

# RADFORD UNIVERSITY

**RADFORD UNIVERSITY BOARD OF VISITORS  
ADVANCEMENT/ALUMNI RELATIONS & COMMUNICATIONS/MARKETING  
COMMITTEE**

**8:30 A.M.**

**SEPTEMBER 15, 2016**

**BOARD ROOM**

**THIRD FLOOR-MARTIN HALL**

**RADFORD, VIRGINIA**

**APPROVED**

## **MINUTES**

### **COMMITTEE MEMBERS PRESENT**

Mr. Randolph “Randy” J. Marcus, Chair

Ms. Callie M. Dalton, Vice Chair (*entered meeting at 9:03 a.m.*)

Mr. Robert A. Archer

Ms. Mary Ann Hovis

Ms. Alethea “A.J.” Robinson (*entered meeting at 9:06 a.m.*)

### **BOARD MEMBERS PRESENT**

Mr. Christopher Wade, Rector (*entered meeting at 9:15 a.m.*)

Dr. Javaid Siddiqi, Vice Rector (*entered meeting at 9:45 a.m.*)

Ms. Krisha Chachra (*entered meeting at 9:45 a.m.*)

Dr. Rachel Fowlkes

Dr. Susan Whealler Johnston

### **OTHERS PRESENT**

President Brian O. Hemphill, Ph.D.

Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer

Ms. Katherine “Kitty” McCarthy, Vice President for Enrollment Management

Mr. James Pennix, Dean of Admissions

Ms. Michele N. Schumacher, Secretary to the Board of Visitors

Ms. Melissa Wohlstein, Vice President for University Advancement

Radford University faculty and staff

### **CALL TO ORDER**

Mr. Randolph “Randy” J. Marcus, Chair, formally called the meeting to order at 8:31 a.m. in the Board Room in Martin Hall, Radford University.

### **APPROVAL OF AGENDA**

Mr. Marcus asked for a motion to approve the September 15, 2016 meeting agenda, as published. Mr. Robert A. Archer so moved, and Ms. Mary Ann Hovis seconded the motion and the agenda as published was approved.

### **APPROVAL OF MINUTES**

Mr. Marcus asked for a motion to approve the minutes of the May 5, 2016 meeting of the Advancement/Alumni Relations & Communications/Marketing Committee, as published. Mr. Archer so moved, and Ms. Mary Ann Hovis seconded, and the minutes were approved. A copy of the approved minutes can be found at <http://www.radford.edu/content/bov/home/meetings/minutes.html>.

### **UNIVERSITY RELATIONS REPORT**

Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer, provided a recap of the 2015-2016 marketing and advertising campaign, which provided statistics on (i) the number of impressions that were delivered in support of undergraduate admissions; (ii) the amount of web traffic to the undergraduate admissions sections of the University's website; and (iii) the amount of web traffic to the MBA section pages of the University's website, as a result of the MBA marketing campaign. He also reported on the University's active presence within 10 social media platforms, including Facebook, Snap Chat, and Twitter.

He outlined the 2016-2017 advertising campaign indicating it will be conducted in three phases in recognition that the undergraduate admissions cycle is becoming year-long and less cyclical. Mr. Carpenter also noted the activities of both the Media Relations team and the Creative Services team within University Relations. These activities included: placing faculty subject matter experts in media opportunities that highlight the University's programs, value, and opportunity; and the design or coordination of numerous products in support of branding, marketing, and the presidential transition.

A copy of Mr. Carpenter's report is attached hereto as *Attachment A* and is made a part hereof.

Mr. Marcus thanked Mr. Carpenter for his report.

### **UNIVERSITY ADVANCEMENT REPORT**

Ms. Melissa Wohlstein, Vice President for University Advancement, provided a recap of the FY 2016 fundraising noting that a total of \$7,996,999 had been raised in gifts and pledges. She also reported on the development goals that have been established for FY 2017, and reviewed several strategic initiatives that will assist in fundraising efforts, including business arrangements entered into with Royall and Company and CampusCall to assist with targeted direct mail campaigns, as well as segment calling pools for highly targeted appeals.

Ms. Wohlstein also provided highlights of alumni relations activities since the May 2016 meeting, which included the creation of the Radford University Alumni Association, LLC, noting that the advisory board has been selected, and we are in the process of developing alumni chapters; a recap of President Hemphill's alumni tour throughout the Commonwealth, and an overview of activities that will take place during Homecoming Weekend.

A copy of Ms. Wohlstein's presentation is attached hereto as *Attachment B* and is made a part hereof.

Mr. Marcus thanked Ms. Wohlstein for her report.

### **ENROLLMENT MANAGEMENT REPORT**

Ms. Katherine "Kitty" McCarthy, Vice President for Enrollment Management, provided a brief bio of her career noting that she has been with Radford University approximately two weeks. She then introduced Mr. James Pennix, Dean of Admissions, who reported on Fall 2016 enrollment. Mr. Pennix reported that Fall 2016 enrollment included 1,751 new freshman and 719 transfer students for a total undergraduate student enrollment of 9,401, which is a decrease of approximately four percent. He also noted that thirty-eight percent of the student body are first generation college students, and twenty-nine percent of the student body are students of color.

Ms. McCarthy provided an outline of how the Fall 2017 recruitment plan will be implemented, and noted that the plan will be highly tactical, data informed, collaborative, goal oriented, and include competitive practices. She indicated that specific initiatives that are included in the plan and are currently underway include: territory management, a partnership with Royall and Company, and scholarships. She concluded that she will present the finalized plan, including analytics, at the November Committee meeting. Ms. McCarthy reminded the Committee that the 2017 plan will be our baseline year for using various analytics.

The Committee discussed how changes in the timing of the financial aid application, the use of scholarships, and recruitment methods for first-generation college students can impact student enrollment.

Mr. Marcus thanked Ms. McCarthy for her report.

### **ADJOURNMENT**

With no further business to come before the Committee, Mr. Marcus, Chair, adjourned the meeting at 10:33 a.m.

Respectfully submitted,

Michele N. Schumacher  
Secretary to the Board of Visitors

ATTACHMENT A

# University Relations Update

RADFORD  
UNIVERSITY

# Branding & Marketing Progress Report

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- FY15/16 Campaign Activity Summary
- Upcoming FY16/17 Campaign Approach
- Media Relations
- Creative Services
- Web Communications & Strategy

# FY15/16 Campaign Activity Summary

# FY15/16 Campaign Activity Summary

CAMPAIGN/MEDIA	Impressions	August	Sept	October	November	Dec	January	February	March	April	May	June	July
<b>UNDERGRADUATE</b>	<b>81,881,955</b>												
Print	3,794,813												
Out of Home	26,670,764												
Radio	4,746,028												
Streaming Radio	1,547,096												
TV	17,921,158												
Online Video	3,478,212												
Digital	23,247,154												
SEM	476,730												
<b>TRANSFER</b>	<b>7,253,282</b>												
Digital	6,978,884												
SEM	274,398												
<b>MULTICULTURAL</b>	<b>8,039,025</b>												
Print	380,000												
Radio	388,000												
Streaming Radio	1,228,466												
Digital	6,042,559												
<b>MBA</b>	<b>10,200,081</b>												
Print	631,032												
Radio	145,700												
Digital	8,317,973												
SEM	135,624												
Social Media	969,752												
<b>All CAMPAIGNS</b>	<b>107,374,343</b>												

