

RADFORD UNIVERSITY

Board of Visitors

UNIVERSITY ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE

1:30 P.M.

DECEMBER 6, 2018

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

DRAFT **MINUTES**

COMMITTEE MEMBERS PRESENT

Ms. Krisha Chachra, Chair
Ms. Karyn K. Moran, joined at 2:10 p.m.
Ms. Nancy Angland Rice
Ms. Lisa Throckmorton

COMMITTEE MEMBERS ABSENT

Mr. James R. Kibler, Jr., Vice Chair

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
Dr. Susan Whealler Johnston
Ms. Myriah Brooks, Student Representative (Non-voting Advisory Member)
Dr. Jake Fox, Faculty Representative (Non-voting Advisory Member), joined at 1:50 p.m.

OTHERS PRESENT

Dr. Brian O. Hemphill, President
Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President
Dr. Kenna M. Colley, Interim Provost and Vice President for Academic Affairs
Mr. Danny M. Kemp, Vice President for Information Technology and Chief Information Officer
Ms. Wendy Lowery, Vice President for University Advancement
Ms. Kitty McCarthy, Vice President for Enrollment Management
Mr. Chad A. 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. Krisha Chachra, Chair, formally called the University Advancement, University Relations and Enrollment Management Committee meeting to order at 1:32 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 December 6, 2018 agenda, as published. Ms. Lisa Throckmorton made the motion, Ms. Nancy Rice seconded, and the agenda was unanimously approved.

APPROVAL OF MINUTES

Ms. Chachra asked for a motion to approve the minutes of the October 2, 2018 meeting of the University Advancement, University Relations and Enrollment Management Committee meeting, as published. Ms. Throckmorton made the motion, Ms. Rice seconded, and the minutes were unanimously approved.

ENROLLMENT MANAGEMENT REPORT

Vice President for Enrollment Management Kitty McCarthy provided an update regarding fall 2019 student recruitment and enrollment. Ms. McCarthy shared that, as of December 4, 2018, new freshman applications were up 12% over fall 2018 or 10,135 compared to 9,042. The most significant in-state growth was in the Richmond, Peninsula and Northern Virginia regions. Vice President McCarthy added that completed applications were up 9% over fall 2018 or 6,243 compared to 5,698, and that 5,338 of the completed applications have been admitted which represents an increase of 14% compared to fall 2018. Applicant quality, as measured by high school GPA and SAT scores, remains steady. In addition to connecting with prospective students who have not applied, Admissions staff is focused on encouraging applicants to complete the application, making and sharing admission decisions and planning for spring yield activities. A copy of the presentation is attached hereto as *Attachment A* and is made a part hereof.

UNIVERSITY ADVANCEMENT REPORT

Vice President for University Advancement Wendy Lowery provided an update on the division's recent activities. New staff members include two Regional Coordinators in Alumni Relations and a Development Phonathon Coordinator in Annual Giving. Vice President Lowery shared a summary of the Homecoming 2018 activities, including a video. She also briefed the Committee of upcoming events. In a fundraising update, Vice President Lowery shared that Annual Giving digital efforts from The Hive, a crowdfunding platform, brought in \$15,450 from 179 donors. The Greek Life Challenge brought in \$12,957 from 223 donors with a 49% participation increase and 18% revenue increase from 2017. Giving Tuesday was a success with 225 donors giving a total of \$34,537. Student philanthropy from TAG Day included 38 participants with 250 posts. December senior gifts totaled \$1,904 from 85 donors. She also shared a stewardship video which launched on Giving Tuesday. The to-date FY19 total giving was \$1.4 million which included 2,021 donors with 728 being new donors. A copy of the presentation is attached hereto as *Attachment B* and is made a part hereof.

UNIVERSITY RELATIONS REPORT

Vice President for University Relations Ashley Schumaker introduced her leadership team members who were in attendance and acknowledged the outstanding work these individuals and their staff provide to the University. Vice President Schumaker provided an overview of the three phases of the comprehensive media plan and marketing approach. She noted that phase 1 began in September and was aimed at building overall awareness and brand recognition, while phase 2 began earlier this month and is aimed at driving application activity. Phase 3 will focus on transfer students beginning in January, as well as conversion and yield activities for prospective students and rising high school seniors beginning in February. As part of the report, Vice President Schumaker provided an advertising update by media tactic, while focusing on markets and delivery through mid-November. In the key performance indicators update, she noted that advertising impressions, website sessions and page inquiries are on target based on established goals. She noted strong performance in digital outreach with a click-thru rate of 0.64%, while the industry benchmark is 0.25% to 0.35%. Vice President Schumaker concluded her report by discussing various collaborations across campus and noting a few of the many projects that University Relations is involved in currently through strong partnerships with other departments, divisions and offices. A copy of the presentation is attached hereto as *Attachment C* and is made a part hereof.

ADJOURNMENT

With no further business to come before the Committee, Ms. Chachra asked for a motion to adjourn the meeting. Ms. Throckmorton made the motion, Ms. Rice seconded, and the motion carried unanimously. The meeting adjourned at 2:43 p.m.

