Advancement, University Relations and Enrollment Management Committee

December 2021

RADFORD UNIVERSITY

Board of Visitors

RADFORD UNIVERSITY
Board of Visitors

ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE
4 P.M. **
DECEMBER 2, 2021
MARY ANN JENNINGS HOVIS MEMORIAL BOARD ROOM
THIRD FLOOR, MARTIN HALL, RADFORD, VA

DRAFT
AGENDA

- **CALL TO ORDER** — Ms. Lisa Throckmorton**,** *Chair*
- **APPROVAL OF AGENDA** — Ms. Lisa Throckmorton, *Chair*
- **APPROVAL OF MINUTES** — Ms. Lisa Throckmorton, *Chair*
  - September 9, 2021
- **ENROLLMENT MANAGEMENT REPORT** — Mr. Craig Cornell, *Vice President for Enrollment Management*
  - Enrollment Update
- **ADVANCEMENT and UNIVERSITY RELATIONS REPORT** — Ms. Wendy Lowery, *Vice President for Advancement and University Relations*
  - University Relations
  - Alumni Relations
  - Annual Giving
  - Giving Overview
  - Capital Campaign Update
  - Advancement Communications
- **OTHER BUSINESS** — Ms. Lisa Throckmorton**,** *Chair*
- **ADJOURNMENT** — Ms. Lisa Throckmorton**,** *Chair*

**** All start times for committee meetings are approximate. Meetings may begin either before or after the listed approximate start time as committee members are ready to proceed.**

COMMITTEE MEMBERS
Ms. Lisa Throckmorton, Chair
Dr. Rachel Fowlkes, Vice Chair
Ms. Krisha Chachra
Mr. Mark S. Lawrence
Ms. Lisa W. Pompa
Ms. Georgia Anne Snyder-Falkinham

December 2021 Meeting Materials

RADFORD UNIVERSITY

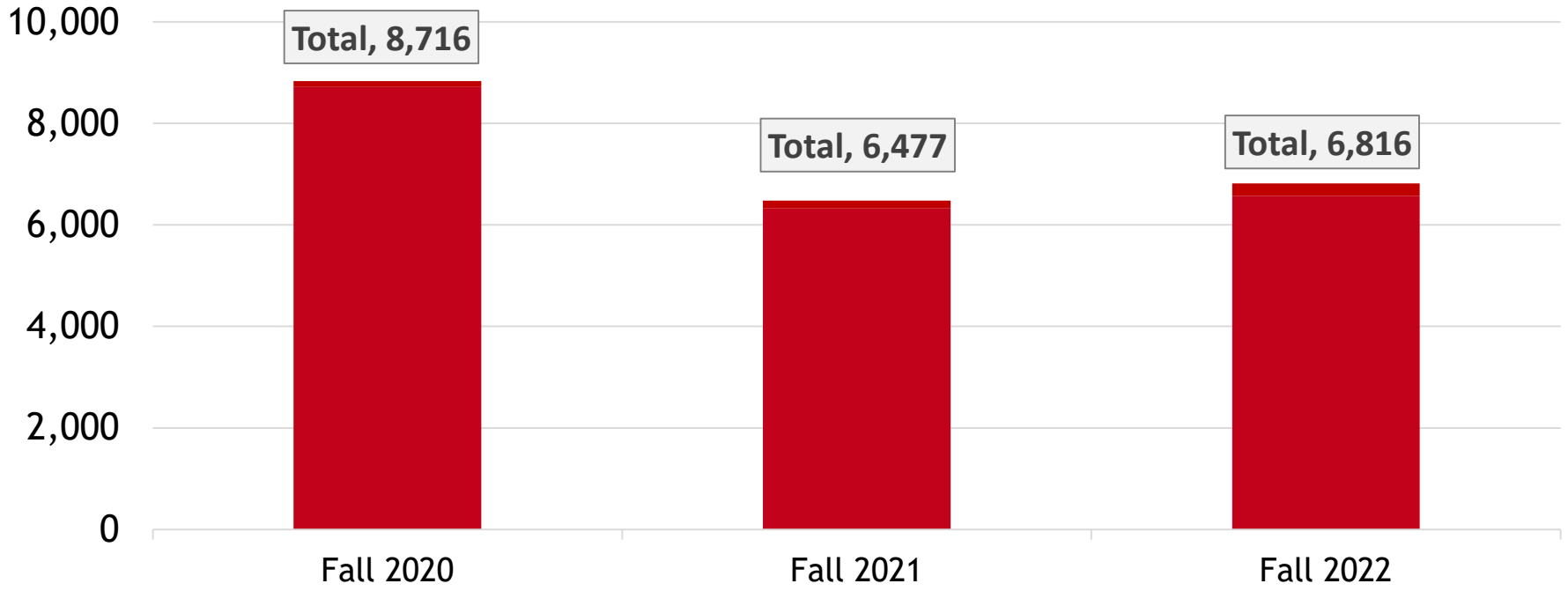
Board of Visitors

Fall 2022 Enrollment Update

RADFORD UNIVERSITY

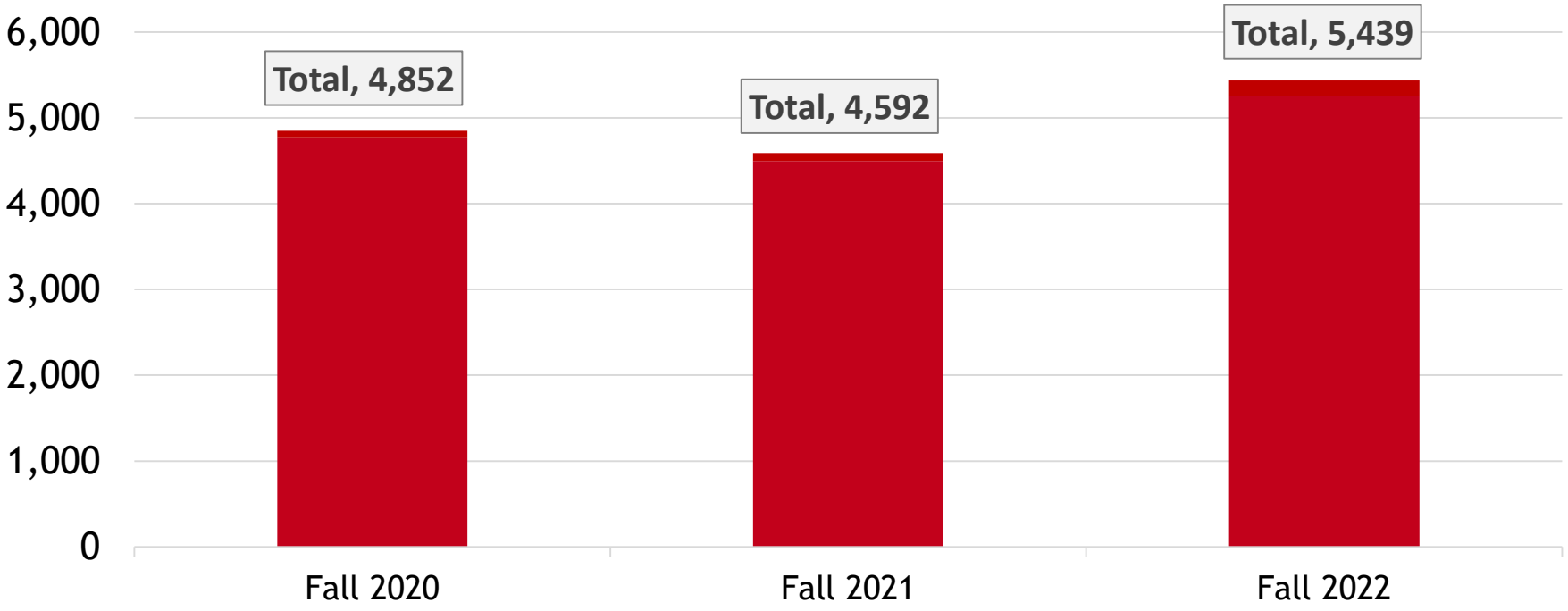
Enrollment Update

New Freshman Applications (November 30th)



