UNIVERSITY ADVANCEMENT, UNIVERSITY RELATIONS 
AND ENROLLMENT MANAGEMENT COMMITTEE 
3:00 P.M. 
FEBRUARY 13, 2020 
MARY ANN JENNINGS HOVIS MEMORIAL BOARD ROOM 
THIRD FLOOR, MARTIN HALL, RADFORD, VA 

DRAFT 
MINUTES 

COMMITTEE MEMBERS PRESENT 
Ms. Lisa Throckmorton, Vice Chair 
Ms. Nancy A. Rice 
Ms. Georgia Anne Snyder-Falkinham 

COMMITTEE MEMBERS ABSENT 
Ms. Krisha Chachra, Chair 
Ms. Karyn K. Moran 

BOARD MEMBERS PRESENT 
Mr. Robert A. Archer, Rector 
Dr. Thomas Brewster 
Mr. Gregory A. Burton 
Dr. Rachel D. Fowlkes 
Dr. Debra K. McMahon 
Mr. David A. Smith 
Mr. Breon Case, Student Representative (Non-voting Advisory Member) 
Dr. Jake Fox, Faculty Representative (Non-voting Advisory Member) 

OTHERS PRESENT 
President Brian O. Hemphill 
Ms. Karen Casteele, Secretary to the Board of Visitors and Special Assistant to the President 
Mr. Craig Cornell, Vice President for Enrollment Management 
Mr. Danny M. Kemp, Vice President for Information Technology and Chief Information Officer 
Ms. Wendy Lowery, Vice President for University Advancement 
Mr. Chad A. Reed, Vice President for Finance and Administration and Chief Financial Officer 
Dr. Joe Scartelli, Interim Provost and Vice President for Academic Affairs 
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. Lisa Throckmorton, Vice Chair, formally called the University Advancement, University Relations and Enrollment Management Committee meeting to order at 3:09 p.m. in the Mary Ann Jennings Hovis Memorial Board Room in Martin Hall. Ms. Throckmorton conducted a roll call and established a quorum was present.

APPROVAL OF AGENDA
Ms. Throckmorton asked for a motion to approve the February 13, 2020 agenda, as published. Ms. Nancy A. Rice made the motion. Ms. Georgia Anne Snyder-Falkinham seconded, and the motion carried unanimously.

APPROVAL OF MINUTES
Ms. Throckmorton asked for a motion to approve the minutes of the December 5, 2019 meeting of the University Advancement, University Relations and Enrollment Management Committee meeting, as published. Ms. Snyder-Falkinham made the motion, Ms. Rice seconded, and the motion carried unanimously.

ENROLLMENT MANAGEMENT REPORT
Vice President for Enrollment Management Craig Cornell provided enrollment trends and observations for the incoming classes at Radford University and Radford University Carilion (RUC), as well as an overview of the enrollment funnel focusing on several key yield activities currently ongoing and for the future. Vice President Cornell reported that 13,434 applications have been received, which is approximately 90% of the overall applications that will be garnered for the fall freshman class. Efforts then are shifting to close the gap with admits and deposit communications strategies. He stated that applications for in-state students are currently down 1,098 for in-state students and up 147 for out of state students. Overall transfer numbers are up at 991.

Vice President Cornell shared how the University is shaping the enrollment funnel, with an emphasis on the fact that at this point in the year, every phase of recruitment is in play with early reaching out to high school students, to new student applications, admit and deposit generation activities aligned to maximizing overall enrollments for fall. Radford’s significant growth of applications over the past three years (112%) puts in to perspective the decline in applications being seen this year, and emphasizes the need to maximize admitting and yielding strategies. Projections based on past and current data demonstrate the loss in applications can be made up through admitting protocols, assuring the best opportunity to yield the students for the fall term.

