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-Falkingham
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 2017. 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
New Freshmen Applications (May 2nd)

<table>
<thead>
<tr>
<th>Applications</th>
<th>Admitted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2016</td>
<td>Fall 2017</td>
</tr>
<tr>
<td>7,309</td>
<td>14,300</td>
</tr>
<tr>
<td></td>
<td>5,888</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
New Freshmen Deposits (May 2nd)

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: 0
  - Fall 2017: 134
  - Fall 2018: 176

Office of Enrollment Management
# 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

<table>
<thead>
<tr>
<th></th>
<th>Fall 2016</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average</td>
<td>3.17</td>
<td>3.22</td>
<td>3.27</td>
</tr>
</tbody>
</table>
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)

Deposits

- 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
Office for University Advancement and Alumni Relations
## 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>
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<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
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
## 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, WJJS, WYYD, 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 Notes

- **Advertising Impressions**: Introduction of Broadcast & Cable TV during Q1 2018 aided in bump of impressions during this period.
- **Application Page Inquiries**: Includes all “Apply Now” inquiries that direct www.radford.edu users to the application portal.
- **Website visitation**: On pace with FY18 projection.

## Digital KPI Notes

- **Digital Impressions**: Digital media represents 48% of all advertising impressions.
- **Marketing Landing Page Sessions**: Elevated rate of web page visits can be attributed to a more efficient and effective digital media campaign.
- **Marketing Landing Page Inquiries**: An updated version of the marketing landing pages has led to an increase in inquiry engagements.

## Table

<table>
<thead>
<tr>
<th>Global KPI</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>

<table>
<thead>
<tr>
<th>Digital KPI</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*
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 (6-25)
Promotion
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)

⭐ = 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: 18733 Mentions
- March 14, 2018: 8181 Mentions

Likes for Published Tweets

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

Instagram Engagement

- March 7, 2018: Engagement
- March 14, 2018: Engagement
Web Communications Assessment

Who We Are Page

289.56% increase in traffic year over year

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Pageviews 2018</th>
<th>Pageviews 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar 3 - Mar 16, 2018</td>
<td>6,533</td>
<td></td>
</tr>
<tr>
<td>Mar 4 - Mar 17, 2017</td>
<td>1,677</td>
<td></td>
</tr>
</tbody>
</table>

Where We Are Page

1,042.20% increase in traffic year over year

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Pageviews 2018</th>
<th>Pageviews 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar 3 - Mar 16, 2018</td>
<td>6,442</td>
<td></td>
</tr>
<tr>
<td>Mar 4 - Mar 17, 2017</td>
<td>564</td>
<td></td>
</tr>
</tbody>
</table>
Earned Media Assessment

Radford downs LIU Brooklyn for its first NCAA tourney win

DAYTON, Ohio — Carike 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.

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 geography. The 2018 NCAA tournament begins with Selection Sunday on March 11.

First Mention

with 14 days of Championship week. On Sunday, the No. 2-seed Radford Highlanders (20-12) faced off

Sentiment: Neutral

Readership: 16,021,699

Engagement: 5.67%
Earned Media Assessment

Media Performance Metrics
Radford University | NCAA Basketball  Mar 1, 2018 - Mar 19, 2018

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

Enter key message here

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

U.S. vs International Mentions
Radford University | NCAA Basketball  Mar 1, 2018 - Mar 19, 2018

- United States: 93%
- International: 7%

Local Mentions
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...

Ångel 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 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 • 6h

The #RadfordArmy 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 @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 @espnc

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
Radford 18

Carlik Jones’ buzzer-beater lifts Radford into NCAA Tournament
The Highlanders are heading to the NCAA for the first time in nine years.

Radford University • @radfordu • Mar 4

RT @RadfordMBB: CARLIK HITS THE BUZZER BEATER AND RADFORD WINS!!!
RADFORD IS YOUR BIG SOUTH CHAMPIONS!
Social Media Promotion

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

Thanks to our Radford Family for showing off your Highlander Pride during yesterday's exciting Radford Men's Basketball game!
Web Communication Activity
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 on Sunday at the Dedmon Center. The Highlander's story has been captured by numerous media outlets.
Web Communication Activity

[Image: Video screen with a crowd cheering and a text overlay reading "GO HIGHLANDERS!"]

[Image: University Relations webpage featuring a banner about the Radford Family being proud of their men's basketball team]
End of Board of Visitors Materials