

# RADFORD UNIVERSITY

Board of Visitors

## **ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE**

**4:00 P.M.**

**FEBRUARY 11, 2021**

**JOSEPH P. SCARTELLI ATRIUM  
COVINGTON CENTER, RADFORD, VA**

### **DRAFT** **MINUTES**

#### **COMMITTEE MEMBERS PRESENT**

Ms. Lisa Throckmorton, Chair  
Mr. Mark S. Lawrence  
Mr. Robert A. Archer, Rector

#### **COMMITTEE MEMBERS ABSENT**

Ms. Krisha Chachra, Vice Chair  
Ms. Georgia Anne Snyder-Falkinham  
Ms. Karyn K. Moran

#### **BOARD MEMBERS PRESENT**

Dr. Rachel D. Fowlkes  
Dr. Debra K. McMahon  
Ms. Nancy Angland Rice

#### **OTHERS PRESENT**

Dr. Brian O. Hemphill, President  
Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President  
Ms. Caitlyn Scaggs, Associate Vice President for University Relations (For University Relations presentation)  
Ms. Carolyn Clayton, Director of Annual Giving (For Advancement 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 3:47 p.m. in the Joseph P. Scartelli Atrium, Covington Center, Radford, VA.

#### **APPROVAL OF AGENDA**

Ms. Throckmorton asked for a motion to approve the February 11, 2021 agenda, as published. Rector Robert A. Archer made the motion, Dr. Debra K. McMahon seconded, and the motion carried unanimously.

## **APPROVAL OF MINUTES**

Ms. Throckmorton asked for a motion to approve the minutes of the December 3, 2020 meeting of the Advancement, University Relations and Enrollment Management Committee meeting, as published. Rector Archer made the motion. Dr. McMahon seconded, and the motion carried unanimously.

## **ENROLLMENT MANAGEMENT REPORT**

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

Vice President Cornell shared that main campus freshman applications are following a different trend than previous years, with students applying later in the cycle. This has caused the difference year-over-year to continually shrink and is now at its lowest point for the year. Main campus numbers are now aligning to national trends for institutions similar to Radford. RUC is slightly up in applications. An academically strong pool, combined with the use of the technologies and additional time with staff, continues to allow for growth of admitted students at both locations, including 7.2% at main campus and 231% at RUC. Both main campus and RUC continue to demonstrate strong growth in student commitments with main campus being up 21.3% and RUC up 150% compared to this same time last year.

Vice President Cornell said that the student quality indicators, such as high school GPAs of our admitted students, remain strong and are essentially equal to last year's record for main campus at 3.50 and a growth at RUC from 3.60 last year to 3.76 this year. Currently, new transfer student applications are down. The Virginia Community College System (VCCS) enrollments for fall 2020 have been recorded as a 12% drop this past year and a 15% drop over the past two years. This has created a smaller pool of students from which to draw upon. However, admits are holding steady at main campus, with growth at RUC. Main campus continues to see strong financial aid applications as submissions are slightly up over last year, while national and Virginia data are both down by approximately 10% and even more significantly with similar institutions. Dr. Rachel D. Fowlkes asked what we were doing to prepare for growth in healthcare programs. Vice President Cornell indicated strategies include marketing efforts to include promoting "Healthcare Heroes" and being strategic in the RUC scholarship program.

Vice President Cornell stated that the programmatic marketing efforts discussed at the last BOV meeting are now in the process of launching with our 13 inaugural programs. In addition, to align with research related to best practices in online recruitment, additional efforts have been made to make mock classroom opportunities available to students with a plan of approximately 15 being announced. The first program of this type garnered 80 students last week.

Vice President Cornell shared an overview of the new campus tour program from the company YouVisit that is now being launched. As an overview to the program that Vice President Lowery will be sharing in her presentation, he focused on why this solution was explored by describing the benefits beyond the practical visuals it provides in recruitment. The strategic alignment with a robust tour, tied to the ability to determine student interest, significantly increases student engagement and has shown to grow everything from financial aid submissions to student commitments.

In closing, Vice President Cornell discussed with Committee members any insights they wished to provide in assisting with recruitment events as soon as in-person opportunities begin again, hopefully by fall 2021. A copy of the presentation is attached hereto as *Attachment A* and is made a part hereof.

### **ADVANCEMENT AND UNIVERSITY RELATIONS**

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

Vice President Lowery stated that University Relations, in collaboration with Enrollment Management, has created a detailed video tour of campus, which serves as an impressive way to experience the campus virtually. Associate Vice President for University Relations Caitlyn Scaggs demonstrated the YouVisit tour to the Committee. The virtual tour has been well received, and the Alumni Association Board of Directors, along with the major gift officers, are excited to use this tool to assist with engaging alumni and potential donors.

