



**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**

DRAFT

AGENDA

- **CALL TO ORDER** Mr. Randolph “Randy” Marcus, *Chair*
- **APPROVAL OF AGENDA** Mr. Randolph “Randy” Marcus, *Chair*
- **APPROVAL OF MINUTES** Mr. Randolph “Randy” Marcus, *Chair*
- **UNIVERSITY RELATIONS REPORT** Mr. Joe Carpenter, *Vice President for University Relations & Chief Communications Officer*
 - Branding & Marketing Update
- **UNIVERSITY ADVANCEMENT REPORT** Ms. Melissa Wohlstein, *Vice President for University Advancement*
 - Year End Results for Fiscal Year 2015-2016
 - Advancement and Alumni Relations Report
 - Upcoming Advancement and Alumni Relation Activities
- **ENROLLMENT MANAGEMENT REPORT** Ms. Katherine McCarthy, *Vice President for Enrollment Management*
- **OTHER BUSINESS** Mr. Randolph “Randy” Marcus, *Chair*
- **ADJOURNMENT** Mr. Randolph “Randy” Marcus, *Chair*

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

Advancement/Alumni Relations & Communication/Marketing Committee:

Mr. Randolph “Randy” Marcus, Chair
Ms. Callie M. Dalton, Vice Chair
Mr. Robert A. Archer
Ms. Mary Ann Hovis
Ms. Alethea “A.J.” Robinson

MINUTES FROM MAY 5, 2016

RADFORD UNIVERSITY

**RADFORD UNIVERSITY BOARD OF VISITORS
ADVANCEMENT/ALUMNI RELATIONS & COMMUNICATIONS/MARKETING
COMMITTEE
2:30 P.M.
MAY 5, 2016
BOARD ROOM
THIRD FLOOR-MARTIN HALL
RADFORD UNIVERSITY**

DRAFT

MINUTES

COMMITTEE MEMBERS PRESENT

Dr. Kevin R. Dye, Chair
Ms. Callie M. Dalton, Vice Chair
Ms. Mary Ann Hovis
Mr. Mark Lawrence
Ms. Georgia Anne Snyder-Falkinham

OTHER BOARD MEMBERS PRESENT

Mr. Anthony Bedell, Rector
Mr. Christopher Wade, Vice Rector
Ms. Mary W. Campbell
Ms. Krisha Chachra
Mr. Randolph “Randy” Marcus
Ms. Ruby W. Rogers
Ms. Alethea “A.J.” Robinson
Mr. Steve Robinson
Dr. Jerry Kopf, faculty representative (non-voting advisory member)

OTHERS PRESENT

President Penelope W. Kyle
Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer
Ms. Michele N. Schumacher, Secretary to the Board of Visitors
Ms. Melissa Wohlstein, Vice President for University Advancement
Mr. Allen T. Wilson, Senior Assistant Attorney General, Commonwealth of Virginia
Radford University faculty and staff

CALL TO ORDER

Dr. Kevin R. Dye, Chair, formally called the meeting to order at 4:30 p.m. in the Board Room in Martin Hall, Radford University and noted that pursuant to the draft Agenda as published “All

start times for committees are approximate only. Meetings may begin either before or after the listed approximate start time as committee members are ready to proceed.”

APPROVAL OF AGENDA

Dr. Dye asked for a motion to approve the May 5, 2016 meeting agenda, as published. Ms. Callie M. Dalton so moved and Ms. Georgia Anne Snyder-Falkinham seconded the motion and the motion carried unanimously.

APPROVAL OF MINUTES

Dr. Dye asked for a motion to approve the minutes of the February 1, 2016 meeting of the Advancement/Alumni Relations & Communications/Marketing Committee, as published. Ms. Snyder-Falkinham so moved and Mr. Lawrence seconded the motion and the motion carried unanimously. 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 an update on the progress of the marketing and advertising campaign through the spring 2016 and noted that University Relations has undertaken new initiatives and projects including coordinating the Master of Business Administration (MBA) program marketing strategy, and assisting with the rollout of the branding campaign for the College of Business and Economics. A copy of Mr. Carpenter’s presentation is attached hereto as **Attachment A** and is made a part hereof.

Dr. Dye thanked Mr. Carpenter for his report.

UNIVERSITY ADVANCEMENT REPORT

Ms. Melissa Wohlstein, Vice President for University Advancement updated the Committee on fundraising through March 31, 2016. Ms. Wohlstein also gave an update on several of the Committee’s goals and noted (i) that it is anticipated that there will be a 100% giving participation among Board of Visitors members, (ii) that there are 192 new alumni donors, and (iii) that there are 400 new donors among the senior class which was a result of several initiatives to educate the student body on the importance of philanthropy. Ms. Wohlstein also provided an overview of alumni relations activity to date for fiscal year 2016 and she informed the Committee that the Radford University Alumni Association, LLC paperwork has been completed and approved by the Radford University Foundation. A copy of Ms. Wohlstein’s presentation is attached hereto as **Attachment B** and is made a part hereof.

Dr. Dye thanked Ms. Wohlstein for her report.

ADJOURNMENT

With no further business to come before the Committee, Dr. Dye, Chair, adjourned the meeting at 5:45 p.m.

Respectfully submitted,

Michele N. Schumacher
Secretary to the Board of Visitors

ATTACHMENT A

University Relations Update

RADFORD
UNIVERSITY

Branding & Marketing Progress Report

- **Fall/Winter Campaign Activity Summary**
- **Spring Advertising Campaign**
- **Upcoming Spring Projects**

Fall/Winter Campaign Activity Summary

Fall/Winter Campaign Activity Summary

Key Dates	September	October	November	December	January	February
Radford Admissions Tour						
Undergrad Open Houses						
Undergrad Application Deadlines						
Transfer Application Deadlines						
Undergrad Acceptance Deadline						
Print						
Out Of Home						
Radio						
Streaming Radio						
TV						
Online Video						
Digital						
Paid Search						

Fall/Winter Advertising Impression Summary

Media	Impression Volume
Digital Display	28,350,832
Out of Home	26,670,764
TV	17,921,159
Radio	5,134,028
Print	3,256,818
Online Video	3,022,723
Streaming Radio	1,538,716
Paid Search	572,210
Total	86,467,250

- Table represents all media impressions in market from Sept '15 through Feb '16
- Campaign delivered 33% more impressions than original goal of 64.7M
 - Additional media impressions were placed in January on Digital Display, Out of Home, Radio, Print, & Streaming Radio

Accelerated January Campaign Strategy

- A portion of the remaining Spring budget was allocated toward an accelerated advertising campaign that would help drive applications in Richmond and select Maryland markets ahead of Feb 1 deadline
- Tactics included:
 - Full page ad in Richmond Magazine’s “Best Colleges/Universities” issue
 - Digital billboard locations on key highways in the Richmond metro
 - 4-week schedule of :30 radio ads in Richmond targeting parents & influencers
 - Online video and streaming radio impressions geo-targeted to Richmond market
 - Digital display impressions on a network of local news sites in Richmond and feeder MD markets
- Campaign resulted in 12.6 million impressions targeted to the Richmond market and 2.9 million impressions in three key Maryland markets (Montgomery, Howard, Washington counties) during the month of January

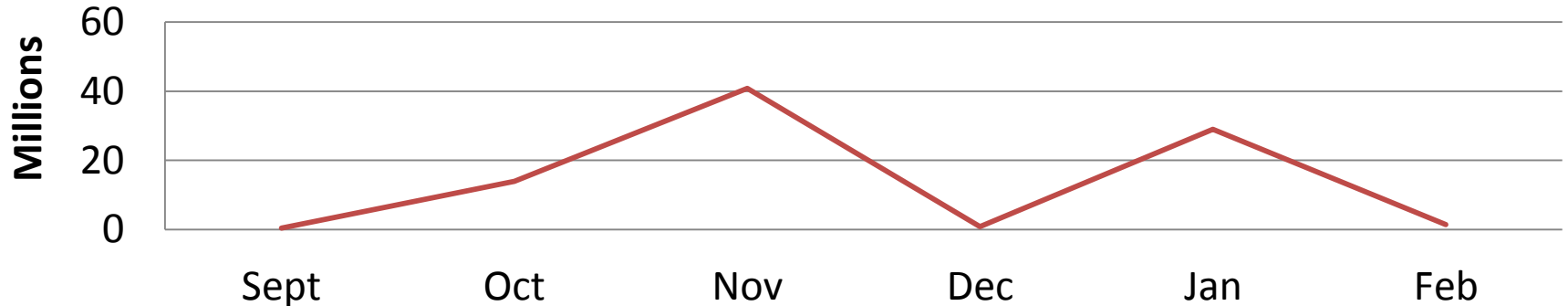
Accelerated January Campaign Results

Richmond DMA	Jan '15	Jan '16	YoY +/-
Website Sessions	21,063	55,342	+163%
Organic Search Traffic	7,793	30,829	+296%
Direct Traffic	9,017	16,946	+88%
Referral Traffic	4,158	6,760	+63%

- As a result of the accelerated marketing initiative, website traffic originating from the Richmond market was elevated during the month of January
- Organic search traffic – which measures the amount of users visiting the Radford site from a search engine – had the largest increase in January, and is typically used to measure the efficacy of traditional media’s presence in market (out of home, print, radio, TV)
- 81% of all traffic to the Undergraduate landing page was from Richmond, Washington DC and Baltimore markets

Fall/Winter Advertising Delivery

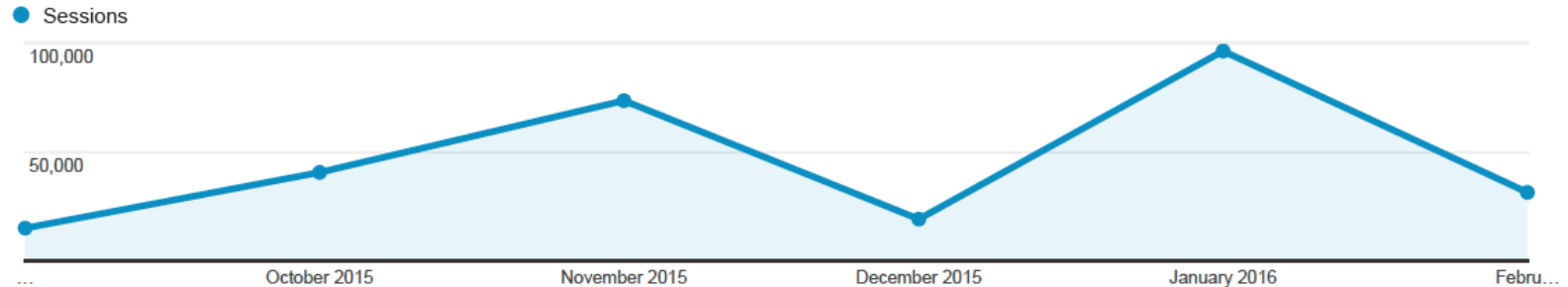
Impression Volume by Month



- The greatest volume of advertising impressions were scheduled during the November and January months
- The campaign strategy was set up to generate awareness of Radford during the key fall months when students are researching schools, and reinforce brand recognition during the month of January when students are ready to apply

Site Traffic Performance

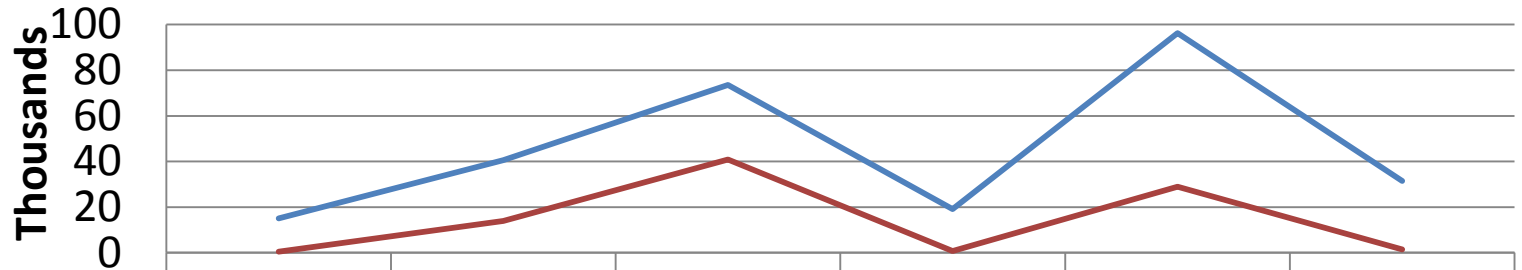
Site Traffic to Radford Admissions by Month



- Traffic to the Radford Admissions section of the website experienced a spike during the months of November and January

Advertising's Impact on Site Traffic

Advertising Impressions vs. Website Sessions



	Sept	Oct	Nov	Dec	Jan	Feb
— Impressions (000)	450	13923	40858	825	29009	1401
— Website Sessions	15049	40617	73562	19184	96323	31436

