

Advancement, University Relations and Enrollment Management Committee

September 2021

RADFORD UNIVERSITY

Board of Visitors

RADFORD UNIVERSITY

Board of Visitors

ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE

4 P.M. **

SEPTEMBER 9, 2021

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

DRAFT **AGENDA**

- **CALL TO ORDER** Ms. Lisa Throckmorton, *Chair*
- **APPROVAL OF AGENDA** Ms. Lisa Throckmorton, *Chair*
- **APPROVAL OF MINUTES** Ms. Lisa Throckmorton, *Chair*
 - April 22, 2021
- **ENROLLMENT MANAGEMENT REPORT** Mr. Craig Cornell, *Vice President for Enrollment Management*
 - Enrollment Update
- **ADVANCEMENT and UNIVERSITY RELATIONS REPORT** Ms. Wendy Lowery, *Vice President for Advancement and University Relations*
 - University Relations
 - Alumni Relations
 - Annual Giving
 - Giving Overview
 - Capital Campaign Update
 - Moving Forward
- **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
Dr. Rachel Fowlkes, Vice Chair
Ms. Krishna Chachra
Mr. Mark S. Lawrence
Ms. Lisa W. Pompa
Ms. Georgia Anne Snyder-Falkinham

September 2021 Meeting Materials

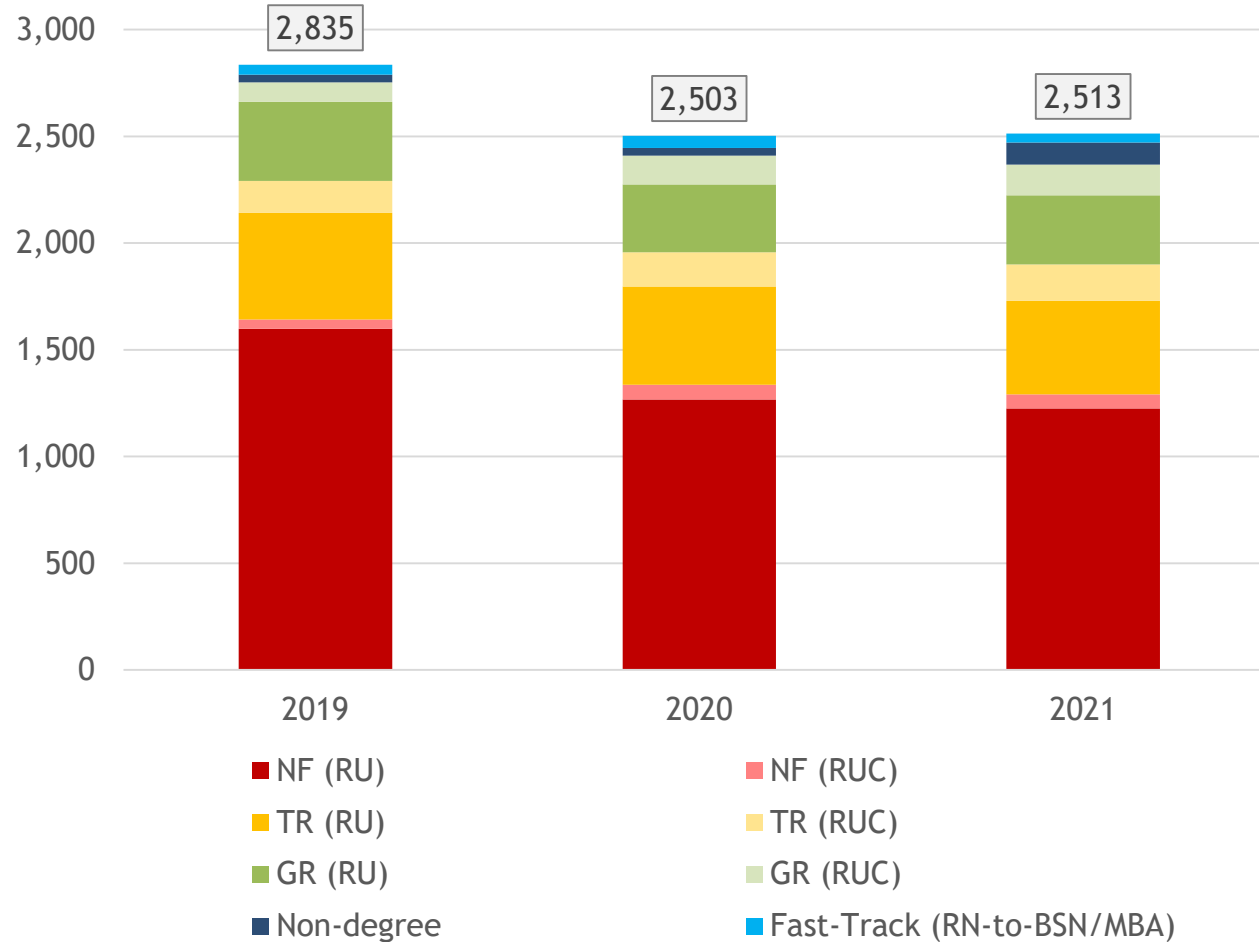
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Fall 2021 Enrollment Update

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Enrollment - Total New Student Enrollments (excluding CBE)



Entry Segment	2019	2020	2021
Freshmen (RU)	1,599	1,267	1,226
Freshmen (RUC)	43	69	66
Transfer (RU)	500	460	437
Transfer (RUC)*	150	161	171
Graduate (RU)	370	318	324
Graduate (RUC)	91	135	144
Non-degree (RU+RUC)	36	36	103
Traditional and Fast-Track (RN-to-BSN/MBA)	46	57	42
Total New to the Institution	2,835	2,503	2,513

* Includes those with or without prior bachelor's degrees

New Freshmen

	Fall 2019	Fall 2020	Fall 2021
In-State	1,497	1,211	1,138
Out-of-State	154	125	154
Total New Freshmen	1,651	1,336	1,292
Yield % (enrolled to admit ratio)	13.6%	11.2%	12.0%

Strong recovery in out-of-state growth

-and-

For the first time in 10 year- an increase in yield!

Freshmen Indicators - New Freshmen

Measure	Fall 2019	Fall 2020	Fall 2021
High School GPA	3.30	3.32	3.31

Second highest GPA on record following last year.

Measure	Fall 2019	Fall 2020	Fall 2021
SAT Combined	1,030	1,023	1,055
ACT Composite	20.2	20.1	21.8

Highest SAT following redesign in 2017 and tied for highest ACT.

New Freshmen by Ethnicity

Ethnicity	Fall 2019	Fall 2020	Fall 2021
American Indian or Alaska Native	7	5	6
Asian	19	15	21
Black or African American	365	286	255
Hispanic	124	114	122
Native Hawaiian/Other Pacific Islander	0	0	0
White	946	796	771
Two or more races	123	89	77
Nonresident Alien	7	3	9
Race and Ethnicity Unknown	60	28	31
Total New Freshmen	1,651	1,336	1,292
% Multi-Cultural*	38.6%	38.1%	37.2%

* Multi-Cultural: American Indian or Alaska Native, Asian, Black or African American, Hispanic, Native Hawaii/Other Pacific Islander, Two or more races

New Transfers

	Fall 2019	Fall 2020	Fall 2021* (Preliminary)
In-State	585	533	524
Out-of-State	23	29	40
Total Main Campus	608	562	564

*Includes Fast Track Fall A starts

Highest out-of-state transfer enrollment in 9 years.

New River Community College/Radford University Bridge Program

	Fall 2020	Fall 2021
Bridge Program Enrollments	54	58



Overall Enrollment

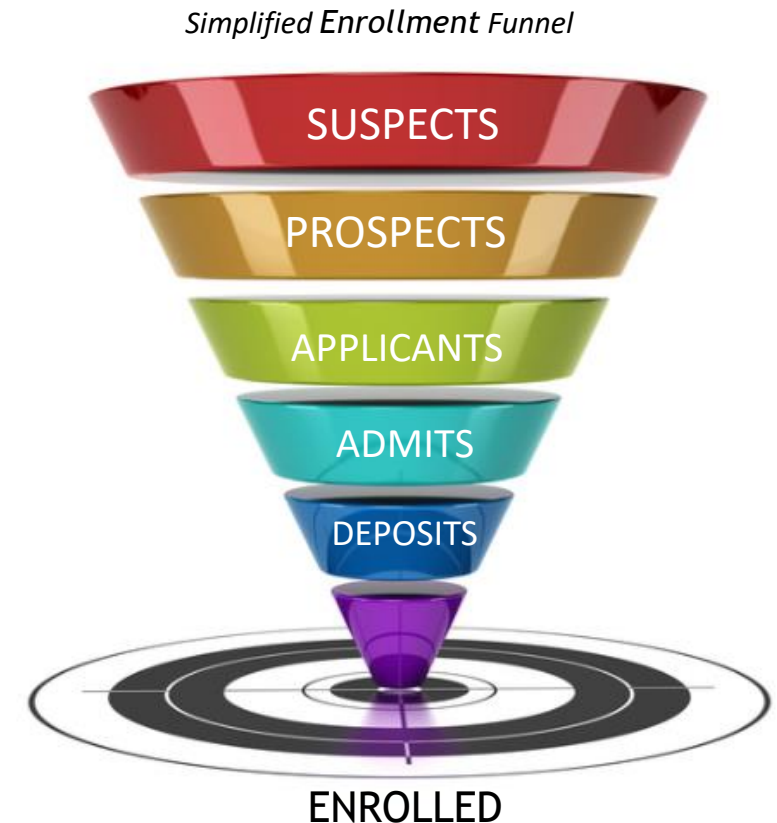
Level	Fall 2019	Fall 2020	Fall 2021 (Preliminary)
Radford Main Campus	7,218	6,580	5,666
Radford University Carilion	712	717	736
Fast-Track	-	-	44
IMPACT	37	10	37
Total Undergraduates	7,967	7,307	6,483
Radford Main Campus	989	952	994
Radford University Carilion	334	384	394
Fast-Track	-	-	14
IMPACT	2,580	2,052	1,079
Total Graduate	3,903	3,388	2,481
Total Fall Headcount	11,870	10,695	8,964
Total Fall Headcount w/o Graduate Impact Program	9,290	8,643	7,885

