Advancement, University Relations and Enrollment Management Committee

April 2022

RADFORD UNIVERSITY

Board of Visitors

RADFORD UNIVERSITY
Board of Visitors

ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE
4 P.M. **
APRIL 28, 2022
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*
  - February 10, 2022
- **ENROLLMENT MANAGEMENT REPORT** — Mr. Craig Cornell, *Vice President for Enrollment Management*
  - Enrollment and Recruitment Updates
- **ADVANCEMENT and UNIVERSITY RELATIONS REPORT** — Dr. Wendy Lowery, *Vice President for Advancement and University Relations*
  - University Relations
  - Alumni Relations
  - Annual Giving
  - Giving Overview
- **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

April 2022
Meeting Materials

RADFORD UNIVERSITY

Board of Visitors

Fall 2022 Enrollment Update

RADFORD UNIVERSITY

Enrollment Update

Spring Fast Track Update

Spring Census Enrollments - Fast Track, Total Enrollments

Fast-Track Spring 2022 Census Headcount- TOTAL								
Major	**Spring A**	**Spring B**	**FT Total**	**Non-FT**	**Spring 2022 Total**	**Spring 2021**	**Diff.**	**% Diff.**
Nursing RN-to-BSN	75	90	104	2	106	60	46	76.7%
MSN Nursing Administration	6	12	12	2	14	4	10	250.0%
MBA	32	35	39	22	61	61	0	0.0%
MBA (Accelerated ECON)	0	1	1	0	1	0	1	100.0%
Business Analytics Certificate	1	2	3	0	3	0	3	300.0%
Total	**114**	**140**	**159**	**26**	**185**	**125**	**60**	**48.0%**

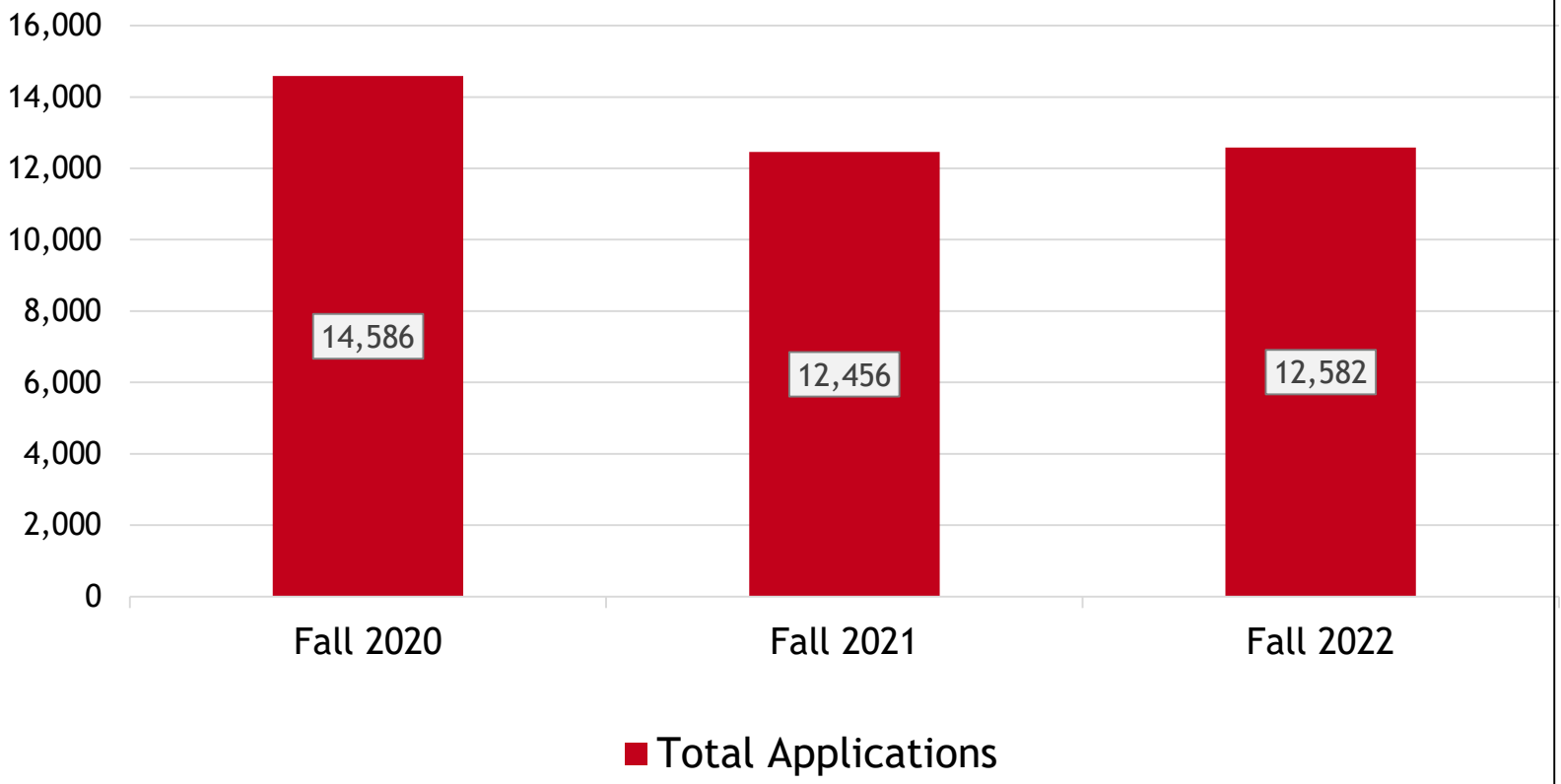
Spring Census Enrollments – Fast Track, New Starts

Fast-Track Spring 2022 Census Headcount- New Starts								
Major	**Spring A**	**Spring B**	**Total**	**Non-FT**	**Total Spring 2022 New**	**Spring 2021**	**Diff.**	**% Diff**
Nursing RN-to-BSN	23	21	44	1	45	5	40	800.0%
MSN Nursing Administration	6	5	11	0	11	0	11	1100.0%
MBA	13	7	20	0	20	4	16	400.0%
Business Analytics Certificate	1	1	2	0	2	0	2	200.00%
Total	**43**	**34**	**77**	**1**	**78**	**9**	**69**	**766.7%**

Enrollment Update

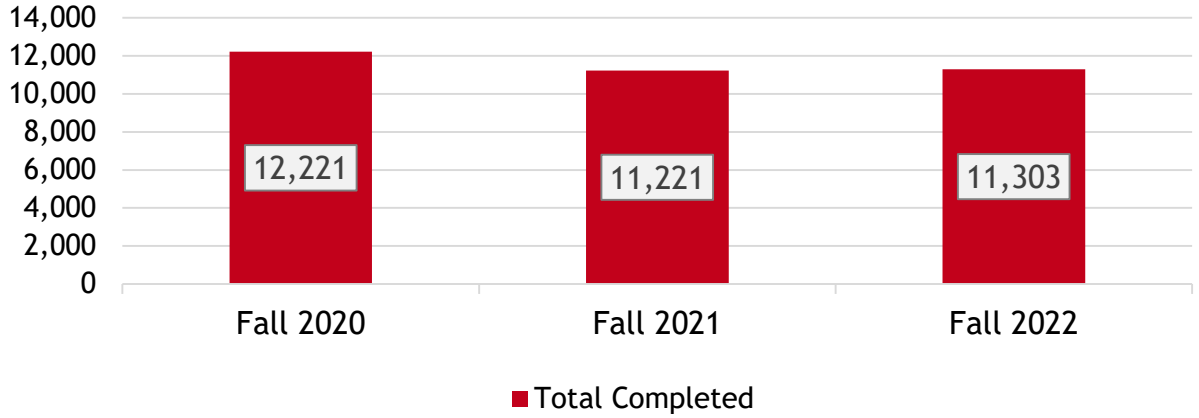
Fall Recruitment Data

New Freshman Applications (April 25th)

