DRAFT
AGENDA

• CALL TO ORDER Ms. Krisha Chachra, Chair

• APPROVAL OF AGENDA Ms. Krisha Chachra, Chair

• APPROVAL OF MINUTES Ms. Krisha Chachra, Chair
  o May 3, 2018

• ENROLLMENT MANAGEMENT REPORT Ms. Kitty McCarthy, Vice President for Enrollment Management
  o Enrollment and Recruitment Update

• UNIVERSITY ADVANCEMENT REPORT Ms. Wendy Lowery, Vice President for University Advancement
  o FY 18 Giving Overview
    ▪ FY 2018 Overview
    ▪ FY 2019 Goals
    ▪ Leadership Council Engagement
  o Strategic Priorities Progress
    ▪ Increase Staffing
    ▪ Parent and Family Outreach
    ▪ Alumni and Donor Engagement
  o Upcoming Engagement Opportunities
    ▪ Partners in Excellence
    ▪ Homecoming 2018
    ▪ Presidential Tours

• UNIVERSITY RELATIONS REPORT Ms. Ashley Schumaker, Vice President for University Relations
  o FY 2018 Campaign Performance Review
  o Strategic Approach FY19 Campaign

• OTHER BUSINESS Ms. Krisha Chachra, Chair

• ADJOURNMENT Ms. Krisha Chachra, Chair

** All start times for committees are approximate only. Meetings may begin either before or after the listed approximate start time as committee members are ready to proceed.
COMMITTEE MEMBERS
Ms. Krisha Chachra, Chair
Mr. James R. Kibler, Jr., Vice Chair
Ms. Karyn K. Moran
Ms. Nancy Angland Rice
Ms. Lisa Throckmorton
Enrollment and Recruitment Update

RADFORD UNIVERSITY

Board of Visitors  October 2, 2018
## New Freshmen

<table>
<thead>
<tr>
<th>Residency</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-State</td>
<td>1,623</td>
<td>1,692</td>
<td>1,596</td>
</tr>
<tr>
<td>Out-of-State</td>
<td>128</td>
<td>156</td>
<td>166</td>
</tr>
<tr>
<td>Total New Freshmen</td>
<td>1,751</td>
<td>1,848</td>
<td>1,762</td>
</tr>
</tbody>
</table>
# New Freshmen Quality Indicators

<table>
<thead>
<tr>
<th>Measure</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School GPA</td>
<td>3.17</td>
<td>3.24</td>
<td>3.25</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Measure</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAT Verbal</td>
<td>524</td>
<td>530</td>
<td>531</td>
</tr>
<tr>
<td>SAT Mathematics</td>
<td>508</td>
<td>503</td>
<td>508</td>
</tr>
<tr>
<td>SAT Combined</td>
<td>1,032</td>
<td>1,033</td>
<td>1,039</td>
</tr>
</tbody>
</table>
## New Freshmen by Ethnicity

<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>7</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Asian</td>
<td>28</td>
<td>20</td>
<td>24</td>
</tr>
<tr>
<td>Black or African American</td>
<td>330</td>
<td>344</td>
<td>342</td>
</tr>
<tr>
<td>Hispanic</td>
<td>141</td>
<td>140</td>
<td>151</td>
</tr>
<tr>
<td>Native Hawaiian/Other Pacific Islander</td>
<td>5</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>White</td>
<td>1,141</td>
<td>1,146</td>
<td>1,064</td>
</tr>
<tr>
<td>Two or more races</td>
<td>75</td>
<td>122</td>
<td>113</td>
</tr>
<tr>
<td>Nonresident Alien</td>
<td>15</td>
<td>17</td>
<td>14</td>
</tr>
<tr>
<td>Race and Ethnicity Unknown</td>
<td>9</td>
<td>51</td>
<td>48</td>
</tr>
<tr>
<td><strong>Total New Freshmen</strong></td>
<td><strong>1,751</strong></td>
<td><strong>1,848</strong></td>
<td><strong>1,762</strong></td>
</tr>
</tbody>
</table>
# New Transfers

