



Board of Visitors

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

2:30 P.M.

FEBRUARY 15, 2018

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

MINUTES

COMMITTEE MEMBERS PRESENT

Ms. Krisha Chachra, Chair

Mr. Robert A. Archer

Ms. Lisa Throckmorton

COMMITTEE MEMBERS ABSENT

Mr. James R. Kibler, Jr.

Ms. Karyn K. Moran

OTHER BOARD MEMBERS PRESENT

Mr. Mark S. Lawrence, Rector

Mr. Randy J. Marcus, Vice Rector

Mr. Gregory A. Burton

Dr. Rachel D. Fowlkes

Dr. Debra K. McMahan

Ms. Georgia Anne Snyder-Falkinham

Dr. Susan Whealler Johnston

Dr. Jason Fox, Faculty Representative (Non-voting Advisory Member)

Ms. Jessica Wollmann, Student Representative (Non-voting Advisory Member)

OTHERS PRESENT

President Brian O. Hemphill

Mr. Richard S. Alvarez, Vice President for Finance and Administration and Chief Financial Officer

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

Ms. Karen Castele, Secretary to the Board of Visitors/Special Assistant to the President

Dr. Kenna Colley, Interim Provost and Vice President for Academic Affairs

Mr. Danny Kemp, Vice President for Information Technology and Chief Information Officer

Dr. Ann Marie Klotz, Vice President for Student Affairs

Ms. Kitty McCarthy, Vice President for Enrollment Management

Ms. Margaret McManus, University Auditor

Ms. Wendy Lowery, Vice President for University Advancement

Mr. Chad Reed, Associate Vice President for Budget and Financial Planning

Ms. Ashley Schumaker, Chief of Staff, Office of the President

Dr. Dietra Trent, Former Secretary of Education, Commonwealth of Virginia

Mr. Allen Wilson, Senior Assistant Attorney General, Commonwealth of Virginia

CALL TO ORDER

Ms. Krisha Chachra, Chair, called the meeting to order at 2:30 p.m., in the Mary Ann Jennings Hovis Memorial Board Room, Third Floor, Martin Hall, Radford University, Radford, Virginia.

APPROVAL OF AGENDA

Ms. Chachra requested a motion to approve the February 15, 2018 agenda as published. Mr. Robert A. Archer so moved, Ms. Lisa Throckmorton seconded and the agenda was unanimously approved, as published.

APPROVAL OF MINUTES

Ms. Chachra requested a motion to approve the December 7, 2017 minutes as published. Mr. Archer so moved, Ms. Throckmorton seconded the motion and the minutes were unanimously approved, as published.

UNIVERSITY RELATIONS REPORT

Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer, provided an update on marketing and media relations. A copy of Mr. Carpenter's report is attached hereto as *Attachment A* and is made a part hereof. In marketing and advertising, efforts continue across multiple channels, to include promoting awareness and applications.

Highlights during this period include: television advertising in the Roanoke, Richmond and Norfolk markets, as well as the out-of-home advertising launch. In addition to substantial digital marketing efforts, this period also saw the introduction of electronic roadside billboard ads in the Richmond market. Television and out-of-home efforts have accounted for 16.8 million media impressions during the December 2017 through early February 2018 timeframe.

Mr. Carpenter also provided an update on the bi-weekly electronic newsletter sent to all campus populations and alumni. The electronic newsletter continues to provide an effective and efficient communications tool targeting University affiliated audiences, to include stories about University accomplishments, academics, athletics, alumni news and events. For this academic year, the newsletter introduced a new section to highlight events and activities in the city of Radford.

Mr. Carpenter also provided a summary of media coverage of the Jefferson College of Health Sciences merger announcement and highlighted a supportive editorial position taken by the Roanoke Times regarding the potential of the merger.

UNIVERSITY ADVANCEMENT REPORT

Ms. Wendy Lowery, Vice President for University Advancement, focused on the following during the Advancement report. A copy of Ms. Lowery's report is attached hereto as *Attachment B* and is made a part hereof.

Ms. Lowery provided a Comparative Giving Report, noting total giving of \$4,148,968 as of December 31, 2017. This is a 42 percent increase compared to \$2,422,848 at the same date last fiscal year. The number of donors increased by 3 percent. Ms. Lowery also reported on the 2018-2023 strategic plan, specifically the following goal: *Radford University will broaden engagement for all constituents*. She noted that the goal aligns with its performance indicators in the following areas, progressing from students to alumni to donors.

- Student Engagement
 - Education – TAG Day – Teaching Annual Giving Day
 - Affinity Groups – Greek Live Challenge
 - Class Giving – Senior Campaign
 - Student Philanthropy

- Alumni Engagement
 - Alumni Engagement Goals
 - Volunteer Opportunities
 - Volunteer Training
 - Alumni Recognition

- Major Giving Opportunities
 - Shared potential of alumni prospects in each college
 - Development of a pipeline for major giving support

ENROLLMENT MANAGEMENT REPORT

Ms. Kitty McCarthy, Vice President for Enrollment Management, provided an update regarding new student recruitment for fall 2018. All data reported as of February 13, 2018. A copy of Ms. McCarthy's report is attached hereto as *Attachment C* and is made a part hereof.

During the report, Ms. McCarthy stated that new freshman applications are at 12,864 compared to 13,304 for fall 2017, a decrease of 440 or 3.3 percent. Data supplied by partners at EAB Enrollment Marketing Services (formerly Royall & Company) indicates that fall 2018 application activity represents progress in building a stronger and more engaged pool of candidates.

Ms. McCarthy also noted that following enrollment metrics. Out-of-state freshman applications are up 122 or 4 percent. Applications from across the Commonwealth are down about 5 percent or 562 applications. Admitted applicants are up 154 or almost 2 percent. Freshman deposits are up by four students compared to last year. Additionally, *Deposit IQ* (a program offered by EAB/Royall) is being utilized for the first time and was launched on February 6, 2018. The program surveys admitted freshmen regarding their intent to enroll. The feedback allows staff to prioritize their outreach and focus on students who are considering Radford but may need some additional attention or information. Students who indicate they are no longer interested in Radford will be automatically directed to another survey where they can share more information about their decision making process.

Before concluding her report, Ms. McCarthy noted that converting admitted students to deposited is the focus for the spring. A sampling of activities includes Highlander Days (on-campus events), off-site receptions, social media, Facebook Live events, alumni engagement and ongoing outreach by staff.

ADJOURNMENT

When no further business to come before the committee, Ms. Chachra requested a motion to adjourn the meeting. Mr. Archer made the motion to adjourn, Ms. Throckmorton seconded and the motion carried unanimously. The meeting adjourned at 3:35 p.m.