# FY15/16 Advertising Summary

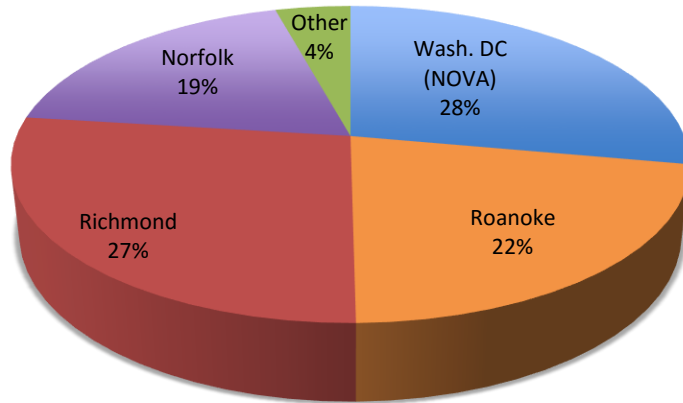
Media Channel	Advertising Spend	Impression Volume
Digital Display	\$184,258	36,268,597
Print	\$195,683	4,174,813
TV	\$153,692	17,921,158
Out of Home	\$94,932	26,670,764
Radio	\$64,068	5,134,028
Paid Search	\$40,906	751,128
Online Video	\$44,705	3,478,212
Streaming Radio	\$41,985	2,775,562
<b>Total</b>	<b>\$820,229</b>	<b>97,174,262</b>

- Includes all Undergraduate, Transfer and Multicultural advertising

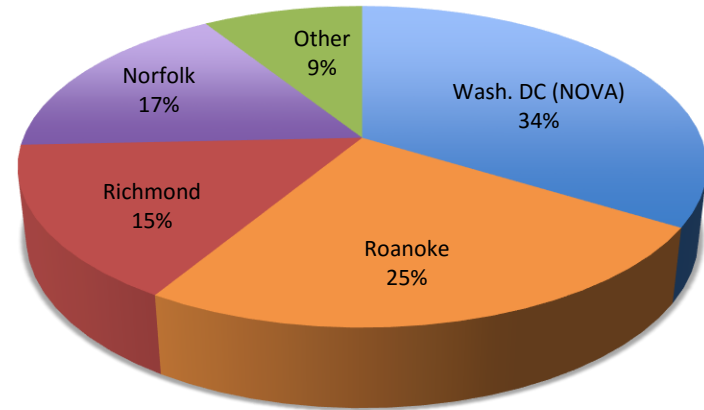


# Advertising's Impact by Market

**% Ad Spend by Market (DMA)**



**% Total Applications (NF + TR)**

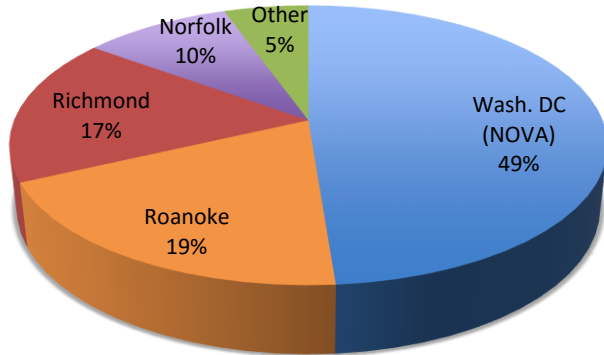


*\*All data pulled from Sept 1, 2015 – Mar 1, 2016*

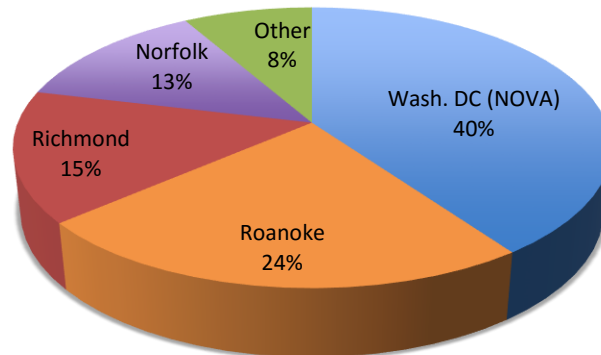
- The majority of advertising spend during Sept-Feb was allocated to four key market DMAs (Designated Market Areas): Washington DC (NOVA), Roanoke, Richmond and Norfolk
- In general, in-state applications through February were consistent with the proportion of ad spend per market, with a particular uptick in Radford's home market of Roanoke

# Digital Advertising's Impact by Market

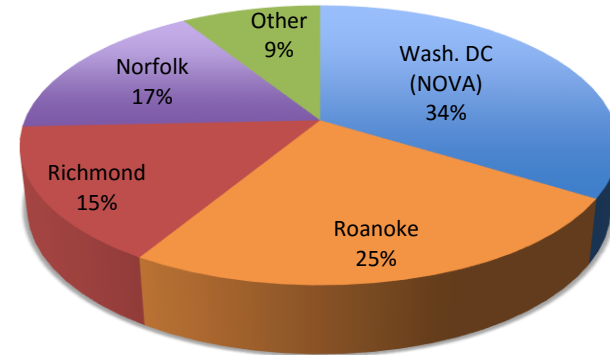
% Digital Impressions by Market (DMA)



% Admissions Web Traffic by Market (DMA)



Total Applications (NF + TR)



*\*All data pulled from Sept 1, 2015 – Mar 1, 2016*

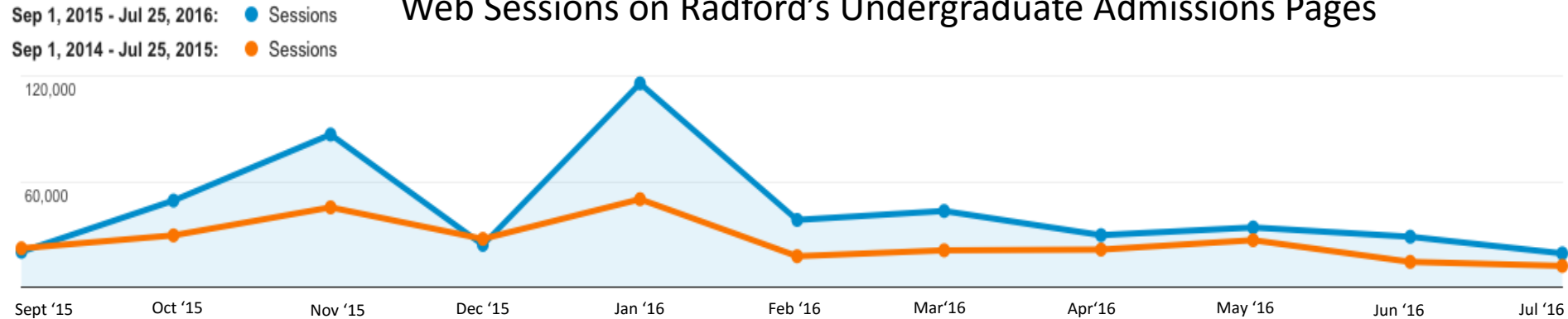
- Digital advertising impressions targeted the same four major Virginia markets, with the majority of impressions focused on the heavily populated Washington DC (NOVA) market
- Traffic patterns on the Admissions section of the Radford website mirrored the delivery of digital ad impressions by market
- Total applications are highly correlated with the pattern of traffic to the Admission site

# FY15/16 Key Performance Indicators

KPI	Undergrad	Transfer	Multicultural	MBA	Total
<b>Advertising Impressions</b>	81,881,955	7,253,282	8,039,025	10,200,081	<b>107,374,343</b>
<b>Landing Page Visits</b>	39,408	7,888	10,229	25,234	<b>82,759</b>
<b>Visit Rate (digital banners)</b>	62%	66%	50%	43%	<b>N/A</b>
<b>Landing Page Event Actions</b>	733	183	163	453	<b>1,532</b>
<b>Application Actions</b>	50,146	9,498	N/A	N/A	<b>59,644</b>

