

# RADFORD UNIVERSITY

Board of Visitors

**ADVANCEMENT, UNIVERSITY RELATIONS AND  
ENROLLMENT MANAGEMENT COMMITTEE  
4:00 P.M.  
DECEMBER 3, 2020  
DAVIS COLLEGE OF BUSINESS AND ECONOMICS, ROOM 340**

**DRAFT**  
**MINUTES**

**COMMITTEE MEMBERS PRESENT**

Ms. Lisa Throckmorton, Chair  
Ms. Krisha Chachra, Vice Chair  
Mr. Mark S. Lawrence  
Ms. Georgia Anne Snyder-Falkinham

**COMMITTEE MEMBERS ABSENT**

Ms. Karyn K. Moran

**BOARD MEMBERS PRESENT**

Dr. Debra K. McMahon

**OTHERS PRESENT**

Dr. Brian O. Hemphill, President  
Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President  
Mr. Craig Cornell, Vice President for Enrollment Management  
Ms. Wendy Lowery, Vice President for Advancement and University Relations  
Ms. Caitlyn Scaggs, Associate Vice President for University Relations (For University Relations presentation)  
Mr. Tom Lillard, Associate Vice President for Advancement (For Advancement presentation)

**CALL TO ORDER**

Ms. Lisa Throckmorton, Chair, formally called the Advancement, University Relations and Enrollment Management Committee meeting to order at 4:15 p.m. in the Davis College of Business and Economics, Room 340.

**APPROVAL OF AGENDA**

Ms. Throckmorton asked for a motion to approve the December 3, 2020 agenda, as published. Ms. Georgia Anne Snyder-Falkinham made the motion, Ms. Krisha Chachra seconded, and the motion carried unanimously.

## **APPROVAL OF MINUTES**

Ms. Throckmorton asked for a motion to approve the minutes of the February 13, 2020 meeting of the University Advancement, University Relations and Enrollment Management Committee meeting, as published. Mr. Mark S. Lawrence made the motion, Ms. Snyder-Falkinham seconded, and the motion carried unanimously.

## **ENROLLMENT MANAGEMENT REPORT**

Vice President for Enrollment Management Craig Cornell provided an update on the Fall 2021 new student enrollments for Radford University and Radford University Carilion (RUC), as well as a brief overview of several new initiatives related to fall recruitment.

Vice President Cornell shared that current fall freshman applications for Radford University are coming in at a slower pace than normal, but the differential is decreasing and noted that nationally, applications are down across the country. He added that RUC, however, is continuing to see strong application growth and Radford University, in contrast to the national picture, has seen a growth of financial aid applicants.

Vice President Cornell said that an academically strong pool of applicants combined with the use of the technologies and additional staff availability due to less travel, has resulted in being up 17% in admits. New transfer student applications also continue to come in slowly and are expected to be a challenging cohort this year due to community college enrollment pipelines. He added that the focus continues on overall admitting strategies and constant communication with students to matriculate them next fall.

In closing, Vice President Cornell stated that new campaigns are being launched to off-set the slower student application rates by refining outreach. Additionally, re-engagement campaigns are underway to reach students who have engaged with Radford University in the past, or have not yet completed their applications. Changes related to the Highlander Distinction Program were shared following analysis of the Fall 2020 enrollment, as well as national changes to test score submissions. Enhancements include a full GPA-based model and expansion to a larger number of students both in and out of state.

A copy of the report is attached hereto as *Attachment A* and is made a part hereof.

## **PROGRAMMATIC MARKETING**

Vice President Cornell along with Vice President for Advancement and University Relations Wendy Lowery engaged the Board in an overview and conversation of the exciting new programmatic marketing efforts underway with the Division of Academic Affairs. Vice President Cornell stated that this approach is designed to open the University to potential students in a way that has not previously been implemented by connecting a potential student to their academic program more effectively, with the intended goal of increasing yield and securing enrollments earlier in a very challenging and highly competitive enrollment cycle. Vice Presidents Cornell and Lowery engaged the Board of Visitors members by asking their impressions and suggestions on seeing the greatest utility to this strategy.

Vice President Lowery shared with the Board of Visitors members a short sample video, highlighting the Department of Music, which is one of the thirteen programmatic marketing pieces that will be shared with potential students by email.

## **ADVANCEMENT AND UNIVERSITY RELATIONS REPORT**

Vice President for Advancement and University Relations Wendy Lowery presented updates to the Committee on University Relations, Alumni Relations, Annual Giving and Major Gifts.

Vice President Lowery stated that University Relations selected VisionPoint as the new marketing vendor after a comprehensive and competitive RFP process and they are proving to be strong partners who are detailed oriented and data driven. She said within the creative materials and messaging, the beauty of the region will be showcased as a strong contributor to the Highlander experience. She added that VisionPoint has proven to be an outstanding partner in strategic placement of the Radford University brand and using data, coupled with best practices, to help enhance recruitment efforts.

Vice President Lowery reported that many video projects have been completed, including the State of the University Address, 2020 Fall Commencement Celebration and Degree Conferral and Alumni Association Awards. She added a video tour and other programmatic videos were produced in collaboration with the Division of Enrollment Management. Several major printed materials have also been completed, including: "I'm In" and the Travel Brochure for Admissions, 2019-2020 Annual Report, Partners in Excellence booklet, Arts Society booklet and a stewardship publication.

Vice President Lowery shared that the Office of Alumni Relations held a Virtual Homecoming in October with over 60 events or activities planned with over 32 states and 12 countries represented by participants. Vice President Lowery shared a video highlighting the events during the 2020 Virtual Homecoming. She added the Alumni Directory Project has updated 7,307 emails, 7,718 employers, 9,324 job titles and 6,732 cell phone numbers. Additionally, over 122 graduation exit interviews were completed with over 30 legacy stole forms submitted.

