



Enrollment Management and Brand Equity Committee

12:45 p.m.**

March 20, 2025

Mary Ann Jennings Hovis Board Room

Martin Hall, Radford, VA

DRAFT

Minutes

Committee Members Present

Mrs. Jennifer Wishon Gilbert, Chair

Ms. Callie M. Dalton

Mr. David A. Smith

Mr. Jonathan D. Sweet

Committee Members Absent

Ms. Betsy D. Beamer, Vice Chair

Board Members Present

Mr. Marquett Smith, Rector

Mr. Tyler W. Lester, Vice Rector

Mr. Dale S. Ardizzzone

Ms. Jeanne S. Armentrout

Ms. Joann S. Craig

Mr. William C. Davis

Dr. Betty Jo Foster

Mr. George Mendiola, Jr.

Mr. James C. Turk

Dr. Matthew Close, Faculty Representative

Others Present

Dr. Bret Danilowicz, President

Dr. Dannette Gomez Beane, Vice President for Enrollment Management and Strategic Communications

Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President

Ms. Lisa Ghidotti, Executive Director of Government Relations and Strategic Initiatives

Mr. Anthony Graham, Director of Enrollment Management and Data Analytics

Ms. Mallory Griffith, Director of Strategic Communications for Admissions

Dr. Robert Hoover, Vice President for Finance and Administration and CFO

Dr. Angela Joyner, Vice President for Economic Development and Corporate Education

Dr. David Perryman, Associate Vice President for Strategic Communications

Ms. Allison Pratt, Associate V.P. for Enrollment Management/Director of Financial Aid

Ms. Susan Richardson, Legal Counsel

Dr. Cris Thompson, Associate Director, Graduate Admissions and Recruitment

Dr. Susan Trageser, Vice President for Student Affairs

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

Call to Order

Mrs. Jennifer Gilbert, Chair, formally called the Enrollment Management and Brand Equity Committee meeting to order at 12:44 p.m. in the Board Room of Martin Hall.

Approval of Agenda

Mrs. Jennifer Gilbert asked for a motion to approve the March 20, 2025 agenda for the Enrollment Management and Brand Equity Committee, as published. A motion was made by Mr. David Smith, seconded by Mr. Jonathan Sweet, and carried unanimously.

Approval of Minutes

Mrs. Gilbert asked for a motion to approve the minutes of the December 5, 2024 meeting of the Enrollment Management and Brand Equity Committee meeting, as published. A motion was made by Mr. David Smith, seconded by Mr. Jonathan Sweet, and carried unanimously.

Brand Equity Report

Associate Vice President for Strategic Communications David E. Perryman began with a summary of the Perception Study results. We received a total of 2657 survey responses. The findings show significant increases in brand awareness and reputation. The results vary by audience with the most positive gains showing with prospective students. The attributes most prominent in gains are prospective students reporting Radford is affordable, a beautiful campus and desirable location, offers hands-on real-world experiences, and offers a close-knit community. There is a 16-percent increase in prospective students' sentiment of Radford being on the rise and building positive momentum. The reputation of and pride in Radford has increased significantly for all populations (students, alumni, faculty and staff). Net promoter scales show positive gains across the board. Moving forward, Radford needs to continue the momentum and build the reputation by differentiating what makes Radford unique.

Associate Vice President Perryman gave an update on website analytics, highlighting that the website launch was successful. We are in the process of refining and uplifting the College and unit main pages. Traffic has slowed through the transition but is more meaningful with longer times on each page and more interacting with video content and Request for Information forms. According to analytics, the website is scoring an "A" in performance metrics.

Associate Vice President Perryman concluded with an update on the Radford University Communication Plan. The Communication Plan is evolving to ensure it is aligned with the university's new vision, mission and strategic plan. An updated draft of the University Communication Plan will be presented at the June BOV meeting and finalized this fall.

Enrollment Management Report

Vice President of Enrollment Management and Strategic Communications Dannette Gomez Beane opened by highlighting that spring census numbers show overall enrollment growth with much of the growth in new students in the fall and retention across all populations. Fall to spring retention and graduation of students reached 94% which is the highest since 2018. Fall application numbers are down by 12% with most of that loss from non-serious international applications. Over 75 programs have been submitted to Transfer Virginia to be included in the transfer pathways to align more efforts with the state community college system which improves the transferability of credits to Radford University. Domestic freshmen and transfer applications are slightly down which can be contributed to several external factors both nationally and throughout the state. Despite fewer

applications, deposits are up overall with most of the increases in in-state freshmen which are up 24%. Applications to graduate programs are also up by 23% with much of the growth in applications to the Physician Assistant program, school and clinical mental health counseling, social work, data and information systems and criminal justice.

Vice President Beane closed by giving a summary of the university's strategic enrollment planning. This year, the university will participate in strategic enrollment planning alongside the university strategic plan. The goal is enrollment stabilization and maintenance. The focus will be on the type and mix of enrollment that is in alignment with the university goals through this 6-year plan. Support from AACRAO consulting will be part of the writing and presentation of an enrollment plan in the fall board meeting.

Adjournment

With no further business to come before the committee, Mrs. Jennifer Gilbert adjourned the meeting at 1:35 p.m.

Respectfully submitted,

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

End of Board of Visitors Materials