In alignment with the strategic plan and to create a strong sense of Highlander Pride on the main campus and RUC, the first week of classes two pop-up pride events were hosted. Also, in collaboration with Division of Student Affairs, a new design was created for the entry to the Highlander House at RUC, a student-focused space. VisionPoint continues to work with University Relations to ensure the messages are meeting the audience where they are at the moment. Each message is optimized for the channel and target audience. Snapchat continues to drive strong awareness as an efficient channel for reaching Gen Z.

Vice President Lowery shared that the Office of Alumni Relations began a Virtual Book Club. The first book, *Never Settle* by alumnus Marty Smith '98, concluded with over 40 attendees. In December, Virtual Story Time with Santa had 243 participants via Zoom. Over 122 graduation exit interviews were completed with over 30 legacy stole forms submitted. Vice President Lowery also shared that "Coffee Chats" with the Alumni Relations team launched on January 11, 2021, and they currently have 32 meetings scheduled in 11 states. Additionally, Alumni Relations has planned upcoming events, including New Webinar Wednesdays, Alumni Love Story Series, social media contests and prizes, virtual Highlander athletics events, Black History Month programming, February is for Highlanders and a Kick-off of the 1,000 Volunteer Challenge.

Vice President Lowery stated that Annual Giving has completed several successful events with more to come. The Highlander10 Challenge raised \$26,760 with 212 donors, and the Telephone Outreach Program (TOP) raised more money with less callers by focusing on renewing and reactivating past donors. In FY21, there is a total of 297 donors with \$32,298 raised.

Spring events planned include the Faculty/Staff Campaign Kick-Off, Campaign Champions and the Spring 2021 Senior Solicitation. Campaign Champions is slated to begin April 1 and close April 30. The Campaign is a dual-mission to increase participation of faculty and staff donors and prepare the internal campus audience for the Together Campaign launch and celebration. The volunteer training is scheduled to take place in person and virtually in late March.

Vice President Lowery shared that the entire team has worked diligently in securing significant contributions. Overall, giving is at \$9,242,052, as of February 5, 2021, which is an increase from last year at the same time of \$6,289,141. The final total giving for FY 2019-2020 was \$7,489,470.

In closing, Vice President Lowery shared the Advancement and University Relations vision and mission statements with the Committee. For both teams, the development of an action plan, along with the vision and mission statements, further unifies the organizational units and assists with prioritization, collaboration and accountability. The statements are:

Vision: Proud and Engaged Highlanders

Mission: Collaboratively engage the Highlander community in support of Radford University's mission

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

### **ADJOURNMENT**

With no further business to come before the Committee, Ms. Throckmorton adjourned the meeting at 4:45 p.m.

Respectfully submitted,

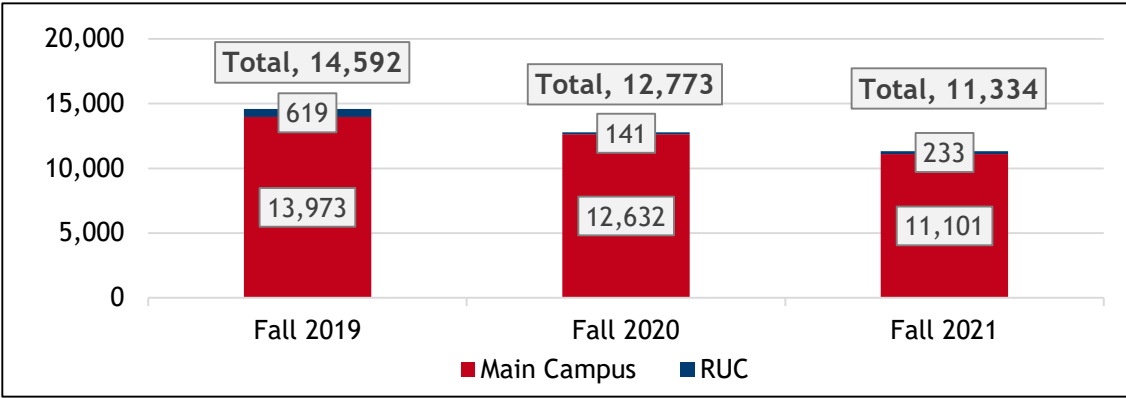
Ms. Sharon Ratcliffe

Executive Assistant to the Vice President for Advancement and University Relations

