

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. McMahan

OTHERS PRESENT

Dr. Carolyn R. Lepre, Interim President
Ms. Karen Casteel, 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