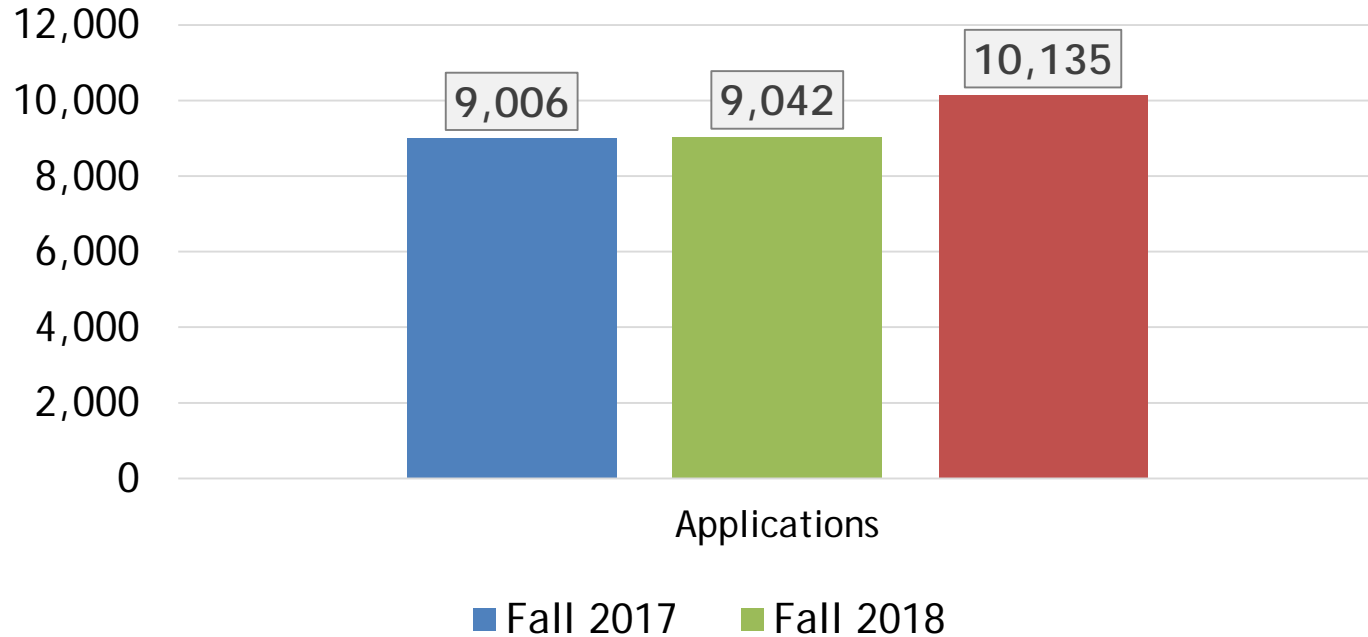
Respectfully submitted,

Ms. Jennifer White
Executive Administrative Assistant
to the Vice President of University Advancement
Secretary to the Committee

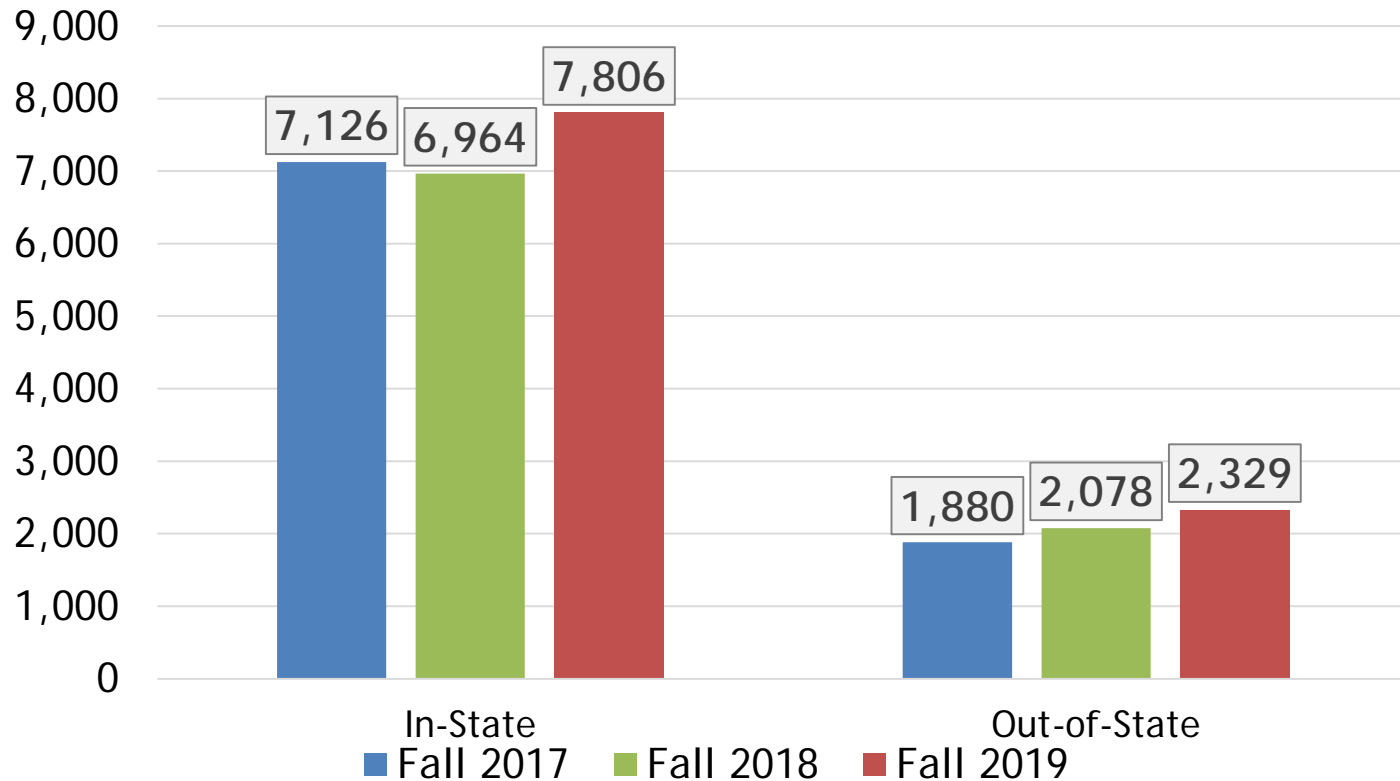
Recruitment Update

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New Freshman Applications (December 4th)



New Freshman Applications by Residency (December 4th)



New Freshman Applications by VA Region (December 4th)

VA Region	Fall 2017	Fall 2018	Fall 2019
Central Virginia	576	604	644
Northern Virginia	1,965	1,758	2,134
Peninsula	579	508	631
Richmond	1,050	908	1,160
Roanoke Metro	314	398	361
South Central	289	334	369
Southwest	673	770	716
Tidewater	998	1,002	1,152
Valley	671	677	631
In-State, Unknown	11	5	8
Total	7,126	6,964	7,806