# Enrollment Management Update

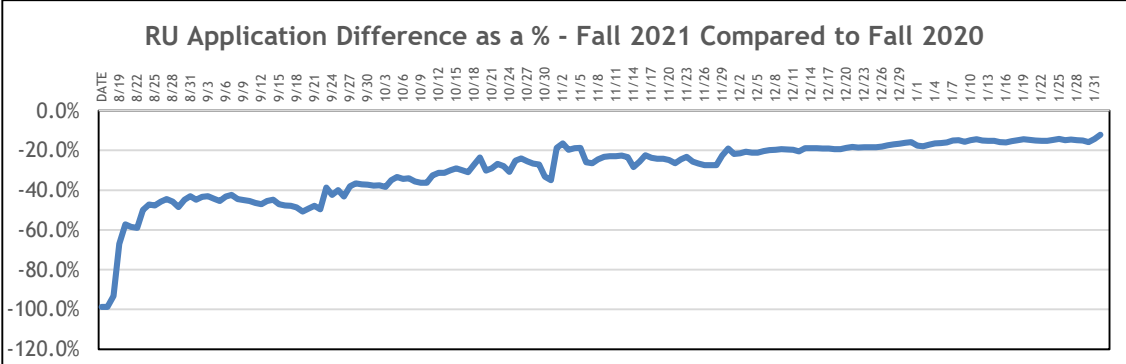
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# New Freshman Applications (February 3)



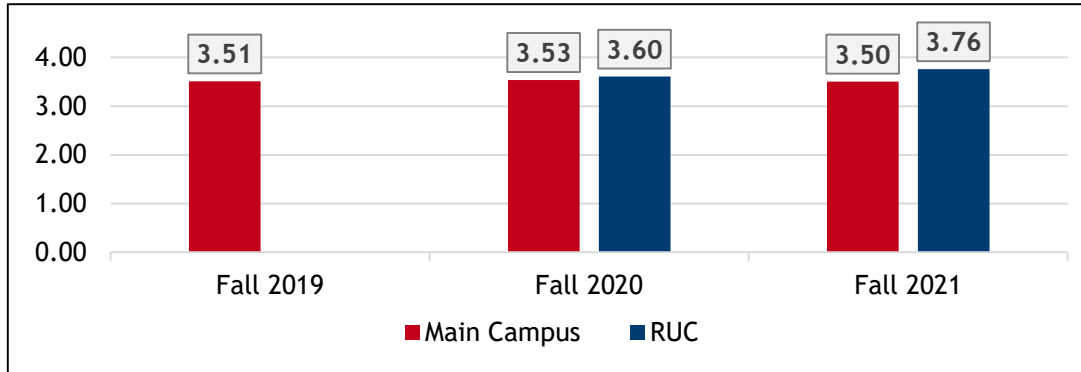
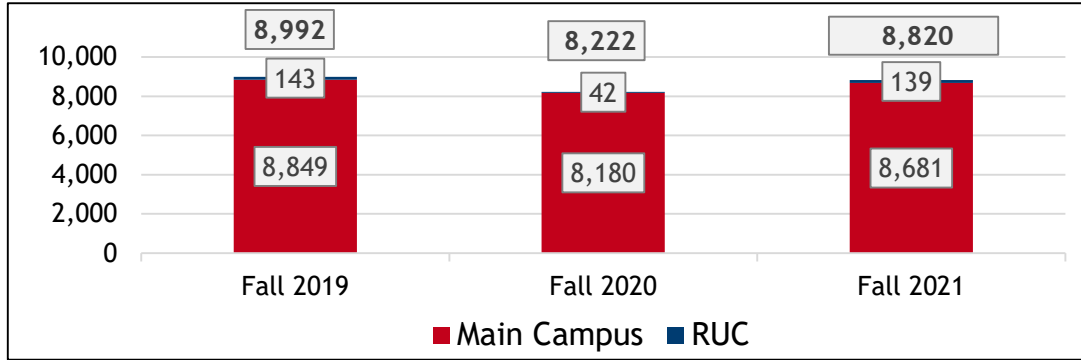
Fall 2021 application difference is decreasing at constant rate.

- Very different pattern is forming from previous years with students applying later at greater rates and **currently at lowest point.**



Application difference is aligned to national trends.

