

Advancement, University Relations and Enrollment Management Committee

February 2022

RADFORD UNIVERSITY

Board of Visitors

RADFORD UNIVERSITY

Board of Visitors

ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE

4 P.M. **

FEBRUARY 10, 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*
 - December 2, 2021
- **ENROLLMENT MANAGEMENT REPORT** Mr. Craig Cornell, *Vice President for Enrollment Management*
 - Enrollment and Recruitment Updates
- **ADVANCEMENT and UNIVERSITY RELATIONS REPORT** Ms. Wendy Lowery, *Vice President for Advancement and University Relations*
 - University Relations
 - Alumni Relations
 - Giving Overview
 - Campaign Overview
 - Scholarships
 - Donor Relations
- **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

February 2022 Meeting Materials

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Fall 2022 Enrollment Update

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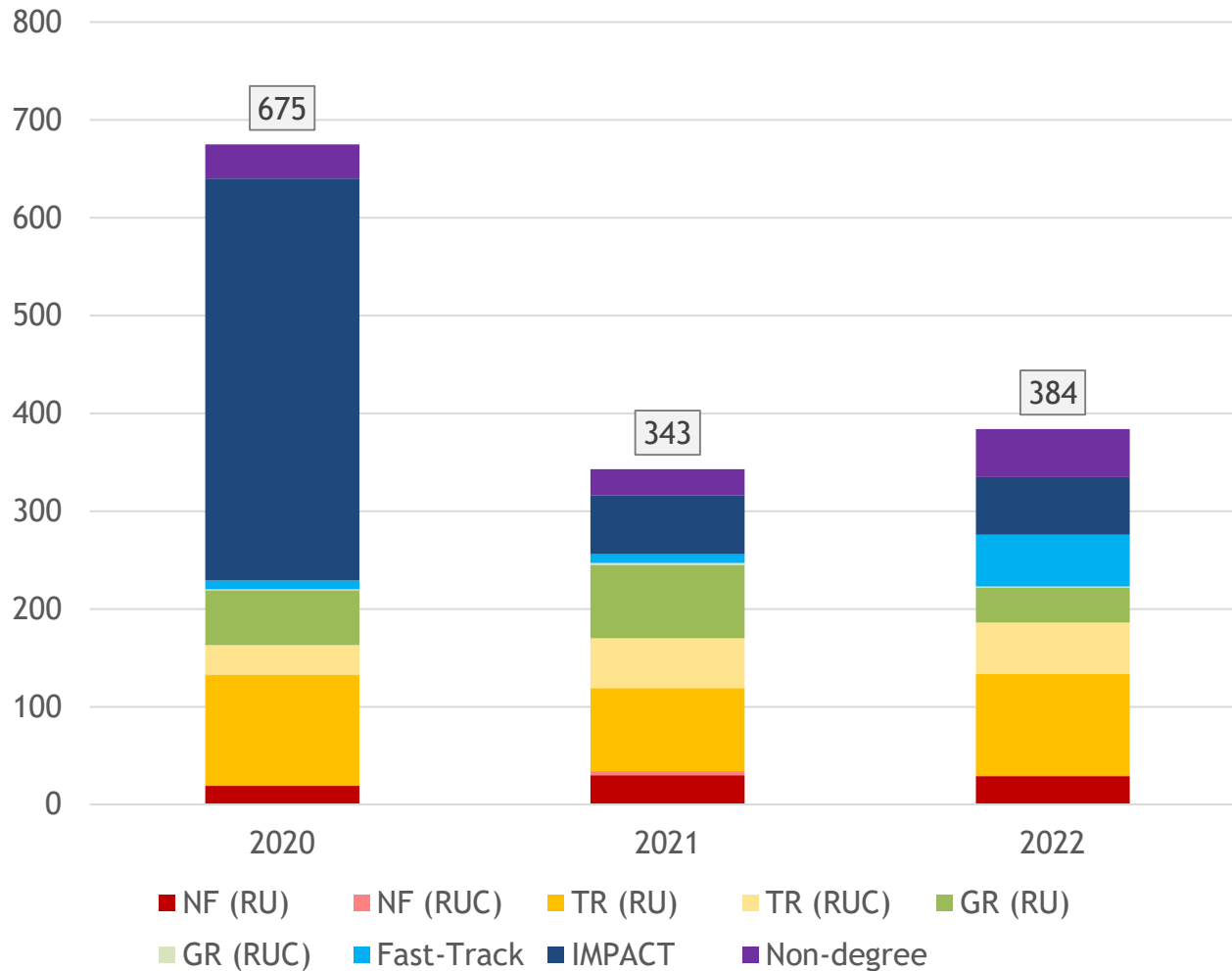
Preliminary Spring Enrollment Update

Preliminary Spring Enrollments

Strategies that have been developed over the past few years are starting to take hold for our vulnerable population of students coming out of the pandemic:

- ***New Student Growth:*** Positive trends again (like fall) in *new* student enrollment growth
- ***Continuing Student Retention Growth:*** Growth in fall to spring retention for existing students
- ***New Program Growth:*** New enrollments with Fast Track Programs showing strong growth aligning to expectations of the potential for those programs, with Spring B still to come
- ***Turning the Curve:*** Expected loss in overall enrollments once final figures come in, but less than predicted from fall enrollments

Preliminary New Spring Student Enrollment



Entry Segment	2020	2021	2022 (Preliminary)
New Freshmen	20	34	30
Transfer/New Entrant	143	136	156
Graduate (RU)	57	77	37
Fast-Track	9	9	53
IMPACT	411	60	59
Non-Degree/Dual Enrollment	35	27	49
Total New to the Institution	675	343	384, 11.9%
Total New (w/o IMPACT)	264	283	325, 14.8%

Preliminary Spring Retention

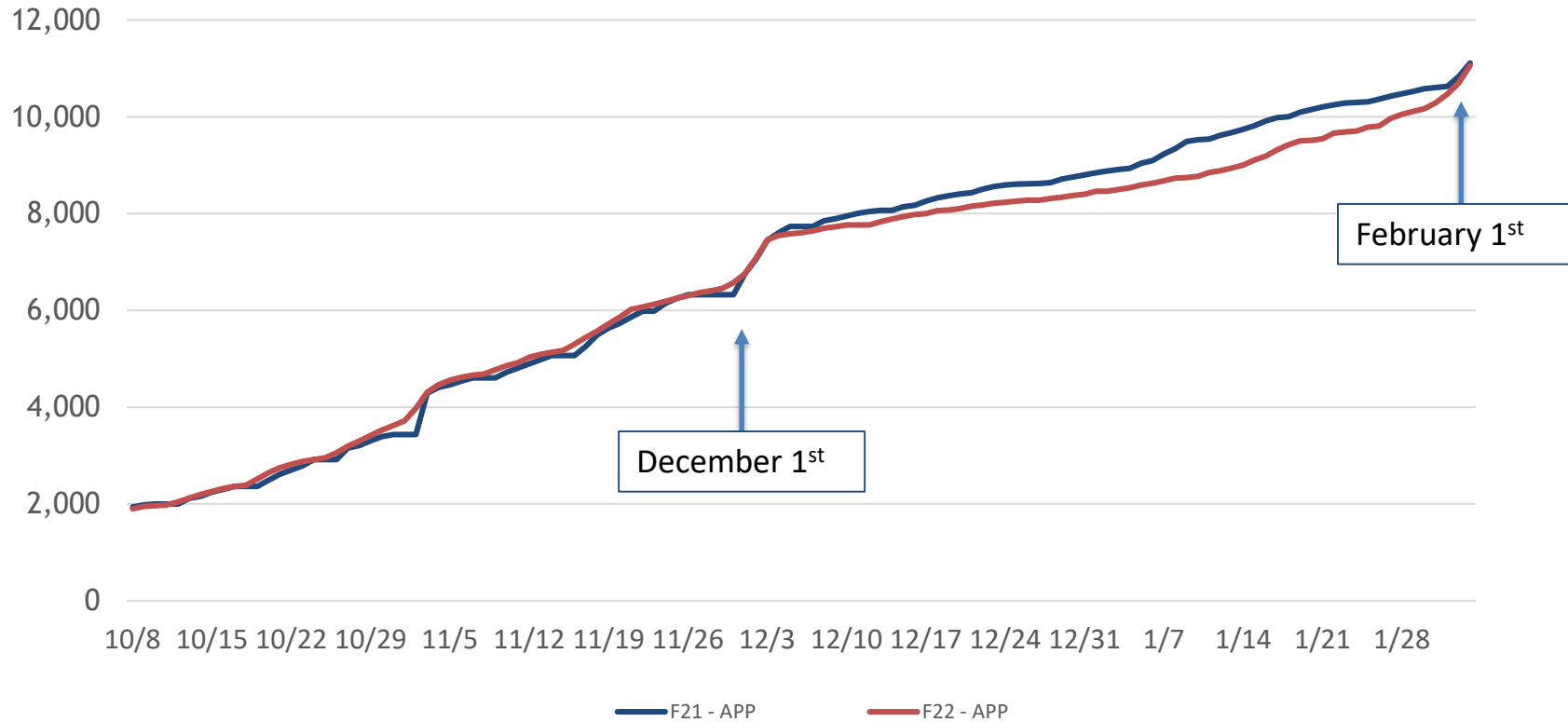
Full-Time Fall-to-Spring Retention		
Term	New Freshmen Retention	Total Overall Retention
Fall 2017	85.7%	88.2%
Fall 2018	90.7%	90.1%
Fall 2019	89.8%	88.9%
Fall 2020	85.4%	85.0%
Fall 2021	88.7%	87.3%