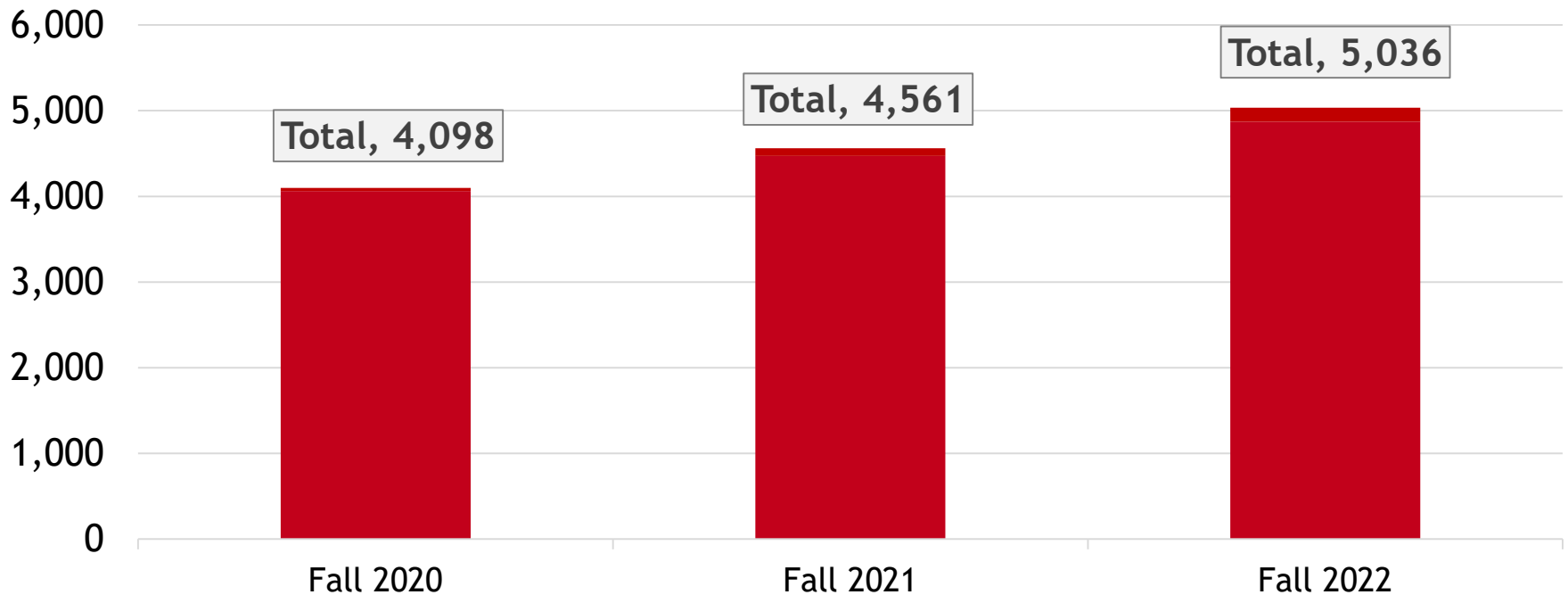
Currently up 339 (5.2%) over last year in new student freshman applications

New Freshman Completed (November 30th)



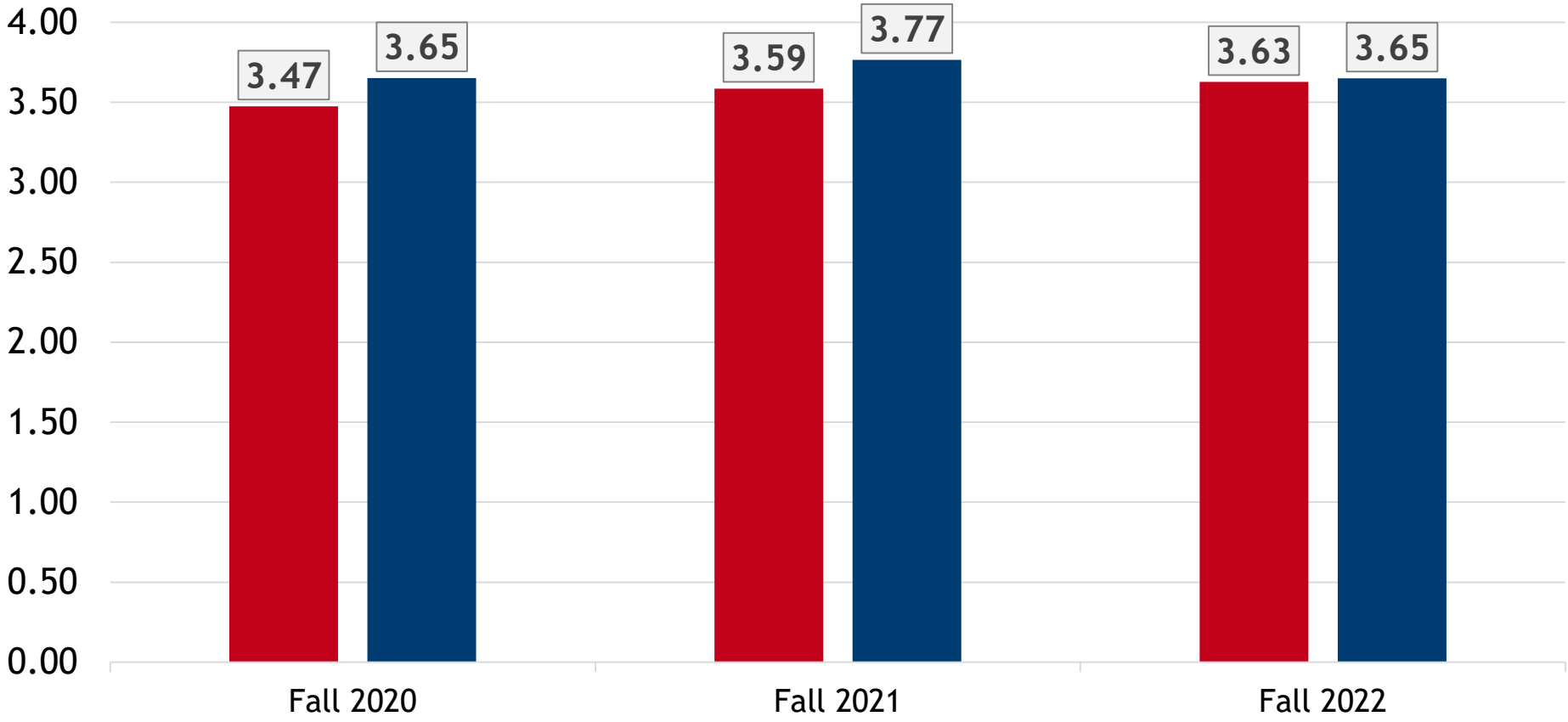
Currently up 847 (18.4%) over last year in new student freshman completed applications

New Freshman Admitted (November 30th)