# New Freshman Admits (February 3)



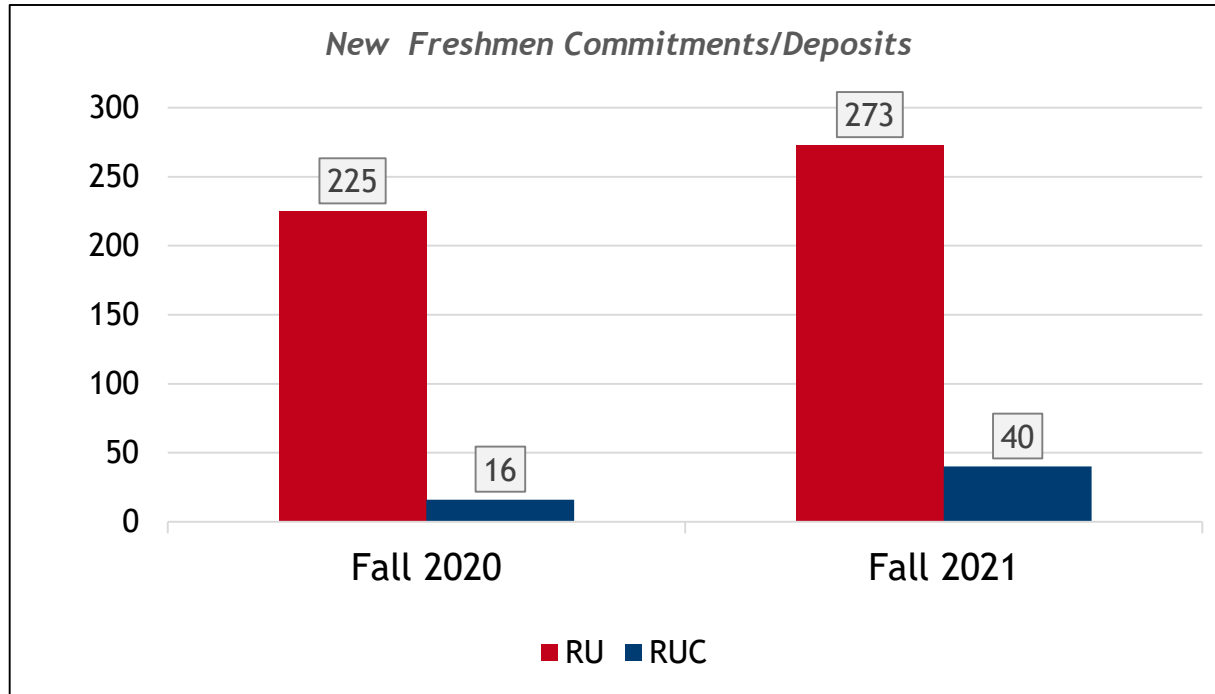
## Strong Admits and Quality -

Admits are up 7.2% at RU and 231% at RUC:

- Due to strong academic pool and technology enhancements; and
- Allows us to get aid awards and commitments from students faster.

Student quality is in alignment with last year's record at RU and up at RUC.