Enrollment - Initiatives for Fall 2022 Class

Over-Arching Goal

Normalize operations where we can and grow new initiatives along each area of the recruitment cycle:

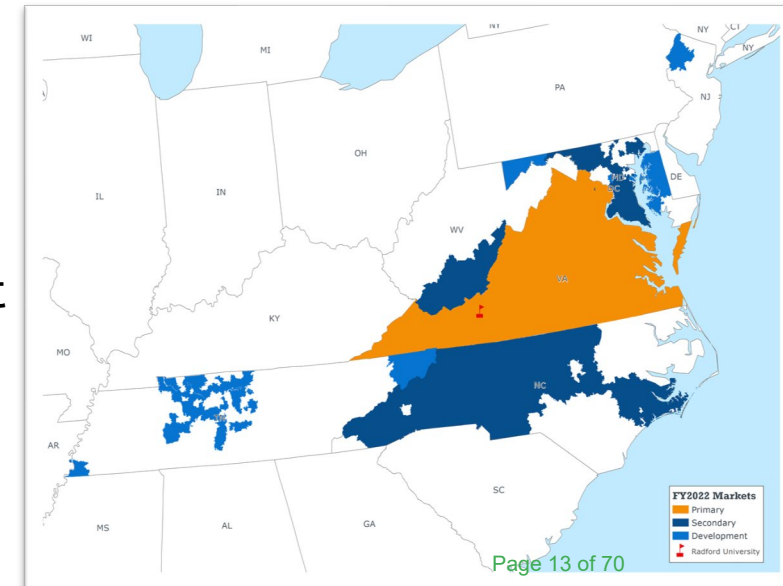
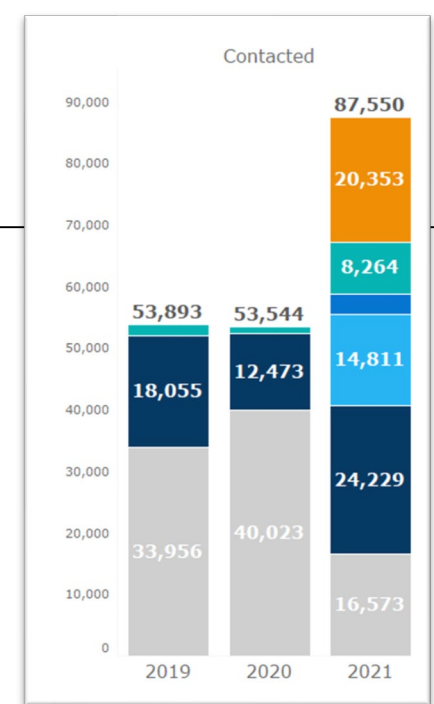
- Keep virtual efforts that were successful;
- Start anew with previous recruitment efforts; and
- Move forward with new initiatives in a post-COVID recruitment cycle.



Enrollment - Initiatives for Fall 2022 Class: *Application Generation*

Currently in the Application Generation stage with Suspects and Prospects:

- Adjust to reality of a post-standardized testing environment by diversifying and continue to grow our student lists where we can.
- Broaden our reach with additional leads as well as re-targeting new areas for development.
- Taking “Radford on the Road” with planned outreach events to connect with students in higher populated areas and fall open houses (again!).



Enrollment - Initiatives for Fall 2022 Class

Other Top Recruitment Initiatives:

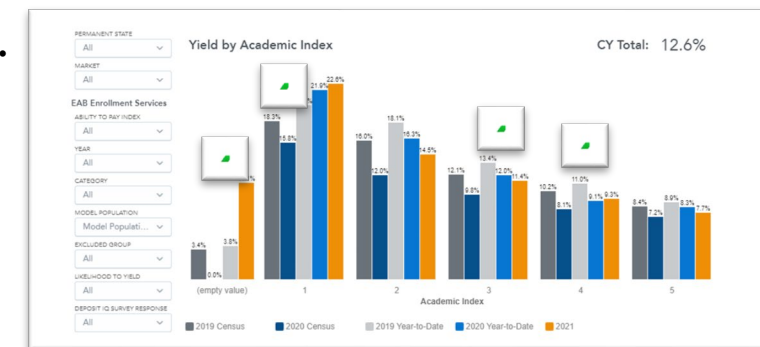
- **Programmatic Marketing:** Fully incorporate Spring Programmatic Marketing initiatives and develop the next round per strategic funding.
- **Social Media:** Continue to enhance our social media presence through the creation of a new Admissions position (with UR alignment).
- **College/Program Specific Events:** Through support and alignment with Academic Affairs developing focused events, communications and tours.
 - NOTE: The Fall 2021 admitted student survey showed that we outperformed our competition on our “access to faculty” as being a significant factor for students in choosing Radford.



Enrollment - Initiatives for Fall 2022 Class

Other Top Recruitment Initiatives:

- **On-Campus Recruitment Events:** Providing (going back to) on campus recruitment events such as Fall Open Houses and Highlander Days that were virtual last year.
- **The NRCC-RU Bridge Program:** Enhancing many Bridge Program recruitment and operations efforts to normalize and grow that program now that we are able to fully run this year as originally conceptualized.
- **One-Stop Model at RUC:** Building a full one-stop model at RUC to maximize impact of operations and student experience.
- **Fast Track and CBE:** Continue and expand the Fast-Track offerings and recruitment efforts in our full first year including specific marketing investments.
- **HDP Analysis and Modifications:** Deep dive into our Highlander Distinction Scholarship (HDP) program analytics to find pockets of success and opportunities with new outreach initiatives.
 - **NOTE:** The Fall 2021 admitted student survey also showed that we outperformed our competition on our “availability of merit scholarships” as being a significant factor for students in choosing Radford.



Discussion

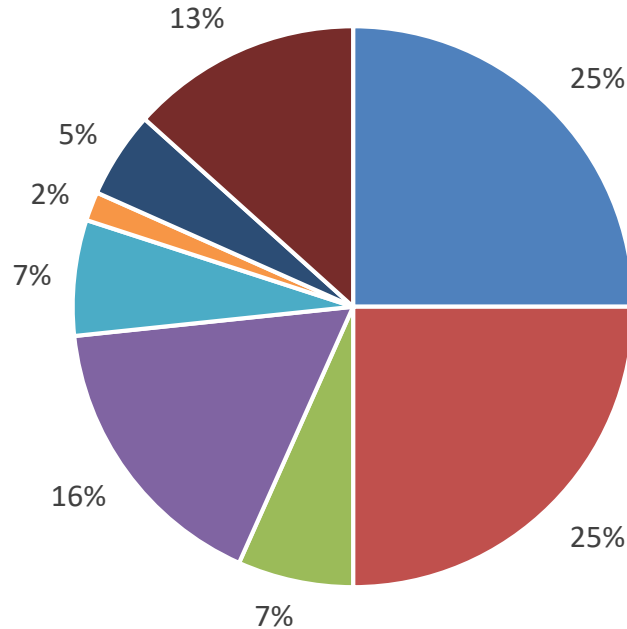
Advancement and University Relations

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University Relations

Creative Services



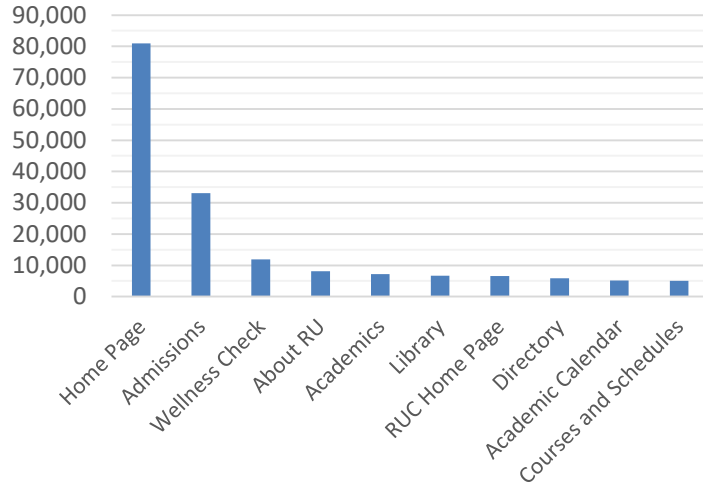
Projects Q2 2021

- Academic
- Administrative
- Admissions
- Advancement/Alumni
- President's Office
- Magazine
- Marketing and Branding
- RUC