Vice President Lowery stated that Annual Giving recently had several successful events, including: The Greek Life Challenge, which raised \$3,553 from 48 donations, and the Telephone Outreach Program (TOP), which had an 87% increase in money raised from September 2019 to September 2020 and a 56% increase in donors, and from October 2019 to October 2020, there was a 91% increase in money raised and a 14% increase in donors. Currently, the Highlander10 Challenge, which included 10 projects from campus began on December 1 and will conclude on December 10. Spring events planned include the Faculty/Staff Campaign Kick-Off, Campaign Champions and the Spring 2021 Senior Solicitation.

Vice President Lowery shared with the Committee that Associate Vice President of Advancement Tom Lillard hosted a Highlander Wisdom Webinar, along with industry expert, Jere Doyle, from BNY Mellon Wealth Management. "Planning your legacy" is a guide for providing for families while supporting important causes. Vice President Lowery said the entire team worked very well in securing significant contributions for the first half of the year. Overall, giving is at \$7,225,499, as of November 30, 2020, which is a significant increase from \$3,954,684 at the same time last year. The final total giving for FY 2019-2020 is \$7,489,470.

Vice President Lowery closed with a "Thank You" video from the students who have received scholarships. The video was sent to the benefactors as part of the Partners in Excellence appreciation event.

Board of Visitors members, along with President Hemphill, commended Vice President Lowery and her team on a job well done keeping alumni connected with Radford University.

A copy of the report is attached hereto as *Attachment B* 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 so moved, Mr. Lawrence seconded, and the motion carried unanimously. The meeting adjourned at 5:16 p.m.

Respectfully submitted,

Ms. Sharon Ratcliffe

Executive Assistant to the Vice President for Advancement and University Relations

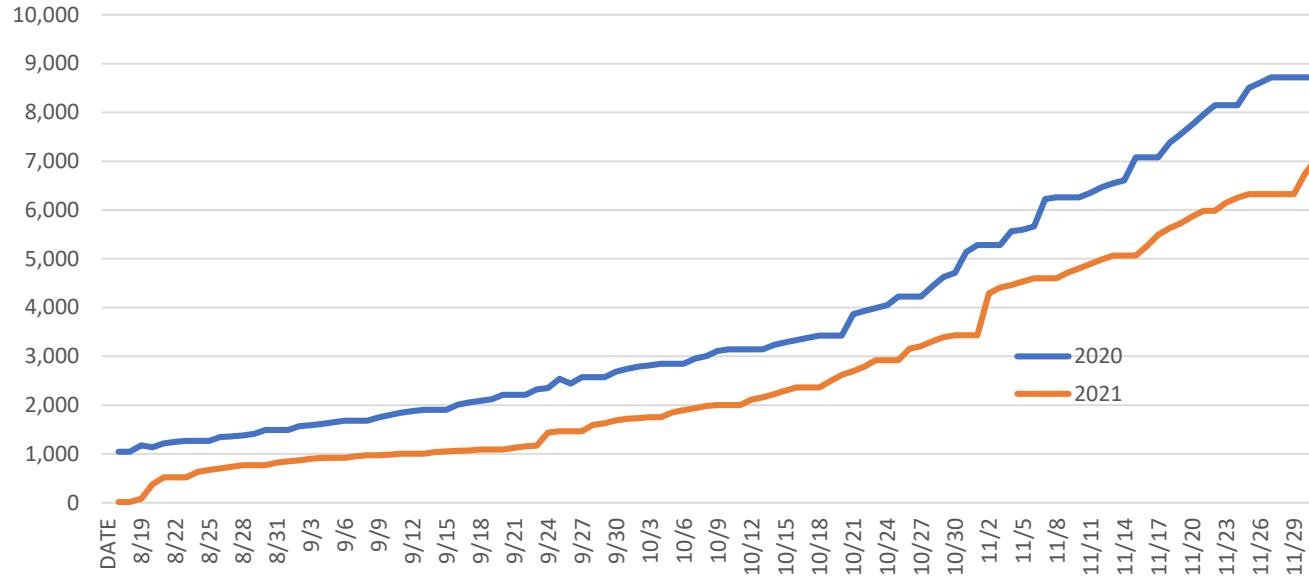
# Enrollment Management Update

**RADFORD  
UNIVERSITY**

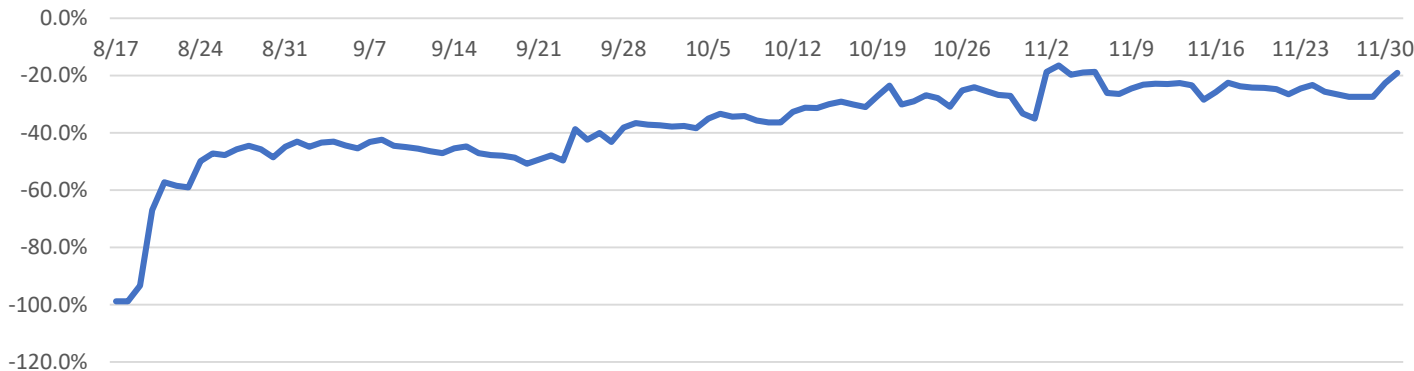
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# Current Fall Recruitment Update

