

RADFORD UNIVERSITY

Board of Visitors

UNIVERSITY ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE

3:00 P.M.

DECEMBER 5, 2019

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

DRAFT **MINUTES**

COMMITTEE MEMBERS PRESENT

Ms. Krisha Chachra, Chair
Ms. Lisa Throckmorton, Vice Chair
Ms. Nancy A. Rice
Ms. Georgia Anne Snyder-Falkinham

COMMITTEE MEMBERS ABSENT

Ms. Karyn K. Moran

BOARD MEMBERS PRESENT

Mr. Robert A. Archer, Rector
Mr. James R. Kibler Jr., Vice Rector (arrived 3:49 p.m.)
Dr. Jay A. Brown
Dr. Thomas Brewster
Mr. Gregory A. Burton
Dr. Rachel D. Fowlkes
Mr. Mark S. Lawrence
Dr. Debra K. McMahon
Mr. David A. Smith
Mr. Breon Case, Student Representative (Non-voting Advisory Member)

OTHERS PRESENT

President Brian O. Hemphill
Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President
Mr. Craig Cornell, Vice President for Enrollment Management
Mr. Danny M. Kemp, Vice President for Information Technology and Chief Information Officer
Ms. Wendy Lowery, Vice President for University Advancement
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 2:59 p.m. in the Mary Ann Jennings Hovis Memorial Board Room in Martin Hall. Ms. Chachra conducted a roll call and established a quorum was present.

APPROVAL OF AGENDA

Ms. Chachra asked for a motion to approve the December 5, 2019 agenda, as published. Ms. Lisa Throckmorton made the motion. Ms. Nancy A. Rice seconded, and the motion carried unanimously.

APPROVAL OF MINUTES

Ms. Chachra asked for a motion to approve the minutes of the September 26, 2019 meeting of the University Advancement, University Relations and Enrollment Management Committee meeting, as published. Ms. Georgia Anne Snyder-Falkinham made the motion, Ms. Rice seconded, and the motion carried unanimously.

ENROLLMENT MANAGEMENT REPORT

Vice President for Enrollment Management Craig Cornell provided enrollment trends and observations for the incoming classes at Radford University and Radford University Carilion (RUC), as well as updates and activities with recruitment efforts. As of December 3, applications are up overall by 616 or 6.8%, which is 453 or 5% for Radford and 163 for RUC. There is also a strong growth and balance with in- and out-of-state applications increasing by 235 or 3.4% for in-state and 218 or 10.1% for out-of-state at main campus and 143 applications for in-state and 20 for out-of-state at RUC. In addition, new student application quality indicators are also increasing with the average high school GPA being 3.47, which is up 0.05 over last year at this point in time. Transfer applications are also showing great growth with 302, up 6% over last year for main campus and 169 for RUC.

Vice President Cornell also shared the following Fall 2020 planning efforts: new leadership changes within the division will allow for a more strategic approach to enrollment efforts moving forward; the final Open House for the fall was held on November 16, 2019 at Radford, including 330 families and 50 onsite application decisions; and a more pervasive focus on yield activities will be developed over the next few years, with a significant focus on what information students need at a given point of the enrollment cycle.

Vice President Cornell announced a new scholarship program, The Highlander Distinction Program, which will provide approximately \$13 million more in aid to students over the next four years. This highly expanded and strategic financial aid leveraging plan has been many months in development and will be available to Fall 2020 admitted students. This approach focuses on net tuition revenue maximization model by providing a broader aid package to more students for both merit and need-based aid awards. As a four-year renewable program, The Highlander Distinction Program will align with all student success initiatives underway and will greatly assist with student affordability throughout their entire undergraduate career at Radford University. A copy of the report is attached hereto as *Attachment A* and is made a part hereof.

UNIVERSITY ADVANCEMENT REPORT

Vice President for University Advancement Wendy Lowery provided the Committee with an update of recent activities in University Advancement, beginning with a recap of the successful Homecoming and Reunion Weekend and shared a video highlighting the 2019 activities. A VIP tent and live music experience was offered this year with a special appreciation for Blue Ridge Beverage as the inaugural event sponsor.

Vice President Lowery shared that the area is fully staffed and introduced new team member, Carolyn Clayton, Director for Annual Giving. Ms. Lowery shared Annual Giving digital efforts from The Hive, a crowdfunding platform, generated \$21,375 from 359 donors. To date, this is a 38% increase in dollars and 100% increase in donors from FY19. The Greek Life Challenge generated \$12,971 from 235 donors. Student Philanthropy from TAG Day included 50 participants with 289 social media posts. December senior gifts, which are still in progress, total \$1,871 from 90 donors.

Vice President Lowery provided a Giving Overview and reported dollars raised to date total \$3,954,684 from 2,054 donors. She added that as of the meeting, the University has surpassed the \$4 million mark. She highlighted gifts from Shelor Motor Mile, Tobacco Region Revitalization Commission, McGlothlin Foundation, Commonwealth Transfusion Foundation, and two anonymous contributions.

In closing, Vice President Lowery shared an update on the Capital Campaign stating that the Committee is working diligently, and the website is under development with a go-live target of April. Special appreciation was extended to Georgia Anne Snyder-Falkinham for hosting a private campaign event at her home. A copy of the report is attached hereto as ***Attachment B*** and is made a part hereof.

UNIVERSITY RELATIONS REPORT

Vice President for University Relations and Chief of Staff Ashley Schumaker highlighted members of the University Relations team. Christina Edney was recently hired as a Multimedia Producer. Justin Ward has assumed a new role as Interim Director of Media Services. Don Bowman is retiring following over 30 years of service.

