



Board of Visitors

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

10:00 A.M.

MAY 3, 2018

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

DRAFT
MINUTES

COMMITTEE MEMBERS PRESENT

Ms. Krisha Chachra, Chair
Mr. Robert A. Archer
Mr. James R. Kibler, Jr.
Ms. Karyn K. Moran
Ms. Lisa Throckmorton

OTHER BOARD MEMBERS PRESENT

Mr. Mark S. Lawrence, Rector
Mr. Randy J. Marcus, Vice Rector
Dr. Jay A. Brown
Dr. Rachel D. Fowlkes
Dr. Susan Whealler Johnston
Mr. Steve A. Robinson
Ms. Georgia Anne Snyder-Falkinham
Dr. Jake Fox, Faculty Representative (non-voting advisory member)

OTHERS PRESENT

President Brian O. Hemphill
Mr. Richard 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 and Special Assistant to the President
Dr. Kenna Colley, Interim Provost and Vice President for Academic Affairs
Ms. Lisa Ghidotti, Director of State Government Relations
Mr. Danny M. Kemp, Vice President for Information Technology and Chief Information Officer
Dr. Ann Marie Klotz, Vice President for Student Affairs
Ms. Wendy Lowery, Vice President for University Advancement
Ms. Kitty McCarthy, Vice President for Enrollment Management
Ms. Margaret McManus, University Auditor
Mr. Chad Reed, Associate Vice President for Budget and Financial Planning
Ms. Ashley Schumaker, Chief of Staff, Office of the President
Mr. Allen Wilson, Senior Assistant Attorney General, Commonwealth of Virginia
Radford University faculty and staff

CALL TO ORDER

Ms. Krisha Chachra, Chair, called the meeting to order at 10:01 a.m. in the Mary Ann Jennings Hovis Memorial Board Room on Third Floor, Martin Hall at Radford University, Radford, Virginia.

APPROVAL OF AGENDA

Ms. Chachra requested a motion to approve the May 3, 2018 agenda, as published. Mr. Robert Archer so moved, Mr. James Kibler seconded and the agenda was unanimously approved, as published.

APPROVAL OF MINUTES

Ms. Chachra requested a motion to approve the February 15, 2018 minutes, as published. Mr. Archer so moved, Mr. Kibler seconded the motion and the minutes were unanimously approved, as published.

ENROLLMENT MANAGEMENT REPORT

Ms. Kitty McCarthy, Vice President for Enrollment Management, provided an update regarding new student recruitment and enrollment for fall 2018, as of May 2, 2018. A copy of the report is attached hereto as *Attachment A* and is made a part hereof.

During the report, Ms. McCarthy stated that 13,870 new freshmen applications have been received for fall 2018 compared to 14,300 for fall 2017, a decrease of 430 or 3%; 10,287 individuals have been offered admission for fall 2018, a difference of 379 or -3.6% over fall 2017's 10,666; and 1,825 admitted freshmen have made a deposit for fall 2018, a decrease of 4.7% or 91 students compared to 1,916 deposits received for fall 2017. Ms. McCarthy added that the academic quality of new freshmen who have deposited is holding constant with fall 2017, with the average SAT of 1,047 for fall 2018 compared to 1,048 for fall 2017 and the average GPA of 3.27 compared to 3.21 for fall 2017.

Ms. McCarthy also noted that 1,465 transfer applications have been received for fall 2018 compared to 1,624 for fall 2017. For fall 2018, 844 transfer students have been offered admission, down by 111 over fall 2017's 955 and 377 have made deposits for fall 2018, down 40 deposits compared to 417 deposits received for fall 2017. Ms. McCarthy remarked that staff is working diligently to close the gap and surpass last year's results.

Before concluding her report, Ms. McCarthy updated the Board of Visitors members on summer activities in her area which included engagement with prospective students and changes to Quest, the new student orientation.

UNIVERSITY ADVANCEMENT REPORT

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

Ms. Lowery shared the updated Comparative Giving Report as of April 25, 2018, which included overall giving is up 36% compared to the same time last fiscal year. A total of \$14,747,499 has been raised to date and on target to reach the \$15 million goal for fiscal year ending June 30, 2018.

In a Major Gift Highlights, Ms. Lowery noted the importance of working across the entire University to fulfill strategic initiatives for academics and athletics. She focused on major gifts received in each of the colleges and athletics this fiscal year.

Ms. Lowery provide an update on the Annual Giving effort, Spring Fever Week of Giving. The Spring Fever Bash was introduced this year as an additional way to engage students, faculty and staff with over

250 students and 50 faculty and staff attending. Ms. Lowery reported that during the week, \$37,174 was raised, compared to \$26,025 last year and the number of donors increased to 517 compared to 136 last year.

Ms. Lowery reported that the Capital Campaign Steering Committee met on April 17, 2018 and discussed campaign elements such as theme, working goal and the case for support. The next meeting will be held in the fall.

Ms. Lowery provided an overview of Alumni Engagement by highlighting the partnership with the Office of Admissions outreach, tournament watch parties across the country and the Russell Hall Block Party. Ms. Lowery concluded by asking members to save the dates of October 19-21, 2018 for Homecoming.

UNIVERSITY RELATIONS REPORT

Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer, provided an update on the closeout of this semester's advertising campaign. A copy of the report is attached hereto as *Attachment C* and is made a part hereof. Global and digital key performance indicators illustrate that University Relations is ahead of their year-to-date goal of advertising impressions, sessions and inquiries.

Mr. Carpenter provided details on the marketing impact of the men's basketball NCAA tournament, as well as the University's active promotion of milestone events throughout Radford University's participation in the tournament. Mr. Carpenter reported that these activities included television advertisements and digital advertising in nine strategic markets, including the first ever broadcast of Radford University television advertising in the Baltimore, Maryland; Washington, D.C.; Bluefield, West Virginia; Charlottesville and Harrisonburg, Virginia; and Wilmington, North Carolina markets. Mr. Carpenter shared that based on an industry standard assessment, the press and social media reporting of Radford University's Big South tournament championship win, and NCAA tournament participation resulted in the equivalent of \$44.6 million of advertising for the University.

ADJOURNMENT

With 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. Lisa Throckmorton seconded and the motion carried unanimously. The meeting adjourned at 11:06 a.m.