# Website Performance (Admissions Section Year over Year)

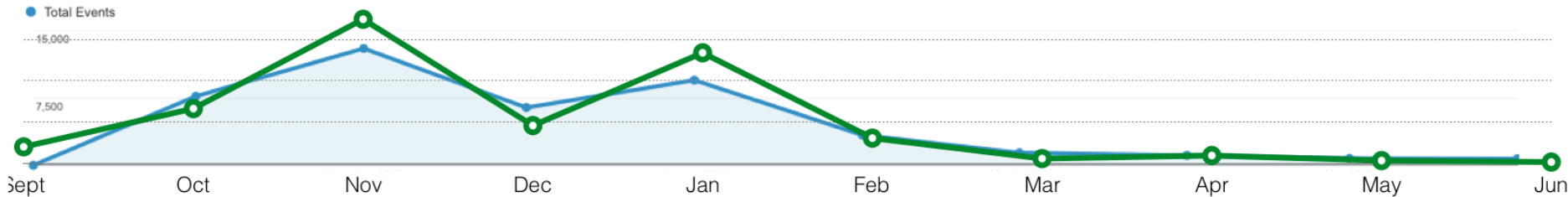
Web Sessions on Radford's Undergraduate Admissions Pages



- 71% YoY increase in web traffic to Radford Admissions Section during Sept 2015 – July 2016
- Largest increases in traffic were during months of November (+91% YoY) and January (+132% YoY) when there was an elevated amount of paid advertising in market
- Additionally, the Admissions pages had a 48% increase in page views and 19% increase in new web sessions

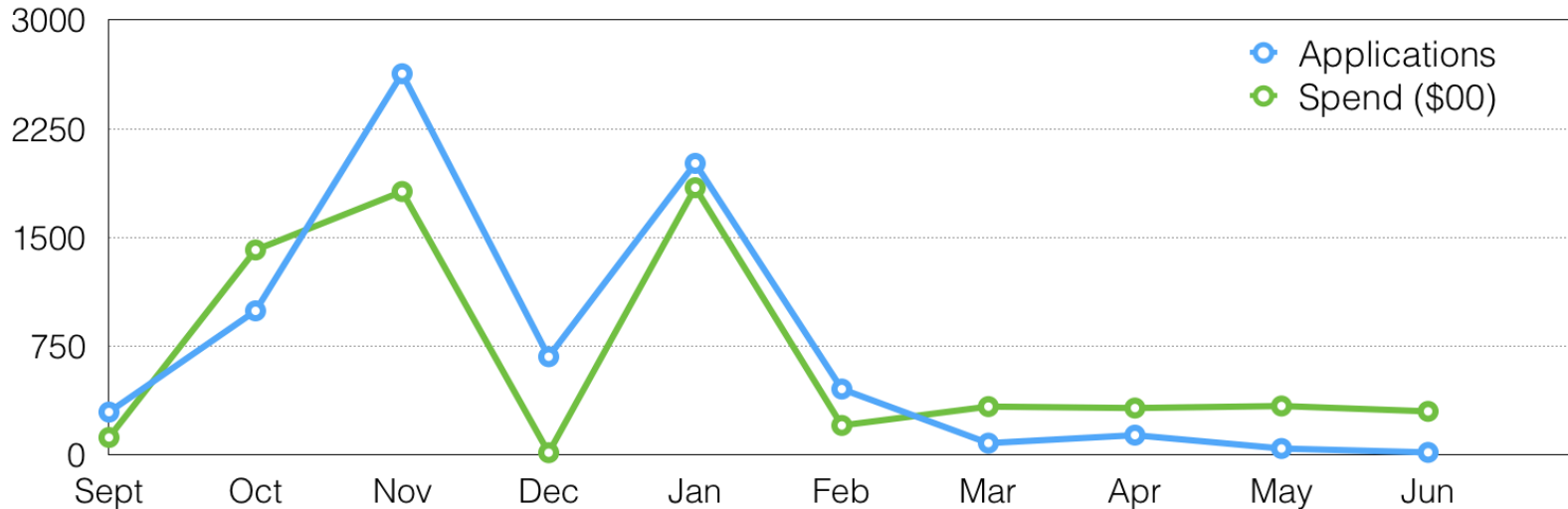
# FY15/16 Application Trends

Undergraduate Applications – Online Data vs. Offline Data



- Applications received by Radford Admissions through offline data (green line) closely correlates to the trend of event actions occurring on the website (blue line)
- Most students submitted applications during November and January

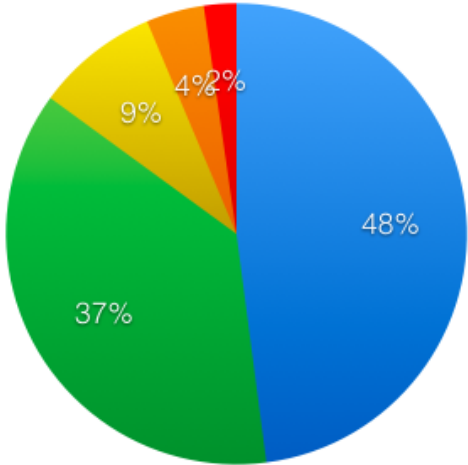
# Advertising Spend vs. Undergraduate Applications



- Undergraduate application rates reflect a correlative pattern of advertising spend in the market each month

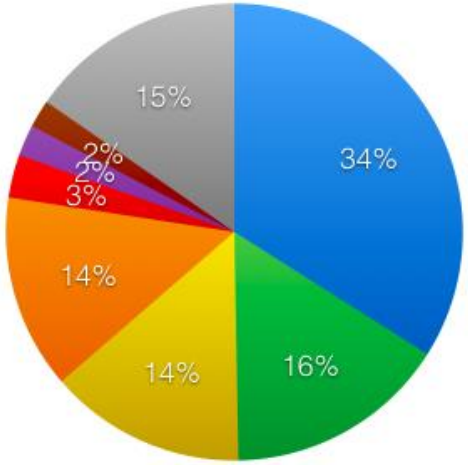
# FY15/16 New Freshmen Application Trends (Online Data)

**Top Website Traffic Sources for New Freshmen Applicants**



- Google/Organic
- Direct
- Bing/Organic
- Referral/Other
- Yahoo/Organic

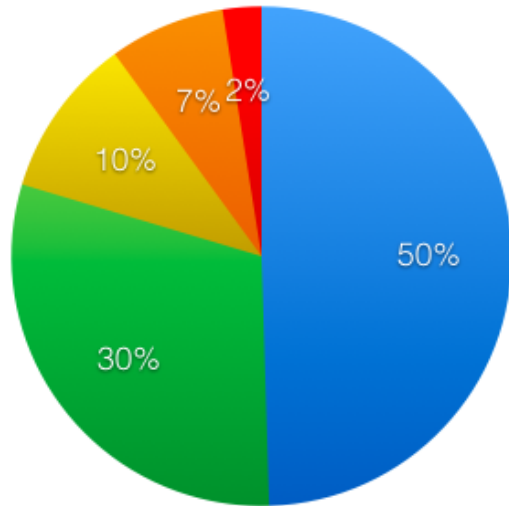
**Top Feeder Markets for New Freshmen Applicants**



- Washington DC
- Roanoke-Lynchburg
- Richmond-Petersburg
- Norfolk-Portsmouth
- Charlottesville
- Harrisonburg
- Tri-Cities
- Other

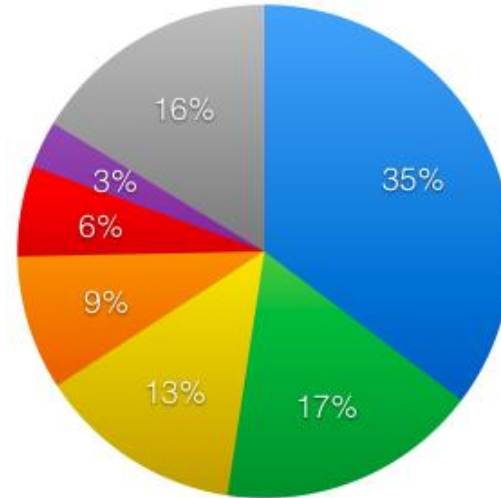
# FY15/16 Transfer Application Trends (Online Data)