# Preliminary Fall Recruitment Numbers (December 2)



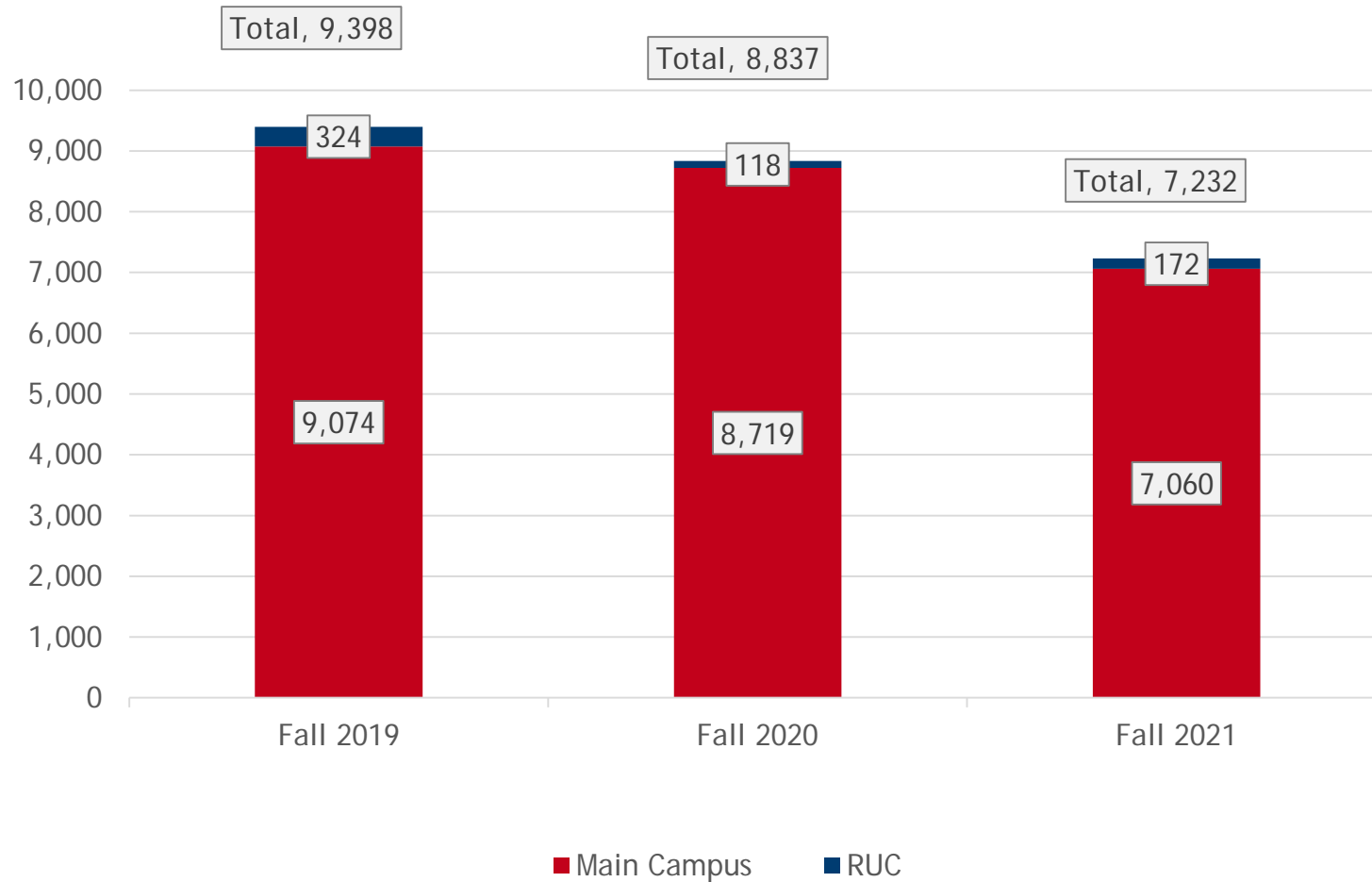
RU Difference as a % - Fall 21 compared to Fall 20



- Fall 2021 applications coming in slowly, but students reacting positively to push campaigns.
- Application difference decreasing at constant rate with a strong push through December.
- Applications nationally coming in slowly.
- Strong financial aid submissions - up approximately 400 at this point in time.
  - Opposite of national trends (national submissions down 16%; we are up 20%).



# New Freshman Applications (December 2)



## National Trend Data

- We are currently at 18% - falling in line with national numbers.