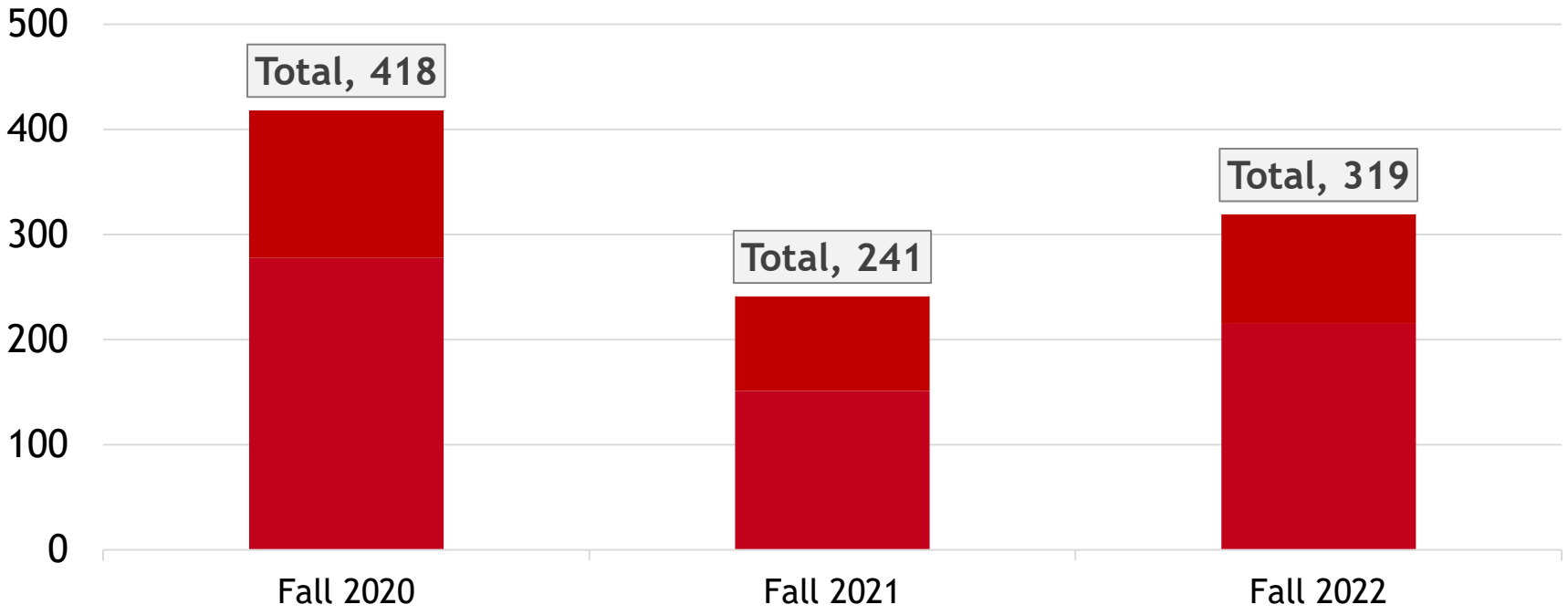


Currently up 475 (10.4%) over last year in new student freshman admits

New Freshman High School GPA (November 30th)

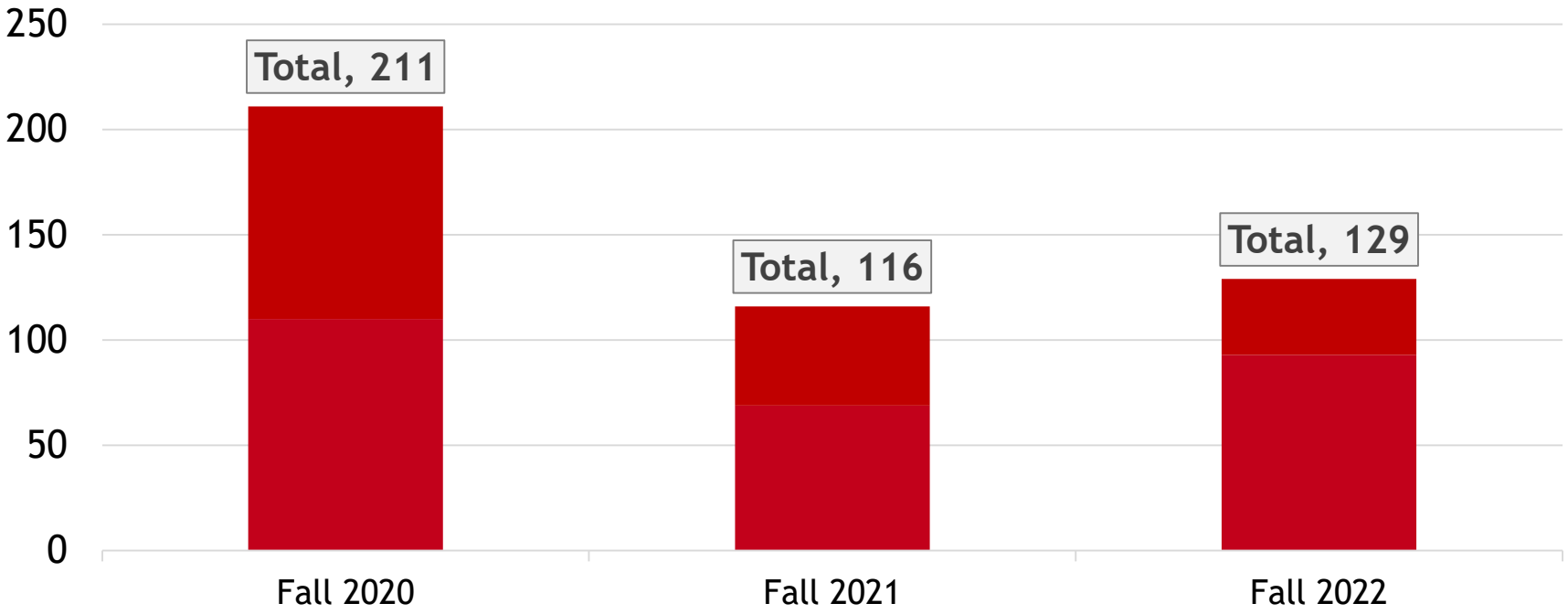


New Transfer Applications (November 30th)



