

**University  
Advancement,  
Relations &  
Enrollment  
Management  
Committee**

**May 2017**

**RADFORD UNIVERSITY**

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Board of Visitors

# RADFORD UNIVERSITY

## RADFORD UNIVERSITY BOARD OF VISITORS UNIVERSITY ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE

11:15 A.M. \*\*

MAY 4, 2017

BOARD ROOM

MARTIN HALL

RADFORD, VIRGINIA

**DRAFT**

### AGENDA

- **CALL TO ORDER** Mr. Randy Marcus, *Chair*
- **APPROVAL OF AGENDA** Mr. Randy Marcus, *Chair*
- **APPROVAL OF MINUTES** Mr. Randy Marcus, *Chair*  
February 17, 2017
- **ENROLLMENT MANAGEMENT REPORT** Ms. Kitty McCarthy, *Vice President*  
○ Recruitment Updates Report *for Enrollment Management*
- **UNIVERSITY RELATIONS REPORT** Mr. Joe Carpenter, *Vice President*  
○ Branding & Marketing Update *for University Relations & Chief*  
*Communications Officer*
- **UNIVERSITY ADVANCEMENT REPORT** Mr. Bruce Cunningham, *Interim Vice*  
○ University Advancement and Alumni Relations *President for University*  
Update *Advancement*
- **OTHER BUSINESS** Mr. Randy Marcus, *Chair*
- **ADJOURNMENT** Mr. Randy Marcus, *Chair*

**\*\* All start times for committees are approximate only. Committees meet sequentially in the order appearing. Meetings may begin either before or after the listed approximate start time as committee members are ready to proceed.**

#### University Advancement, University Relations & Enrollment Management Committee:

Mr. Randy Marcus, Chair

Ms. Callie M. Dalton, Vice Chair

Mr. Robert A. Archer

Ms. Mary Ann Hovis

Ms. Alethea "A.J." Robinson

# RADFORD UNIVERSITY

**RADFORD UNIVERSITY BOARD OF VISITORS  
UNIVERSITY ADVANCEMENT, UNIVERSITY RELATIONS AND  
ENROLLMENT MANAGEMENT COMMITTEE**

**8:30 A.M. \*\***

**FEBRUARY 16, 2017  
BOARD ROOM  
MARTIN HALL  
RADFORD, VIRGINIA**

**DRAFT**

## **MINUTES**

### **COMMITTEE MEMBERS PRESENT**

Mr. Randolph “Randy” Marcus, Chair  
Ms. Mary Ann Hovis

### **COMMITTEE MEMBERS ABSENT**

Mr. Robert A. Archer  
Ms. Callie M. Dalton, Vice-Chair  
Ms. Alethea “A.J.” Robinson

### **BOARD MEMBERS PRESENT**

Mr. Christopher Wade, Rector  
Dr. Javaid Siddiqi, Vice-Rector

### **OTHERS PRESENT**

Dr. Brian O. Hemphill, President  
Mr. Joe Carpenter, Vice President for University Relations and Chief Information Officer  
Mr. Bruce Cunningham, Interim Vice President for Advancement  
Dr. Joe Scartelli, Interim Provost and Vice President for Academic Affairs  
Mr. Danny Kemp, Vice President for Information Technology and Chief Information Officer  
Ms. Kitty McCarthy, Vice President for Enrollment Management  
Mr. Robert Lineburg, Director of Athletics  
Ms. Laura Turk, Director of Alumni Affairs  
Radford University Staff

### **CALL TO ORDER**

Mr. Randy Marcus, Chair, called the meeting to order at 8:32 a.m., in the President’s Conference Room, Third Floor, Martin Hall, on the campus of Radford University, Radford, Virginia.

### **APPROVAL OF AGENDA**

Mr. Marcus requested a motion to approve the February 16, 2017 agenda as published. Dr. Javiad Siddiqi so moved, Mr. Christopher Wade seconded, and the agenda was unanimously approved as published.

## **APPROVAL OF MINUTES**

Mr. Marcus asked for a motion to approve the minutes of the November 10, 2016, meeting of the University Advancement, University Relations and Enrollment Management Committee as published. Dr. Siddiqi so moved, Mr. Wade seconded the motion. The minutes were approved unanimously and are available online at <https://www.radford.edu/content/bov/home/meetings/minutes.html>.

## **ENROLLMENT MANAGEMENT REPORT**

Vice President Kitty McCarthy reported on the fall 2017 new student admission activity. Data presented is as of February 10, 2017, except as noted. She reported that Radford University has received 13,291 freshman applications for fall 2017. This represents an increase of 6,528 or 96.5% compared to fall 2016. Application activity has already exceeded final applications for fall 2016 and the highest previous record set back in 2012.

Freshman applications from the Commonwealth are up 74.7% and out-of-state applications are up almost 248%. Our largest out-of-state feeders are Maryland, North Carolina and the District of Columbia. Application growth is evident across all ethnicities. African American, Hispanic, and applicants indicating two or more races are all up more than 100%. Average GPA for freshman applicants is up from 3.20 to 3.26. Average SAT is up 8 points to 1055 and 20% of freshman applicants submitted their application on a mobile device.

The admitted pool is 8,593 freshman applicants and this is 118.9% more than last year's count of 3,926 and exceeds last year's final admit count of 6,047. In-state freshman admissions are up approximately 109% and out-of-state admissions have increased by 185%. Average GPA of the admitted pool is at 3.43 compared to 3.36 last year. As of February 15, 2017, we have received 347 freshman deposits. Of these, 305 of those deposits are from residents of Virginia and 42 are out-of-state students.

Prospective freshman financial aid activity is also greater than last year. FAFSA submissions are up almost 30% when comparing February 10, 2017 to May 1, 2016 (approximately 4 months after the FAFSA was available). While it is still early in the transfer admission cycle, Ms. McCarthy was pleased to report that 936 transfer applications have been received for fall 2017, which represents an increase of 305 applications or 41.7% over fall 2016. Activities over the next three months will be focused on converting admitted freshmen to deposits and to growing the transfer application pool.

The goal continues to be to welcome a new freshman class of 2,000 (or more) for fall 2017. On-campus Highlander Days and off-site receptions along with ongoing social media, and telephone outreach are all important to our success. Freshman scholarship offers have already been sent out and activity in the Financial Aid office has increased. Ms. McCarthy expressed appreciation for the opportunity to utilize alumni in our activities and outreach. A handout listing dates of offsite receptions was provided with an invitation to Board members to attend. The presentation and handout are attached hereto as ***Attachment A*** and ***Attachment B***, respectively, and is made a part thereof.

## **UNIVERSITY RELATIONS REPORT**

Vice President Joe Carpenter updated the committee on the university's Branding and Marketing Campaign, release of the Economic Impact Study and the fall semester accomplishments of the University Relations team.

The Branding and Marketing campaign continues to support Enrollment Management's goals with positive results. The campaign's goals are to: build awareness and brand recognition to prospective students, parents and influencers; generate engagement and increased interest; and drive decision-

making through qualified inquiry actions on the university's website. For instance, the current advertising campaign is targeting the top 100 counties that index the highest for prospective applicants. Key performance indicators are on track and in many cases showing significant results. With heavier emphasis on digital media, results included 321% more traffic to the exclusive marketing landing pages year-over-year and a 567% increase in landing pages inquiries.

The university's Economic Impact Study 2016 was recently released. The study illustrates in detail the impact the university, its employees and alumni have on local, regional and statewide economies. Through direct, indirect and induced impact, the university contributed \$1.056 billion statewide and supported 8,421 jobs. Regionally, the university's total impact was \$475 million, supporting 4,176 jobs.

Mr. Carpenter also briefed the Committee on the University Relations team's accomplishments during the fall semester. The office has completed a significant number of printed and digital products and reports for the President's office, admissions, advancement and alumni relations, as well as introducing a number of creative social media campaigns, all in support of the university's mission. The presentation is attached hereto as **Attachment C** and is made a part thereof.

### **UNIVERSITY ADVANCEMENT REPORT**

Mr. Bruce Cunningham, Interim Vice President for Advancement, introduced the new Associate Vice President in Advancement, Mr. Tom Lillard. Mr. Cunningham reported on Comparative Giving with a Fiscal *year-to-date* dollar comparisons as of February 10, 2017. There is continuous improvement year over year during the last three years, including an increase of almost 33% from this time last year. Current *fiscal year-to-date* dollars are almost 14% higher with more than four months to go before year end. Mr. Cunningham also provided a report on Comparative Donors.

Fiscal *year-to-date* donor trending has increased from 3,283 (July 1, 2016 through February 10, 2017) compared to 3,093 (July 1, 2015 through February 10, 2016) and 3,211 (July 1, 2014 through February 10, 2015). Fiscal year-end donor numbers have been trending down from 5,221 (FY 2013-2014) to 4,435 (FY 2015-2016), but dollars raised have increased over the same timeframe. Also reported were continuous improvement in our new proposal and reporting system introduced in July of this year. The proposals are more professional and show our prospective donors their impact on Radford University.

Ms. Laura Turk, Director of Alumni Affairs, provided an update on Alumni Relations by sharing highlights from the past quarter. She also provided information on the Alumni Volunteer Summit, which will be held February 17, 2017, in conjunction with Winter Celebration. President Hemphill and Provost Scartelli will address the group and there will be breakout training sessions about the career center, admissions and regional chapter engagement. The collaboration between alumni relations and admissions continues to grow. The Alumni Office secured alum Marty Smith, an ESPN reporter, to write a letter to prospective students. Approximately 40 alumni will serve as guest speakers at upcoming admissions events and hundreds of alumni will make welcome calls to the new freshman class. Homecoming dates are October 6-8, 2017 and will feature Women in Technology. She encouraged the Board to participate in upcoming events and a handout was distributed. The presentation and handout are attached hereto as **Attachment D** and **Attachment E**, respectively, and made a part thereof.

### **OTHER BUSINESS**

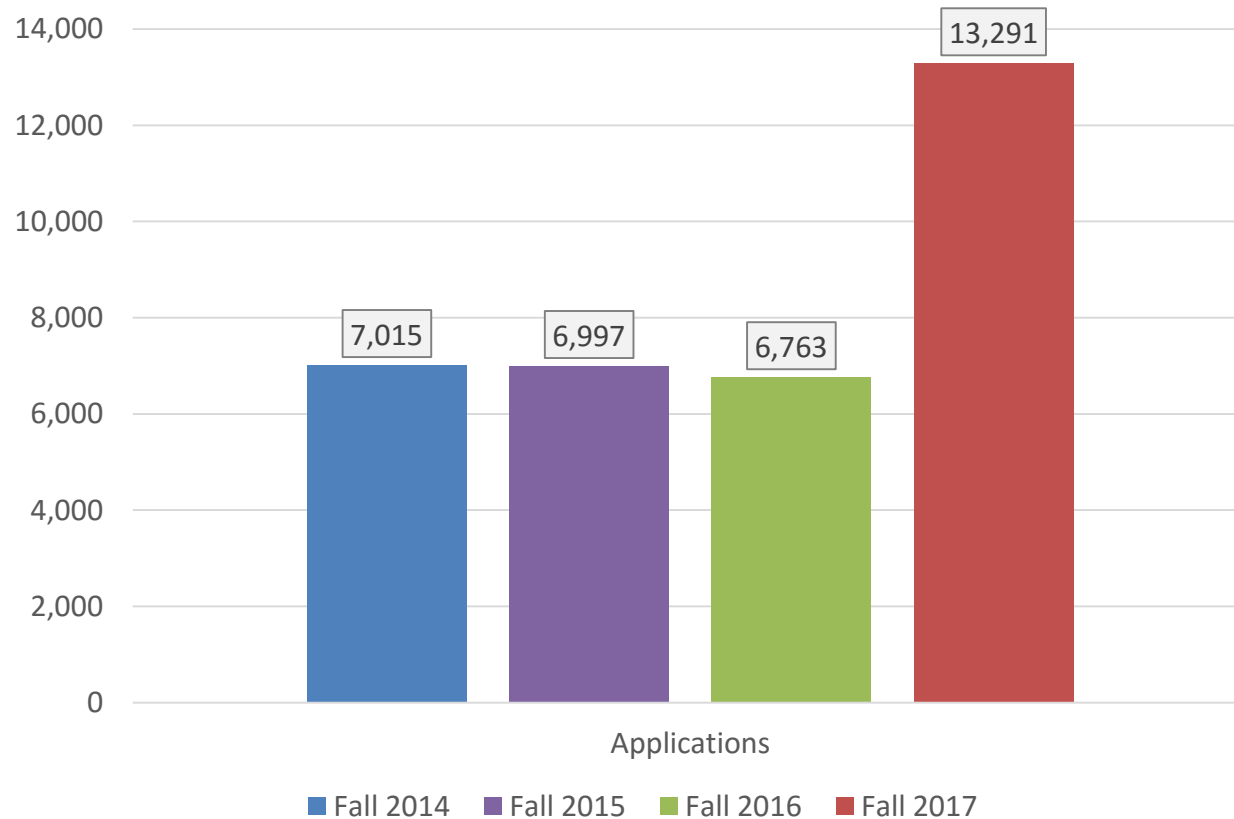
There was no other business to come before the Committee.

Attachment A

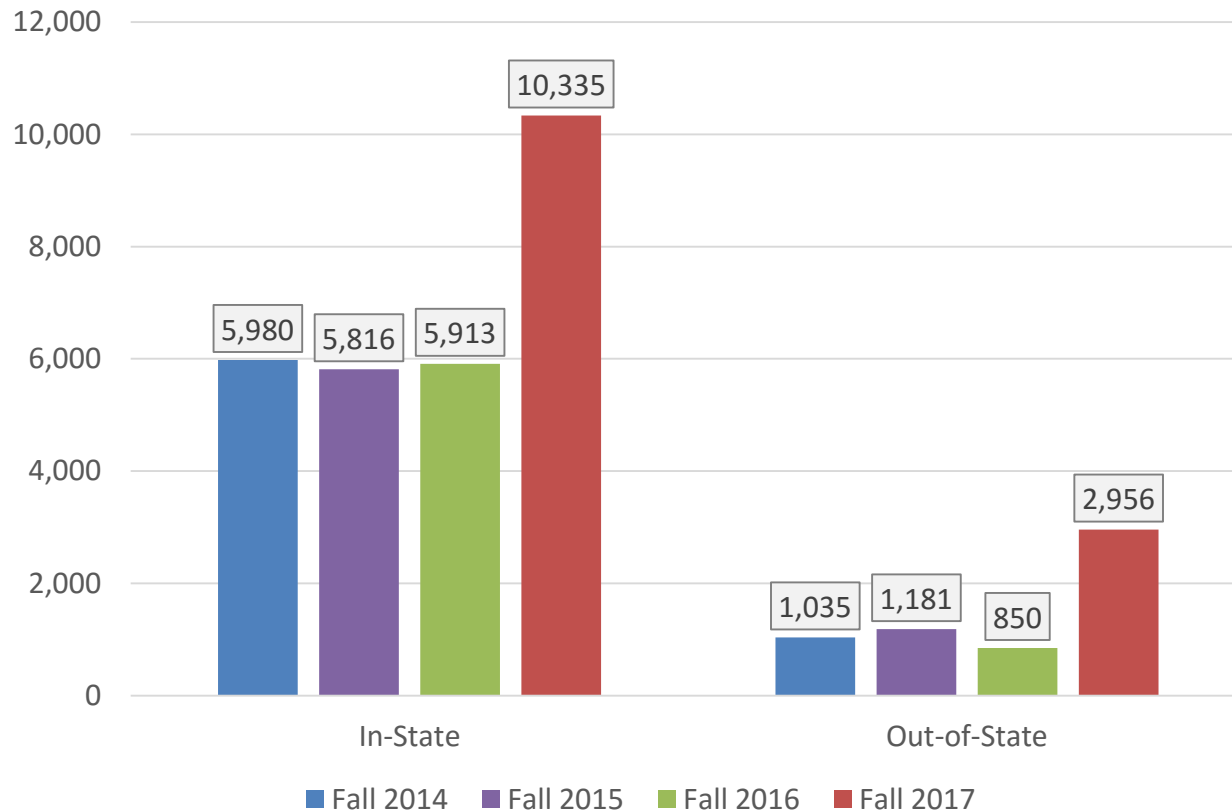
# Fall 2017 Recruitment Update

RADFORD  
UNIVERSITY

# Total New Freshman Applications (February 10th)



# Applications by Residency (February 10th)





# Applications by VA Region (February 10th)

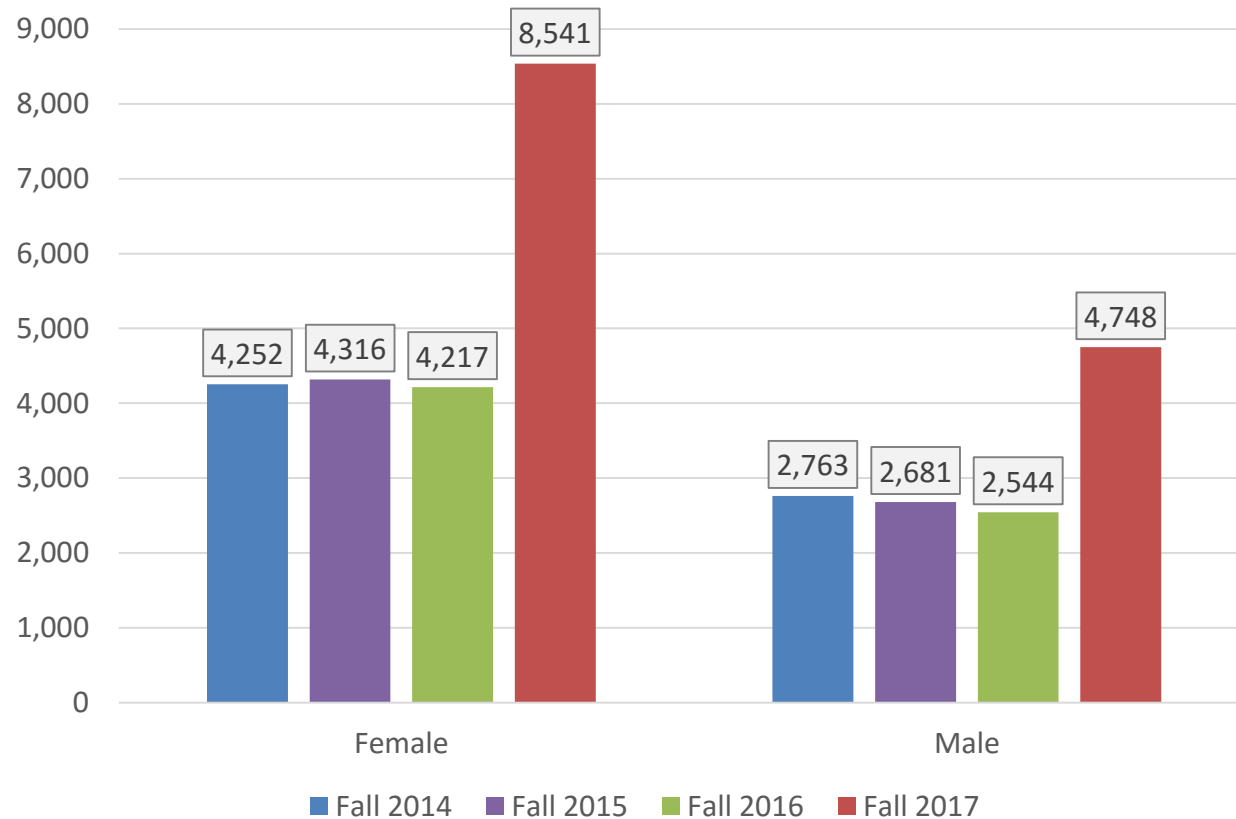
Region	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Central Va	355	413	454	748
Northern Va	2,455	2,249	2,034	3,125
Peninsula	328	344	369	814
Richmond	807	729	757	1,465
Roanoke Metro	269	296	311	434
South Central	137	165	182	400
Southwest	418	485	565	871
Tidewater	663	564	626	1,385
Valley (Fauquier Cty down 81 to Roanoke)	512	538	523	1,020
In-State, Unknown	36	33	92	73