# New Freshman Commitments/Deposits (February 3)

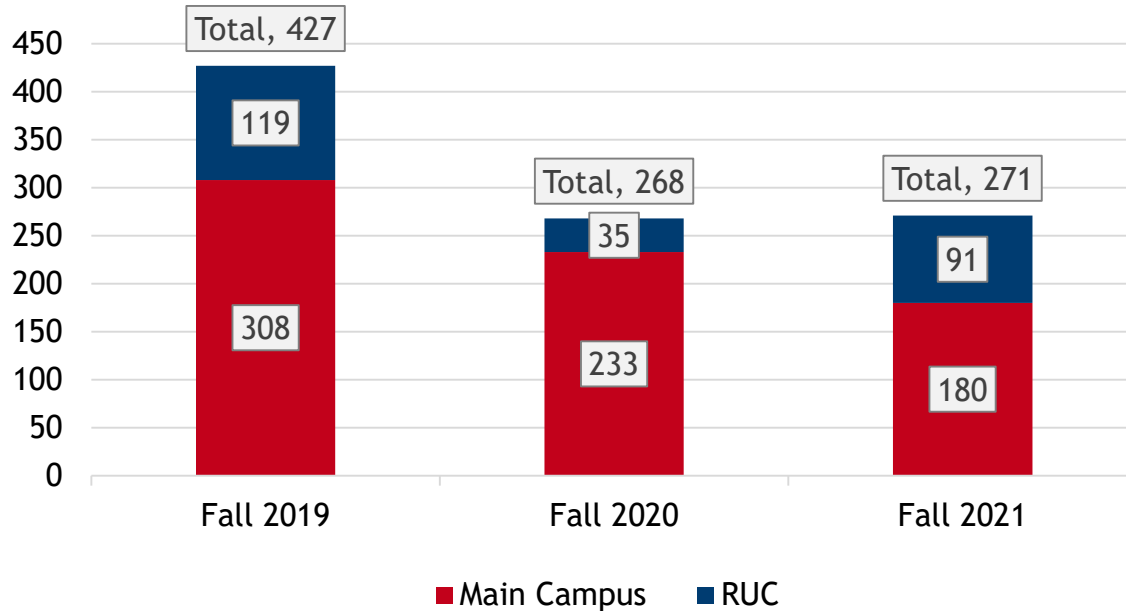


**Strong commitments /  
Deposits on both campuses**

- RU at 273, up 21.3%
- RUC at 40, up 150%



# New Transfer Admits (February 3)

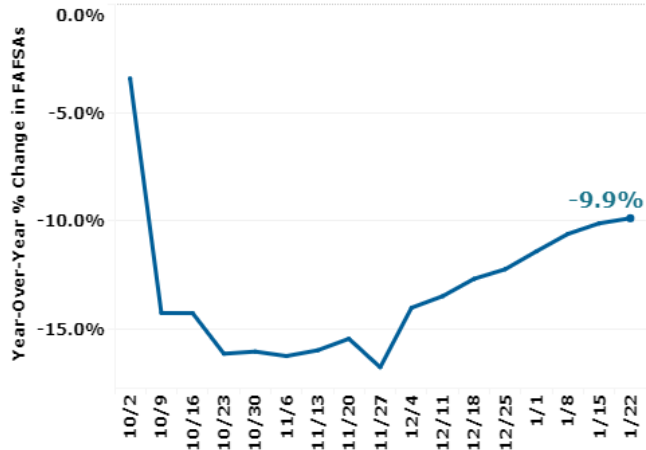


- Transfer admits are holding steady.
- Challenge this year is that VCCS has reported a 12% drop in overall enrollments last year and an almost 15% over the past two years.

# Fall Recruitment Trends - FAFSA Submissions

## National Data

Year-Over-Year % Change in FAFSA Completions



- National financial aid submissions are down 9.9% as of 1/22/21.
- Virginia numbers are down slightly more than the national trend:
  - Down 10.0% in Virginia;
  - Down 17.9% in multi-cultural students; and
  - Down 13.3% in rural areas.
- Radford is bucking this trend with our **financial aid applications slightly higher than last year.**

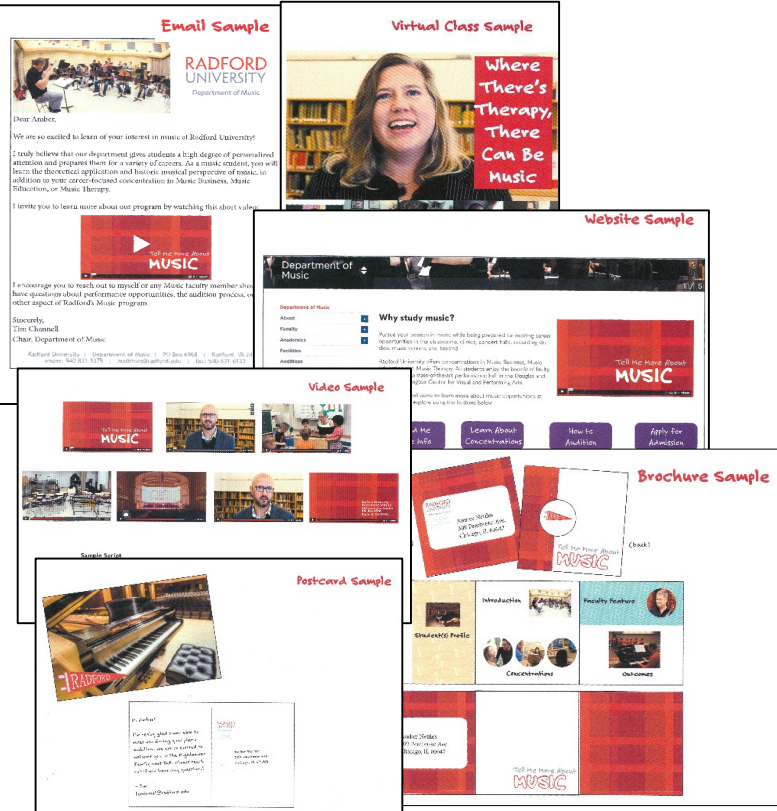
Source: <https://public.tableau.com/profile/bill.debaun.national.college.access.network#!/vizhome/FormYourFutureFAFSATracker/HomePage>

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# New Fall Recruitment Initiatives

# Current Initiatives - Programmatic Recruitment

80 students attended last week!



