on the bi-weekly electronic newsletter sent to all campus populations and alumni. The electronic newsletter continues to provide an effective and efficient communications tool targeting University affiliated audiences, to include stories about University accomplishments, academics, athletics, alumni news and events. For this academic year, the newsletter introduced a new section to highlight events and activities in the city of Radford.

Mr. Carpenter also provided a summary of media coverage of the Jefferson College of Health Sciences merger announcement and highlighted a supportive editorial position taken by the Roanoke Times regarding the potential of the merger.

UNIVERSITY ADVANCEMENT REPORT
Ms. Wendy Lowery, Vice President for University Advancement, focused on the following during the Advancement report. A copy of Ms. Lowery’s report is attached hereto as Attachment B and is made a part hereof.

Ms. Lowery provided a Comparative Giving Report, noting total giving of $4,148,968 as of December 31, 2017. This is a 42 percent increase compared to $2,422,848 at the same date last fiscal year. The number of donors increased by 3 percent. Ms. Lowery also reported on the 2018-2013 strategic plan, specifically the following goal: Radford University will broaden engagement for all constituents. She noted that the goal aligns with its performance indicators in the following areas, progressing from students to alumni to donors.
ENROLLMENT MANAGEMENT REPORT
Ms. Kitty McCarthy, Vice President for Enrollment Management, provided an update regarding new student recruitment for fall 2018. All data reported as of February 13, 2018. A copy of Ms. McCarthy’s report is attached hereto as Attachment C and is made a part hereof.

During the report, Ms. McCarthy stated that new freshman applications are at 12,864 compared to 13,304 for fall 2017, a decrease of 440 or 3.3 percent. Data supplied by partners at EAB Enrollment Marketing Services (formerly Royall & Company) indicates that fall 2018 application activity represents progress in building a stronger and more engaged pool of candidates.

Ms. McCarthy also noted that following enrollment metrics. Out-of-state freshman applications are up 122 or 4 percent. Applications from across the Commonwealth are down about 5 percent or 562 applications. Admitted applicants are up 154 or almost 2 percent. Freshman deposits are up by four students compared to last year. Additionally, Deposit IQ (a program offered by EAB/Royall) is being utilized for the first time and was launched on February 6, 2018. The program surveys admitted freshmen regarding their intent to enroll. The feedback allows staff to prioritize their outreach and focus on students who are considering Radford but may need some additional attention or information. Students who indicate they are no longer interested in Radford will be automatically directed to another survey where they can share more information about their decision making process.

Before concluding her report, Ms. McCarthy noted that converting admitted students to deposited is the focus for the spring. A sampling of activities includes Highlander Days (on-campus events), off-site receptions, social media, Facebook Live events, alumni engagement and ongoing outreach by staff.

ADJOURNMENT
When no further business to come before the committee, Ms. Chachra requested a motion to adjourn the meeting. Mr. Archer made the motion to adjourn, Ms. Throckmorton seconded and the motion carried unanimously. The meeting adjourned at 3:35 p.m.

Respectfully submitted,

Jennifer White
Executive Administrative Assistant to the Vice President for University Advancement
## Advertising Update