# Applications by State (February 10th)

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State	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Maryland	251	257	205	800
North Carolina	88	81	72	652
District of Columbia	37	101	75	234
West Virginia	40	21	27	183
New Jersey	96	104	73	133
Tennessee	30	23	27	132
South Carolina	20	39	17	109
New York	61	77	60	80
Pennsylvania	48	63	38	70
Delaware	22	31	21	67

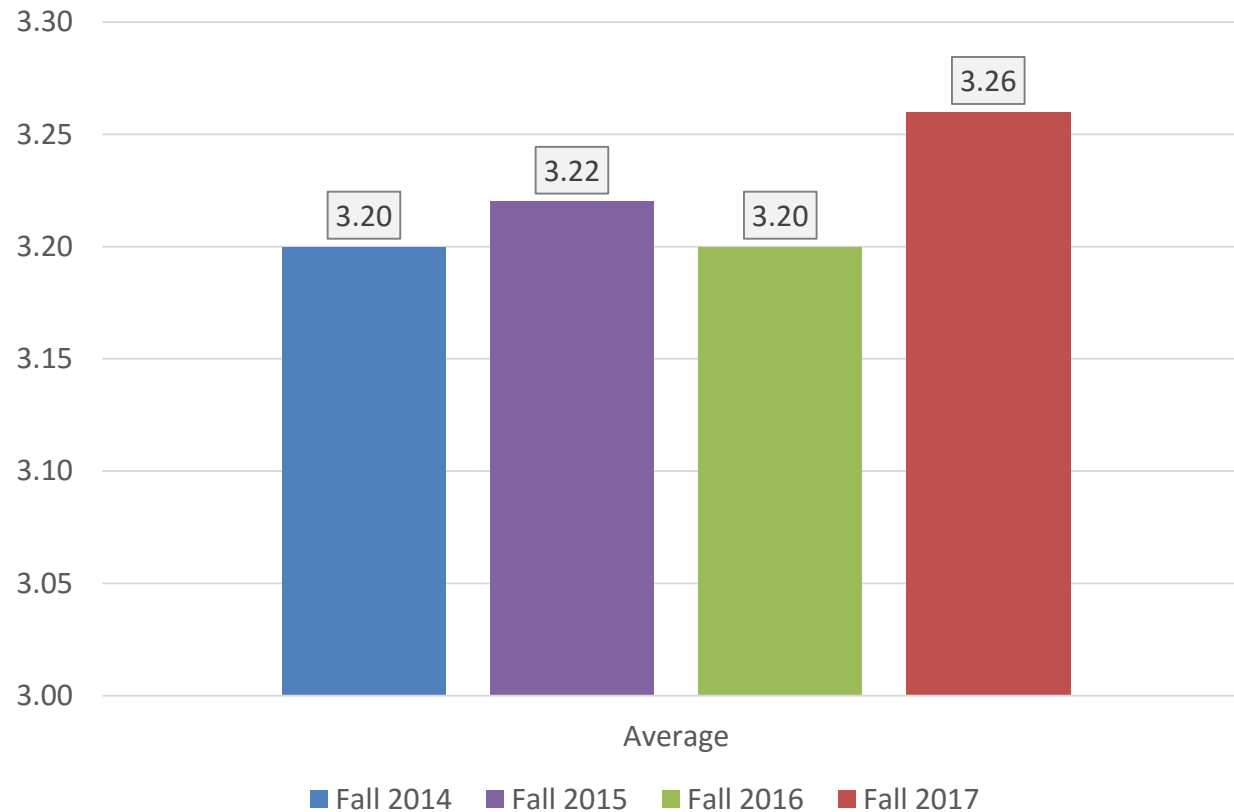
# Applications by Gender (February 10th)



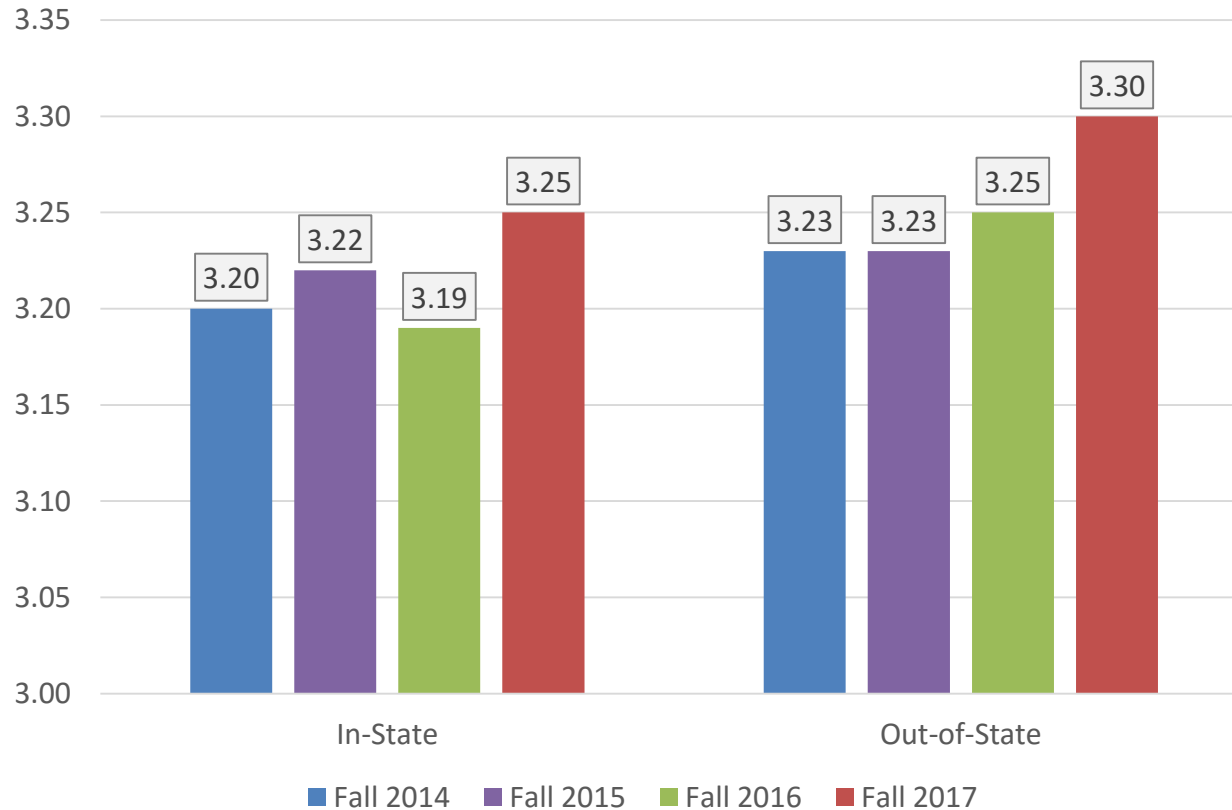
# Applications by Ethnicity (February 10th)

Ethnicity	Fall 2014	Fall 2015	Fall 2016	Fall 2017
American Indian or Alaska Native	11	18	0	39
Asian	238	227	241	395
Black or African American	1,451	1,473	1,575	3,772
Hispanic	623	649	616	1,385
Native Hawaiian or Other Pacific Islander	8	9	0	29
White	4,130	4,057	3,946	6,297
Two or more races	474	439	269	982
Nonresident Alien	11	40	8	15
Race and Ethnicity Unknown	69	85	108	377

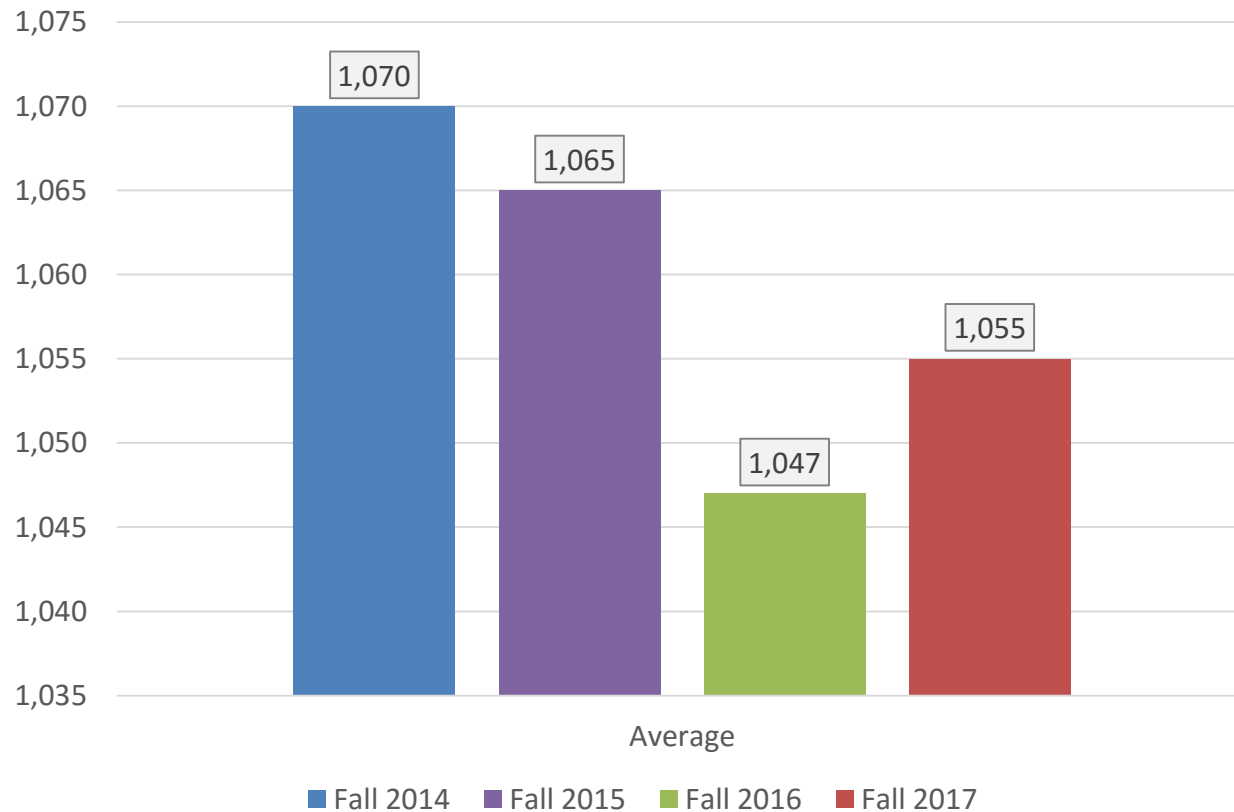
# Average GPA of Applications (February 10th)



# Average GPA by Residency (February 10th)



# Average SAT of Applications (February 10th)



# Applications by Feeder High Schools (February 10th)

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High School	City	Fall 2017
Cosby High School	Midlothian	99
Christiansburg High School	Christiansburg	90
Patriot High School	Nokesville	86
Woodside High School	Newport News	83
Pulaski County High School	Dublin	81
Mills E Godwin High School	Richmond	78
Battlefield High School	Haymarket	76
Franklin County High School	Rocky Mount	76
Norview High School	Norfolk	76
Bassett High School	Bassett	74

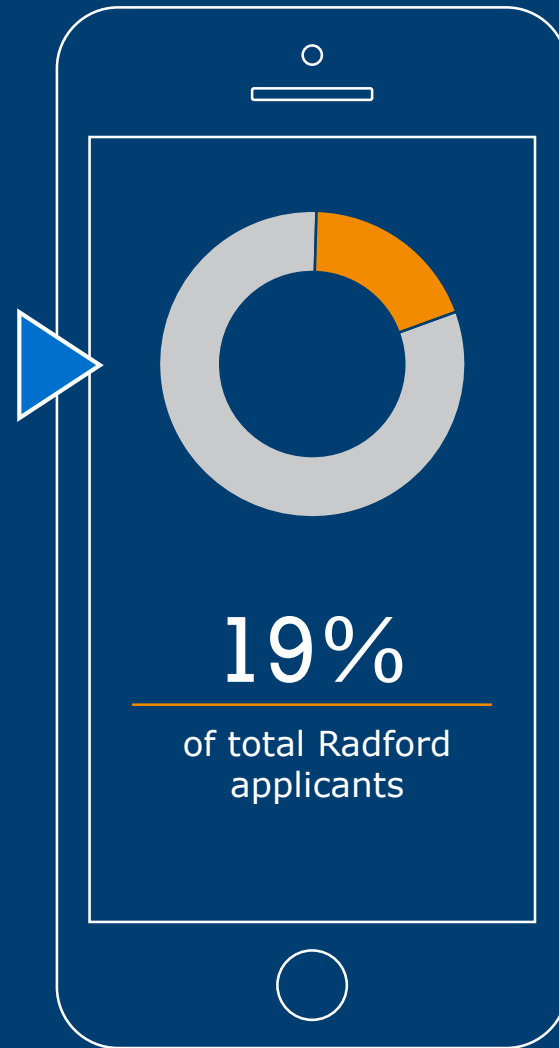


# Application Marketing 2017

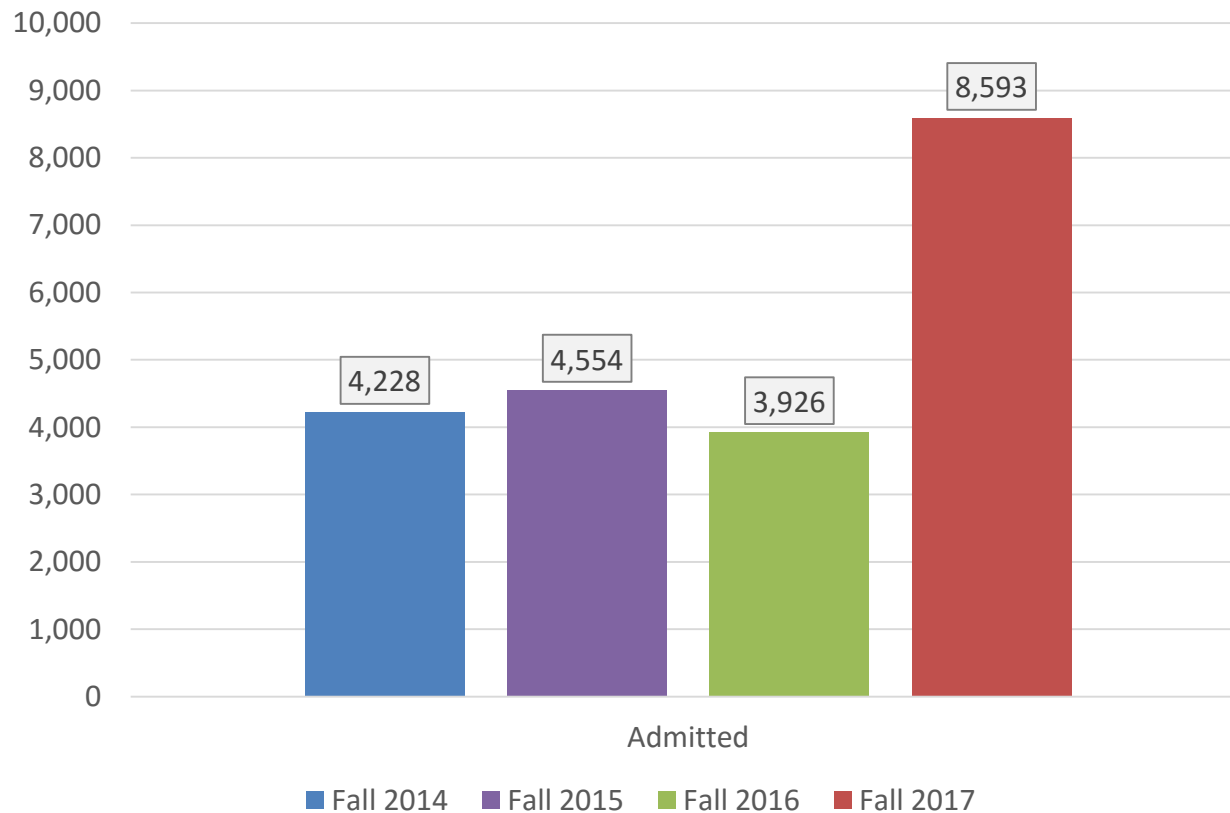
## Mobile Activity

**6,178** students entered the application through a mobile device.

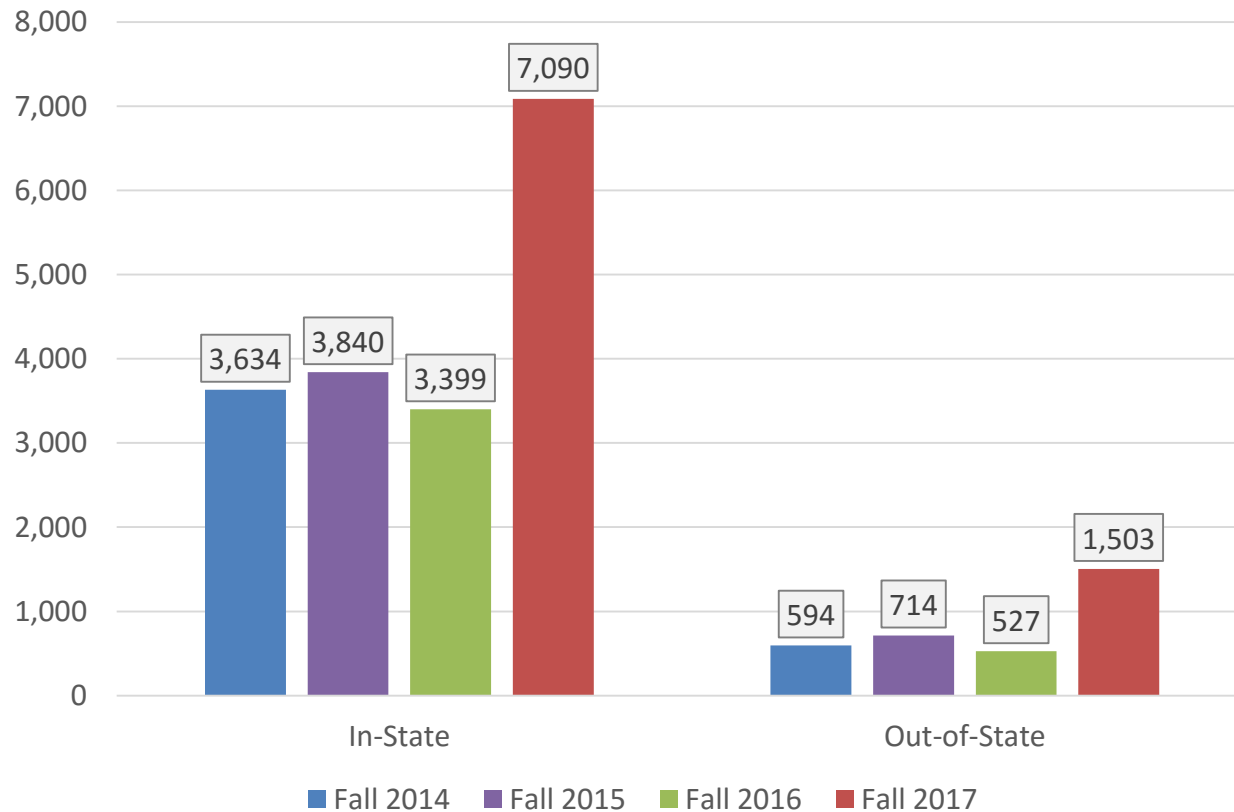
**2,565** students submitted an application on a mobile device.