Growth in Retention Across all populations:

- New Freshman Growth of 3.3%
- Overall Student Growth of 2.3%

Fall 2022 Enrollment Update

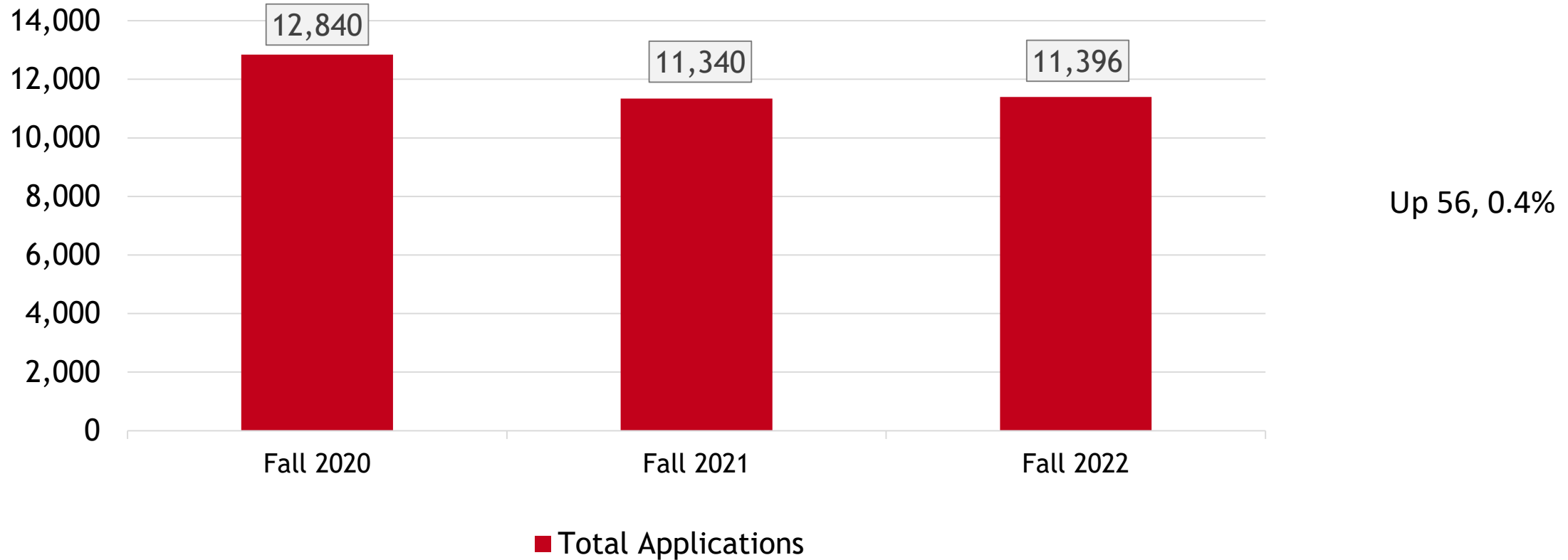
New Freshman Applications (February 3rd)



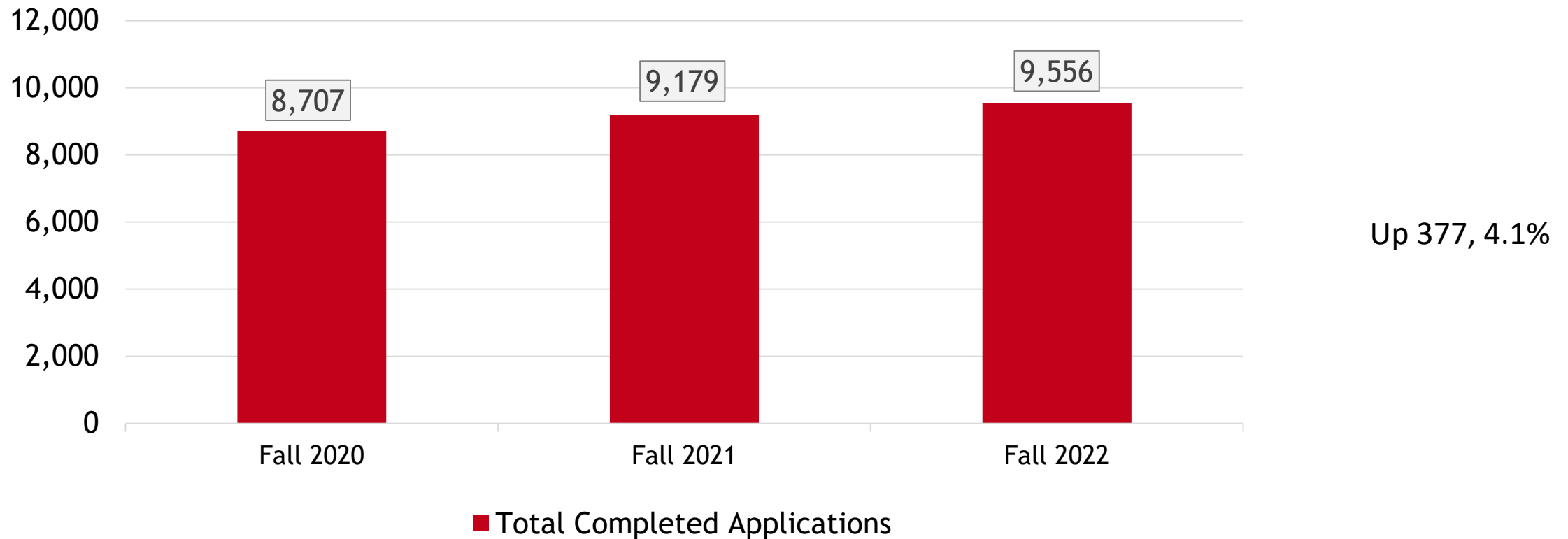
Primary deadlines for freshmen applications:

- December 1st
- February 1st
- February 15th (New this year)
- April 1st
- May 1st – National Commitment Day

New Freshman Applications (February 3rd)

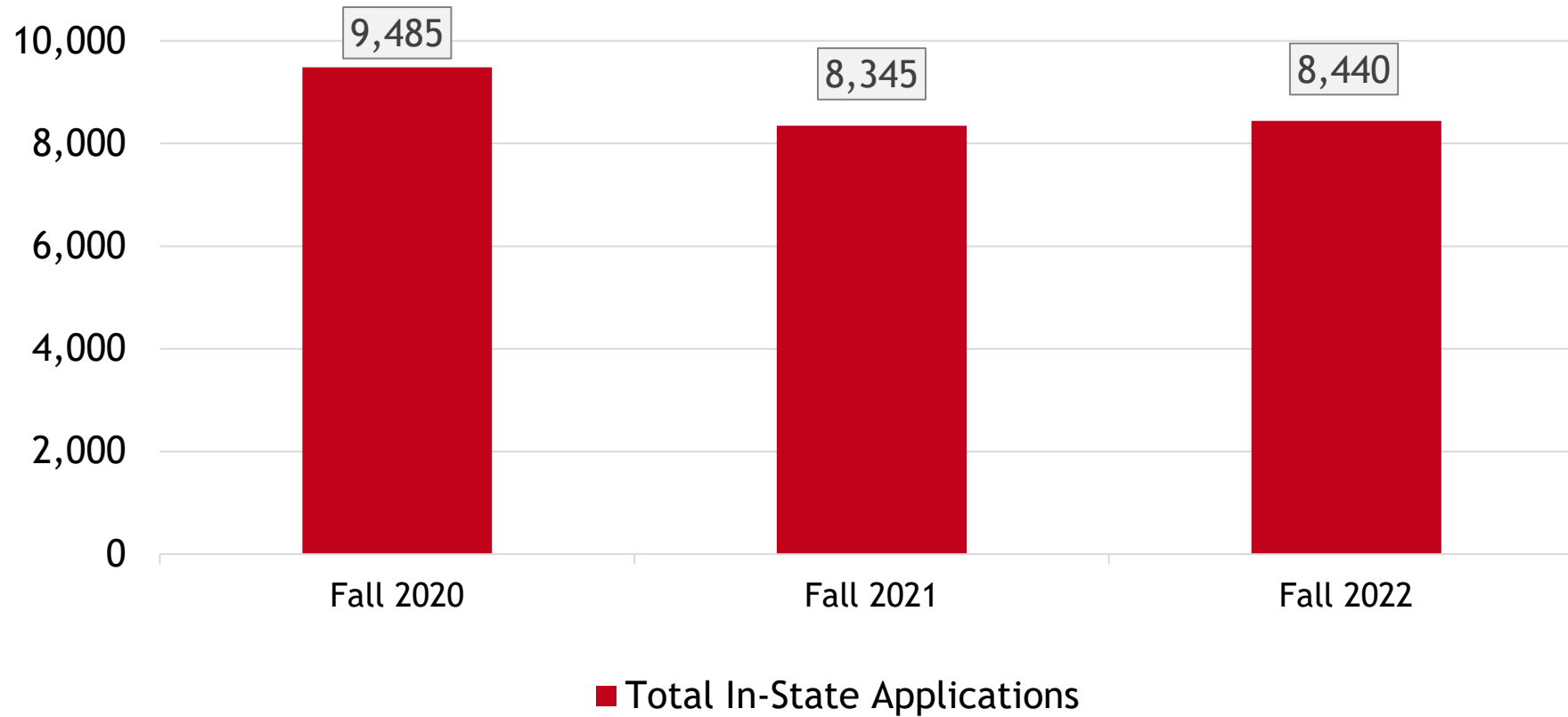


New Freshman Completed* Applications (February 3rd)