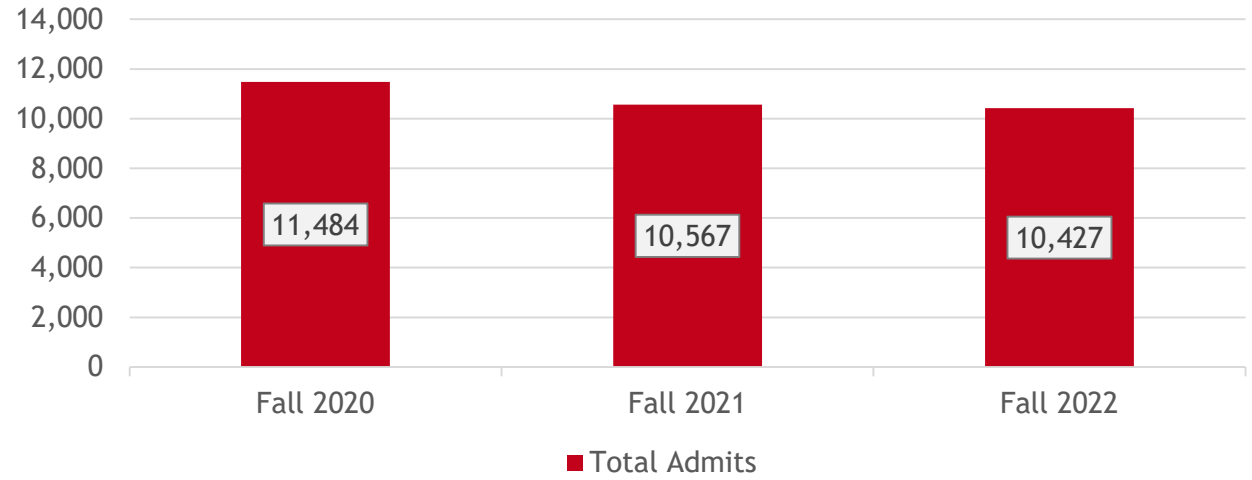


- Currently up 126 (1%) from last year.
- Currently at 99% of the applications we will receive.
- Received 80 more applications this year in the month of April than last year, and largest number of April applications (so far) since the Fall 2018 class.
- Will still pick up approximately 225-250 more applications through the Spring and Summer.

New Freshman Completed and Admits (April 25th)

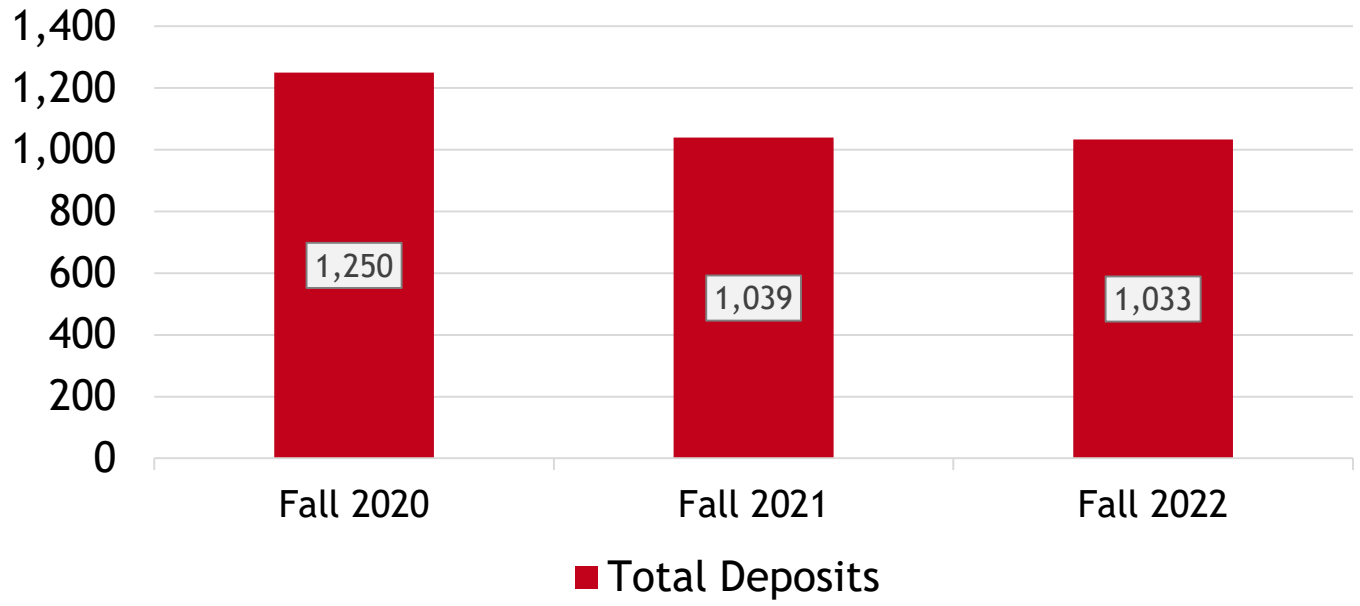


*Completed Applications are submitted applications with all necessary documentation needed to review for admission