**INSIDE**  
HIGHER ED

### Applications Are Decreasing

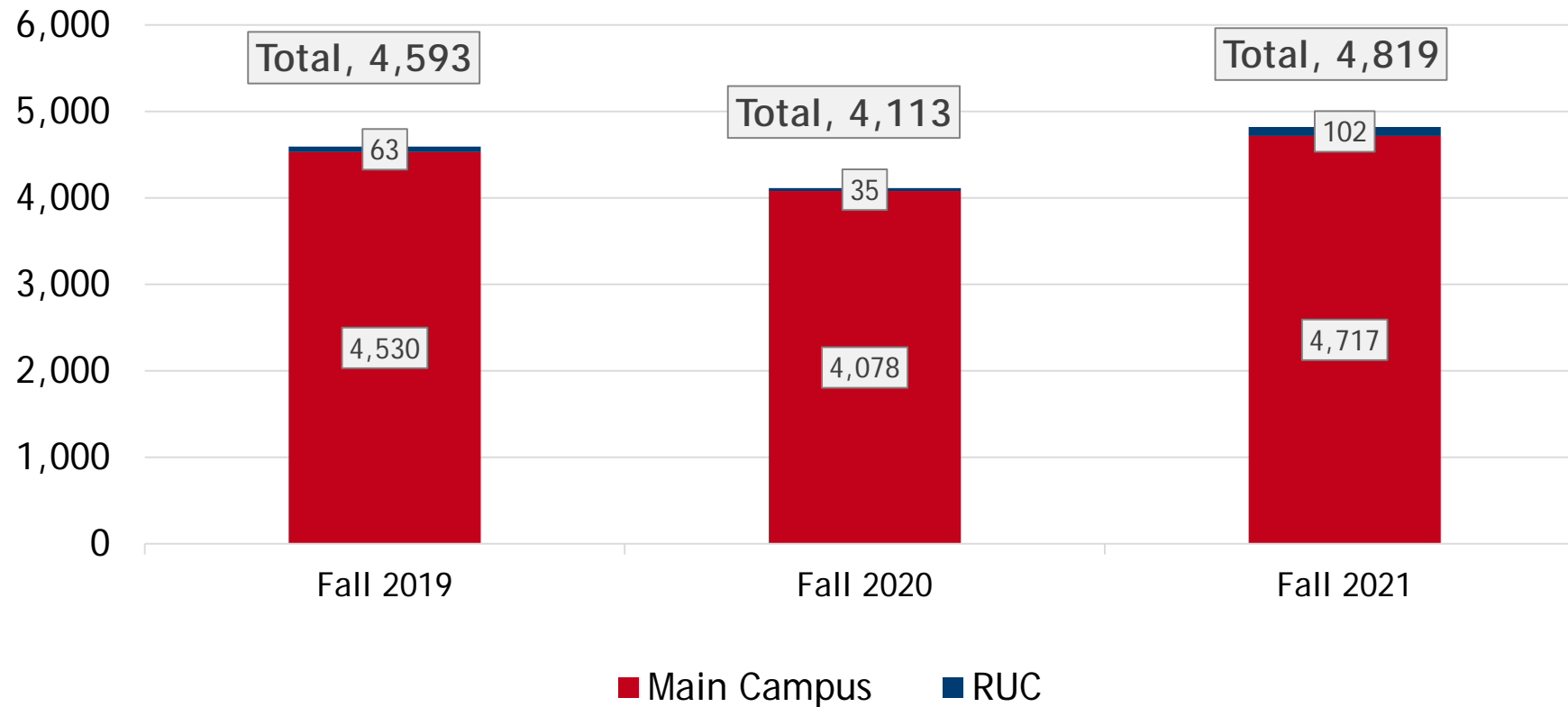
Common Application reports declines of 8 percent. Applications for first-generation students and those eligible for fee waivers are down 16 percent.