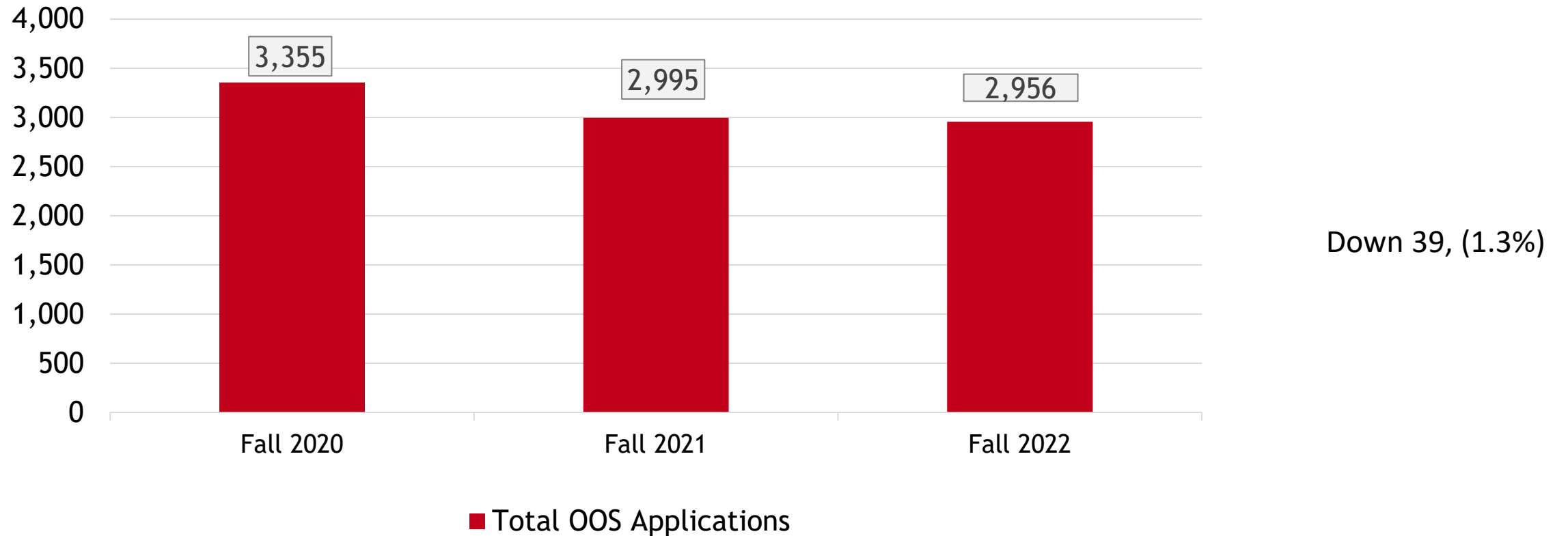
*Completed Applications are submitted applications with all necessary documentation needed to review for admission

New Freshman Applications – In-State (February 3rd)

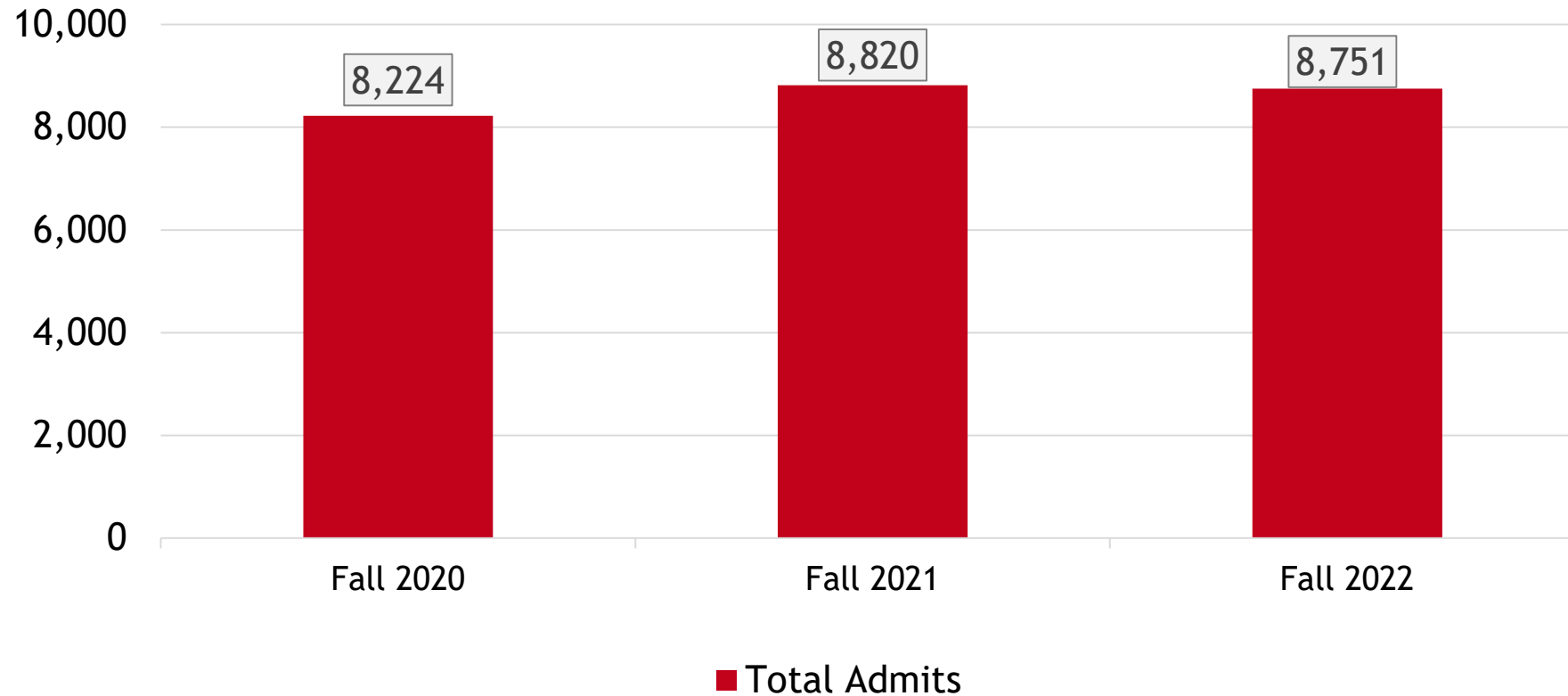


Up 95, 1.1%

New Freshman Applications – Out-of-State (February 3rd)