Vice President Schumaker summarized the ongoing efforts in the marketing strategy, including its alignment with the University's student recruitment efforts. She shared that 30% of the marketing was concentrated in the NOVA, D.C. and Maryland region with 55% in the remainder of the state and 15% in out-of-state markets.

Vice President Schumaker also provided highlights of recent media coverage following announcements made during the State of the University Address including: the new hotel project, River Campus project, BB&T Leadership Development Program and the Bridge to RU Program. She also shared that other University initiatives received additional media coverage, including: Tech Talent Investment Program, Shelor Motor Mile Scholars Program, Stuff the Bus Event, and the Percussion Group receiving third place in a National Competition.

In closing, Vice President Schumaker applauded the efforts of the University Relations team and their partnerships with other areas across campus, which have resulted in Choose Radford stories and the recently published, The Magazine of Radford University. She concluded her report with

sharing the most recently produced University commercial. A copy of the report 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. Snyder-Falkinham made the motion, Ms. Throckmorton seconded, and the motion carried unanimously. The meeting adjourned at 4:04 p.m.

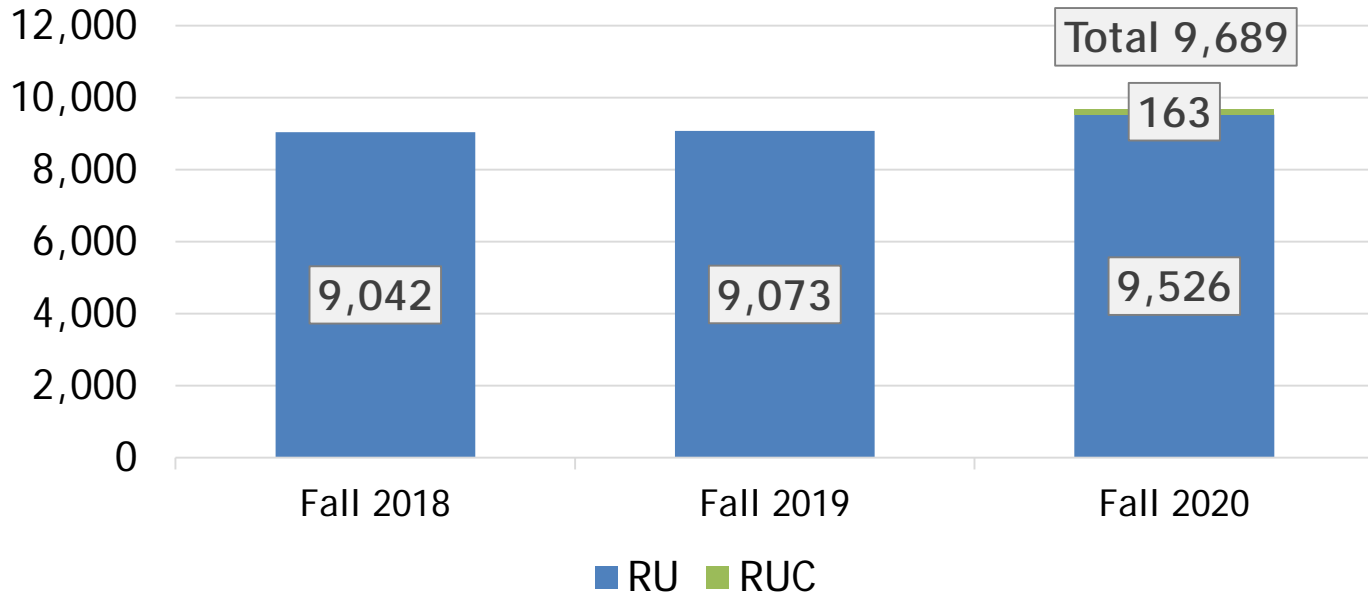
Respectfully submitted,

Ms. Kathy Murphy
Executive Assistant to the
Vice President for Enrollment Management