Respectfully submitted,

Jennifer White
 Executive Administrative Assistant to the Vice President for University Advancement

University Relations Update

Advertising Update

Media Tactic	Market(s)	Placement Details	Delivery (thru 12/31)	% Comp.
Out of Home	<ul style="list-style-type: none"> Roanoke Northern Virginia Richmond 	<ul style="list-style-type: none"> ROA Airport Digital Wall Screen Bus Kings & Rail Station Posters in NOVA (WMATA) Digital billboards on I-64, I-95 (Jan 2018) 	11.1M impressions	84%
Print	<ul style="list-style-type: none"> All Markets 	<ul style="list-style-type: none"> USA Today College Guide, VA Colors, VA Business, Washington Monthly, Richmond Mag, Delta Sky, AA Mag 	1.7M impressions	63%
TV	<ul style="list-style-type: none"> Roanoke Richmond Norfolk 	<ul style="list-style-type: none"> :30 second spots on AM news, early news, late news, primetime and other bonus placements on stations including, but not limited to WAVY, WGNT, WRIC, WTVR, WDBJ, WSET 	2.4M impressions	16%
Radio	<ul style="list-style-type: none"> Roanoke DC/Virginia 	<ul style="list-style-type: none"> WSLC, WXLK, WROV, WJJS, WYYD, WSNV NPR "With Good Reason" underwriting 	1.5M impressions	60%
Streaming Audio	<ul style="list-style-type: none"> Priority Markets 	<ul style="list-style-type: none"> Pandora 	628K audio spots	67%
Online Video	<ul style="list-style-type: none"> All Markets 	<ul style="list-style-type: none"> DynAdmic partnership; site list includes, but not limited to ThoughtCo., Washington Post, Telemundo 	1.5M video plays	40%
Digital Display	<ul style="list-style-type: none"> All Markets 	<ul style="list-style-type: none"> Amobee & AdTheorent; site list includes, but not limited to BuzzFeed, Roanoke.com, Forbes 	15.5M impressions	43%
Paid Social	<ul style="list-style-type: none"> Priority Markets 	<ul style="list-style-type: none"> Facebook, Instagram 	2.5M impressions	64%
Paid Search	<ul style="list-style-type: none"> All Markets 	<ul style="list-style-type: none"> Google 	29,602 clicks	34%