<table>
<thead>
<tr>
<th>Residency</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-State</td>
<td>696</td>
<td>636</td>
<td>561</td>
</tr>
<tr>
<td>Out-of-State</td>
<td>23</td>
<td>26</td>
<td>26</td>
</tr>
<tr>
<td><strong>Total New Transfers</strong></td>
<td><strong>719</strong></td>
<td><strong>662</strong></td>
<td><strong>587</strong></td>
</tr>
</tbody>
</table>
## Overall Enrollment

<table>
<thead>
<tr>
<th>Level</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>8,453</td>
<td>8,410</td>
<td>7,890</td>
</tr>
<tr>
<td>Undergraduate IMPACT*</td>
<td>0</td>
<td>8</td>
<td>34</td>
</tr>
<tr>
<td>Total Undergraduate</td>
<td>8,453</td>
<td>8,418</td>
<td>7,924</td>
</tr>
<tr>
<td>Graduate</td>
<td>948</td>
<td>1,000</td>
<td>957</td>
</tr>
<tr>
<td>Graduate IMPACT*</td>
<td>0</td>
<td>0</td>
<td>446</td>
</tr>
<tr>
<td>Total Graduate</td>
<td>948</td>
<td>1,000</td>
<td>1,403</td>
</tr>
<tr>
<td>Total Fall Headcount</td>
<td>9,401</td>
<td>9,418</td>
<td>9,327</td>
</tr>
</tbody>
</table>
New for Fall 2019

- The Common Application
- Virginia Territory Management
- Updated Test Optional Strategies
- Aid Optimization Models
- Continued Efforts with VCCS
- Data Analytics to Support Retention
# Fall 2019 New Freshmen Applications (September 30th)

<table>
<thead>
<tr>
<th>Residency</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
<th>Fall 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-State</td>
<td>203</td>
<td>1,515</td>
<td>1,893</td>
</tr>
<tr>
<td>Out-of-State</td>
<td>59</td>
<td>709</td>
<td>595</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>262</strong></td>
<td><strong>2,224</strong></td>
<td><strong>2,488</strong></td>
</tr>
</tbody>
</table>
Discussion
## FY18 Giving Overview

### Fiscal Year-End Giving

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>New Pledge Balances</td>
<td>$10,553,110</td>
<td>44%</td>
<td>$7,311,589</td>
<td>$1,160,325</td>
<td>$505,474</td>
<td>$1,100,504</td>
</tr>
<tr>
<td>New Planned Gifts</td>
<td>$1,565,555</td>
<td>31%</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>$2,155,139</td>
<td>2%</td>
<td>$2,108,057</td>
<td>$1,522,719</td>
<td>$2,130,090</td>
<td>$1,879,136</td>
</tr>
<tr>
<td>Gifts-in-kind</td>
<td>$926,320</td>
<td>622%</td>
<td>$128,299</td>
<td>$223,955</td>
<td>$200,775</td>
<td>$105,257</td>
</tr>
<tr>
<td>Sponsored Programs</td>
<td>$57,490</td>
<td>n/a</td>
<td>$52,485</td>
<td>$10,000</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Total Giving</td>
<td>$15,257,613</td>
<td>41%</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>5,262</td>
<td>0.1%</td>
<td>5,253</td>
<td>4,435</td>
<td>4,731</td>
<td>5,221</td>
</tr>
<tr>
<td>Total Number of New Donors</td>
<td>2,018</td>
<td>-3%</td>
<td>2,090</td>
<td>1,350</td>
<td>1,076</td>
<td>1,199</td>
</tr>
</tbody>
</table>
FY18 Overview

$15.2 million was raised in private support. A 41.4% increase over FY2017!

Nearly 600 students received private scholarship support.

Over 5,200 alumni and friends supported a cause important to them.

Small gifts add up! Gifts under $100 combined for over $153,000.

