

# **RADFORD** UNIVERSITY

Board of Visitors

## **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. Krishna 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 Castele, 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 1<sup>st</sup> 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.

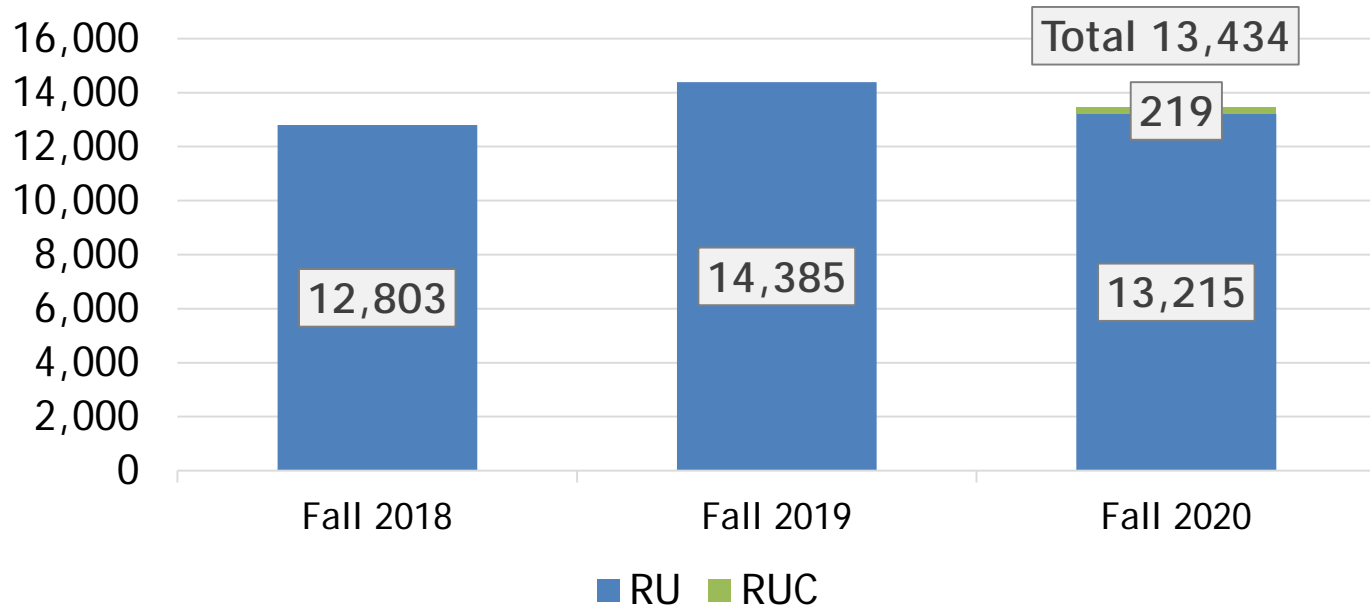
Respectfully submitted,

Ms. Margaret McCue  
Executive Assistant to the  
Vice President for University Relations