<table>
<thead>
<tr>
<th>Media Tactic</th>
<th>Market(s)</th>
<th>Placement Details</th>
<th>Delivery (thru 12/31)</th>
<th>% Comp.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Out of Home</td>
<td>Roanoke, Northern Virginia, Richmond</td>
<td>ROA Airport Digital Wall Screen, Bus Kings &amp; Rail Station Posters in NOVA (WMATA), Digital billboards on I-64, I-95 (Jan 2018)</td>
<td>11.1M impressions</td>
<td>84%</td>
</tr>
<tr>
<td>Print</td>
<td>All Markets</td>
<td>USA Today College Guide, VA Colors, VA Business, Washington Monthly, Richmond Mag, Delta Sky, AA Mag</td>
<td>1.7M impressions</td>
<td>63%</td>
</tr>
<tr>
<td>TV</td>
<td>Roanoke, Richmond, Norfolk</td>
<td>:30 second spots on AM news, early news, late news, primetime and other bonus placements on stations including, but not limited to WAVY, WGNT, WRIC, WTVC, WDBJ, WSET</td>
<td>2.4M impressions</td>
<td>16%</td>
</tr>
<tr>
<td>Radio</td>
<td>Roanoke, DC/Virginia</td>
<td>WSLC, WXLR, WROV, WJJS, WYYY, WSNV, NPR “With Good Reason” underwriting</td>
<td>1.5M impressions</td>
<td>60%</td>
</tr>
<tr>
<td>Streaming Audio</td>
<td>Priority Markets</td>
<td>Pandora</td>
<td>628K audio spots</td>
<td>67%</td>
</tr>
<tr>
<td>Online Video</td>
<td>All Markets</td>
<td>DynAdmic partnership; site list includes, but not limited to ThoughtCo., Washington Post, Telemundo</td>
<td>1.5M video plays</td>
<td>40%</td>
</tr>
<tr>
<td>Digital Display</td>
<td>All Markets</td>
<td>Amobee &amp; AdTheorent; site list includes, but not limited to BuzzFeed, Roanoke.com, Forbes</td>
<td>15.5M impressions</td>
<td>43%</td>
</tr>
<tr>
<td>Paid Social</td>
<td>Priority Markets</td>
<td>Facebook, Instagram</td>
<td>2.5M impressions</td>
<td>64%</td>
</tr>
<tr>
<td>Paid Search</td>
<td>All Markets</td>
<td>Google</td>
<td>29,602 clicks</td>
<td>34%</td>
</tr>
</tbody>
</table>
TV & Out of Home Advertising Launch

**TV**
Markets: Richmond, Roanoke, Hampton Roads
Flight: 12/25/17-2/4/18
Projected 15,138,000 Impressions

**Out of Home**
Markets: Richmond
Flight: 1/8/18-2/4/18
Projected 1,702,202 Impressions
Advertising Examples: TV & OOH

*Mock-up of ad running in Richmond, VA
## Key Performance Indicators Update

### Global KPI

<table>
<thead>
<tr>
<th>Global KPI</th>
<th>FY18 YTD</th>
<th>FY18 Goal</th>
<th>% Comp</th>
<th>% Goal Index</th>
<th>Global KPI Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Impressions</td>
<td>40,838,155</td>
<td>85,750,000</td>
<td>47%</td>
<td>+18%</td>
<td>Introduction of TV at the end of December aided in an increase in impression volume</td>
</tr>
<tr>
<td>Admissions Section Sessions</td>
<td>200,534</td>
<td>500,000</td>
<td>40%</td>
<td>+0%</td>
<td>Site engagement numbers have not increased, but web sessions goal is on pace through December</td>
</tr>
<tr>
<td>Application Page Inquiries</td>
<td>24,210</td>
<td>51,275</td>
<td>47%</td>
<td>+18%</td>
<td>Includes all “Apply Now” inquiries that direct radford.edu users to the application portal</td>
</tr>
</tbody>
</table>

### Digital KPI

<table>
<thead>
<tr>
<th>Digital KPI</th>
<th>FY18 YTD</th>
<th>FY18 Goal</th>
<th>% Comp</th>
<th>% Goal Index</th>
<th>Digital KPI Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Impressions</td>
<td>20,623,640</td>
<td>48,000,000</td>
<td>43%</td>
<td>+7%</td>
<td>After a slow start early in FY, digital efforts including display video and search, have caught up to pace</td>
</tr>
<tr>
<td>Marketing Landing Page Sessions</td>
<td>91,124</td>
<td>188,000</td>
<td>48%</td>
<td>+20%</td>
<td>An increasingly efficient digital plan in FY18 has resulted in a higher visit-to-impression rate</td>
</tr>
<tr>
<td>Marketing Landing Page Inquiries</td>
<td>4,429</td>
<td>10,800</td>
<td>41%</td>
<td>+3%</td>
<td>An updated version of the marketing landing pages has led to an increase in inquiry engagements</td>
</tr>
</tbody>
</table>

*Performance based on 40% of campaign timeframe completed*
Approximate distribution: 79,000

Average Open Rates

- 2015: 16%
- 2016: 25%
- 2017: 24%

12,640 (16%) 19,750 (25%) 18,960 (24%)
E-Newsletter Performance

Alumni Spotlight
14% CTR

On Campus
13% CTR

Main Story
12% CTR

News Now
12% CTR
Merger Media Coverage

Parents now face charges of torture

Northern Virginia on 'short list' for Amazon

Radford, Jefferson health schools merging

House funding bill heads to uncertain Senate vote

Radford-Jefferson College merger shows Roanoke is the future

“Roanoke is the future.”

