UNIVERSITY ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE
1:30 P.M.
DECEMBER 6, 2018
MARY ANN JENNINGS HOVIS MEMORIAL BOARD ROOM
THIRD FLOOR, MARTIN HALL, RADFORD, VA

DRAFT
MINUTES

COMMITTEE MEMBERS PRESENT
Ms. Krisha Chachra, Chair
Ms. Karyn K. Moran, joined at 2:10 p.m.
Ms. Nancy Angland Rice
Ms. Lisa Throckmorton

COMMITTEE MEMBERS ABSENT
Mr. James R. Kibler, Jr., Vice Chair

OTHER BOARD MEMBERS PRESENT
Mr. Mark S. Lawrence, Rector
Mr. Robert A. Archer, Vice Rector
Dr. Thomas Brewster
Dr. Jay A. Brown
Dr. Rachel D. Fowlkes
Dr. Debra K. McMahon
Ms. Georgia Anne Snyder-Falkingham
Dr. Susan Whealler Johnston
Ms. Myriah Brooks, Student Representative (Non-voting Advisory Member)
Dr. Jake Fox, Faculty Representative (Non-voting Advisory Member), joined at 1:50 p.m.

OTHERS PRESENT
Dr. Brian O. Hemphill, President
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
Mr. Danny Kemp, Vice President for Information Technology and Chief Information Officer
Ms. Wendy Lowery, Vice President for University Advancement
Ms. Kitty McCarthy, Vice President for Enrollment Management
Mr. Chad A. Reed, Vice President for Finance and Administration and Chief Financial Officer
Ms. Ashley Schumaker, Chief of Staff and Vice President for University Relations
CALL TO ORDER
Ms. Krisha Chachra, Chair, formally called the University Advancement, University Relations and Enrollment Management Committee meeting to order at 2:32 p.m. in the Mary Ann Jennings Hovis Memorial Board Room in Martin Hall.

APPROVAL OF AGENDA
Ms. Chachra asked for a motion to approve the December 6, 2018 agenda as published. Ms. Lisa Throckmorton made the motion, Ms. Nancy Rice seconded, and the agenda was unanimously approved.

APPROVAL OF MINUTES
Ms. Chachra asked for a motion to approve the minutes of the October 2, 2018 meeting of the University Advancement, University Relations and Enrollment Management Committee meeting, as published. Ms. Throckmorton made the motion, Ms. Rice seconded, and the minutes were unanimously approved.

ENROLLMENT MANAGEMENT REPORT
Vice President for Enrollment Management Kitty McCarthy provided an update regarding fall 2019 student recruitment and enrollment. Ms. McCarthy shared that, as of December 4, 2018, new freshman applications were up 12% over fall 2018 or 10,135 compared to 9,042. The most significant in-state growth was in the Richmond, Peninsula and Northern Virginia regions. Vice President McCarthy added that completed applications were up 9% over fall 2018 or 6,243 compared to 5,698, and that 5,338 of the completed applications have been admitted which represents an increase of 14% compared to fall 2018. Applicant quality, as measured by high school GPA and SAT scores, remains steady. In addition to connecting with prospective students who have not applied, Admissions staff is focused on encouraging applicants to complete the application, making and sharing admission decisions and planning for spring yield activities. A copy of the presentation is attached hereto as Attachment A and is made a part hereof.