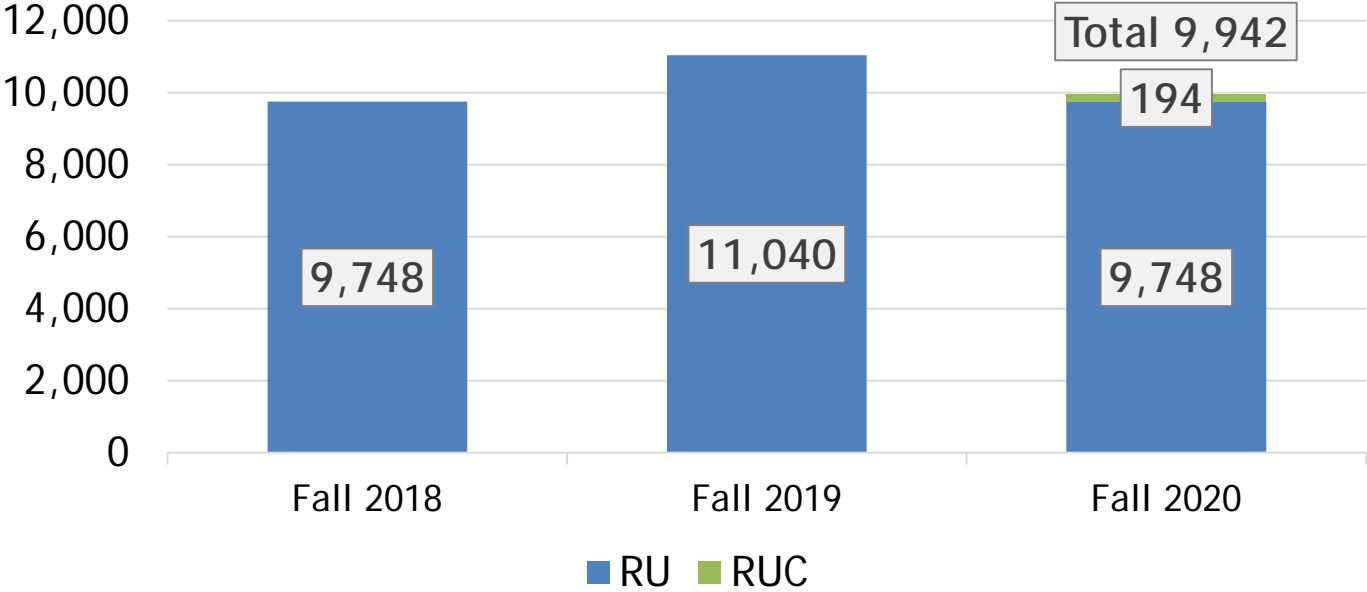
# Enrollment Management Update

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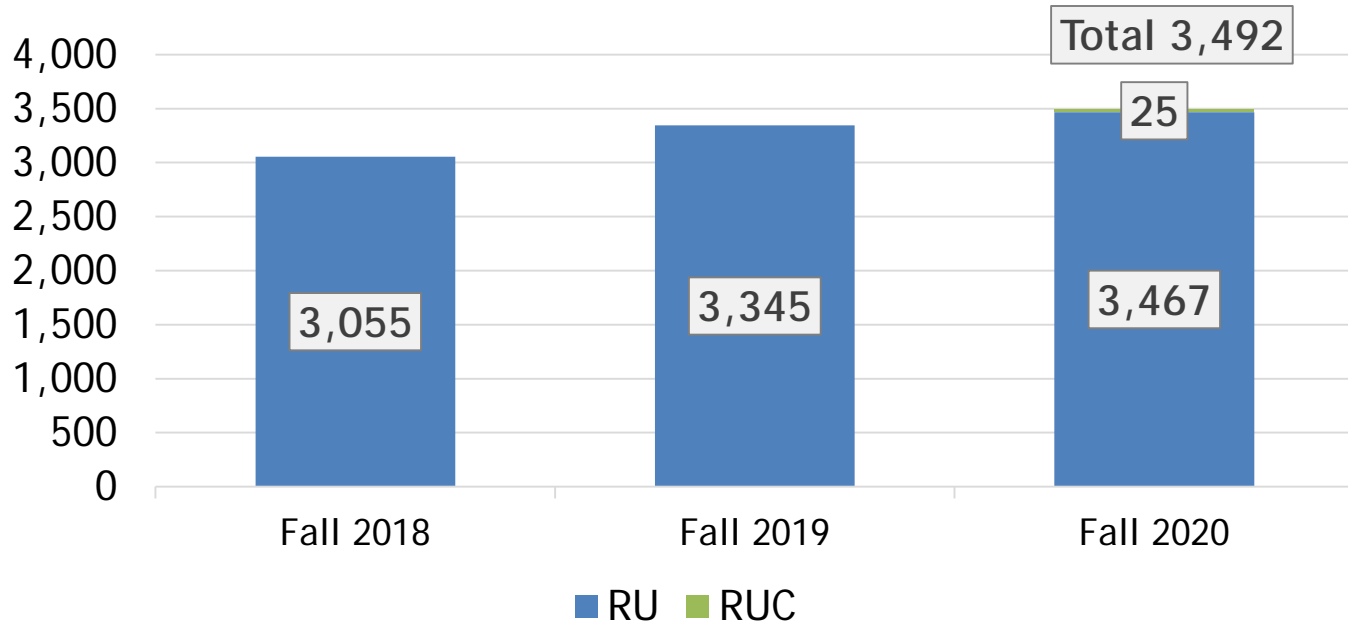
# New Freshman Applications (February 11)