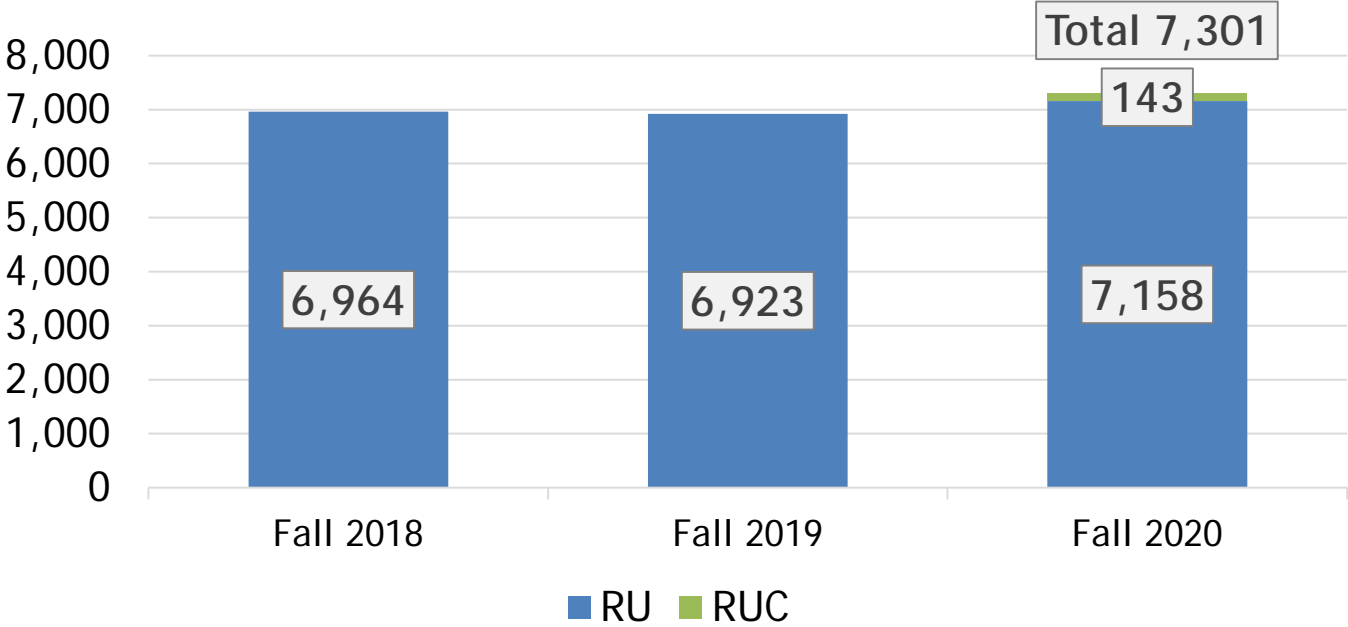
Enrollment Management Update

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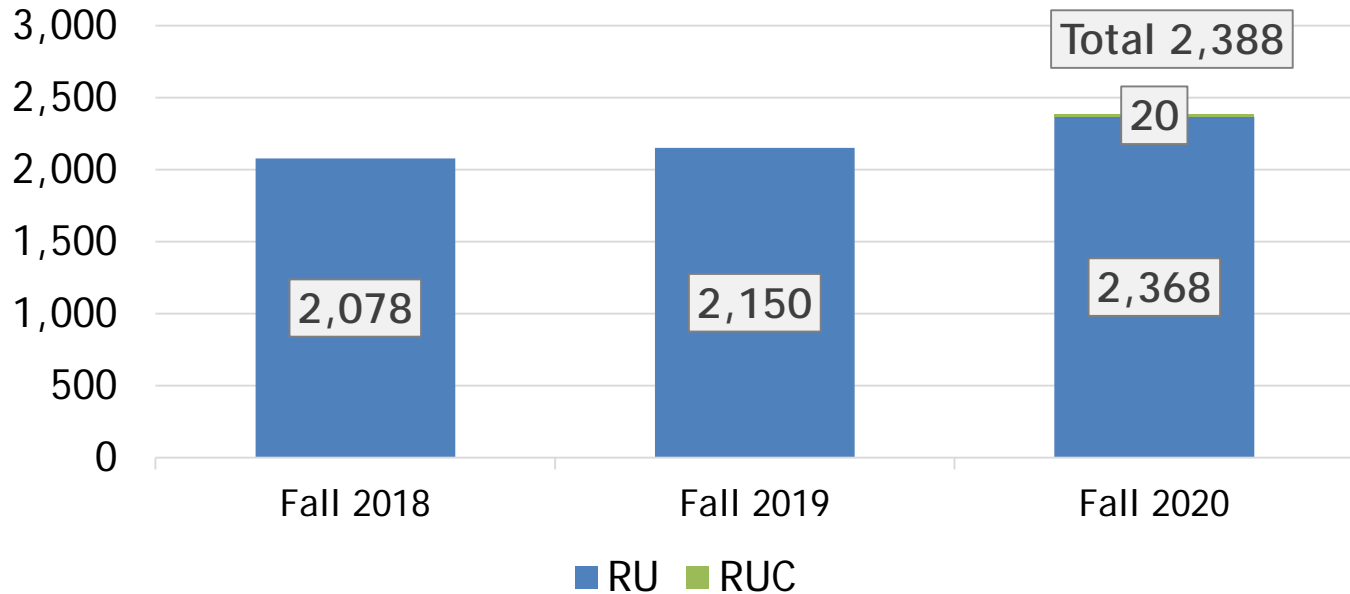
New Freshman Applications (December 3)



New Freshman In-State Applications (December 3)



New Freshman Out-of-State Applications (December 3)



New Freshman Applications (December 3)

Virginia Region	Fall 2018	Fall 2019	Fall 2020
Central Virginia	604	601	588
Northern Virginia	1,758	1,827	2,138
Peninsula	508	562	455
Richmond	908	1003	986
Roanoke Metro	398	327	402
South Central	334	331	297
Southwest	770	672	639
Tidewater	1002	1020	1025
Valley	677	572	703
In-State, Unknown	5	8	68