- November 16, 2020

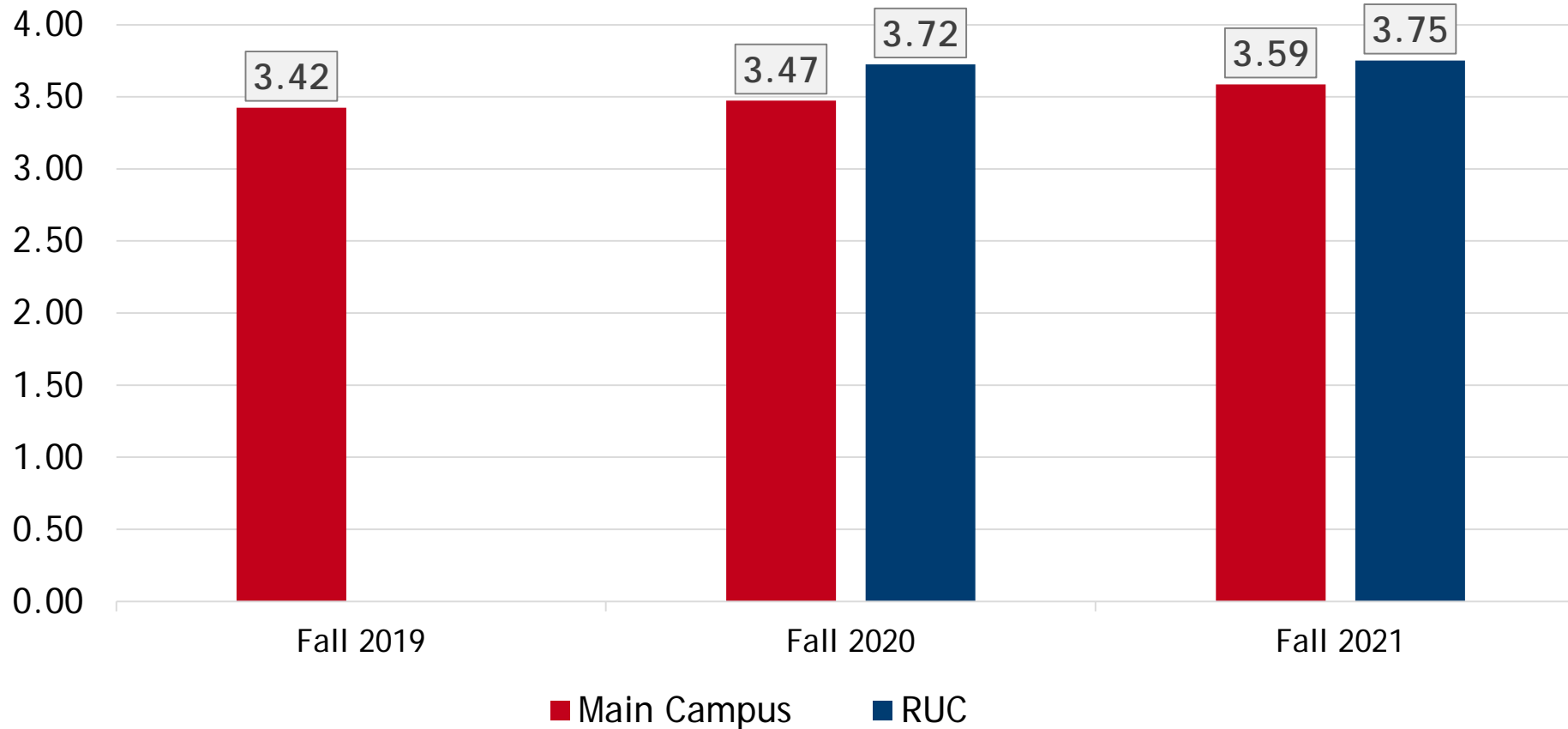




# New Freshman Admitted (December 2)

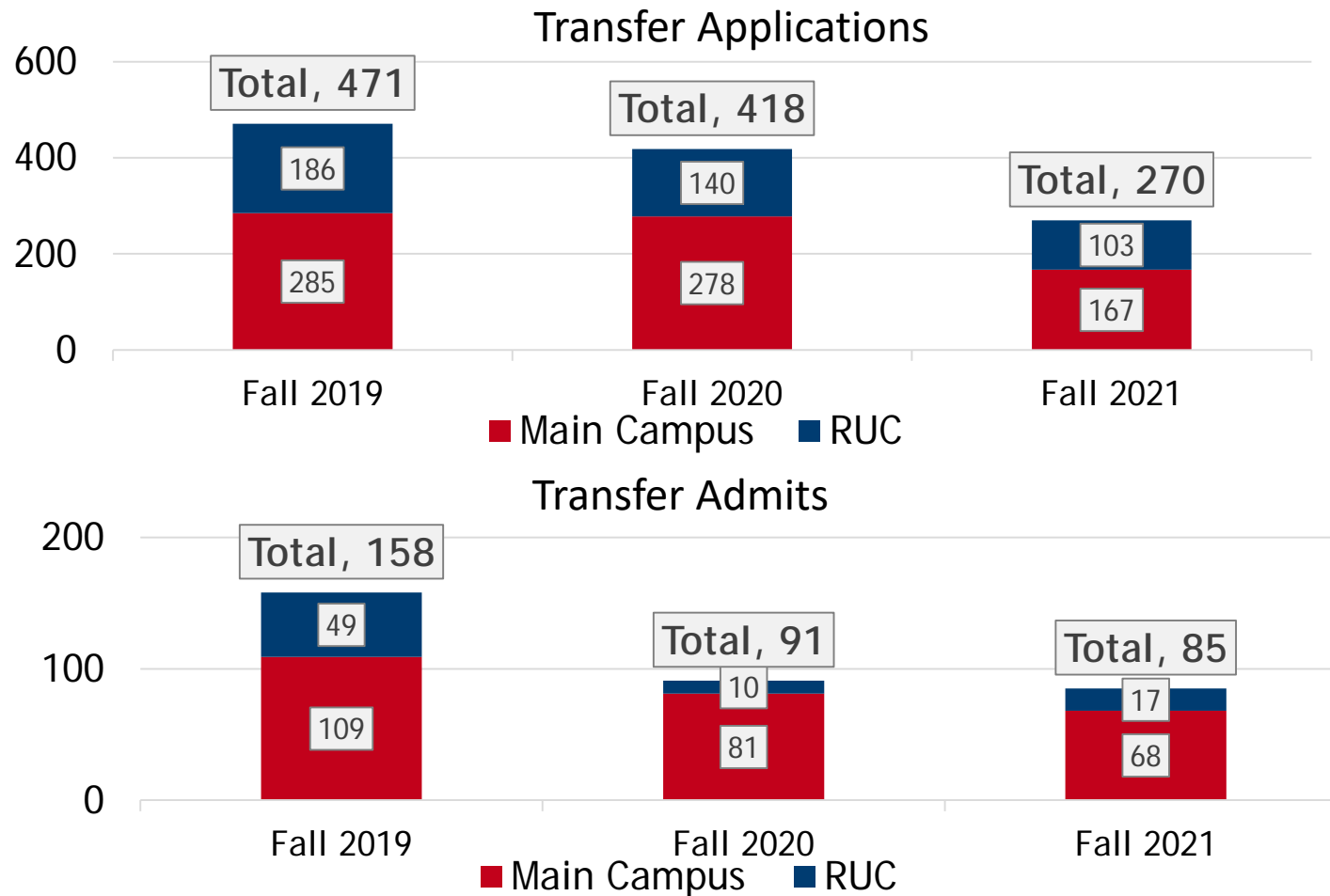


# New Freshman Applications (December 2)



GPA's in the application pool remain strong, allowing us, with utilizing our newest technologies and focus on admitting, to be up 706, or 17% in admits for Fall 2021.

# New Transfer Applications and Admits (December 2)



Transfer applications are also seeing a very slow submission rate, following national trends related to community college enrollments, but we are also off-setting when possible with our admitting strategy.

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# Current Recruitment Initiatives

# Newly Added Recruitment Initiatives

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## Additional campaigns recently launched:

- Approximately 40K new students from various sources - more in primary, secondary and growth markets beyond current plan.
- Approximately 70 students who were admitted for fall but expressed desire to take a gap semester or year off, mostly due to COVID concerns.