# Total Freshman Admitted (February 10th)



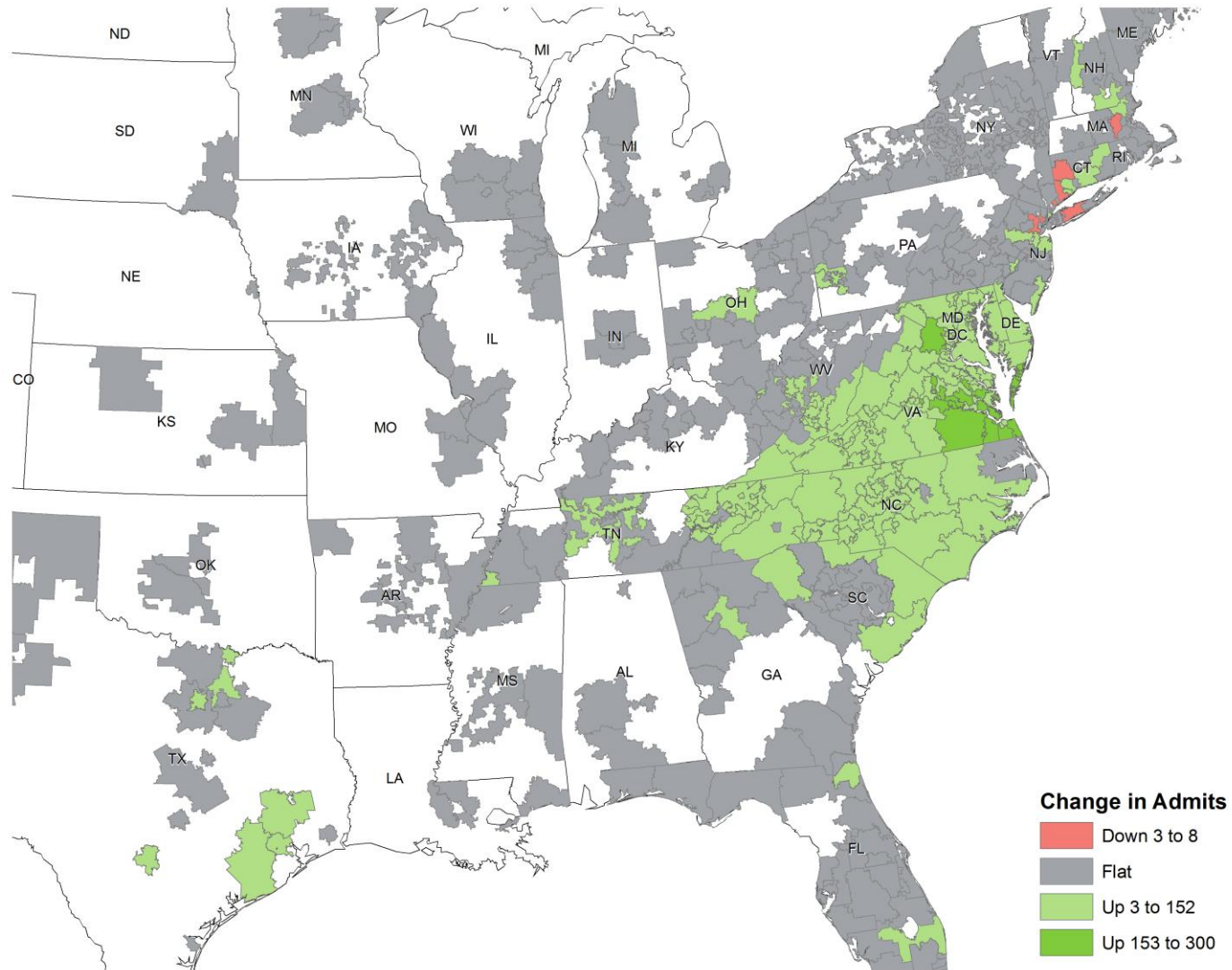
# Admitted by Residency (February 10th)



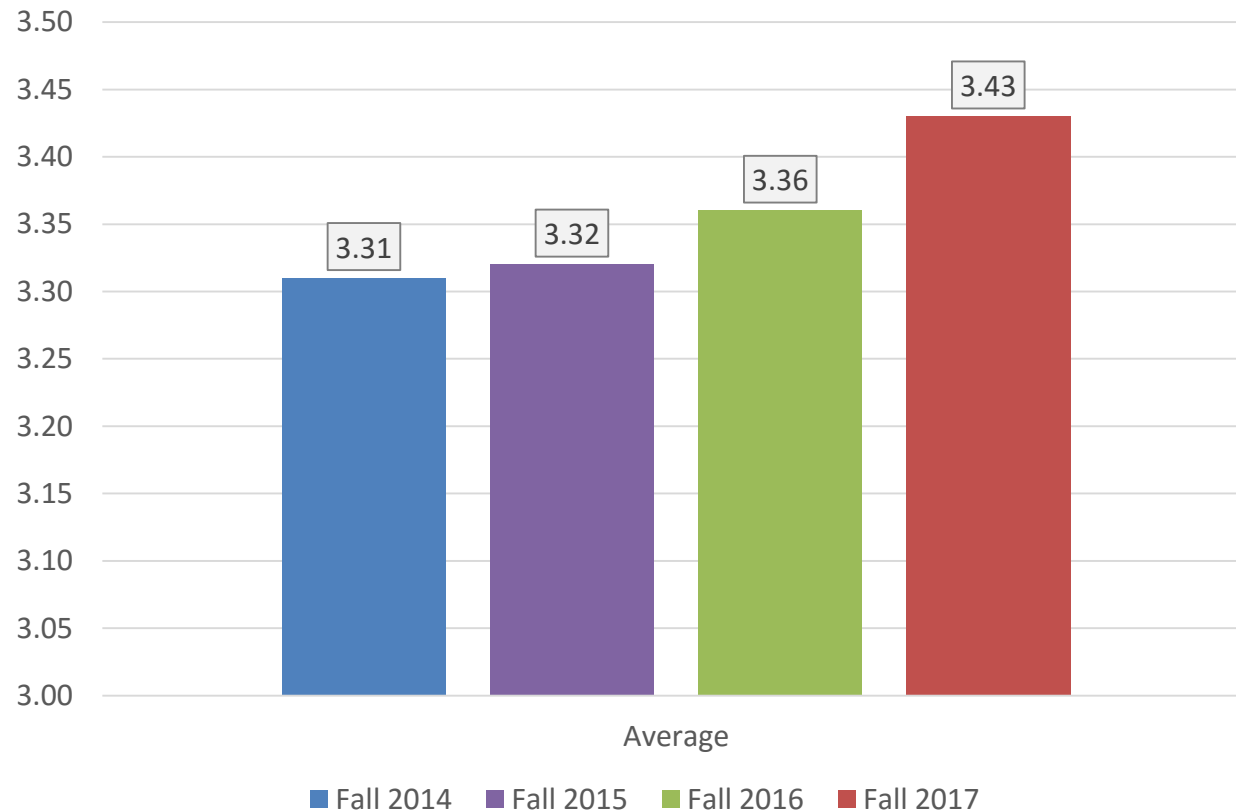
# Admitted by VA Region (February 10th)

Region	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Central Va	216	269	269	519
Northern Va	1,521	1,468	1,171	2,030
Peninsula	168	205	205	546
Richmond	476	470	372	969
Roanoke Metro	186	216	192	321
South Central	64	85	95	251
Southwest	304	357	389	687
Tidewater	391	377	365	979
Valley (Fauquier Cty down 81 to Roanoke)	291	379	307	731
In-State, Unknown	17	14	34	57

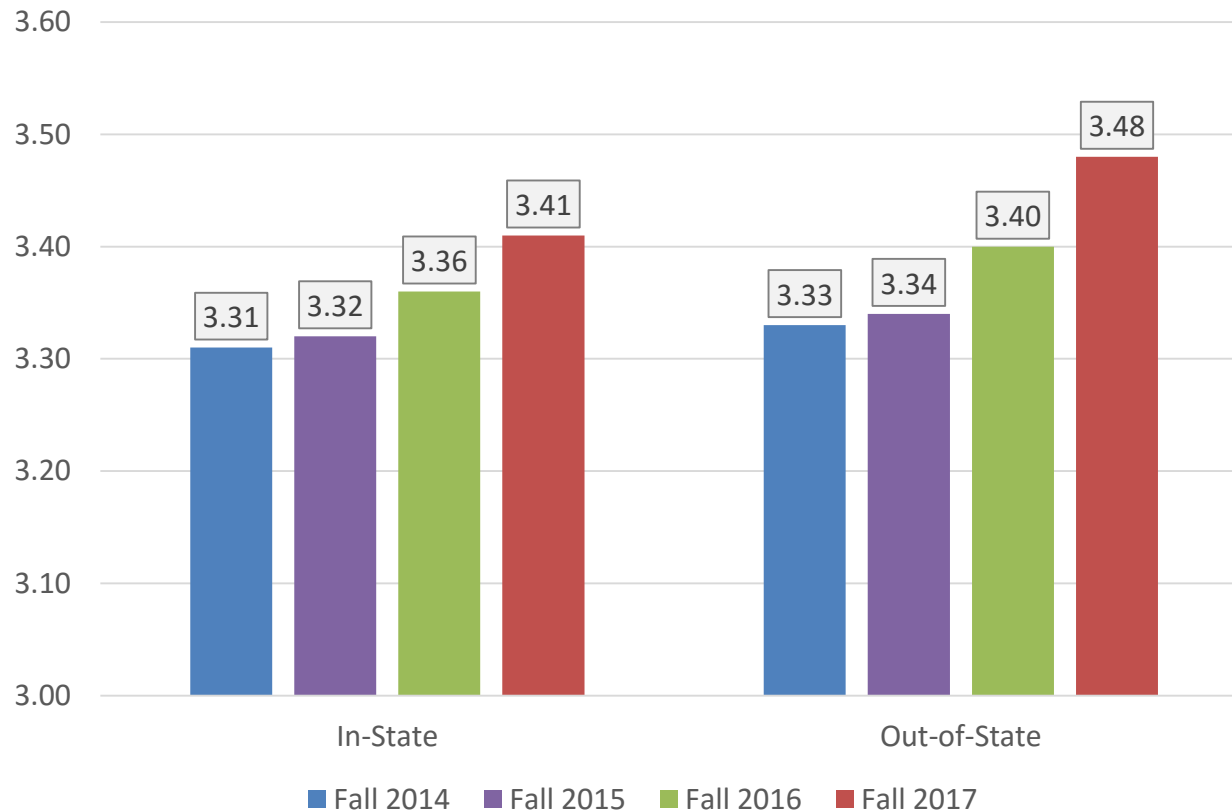
# Change in Admits



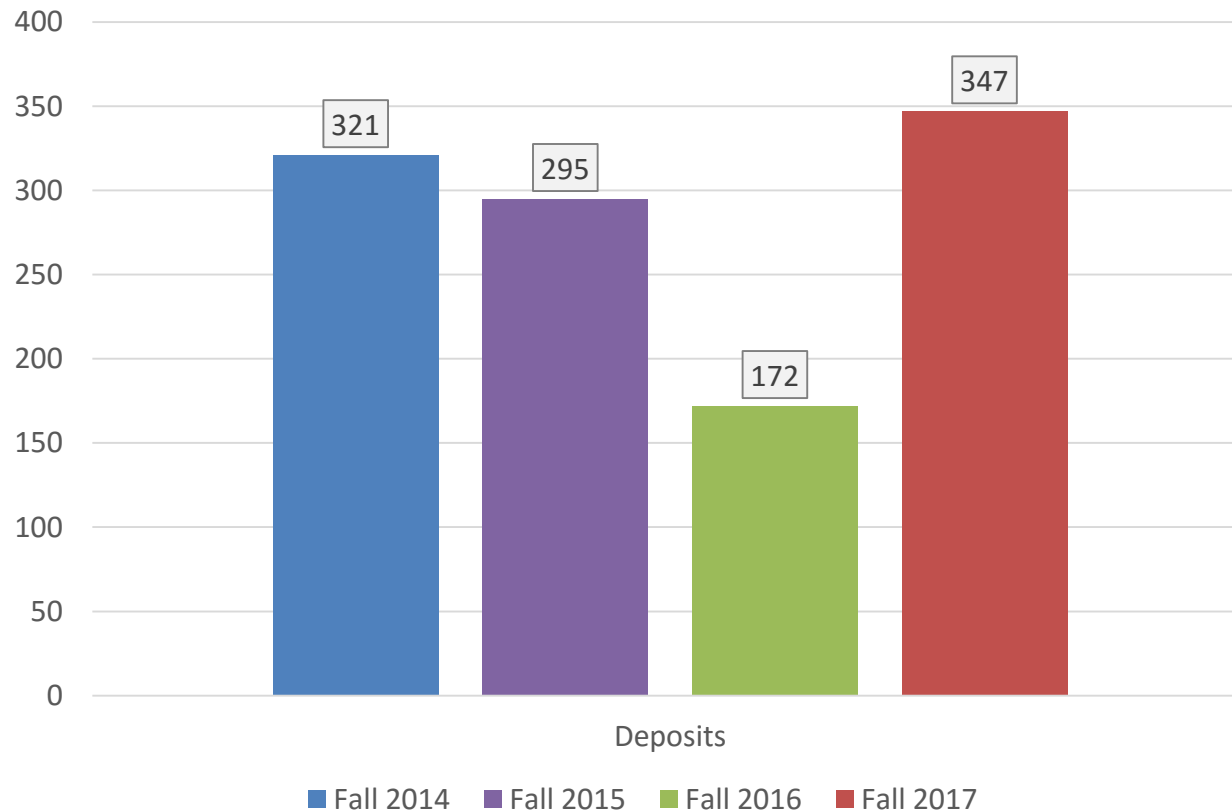
# Average GPA of Admitted (February 10th)