# New Freshman In-State Applications (February 11)



# New Freshman Out-of-State Applications (February 11)

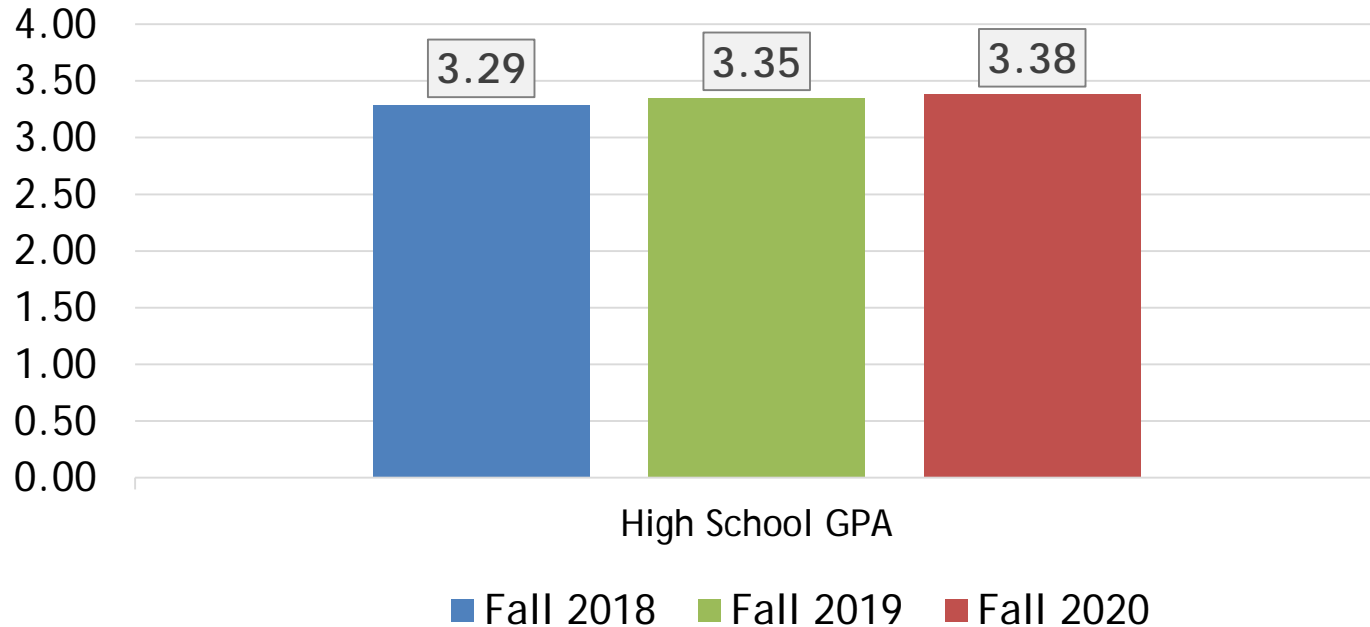




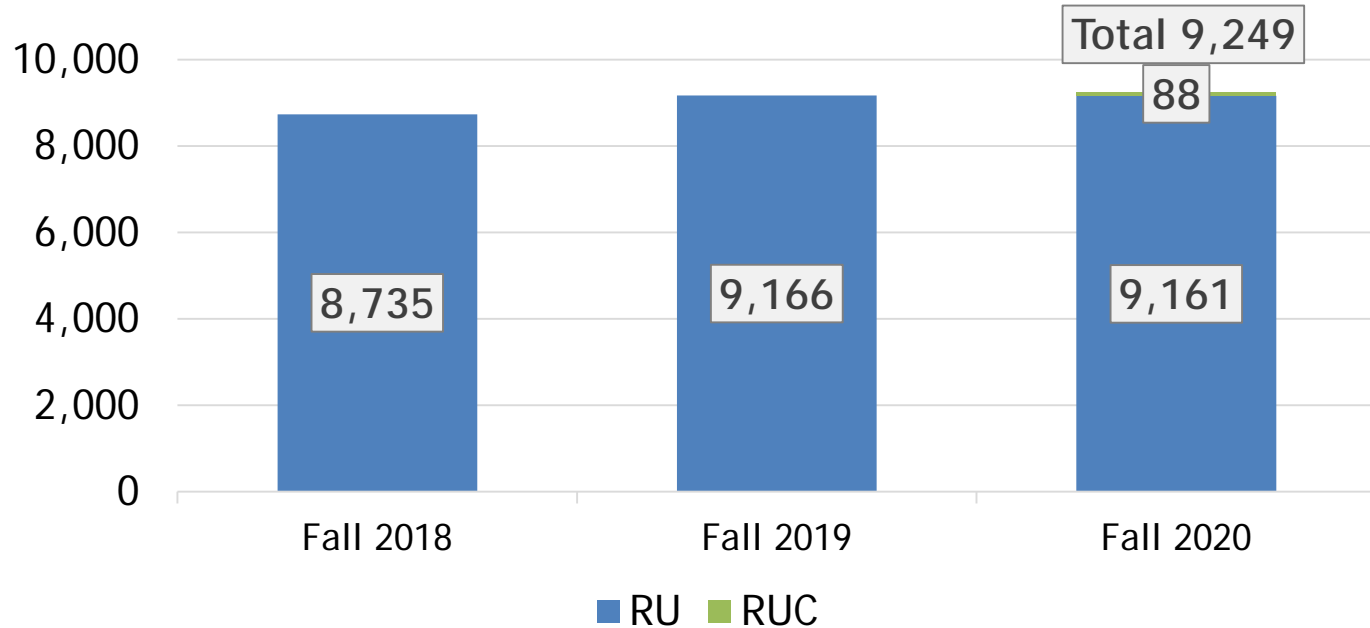
# New Freshman Applications (February 11)

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

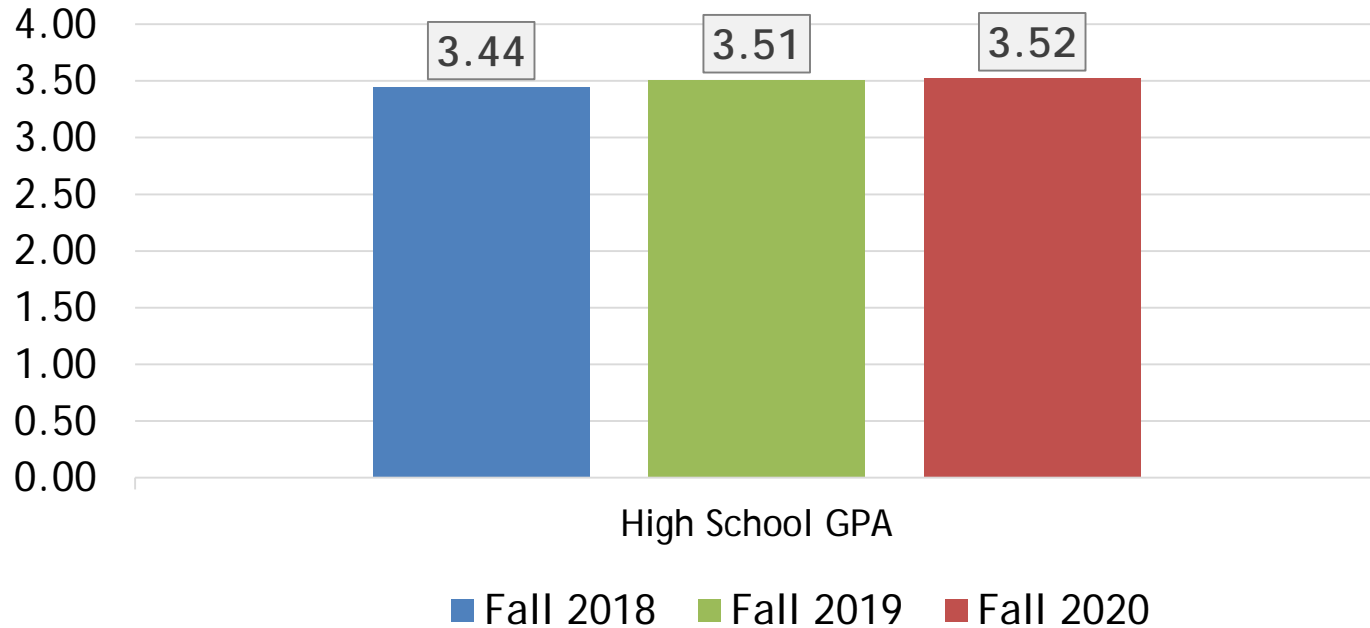
# New Freshman Applications (February 11)



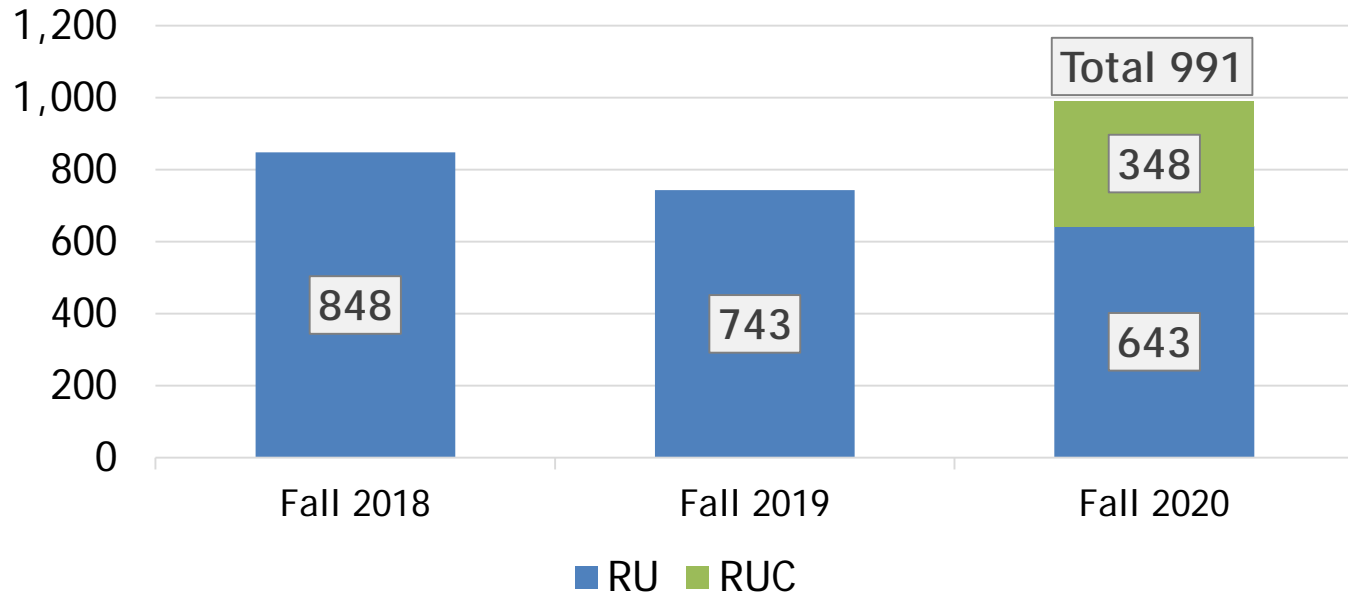
# New Freshman Admitted (February 11)