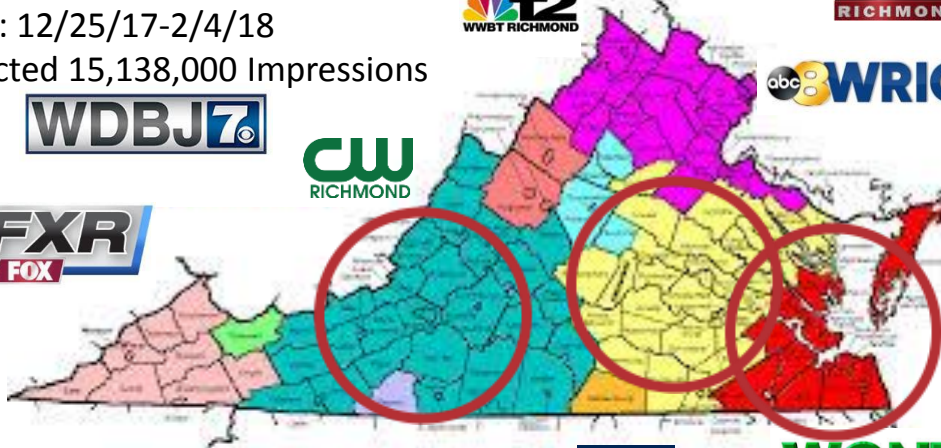
TV & Out of Home Advertising Launch

TV

Markets: Richmond, Roanoke, Hampton Roads

Flight: 12/25/17-2/4/18

Projected 15,138,000 Impressions

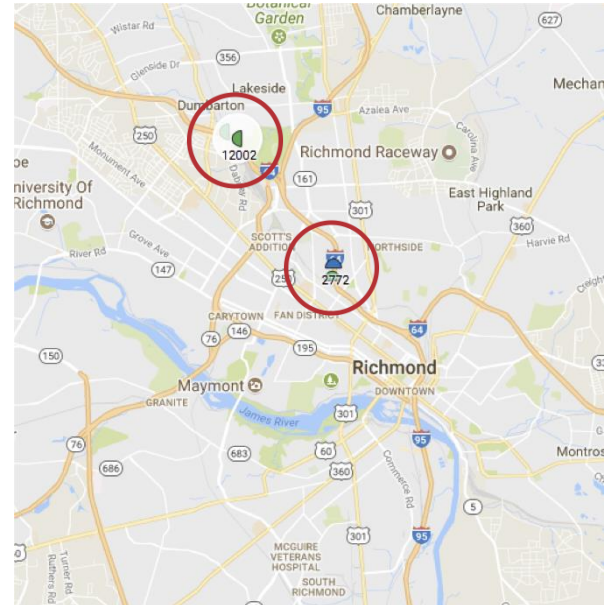


Out of Home

Markets: Richmond

Flight: 1/8/18-2/4/18

Projected 1,702,202 Impressions



Advertising Examples: TV & OOH



**Mock-up of ad running in Richmond, VA*

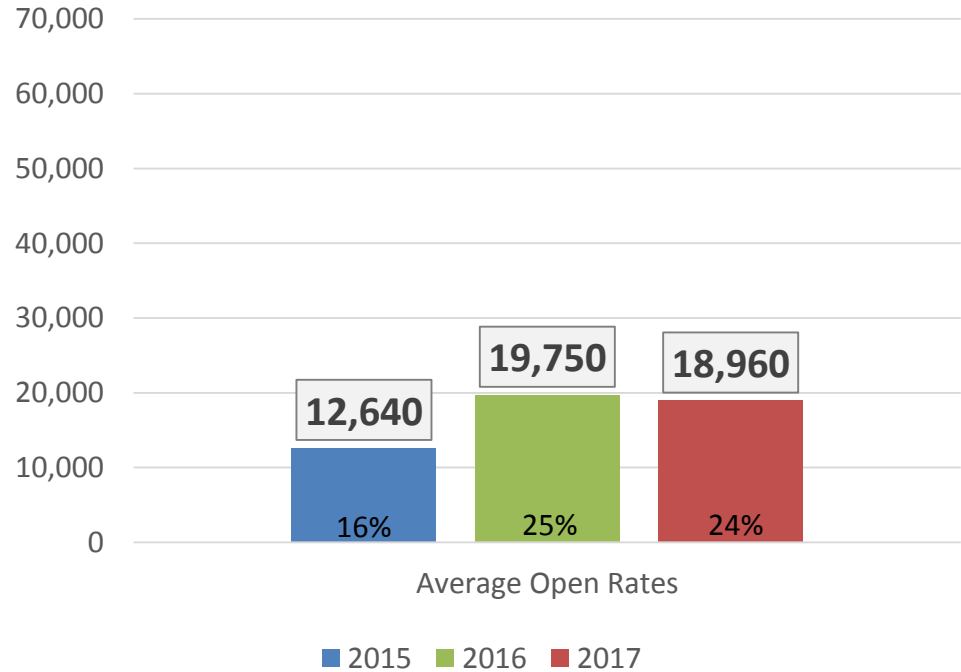
Key Performance Indicators Update

Global KPI	FY18 YTD	FY18 Goal	% Comp	% Goal Index	Global KPI Notes
Advertising Impressions	40,838,155	85,750,000	47%	+18%	Introduction of TV at the end of December aided in an increase in impression volume
Admissions Section Sessions	200,534	500,000	40%	+0%	Site engagement numbers have not increased, but web sessions goal is on pace through December
Application Page Inquiries	24,210	51,275	47%	+18%	Includes all "Apply Now" inquiries that direct radford.edu users to the application portal
Digital KPI	FY18 YTD	FY18 Goal	% Comp	% Goal Index	Digital KPI Notes
Digital Impressions	20,623,640	48,000,000	43%	+7%	After a slow start early in FY, digital efforts including display video and search, have caught up to pace
Marketing Landing Page Sessions	91,124	188,000	48%	+20%	An increasingly efficient digital plan in FY18 has resulted in a higher visit-to-impression rate
Marketing Landing Page Inquiries	4,429	10,800	41%	+3%	An updated version of the marketing landing pages has led to an increase in inquiry engagements

E-Newsletter Performance



Approximate distribution: 79,000



E-Newsletter Performance

Alumni Spotlight

14% CTR

On Campus

13% CTR

Main Story

12% CTR

News Now

12% CTR

Sept. 15, 2017

Radford Home | Radford Athletics | Alumni & Friends | Give To Radford

RADFORD UNIVERSITY **CONNECTED**

Radford University announces new IMPACT program

IMPACT

ON CAMPUS | IN ATHLETICS | ALUMNI NEWS

RADFORD UNIVERSITY

Radford recognized in national university ranking

Max Edwards wins first Freshman of the Week Award

"I have a lot of affection for Radford University. I owe it a lot." Matthew Crisp '04

Campus Events

Sept. 21 Taste of the Caribbean
Harbort Plaza, 7 p.m.-midnight

Sept. 23 Jumpstart Career Development Conference
Bondurant Auditorium, 9 a.m.-4 p.m.

Sept. 25 The Human Library: Everyone has a story
McConnell Library, 11 a.m.-4 p.m.

Sept. 25 CHBS Writing Center opening
CHBS 4800, 5-6 p.m.

THE NEWS NOW

University announces enrollment, academic profile and residence occupancy increases for fall 2017

Radford University leadership announced its fall 2017 enrollment statistics in an update to the Board of Visitors on Sept. 14. [Read more](#)

Merger Media Coverage

Wahoos stymie Jackets
Coverages in sports

Poetic musings
Hollis chairwoman to present double dose of latest poetry books

THE ROANOKE TIMES
FRIDAY, March 25, 2011
roanoke.com
DAILY PRICE: \$2.50

Parents now face charges of torture

Prosecutors filed formal charges against the parents of 13 alleged victims in custody...

House funding bill heads to uncertain Senate vote

A federal government shutdown could occur at midnight Friday...

Radford, Jefferson health schools merging

Radford University and Jefferson College of Health Sciences announced a merger...

Northern Virginia on 'short list' for Amazon

Three Washington-area sites made the initial short list for a second headquarters...

THE ROANOKE TIMES
roanoke.com

News Sports Business Weather Life & Entertainment Opinion In depth Customer Care Obituaries Jobs Classifieds findit

Editorial: Radford-Jefferson College merger shows Roanoke is the future

11 hrs ago

"Roanoke is the future."

How often do we hear that?

And yet here we are: That's exactly Radford University President Brian Hemphill had to say in describing Thursday's announcement that Carilion's Jefferson College of Health Sciences will be merging into Radford's programs.

The full implications of this may not be clear for another decade, but it's clear enough that this is one of those out-of-the-blue announcements that rearranges our economic landscape. We've long been accustomed to such announcements bringing bad news that one bearing such good news is somewhat difficult to comprehend. Let's walk through what this means.

We have to begin with the spectacular growth of one of Roanoke's most unheralded and

Cartoon of the day

ONLY 17% OF THE BRIBED!!!

NEWS BUREAU TO THE FRONT? MEXICO? GUATEMALA? NEW YORK? NEW JERSEY? *

Merger Media Coverage

WDBJ7
Your Mountain State

38°F Clear
48° 31°
Roanoke, VA

News Weather Sports Submit Livestream

Jefferson College of Health Sciences to merge with Radford University

Jefferson And Radford Merger

JEFFERSON AND RADFORD MERGER
PLANNING

By Staff | Posted: Thu, 11:52 PM Jan 18, 2019 | Updated: Thu 6:28 PM Jan 18, 2019

RADFORD, Va. (WDBJ7)—According to school officials from Carilion Clinic, Jefferson College of Health Sciences, and Radford University, Jefferson College intends to merge with Radford University.

"Radford University and Jefferson College have a robust history of collaboration, and these two great institutions are now working toward an even stronger partnership," said Dr. Brian D. Hemphill, president of Radford University. "This endeavor benefits the students, faculty staff, alumni, supporters and communities of both institutions, along with the Commonwealth of Virginia and the entire region."

Dr. Nathaniel L. Bishop, president of Jefferson College, says the schools are comparing to "create something even bigger for the entire Commonwealth." Bishop also says the merger will "enhance the quality of health care education and research better than [Jefferson College] could do individually."

Officials say the merger is expected to take 18 to 24 months.

VIRGINIA BUSINESS | MADISON TRUST | JMU stimulates innovation. JOIN US.

Industries Regions Reports Company News Events Awards Calendar Lists Issues Sponsored Content Search

Jefferson College of Health Sciences plans to merge with Radford University

January 18, 2019 | Like

Print this page

The Jefferson College of Health Sciences in Roanoke intends to merge with Radford University in Radford. The Roanoke-based Carilion Clinic currently owns and operates Jefferson College's 25-degree options on the graduate continuing education programs.

Jefferson College has a robust history of collaboration with Radford University, the second-largest nursing program in the state. The two institutions have a longer partnership," Brian O. Hemphill, president of Radford University, said in a statement.

"This potential merger from positions of strength is something even bigger and better than either institution could do individually," O. Hemphill said in a statement.

Other News

- Lynchburg College will become a university next fall by Cory Robertson
- Graduate programs are tailored to fit the needs of students and employers.

WSET.com

Drive happier. State Farm

Jefferson College and Radford University announce the two will merge

By Elizabeth Terrell

CARILION
ROANOKE COMMUNITY HOSPITAL

VirginiaFirst | 14° Roanoke Clear

SECTIONS NEWS WEATHER Sports Bits Community Ag Life Contests TV Schedule

Carilion Clinic announces merger of Jefferson College with Radford University

By: Callyn Cline
Posted: Jan 18, 2019 12:40 PM EST
Updated: Jan 18, 2019 12:40 PM EST

Jefferson College of Health Sciences intends to merge with Radford University.