UNIVERSITY ADVANCEMENT REPORT
Vice President for University Advancement Wendy Lowery provided an update on the division’s recent activities. New staff members include two Regional Coordinators in Alumni Relations and a Development Phonathon Coordinator in Annual Giving. Vice President Lowery shared a summary of the Homecoming 2018 activities, including a video. She also briefed the Committee of upcoming events. In a fundraising update, Vice President Lowery shared that Annual Giving digital efforts from The Hive, a crowdfunding platform, brought in $15,450 from 179 donors. The Greek Life Challenge brought in $12,957 from 223 donors with a 49% participation increase and 18% revenue increase from 2017. Giving Tuesday was a success with 225 donors giving a total of $34,537. Student philanthropy from TAG Day included 38 participants with 250 posts. December senior gifts totaled $1,904 from 85 donors. She also shared a stewardship video which launched on Giving Tuesday. The to-date FY19 total giving was $1.4 million which included 2,021 donors with 728 being new donors. A copy of the presentation is attached hereto as Attachment B and is made a part hereof.
UNIVERSITY RELATIONS REPORT
Vice President for University Relations Ashley Schumaker introduced her leadership team members who were in attendance and acknowledged the outstanding work these individuals and their teams provide to the University. Vice President Schumaker provided an overview of the three phases of the comprehensive media plan and marketing approach. She noted that phase 1 began in September and was aimed at building overall awareness and brand recognition, while phase 2 began earlier this month and is aimed at driving application activity. Phase 3 will focus on transfer students beginning in January, as well as conversion and yield activities for prospective students and rising high school seniors beginning in February. As part of the report, Vice President Schumaker provided an advertising update by media tactic, while focusing on markets and delivery through mid-November. In the key performance indicators update, she noted that advertising impressions, website sessions, and page inquiries are on target based on established goals. She noted strong performance in digital outreach with a click-thru rate of 0.64%, while the industry benchmark is 0.25% to 0.35%. Vice President Schumaker concluded her report by discussing various collaborations across campus and noting a few of the many projects that University Relations is involved in currently through strong partnerships with other departments, divisions, and offices. A copy of the presentation is attached hereto as Attachment C and is made a part hereof.

ADJOURNMENT
With no further business to come before the Committee, Ms. Chachra asked for a motion to adjourn the meeting. Ms. Throckmorton made the motion, Ms. Rice seconded, and the motion carried unanimously. The meeting adjourned at 2:43 p.m.

Respectfully submitted,

Ms. Jennifer White
Executive Administrative Assistant
to the Vice President of University Advancement
Secretary to the Committee
Recruitment Update
New Freshman Applications (December 4th)

<table>
<thead>
<tr>
<th>Applications</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>9,006</td>
<td>9,042</td>
</tr>
<tr>
<td></td>
<td>10,135</td>
<td></td>
</tr>
</tbody>
</table>

Fall 2017 | Fall 2018
New Freshman Applications by Residency (December 4th)

In-State
- Fall 2017: 7,126
- Fall 2018: 6,964
- Fall 2019: 7,806

Out-of-State
- Fall 2017: 1,880
- Fall 2018: 2,078
- Fall 2019: 2,329
### New Freshman Applications by VA Region (December 4th)

<table>
<thead>
<tr>
<th>VA Region</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
<th>Fall 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Virginia</td>
<td>576</td>
<td>604</td>
<td>644</td>
</tr>
<tr>
<td>Northern Virginia</td>
<td>1,965</td>
<td>1,758</td>
<td>2,134</td>
</tr>
<tr>
<td>Peninsula</td>
<td>579</td>
<td>508</td>
<td>631</td>
</tr>
<tr>
<td>Richmond</td>
<td>1,050</td>
<td>908</td>
<td>1,160</td>
</tr>
<tr>
<td>Roanoke Metro</td>
<td>314</td>
<td>398</td>
<td>361</td>
</tr>
<tr>
<td>South Central</td>
<td>289</td>
<td>334</td>
<td>369</td>
</tr>
<tr>
<td>Southwest</td>
<td>673</td>
<td>770</td>
<td>716</td>
</tr>
<tr>
<td>Tidewater</td>
<td>998</td>
<td>1,002</td>
<td>1,152</td>
</tr>
<tr>
<td>Valley</td>
<td>671</td>
<td>677</td>
<td>631</td>
</tr>
<tr>
<td>In-State, Unknown</td>
<td>11</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>7,126</strong></td>
<td><strong>6,964</strong></td>
<td><strong>7,806</strong></td>
</tr>
</tbody>
</table>
New Freshman Applications by Top States *(December 4th)*