How often do we hear that?

And yet here we are: That’s exactly Radford University President Brian Hemphill had to say in describing Thursday’s announcement that Carilion’s Jefferson College of Health Sciences will be merging into Radford’s programs.

The full implications of this may not be clear for another decade, but it’s clear enough that this is one of those out of the blue announcements that rearranges our economic landscape. We’ve long been accustomed to such announcements bringing bad news that one bearing such good news is somewhat difficult to comprehend. Let’s walk through what this means.

We have to begin with the spectacular growth of one of Roanoke’s most unheralded and often overlooked institutions.

Cartoon of the day
Merger Media Coverage

Jefferson College of Health Sciences to merge with Radford University

Jefferson And Radford Merger

Jefferson College and Radford University announce the two will merge

Carilion Clinic announces merger of Jefferson College with Radford University
Questions
Addendum Slides
Geographic Marketing Approach

- **Priority (70%)**: In-state markets including Roanoke, Richmond, Hampton Roads & Northern Virginia (NOVA)
- Supported tactics include Print, Out of Home, TV, Radio, Streaming Audio, Online Video, Digital Display, Paid Social, Paid Search
- Est. Impression Delivery: 70%

- **Secondary (20%)**: Out-of-state markets including Washington DC, MD, WV & NC
- Supported tactics include Online Video, Digital Display, Paid Search
- Est. Impression Delivery: 20%

- **Tertiary (10%)**: Distant out-of-state market including NJ & PA
- Supported tactics include Online Video, Digital Display, Paid Search
- Est. Impression Delivery: 10%
Summary of Marketing Approach

- **Phase 1** launched in September with advertising channels targeting HS applicants and their influencers, aimed at building brand awareness and promoting open house visitation.

- The campaign will shift gears during **Phase 2** in December, with the goal of driving applications, while building consideration through TV during pivotal month of January.

- The period of generating conversion and yield begins in March, or **Phase 3A**, with media tactics targeted to markets with higher indices for admission.

- **Phase 3B** will also begin in March and will focus on generating awareness and consideration for a new wave of rising HS seniors applying for Fall 2019, as well as transfer students looking to apply for Fall 2018.
Advertising Examples

Desktop Display – UG/General

Online Video – Multicultural

Mobile Display – UG/General

Paid Social – COBE

WMATA Out of Home – UG/General
## Comparative Giving Report

### Radford University - University Advancement

### Fiscal Year-to-Date Giving:

<table>
<thead>
<tr>
<th></th>
<th>FY 2017-2018 (7/1/17 - 12/31/17)</th>
<th>FY18 - % Increase over FY17</th>
<th>FY 2016-2017 (7/1/16 - 12/31/16)</th>
<th>FY 2015-2016 (7/1/15 - 12/31/15)</th>
<th>FY 2014-2015 (7/1/14 - 12/31/14)</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Pledge Balances</td>
<td>$1,154,440</td>
<td>64%</td>
<td>$414,732</td>
<td>$576,779</td>
<td>$281,929</td>
</tr>
<tr>
<td>Current-Year Pledge Payments</td>
<td>$169,583</td>
<td>-80%</td>
<td>$305,449</td>
<td>$108,744</td>
<td>$192,021</td>
</tr>
<tr>
<td>New Planned Gifts</td>
<td>$1,539,855</td>
<td>42%</td>
<td>$895,050</td>
<td>$4,840,000</td>
<td>$863,000</td>
</tr>
<tr>
<td>Outright Cash Gifts</td>
<td>$997,945</td>
<td>28%</td>
<td>$715,035</td>
<td>$601,775</td>
<td>$983,709</td>
</tr>
<tr>
<td>Gifts-in-kind</td>
<td>$263,445</td>
<td>81%</td>
<td>$50,097</td>
<td>$71,524</td>
<td>$124,165</td>
</tr>
<tr>
<td>Sponsored Programs</td>
<td>$23,700</td>
<td>n/a</td>
<td>$42,485</td>
<td>$10,000</td>
<td>n/a</td>
</tr>
<tr>
<td>Total Giving</td>
<td>$4,148,968</td>
<td>42%</td>
<td>$2,422,848</td>
<td>$6,208,822</td>
<td>$2,444,824</td>
</tr>
<tr>
<td>Total Number of Donors</td>
<td>2,994</td>
<td>3%</td>
<td>2,914</td>
<td>2,960</td>
<td>2,855</td>
</tr>
</tbody>
</table>