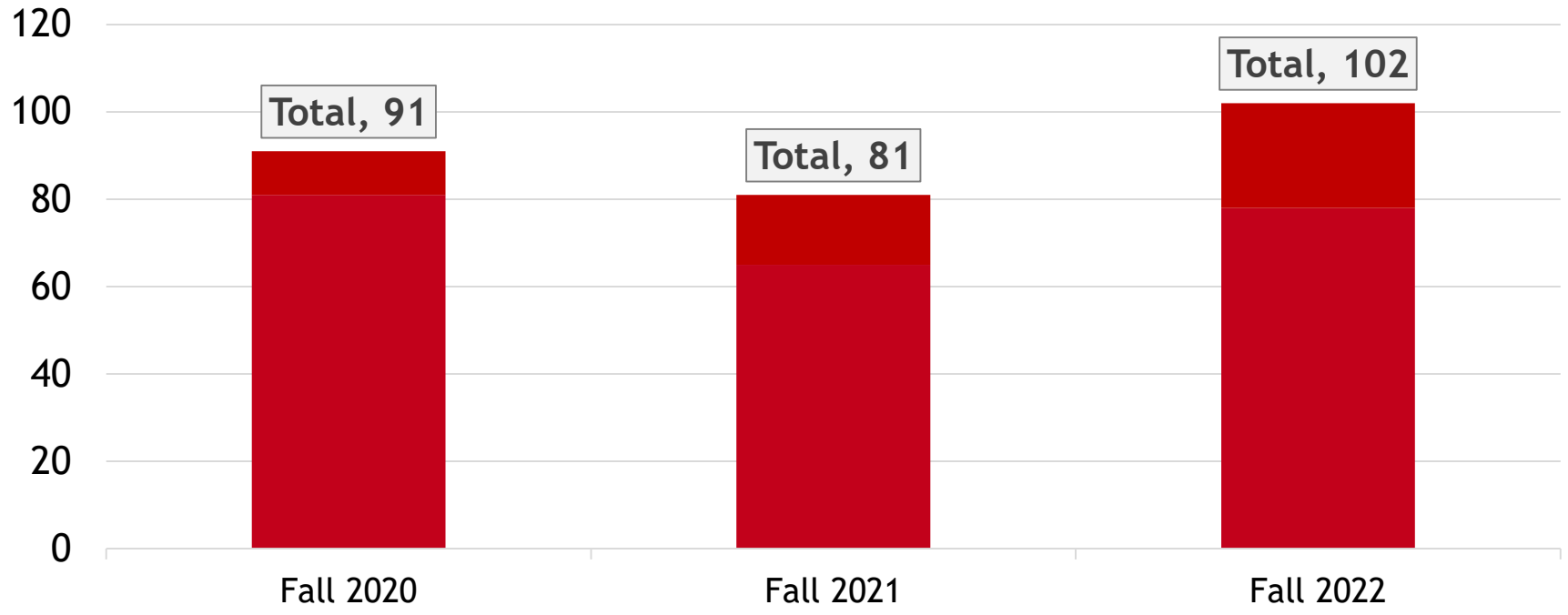
Currently up 78 (32.3%) over last year in new student transfer applications

New Transfer Completed (November 30th)



Currently up 13 (11.2%) over last year in new student transfer completed applications

New Transfer Admitted (November 30th)

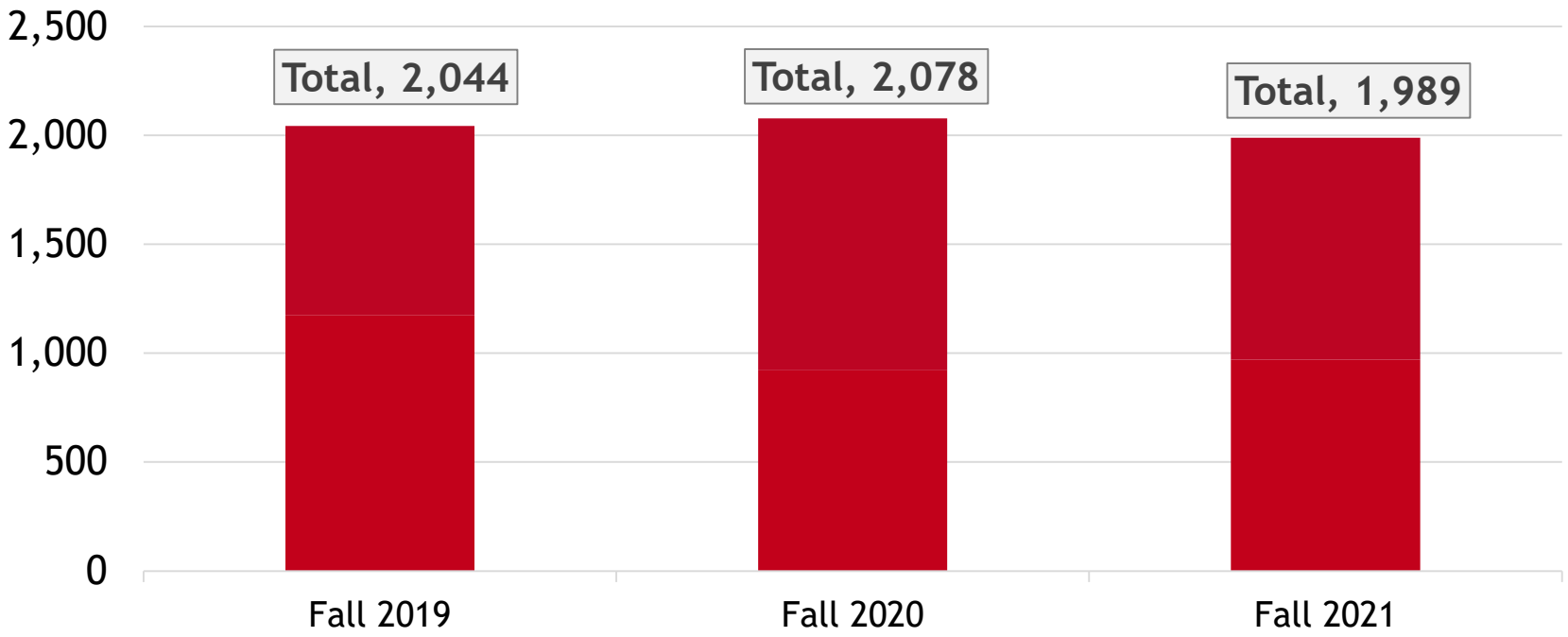


Currently up 21 (25.9%) over last year in new student transfer admits

2021-22 Fast-Track Applications (November 30th)

Fast-Track Session	RN-to-BSN	MBA	MSN
Spring A	74	11	3
Spring B	15	3	0
Spring Terms Total	**89**	**14**	**3**

Fall Graduate Applications



Currently down 89 (4.2%) over last year in new graduate student applications

Fall 2022 Undergraduate Recruitment Events

Radford Fall Receptions – On-campus full information sessions including President's welcome, on-site admissions, academic college meetings, tours, financial aid, and Student Affairs representation.

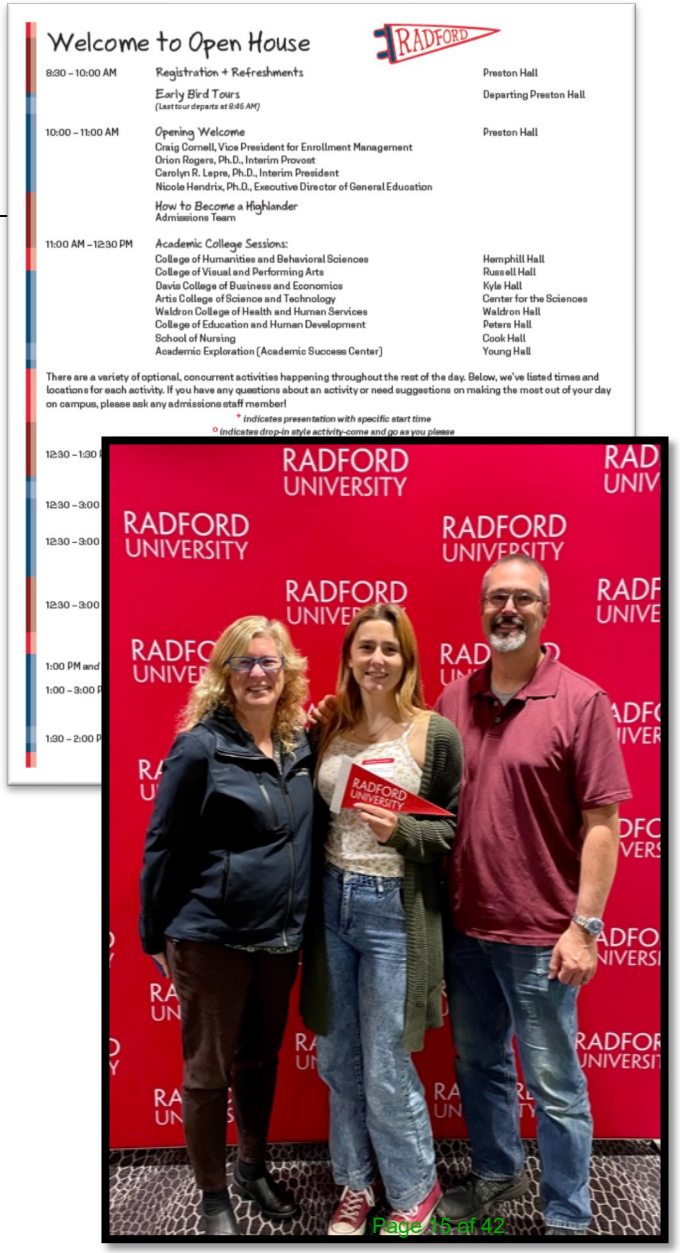
- October 23rd and Nov. 13th (RU) and November 6th (RUC)

Radford on The Road - Off-campus information sessions including President's address, on-site application review and admittance, as well as Student Affairs and financial aid staff for questions for both RU and RUC. Locations:

NEW!