Vice President Cornell shared that new yield strategies are in place to take advantage of strong admit percent this year with an overview of using existing and new technologies, as well as current student videos and testimonials to maximize opportunities with students using our premiere outreach event, Highlander Days, as the call to action for our prospective students. He shared updates on the Bridge Program and the new Highlander Distinction program activities and how they align to increasing yield activities, including new initiatives inside those programs. Vice President Cornell closed by sharing important dates to watch related to new student matriculation, including the importance of the month of April, leading to the May 1st national housing deposit date, as a predictor of our fall enrollments historically at Radford University. A copy of the report is attached hereto as Attachment A and is made a part hereof.
UNIVERSITY ADVANCEMENT REPORT
Vice President for University Advancement Wendy Lowery reported on activities that Alumni Relations has been involved in since the December Board Meeting, including hosting Chapter dinners in Richmond, Northern Virginia, Raleigh, Highlands and Virginia Beach. The team also hosted Business and Government Leaders meetings in Northern Virginia and Richmond where Matt Dunleavy was the keynote speaker. Alumni Relations also hosted a meet and greet at the Wizards and Celtics game featuring alumnus, Javonte Green. She also shared that looking ahead, on Winter Weekend, February 22, Alumni Relations will host the Volunteer Summit, which prepares alumni and friends to serve as ambassadors for the University. Alumni basketball players will be recognized at the basketball game during Winter Weekend.

Vice President Lowery noted that Annual Giving is the grassroots of fundraising and that the Annual Giving team is retooling strategies of engagement with the Telephone Outreach Program with scripts, call times, and recruitment and training of callers. She also shared that the Senior Cord Campaign is being repackaged to promote philanthropy and that Spring Fever is being rebranded as Build the Hive. Build the Hive will be a campus-wide event held the week prior to our Capital Campaign Gala with various partners and involve college competitions.

Vice President Lowery shared that parents and families continue to be engaged. The Family Advisory Board will meet in February and the Board will be formalized as an organization during Family Weekend in September. Student receptions for accepted students continue to be a priority. She also stated that Faculty/Staff Engagement is a high priority with an emphasis on the Payroll Deduction Drive.

Vice President Lowery shared the Giving Overview and, as of February 5, 2020, total giving for FY 2019-2020 is $6,289,141 from 2,784 donors. February 5, 2019, total giving was $3,002,971 from 3,027 donors. She reported major gifts to the College of Visual and Performing Arts, the College of Education and Human Development, Waldron College of Health and Human Services and Athletics. Vice President Lowery announced that the Capital Campaign Gala will be held on April 18, 2020. A copy of the report is attached hereto as Attachment B and is made a part hereof.

UNIVERSITY RELATIONS REPORT
Chief of Staff and Vice President for University Relations Ashley Schumaker began her report with several staff highlights, including welcoming new staff member Foster Sheppard, who serves as a Graphic Design Manager and joined the Radford family on January 2, 2020. She also provided an overview of two upcoming trips as Justin Ward heads to New York City with a group of students from the College of Visual and Performing Arts for a performance at Carnegie Hall and Christina Edney heads to Barrow, Alaska with a group of students from the Artis College of Science and Technology.

Vice President Schumaker provided an update on the University’s marketing strategy with tactics completed and those remaining. Through the month of January, the current campaign has resulted in a total of 24 million impressions. Vice President Schumaker highlighted marketing placements using rich media, which is an interactive media platform that enables promotion and information sharing using text, photos and videos. Rich media placements are performing above industry benchmarks in both engagement and click through rates.
Vice President Schumaker provided detailed information regarding social media for the purposes of promotion and marketing, as well as establishing and growing an online community. She noted the levels of engagement in various platforms, including Twitter, LinkedIn, Facebook and Instagram and top performing engagements over the past year.

Vice President Schumaker discussed a Request for Proposal (RFP) process and timeline to secure a professional company to provide marketing strategy and media placement for Radford University in close collaboration and strong partnership with the University Relations staff. She noted the great work of Finance and Administration officials on preparing and issuing the RFP and noted her excitement for continuing the work over the next 30 to 45 days in order to identify a vendor by April.

Vice President Schumaker shared information regarding a marketing campaign for Radford University Carilion (RUC), including billboard placements; print, social, and web promotion; traditional television; and streaming video. She shared the first commercial for RUC, which was produced in-house.

In closing, Vice President Schumaker noted the team’s excitement for continuing important work with partners across the University in support of students, faculty, and staff for carrying out the University’s mission and President Hemphill’s vision. A copy of the report is attached hereto as Attachment C and is made a part hereof.

**ADJOURNMENT**
With no further business to come before the Committee, Ms. Throckmorton asked for a motion to adjourn the meeting. Ms. Snyder-Falkinham made the motion, Ms. Rice seconded, and the motion carried unanimously. The meeting adjourned at 3:54 p.m.