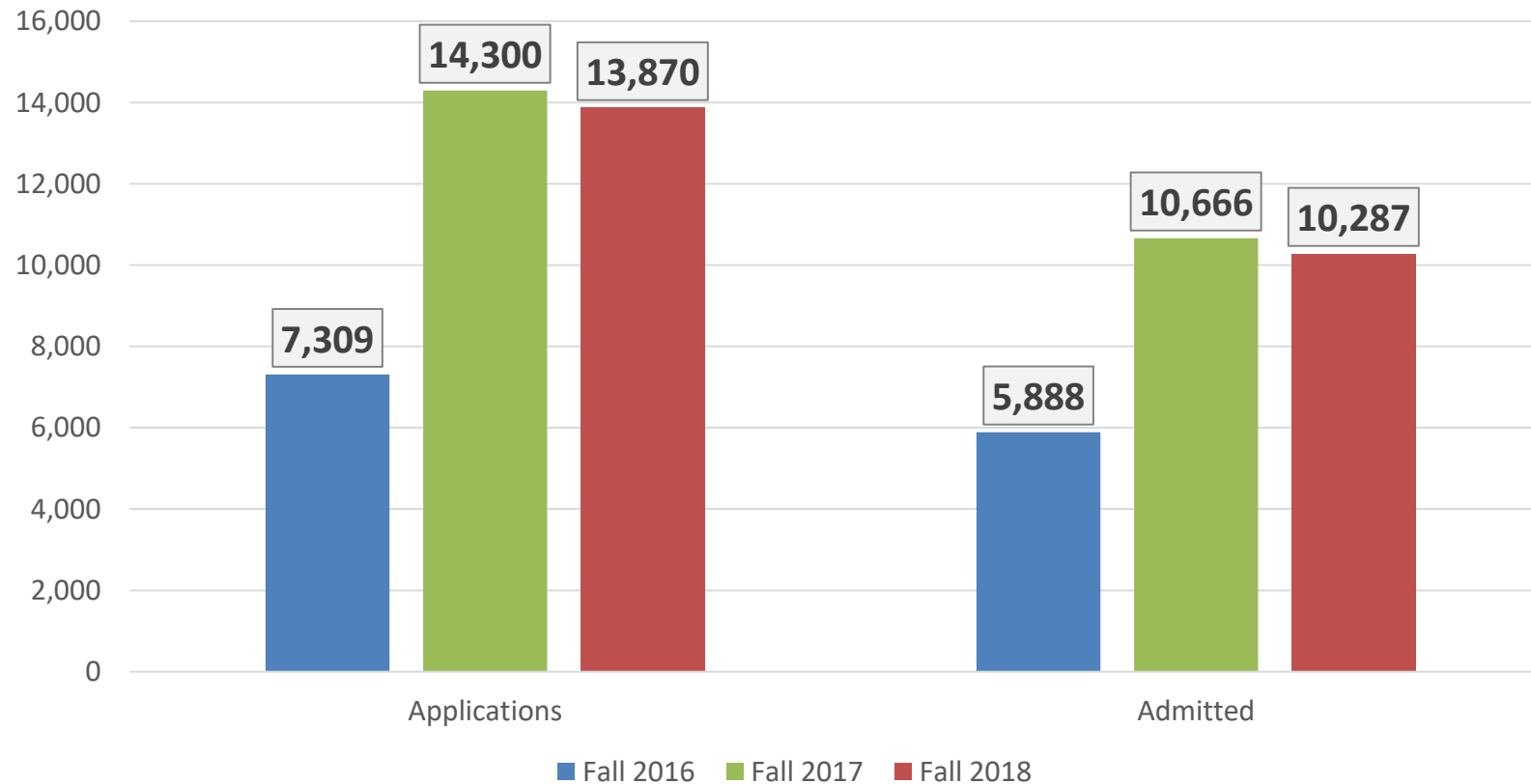
Respectfully submitted,

Kathy Murphy
Executive Assistant to the Vice President for Enrollment Management

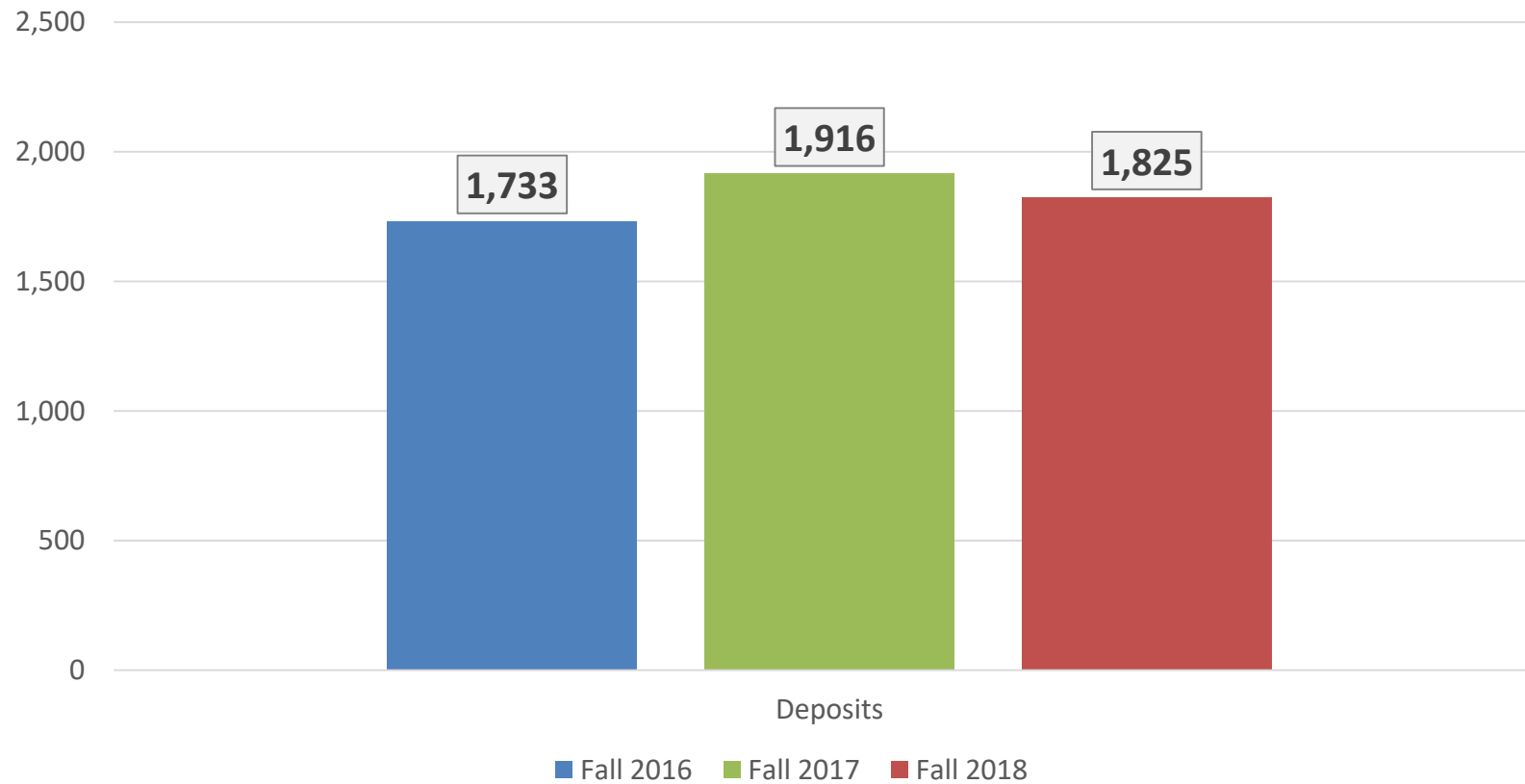
Fall 2018 Recruitment Update

RADFORD
UNIVERSITY

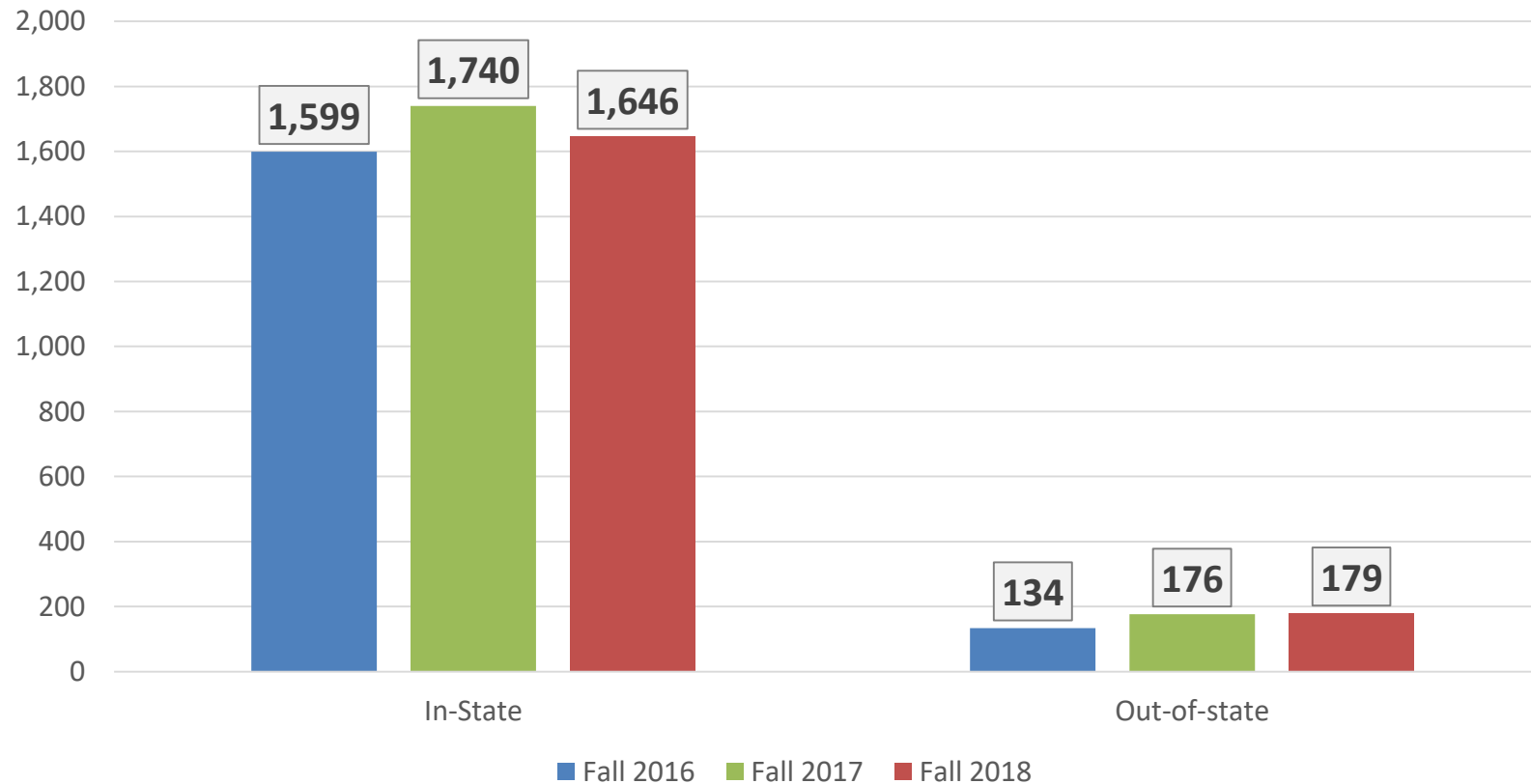
New Freshmen Applications (May 2nd)



New Freshmen Deposits (May 2nd)



New Freshmen Deposits by Residency (May 2nd)



New Freshmen Deposits by VA Region (May 2nd)

Region	Fall 2016	Fall 2017	Fall 2018
Central Va	163	139	129
Northern Va	499	480	414
Peninsula	78	113	107
Richmond	195	198	201
Roanoke Metro	122	120	144
South Central	44	59	50
Southwest	193	235	228
Tidewater	147	180	187
Valley	150	191	182
In-State, Unknown	8	25	4