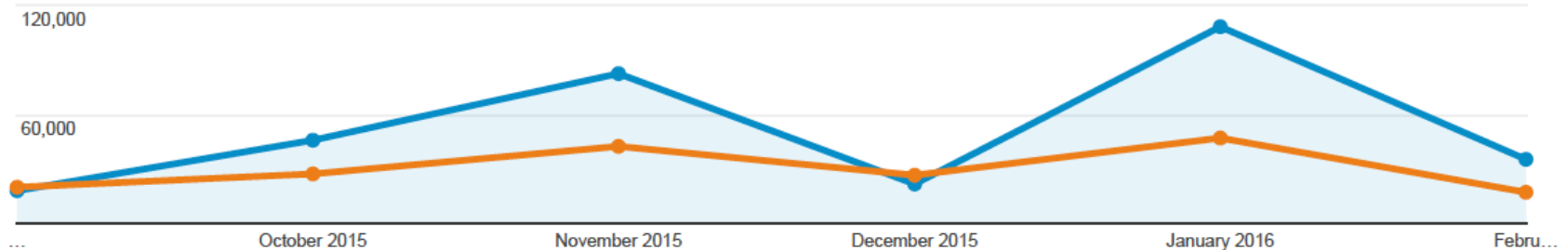
- Pattern of web traffic to the Radford Admissions pages mirrors the pattern of monthly advertising impression volume in the market

YoY Site Traffic Performance

YoY Site Traffic to Radford Admissions by Month

Sep 1, 2015 - Feb 29, 2016: ● Sessions

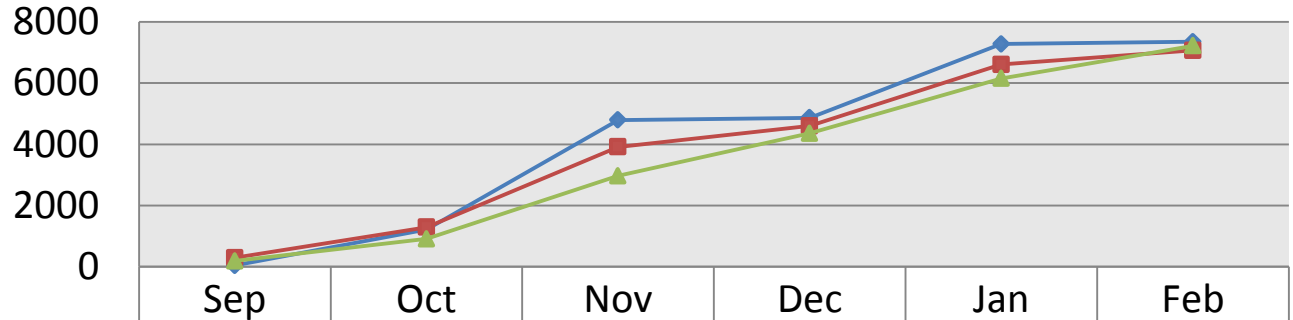
Sep 1, 2014 - Feb 28, 2015: ● Sessions



- Overall, there was a 72% YoY increase in Admissions pages traffic during Sept-Feb
- Radford Admissions pages experienced a 90% YoY increase in website sessions in November and a 128% YoY increase in sessions in January
- Lift in web traffic can be attributable to advertising in market, as traffic numbers returned to baseline during periods when advertising was not in market (Sept, Dec)

Advertising's Impact on Applications - New Freshmen

New Freshmen Advertising vs. Applications (Cumulative)

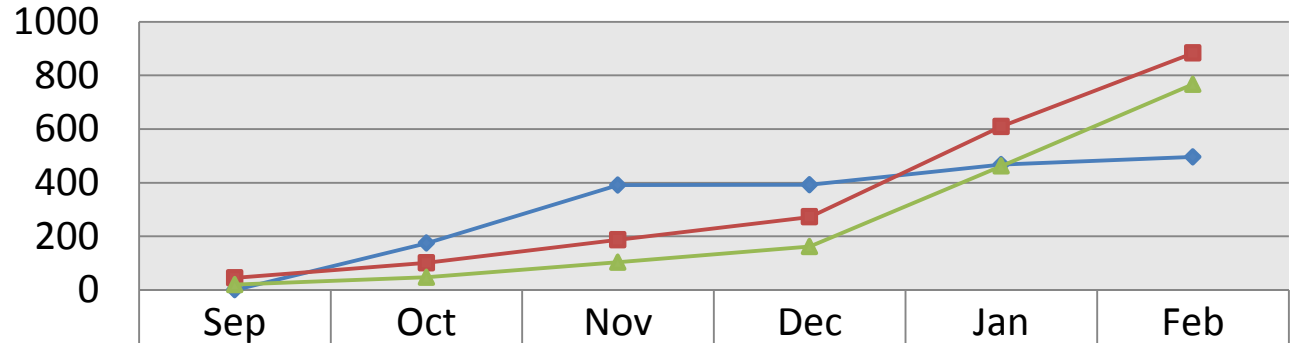


◆ Impressions (0000)	45	1215	4793	4867	7273	7346
■ Applications (Fall 2016)	296	1290	3913	4597	6608	7063
▲ Applications (Fall 2015)	191	909	2969	4358	6150	7217

- During the months when advertising presence was heaviest in the market, there were noticeable increases in the rate of applications during the admissions cycle and compared to Fall 2015
- Fall 2015 application trends did not show these corresponding increases during the same months

Advertising's Impact on Applications - Transfer

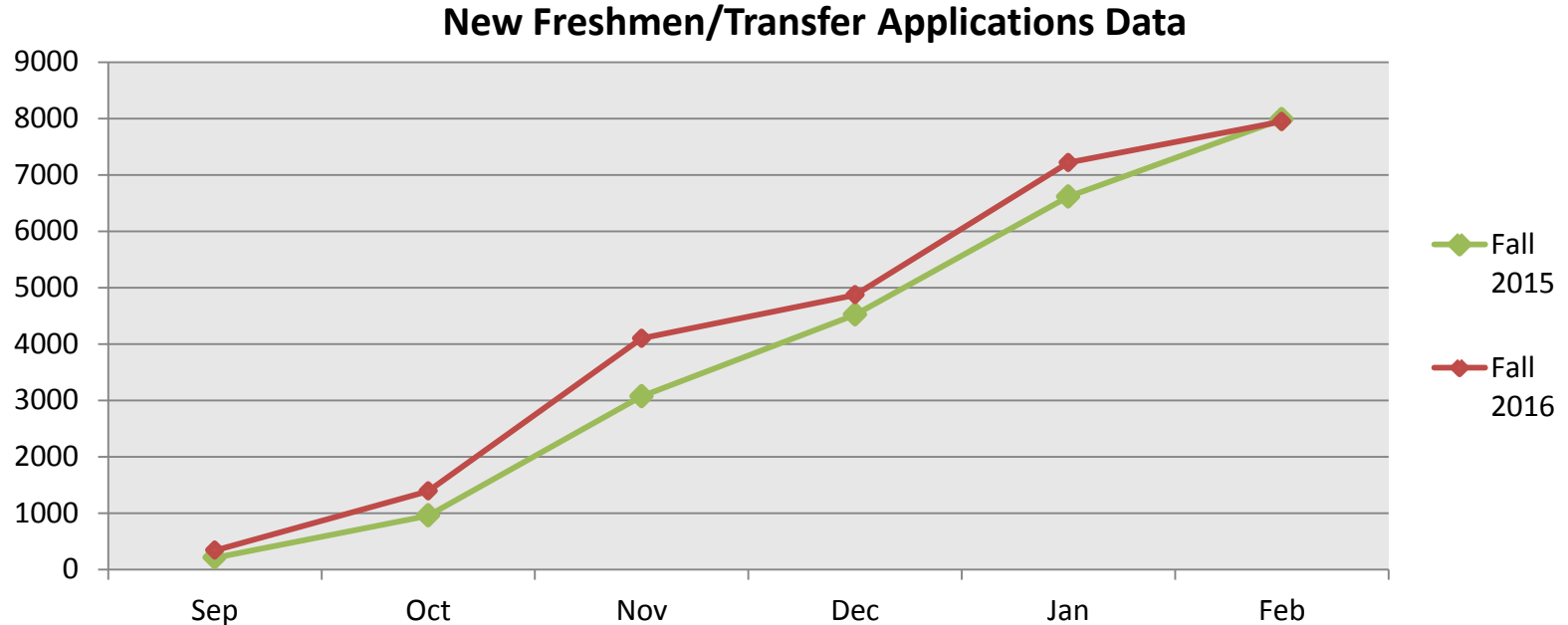
Transfer Advertising vs. Applications (Cumulative)



◆ Impressions (0000)	0	174	391	392	467	496
■ Applications (Fall 2016)	45	101	187	272	609	883
▲ Applications (Fall 2015)	20	47	103	162	462	767

- The rate of transfer applications spiked starting in January, demonstrating a similar pattern to Fall 2015
- Total Transfer applications are up 15.1% YoY through March 1st 2016

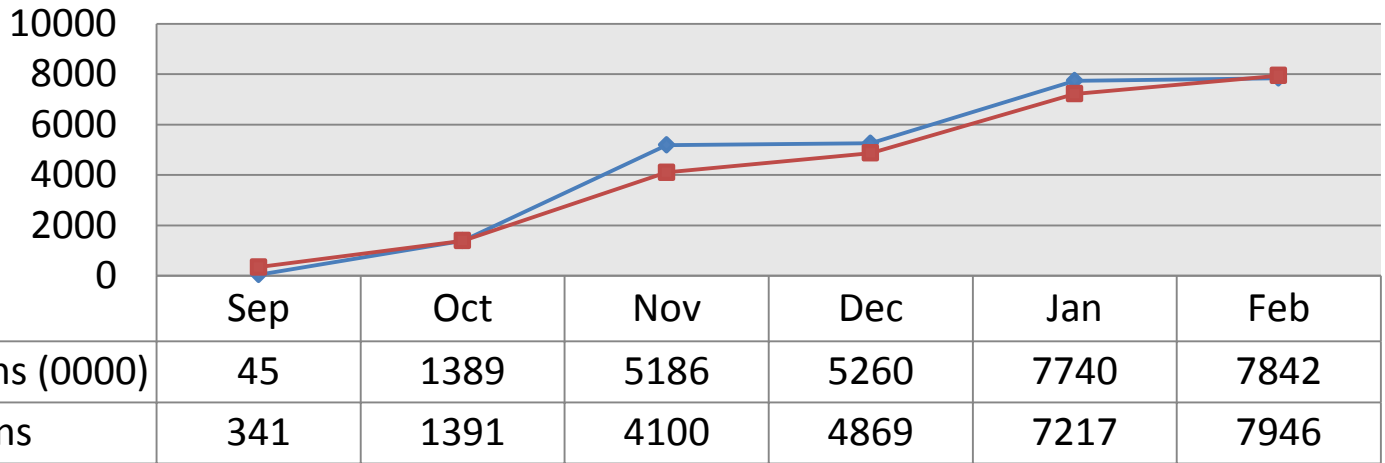
Radford Application Data - Freshmen/Transfer



- New Freshmen & Transfer applications are at a 0.5% YoY decrease through March 1st 2016

Advertising's Impact on Applications - Freshmen/Transfer

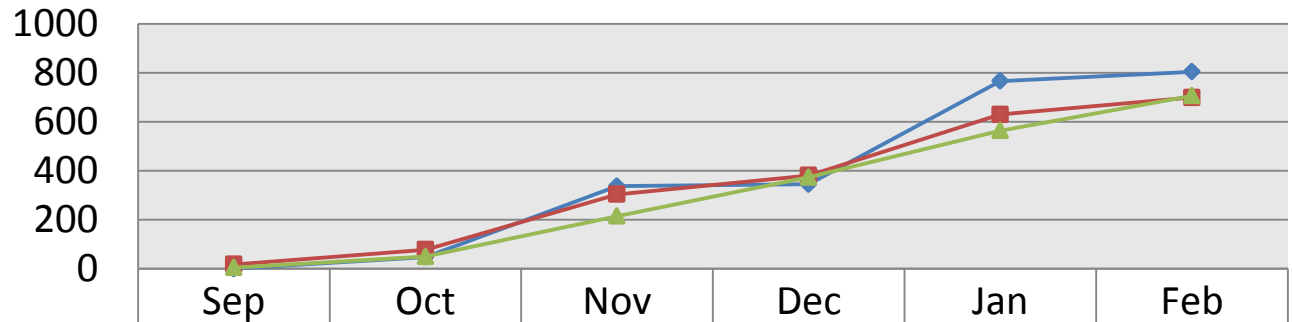
Freshmen/Transfer Advertising vs. Applications (Cumulative)



- New Freshman & Transfer applications experienced increases during the November and January months when advertising impressions were heaviest in the market

Advertising's Impact on Applications - Multicultural

Multicultural Advertising vs. Applications (Cumulative)



◆ Impressions (0000)	0	48	337	345	766	804
■ Applications(Fall 2016)	18	78	304	381	630	699
▲ Applications (Fall 2015)	5	50	215	374	564	706

- During the months when Multicultural advertising presence was heaviest in the market, there was a noticeable increased rate of applications
- Fall 2015 application trends did not show these corresponding increases during the same months

Advertising's Impact on Applications

Advertising vs. Freshmen Applications (Cumulative)