## Re-engagement campaigns - Communication and outreach to students recently added:

- Prior transfer applicants admitted (2019 and 2020); N=380
- Prior transfer applicants incomplete (2019 and 2020); N=750
- Prior freshman applicants admitted but went elsewhere (2020) and did not enroll elsewhere; N=1,541



## Financial Aid applicant submissions -FAFSA submitted with no admission application on file recently added:

- Current list is over 400

# Current Initiatives - HDP and Scholarship Leveraging

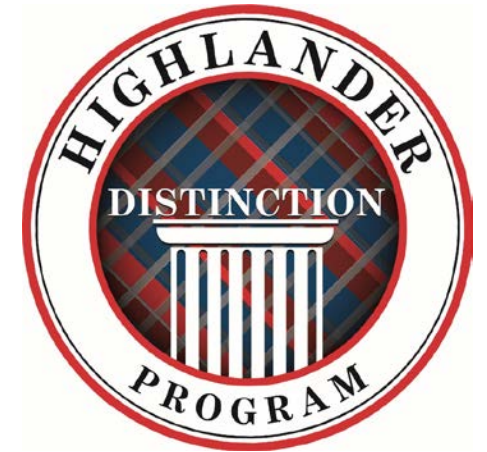
## Strategic analysis and approach for Fall '21 class

- Analysis of outcomes for this fall's inaugural HDP class is somewhat challenging due to COVID impact, but base assumptions should still hold.
- Current model is a combination of merit awards for all students based on academic criteria (GPA, rank, test score) and out-of-state (OOS) surcharge discount.

## NEW for Fall '21

- *All students:*
  - Moving to full GPA model
    - Necessary due to SAT and ACT test scores and class rankings now not available or sporadic.
- *Out-of-state* - Additional adjustments to take advantage of opportunities.

**GOAL:** All applied students who are admissible will be admitted and receive a full aid award (HDP, institutional, estimated state and federal aid) by holiday break.



“ 69% of all 4-year colleges and universities in the U.S. will not require applicants to submit ACT or SAT scores for Fall 2021 admission.

-fairtest.org ”

# Current Initiatives - Programmatic Recruitment with Enrollment, Management, Advancement and University Relations and Academic Affairs

Email Sample

Dear Amber,

We are so excited to learn of your interest in music at Radford University!

I truly believe that our department gives students a high degree of personalized attention and prepares them for a variety of careers. As a music student, you will learn the theoretical application and historic musical perspective of music, in addition to your career-focused concentration in Music Business, Music Education, or Music Therapy.

I invite you to learn more about our program by watching this short video:

I encourage you to reach out to myself or any Music faculty member should you have questions about performance opportunities, the audition process, or any other aspect of our program.

Sincerely,  
Tim Chan  
Chair, Dept. of Music

Website Sample

...y music?

...ash in music while being prepared for exciting career paths in the classroom, clinics, concert halls, recording studios, and beyond.

...y offers concentrations in Music Business, Music Education, Music Therapy. All students enjoy the benefit of faculty-led, state-of-the-art performance facilities in the Douglas and John Center for Visual and Performing Arts.

...video to learn more about music opportunities at Radford using the buttons below.

Virtual Class Sample

Where There's Therapy, There Can Be Music

Postcard Sample

Hi Amber!

We're so glad you're able to meet considering your plans to audition, we are excited to welcome you to the Radford University Department of Music!

Let me know if you have any questions!

- Tim Chan  
Chair, Dept. of Music

Brochure Sample

Tell Me More About MUSIC

Production

Faculty Feature

Concentrations

Outcomes

Video Sample

Sample Script

At Radford University, students study music as both performers and throughout a broad range of areas, including piano, and a thriving business sector. Our state-of-the-art performance center provides the same technology as Carnegie Hall—but our students aren't limited to it. In just two years, Radford music students have performed at the Kennedy Center, alongside the Royal Irish Academy of Music students in Dublin, and even at Carnegie Hall in New York City.

“By singling out one program, zeroing in on its key strengths, and developing a program-specific target persona, you can reach out to prospective students more effectively, and move them through the enrollment funnel towards conversion and enrollment.”

- Higher Education Marketing

# Advancement and University Relations

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UNIVERSITY



# University Relations

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## VisionPoint

- VisionPoint was selected as our marketing vendor after a comprehensive and competitive RFP process.
- They are proving to be strong partners who are detail oriented and data driven.
- Within our creatives and messaging, we will highlight the beauty of our region as a strong contributor to the Highlander experience.



# University Relations

## Major Video Projects

- Collaborations with Enrollment Management
  - Tour Video
  - Programmatic Videos
- State of the University
- Degree Conferral
- Alumni Awards

## Major Print Pieces

- "I'm In" for Admissions
- Travel Brochure
- Annual Report
- Partners in Excellence Booklet
- Arts Society Booklet
- Stewardship Piece



# Alumni Relations

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- **Virtual Homecoming:** Over 60 events/activities, 32 states and 12 countries represented
- **Alumni Directory Project:** Updated 7,307 emails, 7,718 employers, 9,324 job titles and 6,732 cell phone numbers
- **Graduation Exit Interviews:** 122+ interviews completed, 30+ legacy stole forms

