

RADFORD UNIVERSITY

Board of Visitors

ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE

4:00 P.M.

APRIL 28, 2022

**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
Dr. Jay A. Brown, Vice Rector
Dr. Debra K. McMahon

OTHERS PRESENT

Dr. Carolyn R. Lepre, Interim President
Mr. Craig W. Cornell, Vice President for Enrollment Management
Dr. Wendy Lowery, Vice President for Advancement and University Relations
Ms. Becky Brackin, Associate Vice President for University Relations
Mr. Tom Lillard, Associate Vice President for Advancement
Ms. Wendy Lowe, Director of Advancement Services
Mr. Justin McLaughlin, Radford University Student
Ms. Laura Turk, Executive Director for Alumni Relations

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 Memorial Board Room in Martin Hall.

APPROVAL OF AGENDA

Ms. Throckmorton asked for a motion to approve the April 28, 2022 agenda, as published. Ms. Lisa W. Pompa 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 February 10, 2022 meeting of the Advancement, University Relations and Enrollment Management Committee meeting, as published. Ms. Pompa made the motion, Mr. Lawrence seconded, and the motion carried unanimously.

ENROLLMENT MANAGEMENT REPORT

Vice President for Enrollment Management Craig Cornell provided updates in recruitment efforts throughout his division.

Total enrollment for all spring 2022 Fast Track programs grew by 48%, with 185 students compared to 125 in spring 2021. New start enrollments have had remarkable growth, with programs showing a 766.7% increase.

This year's entering classes are deadline-driven, causing stronger numbers to emerge throughout the month of April. With May 1, the national commitment deadline, coming up next week, the current strong trajectories are predicted to continue.

Overall freshman applications are up by 126, or 1%, with the largest number of new applications for the month of April since 2018. Completed applications are also following this trend. However, admits are still down slightly, as more applications await end-of-term grades. Deposits differences fluctuate considerably and are currently down by only 6, or 0.5%, over last year. Student academic quality is on pace for a record year, with the overall GPA, between main campus and RUC, currently at 3.40 for deposited students, compared to 3.31 last year. New transfer applications continue to hold, being up 106, or 7.07%, compared to last year, with Admits and Deposits up 14, or 1.7%, and 25, 6.4% respectively. Graduate applications are trending down by 142, or 7.9%, with anticipated growth coming through the summer through Fast Track programs.

Radford University main campus launched a direct-admit nursing program for the fall to create parity with RUC and to remain competitive in the nursing recruitment space. The most academically qualified nursing admits will be given the opportunity to be admitted directly into the nursing program, while the other students will also be able to apply after their sophomore year.

For the first time in three years, admitted student receptions were held at five locations throughout the state, with the president, alumni and recruitment staff, welcoming over 150 students and their families. Also, Highlander Days, the university's largest open house event for admitted students, were held over the past month. The three events encompassed over 1,800 visitors, including over 664 admitted students. Metrics from the success of Highlander Days showed that overall commitments grew from 42% to 57% following these events, with 62 commitments gained at the events themselves.

Radford University is one of 171 institutions named to the Phi Theta Kappa 2022 Transfer Honor Roll. This is given based on 40 key metrics regarding student support and success for transfer students.

In Enrollment Management, the Admissions office reconfigured a job position to focus solely on

social media in conjunction with University Relations. The new social media efforts are showing significant results in only a few weeks, allowing for a strong setup-to-grow yield, that's the enrolled to admitted ratio, for the fall 2022 term. ReadyforRadford is the new handle for our recruitment efforts — it's being promoted across Twitter, Instagram and Facebook.

ADVANCEMENT AND UNIVERSITY RELATIONS

Vice President for Advancement and University Relations Wendy Lowery, Ed.D. presented updates to the committee for University Relations, Alumni Relations and Annual Giving.

In University Relations, the spring 2022 Student Social Media Influencer Program was successful, resulting in eight students participating. The students posted approximately 45 Instagram stories that mentioned Radford University. Also, spring 2022 student workers and interns were recognized: Sydney Hopkins, Tony Sanchez, Christopher Piper and Emily Woods. Through their engagement with the University Relations team, students gained professional experience and contributed to the overall efficiencies for the division while also utilizing their expertise to help guide programming.

Alumni Relations outreach included events tied to Chapter Planning Sessions, the Big South Tournament, Alumni Admissions, the Grad Fair, the Russell Hall Block Party, the RUC Bash, MLK Service Day and Miracle League Service Day. More than 300 alumni engaged with over 4,000 prospective students through phone calls and postcards. Commencement speakers Stacey Price '99, M.S. '01 and Nick Mayhugh '18 were announced. Ms. Price will speak at the graduate hooding ceremony, and Mr. Mayhugh will speak at the undergraduate commencement. From April to October, the Alumni Relations team will partner with alumni leaders to host more than 20 events across nine chapter areas. Also, Homecoming is scheduled for September 29 to October 1, 2022.

In Annual Giving, the 2022 Highlander Senior Class Scholarship has over 250 donors and raised over \$5,000. Seniors making their first gift are awarded cords to wear at graduation. Climb to 29 kicked off April 1; as of April 25, we are at 24.8% with only 54 more donors needed to reach the goal. Build the Hive was in early April, with \$29,678 raised from 160 donors.

Total giving for Fiscal Year 2021-2022, as of the end of March, is \$6,069,666. Donor count along with total number of new donors has increased significantly from last fiscal year.

Dr. Lowery added we continue to focus on opportunities for collaboration within our team and across the university to increase philanthropic awareness, opportunities to give and to highlight the impact of donor support.

ADJOURNMENT

With no further business to come before the Committee, Ms. Throckmorton adjourned the meeting at 4:47 p.m.

Respectfully submitted,

Sharon R. Ratcliffe

Executive Assistant to the Vice President for Advancement and University Relations