Respectfully submitted,

Ms. Margaret McCue
Executive Assistant to the
Vice President for University Relations
Enrollment Management Update
New Freshman Applications (February 11)

Enrollment Management

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<tr>
<th></th>
<th>Fall 2018</th>
<th>Fall 2019</th>
<th>Fall 2020</th>
<th>Total</th>
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<tbody>
<tr>
<td>RU</td>
<td>12,803</td>
<td>14,385</td>
<td>13,215</td>
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<tr>
<td>RUC</td>
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New Freshman In-State Applications (February 11)

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<th>RU</th>
<th>RUC</th>
<th>Total</th>
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<tbody>
<tr>
<td>Fall 2018</td>
<td>9,748</td>
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<tr>
<td>Fall 2019</td>
<td>11,040</td>
<td></td>
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</tr>
<tr>
<td>Fall 2020</td>
<td>9,748</td>
<td>194</td>
<td>9,942</td>
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</tbody>
</table>

Fall 2018: RU = 9,748
Fall 2019: RU = 11,040
Fall 2020: RU = 9,748
Total (Fall 2018 to Fall 2020): RU = 9,942
New Freshman Out-of-State Applications (February 11)

Total 3,492

Fall 2018: 3,055
Fall 2019: 3,345
Fall 2020: 3,467

Total: 3,492
### New Freshman Applications (February 11)

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<tr>
<th>Ethnicity</th>
<th>Fall 2018</th>
<th>Fall 2019</th>
<th>Fall 2020</th>
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<tbody>
<tr>
<td>American Indian or Alaska Native</td>
<td>45</td>
<td>44</td>
<td>28</td>
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<tr>
<td>Asian</td>
<td>394</td>
<td>512</td>
<td>475</td>
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<td>Black or African American</td>
<td>3,742</td>
<td>4,386</td>
<td>4,086</td>
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<td>Hispanic</td>
<td>1,375</td>
<td>1,578</td>
<td>1,629</td>
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<td>Native Hawaiian or Other Pacific Islander</td>
<td>17</td>
<td>26</td>
<td>19</td>
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<tr>
<td>White</td>
<td>5,865</td>
<td>6,353</td>
<td>5,800</td>
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<tr>
<td>Two or more races</td>
<td>941</td>
<td>993</td>
<td>921</td>
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<tr>
<td>Nonresident Alien</td>
<td>65</td>
<td>94</td>
<td>92</td>
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<tr>
<td>Race and Ethnicity Unknown</td>
<td>359</td>
<td>399</td>
<td>384</td>
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</tbody>
</table>
New Freshman Applications  (February 11)

High School GPA

- Fall 2018: 3.29
- Fall 2019: 3.35
- Fall 2020: 3.38
New Freshman Admitted (February 11)

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<th>Year</th>
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<th>RUC</th>
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<tr>
<td>Fall 2018</td>
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<td>Fall 2019</td>
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<td>Fall 2020</td>
<td>9,161</td>
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<tr>
<td>Total</td>
<td>9,249</td>
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New Freshman Admitted (February 11)

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<th></th>
<th>Fall 2018</th>
<th>Fall 2019</th>
<th>Fall 2020</th>
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<tbody>
<tr>
<td>High School GPA</td>
<td>3.44</td>
<td>3.51</td>
<td>3.52</td>
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New Transfer Applications (February 11)

Fall 2018: 848
Fall 2019: 743
Fall 2020: 643
Total: 991

RU RUC
New Transfer Admitted (February 11)

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<thead>
<tr>
<th>Year</th>
<th>RU</th>
<th>RUC</th>
<th>Total</th>
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<tbody>
<tr>
<td>Fall 2018</td>
<td>357</td>
<td></td>
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<tr>
<td>Fall 2019</td>
<td>325</td>
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<tr>
<td>Fall 2020</td>
<td>298</td>
<td>61</td>
<td>359</td>
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</table>

Total 359
Currently working with students in every phase of the funnel.
Historic Application and Admit Volume, 1974-2019
Anticipated loss in applications will be offset by admitted students with potentially higher yield %.
# Historic and Projected Student Enrollment Metrics

<table>
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<th></th>
<th>Fall 2018</th>
<th>Fall 2019</th>
<th>Fall 2020 (proj.)</th>
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<tbody>
<tr>
<td>Apps</td>
<td>14,161</td>
<td>15,754</td>
<td>14,200 - 14,600</td>
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<tr>
<td>Admits</td>
<td>10,561</td>
<td>11,925</td>
<td>11,500-12,000</td>
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<tr>
<td>Enroll</td>
<td>1,762</td>
<td>1,599</td>
<td><em>Tbd</em></td>
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<tr>
<td>Yield Rate</td>
<td>16.7%</td>
<td>13.4%</td>
<td><em>Tbd</em></td>
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</table>
Yield Activities - RU and RUC

Continuing our expanded yield efforts and programming by personalizing the overall student experience as students matriculate through the enrollment funnel.