<table>
<thead>
<tr>
<th>State</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
<th>Fall 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Carolina</td>
<td>375</td>
<td>619</td>
<td>662</td>
</tr>
<tr>
<td>Maryland</td>
<td>518</td>
<td>471</td>
<td>522</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>142</td>
<td>248</td>
<td>353</td>
</tr>
<tr>
<td>West Virginia</td>
<td>131</td>
<td>142</td>
<td>137</td>
</tr>
<tr>
<td>New Jersey</td>
<td>101</td>
<td>97</td>
<td>70</td>
</tr>
<tr>
<td>Tennessee</td>
<td>95</td>
<td>41</td>
<td>58</td>
</tr>
<tr>
<td>Florida</td>
<td>40</td>
<td>34</td>
<td>54</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>46</td>
<td>69</td>
<td>53</td>
</tr>
<tr>
<td>Connecticut</td>
<td>25</td>
<td>21</td>
<td>38</td>
</tr>
<tr>
<td>South Carolina</td>
<td>59</td>
<td>41</td>
<td>37</td>
</tr>
</tbody>
</table>
### New Freshman Applications by Ethnicity (December 4th)

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
<th>Fall 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian or Alaska Native</td>
<td>26</td>
<td>32</td>
<td>28</td>
</tr>
<tr>
<td>Asian</td>
<td>246</td>
<td>246</td>
<td>308</td>
</tr>
<tr>
<td>Black or African American</td>
<td>2,474</td>
<td>2,535</td>
<td>3,042</td>
</tr>
<tr>
<td>Hispanic</td>
<td>818</td>
<td>897</td>
<td>1,003</td>
</tr>
<tr>
<td>Native Hawaiian/Other Pacific Islander</td>
<td>19</td>
<td>8</td>
<td>19</td>
</tr>
<tr>
<td>White</td>
<td>4,534</td>
<td>4,411</td>
<td>4,710</td>
</tr>
<tr>
<td>Two or more races</td>
<td>635</td>
<td>635</td>
<td>708</td>
</tr>
<tr>
<td>Nonresident Alien</td>
<td>7</td>
<td>27</td>
<td>22</td>
</tr>
<tr>
<td>Race and Ethnicity Unknown</td>
<td>247</td>
<td>251</td>
<td>295</td>
</tr>
<tr>
<td><strong>Total New Freshmen</strong></td>
<td><strong>9,006</strong></td>
<td><strong>9,042</strong></td>
<td><strong>10,135</strong></td>
</tr>
</tbody>
</table>
New Freshman Completed Applications (December 4th)

<table>
<thead>
<tr>
<th>Completed Applications</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4,462</td>
<td>5,698</td>
</tr>
<tr>
<td></td>
<td>6,243</td>
<td></td>
</tr>
</tbody>
</table>
New Freshman Applications High School GPA (December 4th)

Average High School GPA

0.00 0.50 1.00 1.50 2.00 2.50 3.00 3.50 4.00

Fall 2017: 3.42  
Fall 2018: 3.36  
Fall 2019: 3.42
New Freshman Admitted (December 4th)

- Fall 2017: 2,911
- Fall 2018: 4,676
- Fall 2019: 5,338
New Freshman Admitted High School GPA (December 4th)

Average High School GPA

- Fall 2017: 3.52
- Fall 2018: 3.55
- Fall 2019: 3.56
New Transfer Applications (December 4th)

Applications

- Fall 2017: 361
- Fall 2018: 344
- Fall 2019: 298
Ongoing Activities

• Application Generation
• Application Completion/Decisions
• Scholarship and Financial Aid Offers
• Community College Partnerships
• Yield Activities
Discussion
University Advancement and Alumni Relations

RADFORD UNIVERSITY

Board of Visitors
University Advancement - New Team Members

Michelle Carlson
Regional Alumni Relations Coordinator

Michelle Valcourt
Regional Alumni Relations Coordinator

Mandy Sexton
Development Coordinator (Phonathon)
Annual Giving
Homecoming 2018 Overview

- Alumni Volunteer Leadership Business Lunch and Awards Ceremony
- Highlander Statue Unveiling
- Women of Radford Luncheon
- Affinity Reunions and College-Based Activities
- Hall of Fame and Athletic Contests
- Golden Reunion
Homecoming Overview
Alumni Relations

- Chapter Planning Meetings and Activities
- 25th Annual Holiday Breakfast with Santa
- Volunteer Summit and Winter Celebration
- Presidential Tour Planning
Annual Giving