More than 2,000 supporters made their first gift.

Over $1.5 million was committed through estate intentions.

345 programs and scholarships received private support.
FY19 Goals

• Evaluation of Previous Performance
• Portfolio Assessment
• Annual Giving & Alumni Relations
• Advancement Communication
• Culture & Continuous Improvement

Leadership Council Engagement
• Fiscal Year Goal Setting
• Professional Development
Strategic Priorities Update - Increase Staffing
Strategic Priorities Update: Parent and Family Outreach

- Quest
- Highlander Family Fund
- Portfolio Development
- Family Focus Group - Family Weekend 2018
Strategic Priorities Update: Alumni and Donor Engagement

Highlander Hometown Tour

Presidential Tour - Spring/Summer 2019

Homecoming Highlights
Upcoming Engagement Opportunities

• Partners in Excellence - October 18, 2018
• Homecoming - October 19-21, 2018
• Presidential Tours
Discussion
FY18 Campaign Performance Review

The 2017-2018 campaign year has resulted in the following performance:

• Over 99 million paid media impressions delivered in support of general branding, undergraduate, transfer and COBE/MBA campaigns

• More than 329,000 website sessions as a result of paid advertising

• More than 211,000 visits to the Radford.edu marketing landing pages from paid digital media sources

• Over 18 billion earned media impressions realized as a result of the NCAA March Madness tournament, totaling over $44 million in equivalent ad value
Strategic Approach FY19 Campaign

• Generate traditional TV exposure in Norfolk and Richmond markets where opportunity for increased awareness may be needed, based on enrollment data

• Utilize Streaming TV opportunities like Hulu as an alternative to TV in cost-prohibitive markets such as Northern Virginia and as a targeted complement to TV strategy in all Virginia markets

• Consolidate digital display and video partners to maximize cost efficiencies and consistent audience targeting

• Extend paid social media as a continuous campaign with a more robust budget; rotate evergreen messaging with temporal event-driven messaging from month to month, including coordination with Radford’s campus events calendar

• Begin to leverage retargeting capabilities through AdWords and consider stronger calls-to-action with retargeting
Geographic Marketing Approach

• Advertising to be focused in key in-state markets based on information gathered from Admission data:
  • Northern Virginia - 30%
  • Richmond - 25%
  • Norfolk - 20%
  • Roanoke - 15%
  • Other/Regional - 10%
## Marketing Approach - Enrollment Phases

<table>
<thead>
<tr>
<th>Phase</th>
<th>Timeframe</th>
<th>Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Phase 1</strong></td>
<td>Sep-Nov</td>
<td>Launch with awareness and interest building tactics during <em>discovery</em> phase for HS seniors/influencers &amp; communicate events like Open Houses, College Fairs &amp; Twilight Tours to drive visitation to the university</td>
</tr>
<tr>
<td><strong>Phase 2</strong></td>
<td>Dec-Jan</td>
<td>Elevate and sustain ad presence during key <em>application</em> period (12/1, 2/1) and communicate information about application process, value, and any deadlines to increase sense of urgency</td>
</tr>
<tr>
<td><strong>Phase 3A</strong>*</td>
<td>Feb-Apr</td>
<td>Re-introduce brand in Spring when admitted students may be evaluating campuses and High School Sophomores/Juniors &amp; influencers are in their college <em>discovery</em> phase</td>
</tr>
<tr>
<td><strong>Phase 3B</strong></td>
<td>Jan-Jun</td>
<td>Reach and engage with <em>Transfer</em> audience during January through June timeframe when they are most likely to apply</td>
</tr>
</tbody>
</table>
Executive Summary of FY19 Media Tactics