Don't Miss

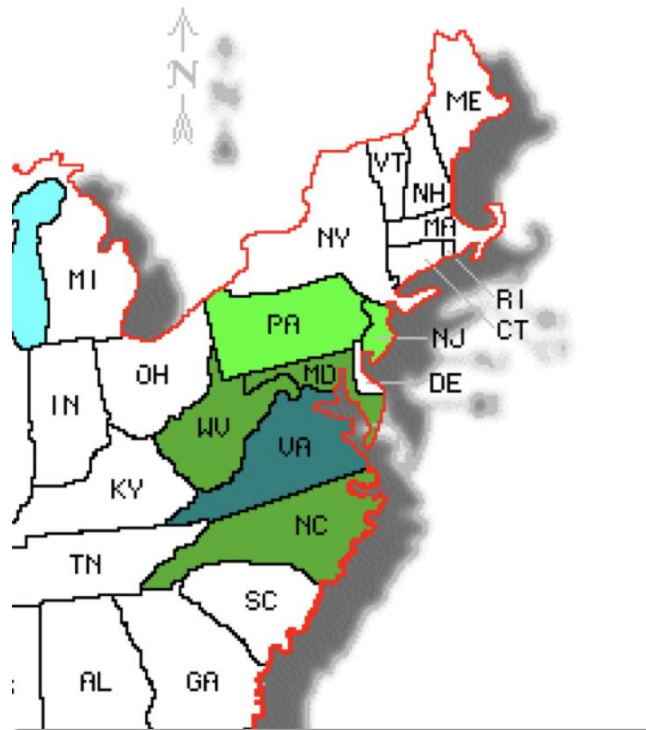
- Dog Days of Summer
- Donate School Supplies
- Ag Life
- Good Day Cafe
- Automotive Essentials
- ...in time well spent.

Questions

Addendum Slides

Geographic Marketing Approach

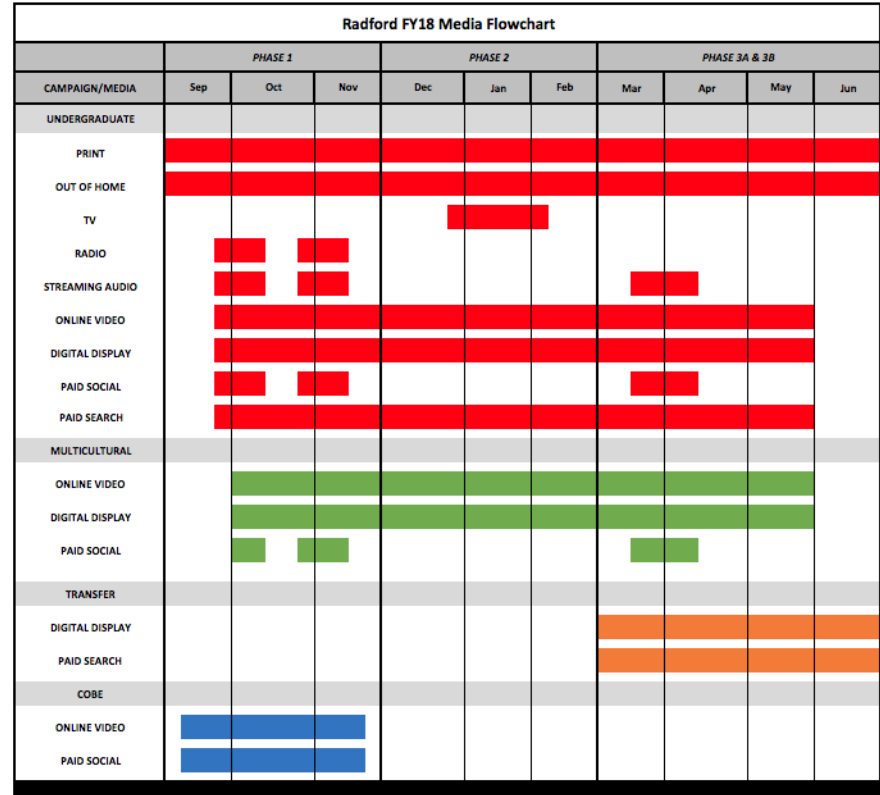
- **Priority (70%):** In-state markets including Roanoke, Richmond, Hampton Roads & Northern Virginia (NOVA)
- Supported tactics include *Print, Out of Home, TV, Radio, Streaming Audio, Online Video, Digital Display, Paid Social, Paid Search*
- **Est. Impression Delivery: 70%**



- **Secondary (20%):** Out-of-state markets including Washington DC, MD, WV & NC
- Supported tactics include *Online Video, Digital Display, Paid Search*
- **Est. Impression Delivery: 20%**
- **Tertiary (10%):** Distant out-of-state market including NJ & PA
- Supported tactics include *Online Video, Digital Display, Paid Search*
- **Est. Impression Delivery: 10%**

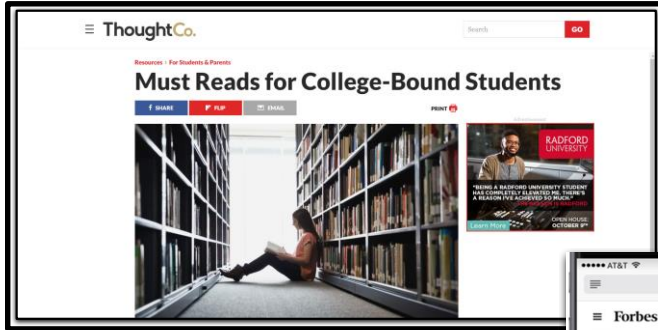
Summary of Marketing Approach

- **Phase 1** launched in September with advertising channels targeting HS applicants and their influencers, aimed at building brand awareness and promoting open house visitation
- The campaign will shift gears during **Phase 2** in December, with the goal of driving applications, while building consideration through TV during pivotal month of January
- The period of generating conversion and yield begins in March, or **Phase 3A**, with media tactics targeted to markets with higher indices for admission
- **Phase 3B** will also begin in March and will focus on generating awareness and consideration for a new wave of rising HS seniors applying for Fall 2019, as well as transfer students looking to apply for Fall 2018