- ✓ Newport News- October 19th
- ✓ Leesburg- October 26th
- ✓ Richmond- October 27th

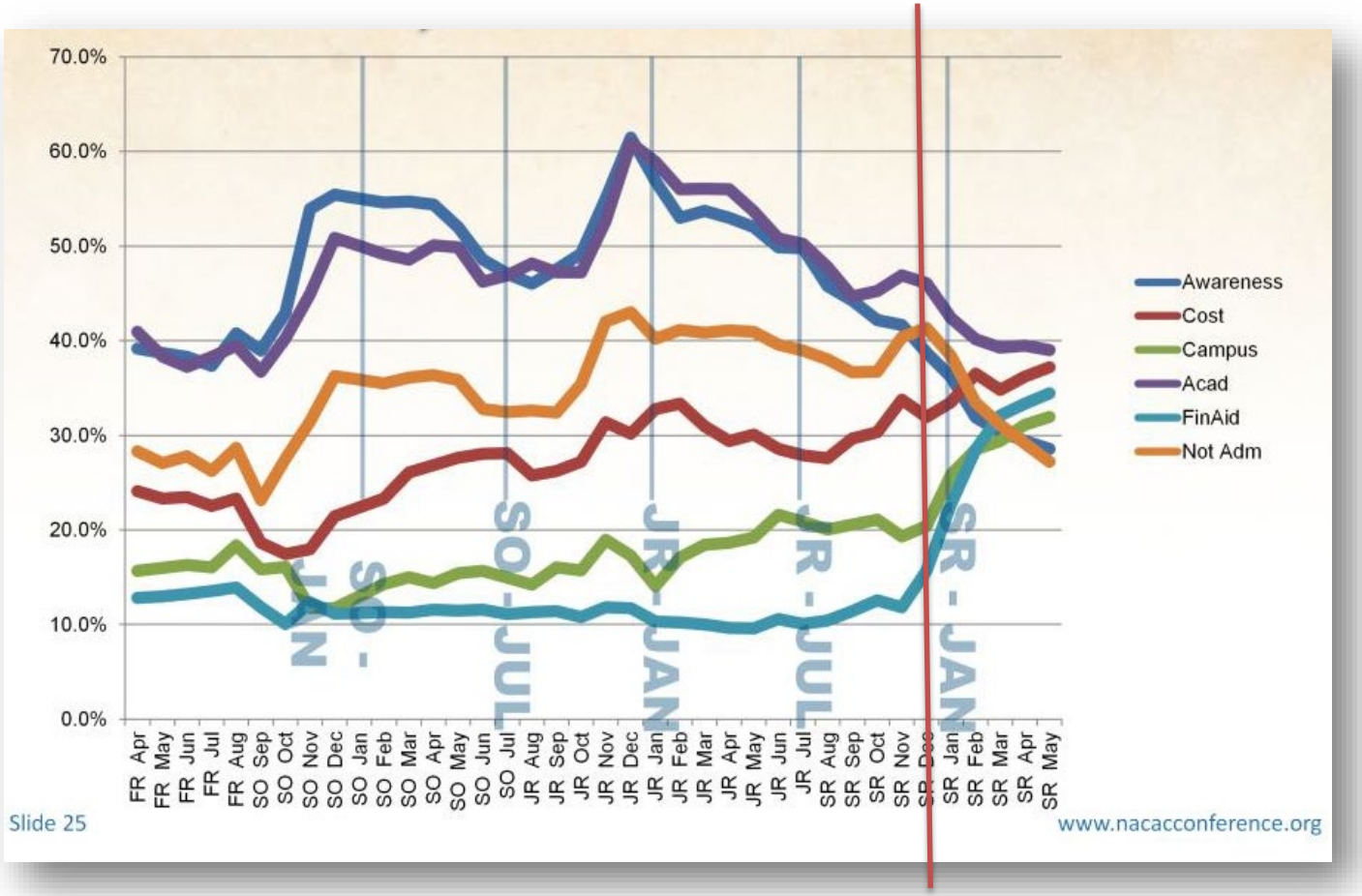
Current Results: Close to 400 students attended the events combined. 61% application rate so far from attendees and an overall yield (admitted that have committed) of 24% already!



Scholarship Leveraging, 2022

Scholarship Leveraging, 2022

Top Reasons Students Add Colleges to Their Lists



Scholarship Leveraging, 2022

FAFSA Applications	2021	2022	Difference
New Freshmen Submissions	2209	2259	50
New Admitted Freshmen Submissions	1771	1964	193
New Deposited Freshmen Submissions	**50**	**75**	**25**

- FAFSA Submissions up 2.2%
- Nationally submissions are up 0.4%
- In Virginia, submissions are up 0.3%

Scholarship Leveraging, 2022

Positioning our Highlander Distinction Program to maximize enrollments:

- Analyzing populations where HDP had the largest impact
- "Access to Merit Scholarships" identified in our admitted student survey as one of our greatest strengths
- Implementing "4-year value" of the scholarship program wherever possible

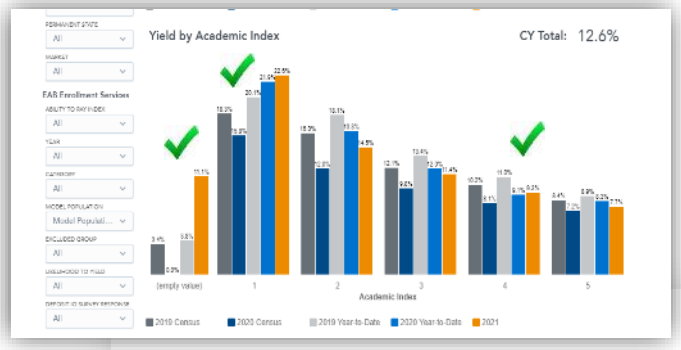
NEW!

