

# **Advancement, University Relations and Enrollment Management Committee**

**December 2020**

**RADFORD UNIVERSITY**

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Board of Visitors

# RADFORD UNIVERSITY

Board of Visitors

**ADVANCEMENT, UNIVERSITY RELATIONS AND  
ENROLLMENT MANAGEMENT COMMITTEE  
4 P.M. \*\*  
DECEMBER 3, 2020  
DAVIS COLLEGE OF BUSINESS AND ECONOMICS, ROOM 340**

**DRAFT  
AGENDA**

- **CALL TO ORDER** Ms. Lisa Throckmorton, *Chair*
- **APPROVAL OF AGENDA** Ms. Lisa Throckmorton, *Chair*
- **APPROVAL OF MINUTES** Ms. Lisa Throckmorton, *Chair*
  - February 13, 2020
- **ENROLLMENT MANAGEMENT REPORT** Mr. Craig Cornell, *Vice President for Enrollment Management*
  - Enrollment Update
- **PROGRAMMATIC MARKETING** Mr. Craig Cornell, *Vice President for Enrollment Management and*  
Ms. Wendy Lowery, *Vice President for Advancement and University Relations*
- **ADVANCEMENT and UNIVERSITY RELATIONS REPORT** Ms. Wendy Lowery, *Vice President for Advancement and University Relations*
  - University Relations
  - Alumni Relations
  - Annual Giving
  - Major Gifts
  - Capital Campaign
  - Giving Overview
- **OTHER BUSINESS** Ms. Lisa Throckmorton, *Chair*
- **ADJOURNMENT** Ms. Lisa Throckmorton, *Chair*

**\*\* All start times for committee meetings are approximate. Meetings may begin either before or after the listed approximate start time as committee members are ready to proceed.**

**COMMITTEE MEMBERS**

Ms. Lisa Throckmorton, Chair  
Ms. Krisha Chachra, Vice Chair  
Mr. Mark S. Lawrence  
Ms. Karyn K. Moran  
Ms. Georgia Anne Snyder-Falkinham

# December 2020 Meeting Materials

**RADFORD UNIVERSITY**

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Board of Visitors

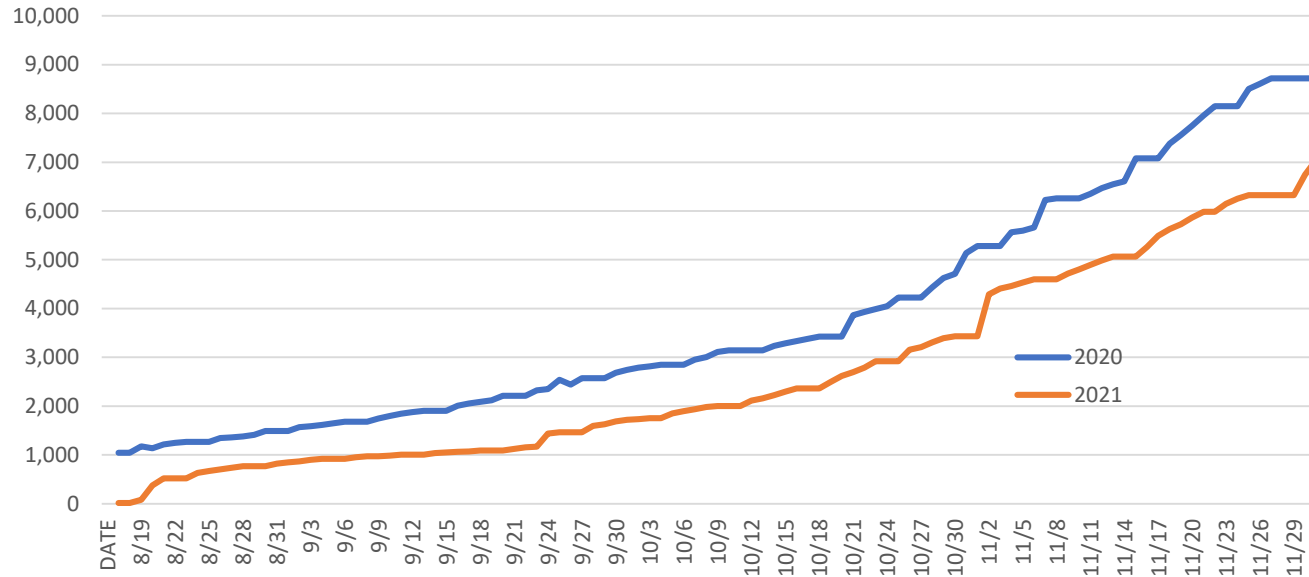
# Enrollment Management Update

**RADFORD  
UNIVERSITY**

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# Current Fall Recruitment Update

# Preliminary Fall Recruitment Numbers (December 2)



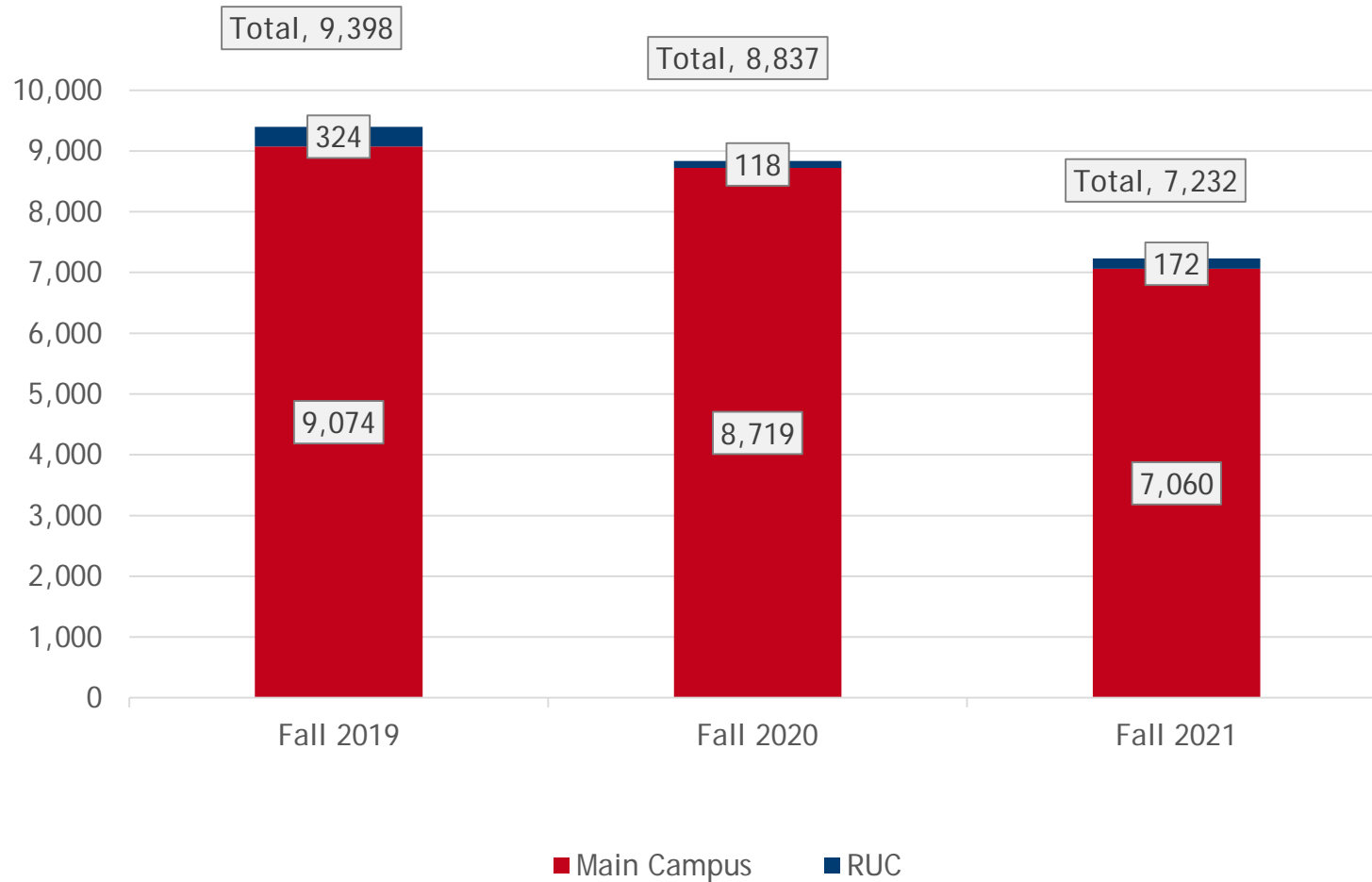
RU Difference as a % - Fall 21 compared to Fall 20



- Fall 2021 applications coming in slowly, but students reacting positively to push campaigns.
- Application difference decreasing at constant rate with a strong push through December.
- Applications nationally coming in slowly.
- Strong financial aid submissions - up approximately 400 at this point in time.
  - Opposite of national trends (national submissions down 16%; we are up 20%).



# New Freshman Applications (December 2)



## National Trend Data

- We are currently at 18% - falling in line with national numbers.



**INSIDE  
HIGHER ED**

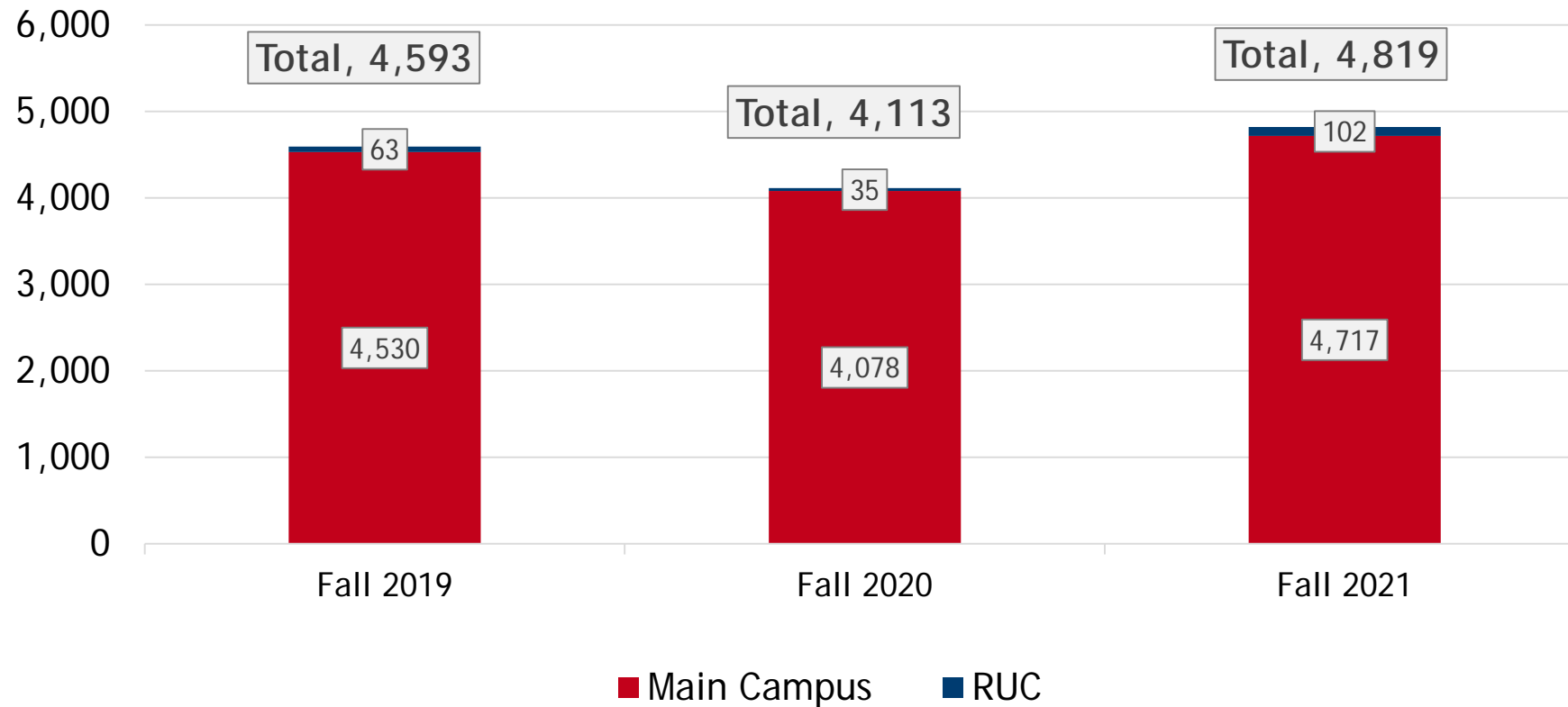
### Applications Are Decreasing

Common Application reports declines of 8 percent. Applications for first-generation students and those eligible for fee waivers are down 16 percent.