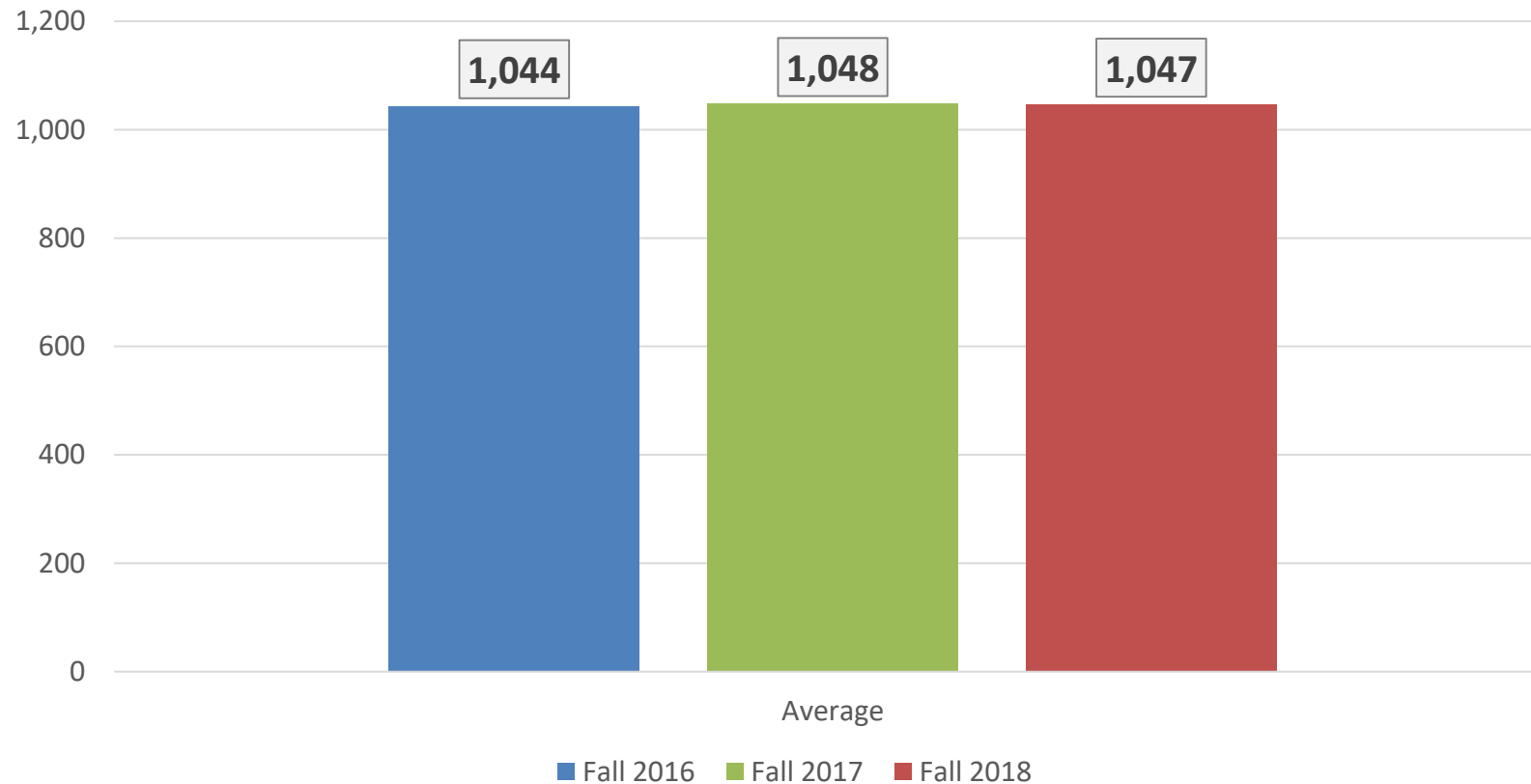
New Freshmen Deposits by Top States (May 2nd)

State	Fall 2016	Fall 2017	Fall 2018
Maryland	25	46	38
District of Columbia	15	15	27
North Carolina	14	25	26
Pennsylvania	10	6	11
New Jersey	11	9	9
West Virginia	7	10	9
Florida	6	7	8
Tennessee	2	4	6
Georgia	6	4	5
New York	7	4	5

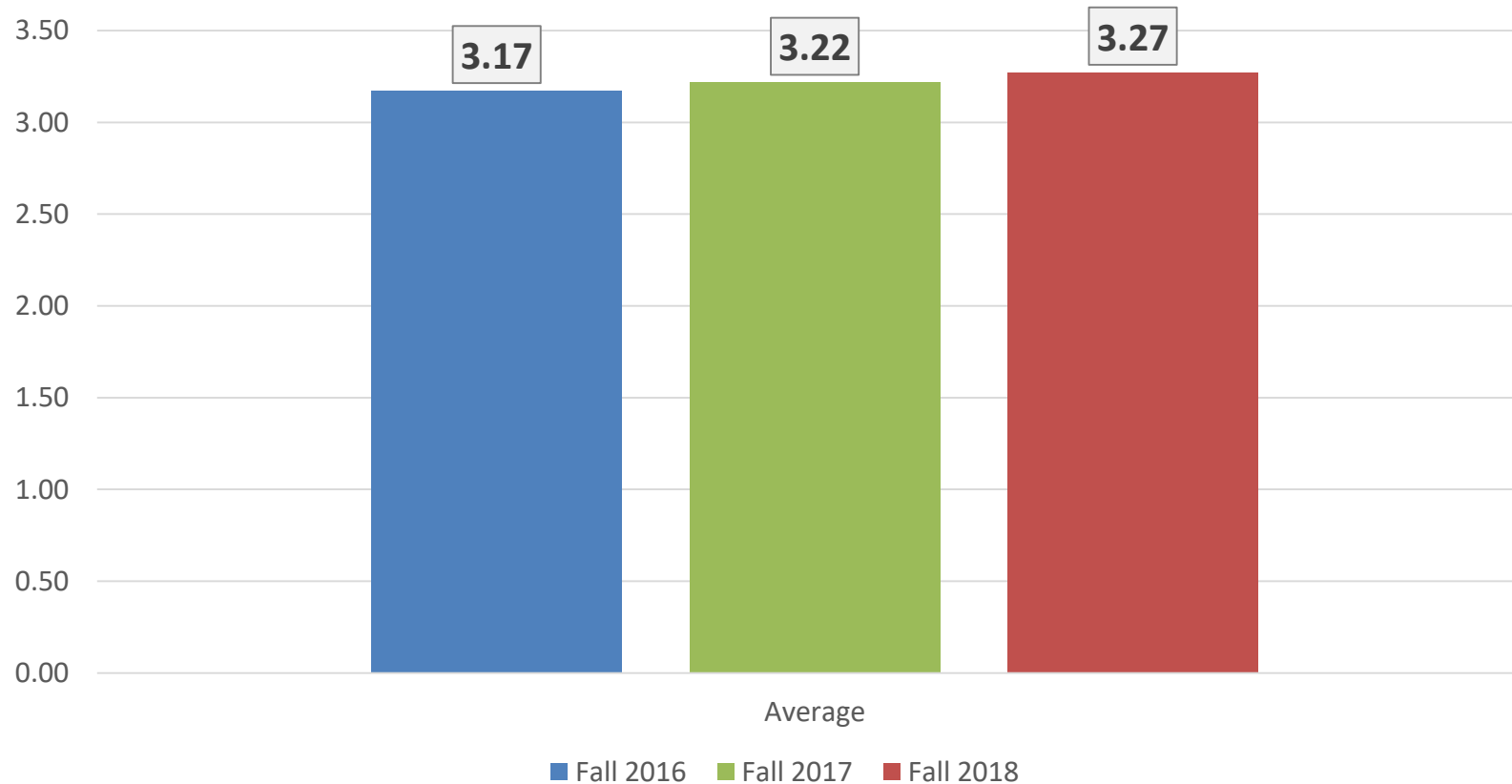
New Freshmen Deposits by Ethnicity (May 2nd)

Ethnicity	Fall 2016	Fall 2017	Fall 2018
American Indian or Alaska Native	0	3	5
Asian	34	18	28
Black or African American	316	353	350
Hispanic	145	156	153
Native Hawaiian or Other Pacific Islander	0	2	2
White	1,140	1,208	1,114
Two or more races	68	118	118
Nonresident Alien	4	4	6
Race and Ethnicity Unknown	26	54	49

New Freshmen Deposits Average SAT Scores (May 2nd)