Digital Efforts

– The Hive
  • FY19 YTD: $15,450 from 179 donors (6 projects)

– Greek Life Challenge
  • 2017: $11,000 from 150 donors
  • 2018: $12,957 from 223 donors

49% participation increase and 18% revenue increase
Giving Tuesday
(225 donors and $34,537 total dollars)
Annual Giving

Student Philanthropy

- **TAG Day**
  - 2017: 170 posts and 20 participants
  - 2018: 250 posts and 38 participants

- **December Senior Gifts**
  - 2017: $1,036 from 90 donors
  - 2018: $1,904 from 85 donors
# Giving Overview

## Fiscal Year-to-Date 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>$719,574</td>
<td>62%</td>
<td>$199,549</td>
<td>$164,378</td>
<td>$199,466</td>
<td>$323,126</td>
</tr>
<tr>
<td>Current-Year Pledge Payments</td>
<td>$71,945</td>
<td>n/a</td>
<td>$96,016</td>
<td>$71,190</td>
<td>$69,389</td>
<td>$137,990</td>
</tr>
<tr>
<td>New Planned Gifts</td>
<td>$34,964</td>
<td>n/a</td>
<td>$1,529,855</td>
<td>$565,050</td>
<td>$4,840,000</td>
<td>$763,000</td>
</tr>
<tr>
<td>Outright Cash Gifts</td>
<td>$624,724</td>
<td>n/a</td>
<td>$690,567</td>
<td>$306,377</td>
<td>$373,212</td>
<td>$413,972</td>
</tr>
<tr>
<td>Gifts-in-kind</td>
<td>$19,574</td>
<td>n/a</td>
<td>$263,446</td>
<td>$19,707</td>
<td>$65,801</td>
<td>$9,431</td>
</tr>
<tr>
<td>Gifts of Real Estate</td>
<td>$ -</td>
<td>n/a</td>
<td>$590,000</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td>Sponsored Programs</td>
<td>$15,240</td>
<td>n/a</td>
<td>$23,700</td>
<td>$26,095</td>
<td>$10,000</td>
<td>n/a</td>
</tr>
<tr>
<td>Total Giving</td>
<td>$1,486,021</td>
<td>n/a</td>
<td>$3,393,132</td>
<td>$1,152,796</td>
<td>$5,557,868</td>
<td>$1,647,520</td>
</tr>
</tbody>
</table>

### New Pledge Balances
- FY 2018-2019: $719,574
- FY 2017-2018: $199,549
- FY 2016-2017: $164,378
- FY 2015-2016: $199,466
- FY 2014-2015: $323,126

### Current-Year Pledge Payments
- FY 2018-2019: $71,945
- FY 2017-2018: $96,016
- FY 2016-2017: $71,190
- FY 2015-2016: $69,389
- FY 2014-2015: $137,990

### New Planned Gifts
- FY 2018-2019: $34,964
- FY 2017-2018: $1,529,855
- FY 2016-2017: $565,050
- FY 2015-2016: $4,840,000
- FY 2014-2015: $763,000

### Outright Cash Gifts
- FY 2018-2019: $624,724
- FY 2017-2018: $690,567
- FY 2015-2016: $373,212
- FY 2014-2015: $413,972

### Gifts-in-kind
- FY 2018-2019: $19,574
- FY 2017-2018: $263,446
- FY 2016-2017: $19,707
- FY 2015-2016: $65,801
- FY 2014-2015: $9,431

### Gifts of Real Estate
- FY 2018-2019: $0
- FY 2017-2018: $590,000
- FY 2016-2017: $0
- FY 2015-2016: $0
- FY 2014-2015: $0

### Sponsored Programs
- FY 2018-2019: $15,240
- FY 2017-2018: $23,700
- FY 2016-2017: $26,095
- FY 2015-2016: $10,000
- FY 2014-2015: $0

### Total Giving
- FY 2018-2019: $1,486,021
- FY 2017-2018: $3,393,132
- FY 2016-2017: $1,152,796
- FY 2015-2016: $5,557,868
- FY 2014-2015: $1,647,520