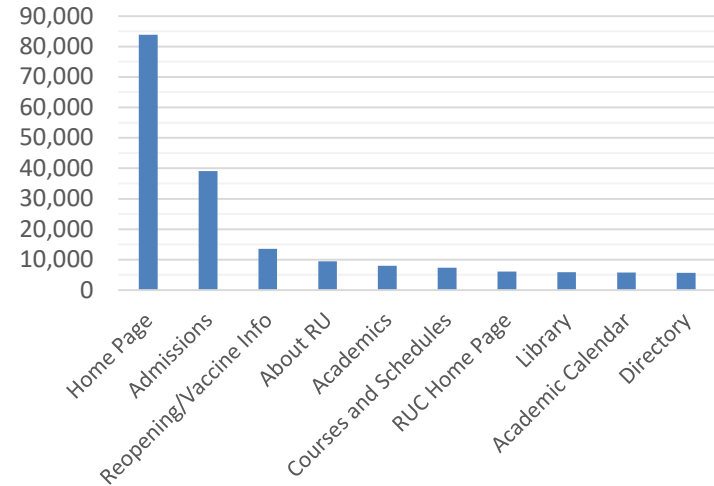
University Relations

Digital Communications and Marketing | Radford.edu

June 2021



July 2021



University Relations

Digital Communications and Marketing | Social Media



@radfordu
14.6K followers



@radforduniversity
55.7K followers
48.7K alumni followers



@RadfordUniversity
36.5K followers



@radfordu
19.8K followers



@RUCRoanoke
6.2K followers



@RUCRoanoke
925 followers

Alumni Relations

NATIONAL CAPITAL REGION GOLF TOURNAMENT

- Sold out at 36 teams!
- Raised over \$14k for scholarships



READ WITH RADFORD

- Fourth book installment
- Membership continues to grow



RADFORD NIGHT AT NATIONALS PARK

- 400+ tickets purchased
- President Lepre and Men's Basketball staff attended



Alumni Relations

RICHMOND CHAPTER GOLF TOURNAMENT

- Sept. 23
- 23 teams registered



HOMECOMING 2021

- Sept. 30 – Oct. 2
- Free Concert with The Deloreans on Moffett Lawn!



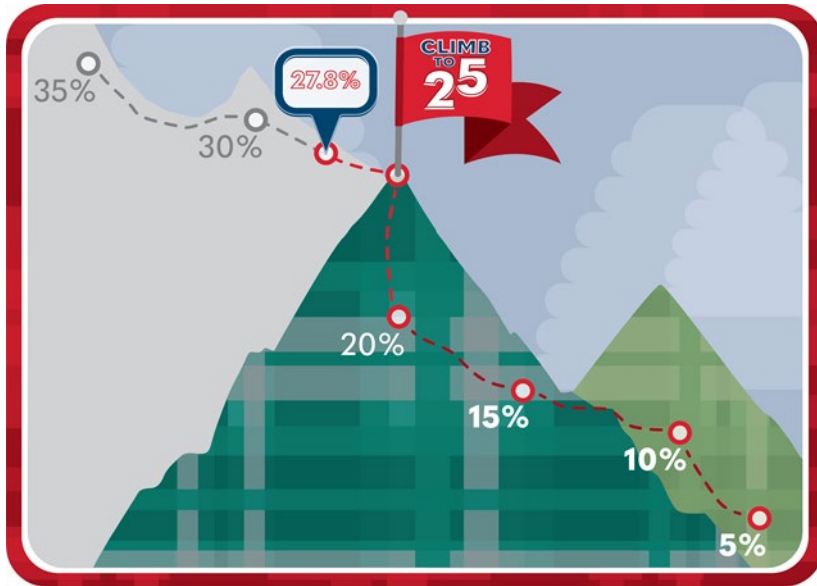
PRESIDENTIAL SEARCH ALUMNI FOCUS GROUPS

- NOVA, Tidewater, Roanoke, Richmond, Out-of-State Zoom and Homecoming



Annual Giving

FY 21: Climb to 25

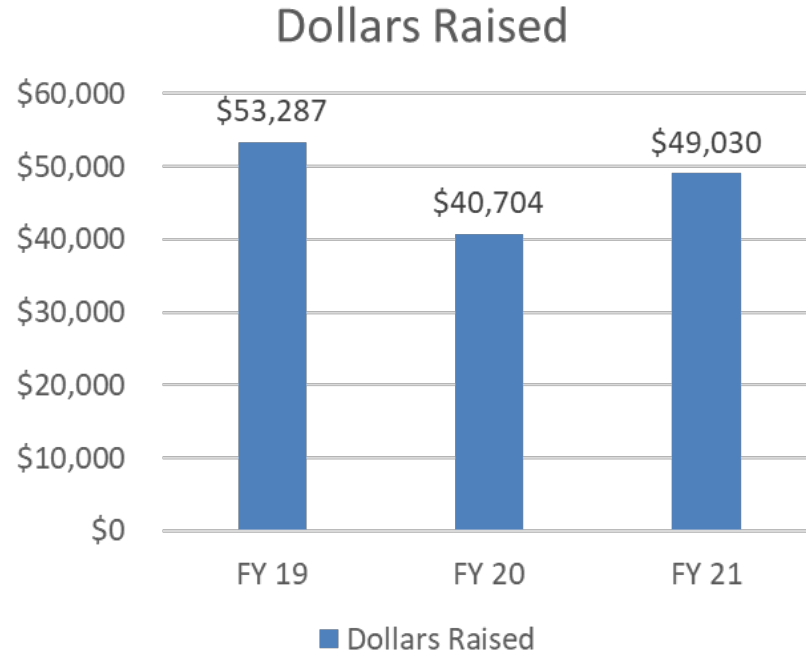


- Goal was 25% participation - final percentage was **27.8%** participation.
- Second highest number of donors in last 5 years.
- Exceeded last year by **55** donors, grew by 17.6% .
- **368** unique donors made contributions this year.
- **Over 110** different funds received support from faculty and staff donors.
- **87** first-time donors made gifts this fiscal year.
- Over **40** Climb Ambassadors supported this campaign from all over campus.

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Annual Giving

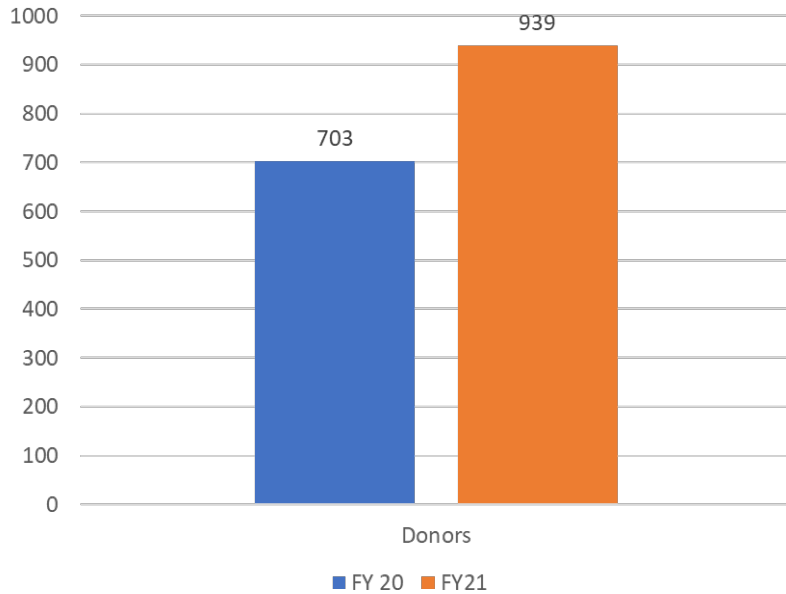
Telephone Outreach- Dollars Raised Comparison