- Build high-level visibility and generate brand awareness through **TV and out of home**
- Hyper-target the most relevant prospects online through **digital display**
- Complement the reach/frequency of the TV campaign, communicate time sensitive Open House messaging and target prospects in additional markets using **streaming TV & digital video**
- Engage and interact with a younger generation through paid **social media**
- Influence active searchers to visit the website and take action through **paid search**
Discussion
UNIVERSITY ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE
10:00 A.M.
MAY 3, 2018
MARY ANN JENNINGS HOVIS MEMORIAL BOARD ROOM
THIRD FLOOR, MARTIN HALL, RADFORD, VA

DRAFT
MINUTES

COMMITTEE MEMBERS PRESENT
Ms. Krisha Chachra, Chair
Mr. Robert A. Archer
Mr. James R. Kibler, Jr.,
Ms. Karyn K. Moran
Ms. Lisa Throckmorton

OTHER BOARD MEMBERS PRESENT
Mr. Mark S. Lawrence, Rector
Mr. Randy J. Marcus, Vice Rector
Dr. Jay A. Brown
Dr. Rachel D. Fowlkes
Dr. Susan Whealler Johnston
Mr. Steve A. Robinson
Ms. Georgia Anne Snyder-Falkinham
Dr. Jake Fox, Faculty Representative (non-voting advisory member)

OTHERS PRESENT
President Brian O. Hemphill
Mr. Richard 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 and Special Assistant to the President
Dr. Kenna Colley, Interim Provost and Vice President for Academic Affairs
Ms. Lisa Ghidotti, Director of State Government Relations
Mr. Danny M. Kemp, Vice President for Information Technology and Chief Information Officer
Dr. Ann Marie Kloitz, Vice President for Student Affairs
Ms. Wendy Lowery, Vice President for University Advancement
Ms. Kitty McCarthy, Vice President for Enrollment Management
Ms. Margaret McManus, University Auditor
Mr. Chad Reed, Associate Vice President for Budget and Financial Planning
Ms. Ashley Schumaker, Chief of Staff, Office of the President
Mr. Allen Wilson, Senior Assistant Attorney General, Commonwealth of Virginia
Radford University faculty and staff
CALL TO ORDER
Ms. Krisha Chachra, Chair, called the meeting to order at 10:01 a.m. in the Mary Ann Jennings Hovis Memorial Board Room on Third Floor, Martin Hall at Radford University, Radford, Virginia.

APPROVAL OF AGENDA
Ms. Chachra requested a motion to approve the May 3, 2018 agenda, as published. Mr. Robert Archer so moved, Mr. James Kibler seconded and the agenda was unanimously approved, as published.

APPROVAL OF MINUTES
Ms. Chachra requested a motion to approve the February 15, 2018 minutes, as published. Mr. Archer so moved, Mr. Kibler seconded the motion and the minutes were unanimously approved, as published.

ENROLLMENT MANAGEMENT REPORT
Ms. Kitty McCarthy, Vice President for Enrollment Management, provided an update regarding new student recruitment and enrollment for fall 2018, as of May 2, 2018. A copy of the report is attached hereto as Attachment A and is made a part hereof.

During the report, Ms. McCarthy stated that 13,870 new freshmen applications have been received for fall 2018 compared to 14,300 for fall 2017, a decrease of 430 or 3%; 10,287 individuals have been offered admission for fall 2018, a difference of 379 or -3.6% over fall 2017’s 10,666; and 1,825 admitted freshmen have made a deposit for fall 2018, a decrease of 4.7% or 91 students compared to 1,916 deposits received for fall 2107. Ms. McCarthy added that the academic quality of new freshmen who have deposited is holding constant with fall 2017, with the average SAT of 1,047 for fall 2018 compared to 1,048 for fall 2017 and the average GPA of 3.27 compared to 3.21 for fall 2017.

Ms. McCarthy also noted that 1,465 transfer applications have been received for fall 2018 compared to 1,624 for fall 2017. For fall 2018, 844 transfer students have been offered admission, down by 111 over fall 2017’s 955 and 377 have made deposits for fall 2018, down 40 deposits compared to 417 deposits received for fall 2017. Ms. McCarthy remarked that staff is working diligently to close the gap and surpass last year’s results.