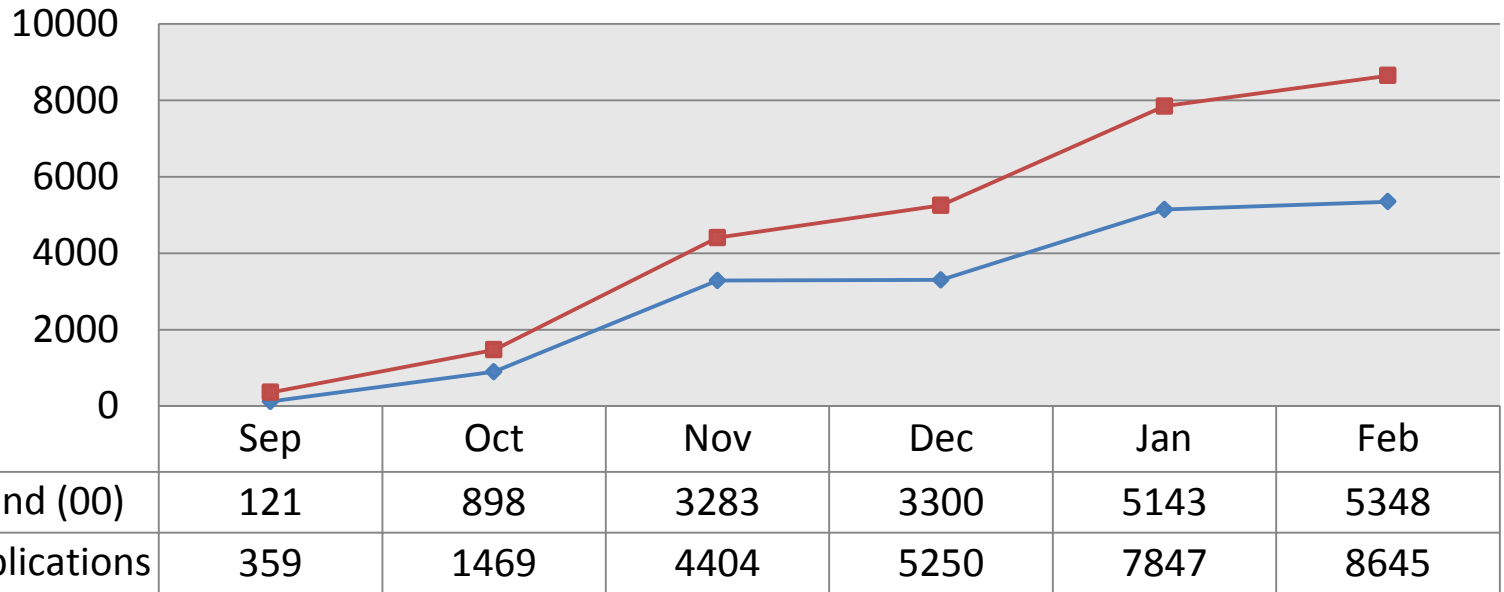


—◆— Impressions (0000)	45	1437	5523	5606	8507	8647
—■— Applications (Fall 2016)	359	1469	4404	5250	7847	8645
—▲— Applications (Fall 2015)	216	1006	3287	4894	7176	8690

- Overall application rates, including new freshman, transfer and multicultural, experienced high points during the November and January months, which reflects the pattern of advertising output in the market during corresponding times

Advertising Spend vs. Applications

Overall Advertising Spend vs. Applications (Cumulative)



- Application rates reflect a correlative pattern of advertising spend in the market

Advertising's Impact on Enrollment Funnel

- Additional analytics data pulled from Sept 1 – Feb 29:
 - Website traffic to the Admissions pages is up 73% YoY (302,743 in FY16 vs. 174,629 in FY15)
 - Admissions section traffic is up YoY in the Washington DC (+94%), Richmond (+89%), Norfolk (+66%) and Roanoke (+63%) markets
 - Organic Search traffic is up 41% YoY (937,914 in FY16 vs. 667,124 in FY15), a sign that traditional media such as TV, radio and out of home is making an impact in the market
 - Radford's digital advertising campaign has driven 29,188 visits to the Undergraduate landing page, 10,141 visits to the Multicultural landing page and 4,557 visits to the Transfer landing page
 - Unique visitor traffic to the undergraduate applications pages is up 81% YoY (127,266 in FY16 vs. 70,261 in FY15)
 - There have been 40,515 clicks to the external Freshman application page and 6,698 clicks to the external Transfer application page

Summary of Advertising's Impact

- Radford saw its highest year-over-year website traffic increases during the two months when advertising spend was heaviest in the market (Nov. 2015 & Jan. 2016)
- Total applications were at its highest levels during these same two months
- Website traffic from key areas of Radford's marketing focus (Washington DC, Richmond, Norfolk, Roanoke) are significantly up year-over-year

Spring Advertising Campaign

Spring Campaign Preview

Key Dates	March	April	May	June
Radford Admissions Tour				
Undergrad Open Houses				
Undergrad Application Deadlines				
Transfer Application Deadlines				
Undergrad Acceptance Deadline				
Print				
Streaming Radio				
Online Video				
Digital				
Paid Search				

Media	Impression Volume
Digital Display	11,447,350
Online Video	1,159,420
Print	511,980
Streaming Radio	508,676
Paid Search	279,695
Total	13,907,120

- The Spring campaign strategy is to reinforce preference during the “yield” months of March/April, drive transfer applications ahead of the June 1 deadline and build awareness for the next generation of applicants (rising seniors)

April 2016 Hemispheres Magazine

Run Date: April 1, 2016

Circulation: 550,000

Hemispheres



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Above: Simon Led Liberty, home to the Old main School of Business, boasts a stunning view from its campus to enjoy between classes.

"WE HOPE TO ENCOURAGE STUDENTS INTO CROSS-DISCIPLINE PROJECTS BECAUSE THAT'S THE KIND OF WORK ENVIRONMENT THEY'RE GOING TO EXPERIENCE AFTER GRADUATION"

In today's market it isn't just universities that are offering world-class courses in leadership. According to Kevin Cullen, president of the Leaders Consulting Group, companies are investing in leadership development at an exponential rate. And so the company created its eight-day program Being a Leader and the Effective Exercise of Leadership, which is taught gradually over four months. Speaking about the organization's various courses, Cullen says: "They have been, and continue to be extremely potent and effective courses that provide immediate, tangible value to any leader. The program produces a profound, irrefutable shift with the people who participate in it." Of course, strong leadership isn't the only thing contributing to today's successful organizations. Jutta Tobias, from Cranfield University's School of Management, advocates mindful leadership as a way of managing the complexities and demands of running companies in a world where information is often incomplete and speed is of the essence. Explaining the school's 10-week program - which includes a three-day residential workshop, a cohort webinar and online portal for materials and support - Tobias says, "Mindfulness helps create new capacity and this leadership program helps senior managers become more resilient, resilient and emotionally intelligent." There's no doubt that a senior executive with a working knowledge of key business disciplines and the capacity for emotional intelligence seems like a sure-fire candidate for the top-tier jobs.



Carlynn McCarty, Radford University '92, HVP of Marketing, Capital One Financial Corporation

"I AM AN EXECUTIVE AT A FORTUNE 500 COMPANY. THE REASON IS RADFORD."

There are many reasons why Radford University students achieve more than they ever thought possible. Carlynn McCarty, HVP of Marketing at Capital One Financial Corporation, credits Radford for helping her build a foundation for success. "I came out of Radford with real-world experience. Radford taught me about resilience, how to be a leader, and how to make an instant impact after graduation."

Learn more reasons why Radford might be right for you. Radford.edu

RADFORD UNIVERSITY

Radford, VA



What Great Minds Can Do.

Annick Routhier-Labadie
Business Scholar
Rhodes Scholar
Seton Hall Class of 2007



www.shu.edu

Spring 2016 Print Ads

THE ROANOKE TIMES
roanoke.com




Chris Henry '15
Web and Interactive Media Designer
Radford University

**"I RECEIVED A DREAM JOB OPPORTUNITY IMMEDIATELY AFTER GRADUATION."
THE REASON IS RADFORD**

Chris Henry discovered a passion for graphic design and videography while interning in the Division of Information Technology at Radford University. His hands-on experience gave him the career jump-start he was looking for after graduation. "The support and personal mentoring I received from Radford faculty and staff helped me develop my professional and creative skills. I feel very fortunate to be pursuing my career as a web designer."

Learn more reasons why Radford might be right for you.
Radford.edu

RADFORD UNIVERSITY
Radford, VA



Giancarla Rojas Mendoza
Radford University '16
Major: Economics and Finance

"COMING HERE HAS OPENED SO MANY DOORS FOR ME. THE PROFESSIONAL GROWTH I'VE EXPERIENCED HAS CHANGED MY LIFE." THE REASON IS RADFORD

Giancarla Rojas Mendoza's parents journeyed to the United States to find a better future for their children. The first in her family to go to college, Giancarla gained hands-on experience as a senior investment analyst for Radford University's Student Managed Investment Portfolio Organization. After graduation, she plans to attend graduate school and then pursue a career in finance. "The mentors, faculty and advisors at Radford have really empowered me with the tools I need to succeed in the business world."

Learn more reasons why Radford might be right for you.
Radford.edu

RADFORD UNIVERSITY
Radford, VA



Crystal Demetris
Radford University '15
Major: Design Management

**"I WAS UNCERTAIN ABOUT MY MAJOR, BUT MY PROFESSOR HELPED ME FIND THE RIGHT PATH. COMING HERE COMPLETELY CHANGED MY LIFE."
THE REASON IS RADFORD**

Crystal Demetris always had a passion for design, but wasn't sure how it could translate in a future career until a Radford University faculty member introduced her to Design Management. Crystal immediately knew that Radford was calling and now she is pursuing a degree in design. "It was something I had always dreamed of and Radford made my dream a reality."

Learn more reasons why Radford might be right for you.
Radford.edu

RADFORD UNIVERSITY
Radford, VA



Rob Barnett '07
In-House Counsel
Advance Auto Parts, Inc.

**"THE FOUNDATION I BUILT HERE ENABLED ME TO TRAVEL ACROSS THE WORLD."
THE REASON IS RADFORD**

Rob Barnett took advantage of many opportunities offered at Radford University, including the chance to study in Beijing, China. The experience sparked his interest in international trade, which he continued to study in law school. Later, it helped him land his first job with Advance Auto Parts' global sourcing division, where he routinely traveled to Asia. "International study gave me a significant leg up in my career. Radford enables students to be themselves and find their passion — it empowers them to do work they care about. The foundations built at Radford are as strong as those built anywhere."

Learn more reasons why Radford might be right for you.
Radford.edu

RADFORD UNIVERSITY
Radford, VA

Spring 2016 Undergraduate Digital Banners



RADFORD UNIVERSITY

"MY PROFESSOR HELPED ME FIND THE RIGHT MAJOR. COMING HERE COMPLETELY CHANGED MY LIFE."
THE REASON IS RADFORD

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"I RECEIVED A DREAM JOB OPPORTUNITY IMMEDIATELY AFTER GRADUATION."
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"I AM BETTER PREPARED TO IMPROVE THE LIVES OF OTHERS."
THE REASON IS RADFORD

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"MY LIFELONG DREAM OF IMPROVING PEOPLE'S HEALTH IS NOW WITHIN REACH."
THE REASON IS RADFORD

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Spring 2016 Transfer Digital Banners



Associated Press

The New York Times



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THE REASON IS RADFORD

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THE FUTURE IS YOURS.
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“THE OPPORTUNITIES TO LEAD ON
CAMPUS TAUGHT ME HOW TO SUCCEED.”
THE REASON IS RADFORD

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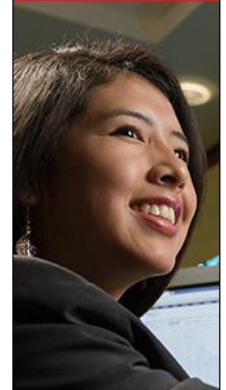
“WE TEACH STUDENTS THAT ANYTHING
IS POSSIBLE AND SHOW THEM HOW
TO ACHIEVE IT.”