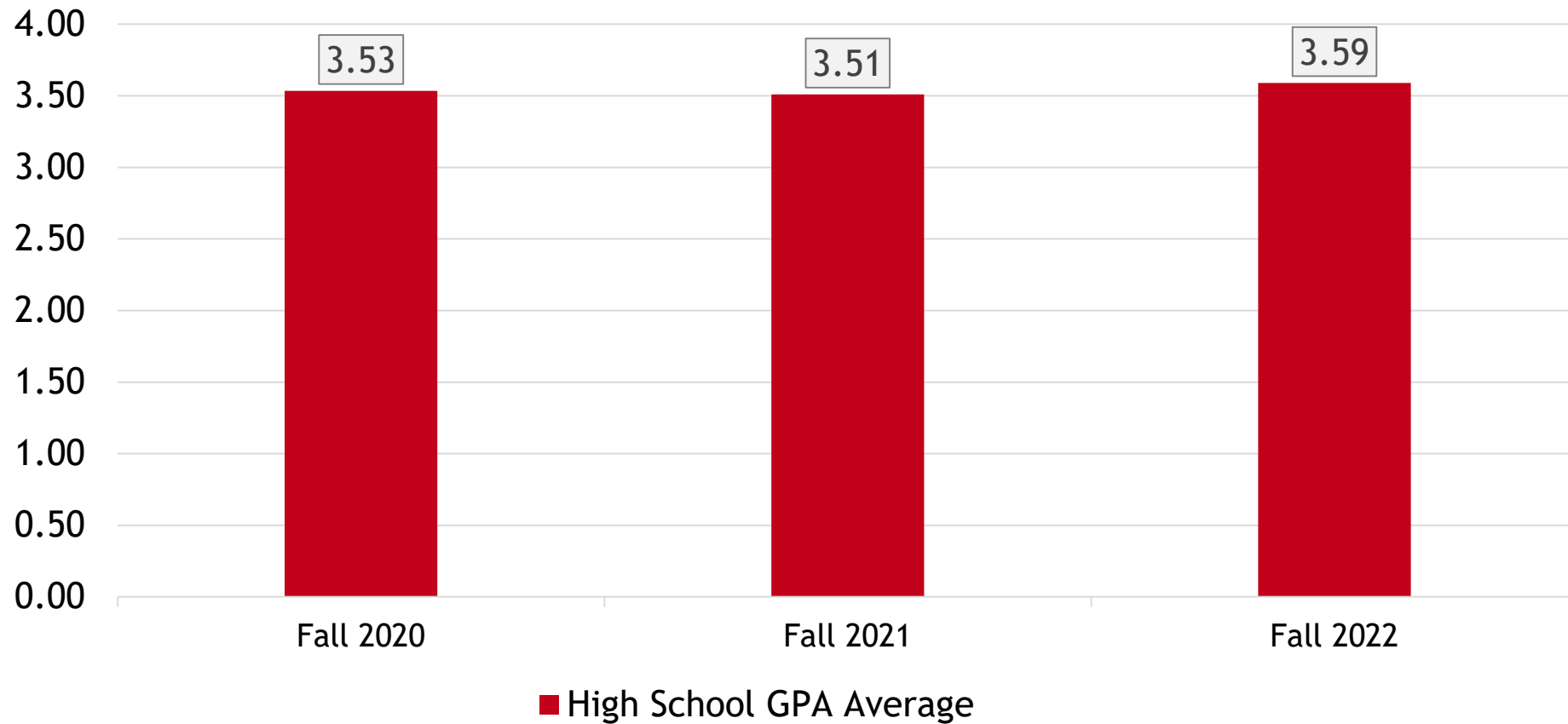
New Freshman Admitted (February 3rd)



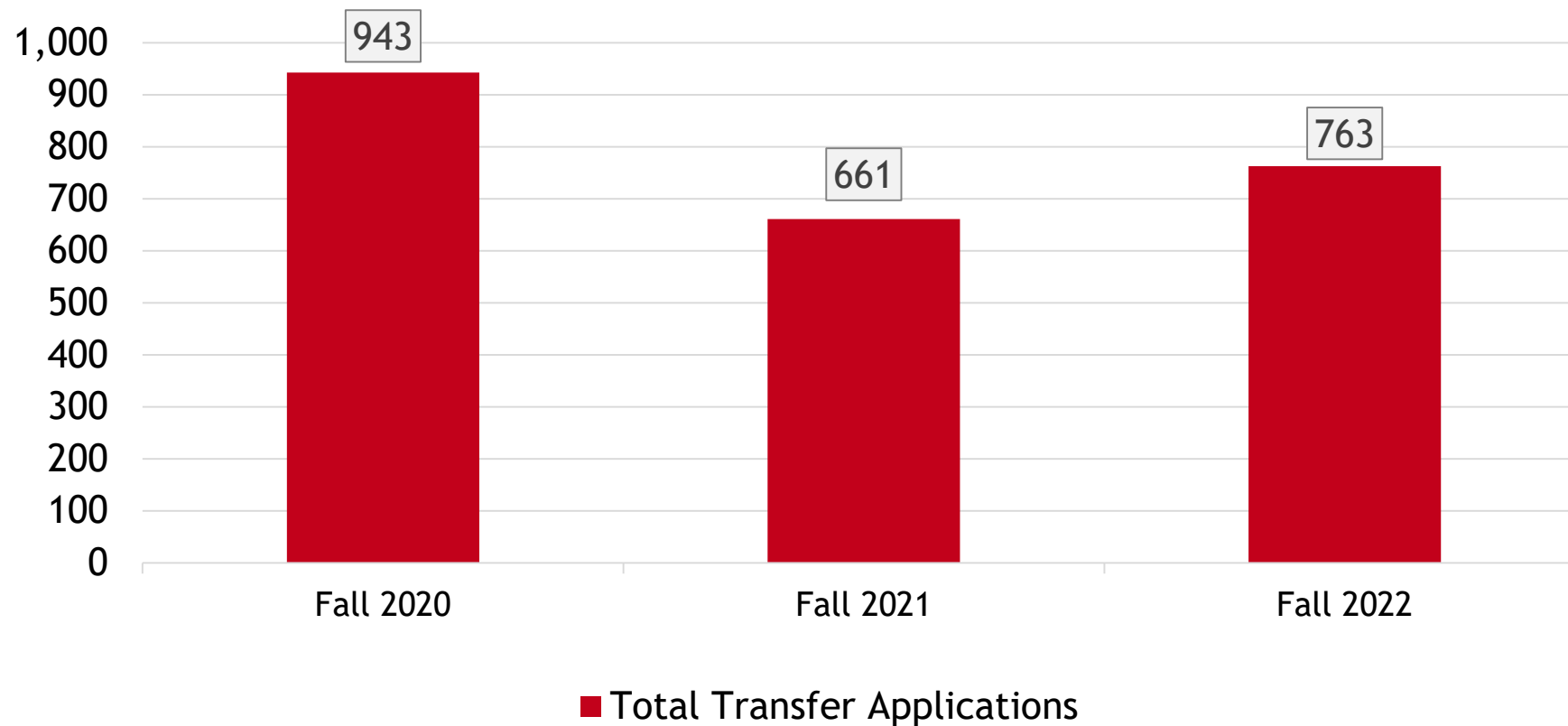
Down 69, 0.7%

Function of receiving over 1,000 applications in the past week

New Freshman Admitted (February 3rd)

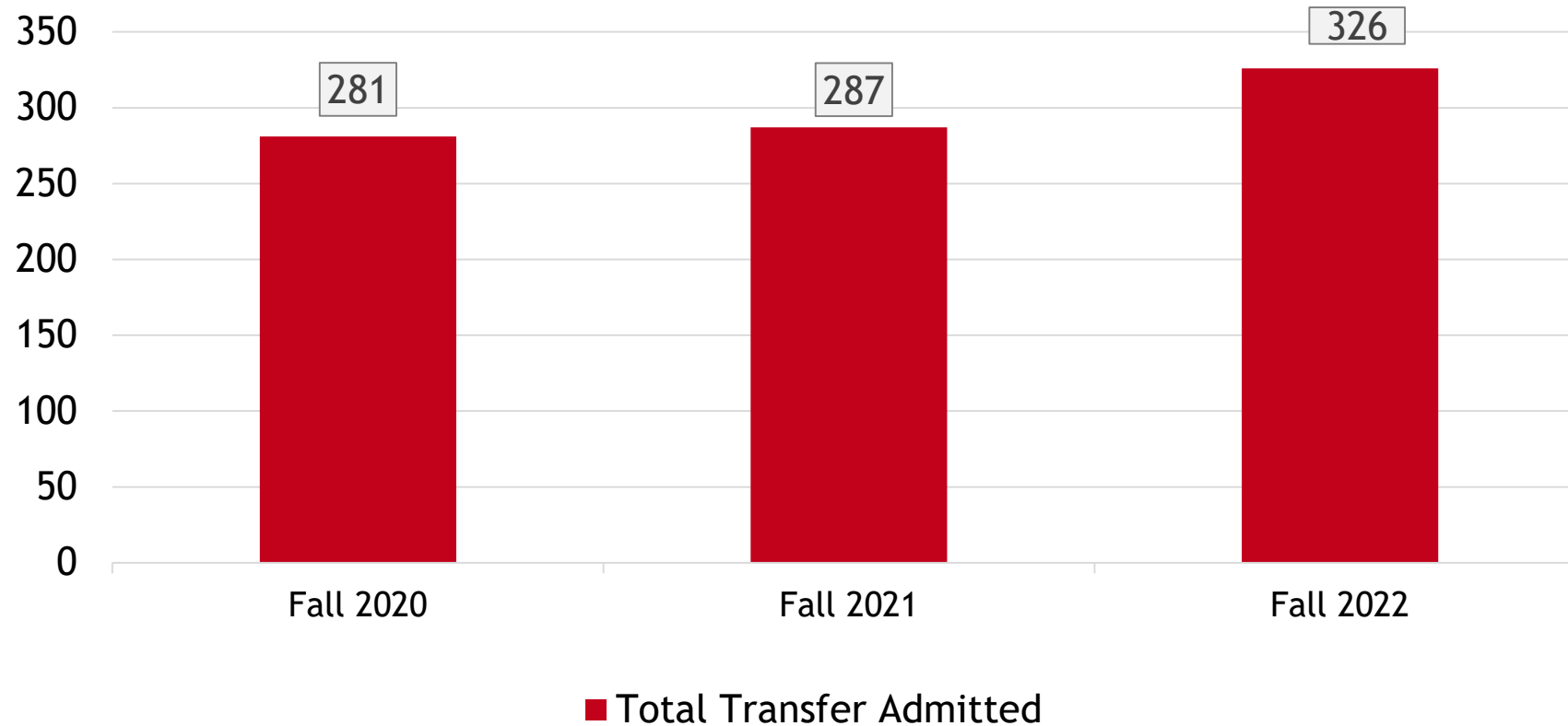


New Transfer Applications (February 3rd)