# Alumni Relations



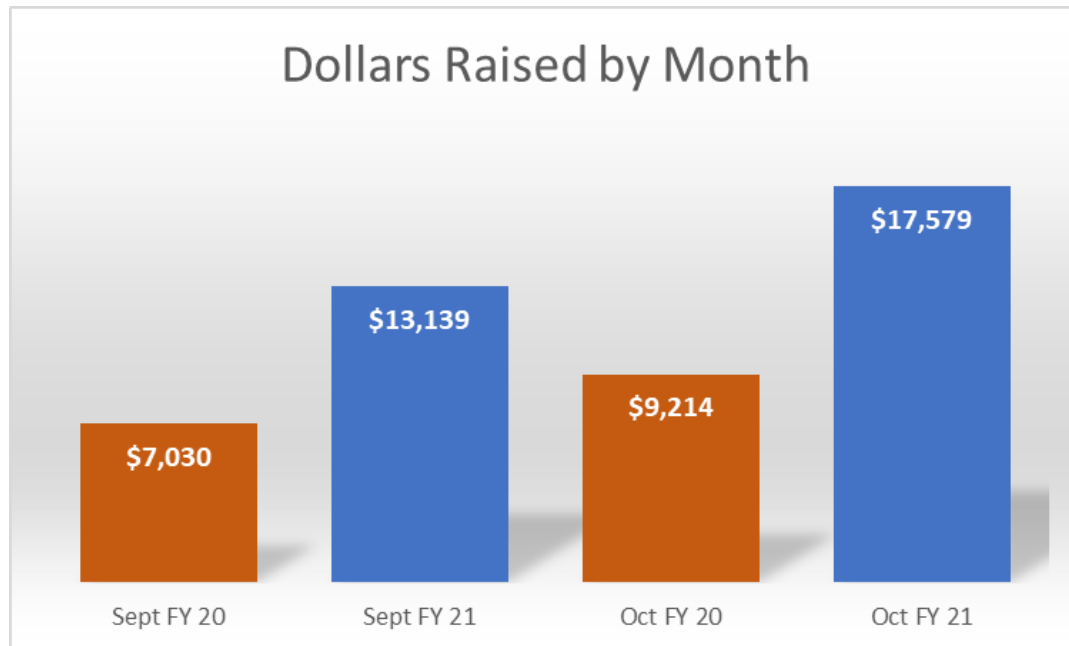
# Annual Giving

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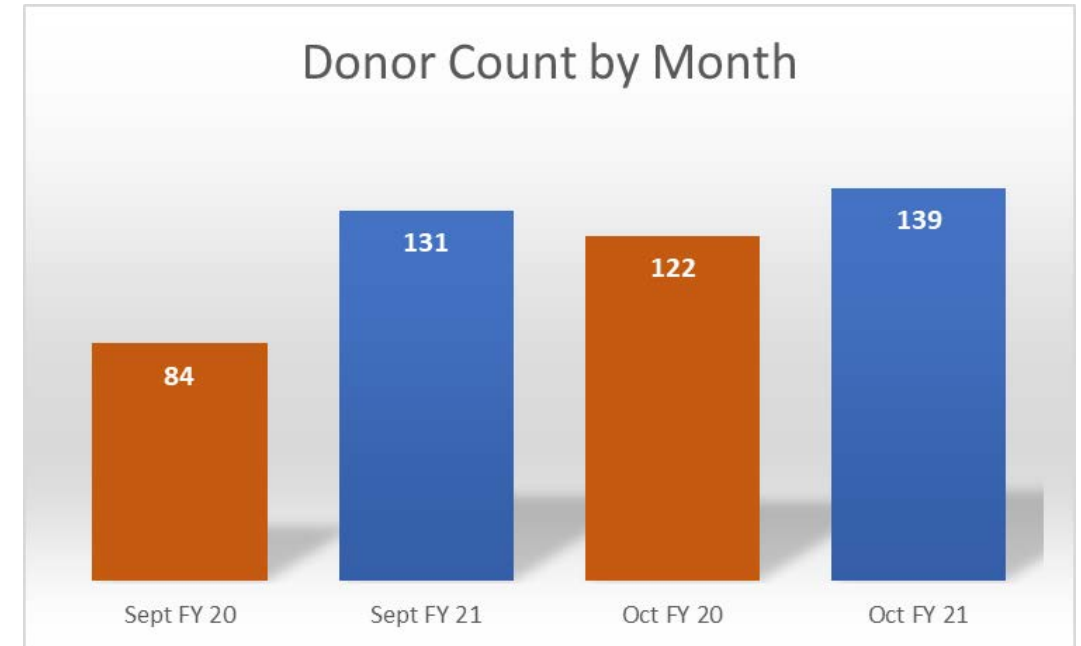
- **Greek Life Challenge:** Raised \$3,553 from 48 donations
- **Highlander Senior Class Scholarship:** Mini-campaign for 2020 grads
- **Highlander10 Challenge:** December 1-10, includes 10 projects from campus
- **Spring Events:** Faculty/Staff Campaign Kick-off, Campaign Champions and Spring 2021 Senior Solicitation

# Annual Giving

## Telephone Outreach Program (TOP)



87% increase in dollars from September 2019 to September 2020  
91% increase in dollars raised from October 2019 to October 2020



56% increase in donors from September 2019 to September 2020  
14% increase in donors from October 2019 to October 2020

# Major Gifts

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- **Highlander Wisdom Webinar**  
Planning Your Legacy, was hosted by Tom Lillard '79 and an industry expert Jere Doyle from BNY Mellon Wealth Management.



## PLANNING YOUR LEGACY

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A Guide to Providing  
For Your Family and  
Supporting The Causes  
You Care About