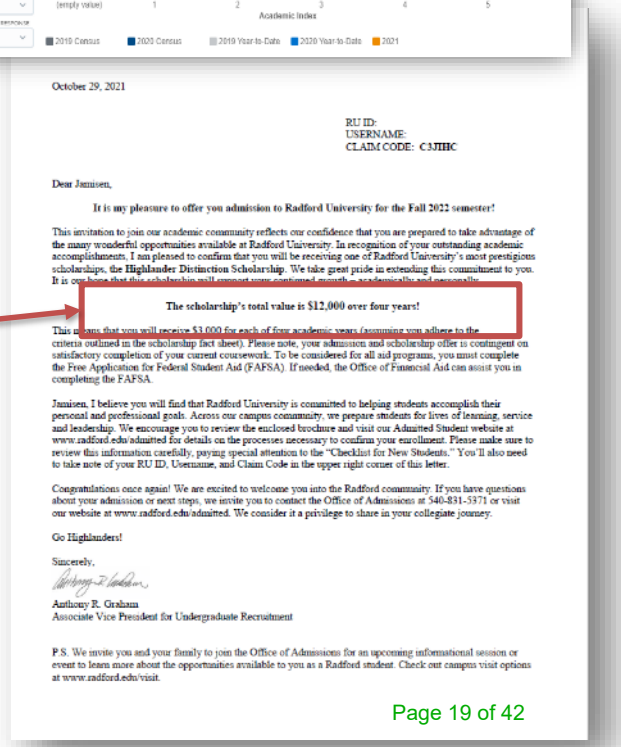
- First time – Imbedding into admission letters for students

NEW!

- Exploring video-brochure approach for selected population to determine effect on yield for that cohort

NEW!





October 29, 2021

RU ID:
USERNAME:
CLAIM CODE: C3JIHC

Dear Jamisen,

It is my pleasure to offer you admission to Radford University for the Fall 2022 semester!

This invitation to join our academic community reflects our confidence that you are prepared to take advantage of the many wonderful opportunities available at Radford University. In recognition of your outstanding academic accomplishments, I am pleased to confirm that you will be receiving one of Radford University's most prestigious scholarships, the **Highlander Distinction Scholarship**. We take great pride in extending this commitment to you. It is our hope that this scholarship will support your continued growth – academically and personally – and that Radford University will be your university of choice.

The scholarship's total value is $12,000 over four years!

This means that you will receive $3,000 for each of four academic years (assuming you adhere to the criteria outlined in the scholarship fact sheet). Please note, your admission and scholarship offer is contingent on satisfactory completion of your current coursework. To be considered for all aid programs, you must complete the Free Application for Federal Student Aid (FAFSA). If needed, the Office of Financial Aid can assist you in completing the FAFSA.

Jamisen, I believe you will find that Radford University is committed to helping students accomplish their personal and professional goals. Across our campus community, we prepare students for lives of learning, service and leadership. We encourage you to review the enclosed brochure and visit our Admitted Student website at www.radford.edu/admitted for details on the processes necessary to confirm your enrollment. Please make sure to review this information carefully, paying special attention to the "Checklist for New Students." You'll also need to take note of your RU ID, Username, and Claim Code in the upper right corner of this letter.

Congratulations once again! We are excited to welcome you into the Radford community. If you have questions about your admission or next steps, we invite you to contact the Office of Admissions at 540-831-5371 or visit our website at www.radford.edu/admitted. We consider it a privilege to share in your collegiate journey.

Go Highlanders!

Sincerely,

Anthony R. Graham
Associate Vice President for Undergraduate Recruitment

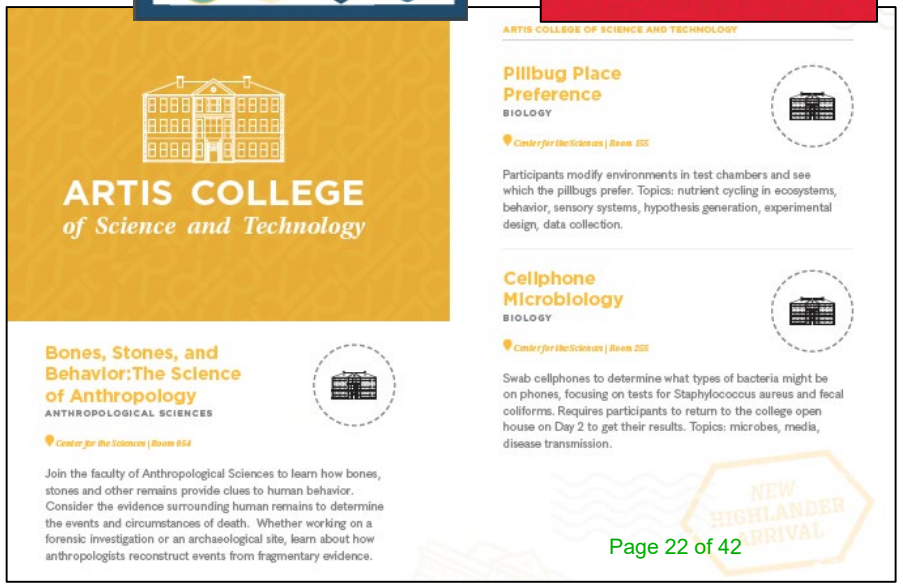
P.S. We invite you and your family to join the Office of Admissions for an upcoming informational session or event to learn more about the opportunities available to you as a Radford student. Check out campus visit options at www.radford.edu/visit.

Page 19 of 42

Student Orientation (QUEST) Highlights

Quest 2021 Changes and Enhancements

- Announced we would be in person in October 2020 when most, if not all others, were virtual
- Added two additional sessions to accommodate no more than 200 students per event
- Implemented a much more significant academically aligned approach, including:
  - ✓ Ready.Set.Radford- Gamifying the pre-Quest experience
  - ✓ Student Rotation Model for Advising
  - ✓ Becoming a Highlander with the Highlander Passport - 33 individual faculty-lead teaching sessions
  - ✓ College-specific Open Houses



Quest 2021 Survey

1,257 students (73.4% of attendees) and 317 family survey responses

Students

- 99% agreed their Quest Assistant was helpful
- 90% could identify courses required for their degree
- 97% gave academic advising process an A or B
- 95% agreed *Becoming a Highlander!* experience was valuable
- 93% felt unique identity was valued

Families

- 96% rated overall experience Good or Perfect

"I truly appreciate how organized everything was and just how smooth the entire process was. Thank you for the work you put in to make upcoming students and families feel welcomed and comfortable!"

"I loved it so much!! Can't wait to be a highlander"

"Just keep doing what y'all been doing. Everything was great! Thank you so much!"

RESULTS:

- Lowest melt of the number of students in the last 4 years, highest (tie) of % Quest attendees that ultimately enrolled (97%, +7% over 2020), as well as and overall increase in freshman yield by 0.8% - the first increase in a decade.

Discussion

Advancement and University Relations

RADFORD UNIVERSITY

Board of Visitors

December 2, 2021

University Relations

Spotlight on Media Services

We tell stories.

We share the accomplishments, plans, dreams and stories of the people who are Radford University. We share them across campus, within the local community, the Commonwealth of Virginia, and beyond – through print, online and video.

Since the last Board of Visitors meetings, Media Services has written more than 20 articles, produced more than 35 videos, taken hundreds of photos, and added two new employees to the team.

Highlights

Student Success

'Chomped chimp' leads alumna to anthropological find

« Back

Sadie Friend '20 spent much of her summer in 2018 sitting behind a small desk sorting through storage containers filled with chimpanzee skulls.

One by one, she recorded onto a computer intricate details about each chimp; items such as its sex, from where it was recovered and how the Smithsonian's National Museum of Natural History (NMNH), where Friend was interning at the time, acquired each cranium. She also was tasked with meticulously examining each skull, searching for signs of disease and trauma in the bone and signs of cavities in teeth.

Sadie Friend '20 (center) poses for a photo during her 2018 internship at the Smithsonian's National Museum of Natural History. Also in the photo are Andrea Eller (left), postdoctoral research fellow at the museum and Sabrina Shotts (right), the museum's curator of physical anthropology. Photo provided by Friend.

Periodically, Friend's mentor at the Smithsonian would check in to ask the intern if she needed guidance or had questions. One day, there was one specific skull that stood out. It had noticeable punctures that no one at the NMNH had observed or recorded in the years the skull had been in the museum's collections.