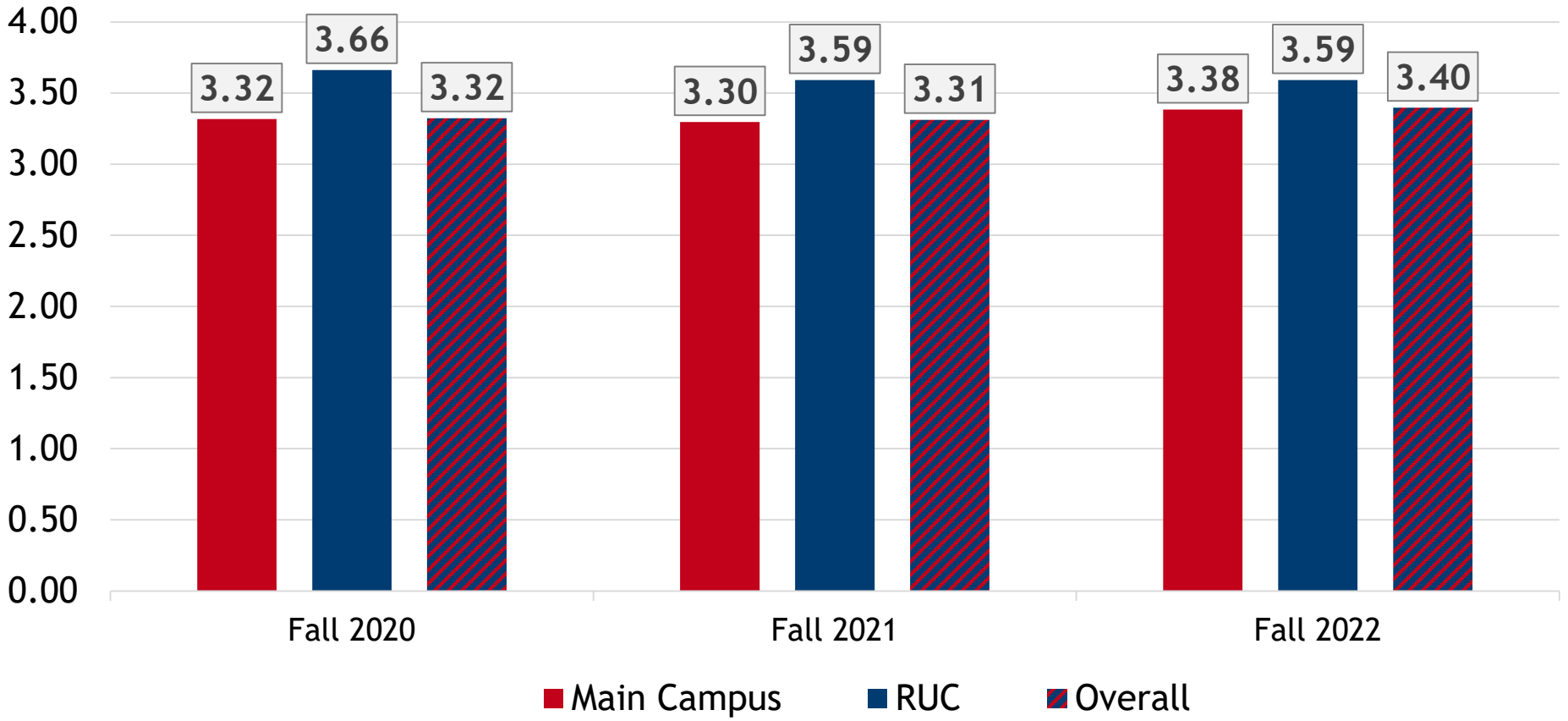
- Although overall completed applications are up, we are still seeing more new applications and processing those as well as awaiting several students' spring grades for full evaluation to complete and evaluate for admittance.

New Freshman Deposits (April 26th)

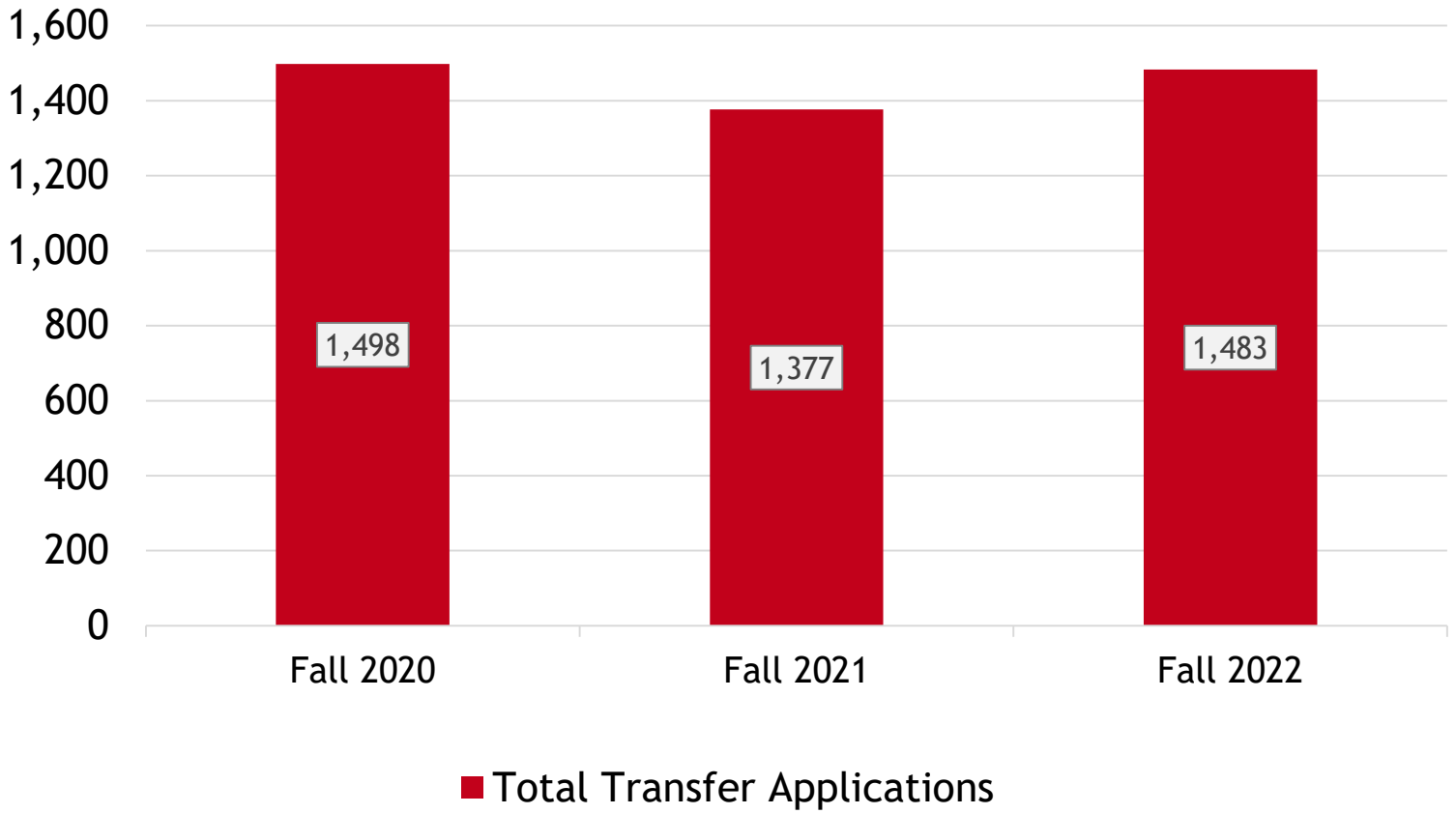


- Currently down 6 (0.5%)
- May 1st "national commitment day" is expected to have larger growth than previous years, due to a more deadline-driven class, as well as our moving back to on-campus and in-person events.