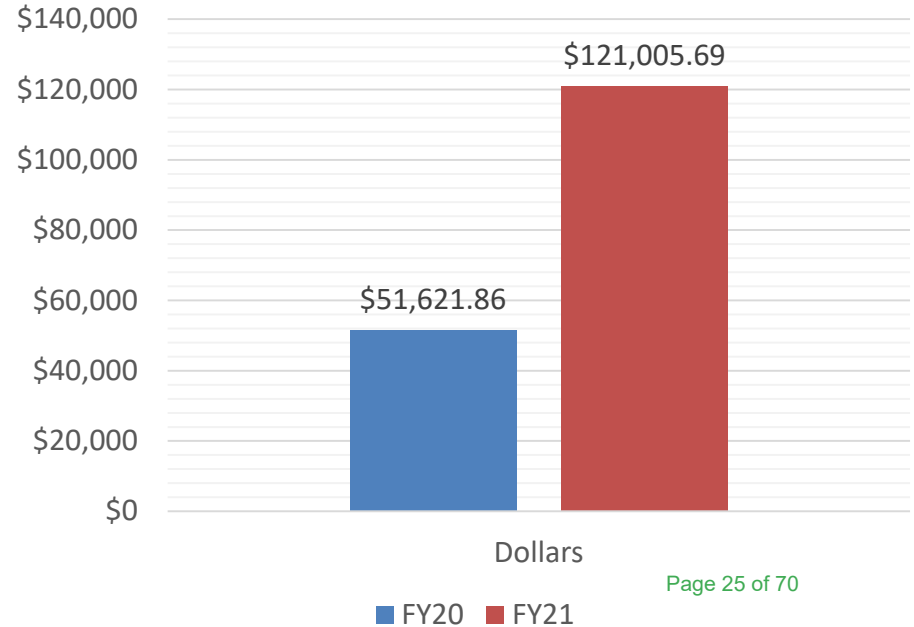
Annual Giving

Crowdfunding

Donors who Responded to Crowdfunding



Dollars Raised through Crowdfunding



Giving Overview

Fiscal Year-to-Date Giving:	FY 2021-2022 (7/1/21 - 8/31/21)	FY 2020-2021 (7/1/20 - 8/31/20)	FY 2019-2020 (7/1/19 - 8/31/19)	FY 2018-2019 (7/1/18 - 8/31/18)	FY 2017-2018 (7/1/17 - 8/31/17)
New Pledges	\$ 295,625	\$ 55,955	\$ 659,542	\$ 4,115	\$ 705,049
New Planned Gifts	\$ 100,000	\$ -	\$ 68,167	\$ 34,964	\$ 1,028,821
Outright Cash Gifts	\$ 284,475	\$ 287,286	\$ 273,943	\$ 274,981	\$ 204,772
Gifts-in-kind	\$ -	\$ 13,350	\$ 3,932	\$ 4,904	\$ 15,636
Gifts of Real Estate	\$ -	\$ -	\$ -	\$ -	\$ -
Sponsored Programs	\$ -	\$ -	\$ 165,900	\$ -	\$ 13,700
Total Giving	\$ 680,100	\$ 356,591	\$ 1,171,485	\$ 318,963	\$ 1,967,978

Fiscal Year-End Giving:	FY 2020-2021 Final	FY 2019-2020 Final	FY 2018-2019 Final	FY 2017-2018 Final	FY 2016-2017 Final
New Pledges	\$ 2,857,172	\$ 3,955,582	\$ 10,040,001	\$ 11,039,677	\$ 7,855,710
New Planned Gifts	\$ 11,928,850	\$ 1,391,622	\$ 539,964	\$ 1,565,555	\$ 1,192,050
Outright Cash Gifts	\$ 1,950,285	\$ 1,934,134	\$ 1,856,843	\$ 1,751,071	\$ 1,563,936
Gifts-in-kind	\$ 44,914	\$ 15,812	\$ 31,902	\$ 336,320	\$ 128,299
Gifts of Real Estate	\$ -	\$ -	\$ -	\$ 590,000	\$ -
Sponsored Programs	\$ 148,459	\$ 192,319	\$ 42,130	\$ 57,490	\$ 52,485
Total Giving	\$ 16,929,679	\$ 7,489,470	\$ 12,510,840	\$ 15,340,113	\$ 10,792,480

TOGETHER Campaign

The TOGETHER Campaign website
DotComm GOLD Award Winner



FISCAL YEAR 21 ACCOMPLISHMENTS BY VOLUME

Raised \$16.9 million – \$75.6 million
towards our campaign goal
**MOST DOLLARS RAISED IN
UNIVERSITY HISTORY**



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Moving Forward 2021-2022

Advancement and University Relations

- Campaign: \$25m needed to meet \$100m goal by 2023
- Campaign Awareness: Students and Families Focus
- Campaign Private Gatherings
- Donor Relations
- College-Based Fundraising and Newsletters
- System Efficiencies – Customer Service
- Student Intern Programming
- Enrollment Management – Trends, ROI, Oversight of Investments
- Website



Discussion

Minutes

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ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE

4:00 P.M.

APRIL 22, 2021

JOSEPH P. SCARTELLI ATRIUM
COVINGTON CENTER, RADFORD, VA

DRAFT **MINUTES**

COMMITTEE MEMBERS PRESENT

Ms. Lisa Throckmorton, Chair
Ms. Krisha Chachra, Vice Chair
Mr. Mark S. Lawrence

COMMITTEE MEMBERS ABSENT

Ms. Georgia Anne Snyder-Falkinham
Ms. Karyn K. Moran

BOARD MEMBERS PRESENT

Mr. James R. Kibler, Jr., Vice Rector
Dr. Debra K. McMahan
Ms. Nancy Angland Rice

OTHERS PRESENT

Dr. Brian O. Hemphill, President
Ms. Karen Castelee, Secretary to the Board of Visitors and Special Assistant to the President
Dr. Lyn Lepre, Vice President for Academic Affairs and Provost
Mr. Tom Lillard, Associate Vice President for Advancement (For Advancement presentation)
Ms. Caitlyn Scaggs, Associate Vice President for University Relations (For University Relations presentation)

CALL TO ORDER

Ms. Lisa Throckmorton, Chair, formally called the Advancement, University Relations and Enrollment Management Committee meeting to order at 4:20 p.m. in the Joseph P. Scartelli Atrium, Covington Center, Radford, VA.

APPROVAL OF AGENDA

Ms. Throckmorton asked for a motion to approve the April 22, 2021 agenda, as published. Ms. Krisha Chachra, Vice Chair, made the motion. Ms. Nancy Angland Rice seconded, and the motion carried unanimously.

APPROVAL OF MINUTES

Ms. Throckmorton asked for a motion to approve the minutes of the February 11, 2021 meeting of the Advancement, University Relations and Enrollment Management Committee meeting, as published. Ms. Chachra made the motion. Ms. Rice seconded, and the motion carried unanimously.

ENROLLMENT MANAGEMENT REPORT

Vice President for Enrollment Management Craig Cornell provided an update on the new student fall 2021 enrollments for Radford University and Radford University Carilion (RUC), as well as a brief overview of the Enrollment Management volume of activity. He also presented a walkthrough of all communications shared with new students with an emphasis on the new initiatives in place to increase yield of admitted students.

Vice President Cornell shared freshmen applications for main campus continue to follow national trends and are at the end of the cycle. However, a strong pool of students has allowed a stronger admit percentage this year, being up 6% compared to last year. He added that following 2019 benchmarks, as of now, it is expected we will see a freshman class ranging from approximately 1,400-1,450 dependent on overall student yield rates but a clearer picture will emerge after the first week of May. Vice President Cornell shared that main campus is seeing an increase in new transfer applications allowing for larger percentage of admits and growing deposit numbers, currently slightly down over last year, but up 20% over 2019. Overall RUC enrollment growth from previous year was shared, as well as very strong entering student numbers in apps, admits and deposits for both new freshmen and transfer students.

Vice President Cornell shared an overview of the volume of student communications and activities within the Division of Enrollment Management, including 556,966 total emails sent from the Office of Admissions, 166 program information sessions at RUC completed, and over \$115,000,000 in aid awarded by the financial aid office for the 2021 freshman and transfer classes at both main campus and RUC.

In closing, Vice President Cornell distributed a packet of the communication and recruitment materials that an entering student at main campus would receive and shared many of the new initiatives that are being employed to stay in front of students throughout the entire recruitment cycle with a focus on increasing the admitted to enrolled yield percentage. A copy of the report is attached hereto as *Attachment A* and is made a part hereof.

ADVANCEMENT AND UNIVERSITY RELATIONS

Vice President for Advancement and University Relations Wendy Lowery presented updates to the Committee for University Relations, Alumni Relations, Annual Giving and the TOGETHER Campaign Launch.

Vice President Lowery stated that efforts in working with VisionPoint has been a source of strength in the quality of traffic that they are directing to our website. VisionPoint efforts has a lower bounce rate, more visits to our site and more pages while on our site. Radford is significantly out performing benchmarks on Instagram and Facebook. Vice President Lowery added that staff members are exploring how to expand efforts in these channels as they are proving effective and cost efficient.

Vice President Lowery stated that marketing efforts for Radford University Carilion has been expanded to complement the generosity of the Commonwealth of Virginia's additional funding. Traditional TV commercials and expanded digital placements specifically advertise the highly competitive and reduced tuition rate, with VisionPoint supporting these enhanced placement efforts. Vice President Lowery shared a commercial that was produced by the University Relations Media Services team titled *RUC Healthcare Heroes* and added the design team in University Relations won a Gold Addy for the Radford University Brand Guide.

Vice President Lowery also shared a video highlighting the success of February for Highlanders and highlighted the many events and activities of Alumni Relations adding that Homecoming is scheduled for September 30 through October 2, 2021.

Vice President Lowery shared that the annual giving campaign, RAD48 was a huge success raising \$57,948 dollars from 279 donors. Vice President Lowery also reported that the overall giving is currently at \$16,233,581, marking the largest amount raised in one fiscal year in University history. The announcement of a \$6 million gift was shared with the Committee, and will be celebrated publicly later this spring. A copy of the report is attached hereto as ***Attachment B*** and is made a part hereof.