Advertising Examples

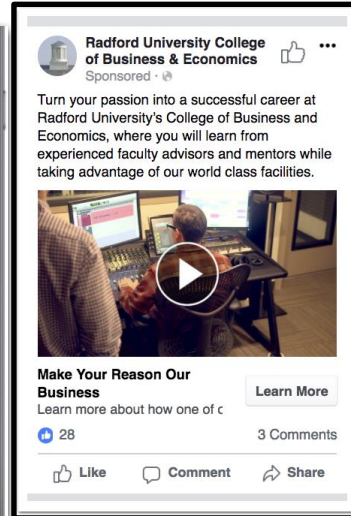
Desktop Display – UG/General



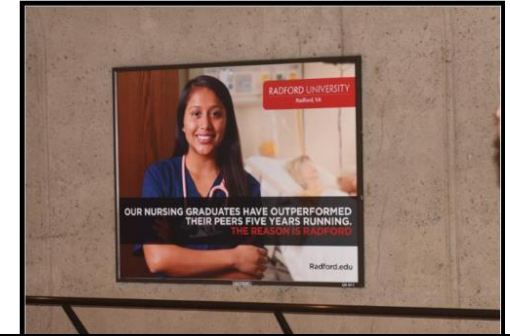
Mobile Display – UG/General



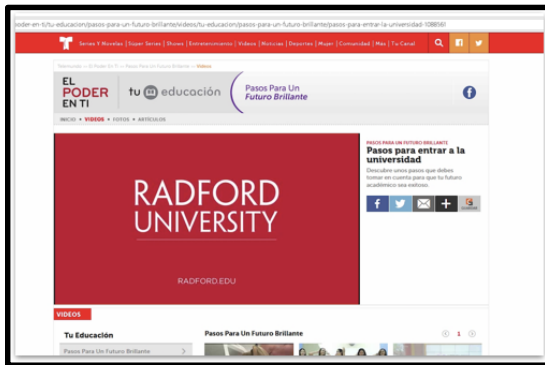
Paid Social – COBE



WMATA Out of Home – UG/General



Online Video – Multicultural



Office for University Advancement and Alumni Relations

RADFORD
UNIVERSITY

Comparative Giving Report

Radford University - University Advancement

Fiscal Year-to-Date Giving:

	FY 2017-2018 (7/1/17 - 12/31/17)	FY18 - % Increase over FY17	FY 2016-2017 (7/1/16 - 12/31/16)	FY 2015-2016 (7/1/15 - 12/31/15)	FY 2014-2015 (7/1/14 - 12/31/14)
New Pledge Balances	\$1,154,440	64%	\$414,732	\$576,779	\$281,929
Current-Year Pledge Payments	\$169,583	-80%	\$305,449	\$108,744	\$192,021
New Planned Gifts	\$1,539,855	42%	\$895,050	\$4,840,000	\$863,000
Outright Cash Gifts	\$997,945	28%	\$715,035	\$601,775	\$983,709
Gifts-in-kind	\$263,445	81%	\$50,097	\$71,524	\$124,165
Sponsored Programs	\$23,700	n/a	\$42,485	\$10,000	n/a
Total Giving	\$4,148,968	42%	\$2,422,848	\$6,208,822	\$2,444,824
Total Number of Donors	2,994	3%	2,914	2,960	2,855

Fiscal Year-End Giving:

	FY 2016-2017 Final	FY 2015-2016 Final	FY 2014-2015 Final	FY 2013-2014 Final
New Pledge Balances	\$7,311,589	\$1,160,325	\$505,474	\$1,100,504
Current-Year Pledge Payments	\$544,121	\$344,401	\$793,813	\$513,692
New Planned Gifts	\$1,192,050	\$5,090,000	\$1,282,000	\$752,500
Outright Cash Gifts	\$1,563,936	\$1,178,318	\$1,336,277	\$1,365,443
Gifts-in-kind	\$128,299	\$223,955	\$200,775	\$105,257
Sponsored Programs	\$52,485	\$10,000	n/a	n/a
Total Giving	\$10,792,480	\$8,006,999	\$4,118,339	\$3,837,397
Total Number of Donors	5,253	4,435	4,731	5,221

Student Engagement

Strategic Plan Goal:

Radford University will broaden engagement for all constituents.

Performance Indicator:

Educate, engage and excite students about the importance and impact of supporting the university, while developing a culture of philanthropy.

Education

TAG Day - November 13, 2017

How it works:

- Scavenger Hunt
- Prizes
- Selfies

Success:

- Participants more than doubled from 2016
- Very close to tripling the number of social media posts from year to year



Affinity Groups

Greek Life Challenge

August 22 - October 6, 2017

How it works:

- 24 fraternities and sororities competed to see who can raise the most funds.
- Utilized crowdfunding platform, The Hive.

Success:

The winning fraternity, Phi Kappa Sigma, achieved 100% participation from its on-campus student chapter members.

	2016	2017
Donors	20	150
Dollars raised	\$2,270	\$11,211
Winner	Phi Kappa Sigma	Phi Kappa Sigma

Class Giving

Senior Campaign

How it works:

- Senior Campaign runs six weeks prior to Commencement.
- Philanthropy Cords - for any gift of \$10 or more, the students receive a red and white cord to wear during Commencement.

Results:

- This fall we raised \$1,036 from 90 student donors.
- Spring semester goal: 600 student donors.

Student Philanthropy

Total Student Giving

FY17 Student Giving - thru June FINAL:

Total \$ = \$11,279

Total # = 779

FY17 Student Giving - thru December:

Total \$ = \$2,107

Total # = 147

FY18 Student Giving - thru December:

Total \$ = \$2,852

Total # = 139



Alumni Engagement

Strategic Plan Goal:

Radford University will broaden engagement for all constituents.

Performance Indicators:

- Create new volunteer program opportunities.
- Increase awareness about the value and impact of alumni engagement.
- Leverage expertise.
- Welcoming campus environment.

Alumni Engagement Goals

- Increase volunteer engagement through more than 900 volunteer opportunities.
- Raise the profile of Radford University.
- Highlight success to inspire students and other alumni.
- Provide referrals to gift officers.
- Capture information for data integrity.

Types of Volunteer Opportunities

- Admissions
- Advocacy
- Affinity
- Board
- Career Services
- College
- Guest Speaker/Lecturer
- Regional Chapters



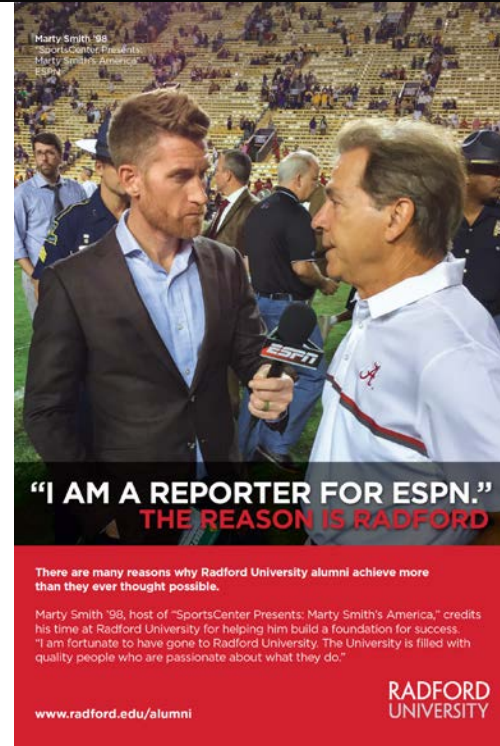
Volunteer Training

- Volunteer Summit
- Regional Chapter Training
- Volunteer Manual



Recognition

- Alumni Awards
- Profiles/Spotlights
- Poster Series
- Social Media Posts
- Website Promotion



Major Giving Opportunities

Strategic Plan Goal:

Radford University will increase giving and engagement.

Performance Indicator:

Secure at least \$15 million annually by 2023.