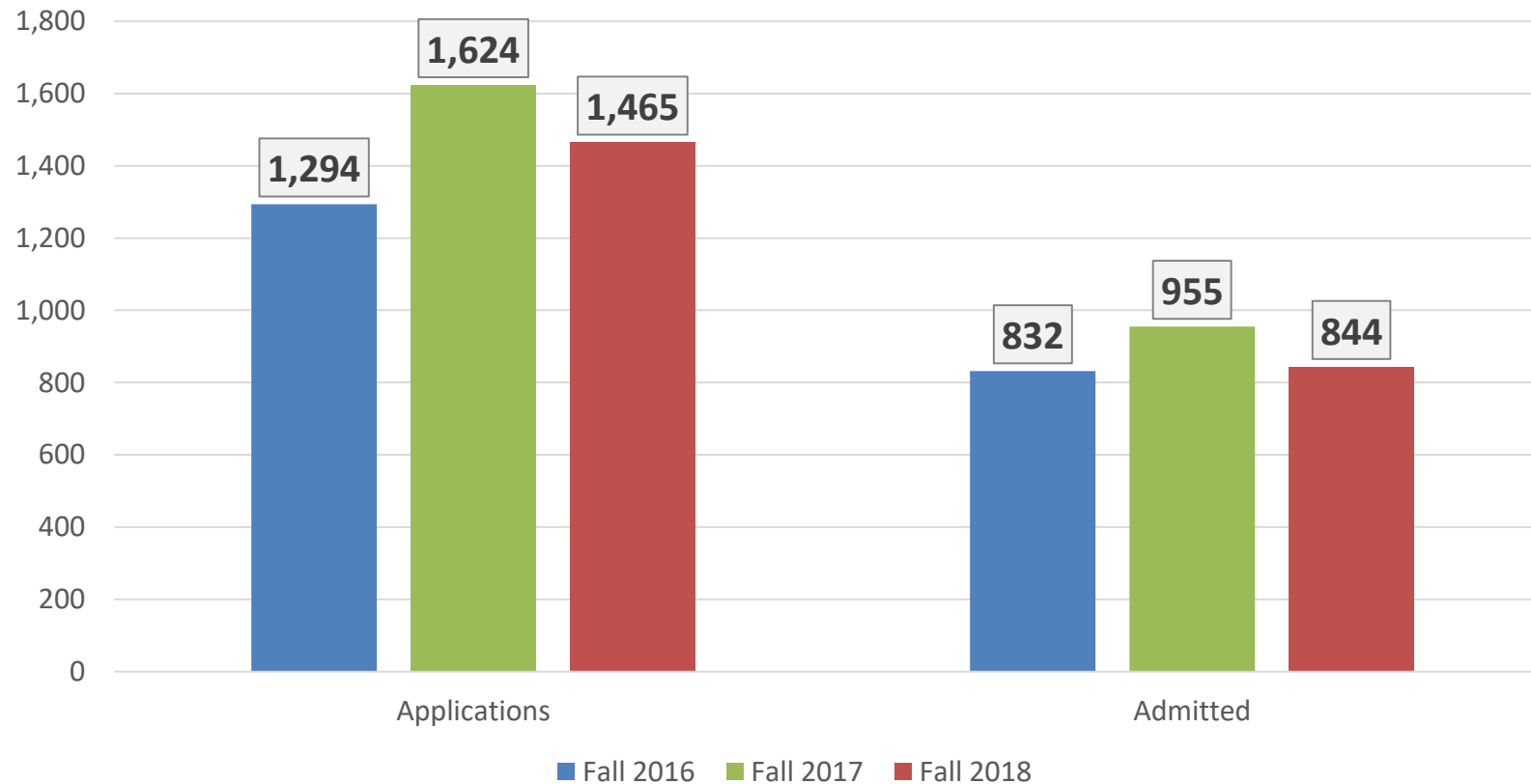
New Freshmen Deposits Average High School GPA (May 2nd)



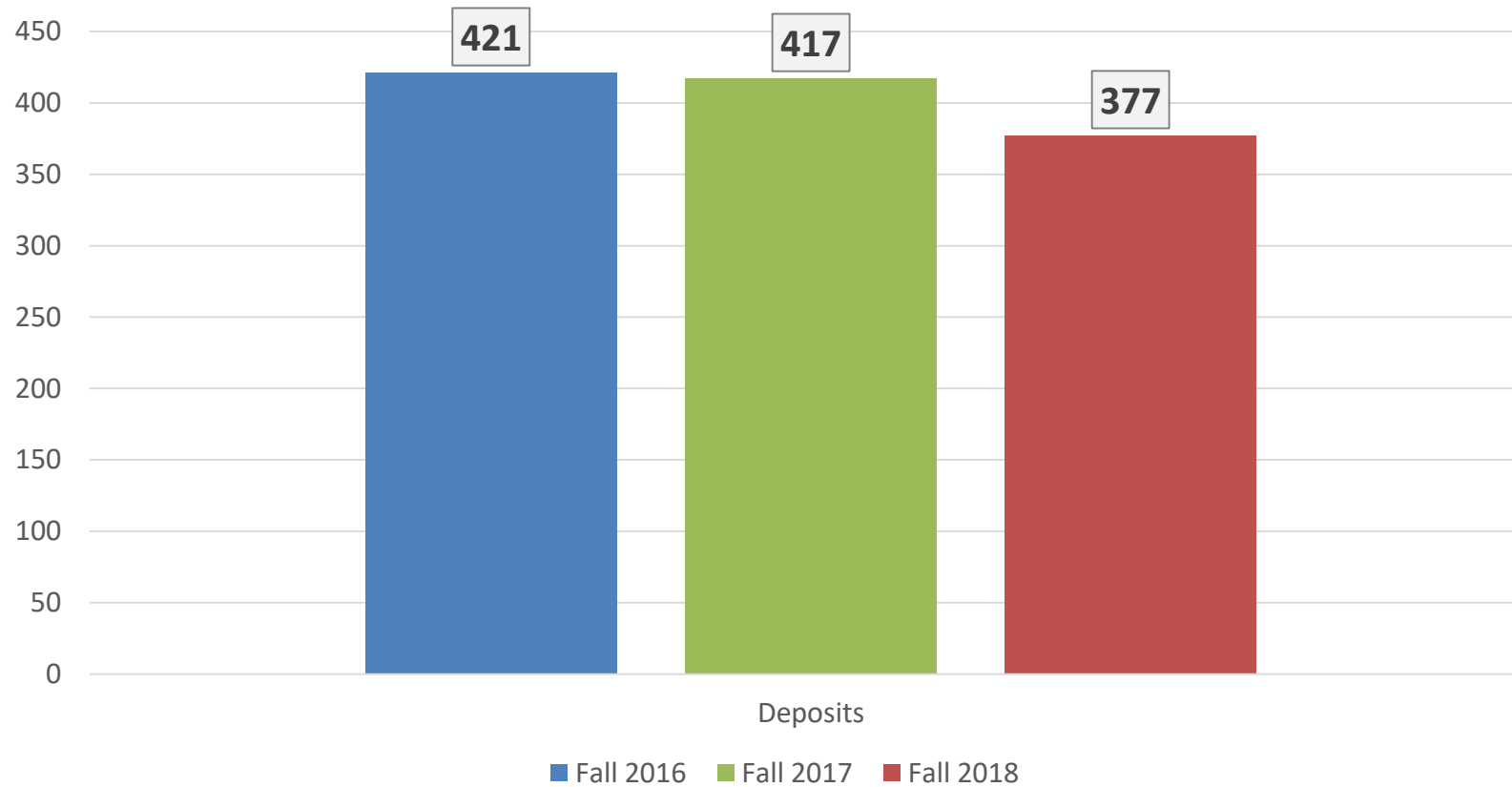
What We Know

- JMU, VCU, ODU, VT, Longwood
- Campus environment, academic reputation, location, major, cost
- Cost:
 - 46.5% as expected
 - 17.6% less
 - 16.5% more

New Transfer Applications (May 2nd)



New Transfer Deposits (May 2nd)



Summer 2018

- New applications – freshman and transfer
- Managing melt
- New student orientation
- Assess and plan

Discussion

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 - 4/25/18)	FY18 - % Increase over FY17	FY 2016-2017 (7/1/16 - 4/30/17)	FY 2015-2016 (7/1/15 - 4/30/16)	FY 2014-2015 (7/1/14 - 4/30/15)
New Pledge Balances	\$11,097,910	36%	\$7,112,896	\$1,077,193	\$823,770
Current-Year Pledge Payments	\$319,266	-48%	\$473,330	\$291,977	\$289,682
New Planned Gifts	\$1,565,555	24%	\$1,192,050	\$4,840,000	\$982,000
Outright Cash Gifts	\$1,447,846	9%	\$1,317,022	\$940,547	\$1,182,210
Gifts-in-kind	\$268,231	55%	\$119,488	\$191,698	\$189,921
Sponsored Programs	\$48,692	n/a	\$42,485	\$10,000	n/a
Total Giving	\$14,747,499	30%	\$10,257,270	\$7,351,415	\$3,467,584
Total Number of Donors	4,919	-3%	5,050	4,142	4,447

*FY18 as of April 25th; other FYs are final as of April 30th

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

FY18 Major Gift Highlights



Spring Fever

Total Raised: **\$37,174**

(includes \$5,049 from seniors for the Highlander Senior Class Scholarship)

Unique Donors: **991**

(includes 474 senior donors and **138 first-time donors!**)

Most Donors: College of Humanities and Behavioral Sciences (272 donors)

Most Dollars: College of Business and Economics (\$9,006)