ADJOURNMENT

With no further business to come before the Committee, Ms. Throckmorton adjourned the meeting at 5:05 p.m.

Respectfully submitted,

Ms. Kathy Murphy
Executive Assistant to the Vice President for Enrollment Management

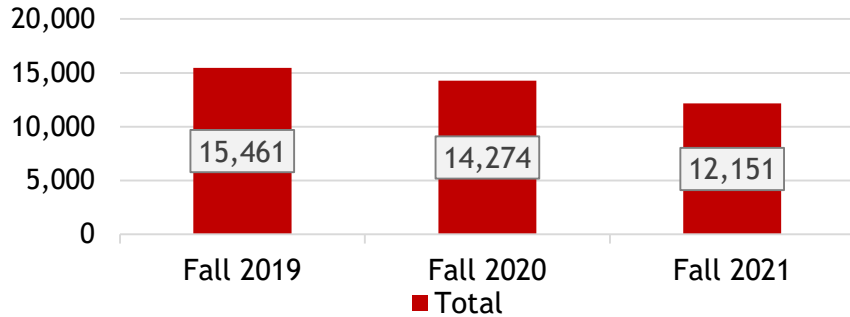
Enrollment Management Update

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RU Enrollment Data

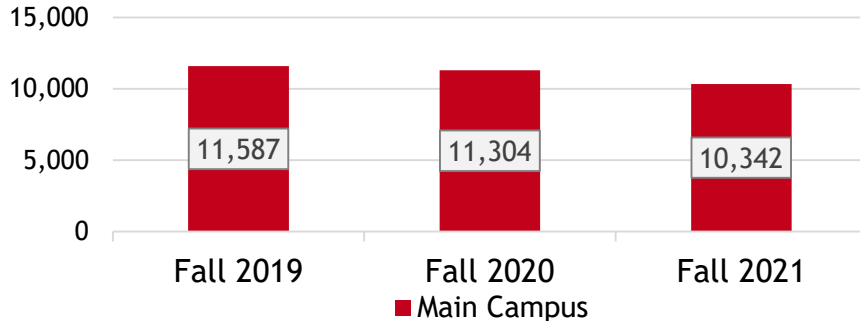
New Freshman Applications and Admits, RU (April 19)

Applications



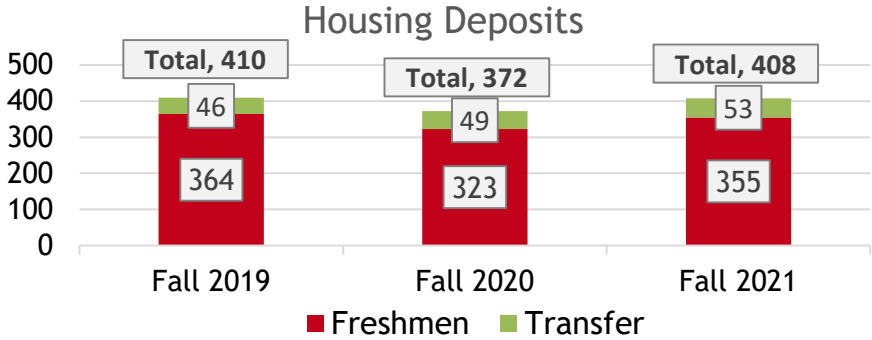
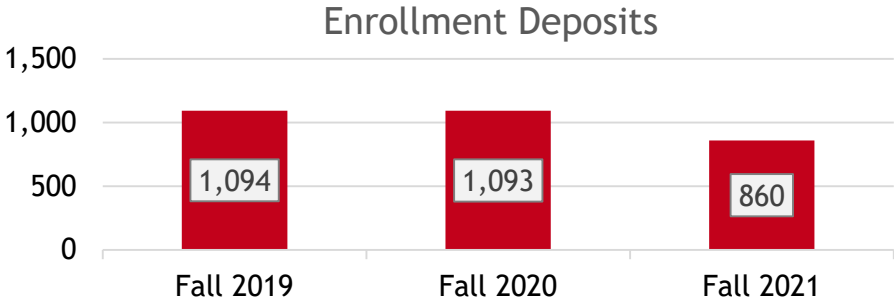
Applications differences following comparative institutions nationally.

Admits



Admit percentages up approximately 6% over last year and up 11.5% over 2019.

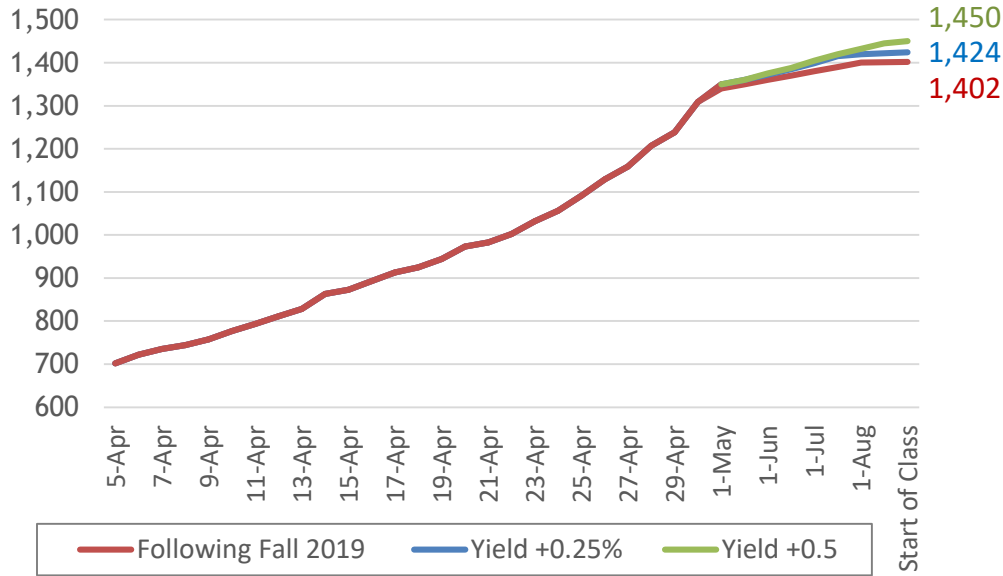
New Freshman Enrollment and Housing Deposits, RU (April 19)



Focus now on finalizing students in the funnel toward enrollment and housing deposits.

New Freshman Deposits, RU (April 19th)

