



Enrollment Management and Brand Equity Committee
9:45 a.m.**
September 5, 2024
Mary Ann Jennings Hovis Memorial Board Room
Martin Hall, Radford, VA

DRAFT
Minutes

Committee Members Present

Mrs. Jennifer Wishon Gilbert, Chair
Ms. Betsy D. Beamer, Vice Chair
Ms. Callie M. Dalton
Mr. David A. Smith
Mr. Johnathan D. Sweet

Board Members Present

Mr. Marquett Smith, Rector
Mr. Tyler W. Lester, Vice Rector
Mr. Dale S. Ardizzone
Ms. Jeanne S. Armentrout
Ms. Joann S. Craig
Mr. William C. Davis
Dr. Betty Jo Foster
Mr. George Mendiola, Jr.
Ms. Lisa W. Pompa
Mr. James C. Turk

Others Present

Dr. Bret Danilowicz, President
Dr. Dannette Gomez Beane, Vice President for Enrollment Mgt & Strategic Communications
Ms. Karen Castele, Secretary to the Board of Visitors/Special Assistant to the President
Dr. Matthew Close, Faculty Representative
Ms. Lisa Ghidotti, Executive Director of Government Relations and Strategic Initiatives
Mr. Don Hall, Manager for Academic Applications and Training
Dr. Robert Hoover, Vice President for Finance and Administration and CFO
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education
Ms. Margaret McManus, University Auditor
Dr. David E. Perryman, Associate Vice President for Strategic Communications
Mr. Patrick Reed, Director of Executive Communications
Ms. Susan Richardson, Legal Counsel
Dr. Susan Trageser, Vice President for Student Affairs

Ms. Penny White, Vice President for University Advancement
Dr. Bethany Usher, Provost and Senior Vice President for Academic Affairs

Call to Order

Mrs. Jennifer Wishon Gilbert, Chair, formally called the Enrollment Management and Brand Equity Committee meeting to order at 9:40 a.m. in the Board Room of Martin Hall.

Approval of Agenda

Mrs. Jennifer Wishon Gilbert asked for a motion to approve the September 5, 2024 agenda for the Enrollment Management and Brand Equity Committee, as published. A motion was made by Ms. Betsy Beamer, seconded by Mr. David Smith and the motion carried unanimously.

Approval of Minutes

Mrs. Jennifer Wishon Gilbert asked for a motion to approve the minutes of the June 6, 2024 meeting of the Enrollment Management and Brand Equity Committee meeting, as published. A motion was made by Mr. David Smith and seconded by Ms. Betsy Beamer and the motion carried unanimously.

Brand Equity Report

Vice President for Enrollment Management and Strategic Communications, Dr. Dannette Gomez Beane began with an update on the new website. Radford University's Marketing and Communication team is working alongside Information Technology to launch the new website with a roll out that started Summer 2024 and planned finalization in January 2025.

Vice President Beane conveyed that Marketing and Communications will lead a community wide effort to roll out a comprehensive communication plan that includes internal and external audiences around the Find Your Place. Here. theme.

Enrollment Management Report

Vice President Dannette Gomez Beane shared that Fall 2024 enrollment is finalized with Census taken on Monday, September 9, 2024. University enrollment is up from last year with the largest growth in new freshmen and transfer students since 2021. First-generation college students grew 7% in the incoming class, new enrollment in nursing grew 30% and the Honors College has more than doubled its population during the last five years. New Transfer student enrollment increased by more than 153 students compared to 2023.

Vice President Beane noted that a key strategy for our success was more visitors. Radford University emerged as a destination for students who were preparing to make their college decisions, as well as for younger learners. We exceeded our goal for campus visits during the 2023-24 academic year with 60% more visitors than last year. A focus on local recruitment efforts has yielded impressive results, with substantial increases from school districts within a 100-mile radius of the campus. City and county districts closest to the main campus in Radford have seen the most growth.

In closing, Vice President Beane shared that Radford University boosted both its accessibility and affordability last year in meaningful ways. The admissions process was simplified by new Direct Admission initiatives for both new freshmen and transfer students and offering the Radford Tuition promise covering undergraduate tuition costs for in-state, in-person students with a family adjusted gross income (AGI) of \$100,000 or less.

Adjournment

With no further business to come before the committee, Mrs. Jennifer Gilbert adjourned the meeting at 10:10 a.m.

Respectfully submitted,

Gina Stike
Executive Assistant to the
Vice President for Enrollment Management
and Strategic Communications