UNIVERSITY ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE
3:30 P.M.
February 7, 2019
MARY ANN JENNINGS HOVIS MEMORIAL BOARD ROOM
THIRD FLOOR, MARTIN HALL, RADFORD, VA

DRAFT
MINUTES

COMMITTEE MEMBERS PRESENT
Ms. Krisha Chachra, Chair
Mr. James R. Kibler Jr., Vice Chair
Ms. Nancy A. Rice
Ms. Lisa Throckmorton

COMMITTEE MEMBERS ABSENT
Ms. Karyn K. Moran

BOARD MEMBERS PRESENT
Mr. Mark S. Lawrence, Rector
Mr. Robert A. Archer, Vice Rector
Dr. Thomas Brewster
Mr. Gregory A. Burton
Dr. Rachel D. Fowlkes
Dr. Susan Whealler Johnston
Dr. Debra K. McMahon
Ms. Myriah Brooks, Student Representative (Non-voting Advisory Member)

OTHERS PRESENT
Dr. Brian O. Hemphill, President
Ms. Karen Casteele, Secretary to the Board of Visitors and Special Assistant to the President
Dr. Kenna M. Colley, Interim Provost and Vice President for Academic Affairs
Mr. Danny M. 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
Dr. Susan Trageser, Vice President for Student Affairs
Mr. Allen Wilson, Senior Assistant Attorney General, Commonwealth of Virginia
Other Radford University faculty and staff
CALL TO ORDER
Ms. Krisha Chachra, Chair, formally called the University Advancement, University Relations and Enrollment Management Committee meeting to order at 3:55 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 February 8, 2019 agenda, as published. Mr. James R. Kibler made the motion, Ms. Nancy A. Rice seconded, and the motion carried unanimously.

APPROVAL OF MINUTES
Ms. Chachra asked for a motion to approve the minutes of the December 6, 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 motion carried unanimously.

ENROLLMENT MANAGEMENT REPORT
Vice President for Enrollment Management Kitty McCarthy provided a Fall 2019 new student recruitment update stating that, as of February 5, 2019, the application pool continues to grow and is currently up 13 percent over Fall 2018. In-state applications are up 14 percent and out-of-state applications are up 10.7 percent over Fall 2018. She added that we continue to see application growth in almost all regions of Virginia and across most ethnic groups. Applicant quality, as measured by high school GPA and SAT, is holding steady with Fall 2018 and Fall 2017. Almost 9,000 freshman applicants have been admitted which is 11 percent more than 2018. Vice President McCarthy described a variety of yield activities that are in place to encourage admitted students to join the University in the fall, including on-campus Highlander Days, off-site receptions, enhancements to on-campus visits during high school spring break weeks, ongoing outreach by the Admissions staff combined with communication efforts supported by college deans, faculty and alumni. Vice President McCarthy added that University staff are monitoring transfer activity for Fall 2019 as enrollment across the Virginia Community College System (VCCS) continues to decline. Vice President McCarthy also shared information regarding graduate student recruitment and ongoing efforts to create visibility for graduate programs. She added that creating partnerships with other colleges and universities holds potential for creating new recruitment pipelines. Vice President McCarthy closed by describing the Division of Enrollment Management’s engagement in a number of activities related to the merger with Jefferson College of Health Sciences (JCHS). Several Radford University staff members are working at JCHS to support the merger and communication with several external partners, including the U.S. Department of Education, Veterans Affairs and the Student Exchange Visitor Information System (SEVIS), and assisting to create a path for a successful merger and a smooth transition for students. 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, beginning with the giving overview as of February 5, 2019, which was more than $3 million with 3,027 donors. She stated that there are $24.3 million in major gift proposals in process, while $8 million could potentially be funded in the beginning of next fiscal year. She added that Advancement Services has updated and maintained 179,000 primary addresses and of these, approximately 75,000 are alumni. Approximately 9,800 gifts, pledges and planned gifts are processed
annually and credit card gifts have steadily increased since FY 2016. A new online payroll deduction form was implemented in July 2018 making it easier for faculty and staff to give to their area of choice. Vice President Lowery continued by updating the Committee on the work of Advancement Communications, including Capital Campaign Case for Support and Campaign website, Highlander Family Tour and the RU Magazine, as well as Alumni Relations, who have also been working diligently on the Highlander Family Tour, as well as preparing for the 2019 Volunteer Summit and Winter Celebration. She added that the priorities for Strategic Initiatives has been donor recognition and upcoming special events. Vice President Lowery concluded by discussing University Advancement’s plans to support the Jefferson College merger by continuing to build relationships with donors, alumni, faculty and staff, not only to assist with the expanded footprint in Roanoke, but for the overall success of the programs and students. 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 members of her leadership team, Associate Vice President Caitlyn Scaggs, who recently joined the University, and Director of Media Services Sherry Wallace. Vice President Schumaker provided an update on the comprehensive media plan and marketing approach. She noted that phase three begins the multi-pronged approach to finish FY 2019 by supporting transfer student applications in January, accepted students in February and rising high school seniors applying next fall from February to May. Vice President Schumaker reviewed the success of the streaming TV with the first flight ending in early December with the delivered impressions exceeding the planned impressions. The click-through rate was 23 percent, with an industry benchmark of 21 percent. Most impressive was the video completion rate of 95 percent, with an industry benchmark of 76 percent. Flight two runs through the end of April. Vice President Schumaker highlighted the collaboration with campus partners resulting in the successful planning and completion of marketing materials and special events. Some recent examples include: year-end giving campaign; We Are The Reason mailing campaign with Admissions; the Retention Summit; the Foundation Annual Report; the Spring/Summer 2019 magazine; and the Responsive, Resilient and Real spotlights. Vice President Schumaker concluded her report by discussing various aspects of the branding, marketing and staffing associated with the Jefferson College merger. A copy of the presentation is attached hereto as Attachment C and is made a part hereof.