Key highlights:
Yield Activities – Communication and Outreach

- Deposit IQ and Yield IQ
  - Combination of services designed to determine a student’s expectations related to committing to Radford, layering in analytics to predict likelihood to enroll, followed by prioritized messaging and outreach to students.

- Imbedded Videos – Utilizing our student testimonials that were developed by University Relations into customized email campaigns for students in key programs.

- CRM and “Additional Effort” – procured a “best in breed” CRM system thanks to support from all leadership. This system will augment and significantly advance our on-going efforts in email, direct mail, website, social media, student and staff calling and outreach, campus programming, territory management and tours!
Yield Activities - Communication and Outreach

• Highlander Days!!!
  • March 21
  • April 4
  • April 18
  • April 24
Bridge Program Launch - Excited to announce that this is up and running now!

- MOU signed and website has been developed.
- First invites went out this week to our students.
- This program opens a Radford opportunity to students whom in the past, we would have had to hope they kept us in mind while at NRCC.
Yield Activities - Financial Aid Awarding

- **Financial Aid Awarding** - Have begun awarding full financial aid packages to students this week!!

- **Highlander Distinction Program (HDP)** - Included with our financial aid awarding of federal and state aid will be the need-based portion of HDP, augmenting our merit awards that have already gone out last term.

- **HDP Dinner** - Thursday, February 27, 6:00 p.m.
  - An inaugural event that will allow us to recognize local students who are recipients of our new award program.
  - Timed to get scholarship recipients on-campus and make another impact in their decision making process.
Important Dates

- **February** - Aid Awarding and Housing Commitments
- **March-April** - Highlander Days and Outreach Events
- **April** - Student Commitments
- **May 1** - National Commitment Day

Student Deposit Activity

Will receive 50% of our commitments in the month of April
Discussion
Annual Giving

Alumni Engagement
  • Telephone Outreach Program
  • Spring Fever Rebrand → Build the Hive

Student Engagement
  • Senior Cord Campaign
  • Build the Hive Involvement
  • Focus Groups
Annual Giving

Parent and Family Engagement
  • Family Advisory Board
  • Family Weekend
  • Student Receptions

Faculty and Staff Engagement
  • Capital Campaign Committee
  • Campaign Champions
  • Payroll Deduction Drive
### Comparative Giving Report by Fiscal Year

#### FISCAL YEAR-TO-DATE GIVING:

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<thead>
<tr>
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<tbody>
<tr>
<td><strong>New Pledges</strong></td>
<td>$3,372,346</td>
<td>$1,388,239</td>
<td>$931,517</td>
<td>$782,154</td>
<td>$495,833</td>
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<tr>
<td><strong>N/A</strong></td>
<td>$270,876</td>
<td>$205,285</td>
<td>$319,825</td>
<td>$895,050</td>
<td>$4,840,000</td>
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<tr>
<td><strong>New Planned Gifts</strong></td>
<td>$1,231,692</td>
<td>$34,964</td>
<td>$1,539,855</td>
<td>$753,612</td>
<td>$686,820</td>
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<tr>
<td><strong>Outright Cash Gifts</strong></td>
<td>$1,488,296</td>
<td>$1,270,292</td>
<td>$1,076,215</td>
<td>$54,350</td>
<td>$103,698</td>
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<tr>
<td><strong>Gifts-in-kind</strong></td>
<td>$15,488</td>
<td>$23,360</td>
<td>$263,922</td>
<td>$591,991</td>
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<tr>
<td><strong>Gifts of Real Estate</strong></td>
<td>-$</td>
<td>$-</td>
<td>$590,000</td>
<td>-</td>
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<tr>
<td><strong>Sponsored Programs</strong></td>
<td>$181,319</td>
<td>$15,240</td>
<td>$48,692</td>
<td>$42,485</td>
<td>$10,000</td>
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<tr>
<td><strong>Total Giving</strong></td>
<td>$6,289,141</td>
<td>$3,002,971</td>
<td>$4,655,485</td>
<td>$2,847,475</td>
<td>$6,728,341</td>
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<tr>
<td><strong>Total Number of Donors</strong></td>
<td>2,784</td>
<td>3,027</td>
<td>3,157</td>
<td>3,134</td>
<td>3,076</td>
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<tr>
<td><strong>Total Number of New Donors</strong></td>
<td>916</td>
<td>1,011</td>
<td>636</td>
<td>643</td>
<td>616</td>
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#### FISCAL YEAR-END GIVING:

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<tbody>
<tr>
<td><strong>New Pledge Balances</strong></td>
<td>$9,610,923</td>
<td>$10,635,610</td>
<td>$7,311,589</td>
<td>$1,160,325</td>
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<tr>
<td><strong>Current-Year Pledge Payments</strong></td>
<td>$429,078</td>
<td>$404,067</td>
<td>$544,121</td>
<td>$344,401</td>
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<tr>
<td><strong>New Planned Gifts</strong></td>
<td>$539,964</td>
<td>$1,565,555</td>
<td>$1,192,050</td>
<td>$509,000</td>
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<tr>
<td><strong>Outright Cash Gifts</strong></td>
<td>$1,856,843</td>
<td>$1,751,071</td>
<td>$1,563,936</td>
<td>$1,178,318</td>
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<td><strong>Gifts-in-kind</strong></td>
<td>$31,902</td>
<td>$336,320</td>
<td>$128,299</td>
<td>$223,955</td>
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<tr>
<td><strong>Gifts of Real Estate</strong></td>
<td>$-</td>
<td>$590,000</td>
<td>-</td>
<td>-</td>
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<tr>
<td><strong>Sponsored Programs</strong></td>
<td>$42,130</td>
<td>$57,490</td>
<td>$52,485</td>
<td>$10,000</td>
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<tr>
<td><strong>Total Giving</strong></td>
<td>$12,510,840</td>
<td>$15,340,113</td>
<td>$10,792,480</td>
<td>$8,006,999</td>
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<tr>
<td><strong>Total Number of Donors</strong></td>
<td>4,758</td>
<td>5,262</td>
<td>5,253</td>
<td>4,435</td>
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<tr>
<td><strong>Total Number of New Donors</strong></td>
<td>1,978</td>
<td>2,018</td>
<td>2,090</td>
<td>1,350</td>
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Capital Campaign
Discussion
University Relations: Team Spotlights

New Hire

Foster Sheppard – Graphic Design Manager

Forthcoming Trips

Justin Ward – New York City, New York

Christina Edney – Utqiagvik (Barrow), Alaska
University Relations

Marketing Strategy

Request for Proposal Process and Timeline

Social Media Engagement

RUC Marketing Campaign

Next Steps and Future Work
Marketing Strategy
## Marketing Strategy: Timeline and Tactics

<table>
<thead>
<tr>
<th>FY20 MEDIA CAMPAIGN</th>
<th>SEp</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
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<td>Roanoke Airport OOH</td>
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<td>Digital: Display &amp; Video</td>
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<td>Paid Social</td>
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<td>TRANSFER</td>
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<td>Digital: Geo Targeted Display</td>
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<tr>
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Marketing Strategy: Geographic Targets

- DC DMA – 30%
  - NOVA
  - DC
  - Maryland covered by DC
- In State – 55%
  - 15% Roanoke
  - 15% Richmond
  - 15% Norfolk
  - 10% Bristol/Bluefield
- Out of State - 15%
  - 3% Maryland (non DC DMA)
  - 6% in NC
  - 6% in WV
Marketing Strategy: Rich Media

We are close-knit, caring and dedicated to our students. Meet our amazing students and learn about the Radford experience.

Student Stories

Experiencing Radford University's campus in-person is the best way to explore what it means to be a Highlander.

Visit Us
Marketing Strategy: Rich Media

This Woman is on a Mission to Teach Sewing Across the Country
She's a real Martha in the making.