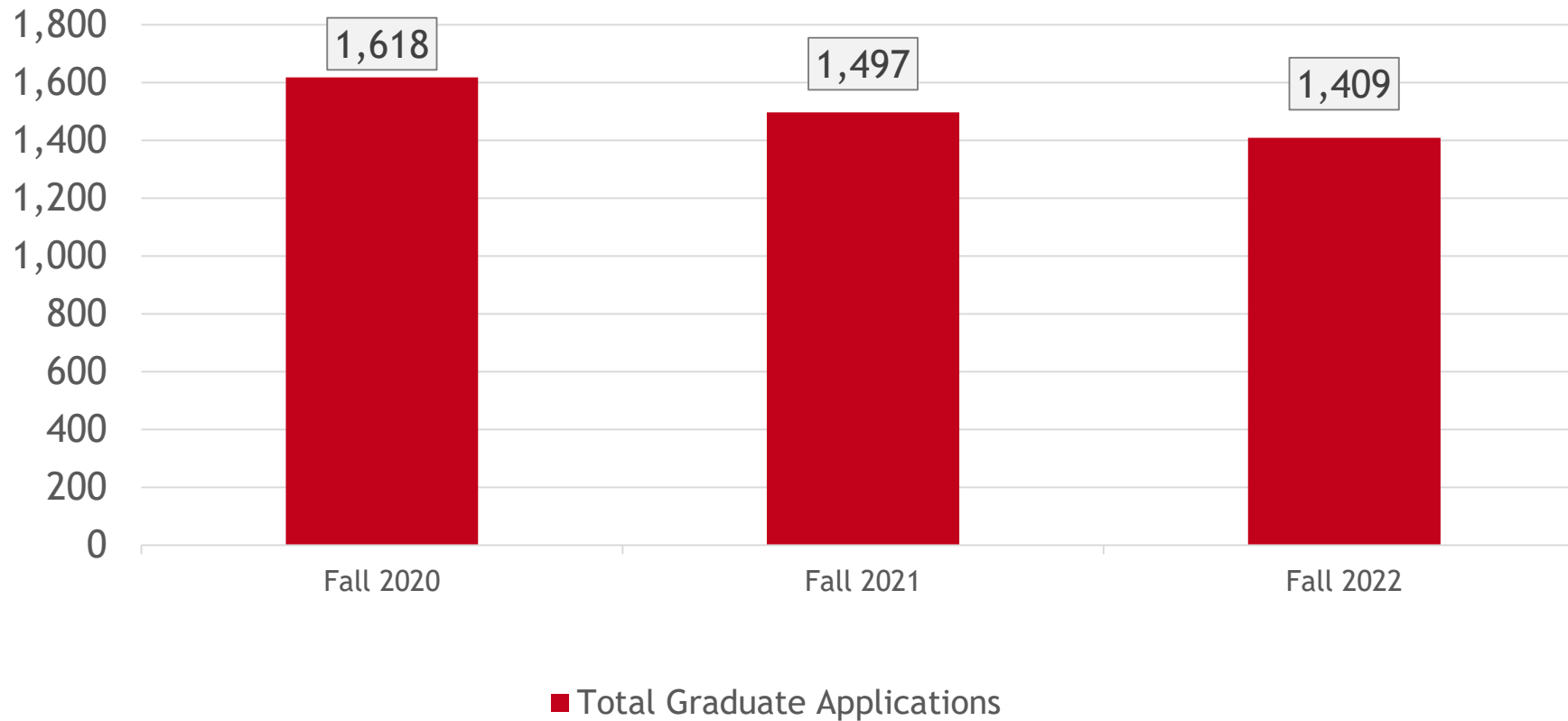
Up 102, 15.4%

New Transfer Students Admitted (February 3rd)



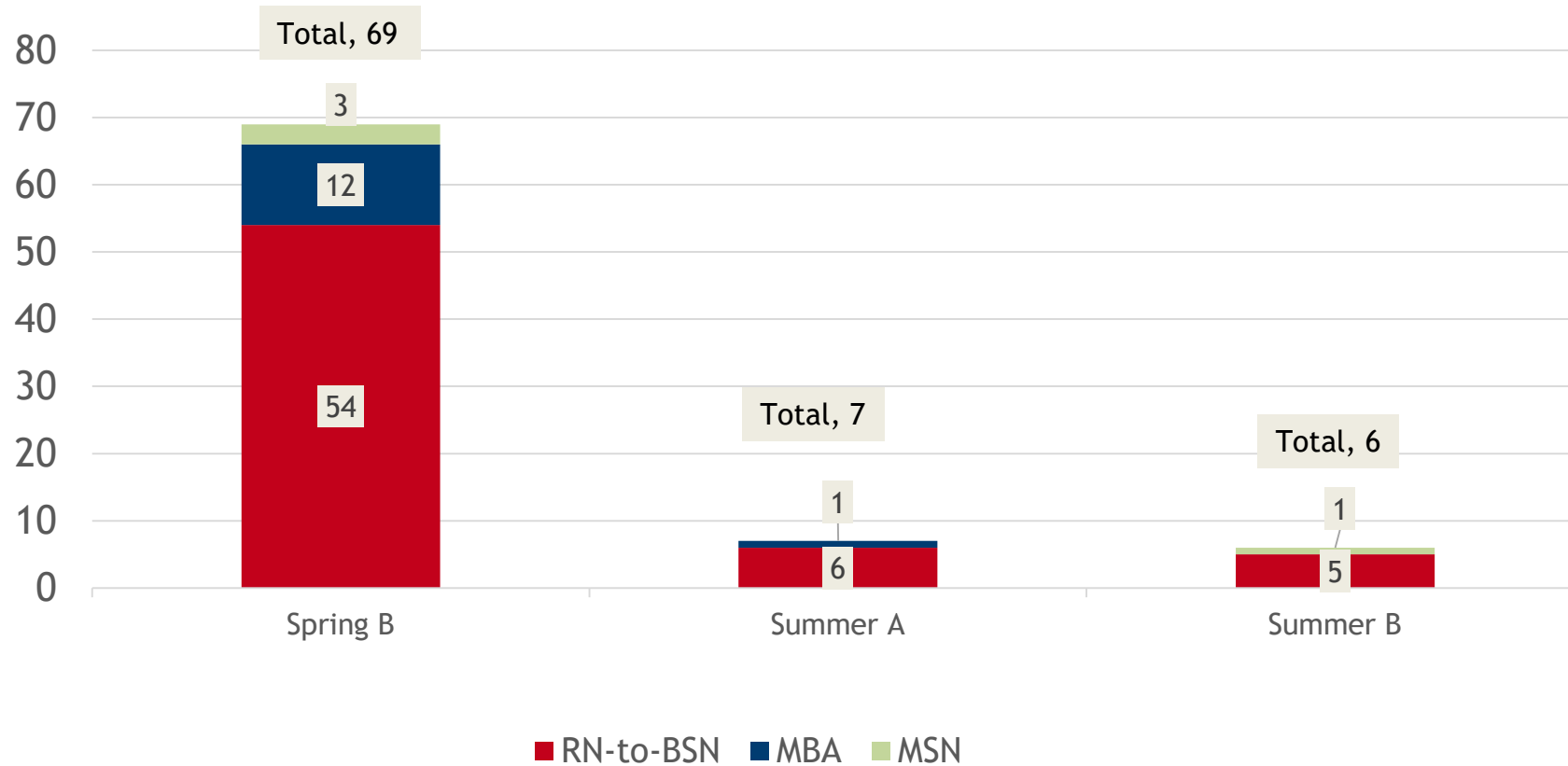
Up 39, 13.5%

Graduate Applications (February 3rd)



Down 88, 5.8%

Fast-Track Applications (February 3rd)



New Enrollment Initiatives

Radford's Commitment To Value Program

New program launched in January with the following goals:

- Strategically align to student needs at this point in the recruitment cycle
- Provide assurance for our neediest students in affording their education and reduce debt
- Continue to drive our value proposition to all potential new students and highlight our Highlander Distinction Program
- Increase financial aid application of interested students (overall freshman yield rate is approximately 12%, but only 3% on non-aid filers)
- Allow an additional touch point to current applicants and admits on our affordability and value

Parameters of the Value program:

- In-State Students who are full Pell grant recipients and eligible for one of our Highlander Distinction Program Awards, and apply by February 15th, will be assured that the combination of federal, state and institutional aid will fully cover their tuition costs
- If they maintain the above, they will continue to receive a minimum of aid from the combination of those sources to cover full tuition costs for up to four years