- November 16, 2020

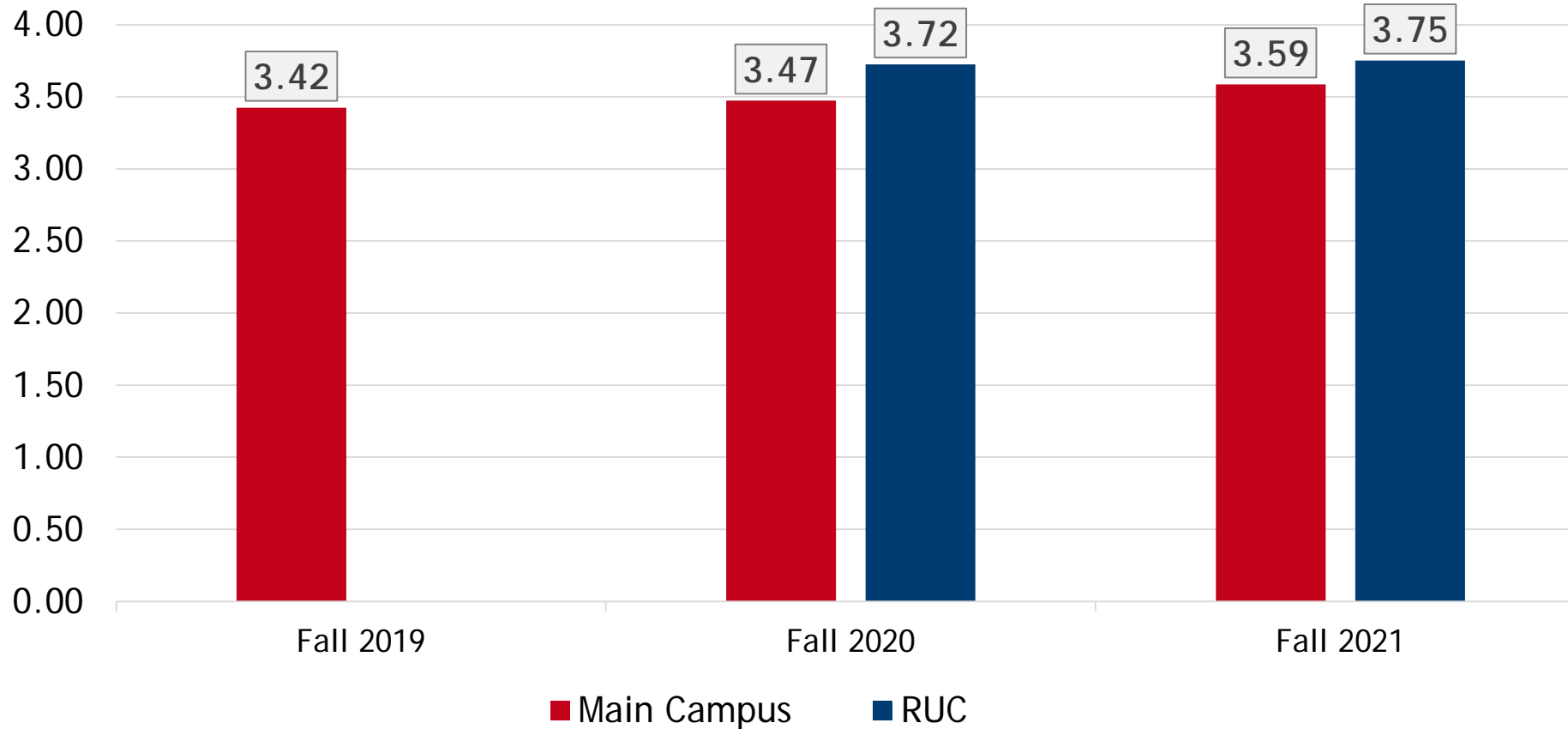


# New Freshman Admitted (December 2)



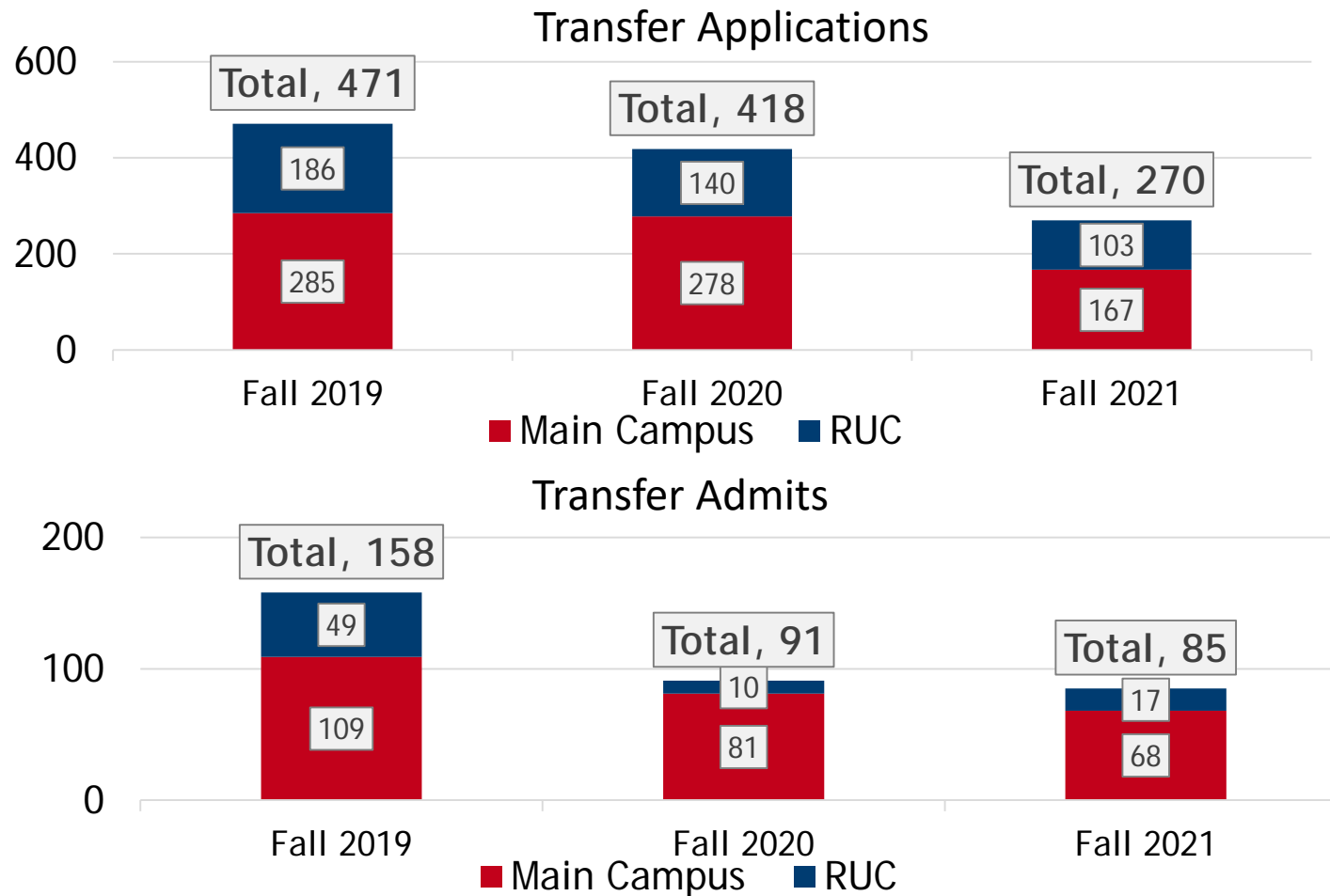


# New Freshman Applications (December 2)



GPA's in the application pool remain strong, allowing us, with utilizing our newest technologies and focus on admitting, to be up 706, or 17% in admits for Fall 2021.

# New Transfer Applications and Admits (December 2)



Transfer applications are also seeing a very slow submission rate, following national trends related to community college enrollments, but we are also off-setting when possible with our admitting strategy.

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# Current Recruitment Initiatives

# Newly Added Recruitment Initiatives

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## Additional campaigns recently launched:

- Approximately 40K new students from various sources - more in primary, secondary and growth markets beyond current plan.
- Approximately 70 students who were admitted for fall but expressed desire to take a gap semester or year off, mostly due to COVID concerns.

## Re-engagement campaigns - Communication and outreach to students recently added:

- Prior transfer applicants admitted (2019 and 2020); N=380
- Prior transfer applicants incomplete (2019 and 2020); N=750
- Prior freshman applicants admitted but went elsewhere (2020) and did not enroll elsewhere; N=1,541



## Financial Aid applicant submissions -FAFSA submitted with no admission application on file recently added:

- Current list is over 400

# Current Initiatives - HDP and Scholarship Leveraging

## Strategic analysis and approach for Fall '21 class

- Analysis of outcomes for this fall's inaugural HDP class is somewhat challenging due to COVID impact, but base assumptions should still hold.
- Current model is a combination of merit awards for all students based on academic criteria (GPA, rank, test score) and out-of-state (OOS) surcharge discount.

## NEW for Fall '21

- *All students:*
  - Moving to full GPA model
    - Necessary due to SAT and ACT test scores and class rankings now not available or sporadic.
- *Out-of-state* - Additional adjustments to take advantage of opportunities.

**GOAL:** All applied students who are admissible will be admitted and receive a full aid award (HDP, institutional, estimated state and federal aid) by holiday break.



*69% of all 4-year colleges and universities in the U.S. will not require applicants to submit ACT or SAT scores for Fall 2021 admission.*

*-fairtest.org*

# Current Initiatives - Programmatic Recruitment with Enrollment, Management, Advancement and University Relations and Academic Affairs

Email Sample

**RADFORD UNIVERSITY**  
Department of Music

Dear Amber,

We are so excited to learn of your interest in music at Radford University!

I truly believe that our department gives students a high degree of personalized attention and prepares them for a variety of careers. As a music student, you will learn the theoretical application and historic musical perspective of music, in addition to your career-focused concentration in Music Business, Music Education, or Music Therapy.

I invite you to learn more about our program by watching this short video:

I encourage you to reach out to myself or any Music faculty member should you have questions about performance opportunities, the audition process, or any other aspect of our program.

Sincerely,  
Tim Chan  
Chair, Dept. of Music

Website Sample

**Tell Me More About MUSIC**

...y music?

...ash in music while being prepared for exciting career paths in the classroom, clinics, concert halls, recording studios, and beyond.

...y offers concentrations in Music Business, Music Education, Music Therapy. All students enjoy the benefit of faculty-led, state-of-the-art performance facilities in the Douglas and Conner Center for Visual and Performing Arts.

...video to learn more about music opportunities at Radford using the buttons below.

Virtual Class Sample

**Where There's Therapy, There Can Be Music**

Postcard Sample

Hi Amber!

We're so glad you're able to reach out regarding your plans to audition. We are excited to welcome you to the Radford University Department of Music. Please reach out if you have any questions!

- Tim Chan  
Chair, Dept. of Music

Brochure Sample

**Tell Me More About MUSIC**

Concentrations

Outcomes

Video Sample

Sample Script

At Radford University, students study music as both performers and a theoretical discipline, being trained in classical, jazz, and contemporary styles. Our students perform in a variety of venues, including Carnegie Hall—but our students aren't limited to it. In just a few years, Radford music students have performed at the Kennedy Center, alongside the Royal Irish Academy of Music students in Dublin, and even at Carnegie Hall in New York City.

“By singling out one program, zeroing in on its key strengths, and developing a program-specific target persona, you can reach out to prospective students more effectively, and move them through the enrollment funnel towards conversion and enrollment.”

- Higher Education Marketing

**ADVANCEMENT, UNIVERSITY RELATIONS AND  
ENROLLMENT MANAGEMENT COMMITTEE**

**PROGRAMMATIC MARKETING**

Vice President Craig Cornell and Vice President Wendy Lowery will be discussing with the Committee members the importance and value in developing a more programmatic approach to marketing and recruitment efforts. Relevant research and best practices examples outlining the utility of this approach in developing a more comprehensive and student-centered outreach strategy follows.



#### **Who Should Read This**

- Enrollment Managers
- Admissions Directors and Leadership
- Campus Visit Directors and Coordinators
- Admissions Staff Members Serving Campus Visit Functions

# Campus Partner **Primer**

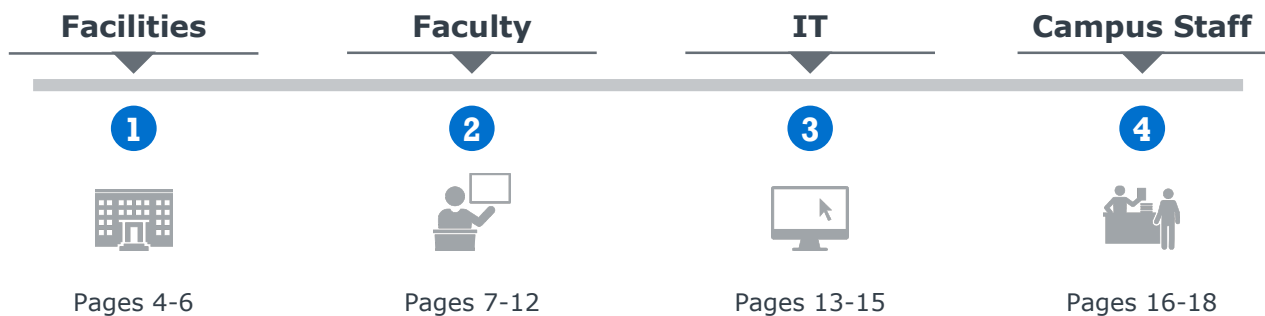
A Guide to Four Key Campus Partnerships That Improve Visitor Experience and Enhance Visit Effectiveness



# It Takes a Village

## Build Essential Partnerships to Improve Campus Visits

It is imperative for a successful campus visit program to have support from institutional functions beyond enrollment management, yet few enrollment management shops have formal relationships in place to support that. Many enrollment and admissions staff members admitted to finding it a challenging, if not nearly impossible, task, to engage key parts of campus. EAB research identified four key campus partners to proactively and regularly engage in enrollment efforts:



The best campus visitation programs (when considering both visitor experience and yield) are supported by different departments across campus. No matter the current state of your campus partnerships, there is opportunity to improve the relationship or add onto the list of ways you support one another.

“The great thing about this office is that we don’t only have the support of the admissions staff—we have the support of the entire campus...so much so that our new President even took our campus walk at the behest of the Provost.”

Jenn McKenzie, Associate Director of Campus Visitation  
HENDRIX COLLEGE

“Admissions is not just admissions. [Everyone] has really started to see the light and why we need them.”

Carrie Thompson, Assistant Director of Admissions  
CLARION UNIVERSITY

### About This Primer

Just as with any relationship, building a partnership with other functions across campus will take intentional efforts to start and maintain. This primer covers the **four high-impact collaboration opportunities** listed above by presenting why the partnership is valuable, suggesting some activities that could arise from a partnership, and giving actionable next steps so you can jump-start your partnerships or address areas for improvement to strengthen your existing work with other units.

# Cultivating Buy-In from Faculty



## Faculty Key Takeaways

### In Many Cases, Faculty Are Skeptical of Helping with Recruitment Efforts

Faculty are busy and may not see the necessity of helping recruit. The best way to bring them into the fold is to show the direct, tangible impact their participation has on the quality of the year's class and the seats filled in their departments.

### Faculty Don't Always Know What You Need from Them to Support Recruiting

Enrollment teams often feel that their faculty "just don't understand." This task of education falls on Enrollment's shoulders—engaging staff in the discussion and showing them what work is truly needed to guarantee the class they want to see can lead to a powerful new understanding.

### Time Is a Scarce Resource for Faculty

If you can coordinate with department heads or other leadership to make participating in campus recruitment activities count as service hours (for those who are on this track) or otherwise offer a professionally relevant use of their time, you may find an uptick in faculty commitment to the time spent recruiting.

### Your Faculty Like Data and Trends

If you know what data points your own faculty are most interested in, use that information to create your goals for the year and to communicate success to your participating faculty. Being able to show tangible evidence of the impact they make may be all it takes to recruit them.

## Changing the Conversation Cultivated Faculty Buy-In



*"The majority of our faculty was under the impression that all they had to do was tell admissions what they wanted and then we would do it. But it's not that easy. Engaging the faculty was important, so we led with questions that involved them in the process."*

**Director of Undergraduate  
Enrollment Initiatives**  
MID-SIZED PRIVATE UNIVERSITY

# Faculty Are Critical to Prospects


## Getting Faculty on Board Can Be Tricky, So Use Their Time Wisely

Faculty, the faces of the education a prospect will receive, have constant demands on their time. This can make them hesitant to commit to recruitment activities. Some campuses are fortunate enough to have faculty who understand their importance in enrollment strategy, but many institutions find themselves having to convince faculty to participate in campus visits and events. Top complaints from faculty are related to scarce time, the lack of value for their participation, and bad past experiences with recruiting.

I participated in an admissions event once and I felt like my time there was wasted.



I'm not a salesperson. I have this job because I want to teach.



I don't think my participation matters, and I have never seen any proof of outcomes.



### Four Imperatives to Securing Ongoing Faculty Involvement

- 1 Respect faculty's time by utilizing them fully and matching them to prospects effectively.
- 2 Engage faculty by allowing them to choose the kind and extent of their involvement.
- 3 Give your faculty the tools they need to successfully support recruiting efforts well.
- 4 Communicate the impact their efforts make using data, visitor feedback, and class metrics.

Getting enthusiastically involved faculty requires intentionality in the way you use their time. We recommend reframing the conversation around how they are helping you build their next class and asking them to weigh in on what they want to see in the coming academic year. In addition, free them to recruit their own ways.

### Case in Point

#### Let Faculty Speak Their Own Language

Stokes<sup>1</sup> University's enrollment team recognizes that faculty want to approach their prospects in unique ways—and it works because both sides appreciate the authentic, interest-focused outreach. Faculty send fun, field-specific messages, such as an engaging math major puzzle or a skeleton pen for anthropology. Freeing faculty to “be who they are” makes routine messages feel much more like reaching out to a future student in their field. The enrollment team provides faculty with a list of prospects to reach out to—especially those a faculty member has met in person—going as far as delivering self-addressed mailing materials to limit faculty time spent.