Top Website Traffic Sources for Transfer Applicants



- Google/Organic
- Direct
- Bing/Organic
- Referral/Other
- Yahoo/Organic

Top Feeder Markets for Transfer Applicants



- Roanoke-Lynchburg
- Washington DC
- Norfolk-Portsmouth
- Richmond-Petersburg
- Tri-Cities
- Charlottesville
- Other



# MBA Marketing

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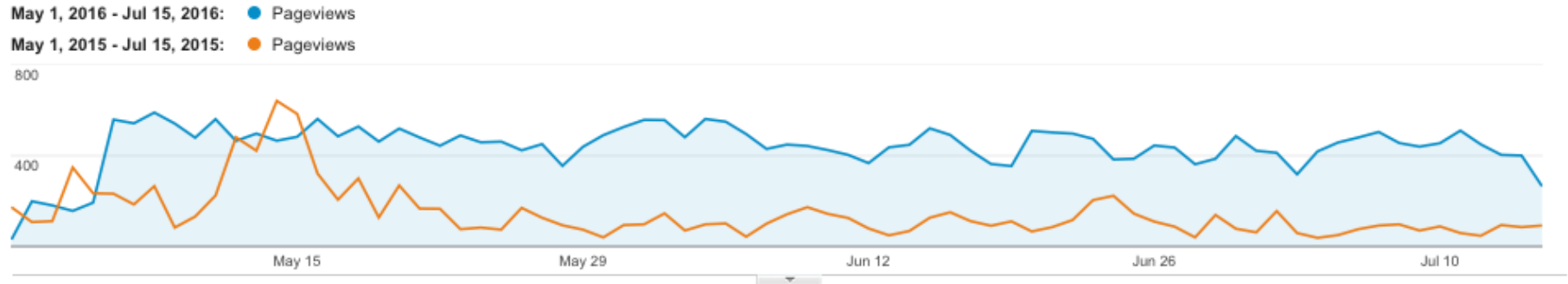
- Situation: Low awareness of the Radford MBA and 2 years of declining enrollment
- Overall Seasonal Goal: Generate 100 applications and enroll 50 new students for fall 2016
- Objective: Build visibility for the Radford MBA as a high quality, convenient and affordable way for career advancement
- Tactics: Use targeted media to drive interest and inquiries in high priority markets
- Results Highlight: 202% YoY increase in website visits to the Radford MBA

# MBA Advertising Campaign Overview

- Target Audience: Prospects for full-time, part-time or online (MBA) degree
  - Primary: Working professionals and current Radford undergrad students
  - Secondary: Radford alumni
- Timing: May 1 - July 15
- Geography: Feeder colleges and key markets of opportunity: Northern Virginia (Washington, DC market), Richmond and Norfolk

Media Channel	Advertising Spend Cost	Impression Volume
Digital Display	\$34,759	8,317,973
Paid Search	\$14,809	135,624
Print	\$7,081	631,032
Paid Social	\$5,029	969,752
Radio	\$4,783	145,700
<b>Total</b>	<b>\$66,462</b>	<b>10,200,081</b>

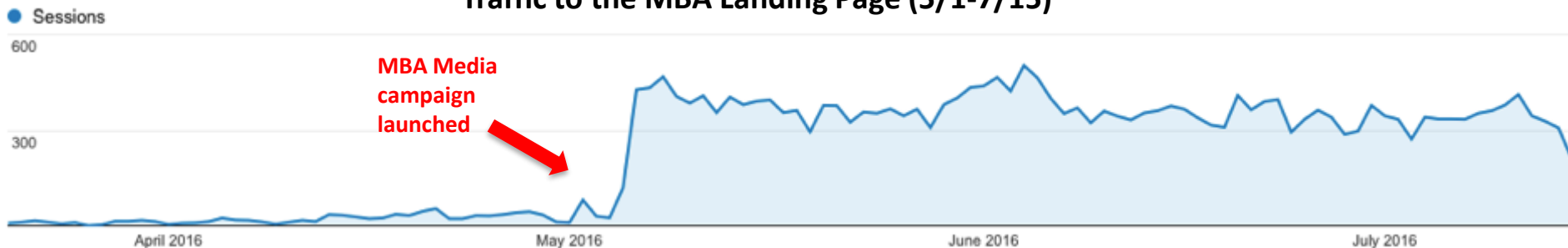
# Website Performance (MBA Pages Year over Year)



- The MBA Campaign resulted in 33,322 total page views on all MBA section pages
  - 202% YoY increase in total website visits to the MBA section
  - 266% increase in unique visits to the MBA section
- Users spent an average of 2:09 minutes on MBA section pages (111% YoY increase)

# Traffic to all MBA Pages on Radford Website

Traffic to the MBA Landing Page (5/1-7/15)



MBA Event Actions	5/1 – 7/15
Apply Now	285
Request More Info	108
Schedule a Tour	32
Email MBA Program	13
<b>Total Actions</b>	<b>438</b>

# COBE Branding & Marketing

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- **Goal:** Introduce the **COBE brand** and drive interest and enrollment in Radford undergraduate business education
- **Audience:** Prospective students and their parents; current Radford students
- **Strategy:** Position COBE as providing a hands-on education that develops the competencies that will support any career path students choose. Make business education relevant to the Millennial generation
- **Tactics:**
  - **Target a paid social media campaign** to prospective students and parents in high potential markets;
  - **Promote COBE enrollment events** for highly selective students;
  - **Develop collateral to tell the COBE story**

# COBE Creative

One Sheet

Social

Snapchat

**ACADEMIC PROGRAM** COLLEGE OF BUSINESS AND ECONOMICS

**LEE BRADSHAW**  
an assistant professor  
with more than 10  
years of business  
experience

Lee Bradshaw is a fourth-year student who is passionate about business and economics. He is currently studying for his degree in business and economics. He is also a member of the business and economics club. He is looking for a job in the business and economics field. He is interested in learning more about the business and economics program at Radford University.

**RADFORD UNIVERSITY**  
College of Business and Economics

**THIS IS BUSINESS**

"Passion" and "business degree" don't usually go hand in hand. But times have changed and today's business degrees can be fun to pursue. It is your passion about the job you have outside of school that sets you apart. Perhaps you're focused on a career in global finance or accounting? All of these pursuits require creative and critical thinking skills, and with the right preparation, you can follow your business dreams wherever they lead. Here at Radford University's College of Business and Economics (COBE), our research & built career as solid foundation in innovation and analytics. It's about developing creative solutions to real-world business problems in a supportive environment committed to hands-on learning.

**FOLLOW YOUR PASSION AND SUCCESS WILL FOLLOW.**

Radford University's COBE wants to see you off to the races. You'll transfer the skills to do what you want and enjoy what you love. Because that's the end game. You want to find a job you're genuinely interested in each and every day. And a Radford business degree is the key to all kinds of opportunities that can take you anywhere.

**WE'RE REDEFINING BUSINESS. ONE STUDENT AT A TIME.**

When you walk into our college, you can't help but feel inspired. The autonomy-style classrooms encourage student collaboration and make you feel motivated to get out there and be successful. We even have a track "building research focus" giving our students hands-on access to important tools in today's economy.