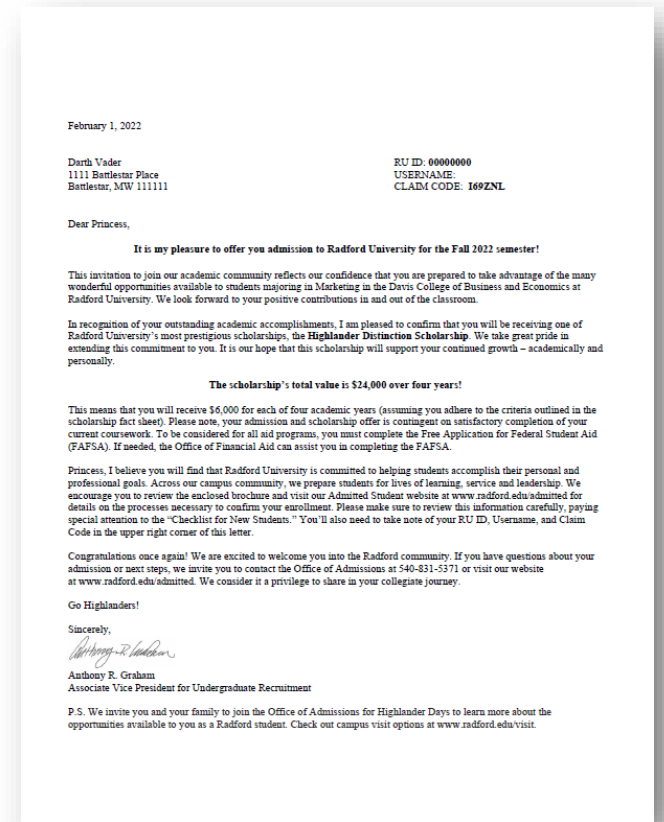
Direct Admit Programs

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

Davis College of Business and Economics

- Launched with notification to all admitted students
- New letters designed by DCOBE welcoming students to the college as opposed to looking forward to welcoming some day in the future
- Exploring other options with other colleges and schools following this pilot



Upcoming Spring Recruitment Efforts

- Spring Virtual Events
 - Virtual Visits, mock classrooms, programmatic events
 - Students and families still “virtual shopping” before visiting large event
- Spring In-Person Admitted Student Receptions in development:
 - Leesburg, Fairfax, Norfolk, Richmond, (March 13 -15)
 - Roanoke, SW Higher Ed. Center (March 7, March 9)
 - Will utilize alumni guest speakers along with President
- HDP Award Dinner, February 19
 - Last held 2020 (right before COVID hit) with great attendance
 - Athletics providing basketball tickets for attendees and their families
- Highlander Days
 - First time since 2019!
 - March 19, 26 and April 23



*You are invited
to join the Radford University
Office of Admissions for a
Highlander Distinction Dinner
to celebrate your accomplishments
and future success.
Saturday, February 19, 2022
5:30 p.m.
Radford University*

Space is limited, advanced registration is required.
Scan the qr code or visit join.radford.edu/register/HDPDinner.

Attendees are also invited to attend the RU Men's Basketball game at 2 p.m. prior to dinner. Up to three tickets will be provided for free to registrants and delivered digitally upon registration.



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Discussion

Advancement and University Relations

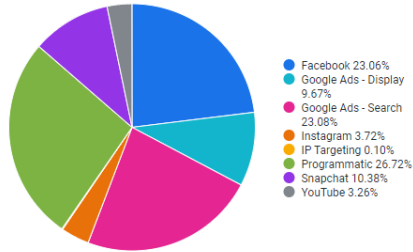
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University Relations

Vision Point – Radford University’s Partner in Recruitment

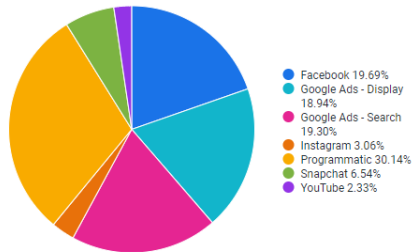
Spend by Channel



Performance by Channel

Channel	Total Impressions	CTR	Total Clicks	CPC	Total Conversions	CVR	CPM	CPA	Cost
Snapchat	19,108,921	0.61%	116,709	\$0.40	1,006	0.86%	\$2.44	\$46.32	\$46,599.02
Google Ads - Display	12,167,921	1.02%	123,912	\$0.35	6,354	5.13%	\$3.57	\$6.84	\$43,451.23
Programmatic	9,963,654	0.55%	54,871	\$2.19	458	0.83%	\$12.04	\$262.03	\$120,011.94
Facebook	6,422,566	0.65%	42,058	\$2.46	3,202	7.61%	\$16.13	\$32.35	\$103,579.45
Instagram	1,993,067	0.10%	2,021	\$8.28	259	12.82%	\$8.39	\$64.58	\$16,727.38
YouTube	1,201,220	0.81%	9,701	\$1.51	556	5.73%	\$12.19	\$26.33	\$14,641.26
Google Ads - Search	1,139,624	7.19%	81,914	\$1.27	8,065	9.87%	\$90.97	\$12.82	\$103,673.97
IP Targeting	30,299	0.13%	40	\$11.36	0	0.00%	\$15.00	\$0.00	\$454.48
Totals	52,027,272	0.83%	431,226	\$1.04	19,920	4.62%	\$8.63	\$22.55	\$449,138.73

Spend by Channel



Performance by Channel

Channel	Total Impressions	CTR	Total Clicks	CPC	Total Conversions	CVR	CPM	CPA	Cost
Snapchat	2,276,207	0.25%	5,591	\$0.31	26	0.47%	\$0.77	\$67.12	\$1,745.07
Google Ads - Display	654,655	1.25%	8,176	\$0.62	322	3.94%	\$7.72	\$15.70	\$5,054.70
Programmatic	554,675	0.37%	2,026	\$3.97	1	0.05%	\$14.50	\$8,042.13	\$8,042.13
Facebook	279,553	1.03%	2,888	\$1.82	142	4.92%	\$18.79	\$36.99	\$5,252.50
Instagram	81,502	0.16%	128	\$6.38	6	4.69%	\$10.02	\$136.07	\$816.40
YouTube	61,455	1.47%	901	\$0.69	23	2.55%	\$10.14	\$27.08	\$622.86
Google Ads - Search	35,216	9.45%	3,328	\$1.55	196	5.88%	\$146.20	\$26.30	\$5,148.56
Totals	3,943,263	0.58%	23,038	\$1.16	716	3.11%	\$6.77	\$37.28	\$26,682.21

University Relations

Spotlight on Creative Services

Admissions –
Academic Program
Brochures

Admissions –
Radford Commitment
Program Post Cards

Advancement –
Partners in Excellence
Invitations

Advancement –
Together Campaign Alumni Posters

Tell me more about **political science**

... world through political science

Are you looking for a major that opens up a world of possibilities? Are you looking for a career that is ever-changing, providing challenges and opportunities for growth? Do you want to change the world, or at least be a force for change in your community? Do you want to take on everything the world has to offer?

If any of that sounds like you, then you're ready to become a political science major at Radford University. Our students take challenging classes and apply what they've learned in the real world. Our alumni are successful because they are ready for anything. We help students develop skills in critical thinking, communication and leadership through thought-provoking classes, faculty mentors who provide one-on-one support and exciting opportunities outside of the classroom.

RADFORD UNIVERSITY **RJC** RADFORD COMMITMENT PROGRAM

PUTTING STUDENTS **FIRST** ACADEMICALLY • FINANCIALLY

Value your commitment to Radford University. The Radford Commitment Program promises to cover the full tuition cost for Virginia residents who:

- Apply for admission and submit the FAFSA by Feb. 15.
- Meet specified merit scholarship criteria.
- Have a zero-Expected Family Contribution as determined by the FAFSA.

Students with a higher EFC can still expect to receive a valuable and student-centered education at Radford University in addition to boasting one of Virginia's lowest four-year tuition costs, all new applicants are reviewed for merit-based aid through our Signature Distinction Program, which received more than \$2.8 million in new aid for our students last year.

Learn more and apply now at www.radford.edu/commitment.

THE *Partners in Excellence* CELEBRATION
RADFORD UNIVERSITY

President Carolyn R. Lepre, Ph.D. cordially invites you to
The Partners in Excellence Celebration

Thursday, Sept. 30, 2021
Noon – 2 p.m.
Student Recreation and Wellness Center

Scholarship benefactors and recipients will be recognized.
RSVP by Sept. 16, 2021.
Respond by phone (540-831-5167), email (djohnston3@radford.edu) or return the enclosed reply card.