Use the participation survey on the next page to better understand what your faculty want. ▶

## Bright Ideas for Smarter Student Recruitment

### STRATEGIC MARKETING FOR STUDENT RECRUITMENT: PROMOTING INDIVIDUAL PROGRAMS

Throughout the year, your school's marketing needs will shift and change. At some point, you may find yourself needing to promote a certain program more than others. Whether you need a minimum amount of students to enroll in order to run the program or you're promoting a brand new offering, your digital marketing efforts may need to be adjusted to accommodate your goals.

By singling out one program, zeroing in on its key strengths, and developing a program-specific target persona, you can reach out to prospective students more effectively, and move them through the funnel towards conversion and enrollment. If you're looking to develop a specific strategy for an individual program, read on to find out more.

#### ***Why Should Your School Promote Programs Individually?***

Whether a program is one of your school's largest offerings, or a small niche course designed for a specialized career path, there are many reasons why you may want to single it out and focus your efforts on promoting it.

Some examples of when program-specific **marketing strategies for student recruitment** are particularly useful include if a program is underperforming and you need to boost its enrolment numbers, or you're launching a new course and need to increase awareness. Perhaps you may have added new elements to your curriculum or improved your facilities and want to capitalize on these changes. You may even run seasonal programs, such as summer courses, and need to increase your recruitment efforts at specific times of the year. Whatever your reason may be, there are several important considerations to keep in mind when creating a strategy for marketing your course.

#### ***Target the Right Prospective Students Using Customized Personas***

Depending on your needs, you may have an overarching target persona for your entire school or specific personas for different demographics or age groups. **Strategic marketing for student recruitment** in particular courses, however, may include formulating new personas that are designed to target the ideal student of that program. This will help you to better tailor your messaging and appeal directly to the persona's needs, concerns, and motivations. Some questions to consider when developing program-specific personas include:

- » What is the age range, location, and socioeconomic background of a typical student in this program? Does it differ from your main target audience?
- » What concerns may the prospective student have about enrolling in this particular program?
- » What is motivating the student to enrol in this program?
- » Who are your main competitors for this program? What advantages does your course offer over other schools? (e.g. better facilities, lower costs, etc.)
- » What outcomes do typical students in this program expect? Are they hoping to find a job, learn a particular skill, or progress to further study?

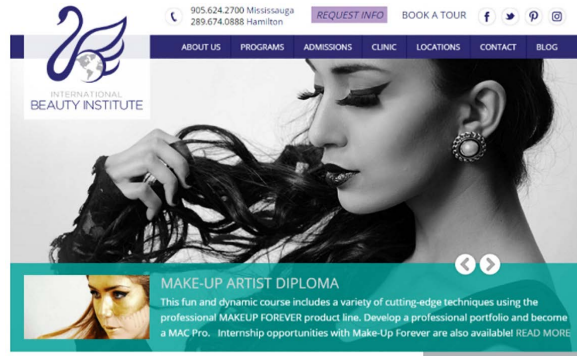
While more general student personas are often more concerned with school facilities, amenities, financial aid, and broader information about subject choice, personas for individual programs must look more closely at the prospective student and their interest in the specifics of that particular program.

You also want to make sure that all content promoting the program is conveying the right message. By developing key messages in your content that highlight your program's unique selling points, prospective students can more easily overcome any boundaries to applying and move down the funnel. You can draw these key messages directly from the persona you created.

## Using Your Website in a Program-Specific Marketing Strategy for Student Recruitment

For some potential recruits, your website's homepage could be their first point of contact with your school. If you want to increase enrollment in a particular program, featuring it on your homepage is a good way to increase awareness and point prospective students towards the program page.

**Example:** The International Beauty Institute features its Make-up Artist Diploma Program on its website's homepage. The content addresses several important points including internship opportunities and the ability to develop a portfolio, which would both appeal to personas looking to begin a promising career in make-up artistry.



By featuring the program front and center on your website, you will help ensure it doesn't go unnoticed by prospective students entering your website from the homepage.

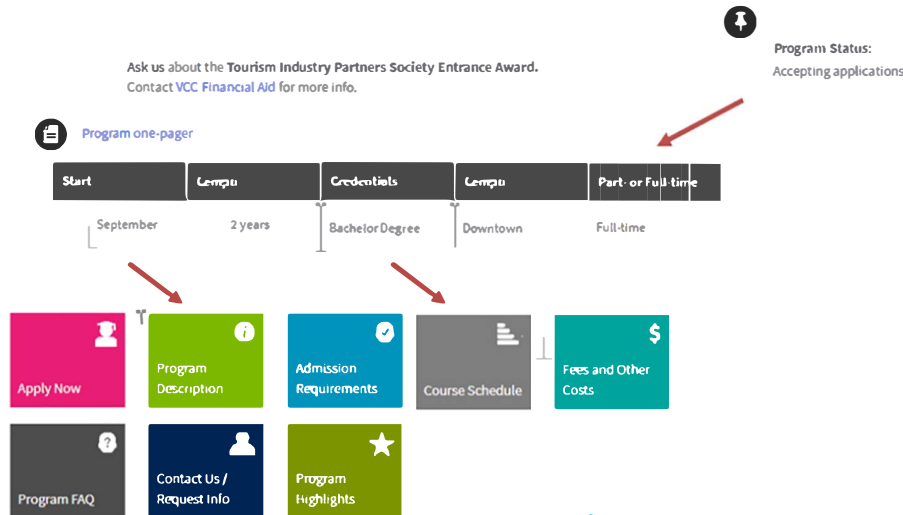
You should also pay particular attention to the program page of the specific course you are trying to promote. This may also attract substantial traffic from students searching for particular courses online, and needs to be as detailed and enticing as possible. Your persona research may reveal some general points that are important to include here, such as careers that past graduates have been successful in, practicum or internship opportunities that are included in the program, specific course content, scheduling, and course delivery.

**Example:** Vancouver Community College's Bachelor of Hospitality Management program page includes information about the program structure, length and start date, and availability, in addition to links at the bottom of the page that open to reveal additional information about the program that a prospective student would be interested to know.

### Bachelor of Hospitality Management

Become the ultimate host. Manage guest services for a hotel or a cruise ship, events and convention services, or a fine dining establishment. The Bachelor of Hospitality Management program will prepare students for advancement into graduate programs as well as advanced corporate training programs in business, hospitality, sport management, finance, law and public administration, among others.

VCC is dedicated to developing programming that meets the needs of students and industry partners.



### Highlighting Programs Using Engaging Blog Posts

Blog posts are another excellent way to promote a specific program. Blogs offer more flexibility in terms of how you present information, whether you want to speak about a program directly, or write a blog on a general topic related to it. By mentioning a course more frequently on your blog, you can generate more awareness amongst your online audience.

**Example:** CultureWorks, an English language school in Canada, promotes its EAP Program in a blog post that outlines the curriculum of the program.



Studying English in Canada is a fantastic opportunity! You will make new friends, learn about Canadian culture, and have lots of fun, all while improving your English language skills. In addition, by enrolling in our English for Academic Purposes (EAP) program, you can prepare to study at an English-speaking university!

If you're interested in coming to Canada for your university studies, read on to learn more about what you'll learn during the EAP program.

#### CATEGORIES

CAM  
CANADA  
CULTURE

English As A Second Language  
News-Events

TRAVEL  
Uncategorized

#### ARCHIVES

May 2017  
April 2017  
March 2017  
February 2017  
January 2017  
December 2016  
November 2016

If you want to promote your program in a more subtle way, discussing general topics that the persona would find valuable and interesting is a great way to generate awareness and provide prospective students with useful or interesting information about that field. Integrating carefully selected keywords and links throughout the blog will also help your course rank higher in search engine results.

**Example:** ASC A+, a school in Boston, USA that offers enrichment programs for students in grades two to 12, promotes its SAT prep course by publishing a blog about how parents can help their child prepare for the exam. While the post doesn't promote the program in an outright manner, several keywords that relate to the program and link back to the program page are integrated throughout the post.

#### SAT Test Preparation: How to Ensure Your Child's Success

By APPlus on 23 June 17 Blog



Preparing for the SAT doesn't need to be a stressful experience—for your child or for you. Proven methods for training students in how to succeed on this important test can help ensure great results that reflect your child's ability and potential, and can help child et

#### The SAT Changed in 2016, so Up-to-Date Test Preparation is Important

In 2016, the format of the SAT changed in a number of important ways. For example, the vocabulary section, which used to test a student's knowledge of difficult and uncommon words, now tests knowledge of words that are likely to be used in college studies. The math component has also changed its focus, now evaluating students mainly on their ability to correctly solve linear equations; complex equations or functions; and ratios, percentages, and proportional reasoning. These and other changes mean that it is important for ambitious students to seek an updated approach to SAT preparation in order to ensure greater odds of success.

One great option to explore is to enroll your child in the A+ **SAT preparation courses**. The courses have been designed specifically with the new SAT format in mind, and will help scholars learn frequently-tested SAT words and master complex math problems similar to the ones that will be on the exam.

#### Strategies for Promoting Specific Programs on Social Media

Social media is another channel that can be useful for promoting individual programs, allowing prospective students to engage with your school directly about the course in fun and interesting ways.

Instagram, for instance, can be particularly effective when it comes to finding more visual ways to promote what you have to offer. Posting photos or videos of current students participating in the program will provide potential recruits with a valuable look at what the courses are actually like.

**Example:** Falmouth University promotes its fashion program on Instagram. Students in Fashion & Textiles courses are shown in the classroom working on projects



falmouthuni Our Fashion and Textiles students are hard at work this morning. Remember there is still time to apply to Falmouth. #falmouthuni #cornwallcreatives



If you are looking to fill remaining spots in a program right up to its start date, you can also use social media to raise awareness, creating posts that include information on application deadlines, availabilities, contact information, and even links to encourage prospective students to seek more information.

**Example:** Rhodes Wellness College in Vancouver promotes its Professional Counsellor Diploma program by letting students know that there's still time to apply, but there are only limited spots available. The post includes a link, contact info, start dates, and relevant hashtags.



Our [#CounsellingPrograms](#) start soon! Have you registered? A few spaces still remain. Call the number below, or visit <http://www.rhodescollege.ca/> to contact our friendly admissions staff and get your spot ready! #LifeGoals #ActNow



Like Comment Share 1-877-708-4416

Don't be afraid to get creative to get the attention of your audience. **Social media "stories"** are a fun way to interact with prospective students and answer their questions, and there's no reason why you can't tailor your stories to promote one program in particular. In addition, don't forget to utilize other platforms where your target persona may be found like LinkedIn, Twitter, and Pinterest.

### **Using Email Campaigns to Promote Specific Programs**

Email campaigns can also be vital to raising awareness of a specific program you want to promote. There are many different types of campaigns; from newsletters and promo emails, to extensive lead nurturing campaigns, all of which can help to increase applications.

Newsletters, whether they run biweekly or monthly, are a great option for getting information about your program on the screens of potential recruits. They can be used to talk about a program directly or as a means of distributing other content, like related blog posts.

Lead nurturing campaigns are also an excellent addition to any higher education digital **marketing strategy for student recruitment**. Nurturing campaigns are designed to deliver highly targeted content at optimal points in the user journey to move a prospect down the funnel.

Using a customer relationship management (CRM) system, you can create smart lists to segment potential leads based on what program they have shown interest in. This allows you to create more tailored, personalized communications that highlight specific aspects of the course, while focusing your efforts on those who are most likely to convert. By crafting insightful emails with important information prospective students would want to know at each stage of the user journey, you can help move them towards enrolment.

It's really important to ensure that each email's message is crafted for the particular program-specific persona you developed. This will help ensure the content is not only timely, but relevant. In addition, it's imperative that your school has a process in place for following up with students who make inquiries. This includes making your student-facing admissions team aware that you're pushing a particular program, so they are prepared to answer any and all students' questions.

### **Using Paid Advertising to Promote a Program is an Effective Marketing Strategy for Student Recruitment**

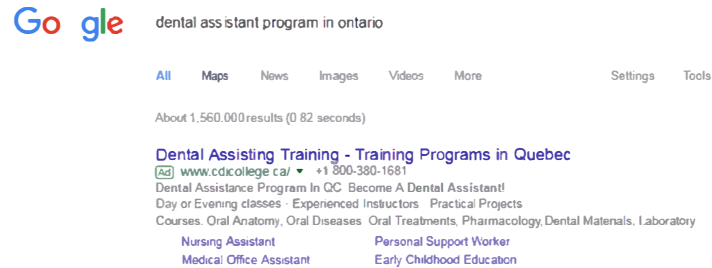
If you're looking to garner qualified leads quickly, investing in paid advertising is an ideal route. While organic practices like blogging, SEO, and social media are effective, paid advertising is optimal if you need results in a short period of time.

Employing a program-specific pay per click (PPC) campaign on search engines like Google or Bing will help ensure that your course appears near the top of search results when prospective students search for related terms.

In addition, don't forget the importance of creating a landing page for your PPC campaign. A well-designed landing page should provide enough information to entice users to provide their contact details, so they become a formal lead and you can follow up with them in an effort to move them down the funnel.

**Example:** CDI College advertises its Dental Assistant Training Program on Google.

When the ad is clicked, the prospective student is taken to a landing page with some details about the program, as well as an above-the-fold form that prospective students can complete to receive additional information.



When it comes time to promote a specific program at your school, the tips in this blog will prove quite handy. Above all else, ensuring the content, message, and style is well-suited to a program-specific persona will help you achieve results.

Narrowing in on just one program presents the unique opportunity to be extremely specific and targeted with your messaging. By understanding your persona and getting your messaging right, you have the potential to reach out to prospective students in such a way that they feel like what they're reading was written just for them, which is invaluable when it comes to recruiting students.





# The Faculty Factor

Maximizing Faculty Impact  
on Student Recruitment

Tim **Fuller**  
Credo Senior Vice  
President/Owner

## ABSTRACT

**Faculty are the crux of successful student experiences at an independent college or university.** They play a key role in and out of the classroom as they influence student thinking and contribute to students' important choices concerning graduate school, career direction, and calling. Most graduates of independent colleges and universities do not have to think too hard to recall a great faculty member who was not only their teacher, but also a mentor, cheerleader, and advocate.

But what about the faculty role with prospective students? How should enrollment teams leverage faculty strategically in the student recruitment process? Let's explore relevant research and best practices to answer these important questions.

## RESEARCH

Since 2007, Credo has surveyed thousands of admitted students on behalf of our clients, exploring the factors behind their choices, their influencers, the role of financial aid and campus visits, the impact of the admission team, and many other factors contributing to the decision about where to enroll in college.

**The four Faculty Factors where student perceptions matter:**

- Do they **know** their field?
- Can they **teach** well?
- Will they be a **good mentor**?
- Will they show a **personal interest** in me?

On faith-based campuses an additional factor about faculty stands out: their ability to **integrate faith** with learning.

This is the research basis for faculty engagement in recruiting. These factors can be brought to life via **faculty profiles** on the website and social media. These profiles can be much more powerful than a mere screen shot of catalog credentials or a list of instructors' CVs.

### **Faculty rise to the top!**

When asked to review a list of important factors in making college decisions, **four components about faculty continue to rise in importance** to the point where they are always in the top 10 factors. These factors are connected to the importance of career outcomes (jobs and graduate admission). Students – and their parents – recognize the key role **faculty** will play in getting students to post-college next steps.