**Together, let's turn your passion into your purpose. Learn about everything we have to offer.**

**MAKE YOUR REASON OUR BUSINESS.**

Whether you're a sports fanatic, history of interest, a business degree from Radford University will set you apart. We'll help you find the right career path for you. You'll be well served in entrepreneurship and able to analyze the risks and rewards of your business idea and help you find your business's competitive edge.

When you do start at COBE, we prepare you for global business. We'll help you find the right career path for you. You'll be well served in entrepreneurship and able to analyze the risks and rewards of your business idea and help you find your business's competitive edge.

As a COBE student you'll also have opportunities to get your own hands on work. Radford University students have internships in management, entrepreneurship, business, technology, finance, global development and more. We'll help you find the right career path for you. You'll be well served in entrepreneurship and able to analyze the risks and rewards of your business idea and help you find your business's competitive edge.

As a COBE student you'll also have opportunities to get your own hands on work. Radford University students have internships in management, entrepreneurship, business, technology, finance, global development and more. We'll help you find the right career path for you. You'll be well served in entrepreneurship and able to analyze the risks and rewards of your business idea and help you find your business's competitive edge.

Radford University College of Business and Economics

Sponsored

Learn More

Today's business degrees can be tied to whatever it is you're passionate about. Turn your passion into your purpose.

Radford University College of Business & Economics

Sponsored by

Today's business degrees can be tied to whatever it is you're passionate about. Turn your passion into your purpose.

**A Business Degree Made Sense to Me.**

The mission of the Radford University College of Business and Economics is to provide an active learning environment focused on developing responsible business professionals who can work collaboratively to compete in a dynamic global economy.

www.radford.edu

Like Comment Share

**NOW I MEAN BUSINESS**

**RADFORD UNIVERSITY**

# FY15/16 Advertising Insights

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- **Undergraduate enrollment year has three “phases”;** advertising needs to be in synch
  - Discovery/Early Application phase: Sept-Oct
  - Conversion/Regular Application phase: Nov-Feb
  - Yield & Early Discovery phase: Mar-May
- **Transfer prospects** typically research all year (both seasons), but application phase only ramps up in January and maintains momentum through May
- **Majority of online applicants are using Google** to search for Radford. They go straight to the homepage
  - Vital to continue to include and expand **key information on homepage** to drive students to learn more and apply
- **Digital marketing landing page** will benefit from adding visuals, attractive buttons, and incentivized call-to-actions.

# Upcoming FY16/17 Campaign Approach



# Strategic Approach for FY2016-17

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- Launch with awareness and interest building branding tactics Sept-Oct during discovery phase for high school seniors and their influencers
  - Hyper-targeted digital media
  - Radio/Streaming tactics to promote Open Houses and campus visits
  - Align with relevant print content
  - Introduce paid social media to encourage engagement and promote Open House dates
- Elevate ad presence during key application/conversion phase of Nov-March
  - Launch new TV spot and leverage spot on digital channels to expand reach
  - Strategically targeted out of home opportunities to extend brand presence
  - Communicate deadline dates on digital executions (display/social) to generate sense of urgency
- Continue momentum through the Spring during yield phase and younger high school students' discovery phase
  - Consider native advertising channels that seek to educate and inform the next generation of applicants
  - Concentrate paid search on Transfer prospects who are more likely to apply in the Spring

# Fall 16/Spring 17 Media Approach

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- **Out of Home**
  - Continue to leverage OOH in areas where Radford will benefit from additional visibility
  - Continue to employ proven transit opportunities to expand the marketing footprint
  - Consider digital units that will allow for rotation of multiple creatives and time-sensitive copy
- **Print/Magazine**
  - Focus on college guides and program-specific publications with contextual relevance
  - Diminish use of newspapers/magazines, which tend to skew older in readership and historically contribute more to resource constraints
- **Radio**
  - Continue to use terrestrial radio in Roanoke market for branding and Open House communication
  - Use streaming radio across all state markets to efficiently target prospects and parents
- **Television**
  - Run new TV spot in high potential markets
  - Flight media to run after political season (Nov) to avoid rate hikes
  - Run online video of new spot to extend reach and frequency; include call to action graphic

# Fall 16/Spring 17 Media Approach

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- Digital Advertising
  - Continue to target display banners to Radford's most relevant audience
  - Consider allocating a larger pool of budget toward mobile targeting, as 50% of website searches are now done on a mobile device first
  - Employ unique sizes and executions to command attention
  - Use Cost per Visit as a primary KPI for digital media and use Radford's FY16 CPV as a benchmark
  - Employ innovative digital and paid social media tactics to engage students, parents and influencers "where they live," and multiply exposure through social media "sharing"
  - Coordinate "Search Engine Marketing" timing during periods with highest opportunity for conversion or return on ad spend (ROAS)

# Key Performance Indicators for FY16-17

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- Employ **GLOBAL** Key Performance Indicators (KPIs) that measure the quantity and quality of traffic engaging with the Admissions section of the Radford website as a product of the overall marketing effort
- Utilize **DIGITAL** KPIs that measure specific campaign metrics and actions that are directly attributable to the digital marketing efforts

- **Global KPIs**

- Undergrad Admissions Section Traffic
- “Apply” Page Traffic
- Application Link Event Actions

- **Digital KPIs**

- Digital Media Impressions
- Marketing Landing Page Visits
- Marketing Landing Page Inquiry Actions

*\*Visit Rate & Cost Per Visit used as quality performance benchmarks*

# Media Relations

# Class of 2016

- Roanoke Times
  - [Features student Christina Poole](#)
- WDBJ
  - [Graduate Student, Joe Reser, moves to Alaska](#)
- Southwest Virginia Today
  - [Teacher making trek to Alaska - student Jordan Addison](#)



# Summer Programs

- The Roanoke Times
  - [Boys State builds leaders during week at Radford](#)
- WDBJ Channel 7
  - [Virginia students experience government during Boys State](#)
  - [Radford University hosting Summer Bridge program for high school science girls](#)
  - [Summer Bridge program - ammunition plant visit](#)
  - [Summer Bridge - forensic science and cyber security exercise](#)



# Nursing, Health and Social Services

- WDBJ Channel 7 – SME
  - [School of Nursing Professor, Meghan Hebdon - new opioid education program](#)
    - [Story was also picked up by online news outlets in UK and India](#)
  - [School of Nursing professor, Majorie Young - traveling in areas known to have Zika virus](#)
- WSLN Channel 10 – SME
  - [School of Nursing professor, Vicki Bierman - new mental health nurse practitioner certificate](#)
  - [CHBS psychology professor, Sarah Hastings - lack of psychiatrists nationwide](#)

Radford University to offer rare mental health nursing program

By Bethany Teague - New River Valley Reporter  
Published: June 15, 2016, 4:39 pm | Updated: June 15, 2016, 6:23 pm



Opioid education becoming essential in Radford University nursing curriculum

Radford University to offer rare mental health nursing program

By Bethany Teague - New River Valley Reporter  
Published: June 15, 2016, 4:39 pm | Updated: June 15, 2016, 6:23 pm





# Performing Arts and Design

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- The Roanoke Times
  - [CVPA professor, Wesley Young - one man Oscar Wilde show](#)
- Aviation Pros (industry publication)
  - [CVPA art exhibit at National airport](#)
- Interior Design (industry publication)
  - [Sherwin-Williams Reveals 2016 STIR Student Design Challenge Winners - RU student Anna Nicholson won second place in residential category and won the Facebook fan favorite category](#)

# Economics

- WDBJ Channel 7 – SME
  - [COBE finance professor, Steve Beach - how Brexit could impact economy](#)
  - [COBE finance professor Steve Beach - recovery from recent stock market drop may not be sustainable](#)
  - [COBE finance professor Steve Beach – SMIPO](#)
  - [COBE finance professor Steve Beach - impact of elections on our wallets](#)
- WSLS Channel 10 – SME
  - [COBE finance professor Steve Beach - stock market spike](#)