Before concluding her report, Ms. McCarthy updated the Board of Visitors members on summer activities in her area which included engagement with prospective students and changes to Quest, the new student orientation.

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

Ms. Lowery shared the updated Comparative Giving Report as of April 25, 2018, which included overall giving is up 36% compared to the same time last fiscal year. A total of $14,747,499 has been raised to date and on target to reach the $15 million goal for fiscal year ending June 30, 2018.

In a Major Gift Highlights, Ms. Lowery noted the importance of working across the entire University to fulfill strategic initiatives for academics and athletics. She focused on major gifts received in each of the colleges and athletics this fiscal year.

Ms. Lowery provide an update on the Annual Giving effort, Spring Fever Week of Giving. The Spring Fever Bash was introduced this year as an additional way to engage students, faculty and staff with over
250 students and 50 faculty and staff attending. Ms. Lowery reported that during the week, $37,174 was raised, compared to $26,025 last year and the number of donors increased to 517 compared to 136 last year.

Ms. Lowery reported that the Capital Campaign Steering Committee met on April 17, 2018 and discussed campaign elements such as theme, working goal and the case for support. The next meeting will be held in the fall.

Ms. Lowery provided an overview of Alumni Engagement by highlighting the partnership with the Office of Admissions outreach, tournament watch parties across the country and the Russell Hall Block Party. Ms. Lowery concluded by asking members to save the dates of October 19-21, 2018 for Homecoming.

UNIVERSITY RELATIONS REPORT
Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer, provided an update on the closeout of this semester’s advertising campaign. A copy of the report is attached hereto as Attachment C and is made a part hereof. Global and digital key performance indicators illustrate that University Relations is ahead of their year-to-date goal of advertising impressions, sessions and inquiries.

Mr. Carpenter provided details on the marketing impact of the men’s basketball NCAA tournament, as well as the University’s active promotion of milestone events throughout Radford University’s participation in the tournament. Mr. Carpenter reported that these activities included television advertisements and digital advertising in nine strategic markets, including the first ever broadcast of Radford University television advertising in the Baltimore, Maryland; Washington, D.C.; Bluefield, West Virginia; Charlottesville and Harrisonburg, Virginia; and Wilmington, North Carolina markets. Mr. Carpenter shared that based on an industry standard assessment, the press and social media reporting of Radford University’s Big South tournament championship win, and NCAA tournament participation resulted in the equivalent of $44.6 million of advertising for the University.

ADJOURNMENT
With 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. Lisa Throckmorton seconded and the motion carried unanimously. The meeting adjourned at 11:06 a.m.

Respectfully submitted,

Kathy Murphy
Executive Assistant to the Vice President for Enrollment Management
Fall 2018 Recruitment Update

RADFORD UNIVERSITY

Office of Enrollment Management

May 3, 2018
New Freshmen Applications (May 2nd)

![Bar chart showing applications and admitted numbers for Fall 2016, Fall 2017, and Fall 2018.]

- 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)

<table>
<thead>
<tr>
<th></th>
<th>Fall 2016</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,733</td>
<td>1,916</td>
<td>1,825</td>
</tr>
</tbody>
</table>
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>
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</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)

![Bar chart showing average SAT scores for Fall 2016, Fall 2017, and Fall 2018. The average scores are 1,044, 1,048, and 1,047 respectively.](Image)
New Freshmen Deposits Average High School GPA (May 2nd)

Average Fall 2016: 3.17
Average Fall 2017: 3.22
Average Fall 2018: 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: 1,294 (Fall 2016), 1,624 (Fall 2017), 1,465 (Fall 2018)
- Admitted: 832 (Fall 2016), 955 (Fall 2017), 844 (Fall 2018)
New Transfer Deposits (May 2nd)

![Bar chart showing new transfer deposits by fall]