New Freshman Deposits – High School GPA (April 25th)

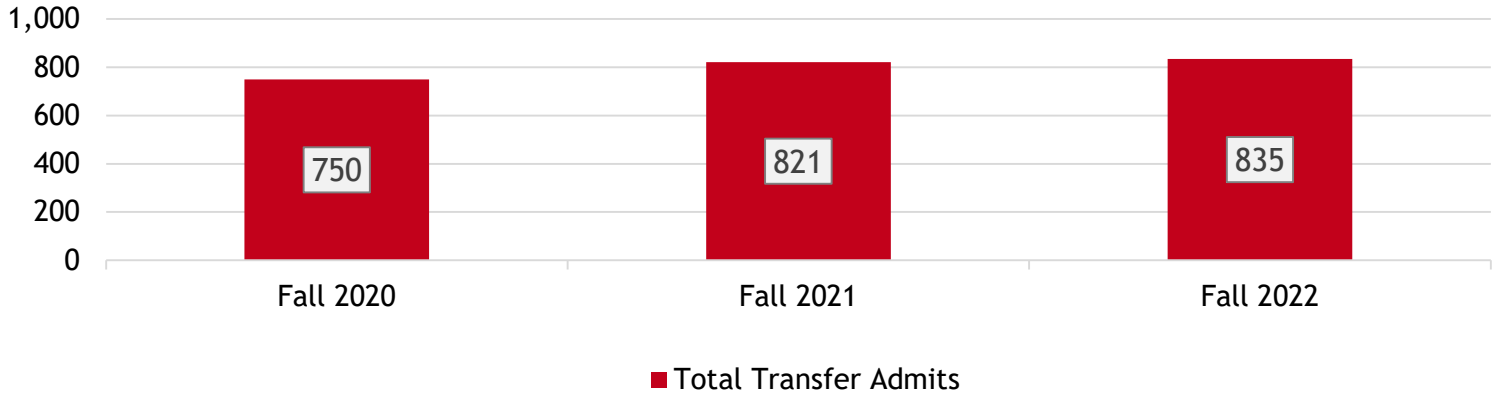


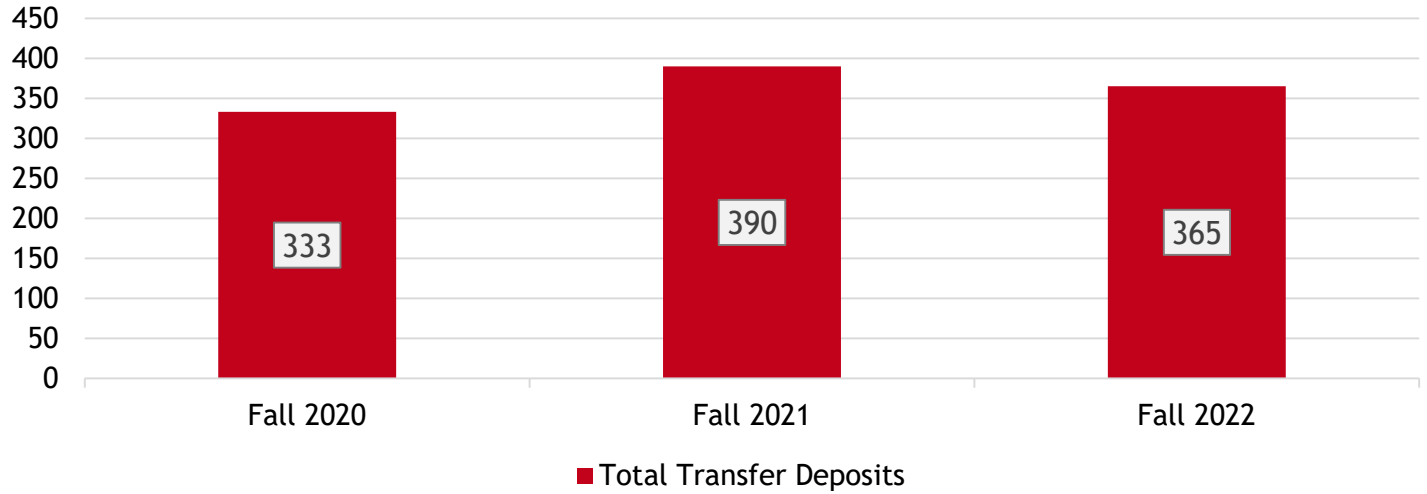
New Transfer Applications (April 25th)



- Currently up 106 (7.07%)

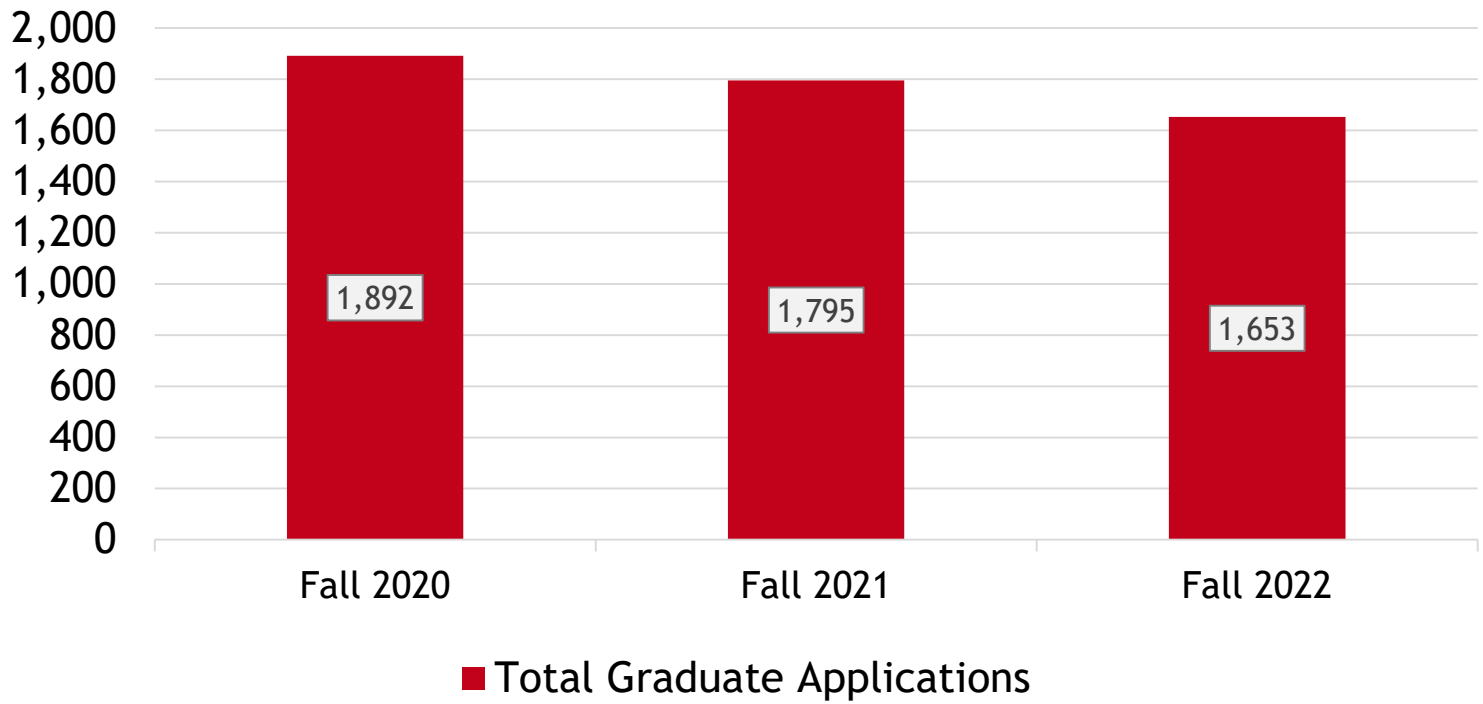
New Transfer Admits and Deposits (April 25th)





- Admits currently up 14 (1.7%)
- Commits currently down 25 (6.4%)

Graduate Applications (April 25th)



- Currently down 142 (7.9%) with anticipated growth through online programs occurring later in the Summer.