# Criminal Justice & Politics

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- Business Insider – SME
  - [CHBS criminal justice professor, Tod Burke - police body cameras](#)
  - [CHBS criminal justice professor, Tod Burke - law exempting police camera footage from the public record](#)
- WFIR 960 AM radio – SME
  - [CHBS criminal justice professor, Tod Burke - police ambush in Dallas](#)
  - [CHBS School of Communications professor, Scott Dunn, political campaign communications](#)
- The Christian Science Monitor – SME
  - [CHBS criminal justice professor, Tod Burke - police and race](#)
  - [CHBS criminal justice professor, Tod Burke - Baton Rouge tragedy, challenges faced by black officers](#)

# Criminal Justice & Politics

- NBC News – SME
  - [CHBS criminal justice professor, Tod Burke - Dallas highlights police stress, recruitment struggles](#)
- WDBJ 7 – two faculty SMEs
  - [CHBS professor of communications, John Brummette and Tod Burke - deadly force in wake of police shootings](#)
- WFXR Channel 21/27 – SME
  - [CHBS School of Communications professor, Scott Dunn, political campaign communications](#)



# Creative Services

# Creative Services

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- Creative Services designed or coordinated numerous products in support of branding, marketing and presidential transition, including:
  - President Hemphill alumni tour and transition
  - Residential Life promotional campaign
  - Quest guide, Quest online video “commercial” <https://vimeo.com/171811331> and Quest video vignettes
  - The Reason is Radford campaign-aligned brochures for academic and co-curricular programs
  - Implemented a Creative Services project management system: streamlined processes resulting in increased productivity, quality control and customer service
  - Post-production support to The Reason is Radford 2016-17 TV/web ad

# Creative Services

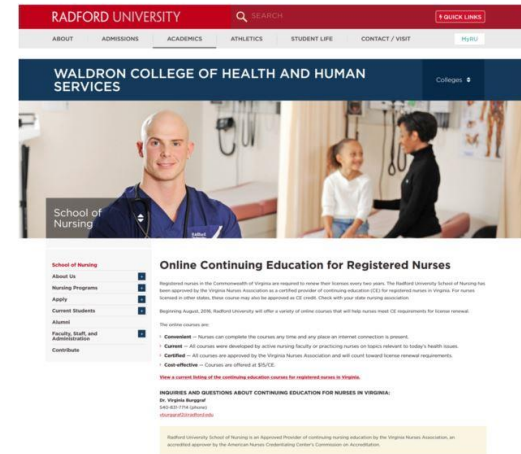
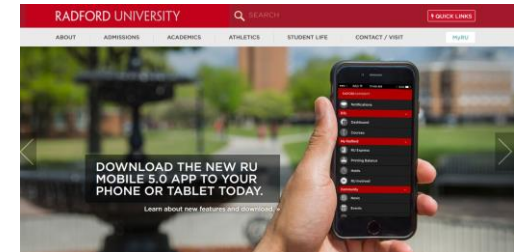


# Web Communications & Strategy



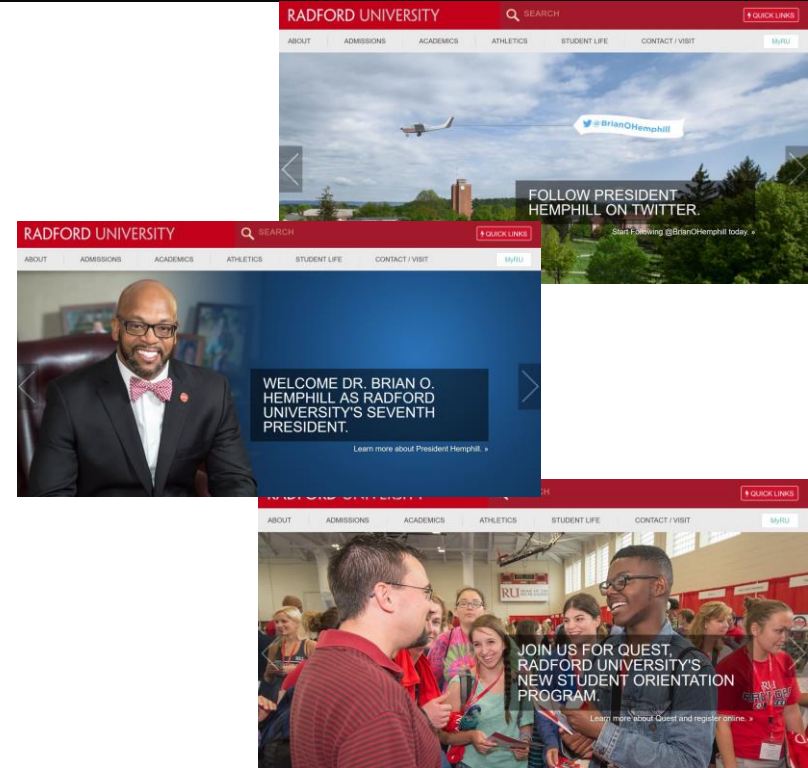
# Web Communications & Strategy

- May 1 to July 26, 2016 all of Radford.edu received nearly 2.4 million page views. Top pages viewed for this period were:
  - Radford.edu homepage
  - Directory
  - Admissions (undergraduate)
  - New Student Programs
  - Graduate College homepage
- RU Mobile App 5.0 went live
- New search mechanism went live on Radford.edu
- Created webpages within School of Nursing website - highlighting online RN continuing education (CE) courses
- Threat Management and Behaviors of Concern website went live
- Supported updates to International Education Center site
- Supported content and usability updates to Disability Resources Office site



# Web Communications & Strategy

- Created new website for Maker Space
- Created new website for Helping Eradicate Homelessness through Resources, Opportunities and Supplies (HEHROS)
- Commenced redesign of Human Resources site
- Developed Office of Student Life site template
- Developed COBE Center for Innovation and Analytics site template
- Homepage banner images with eight different banners promoting
  - President Hemphill's first day, his Twitter account, Alumni Tour, President's Welcome to the Community
  - Welcome to Boys State, Quest
  - Mobile App 5.0
  - Ambient video
- Implemented Snapchat social media platform launched during Quest
  - Quest Assistants participated



# Social Media Summary (May 1 - July 26, 2016)

## Twitter

Total overall impressions	-3,901,000 total - 4.7k per day
Overall Engagement	- 1.2% engagement rate - 870 total link clicks - 461 retweets - 1.2K likes - 64 replies
Followers	- 15,265 followers total - 1.5 new followers per day

## Facebook

Overall posts	- 65 total posts - 12K total engagement
Overall Likes	- 26K total likes - + 613 new likes