College	Total Living/Contactable Alumni	\$25k+ Assigned Prospects	\$25k+ Unassigned Prospects	Total \$25k+ Prospects
CEHD	21,297	105	951	1,056
CHBS	22,487	88	941	1,029
COBE	13,905	158	663	821
Artis CSAT	6,482	23	320	343
CVPA	5,644	20	232	252
Waldron CHHS	6,357	16	117	133
Other**	2,509	8	13	21
Total	78,681	418	3,237	3,655

*Graduate College (reflected in college totals above) 135 Alumni Prospects

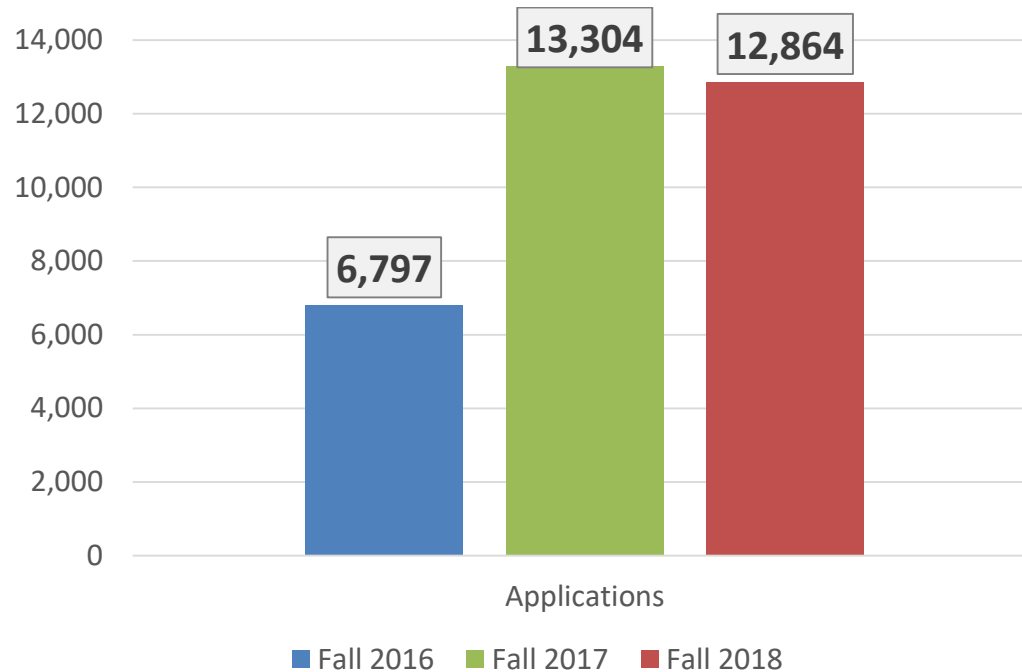
**Other - older, non-degreed alumni with no specified college

Questions?

Recruitment Update

RADFORD
UNIVERSITY

New Freshmen Applications (February 13th)



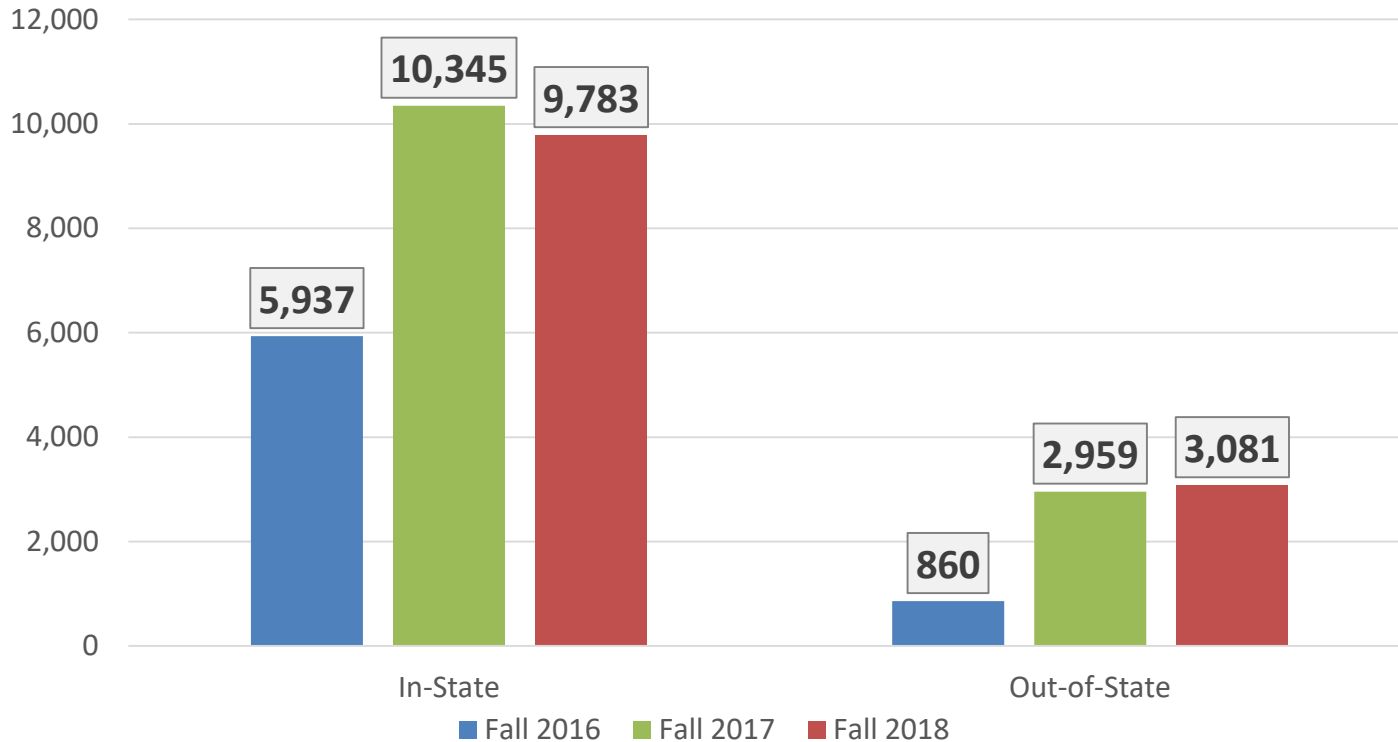
2018 Enrollment Funnel

Marketed Audience Performance						
Audience	Contacted		Submitted Applications		Application Rate	
	2017	2018	2017	2018	2017	2018
Inquiry Pool	5,023	11,783	1,511	2,844	30.1%	24.1%
Senior Search - New Names	49,488	51,979	4,944	3,840	10.0%	7.4%
Senior Search - PRE Names	55,237	10,411	2,265	845	4.1%	8.1%
Grand Total	109,748	74,173	8,720	7,529	7.9%	10.2%
Not-Marketed			4,565	5,255		
Grand Total			13,285	12,784		

