UNIVERSITY ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE MEETING
2:30 P.M.
FEBRUARY 15, 2018
MARY ANN JENNINGS HOVIS MEMORIAL BOARD ROOM
THIRD FLOOR, MARTIN HALL, RADFORD, VA

MINUTES

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 2018-2023 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.
- Student Engagement
  - Education – TAG Day – Teaching Annual Giving Day
  - Affinity Groups – Greek Live Challenge
  - Class Giving – Senior Campaign
  - Student Philanthropy

- Alumni Engagement
  - Alumni Engagement Goals
  - Volunteer Opportunities
  - Volunteer Training
  - Alumni Recognition

- Major Giving Opportunities
  - Shared potential of alumni prospects in each college
  - Development of a pipeline for major giving support

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
University Relations Update
## 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>
</table>
| **Out of Home**   | • Roanoke • Northern Virginia • Richmond | • ROA Airport Digital Wall Screen  
• Bus Kings & Rail Station Posters in NOVA (WMATA)  
• Digital billboards on I-64, I-95 (Jan 2018) | 11.1M impressions | 84%     |
| **Print**         | • All Markets                          | • USA Today College Guide, VA Colors, VA Business, Washington Monthly, Richmond Mag, Delta Sky, AA Mag | 1.7M impressions | 63%     |
| **TV**            | • Roanoke • Richmond • Norfolk          | • :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, WTVR, WDBJ, WSET | 2.4M impressions | 16%     |
| **Radio**         | • Roanoke • DC/Virginia                | • WSLC, WXLK, WROV, WJJS, WYYD, WSNV  
• NPR “With Good Reason” underwriting | 1.5M impressions | 60%     |
| **Streaming Audio** | • Priority Markets                     | • Pandora                                                                      | 628K audio spots | 67%     |
| **Online Video**  | • All Markets                          | • DynAdmic partnership; site list includes, but not limited to ThoughtCo., Washington Post, Telemundo | 1.5M video plays | 40%     |
| **Digital Display** | • All Markets                          | • Amobee & AdTheorent; site list includes, but not limited to BuzzFeed, Roanoke.com, Forbes | 15.5M impressions | 43%     |
| **Paid Social**   | • Priority Markets                     | • Facebook, Instagram                                                           | 2.5M impressions | 64%     |
| **Paid Search**   | • All Markets                          | • Google                                                                       | 29,602 clicks | 34%     |
**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

<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>

<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*
E-Newsletter Performance

Approximate distribution: 79,000

Average Open Rates

- 2015: 12,640 (16%)
- 2016: 19,750 (25%)
- 2017: 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

THE ROANOKE TIMES

House funding bill heads to uncertain Senate vote

Radford, Jefferson health schools merging

Editorial: 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
Merger Media Coverage

Jefferson College and Radford University announce the two will merge

Jefferson College of Health Sciences to merge with Radford University

Carilion Clinic announces merger of Jefferson College with Radford University

Office of University Relations
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>FY 18 - % 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>
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<tr>
<td>Current-Year Pledge Payments</td>
<td>$544,121</td>
<td>$344,401</td>
<td>$793,813</td>
<td>$513,692</td>
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<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>
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<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>
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<tr>
<td>Sponsored Programs</td>
<td>$52,485</td>
<td>$10,000</td>
<td>n/a</td>
<td>n/a</td>
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<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>
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<tr>
<td>Total Number of Donors</td>
<td>5,253</td>
<td>4,435</td>
<td>4,731</td>
<td>5,221</td>
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</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?
Recruitment Update
New Freshmen Applications (February 13th)

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

### Marketed Audience Performance

<table>
<thead>
<tr>
<th>Audience</th>
<th>Contacted</th>
<th>Submitted Applications</th>
<th>Application Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2017</td>
<td>2018</td>
<td>2017</td>
</tr>
<tr>
<td>Inquiry Pool</td>
<td>5,023</td>
<td>11,783</td>
<td>1,511</td>
</tr>
<tr>
<td>Senior Search - New Names</td>
<td>49,488</td>
<td>51,979</td>
<td>4,944</td>
</tr>
<tr>
<td>Senior Search - PRE Names</td>
<td>55,237</td>
<td>10,411</td>
<td>2,265</td>
</tr>
<tr>
<td>Grand Total</td>
<td>109,748</td>
<td>74,173</td>
<td>8,720</td>
</tr>
<tr>
<td>Not-Marketed</td>
<td></td>
<td></td>
<td>4,565</td>
</tr>
<tr>
<td>Grand Total</td>
<td></td>
<td></td>
<td>13,285</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)

Office of Enrollment Management
New Freshmen Admitted (February 13th)

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

- **In-State**: 3,551
- **Out-of-State**: 7,010

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

Paid Deposit

- Fall 2016: 162
- Fall 2017: 334
- Fall 2018: 338
Deposited 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>149</td>
<td>295</td>
<td>293</td>
</tr>
<tr>
<td>Out-of-State</td>
<td>13</td>
<td>39</td>
<td>45</td>
</tr>
</tbody>
</table>
Deposit IQ - Early Results

Total Responders
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>47</td>
<td>264</td>
<td>1127</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>Already Done</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>187</td>
<td></td>
</tr>
<tr>
<td>Probably</td>
<td>248</td>
<td></td>
</tr>
<tr>
<td>Maybe</td>
<td>363</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>319</td>
<td></td>
</tr>
</tbody>
</table>

Office of Enrollment Management
## Deposit IQ - “Probably” Conversion

<table>
<thead>
<tr>
<th>Category</th>
<th>2017</th>
<th>2018</th>
<th>Year Over Year Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Response</td>
<td>0</td>
<td>263</td>
<td>+263</td>
</tr>
<tr>
<td>Deposits Paid Through EAB</td>
<td>0</td>
<td>0</td>
<td>--</td>
</tr>
<tr>
<td>Changed to Yes</td>
<td>0</td>
<td>27</td>
<td>+27</td>
</tr>
<tr>
<td>Changed to Maybe</td>
<td>0</td>
<td>1</td>
<td>+1</td>
</tr>
<tr>
<td>Changed to No</td>
<td>0</td>
<td>1</td>
<td>+1</td>
</tr>
<tr>
<td>Changed to Already Done</td>
<td>0</td>
<td>0</td>
<td>--</td>
</tr>
<tr>
<td>Changed to Already Done</td>
<td>0</td>
<td>234</td>
<td>+234</td>
</tr>
</tbody>
</table>
Discussion
End of Board of Visitors Materials