Ms. Chachra acknowledged the recent work by University Relations and University Leadership during the recent time of crisis and commended them on the professional, respectful and timely manner in which the situation was handled.

ADJOURNMENT
With no further business to come before the Committee, Ms Chachra asked for a motion to adjourn the meeting. Mr. Kibler made the motion, Ms. Rice seconded, and the motion carried unanimously. The meeting adjourned at 4:40 p.m.

Respectfully submitted,

Ms. Kathy Murphy

Executive Assistant to the
Vice President for Enrollment Management
Recruitment Update
New Freshman Applications (February 5th)

Enrollment Management

Fall 2017: 13,195
Fall 2018: 12,615
Fall 2019: 14,307
New Freshman Applications by Residency (February 5th)

In-State
- Fall 2017: 10,268
- Fall 2018: 9,620
- Fall 2019: 10,991

Out-of-State
- Fall 2017: 2,927
- Fall 2018: 2,995
- Fall 2019: 3,316
### New Freshman Applications by VA Region (February 5\textsuperscript{th})

<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>743</td>
<td>745</td>
<td>812</td>
</tr>
<tr>
<td>Northern Virginia</td>
<td>3,102</td>
<td>2,720</td>
<td>3,355</td>
</tr>
<tr>
<td>Peninsula</td>
<td>806</td>
<td>703</td>
<td>823</td>
</tr>
<tr>
<td>Richmond</td>
<td>1,462</td>
<td>1,229</td>
<td>1,581</td>
</tr>
<tr>
<td>Roanoke Metro</td>
<td>432</td>
<td>510</td>
<td>502</td>
</tr>
<tr>
<td>South Central</td>
<td>396</td>
<td>428</td>
<td>499</td>
</tr>
<tr>
<td>Southwest</td>
<td>865</td>
<td>911</td>
<td>864</td>
</tr>
<tr>
<td>Tidewater</td>
<td>1,379</td>
<td>1,418</td>
<td>1,605</td>
</tr>
<tr>
<td>Valley</td>
<td>1012</td>
<td>946</td>
<td>944</td>
</tr>
<tr>
<td>In-State, Unknown</td>
<td>71</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>10,268</strong></td>
<td><strong>9,620</strong></td>
<td><strong>10,991</strong></td>
</tr>
</tbody>
</table>
### New Freshman Applications by Top States (February 5th)