- ### Programs Launching Now:
- Allied Health Sciences
  - Academic Success Center
  - Criminal Justice
  - Cybersecurity
  - Dance
  - Davis College of Business and Economics
  - Geospatial Science
  - Honors College
  - Music
  - Nursing
  - Nutrition
  - Psychology
  - Social Work

- ### Virtual Mock Classes Launching (Feb.) :
- Concept Mapping for Nursing (Nursing)
  - Infant Nutrition (Nutrition)
  - Time Management: Your New Superpower (ASC)
  - Management and Entrepreneurship (Management)
  - Protests in Hong Kong (Political Science)
  - Intro to Economics (Economics)
  - What Starbucks Can Teach Us About Choreography (Dance)
  - Cell Biology, mRNA Vaccines, and Immunity (Biology)
  - Intro to Marketing (Marketing)
  - The Keys to Longevity (Psychology)
  - Management and Virtual Reality (Management)
  - Linguistics and Phonetics (English)
  - Basics of Personal Finance...including Bitcoin (Accounting)
  - Caring for Older Adults (Nursing)

# Current Initiatives - You Visit- Student Tour +



- **Immersive Content**  
360-degree photo and video tour stops that encourage student interaction
- **Inquiry Optimization**  
Embedded calls to action that appear intelligently based on a student's tour journey
- **Audience Insights**  
Data on overall virtual tour performance, including visitor engagement and conversion rates
- **Marketing Campaign Integration**  
Multichannel promotion including integration into email marketing campaigns



4.7X

higher FAFSA completion rate



3.5X

higher inquiry-to-application rate



4.1X

higher campus visit rate



9X

higher inquiry-to-deposit rate



**We need your help!**

# Advancement and University Relations

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# University Relations

## You Visit Virtual Tour

- High-tech, immersive and detailed tour video in collaboration with Enrollment Management.
- Serves as a great way to experience our campus virtually and also a lead capture tool that will help fill the enrollment management pipeline.





# University Relations

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## Center for Highlander Engagement

I'm excited to be a Highlander at



because:

I GET TO START  
WORKING TOWARD  
MY FUTURE!

We are held to  
a high standard.

the opportunities I  
have to serve my community 😊

# University Relations

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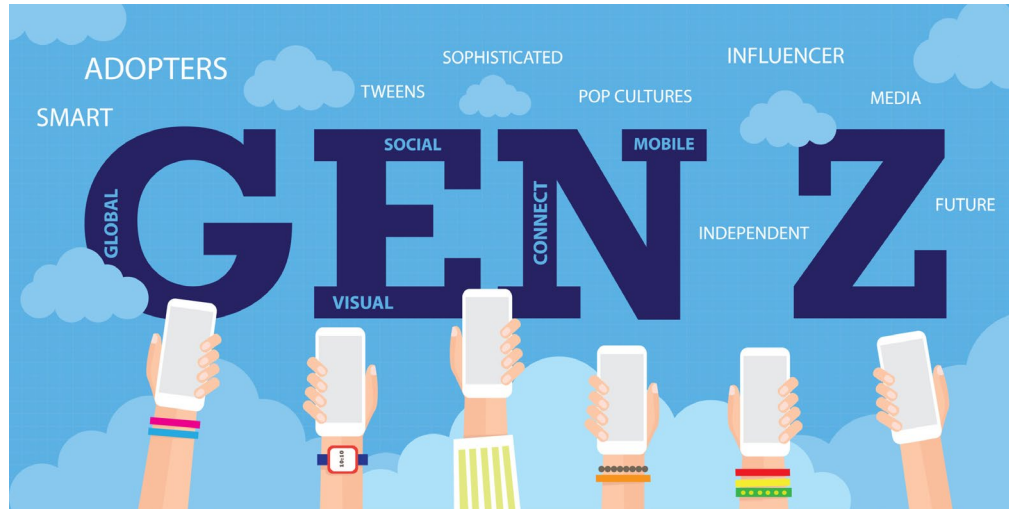
## Highlander Pride at RUC