Enrollment Update

Recruitment Initiatives & Programs

Direct Admit Program – Nursing (RU)

Exploring options to continue to enhance our programmatic marketing efforts by developing, where it is most advantageous, direct admit programs:

- Historically, students were admitted to Radford University and then ultimately get placed into a college around their junior year

- Direct admit programs allow for students to immediately have their college "home" identified allowing for deeper commitments, thereby increasing their Academic Belonging to the university and ultimately retaining and graduating at higher rates

School of Nursing

- In coordination with the School of Nursing, officially launched the new direct admit program this Spring for RU (already a direct-admit program at RUC)
- Most academically qualified students will be pre-admitted directly into the nursing program
- Remaining students will follow current plan and apply the end of their sophomore year

In-Person Spring Recruitment Events

Admitted Student Receptions

First time we were able to go back on the road and meeting students both on campus and where they are since Spring of 2019!

- HDP Award Dinner (2/19): 75 students

- Abington (3/7): 17 students
- Roanoke (3/9): 45 students
- Fairfax (3/13): 47 students
- Norfolk (3/14): 24 students
- Richmond (3/15): 21 students

In-Person Spring Recruitment Events

Admitted Student Receptions

In-Person Spring Recruitment Events

Highlander Days!

First Highlander Days since Spring of 2019!

- 3/19: 153 students
- 3/26: 184 students
- 4/23: 313 students (one of our largest HDP events ever)
- 4/29: RUC Highlander Day

In-Person Spring Recruitment Events

Highlander Days!

Welcome to Highlander Day

RADFORD

April 23, 2022

8:30 – 10:00 AM	**Registration + Refreshments**	Preston Hall
	Early Bird Tours *(Last tour departs at 8:45 AM)*	Departing Preston Hall
10:00 AM	**Opening Welcome** Anthony Graham, Associate Vice President for Undergraduate Recruitment Carolyn R. Lepre, Ph.D., Interim President	Preston Hall
10:45 AM – 12:00 PM	**Academic College Sessions**	
	College of Humanities and Behavioral Sciences	Hemphill Hall
	College of Visual and Performing Arts	Peters Hall B112
	Davis College of Business and Economics	Kyle Hall
	Artis College of Science and Technology	Reed Hall
	Waldron College of Health and Human Services	Waldron Hall
	College of Education and Human Development	Peters Hall Lobby
	School of Nursing	"Bonnie" Hurlburt Center
	Academic Exploration (Academic Success Center)	Preston Hall

There are a variety of optional, concurrent activities happening throughout the rest of the day. Below, we've listed times and locations for each activity. If you have any questions about an activity or need suggestions, please ask any admissions staff member!

12:00 – 3:00 PM	**Explore and Learn More**	
	Campus Tours and Residence Hall Tours *(Departing every 15 minutes; last tour departs at 2:15 PM)*	Beside Pocahontas Hall
	Discover Campus Dining Grab a bite in Dalton Hall (Wendy's, Papa John's, Highland Smokehouse or our all-you-care-to-eat Dalton Kitchen) or head to the Bonnie Hurlburt Center (Chick-fil-a, Hissho Sushi, Student Choice: Potato Bar or Honeycomb Commons).	Various
12:00 PM and 1:00 PM	Nursing Clinical Simulation Lab Tours Check out our immersive, state-of-the art lab for nursing students *(Formal tour starts at 12:00 PM and at 1:00 PM)*	Cook Hall 327
12:45 - 2:45 PM	**Connect and Continue the Conversation** ***(Don't forget to grab your free t-shirt in Peters Hall!)***	
	Academics and Opportunities Fair Visit with campus partners and learn about Radford's academic programs, support services and options to engage	Peters Hall Gym
	Next Steps Receive one-on-one support to help you pay your deposit, register for Quest and complete the on-campus housing application or meet with a financial aid counselor to review financial aid options	Peters Hall
12:15 PM, 1:15 PM and 2:15 PM	Honors College: What to Expect Join Honors faculty to hear more about Honors College benefits *(Formal presentation starts at 12:15 PM, 1:15 PM and 2:15 PM; presentation is intended for students admitted to the Honors College)*	Peters Hall
1:00 PM and 2:00 PM	Financial Aid: What You Need to Know Now Learn about your award package and how to plan to pay for college *(Formal presentation starts at 1:00 PM and at 2:00 PM)*	Peters Hall
2:00 – 3:00 PM	**Meet Your Fellow Highlanders**	
	Student Life Fair Discover opportunities for campus involvement	"Bonnie" Hurlburt Center
3:15 PM	Scholarship Drawings	"Bonnie" Hurlburt Plaza

In-Person Spring Recruitment Events

Highlander Days!

In-Person Spring Recruitment Events

Highlander Days Metrics

New student final fall yield:

- 2019 – 13.4%
- 2020 – 10.8%
- 2021 – 11.6%

First increase in 10 years!

Current Highlander Day Metrics

	Attended	Commit Prior to Event	Commit % Before Event	Commit at Event	Total Committed Now	Total Committed %
3/19	153	46	30%	8	77	50%
3/26	185	77	41%	13	98	52%
4/23	326	161	49%	41	205	63%
TOTAL	**664**	**284**	**42%**	**62**	**380**	**57%**

Enrollment Update

PTK Award

PTK Award

Radford University was just recently notified that we were named as one of the 171 institutions nationally to Phi Kappa Theta's 2022 Honor Roll.

From the press release:

> "The Transfer Honor Roll is determined by 40 key metrics related to the support and success of transfer students, including college cost and financial aid, campus life for transfer, admission practices, and bachelor's degree completion. The Transfer Honor Roll was based on analysis from the National Student Clearinghouse, and on data submitted through the four-year institution's profile on PTK Connect, Phi Theta Kappa's online tool designed to help students find their best-fit colleges and career pathways."

Enrollment Update

Social Media

Admissions Social Media – Start of Something Big!

- Reconfigured and existing admissions recruitment position to enhance our recruitment efforts through social media
- Work closely with UR for both the search and ongoing branding, messaging and focus
- Welcomed Angela Gatzke, our new Social Media Coordinator, on March 10th
- Across Twitter, Facebook and Instagram, our social media handle is **ReadyforRadford.** To follow the Office of Admissions, search ReadyforRadford in each platform or you can go directly to our profile using the links below:

ReadyforRadford

www.twitter.com/readyforradford
www.facebook.com/readyforradford
www.instagram.com/readyforradford

Admissions Social Media - Top Results by Platform

readyforradford
Sat 4/9/2022 5:07 pm EDT

What do you want to know about your future home, sweet home at #RadfordU? 🏠❤️ Share your #Housing questions wit...

Impressions	1,616
Reach	1,408
Engagements	170
Engagement Rate (per Impression)	10.5%

readyforradford

@ReadyforRadford
Thu 4/7/2022 1:09 pm EDT

Curious about a day in the life of a @radfordu student? Follow along with Autumn, a freshman #Music education...