THE REASON IS RADFORD

[Learn more](#)

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“COMING HERE
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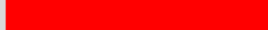
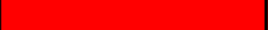
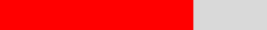
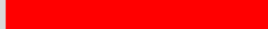
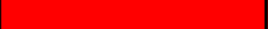
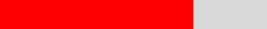
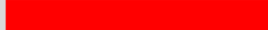
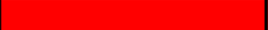
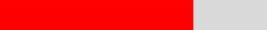
[Learn More](#)

Upcoming Spring Projects

MBA Marketing Strategy

- Goal: Increase awareness and drive inquiries for fall enrollment
- Audience: Working professionals, Radford students, Radford alumni, and graduates of feeder schools
- Timing: May 1 through July 15 application deadline
- Geography: Key markets of opportunity including Northern Virginia (Washington DC market), Richmond and Norfolk, as well as regions defined by feeder schools
- Media strategy and tactics: Build awareness and drive interest through advertising targeted to geographies and audience interest including: digital banner advertising, paid social media advertising and paid search (Search Engine Marketing)
- Cultivate interest and capture leads through an updated landing page

MBA Marketing Plan

	May	June	July
Digital Display			
Paid Search			
Social Media			

- *Digital Display* will be used to deliver online banner ads to prospective MBA students using audience targeting in Northern Virginia (Washington DC market), Richmond and Norfolk markets, as well as radial targeting around key feeder colleges
- *Paid Search* (Search Engine Marketing) will position Radford's MBA message in front of prospects actively searching for MBA related keywords on Google
- *Social Media* marketing will deliver Radford's MBA message to an audience of relevant prospects using Facebook's audience targeting and allow for further engagement and action through the social network

College of Business and Economics Branding & Marketing

- Goal: Drive interest and enrollment in Radford undergraduate business education
- Audience: Prospective students and their parents; current Radford students
- Strategy: Position COBE as providing an exciting, hands-on education that develops the competencies that will take students wherever they want to go in life, and support any career path they choose. Make business education relevant and inspiring to the Millennial generation.
- Tactics: Target a paid social media campaign to prospective students and parents in high potential geographies; promote COBE enrollment events for highly selective students; develop collateral to tell the COBE story to prospective students, parents and current students

TV Production (April)

“Reason Anthem” :30 TV Spot demonstrating the quality, value and impact of the Radford education; featuring Radford students, faculty and the campus



REASON ANTHEM :30

Opening on campus and student lifestyle

Radford TV :30 "REASON ANTHEM"

WE OPEN ON CAMPUS AND LIFESTYLE SHOTS OF RADFORD STUDENTS. GREAT ENERGY AND PACE. WE CUT TO QUICK, SNAPSHOTS OF STUDENT PROGRAMS AND ACTIVITIES. WE SEE WHAT THEY'RE DOING. ONE YOUNG WOMAN IS WORKING IN THE FASHION DESIGN STUDIO. ANOTHER IS IN A SCIENCE LAB. WE SEE BALET, NURSING AND MORE. WE FIND THESE KIND OF SCENES ALL OVER CAMPUS AND THAT FURTHERS OUR STORY OF WHY "THE REASON IS RADFORD." INTERCUT BETWEEN THE SCENES WE SEE SUPERS THAT ALSO HELP MOVE OUR STORY ALONG. AT THE END WE GO TO CLOSE UPS OF OUR STUDENTS, FACULTY, ALUMS, ETC. STRONG MUSIC TRACK UNDERNEATH.

SUPERS:
 THE REASON IS PASSION
 THE REASON IS COMMITMENT
 THE REASON RELATIONSHIPS
 THE REASON IS TEAMWORK

VOICEOVER: (STUDENTS)

BETH: THE REASON IS RADFORD.
JOSH: WITH PROFESSORS WHO CARE ABOUT OUR SUCCESS.
CRYSTAL: AND SMALL CLASSES.
LUKE: AND GREAT INTERNSHIPS!
JEN: AND OVER 100 UNDERGRADUATE
JUAN: AND GRADUATE DEGREE PROGRAMS,
CRYSTAL: YOU'LL FIND YOUR OWN (SHOTS OF LOTS OF FACES)
 REASON FOR RADFORD.
LOGO: THE REASON IS RADFORD

Portraits of Students / Faculty

Strategic Planning for FY2016-17: May/June

- Conduct a comprehensive 2015-16 marketing program and data analysis
 - Identify key conclusions to inform next year's plan
- Combine with enrollment data analysis and joint planning to coordinate and optimize efforts
- Identify key opportunities for 2016-17
 - Geographies, timing, enrollment event support, media mix and incorporation of television
 - Coordination of marketing with enrollment communications
 - Opportunities to capitalize on increased awareness and web traffic
- Develop comprehensive, integrated marketing and media plan
 - Analyze results and refine as year progresses

Media Relations - Coverage & Promotion

- Naming & Dedication of Kyle Hall
- School of Nursing graduates excel on nursing licensing exams
- Backpack Program
- SGA visits DC for Advocacy Day and college affordability
- WDBJ 7 tour of Center for the Sciences
- Emergency Management class simulated HAZMAT scenario
- Regional Science Fair
- US Dept. of Education recognition of RU & Pell Grants
- Joggin' for Your Noggin: 5k to raise funds/awareness for brain injury
- National Cyber Security competition
- McGlothlin awards
- Military Resource Center hosting mobile DAV

Web Strategy & Communications Project Support

- Homepage banner image updates including new ambient video
- Quick Links function updates on homepage
- Added Title IX Reporting footer to university website
- Redesigned Office of Diversity and Equity website, increased functionality
- Commenced redesign and upgrade of RU Mobile with IT
- College of Graduate Studies and Research homepage rotating banners
- Moved Institutional Research website into CMS
- Established Commencement 2016 website
- Updated Alaska research trip website
- Updated RARE website
- Updated marketing landing pages
- Updated residence halls webpages (new photos of each residence hall)
- Commenced initial design for new online Radford magazine website

University Relations Recognitions & Awards

February 2016 CASE District III awards

- Grand Award for Annual Fund Publication - Selu 25th Anniversary Solicitation Booklet
 - Award of Excellence for Magazine II - The Magazine of Radford University
- Special Merit Award for Magazine/Tabloid Improvement II - The Magazine of Radford University

31st Annual Educational Advertising Awards sponsored by Higher Education Marketing Report

- Gold Award in Poster category for the RU Reads Poster Campaign
- Gold Award in Direct Mail category the MFA Poster Campaign_
- **February 2016 ADDY awards at the 2015-16 Western Virginia American Advertising Awards**
 - Silver ADDY for Donor Booklet
 - Silver ADDY for the Radford MFA Poster Campaign.

Conclusion

ATTACHMENT B

Board of Visitors

RADFORD
UNIVERSITY

Office for University Advancement and Alumni Relations

RADFORD
UNIVERSITY

Advancement Overview

Fiscal Year Update

Development accomplishments

Strategic Initiatives

Committee Goals

Save the dates

Fiscal Year by the Numbers

Advancement

Total Current Year Use, Endowed/Capital Gifts, and New Pledges (from above)

	FY13-14	FY14-15	YTD FY13-14	YTD FY14-15	YTD FY15-16
Current Year Use	\$2,008,250	\$2,200,594	\$1,607,463	\$1,880,013	\$2,182,582
Endowed	\$832,764	\$673,446	\$634,032	\$592,128	\$490,079
Capital	\$553,181	\$561,815	\$440,249	\$513,462	\$64,000
Real Estate	\$222,500	\$0	\$222,500	\$0	\$0
Planned Gifts	\$752,500	\$1,282,000	\$502,500	\$863,000	\$4,840,000
Loans	\$0	\$0	\$0	\$0	\$15,120
Total	\$4,369,195	\$4,717,855	\$3,406,744	\$3,848,603	\$7,591,781

Fiscal Year by the Numbers

Advancement

Grand Total All Gifts and Pledges					
	FY13-14	FY14-15	YTD FY13-14	YTD FY14-15	YTD FY15-16
Current Year Use	\$1,204,454	\$1,470,371	\$1,076,998	\$1,168,899	\$1,219,344
Restricted-Pending	\$0.00	\$36,487	\$25	\$19,550	\$9,641
Endowed/Capital Gifts	\$1,089,236	\$1,135,185	\$859,780	\$999,448	\$496,106
Real Estate	\$222,500	\$0	\$222,500	\$0	\$0
New Pledges	\$1,853,005	\$2,075,812	\$1,247,441	\$1,660,706	\$5,866,690
Subtotal =	\$4,369,195	\$4,717,855	\$3,406,744	\$3,848,603	\$7,591,781
Gifts in Kind	\$105,257	\$200,775	\$104,224	\$139,921	\$183,099
Realized Bequests	\$73,616	\$201,074	\$48,116	\$41,073	\$21,000
Subtotal =	\$178,873	\$401,849	\$152,340	\$180,994	\$204,099
Grand Total	\$4,548,068	\$5,119,704	\$3,559,084	\$4,029,597	\$7,795,880

Development:

Goal:

Increase participation rate by 25%

Educate student body on the importance of philanthropy

- Direct Mail:
 - Partnership with Royall and Company
 - Fall mailings (3) and emails
 - September first mailing - thank you
 - November
 - December calendar year end push
 - Fiscal Year end mailing and emails
 - Late May (15-20) schedule drop date
 - Non Royall Spring Mailing
 - College based focused
- Phone program
 - Focused calls
 - Renewals to increase participation
 - Non donor calls education call
 - Thank you calls
 - Admission calls -

Development:

Goal:

Educate student body on the importance of philanthropy

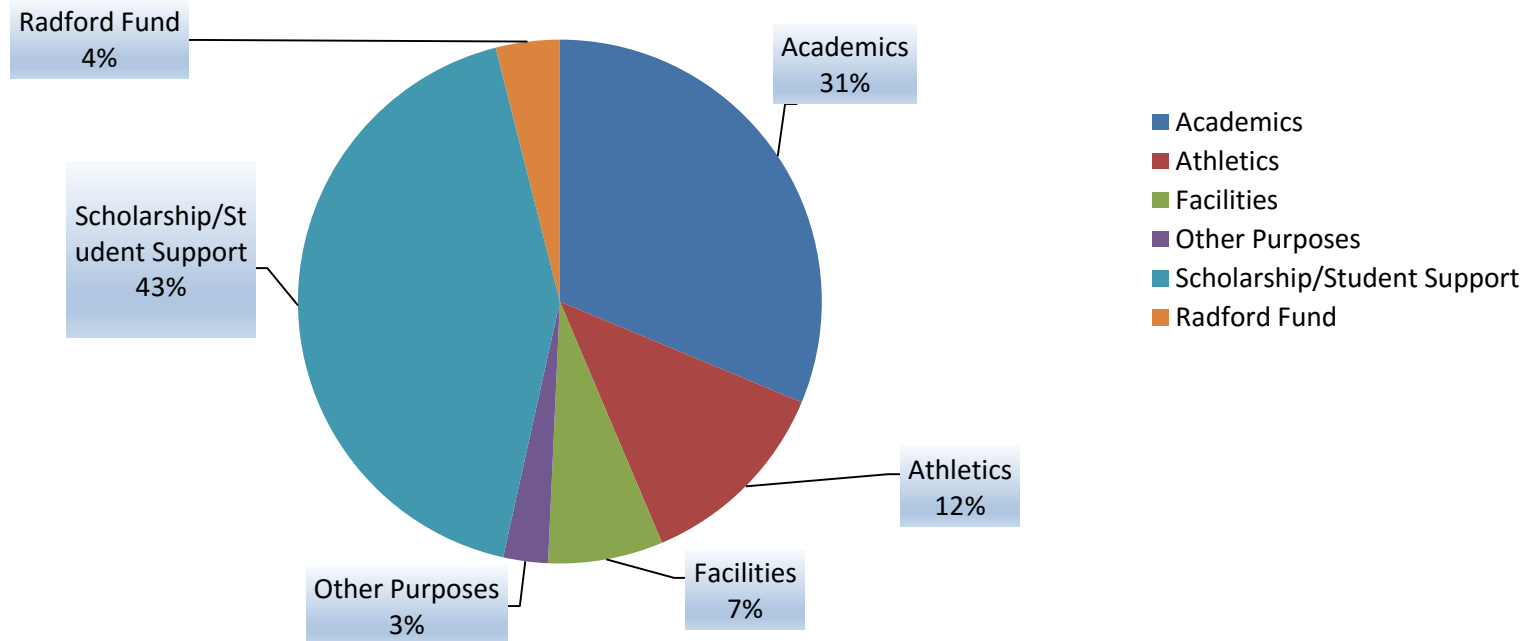
- Student Engagement
 - Senior Class Giving
 - 400 new donors
 - Over \$5,000 raised
- Renewal plan for new graduates
 - Focused stewardship
 - Email personalized thank you
 - Follow up email engagement activities



