

RADFORD UNIVERSITY

Board of Visitors

ENROLLMENT MANAGEMENT AND BRAND EQUITY COMMITTEE

10:45 A.M.

SEPTEMBER 7, 2023

KYLE HALL, ROOM 340, RADFORD, VA

DRAFT **MINUTES**

COMMITTEE MEMBERS PRESENT

Mrs. Jennifer Wishon Gilbert, Chair
Ms. Betsy D. Beamer, Vice Chair
Ms. Jeanne Armentrout
Ms. Lisa W. Pompa
Mr. David Smith

BOARD MEMBERS PRESENT

Dr. Debra McMahon, Rector
Mr. Marquett Smith, Vice Rector
Mr. Robert Archer
Dr. Jay Brown
Ms. Joann Craig
Dr. Betty Jo Foster
Mr. Tyler Lester
Mr. George Mendiola, Jr.
Mr. James Turk

OTHERS PRESENT

Dr. Bret Danilowicz, President
Dr. Dannette Gomez Beane, Vice President for Enrollment Management and Strategic Communications
Mr. Damien Allen, Associate Director for Institutional Research
Ms. Alba Alvarez, Director of Operations for Enrollment Management
Dr. David Beach, Faculty Senate Secretary
Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President
Mr. Jorge Coartney, Associate Vice President for Facilities Management
Dr. Kurt Gingrich, Faculty Representative
Mr. Anthony Graham, Associate Vice President Undergraduate Recruitment/Director of Admissions
Dr. Robert Hoover, Vice President for Finance and Administration
Ms. Stephanie Jennelle, Associate Vice President for Finance/University Controller
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education

Ms. Rebekah LaPlante, Director of Campus Engagement
Mr. Robert Lineburg, Director of Athletics
Mr. Erik Lovik, Director of Institutional Research
Ms. Margaret McManus, University Auditor
Dr. Jeanne Mekolichick, Associate Provost for Research, Faculty Success and Strategic Initiatives
Mr. Mike Melis, Senior Assistant Attorney General Counsel, Office of the Attorney General
Mr. Ed Oakes, Associate Vice President for Information Technology
Ms. Allison Pratt, Associate Vice President for Enrollment Management and Director of Financial Aid
Mr. Patrick Reed, Director of Strategic Communications
Ms. Susan Richardson, University Counsel
Ms. Meghan Spraker, Director of Digital Communications and Marketing
Dr. Angela Stanton, Interim Dean for the Davis College of Business and Economics
Ms. Sarah Tate, Director of Campus Visit Experience
Dr. Susan Trageser, Vice President for Student Affairs
Dr. Bethany Usher, Provost and Senior Vice President for Academic Affairs
Mr. Justin Ward, Director of Media Services
Ms. Penny White, Interim Vice President for University Advancement

CALL TO ORDER

Mrs. Jennifer Gilbert, Chair, formally called the Enrollment Management and Brand Equity Committee meeting to order at 10:47 a.m. in Room 340 of Kyle Hall.

APPROVAL OF AGENDA

Mrs. Gilbert asked for a motion to approve the September 7, 2023 agenda, as published. Ms. Lisa Pompa made the motion. Mr. David Smith seconded, and the motion carried unanimously.

APPROVAL OF MINUTES

Mrs. Gilbert asked for a motion to approve the minutes of the June 8, 2023 meeting of the Enrollment Management and Brand Equity Committee meeting, as published. Ms. Betsy Beamer made the motion. Ms. Lisa Pompa seconded, and the motion carried unanimously.

ENROLLMENT MANAGEMENT REPORT

Vice President for Enrollment Management and Strategic Communications Dannette Gomez Beane began with a summary of new freshmen applicants, admitted students and deposits from Fall 2021 to Fall 2023. Freshmen applications have had little change during the last couple of years. We currently have a strong applicant pool of new freshmen admitted students with a 90% acceptance rate from completed applications for main campus and 75% for the RUC campus. We are seeing a drop in the yield for main campus for students who apply but do not actually attend. We are looking at ways to improve our yield with planned strategies for welcoming students to campus.

Vice President Beane shared that we are excited to report that for Fall 2023 we are showing the highest GPA for our entering class for the last three years. Our retention rate has increased slightly over 4% which is the most growth in retention in nearly 25 years. Retention of new transfer students also increased by close to 4%.

Vice President Beane shared that transfer numbers are remaining steady with a high acceptance rate. We are working on our transfer admissions process and articulation agreements with community colleges to improve our transfer enrollment. Our undergraduate enrollment is still declining and we are implementing strategies to get Radford back on track and stabilize enrollment. New graduate student numbers are increasing.

Vice President Beane summarized that we need to increase our transfer applicants, improve yield for freshman admits and maintain our graduate enrollment. Dr. Beane outlined the planned strategy for enrollment stabilization includes:

- Improve pathways for credit transfer for regional community colleges
- Increasing campus visitation
- Maintaining a steady growth in graduate programs

Vice President Beane concluded by sharing that the targeted segment for growth is South and Western Virginia. The focus is on 50 counties and municipalities. The goal is to bring students here for a visit to show them what Radford has to offer and that Radford should be their first choice.

BRAND EQUITY REPORT

Vice President Beane provided a summary of our brand rollout. This time next year we will have a new website. The goal is to re-establish our brand. We are finalizing the brand details and plan to roll out at Homecoming.

In closing, Vice President Beane summarized that to accomplish our brand rollout we are implementing a plan to utilize college and department liaisons that will help us to assure that we align with the goals and priorities of the University. An important part of the rollout is getting our stories out and building our brand.

ADJOURNMENT

With no further business to come before the committee, Mrs. Gilbert adjourned the meeting at 11:40 a.m.

Respectfully submitted,

Gina Stike
Executive Assistant to the Vice President for Enrollment Management

End of Board of Visitors Materials