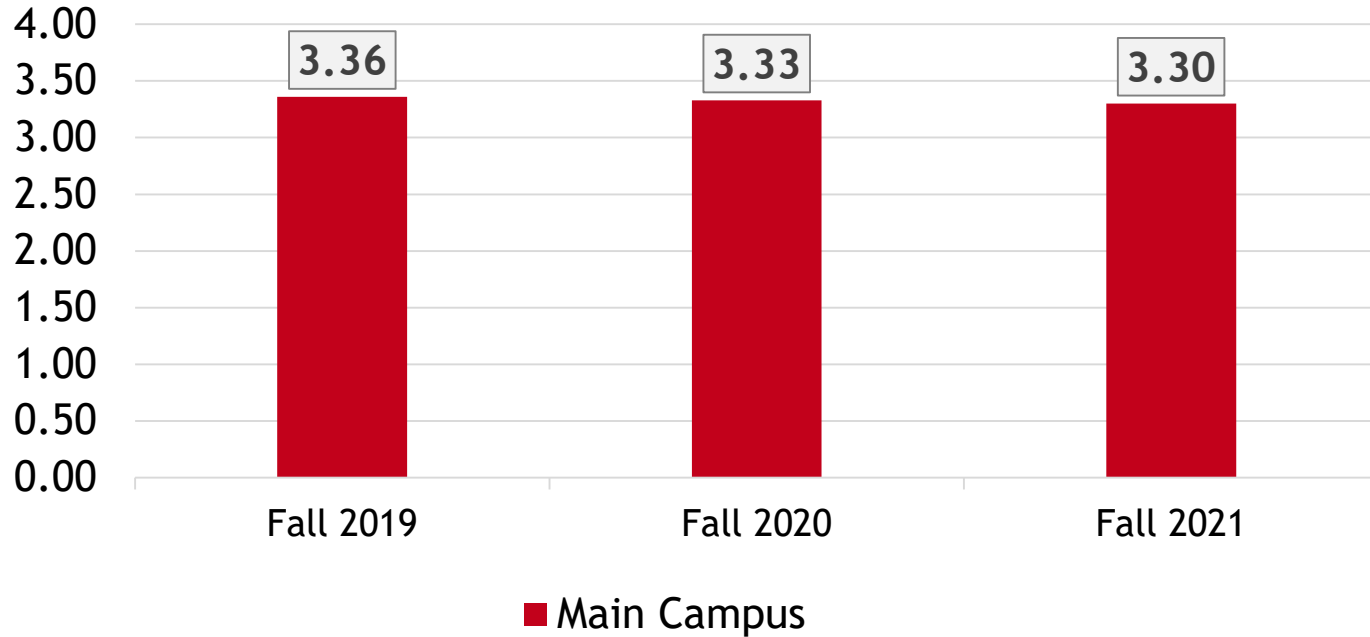
Current Enrollment Scenarios



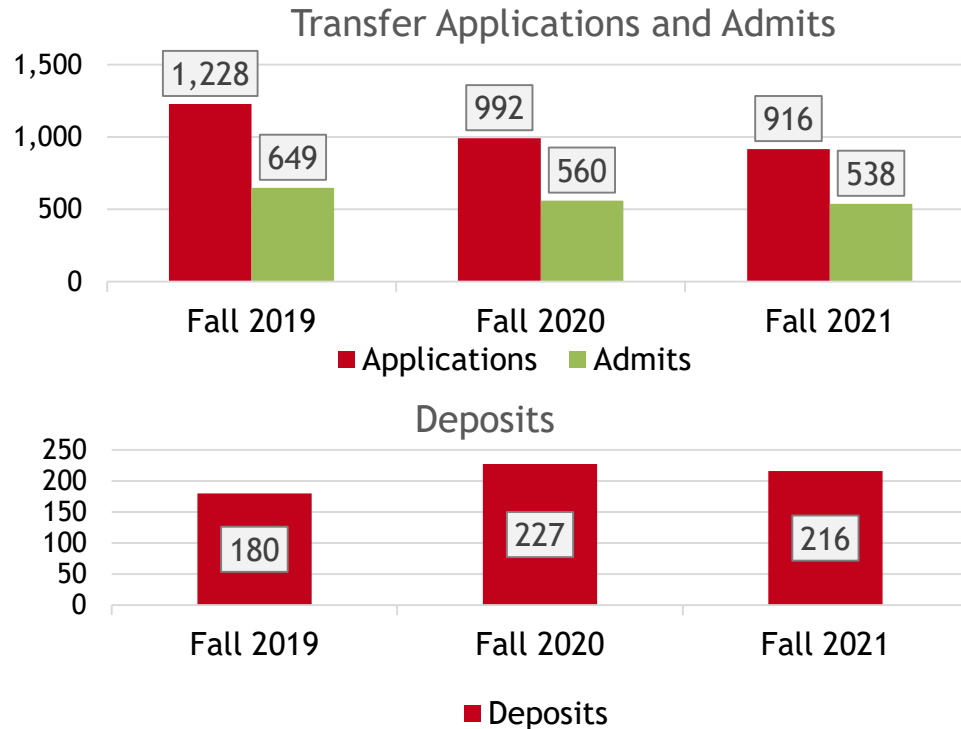
Due to the impacts of COVID last year, we are focusing on comparisons to 2019 (pre-COVID) as a better predictor for enrollment modelling, with new freshman enrollment scenarios ranging from approximately 1,402-1,450 based on overall yield percentages.

* Based on 2019 modelling and current deposits rates

New Freshman Deposits - High School GPA, RU (April 19)



New Transfer Enrollment Metrics, RU (April 19)



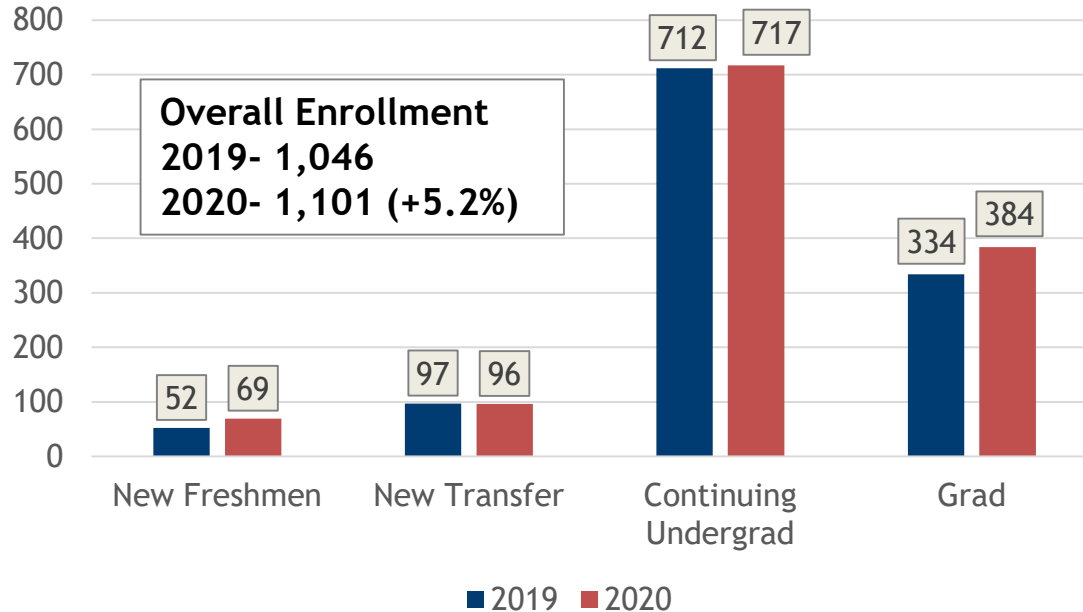
Transfer challenges continue with VCCS schools all online and our inability to meet with students on their campuses.

Strong academically prepared pool of applicants, combined with strong admit percentages leading to solid deposits so far.

RUC Enrollment Data

RUC Overall Enrollments, 2019-2020

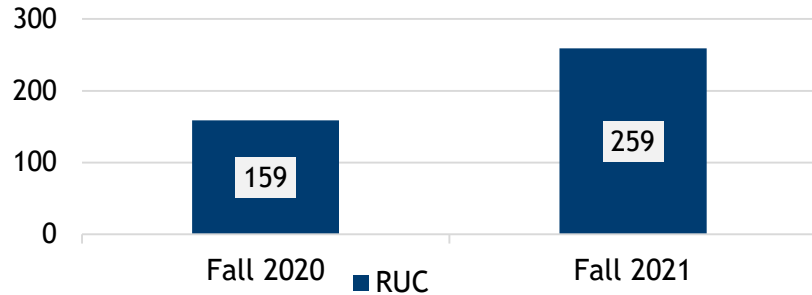
RUC Enrollments by Cohort



Following our enrollment growth in our first year at RUC in Fall 2020, we are seeing additional strong interest and growth for Fall 2021.

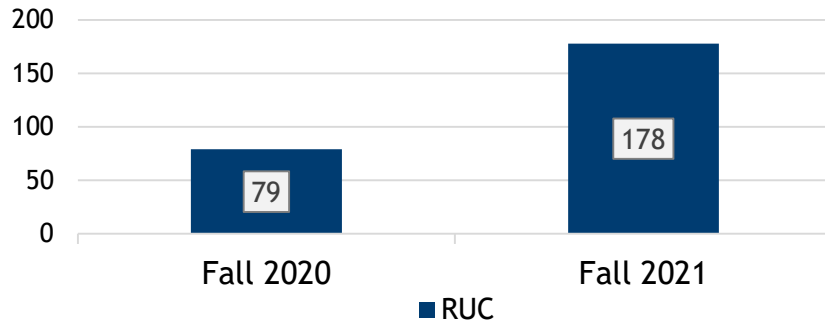
New Freshman Applications and Admits, RUC (April 19)

Applications



Applications and interest up considerably at 63% increase...

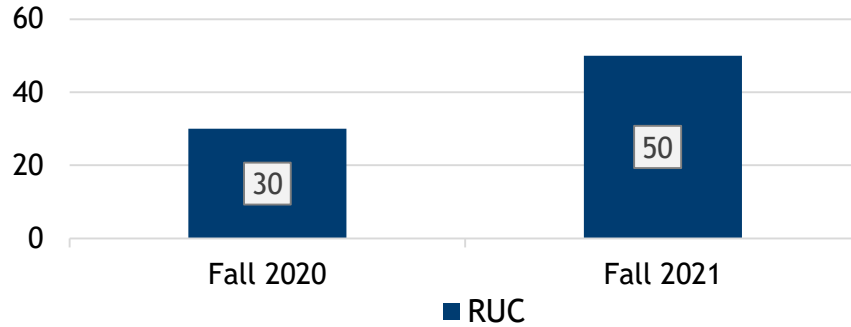
Admits



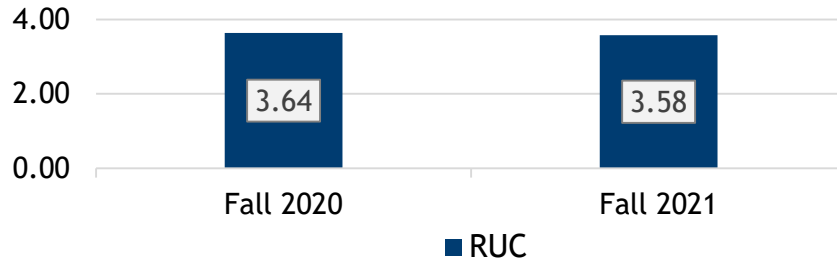
...Leading to admits up by 125%.