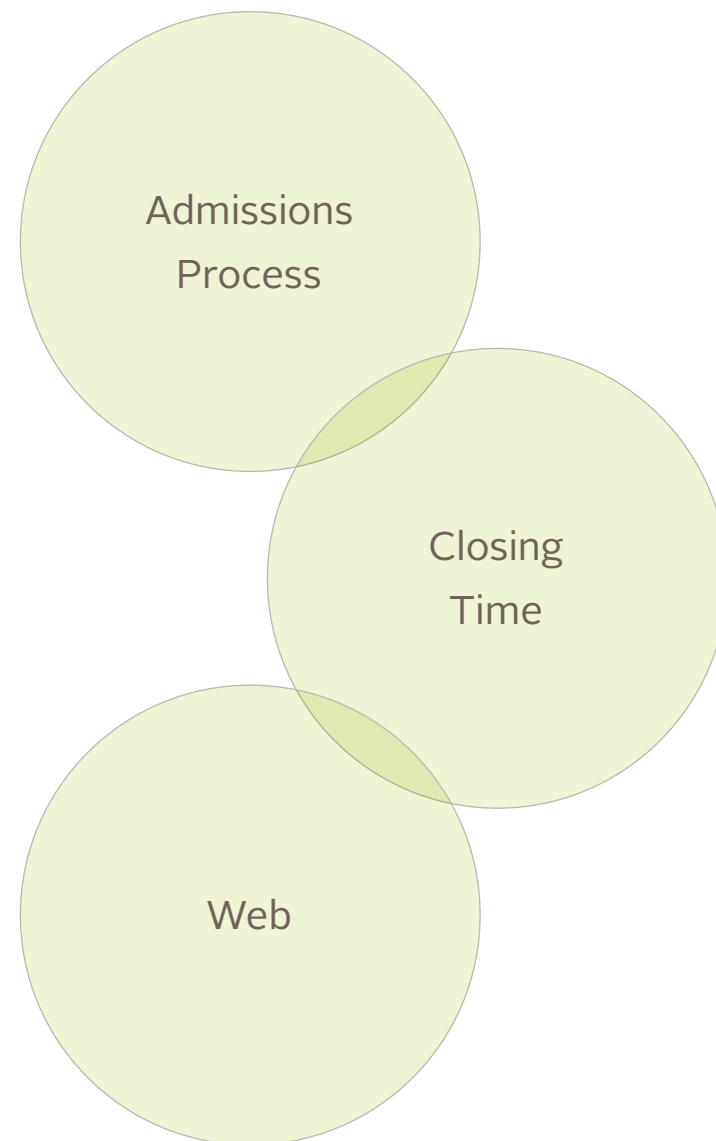
## JOB #1 FOR FACULTY

The best thing faculty can do to recruit new students is teach and mentor well their **current students**, so this is Job #1. Word of mouth is still the most powerful recruitment tool, and becomes even more important with the rise of the influence of digital media. Students having great experiences (or negative ones) with faculty in the classroom will eagerly share that information with friends, family, and even strangers (think RateMyProfessors.com) leading to more (or less) interest in the college by an ever-increasing number of people.



**WISE ADMISSIONS OFFICERS** will engage faculty in student recruitment efforts in ways which do not distract them from Job #1. For example, providing long lists of cold calls to make to inquiries or sending them on the road to routine college fairs would qualify as potential distractions from their primary teaching and mentoring tasks.

# Utilizing Faculty Strategically



- The first strategic way to mobilize faculty during the admission process is to **have them participate in visitors' campus guest experiences**. We describe campus guest experiences as your most important recruitment strategy, so there is substantial role for faculty to play in making these visits impactful.
- The second critical point is during **"closing time,"** typically during the spring when students are finalizing their college choices. For some colleges, this extends into the summer months.
- The third critical point is when it is time to shape **language describing the major** on the web, in print publications, and with the admission team and other primary recruiters (coaches for example). Here faculty must remember the primary target of potential students, **translating program distinctives accordingly**.

# Utilizing Faculty Strategically

In our experience, **the worst thing a faculty member can do to begin a conversation is ask the student if they have any questions.** Students are often intimidated by college faculty and starting off with a quiz might add to the tension. Instead, we recommend faculty follow these simple guidelines to frame their conversation with prospective students, in essence asking themselves questions they wish a student might ask, then answering them to set up further conversation.

**1 “May I tell you why I love teaching here?”** While everyone has a bad day from time to time, we assume those put in positions to talk with potential students genuinely appreciate the college, their colleagues, and their students, and can provide specific examples to substantiate their affection for their calling.

**2 “I’d like to tell you about some of my favorite students and what they are doing now.”** This list gets at two important points of great interest to students and their parents. First, knowledge of graduates is a reminder of faculty mentoring, which is commonplace at an independent college campus. When a faculty member describes Rachel from the Class of 2007 and the promotion she just got, the graduate degree she just earned, or her significant community service, it helps a student see a vision of the kind of personal mentoring they could receive. Second, this list gets at outcomes, another important factor in student decisions. “Will I get a job after I go here?” “Will I get into a top graduate program?” The favorite student list will reinforce the college’s ability to get students where they want to go.

What about newer faculty who have yet to see any graduates from their mentor list? Their examples can be from the current student pool, citing student research, campus involvement, and other accomplishments to opportunities.

**3 “What makes our program distinct is how we approach <subject> here.”** This is a chance to hit program distinctives like internships, practicums, student/faculty research, research facilities, community partnerships, clubs, unusual faculty credentials/experience, and more. Remember your audience! When you share distinctions, you are (usually) trying to seal the interest of a high school senior, not impress someone from the visiting regional accreditation team.

## FEEDING THE PARTNERSHIP

A good partnership requires two things:

- **Communication:** When we talk with faculty about their experience with the admission team, we often hear about the need for **“loop-closing”** with comments like “I faithfully participate in open houses and meet with tons of students, but I never know if my work was effective.” It is important to design communication strategies to keep key partners informed about the positive impact of their efforts.
- **Appreciation:** Admission teams must find ways to say thank you to important campus partners like members of the faculty. Inviting them to lunch, bringing baskets of baked goods at the holidays, and recognizing them in campus gatherings are good examples of expressing appreciation.

**Achieving a positive partnership between admissions and faculty will require intentional effort on the part of the admission team.** The chief enrollment officer must build bridges with academic leadership, creating regular times for training, feedback, and two-way communication in order for these partnerships to work well.



# Advancement and University Relations

RADFORD  
UNIVERSITY

Page 29 of 97

# University Relations

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## VisionPoint

- VisionPoint was selected as our marketing vendor after a comprehensive and competitive RFP process.
- They are proving to be strong partners who are detail oriented and data driven.
- Within our creatives and messaging, we will highlight the beauty of our region as a strong contributor to the Highlander experience.



# University Relations

## Major Video Projects

- Collaborations with Enrollment Management
  - Tour Video
  - Programmatic Videos
- State of the University
- Degree Conferral
- Alumni Awards

## Major Print Pieces

- "I'm In" for Admissions
- Travel Brochure
- Annual Report
- Partners in Excellence Booklet
- Arts Society Booklet
- Stewardship Piece



# Alumni Relations

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- **Virtual Homecoming:** Over 60 events/activities, 32 states and 12 countries represented
- **Alumni Directory Project:** Updated 7,307 emails, 7,718 employers, 9,324 job titles and 6,732 cell phone numbers
- **Graduation Exit Interviews:** 122+ interviews completed, 30+ legacy stole forms



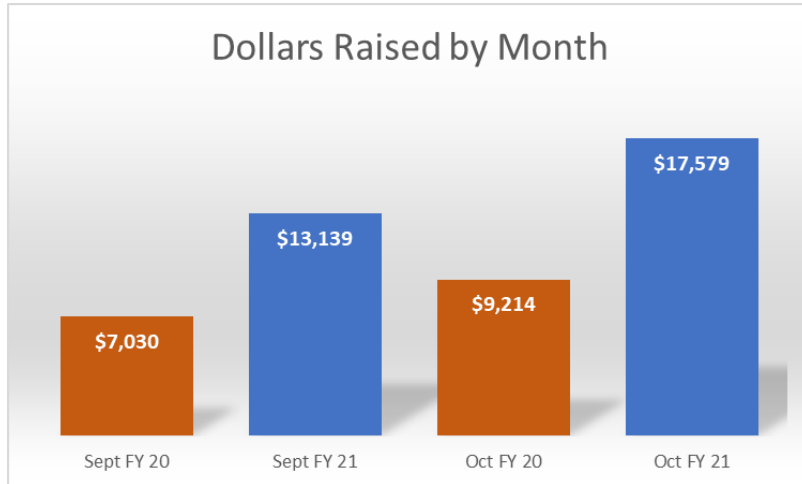
# Annual Giving

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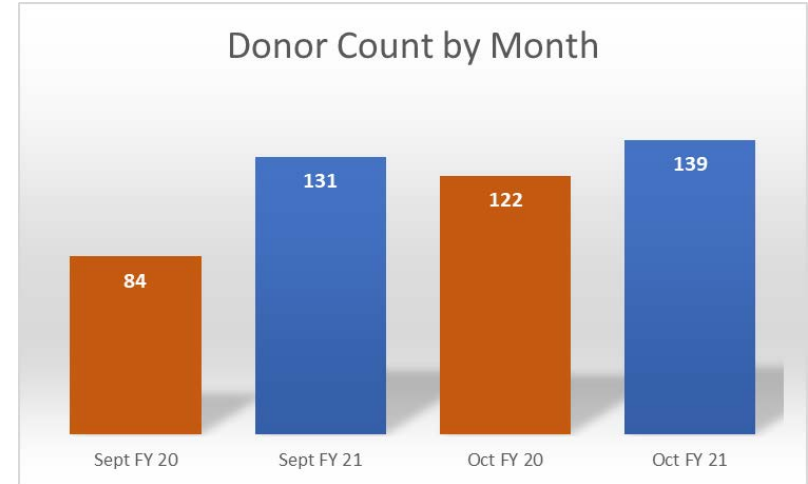
- **Greek Life Challenge:** Raised \$3,553 from 48 donations
- **Highlander Senior Class Scholarship:** Mini-campaign for 2020 grads
- **Highlander10 Challenge:** December 1-10, includes 10 projects from campus
- **Spring Events:** Faculty/Staff Campaign Kick-off, Campaign Champions and Spring 2021 Senior Solicitation

# Annual Giving

## Telephone Outreach Program (TOP)



87% increase in dollars from September 2019 to September 2020  
91% increase in dollars raised from October 2019 to October 2020



56% increase in donors from September 2019 to September 2020  
14% increase in donors from October 2019 to October 2020

# Major Gifts

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- **Highlander Wisdom Webinar**  
Planning Your Legacy, was hosted by Tom Lillard '79 and an industry expert Jere Doyle from BNY Mellon Wealth Management.



## PLANNING YOUR LEGACY

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A Guide to Providing  
For Your Family and  
Supporting The Causes  
You Care About



# Giving Overview

<b>Fiscal Year-End Giving:</b>	<b>FY 2019-2020</b>	<b>FY 2018-2019</b>	<b>FY 2017-2018</b>	<b>FY 2016-2017</b>	<b>FY 2015-2016</b>
	<b>Final</b>	<b>Final</b>	<b>Final</b>	<b>Final</b>	<b>Final</b>
New Pledges	\$ 3,955,582	\$ 10,040,001	\$ 11,039,677	\$ 7,855,710	\$ 1,504,726
New Planned Gifts	\$ 1,391,622	\$ 539,964	\$ 1,565,555	\$ 1,192,050	\$ 5,090,000
Outright Cash Gifts	\$ 1,934,134	\$ 1,856,843	\$ 1,751,071	\$ 1,563,936	\$ 1,178,318
Gifts-in-kind	\$ 15,812	\$ 31,902	\$ 336,320	\$ 128,299	\$ 223,955
Gifts of Real Estate	\$ -	\$ -	\$ 590,000	\$ -	\$ -
Sponsored Programs	\$ 192,319	\$ 42,130	\$ 57,490	\$ 52,485	\$ 10,000
<b>Total Giving</b>	<b>\$ 7,489,470</b>	<b>\$ 12,510,840</b>	<b>\$ 15,340,113</b>	<b>\$ 10,792,480</b>	<b>\$ 8,006,999</b>
<b>Fiscal Year-to-Date Giving:</b>	<b>FY 2020-2021</b>	<b>FY 2019-2020</b>	<b>FY 2018-2019</b>	<b>FY 2017-2018</b>	<b>FY 2016-2017</b>
	<b>(7/1/20 - 11/30/20)</b>	<b>(7/1/19 - 11/30/19)</b>	<b>(7/1/18 - 11/30/18)</b>	<b>(7/1/17 - 11/30/17)</b>	<b>(7/1/16 - 11/30/16)</b>
New Pledges	\$ 1,344,798	\$ 2,256,834	\$ 791,519	\$ 295,565	\$ 235,567
New Planned Gifts	\$ 5,275,000	\$ 843,167	\$ 34,964	\$ 1,529,855	\$ 565,050
Outright Cash Gifts	\$ 573,480	\$ 667,381	\$ 624,724	\$ 690,567	\$ 306,377
Gifts-in-kind	\$ 21,776	\$ 5,982	\$ 19,574	\$ 263,446	\$ 19,707
Gifts of Real Estate	\$ -	\$ -	\$ -	\$ 590,000	\$ -
Sponsored Programs	\$ 10,445	\$ 181,319	\$ 15,240	\$ 23,700	\$ 26,095
<b>Total Giving</b>	<b>\$ 7,225,499</b>	<b>\$ 3,954,684</b>	<b>\$ 1,486,021</b>	<b>\$ 3,393,132</b>	<b>\$ 1,152,796</b>

# Discussion

# Minutes

**RADFORD UNIVERSITY**

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Board of Visitors

# RADFORD UNIVERSITY

Board of Visitors

## UNIVERSITY ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE

3:00 P.M.

FEBRUARY 13, 2020

MARY ANN JENNINGS HOVIS MEMORIAL BOARD ROOM  
THIRD FLOOR, MARTIN HALL, RADFORD, VA

### **DRAFT** **MINUTES**

#### **COMMITTEE MEMBERS PRESENT**

Ms. Lisa Throckmorton, Vice Chair

Ms. Nancy A. Rice

Ms. Georgia Anne Snyder-Falkinham

#### **COMMITTEE MEMBERS ABSENT**

Ms. Krishna Chachra, Chair

Ms. Karyn K. Moran

#### **BOARD MEMBERS PRESENT**

Mr. Robert A. Archer, Rector

Dr. Thomas Brewster

Mr. Gregory A. Burton

Dr. Rachel D. Fowlkes

Dr. Debra K. McMahon

Mr. David A. Smith

Mr. Breon Case, Student Representative (Non-voting Advisory Member)

Dr. Jake Fox, Faculty Representative (Non-voting Advisory Member)

#### **OTHERS PRESENT**

President Brian O. Hemphill

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

Mr. Craig Cornell, Vice President for Enrollment Management

Mr. Danny M. Kemp, Vice President for Information Technology and Chief Information Officer

Ms. Wendy Lowery, Vice President for University Advancement

Mr. Chad A. Reed, Vice President for Finance and Administration and Chief Financial Officer

Dr. Joe Scartelli, Interim Provost and Vice President for Academic Affairs

Ms. Ashley Schumaker, Chief of Staff and Vice President for University Relations

Dr. Susan Trageser, Vice President for Student Affairs

Mr. Allen Wilson, Senior Assistant Attorney General, Commonwealth of Virginia

Other Radford University faculty and staff

### **CALL TO ORDER**

Ms. Lisa Throckmorton, Vice Chair, formally called the University Advancement, University Relations and Enrollment Management Committee meeting to order at 3:09 p.m. in the Mary Ann Jennings Hovis Memorial Board Room in Martin Hall. Ms. Throckmorton conducted a roll call and established a quorum was present.