"I was doing my normal survey, and that's when I saw the marks that, from what I have learned and seen previously at Radford, looked like puncture marks," Friend said, harkening back to lectures and labs she attended as anthropological sciences major at Radford University. After further examination, Friend, her mentor and a team of NMNH anthropologists determined the marks were punctures, likely from a leopard's bite.

Philanthropic Giving

CHBS Endowment Fund Wall is a 'thank you' to donors and reminder to students that financial support is available to them

« Back

Friends and supporters of Radford University and the College of Humanities and Behavioral Sciences (CHBS) gathered at Hemphill Hall on Oct. 1, 2021, for the unveiling and dedication of the Endowment Fund Wall.

Located just inside the building's campus-side entrance, the 9-by-7-foot display features a beehive design with wood-graved plaques noting CHBS scholarships and their donors. The wall features 34 engraved plaques that note CHBS scholarships. Additional plaques remain blank, awaiting the names of future donors.

The fund wall serves three important purposes, said CHBS Dean Matthew J. Smith, Ph.D. First, it "offers a visible and enduring thank you to all those who have endowed student scholarships within the college," Smith said moments before recognizing those in attendance who have contributed to endowed scholarships.

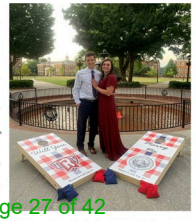
It also serves as a reminder to students of the financial support opportunities available to them, and it encourages future donors "to consider the value of a gift of this kind to our students," Smith said.

Alumni Pride

Radford pair plays an engaging game of cornhole

« Back

If love is blind, as the saying goes, it probably doesn't care much about romantic settings. Moonlit gardens on enchanted evenings may be nice, but you're just as likely to find true love over a game of cornhole. Just ask Duncan Sandoz '20 and Leah Stepp '21.



"Duncan and I met at the Junior Twilight on April 10, 2019," Stepp said. "Duncan was playing cornhole with his friend, and I wanted to play with my friends. Duncan and his friend asked if we wanted to play. After playing cornhole, we spent hours talking as a group even after the event was over. Before heading back to the dorms/apartments, we all exchanged Snapchats."

Their happy relationship continued through the rest of their time at Radford. Sandoz logged hours studying in McConnell Library and working out at the gym; Stepp concentrated on building her teaching career, squeezing in tennis and extracurriculars between her classes and school placement. After graduation, Sandoz took a job in risk management in Roanoke, Virginia, his hometown. Stepp prepared to pursue her master's degree in special education K-12 while working part time at a Blacksburg child-care center.

When the time came for them to take the next step in their lives together, Sandoz thought there was only one perfect way to pop the question. And one perfect place: the Radford campus.

"We met playing cornhole, so I wanted to recreate the night we met," Sandoz said.

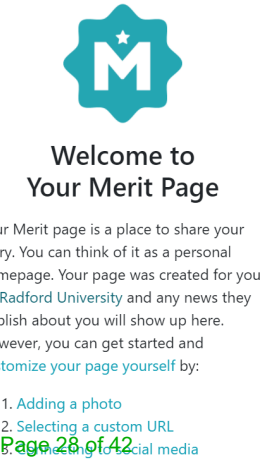
"It took about three months to put all the pieces together," he said. "[I] started with contacting the five friends that were there the night we first met, two of whom lived in different states. When it was time to buy the ring, I found out that it had to be custom-made to what I wanted. Then, I had to custom-make the cornhole boards. Within these three months, we would walk around campus secretly preparing her for the big day."

University Relations

Strategic Initiative Update

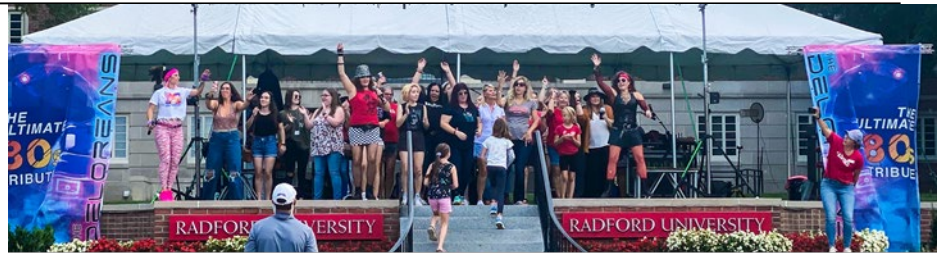
- **Siteimprove** – Purchase is complete. University Relations staff should onboard within the next few weeks.
- **Merit Pages** – Set up is complete. When we use student names in news releases or write stories about them, this system merges information from our database to customize and send the stories to students' hometown newspapers, high schools, their parents and state legislators.
- **Website Redesign** – UR is in discussion with IT and Procurement to gather information and be prepared to begin work on a redesign, when feasible.
- **Targeted Marketing** – UR is technically set up on targeting marketing platforms, such as Spotify, Hulu, Blip Billboards and LinkedIn, and can begin advertising for specific programs, such as PHHL, as soon as we have appropriate documentation from vendors.
- **Email Marketing** – UR is in discussion with IT and Procurement to determine best approach to researching and comparing vendors.

Siteimprove



Alumni Relations

- Celebrated alumni and friends spanning seven decades
- Forty-five events and activities including the Golden Reunion, VIP Tent at Alumni Village, Alumni Awards, Women of Radford, College events, Affinity Reunions, Admissions Legacy and Paint Night Virtual events plus more!



Alumni Relations

A month-long celebration of Highlander Pride!

6TH ANNUAL VOLUNTEER SUMMIT
Saturday, February 5, 2022

Annual Giving

Highlander10

November 30-December 1, 9 hours and 10 minutes in honor of our founding in 1910

- The Lewis Sparks and Ken Coan Veterans Award
- The Greek Leadership Training Fund
- Diversity Enhancement Fund
- The McGlothlin International Education Fund
- The Highlander Honors College Fund
- The Research Rookies Program Fund
- The Farm at Selu
- Student Emergency Funds
- Radford University Libraries
- Campus Sustainability Fund

Annual Giving

Highlander Community Fundraising Underway

1) Dr. James G. Lollar Scholarship – in honor of his retirement
2) Farm at Selu
3) Dr. Iris Mullins Scholarship – in honor of her retirement
4) WVRU – Honoring John Fox with memorial gifts
5) Highlander Senior Class Scholarship – nearing endowment – first student funded endowment at Radford
6) Student Highlander Club – building a culture of philanthropy and Highlander Pride on campus
7) CVPA Arts Society fall mailer
8) 1971 Golden Reunion launched the Finish Line Fund to support students in CEHD completing unpaid practicums, field experiences or internships

RADFORD.EDU

For decades, retiring Professor James Lollar has helped students realize their potential

Giving Overview

Fiscal Year-to-Date Giving:	FY 2021-2022 (7/1/21 - 11/26/21)*	FY 2020-2021 (7/1/20 - 11/30/20	FY 2019-2020 (7/1/19 - 11/30/19)	FY 2018-2019 (7/1/18 - 11/30/18)	FY 2017-2018 (7/1/17 - 11/30/17)
New Pledges	$ 338,219	$ 1,345,473	$ 2,256,834	$ 791,519	$ 295,565
New Planned Gifts	$ 125,000	$ 5,275,000	$ 843,167	$ 34,964	$ 1,529,855
Outright Cash Gifts	$ 955,502	$ 584,214	$ 667,381	$ 624,724	$ 690,567
Gifts-in-kind	$ 4,630	$ 21,776	$ 5,982	$ 19,574	$ 263,446
Gifts of Real Estate	$ -	$ -	$ -	$ -	$ 590,000
Sponsored Programs	$ 5,000	$ 10,445	$ 181,319	$ 15,240	$ 23,700
Total Giving	**$ 1,428,351**	**$ 7,236,909**	**$ 3,954,684**	**$ 1,486,021**	**$ 3,393,132**