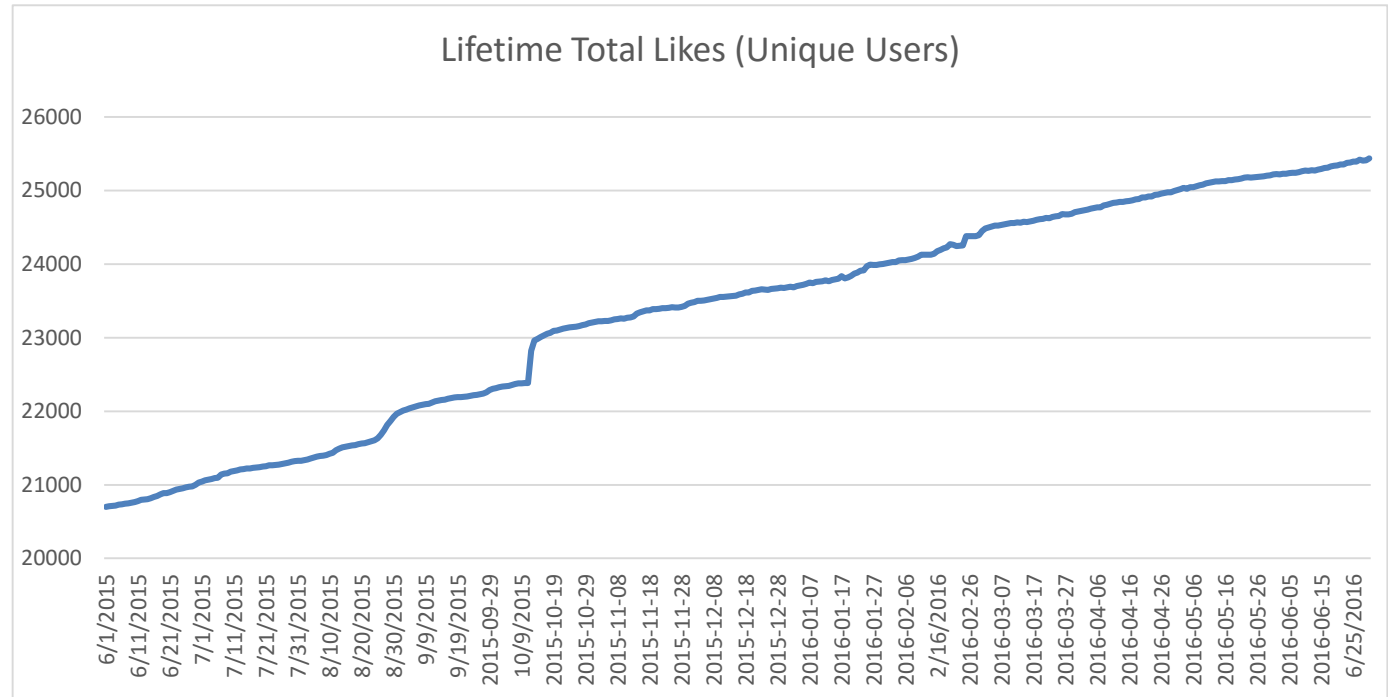
## Snapchat

Quest Campaign:  
5/26-7/8

Posts	196
Number of Views	163,118
Average Views per Post	747

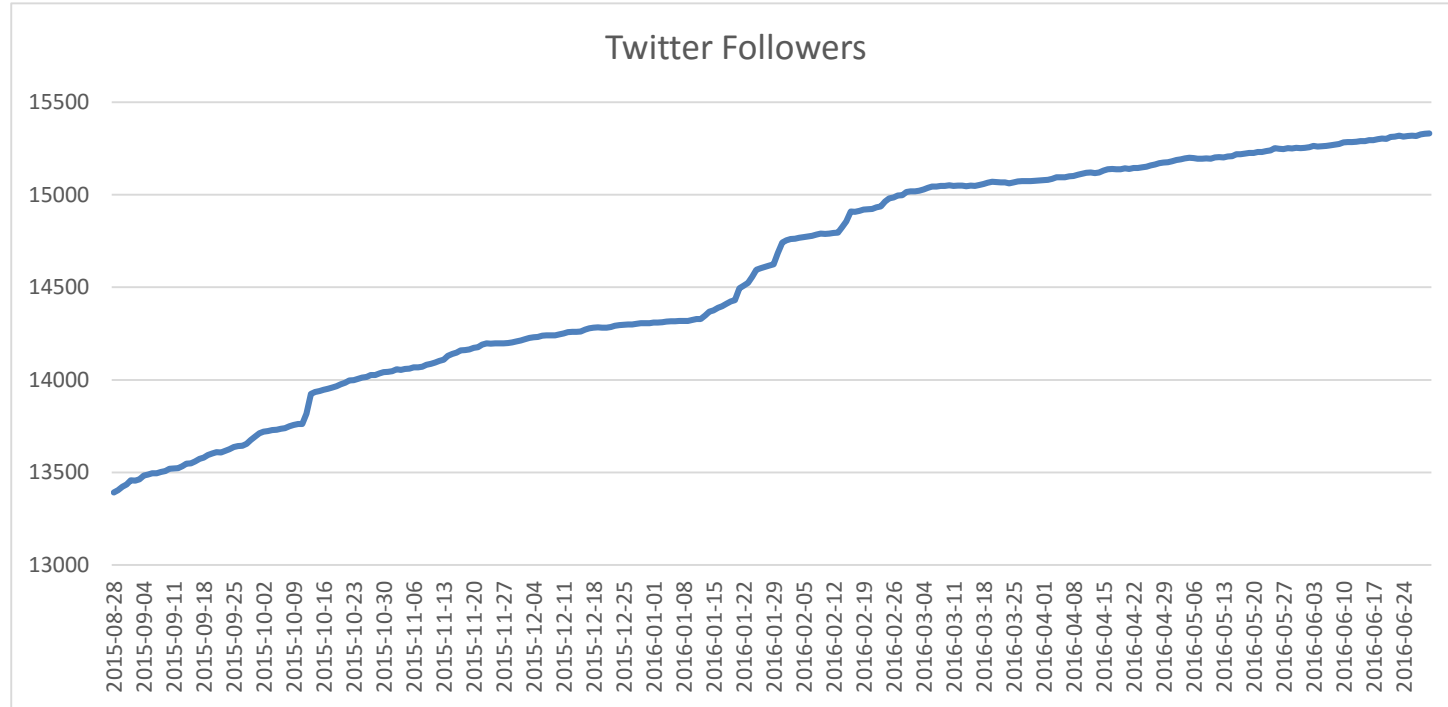
# Facebook -Users trends (June 1, 2015-June 27, 2016)

- Total reach - 9,825,077 users
- Overall Engagement (likes, comments, shares) - 68,000
- 23% increase in fans/likes during this period



# Twitter - User Trends (Aug. 28, 2015-June 27, 2016)

- Total impressions - 1,654,262
- Overall Engagement (likes, replies, retweets) - 6,600
- 14% increase in fans/likes during this period



# Discussion

ATTACHMENT B

# Board of Visitors

RADFORD  
UNIVERSITY

# Office for University Advancement and Alumni Relations

**RADFORD**  
UNIVERSITY



# Advancement Overview

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Fiscal Year Update

Development Strategic Approach

Alumni Relations Strategic Approach

Upcoming Activities

# Fiscal Year by the Numbers

## Advancement

### Total Fiscal Year Use, Endowed/Capital Gifts, and New Pledges

	FY13-14	FY13-14 Donors	FY14-15	FY14-15 Donors	FY15-16	FY15-16 Donors
Fiscal Year Use	\$1,572,889	3,236	\$1,604,966	3,441	\$2,009,493	3,996
Endowed	\$754,490	1,946	\$538,001	1,369	\$496,800	514
Capital	\$422,261	200	\$454,958	60	\$25,451	33
Real Estate	\$222,500	1	\$0	0	\$0	0
Planned Gifts	\$752,500	5	\$1,282,000	8	\$5,090,000	9
Loans	\$0	0	\$0	0	\$140,300	4
<b>Total</b>	<b>\$3,724,640</b>		<b>\$3,879,925</b>		<b>\$7,762,044</b>	

# Fiscal Year by the Numbers

## Advancement

### Grand Total All Gifts and Pledges

	FY13-14	FY13-14 Donors	FY14-15	FY14-15 Donors	FY15-16	FY15-16 Donors
Fiscal Year Use	\$769,093	3,067	\$874,743	2,665	\$1,039,647	3,582
Restricted-Pending	\$0	0	\$36,487	22	\$12,350	7
Endowed/Capital Gifts	\$880,042	1,492	\$892,883	1,082	\$459,723	537
Real Estate	\$222,500	1	\$0	0	\$0	0
New Pledges	\$1,853,005	1,023	\$2,075,812	1,176	\$6,250,324	570
Subtotal =	\$3,724,640		\$3,879,925		\$7,762,044	
Gifts in Kind	\$105,257	49	\$200,775	38	\$223,955	45
Realized Bequests	\$7,500	1	\$37,639	3	\$11,000	1
Subtotal =	\$112,757		\$238,414		\$234,955	
Grand Total	\$3,837,397		\$4,118,339		\$7,996,999	