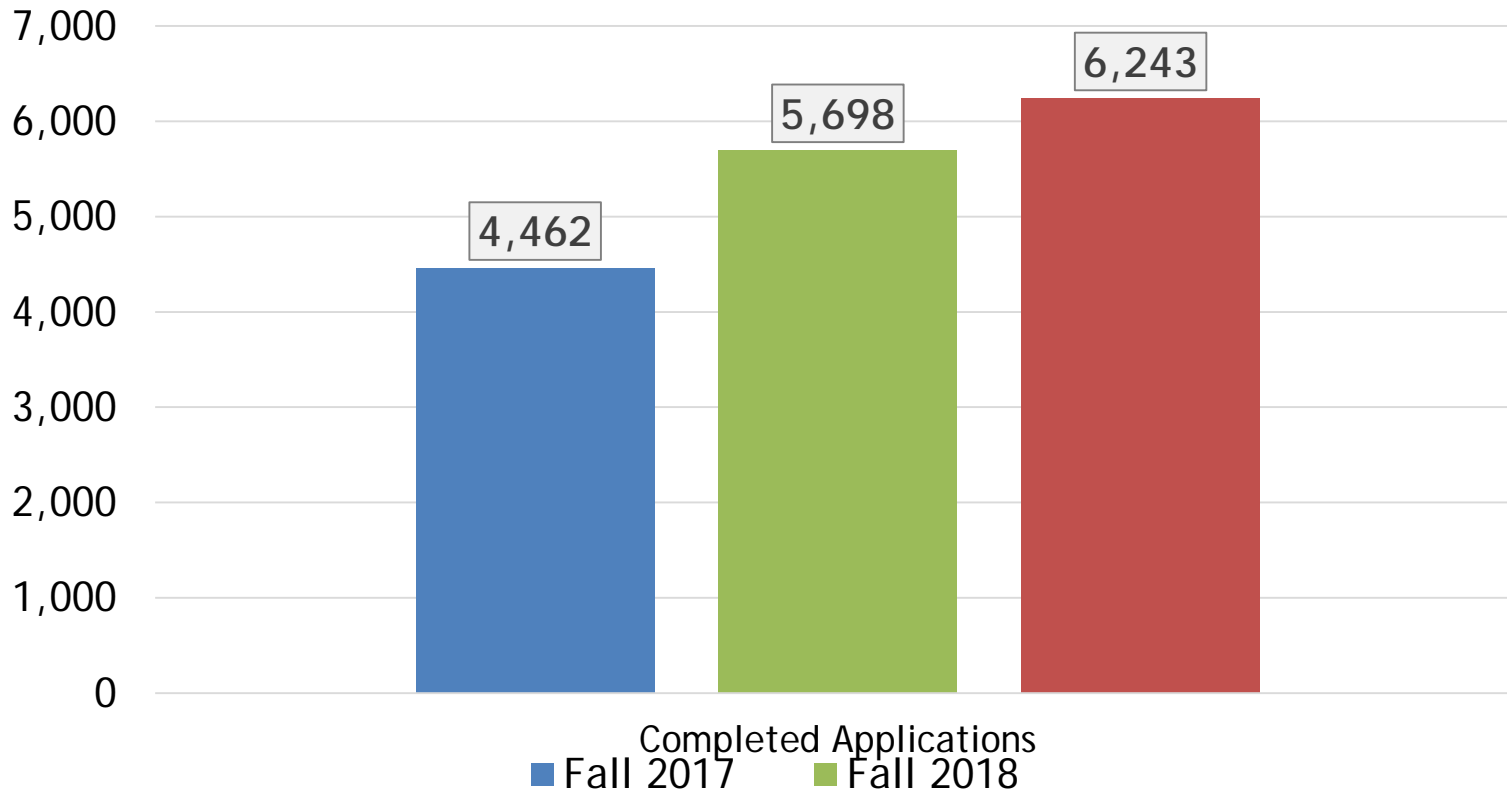
New Freshman Applications by Top States (December 4th)

State	Fall 2017	Fall 2018	Fall 2019
North Carolina	375	619	662
Maryland	518	471	522
District of Columbia	142	248	353
West Virginia	131	142	137
New Jersey	101	97	70
Tennessee	95	41	58
Florida	40	34	54
Pennsylvania	46	69	53
Connecticut	25	21	38
South Carolina	59	41	37

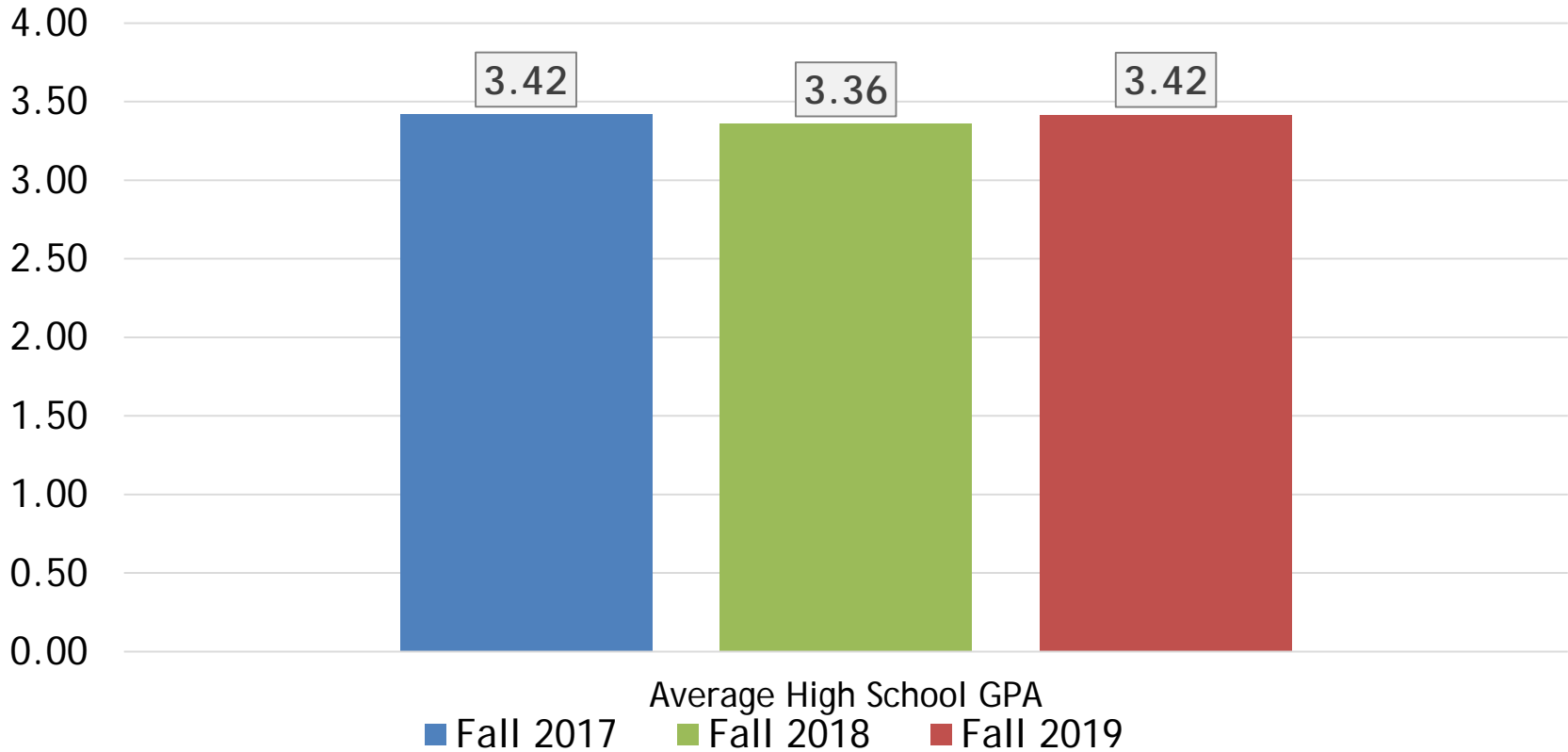
New Freshman Applications by Ethnicity (December 4th)