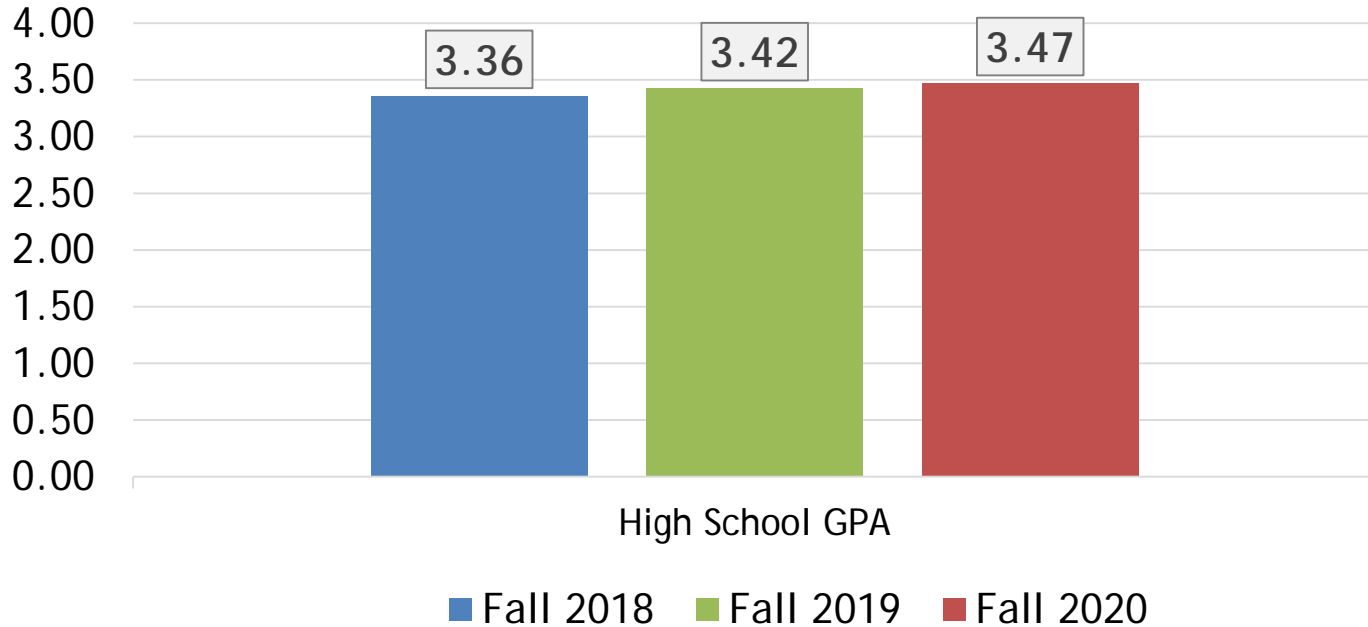
New Freshman Applications (December 3)

Top States	Fall 2018	Fall 2019	Fall 2020
Maryland	471	480	673
North Carolina	619	621	550
District of Columbia	248	333	354
West Virginia	142	129	110
New Jersey	97	61	69
Florida	34	48	60
South Carolina	41	33	43
Pennsylvania	69	48	42
Tennessee	41	54	38
California	28	15	35
Texas	44	31	35

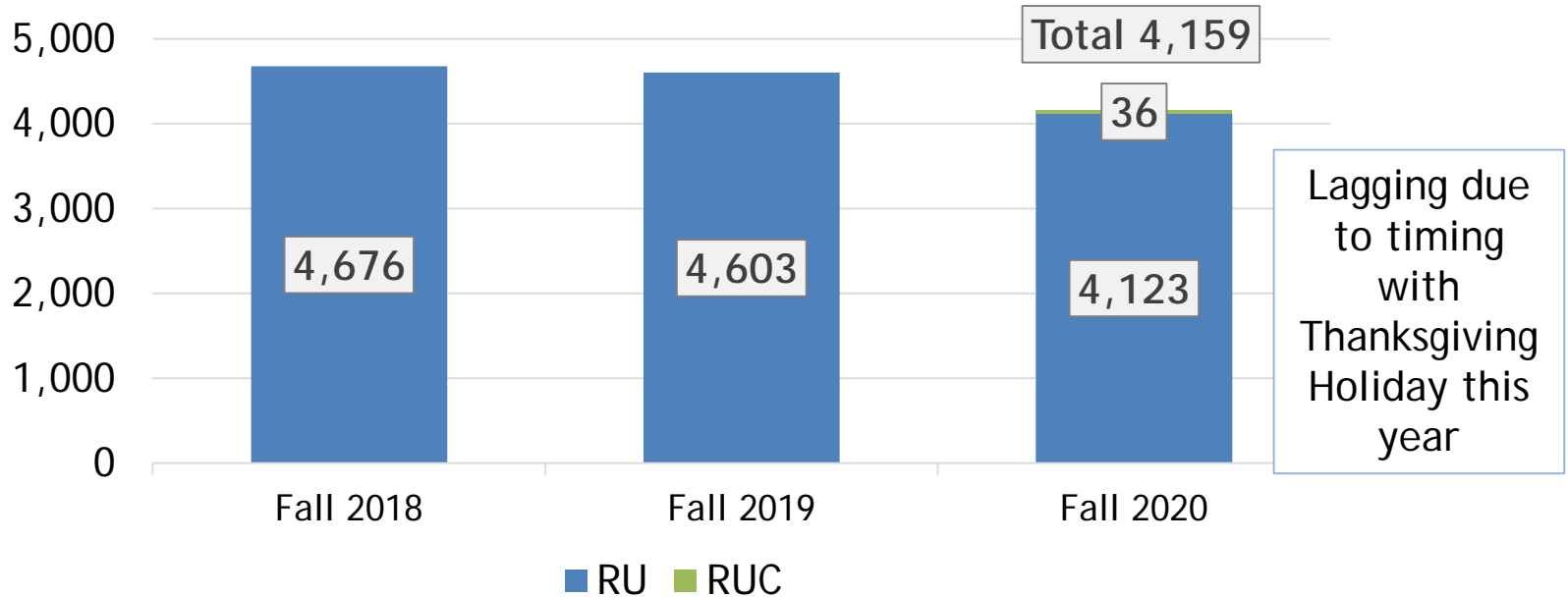
New Freshman Applications (December 3rd)