<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>646</td>
<td>885</td>
<td>867</td>
</tr>
<tr>
<td>Maryland</td>
<td>794</td>
<td>720</td>
<td>742</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>232</td>
<td>362</td>
<td>470</td>
</tr>
<tr>
<td>West Virginia</td>
<td>180</td>
<td>173</td>
<td>165</td>
</tr>
<tr>
<td>New Jersey</td>
<td>132</td>
<td>138</td>
<td>101</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>68</td>
<td>95</td>
<td>69</td>
</tr>
<tr>
<td>Florida</td>
<td>63</td>
<td>49</td>
<td>66</td>
</tr>
<tr>
<td>Tennessee</td>
<td>130</td>
<td>52</td>
<td>65</td>
</tr>
<tr>
<td>New York</td>
<td>79</td>
<td>45</td>
<td>58</td>
</tr>
<tr>
<td>Connecticut</td>
<td>34</td>
<td>29</td>
<td>47</td>
</tr>
</tbody>
</table>
## New Freshman Applications by Ethnicity (February 5th)

<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>39</td>
<td>43</td>
<td>41</td>
</tr>
<tr>
<td>Asian</td>
<td>394</td>
<td>384</td>
<td>511</td>
</tr>
<tr>
<td>Black or African American</td>
<td>3,728</td>
<td>3,667</td>
<td>4,352</td>
</tr>
<tr>
<td>Hispanic</td>
<td>1376</td>
<td>1351</td>
<td>1567</td>
</tr>
<tr>
<td>Native Hawaiian/Other Pacific Islander</td>
<td>29</td>
<td>17</td>
<td>26</td>
</tr>
<tr>
<td>White</td>
<td>6263</td>
<td>5807</td>
<td>6332</td>
</tr>
<tr>
<td>Two or more races</td>
<td>977</td>
<td>928</td>
<td>990</td>
</tr>
<tr>
<td>Nonresident Alien</td>
<td>14</td>
<td>60</td>
<td>91</td>
</tr>
<tr>
<td>Race and Ethnicity Unknown</td>
<td>375</td>
<td>358</td>
<td>397</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>13,195</strong></td>
<td><strong>12,615</strong></td>
<td><strong>14,307</strong></td>
</tr>
</tbody>
</table>
New Freshman Applications High School GPA (February 5th)

- Fall 2017: 3.27
- Fall 2018: 3.30
- Fall 2019: 3.35
New Freshman Applications High School GPA (February 5th)

<table>
<thead>
<tr>
<th></th>
<th>In-State</th>
<th>Out-of-State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2017</td>
<td>3.26</td>
<td>3.31</td>
</tr>
<tr>
<td>Fall 2018</td>
<td>3.28</td>
<td>3.37</td>
</tr>
<tr>
<td>Fall 2019</td>
<td>3.34</td>
<td>3.40</td>
</tr>
</tbody>
</table>
New Freshman Applications SAT (February 5th)

![Bar chart showing SAT scores for Fall 2017, Fall 2018, and Fall 2019. The average scores are 1,056, 1,052, and 1,056 respectively.](chart.png)
New Freshman Applications SAT (February 5th)

- In-State:
  - Fall 2017: 1,055
  - Fall 2018: 1,053
  - Fall 2019: 1,058

- Out-of-State:
  - Fall 2017: 1,062
  - Fall 2018: 1,043
  - Fall 2019: 1,049
New Freshman Admitted (February 5th)

<table>
<thead>
<tr>
<th>Year</th>
<th>Admitted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2017</td>
<td>8,352</td>
</tr>
<tr>
<td>Fall 2018</td>
<td>8,059</td>
</tr>
<tr>
<td>Fall 2019</td>
<td>8,951</td>
</tr>
</tbody>
</table>
New Freshman Admitted High School GPA (February 5th)

<table>
<thead>
<tr>
<th>Average</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
<th>Fall 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3.43</td>
<td>3.47</td>
<td>3.51</td>
</tr>
</tbody>
</table>

- 3.43: Fall 2017 GPA
- 3.47: Fall 2018 GPA
- 3.51: Fall 2019 GPA
New Freshmen Admitted SAT (February 5th)

- Fall 2017: 1,077
- Fall 2018: 1,074
- Fall 2019: 1,075

Average SAT
New Freshman Deposits (February 5th)

Fall 2017: 267
Fall 2018: 272
Fall 2019: 283
New Transfer Applications (February 5th)