Ethnicity	Fall 2017	Fall 2018	Fall 2019
American Indian or Alaska Native	26	32	28
Asian	246	246	308
Black or African American	2,474	2,535	3,042
Hispanic	818	897	1,003
Native Hawaiian/Other Pacific Islander	19	8	19
White	4,534	4,411	4,710
Two or more races	635	635	708
Nonresident Alien	7	27	22
Race and Ethnicity Unknown	247	251	295
Total New Freshmen	9,006	9,042	10,135

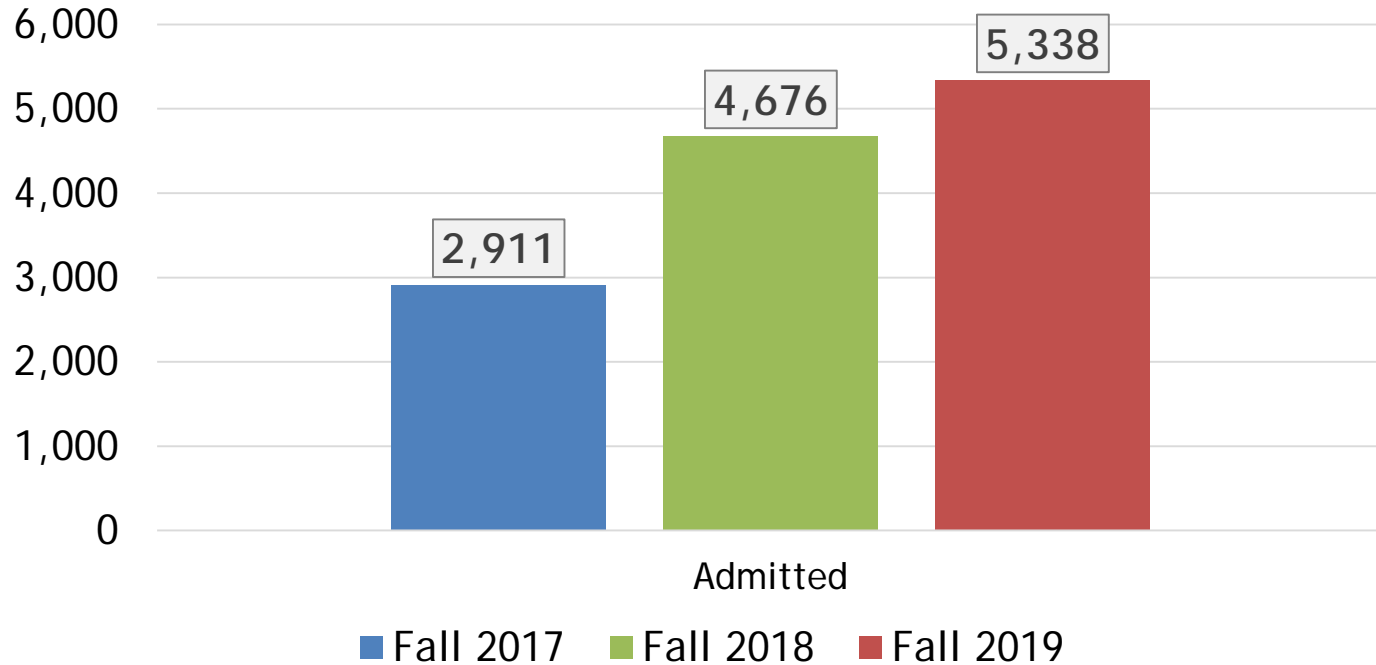
New Freshman Completed Applications (December 4th)



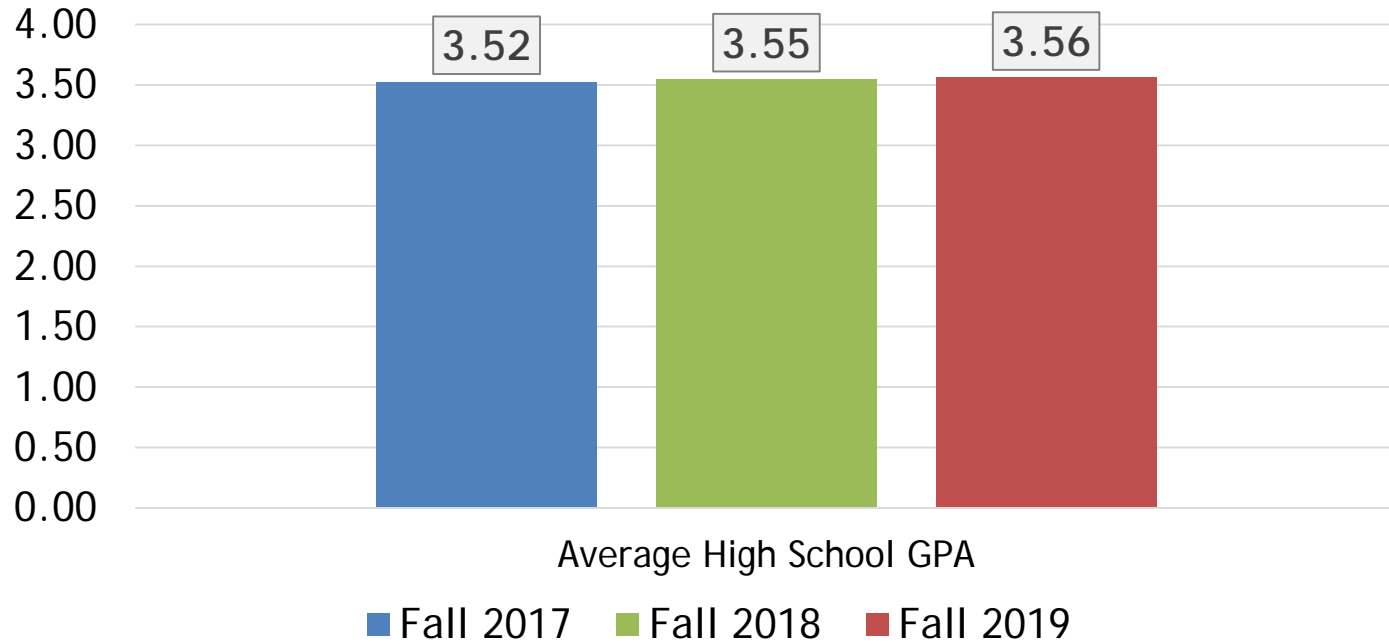
New Freshman Applications High School GPA (December 4th)



