



**UNIVERSITY ADVANCEMENT, UNIVERSITY RELATIONS AND
ENROLLMENT MANAGEMENT COMMITTEE**

3:00 P.M.

OCTOBER 2, 2018

**MARY ANN JENNINGS HOVIS MEMORIAL BOARD ROOM
THIRD FLOOR, MARTIN HALL, RADFORD, VA**

**DRAFT
MINUTES**

COMMITTEE MEMBERS PRESENT

Ms. Krisha Chachra, Chair
Mr. James R. Kibler, Jr., Vice Chair
Ms. Karyn K. Moran
Ms. Nancy Angland Rice
Ms. Lisa Throckmorton

OTHER BOARD MEMBERS PRESENT

Mr. Mark S. Lawrence, Rector
Mr. Robert A. Archer, Vice Rector
Dr. Thomas Brewster
Dr. Jay A. Brown
Dr. Rachel D. Fowlkes
Dr. Debra K. McMahan
Ms. Georgia Anne Snyder-Falkinham
Ms. Myriah Brooks, Student Representative (Non-voting Advisory Member)
Dr. Jake Fox, Faculty Representative (Non-voting Advisory Member)

OTHERS PRESENT

President Brian O. Hemphill, Ph.D.
Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President
Dr. Kenna Colley, Interim Provost and Vice President for Academic Affairs
Mr. Danny Kemp, Vice President for Information Technology
Ms. Wendy Lowery, Vice President for University Advancement
Ms. Kitty McCarthy, Vice President for Enrollment Management
Mr. Chad Reed, Vice President for Finance and Administration and Chief Financial Officer
Ms. Ashley Schumaker, Chief of Staff and Vice President for University Relations
Dr. Susan Trageser, Vice President for Student Affairs
Mr. Allen Wilson, Senior Assistant Attorney General, Commonwealth of Virginia
Other Radford University faculty and staff

CALL TO ORDER

Ms. Krishna Chachra, Chair, formally called the meeting to order at 3:19 p.m.in the Mary Ann Jennings Hovis Memorial Board Room in Martin Hall.

APPROVAL OF AGENDA

Ms. Chachra asked for a motion to approve the October 2, 2018 agenda as published. Ms. Lisa Throckmorton so moved, Ms. Karyn K. Moran seconded, and the agenda was unanimously approved as published.

APPROVAL OF MINUTES

Ms. Chachra asked for a motion to approve the minutes of the May 2, 2018 meeting of the University Advancement, University Relations and Enrollment Management Committee meeting, as published. Mr. James Kibler so moved, Ms. Moran seconded the motion. The minutes were unanimously approved as published.

ENROLLMENT MANAGEMENT REPORT

Ms. Kitty McCarthy, Vice President for Enrollment Management, shared enrollment data reflecting the fall 2018 enrollment census taken as of September 10, 2018. The total new freshman enrollment is 1,762 with 166 out-of-state new freshman representing the largest out-of-state enrollment since 2007. The average GPA of the new freshmen is at 3.25 and average SAT (math and verbal combined) score is 1,039. The total overall fall 2018 enrollment is 9,327 with 587 new transfer students enrolled.

Ms. McCarthy added that the University is starting to see the success of the IMPACT program. Fall 2018 enrollment includes 480 IMPACT students. Future growth is expected as the ASSET program continues to enroll teachers from across Appalachia, additional partnerships are formed with a variety of organizations and new micro-credentials are introduced.

Ms. McCarthy also provided an update on recruitment for fall 2019. The Office of Admissions has created more regions within the state in order to provide greater opportunity for personal connections with territory managers and the University continues ongoing and new work to create stronger partnerships with Virginia community colleges.

Ms. McCarthy shared that as of September 30, the University has received 2,488 freshman applications for fall 2019 compared to 2,224 for fall 2018. This represents an increase of 11.8% or 264 applications. A copy of Ms. McCarthy's report is attached hereto as *Attachment A* and is made a part of hereof.

UNIVERSITY ADVANCEMENT REPORT

Ms. Wendy Lowery, Vice President for University Advancement, provided an overview of the FY18 giving including: the total was \$15,257,613, an increase of 41% from FY17. This included a total of 5,262 donors with 2,018 being new supporters. Nearly 600 students received private scholarship support and over \$1.5 million was committed through estate intentions.

In a strategic priorities progress update, Ms. Lowery shared that every college now has a designated gift officer with the exception of the College of Business and Economics. Also, a Director for Strategic Initiatives and a Director for Advancement Communications have been hired. In parent and family outreach, University Advancement and Alumni Relations participated in Quest, and a Highlander Family Fund has been established.