- Fall 2017: 874 applications
- Fall 2018: 773 applications
- Fall 2019: 702 applications
New Transfer Admitted (February 5th)

- Fall 2017: 316
- Fall 2018: 315
- Fall 2019: 308
Virginia Community College System Fall Headcount

Fall 2014: 183,443
Fall 2015: 176,886
Fall 2016: 170,869
Fall 2017: 166,886
Fall 2018: 161,587

VCCS
Yield Boot Camp

• Everything we do, can make a difference
• Features, Benefits and Proofs
• Connect, Motivate, Inspire, Persuade
• Organizing outreach - add to what we know
Graduate Student Recruitment

• RU is #1 application feeder
• Increase in on-campus recruitment efforts
• Network of colleges and universities
• Tracking and communication similar to undergraduate efforts
• Academic departments review and make admission recommendations/Graduate College finalizes
Graduate Student Recruitment -- Areas of Focus

• Enhancing communication with prospects and admitted students
• Partnerships with other colleges and universities
• Remaining competitive
• Continuing to grow RU interest
Jefferson College/Radford University Merger

- Fall 2019 recruitment efforts
- Staff support
- Financial aid awards
- External partners - Department of Education, SEVIS, Veterans Services
Discussion
University Advancement and Alumni Relations
# Giving Overview

## 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>$1,388,239</td>
<td>$931,517</td>
<td>$782,154</td>
<td>$495,833</td>
<td>$328,496</td>
</tr>
<tr>
<td>Current-Year Pledge Payments</td>
<td>$270,876</td>
<td>$205,285</td>
<td>$319,825</td>
<td>$591,991</td>
<td>$207,806</td>
</tr>
<tr>
<td>New Planned Gifts</td>
<td>$34,964</td>
<td>$1,539,855</td>
<td>$895,050</td>
<td>$4,840,000</td>
<td>$863,000</td>
</tr>
<tr>
<td>Outright Cash Gifts</td>
<td>$1,270,292</td>
<td>$1,076,215</td>
<td>$753,612</td>
<td>$686,820</td>
<td>$997,883</td>
</tr>
<tr>
<td>Gifts-in-kind</td>
<td>$23,360</td>
<td>$263,922</td>
<td>$54,350</td>
<td>$103,698</td>
<td>$124,866</td>
</tr>
<tr>
<td>Gifts of Real Estate</td>
<td>$-</td>
<td>$590,000</td>
<td>$-</td>
<td>$-</td>
<td>$-</td>
</tr>
<tr>
<td>Sponsored Programs</td>
<td>$15,240</td>
<td>$48,692</td>
<td>$42,485</td>
<td>$10,000</td>
<td>n/a</td>
</tr>
<tr>
<td>Total Giving</td>
<td>$3,002,971</td>
<td>$4,655,485</td>
<td>$2,847,475</td>
<td>$6,728,341</td>
<td>$2,522,051</td>
</tr>
<tr>
<td>Total Number of Donors</td>
<td>3,027</td>
<td>3,157</td>
<td>3,134</td>
<td>3,076</td>
<td>3,113</td>
</tr>
</tbody>
</table>

*most up-to-date financial information available

## 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>$-</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>
<tr>
<td>Total Number of Donors</td>
<td>5,262</td>
<td>n/a</td>
<td>5,253</td>
<td>4,435</td>
<td>4,731</td>
<td>5,221</td>
</tr>
</tbody>
</table>
Major Gifts and Strategies
Advancement Services

• Update and maintain approximately 179,000 primary addresses
  • Of these, approximately 75,000 are alumni
  • Addresses are processed through the National Change of Address (NCOA) quarterly by:
    • Radford University Post Office
    • Blackbaud’s AddressFinder

• Screen approximately 3,500 prospective donors for wealth indicators yearly through Blackbaud’s Target Analytics system; confirm wealth for approximately 500 per year

• Successfully implemented a new online payroll deduction giving form in July, 2018, to encourage faculty and staff support

• Process and acknowledge approximately 9,800 gifts, pledges and planned gifts annually