# University Relations

## VisionPoint

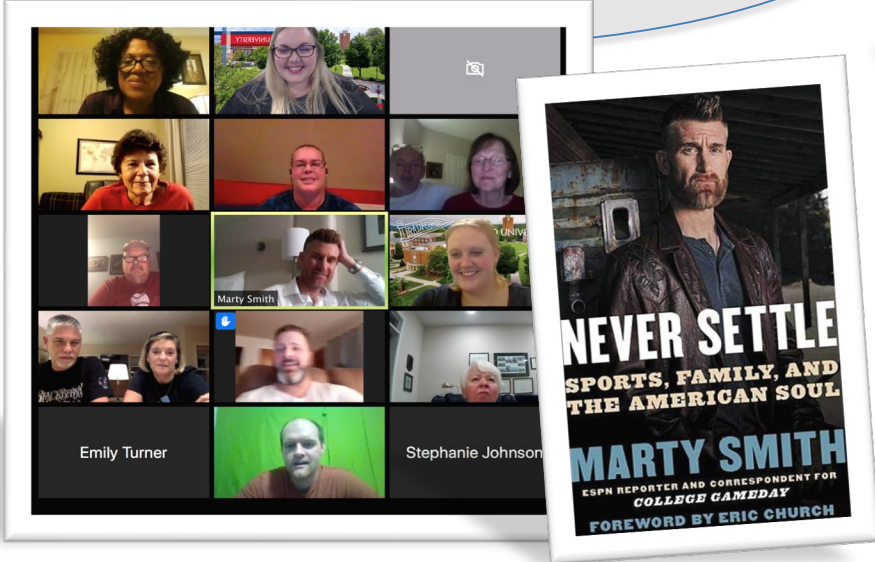
- Snapchat
- Ad Placement Optimization



# Alumni Relations

## Virtual Book Club

First book “Never Settle” by Marty Smith '98 concluded with a December Zoom discussion featuring Marty with over 40 attendees.

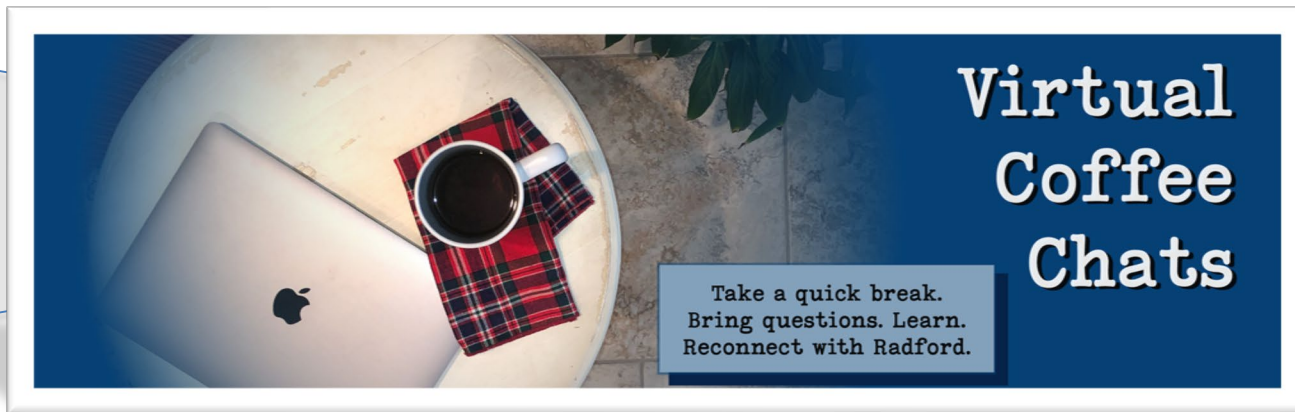


**Virtual Story Time with Santa**  
243 participants joined via Zoom.

# Alumni Relations

## Coffee Chats

Launched on January 11, currently have 32 meetings scheduled in 11 states.



-  **New Webinar Wednesdays**
-  **The annual Alumni Love Story series**
-  **Coffee Chats with the Alumni Relations Team**
-  **Social media contests and prizes!**
-  **Virtual Highlander Athletics events**
-  **Black History Month programming**
-  **Kick-off of the "1000 Volunteer Challenge"**

## February is for Highlanders

A month-long celebration of Radford University, with a focus on engaging volunteers in a variety of capacities

# Annual Giving

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## Highlander10 Challenge and Senior Gifts

**THE HIGHLANDER10 CHALLENGE**  
10 PROJECTS. 10 DAYS.

THE HIGHLANDER10 CHALLENGE HAS ENDED!