Ms. Lowery reported that Alumni Relations has completed the Highlander Hometown Tours during the summer of 2018, and the Presidential Tour will be held in the Spring and Summer of 2019. A copy of Ms. Lowery's report is attached hereto as ***Attachment B*** and is made a part of hereof

UNIVERSITY RELATIONS REPORT

Ms. Ashley Schumaker, Vice President for University Relations, provided a report focused on the University's marketing approach as part of a multi-year and multi-pronged effort to drive admissions activity, increase brand awareness and build the University's reputation near and far.

The highlights of last year's plan include: 99 million paid media impressions; 329,000 sessions on the University's website; 211,000 visits to marketing-based landing pages on the University's website; and 18 billion earned media impressions, totaling over \$44 million in earned media from March Madness.

Ms. Schumaker shared that the plan for the upcoming year includes: traditional television exposure; streaming television exposure; digital display and video; paid social media; and retargeting.

In partnering with Enrollment Management, the campaign is focused on areas across the state. Phase 1 of the plan is focused on discovery of high school seniors, their family members, and loved ones. Phase 2 is focused on application, and Phase 3 is dually focused on discovery of high school sophomores and juniors, as well as transfer students. A copy of Ms. Schumaker's report is attached hereto as ***Attachment C*** and is made a part of hereof

Ms. Chachra publicly thanked Mr. Joe Carpenter, former Vice President for University Relations, for his contributions to University Relations and the Radford family during his tenure at Radford University.

ADJOURNMENT

With no further business to come before the Committee, Ms. Chachra asked for a motion to adjourn the session. Mr. Kibler made the motion to adjourn, Ms. Moran seconded, and the motion carried unanimously. The meeting adjourned at 4:04 p.m.

Respectfully submitted,

Peggy McCue
Executive Administrative Assistant to the Vice President of University Relations
Secretary to the Committee

New Freshmen

Residency	Fall 2016	Fall 2017	Fall 2018
In-State	1,623	1,692	1,596
Out-of-State	128	156	166
Total New Freshmen	1,751	1,848	1,762

New Freshmen Quality Indicators

Measure	Fall 2016	Fall 2017	Fall 2018
High School GPA	3.17	3.24	3.25

Measure	Fall 2016	Fall 2017	Fall 2018
SAT Verbal	524	530	531
SAT Mathematics	508	503	508
SAT Combined	1,032	1,033	1,039

New Freshmen by Ethnicity

Ethnicity	Fall 2016	Fall 2017	Fall 2018
American Indian or Alaska Native	7	5	4
Asian	28	20	24
Black or African American	330	344	342
Hispanic	141	140	151
Native Hawaiian/Other Pacific Islander	5	3	2
White	1,141	1,146	1,064
Two or more races	75	122	113
Nonresident Alien	15	17	14
Race and Ethnicity Unknown	9	51	48
Total New Freshmen	1,751	1,848	1,762

New Transfers

Residency	Fall 2016	Fall 2017	Fall 2018
In-State	696	636	561
Out-of-State	23	26	26
Total New Transfers	719	662	587

Overall Enrollment

Level	Fall 2016	Fall 2017	Fall 2018
Undergraduate	8,453	8,410	7,890
Undergraduate IMPACT*	0	8	34
Total Undergraduate	8,453	8,418	7,924
Graduate	948	1,000	957
Graduate IMPACT*	0	0	446
Total Graduate	948	1,000	1,403
Total Fall Headcount	9,401	9,418	9,327

New for Fall 2019

- The Common Application
- Virginia Territory Management
- Updated Test Optional Strategies
- Aid Optimization Models
- Continued Efforts with VCCS
- Data Analytics to Support Retention

Fall 2019 New Freshmen Applications (September 30th)

Residency	Fall 2017	Fall 2018	Fall 2019
In-State	203	1,515	1,893
Out-of-State	59	709	595
Total	262	2,224	2,488

FY18 Giving Overview

Fiscal Year-End Giving

	FY 2017-2018 Final	FY18 % Increase over FY17	FY 2016-2017 Final	FY 2015-2016 Final	FY 2014-2015 Final	FY 2013-2014 Final
New Pledge Balances	\$ 10,553,110	44%	\$ 7,311,589	\$ 1,160,325	\$ 505,474	\$ 1,100,504
New Planned Gifts	\$ 1,565,555	31%	\$ 1,192,050	\$ 5,090,000	\$ 1,282,000	\$ 752,500
Outright Cash Gifts	\$ 2,155,139	2%	\$ 2,108,057	\$ 1,522,719	\$ 2,130,090	\$ 1,879,136
Gifts-in-kind	\$ 926,320	622%	\$ 128,299	\$ 223,955	\$ 200,775	\$ 105,257
Sponsored Programs	\$ 57,490	n/a	\$ 52,485	\$ 10,000	n/a	n/a
Total Giving	\$ 15,257,613	41%	\$ 10,792,480	\$ 8,006,999	\$ 4,118,339	\$ 3,837,397
Total Number of Donors	5,262	0.1%	5,253	4,435	4,731	5,221
Total Number of New Donors	2,018	-3%	2,090	1,350	1,076	1,199

FY18 Overview



\$15.2 million

was raised
in private support

A 41.4% increase over FY2017!



