

RADFORD UNIVERSITY

Board of Visitors

ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE

2:30 P.M.

DECEMBER 1, 2022

ROBERT A. ARCHER EXECUTIVE CONFERENCE ROOM
SECOND FLOOR, MARTIN HALL, RADFORD, VA

DRAFT **MINUTES**

COMMITTEE MEMBERS PRESENT

Ms. Lisa Throckmorton, Chair
Mr. George Mendiola, Jr.
Mr. David A. Smith
Mr. James C. Turk, Jr.

COMMITTEE MEMBERS ABSENT

Ms. Lisa W. Pompa, Vice Chair

BOARD MEMBERS PRESENT

Mr. Robert A. Archer
Mr. Marquett Smith

OTHERS PRESENT

Dr. Bret Danilowicz, President
Ms. Penny White, Interim Vice President for Advancement and University Relations
Mr. Craig Cornell, Vice President for Enrollment Management
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education
Ms. Lisa Ghidotti, Executive Director for Government Relations
Ms. Becky Brackin, Associate Vice President for University Relations
Ms. Wendy Lowe, Director of Advancement Services
Mr. Tom Lillard, Associate Vice President for Advancement
Ms. Laura Turk, Executive Director for Alumni Relations
Ms. Allison Pratt, Assistant Vice President for Enrollment Management and Director of Financial Aid

CALL TO ORDER

Ms. Lisa Throckmorton, Chair, formally called the Advancement, University Relations and Enrollment Management Committee meeting to order at 2:25 p.m. in the Robert A. Archer Executive Conference Room in Martin Hall.

APPROVAL OF AGENDA

Ms. Throckmorton asked for a motion to approve the December 1, 2022 agenda, as published. Mr. David Smith made the motion. Mr. James Turk seconded, and the motion carried unanimously.

APPROVAL OF MINUTES

Ms. Throckmorton, Chair, asked for a motion to approve the minutes of the September 8, 2022 meeting of the Advancement, University Relations and Enrollment Management Committee meeting, as published. Mr. Smith made the motion, Mr. Turk seconded, and the motion carried unanimously.

ENROLLMENT MANAGEMENT REPORT

Vice President for Enrollment Management Craig Cornell provided updates on current enrollment strategies and application behaviors as they align to the goal of leveling-off new student enrollments for Fall 2023. Data was shared focusing on freshmen and transfer applications, deposits, open house events and FAFSA submission trends.

Vice President Cornell shared the Division of Enrollment Management's 2022-23 goal to develop a recruitment planning model for immediate and mid-term success. As part of this plan, a Strategic Management Advisory Committee is in the final stages of development. A campus-wide Enrollment Strategies Forum was held to update the campus community on the current enrollment landscape and engage in discussions to begin to move enrollment in new directions. Cabinet level conversations related to evaluation of the overall strategy with current vendors are being held.

Vice President Cornell provided an overview of national trends and an analysis underway to fully evaluate Radford University's scholarship leveraging models. Adjustments are being made to adapt to the discoveries from the Fall 2022 class.

In closing, Vice President Cornell shared updates on need- and merit-based financial aid programs, and populations that saw the strongest growth and largest challenges over the past enrollment cycle. New funding from SCHEV for need-based programs is anticipated for the Fall 2023 class. These funds will expand the Radford Commitment to Value Program for student affordability and value.

ADVANCEMENT AND UNIVERSITY RELATIONS

Interim Vice President for Advancement and University Relations Penny Helms White provided an update on TOGETHER – The campaign for Radford University. As of October 31, 2022, the campaign has raised over \$88.8 million and 133 new scholarships have been created now totaling over 600 scholarships.

The Advancement and University Relations FY2022-2023 strategic goals progress includes the successful completion of the campaign. Currently, the winter 2022 magazine is underway to focus on the campaign and the first college newsletter is scheduled to go out in January. To increase alumni engagement opportunities and alumni donor participation, highlighted events include chapter planning sessions, February is for Highlanders, admissions ambassadors, alumni marketing and branding focus groups, alumni chats and the newly formed TOGETHER alumni

ambassadors. Venmo and PayPal were implemented and the Highlander10 Challenge raised over \$20,000 from 323 donors.

The inaugural Day of Gratitude was successfully launched on November 11, 2022 and planning is underway for 2023. Personalized stewardship packets to scholarship benefactors are scheduled to be sent out by year end. This will help to enhance donor relations and stewardship.

Vice President for Economic Development and Corporate Education Angela Joyner updated the committee on the progress of the VisionPoint brand strategy project. The goal is to increase university brand awareness that positively impacts enrollment and retention for Radford University. The phased timeline is scheduled to launch in April through September of 2023.

ADJOURNMENT

The meeting adjourned at 3:46 p.m.

Respectfully submitted,

Gina Stike
Executive Assistant to the
Vice President for Enrollment Management

End of Board of Visitors Materials