Fiscal Year-End Giving:	FY 2020-2021 Final	FY 2019-2020 Final	FY 2018-2019 Final	FY 2017-2018 Final	FY 2016-2017 Final
New Pledges	$ 2,857,172	$ 3,955,582	$ 10,040,001	$ 11,039,677	$ 7,855,710
New Planned Gifts	$ 11,928,850	$ 1,391,622	$ 539,964	$ 1,565,555	$ 1,192,050
Outright Cash Gifts	$ 1,950,285	$ 1,934,134	$ 1,856,843	$ 1,751,071	$ 1,563,936
Gifts-in-kind	$ 44,914	$ 15,812	$ 31,902	$ 336,320	$ 128,299
Gifts of Real Estate	$ -	$ -	$ -	$ 590,000	$ -
Sponsored Programs	$ 148,459	$ 192,319	$ 42,130	$ 57,490	$ 52,485
Total Giving	**$ 16,929,679**	**$ 7,489,470**	**$ 12,510,840**	**$ 15,340,113**	**$ 10,792,480**

TOGETHER Campaign

Advancement Communications

TOGETHER | THE CAMPAIGN FOR RADFORD UNIVERSITY

GIVING NEWS

E-NEWSLETTER FOR SUPPORTERS OF RADFORD UNIVERSITY

MAKING AN IMPACT
Jim Stutts '78 received the College of Education and Human Development's Inaugural Distinguished Alumni Award at the "Reminisce Radford" breakfast during Homecoming weekend.

LEARN MORE

INSPIRING TODAY'S STUDENTS
The 2021 Summer Bridge Program, hosted by the Artis College of Science and Technology, welcomed Laurie Shelby '83, vice president of environmental health, safety and security at Tesla, Inc.

LEARN MORE

Discussion

Minutes

RADFORD UNIVERSITY

Board of Visitors

RADFORD UNIVERSITY
Board of Visitors

ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE
4:00 P.M.
SEPTEMBER 9, 2021
MARY ANN JENNINGS HOVIS MEMORIAL BOARD ROOM
MARTIN HALL, THIRD FLOOR, RADFORD, VA

DRAFT
MINUTES

COMMITTEE MEMBERS PRESENT
Ms. Lisa Throckmorton, Chair
Dr. Rachel Fowlkes, Vice Chair
Mr. Mark S. Lawrence
Ms. Lisa W. Pompa

COMMITTEE MEMBERS ABSENT
Ms. Krisha Chachra
Ms. Georgia Anne Snyder-Falkinham

BOARD MEMBERS PRESENT
Mr. Robert A. Archer, Rector
Dr. Jay A. Brown
Mr. Marquett Smith
Dr. Debra K. McMahon

OTHERS PRESENT
Dr. Carolyn R. Lepre, Interim President
Ms. Karen Casteele, Secretary to the Board of Visitors and Special Assistant to the President
Mr. Craig W. Cornell, Vice President for Enrollment Management
Ms. Wendy Lowery, Vice President for Advancement and University Relations
Ms. Deb Love, Senior Assistant Attorney General, Education Section Chief

CALL TO ORDER
Ms. Lisa Throckmorton, Chair, formally called the Advancement, University Relations and Enrollment Management Committee meeting to order at 3:55 p.m. in the Mary Ann Jennings Hovis Board Room in Martin Hall.

APPROVAL OF AGENDA

Ms. Throckmorton asked for a motion to approve the September 9, 2021 agenda, as published. Mr. Mark Lawrence made the motion, Dr. Rachel Fowlkes seconded, and the motion carried unanimously.

APPROVAL OF MINUTES

Ms. Throckmorton asked for a motion to approve the minutes of the April 22, 2021 meeting of the Advancement, University Relations and Enrollment Management Committee meeting, as published. Dr. Fowlkes made the motion, Mr. Lawrence seconded, and the motion carried unanimously.

ENROLLMENT MANAGEMENT REPORT

Vice President for Enrollment Management Craig W. Cornell provided the fall preliminary census data for all levels of students, as well as overall enrollments highlighting several record growth areas for the incoming classes at Radford University main campus and Radford University Carilion (RUC). He also shared an overview of several new strategies being employed to meet the goals for the Fall 2022 enrollments. Vice President Cornell shared that the new freshman enrollments saw a decline of 44 students, or 3%, over last year, but a marked growth of 18% in out-of-state enrollments, and added highlights of the new freshman average high school GPA of 3.31, SAT of 1,055 and ACT of 21.8, all being close to, if not tied for records. Vice President Cornell stated new transfer students were at 563, up from 562 last year, with 40 out-of-state students, the highest in 9 years.

Vice President Cornell provided an overview of the current Fall 2022 enrollment initiatives, in light of the on-going enrollment climate of COVID affecting all institutions across the Commonwealth and nationally, including focusing on normalizing new virtual recruitment initiatives, while gaining back many of the in-person activities; developing stronger application pools through more diverse student engagement platforms; utilizing strategic funding to personally connect students through various modalities to their academic homes, faculty and leadership to capitalize on the strength with access to faculty; expanding new enrollment areas, such as the Bridge Program, the fast-track and competency-based education programs to grow enrollments; and continuing to build on the strength of providing strong merit-based awards through analysis of the Highlander Distinction Program and current enrollments to maximize its effectiveness.

ADVANCEMENT AND UNIVERSITY RELATIONS

Vice President for Advancement and University Relations Wendy Lowery presented updates to the Committee on University Relations, Alumni Relations, and fundraising activities.

Vice President Lowery shared recent projects completed by University Relations, including projects for Academic Affairs programs, Offices of Admissions, Advancement and Alumni, the magazine, and marketing and branding initiatives. Vice President Lowery stated that the website audience increased from June 2021 to July 2021 for the home page and Admissions and the University's social media channels, including Instagram, Facebook, LinkedIn and Twitter, have a robust following with high engagement from followers.

Vice President Lowery highlighted recent activities made available to alumni, including the National Capital Region Golf Tournament sold out at 36 teams and raised over $14K for scholarships; Read with Radford is on its fourth book installment and membership continues to grow; and the Radford Night at Nationals Park had over 400 tickets purchased. Additionally, the Richmond Chapter Golf Tournament is scheduled for September 2, 2021 with 23 teams registered and Homecoming is scheduled for September 30 through October 2.

Vice President Lowery shared that the Climb to 25, the current faculty and staff giving drive, had a final participation rate of 27.8% exceeding last year by 55 donors. In the Telephone Outreach Program, both the pledge rate and credit card rate increased in FY2021 from FY2020, $49,030 compared to $40,704 and the Crowdfunding dollars raised in FY21 was $121,005.69 compared to $51,621.86 in FY20 and FY21 had 939 donors up from 703 in FY20. Vice President Lowery stated that the TOGETHER Campaign website was the DotComm GOLD Award Winner and the total giving for FY21 is $16,929,679, which is the most dollars raised in a year in University history.

ADJOURNMENT

With no further business to come before the Committee, Ms. Throckmorton, Chair, adjourned the meeting at 4:55 p.m.

Respectfully submitted,

Kathy Murphy
Executive Assistant to the Vice President for Enrollment Management

End of Board of Visitors Materials