# Average GPA by Residency (February 10th)

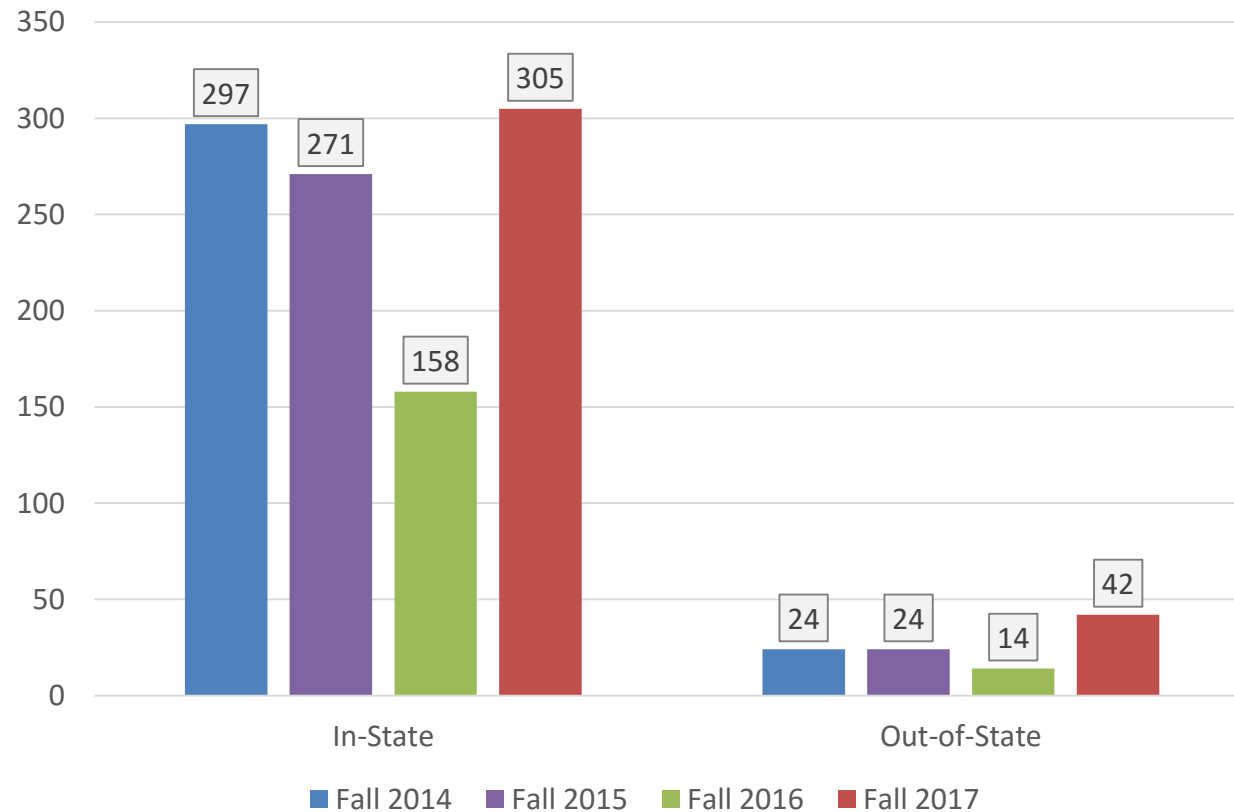


# Total Freshman Deposits (February 15th)

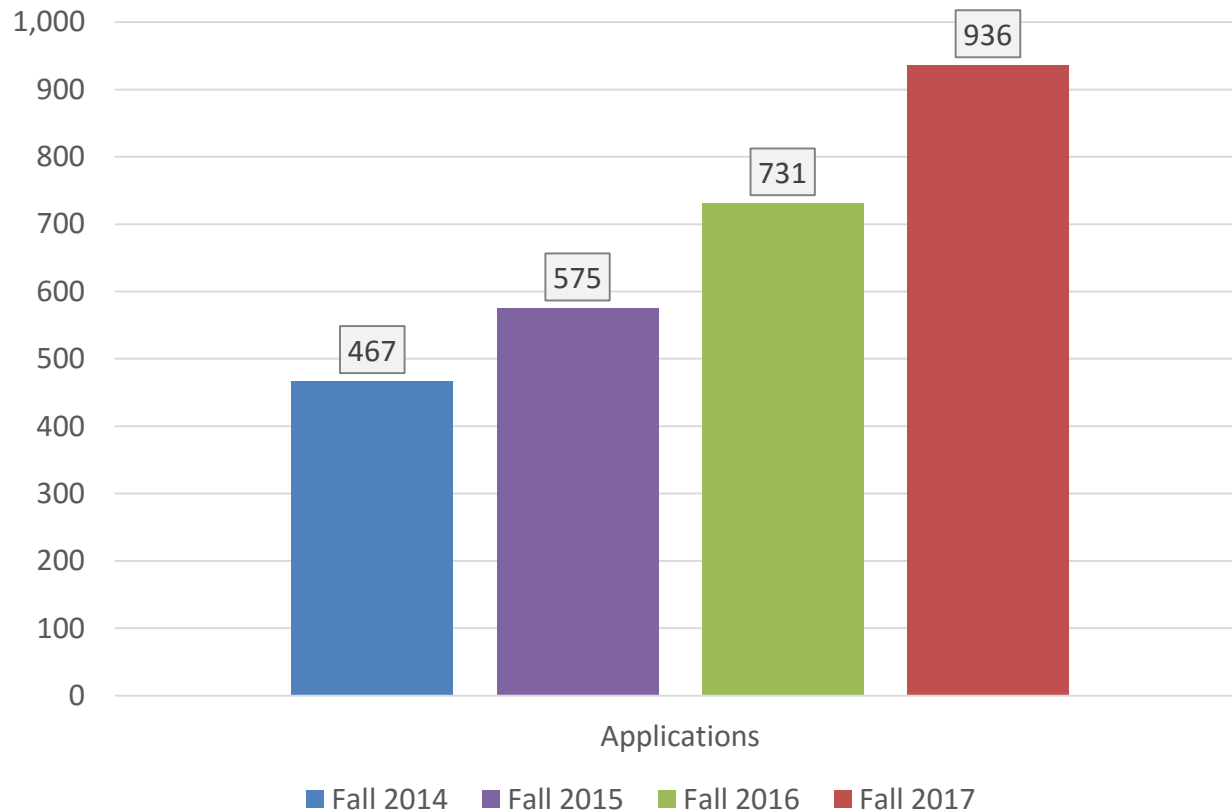




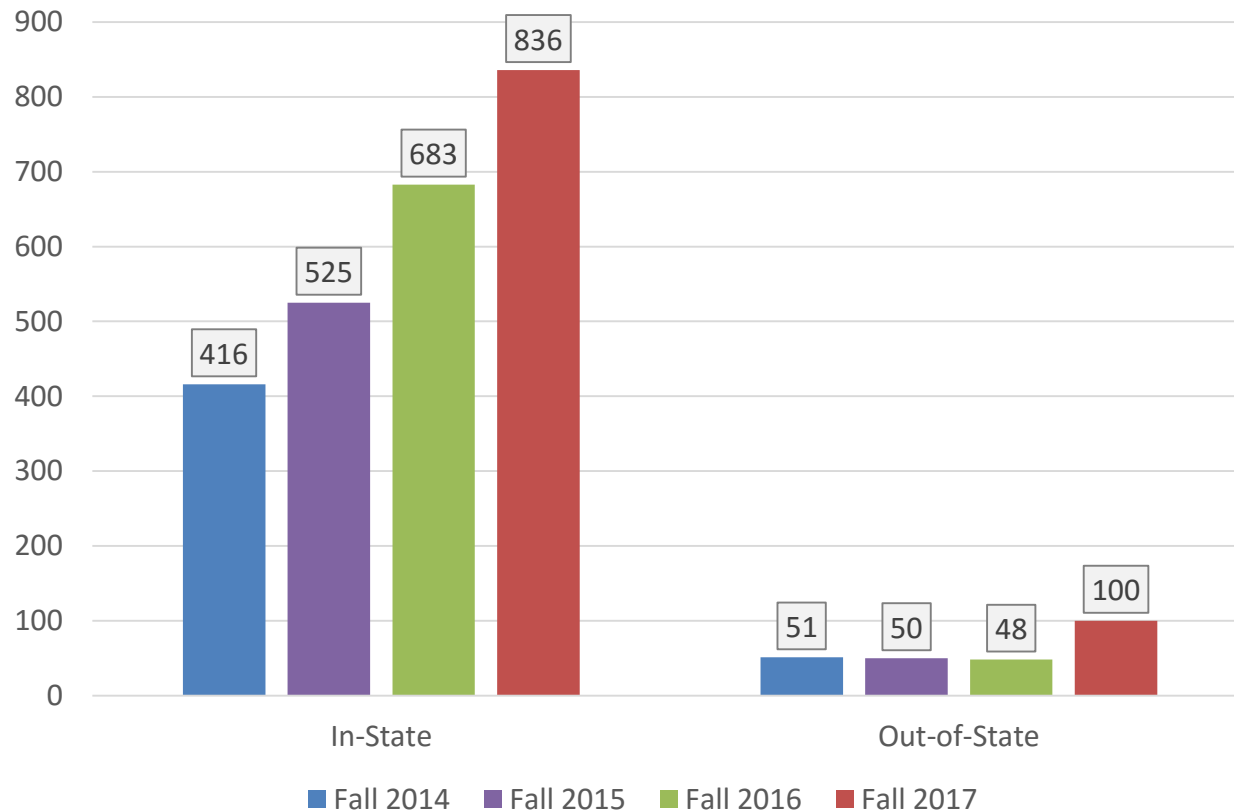
# Deposits by Residency (February 15th)



# Total Transfer Applications (February 10th)



# Transfer Applications by Residency (February 10th)



# Transfer Applications by VA Region (February 10th)

Region	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Central Va	55	55	78	97
Northern Va	90	79	123	139
Peninsula	13	22	21	32
Richmond	24	22	27	58
Roanoke Metro	66	80	91	138
South Central	4	9	11	19
Southwest	93	146	210	244
Tidewater	24	32	40	46
Valley (Fauquier Cty down 81 to Roanoke)	41	63	77	56
In-State, Unknown	6	17	5	7

# Transfer Applications by Feeder Institutions (February 10th)

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Institution	City	Fall 2017
Virginia Western Community College	Roanoke	127
New River Community College	Dublin	108
Northern Virginia Community College	Annandale	87
Wytheville Community College	Wytheville	49
Patrick Henry Community College	Martinsville	33
Tidewater Community College	Norfolk	28
Southwest Virginia Community College	Richlands	25
John Tyler Community College	Chester	24
Lord Fairfax Community College	Middletown	19
Virginia Highlands Community College	Abingdon	19

# Yield Activities

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- **Scholarships**
- **Academic Programs**
- **Financial Aid**

# Financial Aid (February 10th)

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- 5,154 FAFSAs received admitted freshmen
- 3,678 packaged
- 277 ready to package
- 1,199 in verification

**May 1, 2016**

- 3,975 FAFSAs received admitted freshmen
- 2,822 packaged

# **Yield Activities: Events**

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- **Highlander Days**
- **Off-Site Receptions**



# **Yield Activities: Outreach**

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- **Telephone**
- **Email**
- **Mailings**
- **Social Media**

# **Yield Activities: Next Steps**

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- **Housing Application**
- **QUEST Registration**

# Discussion

**Office of Admissions**  
**2017 Off-Site Freshman Yield Receptions**

Sunday, February 19, 6:30 p.m.

*Roanoke*

Taubman Museum

Sunday, March 5, 2:00 p.m.

*Loudoun County*

National Conference Center

Sunday, March 5, 7:00 p.m.

*Fairfax County*

Waterford at Fair Oaks

Monday, March 6, 7:00 p.m.

*Tidewater*

Crowne Plaza – VA Beach Town Center

Tuesday, March 7, 7:00 p.m.

*Hampton Roads*

Newport News Marriott at City Center

Wednesday, March 8, 7:00 p.m.

*Richmond*

Hilton Richmond Hotel & Spa

RSVP to Kitty McCarthy at [kmccarthy21@radford.edu](mailto:kmccarthy21@radford.edu)  
or by telephone at (540) 831-5585.

Thank you!

# University Relations Update

# University Relations Overview

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1. Branding and Marketing Overview
2. Economic Impact Study
3. University Relations Fall Semester Recap

# Branding & Marketing Overview

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1. Campaign objectives and measures
2. Campaign strategy and evolution
3. Campaign tactics and plan
4. Campaign performance
5. Next steps

# Campaign Objectives

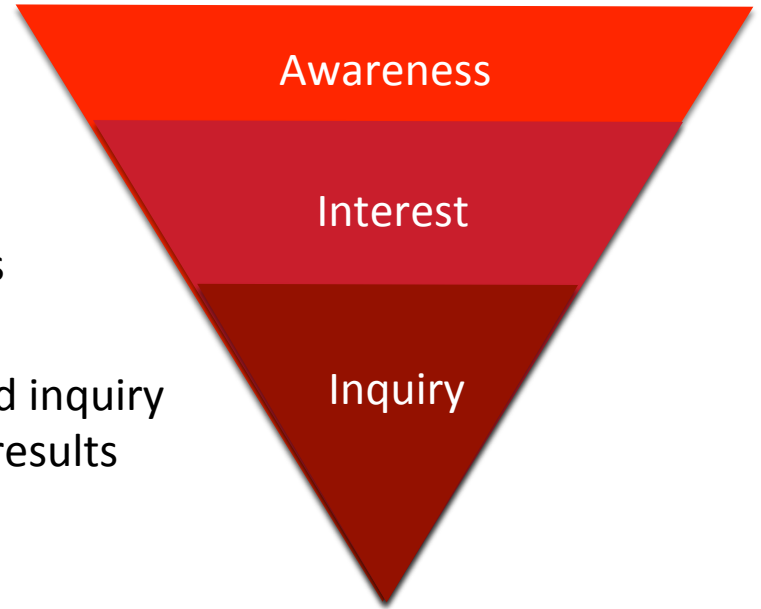
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This campaign is to support enrollment management's efforts to:

Build awareness and brand recognition to prospective students, parents and influencers

Generate engagement and increase interest among prospective students and influencers

Drive conversion through qualified inquiry actions on the website; measure results





# Defining Key Performance Indicators (KPIs)

## Global KPIs



Measures the reach and impact of broad media using media data and enrollment web activity.

## Digital KPIs



Measures the digital media campaign's ability to generate specific actions that drive the enrollment funnel.

Awareness



Interest



Inquiry

# Defining Global KPIs

Objective	KPI	Definition
Awareness	Advertising Impressions	Measures impressions from all forms of advertising including TV, print, out of home, radio, and digital channels
Interest	Admissions Section Sessions	Measures the amount of people visiting the Undergraduate Admissions section of the <a href="http://radford.edu">radford.edu</a> website
Inquiry	Outbound Application link Inquiry action	Measured by the number of clicks on the application link on <a href="http://radford.edu/apply">radford.edu/apply</a>

# Defining Digital KPIs

Objective	KPI	Definition
Awareness	Digital Advertising Impressions	Measures impressions from all forms of digital advertising including web banners, online video, streaming audio, paid search and paid social media
Interest	Marketing Landing Page Visits	Measures the amount of people entering the website through the exclusive marketing landing pages (separate pages for Undergraduate, Transfer & Multicultural)
Inquiry	Marketing Landing Page Inquiry Actions	Measured by the number of clicks on the inquiry buttons on the exclusive landing pages (ex. Apply Now, Request Info, Majors/Minors)

# Campaign Strategy - Phase 1 & 2A

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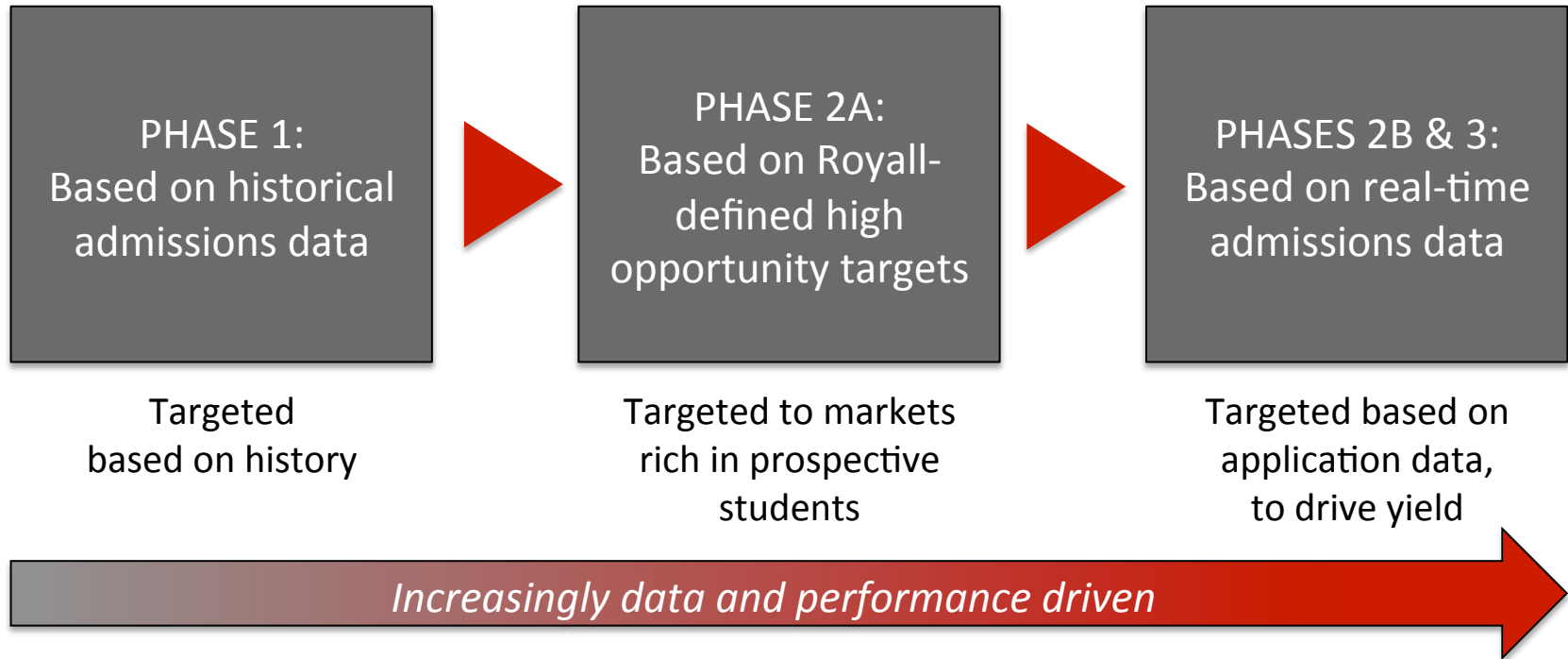
## **Phase 1 (Sept-Oct) Strategy:**

- Use application data from previous academic year to make an informed decision about geographical penetration
- Utilize a dynamic digital approach to target students in priority areas where Radford Admissions team is traveling





## **Phase 2A (Nov-Jan) Strategy:**

- Leverage “inquiry pool” data collected by Royall Enrollment Management Team to target top 100 counties that index the highest for prospective applicants

# Evolution of Marketing-Admissions Collaboration



# Media Tactics - Phase 2A

Media	Details	Properties	% Spend
Print	<ul style="list-style-type: none"> <li>Scale down print expenditure in FY17 to accommodate better targeted and cost-efficient media solutions</li> <li>Focus on opportunities that align Radford with relevant editorial content (ex. College Guides) and economic development</li> </ul>		3%
Out of Home	<ul style="list-style-type: none"> <li>Leverage two high-impact digital screens in the Roanoke Airport to build awareness and establish market presence for inbound and outbound travelers</li> <li>Invest in a network of digital/ static billboards and bus ads in the Richmond market – a geographical priority for Radford based on admissions research</li> </ul>		40%
Web Digital Display	<ul style="list-style-type: none"> <li>Use digital display partners to deliver Radford’s web banners efficiently across a variety of websites that are relevant to the user and the content they are consuming</li> <li>Use real-time consumer data to deliver Radford’s message of the right prospects at the right time</li> <li>Leverage Royall data to only serve ads to prospects in the top indexing geographies both in and out-of-state</li> </ul>		45%
Paid Search	<ul style="list-style-type: none"> <li>Drive users who are actively searching for education to Radford’s website</li> <li>Tailor ads to specific undergraduate audience actively searching for information in order to complete applications</li> </ul>		12%