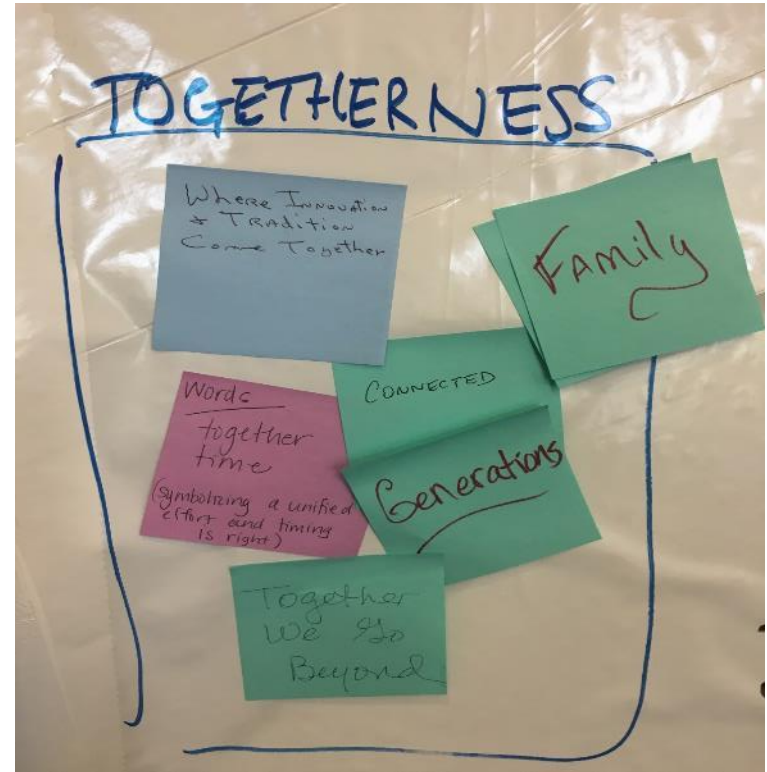
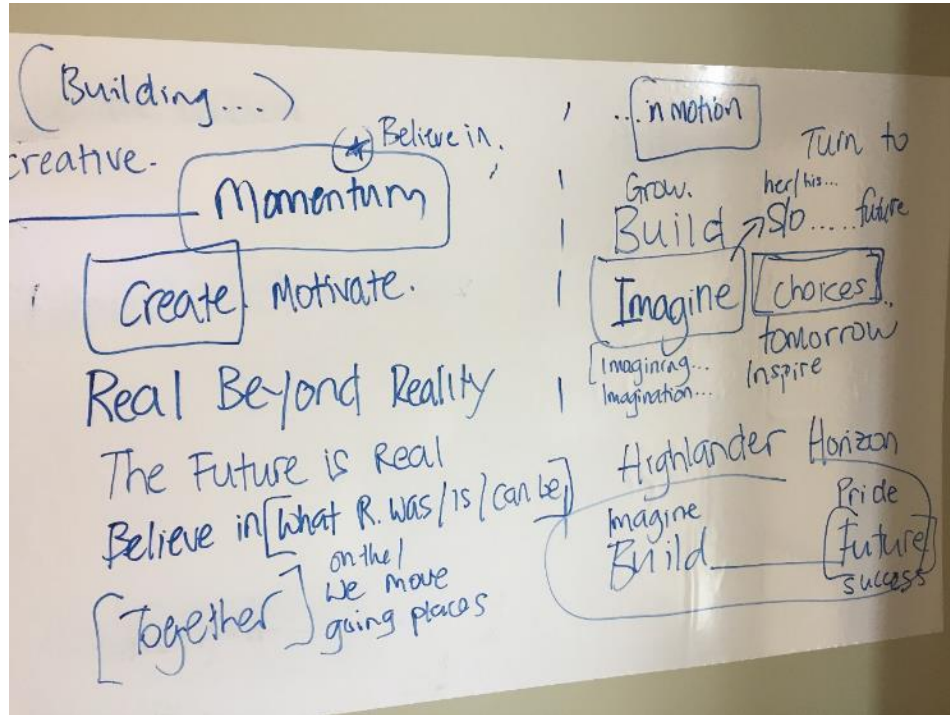
Spring Fever Bash: Nearly 250 students and close to 50 faculty/staff members



Spring Fever Bash



Capital Campaign Update



Save the Date - Homecoming October 19-21, 2018



Discussion

University Relations Update

Advertising Update

Media Tactic	Market(s)	Placement Details	Delivery (thru 3/15)*	% 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 (Annual) Bus Kings & Rail Station Posters in NOVA (WMATA) Digital billboards on I-64, I-95 (Jan 2018) 	13.6M impressions	97%
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 	1.84M impressions	80%
TV	<ul style="list-style-type: none"> Roanoke/Richmond /Norfolk Various (NCAA)** 	<ul style="list-style-type: none"> 4-week TV run in all markets in January/early February 4-week TV extension in Norfolk market 2/19-3/25 :30 in-game spots during NCAA play-in game & first round 	17.5M impressions	100%
Radio	<ul style="list-style-type: none"> Roanoke DC/Virginia 	<ul style="list-style-type: none"> Stations include WSLC, WXLK, WROV, WJJS, WYYD, WSNV NPR "With Good Reason" underwriting 	1.9M impressions	75%
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 to support General/Multicultural message ZEFR (contextual youtube) partnership to support COBE message 	2.7M video plays	54%
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 	25.9M impressions	69%
Paid Social	<ul style="list-style-type: none"> Priority Markets 	<ul style="list-style-type: none"> Facebook, Instagram 	2.7M impressions	56%
Paid Search	<ul style="list-style-type: none"> All Markets 	<ul style="list-style-type: none"> Google 	57,811 clicks	58%

Key Performance Indicators Update

Global KPI	FY18 YTD	FY18 Goal	% Comp YTD	% Goal Pacing*	Global KPI Notes
Advertising Impressions	68,294,658	85,750,000	80%	+26%	Introduction of Broadcast & Cable TV during Q1 2018 aided in bump of impressions during this period.
Admissions Section Sessions	320,060	500,000	64%	+7%	Website visitation is on pace with FY18 projection.
Application Page Inquiries	31,392	51,275	61%	+2%	Includes all "Apply Now" inquiries that direct www.radford.edu users to the application portal
Digital KPI	FY18 YTD	FY18 Goal	% Comp YTD	% Goal Pacing*	Digital KPI Notes
Digital Impressions	32,662,241	48,000,000	68%	+13%	Digital media represents 48% of all advertising impressions.
Marketing Landing Page Sessions	151,679	188,000	80%	+26%	Elevated rate of web page visits can be attributed to a more efficient and effective digital media campaign.
Marketing Landing Page Inquiries	6,979	10,800	64%	+7%	An updated version of the marketing landing pages has led to an increase in inquiry engagements.

NCAA Tournament Coverage Milestones

SPORTS WASHINGTON *Friday* CAPITALS WIZARDS REDSKINS RAVENS NATIONALS ORIOLES NCAA

LATEST VIDEO

2:00
Rick Hornor's Sports Business Pick: Week of March 12, 2018

1:15
Neil Greenberg's secret to the perfect March Madness bracket

1:08
Jodie Meeks 3

Radford welcomes us to March Madness with crazy, Big South-winning buzzer-beater

By Troy Moxley March 04, 2018 4:48 PM

March 4

SPORTS TICKETS BUY! RAD JUNE MAJOR ATHLETICS SHOP DONATE RADFORD.ORG

THE HIGHLANDER

Radford's mascot is Radford University's first mascot on December 9, 1981. On September 28, 1996, the Highlander was introduced as the new mascot of the Big South Conference. The Highlander appears on the program for the athletic season in 1976.

55 See Roger Sherman's other Tweets

AMAZING. Between the beard, the costume, the muscles, the headband and all the "THERE CAN BE ONLY ONE!!!" jokes, this deserves the No. 1 spot.

March 5

SPORTS MEMBERS SCHEDULES WATCH SOUTH CHAMPIONSHIPS FAN ZONE ABOUT US Q

Men's Basketball Schedule | Standings | Statistics | Weekly Report | Media Guide | Records | Archived Stories

Radford Defeats LIU Brooklyn for First NCAA Tournament Win

RELATED NEWS | VIDEOS

March 13

March 15

Marty Smith @MartySmithESPN
ESPN Reporter, Radford University Alumnus '98

GOLIC Wagon

Look for Radford to scare Villanova (0:25)

Promotion

Radford University @radfordu · Mar 11

Check out that support for our @RadfordMBB in the Bonnie!



You Retweeted

RadfordUDining @RadfordUDining · 22h

We need all of our Highlanders to join us in the Bonnie dining area for #WATCHPARTY as we cheer on the @RadfordMBB team all the way! Ohio! The game starts at 6:40!! We are so proud of you boys! Let's go Highlanders!!!!



Radford University @radfordu · Mar 13

A busload of Highlanders headed out this morning to support @RadfordMBB as they take on LIU Brooklyn in the NCAA First Four. Tune in tonight for tip-off at 6:40 p.m. on @truTV. On campus channel 49.1. #MarchMadness



Radford University @radfordu · 57m

How are you showing your support for @RadfordMBB? Use #RadfordU and show off that Highlander pride for tonight's game!



Radford University @radfordu · Mar 11

#OwnYourColors @RadfordMBB



0:19 2,273 views

Radford University @radfordu · 1d

It's almost time to dance! Tune in on TNT and turn to campus channel 60.1. Tip-off is at 6:50 p.m. #GoHighlanders #RadfordU @BrianOHemphill



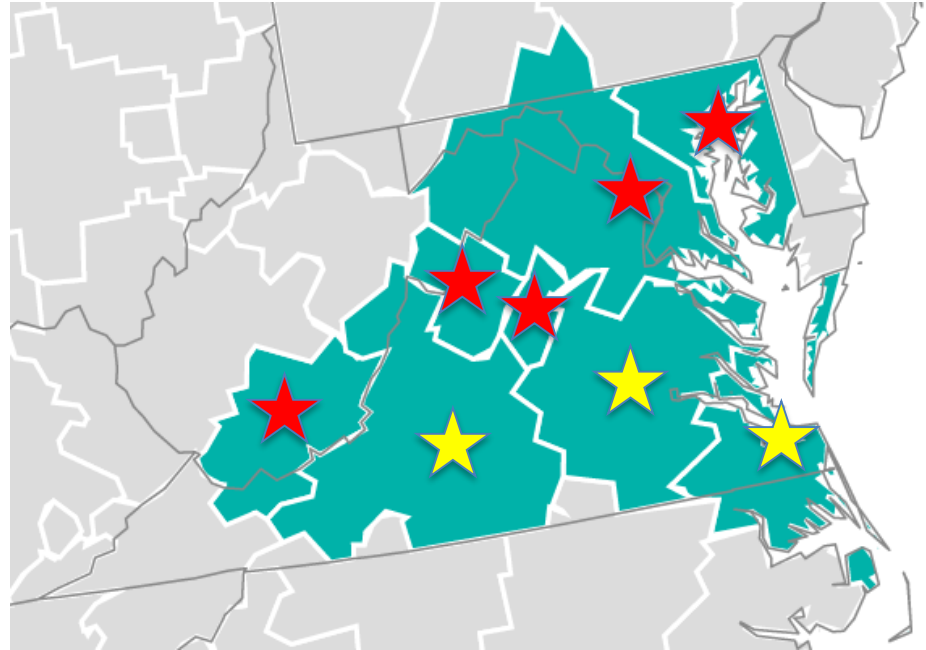
1,542 views 0:02 / 0:04

Paid Media Activity

- 9 TV Markets
- Advertising included :30 sec in-game spot, :10 sec billboard & digital banners in select market
- Total est. 437,549 impressions