# Giving Overview

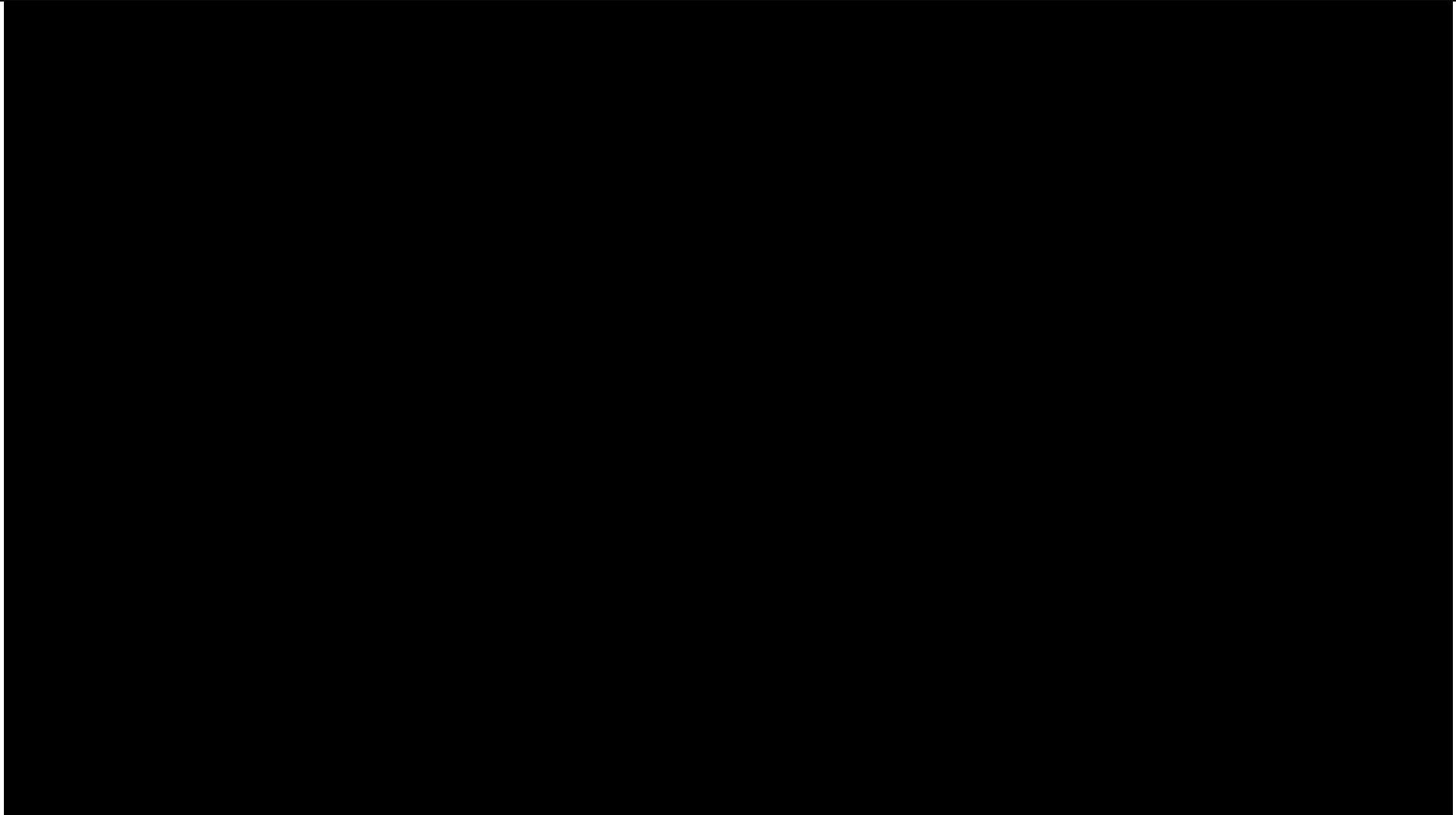
	FY 2019-2020		FY 2018-2019		FY 2017-2018		FY 2016-2017		FY 2015-2016	
<b>Fiscal Year-End Giving:</b>	Final		Final		Final		Final		Final	
New Pledges	\$	3,955,582	\$	10,040,001	\$	11,039,677	\$	7,855,710	\$	1,504,726
New Planned Gifts	\$	1,391,622	\$	539,964	\$	1,565,555	\$	1,192,050	\$	5,090,000
Outright Cash Gifts	\$	1,934,134	\$	1,856,843	\$	1,751,071	\$	1,563,936	\$	1,178,318
Gifts-in-kind	\$	15,812	\$	31,902	\$	336,320	\$	128,299	\$	223,955
Gifts of Real Estate	\$	-	\$	-	\$	590,000	\$	-	\$	-
Sponsored Programs	\$	192,319	\$	42,130	\$	57,490	\$	52,485	\$	10,000
<b>Total Giving</b>	<b>\$</b>	<b>7,489,470</b>	<b>\$</b>	<b>12,510,840</b>	<b>\$</b>	<b>15,340,113</b>	<b>\$</b>	<b>10,792,480</b>	<b>\$</b>	<b>8,006,999</b>

	FY 2020-2021		FY 2019-2020		FY 2018-2019		FY 2017-2018		FY 2016-2017	
<b>Fiscal Year-to-Date Giving:</b>	(7/1/20 - 11/30/20)		(7/1/19 - 11/30/19)		(7/1/18 - 11/30/18)		(7/1/17 - 11/30/17)		(7/1/16 - 11/30/16)	
New Pledges	\$	1,344,798	\$	2,256,834	\$	791,519	\$	295,565	\$	235,567
New Planned Gifts	\$	5,275,000	\$	843,167	\$	34,964	\$	1,529,855	\$	565,050
Outright Cash Gifts	\$	573,480	\$	667,381	\$	624,724	\$	690,567	\$	306,377
Gifts-in-kind	\$	21,776	\$	5,982	\$	19,574	\$	263,446	\$	19,707
Gifts of Real Estate	\$	-	\$	-	\$	-	\$	590,000	\$	-
Sponsored Programs	\$	10,445	\$	181,319	\$	15,240	\$	23,700	\$	26,095
<b>Total Giving</b>	<b>\$</b>	<b>7,225,499</b>	<b>\$</b>	<b>3,954,684</b>	<b>\$</b>	<b>1,486,021</b>	<b>\$</b>	<b>3,393,132</b>	<b>\$</b>	<b>1,152,796</b>



# Thank you!

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# Discussion