DEVELOPMENT

Fiscal Year 2014 Gifts and Pledges by Interest Area

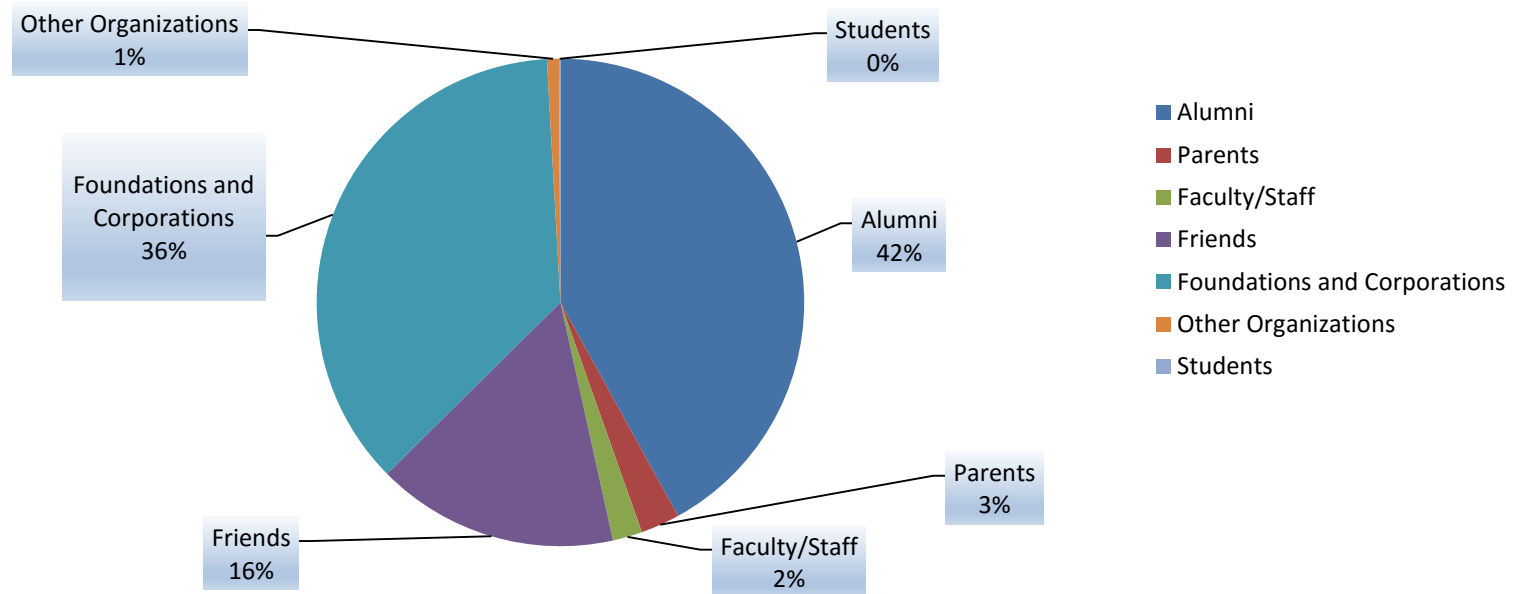
Interest Area	Total Amount
Academics	\$1,422,656
Athletics	\$561,355
Facilities	\$322,904
Other Purposes	\$125,279
Scholarship/Student Support	\$1,936,468
Radford Fund	\$179,406
FY14 Total Gifts & Pledges	\$4,548,067



DEVELOPMENT

Fiscal Year 2014 Gifts and Pledges by Constituency

Constituency	Total Amount
Alumni	\$1,909,444
Parents	\$117,851
Faculty/Staff	\$89,411
Friends	\$730,222
Foundations and Corporations	\$1,660,767
Other Organizations	\$36,222
Students	\$4,150
FY14 Total Gifts & Pledges	\$4,548,067



Development

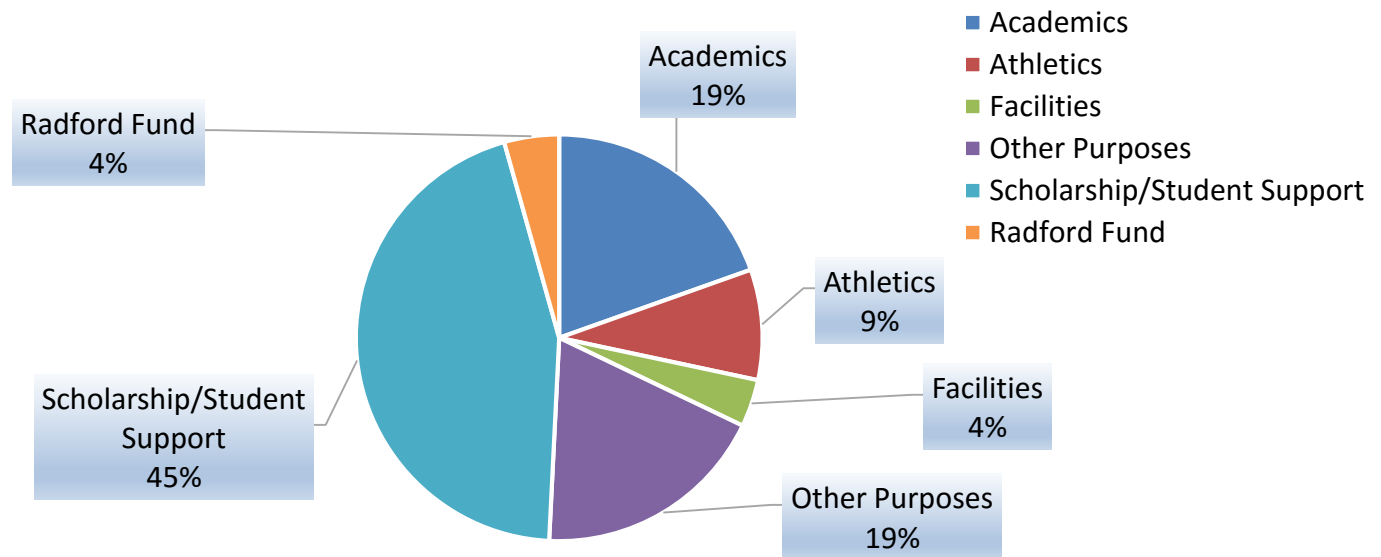
Fiscal year 2014 gifts of \$25,000 or more breakdown:

- Eleven alumni donors, for a total of \$1,304,490; none were new donors
- Thirteen corporation/foundation donors, for a total of \$1,360,641; two were new donors, for a total of \$222,000
- Six friend donors, for a total of \$465,651; two were new donors, for a total of \$71,100

Development

Fiscal year 2015 Gifts and Pledges by Interest Area

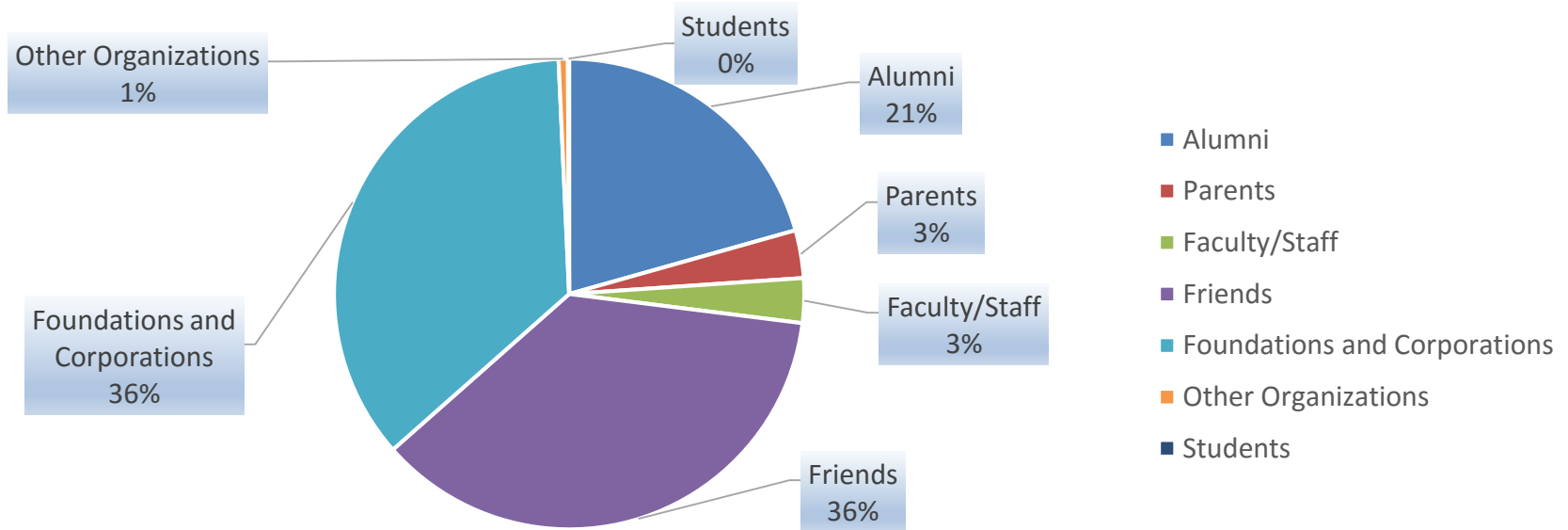
Interest Area	Total Amount
Academics	\$1,001,684
Athletics	\$449,493
Facilities	\$192,782
Other Purposes	\$956,322
Scholarship/Student Support	\$2,296,025
Radford Fund	\$223,397
FY15 Total Gifts & Pledges	\$5,119,703



Development

Fiscal Year 2015 Gifts and Pledges by Constituency

Constituency	Total Amount
Alumni	\$1,056,350
Parents	\$168,107
Faculty/Staff	\$156,890
Friends	\$1,869,344
Foundations and Corporations	\$1,832,142
Other Organizations	\$32,523
Students	\$4,348
FY15 Grand Total Gifts & Pledges	\$5,119,703



Development

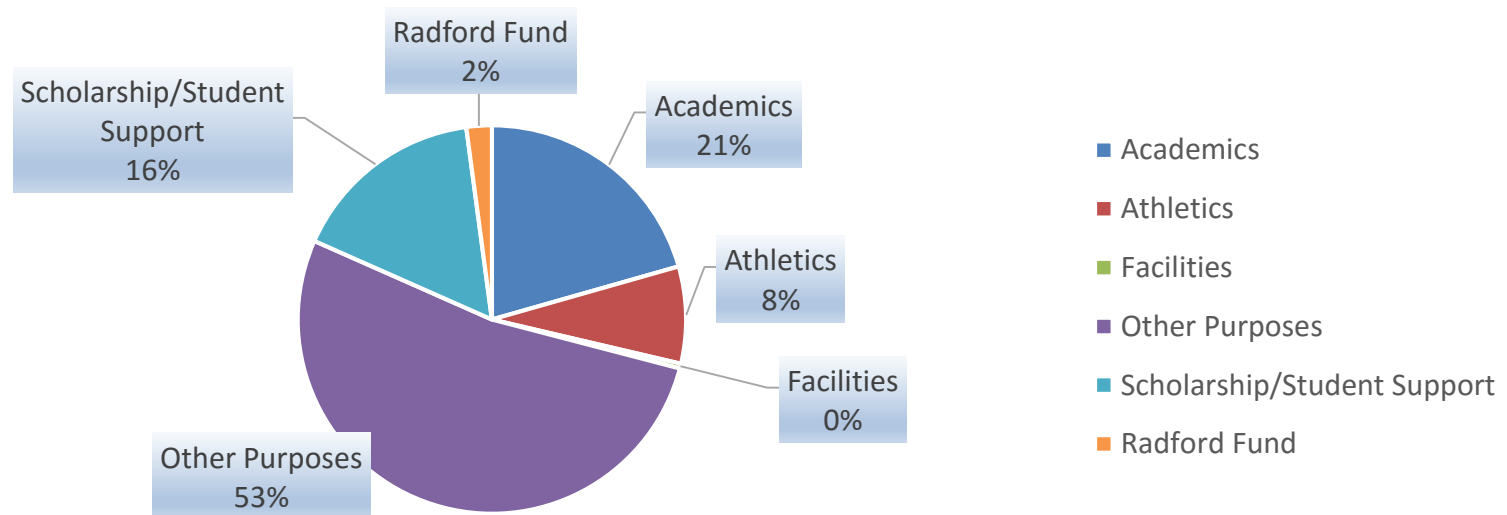
Fiscal year 2015 gifts of \$25,000 or more breakdown:

- Ten alumni donors, for a total of \$557,702; none were new donors
- Twelve corporation/foundation donors, for a total of \$1,470,725; one was a new donor, for a total of \$135,000
- Fifteen friend donors, for a total of \$1,705,227; two were new donors, for a total of \$115,100
- Three faculty/staff donors, for a total of \$175,000; none were new donors

Development

Fiscal year 2016 Gifts and Pledges by Interest Area - through March

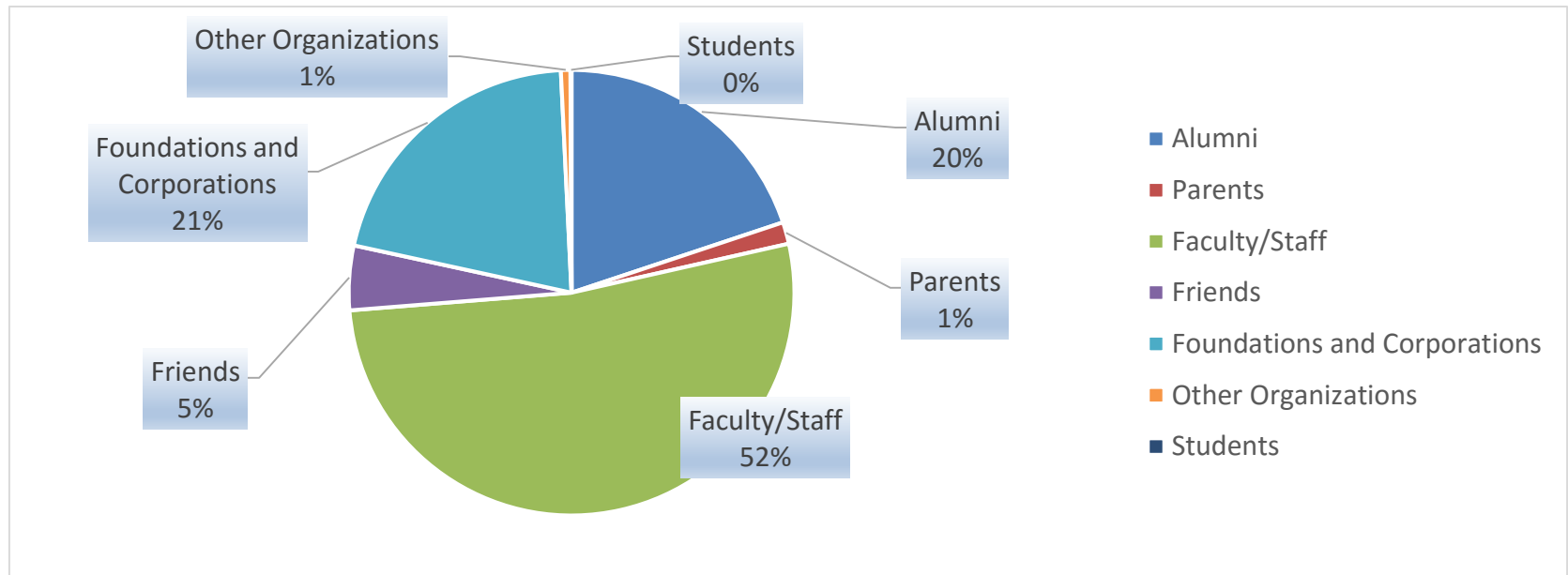
Interest Area	Total Amount
Academics	\$1,605,160
Athletics	\$629,211
Facilities	\$31,174
Other Purposes	\$4,098,034
Scholarship/Student Support	\$1,267,266
Radford Fund	\$165,035
FY16 Total Gifts & Pledges	\$7,795,879