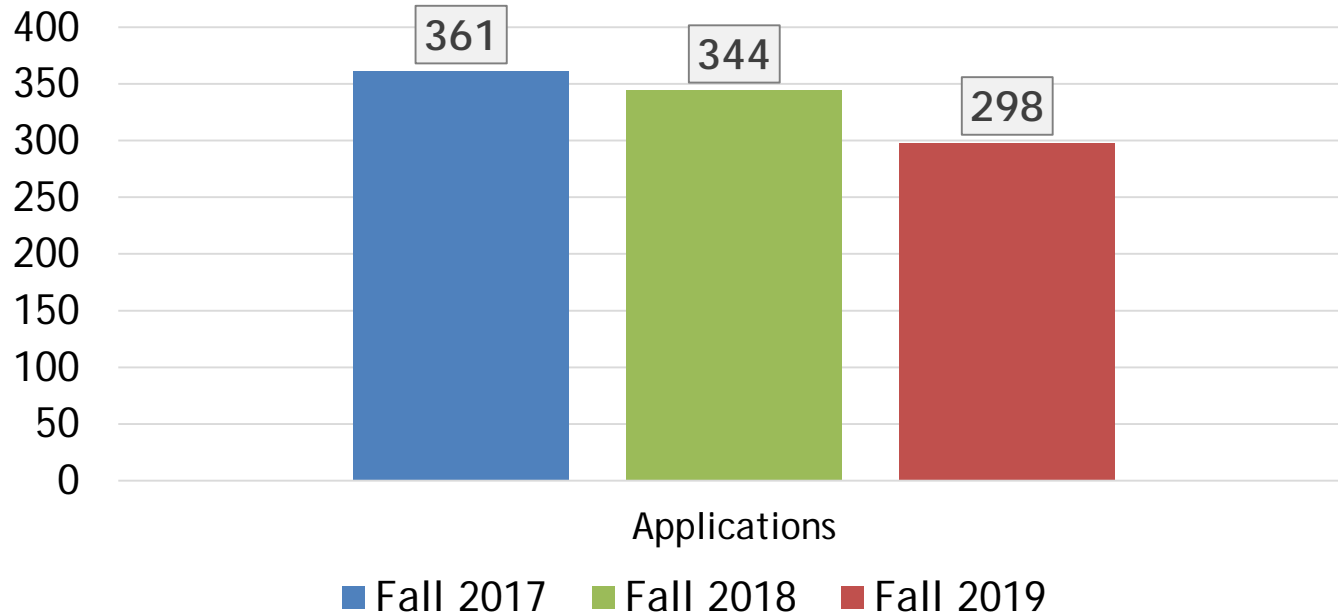
New Freshman Admitted (December 4th)



New Freshman Admitted High School GPA (December 4th)



New Transfer Applications (December 4th)



Ongoing Activities

- Application Generation
- Application Completion/Decisions
- Scholarship and Financial Aid Offers
- Community College Partnerships
- Yield Activities

Discussion

University Advancement and Alumni Relations

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University Advancement - New Team Members



Michelle Carlson
Regional Alumni Relations
Coordinator



Michelle Valcourt
Regional Alumni Relations
Coordinator

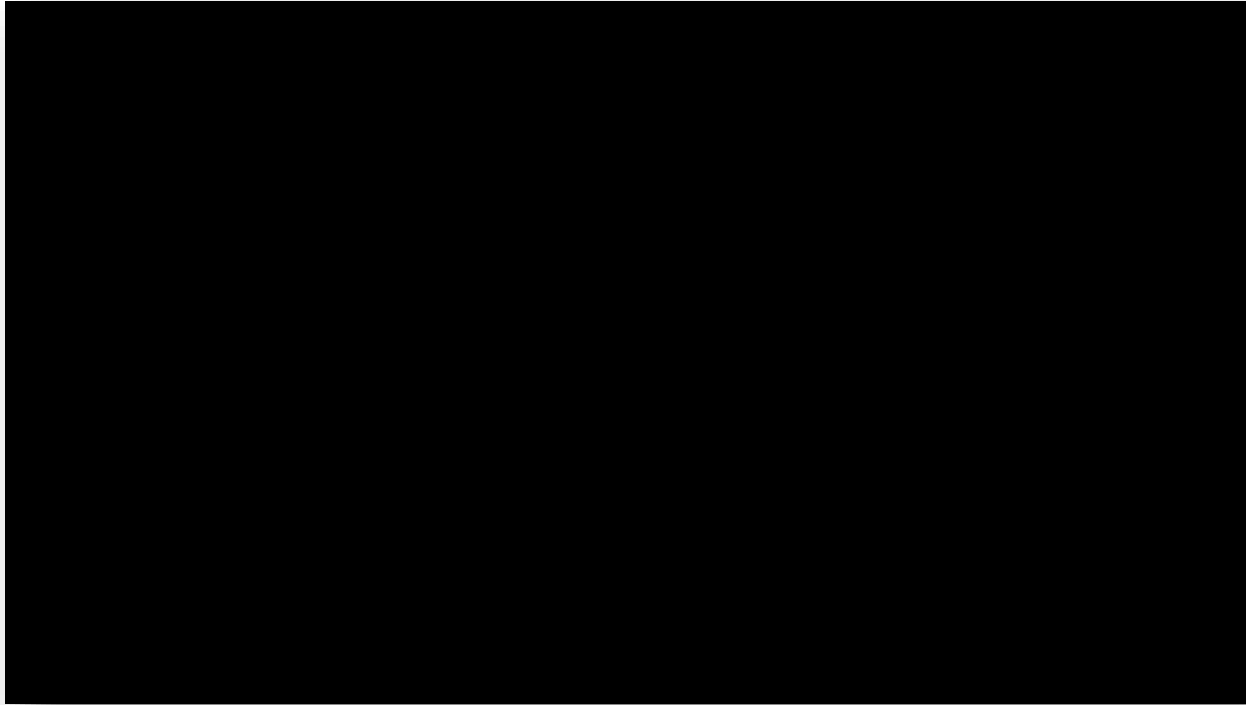


Mandy Sexton
Development Coordinator
(Phonathon)
Annual Giving

Homecoming 2018 Overview

- Alumni Volunteer Leadership Business Lunch and Awards Ceremony
- Highlander Statue Unveiling
- Women of Radford Luncheon
- Affinity Reunions and College-Based Activities
- Hall of Fame and Athletic Contests
- Golden Reunion

