



Enrollment Management and Brand Equity Committee

11:00 a.m.

June 6, 2024

Kyle Hall, Room 340, Radford, VA

DRAFT
Minutes

Committee Members Present

Mrs. Jennifer Wishon Gilbert, Chair
Mr. David Smith
Ms. Lisa Pompa
Ms. Jeanne Armentrout

Committee Members Absent

Ms. Betsy Beamer, Vice Chair

Board Members Present

Dr. Debra McMahon, Rector
Mr. Marquett Smith, Vice Rector
Mr. Robert Archer
Mr. Jay Brown
Ms. Joann Craig
Ms. Betty Jo Foster
Mr. Tyler Lester
Mr. George Mendiola, Jr.
Mr. James Turk

Others Present

Dr. Bret Danilowicz, President
Dr. Dannette Gomez Beane, Vice President for Enrollment Mgt and Strategic Communications
Ms. Karen Castele, Secretary to the Board and Special Assistant to the President
Ms. Lisa Ghidotti, Executive Director of Government Relations
Dr. Kurt Gingrich, Faculty Representative
Mr. Anthony Graham, Associate VP for Graduate Recruitment/Director of Admissions
Dr. Robert Hoover, Vice President for Finance and Administration and CFO
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education
Mr. Erik Lovik, Director of Institutional Research
Dr. Jeanne Mekolichick, Assoc. Provost for Research, Faculty Success and Strategic Initiatives
Mr. Ed Oakes, Associate VP for Information Technology, Chief Information Officer
Dr. David Perryman, Associate Vice President for Strategic Communications
Ms. Allison Pratt, Associate VP for Enrollment Management/Director of Financial Aid
Ms. Susan Richardson, University Council
Mr. Troy Stallard, Student Representative

Dr. Susan Trageser, Vice President for Student Affairs
Dr. Bethany Usher, Provost and Senior Vice President for Academic Affairs
Mr. Justin Ward, Director of Media Services
Ms. Penny White, Vice President for Advancement

Call to Order

Mrs. Jennifer Gilbert, Chair, formally called the Enrollment Management and Brand Equity Committee meeting to order at 11:06 a.m. in Room 340 of Kyle Hall.

Approval of Agenda

Mrs. Jennifer Gilbert asked for a motion to approve the June 6, 2024 agenda for the Enrollment Management and Brand Equity Committee, as published. A motion was made by Mr. David Smith and seconded by Ms. Lisa Pompa, and the motion carried unanimously.

Approval of Minutes

Mrs. Jennifer Gilbert asked for a motion to approve the minutes of the March 21, 2024 meeting of the Enrollment Management and Brand Equity Committee meeting, as published. A motion was made by Mr. David Smith and seconded by Ms. Lisa Pompa, and the motion carried unanimously.

Brand Equity Report

Associate Vice President for Strategic Communications David Perryman began with an update on Radford University's 2024-2025 Strategic Plan tactics to revise the Radford University brand to increase brand equity and the release of an updated website.

Associate Vice President Perryman provided a summary on the tactic to increase brand equity by targeting audiences using an integrated mix of advertising channels. Digital ads are running across multiple channels targeting prospective students - driving awareness and engagement. Associate Vice President Perryman summarized the results from these digital campaigns, highlighting how many impressions, clicks and conversions we have seen from March 10 – May 7. A renewed billboard campaign along high-traffic corridors in Southern Virginia and an ad campaign at the Roanoke Regional Airport have been established to create brand awareness among prospects, regional businesses and the general public.

Associate Vice President Perryman concluded with an update on the second tactic to release an updated website and a new content management system which is currently underway. A new website governance policy, as well as website standards and procedures will ensure the efficient, effective and secure operation of the website. The new governance model features centralized control and shared responsibility with clearly defined roles and responsibilities for those charged with strategic oversight and daily content updates.

Enrollment Management Report

Vice President for Enrollment Management and Strategic Communications Dannette Gomez Beane began by stating that June 1 was our application deadline although we are still accepting applications. The total new freshman applications are slightly down from last year; however, the completion rate for new freshmen completed applications is at 93%. The new freshmen admitted student rate is at 88% and new freshmen deposits are at a 16% yield. Vice President Beane noted that our in-state freshman deposits are up by over 30% due to the Radford Tuition Promise program.

New transfer total applications increased by 28% and completed new transfer applications increased by 13.5%. The new transfer acceptance rate is at 87% with a deposit yield rate of 58%.

Vice President Beane noted that our combined new freshman and transfer applications are slightly down yet the total completed applications and total admitted students are up from last year. Combined total new freshman and transfer deposits show a 35% increase.

Vice President Beane also highlighted that we are seeing an increase in new freshman deposits for international students and graduate applications have increased by 15%.

In closing, Vice President Beane gave a summary on the Radford Tuition Promise stating that it is too soon to tell the true impact asking for discussion on continuing the program for Spring 2025 and Fall 2025.

Adjournment

With no further business to come before the committee, Mrs. Gilbert adjourned the meeting at 12:01 p.m.

Respectfully submitted,

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

End of Board of Visitors Materials