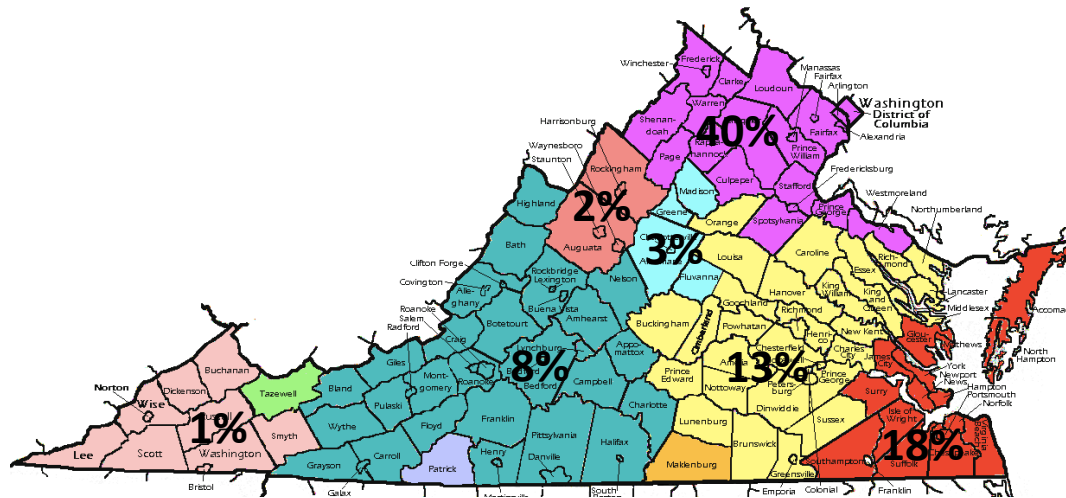
# FY17 High Level Flowchart

CAMPAIGN/MEDIA	Sept	October	November	Dec	January	Budget
<b>UNDERGRADUATE</b>						<b>\$187,000</b>
Print	█	█	█		█	\$31,000
Out of Home			█	█	█	\$40,000
Radio/Audio		█				\$15,000
Streaming Radio		█				\$9,500
Digital Display	█	█	█	█	█	\$72,500
Paid Social		█				\$4,500
Paid Search	█	█	█	█	█	\$14,500
<b>TRANSFER</b>						<b>\$15,500</b>
Digital Display	█	█				\$11,000
Paid Search	█	█				\$4,500
<b>MULTICULTURAL</b>						<b>\$15,500</b>
Digital Display	█	█				\$11,000
Paid Social		█				\$4,500
<b>All CAMPAIGNS</b>	<b>\$115,000</b>			<b>\$103,000</b>		<b>\$218,000</b>

- The Nov-Jan “Phase 2A” plan focuses on building brand awareness and recognition to prospective students in key areas based on admissions research.
- Strong emphasis on digital media through January in order to efficiently target prospects across many in and out of state geographies
- Budget for all media through January represents 40% of total advertising allocation for FY17.

# Phase 2A Digital Delivery by Geography

- Leverage Royall “inquiry pool” data to efficiently target prospective applications across the Top 100 counties both in-state and out-of-state
- Chart below shows effective percentages of ad delivery by Nielsen DMA market



**In-State Markets = 85%**  
**Out of State Markets = 15%**

Bristol, TN Tri-Cities, TNVA	Harrisonburg, WV
Bluefield, WV Beckley-Oak Hill, WV	Washington, DC
Roanoke-Lynchburg	Charlottesville
Greensboro, NC Winston-Salem/High Point	Richmond Petersburg
Raleigh-Durham, NC	Norfolk



# FY17 Analytics - Global KPIs

Global KPI	FY17 YTD	FY16 YTD	YoY
Advertising Impressions	<b>31,075,997</b>	56,056,127	-45%
Admissions Section Sessions	<b>227,670</b>	164,286	+39%
Application Link Inquiries*	<b>30,301</b>	29,881	+1%

*\*Inquiry tracking not available before 10/4/16; metrics pulled 10/4 – 12/31*

- Decrease in impression delivery YoY was the result of no TV and fewer out of home impressions in the market during the same timeframe in FY17, and planned distribution of resources across phases through FY17 compared to FY16.
- Despite fewer impressions, the campaign has resulted in a 39% increase in traffic to the Radford Admissions section YoY, which may be the product of increased digital marketing in FY17.
- While application link inquiries are perceived to be up 1%, this number may be higher as this metric does not include applicants who visited the application page through Royall marketing efforts.

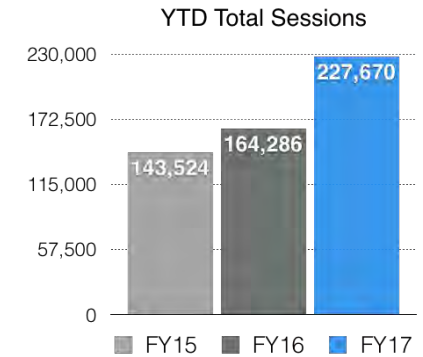
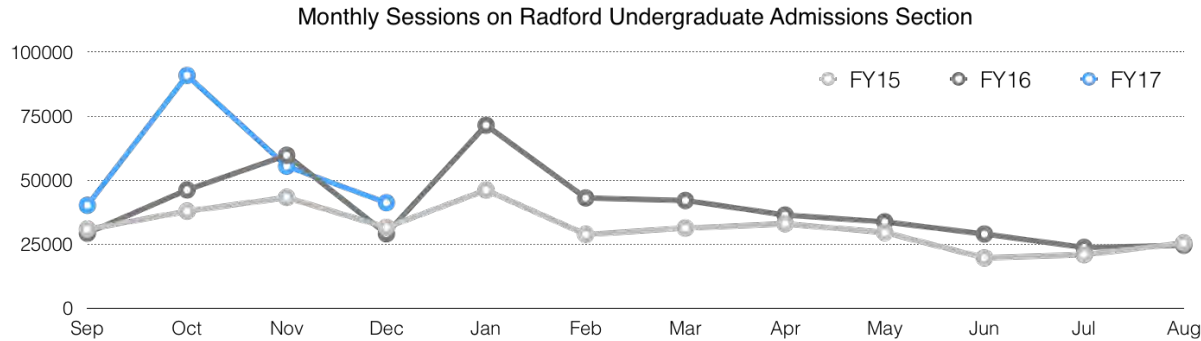
# FY17 Analytics - Digital KPIs

Digital KPI	FY17 YTD	FY16 YTD	YoY
Digital Impressions	<b>20,488,489</b>	12,888,401	+59%
Marketing Landing Page Sessions	<b>51,028</b>	12,116	+321%
Marketing Landing Page Inquiries*	<b>2,656</b>	398	+567%

*\*Inquiry tracking not available before 10/4/16; metrics pulled 10/4 – 12/31*

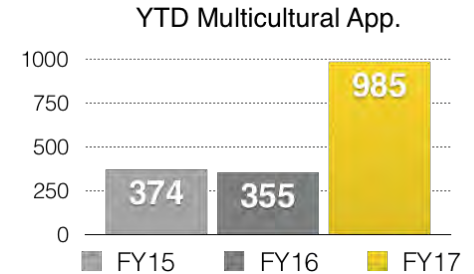
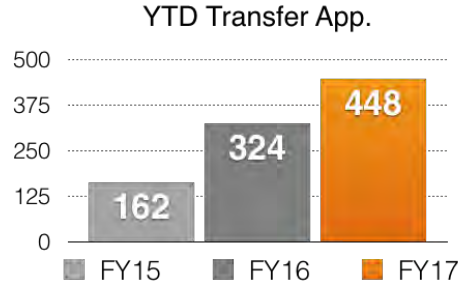
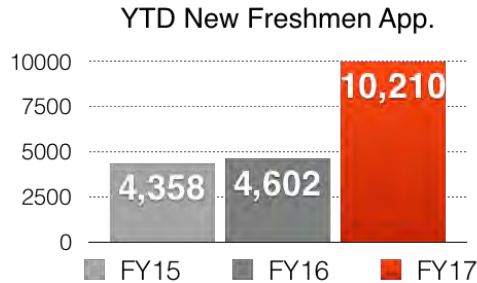
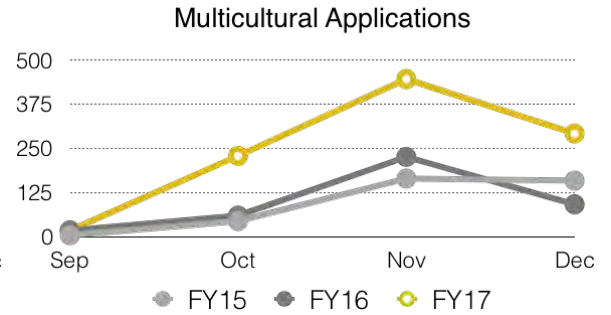
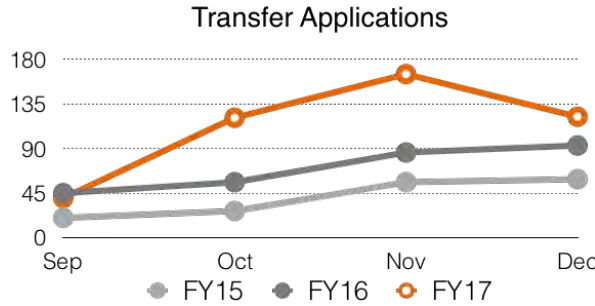
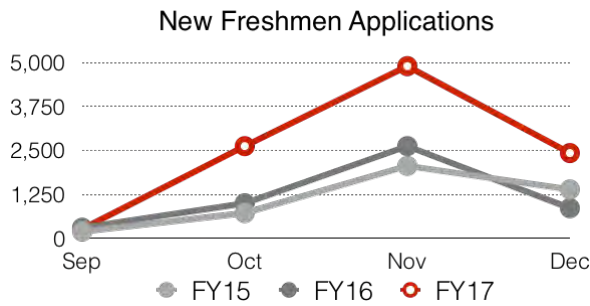
- Heavier emphasis on digital media (web banners, streaming radio, paid social, paid search) in FY17 resulted in 59% more impressions YoY.
- The increase in digital media in FY17 was responsible for producing 321% more traffic to the exclusive marketing landing pages YoY.
- A 567% increase in landing page inquiries means the campaign has been successful in driving higher quality traffic to the site (i.e. those willing to engage with the website further).

# FY17 Campaign Analytics: Admissions Traffic



- Total sessions to the Radford Admissions section of Radford.edu during the period of September-December have increased 39% from FY16 and 59% from FY15.
- During the same period, the number of page views on the Admissions section has increased 53% from FY16 and 111% from FY15.
- The pattern of traffic to the Admissions section of the site has generally reflected the pattern of media impression delivery in the market each month – with an elevated amount of sessions occurring in October when additional media was placed into the market.

# Radford Admissions Trends



- Radford's offline enrollment data shows that, through 1/1/17, New Freshman applications are **up 122% YoY**, Transfer applications are **up 38% YoY** and Multicultural applications are **up 177% YoY**.

# Looking forward - Phase 2B & 3

---

## Phase 2B (Feb-Apr) Strategy:

- Place a higher focus on fostering yield by delivering media into markets with the highest index for admitted students.
- Use “real-time” admitted student data provided by Admissions to make an informed decision about geographical penetration of advertising.
- Leverage video assets (TV/Online) to communicate Radford’s core message and develop preference to highest indexing audience as well as utilize hyper-targeted digital media to stay top-of-mind to applicants.
- Video assets include:
  - New Radford University commercial – TV/Online
  - Spanish version of new commercial for multicultural marketing – Online

## Phase 3 (Apr-Jun) Strategy:

- Begin generating awareness to next wave of prospects and applicants (high school sophomores and juniors) by integrating Royall “inquiry pool” data.

# Economic Impact Study

# Economic Impact Study 2016 Summary

---

## Locations of Impact

- Regional: New River and Roanoke Valleys
- Virginia/statewide

## Process

- Commissioned New River Valley Regional Commission
  - Assisted by Roanoke Valley– Alleghany Regional Commission
- Direct, Indirect and Induced impacts
  - Internal and external data, surveys and modeling: FY2009-2016
- **\$1.056B statewide** total direct, indirect and induced impact, **supporting 8,421 jobs**
- ROI: \$22 statewide & \$10 regional for every \$1 in General Appropriation (\$47.3M)

# Economic Impact Study 2016 Summary

---

## Regional Impacts

- Direct and indirect impact: \$313M (salaries, operations, capital, student spending, visitors)
    - Increase of 39.68% since 2010
  - Support 2,845 jobs in region
  - 86% of student spending occurs in region of impact (\$47.3M)
    - Slightly more than half occurring within City of Radford
  - Visitors bring additional \$4.5M spending to region
  - Alumni impact: \$162M in sales and 1,331 jobs
- Total impact: \$475.2M (includes alumni induced impact)
- Supports 4,176 jobs in region



# Economic Impact Study 2016 Summary

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## Statewide Impacts

- Direct and indirect impact: \$361M (salaries, operations, capital, student spending, visitors)
    - \$272M spent on construction and renovation since 2009
      - More than 80% to Virginia businesses
      - Approximately 50% to regional businesses
  - Supports 3,221 jobs statewide
  - Alumni impact: \$690M in sales and more than 5,200 jobs
- ❖ Media clip: WDBJ-7 (CBS, Roanoke) (1/23/2017)



# University Relations Fall Semester Recap

# Media Services Update

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News stories produced fall semester 2016: approx. 175

More than 50 stories pitched to earned media (regional, national and trade press)

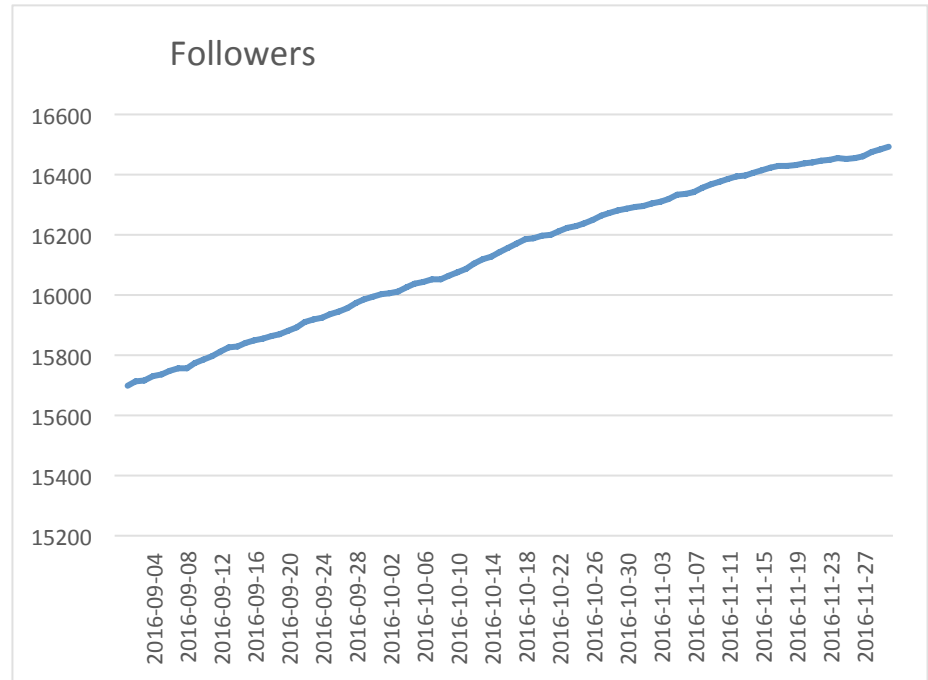
Focus included:

- Academic programs (multiple) – achievements & initiatives
- Student achievements & selection of RU
- Town-gown relationship, community service projects, economic development
- President Hemphill inauguration
- Presidential forums
- International Education Center agreements with Australian and Chinese universities
- Budget Summit
- Strategic Planning Task Force
- CHBS and CSAT ribbon cuttings
- Engineering Solutions Products agreement
- Veteran's Day
- HEHROS (Helping eradicate homelessness)
- Healthy Minds, Healthy Bodies (suicide prevention, other student wellness issues)

# Social Media: Sept-Nov 2016

## Twitter

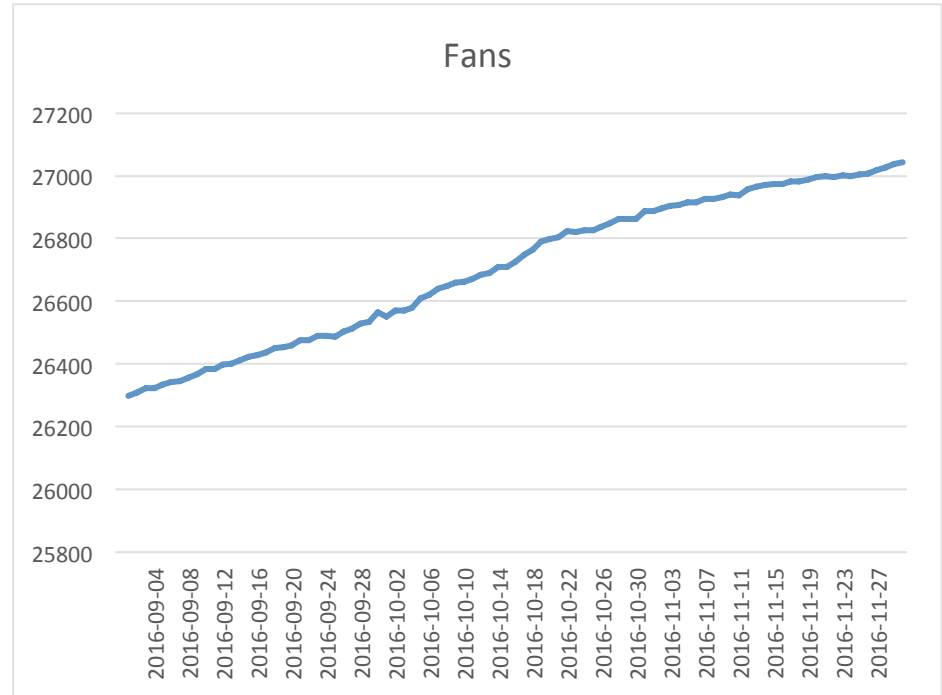
- Total Overall Impressions • 4.8K per day
- 436,800 total
- Overall Engagement • 1.0% engagement rate
- 920 total links clicks
- 452 retweets
- 920 likes
- 103 replies
- Followers • 16,493 followers total