Homecoming Overview



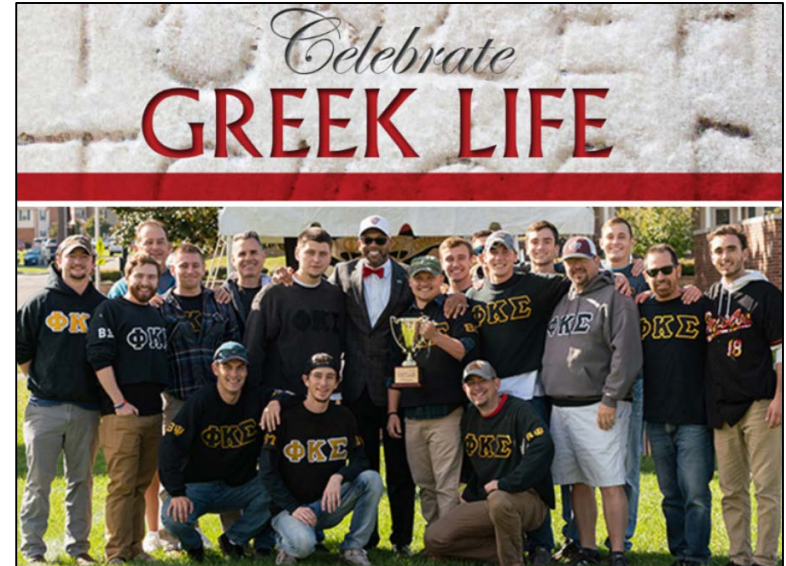
Alumni Relations

- Chapter Planning Meetings and Activities
- 25th Annual Holiday Breakfast with Santa
- Volunteer Summit and Winter Celebration
- Presidential Tour Planning

Annual Giving

Digital Efforts

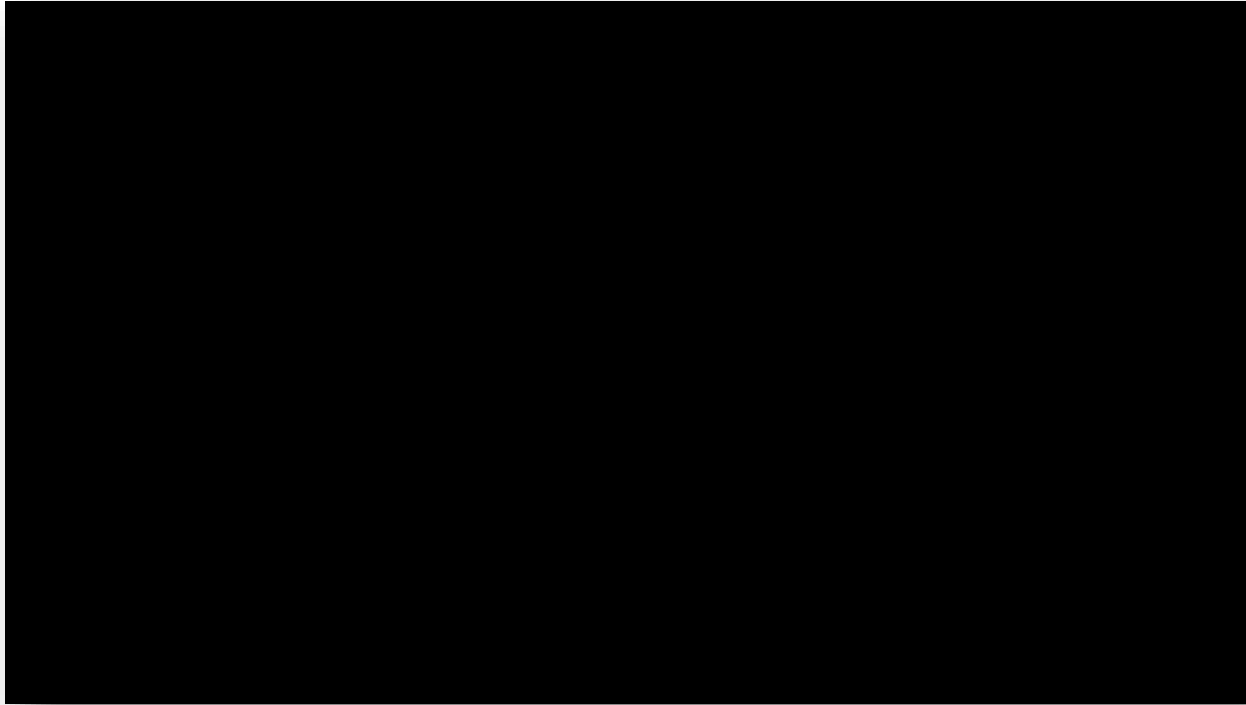
- The Hive
 - FY19 YTD: \$15,450 from 179 donors (6 projects)
- Greek Life Challenge
 - 2017: \$11,000 from 150 donors
 - 2018: \$12,957 from 223 donors



49% participation increase and 18% revenue increase

Giving Tuesday

(225 donors and \$34,537 total dollars)



Annual Giving

Student Philanthropy

- TAG Day
 - 2017: 170 posts and 20 participants
 - 2018: 250 posts and 38 participants
- December Senior Gifts
 - 2017: \$1,036 from 90 donors
 - 2018: \$1,904 from 85 donors



Giving Overview

Radford University - University Advancement

Fiscal Year-to-Date Giving:

	FY 2018-2019 (7/1/18 - 11/30/18)	FY19 % Increase over FY18	FY 2017-2018 (7/1/17 - 11/30/17)	FY 2016-2017 (7/1/16 - 11/30/16)	FY 2015-2016 (7/1/15 - 11/30/15)	FY 2014-2015 (7/1/14 - 11/30/14)
New Pledge Balances	\$ 719,574	62%	\$ 199,549	\$ 164,378	\$ 199,466	\$ 323,126
Current-Year Pledge Payments	\$ 71,945	n/a	\$ 96,016	\$ 71,190	\$ 69,389	\$ 137,990
New Planned Gifts	\$ 34,964	n/a	\$ 1,529,855	\$ 565,050	\$ 4,840,000	\$ 763,000
Outright Cash Gifts	\$ 624,724	n/a	\$ 690,567	\$ 306,377	\$ 373,212	\$ 413,972
Gifts-in-kind	\$ 19,574	n/a	\$ 263,446	\$ 19,707	\$ 65,801	\$ 9,431
Gifts of Real Estate	\$ -	n/a	\$ 590,000	\$ -	\$ -	\$ -
Sponsored Programs	\$ 15,240	n/a	\$ 23,700	\$ 26,095	\$ 10,000	n/a
Total Giving	\$ 1,486,021	n/a	\$ 3,393,132	\$ 1,152,796	\$ 5,557,868	\$ 1,647,520
Total Number of Donors	2,021	n/a	2,186	2,017	2,055	2,448
Total Number of New Donors	728	34%	478	392	391	405