### 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>$10,635,610</td>
<td>31%</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>24%</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>$1,656,636</td>
</tr>
<tr>
<td>Gifts-in-kind</td>
<td>$336,320</td>
<td>62%</td>
<td>$128,299</td>
<td>$223,955</td>
<td>$200,775</td>
<td>$105,257</td>
</tr>
<tr>
<td>Gifts of Real Estate</td>
<td>$590,000</td>
<td>n/a</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>$222,500</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>$15,340,113</td>
<td>30%</td>
<td>$10,792,480</td>
<td>$8,006,999</td>
<td>$4,118,339</td>
<td>$3,837,397</td>
</tr>
</tbody>
</table>

### New Pledge Balances
- FY 2017-2018: $10,635,610
- FY 2016-2017: $7,311,589
- FY 2015-2016: $1,160,325
- FY 2014-2015: $505,474
- FY 2013-2014: $1,100,504

### New Planned Gifts
- FY 2017-2018: $1,565,555
- FY 2016-2017: $1,192,050
- FY 2015-2016: $5,090,000
- FY 2014-2015: $1,282,000
- FY 2013-2014: $752,500

### Outright Cash Gifts
- FY 2017-2018: $2,155,139
- FY 2015-2016: $1,522,719
- FY 2014-2015: $2,130,090
- FY 2013-2014: $1,656,636

### Gifts-in-kind
- FY 2017-2018: $336,320
- FY 2016-2017: $128,299
- FY 2015-2016: $223,955
- FY 2014-2015: $200,775
- FY 2013-2014: $105,257

### Gifts of Real Estate
- FY 2017-2018: $0
- FY 2016-2017: $0
- FY 2015-2016: $0
- FY 2014-2015: $0
- FY 2013-2014: $0

### Sponsored Programs
- FY 2017-2018: $57,490
- FY 2016-2017: $52,485
- FY 2015-2016: $10,000
- FY 2014-2015: $n/a
- FY 2013-2014: $n/a

### Total Giving
- FY 2017-2018: $15,340,113
- FY 2016-2017: $10,792,480
- FY 2015-2016: $8,006,999
- FY 2013-2014: $3,837,397

- Total Number of Donors: 5,262
- Total Number of New Donors: 2,018
Discussion
University Relations Team

Media Services
- Director of Media Services Sherry Wallace
- Public Relations Writers Don Bowman; Mary Hardbarger; and Chad Osborne
- Assistant Web Director Jon Harris
- Media Services Specialist Max Esterhuizen

Web Communications and Strategy
- Director of Digital Communication and Marketing Meghan Williams Spraker
- Web Content Producer and Editors Jessica Fowler
- Social Media Coordinator and Web Content Assistant Producer Alexa Nash

Creative and Marketing Services
- Director of Creative and Marketing Services Lee Coburn
- Multimedia Producers Paul Davis and Justin Ward
- Graphic Designers Robin Dowdy and Nakia Shelton
- Senior Graphic Design Manager Nickola Dudley
- Art Director James Harman
- University Photographer Jeff Greenough
- Marketing Copywriter/Editor Pam McCallister
- Digital and Media Interactive Designer Hannah Moses
Summary of Current Media Plan and Marketing Approach

- **Phase 1** launched in September with advertising channels targeting high school 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 for applications. The transfer digital campaign begins in January.

- **Phase 3** begins the multi-pronged approach to finish FY 2019 strong by supporting:
  - Transfer student applications starting in January.
  - Conversion and yield of accepted students with media tactics targeted to markets with higher indices for admission starting in February.
  - From February through May, the focus will be on generating awareness and consideration for a new wave of rising high school seniors applying next Fall.
## Advertising Update