### Fiscal Year-End Giving:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>New Pledge Balances</td>
<td>$7,311,589</td>
<td>$1,160,325</td>
<td>$505,474</td>
<td>$1,100,504</td>
</tr>
<tr>
<td>Current-Year Pledge Payments</td>
<td>$544,121</td>
<td>$344,401</td>
<td>$793,813</td>
<td>$513,692</td>
</tr>
<tr>
<td>New Planned Gifts</td>
<td>$1,192,050</td>
<td>$5,090,000</td>
<td>$1,282,000</td>
<td>$752,500</td>
</tr>
<tr>
<td>Outright Cash Gifts</td>
<td>$1,563,936</td>
<td>$1,178,318</td>
<td>$1,336,277</td>
<td>$1,365,443</td>
</tr>
<tr>
<td>Gifts-in-kind</td>
<td>$128,299</td>
<td>$223,955</td>
<td>$200,775</td>
<td>$105,257</td>
</tr>
<tr>
<td>Sponsored Programs</td>
<td>$52,485</td>
<td>$10,000</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Total Giving</td>
<td>$10,792,480</td>
<td>$8,006,999</td>
<td>$4,118,339</td>
<td>$3,837,397</td>
</tr>
<tr>
<td>Total Number of Donors</td>
<td>5,253</td>
<td>4,435</td>
<td>4,731</td>
<td>5,221</td>
</tr>
</tbody>
</table>
Student Engagement

Strategic Plan Goal:
Radford University will broaden engagement for all constituents.

Performance Indicator:
Educate, engage and excite students about the importance and impact of supporting the university, while developing a culture of philanthropy.
Education

TAG Day - November 13, 2017

How it works:
• Scavenger Hunt
• Prizes
• Selfies

Success:
• Participants more than doubled from 2016
• Very close to tripling the number of social media posts from year to year
Affinity Groups

Greek Life Challenge August 22 - October 6, 2017

How it works:
• 24 fraternities and sororities competed to see who can raise the most funds.
• Utilized crowdfunding platform, The Hive.

Success:
The winning fraternity, Phi Kappa Sigma, achieved 100% participation from its on-campus student chapter members.

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donors</td>
<td>20</td>
<td>150</td>
</tr>
<tr>
<td>Dollars raised</td>
<td>$2,270</td>
<td>$11,211</td>
</tr>
<tr>
<td>Winner</td>
<td>Phi Kappa Sigma</td>
<td>Phi Kappa Sigma</td>
</tr>
</tbody>
</table>
Class Giving

Senior Campaign

How it works:
• Senior Campaign runs six weeks prior to Commencement.
• Philanthropy Cords - for any gift of $10 or more, the students receive a red and white cord to wear during Commencement.

Results:
• This fall we raised $1,036 from 90 student donors.
• Spring semester goal: 600 student donors.
Student Philanthropy

Total Student Giving

FY17 Student Giving - thru June FINAL:
Total $ = $11,279
Total # = 779

FY17 Student Giving - thru December:
Total $ = $2,107
Total # = 147

FY18 Student Giving - thru December:
Total $ = $2,852
Total # = 139
Alumni Engagement

Strategic Plan Goal:
Radford University will broaden engagement for all constituents.