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	\$ 10,635,610	31%	\$ 7,311,589	\$ 1,160,325	\$ 505,474	\$ 1,100,504
New Planned Gifts	\$ 1,565,555	24%	\$ 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	\$ 1,656,636
Gifts-in-kind	\$ 336,320	62%	\$ 128,299	\$ 223,955	\$ 200,775	\$ 105,257
Gifts of Real Estate	\$ 590,000	n/a	\$ -	\$ -	\$ -	\$ 222,500
Sponsored Programs	\$ 57,490	n/a	\$ 52,485	\$ 10,000	n/a	n/a
Total Giving	\$ 15,340,113	30%	\$ 10,792,480	\$ 8,006,999	\$ 4,118,339	\$ 3,837,397
Total Number of Donors	5,262	0%	5,253	4,435	4,731	5,221
Total Number of New Donors	2,018	n/a	2,090	1,350	1,076	1,199

Discussion

University Relations Update

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University Relations Team



Media Services

- Director of Media Services Sherry Wallace
- Public Relations Writers Don Bowman; Mary Hardbarger; and Chad Osborne
- Assistant Web Director Jon Harris
- Media Services Specialist Max Esterhuizen

Web Communications and Strategy

- Director of Digital Communication and Marketing Meghan Williams Spraker
- Web Content Producer and Editors Jessica Fowler
- Social Media Coordinator and Web Content Assistant Producer Alexa Nash

Creative and Marketing Services

- Director of Creative and Marketing Services Lee Coburn
- Multimedia Producers Paul Davis and Justin Ward
- Graphic Designers Robin Dowdy and Nakia Shelton
- Senior Graphic Design Manager Nickola Dudley
- Art Director James Harman
- University Photographer Jeff Greenough
- Marketing Copywriter/Editor Pam McCallister
- Digital and Media Interactive Designer Hannah Moses

Summary of Current Media Plan and Marketing Approach

- Phase 1** launched in September with advertising channels targeting high school 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 for applications. The transfer digital campaign begins in January.
- Phase 3** begins the multi-pronged approach to finish FY 2019 strong by supporting:
 - Transfer student applications starting in January.
 - Conversion and yield of accepted students with media tactics targeted to markets with higher indices for admission starting in February.
 - From February through May, the focus will be on generating awareness and consideration for a new wave of rising high school seniors applying next Fall.

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											
USA Today College Guide											
Washington Monthly:											
Washington Monthly: College Guide											
Profile Display (Roanoke Reg Chamber)											
VA Business											
VA Foundation											
Richmond Mag											
ENDEMIC/LEAD GEN											

Advertising Update

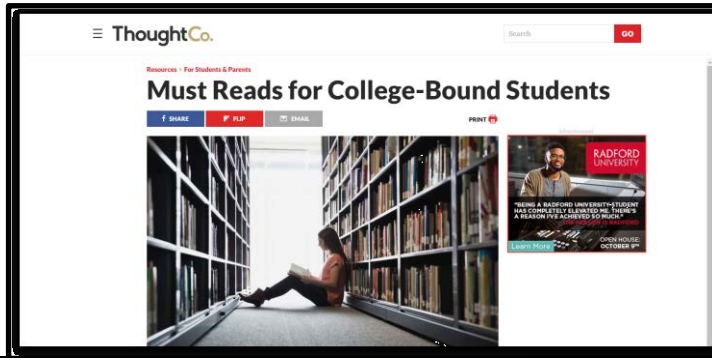
Media Tactic	Campaign(s) Supported	Market(s)	Placement Details	Delivery (thru 11/18)	% Comp.
Out of Home	<ul style="list-style-type: none"> UG/General 	<ul style="list-style-type: none"> Roanoke Northern Virginia Richmond 	<ul style="list-style-type: none"> ROA Airport Digital Wall Screen (Annual) Bus Kings & Rail Station Posters in NOVA (Nov.) Digital billboards on I-95 in Richmond (Sept. - Nov.) 	9 million	90%
Print	<ul style="list-style-type: none"> UG/General 	<ul style="list-style-type: none"> All Markets 	<ul style="list-style-type: none"> USA Today College Guide; VA Colors; VA Business; Richmond Mag; VA Foundation for the Humanities, Profile Display; and Washington Monthly 	1.2 million	16%
TV	<ul style="list-style-type: none"> UG/General 	<ul style="list-style-type: none"> Richmond/Norfolk 	<ul style="list-style-type: none"> 4-week TV run in Oct. and early Nov. 	7.5 million	100%
OTT: Streaming TV	<ul style="list-style-type: none"> UG/General 	<ul style="list-style-type: none"> VA Markets 	<ul style="list-style-type: none"> Gamut/Cox partnership to support General/Multicultural message 	581,670	33%
Digital Display & Video	<ul style="list-style-type: none"> UG/General Multicultural 	<ul style="list-style-type: none"> All Markets 	<ul style="list-style-type: none"> AdTheorent Site list includes, but not limited to, BuzzFeed, Roanoke.com, Forbes, WashPo, etc. 	2.8 million	10%
Paid Social	<ul style="list-style-type: none"> UG/General Multicultural 	<ul style="list-style-type: none"> VA Markets 	<ul style="list-style-type: none"> Facebook, Instagram, Snapchat 	267,722	23%
Paid Search	<ul style="list-style-type: none"> UG/General 	<ul style="list-style-type: none"> All Markets 	<ul style="list-style-type: none"> Google 	95,796	20%

Key Performance Indicators Update

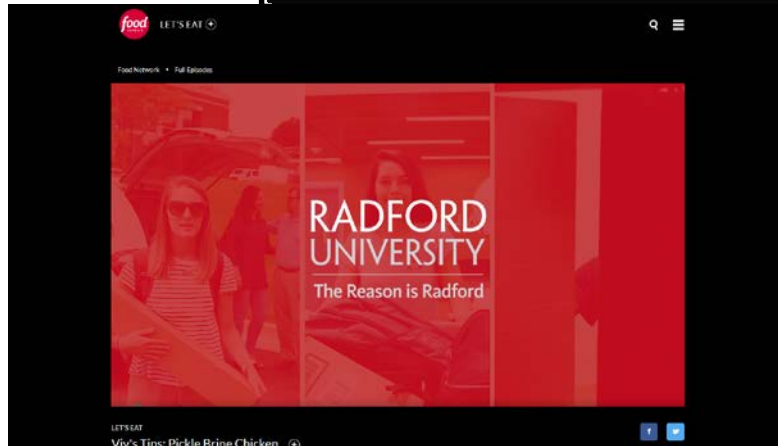
Global KPI	FY19 YTD	FY19 Goal	% Goal Index	Global KPI Notes
Advertising Impressions	14,814,210	28,000,000	52%	Introduction of OOH and TV in Oct./Nov. resulted in significant exposure in market during this period. Final OOH impressions and TV post will follow in Q1.
Admissions Section Sessions	86,345	425,000	20%	Pacing is on target through November.
Application Page Inquiries	8,840	45,000	19%	KPI pacing well through Oct. Oct./Nov. are historically peak periods for application inquiries.
Digital KPI	FY19 YTD	FY19 Goal	% Goal Index	Digital KPI Notes
Digital Impressions	3,960,913	16,250,000	25%	Digital impression delivery set to increase ahead of key events and application deadlines.
Digital Clicks	25,196	65,000	38%	Campaign is generating a strong click-thru rate of 0.64%. The industry benchmark is 0.25-.35%.
Marketing Landing Page Sessions	12,659	150,000	8%	KPI is expected to rise with increase in digital ad delivery into the application deadline window.