Ethnicity	Fall 2018	Fall 2019	Fall 2020
American Indian or Alaska Native	32	25	18
Asian	246	252	291
Black or African American	2535	2743	2861
Hispanic	897	874	1086
Native Hawaiian or Other Pacific Islander	8	18	10
White	4411	4243	4487
Two or more races	635	627	661
Nonresident Alien	27	23	8
Race and Ethnicity Unknown	251	268	267

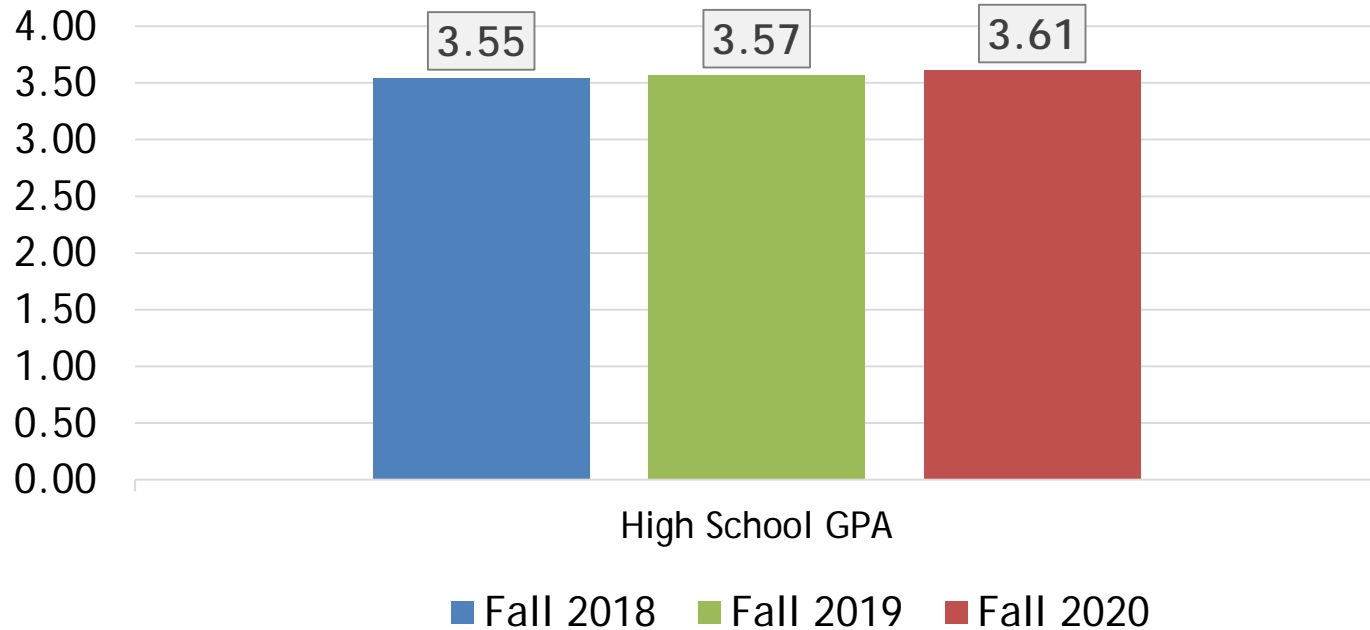
New Freshman Applications (December 3)



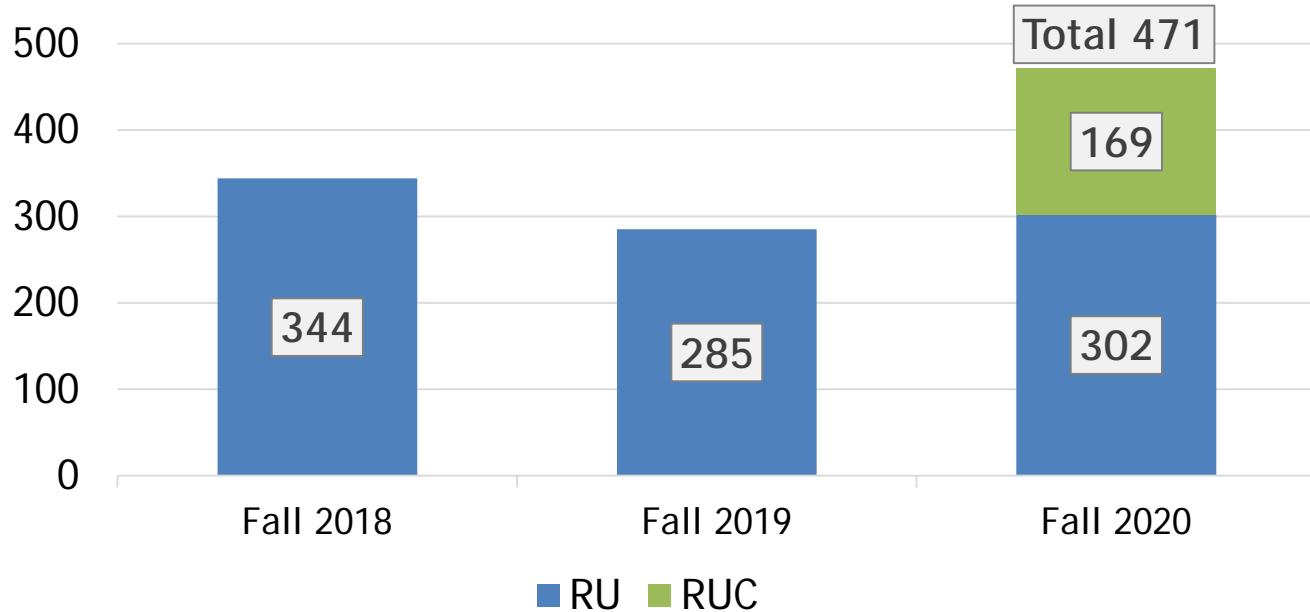
New Freshman Admitted (December 3)