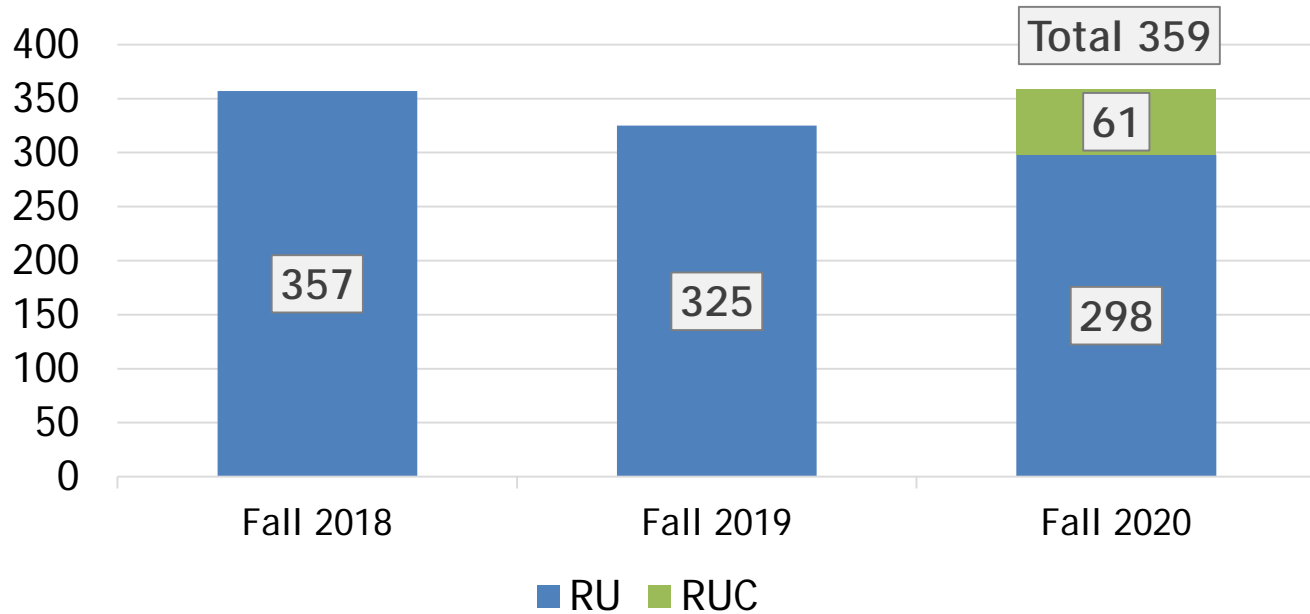
# New Freshman Admitted (February 11)



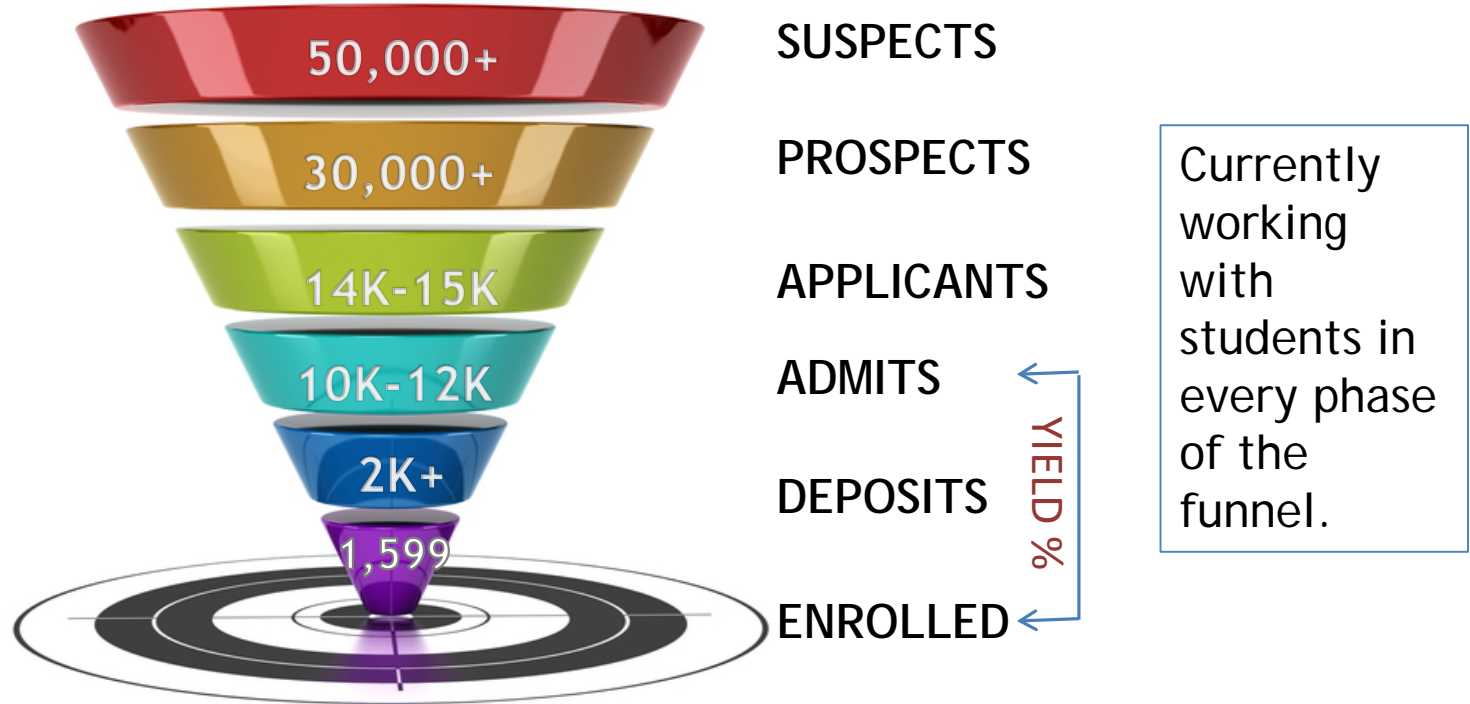
# New Transfer Applications (February 11)



