

RADFORD UNIVERSITY

Board of Visitors

ENROLLMENT MANAGEMENT AND BRAND EQUITY COMMITTEE

8:30 A.M.

MARCH 23, 2023

KYLE HALL, ROOM 340, RADFORD, VA

DRAFT **MINUTES**

COMMITTEE MEMBERS PRESENT

Ms. Lisa Throckmorton, Chair
Mrs. Jennifer Wishon Gilbert, Vice Chair
Ms. Jeanne Armentrout
Dr. Rachel Fowlkes
Ms. Lisa Pompa
Mr. Marquett Smith

BOARD MEMBERS PRESENT

Dr. Debra K. McMahon, Rector
Mr. Robert A. Archer
Mr. Tyler Lester
Mr. George Mendiola, Jr.
Mr. David A. Smith
Ms. Georgia Anne Snyder-Falkinham

OTHERS PRESENT

Dr. Bret Danilowicz, President
Dr. Angela Joyner, Interim Vice President for Enrollment Management
Mr. Matthew Brunner, Registrar
Dr. Benjamin Caldwell, Dean of the College of Graduate Studies and Research
Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President
Dr. Marten denBoer, Interim Provost and Senior Vice President for Academic Affairs
Ms. Lisa Ghidotti, Executive Director of Government Relations
Mr. Anthony Graham, Associate Vice President for UG Recruitment/Director of Admissions
Mr. Robert Hoover, Vice President for Finance and Administration
Ms. Stephanie Jennelle, Associate Vice President for Finance and University Controller
Dr. Jeanne Mekolichick, Assoc. Provost for Research, Faculty Success and Strategic Initiatives
Mr. Mike Melis, Senior Assistant Attorney General, Office of the Attorney General
Ms. Allison Pratt, Assistant Vice President for Enrollment Mgt and Dir. of Financial Aid
Ms. Meghan Spraker, Director of Digital Communications and Marketing

Ms. Sarah Tate, Director of RUC Admissions
Dr. Susan Trageser, Vice President for Student Affairs
Mr. Justin Ward, Director of Media Services
Ms. Penny White, Interim Vice President for Advancement/University Relations

CALL TO ORDER

Ms. Lisa Throckmorton, Chair, formally called the Enrollment Management and Brand Equity Committee meeting to order at 8:40 a.m. in Room 340 of Kyle Hall.

APPROVAL OF AGENDA

Ms. Throckmorton asked for a motion to approve the March 23, 2023 agenda, as published. Ms. Jeanne Armentrout made the motion. Ms. Lisa Pompa seconded, and the motion carried unanimously.

ENROLLMENT MANAGEMENT REPORT

Interim Vice President for Enrollment Management Angela Joyner provided the status on current Enrollment Management goals. She reported that currently we are on track to deliver the goals with several initiatives in progress to support our efforts to stabilize our decline in enrollment, implement support for our students and evaluate the effectiveness of our student aid leveraging to make an education at Radford University more affordable.

Vice President Joyner shared an update on new freshmen and new transfer student deposits as well as the enrollment path to goal for deposit projections. Deposits are on pace to deliver our enrollment target (flat to year ago). We have several yield events (Highlander Day, regional admitted student events and virtual events) that are focused on increasing deposits and finishing strong for Fall 2023 census.

Vice President Joyner provided a summary of the trends impacting enrollment nationally and at Radford University. A comprehensive landscape study identified enrollment drivers, inhibitors, opportunities and threats. This information helped to identify five strategic focus areas to stabilize enrollment and set a foundation for growth. The five strategic focus areas include:

- Marketing and communication
- Partners engagement
- Recruiting strategy
- Affordability
- Experiences

In closing, Vice President Joyner shared that in an effort to increase awareness and conversion through the enrollment funnel, drive growth and build affinity for Radford University, three key tactics are recommended:

- Implement a segmentation strategy that employs recruiting and communication efforts that are most relevant and effective.
- Increase marketing investment, refine the marketing mix and establish performance metrics for agency partners.
- Launch new communication plans, creative campaign and website to drive enrollment and affinity.

BRAND EQUITY REPORT

Vice President Joyner shared an update on the progress of the Brand Strategy Project. The brand strategy project has progressed beyond the discovery phase and is now moving forward into the development phase of the project. VisionPoint has completed the stakeholder interviews, focus groups and a perception study to best inform the creation of messaging and the brand platform. Over 2300 people participated in the perception study.

Vice President Joyner provided a summary of the comprehensive website redesign that the university is embarking on. The redesign will incorporate the new brand platform. NewCity has been retained to lead this project in partnership with University Relations and the Information Technology Services. The anticipated launch date is October 2023.

In closing, Vice President Joyner gave an overview of the Radford University brand architecture approach. Radford University has several visual marks, brand positioning and brand guides. To improve brand awareness, affinity and effectiveness a recommendation was made to move to one branding architecture with Radford University as the parent brand. The proposed brand structure would include learning locations as sub-brands and provide branding guidelines through one brand guide.

ADJOURNMENT

With no further business, Ms. Throckmorton adjourned the meeting at 9:46 a.m.

Respectfully submitted,

Gina Stike
Executive Assistant to the Vice President of Enrollment Management

End of Board of Visitors Materials