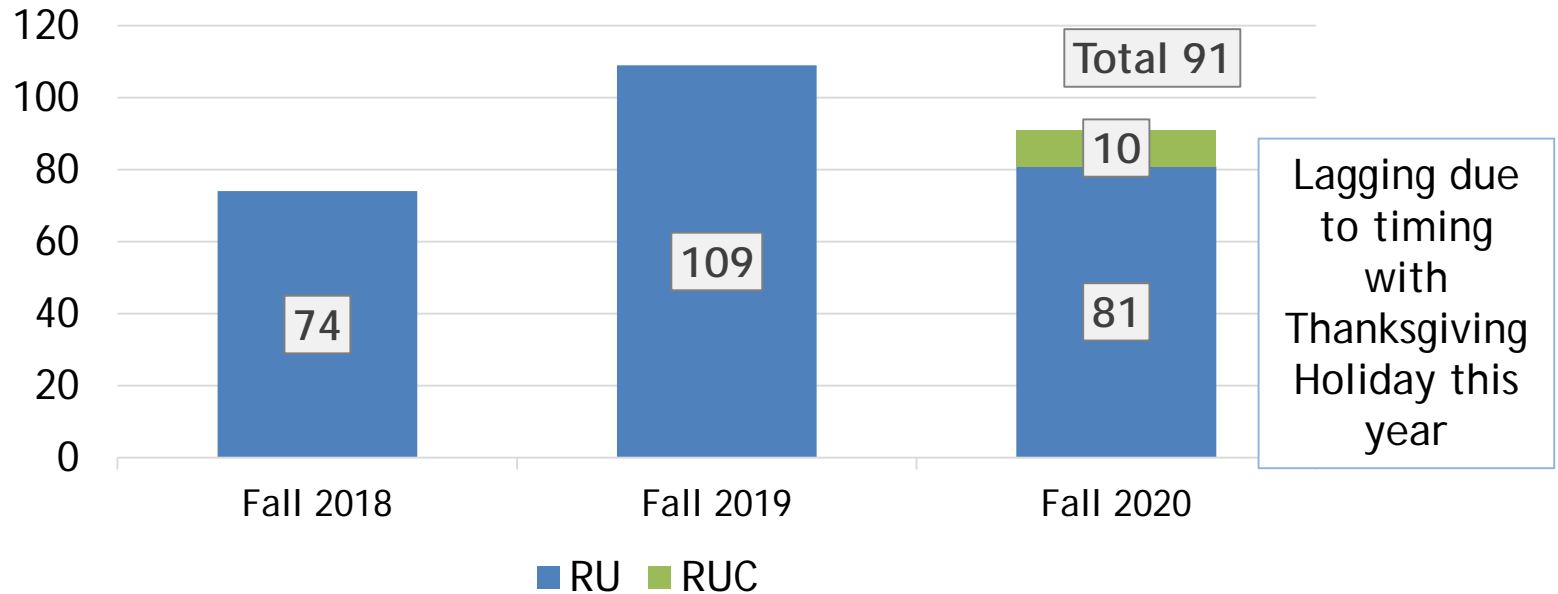
New Freshman Admitted (December 3)



New Transfer Applications (December 3)



New Transfer Admitted (December 3)



Fall 2020+ Enrollment Planning Efforts

Fall 2020+ Planning Efforts

1. New Leadership- Aligned to a fully-strategic approach to Enrollment Management

- Craig Cornell- Vice President for Enrollment Management, effective 11/1.
- Allison Pratt- from Interim Director of Admissions to Director of Student Financial Aid
- New AVP for Enrollment Management and Director of Undergraduate Admissions search launched (25 applicants)
- Kitty McCarthy- From VP for Enrollment Management to Interim Associate Vice President for Transfer Partnerships and Recruitment



Fall 2020+ Planning Efforts

2. Radford Open House

- November 16, 2019
- 330 students and their families!
- Over 50 on-site applications and decisions
- 55 students bussed in from Tidewater and Richmond



Paying for College Presentation and Student Panel



On-Site Application Reviews and Acceptances (and tears of joy!)



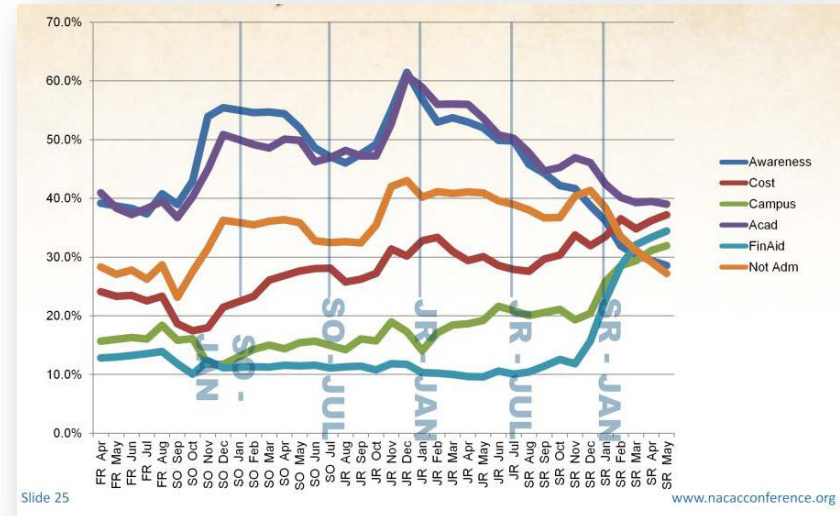
Faculty Led Model Classroom Experiences

Fall 2020+ Planning Efforts

3. “Yield-Yield-Yield” - Establishing a more coordinated yield (admit to enroll ratio) campaign

- Will allow for a deeper plan over the next few years to meet students at their need at the time along the enrollment funnel.
- Incorporate the faculty and academic leadership more fully to meet students where they are at.
- Exploring best-in-breed CRM to automate and enhance communications, territory management and personalization through the recruitment phases.