Development

Fiscal Year 2016 Gifts and Pledges by Constituency - through March

Constituency	Total Amount
Alumni	\$1,550,201
Parents	\$123,431
Faculty/Staff	\$4,074,421
Friends	\$364,642
Foundations and Corporations	\$1,623,271
Other Organizations	\$53,731
Students	\$6,183
FY16 Grand Total Gifts & Pledges	\$7,795,879



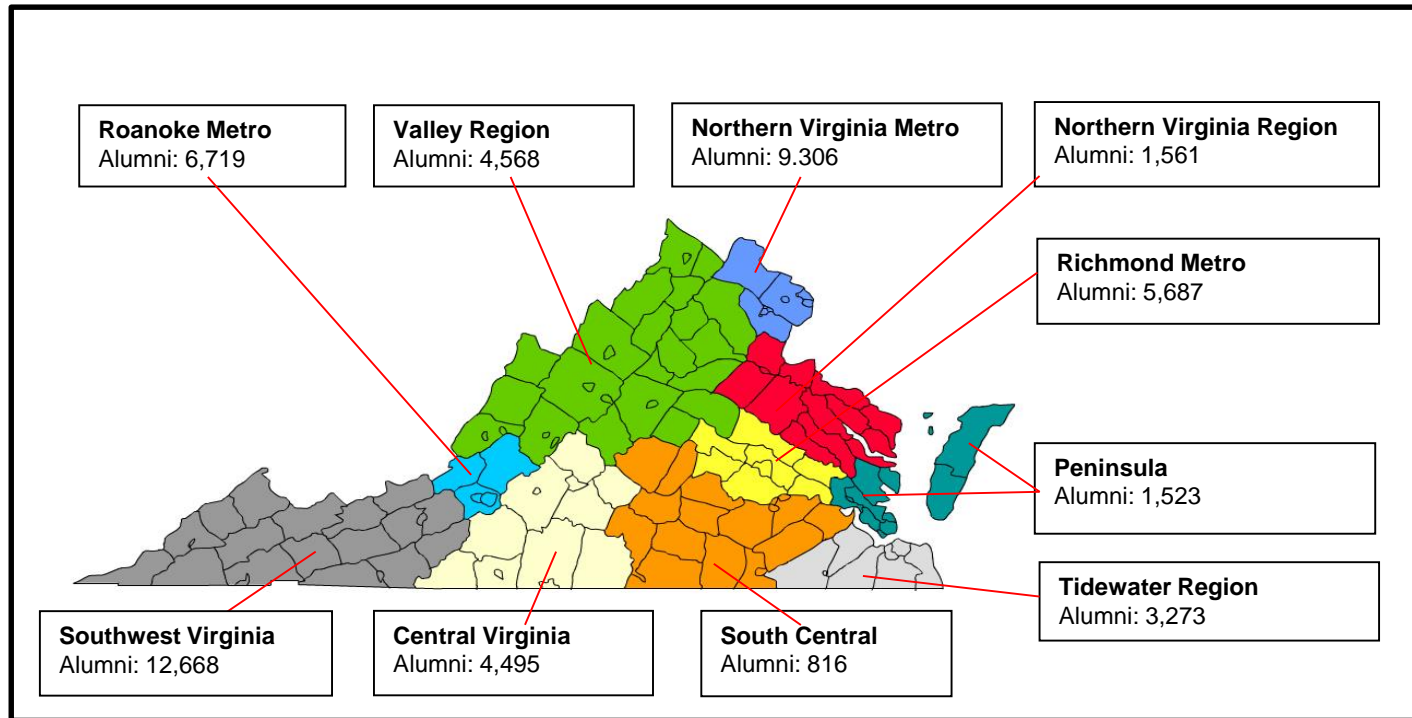
Development

Fiscal year 2016 gifts of \$25,000 or more breakdown to date:

- Twelve alumni donors, for a total of \$1,030,072; one new donor, for a total of \$25,000
- Ten corporation/foundation donors, for a total of \$1,332,325; four new donors, for a total of \$156,575
- Four friend donors, for a total of \$113,584; none were new donors
- One faculty/staff donor, who is also a new donor, for a total of \$4,000,000

By the numbers

Number of Living Alumni by Region in Virginia



By the numbers

Number of Living Alumni in Virginia - by Region and College

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
Total	8,881	12,265	3,610	13,643	3,968	3,101	4,093	1,055	50,616

Alumni Relations

Activity Highlights

- Radford Alumni and Sigma Phi Epsilon Day of Service
- Volunteer Leadership Reception partnership with RU Foundation
- Admission Reception alumni volunteers
- Radford University Baseball vs. Tech, Calfee Park



Alumni Relations

Goal: Revitalize the Alumni Association

- LLC to be completed and approved by Radford University Foundation, May 4
- LLC will reinstate the Radford University Alumni Association



Selected Upcoming Events

Radford Athletic Club Golf Tournament
(New River Valley/Draper)
June 3, 2016

Baja Sunset Social
(Virginia Beach/Sandbridge)
June 3, 2016

NOVA Alumni and Friends Golf Tournament
June 9, 2016

Presidential Regional Tour
(NOVA, Richmond, VA Beach, Roanoke, NRV)
July/August

Radford University Day at the Nationals
August 6, 2016

Questions

UNIVERSITY RELATIONS REPORT

University Relations Update

RADFORD
UNIVERSITY

Branding & Marketing Progress Report

- 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
UNDERGRADUATE	81,881,955												
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												
TRANSFER	7,253,282												
Digital	6,978,884												
SEM	274,398												
MULTICULTURAL	8,039,025												
Print	380,000												
Radio	388,000												
Streaming Radio	1,228,466												
Digital	6,042,559												
MBA	10,200,081												
Print	631,032												
Radio	145,700												
Digital	8,317,973												
SEM	135,624												
Social Media	969,752												
All CAMPAIGNS	107,374,343												

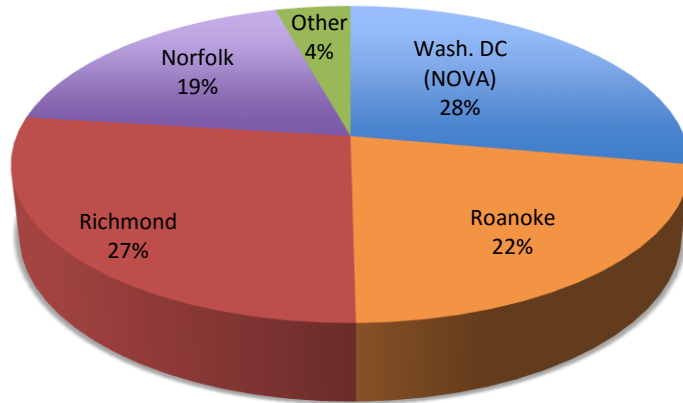
FY15/16 Advertising Summary

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
Total	\$820,229	97,174,262

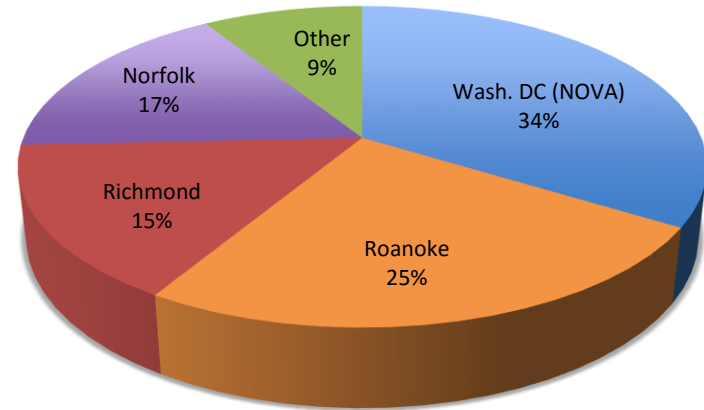
- Includes all Undergraduate, Transfer and Multicultural advertising

Advertising's Impact by Market

% Ad Spend by Market (DMA)



% Total Applications (NF + TR)

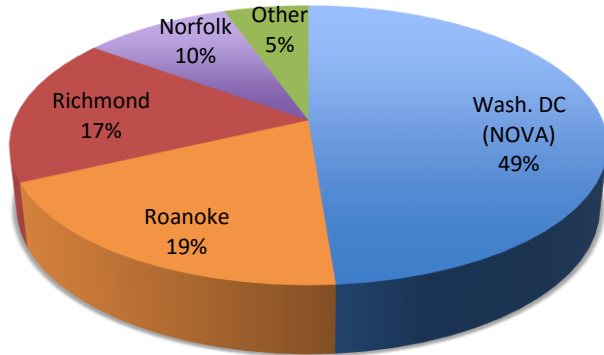


**All data pulled from Sept 1, 2015 – Mar 1, 2016*

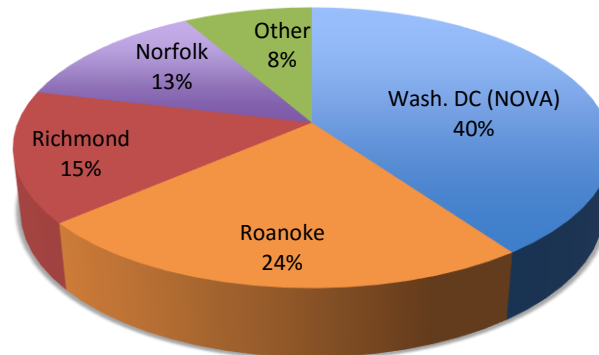
- The majority of advertising spend during Sept-Feb was allocated to four key market DMAs (Designated Market Areas): Washington DC (NOVA), Roanoke, Richmond and Norfolk
- In general, in-state applications through February were consistent with the proportion of ad spend per market, with a particular uptick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

Digital Advertising's Impact by Market

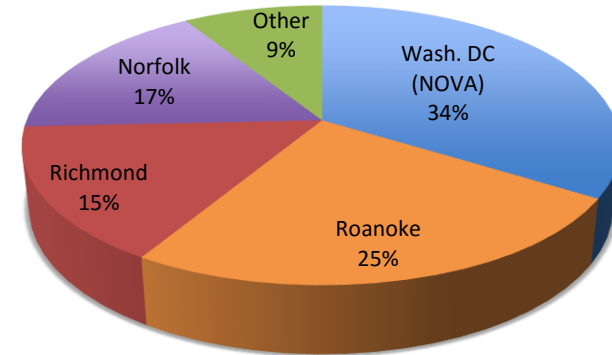
% Digital Impressions by Market (DMA)



% Admissions Web Traffic by Market (DMA)



Total Applications (NF + TR)