Advertising Examples

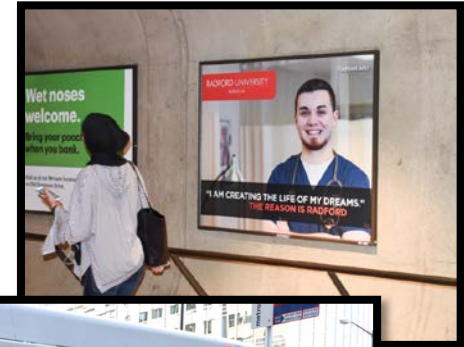
Desktop Display –
UG/General



Streaming TV



Out of Home –
UG/General



Advertising Examples

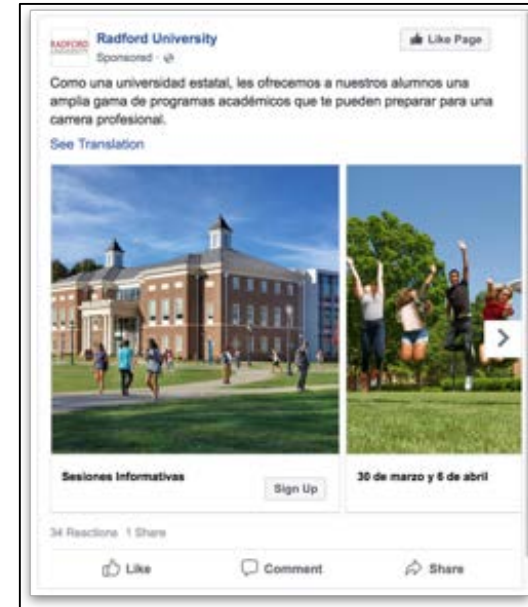
Mobile Display –
UG/General



Mobile Display – Multicultural

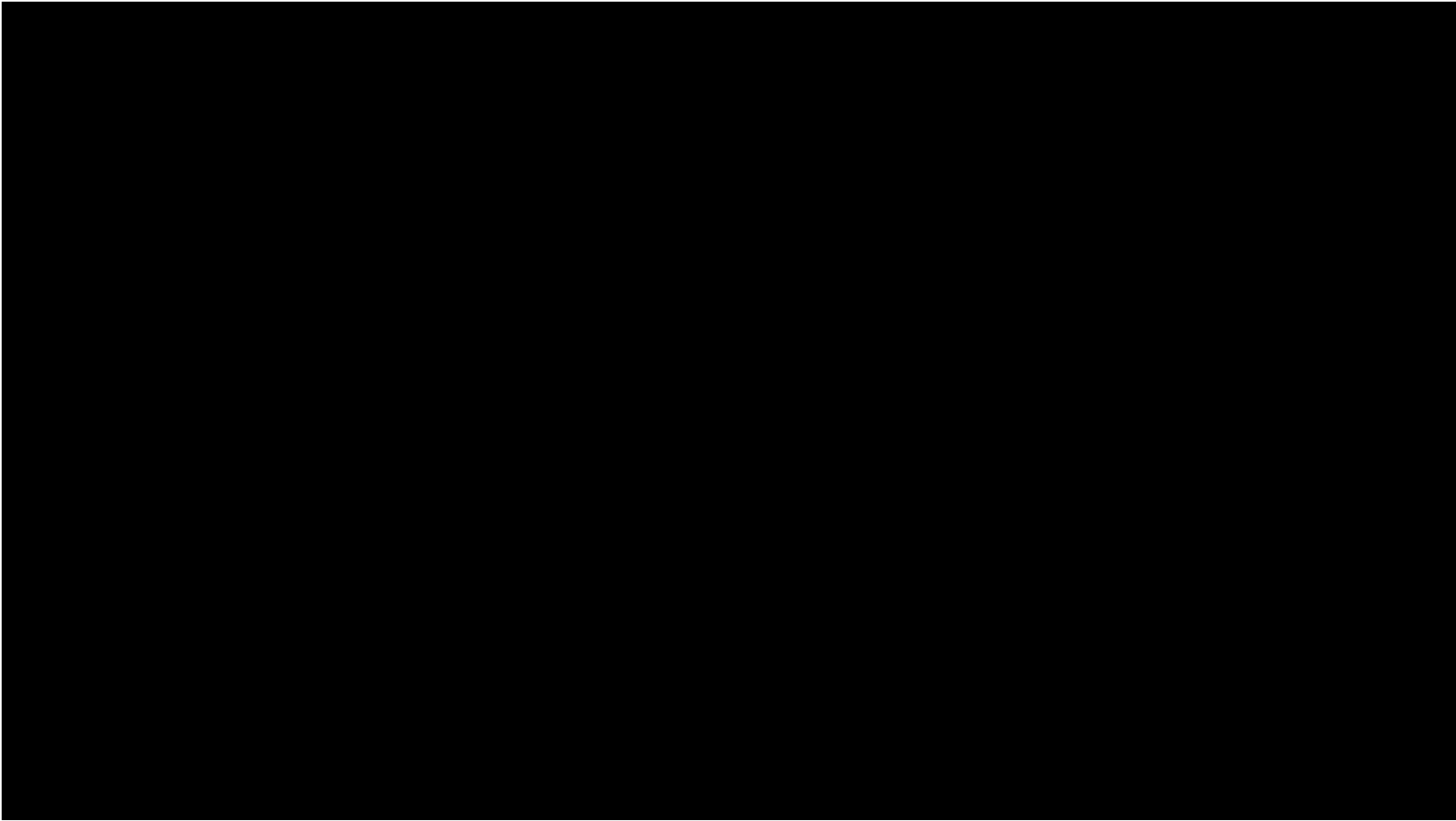


Paid Social – UG/Multicultural



Collaborations and Partnerships Across Campus

- Student Spotlights
- Enrollment Management Outreach and Publications
- Duo Two-Factor Authentication Awareness
- Emory & Henry College Partnership
- 2017-2018 Annual Report
- Spring Registration Promotion
- Giving Tuesday Campaign
- December Commencement



Discussion

End of Board of Visitors Materials