### **APPROVAL OF AGENDA**

Ms. Throckmorton asked for a motion to approve the February 13, 2020 agenda, as published. Ms. Nancy A. Rice made the motion. Ms. Georgia Anne Snyder-Falkinham seconded, and the motion carried unanimously.

### **APPROVAL OF MINUTES**

Ms. Throckmorton asked for a motion to approve the minutes of the December 5, 2019 meeting of the University Advancement, University Relations and Enrollment Management Committee meeting, as published. Ms. Snyder-Falkinham made the motion, Ms. Rice seconded, and the motion carried unanimously.

### **ENROLLMENT MANAGEMENT REPORT**

Vice President for Enrollment Management Craig Cornell provided enrollment trends and observations for the incoming classes at Radford University and Radford University Carilion (RUC), as well as an overview of the enrollment funnel focusing on several key yield activities currently ongoing and for the future. Vice President Cornell reported that 13,434 applications have been received, which is approximately 90% of the overall applications that will be garnered for the fall freshman class. Efforts then are shifting to close the gap with admits and deposit communications strategies. He stated that applications for in-state students are currently down 1,098 for in-state students and up 147 for out of state students. Overall transfer numbers are up at 991.

Vice President Cornell shared how the University is shaping the enrollment funnel, with an emphasis on the fact that at this point in the year, every phase of recruitment is in play with early reaching out to high school students, to new student applications, admit and deposit generation activities aligned to maximizing overall enrollments for fall. Radford's significant growth of applications over the past three years (112%) puts in to perspective the decline in applications being seen this year, and emphasizes the need to maximize admitting and yielding strategies. Projections based on past and current data demonstrate the loss in applications can be made up through admitting protocols, assuring the best opportunity to yield the students for the fall term.

Vice President Cornell shared that new yield strategies are in place to take advantage of strong admit percent this year with an overview of using existing and new technologies, as well as current student videos and testimonials to maximize opportunities with students using our premiere outreach event, Highlander Days, as the call to action for our prospective students. He shared updates on the Bridge Program and the new Highlander Distinction program activities and how they align to increasing yield activities, including new initiatives inside those programs. Vice President Cornell closed by sharing important dates to watch related to new student matriculation, including the importance of the month of April, leading to the May 1<sup>st</sup> national housing deposit date, as a predictor of our fall enrollments historically at Radford University. A copy of the report is attached hereto as ***Attachment A*** and is made a part hereof.



## **UNIVERSITY ADVANCEMENT REPORT**

Vice President for University Advancement Wendy Lowery reported on activities that Alumni Relations has been involved in since the December Board Meeting, including hosting Chapter dinners in Richmond, Northern Virginia, Raleigh, Highlands and Virginia Beach. The team also hosted Business and Government Leaders meetings in Northern Virginia and Richmond where IMPACT Executive Director Matt Dunleavy, Ph.D. was the keynote speaker. Alumni Relations also hosted a meet and greet at the Wizards and Celtics game featuring alumnus, Javonte Green'15. She also shared that looking ahead, on Winter Weekend, February 22, Alumni Relations will host the Volunteer Summit, which prepares alumni and friends to serve as ambassadors for the University. Alumni basketball players will be recognized at the basketball game during Winter Weekend.

Vice President Lowery noted that annual giving is the grassroots of fundraising, and the Annual Giving team is retooling strategies of engagement with the Telephone Outreach Program with scripts, call times, and recruitment and training of callers. She also shared that the Senior Cord Campaign is being repackaged to promote philanthropy, and Spring Fever is being rebranded as Build the Hive. Build the Hive will be a campus-wide event held the week prior to our Capital Campaign Gala with various partners and involve college competitions.

Vice President Lowery shared that parents and families continue to be engaged. The Family Advisory Board will meet in February, and the Board will be formalized as an organization during Family Weekend in September. Student receptions for accepted students continue to be a priority. She also stated that faculty/staff engagement is a high priority with an emphasis on the Payroll Deduction Drive.

Vice President Lowery shared the Giving Overview and, as of February 5, 2020, total giving for FY 2019-2020 is \$6,289,141 from 2,784 donors. As of February 5, 2019, total giving was \$3,002,971 from 3,027 donors. She reported major gifts to the College of Visual and Performing Arts, the College of Education and Human Development, Waldron College of Health and Human Services and Athletics. Vice President Lowery announced that the Capital Campaign Gala will be held on April 18, 2020. A copy of the report is attached hereto as ***Attachment B*** and is made a part hereof.

## **UNIVERSITY RELATIONS REPORT**

Chief of Staff and Vice President for University Relations Ashley Schumaker began her report with several staff highlights, including welcoming new staff member Foster Sheppard, who serves as a Graphic Design Manager and joined the Radford family on January 2, 2020. She also provided an overview of two upcoming trips as Justin Ward heads to New York City with a group of students from the College of Visual and Performing Arts for a performance at Carnegie Hall and Christina Edney heads to Barrow, Alaska with a group of students from the Artis College of Science and Technology.

Vice President Schumaker provided an update on the University's marketing strategy with tactics completed and those remaining. Through the month of January, the current campaign has resulted in a total of 24 million impressions. Vice President Schumaker highlighted marketing placements using rich media, which is an interactive media platform that enables promotion and information sharing using text, photos and videos. Rich media placements are performing above

industry benchmarks in both engagement and click through rates.

Vice President Schumaker provided detailed information regarding social media for the purposes of promotion and marketing, as well as establishing and growing an online community. She noted the levels of engagement in various platforms, including Twitter, LinkedIn, Facebook and Instagram and top performing engagements over the past year.

Vice President Schumaker discussed a Request for Proposal (RFP) process and timeline to secure a professional company to provide marketing strategy and media placement for Radford University in close collaboration and strong partnership with the University Relations staff. She noted the great work of Finance and Administration officials on preparing and issuing the RFP and noted her excitement for continuing the work over the next 30 to 45 days in order to identify a vendor by April.

Vice President Schumaker shared information regarding a marketing campaign for Radford University Carilion (RUC), including billboard placements; print, social, and web promotion; traditional television; and steaming video. She shared the first commercial for RUC, which was produced in-house.

In closing, Vice President Schumaker noted the team's excitement for continuing important work with partners across the University in support of students, faculty, and staff for carrying out the University's mission and President Hemphill's vision. A copy of the report is attached hereto as *Attachment C* and is made a part hereof.

#### **ADJOURNMENT**

With no further business to come before the Committee, Ms. Throckmorton asked for a motion to adjourn the meeting. Ms. Snyder-Falkinham made the motion, Ms. Rice seconded, and the motion carried unanimously. The meeting adjourned at 3:54 p.m.

Respectfully submitted,

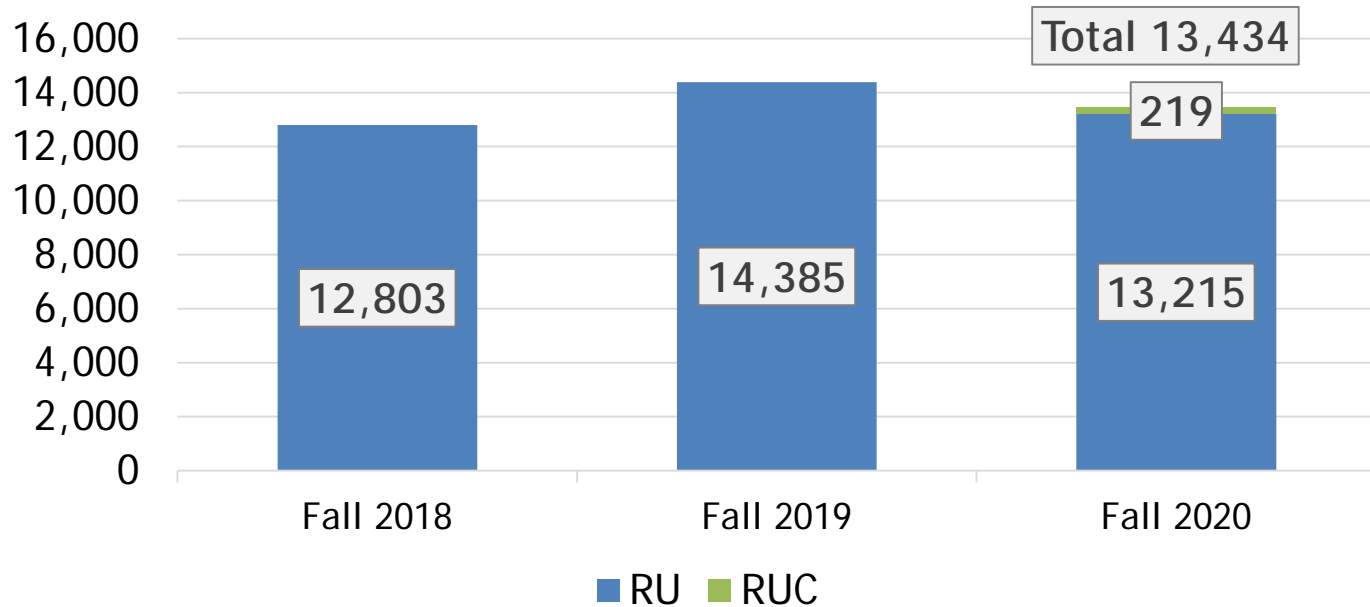
Ms. Margaret McCue  
Executive Assistant to the  
Vice President for University Relations

# Enrollment Management Update

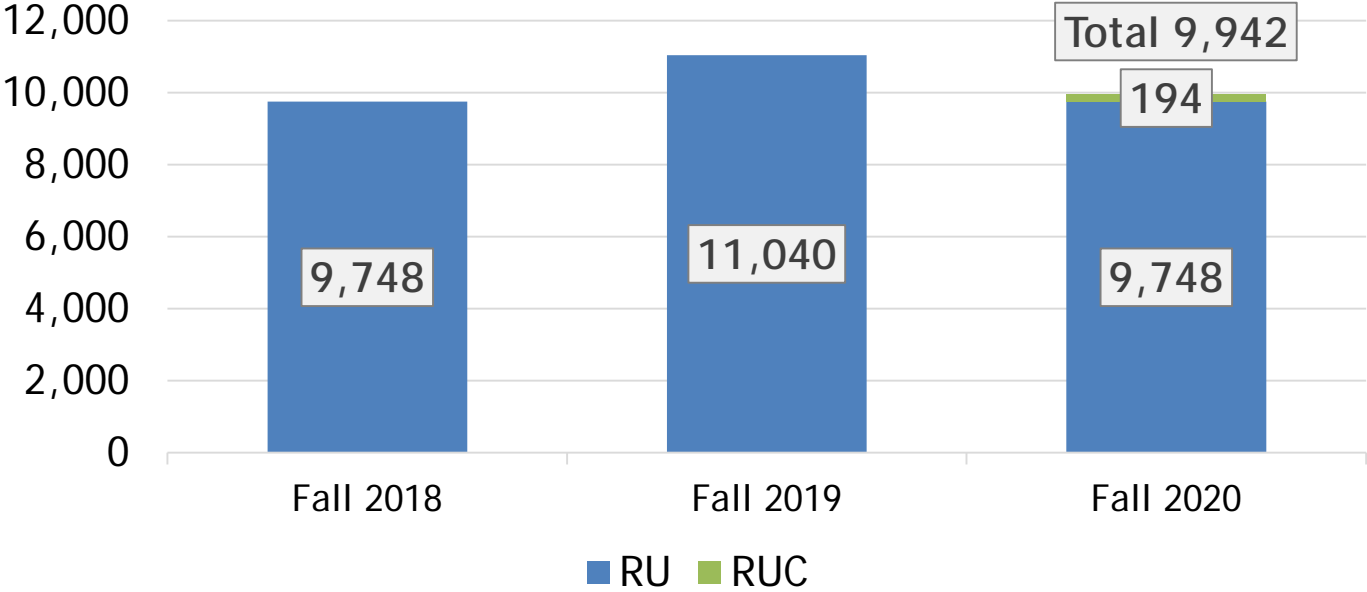
RADFORD  
UNIVERSITY

Page 43 of 97

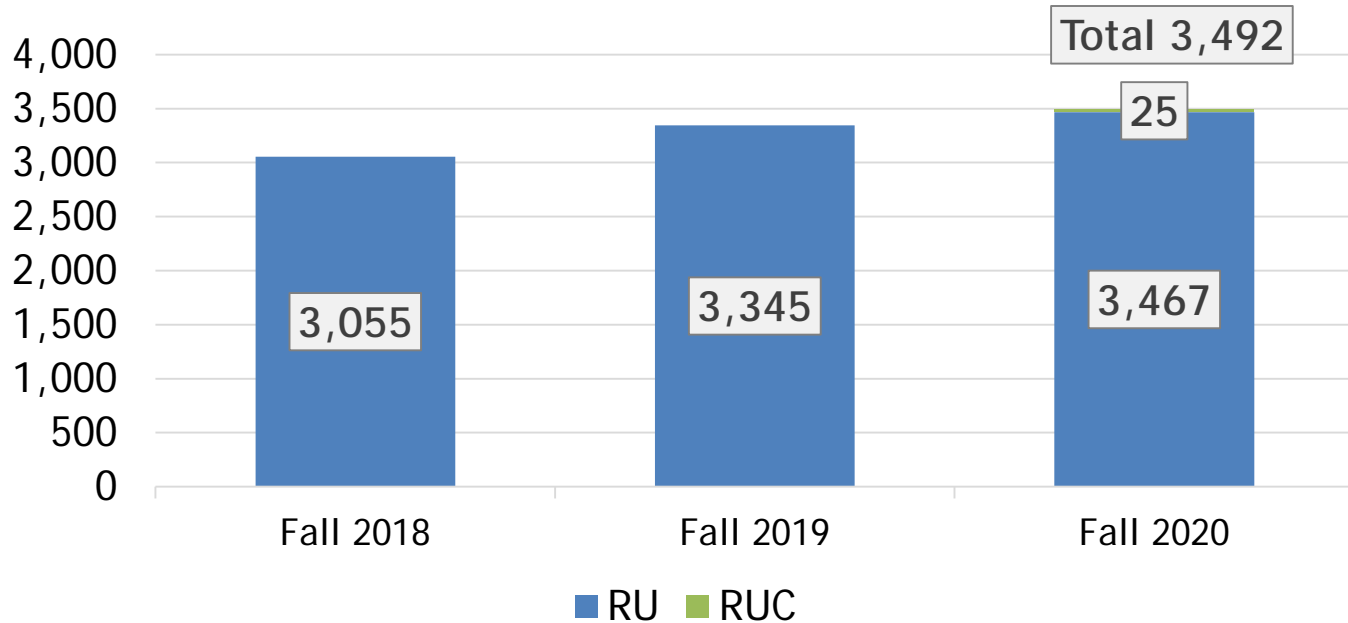
# New Freshman Applications (February 11)