Top Reasons Students Add Colleges to Their Lists



Slide 25

www.nacacconference.org

Fall 2020+ Planning Efforts

4. The Highlander Distinction Program

- *"New"* - Exciting new approach to campus-based centrally awarded scholarship programs with over \$13M in new aid over the next 4 years.
- *"Strategic"* - Goal is to provide a central balanced awarding program that aligns merit, need and merit+need awards.
- *"Focus on Affordability"* - Designed to, where possible, based on all the data we have on students, provide the right aid to the right students to cross the affordability threshold and allow students to focus on the other aspects of choosing Radford!
- *"Focus on Student Success"* - Renewable awards that not only help with recruitment, but student retention and success also.

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Highlander Distinction
Program

Discussion

University Advancement and Alumni Relations

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Alumni Engagement



Annual Giving



**Director of Annual Giving
Carolyn Clayton**

Annual Giving

Student Philanthropy

TAG Day (Teaching Annual Giving)

- 2019: 289 posts & 50 participants
- 2018: 250 posts & 38 participants
- 2017: 170 posts & 20 participants


December Senior Gifts (in progress)

- 2019: \$1,871 from 90 donors
- 2018: \$1,904 from 85 donors
- 2017: \$1,036 from 90 donors



**CONGRATULATIONS
TAG DAY
WINNER!**

www.radford.edu/tagday



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*Congratulations,
Yaya Velasquez!*

Yaya is the 2019 TAG
Day challenge winner, and
designated the \$1,000 gift
to Women's Club Soccer!

www.radford.edu/tagday

Annual Giving

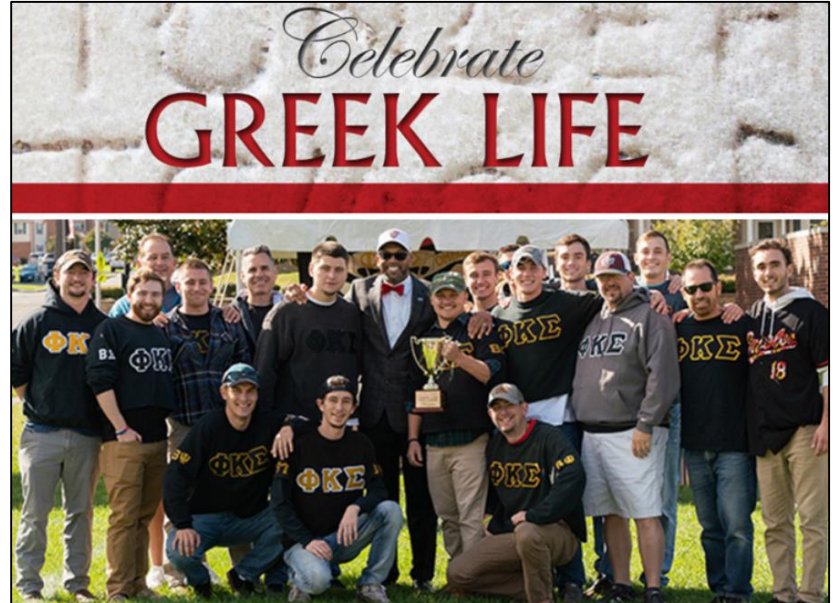
Digital Efforts

The Hive

- **FY 20 YTD:** \$21,375 from 359 donors (7 projects)
- **FY19 YTD:** \$15,450 from 179 donors (6 projects)
- **38% increase in dollars and 100% increase in donors**

Greek Life Challenge

- **2019:** \$12,971 from 235 donors
- **2018:** \$12,957 from 223 donors
- **2017:** \$11,000 from 150 donors



Major Gifts Update



Major Gifts Update



Giving Overview

Radford University - University Advancement

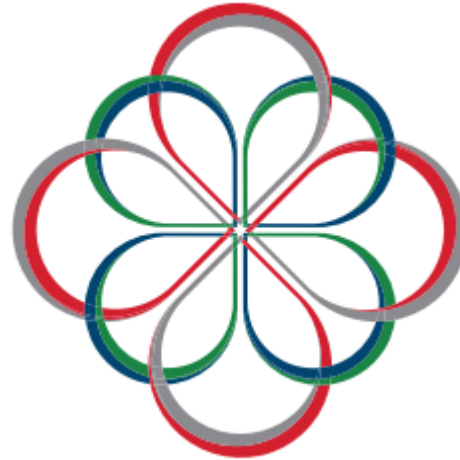
Comparative Giving Report by Fiscal Year