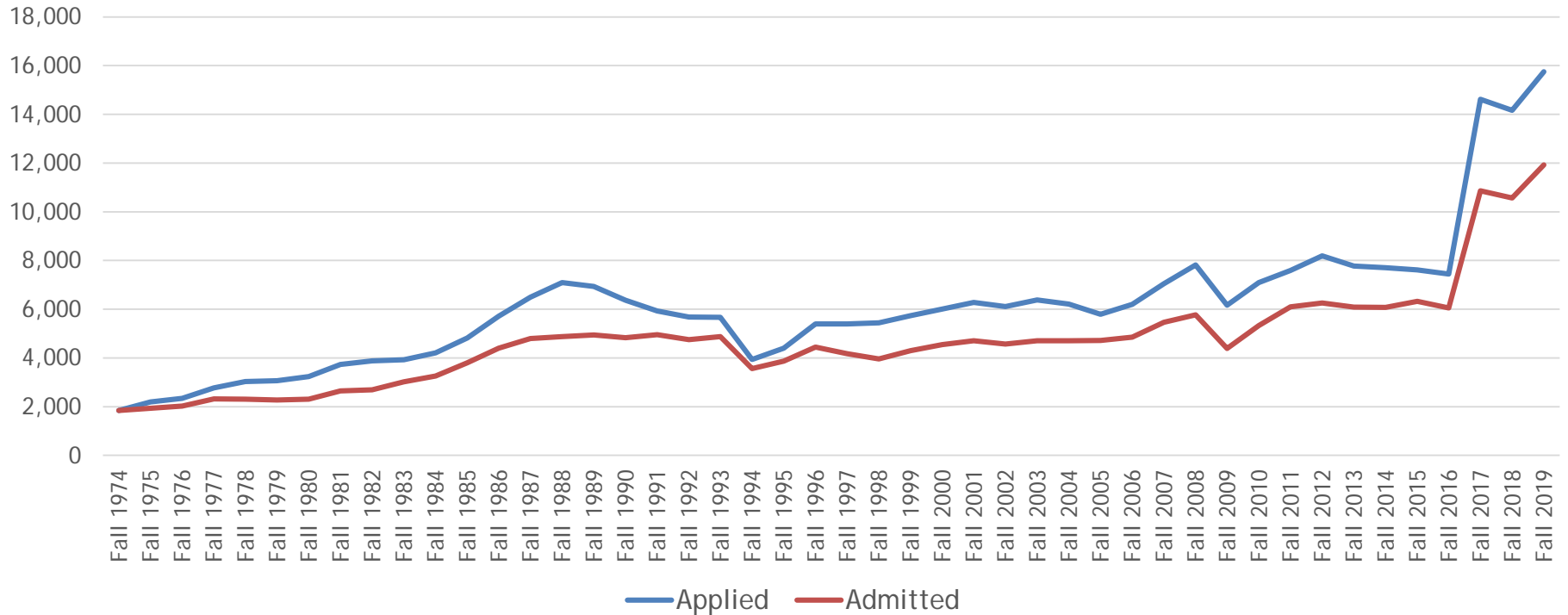
# New Transfer Admitted (February 11)