Impressions	905
Potential Reach	1,211
Engagements	22
Engagement Rate (per Impression)	2.4%

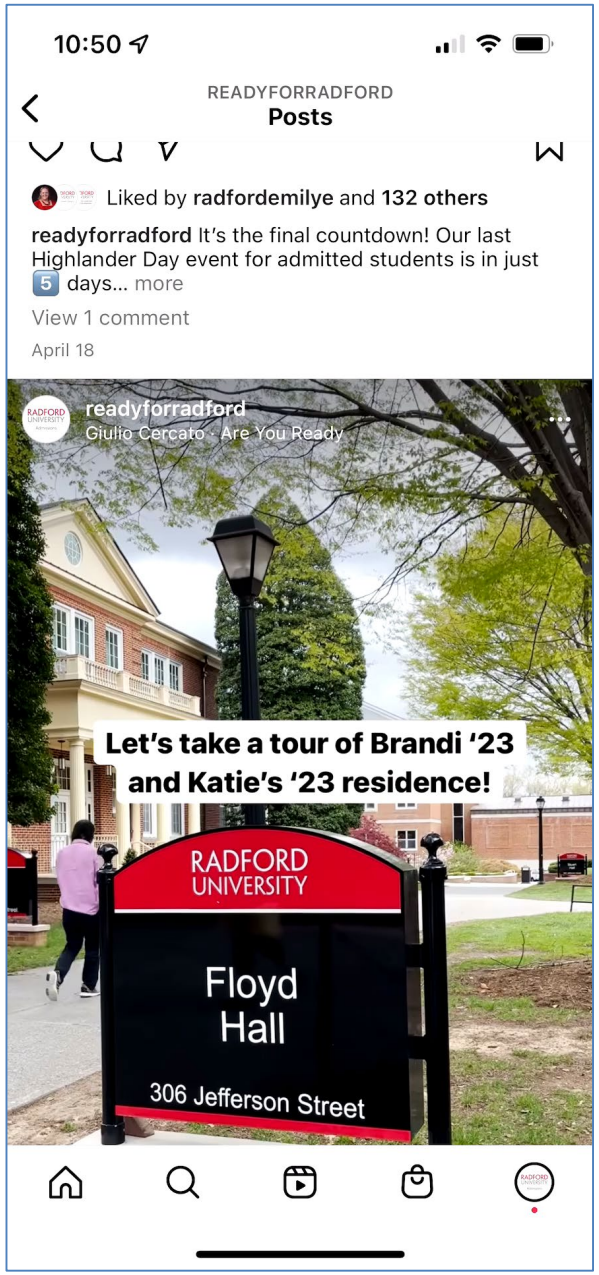
@ReadyforRadford

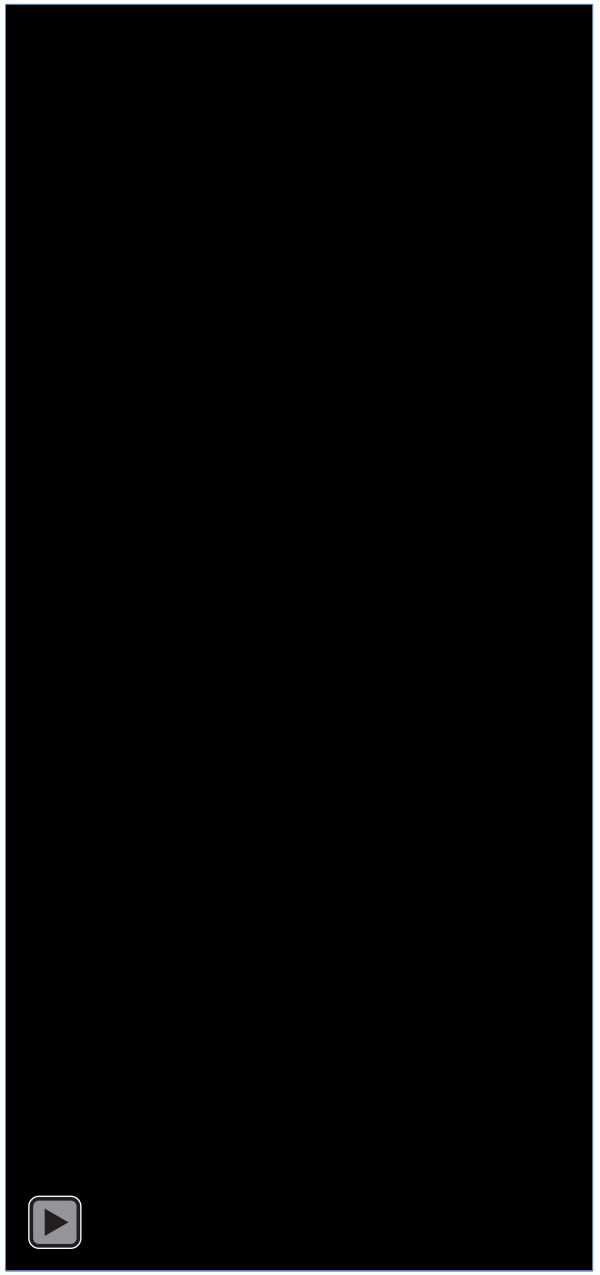
Radford University Admis...
Wed 4/20/2022 6:18 pm EDT

You may recognize Muse Hall as our iconic high rise residence hall from photos or your campus tour. 🕑 Now let's take a lo...

Impressions	6,080
Reach	5,965
Engagements	2,116
Engagement Rate (per Impression)	34.8%

Radford University Admissions


10:50
READYFORRADFORD
Posts
Liked by radfordemilye and 132 others
readyforradford It's the final countdown! Our last Highlander Day event for admitted students is in just 5 days... more
View 1 comment
April 18
readyforradford
Giulio Cercato - Are You Ready
Let's take a tour of Brandi '23 and Katie's '23 residence!
RADFORD UNIVERSITY
Floyd Hall
306 Jefferson Street



10:54
April 5 9:01 AM
Students had a blast at yesterday's First Year Field Day!
radfordstudentlife
radfordstudentlife First Year #FieldDay was a huge success! See the entire photo album at https://www.fac...
Boost
Highlight
More

Admissions Social Media - Results

Results have been stellar. Since March 15th, across the three platforms, we have seen the following results compared to the previous 6 weeks:

Audience	Numbers	Growth
Impressions	755,409	Up 40.7%
Engagements	12,376	Up 483.2%
Total Audience	6,894	Up 104.3%
Net New Audience	296	Up 957.1%
Total Sent Messages	205	Up 1,608.3%
Video Views	3,888	Up 23.1%
Engagement Rate (per impression)	1.6%	Up 314.4%

Discussion

Advancement and University Relations

RADFORD UNIVERSITY

Board of Visitors

April 28, 2022

University Relations

Spring 2022 – Student Social Media Influencer Program

- **Goal** – Generate positive organic (unpaid) social media engagement about Radford University with student voices

- **Plan** – Students post to their personal Instagram accounts something positive about Radford (event, friends hanging out at Radford, etc.)
  - Required 5 posts and 10-15 Instagram stories
  - Optional to tag or hashtag Radford University account
  - Screenshots of each post sent to UR for tracking
  - Students who met requirements paid $500 stipend for semester

- **Results** - Eight students participated (20 invited after vetting)
  - Since Feb. 9, students have posted a total of approximately 45 Instagram Stories that mention Radford University's Instagram handle.
  - These stories that are "regrammed" on the university account and shared to our Student Life highlights!