New Freshman Deposits, RUC (April 19)

Enrollment Deposits

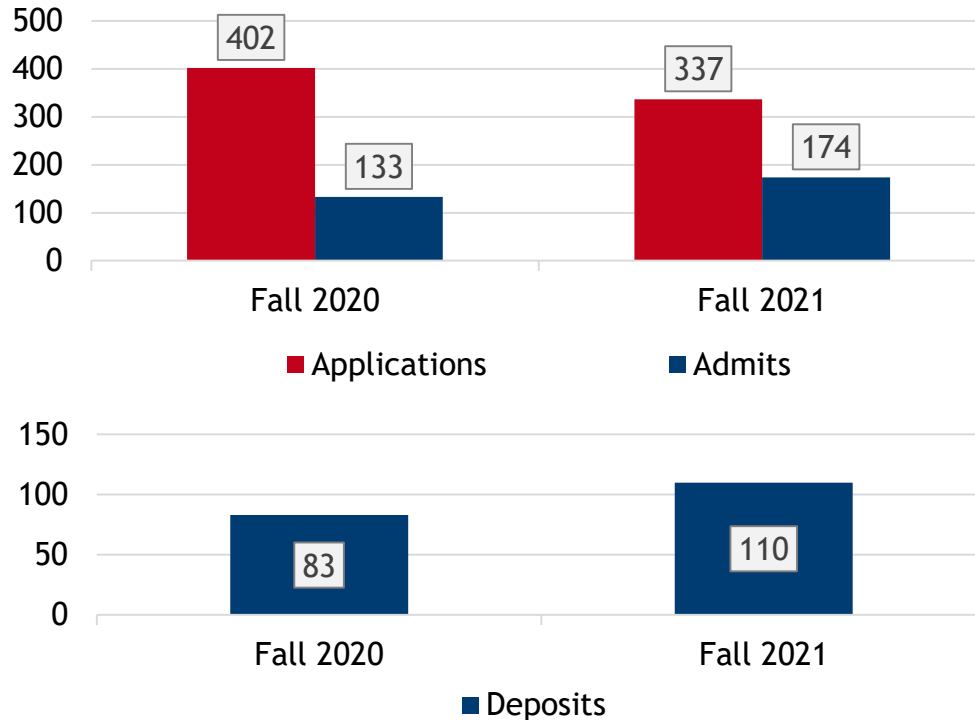


High School GPA



...Leading to a 67% increase in student commitments at this point of the cycle while maintaining strong GPAs.

New Transfer Applications and Deposits, RUC (April 19)



Strong transfer admits (up 31%) leading to increase in student commitments by 33%.

Enrollment Management By the Numbers

Enrollment Management By The Numbers



- 8,185 RUC Admissions emails
- 556,966 total emails from RU Admissions
- 52 student and 21 parent emails on average per student



- 5,649 admitted students awarded aid
- 9,103 Highlander Distinction Scholarships awarded
- \$115,586,645 aid dollars awarded



- 23,769 texts in the past 2 weeks
- 48,300 general marketing texts



- 13,416 phone calls to Financial Aid in the past year
- 300 phone calls just last week made by Admissions Counselors to students
- 90% of all active admits called



- 57 virtual events at RU
- 166 program information sessions at RUC



- 3,250 transcript requests
- 1,067 curriculum change requests
- 1,725 registrations for fall so far

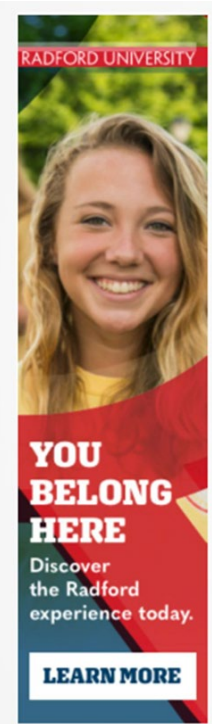
Student Interaction Timeline and Materials

Discussion

Advancement and University Relations

RADFORD
UNIVERSITY

University Relations



VisionPoint

Bounce Rate

All Users

28.85%



Radford - VisionPoint Ca...

21.96%



Number of Sessions per User

All Users

2.19



Radford - VisionPoint Ca...

2.27



Pages / Session

All Users

4.14



Radford - VisionPoint Ca...

4.45



University Relations

Facebook + Instagram

- Radford is significantly out performing benchmarks on Instagram and Facebook.
- We are exploring how to expand efforts in these channels as they are proving effective and cost efficient.

408

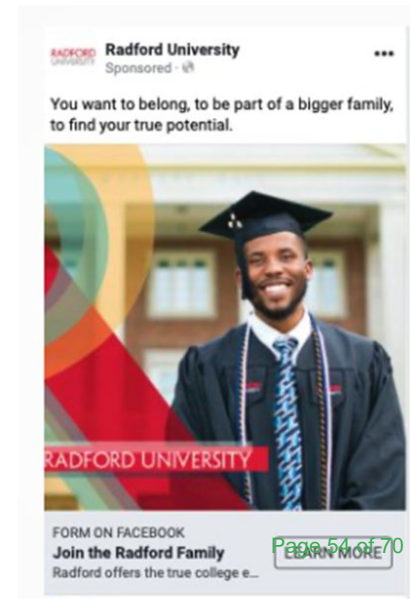
Conversions

\$44.22

CPA

5.95%

CVR



University Relations

RUC Healthcare Heroes



<https://vimeo.com/529544042/aaf31bff1a>

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University Relations

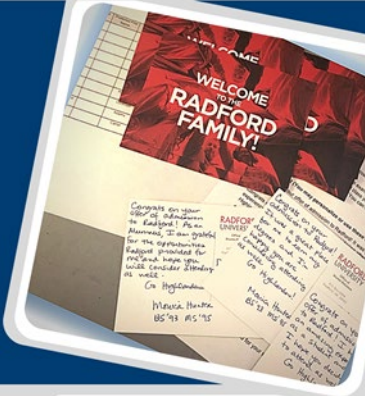
Our Award-Winning Brand Guide



Alumni Relations


February for Highlanders was a great success!

JOIN OUR 1,000 VOLUNTEER CHALLENGE!



ALUMNI ADMISSIONS AMBASSADORS

ST. PATRICK'S DAY CONTEST



“ WHY ARE YOU LUCKY TO BE A #RADGRAD? ”

Lucky to have attended for my master's and bachelor's. I knew at the time that I was making lifelong memories and friends... It has given me opportunities and experiences that are incomparable.

RU was one of the best decisions I ever made.

THE RADFORD UNIVERSITY ALUMNI ASSOCIATION
HIGHLANDER WISDOM SERIES



THE ART OF MAKING CONNECTIONS

Chance Smith '12
CO-FOUNDER,
COCHROW



THE RADFORD UNIVERSITY ALUMNI ASSOCIATION
HIGHLANDER WISDOM SERIES




PLANNING YOUR Legacy

Tom Lillard '79

Virtual Coffee Chats

Sign up today! Link in bio!

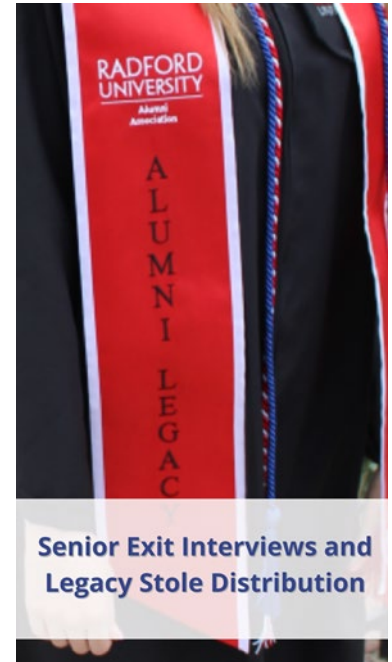
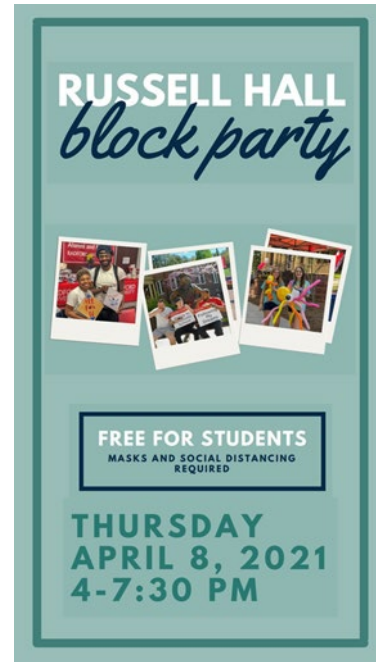


RADFORD UNIVERSITY
Alumni Association

Take a quick break. Bring questions. Learn. Reconnect with Radford.