• Credit card donations have steadily increased since fiscal year 2016:
  • FY16: July-Dec = 1,200  % increase = n/a  FY Total = 2,164
  • FY17: July-Dec = 1,315  % increase = 10%  FY Total = 3,251
  • FY18: July-Dec = 1,581  % increase = 20%  FY Total = 3,591
  • FY19: July-Dec = 2,155  % increase = 33%  FY Total = TBD
Advancement Communication

• Capital Campaign
  – Case for Support
  – Campaign Website
• Presidential Tour
• RU Magazine
Alumni Engagement

Volunteer Summit 2019
Winter Celebration

- Presidential Tour
- Regional Outreach
Strategic Initiatives

• Donor Recognition
• Campaign Gatherings
• Campaign Steering Committee Meeting
• Celebration of Giving
• Partners in Excellence
Advancement and Jefferson College
Discussion
University Relations Update
University Relations Team

Caitlyn Scaggs
Associate Vice President

Sherry Wallace
Director of Media Services
Summary of Marketing Approach

- **Phase 1** launched in September 2018 with advertising channels targeting high school applicants and their influencers, aimed at building brand awareness and promoting Open House visitation. – **STATUS: COMPLETED**

- The campaign shifted gears during **Phase 2** in December 2018 with the goal of driving applications, while building consideration for applications. Transfer digital campaign begins in January 2019. – **STATUS: IN PROGRESS**

- **Phase 3** begins the multi-pronged approach to finish FY 2019 strong by supporting:
  - Transfer student applications *(January 2019)*
  - Conversion and yield of accepted students with media tactics targeted to markets with higher indices for admission *(February 2019)*
  - Focus on generating awareness and consideration for a new wave of rising high school seniors applying next Fall *(February - May 2019)*
## 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 1/7)</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)</td>
<td>9.25 million</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Northern Virginia</td>
<td>• Bus Kings &amp; Rail Station Posters in NOVA (November 2018)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Richmond</td>
<td>• Digital billboards on I-95 in Richmond (September-November 2018)</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, Washington Monthly, etc.</td>
<td>1.6 million</td>
<td>47%</td>
</tr>
<tr>
<td>Traditional 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>Streaming TV</td>
<td>• UG/General</td>
<td>• VA markets</td>
<td>• Gamut/Cox partnership to support General/Multicultural message</td>
<td>804,335</td>
<td>50%</td>
</tr>
<tr>
<td>Digital Display and Video</td>
<td>• UG/General</td>
<td>• All Markets</td>
<td>• AdTheorent</td>
<td>4.8 million</td>
<td>40%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Site list includes, but not limited to, BuzzFeed, Roanoke.com, Forbes, WashPo, etc.</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>316,253</td>
<td>40%</td>
</tr>
<tr>
<td>Paid Search</td>
<td>• UG/General</td>
<td>• All Markets</td>
<td>• Google</td>
<td>229,071</td>
<td>35%</td>
</tr>
</tbody>
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Out of Home and Traditional TV Recap

Out of Home
Northern Virginia
9/18/18-11/8/18
Estimated Impressions: 8 million
Actual Impressions: 9.25 million

Traditional TV
Richmond and Norfolk
10/6/18 to 10/21/18
11/5/18 to 11/18/18
Streaming TV Recap

- Streaming TV continues to be a positive alternative to Traditional TV in cost-prohibitive markets, such as Northern Virginia and as a targeted complement to a strong TV strategy. Streaming TV is running in all Virginia markets.
- Flight 1 was from October 15, 2018 to December 2, 2018.
  - Planned Impressions: 784,747
  - Delivered Impressions: 804,335
  - Click-Through Rate: 0.23%
    - (Industry Benchmark: 0.21%)
  - Video Completion Rate: 95%
    - (Industry Benchmark: 76%)
- Flight 2 begins on January 28, 2019 and will run through April 28, 2019.
Collaboration and Partnership Across Campus

• End-of-Year Giving Campaign
• *We Are The Reason* Admissions Mailing Campaign
• Retention Summit
• Foundation Annual Report
• Spring/Summer 2019 Magazine
• Responsive, Resilient and Real Spotlights
Jefferson College of Health Sciences Merger

- *Communications Subcommittee*: Messaging and Outreach
- *Brand Identity*: Marketing and Outreach
- Roanoke Site Staffing
Discussion
End of Board of Visitors Materials