- **Fall 2016**: 421
- **Fall 2017**: 417
- **Fall 2018**: 377
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
Save the Date - Homecoming
October 19-21, 2018
Discussion
University Relations Update
# 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>
</table>
| **Out of Home** | • Roanoke  
   • Northern Virginia  
   • Richmond | • ROA Airport Digital Wall Screen (Annual)  
   • Bus Kings & Rail Station Posters in NOVA (WMATA)  
   • Digital billboards on I-64, I-95 (Jan 2018) | 13.6M impressions | 97% |
| **Print**      | • All Markets | • USA Today College Guide, VA Colors, VA Business, Washington Monthly, Richmond Mag, Delta Sky, AA Mag | 1.84M impressions | 80% |
| **TV**         | • Roanoke/Richmond/Norfolk  
   • Various (NCAA)** | • 4-week TV run in all markets in January/early February  
   • **4-week TV extension in Norfolk market 2/19-3/25**  
   • :30 in-game spots during NCAA play-in game & first round | 17.5M impressions | 100% |
| **Radio**      | • Roanoke  
   • DC/Virginia | • Stations include WSLC, WXLK, WROV, WIJS, WYYY, WSNV  
   • NPR “With Good Reason” underwriting | 1.9M impressions | 75% |
| **Streaming Audio** | • Priority Markets | • Pandora | 628K audio spots | 67% |
| **Online Video** | • All Markets | • DynAdmic partnership to support General/Multicultural message  
   • ZEFR (contextual youtube) partnership to support COBE message | 2.7M video plays | 54% |
| **Digital Display** | • All Markets | • Amobee & AdTheorent; site list includes, but not limited to BuzzFeed, Roanoke.com, Forbes | 25.9M impressions | 69% |
| **Paid Social** | • Priority Markets | • Facebook, Instagram | 2.7M impressions | 56% |
| **Paid Search** | • All Markets | • Google | 57,811 clicks | 58% |

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

## Global KPI

<table>
<thead>
<tr>
<th>Global KPI</th>
<th>FY18 YTD</th>
<th>FY18 Goal</th>
<th>% Comp YTD</th>
<th>% Goal Pacing*</th>
<th>Global KPI Notes</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>
<td>Introduction of Broadcast &amp; Cable TV during Q1 2018 aided in bump of impressions during this period.</td>
</tr>
<tr>
<td>Admissions Section Sessions</td>
<td>320,060</td>
<td>500,000</td>
<td>64%</td>
<td>+7%</td>
<td>Website visitation is on pace with FY18 projection.</td>
</tr>
<tr>
<td>Application Page Inquiries</td>
<td>31,392</td>
<td>51,275</td>
<td>61%</td>
<td>+2%</td>
<td>Includes all “Apply Now” inquiries that direct <a href="http://www.radford.edu">www.radford.edu</a> 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 YTD</th>
<th>% Goal Pacing*</th>
<th>Digital KPI Notes</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>
<td>Digital media represents 48% of all advertising impressions.</td>
</tr>
<tr>
<td>Marketing Landing Page Sessions</td>
<td>151,679</td>
<td>188,000</td>
<td>80%</td>
<td>+26%</td>
<td>Elevated rate of web page visits can be attributed to a more efficient and effective digital media campaign.</td>
</tr>
<tr>
<td>Marketing Landing Page Inquiries</td>
<td>6,979</td>
<td>10,800</td>
<td>64%</td>
<td>+7%</td>
<td>An updated version of the marketing landing pages has led to an increase in inquiry engagements.</td>
</tr>
</tbody>
</table>

*Pacing performance based on 60% of FY campaign completed.*
NCAA Tournament Coverage Milestones

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

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 5

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!

Radford University • @radfordu • Mar 11
How are you showing your support for @RadfordMBB? Use #RadfordU and show off the Highlander pride for tonight’s game.