# Social Media: Sept-Nov 2016

## Facebook

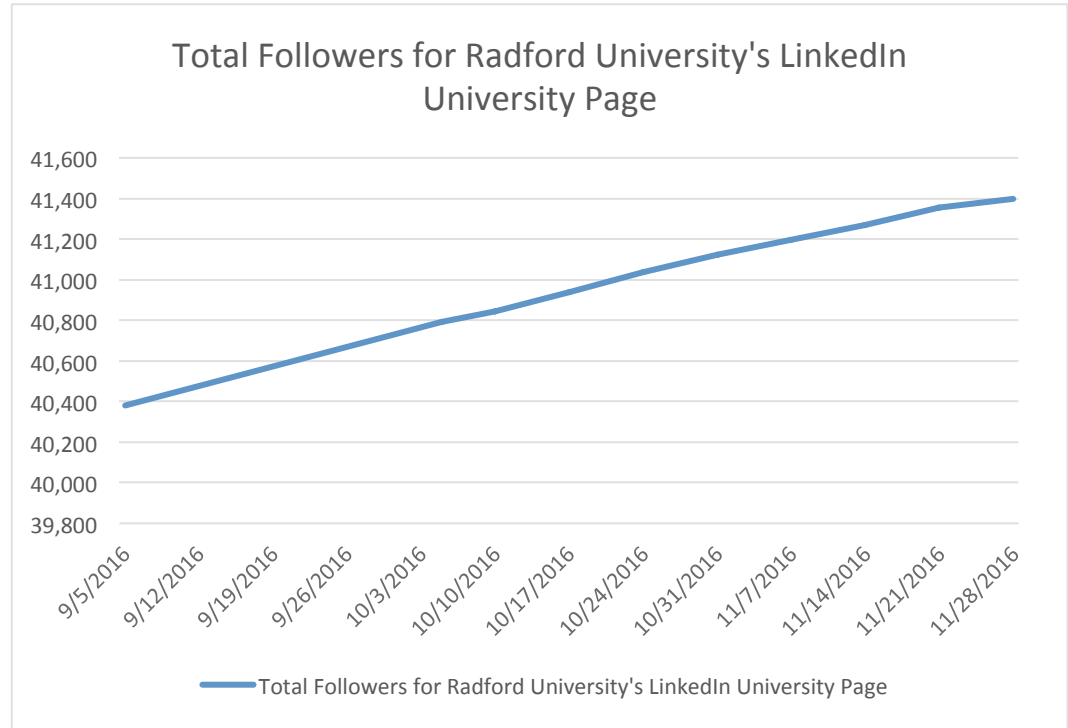
- Overall Likes • 27,042 likes
  - Overall Posts • 89 posts total
  - Top Post • “Recap of the Inauguration of Radford President Brian O. Hemphill”
- Likes • + 774 likes
  - Posts • 57K total post engagement
  - Top Post • 44,259 people reached
  - 1,240 post engagement



# Social Media: Sept-Nov 2016

## LinkedIn

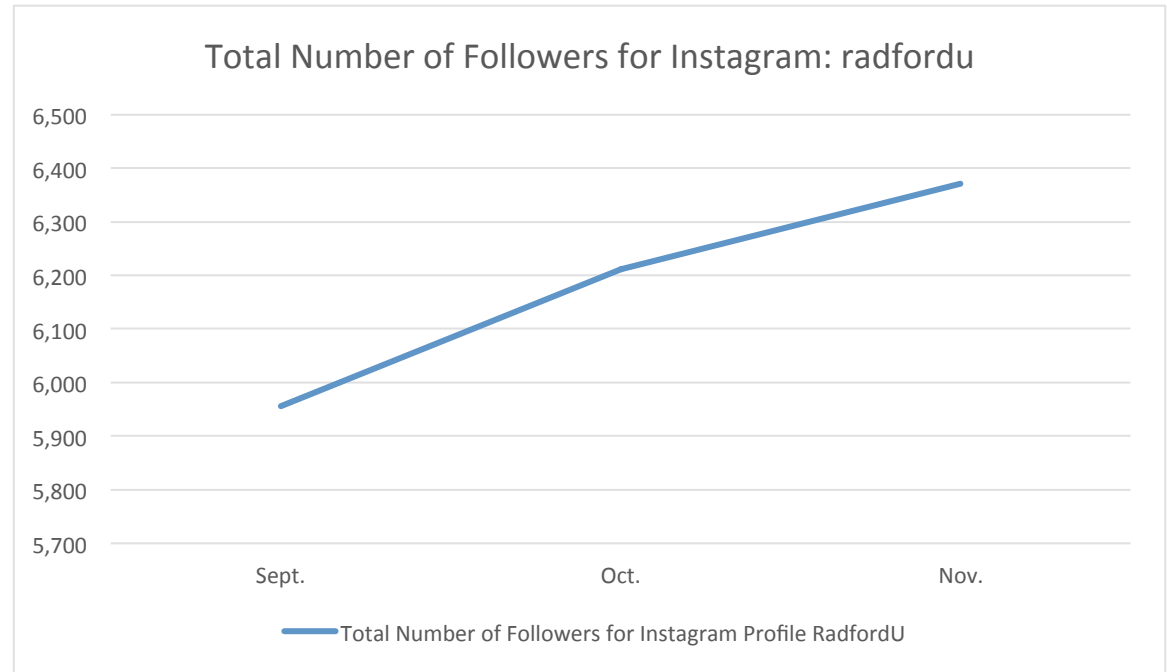
Likes	41,397
Page Views	5,465
New Followers	1,017



# Social Media: Sept-Nov 2016

## Instagram

Followers	6,374
Likes	7,658
Total Video Views	7,747



# Web Communications and Strategy

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During the fall semester, [www.radford.edu](http://www.radford.edu) received 4.4 million page views and 3.4 million unique page views. Top viewed pages for this period are:

- Radford.edu homepage
- Library
- Radford Admissions Apply Now  
<http://www.radford.edu/content/radfordcore/home/admissions/apply-now.html>
- Undergraduate Admissions landing page  
<http://www.radford.edu/content/admissions-landing/home.html>
- Directory

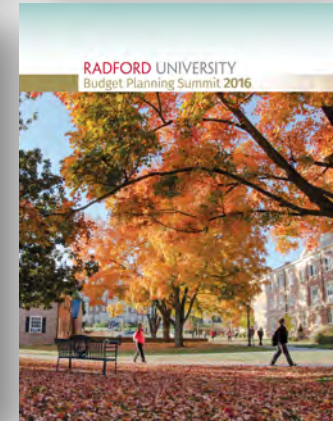
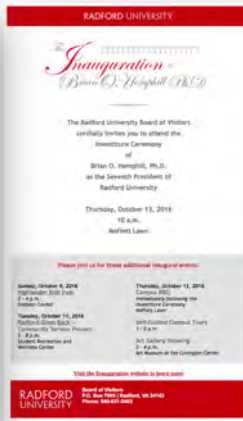
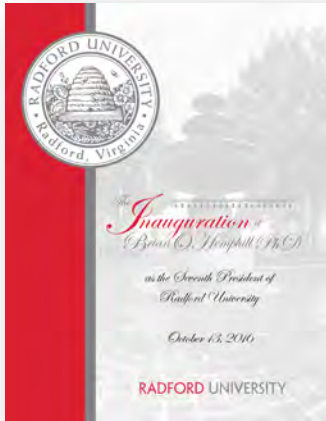
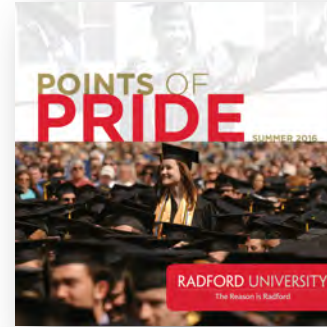


# Creative & Marketing Services Accomplishments

Creative & Marketing Services has been focused on providing quality and timely services and products supporting leadership's priorities, initiatives and strategic direction through a wide range of digital, printed, visual, photographic and videography products and branding and marketing strategy development.

Fall semester highlights include:

- 23 projects initiated, in progress
- 80+ projects completed for the customer



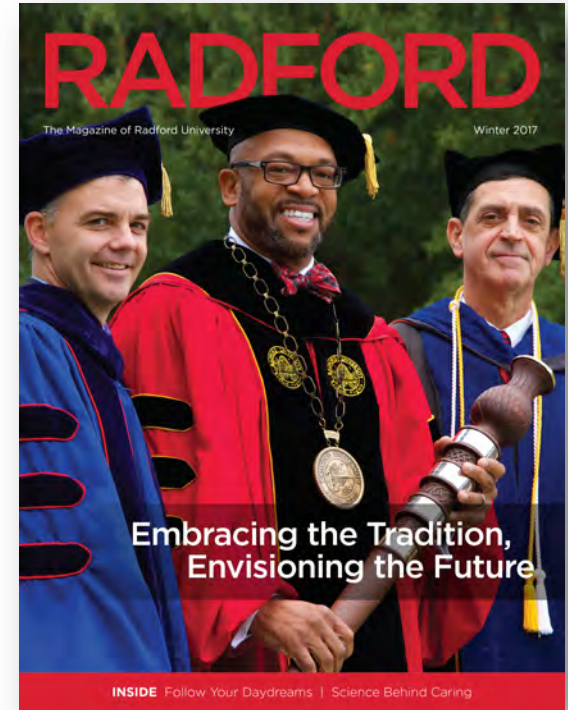
# Advancement Communications Accomplishments

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- Maintained Alumni Relations & Advancement web presence,
- Created, scheduled and sent 85 email solicitation and event campaigns,
- Created 31 giving pages in support of targeted fundraising initiatives,
- Created 9 event registration websites in support of Alumni Relations & Advancement initiatives, and
- Supported 34 fundraising proposals, including 10 presidential proposals.

# Advancement Communications Major Publication Projects

- *Radford University Magazine Winter 2017*
- *The Giving Report*
- Presidential and MGO proposals



# Advancement Communications Event & Project Support

- President Hemphill Inauguration
- CHBS ribbon cutting
- CSAT ribbon cutting
- Homecoming
  - Homecoming website
  - Event registration website
  - *The Magazine of Radford University*
  - Save the date postcard and email and registration postcards and emails sent to all alumni in mailing database
  - Golden Reunion invitation letters and emails
  - Women of Radford printed invitation, email and program
  - CEHD Golden Breakfast printed invitation and email sent to all CEHD alumni
  - Leadership Lunch event email
  - Athletics Hall of Fame printed invitation and email
  - Greek Life Challenge fundraising initiative email



# Discussion

# Addendum

# Highlighted Social Media Campaigns

## President Hemphill's Inauguration

The Web Communications and Strategy team worked to successfully promote the inauguration of President Hemphill as well as cover the investiture ceremony. Overall, the campaign was a success with increased engagement on Facebook, Instagram, Twitter and LinkedIn. Snapchat received the most engagement total.

Date	Post	Platform	Number of Posts	Likes/Views
10/4-10/6	"Week of Welcomes" Snapchat Story	• Snapchat	• 3 stories	• 18,200 views
10/6	#tbt picture	• Facebook • Instagram	• 1 • 1	• 53 likes • 227 likes
10/10	Inauguration invitation	• Facebook • Instagram • Twitter • LinkedIn	• 1 • 1 • 1 • 1	• 107 likes • 321 likes • 13 likes • 34 likes
10/10	Radford Gives Back Promotion	• Facebook • Twitter	• 1 • 3	• 40 likes • 19 likes •
10/11	Radford Gives Back recap gif	• Facebook • Instagram • Twitter • Snapchat	• 1 • 1 • 1 • 5 snaps	• 278 likes • 429 likes • 48 likes • 5,400 views
10/13	Live stream promotion	• Facebook • Instagram • Twitter	• 1 • 1 • 1	• 37 likes • 444 likes • 6 likes
10/13	Investiture Ceremony Photo album	• Facebook	• 1 album/ 20 photos	• 143 likes
10/13	Retweeting @BrianOHemphill	• Twitter	• 9 tweets	• 226 likes
10/13	Inauguration news story	• Facebook • LinkedIn	• 1 • 1	• 291 likes • 17 likes
10/17	Investiture Ceremony recap video	• Facebook	• 1	• 287 likes



# Highlighted Social Media Campaigns

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## Presidential Scholarship Giving Initiative

Along with the promotion of the president's inauguration, the Web Communications and Strategy team promoted giving to the Presidential Scholarship. Engagement was greatest on Instagram.

Date	Post	Platform	Number of Posts	Likes/Views
9/26	Alumni photo	<ul style="list-style-type: none"><li>• Facebook</li><li>• LinkedIn</li></ul>	<ul style="list-style-type: none"><li>• 1</li><li>• 1</li></ul>	<ul style="list-style-type: none"><li>• 65 likes</li><li>• 2 likes</li></ul>
10/5	Current Student photo	<ul style="list-style-type: none"><li>• Facebook</li><li>• Instagram</li><li>• Twitter</li></ul>	<ul style="list-style-type: none"><li>• 1</li><li>• 1</li><li>• 1</li></ul>	<ul style="list-style-type: none"><li>• 114 likes</li><li>• 148 likes</li><li>• 2 likes</li></ul>



# Admissions Acceptance Letter Tweets and Congratulatory Replies

 **CC @CoxCourtneycox** · Nov 28  
SO HAPPY TO SAY THAT IM GOINGG TO RADFORD   @radfordu

   15 

 **Radford University**  
@radfordu

@CoxCourtneycox We can't wait to see you on campus!

LIKE  
1 

9:23 AM - 29 Nov 2016

   1   

 **Jess**  @Jessica\_oxo\_ · Nov 27  
Highkey extremely happy I got into @radfordu bc it's my number 1 choice 🥳🥳  
 #RU21

   1 

 **Radford University**  
@radfordu

@Jessica\_oxo\_ Congratulations!

RETWEET  
1 

LIKE  
1 

10:56 AM - 28 Nov 2016

  1  1   

 **Jordy**  @sweet\_jordy · Nov 17  
Super proud to say that I got into my number 1 school Radford University #RU21  

 7  13  56 

 **Radford University**  
@radfordu


@sweet\_jordy Congratulations and welcome to the #HighlanderFamily!



RETWEET  
1   




LIKES  
4   


10:52 AM - 18 Nov 2016

  1  4   


 **Megan McDonagh** @MeganMcDonagh19 · Nov 26  
Proud to announce that I have been accepted to my #1 school!! #radford2021  
@JulieATRU @radfordu


 

 2  1  32 







 **Radford University**  
@radfordu

@MeganMcDonagh19 We can't wait to see you on campus!

RETWEET  
1 

LIKES  
2 

10:57 AM - 28 Nov 2016

  1  2   

# Web Communications Projects

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- [President Hemphill's Inauguration website](#)
- Human Resources redesign
- MakerSpace
- Helping Eradicate Homelessness through Resources, Opportunities and Supplies (HEHROS)
- Center for Innovation and Analytics (COBE)
- Winter Commencement
- Virginia Criminal Justice Bulletin
- Office of Risk Management
- Budget Planning Summit
- International Education Center – redesigned and enhanced toward prospective and current international students
- Department of Chemistry – redesign to enhance appeal to prospective students
- COSD – website redesign to enhance appeal to prospective students
- [Magazine of Radford University \(Winter 2017\) online](#)

# Web Communications Projects

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- Student Wellness landing page
- BOV archives for increased efficiency
- Strategic Planning website
- College of Graduate Studies and Research enhancements toward prospective students within
- Brand and Visual Identity
- Enhanced search engine optimization
- Web Communications and Strategy developed website campaigns in support of:
  - Student move-in
  - Welcome to the Class of 2020
  - Admissions College Fairs
  - Admissions Transfer Student Application deadline
  - College of Distinction accolade
  - Admissions Fall Open House dates
  - Student profiles
  - The Nutcracker performance
  - December Early Admission Application deadline
  - Veterans Day
  - Idea Risers
  - Winter Commencement
  - Register for Spring Classes
  - Ambient videos highlighting the rigorous academics and extracurricular opportunities, Halloween and Winter Commencement

# Creative and Marketing Services Projects

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- BOV Bulletins
- President Hemphill Alumni Tour
- Presidential Solicitation Proposals
- ADV Athletics Donor Guide
- CHBS building ribbon cutting invitation, insert, envelope and evite
- "Highlander GUIDE" promotionals
- CHBS Certificate brochure
- GPS Graduate Recruitment
- CHBS Graduate brochure
- ADV AR Homecoming on-campus banners
- Athletics Hall of Fame email header
- NAACP Freedom Fund banquet ad
- Highlander Chats flyer
- ADV Arts Society Renewal
- Convocation Evite
- HHP letterhead
- BE SEEN posters
- ODE Sexual Misconduct brochure
- CSAT Center for the Sciences Ribbon Cutting
- ADV Radford Fund Banner
- Presidential event communication support
- ADV AR Women of Radford Invitation
- CSAT Planetarium banner
- Athletics Hall of Fame printed invitation
- Fall Convocation graphics support
- ADV Student Philanthropy sign
- ADV TAG Day
- New headers for president e-stationary
- Sponsorship for Roanoke Dinner Champions ad
- ADV AR Commencement folios
- MRC Evite for Veterans Day
- CEHD Student Ambassadors Lockup
- Radford Gives Back Evite
- IEC Study Abroad postcard
- CVPA Fall ad - Roanoke Times School of Dance & Theatre
- EDU guide and brochure
- ADV AR Women of Radford program 2016
- ADV Curtain Up
- ADV AR Alumni LinkedIn window shade banner
- Sustainability single stream recycling