BRIAN ROBINSON '81
Professor of Criminal Justice,
Faculty of Public Management, Director
Security Studies,
Director of Strategic Studies

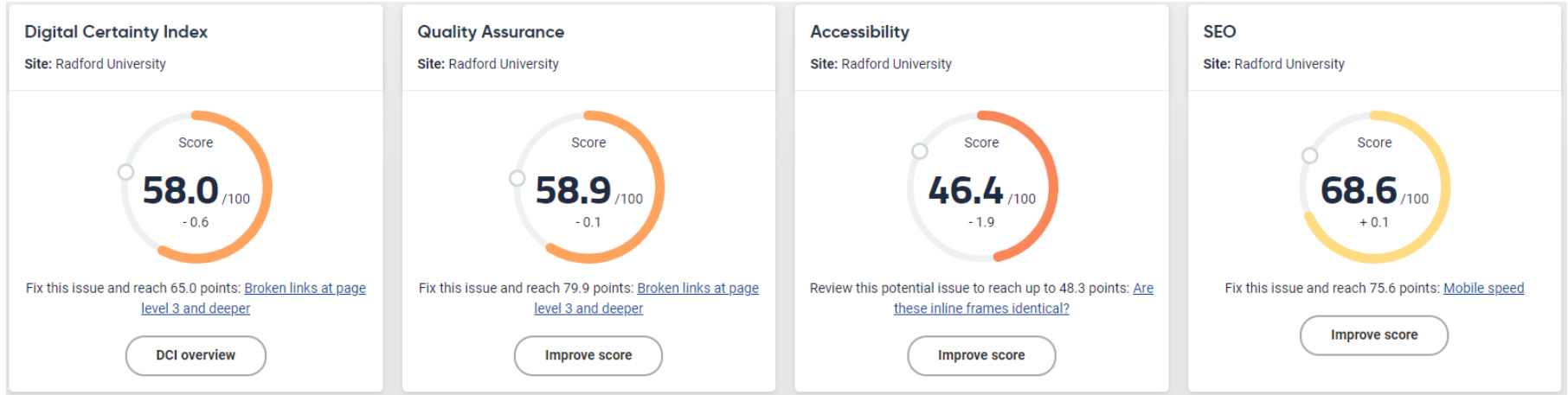
“I WANT TO DO THINGS AT THE HIGHEST LEVEL, AND RADFORD PREPARED ME TO PERFORM ON THE WORLD'S MOST CHALLENGING STAGE, TO SURVIVE AND THRIVE IN NEW YORK CITY.”

TOGETHER | THE CAMPAIGN FOR RADFORD UNIVERSITY

RADFORD UNIVERSITY ALUMNI

University Relations

SiteImprove – Purchase is complete. *Purpose: To provide quality assurance, ensure accessibility and utilize SEO (search engine optimization) capabilities*

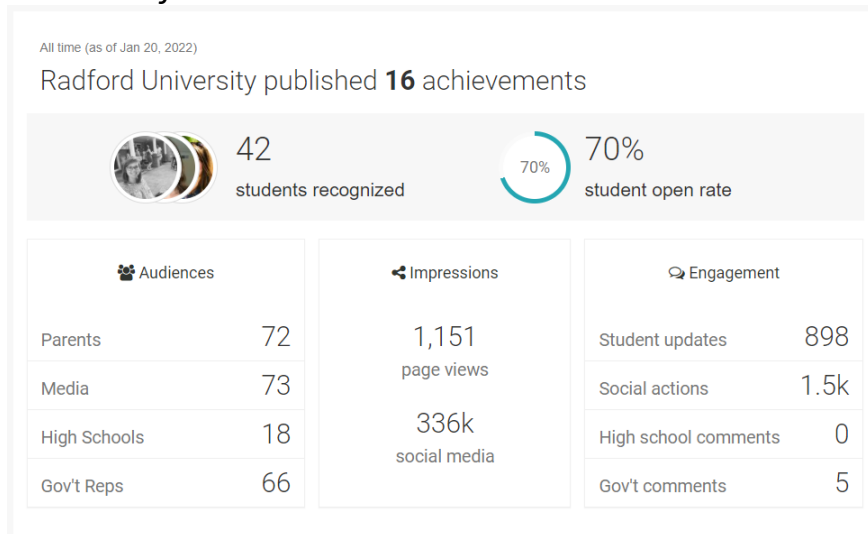


This semester we will hire a part-time student to deep dive into quality and accessibility issues and correct. This will improve scores greatly.

University Relations

Strategic Initiative Update

Merit Pages – Purchase is complete. *Purpose: To recognize students successes with their hometown media, parents, high schools and state lawmakers, thereby generating organic sharing of good news about Radford and its students.*



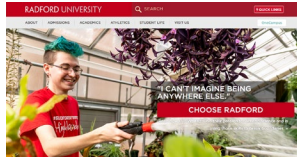
We will soon be able to release the fall graduate list and Deans' list. Engagement should drastically increase.

University Relations

Strategic Initiative Update



Email Marketing Platform Evaluations – A team including Advancement and University Relations, IT and Purchasing participated in demonstrations with two email marketing companies in early January. We will schedule trials and purchase after evaluation. The goal is to streamline use of our email address lists and provide professional communications, including a reboot of “RU Connected,” to appropriate audiences.



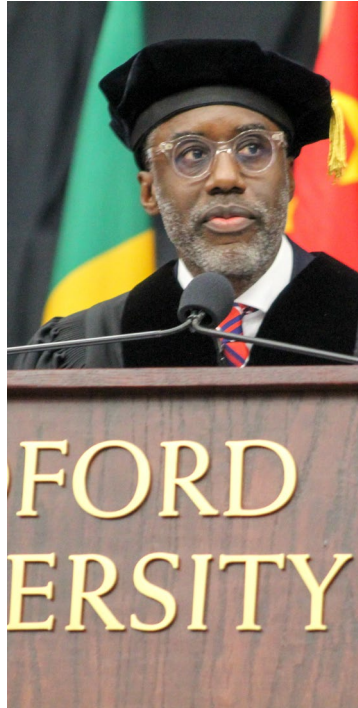
Website redesign – This same team will issue a Request for Information for vendors to educate us about up-to-date web redesign practices and what deliverables are normally expected. Upon evaluation, we will issue an RFP to gather proposals for a full redesign of www.Radford.edu. The goal is to create an outstanding, logical user experience for each of our audiences.



Student Ambassadors – This semester University Relations will extend an invitation to a vetted group of students the opportunity to serve as social media ambassadors for Radford University. Each student will post something positive involving Radford University on their Instagram accounts five times along with 10 Instagram stories throughout the semester. They will each be paid a \$500 stipend. The goal is to create organic positive engagement with Radford University in a native platform for students.

Alumni Relations

Goal: 1000
Reached: 1200



Virtual Coffee Chats

Sign up today! [Link in bio!](#)



**RADFORD
UNIVERSITY**

Alumni
Association

Take a quick break.
Bring questions. Learn.
Reconnect with Radford.



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Alumni Relations

2022 HIGHLIGHTED UPCOMING EVENTS

- Apr. 7 **RUSSELL HALL BLOCK PARTY**
- June 23 **NATIONAL CAPITAL REGION
GOLF TOURNAMENT**
Evergreen Country Club
- Aug. 12 **RADFORD NIGHT AT
NATIONALS PARK**
Co-branded hat with Radford Ticket
- Sept. 23 **RICHMOND CHAPTER
GOLF TOURNAMENT**
Meadowbrook Country Club