Markets Include:

Baltimore, MD	Richmond, VA
Bluefield, WV	Roanoke, VA
Charlottesville, VA	Washington, DC
Harrisonburg, VA	Wilmington, NC
Norfolk, VA	(not pictured)



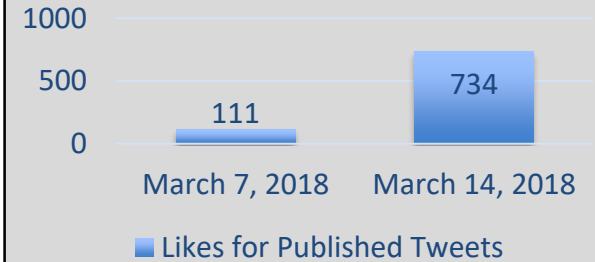
= first time in market on TV

Social Media Assessment

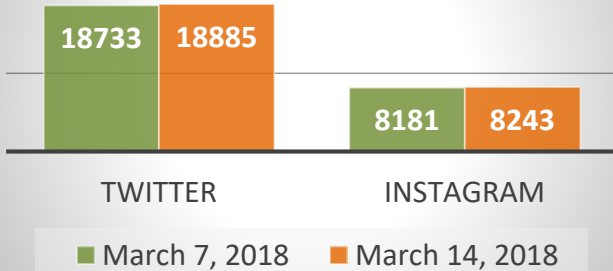
Facebook New Fans



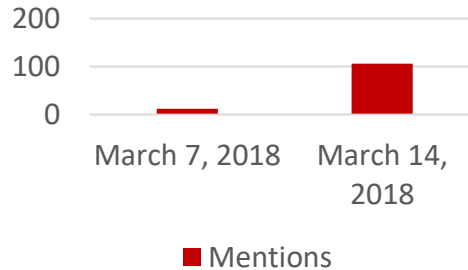
Likes for Published Tweets



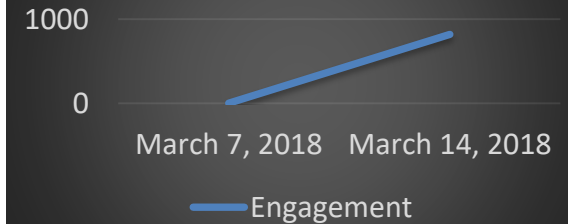
Followers



Twitter Mentions



Instagram Engagement

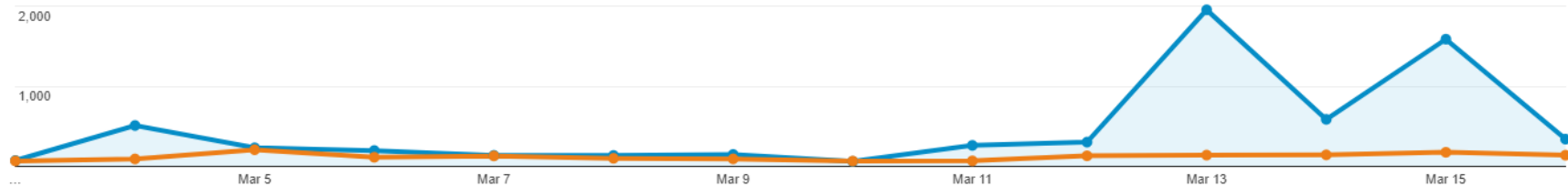


Web Communications Assessment

Who We Are Page

289.56% increase in traffic year over year

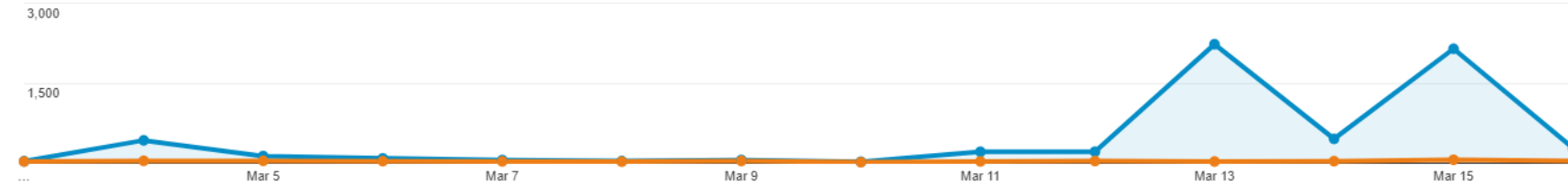
Mar 3, 2018 - Mar 16, 2018: ● Pageviews 6,533
Mar 4, 2017 - Mar 17, 2017: ● Pageviews 1,677



Where We Are Page

1,042.20% increase in traffic year over year

Mar 3, 2018 - Mar 16, 2018: ● Pageviews 6,442
Mar 4, 2017 - Mar 17, 2017: ● Pageviews 564



Earned Media Assessment

Top Content		
Mar 1, 2018 - Mar 19, 2018		
★	<p>Radford downs LIU Brooklyn for its first NCAA tourney win</p> <p>Washington Post</p> <p>by Mitch Stacy</p> <p>March 14, 2018</p>	
★	<p>Radford brings the Madness, but this high school QB hit the craziest title-winning shot</p> <p>Washington Post</p> <p>by Des Bieler</p> <p>March 05, 2018</p>	
★	<p>Radford welcomes us to March Madness with crazy, Big South-winning buzzer-beater</p> <p>NBC Sports</p> <p>by Troy Machir</p> <p>March 04, 2018</p>	
★	<p>Buzzer-beater puts Radford in NCAA tourney and signals start of March Madness</p> <p>CBS Sports</p> <p>by Matt Norlander</p> <p>March 04, 2018</p>	
★	<p>The 1 thing to know about each team in March Madness</p> <p>CNN</p> <p>by unknown</p> <p>March 13, 2018</p>	

Mitch Stacy
As seen in: Washington Post

Radford downs LIU Brooklyn for its first NCAA tourney win

DAYTON, Ohio — Carlík Jones had a substantial and loud cheering section at University of Dayton Arena, a lot of folks traveling about an hour up Interstate 75 from his Cincinnati hometown to see him play for Radford in a First Four game.

First Mention

play for [Radford](#) in a First Four game. Jones didn't disappoint them. The redshirt freshman guard was

Sentiment	Readership	Ad Equivalency
Neutral	36,010,699	\$67.7k



Troy Machir
As Seen In: NBC Sports

Radford welcomes us to March Madness with crazy, Big South-winning buzzer-beater

Radford welcomes us to March Madness with crazy, Big South-winning buzzer-beater Twitter Stadium Series venue rich in honor, tradition and pageantry The 2018 NCAA Tournament begins with Selection Sunday on March 11.