Performance Indicators:
• Create new volunteer program opportunities.
• Increase awareness about the value and impact of alumni engagement.
• Leverage expertise.
• Welcoming campus environment.
Alumni Engagement Goals

• Increase volunteer engagement through more than 900 volunteer opportunities.

• Raise the profile of Radford University.

• Highlight success to inspire students and other alumni.

• Provide referrals to gift officers.

• Capture information for data integrity.
Types of Volunteer Opportunities

- Admissions
- Advocacy
- Affinity
- Board
- Career Services
- College
- Guest Speaker/Lecturer
- Regional Chapters
Volunteer Training

• Volunteer Summit

• Regional Chapter Training

• Volunteer Manual
Recognition

- Alumni Awards
- Profiles/Spotlights
- Poster Series
- Social Media Posts
- Website Promotion
Major Giving Opportunities

Strategic Plan Goal:
Radford University will increase giving and engagement.

Performance Indicator:
Secure at least $15 million annually by 2023.

<table>
<thead>
<tr>
<th>College</th>
<th>Total Living/Contactable Alumni</th>
<th>$25k+ Assigned Prospects</th>
<th>$25k+ Unassigned Prospects</th>
<th>Total $25k+ Prospects</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEHD</td>
<td>21,297</td>
<td>105</td>
<td>951</td>
<td>1,056</td>
</tr>
<tr>
<td>CHBS</td>
<td>22,487</td>
<td>88</td>
<td>941</td>
<td>1,029</td>
</tr>
<tr>
<td>COBE</td>
<td>13,905</td>
<td>158</td>
<td>663</td>
<td>821</td>
</tr>
<tr>
<td>Artis CSAT</td>
<td>6,482</td>
<td>23</td>
<td>320</td>
<td>343</td>
</tr>
<tr>
<td>CVPA</td>
<td>5,644</td>
<td>20</td>
<td>232</td>
<td>252</td>
</tr>
<tr>
<td>Waldron CHHS</td>
<td>6,357</td>
<td>16</td>
<td>117</td>
<td>133</td>
</tr>
<tr>
<td>Other**</td>
<td>2,509</td>
<td>8</td>
<td>13</td>
<td>21</td>
</tr>
<tr>
<td>**Total</td>
<td>78,681</td>
<td>418</td>
<td>3,237</td>
<td>3,655</td>
</tr>
</tbody>
</table>

*Graduate College (reflected in college totals above) 135 Alumni Prospects
**Other - older, non-degreed alumni with no specified college
Questions?
New Freshmen Applications (February 13th)

- Fall 2016: 6,797
- Fall 2017: 13,304
- Fall 2018: 12,864
## 2018 Enrollment Funnel

<table>
<thead>
<tr>
<th>Audience</th>
<th>Contacted</th>
<th></th>
<th>Submitted Applications</th>
<th></th>
<th>Application Rate</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2017</td>
<td>2018</td>
<td>2017</td>
<td>2018</td>
<td>2017</td>
<td>2018</td>
</tr>
<tr>
<td>Inquiry Pool</td>
<td>5,023</td>
<td>11,783</td>
<td>1,511</td>
<td>2,844</td>
<td>30.1%</td>
<td>24.1%</td>
</tr>
<tr>
<td>Senior Search - New Names</td>
<td>49,488</td>
<td>51,979</td>
<td>4,944</td>
<td>3,840</td>
<td>10.0%</td>
<td>7.4%</td>
</tr>
<tr>
<td>Senior Search - PRE Names</td>
<td>55,237</td>
<td>10,411</td>
<td>2,265</td>
<td>845</td>
<td>4.1%</td>
<td>8.1%</td>
</tr>
<tr>
<td>Grand Total</td>
<td>109,748</td>
<td>74,173</td>
<td>8,720</td>
<td>7,529</td>
<td>7.9%</td>
<td>10.2%</td>
</tr>
<tr>
<td>Not-Marketed</td>
<td></td>
<td></td>
<td>4,565</td>
<td>5,255</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grand Total</td>
<td>13,285</td>
<td>12,784</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Applications by Top High Schools (February 13th)