Nearly

600

students received
private scholarship
support



Over

5,200

alumni and friends
supported a cause
important to them



Small gifts add up!

Gifts under \$100
combined for over

\$153,000



More than

2,000

supporters made
their first gift



Over

\$1.5 million

was committed
through estate intentions



345

programs and
scholarships received
private support

FY19 Goals

- Evaluation of Previous Performance
- Portfolio Assessment
- Annual Giving & Alumni Relations
- Advancement Communication
- Culture & Continuous Improvement

Leadership Council Engagement

- Fiscal Year Goal Setting
- Professional Development

Strategic Priorities Update: Increase Staffing



**Wendy
Lowery**



Scott Davis



Ben Hill



**Stephanie
Overton**



Dale Parris



**Penny Helms
White**



Carter Turner



Susan Taylor



**Vanessa
Quesenberry**

Strategic Priorities Update: Parent and Family Outreach

- Quest
- Highlander Family Fund
- Portfolio Development
- Family Focus Group - Family Weekend 2018

Strategic Priorities Update: Alumni and Donor Engagement

Highlander Hometown Tour



Presidential Tour - Spring/Summer 2019

Homecoming Highlights

Upcoming Engagement Opportunities

- Partners in Excellence - October 18, 2018
- Homecoming - October 19-21, 2018
- Presidential Tours



FY18 Campaign Performance Review

The 2017-2018 campaign year has resulted in the following performance:

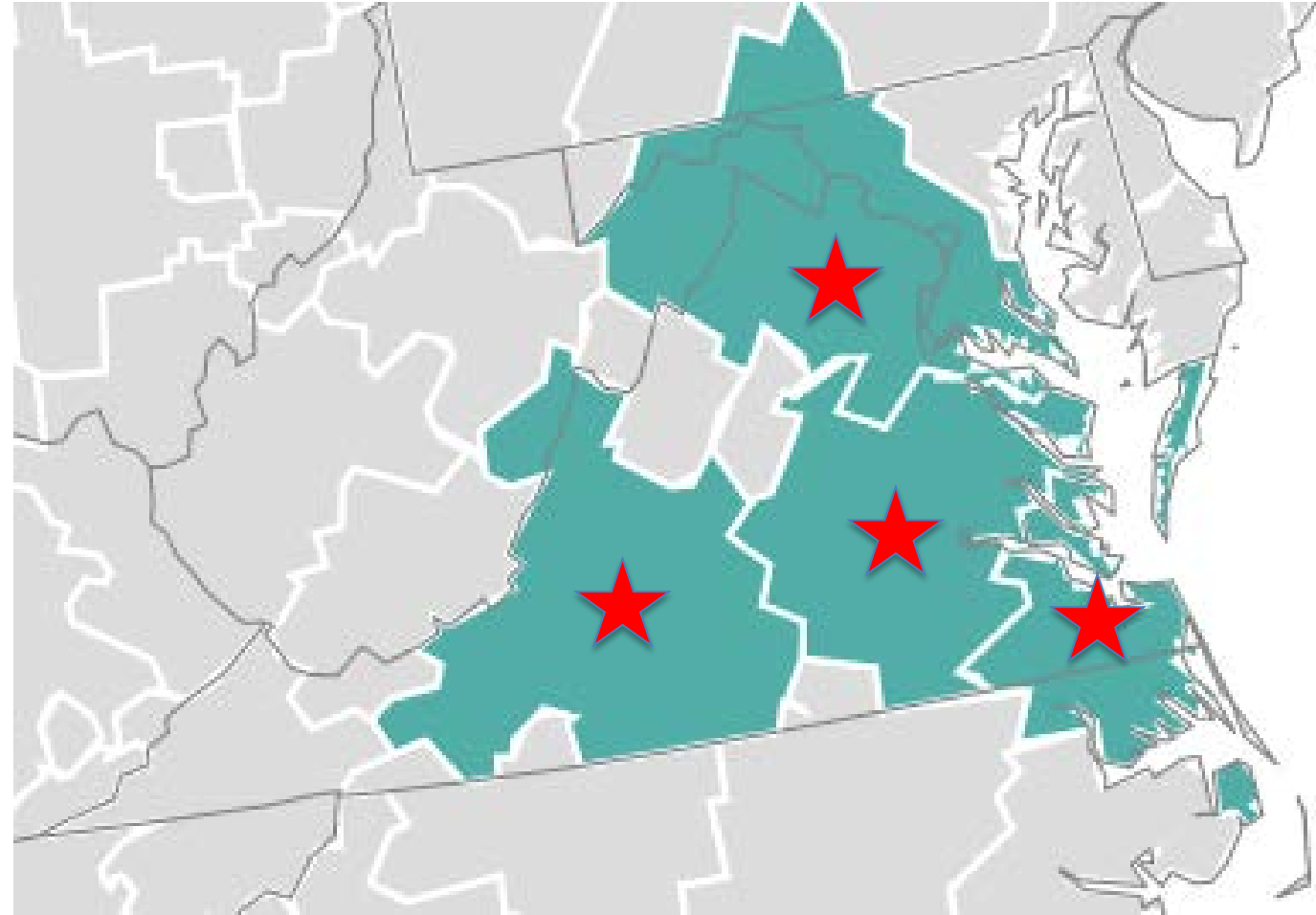
- Over 99,000,000 paid media impressions delivered in support of general branding, undergraduate, transfer and COBE/MBA campaigns
- More than 329,000 website sessions as a result of paid advertising
- More than 211,000 visits to the Radford.edu marketing landing pages from paid digital media sources
- Over 18,000,000,000 earned media impressions realized as a result of the NCAA March Madness tournament, totaling over \$44,000,000 in equivalent ad value