Spring 2022 Influencers
Michaela Baker
Oak Bradshaw
Sydney Hopkins
Grace Hurst
Paige Lake
Breauna Lane
Justin McLaughlin
Lora Ellen Robinson
Meghan Stinnette

University Relations

Spring 2022 Student Workers and Interns

"Working with University Relations as a Digital Communication Intern has allowed me to gain real-world experience and take a look into how a University department functions as a whole. I am interested in working in higher education so being an intern here only solidified that goal of mine, and allowed me to make an impact on the Highlander community through content creation."

Sydney A. Hopkins
Communications Major

"Since working here, I've learned to use two new systems and I've gotten to work on the school website. As a computer science major, working here has benefited me immensely. "

Tony Sanchez
Computer Science Major

University Relations

Spring 2022 Student Workers and Interns

“Working as a graphic design intern for Radford University has been one of my greatest accomplishments as a student at Radford. It has also given me a chance to expand my knowledge outside of the classroom.”

Christopher Piper
Graphic Design Major

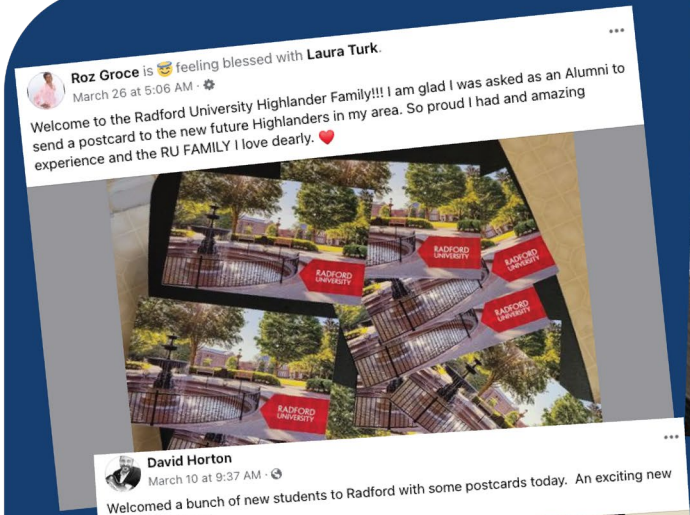
"Working as a graphic design intern for University Relations has allowed me to apply what I have learned inside the classroom to real world experiences. I have a better understanding of what is expected in my area of study after I graduate from Radford University."

Emily Woods
Graphic Design Major

Alumni Relations

2022: Q1

- Chapter Planning Sessions
- Big South Tournament
- Alumni Admissions Outreach
- Grad Fair
- Russell Hall Block Party
- RUC Bash
- Service Day – MLK Day
- Service Day – Miracle League



Postcards written to 3600+ admitted students from 300+ proud #RadfordAlumni!

Alumni Relations

Commencement

2022 Spring Speakers

Nick Mayhugh ’18

Stacey Price ’99,
M.S. ’01

From April to October 2022, the Alumni Relations team will partner with alumni leaders to host more than 20 events across nine Chapter areas.

NCR Golf

June 23

RU Night at Nationals Park

Aug. 12

Richmond Golf

Sept. 23

Homecoming 2022

RADFORD UNIVERSITY

HOMECOMING

Sept. 29 - Oct. 1

Sat. Oct. 1 | Live Show on Moffett Quad

Alumni Relations

Volunteers as Admissions Ambassador

Refers others to be volunteers

Virtual Coffee Chat

Attends Volunteer Summit

Collects and donates clothes to Career Closet

Engaged alumni are four times more likely to give

Writes Alumni Love Story for annual series

Hosts alumni social at his home

Serves as speaker for Regional Admissions event

Joins local Chapter leadership group

Cultivation of a Volunteer: A Success Story

Alex ’10 and Jesse Kofler ’06

Annual Giving

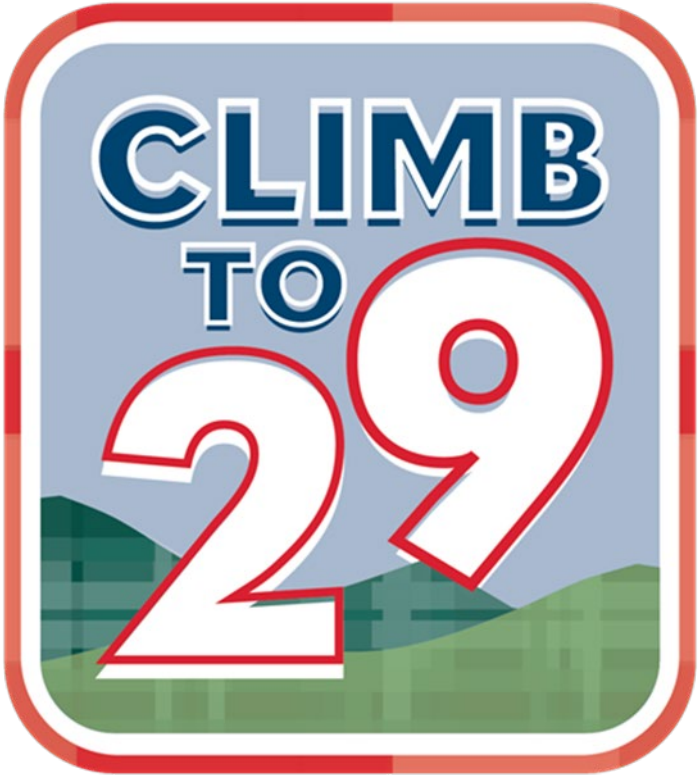
Highlander Senior Class Scholarship

- Scholarship awarded to a rising senior with exemplary leadership and community service
- Cords worn at graduation to celebrate student's first gift
- Over 250 donors with over $5,000 raised

Annual Giving

Climb to 29 – Kickoff April 1

- Increased campus awareness
- Strong campaign start 3/29/2022 – 19.7%
- 24.8% as of 4/25/22
- 54 more donors needed to reach goal



Annual Giving

Build the Hive April 5-7

LEADERBOARD

Regional Alumni Chapter Challenge

The Regional Alumni Chapter with the most donors from their region at the end of #BuildtheHive wins the opportunity to award a $1,000 scholarship to an incoming student from their region!

EVENT

5 for the Hive

All registered ambassadors who make a gift through their link and recruit five others to make a gift through their link will win a special #BuildTheHive prize pack filled with Radford University swag! Becoming an ambassador is as easy as: 1 - Sign up by clicking on "Ambassadors" in the toolbar at the top of the page. 2 - Use your personal link to make a gift once #BuildTheHive launches. 3 - Recruit five others to join you by sharing on your social media and/or sending personal messages!