# Creative and Marketing Services Projects

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- PROV ADM What Others Say postcard
- COBE MOU signing screen graphic
- Student Affairs email template(s)
- Highlanders Festival email
- PROV ADM Majors and Minors Fair
- UEDA Sponsorship Ad (University Economic Development Association)
- Kids Fest evite ADV Advancement infographic
- SA CDI DEAC letterhead
- CSAT Radford University Science Day lock-up
- PROV ADM Scholarship certificate
- CEHD Winner of Foods and Nutrition Conference & Expo School Spirit Contest
- Commencement Program Winter 2016
- PROV ADM Fall 2017 Recruitment Plan booklet
- ADV AR Thank You! email header
- Inauguration/Barbecue posters
- CSAT ribbon cutting program
- Inauguration viewing outlets email
- Thank You email for Radford Gives Back
- Provost Search e-letter and e-flyer
- ADV Selu program
- SA Housing promotional collateral
- Winter 2016 Commencement postcard
- Parking map for Winter Commencement website
- Faculty Data Sheet redesign
- CEHD MCT McGlothlin Save-The-Date Email
- Million Dollar Moonshot email header
- Budget Summit Planning Report 2016
- Holiday Reception invitations and e-vites
- Strategic Plan word cloud graphic
- International Education photo support for web updates
- “Unity” slide images
- Photo collage project
- Center for Accessibility Services logo lock-up
- TV/media relations background image
- CEHD table runner
- PROV ADM Capture the Flag certificate
- SA Spring 2017 Registration postcard
- SA 2017-18 Housing Agreement
- Virginia Business ad
- NRV Rail 2020 ad
- NRV Rail 2020 brochure and infographics
- Winter 2016 Commencement live video streams

# Creative and Marketing Service Projects

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- Legislative Agenda 2017 brochure
- Donor Guide
- Economic Impact Study
- Give Your Heart to Art invite
- Residential Life promotional and marketing material
- Campus map upgrades
- Mathematics program brochure
- Women and Gender studies brochure
- Presidential Solicitation Proposals (ongoing)
- CEHD PEHD brochure reprint
- WEllness check REsource Card
- Quest Guide (Spring 2017)
- Foundation Annual Report (FY2016)
- CVPA promotional collateral
- CHBS Media Studies and Communications Studies brochures
- PROTECT brochure
- Study Abroad Exchange Partners handout
- COBE Accounting Certification publications
- HEHROS (Helping Eradicate Homelessness through Resources, Opportunities and Supplies) brochure
- HIPS posters
- CDI collateral
- SCI posters
- Advocacy Day 2017

Attachment D

# Board of Visitors

**RADFORD  
UNIVERSITY**

# Office for University Advancement and Alumni Relations

**RADFORD**  
UNIVERSITY



# Advancement Overview

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Comparative Giving Report

Comparative Donor Report

Comparative Pending Proposals

Alumni Relations

Questions

# Comparative Giving Report

## Radford University - University Advancement

### Comparative Giving Report by Fiscal Year

#### Fiscal Year-to-Date Giving:

	FY 2016-2017 (7/1/16 - 2/10/17)	FY 2015-2016 (7/1/15 - 2/10/16)	FY 2014-2015 (7/1/14 - 2/10/15)
Pledges and Payments	\$ 7,354,463	\$ 1,115,870	\$ 897,440
New Planned Gifts	\$ 895,050	\$ 4,840,000	\$ 863,000
Outright Cash Gifts	\$ 777,861	\$ 703,204	\$ 1,003,503
Gifts-in-kind	\$ 54,350	\$ 191,698	\$ 128,766
Total Giving	\$ 9,081,723	\$ 6,850,771	\$ 2,892,709

#### Fiscal Year-End Giving:

	FY 2015-2016 Final	FY 2014-2015 Final	FY 2013-2014 Final
Pledges and Payments	\$ 1,504,726	\$ 1,299,287	\$ 1,614,196
New Planned Gifts	\$ 5,090,000	\$ 1,282,000	\$ 752,500
Outright Cash Gifts	\$ 1,178,318	\$ 1,336,277	\$ 1,365,443
Gifts-in-kind	\$ 223,955	\$ 200,775	\$ 105,257
Total Giving	\$ 7,996,999	\$ 4,118,339	\$ 3,837,397

# Comparative Donor Report

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## Radford University - University Advancement

### Comparative Donor Report by Fiscal Year

#### Fiscal Year-to-Date Giving:

	FY 2016-2017 (7/1/16 - 2/10/17)	FY 2015-2016 (7/1/15 - 2/10/16)	FY 2014-2015 (7/1/14 - 2/10/15)
Total Number of Donors	3,283	3,093	3,211

#### Fiscal Year-End Giving:

	FY 2015-2016 Final	FY 2014-2015 Final	FY 2013-2014 Final
Total Number of Donors	4,435	4,731	5,221

# Comparative Pending Proposals

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## Pending proposals as of February

Fiscal-Year 2016 pending proposals:

- Fourteen proposals totaling \$1,260,000

Fiscal-Year 2017 pending proposals:

- Fifty-five proposals totaling \$12,582,080

# Alumni Relations

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1. Highlights and Successes
2. Strategic Focus
  - Volunteer Leadership and Training
  - Regional Chapter Engagement
  - Alumni Relations and Admissions Collaboration
  - Business and Government Leadership Program
  - Student Engagement Outreach
  - Constituent Referral
3. Upcoming Calendar



# Advancement and Alumni Relations

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## Questions



# Upcoming Alumni Event Highlights

Attachment E

RADFORD UNIVERSITY

**Winter Celebration 2017**

Winter Celebration

February 17-18 Radford

RADFORD UNIVERSITY

Big South Conference Tournaments

WBB - March 9-12 Lyncburg  
 MBB - February 28 - March 5 TBD

RADFORD UNIVERSITY

Greek Reunions

Sigma Chi 25th Richmond  
 Alpha Chi Rho 40th Radford

RADFORD UNIVERSITY

RU Foundation, Inc. Alumni & Friends

March 30 Richmond

RADFORD UNIVERSITY

RU Day of Service

April 8 Northern Virginia

RADFORD UNIVERSITY

Sunset Social

June 2 Virginia Beach

RADFORD UNIVERSITY

Highlander Baseball at Home

April 11 COBE Night  
 May 13 NRV Night

RADFORD UNIVERSITY

University Row at Virginia Gold Cup

May 6 Northern Virginia

RADFORD UNIVERSITY

Business & Government Leaders Meeting

May 18 Richmond

RADFORD UNIVERSITY

RU BANG at Ride & Run, Kings Dominion

June 4 Richmond

RADFORD UNIVERSITY

National Capital Region Golf Tournament

June 8 Northern Virginia

RADFORD UNIVERSITY

Radford Day at Nationals

August 12 Northern Virginia

RADFORD UNIVERSITY

Legacy Alumni Family Lunch

August 24 Radford  
 August 25 Radford

RADFORD UNIVERSITY

Homecoming

October 6-8 Radford

RADFORD UNIVERSITY

Career & Internship

February 22 Protocol Dinner  
 February 23 Internship & Career Fair  
 March 14-17 Grad Fair  
 March 17 Education Fair  
 March 22 Athletics Career Fair

RADFORD UNIVERSITY

Admissions Admitted Student Receptions

NOVA/DC March 5 - 19  
 Richmond Maryland  
 Philadelphia New Jersey  
 Charlotte Greensboro



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# Fall 2017 Recruitment Update

RADFORD  
UNIVERSITY

# Placeholder For Recruitment Data

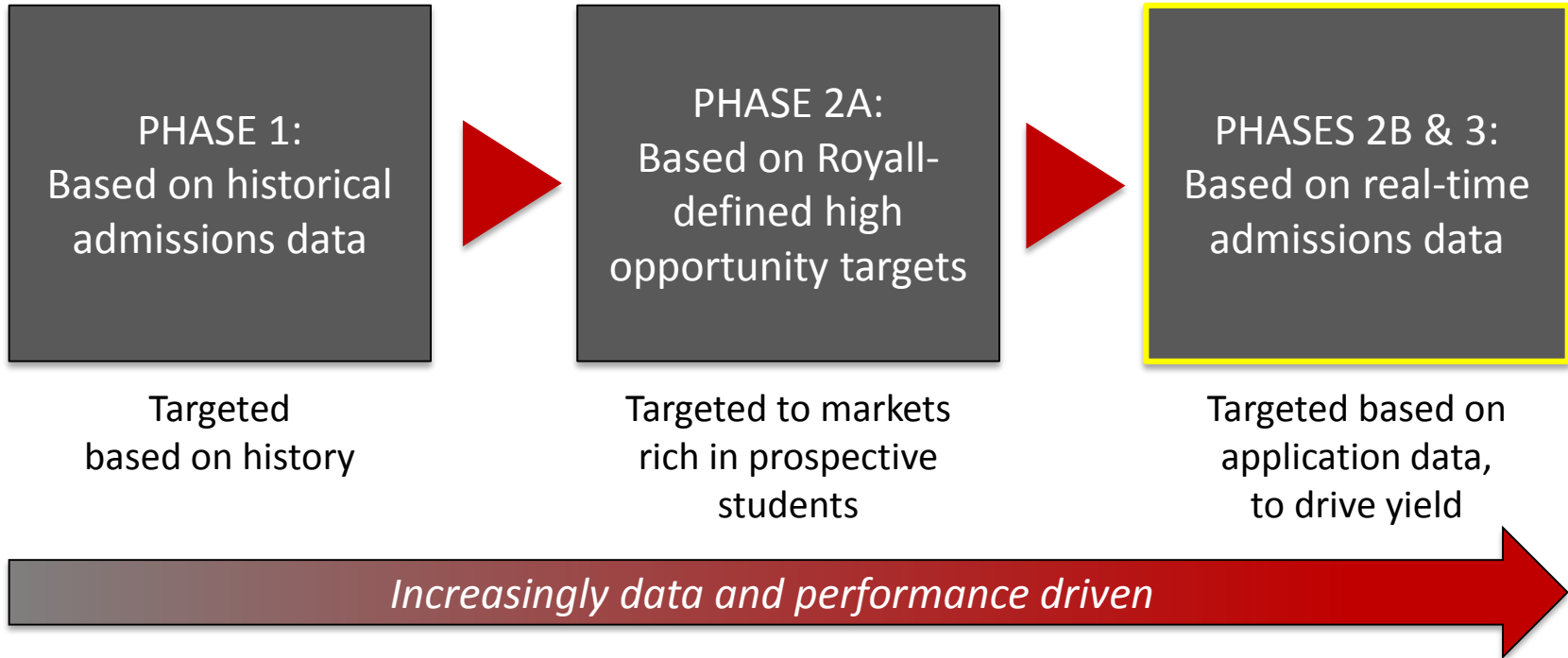
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# Discussion

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# University Relations Update

# Evolution of Marketing-Admissions Collaboration



# Phase 2B Campaign Strategy

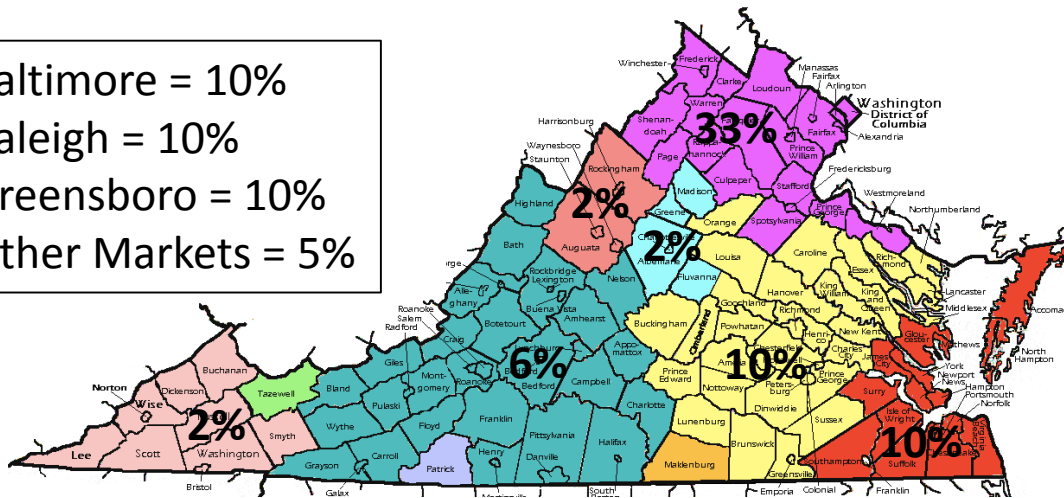
- Place a higher focus on **fostering yield** by delivering media into markets with the highest index for admitted students
- Use **“real-time” admitted student data** provided by Radford Admissions to make an informed decision about geographical penetration of advertising
- Leverage **video assets** (TV/Online) to communicate Radford’s core message and develop preference to highest indexing audience as well as utilize hyper-targeted digital media to stay top-of-mind to potential enrollees. [Radford University Anthem](#) (video link to back page)

CAMPAIGN/MEDIA	Sept	October	November	Dec	January	February	March	April	Budget
<b>UNDERGRADUATE</b>									<b>\$362,512</b>
Print	█	█			█	█			\$23,378
Out of Home			█	█	█	█	█	█	\$39,970
TV						█	█	█	\$116,985
Radio		█							\$15,091
Streaming Audio		█							\$9,500
Digital Display	█	█	█	█		█	█	█	\$106,176
Online Video						█	█	█	\$22,353
Paid Social		█							\$4,471
SEM	█	█	█	█	█	█	█	█	\$24,588
<b>TRANSFER</b>									<b>\$19,000</b>
Digital Display	█	█							\$11,176
SEM	█	█			█				\$7,824
<b>MULTICULTURAL</b>									<b>\$38,000</b>
Digital Display	█	█					█	█	\$22,353
Online Video						█	█	█	\$11,176
Paid Social		█							\$4,471
<b>ALL CAMPAIGNS</b>	<b>\$105,650.29</b>		<b>\$112,581.09</b>			<b>\$206,725.35</b>			<b>\$419,512</b>

# Phase 2B Digital Delivery by Geography

- Leverage Radford's real-time admissions data to efficiently target Fall 2017 admits across the Top 100 counties both in-state and out-of-state
- Layer targeting across all market segments based on prospects who have engaged with the website or shared information from the Radford site

Baltimore = 10%  
 Raleigh = 10%  
 Greensboro = 10%  
 Other Markets = 5%



**In-State Markets = 65%**  
**Out of State Markets = 35%**

Bristol, TN Tri-Cities, TNVA	Harrisonburg, WV
Bluefield, WV Beckley-Oak Hill, WV	Washington, DC
Roanoke-Lynchburg	Charlottesville
Greensboro, NC Winston-Salem/High Point	Richmond Petersburg
Raleigh-Durham, NC	Norfolk



# FY17 Key Performance Indicators (KPIs)

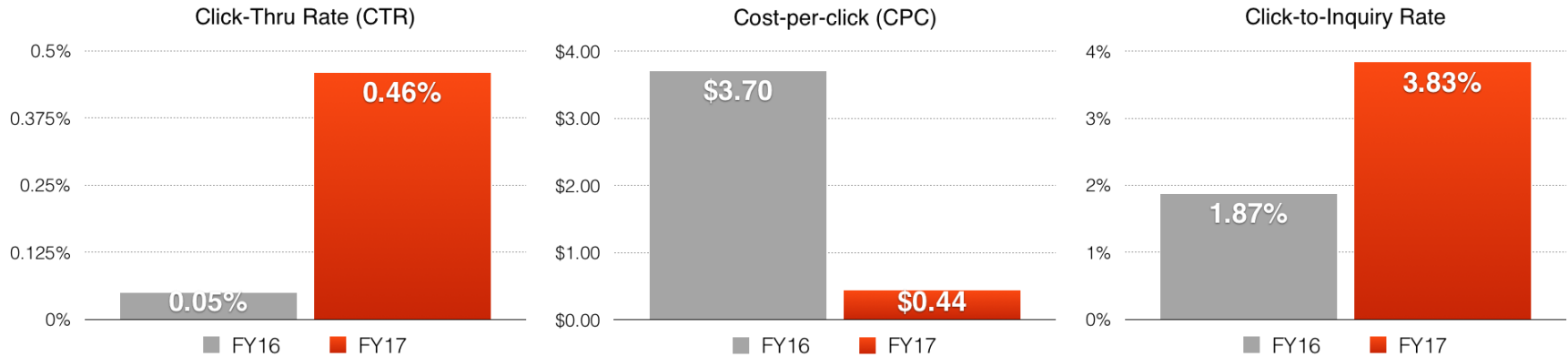
Global KPI	FY17 YTD	FY16 YTD	YoY
Advertising Impressions	<b>42,748,222</b>	86,467,250	-51%
Admissions Section Sessions	<b>358,318</b>	243,004	+47%
Application Link Inquiries*	<b>34,668</b>	50,583	-31%

Digital KPI	FY17 YTD	FY16 YTD	YoY
Digital Impressions	<b>25,854,836</b>	33,484,481	-23%
Marketing Landing Page Sessions	<b>112,258</b>	46,144	+143%
Marketing Landing Page Inquiries	<b>4,303</b>	861	+400%

\*Data does not include inquiry links from direct marketing efforts through Royall marketing

- Despite a decrease in spend and impressions, the FY17 campaign has resulted in a **+47% YoY increase in traffic to the Radford Admissions section** – an indication that the FY17 campaign has performed in driving qualified traffic to the site.
- The FY17 digital display campaign has **driven more than double the amount of visits to the website**, despite a 23% decrease in impression volume YoY – an indication that the campaign has been very efficient in targeting qualified prospects.

# FY17 Campaign Analytics: Digital Performance

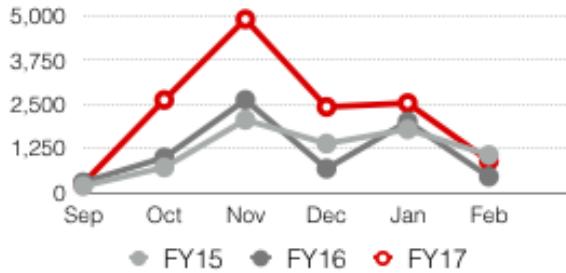


- A more targeted and flexible digital display and paid search (SEM) approach in FY17 has resulted in a **stronger click rate, more efficient cost per click** and a **higher response rate on the landing page** – measured by click-to-inquiry rate – as compared to the benchmarks that were set in FY16.

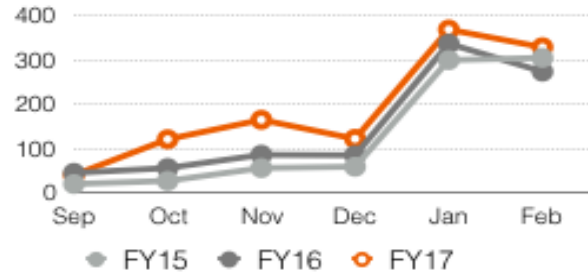
# Radford Admissions Trends

- Radford's offline enrollment data shows that, through 3/1/17, New Freshman applications are **up +94% YoY**, Transfer applications are **up +23% YoY** and Multicultural applications are **up +115% YoY**.