# Student Enrollment Funnel

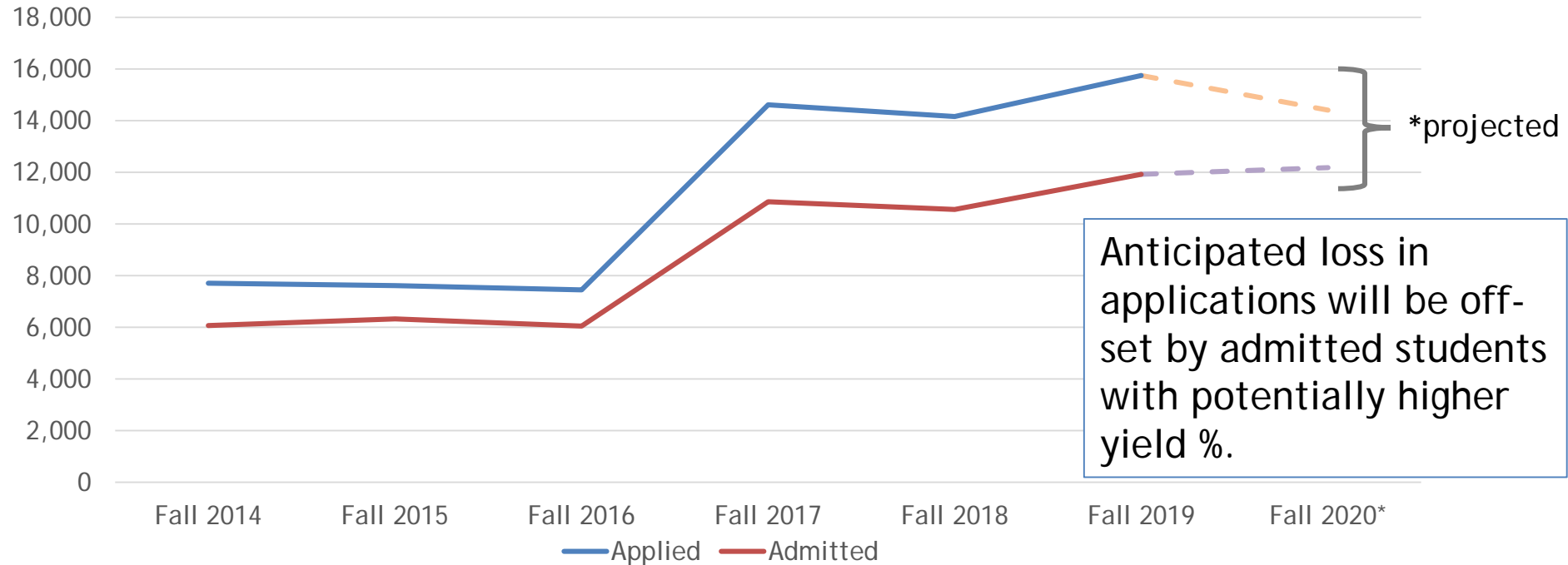


# Historic Application and Admit Volume, 1974-2019





# Historic and Projected Student Enrollment Metrics



# Historic and Projected Student Enrollment Metrics

	Fall 2018	Fall 2019	Fall 2020 (proj.)
<b>Apps</b>	14,161	15,754	14,200 - 14,600
<b>Admits</b>	10,561	11,925	11,500-12,000
<b>Enroll</b>	1,762	1,599	<i>Tbd</i>
<b>Yield Rate</b>	16.7%	13.4%	<i>Tbd</i>

← YIELD % ←

# Yield Activities - RU and RUC

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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

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- **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



# Yield Activities - Bridge Program Update

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**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.



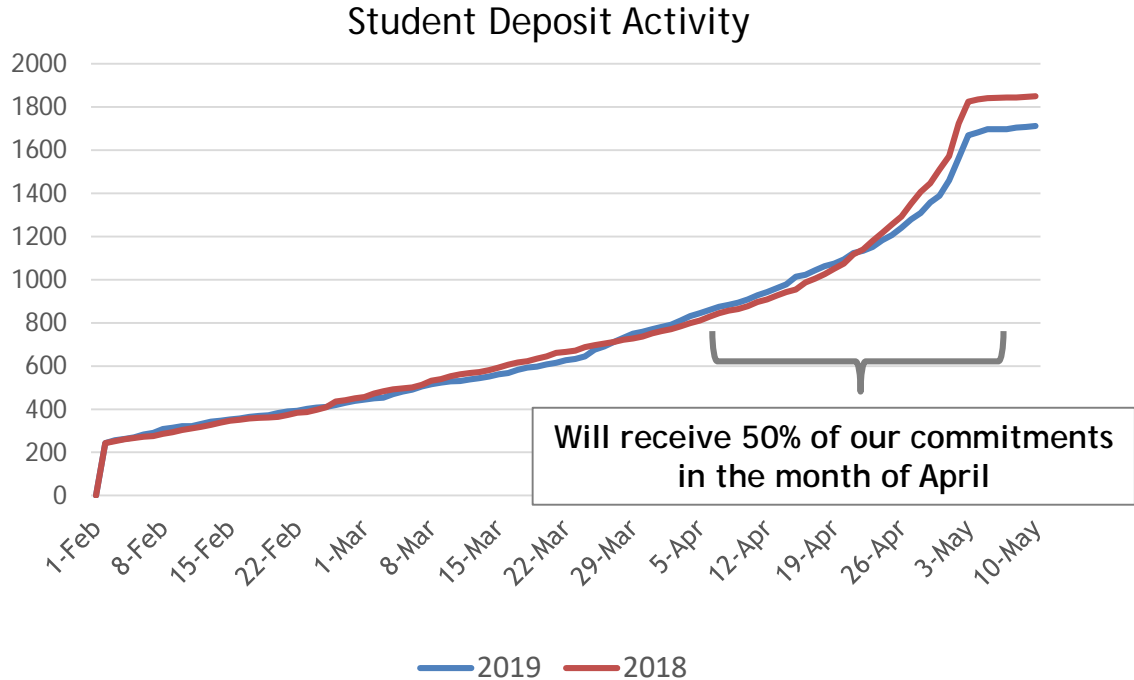
# Yield Activities - Financial Aid Awarding

- **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





# Discussion

# University Advancement and Alumni Relations

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# RADFORD Alumni



# Annual Giving

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## Alumni Engagement

- Telephone Outreach Program
- Spring Fever Rebrand → Build the Hive

## Student Engagement

- Senior Cord Campaign
- Build the Hive Involvement
- Focus Groups

# Annual Giving

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## Parent and Family Engagement

- Family Advisory Board
- Family Weekend
- Student Receptions

## Faculty and Staff Engagement

- Capital Campaign Committee
- Campaign Champions
- Payroll Deduction Drive

# Giving Overview

## Radford University - University Advancement

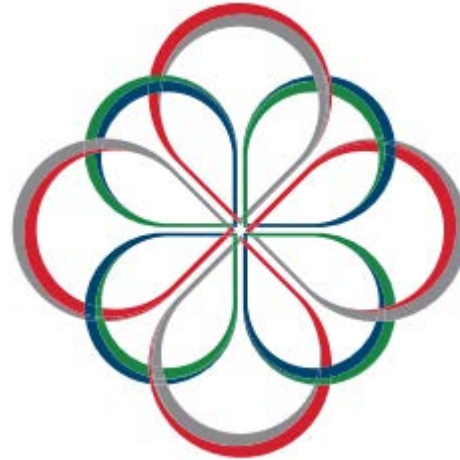
### Comparative Giving Report by Fiscal Year