Strategic Approach for FY19

- Generate **traditional TV exposure** in Norfolk and Richmond markets where opportunity for increased awareness may be needed, based on enrollment data
- Utilize **Streaming TV opportunities** like Hulu as an alternative to TV in cost-prohibitive markets such as Northern Virginia and as a targeted complement to TV strategy in all Virginia markets
- Consolidate **digital display and video** partners to maximize cost efficiencies and consistent audience targeting
- Extend **paid social media** as a continuous campaign with a more robust budget; rotate evergreen messaging with temporal event-driven messaging from month to month, including coordination with Radford's campus events calendar
- Begin to leverage **retargeting capabilities** through AdWords and consider stronger calls-to-action with retargeting

Geographic Marketing Approach

- Advertising to be focused in key in-state markets based on information gathered from Admission data:
 - Northern Virginia - 30%
 - Richmond - 25%
 - Norfolk - 20%
 - Roanoke - 15%
 - Other/Regional - 10%



Marketing Approach - Enrollment Phases

Phase	Timeframe	Strategy
Phase 1	Sep-Nov	Launch with awareness and interest building tactics during discovery phase for HS seniors/influencers & communicate events like Open Houses, College Fairs & Twilight Tours to drive visitation to the university
Phase 2	Dec-Jan	Elevate and sustain ad presence during key application period (12/1, 2/1) and communicate information about application process, value, and any deadlines to increase sense of urgency
Phase 3A*	Feb-Apr	Re-introduce brand in Spring when admitted students may be evaluating campuses and High School Sophomores/Juniors & influencers are in their college discovery phase
Phase 3B	Jan-Jun	Reach and engage with Transfer audience during January through June timeframe when they are most likely to apply

Executive Summary of FY19 Media Tactics

- Build high-level visibility and generate brand awareness through **TV and out of home**
- Hyper-target the most relevant prospects online through **digital display**
- Complement the reach/frequency of the TV campaign, communicate time sensitive Open House messaging and target prospects in additional markets **using streaming TV & digital video**
- Engage and interact with a younger generation through paid **social media**
- Influence active searchers to visit the website and take action through **paid search**

FY19 MEDIA CAMPAIGN & MESSAGING		Visit Us (OH, CF)	Visit Us (OH, CF)	Early Apply/Scholar	App Deadline	App Deadline	Visit Us	Visit Us	Visit Us	Visit Us	
	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
UNDERGRAD											
Out of Home											
TV											
Streaming TV											
Digital: Display & Video											
Paid Social											
Paid Search											
TRANSFER											
Digital: Display & Video											
Paid Search											
MULTICULTURAL											
Digital: Display & Video											
Paid Social											
OUT OF HOME											
ROA Airport											
PRINT											
Virginia Colors											
Richmond Mag											
ENDEMIC/LEAD GEN											

End of Board of Visitors Materials

