

RADFORD UNIVERSITY

Board of Visitors

ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE

1:30 P.M.

SEPTEMBER 8, 2022

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

DRAFT **MINUTES**

COMMITTEE MEMBERS PRESENT

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

BOARD MEMBERS PRESENT

Mr. Robert A. Archer
Dr. Debra K. McMahon, Rector

OTHERS PRESENT

Dr. Bret Danilowicz, President
Mr. Craig Cornell, Vice President for Enrollment Management
Ms. Penny Helms White, Interim Vice President for Advancement and University Relations
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education
Ms. Becky Brackin, Associate Vice President for University Relations
Mr. Damien Allen, Associate Director of Institutional Research
Ms. Wendy Lowe, Director of Advancement Services
Ms. Carolyn Clayton, Director of Annual Giving
Mr. Tom Lillard, Associate Vice President for Advancement
Ms. Laura Turk, Executive Director for Alumni Relations
Mr. Anthony Graham, Associate Vice President for Undergraduate Recruitment/Director of Admissions
Ms. Sarah Wambe, Director of RUC Admissions

CALL TO ORDER

Ms. Lisa Throckmorton, Chair, formally called the Advancement, University Relations and Enrollment Management Committee meeting to order at 1:27 p.m. in the Robert A. Archer Executive Conference Room in Martin Hall.

APPROVAL OF AGENDA

Ms. Lisa Throckmorton, Chair asked for a motion to approve the September 8, 2022 agenda, as published. Mr. George Mendiola made the motion. Mr. David Smith seconded, and the motion carried unanimously.

APPROVAL OF MINUTES

Ms. Lisa Throckmorton, Chair asked for a motion to approve the minutes of the April 28, 2022 meeting of the Advancement, University Relations and Enrollment Management Committee meeting, as published. Mr. David Smith made the motion. Ms. Lisa Pompa seconded, and the motion carried unanimously.

ENROLLMENT MANAGEMENT REPORT

Vice President for Enrollment Management Craig Cornell provided an enrollment management update covering Fall Term 2022 preliminary census data, as well as an overview related to goals and strategy planning for the upcoming academic year.

Vice President Cornell shared the preliminary census data for Fall Term 2022 for all populations. New Freshmen student enrollment of 1,224, a decline of 68 (5.3%). Quality indicator of the entering class at Radford being a 3.41, a new record. New Transfer student enrollment of 532, a decline of 77 (12.6%). New Fast Track student enrollment of 63 students, an increase of 20 (46.5%). Total all Radford University enrollment of 7,652, a decline of 1,346 (14.9%) with CBE and 7,331, a decline of 543 (6.9%) without CBE.

Vice President Cornell provided an overview of the Division of Enrollment Management's 2022-23 primary goals, with a focus on the two primary goals: Leveling off enrollment decline in new freshmen students starting at RU and maintain growth at RUC, to be based on Fall 2022 census numbers, for fall 2023. As well as leveling off enrollment decline in new transfer students starting at RU and maintain growth at RUC, to be based on Fall 2022 census numbers, for fall 2023.

In closing, Vice President Cornell shared an overview of the top-level strategies that will be implemented to meet the overall goals, including: Evaluate market changes by population and developing specific strategies to off-set enrollment declines and both codify existing tactics and develop new through an enrollment planning process with campus stakeholders. Implementing a full year of major and college specific recruitment and communication efforts to level off our yield efforts in an effort to get the largest yield from our applications and admits. Reshaping the entire communication plans to be more dynamic for students and influencers outlining more clearly our uniqueness as opposed to our similarities with other institutions. Continue to provide to students and parents, as early as possible, information related to our value through our leveraging and increased need-based aid dollars. Working with academic departments at RUC to determine maximum enrollments to continue to grow those programs due to increased interest as possible.

ADVANCEMENT AND UNIVERSITY RELATIONS REPORT

Interim Vice President for Advancement and University Relations Penny Helms White provided an update on TOGETHER – The campaign for Radford University. As of August 31, 2022, the campaign has raised over \$85.2 million and 130 new scholarships have been created.

Interim Vice President White shared with the committee the Advancement and University Relations FY2022-2023 strategic goals. The four goals for the division are Successful completion of TOGETHER – The campaign for Radford University, increase alumni engagement opportunities and alumni donor participation, enhance donor relations and stewardship and increase university brand awareness. Some of the top strategies implemented to meet these goals included: utilizing digital channels to promote the campaign, implementing digital wallet, launching annual Day of Gratitude on November 11, 2022 and partnering with an agency for a brand strategy study.

In closing, Interim Vice President White reiterated the importance of alumni that give back to the university and the goal of completing the \$100 million TOGETHER campaign.

ADJOURNMENT

The meeting adjourned at 2:49 p.m.

Respectfully submitted,

Gina P. Stike

Executive Assistant to the Vice President of Enrollment Management

End of Board of Visitors Materials