By Kendra Chee

How to Enjoy Learning
Co-authored by Soren Rosier, PhD

Learning can be frustrating. Maybe you feel bored, or maybe you get discouraged if you don't understand a new topic. If you're still in school, there are lots of things you can do to make learning more enjoyable. Lifelong learning is also important. And even better, it can be fun. Take steps to continue your education even after you've left school. There are many ways to make learning fun.
Marketing Strategy: Social Media Promotion
Marketing Strategy: Social Media Promotion

VISIT US

University Relations
EXPLORING YOUR OPTIONS
Request for Proposal
Process and Timeline
Social Media Engagement
Social Media Engagement: 2019 Highlights

Twitter grew from 19,573 to 20,400 followers with an annual growth rate of 4.2%, representing the slowest rate of all platforms.

LinkedIn grew from 48,760 to 51,669 connections with an annual growth rate of 6%.
Facebook grew from 31,918 to 33,923 likes with an annual growth rate of 6.3%. This platform provides the greatest amount of traffic to www.radford.edu.

Instagram grew from 10,000 to 12,100 followers with an annual growth rate of 21%, representing the fastest rate of all platforms.
Social Media Engagement: Top Posts

U.S. News & World Report highlights Radford University's significant rise in national rankings

10,302 People Reached
1,330 Reactions, Comments & Shares
538 Likes
256 On Post
682 On Shares
170 Loves
44 On Post
126 On Shares
5 Wows
0 On Post
5 On Shares
47 Comments
6 On Post
41 On Shares
170 Shares
170 On Post
3 On Shares
1,255 Post Clicks
0 Photo Views
569 Link Clicks
686 Other Clicks

Get More Likes, Comments and Shares
Boost this post for $100 to reach up to 34,000 people.

10,302 People Reached
2,585 Engagements

0 Reginal Lewis, Dinh Pham and 29 others
4 Comments
170 Shares

Reported stats may be delayed from what appears on posts.
Social Media Engagement: Top Posts

Performance for Your Post

13,179 People Reached
871 Reactions, Comments & Shares
575 Likes, 132 Reactions, 47 Comments, 35 Shares
1,069 Post Clicks
112 Photo Views, 0 Link Clicks, 957 Other Clicks

Get More Likes, Comments and Shares
Boost this post for $100 to reach up to 34,000 people.

University Relations
Social Media Engagement: Top Posts

Performance for Your Post

8,716 People Reached
444 Reactions, Comments & Shares

269 Likes
142 On Post
127 On Shares

60 Loves
28 On Post
31 On Shares

1 Sad
0 On Post
1 On Shares

57 Comments
8 On Post
49 On Shares

58 Shares
54 On Post
4 On Shares

1,002 Post Clicks
1 Photo Views
652 Link Clicks
349 Other Clicks

Performance for Your Post

6,123 People Reached
119 Reactions, Comments & Shares

107 Likes
6 On Post
0 On Shares

6 Loves
0 On Post
0 On Shares

6 Comments
0 On Post
0 On Shares

6 Shares
0 On Post
0 On Shares

815 Post Clicks
240 Photo Views
0 Link Clicks
575 Other Clicks

NEGATIVE FEEDBACK
3 Hide Post
0 Hide All Posts
0 Report as Spam
0 Unlike Page

Today, our first class of Highlanders join the #RadfordFamily for convocation and orientation. We are excited you have chosen Radford University Canton as your real-world learning environment.

University Relations
RUC
Marketing Campaign
RUC Marketing Campaign: Billboards
RUC Marketing Campaign: *Print Promotion*

DRIVEN BY WHAT’S NEXT

Our real-world education, provided by practicing clinicians, teaches students how to care for patients, conduct research and manage organizations. Our programs, offered at undergraduate and graduate levels, prepare students for successful careers and equip them to be caring and responsive healthcare professionals.

Are you driven by what’s next?

www.radford.edu/next
RUC Marketing Campaign: Social Promotion

Radford University Carilion

Our programs, offered at undergraduate and graduate levels, prepare students for successful careers and equip...See More

Radford University Carilion

Our programs, offered at undergraduate and graduate levels, prepare students for successful careers and equip...See More

Radford University Carilion

We are committed to educating students who will move forward to make an impact. We are proud that 96% of our students...See More

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WWW.RADFORD.EDU/NEXT
Radford University Carilion Admissions

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Like  Comment  Share

University Relations
RUC Marketing Campaign: Web Promotion
Next Steps and Future Work
Discussion
End of Board of Visitors Materials