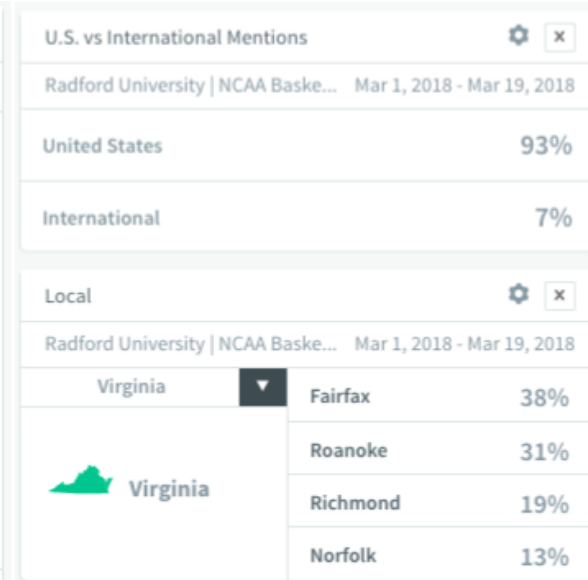
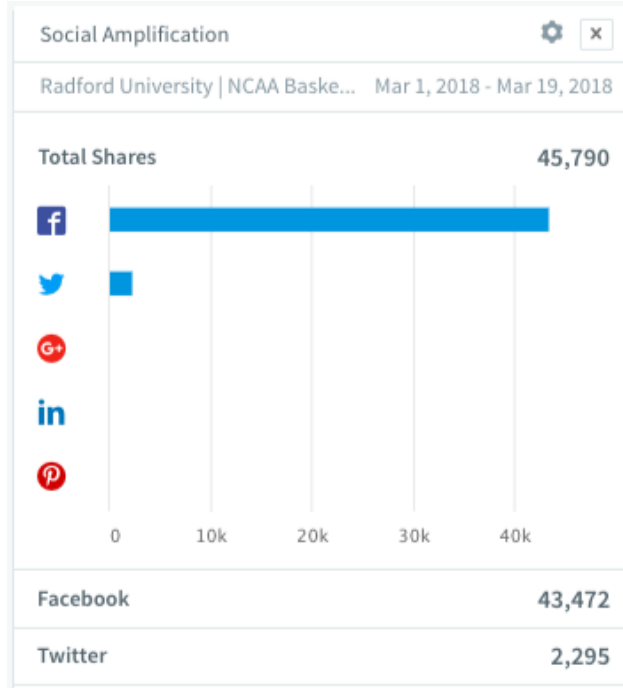
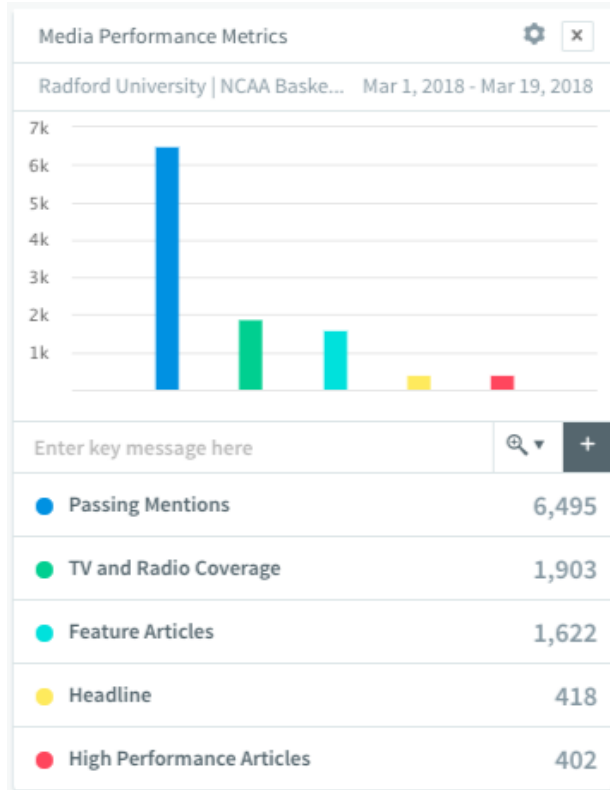
First Mention

with 14 days of Championship Week, On Sunday, the No. 2-seed [Radford Highlanders](#) (22-12) faced off

Sentiment	Readership	Ad Equivalency
Neutral	4,749,023	\$8.9k



Earned Media Assessment



Conclusions

Aggregate Readership

Aggregate Readership: 18,162,774,156



Online News

17,742,676,296



Blogs

192,343,381



Television

227,754,479

Ad Equivalency

Total Ad Equivalency: \$44,638,509



Online News

\$33,356,231



Blogs

\$361,605



Television

\$10,920,673

ANALYSIS | Radford University | NCAA Basketball Tournament over Mar 1, 2018 - Mar 19, 2018

ANALYSIS | Radford University | NCAA Basketball Tournament over Mar 1, 2018 - Mar 19, 2018

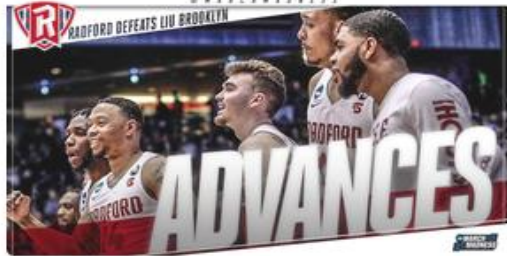
Discussion

Addendum Slides

Social Media Promotion

 **NCAA March Madness** @marchmadness
19 hours ago

The first W of #MarchMadness goes to Radford! 🍀 #MarchMadness




 825 1.3K

 **Brian O. Hemphill** @BrianOHemphill
Mar 4

Thank you, my friend! We are looking forward to our trip to the big dance.

 1 12

 [Hide Conversation](#)

 **Ángel Cabrera** Congratulations 10d
@BrianOHemphill and @radfordu!! Wow!

 **Krisha Chachra** @KrishaChachra
15 hours ago · Radford

We're in! See you in Pittsburgh! @radfordu @ReadyforRadford @marchmadness #proudBOVmember...



 3

 **Ralph Northam** 
@GovernorVA · Mar 5

 45 250

Congratulations to @RadfordMBB, who are going to the big dance for the first time since 2009 after winning their conference tournament with a buzzer-beater! 🏀



ashley judd  @AshleyJudd · 13h

Congratulations @RadfordMBB ! #mybracketisperfect (at least for today). @marchmadness #bnn

 1 5 37

Social Media Promotion

Radford's Men's Basketball Team Advances to the NCAA Tournament

Radford University
@radfordu · March 6, 2018

Radford University is the Big South champion and will be dancing in the NCAA Tournament.

6 Likes

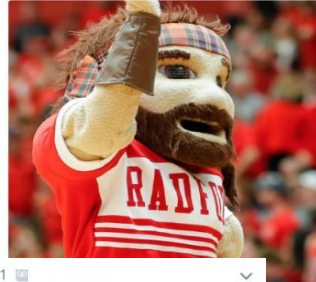
Edit Like Tweet

Marty Smith @MartySmithESPN
18 hours ago

The look on @RadfordMBB Coach Jones' face last night when we visited, as he considered the impact of victory on a program he built "brick-by-brick," was priceless, a sly half grin and a head held high. Huge moment for all Highlanders. Congratulations.
#NRV2AmericasLivingroom

77 506

Radford Highlanders @ru_athletics · 21h
Raise your 🏆 if you were ranked as the No. 1 mascot in @marchmadness
usatly/2FBV9C3
#Time2Dance #MarchMadness



Radford University @radfordu · Mar 11
Congrats to the Men's Basketball Team! RT @RadfordMBB: The Highlanders are DANCIN' to Dayton this Tuesday at 6:40PM EST

#Time2Dance



39 93

Radford University shared Radford Men's Basketball's post.
March 5 at 8:50am

Thanks to our Radford Family for showing off your Highlander Pride during yesterday's exciting Radford Men's Basketball game!



Radford Men's Basketball
March 4 at 10:05pm

We would like to thank the 3,859 fans that made a sold out Dedmon Center a true March Madness environment

#Time2Dance #OwnYourColors

Like Comment Share Hootlet

157

Chronological

Social Media Promotion

Radford University @radfordu · 4h

The #RadfordFamily is proud of our Men's Basketball team. Join the Highlander Nation today on the river side of the Dedmon Cntr to welcome them home! RT @ru_athletics: .@RadfordMBB is well on its way home from Pittsburgh and should arrive at the Dedmon Center around 4:15-4:30 pm!

🗨️ 6 🍷 21 📧

Radford University @radfordu · 5h

RT @BrianOHemphill: Love reading the articles capturing the grit of @RadfordMBB and the spirit of the @radfordu Family. @radfordu_alumni #GoHighlanders #RadfordFamily @marchmadness @espn



Joe Starkey: Radford has grace and joy after lopsided defeat

There was nothing particularly memorable about top-seeded Villanova's 87-61 beatdown of 16th-seeded Radford on Thursday night. Not in the flow ...

post-gazette.com

Radford University March 5 at 5:00pm

In case you missed it, we're going to the NCAA Tournament! Please join us in sending a huge congratulations to the Radford Men's Basketball team on their victory. #Time2Dance #OwnYourColors

Carlik Jones' buzzer-beater puts Radford into NCAA Tournament

The Highlanders are heading to the NAAs for the first time in nine years. ROANOKE.COM

👍 Like 🗨️ Comment 📧 Share 🏆 Hootlet

👍👍👍 1K Chronological

Radford University @radfordu · Mar 4

RT @RadfordMBB: CARLIK HITS THE BUZZER BEATER AND RADFORD WINS!!! RADFORD IS YOUR BIG SOUTH CHAMPION!

🗨️ 36 🍷 119 📧

Gregory Brothers @gregorybrothers

Follow

So...You're saying there's a chance...

6:50 p.m. EDT TNT	SCORE	WIN PROB.
Villanova 1	-	98%
Radford 16	-	2%

Radford University Published by Radford University [?] · 23 hrs · 🌐

1:08 PM - 15 Mar 2018

We know you're ready for that 6:50 tip-off. It's time to dance! #RadfordU

👍 Like 🗨️ Comment 📧 Share

1.7K Views

Social Media Promotion

You Retweeted
Marty Smith @MartySmithESPN · Mar 4
Go Highlanders!



0:23 56.7K views

45 631 1.6K

Radford University @radfordu · 57m
How are you showing your support for @RadfordMBB? Use #RadfordU and show off that Highlander pride for tonight's game!



6 20

Radford University @radfordu · Mar 11
Check out that support for our @RadfordMBB in the Bonnie!



Radford University @radfordu · 22h
The Radford Family is proud of our @RadfordMBB Team. It was a great season!



6 115 390

Radford University 1w

The Radford University men's basketball team is going to the NCAA tournament after a thrilling, buzzer-beating conference championship win Sunday at the Dedmon Center. Radford head coach Mike Jones has been voted the 20 ...see more



Media capture men's basketball's dramatic run to NCAA tournament
radford.edu - NCAA

338 Likes · 8 Comments

Like Comment

Radford University @radfordu · 22m
Even these adorable future Highlanders are showing off their @RadfordMBB team spirit! #GoHighlanders #OwnYourColors



Ashlie Freeman @GABfireflies
We spent our lunch learning about, and filling out #MarchMadness2018 brackets! Though I love UNC, @radfordu holds a special place in my heart as an Alumni!