Annual Giving

Philanthropy Fest

Giving Overview

Fiscal Year-to-Date Giving:	FY 2021-2022 (7/1/21 - 3/31/22)	FY 2020-2021 (7/1/20 - 3/31/21)*	FY 2019-2020 (7/1/19 - 3/31/20)	FY 2018-2019 (7/1/18 - 3/31/19)	FY 2017-2018 (7/1/17 - 3/31/18)
New Pledges	$ 1,573,191	$ 8,827,396	$ 3,387,592	$ 9,541,566	$ 10,785,578
New Planned Gifts	$ 1,153,863	$ 5,923,850	$ 1,331,692	$ 174,964	$ 1,565,555
Outright Cash Gifts	$ 1,608,764	$ 1,418,298	$ 1,736,897	$ 1,564,385	$ 1,275,394
Gifts-in-kind	$ 17,999	$ 38,965	$ 15,488	$ 23,710	$ 268,231
Gifts of Real Estate	$ 1,686,300	$ -		$ -	$ 590,000
Sponsored Programs	$ 29,549	$ 25,072	$ 181,319	$ 15,240	$ 48,692
Total Giving	**$ 6,069,666**	**$ 16,233,581**	**$ 6,652,989**	**$ 11,319,865**	**$ 14,533,450**
Total Number of Donors	2,377	2,126			
Total Number of New Donors	765	514			

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**

Student Influencer Program

Name: Justin McLaughlin
Pronouns: he/him
Year: Junior
Major: Biology and Psychology
Minor: Chemistry

Justin is involved in the following organizations:

- Student Government Association: VP and President-Elect
- Pre-Medical Association: President
- REALISE: Peer Mentor

Discussion

Minutes

RADFORD UNIVERSITY

Board of Visitors

RADFORD UNIVERSITY
Board of Visitors

ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE
4:00 P.M.
FEBRUARY 10, 2022
MARY ANN JENNINGS HOVIS MEMORIAL BOARD ROOM
MARTIN HALL, THIRD FLOOR, RADFORD, VA

DRAFT
MINUTES

COMMITTEE MEMBERS PRESENT
Dr. Rachel Fowlkes, Vice Chair
Ms. Krisha Chachra
Mr. Mark S. Lawrence
Mr. Robert A. Archer, Rector

BOARD MEMBERS PRESENT
Dr. Debra K. McMahon
Mr. Marquett Smith

BOARD MEMBERS ABSENT
Ms. Lisa W. Pompa
Ms. Lisa Throckmorton, Chair
Ms. Georgia Anne Snyder-Falkinham

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. Becky Brackin, Associate Vice President for University Relations
Ms. Wendy Lowe, Director of Advancement Services
Ms. Penny Helms White, Senior Director for University Advancement
Ms. Lexice McNair, RUC Student
Mr. Mike Melis, Senior Assistant Attorney General, Office of the Attorney General

CALL TO ORDER
Dr. Rachel Fowlkes, Vice Chair, formally called the Advancement, University Relations and Enrollment Management Committee meeting to order at 3:58 p.m. in the Mary Ann Jennings Hovis Memorial Board Room in Martin Hall.

APPROVAL OF AGENDA

Dr. Fowlkes asked for a motion to approve the February 10, 2022 agenda, as published. Mr. Mark S. Lawrence made the motion, Mr. Robert A. Archer seconded, and the motion carried unanimously.

APPROVAL OF MINUTES

Dr. Fowlkes asked for a motion to approve the minutes of the December 2, 2021 meeting of the Advancement, University Relations and Enrollment Management Committee meeting, as published. Mr. Lawrence made the motion, Mr. Archer seconded, and the motion carried unanimously.

ENROLLMENT MANAGEMENT REPORT

Vice President for Enrollment Management Craig Cornell provided an enrollment management update covering preliminary spring term enrollment, fall 2022 application information for all student populations, a series of new enrollment initiatives recently launched, as well as an overview of spring recruitment activities.

Vice President Cornell shared that the strategies developed over the past two years are starting to see results with a second consecutive semester of new student enrollment growth, increased retention and growth in new Fast Track programs, all pointing to a turning the curve in the recent dip in enrollments experienced through the COVID-19 pandemic. New student spring term enrollments are at 384 and the strongest growth areas are new transfer students at 156, up 20 over last year. Fast Track programs also encompass a Spring B start, so there is expected additional growth for spring term. Preliminary fall-to-spring retention indicators are showing strong growth with new freshman at 88.7%, up by 3.3% from last year, and overall retention at 87.3%, up 2.3% over last year.

Vice President Cornell provided a fall enrollment update encompassing current applicant numbers compared to this time last year. New student undergraduate fall applications for both new freshmen and transfer students continue to trend positive following the most recent push for Feb. 1, as well as strong academic quality for those populations.

Vice President Cornell provided an overview of a new initiative that has recently been launched, Radford's Commitment to Value Program. This initiative was launched in January with the goal of strategically aligning with student financial concerns that are now manifesting in the recruitment cycle, providing assurance for affording Radford University to our most financially needy students and reduce debt, increasing financial aid applications and driving the value message Radford holds in the Commonwealth.

In closing, Vice President Cornell shared the upcoming spring recruitment events, including spring virtual events, spring in-person student receptions, the Highlander Distinction Program dinner, and for the first time in two years, Highlander Days.

ADVANCEMENT AND UNIVERSITY RELATIONS

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

Vice President Lowery stated that University Relations has moved forward with several strategic initiatives. SiteImprove is up and running and providing actionable information about the website as well as Merit Pages. Email marketing platform demonstrations were completed in early January with Advancement, University Relations and Information Technology Services. Website redesign is using the same team to request information from vendors for education regarding the most up-to-date web redesign practices. The goal is to create an outstanding, logical user experience for each of the audiences. University Relations extended an invitation to a vetted group of students giving them an opportunity to serve as social media ambassadors for Radford University. The goal is to create organic positive engagement with Radford University in a native platform for students.

In February 2020, Alumni Relations was challenged by their board to get 1,000 unique volunteers. As of January 20, 2022, the goal was exceeded by 20 percent. Alumni Relations also played a leadership role in planning and executing Winter Commencement. Brian Robinson '93, a partner with Goldman Sachs and a member of the Guggenheim Foundation Board, provided an inspiring speech. The Alumni office is moving forward with several signature in-person events including: April 7 - Russell Hall Block Party, June 23 - National Capital Region Golf Tournament, August 12 - Radford Night at Nationals Park, September 23 - Richmond Chapter Golf Tournament and September 29 through October 1 - Homecoming.

In closing, Vice President Lowery shared the importance that scholarship and donor relations can make. The Advancement and University Relations teams are working together to focus on expanding the role of students in the scholarship messaging and increasing student interaction with donors. A new software was purchased to assist with the management of scholarships from both the students' and the donors' experiences. The entire team continues to work diligently with donors and alumni. The focus on scholarships and donor relations from the Advancement team continues to be a priority and the intentionality around improving the donor experience will contribute to those donors giving consecutively. To date, we are at $79.5 million with the TOGETHER Campaign.

RUC student, Lexice McNair, shared the impact her scholarships has had for her in her education journey. Lexice will graduate in May 2022 with a degree in Nursing.

ADJOURNMENT

With no further business to come before the Committee, the meeting adjourned at 4:44 p.m.

Respectfully submitted,

Sharon R. Ratcliffe
Executive Assistant to the Vice President for Advancement and University Relations

End of Board of Visitors Materials