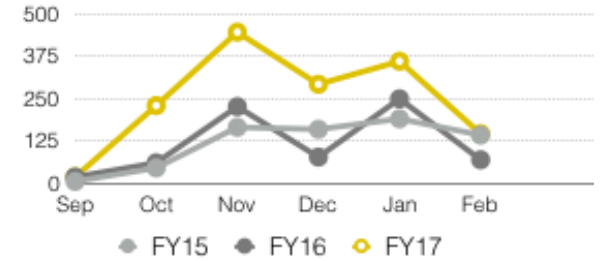
New Freshmen Applications (Monthly)



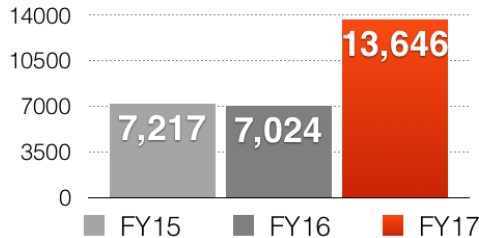
Transfer Applications (Monthly)



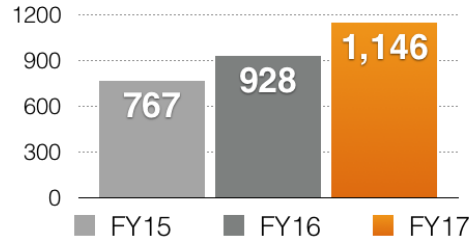
Multicultural Applications (Monthly)



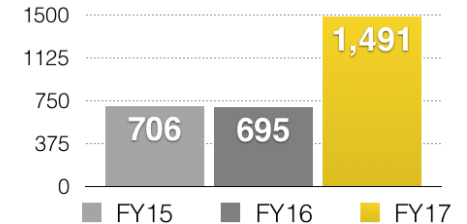
YTD New Freshmen App.



YTD Transfer App.



YTD Multicultural App.



# Additional Enrollment Support Campaigns

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- Media relations outreach promoting record Fall 2017 applications
- Website and social media campaign promoting March Graduate College application
  - Unique page views 3x YOY (3,000+)
  - Increased YOY direct traffic vs. organic searches
  - Increased YOY book referrals
- Alumni Relations promotion of Graduate College & programs
- Updating in-progress of videos promoting Graduate College programs
- Facebook Live and video campaign supporting Undergraduate spring yield
  - Episodes highlighting:
    - Freshman orientation
    - Financial aid
    - Transferring
    - Housing
- Video and social campaign promoting summer school registration

# Looking Forward - Phase 3 & FY18

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## Phase 3 (Apr-Jun) Strategy:

- Sustain market presence through the end of the “yield phase” to influence deposits for incoming Fall 2017 class
- Begin generating awareness to next wave of prospects and applicants (high school sophomores and juniors) by integrating “inquiry pool” & historical application data
- Push Transfer message to prospective transfer students 20 mi. surrounding key community colleges in Virginia ahead of the June 1 application deadline

## FY18 Strategy:

- Continue to employ a “flighted” media campaign that reflects key timeframes during the enrollment year (i.e. application – admission – yield)
- Continue to coordinate media strategy with enrollment management efforts by using real-time admissions data to help guide market selection
- Consider launching TV/Video earlier in the enrollment cycle to help drive increased awareness ahead of application phase, and continue to leverage digital media to capture prospects in distant or cost-prohibitive markets

# Advancement/Alumni Relations Communications

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- 14 alumni event promotion and initiative emails
- 21 advancement fundraising emails (including the spring solicitation/Deans Letter initiative)
- 7 for graduate and undergraduate college-based events/programs
- Proposals:
  - 4 Development officer proposals
  - 3 Presidential proposals
- Spring Solicitation Initiative: campaign focused on the 6 colleges
  - Email to introduce student
  - Mailed letter by the college dean, with a Q&A with scholarship recipient
  - Email with video of student telling their story, discussing the importance of their scholarship support and thanking donors
  - Website housing all videos that feature students
  - Social media posts featuring scholarship students, with an ask.
  - Thank you mailed postcard and social media post

# Questions

# Addendum



# Branding & Marketing Overview

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1. Campaign objectives and measures
2. Campaign strategy and evolution
3. Campaign tactics and plan
4. Campaign performance
5. Next steps

# Campaign Objectives

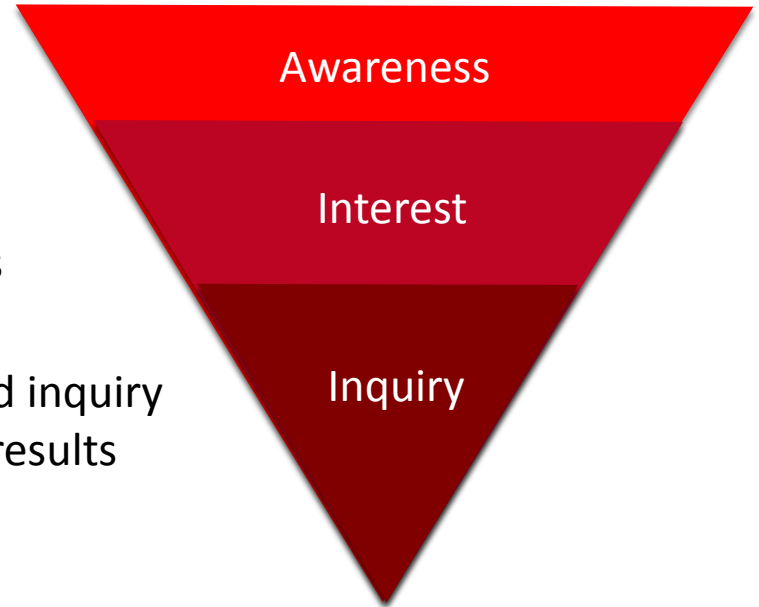
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This campaign is to support enrollment management's efforts to:

Build awareness and brand recognition to prospective students, parents and influencers

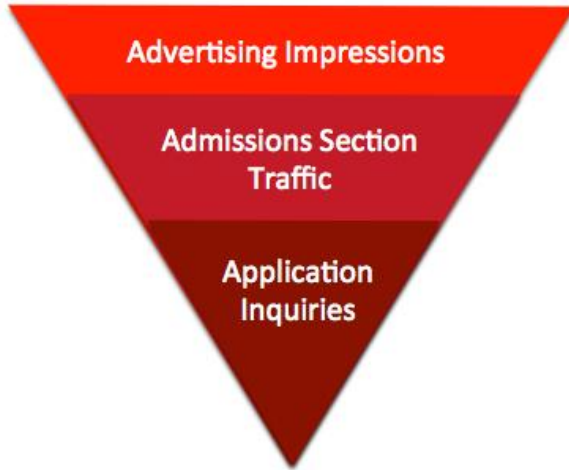
Generate engagement and increase interest among prospective students and influencers

Drive conversion through qualified inquiry actions on the website; measure results



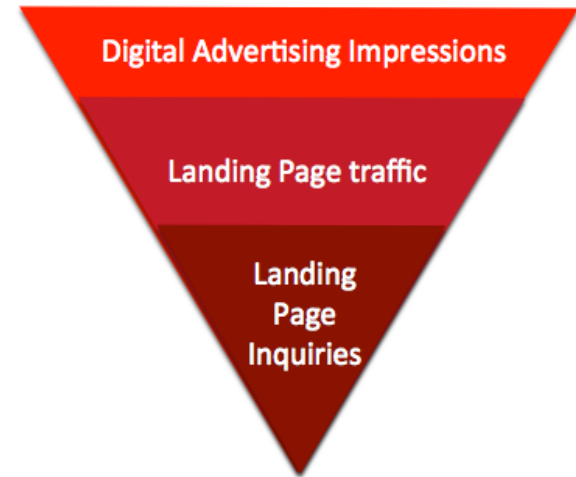
# Defining Key Performance Indicators (KPIs)

## Global KPIs



Measures the reach and impact of broad media using media data and enrollment web activity.

## Digital KPIs



Measures the digital media campaign's ability to generate specific actions that drive the enrollment funnel.

Awareness



Interest



Inquiry

# Defining Global KPIs

Objective	KPI	Definition
Awareness	Advertising Impressions	Measures impressions from all forms of advertising including TV, print, out of home, radio, and digital channels
Interest	Admissions Section Sessions	Measures the amount of people visiting the Undergraduate Admissions section of the <a href="http://radford.edu">radford.edu</a> website
Inquiry	Outbound Application link Inquiry action	Measured by the number of clicks on the application link on <a href="http://radford.edu/apply">radford.edu/apply</a>





# Defining Digital KPIs

Objective	KPI	Definition
Awareness	Digital Advertising Impressions	Measures impressions from all forms of digital advertising including web banners, online video, streaming audio, paid search and paid social media
Interest	Marketing Landing Page Visits	Measures the amount of people entering the website through the exclusive marketing landing pages (separate pages for Undergraduate, Transfer & Multicultural)
Inquiry	Marketing Landing Page Inquiry Actions	Measured by the number of clicks on the inquiry buttons on the exclusive landing pages (ex. Apply Now, Request Info, Majors/Minors)

# Campaign Strategy - Phase 2B (Feb-Apr)

<u>Objective</u>	<u>Strategy</u>	<u>Tactics</u>
<ul style="list-style-type: none"><li>Place a higher focus on <b>fostering yield</b> by delivering media into markets with the highest index for admitted students</li></ul>	<ul style="list-style-type: none"><li>Use “<b>real-time</b>” <b>admitted student data</b> provided by Radford Admissions to make an informed decision about geographical penetration of advertising</li></ul>	<ul style="list-style-type: none"><li>Leverage <b>video assets</b> (TV/Online) to communicate Radford’s core message and develop preference to highest indexing audience as well as utilize hyper-targeted digital media to stay top-of-mind to potential enrollees.</li></ul>

# Media Tactics - Phase 2B

Media	Details	Properties	% Spend
TV/Online Video	<ul style="list-style-type: none"> <li>:30 second TV spot targeting parents/influencers; A35-64 in Richmond, Norfolk, and Roanoke markets</li> <li>Online Video in the top 4 DMAs, % allocated by admissions data targeting students &amp; influencers; running :30 second General and Multicultural spots</li> </ul>		70%
Print	<ul style="list-style-type: none"> <li>Align Radford ad with relevant content in Richmond Magazine's "Colleges &amp; Universities" Guide</li> </ul>		4%
Web Digital Display	<ul style="list-style-type: none"> <li>Use digital display partners to deliver Radford's web banners efficiently across a variety of websites that are relevant to the user and the content they are consuming</li> <li>Use real-time consumer data to deliver Radford's message of the right prospects at the right time</li> <li>Serve ads to prospects in the top indexing geographies both in and out-of-state using Radford's Admissions data</li> </ul>		20%
Paid Search	<ul style="list-style-type: none"> <li>Drive users who are actively searching for relevant keywords on Google's search engine to Radford's website</li> <li>Tailor ads to specific undergraduate &amp; transfer audiences actively searching for more information</li> </ul>		6%

# FY17 High Level Flowchart

CAMPAIGN/MEDIA	Sept	October	November	Dec	January	February	March	April	Budget
<b>UNDERGRADUATE</b>									<b>\$362,512</b>
Print									\$23,378
Out of Home									\$39,970
TV									\$116,985
Radio									\$15,091
Streaming Audio									\$9,500
Digital Display									\$106,176
Online Video									\$22,353
Paid Social									\$4,471
SEM									\$24,588
<b>TRANSFER</b>									<b>\$19,000</b>
Digital Display									\$11,176
SEM									\$7,824
<b>MULTICULTURAL</b>									<b>\$38,000</b>
Digital Display									\$22,353
Online Video									\$11,176
Paid Social									\$4,471
<b>ALL CAMPAIGNS</b>	<b>\$105,650.29</b>		<b>\$112,581.09</b>			<b>\$206,725.35</b>			<b>\$419,512</b>

- The Feb-Apr “Phase 2B” plan places a higher focus on fostering yield by delivering media into markets with the highest propensity for admitted students.
- Introduction of TV and online video advertising to increase market recognition and consideration
- Budget for all media through April represents 40% of total advertising allocation for FY17.



# FY17 Analytics - Global KPIs

Global KPI	FY17 YTD	FY16 YTD	YoY
Advertising Impressions	<b>42,748,222</b>	86,467,250	-51%
Admissions Section Sessions	<b>358,318</b>	243,004	+47%
Application Link Inquiries*	<b>34,668</b>	50,583	-31%

*\*Inquiry tracking not available before 10/4/16; metrics pulled 10/4 – 2/28*

- Decrease in impression delivery YoY was the result of fewer out of home impressions in the market during the same timeframe in FY17, and planned distribution of resources across phases through FY17 compared to FY16.
- Despite fewer impressions, the campaign has resulted in a 47% increase in traffic to the Radford Admissions section YoY, which may be the product of increased digital marketing in FY17.

# FY17 Analytics - Digital KPIs

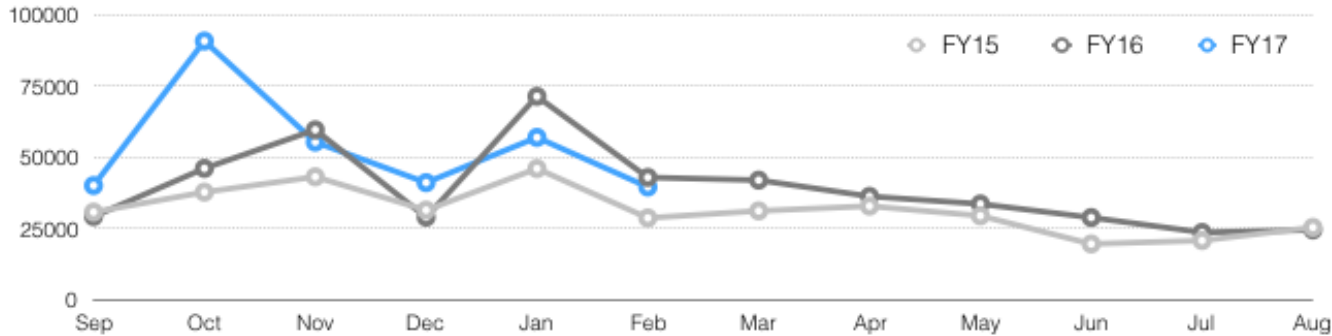
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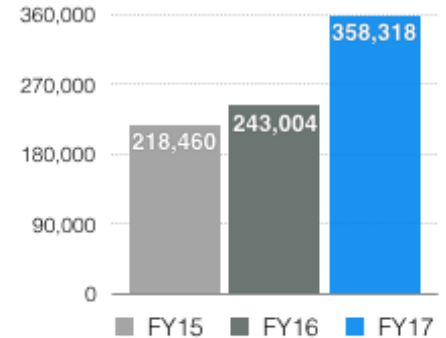
- Heavier emphasis on digital media (web banners, streaming radio, paid social, paid search) in FY17 resulted in 23% more impressions YoY.
- The increase in digital media in FY17 was responsible for producing 143% more traffic to the exclusive marketing landing pages YoY.
- A 400% increase in landing page inquiries means the campaign has been successful in driving higher quality traffic to the site (i.e. those willing to engage with the website further).

# FY17 Campaign Analytics: Admissions Traffic

Monthly Sessions on Radford Undergraduate Admissions Section



YTD Total Sessions



- Total sessions to the Radford Admissions section of Radford.edu during the period of September-February have increased 47% from FY16 and 64% from FY15.
- During the same period, the number of page views on the Admissions section has increased 19% from FY16 and 82% from FY15.
- The pattern of traffic to the Admissions section of the site has generally reflected the pattern of media impression delivery in the market each month – with an elevated amount of sessions occurring in October when additional media was placed into the market.



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# Office for Advancement and Alumni Relations

RADFORD  
UNIVERSITY

# Advancement Overview

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Comparative Giving Report

Comparative Donor Report

Comparative Pending Proposals

Alumni Relations

Questions

# Comparative Giving Report

## Radford University - University Advancement

### Comparative Giving Report by Fiscal Year

#### Fiscal Year-to-Date Giving:

	FY 2016-2017 (7/1/16 - 3/31/17)	FY 2015-2016 (7/1/15 - 3/31/16)	FY 2014-2015 (7/1/14 - 3/31/15)
New Pledge Balances	\$ 7,109,745	\$ 1,026,689	\$ 797,707
Current-Year Pledge Payments	\$ 449,989	\$ 179,669	\$ 260,656
New Planned Gifts	\$ 1,192,050	\$ 4,840,000	\$ 863,000
Outright Cash Gifts	\$ 1,190,801	\$ 880,562	\$ 1,127,729
Gifts-in-kind	\$ 60,850	\$ 191,698	\$ 139,921
Total Giving	\$ 10,003,434	\$ 7,118,618	\$ 3,189,014

#### Fiscal Year-End Giving:

	FY 2015-2016 Final	FY 2014-2015 Final	FY 2013-2014 Final
New Pledge Balances	\$ 1,160,325	\$ 505,474	\$ 1,100,504
Current-Year Pledge Payments	\$ 344,401	\$ 793,813	\$ 513,692
New Planned Gifts	\$ 5,090,000	\$ 1,282,000	\$ 752,500
Outright Cash Gifts	\$ 1,178,318	\$ 1,336,277	\$ 1,365,443
Gifts-in-kind	\$ 223,955	\$ 200,775	\$ 105,257
Total Giving	\$ 7,996,999	\$ 4,118,339	\$ 3,837,397



# Comparative Donor Report

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## Radford University - University Advancement

### Comparative Donor Report by Fiscal Year

#### Fiscal Year-to-Date Giving:

	FY 2016-2017 (7/1/16 - 3/31/17)	FY 2015-2016 (7/1/15 - 3/31/16)	FY 2014-2015 (7/1/14 - 3/31/15)
Total Number of Donors	4,392	4,000	4,071

#### Fiscal Year-End Giving:

	FY 2015-2016 Final	FY 2014-2015 Final	FY 2013-2014 Final
Total Number of Donors	4,435	4,731	5,221

# Comparative Pending Proposals

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## Pending proposals as of March

Fiscal Year 2016 pending proposals:

- Twenty-six proposals totaling \$1,824,500

Fiscal Year 2017 pending proposals:

- Sixty proposals totaling \$14,440,950

# Alumni Relations

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1. Highlights and Updates
  - Volunteer Summit
  - Regional Outreach
  - Campus Partnerships
  - Pot of Gold
  
2. Upcoming Activities



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# Questions

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End of Materials