Radford University • @radfordu • Mar 11
You Can’t GUARD My #1

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 Four. Tune in for tonight’s game 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

Radford University • @radfordu • Mar 12
We need all of our Highlanders to join us in the Bonnie dining area for a WATCH PARTY as we cheer on the @RadfordMBB team all the way. Ohio! The game starts at 6:40! We are so proud of you boys! Let’s go Highlanders!!!
**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

(Not pictured: 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

Twitter Mentions

- March 7, 2018: 0
- March 14, 2018: 200

Likes for Published Tweets

- March 7, 2018: 111
- March 14, 2018: 734

Instagram Engagement

- March 7, 2018: 0
- March 14, 2018: 1000

University Relations
Web Communications Assessment

Who We Are Page

289.56% increase in traffic year over year

![Traffic Comparison Graph]

Where We Are Page

1,042.20% increase in traffic year over year

![Traffic Comparison Graph]
Earned Media Assessment

Radford downs LIU Brooklyn for its first NCAA tourney win

DAYTON, Ohio — Ceara 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 redhead freshman guard was

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

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

The 1 thing to know about each team in March Madness

The 1 thing to know about each team in March Madness
### Earned Media Assessment

#### Media Performance Metrics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Shares</td>
<td>45,790</td>
</tr>
<tr>
<td>Facebook</td>
<td>43,472</td>
</tr>
<tr>
<td>Twitter</td>
<td>2,295</td>
</tr>
<tr>
<td>Passing Mentions</td>
<td>6,495</td>
</tr>
<tr>
<td>TV and Radio Coverage</td>
<td>1,903</td>
</tr>
<tr>
<td>Feature Articles</td>
<td>1,622</td>
</tr>
<tr>
<td>Headline</td>
<td>418</td>
</tr>
<tr>
<td>High Performance Articles</td>
<td>402</td>
</tr>
</tbody>
</table>

#### Social Amplification

- **Total Shares**: 45,790
- **Facebook**: 43,472
- **Twitter**: 2,295

#### U.S. vs International Mentions

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>93%</td>
</tr>
<tr>
<td>International</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Local**

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

Aggregate Readership

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

Total Ad Equivalency: $44,638,509

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

Ángel 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
Social Media Promotion

Radford’s Men’s Basketball Team Advances to the NCAA Tournament

Radford University • March 6, 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

Radford University • @radfordu • Mar 11

Congrats to the Men’s Basketball Team! RT @RadfordMBB: The Highlanders are DANCIN’ to Dayton this Tuesday at 6:40PM EST

#Time2Dance

Radford University • @radfordu • Mar 5 at 8:50am

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

#Time2Dance #OwnYourColor

157 Likes

University Relations

RADFORD UNIVERSITY
Social Media Promotion

Radford University 🏀 @radfordu - 4h
The #RadfordAmity is proud of our Men’s Basketball team. Join the Highlander Nation today on the river side of the Dedmon Ctr to welcome them home! RT @ru_athletics. @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 p.m. EDT | TNT
SCORE | WIN PROB.
--- | ---
Villanova 1 - | 98%
Radford 18 - | 2%

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

Radford University 🏀 @radfordu - Mar 4
RT @RadfordMBB: CARLIL HITS THE BUZZER BEATER AND RADFORD WINS!!!
RADFORD IS YOUR BIG SOUTH CHAMPIONS!

Your video is popular in Virginia
1,746 Views
Page 71 of 77
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 ... see more
Social Media Promotion

We are cheering on the men’s basketball team in the Bonnie! Go Highlanders!
#RadfordU

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

March 5 at 8:59pm  ·  6h

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

Radford Men’s Basketball

March 4 at 10:09pm  ·  7h

We would like to thank the 3,850 fans that made a sold out Dedmon Center a true March Madness environment!

#TimesToDance #RiseYourColors

A bus load of Highlanders headed out this morning to support @radfordmbb as they take on LIU Brooklyn in the NCAA First Four!
COURT 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.
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 Mar. 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 Dee Events Center. The Highlanders story has been captured by numerous media outlets.
End of Board of Visitors Materials