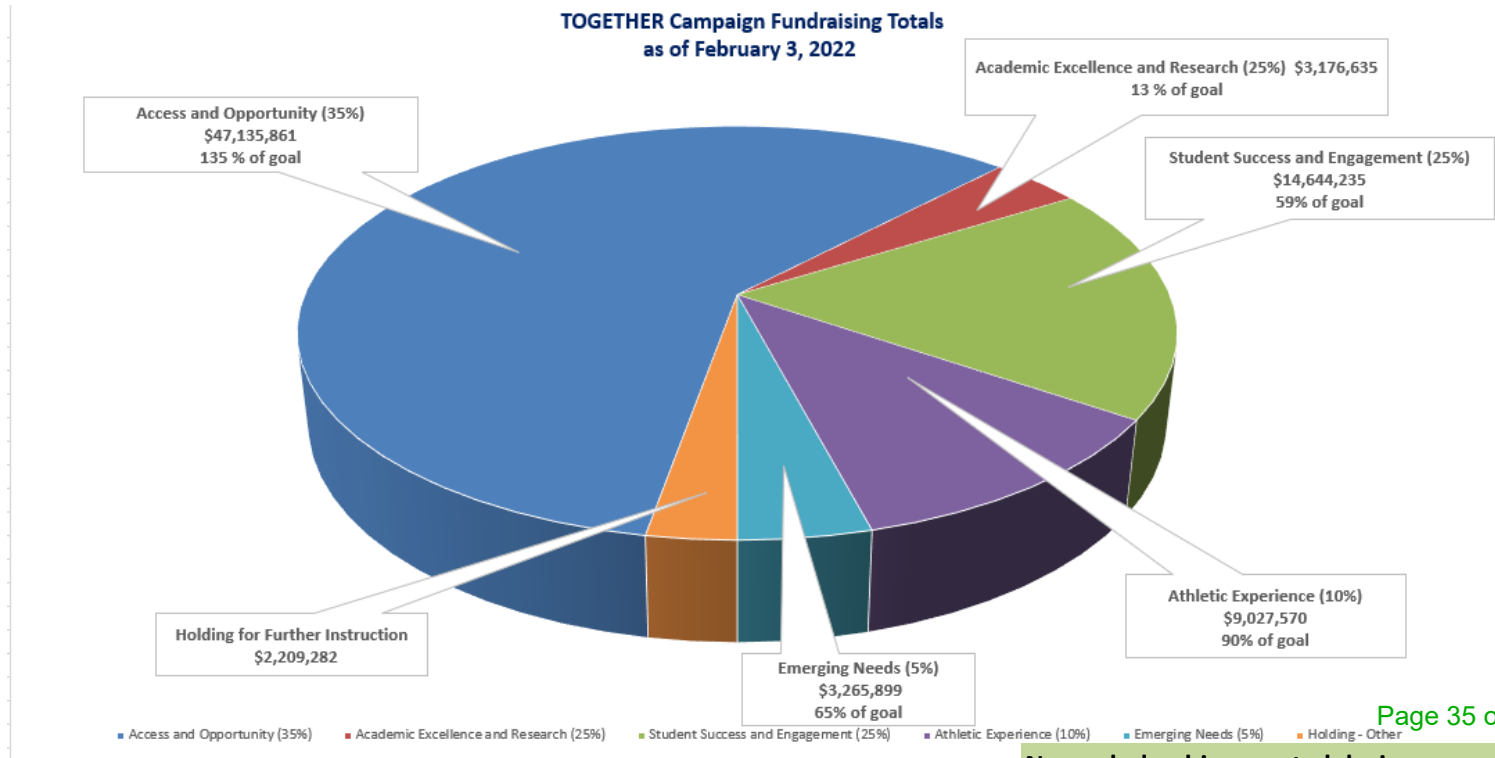


Giving Overview

Fiscal Year-to-Date Giving:	FY 2021-2022 (7/1/21-2/3/22)*	FY 2020-2021 (7/1/20-2/5/21)*	FY 2019-2020 (7/1/19-2/5/20)*	FY2018-2019 (7/1/18-2/5/19)*	FY 2018-2019 (7/1/18 - 1/31/19)
New Pledges	\$ 1,527,826	\$ 2,818,941	\$ 3,372,346	\$ 1,659,115	\$ 1,408,009
New Planned Gifts	\$ 725,000	\$ 5,310,850	\$ 1,231,692	\$ 34,964	\$ 34,964
Outright Cash Gifts	\$ 1,490,031	\$ 1,069,840	\$ 1,488,296	\$ 1,270,292	\$ 1,265,933
Gifts-in-kind	\$ 4,990	\$ 21,776	\$ 15,488	\$ 23,360	\$ 23,301
Gifts of Real Estate	\$ -	\$ -	\$ -	\$ -	\$ -
Sponsored Programs	\$ 29,049	\$ 20,645	\$ 181,319	\$ 15,240	\$ 15,240
Total Giving	\$ 3,776,896	\$ 9,242,052	\$ 6,289,141	\$ 3,002,971	\$ 2,747,447

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

Campaign Overview



Scholarships



Donor Relations

First Time Donors

Evaluate Donor
Communication

Major Gift Team
Expanded Focus



Staff Oversight

Utilizing Advancement
Services

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Student Scholarship Recipient



Name: Lexice McNair

Class Year: 2022

Major: Nursing, BSN

Hometown: Newport News, VA

Scholarships Awarded:

New River Valley Health Foundation, Inc.

Judge Ted Dalton Memorial Scholarship

Lettie Pate Whitehead Foundation Scholarship

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Discussion

Minutes

RADFORD UNIVERSITY

Board of Visitors

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Board of Visitors

ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE

3:15 P.M.

DECEMBER 2, 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
Ms. Krisha Chachra
Mr. Mark S. Lawrence
Ms. Lisa W. Pompa
Ms. Georgia Anne Snyder-Falkinham

BOARD MEMBERS PRESENT

Mr. Robert A. Archer, Rector
Mr. Marquett Smith

OTHERS PRESENT

Dr. Carolyn R. Lepre, Interim President
Ms. Karen Castele, 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
Ms. Becky Brackin, Associate Vice President for University Relations
Mr. Justin Ward, Director of Media Services

CALL TO ORDER

Ms. Lisa Throckmorton, Chair, formally called the Advancement, University Relations and Enrollment Management Committee meeting to order at 3:15 p.m. in the Mary Ann Jennings Hovis Memorial Board Room in Martin Hall.

APPROVAL OF AGENDA

Ms. Throckmorton asked for a motion to approve the December 2, 2021 agenda, as published. Dr. Rachel Fowlkes made the motion, Mr. Mark S. Lawrence seconded, and the motion carried unanimously.

APPROVAL OF MINUTES

Ms. Throckmorton asked for a motion to approve the minutes of the September 9, 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 Cornell provided fall 2022 application information, recruitment initiatives, an overview of the ways in which Radford's Highlander Distinction Program and value proposition are being shared with new recruits and an overview of the 2021 student and family Quest orientation program.

Vice President Cornell shared that overall new undergraduate student applications are currently up 5.2%. Due to significant efforts over the past year in collaboration with Information Technology Services, the Undergraduate Admissions office has been able to do a better job of moving students to completion, as well as admitting, leading to increases of 18.4% in completed applications and 10.4% in admitted students. The average high school GPAs are 3.63, up from 3.59 at this point in time last year at main campus and down slightly at 3.65 from 3.77 at Radford University Carilion. New student transfer applications are also following a strong pattern being up 32.3%, 11.2% in completed applications, and up 25.9% in admitted students. Fast Track Programs, in our inaugural spring term, are currently at 89 students for RN-to-BSN, 14 for MBA and 3 for our MSN programs. Fall 2022 graduate applications are currently down 4.2%.

Vice President Cornell provided an overview of several recruitment events that have taken place through the months of October and November. On-campus fall receptions were held for the first time in two years on October 23 and November 13 at main campus and November 6 at Radford University Carilion. The new Radford on the Road program was initiated with three events held in the month of October at Newport News, Leesburg and Richmond with nearly 400 students attending and leading to a 61% application rate and currently a 24% student commitment rate.

Vice President Cornell provided an overview of the fall 2022 scholarship leveraging program enhancements. Radford University is seeing an increase in FAFSA submission rates outpacing both national and Virginia rates. Many initiatives are underway, including early awarding and sharing Highlander Distinction Program (HDP) four-year award values on the student admit letter to maximize our value proposition. Vice President Cornell shared a new video brochure with the Committee that included a welcome from Interim President Lepre for new HDP students.

In closing, Vice President Cornell shared an overview of Radford's new student orientation program, Quest, from this past summer, including modifications to the program that were made to accommodate COVID restrictions and significant efforts across the campus to create many new initiatives, including 33 faculty-led teaching sessions per term. The Quest 2021 survey results highlighted a 96% overall rating of good or perfect, as well as the lowest melt in 4 years, 97% of attendees (tie for highest and 7% greater than 2020) enrolled, leading to our first increase in overall student yield in a decade. Vice President Cornell also shared a video produced by University Relations highlighting Quest 2021.

ADVANCEMENT AND UNIVERSITY RELATIONS

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

Vice President Lowery stated that University Relations has written more than 20 articles, produced more than 35 videos and taken hundreds of photographs since the last Board of Visitors meeting. She introduced Associate Vice President for University Relations Becky Brackin, and Director of Media Services Justin Ward and thanked them for their hard work this year. Vice President Lowery reported that many strategic initiatives are underway in University Relations, including Merit Pages, which merges information from our database to customize and send stories to students' hometown newspapers, high schools, state legislators and their parents. The Siteimprove purchase is complete and the website redesign is in discussions.

Vice President Lowery shared that Alumni Relations celebrated Homecoming week with alumni and friends spanning seven decades with 45 events and activities held. Upcoming events include February is for Highlanders, a month-long celebration of Highlander pride, and the 6th annual Volunteer Summit which will be held on Saturday, February 5, 2022.

Vice President Lowery shared that Annual Giving held the Highlander10 on November 30 to December 1, which was nine hours and 10 minutes in honor of our founding in 1910. Vice President Lowery also shared that Highlander Community Fundraising is underway with various projects designed to address a variety of needs across campus. Support from colleagues across the entire University has been instrumental and appreciated. She also announced that the Senior Class Scholarship was fully endowed entirely by students.

Vice President Lowery said the entire team has worked diligently in securing significant contributions. To date, the TOGETHER Campaign is at \$77.1 million of the \$100 million goal.

In closing, Vice President Lowery shared the Partners in Excellence video, an event where scholarship benefactors meet their recipients, in which the students expressed their appreciation to their donors.

ADJOURNMENT

With no further business to come before the Committee, Ms. Throckmorton adjourned the meeting at 4:22 p.m.

Respectfully submitted,

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

End of Board of Visitors Materials