# New Freshman In-State Applications (February 11)



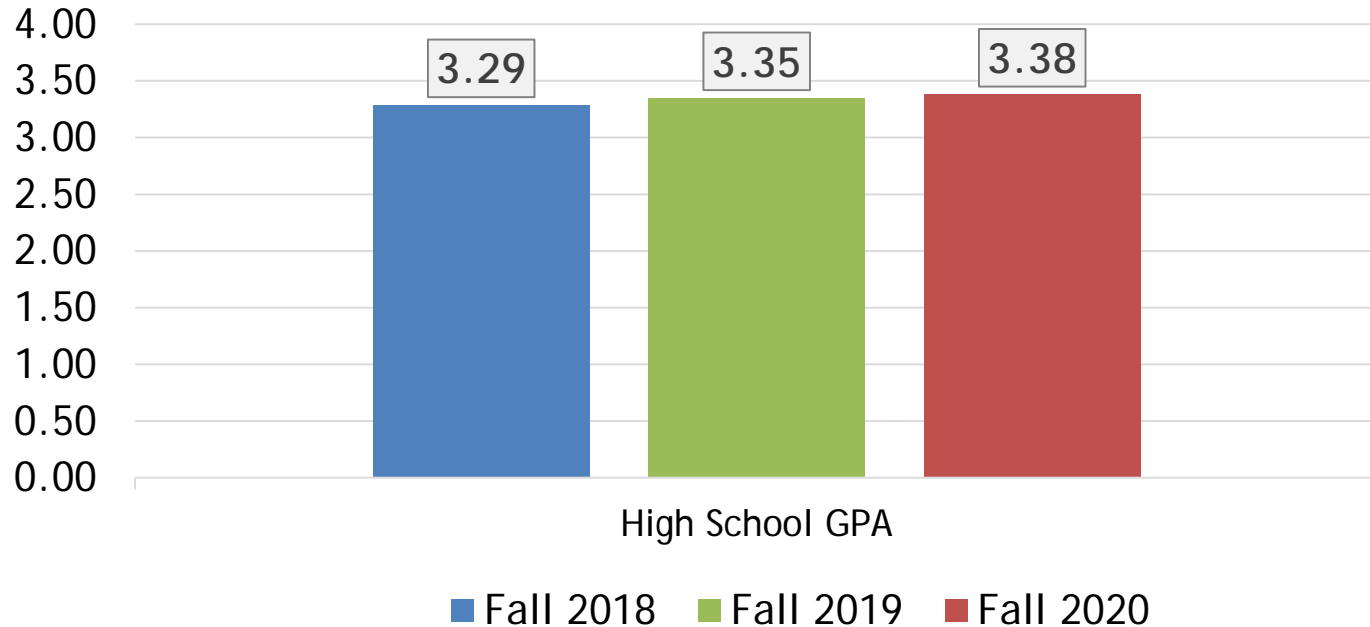
# New Freshman Out-of-State Applications (February 11)



# New Freshman Applications (February 11)

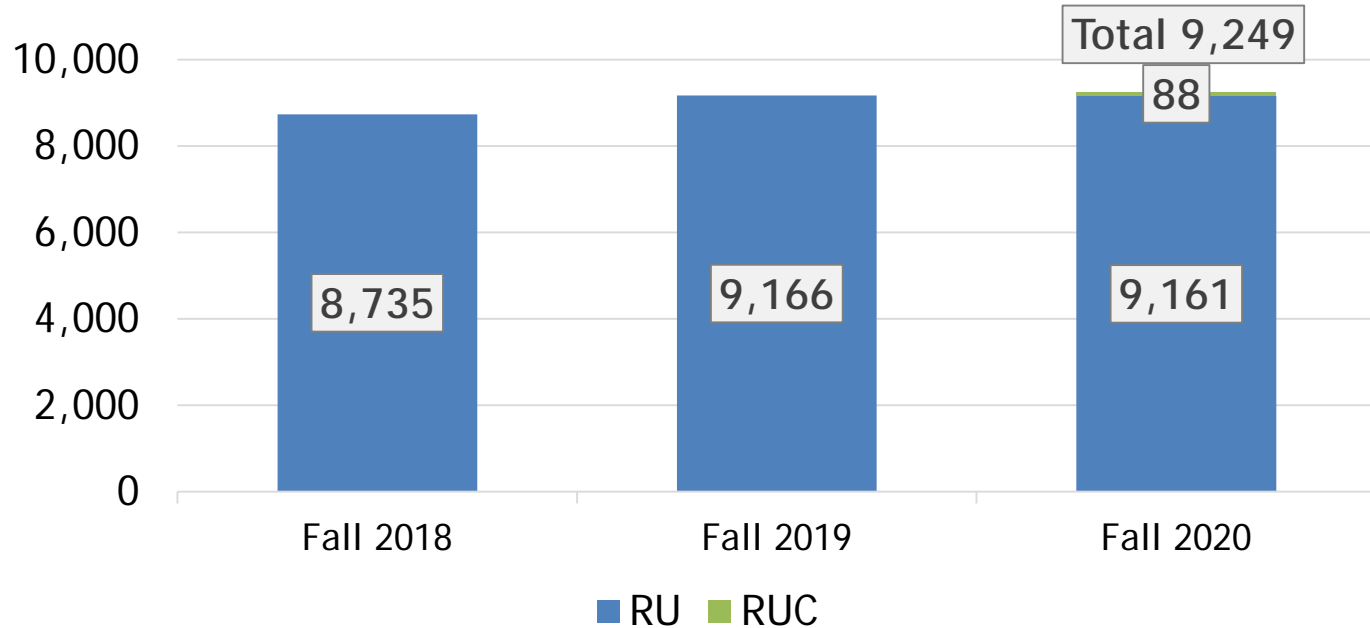
Ethnicity	Fall 2018	Fall 2019	Fall 2020
American Indian or Alaska Native	45	44	28
Asian	394	512	475
Black or African American	3,742	4,386	4,086
Hispanic	1,375	1,578	1,629
Native Hawaiian or Other Pacific Islander	17	26	19
White	5,865	6,353	5,800
Two or more races	941	993	921
Nonresident Alien	65	94	92
Race and Ethnicity Unknown	359	399	384

# New Freshman Applications (February 11)

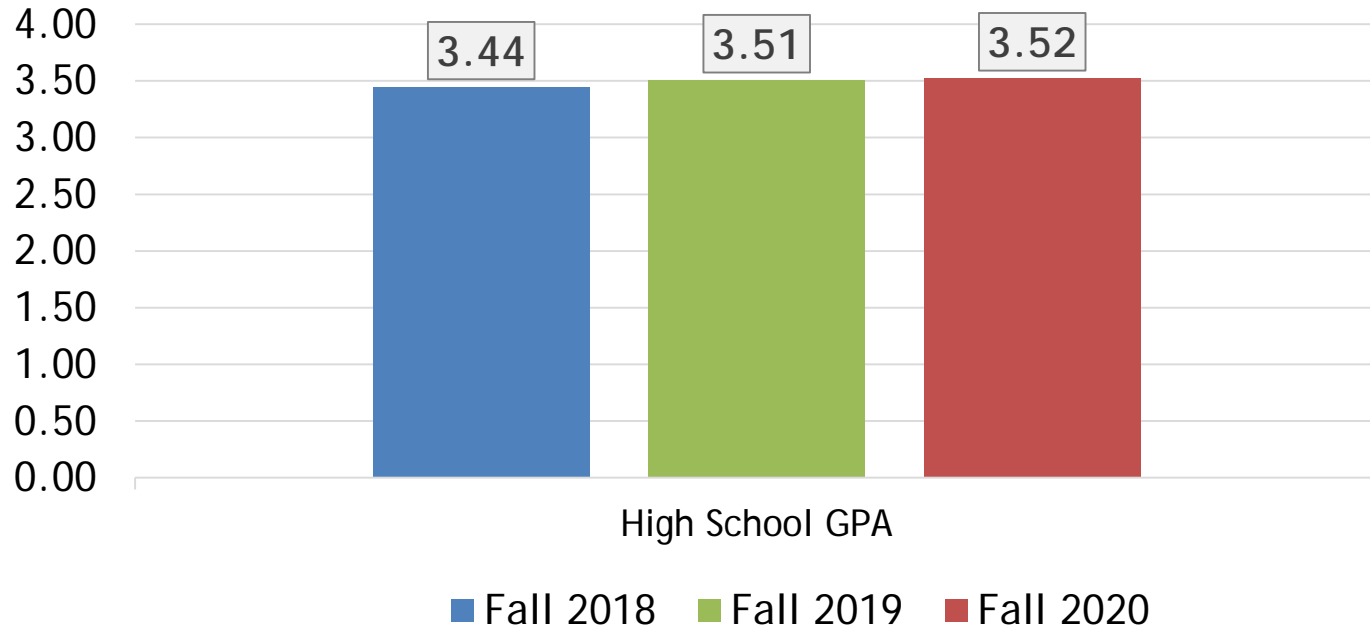




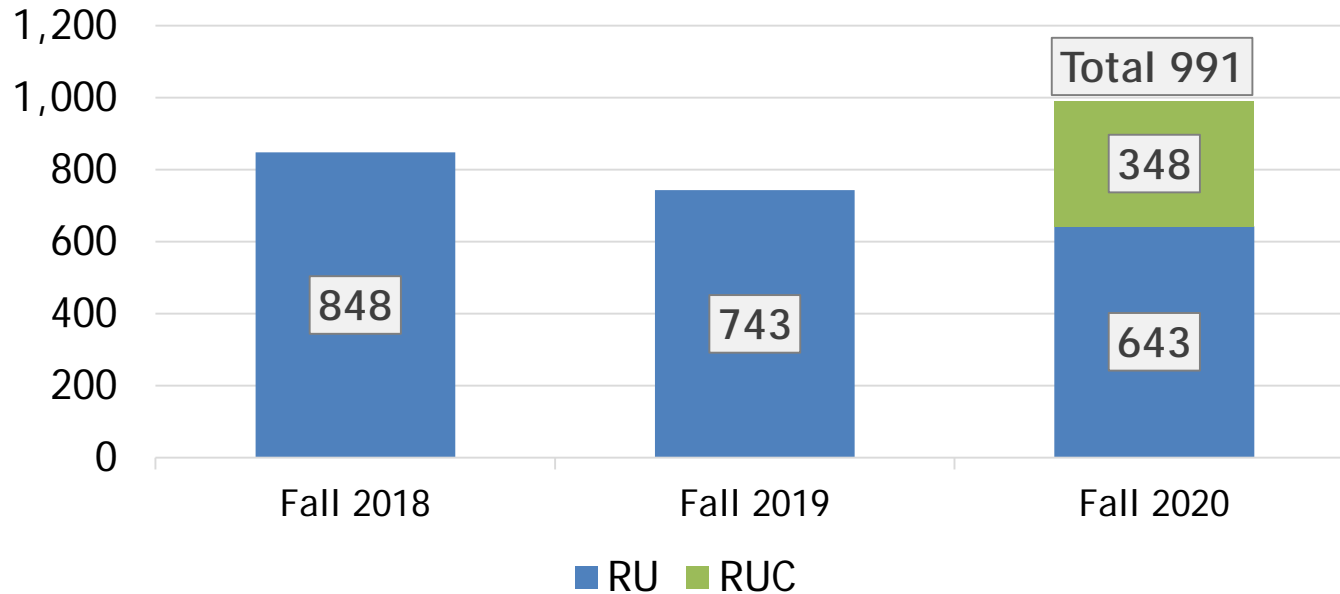
# New Freshman Admitted (February 11)



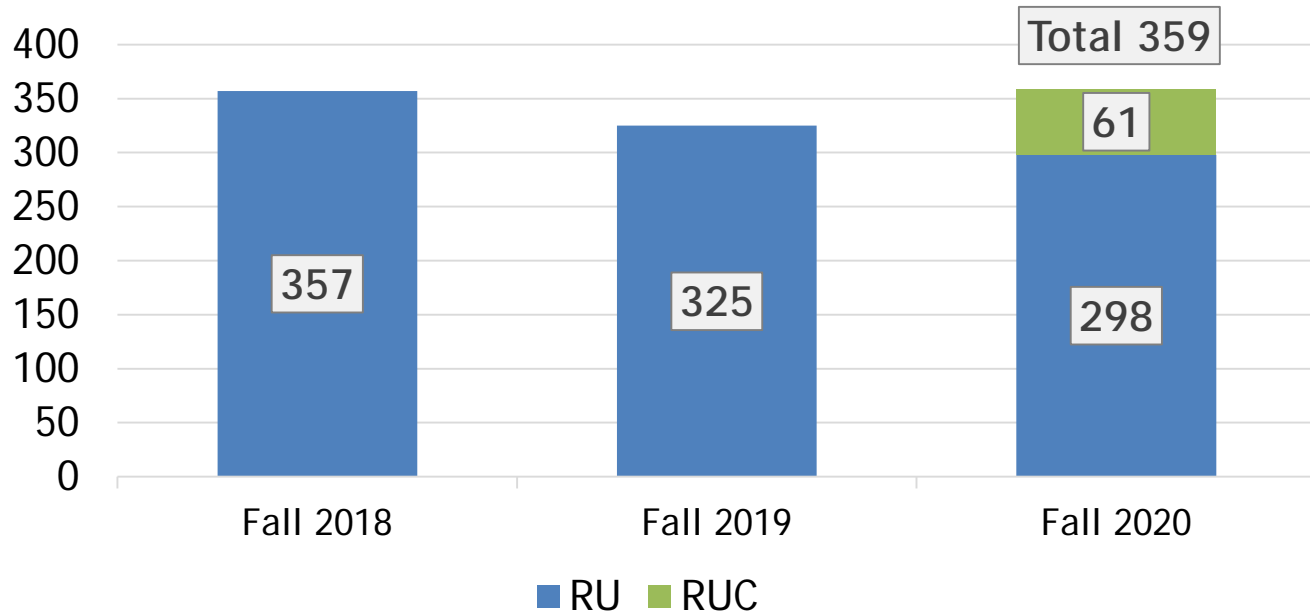
# New Freshman Admitted (February 11)



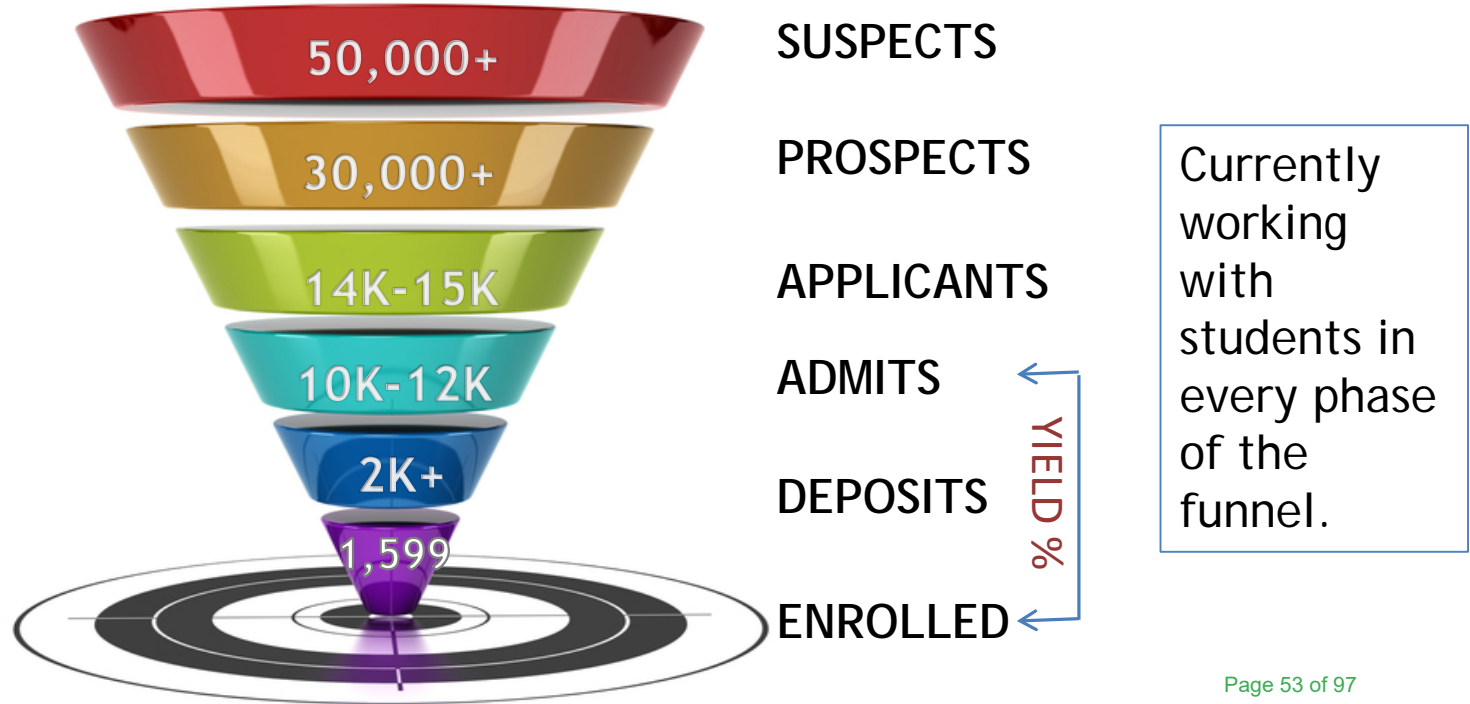
# New Transfer Applications (February 11)