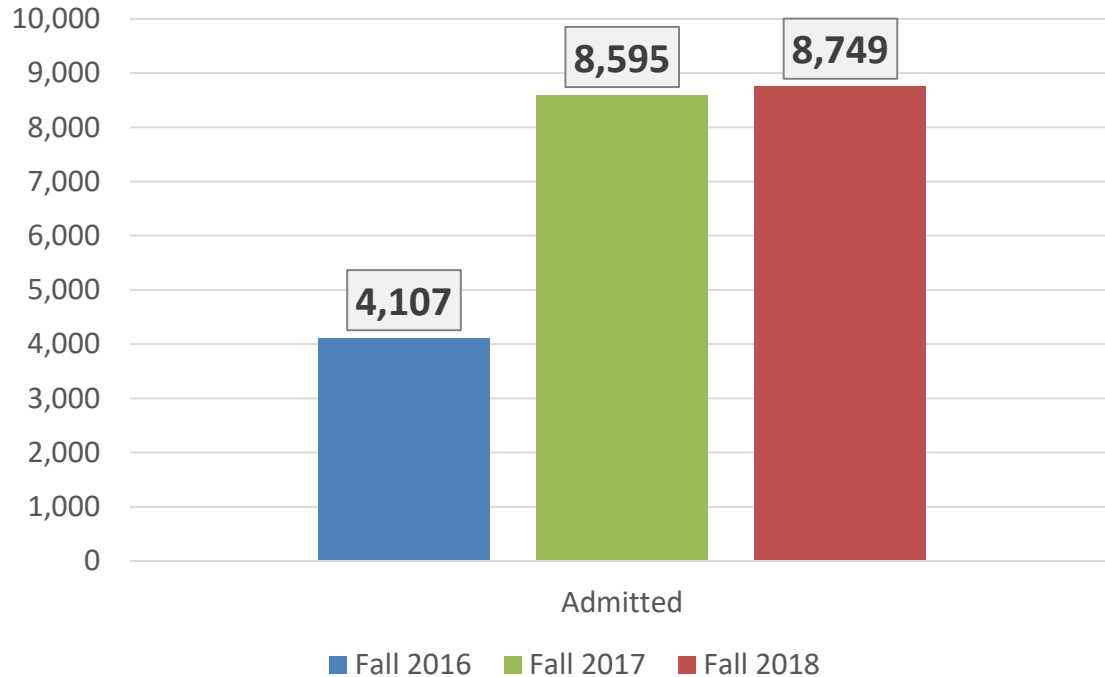
Applications by Top High Schools (February 13th)

High School	City	Fall 2018
Christiansburg High School	Christiansburg	96
Oscar Frommel Smith High School	Chesapeake	87
Battlefield High School	Haymarket	78
Bassett High School	Bassett	76
Blacksburg High School	Blacksburg	75
Varina High School	Richmond	74
Floyd E Kellam High School	Virginia Beach	72
Franklin County High School	Rocky Mount	72
Atlee High School	Mechanicsville	68
Patriot High School	Nokesville	65

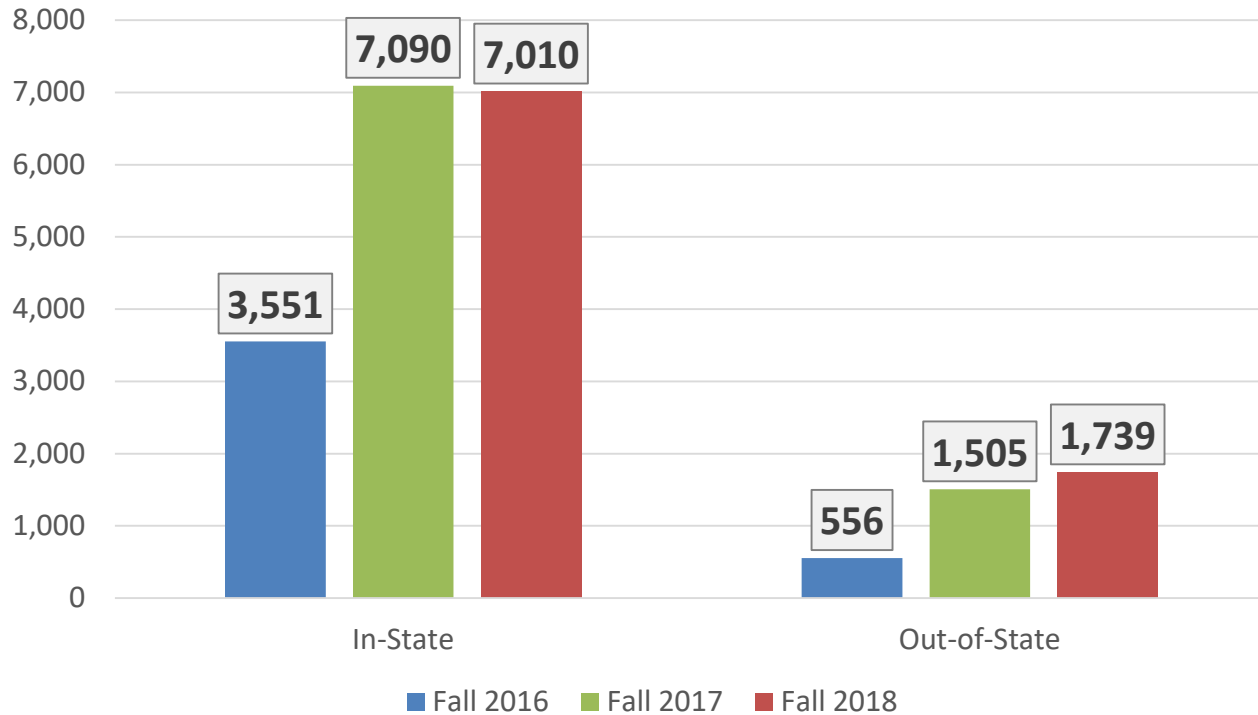
Applications by Residency (February 13th)



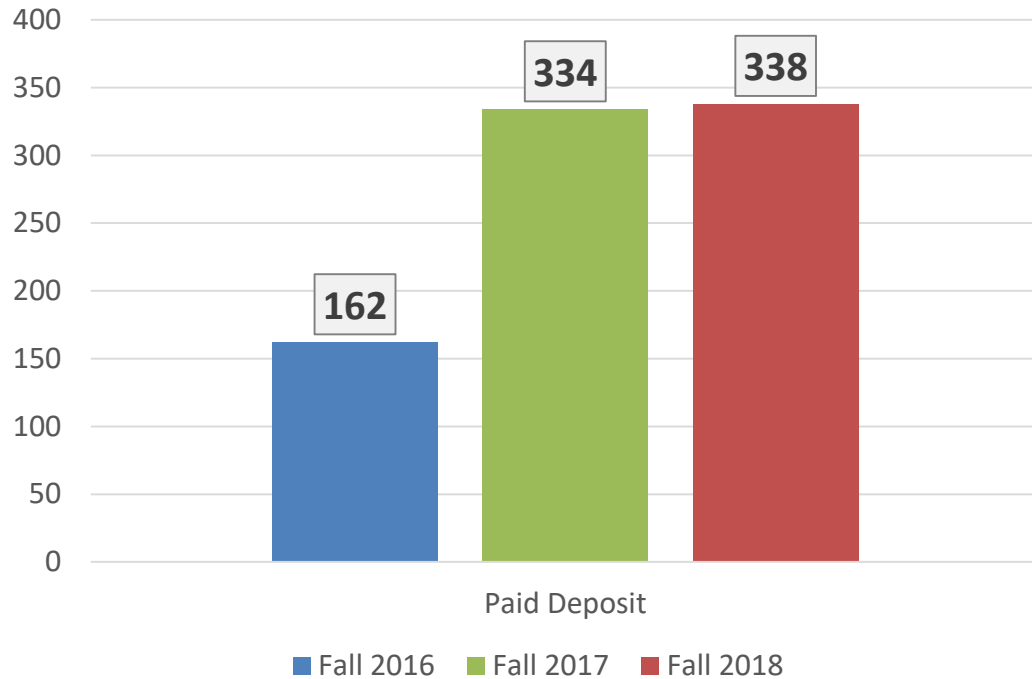
New Freshmen Admitted (February 13th)