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

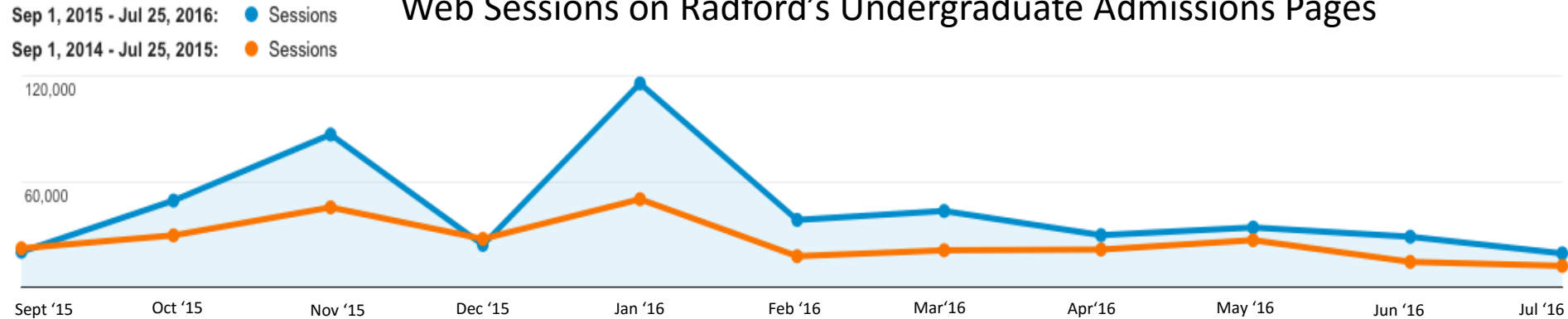
- Digital advertising impressions targeted the same four major Virginia markets, with the majority of impressions focused on the heavily populated Washington DC (NOVA) market
- Traffic patterns on the Admissions section of the Radford website mirrored the delivery of digital ad impressions by market
- 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
Advertising Impressions	81,881,955	7,253,282	8,039,025	10,200,081	107,374,343
Landing Page Visits	39,408	7,888	10,229	25,234	82,759
Visit Rate (digital banners)	62%	66%	50%	43%	N/A
Landing Page Event Actions	733	183	163	453	1,532
Application Actions	50,146	9,498	N/A	N/A	59,644

Website Performance (Admissions Section Year over Year)

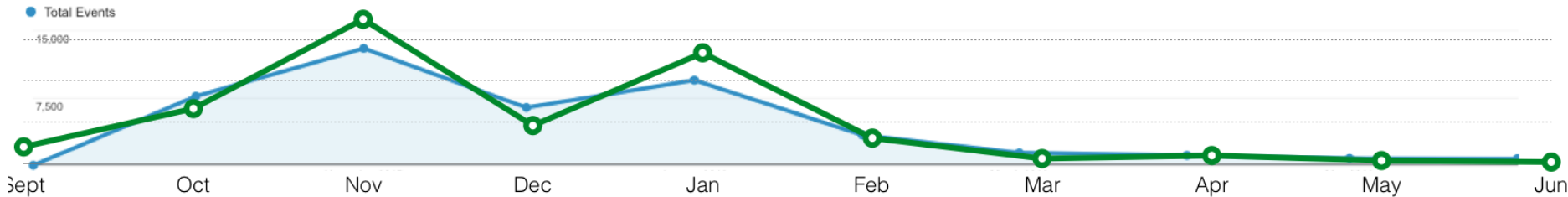
Web Sessions on Radford's Undergraduate Admissions Pages



- 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

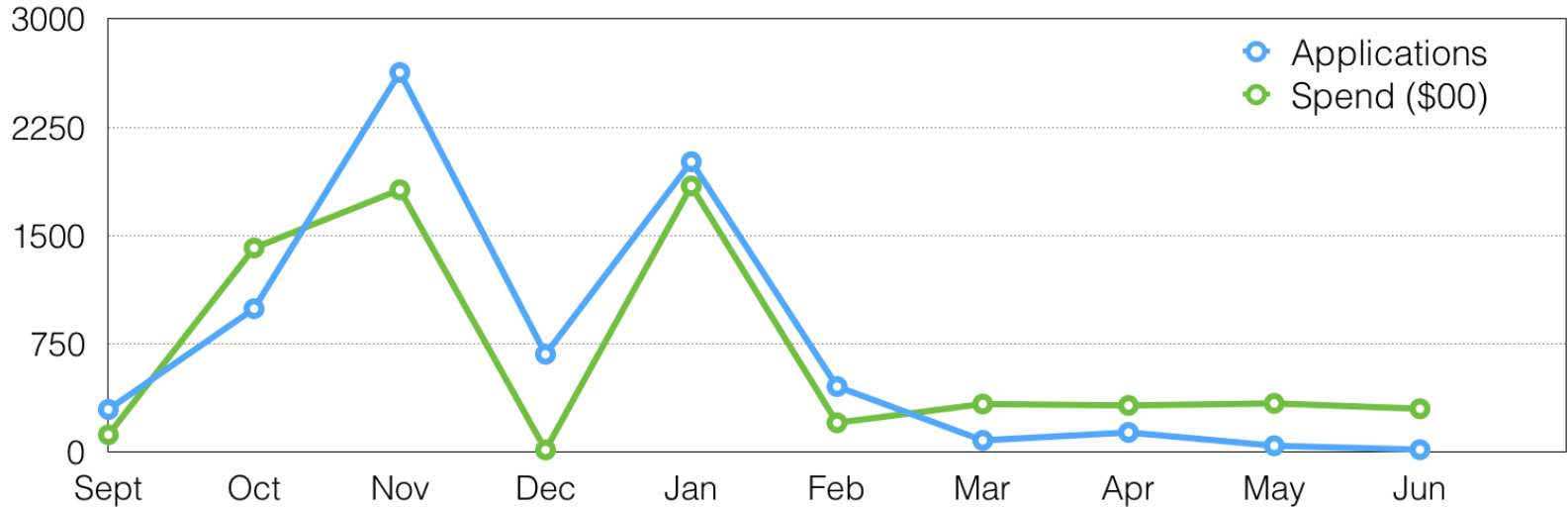
FY15/16 Application Trends

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

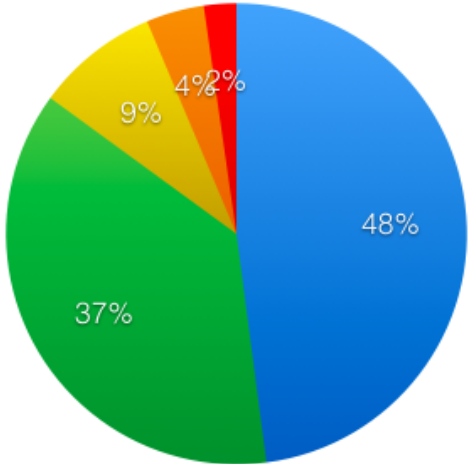
Advertising Spend vs. Undergraduate Applications



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

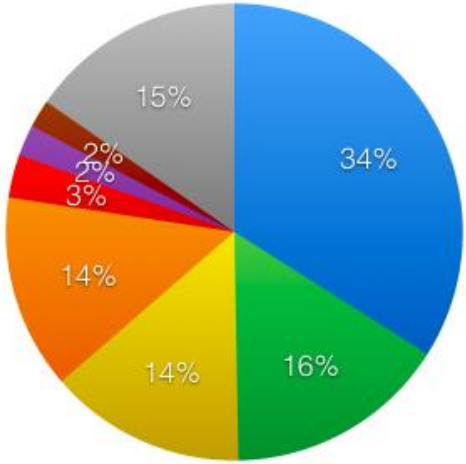
FY15/16 New Freshmen Application Trends (Online Data)

Top Website Traffic Sources for New Freshmen Applicants



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

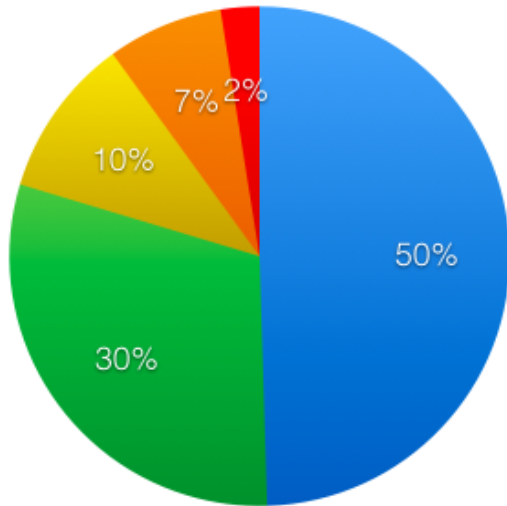
Top Feeder Markets for New Freshmen Applicants



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

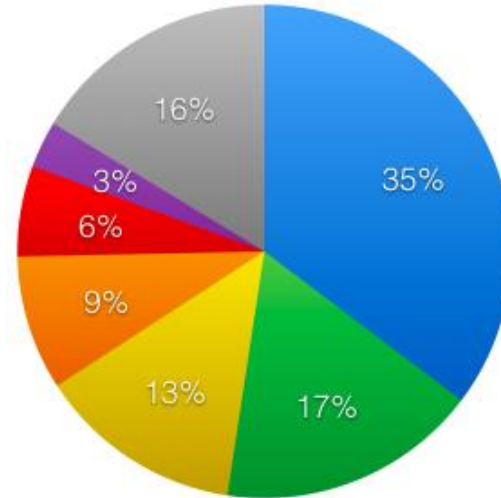
FY15/16 Transfer Application Trends (Online Data)

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

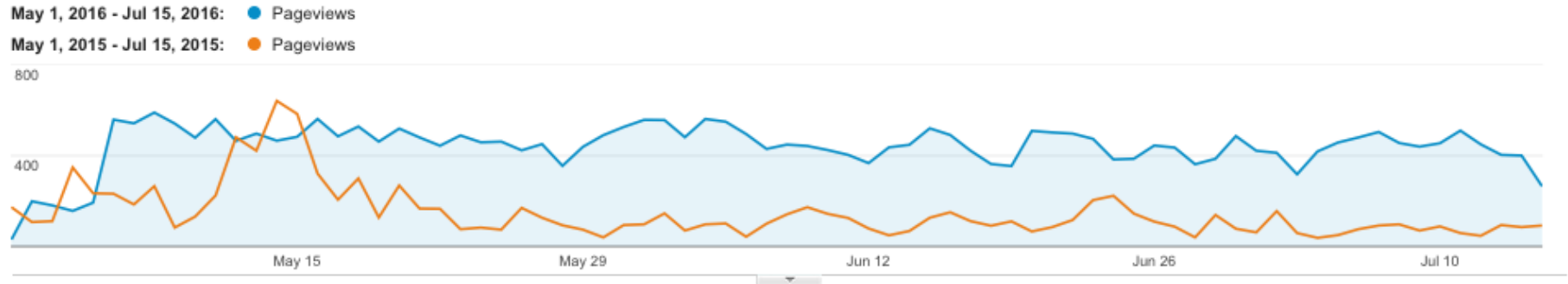
- Situation: Low awareness of the Radford MBA and 2 years of declining enrollment
- Overall Seasonal Goal: Generate 100 applications and enroll 50 new students for fall 2016
- Objective: Build visibility for the Radford MBA as a high quality, convenient and affordable way for career advancement
- Tactics: 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
Total	\$66,462	10,200,081

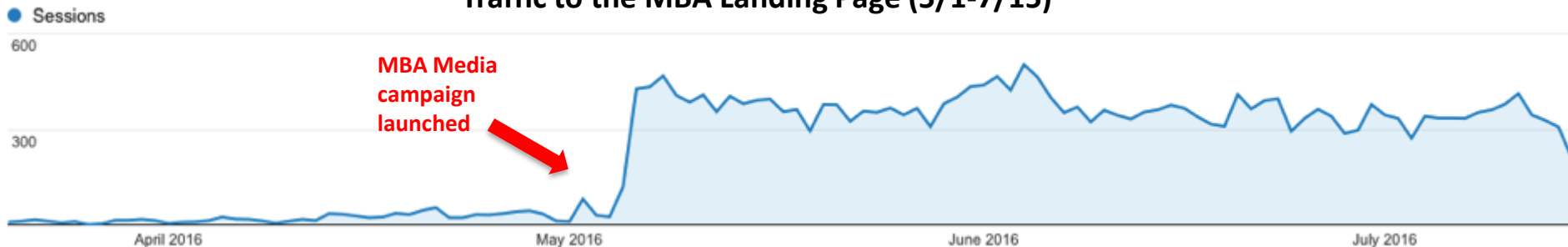
Website Performance (MBA Pages Year over Year)



- 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
Total Actions	438

COBE Branding & Marketing

- **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 faculty member who has spent his time and energy on his business school students. He has been a part of the business school since 2008 and has been a part of the business school since 2008. He has been a part of the business school since 2008 and has been a part of the business school since 2008.

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 tail to whatever it is you're passionate about. Do you have outdoor adventures? Don't! Or 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. Help you. 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 for the "Your life. 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 your 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 sports fanatic, learning of finance, a business degree from Radford University will set you apart. We'll help you get the most out of your education and experience. You'll be well served in entrepreneurship and able to analyze the risks and rewards of your business idea and help you turn your business idea into a reality.

When you do that at COBE, we prepare you for global business. We'll help you find your business idea and help you turn your business idea into a reality. We'll help you find your business idea and help you turn your business idea into a reality.