<table>
<thead>
<tr>
<th>Media Tactic</th>
<th>Campaign(s) Supported</th>
<th>Market(s)</th>
<th>Placement Details</th>
<th>Delivery (thru 11/18)</th>
<th>% Comp.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Out of Home</td>
<td>• UG/General</td>
<td>• Roanoke</td>
<td>• ROA Airport Digital Wall Screen (Annual) • Bus Kings &amp; Rail Station Posters in NOVA (Nov.) • Digital billboards on I-95 in Richmond (Sept. - Nov.)</td>
<td>9 million</td>
<td>90%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Northern Virginia</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Richmond</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Print</td>
<td>• UG/General</td>
<td>• All Markets</td>
<td>• USA Today College Guide; VA Colors; VA Business; Richmond Mag; VA Foundation for the Humanities, Profile Display; and Washington Monthly</td>
<td>1.2 million</td>
<td>16%</td>
</tr>
<tr>
<td>TV</td>
<td>• UG/General</td>
<td>• Richmond/Norfolk</td>
<td>• 4-week TV run in Oct. and early Nov.</td>
<td>7.5 million</td>
<td>100%</td>
</tr>
<tr>
<td>OTT: Streaming TV</td>
<td>• UG/General</td>
<td>• VA Markets</td>
<td>• Gamut/Cox partnership to support General/Multicultural message</td>
<td>581,670</td>
<td>33%</td>
</tr>
<tr>
<td>Digital Display &amp; Video</td>
<td>• UG/General</td>
<td>• All Markets</td>
<td>• AdTheorent • Site list includes, but not limited to, BuzzFeed, Roanoke.com, Forbes, WashPo, etc.</td>
<td>2.8 million</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Multicultural</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paid Social</td>
<td>• UG/General</td>
<td>• VA Markets</td>
<td>• Facebook, Instagram, Snapchat</td>
<td>267,722</td>
<td>23%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Multicultural</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paid Search</td>
<td>• UG/General</td>
<td>• All Markets</td>
<td>• Google</td>
<td>95,796</td>
<td>20%</td>
</tr>
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</tbody>
</table>
# Key Performance Indicators Update

<table>
<thead>
<tr>
<th>Global KPI</th>
<th>FY19 YTD</th>
<th>FY19 Goal</th>
<th>% Goal Index</th>
<th>Global KPI Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Impressions</td>
<td>14,814,210</td>
<td>28,000,000</td>
<td>52%</td>
<td>Introduction of OOH and TV in Oct./Nov. resulted in significant exposure in market during this period. Final OOH impressions and TV post will follow in Q1.</td>
</tr>
<tr>
<td>Admissions Section Sessions</td>
<td>86,345</td>
<td>425,000</td>
<td>20%</td>
<td>Pacing is on target through November.</td>
</tr>
<tr>
<td>Application Page Inquiries</td>
<td>8,840</td>
<td>45,000</td>
<td>19%</td>
<td>KPI pacing well through Oct. Oct./Nov. are historically peak periods for application inquiries.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Digital KPI</th>
<th>FY19 YTD</th>
<th>FY19 Goal</th>
<th>% Goal Index</th>
<th>Digital KPI Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Impressions</td>
<td>3,960,913</td>
<td>16,250,000</td>
<td>25%</td>
<td>Digital impression delivery set to increase ahead of key events and application deadlines.</td>
</tr>
<tr>
<td>Digital Clicks</td>
<td>25,196</td>
<td>65,000</td>
<td>38%</td>
<td>Campaign is generating a strong click-thru rate of 0.64%. The industry benchmark is 0.25-.35%.</td>
</tr>
<tr>
<td>Marketing Landing Page Sessions</td>
<td>12,659</td>
<td>150,000</td>
<td>8%</td>
<td>KPI is expected to rise with increase in digital ad delivery into the application deadline window.</td>
</tr>
</tbody>
</table>

*Performance based on 6 weeks out of 35-week campaign period*
Advertising Examples

Desktop Display – UG/General

Streaming TV

Out of Home – UG/General
Advertising Examples

Mobile Display – UG/General

Mobile Display – Multicultural

Paid Social – UG/Multicultural
Collaborations and Partnerships Across Campus

- Student Spotlights
- Enrollment Management Outreach and Publications
- Duo Two-Factor Authentication Awareness
- Emory & Henry College Partnership
- 2017-2018 Annual Report
- Spring Registration Promotion
- Giving Tuesday Campaign
- December Commencement
Discussion
End of Board of Visitors Materials