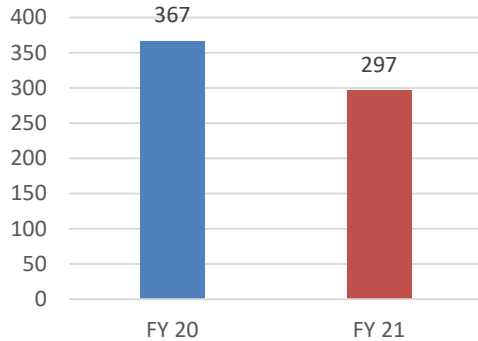
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**\$26,760 RAISED 212 DONORS**

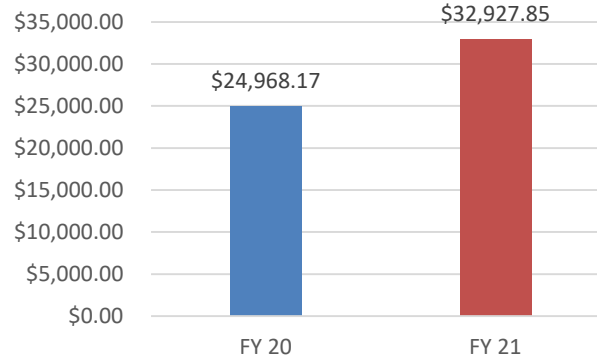
# Annual Giving

## Telephone Outreach Program | Fall FY2020 vs Fall FY2021

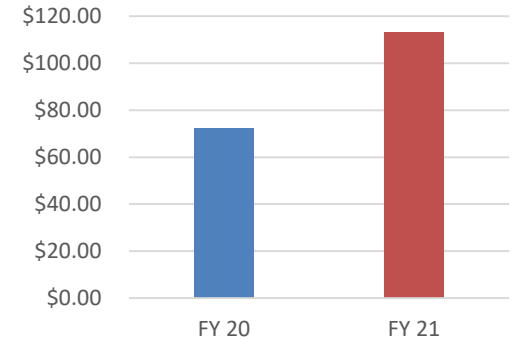
### Total Donors



### Total Dollars



### Average Gift Amount



# TOGETHER Campaign Update

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Campaign Champions

Virtual Launch

Campaign Website

Campaign Steering Committee





# Giving Overview

<b>Fiscal Year-to-Date Giving:</b>	<b>FY 2020-2021</b> <b>(7/1/20-2/5/21)*</b>	<b>FY 2019-2020</b> <b>(7/1/19-2/5/20)*</b>	<b>FY2018-2019</b> <b>(7/1/18-2/5/19)*</b>	<b>FY 2018-2019</b> <b>(7/1/18 - 1/31/19)</b>	<b>FY 2017-2018</b> <b>(7/1/17 - 1/31/18)</b>
New Pledges	\$ 2,818,941	\$ 3,372,346	\$ 1,659,115	\$ 1,408,009	\$ 1,136,802
New Planned Gifts	\$ 5,310,850	\$ 1,231,692	\$ 34,964	\$ 34,964	\$ 1,539,855
Outright Cash Gifts	\$ 1,069,840	\$ 1,488,296	\$ 1,270,292	\$ 1,265,933	\$ 1,076,215
Gifts-in-kind	\$ 21,776	\$ 15,488	\$ 23,360	\$ 23,301	\$ 263,922
Gifts of Real Estate	\$ -	\$ -	\$ -	\$ -	\$ 590,000
Sponsored Programs	\$ 20,645	\$ 181,319	\$ 15,240	\$ 15,240	\$ 48,692
<b>Total Giving</b>	<b>\$ 9,242,052</b>	<b>\$ 6,289,141</b>	<b>\$ 3,002,971</b>	<b>\$ 2,747,447</b>	<b>\$ 4,655,485</b>

<b>Fiscal Year-End Giving:</b>	<b>FY 2019-2020</b> <b>Final</b>	<b>FY 2018-2019</b> <b>Final</b>	<b>FY 2017-2018</b> <b>Final</b>	<b>FY 2016-2017</b> <b>Final</b>	<b>FY 2015-2016</b> <b>Final</b>
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>\$ 7,489,470</b>	<b>\$ 12,510,840</b>	<b>\$ 15,340,113</b>	<b>\$ 10,792,480</b>	<b>\$ 8,006,999</b>



TOGETHER

VISION

**Proud and Engaged Highlanders**

MISSION

**Collaboratively engage the Highlander community  
in support of Radford University's mission.**

RADFORD UNIVERSITY MISSION

**Radford University empowers students from diverse backgrounds  
by providing transformative educational experiences.**

**RADFORD UNIVERSITY**

Advancement and University Relations

End of Board of Visitors Materials