Radford University College... 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


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 [Learn More](#)



NOW I MEAN BUSINESS

RADFORD UNIVERSITY

FY15/16 Advertising Insights

- **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

- 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

- **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

- 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

- 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

- 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

- 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

- 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

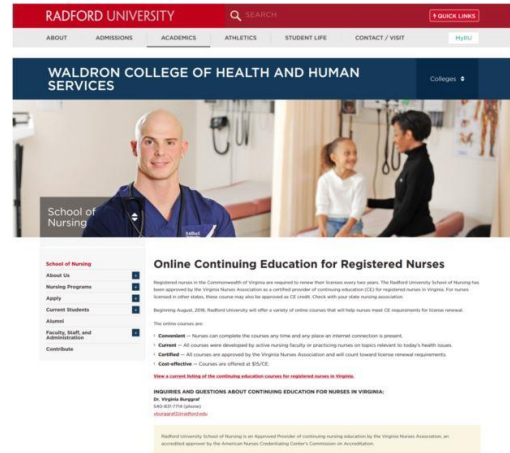
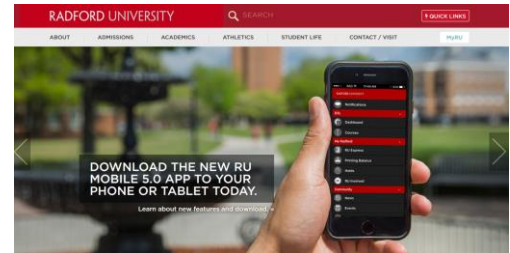
Creative Services



Web Communications & Strategy

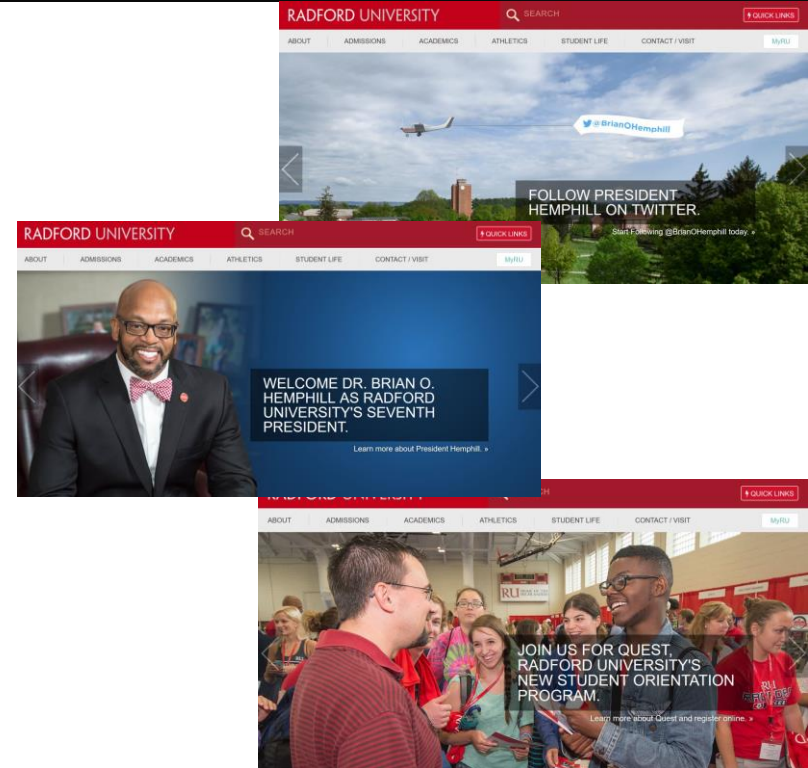
Web Communications & Strategy

- 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

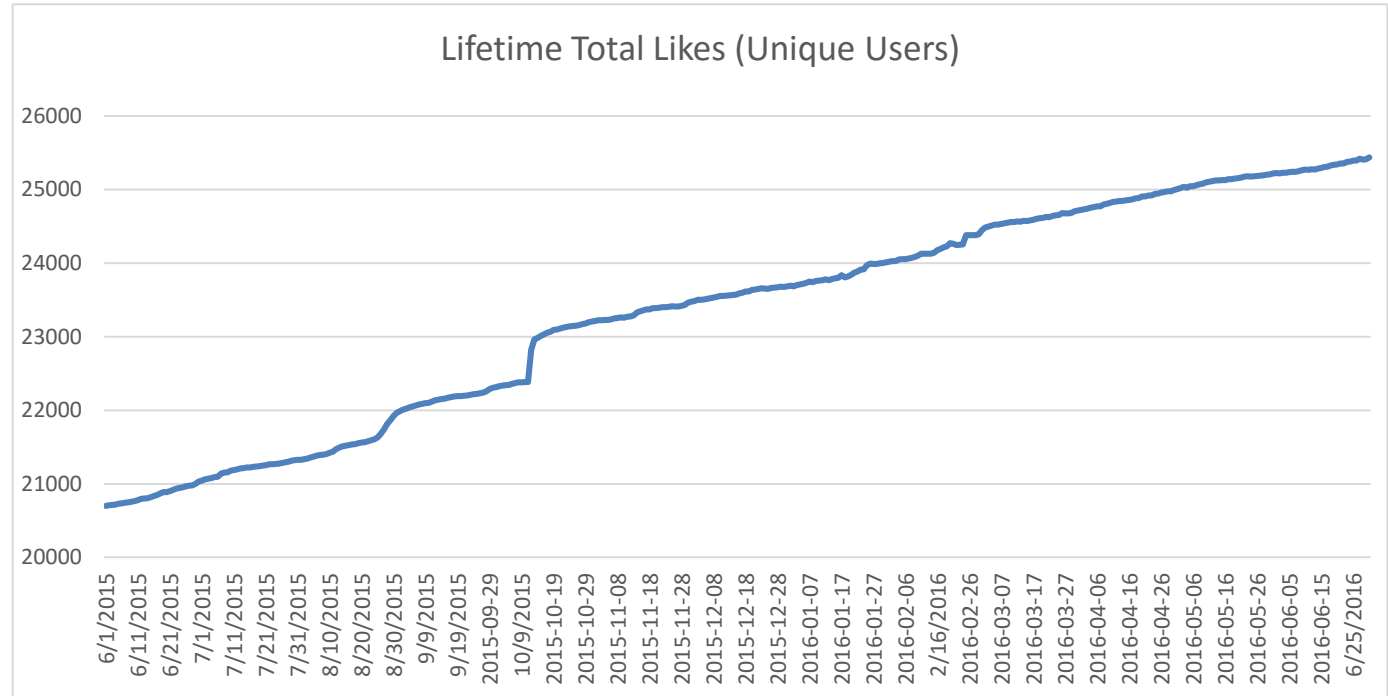
Snapchat

Quest Campaign: 5/26-7/8

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

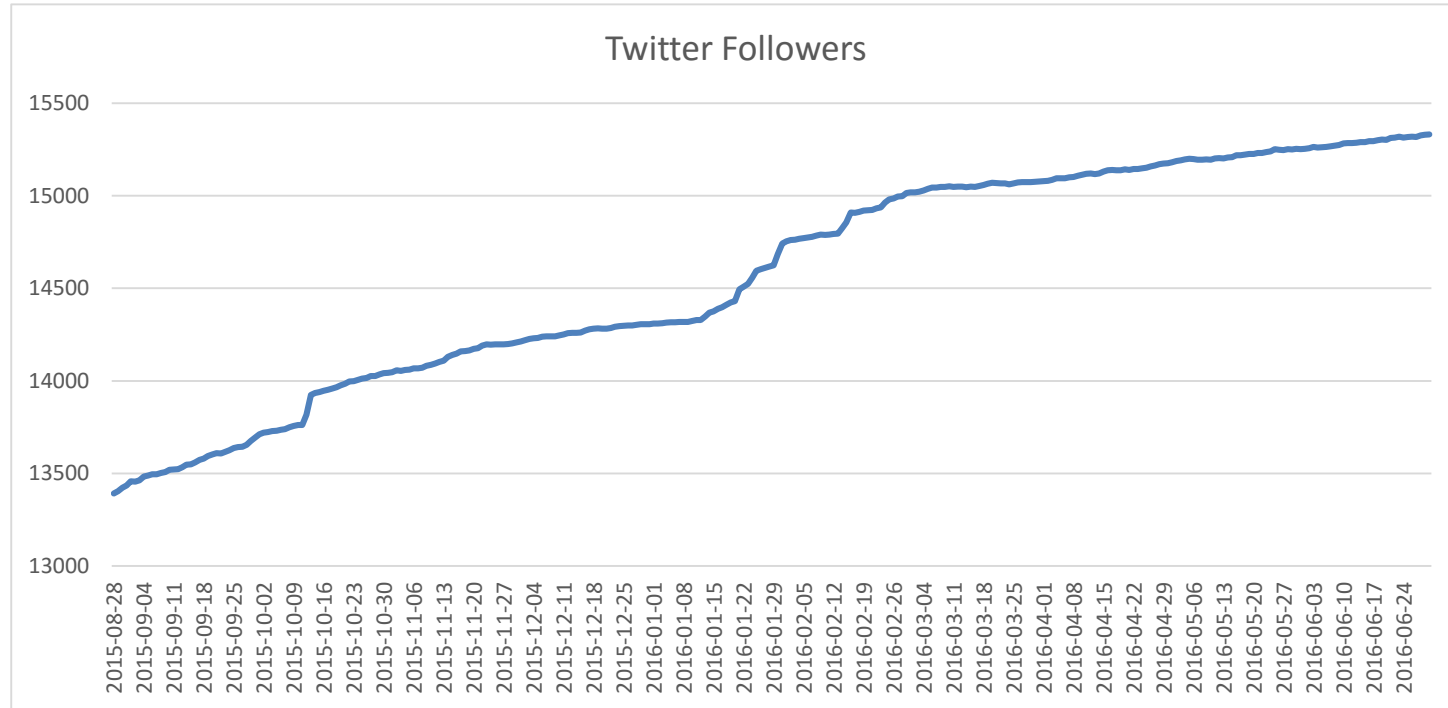
Facebook -Users trends (June 1, 2015-June 27, 2016)

- 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

UNIVERSITY ADVANCEMENT REPORT

Board of Visitors

RADFORD
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Office for University Advancement and Alumni Relations

RADFORD
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Advancement Overview

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
Total	\$3,724,640		\$3,879,925		\$7,762,044	

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

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

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

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

Strategic Approach

- Key Initiatives:
 - Alumni Association LLC Completed
 - Advisory Board members selected
 - 1st 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:

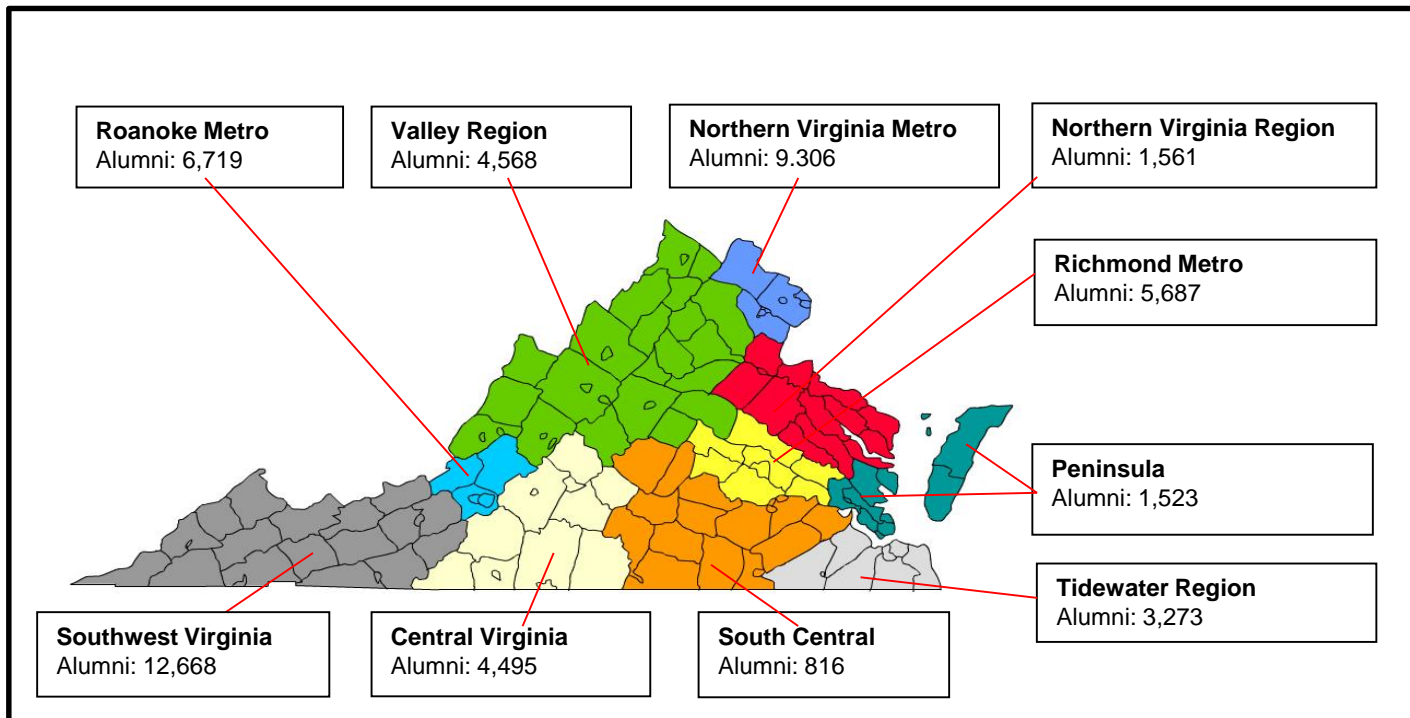
Region

- 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

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
Total	8,881	12,265	3,610	13,643	3,968	3,101	4,093	1,055	50,616

Alumni Relations

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