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Alumni Relations



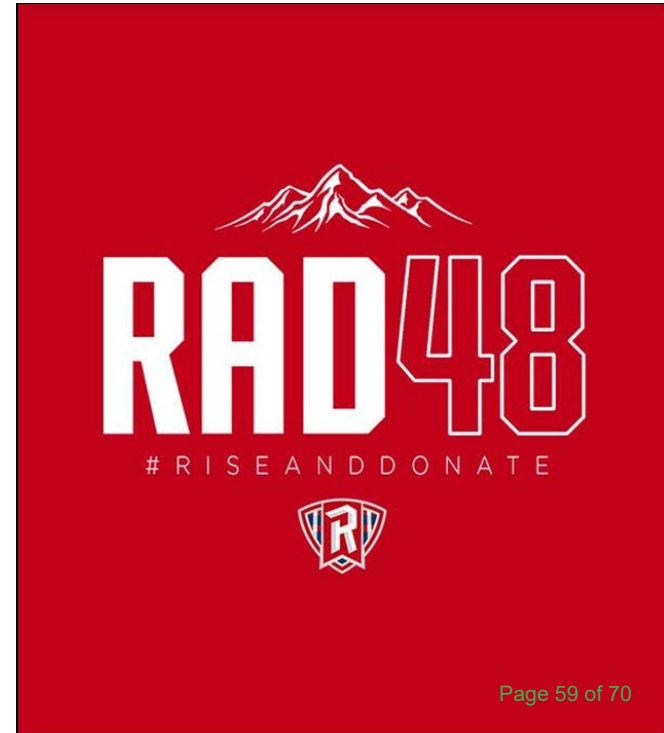
Homecoming Weekend | Sept. 30 – Oct. 2, 2021

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Annual Giving

RAD48 Success

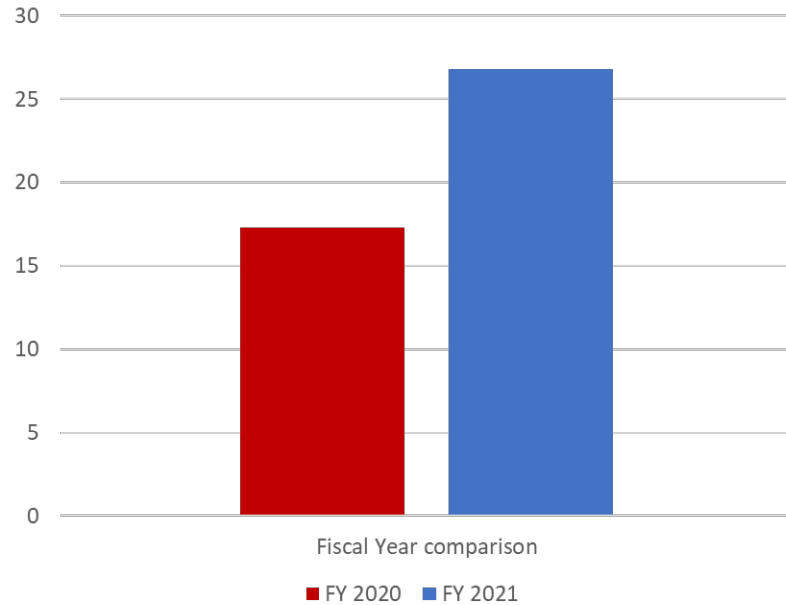
- \$57,948 raised from 279 donors.
- Goal was to have a donor for every one of our student athletes (275)
- Focused the funds raised on Highlander Club unrestricted and scholarship support



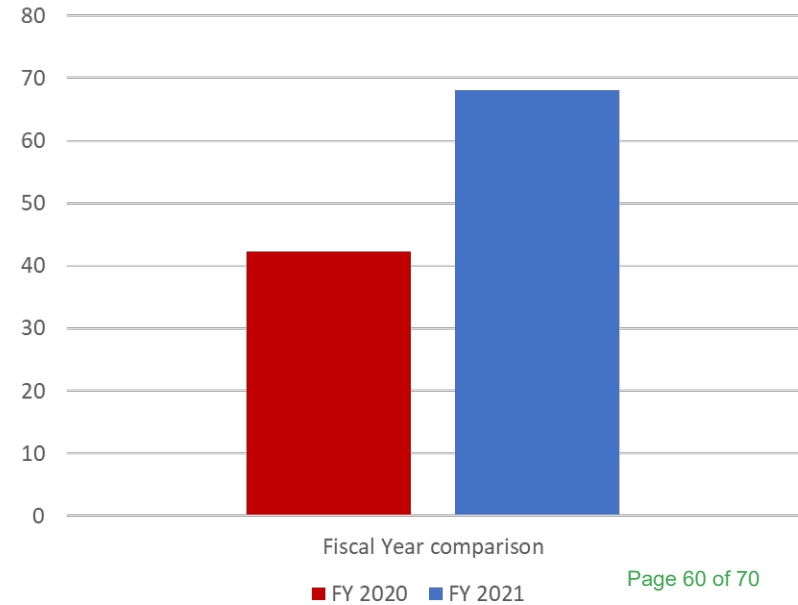
Annual Giving

Telephone Outreach Program

Pledge Rate



Credit Card Rate



Giving Overview

Fiscal Year-to-Date Giving:	FY 2021-2022 (7/1/21 - 8/31/21)	FY 2020-2021 (7/1/20 - 8/31/20)	FY 2019-2020 (7/1/19 - 8/31/19)	FY 2018-2019 (7/1/18 - 8/31/18)	FY 2017-2018 (7/1/17 - 8/31/17)
New Pledges	\$ 295,625	\$ 55,955	\$ 659,542	\$ 4,115	\$ 705,049
New Planned Gifts	\$ 100,000	\$ -	\$ 68,167	\$ 34,964	\$ 1,028,821
Outright Cash Gifts	\$ 284,475	\$ 287,286	\$ 273,943	\$ 274,981	\$ 204,772
Gifts-in-kind	\$ -	\$ 13,350	\$ 3,932	\$ 4,904	\$ 15,636
Gifts of Real Estate	\$ -	\$ -	\$ -	\$ -	\$ -
Sponsored Programs	\$ -	\$ -	\$ 165,900	\$ -	\$ 13,700
Total Giving	\$ 680,100	\$ 356,591	\$ 1,171,485	\$ 318,963	\$ 1,967,978

Fiscal Year-End Giving:	FY 2020-2021 Final	FY 2019-2020 Final	FY 2018-2019 Final	FY 2017-2018 Final	FY 2016-2017 Final
New Pledges	\$ 2,857,172	\$ 3,955,582	\$ 10,040,001	\$ 11,039,677	\$ 7,855,710
New Planned Gifts	\$ 11,928,850	\$ 1,391,622	\$ 539,964	\$ 1,565,555	\$ 1,192,050
Outright Cash Gifts	\$ 1,950,285	\$ 1,934,134	\$ 1,856,843	\$ 1,751,071	\$ 1,563,936
Gifts-in-kind	\$ 44,914	\$ 15,812	\$ 31,902	\$ 336,320	\$ 128,299
Gifts of Real Estate	\$ -	\$ -	\$ -	\$ 590,000	\$ -
Sponsored Programs	\$ 148,459	\$ 192,319	\$ 42,130	\$ 57,490	\$ 52,485
Total Giving	\$ 16,929,679	\$ 7,489,470	\$ 12,510,840	\$ 15,340,113	\$ 10,792,480

TOGETHER Campaign Launch

- The Climb to 25: Faculty and Staff
- Campaign Marketing on Campus
- Premiere Launch
- Virtual Launch
- Campaign Website



TOGETHER Campaign Launch



TOGETHER Campaign Launch



MARIAH LITTLEJOHN '21
Radford University Carilion (RUC) physician assistant student and recipient of the Theresa A. Thomas Memorial Scholarship

SCHOLARSHIPS HELP STUDENTS WORRY LESS ABOUT LOANS AND TUITION AND FOCUS MORE ON EDUCATING OURSELVES TO HELP IMPROVE THE QUALITY OF HEALTHCARE.

Alumni contributions are essential in being able to help future RUC and Radford students receive scholarships that will help them stay in their prospective programs. I, for one, look forward to being able to pass it on to help others and continue to help the University that helped me build my dream career."

TOGETHER | THE CAMPAIGN FOR
RADFORD UNIVERSITY

RADFORD UNIVERSITY CARILION



TOGETHER Campaign Launch



TOGETHER Campaign Launch



TOGETHER Campaign Launch



TOGETHER Campaign Launch

TOGETHER THE CAMPAIGN FOR RADFORD UNIVERSITY

GET INVOLVED CONTACT SEARCH GIVE NOW

\$68.5 MILLION
\$100 Million Goal

TOGETHER WE CAN LEAVE A LASTING LEGACY

ABOUT THE CAMPAIGN

ABOUT PRIORITIES IMPACT GIVING OPTIONS NEWS & EVENTS



RICH HERITAGE OF EXCELLENCE

Radford University has received national recognition for its outstanding academic programs and sustainability initiatives since its inception in 1910.

[GET TO KNOW RADFORD](#)



TRANSFORMATION TO SERVE

We're committed to developing responsible, well-educated citizens through our innovative approach to teaching and learning inside and outside the classroom.

[SEE HOW WE SERVE](#)



LEADING RADFORD WITH A PURPOSE

Together, we can overcome today's obstacles and develop tomorrow's leaders on this exciting journey where opposition meets good-will and opportunity meets passion.

[READ THE MESSAGE](#)

<https://vimeo.com/531505211/Offe7746b5>

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Discussion

End of Board of Visitors Materials