<table>
<thead>
<tr>
<th>High School</th>
<th>City</th>
<th>Fall 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Christiansburg High School</td>
<td>Christiansburg</td>
<td>96</td>
</tr>
<tr>
<td>Oscar Frommel Smith High School</td>
<td>Chesapeake</td>
<td>87</td>
</tr>
<tr>
<td>Battlefield High School</td>
<td>Haymarket</td>
<td>78</td>
</tr>
<tr>
<td>Bassett High School</td>
<td>Bassett</td>
<td>76</td>
</tr>
<tr>
<td>Blacksburg High School</td>
<td>Blacksburg</td>
<td>75</td>
</tr>
<tr>
<td>Varina High School</td>
<td>Richmond</td>
<td>74</td>
</tr>
<tr>
<td>Floyd E Kellam High School</td>
<td>Virginia Beach</td>
<td>72</td>
</tr>
<tr>
<td>Franklin County High School</td>
<td>Rocky Mount</td>
<td>72</td>
</tr>
<tr>
<td>Atlee High School</td>
<td>Mechanicsville</td>
<td>68</td>
</tr>
<tr>
<td>Patriot High School</td>
<td>Nokesville</td>
<td>65</td>
</tr>
</tbody>
</table>
Applications by Residency (February 13th)

<table>
<thead>
<tr>
<th></th>
<th>Fall 2016</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-State</td>
<td>5,937</td>
<td>10,345</td>
<td>9,783</td>
</tr>
<tr>
<td>Out-of-State</td>
<td>860</td>
<td>2,959</td>
<td>3,081</td>
</tr>
</tbody>
</table>
New Freshmen Admitted (February 13th)

- Fall 2016: 4,107
- Fall 2017: 8,595
- Fall 2018: 8,749
Admitted by Residency (February 13th)

<table>
<thead>
<tr>
<th>Year</th>
<th>In-State</th>
<th>Out-of-State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2016</td>
<td>3,551</td>
<td>556</td>
</tr>
<tr>
<td>Fall 2017</td>
<td>7,090</td>
<td>1,505</td>
</tr>
<tr>
<td>Fall 2018</td>
<td>7,010</td>
<td>1,739</td>
</tr>
</tbody>
</table>
Deposited by Residency (February 13th)

In-State:
- Fall 2016: 149
- Fall 2017: 295
- Fall 2018: 293

Out-of-State:
- Fall 2016: 45
- Fall 2017: 39
- Fall 2018: 13
Deposit IQ - Early Results

Total Responders
2/12/2017 END OF DAY VS 2/12/2018 REAL-TIME TOTAL

<table>
<thead>
<tr>
<th>Already Done</th>
<th>Yes</th>
<th>Probably</th>
<th>Maybe</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10</td>
<td>187</td>
<td>248</td>
<td>363</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>319</td>
</tr>
</tbody>
</table>

Responders by Current Answer
2/12/2017 END OF DAY VS 2/12/2018 REAL-TIME TOTAL

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Today</td>
<td>47</td>
<td>264</td>
</tr>
<tr>
<td>Yesterday</td>
<td>264</td>
<td></td>
</tr>
<tr>
<td>Last 7 Days</td>
<td>1127</td>
<td></td>
</tr>
<tr>
<td>Y-o-Y Change</td>
<td>--</td>
<td></td>
</tr>
</tbody>
</table>
## Deposit IQ - “Probably” Conversion

<table>
<thead>
<tr>
<th>Probably</th>
<th>Year Over Year Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Table" /></td>
<td></td>
</tr>
</tbody>
</table>

### Initial Response
- 0 in 2017
- 263 in 2018
- +263

### Deposits Paid Through EAB
- 0 in 2017
- 0 in 2018
- 0

### Changed to Yes
- 27 in 2018
- +27

### Changed to Maybe
- 1 in 2017
- +1

### Changed to No
- 1 in 2017
- +1

### Changed to Already Done
- 0 in 2017
- 0

### Unchanged
- 234 in 2017
- +234
Discussion
End of Board of Visitors Materials