3 13

Social Media Promotion

Radford University Retweeted

Julianna Stanley @JWStanley3 · 23h

We are cheering on the men's basketball team in the Bonnie! Go Highlander!
#RadfordU 🍷❤️



Radford University shared Radford Men's Basketball's post.
March 5 at 8:50am

Thanks to our Radford Family for showing off your Highlander Pride during yesterday's exciting Radford Men's Basketball game!



Radford Men's Basketball

March 4 at 10:05pm

We would like to thank the 3,859 fans that made a sold out Dedmon Center a true March Madness environment

#Time2Dance #OwnYourColors

Like Comment Share Hootlet

157

Chronological

Radford University

March 9 at 1:52pm

Show off your Highlander pride with our new Radford University Athletics Camera Effect. Try it out!



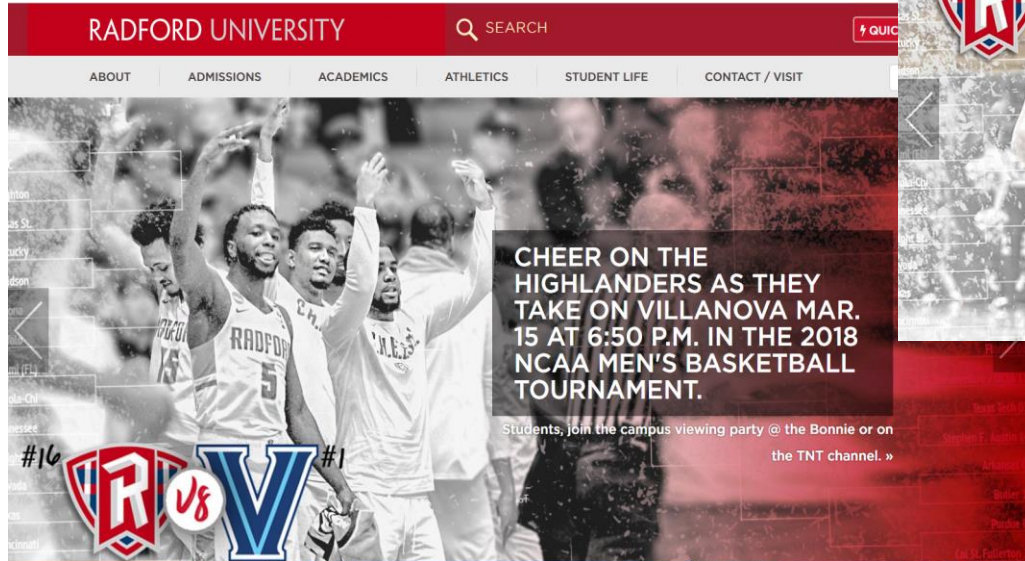
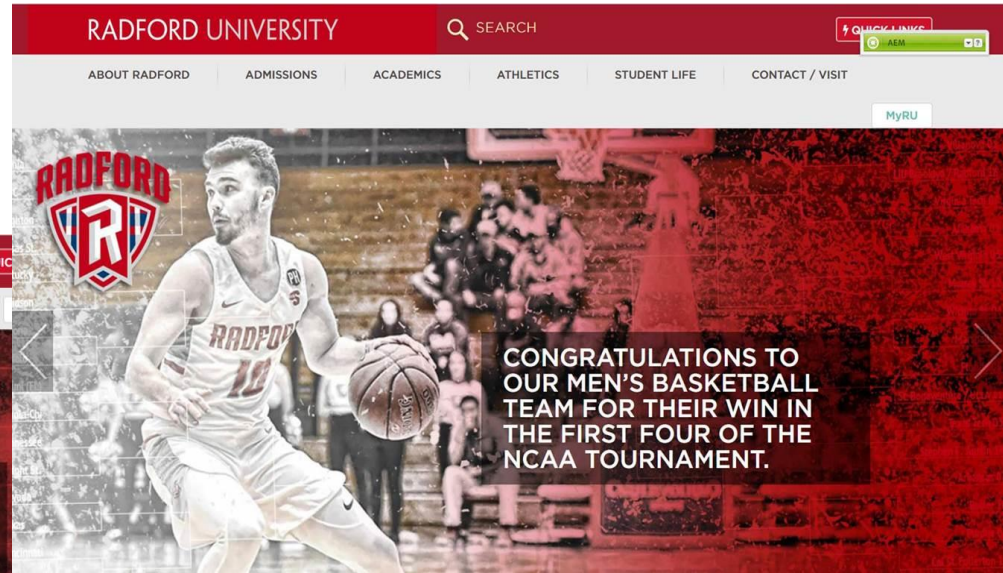
Take a photo or video with this effect by Radford University.

Like Comment Share

32



Web Communication Activity



Web Communication Activity

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THE HIGHLANDER IS RANKED THE #1 MASCOT IN THE 2018 NCAA MEN'S BASKETBALL TOURNAMENT.

Read about his distinguished honor. »

2018 NCAA Men's Basketball Tournament Radford vs. Villanova Viewing Party »

3/14/2018



Radford University Students - you are invited to the on campus viewing party in the Bonnie on Thursday Mar. 15 starting at 6 p.m. to cheer on the Men's Basketball team as they take on Villanova in the 2018 NCAA Men's Basketball Tournament.

The Highlander ranked the top mascot in the 2018 NCAA Tournament »

3/13/2018



In a ranking of all 68 teams in the 2018 NCAA tournament, USA Today Sports ranked the Radford Highlander as the top mascot.

Men's Basketball NCAA Selection Show Watch Party »

3/7/2018



Show your support for the Men's Basketball team and join the NCAA Selection Show watch party on Sunday, March 11 at 6 p.m., in the Bonnie Auditorium.

Radford joins state nursing association to host opioid abuse conference »

3/14/2018



Radford University will be a satellite location for a statewide nursing conference on the public health crisis of opioid and heroin abuse.

Highlanders dance to Dayton »

3/13/2018



More than 250 students, faculty and staff gathered to watch the NCAA Tournament Selection Show on March 11 in the Hurlburt Student Center Auditorium.

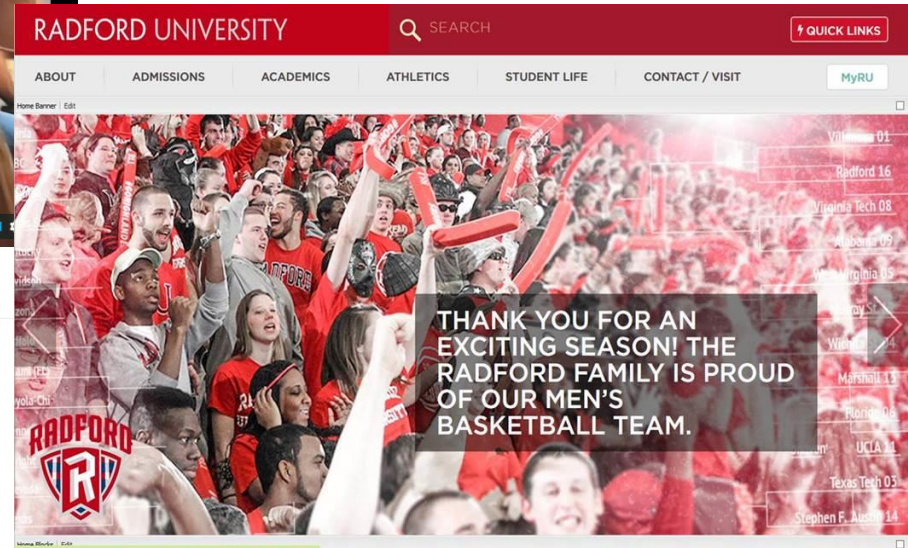
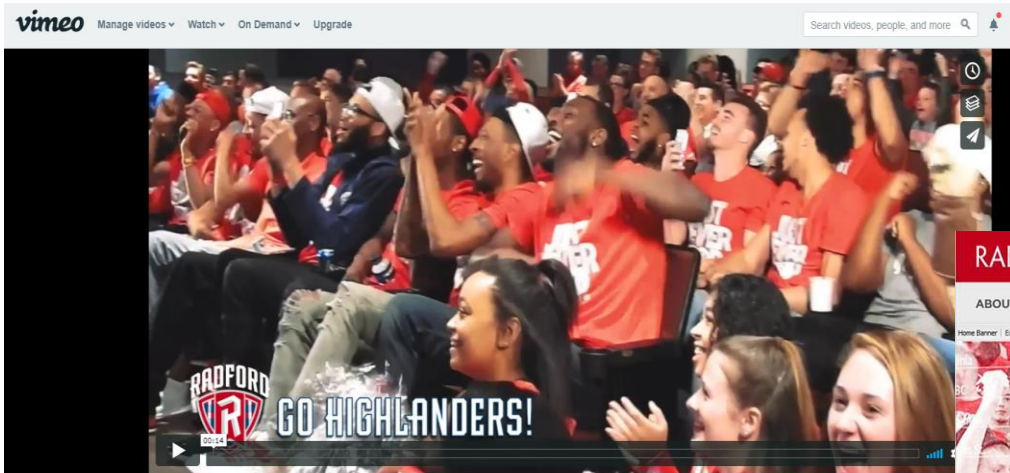
Media capture men's basketball's dramatic run to NCAA tournament »

3/7/2018



The Radford University men's basketball team is going to the NCAA tournament after a thrilling, buzzer-beating conference championship win Sunday at the Dedmon Center. The Highlanders' story has been captured by numerous media outlets.

Web Communication Activity



End of Board of Visitors Materials