FISCAL YEAR-TO-DATE GIVING:	FY 2019-2020 (7/1/19-2/5/20)	FY 2018-2019 (7/1/18-2/5/19) *	FY 2017-2018 (7/1/17-1/31/18)	FY 2016-2017 (7/1/16-1/31/17)	FY 2015-2016 (7/1/15-1/31/16)
New Pledges	\$ 3,372,346	\$ 1,388,239	\$ 931,517	\$ 782,154	\$ 495,833
N/A		\$ 270,876	\$ 205,285	\$ 319,825	\$ 591,991
New Planned Gifts	\$ 1,231,692	\$ 34,964	\$ 1,539,855	\$ 895,050	\$ 4,840,000
Outright Cash Gifts	\$ 1,488,296	\$ 1,270,292	\$ 1,076,215	\$ 753,612	\$ 686,820
Gifts-in-kind	\$ 15,488	\$ 23,360	\$ 263,922	\$ 54,350	\$ 103,698
Gifts of Real Estate	\$ -	\$ -	\$ 590,000	\$ -	\$ -
Sponsored Programs	\$ 181,319	\$ 15,240	\$ 48,692	\$ 42,485	\$ 10,000
<b>Total Giving</b>	<b>\$ 6,289,141</b>	<b>\$ 3,002,971</b>	<b>\$ 4,655,485</b>	<b>\$ 2,847,475</b>	<b>\$ 6,728,341</b>
Total Number of Donors	2,784	3,027	3,157	3,134	3,076
Total Number of New Donors	916	1,011	636	643	616
FISCAL YEAR-END GIVING:	FY 2018-2019 Final	FY 2017-2018 Final	FY 2016-2017 Final	FY 2015-2016 Final	
New Pledge Balances	\$ 9,610,923	\$ 10,635,610	\$ 7,311,589	\$ 1,160,325	
Current-Year Pledge Payments	\$ 429,078	\$ 404,067	\$ 544,121	\$ 344,401	
New Planned Gifts	\$ 539,964	\$ 1,565,555	\$ 1,192,050	\$ 5,090,000	
Outright Cash Gifts	\$ 1,856,843	\$ 1,751,071	\$ 1,563,936	\$ 1,178,318	
Gifts-in-kind	\$ 31,902	\$ 336,320	\$ 128,299	\$ 223,955	
Gifts of Real Estate	\$ -	\$ 590,000	\$ -	\$ -	
Sponsored Programs	\$ 42,130	\$ 57,490	\$ 52,485	\$ 10,000	
<b>Total Giving</b>	<b>\$ 12,510,840</b>	<b>\$ 15,340,113</b>	<b>\$ 10,792,480</b>	<b>\$ 8,006,999</b>	
Total Number of Donors	4,758	5,262	5,253	4,435	
Total Number of New Donors	1,978	2,018	2,090	1,350	

# Capital Campaign

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**TOGETHER**



# Discussion



# University Relations Update

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Board of Visitors

February 13, 2020

# University Relations: *Team Spotlights*

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## *New Hire*

Foster Sheppard – Graphic Design Manager

## *Forthcoming Trips*

Justin Ward – New York City, New York

Christina Edney – Utqiagvik (Barrow), Alaska

# University Relations

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*Marketing Strategy*

*Request for Proposal Process and Timeline*

*Social Media Engagement*

*RUC Marketing Campaign*

*Next Steps and Future Work*

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# Marketing Strategy

# Marketing Strategy: *Timeline and Tactics*

FY20 MEDIA CAMPAIGN	Visit Us	Visit Us	Early Apply	App Deadline	App Deadline	Visit Us/ Enroll	Visit Us/ Enroll	Visit Us/ Enroll	Visit Us/ Enroll		
	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	
<b>UNDERGRAD</b>											
NOVA Out of Home											
Roanoke Airport OOH											
TV											
Streaming TV											
Digital: Display & Video											
Paid Social											
Paid Search											
<b>TRANSFER</b>											
Digital: Display & Video											
Digital:Geo Targeted Display											
Paid Search											
<b>PRINT</b>											
Richmond Mag:VA College Guide											
USA Today College Guide											
<b>ENDEMIC/LEAD GEN</b>											
Princeton Review											

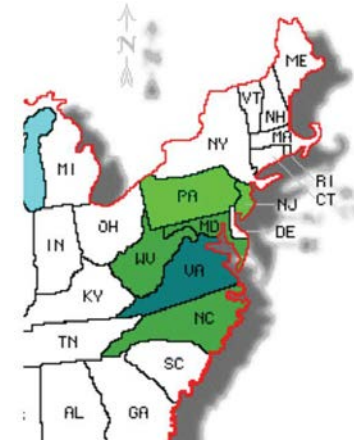
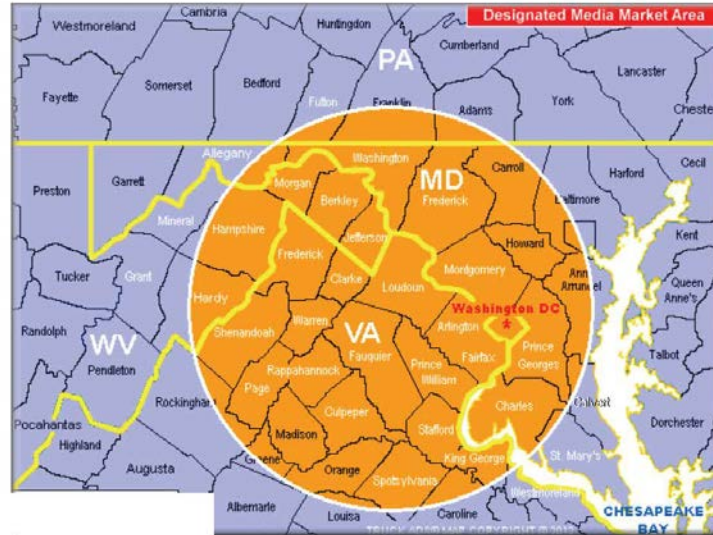
# Marketing Strategy: *Geographic Targets*

## ▶ 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*



RADFORD UNIVERSITY

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

[Student Stories](#)

BACK



RADFORD UNIVERSITY

Meet

Visit

Explore

Apply



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

[Visit Us](#)

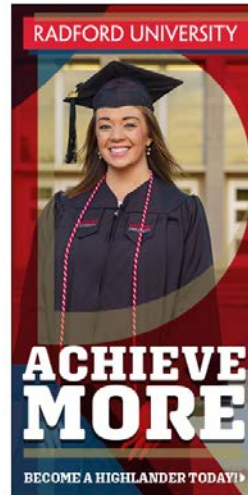
BACK

# 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 Katelyn Chef



wikiHow Search wikiHow...