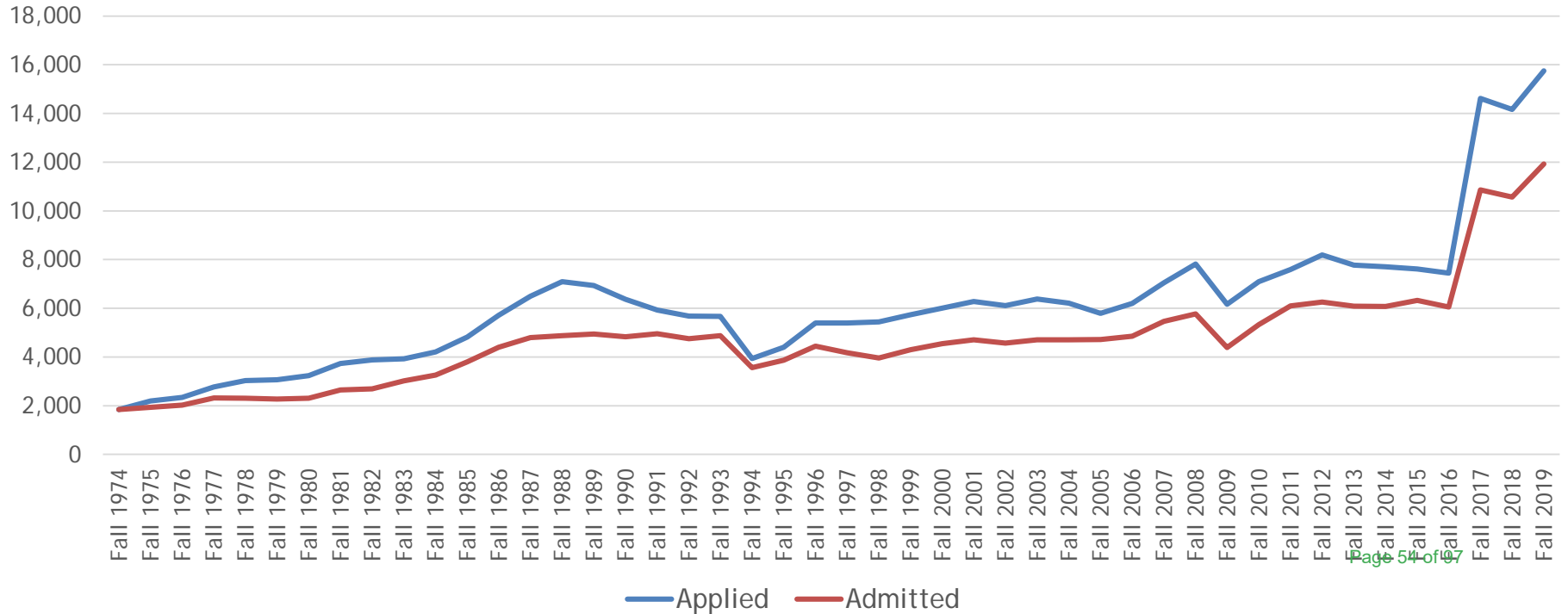
# New Transfer Admitted (February 11)



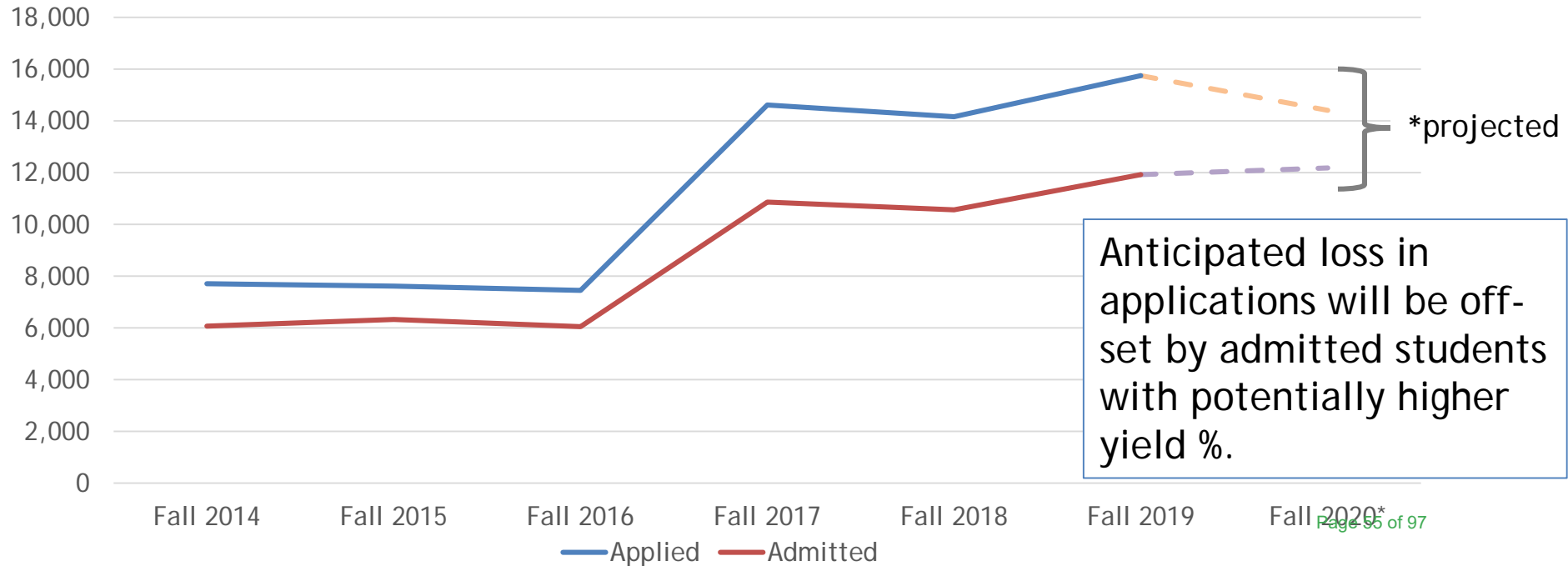
# Student Enrollment Funnel



# Historic Application and Admit Volume, 1974-2019



# Historic and Projected Student Enrollment Metrics



# Historic and Projected Student Enrollment Metrics

	Fall 2018	Fall 2019	Fall 2020 (proj.)
<b>Apps</b>	14,161	15,754	14,200 - 14,600
<b>Admits</b>	10,561	11,925	11,500-12,000
<b>Enroll</b>	1,762	1,599	<i>Tbd</i>
<b>Yield Rate</b>	16.7%	13.4%	<i>Tbd</i>





# Yield Activities - RU and RUC

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Continuing our expanded yield efforts and programming by personalizing the overall student experience as students matriculate through the enrollment funnel.

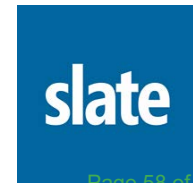
Key highlights:



# Yield Activities - Communication and Outreach

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- **Deposit IQ and Yield IQ**
  - Combination of services designed to determine a student's expectations related to committing to Radford, layering in analytics to predict likelihood to enroll, followed by prioritized messaging and outreach to students.
- **Imbedded Videos** - Utilizing our student testimonials that were developed by University Relations into customized email campaigns for students in key programs.
- **CRM and "Additional Effort"** - procured a "best in breed" CRM system thanks to support from all leadership. This system will augment and significantly advance our on-going efforts in email, direct mail, website, social media, student and staff calling and outreach, campus programming, territory management and tours!



Page 58 of 97

# Yield Activities - Communication and Outreach

- Highlander Days!!!
  - March 21
  - April 4
  - April 18
  - April 24



# Yield Activities - Bridge Program Update

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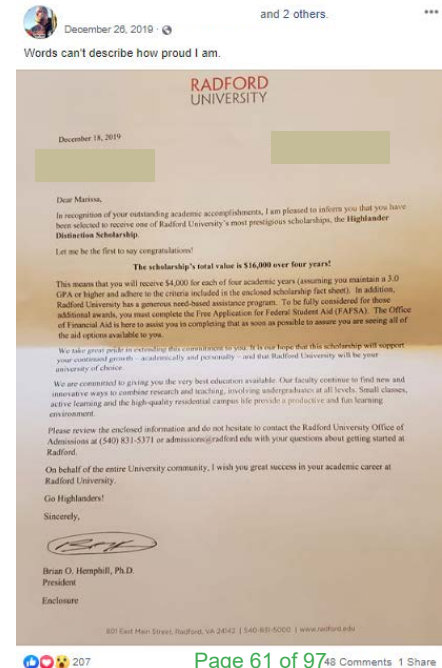
**Bridge Program Launch-** Excited to announce that this is up and running now!

- MOU signed and website has been developed.
- First invites went out this week to our students.
- This program opens a Radford opportunity to students whom in the past, we would have had to hope they kept us in mind while at NRCC.



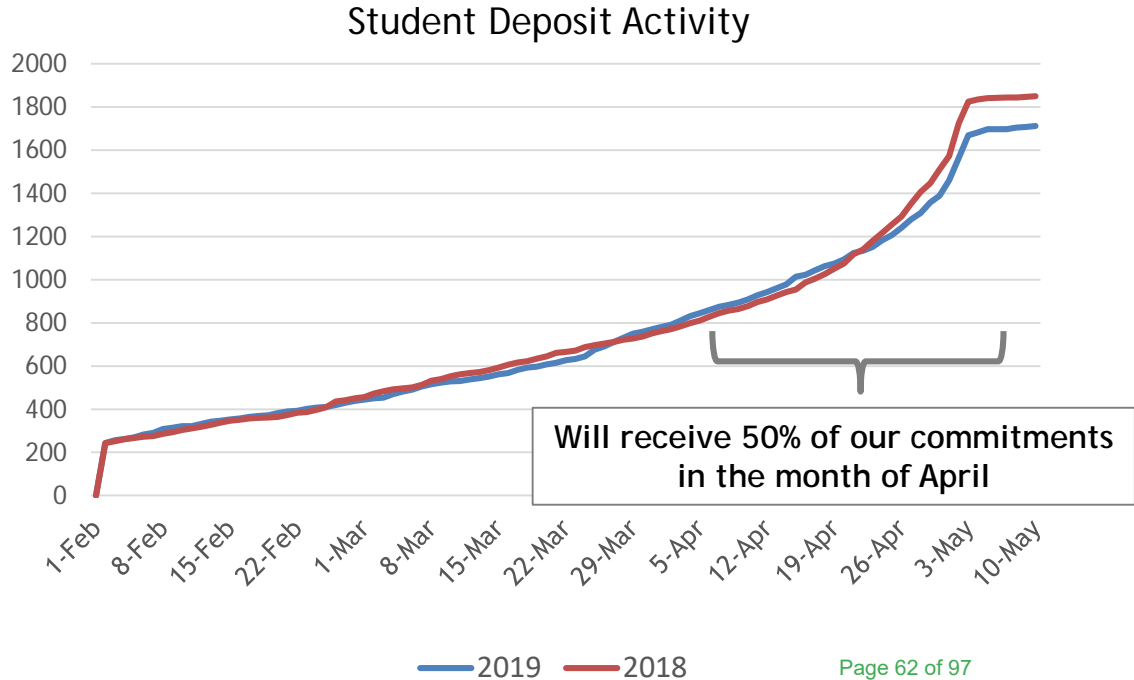
# Yield Activities - Financial Aid Awarding

- **Financial Aid Awarding** - Have begun awarding full financial aid packages to students this week!!
- **Highlander Distinction Program (HDP)** - Included with our financial aid awarding of federal and state aid will be the need-based portion of HDP, augmenting our merit awards that have already gone out last term.
- **HDP Dinner** - Thursday, February 27, 6:00 p.m.
  - An inaugural event that will allow us to recognize local students who are recipients of our new award program.
  - Timed to get scholarship recipients on-campus and make another impact in their decision making process.



# Important Dates

- February- Aid Awarding and Housing Commitments
- March-April - Highlander Days and Outreach Events
- April - Student Commitments
- May 1 - National Commitment Day



# Discussion

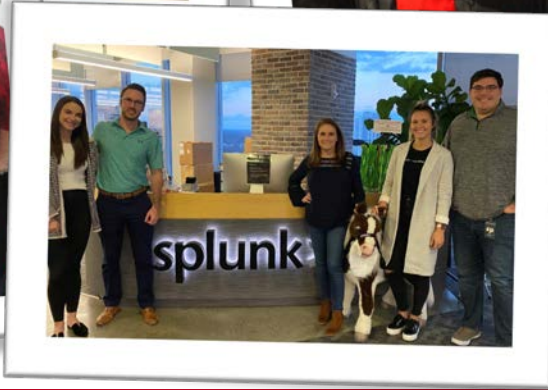
# University Advancement and Alumni Relations

RADFORD  
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Page 64 of 97



# RADFORD Alumni



# Annual Giving

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## Alumni Engagement

- Telephone Outreach Program
- Spring Fever Rebrand → Build the Hive

## Student Engagement

- Senior Cord Campaign
- Build the Hive Involvement
- Focus Groups

# Annual Giving

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## Parent and Family Engagement

- Family Advisory Board
- Family Weekend
- Student Receptions

## Faculty and Staff Engagement

- Capital Campaign Committee
- Campaign Champions
- Payroll Deduction Drive

# Giving Overview

## Radford University - University Advancement

### Comparative Giving Report by Fiscal Year

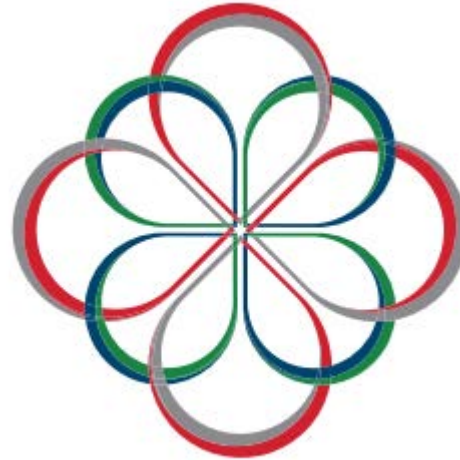
FISCAL YEAR-TO-DATE GIVING:	FY 2019-2020 (7/1/19-2/5/20)	FY 2018-2019 (7/1/18-2/5/19) *	FY 2017-2018 (7/1/17-1/31/18)	FY 2016-2017 (7/1/16-1/31/17)	FY 2015-2016 (7/1/15-1/31/16)
New Pledges	\$ 3,372,346	\$ 1,388,239	\$ 931,517	\$ 782,154	\$ 495,833
N/A		\$ 270,876	\$ 205,285	\$ 319,825	\$ 591,991
New Planned Gifts	\$ 1,231,692	\$ 34,964	\$ 1,539,855	\$ 895,050	\$ 4,840,000
Outright Cash Gifts	\$ 1,488,296	\$ 1,270,292	\$ 1,076,215	\$ 753,612	\$ 686,820
Gifts-in-kind	\$ 15,488	\$ 23,360	\$ 263,922	\$ 54,350	\$ 103,698
Gifts of Real Estate	\$ -	\$ -	\$ 590,000	\$ -	\$ -
Sponsored Programs	\$ 181,319	\$ 15,240	\$ 48,692	\$ 42,485	\$ 10,000
<b>Total Giving</b>	<b>\$ 6,289,141</b>	<b>\$ 3,002,971</b>	<b>\$ 4,655,485</b>	<b>\$ 2,847,475</b>	<b>\$ 6,728,341</b>
Total Number of Donors	2,784	3,027	3,157	3,134	3,076
Total Number of New Donors	916	1,011	636	643	616