# Development

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## Strategic Approach

- College-Based:
  - Staffing:
    - COBE: Sam Wagner (July)
    - CHBS/CVPA: Ron Nolan (July)
    - CHEHD/CHHS: Jocelyn Stephens
    - CSAT:
    - Planned Giving: Bruce Cunningham
    - Corporate/Foundation (open)
    - Athletics: Andrew Hartley
  - Approach:
    - Annual/Major/Planned Gifts
    - Alumni Relations
    - Matrix:
      - 16 appointments per month (face-to-face visits)
      - Strategic personal solicitations (proposals)

# Development

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## Annual Approach

- Direct Mail:
  - Partnership with Royall and Company (second year contract)
    - Fall mailings (3) and emails (multiple per each mailing)
      - September first mailing - thank you renewal - Presidential approach
      - November - Entire data base
      - December calendar year end push
    - Fiscal Year end mailing and emails
      - Late May (15-20) schedule drop date
    - New initiatives:
      - Young alumni - (separating new graduates)
      - Data Analysis - for personal solicitations
    - Non-Royall Spring Mailing
      - College based focused

# Development

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## Annual Approach

- Phone Program:
  - New hire: Frankie West (July)
- Strategic Approach:
  - Partnership with CampusCall (training and development)/ Royall
  - Renewal / Acquisition
  - New hires for student callers / updated training and development
  - College presentations / Affinity groups
- Crowd Funding
  - Currently reviewing corporate partners
  - Target Spring platform launch
  - Day of Giving

# Alumni Relations

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## Strategic Approach

- Key Initiatives:
  - Alumni Association LLC Completed
  - Advisory Board members selected
  - 1<sup>st</sup> Affinity Group partnership in process
- Regional:
  - New hire: Richmond/Virginia Beach Coordinator: Alexa Jupe (July)
  - Outreach and Development - Chapters
- Partnerships:
  - Career Services
  - Admissions
  - Colleges

# Alumni Relations

## Presidential Tour Recap

- Phase One:

Region

Attendees

- NoVa: July 13 214
- Richmond: July 14 187
- Va Beach: July 19 173
- Roanoke: August 11 163
- NRV: August 14 313

- Phase Two:

Region

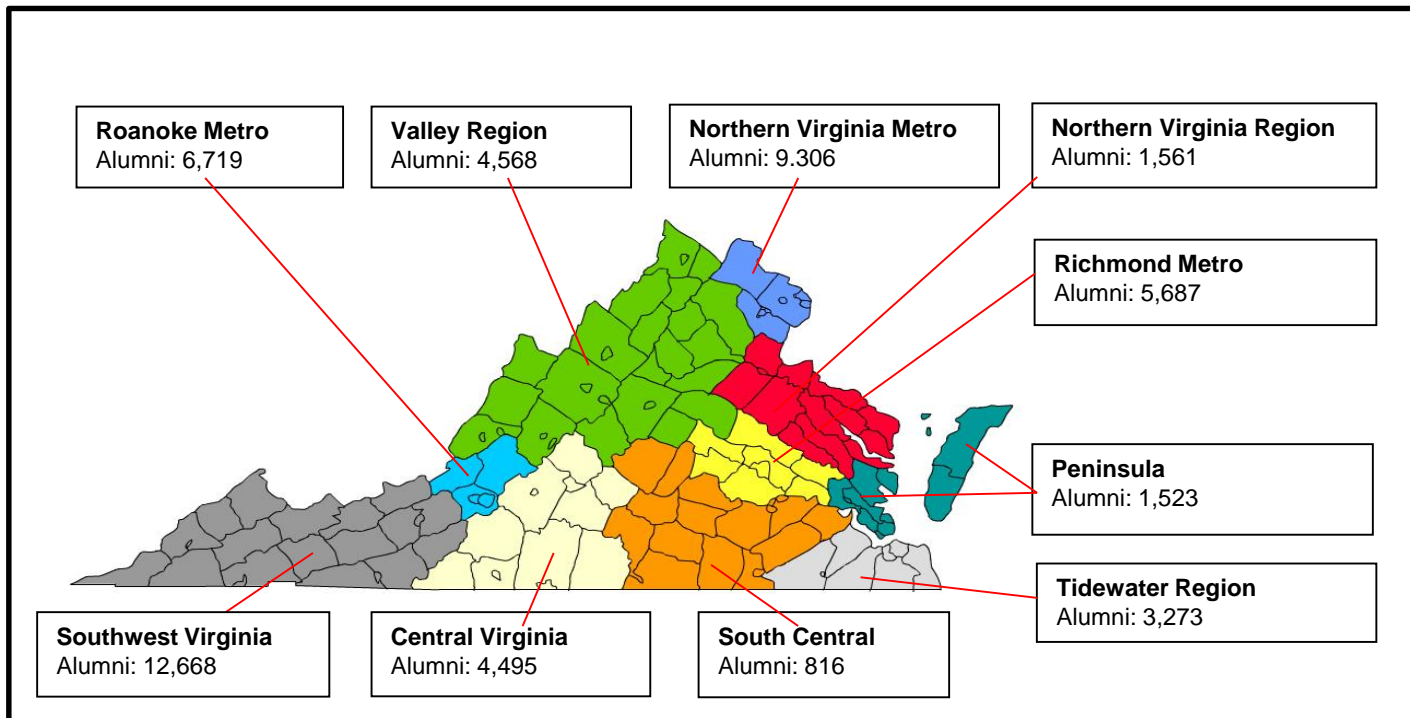
- Abingdon: August 17 100
- Raleigh: September 22
- Charlotte: September 28
- Atlanta: September 29





# By the Numbers

## Number of Living Alumni by Region in Virginia (May 2016)



# By the Numbers

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## Number of Living Alumni in Virginia - by Region and College (May 2016)

Region	COBE	CEHD	CHHS	CHBS	CSAT	CVPA	GRAD	UNKN	Total
Central VA	663	1,218	403	1,057	324	264	496	70	4,495
Northern VA	282	405	81	450	137	105	59	42	1,561
Northern VA Metro	2,297	1,795	311	3,129	763	622	191	198	9,306
Peninsula	243	405	85	425	119	114	67	65	1,523
Richmond	1,225	1,301	346	1,603	435	431	225	121	5,687
Roanoke Metro	1,157	1,606	825	1,470	356	320	900	85	6,719
South Central	95	234	73	235	64	51	44	20	816
Southwest	1,590	3,207	1,001	3,056	1,097	683	1,769	265	12,668
Tidewater	630	807	171	959	270	230	111	95	3,273
Valley	699	1,287	314	1,259	403	281	231	94	4,568
<b>Total</b>	<b>8,881</b>	<b>12,265</b>	<b>3,610</b>	<b>13,643</b>	<b>3,968</b>	<b>3,101</b>	<b>4,093</b>	<b>1,055</b>	<b>50,616</b>

# Alumni Relations

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## Engagement Activities / Events

- Summer Engagement
  - Radford University Day at the Nationals Park
  - Watermelon Festival
  - Alumni / Legacy Family Luncheon
  - Alumni Faculty / Staff Welcome Back
- Fall Engagement
  - Golf Society Reunion
  - Neptune Festival
  - Highlander Festival
  - HOMECOMING



# Questions