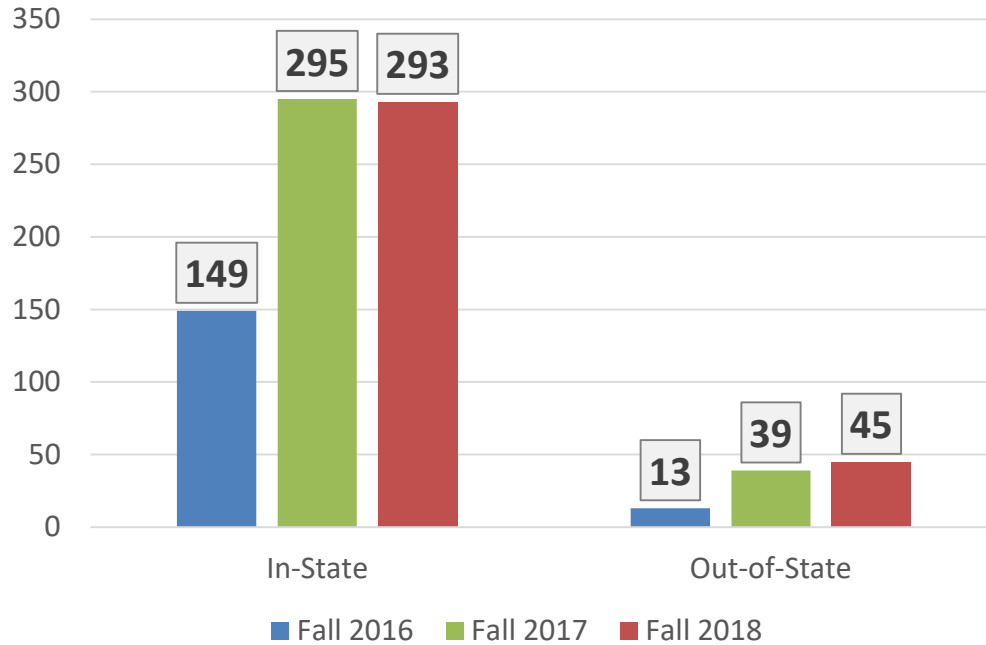
Admitted by Residency (February 13th)



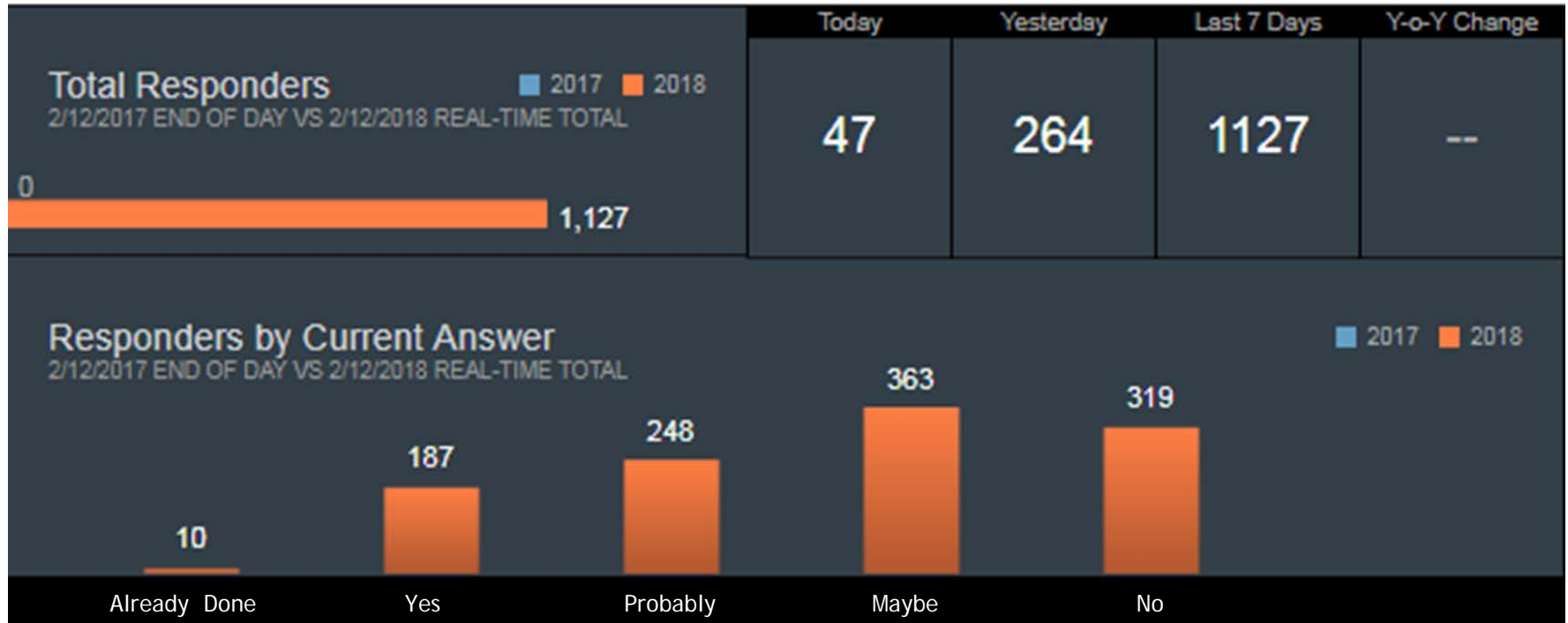
New Freshmen Paid Deposit (February 13th)






Deposited by Residency (February 13th)



Deposit IQ - Early Results



Deposit IQ - "Probably" Conversion

Probably		To Date	Final
■ 2017 ■ 2018		Year Over Year Change	
Initial Response	0 	+263	--
Deposits Paid Through EAB	0 0	0	--
Changed to Yes	0 	+27	--
Changed to Maybe	0 1	+1	--
Changed to No	0 1	+1	--
Changed to Already Done	0 0	0	--
Unchanged	0 	+234	--

Discussion

End of Board of Visitors Materials