Learn why people trust wikiHow

## 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.

Explore this Article

- Making School More Fun
- Continuing Your Education
- Understanding the Benefits of Learning

Tips and Warnings  
Related Articles  
References



# Marketing Strategy: *Social Media Promotion*

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# Marketing Strategy: *Social Media Promotion*

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# Marketing Strategy: *Social Media Promotion*

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# Request for Proposal Process and Timeline

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# Social Media Engagement

# Social Media Engagement: *2019 Highlights*

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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%.



# Social Media Engagement: *2019 Highlights*

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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](http://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*

**Radford University**  
Published by Alexa Nash [?] · September 10, 2019 · 🌐 Like Page

These favorable results come after several outstanding achievements and developments at Radford University, which demonstrate the university's steadfast commitment to empowering students from diverse backgrounds by providing transformative educational experiences. #HighlanderPride



RADFORD.EDU

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

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

<b>10,302</b> People Reached	<b>2,585</b> Engagements	<b>Boost Post</b>
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👍👍 Regina Lewis, ĐjNh Phạm and 291 others      4 Comments 170 Shares

**Performance for your post**

**10,302** People Reached

**1,330** Reactions, Comments & Shares

<b>938</b> Like	<b>256</b> On Post	<b>682</b> On Shares
<b>170</b> Love	<b>44</b> On Post	<b>126</b> On Shares
<b>5</b> Wow	<b>0</b> On Post	<b>5</b> On Shares
<b>47</b> Comments	<b>6</b> On Post	<b>41</b> On Shares
<b>173</b> Shares	<b>170</b> On Post	<b>3</b> On Shares

**1,255** Post Clicks

<b>0</b> Photo Views	<b>569</b> Link Clicks	<b>686</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>2</b> Hide Post	<b>5</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page


Reported stats may be delayed from what appears on posts



# Social Media Engagement: *Top Posts*

**Radford University**  
Published by Alexa Nash · August 25, 2019

Today marks the official beginning of a new chapter in our Highlander story. We're so happy to finally have the Class of 2023 on campus, and we hope the entire #RadfordFamily has an excellent academic year!



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

13,179 People Reached      1,940 Engagements      [Boost Post](#)

462      15 Comments 32 Shares

### Performance for Your Post

**13,179** People Reached

**871** Reactions, Comments & Shares

657 Like	411 On Post	246 On Shares
132 Love	61 On Post	71 On Shares
47 Comments	15 On Post	32 On Shares
35 Shares	32 On Post	3 On Shares

**1,069** Post Clicks

112 Photo Views	0 Link Clicks	957 Other Clicks
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**NEGATIVE FEEDBACK**

7 Hide Post      7 Hide All Posts  
0 Report as Spam      0 Unlike Page

Reported stats may be delayed from what appears on posts

**Radford University**  
Published by Alexa Nash · August 26, 2019

We hope you have a great first semester, Class of 2023!



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

13,338 People Reached      2,467 Engagements      [Boost Post](#)

267      9 Comments 79 Shares

Like      Comment      Share

### Performance for Your Post

**13,338** People Reached

**6,972** 3-Second Video Views

**964** Reactions, Comments & Shares

663 Like	226 On Post	437 On Shares
151 Love	45 On Post	106 On Shares
12 Haha	0 On Post	12 On Shares
2 Wow	0 On Post	2 On Shares
54 Comments	10 On Post	44 On Shares
83 Shares	79 On Post	4 On Shares

**1,503** Post Clicks

309 Clicks to Play	0 Link Clicks	1,194 Other Clicks
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**NEGATIVE FEEDBACK**

4 Hide Post      2 Hide All Posts  
0 Report as Spam      0 Unlike Page


Reported stats may be delayed from what appears on posts

# Social Media Engagement: *Top Posts*

**Radford University**  
Published by Alexa Nash [?] · May 11, 2019 ·

Like Page

Congratulations to the Class of 2019 and welcome to the Radford Alumni Family. Watch a recap of today's ceremony and tag your friends and family when you see them!



VIMEO.COM  
**Spring Commencement 2019**  
Radford University's Spring Commencement 2019.

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

**8,716** People Reached      **1,446** Engagements

Boost Post

169      7 Comments 54 Shares

**Performance for Your Post**

**8,716** People Reached

**444** Reactions, Comments & Shares

<b>269</b> Like	<b>142</b> On Post	<b>127</b> On Shares
<b>60</b> Love	<b>29</b> On Post	<b>31</b> On Shares
<b>1</b> Sad	<b>0</b> On Post	<b>1</b> On Shares
<b>57</b> Comments	<b>8</b> On Post	<b>49</b> On Shares
<b>58</b> Shares	<b>54</b> On Post	<b>4</b> On Shares

**1,002** Post Clicks

<b>1</b> Photo Views	<b>652</b> Link Clicks	<b>349</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>2</b> Hide Post	<b>2</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

**Radford University**  
Published by Alexa Nash [?] · August 23, 2019 ·

Welcome to the Radford Family!

**Radford University Carilion**  
Published by Mark Lambert [?] · August 23, 2019 ·

Like Page

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

**6,123** People Reached      **934** Engagements

Boost Unavailable

James W. Robey, Yvette Baker and 110 others      6 Shares

**Performance for Your Post**

**6,123** People Reached

**119** Reactions, Comments & Shares

<b>107</b> Like	<b>107</b> On Post	<b>0</b> On Shares
<b>6</b> Love	<b>6</b> On Post	<b>0</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>6</b> Shares	<b>6</b> On Post	<b>0</b> On Shares

**815** Post Clicks

<b>240</b> Photo Views	<b>0</b> Link Clicks	<b>575</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>3</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

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# RUC Marketing Campaign

# RUC Marketing Campaign: *Billboards*



# RUC Marketing Campaign: *Print Promotion*

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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.

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# RUC Marketing Campaign: *Web Promotion*

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# Next Steps and Future Work

# Discussion

End of Board of Visitors Materials