FISCAL YEAR-END GIVING:	FY 2018-2019 Final	FY 2017-2018 Final	FY 2016-2017 Final	FY 2015-2016 Final
New Pledge Balances	\$ 9,610,923	\$ 10,635,610	\$ 7,311,589	\$ 1,160,325
Current-Year Pledge Payments	\$ 429,078	\$ 404,067	\$ 544,121	\$ 344,401
New Planned Gifts	\$ 539,964	\$ 1,565,555	\$ 1,192,050	\$ 5,090,000
Outright Cash Gifts	\$ 1,856,843	\$ 1,751,071	\$ 1,563,936	\$ 1,178,318
Gifts-in-kind	\$ 31,902	\$ 336,320	\$ 128,299	\$ 223,955
Gifts of Real Estate	\$ -	\$ 590,000	\$ -	\$ -
Sponsored Programs	\$ 42,130	\$ 57,490	\$ 52,485	\$ 10,000
<b>Total Giving</b>	<b>\$ 12,510,840</b>	<b>\$ 15,340,113</b>	<b>\$ 10,792,480</b>	<b>\$ 8,006,999</b>
Total Number of Donors	4,758	5,262	5,253	4,435
Total Number of New Donors	1,978	2,018	2,090	1,350

# Capital Campaign

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**TOGETHER**



# Discussion

# University Relations Update

RADFORD  
UNIVERSITY

Page 71 of 97

Board of Visitors

February 13, 2020

# University Relations: *Team Spotlights*

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## *New Hire*

Foster Sheppard – Graphic Design Manager

## *Forthcoming Trips*

Justin Ward – New York City, New York

Christina Edney – Utqiagvik (Barrow), Alaska



# University Relations

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*Marketing Strategy*

*Request for Proposal Process and Timeline*

*Social Media Engagement*

*RUC Marketing Campaign*

*Next Steps and Future Work*

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# Marketing Strategy

# Marketing Strategy: *Timeline and Tactics*

FY20 MEDIA CAMPAIGN	Visit Us	Visit Us	Early Apply	App Deadline	App Deadline	Visit Us/ Enroll	Visit Us/ Enroll	Visit Us/ Enroll	Visit Us/ Enroll	JUN
	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	
<b>UNDERGRAD</b>										
NOVA Out of Home										
Roanoke Airport OOH										
TV										
Streaming TV										
Digital: Display & Video										
Paid Social										
Paid Search										
<b>TRANSFER</b>										
Digital: Display & Video										
Digital:Geo Targeted Display										
Paid Search										
<b>PRINT</b>										
Richmond Mag:VA College Guide										
USA Today College Guide										
<b>ENDEMIC/LEAD GEN</b>										
Princeton Review										

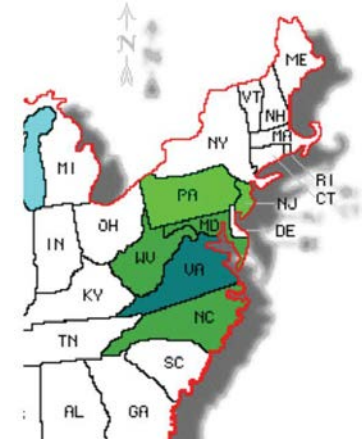
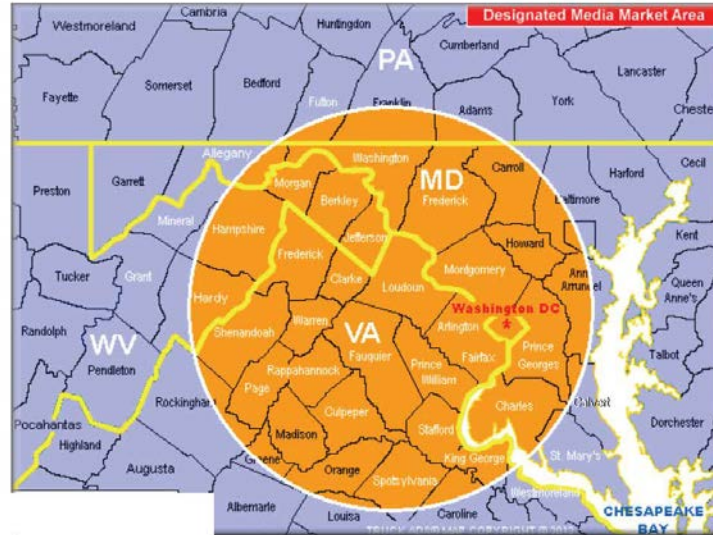
# Marketing Strategy: *Geographic Targets*

## ▶ DC DMA – 30%

- ▶ NOVA
- ▶ DC
- ▶ Maryland covered by DC

## ▶ In State – 55%

- ▶ 15% Roanoke
- ▶ 15% Richmond
- ▶ 15% Norfolk
- ▶ 10% Bristol/Bluefield



## ▶ Out of State - 15%

- ▶ 3% Maryland (non DC DMA)
- ▶ 6% in NC
- ▶ 6% in WV

Page 76 of 97

# Marketing Strategy: *Rich Media*

RADFORD UNIVERSITY

We are close-knit, caring and dedicated to our students. Meet our amazing students and learn about the Radford experience.

[Student Stories](#)

BACK



RADFORD UNIVERSITY

Meet

Visit

Explore

Apply



Experiencing Radford University's campus in-person is the best way to explore what it means to be a Highlander.

[Visit Us](#)

BACK

Page 77 of 97

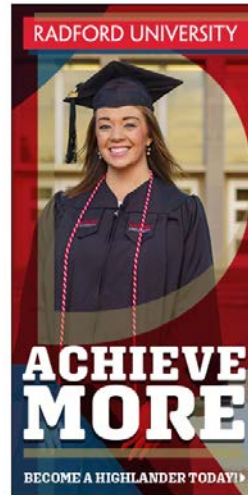
# Marketing Strategy: *Rich Media*

## This Woman is on a Mission to Teach Sewing Across the Country

She's a real Martha in the making.

By Katelyn Chef

- Save
- Pin
- More



wikiHow Search wikiHow...

Learn why people trust wikiHow

## How to Enjoy Learning

Co-authored by [Soren Rosier, PhD](#)

Learning can be frustrating. Maybe you feel bored, or maybe you get discouraged if you don't understand a new topic. If you're still in school, there are lots of things you can do to make learning more enjoyable. Lifelong learning is also important. And even better, it can be fun. Take steps to continue your education even after you've left school. There are many ways to make learning fun.

Explore this Article

- Making School More Fun
- Continuing Your Education
- Understanding the Benefits of Learning

Tips and Warnings  
Related Articles  
References

# Marketing Strategy: *Social Media Promotion*

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Page 79 of 97

# Marketing Strategy: *Social Media Promotion*

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# Marketing Strategy: *Social Media Promotion*



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# Request for Proposal Process and Timeline

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# Social Media Engagement

# Social Media Engagement: *2019 Highlights*

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Twitter grew from **19,573 to 20,400 followers** with an annual growth rate of 4.2%, representing the slowest rate of all platforms.

LinkedIn grew from **48,760 to 51,669 connections** with an annual growth rate of 6%.



Page 84 of 97

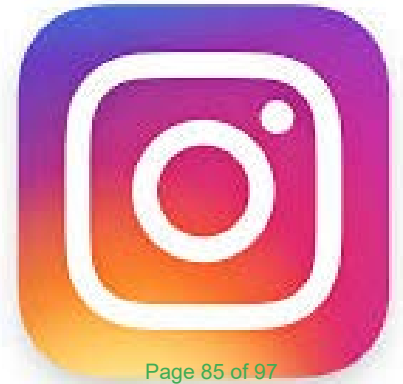
# Social Media Engagement: *2019 Highlights*

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Facebook grew from **31,918 to 33,923 likes** with an annual growth rate of 6.3%. This platform provides the greatest amount of traffic to [www.radford.edu](http://www.radford.edu).


Instagram grew from **10,000 to 12,100 followers** with an annual growth rate of 21%, representing the fastest rate of all platforms.



# Social Media Engagement: *Top Posts*

**Radford University**  
Published by Alexa Nash [?] · September 10, 2019 · 🌐 Like Page

These favorable results come after several outstanding achievements and developments at Radford University, which demonstrate the university's steadfast commitment to empowering students from diverse backgrounds by providing transformative educational experiences. #HighlanderPride



RADFORD.EDU

**U.S. News & World Report highlights Radford University's significant rise in national rankings**

🟢 **Get More Likes, Comments and Shares**  
Boost this post for \$100 to reach up to 34,000 people.

<b>10,302</b> People Reached	<b>2,585</b> Engagements	<b>Boost Post</b>
---------------------------------	-----------------------------	-------------------

👍👤 Regina Lewis, ĐjNh Phạm and 291 others      4 Comments 170 Shares

**Performance for your post**

**10,302** People Reached

**1,330** Reactions, Comments & Shares 📈

<b>938</b> Like	<b>256</b> On Post	<b>682</b> On Shares
<b>170</b> Love	<b>44</b> On Post	<b>126</b> On Shares
<b>5</b> Wow	<b>0</b> On Post	<b>5</b> On Shares
<b>47</b> Comments	<b>6</b> On Post	<b>41</b> On Shares
<b>173</b> Shares	<b>170</b> On Post	<b>3</b> On Shares

**1,255** Post Clicks

<b>0</b> Photo Views	<b>569</b> Link Clicks 📈	<b>686</b> Other Clicks 📈
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**NEGATIVE FEEDBACK**


<b>2</b> Hide Post	<b>5</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

# Social Media Engagement: *Top Posts*

**Radford University**  
Published by Alexa Nash · August 25, 2019

Today marks the official beginning of a new chapter in our Highlander story. We're so happy to finally have the Class of 2023 on campus, and we hope the entire #RadfordFamily has an excellent academic year!



**13,179** People Reached

**1,940** Engagements

**462** Likes

15 Comments 32 Shares

**Boost Post**

**Get More Likes, Comments and Shares**  
Boost this post for \$100 to reach up to 34,000 people.

**Performance for Your Post**

<b>657</b> Like	<b>411</b> On Post	<b>246</b> On Shares
<b>132</b> Love	<b>61</b> On Post	<b>71</b> On Shares
<b>47</b> Comments	<b>15</b> On Post	<b>32</b> On Shares
<b>35</b> Shares	<b>32</b> On Post	<b>3</b> On Shares

**1,069** Post Clicks

<b>112</b> Photo Views	<b>0</b> Link Clicks	<b>957</b> Other Clicks
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**NEGATIVE FEEDBACK**

7 Hide Post      7 Hide All Posts  
0 Report as Spam      0 Unlike Page

Reported stats may be delayed from what appears on posts

**Radford University**  
Published by Alexa Nash · August 26, 2019

We hope you have a great first semester, Class of 2023!



**13,338** People Reached

**2,467** Engagements

**267** Likes

9 Comments 79 Shares

**Boost Post**

**Get More Likes, Comments and Shares**  
Boost this post for \$100 to reach up to 34,000 people.

**Performance for Your Post**

<b>663</b> Like	<b>226</b> On Post	<b>437</b> On Shares
<b>151</b> Love	<b>45</b> On Post	<b>106</b> On Shares
<b>12</b> Haha	<b>0</b> On Post	<b>12</b> On Shares
<b>2</b> Wow	<b>0</b> On Post	<b>2</b> On Shares

<b>54</b> Comments	<b>10</b> On Post	<b>44</b> On Shares
<b>83</b> Shares	<b>79</b> On Post	<b>4</b> On Shares

**1,503** Post Clicks

<b>309</b> Clicks to Play	<b>0</b> Link Clicks	<b>1,194</b> Other Clicks
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**NEGATIVE FEEDBACK**

4 Hide Post      2 Hide All Posts  
0 Report as Spam      0 Unlike Page


Reported stats may be delayed from what appears on posts

# Social Media Engagement: *Top Posts*

**Radford University**  
Published by Alexa Nash [?] · May 11, 2019 ·

Like Page

Congratulations to the Class of 2019 and welcome to the Radford Alumni Family. Watch a recap of today's ceremony and tag your friends and family when you see them!



VIMEO.COM  
**Spring Commencement 2019**  
Radford University's Spring Commencement 2019.

Get More Likes, Comments and Shares  
Boost this post for \$100 to reach up to 34,000 people.

8,716 People Reached      1,446 Engagements      **Boost Post**

169      7 Comments 54 Shares

**Performance for Your Post**

8,716 People Reached

444 Reactions, Comments & Shares

269 Like	142 On Post	127 On Shares
60 Love	29 On Post	31 On Shares
1 Sad	0 On Post	1 On Shares
57 Comments	8 On Post	49 On Shares
58 Shares	54 On Post	4 On Shares

1,002 Post Clicks

1 Photo Views	652 Link Clicks	349 Other Clicks
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**NEGATIVE FEEDBACK**

2 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

**Radford University**  
Published by Alexa Nash [?] · August 23, 2019 ·

Welcome to the Radford Family!

**Radford University Carilion**  
Published by Mark Lambert [?] · August 23, 2019 ·

Like Page

Today, our first class of Highlanders join the #RadfordFamily for convocation and orientation. We are excited you have chosen Radford University Carilion as your real-world learning environment.

6,123 People Reached      934 Engagements      **Boost Unavailable**

James W. Robey, Yvette Baker and 110 others      6 Shares

**Performance for Your Post**

6,123 People Reached

119 Reactions, Comments & Shares

107 Like	107 On Post	0 On Shares
6 Love	6 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
6 Shares	6 On Post	0 On Shares

815 Post Clicks

240 Photo Views	0 Link Clicks	575 Other Clicks
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**NEGATIVE FEEDBACK**

3 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



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# RUC Marketing Campaign

# RUC Marketing Campaign: *Billboards*



# RUC Marketing Campaign: *Print Promotion*

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Our real-world education, provided by practicing clinicians, teaches students how to care for patients, conduct research and manage organizations. Our programs, offered at undergraduate and graduate levels, prepare students for successful careers and equip them to be caring and responsive healthcare professionals.

**ARE YOU  
DRIVEN BY  
WHAT'S NEXT?**

[www.radford.edu/next](http://www.radford.edu/next)

Page 91 of 97

# RUC Marketing Campaign: *Social Promotion*

**Radford University Carilion**  
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Our programs, offered at undergraduate and graduate levels, prepare students for successful careers and equip ... See More



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Admissions

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Page 92 of 97

# RUC Marketing Campaign: *Web Promotion*

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# Next Steps and Future Work

# Discussion



# End of Board of Visitors Materials