FISCAL YEAR-TO-DATE GIVING:	FY 2019-2020 (7/1/19-11/30/19)	FY 2018-2019 (7/1/18 - 11/30/18)	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)
New Pledges	\$ 2,256,834	\$ 791,519	\$ 295,565	\$ 235,567	\$ 268,855
New Planned Gifts	\$ 843,167	\$ 34,964	\$ 1,529,855	\$ 565,050	\$ 4,840,000
Outright Cash Gifts	\$ 667,381	\$ 624,724	\$ 690,567	\$ 306,377	\$ 373,212
Gifts-in-kind	\$ 5,982	\$ 19,574	\$ 263,446	\$ 19,707	\$ 65,801
Gifts of Real Estate	\$ -	\$ -	\$ 590,000	\$ -	\$ -
Sponsored Programs	\$ 181,319	\$ 15,240	\$ 23,700	\$ 26,095	\$ 10,000
Total Giving	\$ 3,954,684	\$ 1,486,021	\$ 3,393,132	\$ 1,152,796	\$ 5,557,868
Total Number of Donors	2,054	2,021	2,186	2,017	2,055
Total Number of New Donors	671	728	478	392	391

FISCAL YEAR-END GIVING:	FY 2018-2019 Final	FY 2017-2018 Final	FY 2016-2017 Final	FY 2015-2016 Final	FY 2014-2015 Final
New Pledge Balances	\$ 9,610,923	\$ 10,635,610	\$ 7,311,589	\$ 1,160,325	\$ 505,474
Current-Year Pledge Payments	\$ 429,078	\$ 404,067	\$ 544,121	\$ 344,401	\$ 793,813
New Planned Gifts	\$ 539,964	\$ 1,565,555	\$ 1,192,050	\$ 5,090,000	\$ 1,282,000
Outright Cash Gifts	\$ 1,856,843	\$ 1,751,071	\$ 1,563,936	\$ 1,178,318	\$ 1,336,277
Gifts-in-kind	\$ 31,902	\$ 336,320	\$ 128,299	\$ 223,955	\$ 200,775
Gifts of Real Estate	\$ -	\$ 590,000	\$ -	\$ -	\$ -
Sponsored Programs	\$ 42,130	\$ 57,490	\$ 52,485	\$ 10,000	n/a
Total Giving	\$ 12,510,840	\$ 15,340,113	\$ 10,792,480	\$ 8,006,999	\$ 4,118,339
Total Number of Donors	4,758	5,262	5,253	4,435	4,731
Total Number of New Donors	1,978	2,018	2,090	1,350	1,076

Capital Campaign

TOGETHER



Discussion

University Relations Update

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University Relations: *Team Spotlights*

New Hire

Christina Edney – Multimedia Producer

New Role

Justin Ward – Interim Director of Media Services

Forthcoming Retirement

Don Bowman – Public Relations Writer

Marketing Strategy: *On-Going Efforts*

FY20 MEDIA CAMPAIGN	Visit Us	Visit Us	Early Apply	App Deadline	App Deadline	Visit Us/ Enroll	Visit Us/ Enroll	Visit Us/ Enroll	Visit Us/ Enroll	JUN
	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	
UNDERGRAD										
NOVA Out of Home										
Roanoke Airport OOH										
TV										
Streaming TV										
Digital: Display & Video										
Paid Social										
Paid Search										
TRANSFER										
Digital: Display & Video										
Digital:Geo Targeted Display										
Paid Search										
PRINT										
Richmond Mag:VA College Guide										
USA Today College Guide										
ENDEMIC/LEAD GEN										
Princeton Review										

Media Highlights: *University Initiatives*

State of the University Address

New Hotel Project

River Campus Project

BB&T Leadership Development Program

Bridge to RU Program

Media Highlights: *University Initiatives*

Tech Talent Investment Program

Shelor Motor Mile Scholars Program

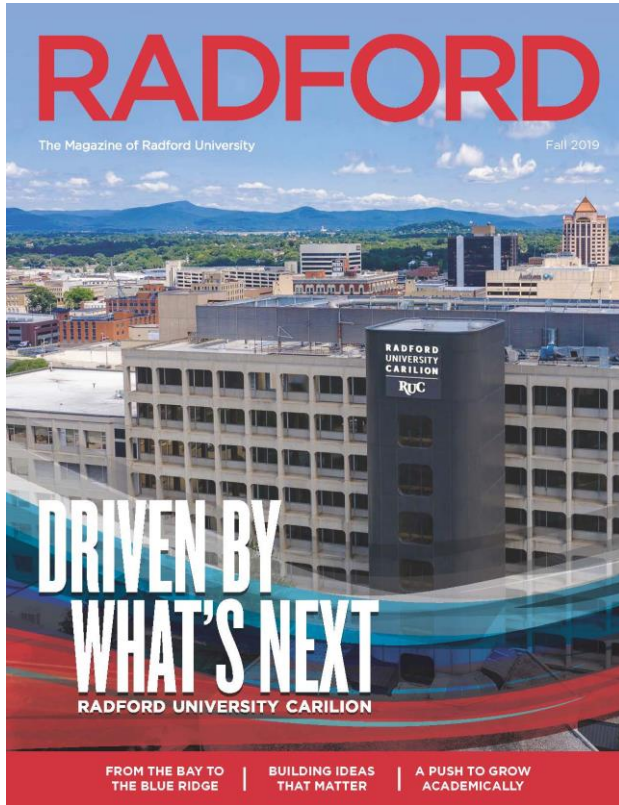
Stuff the Bus Event

Percussion Group Third in National Competition

Partnership Project Highlights:
*Choose Radford, The Magazine
of Radford University and
Commercial*

Choose Radford

The Magazine of Radford University



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The Magazine of Radford University



BUILDING IDEAS THAT MATTER:

THE VENTURE LAB IS A PLACE FOR STUDENT ENTREPRENEURS
TO BRIDGE THE GAP FROM CONCEPT TO MARKETPLACE.

The Magazine of Radford University



UP FRONT

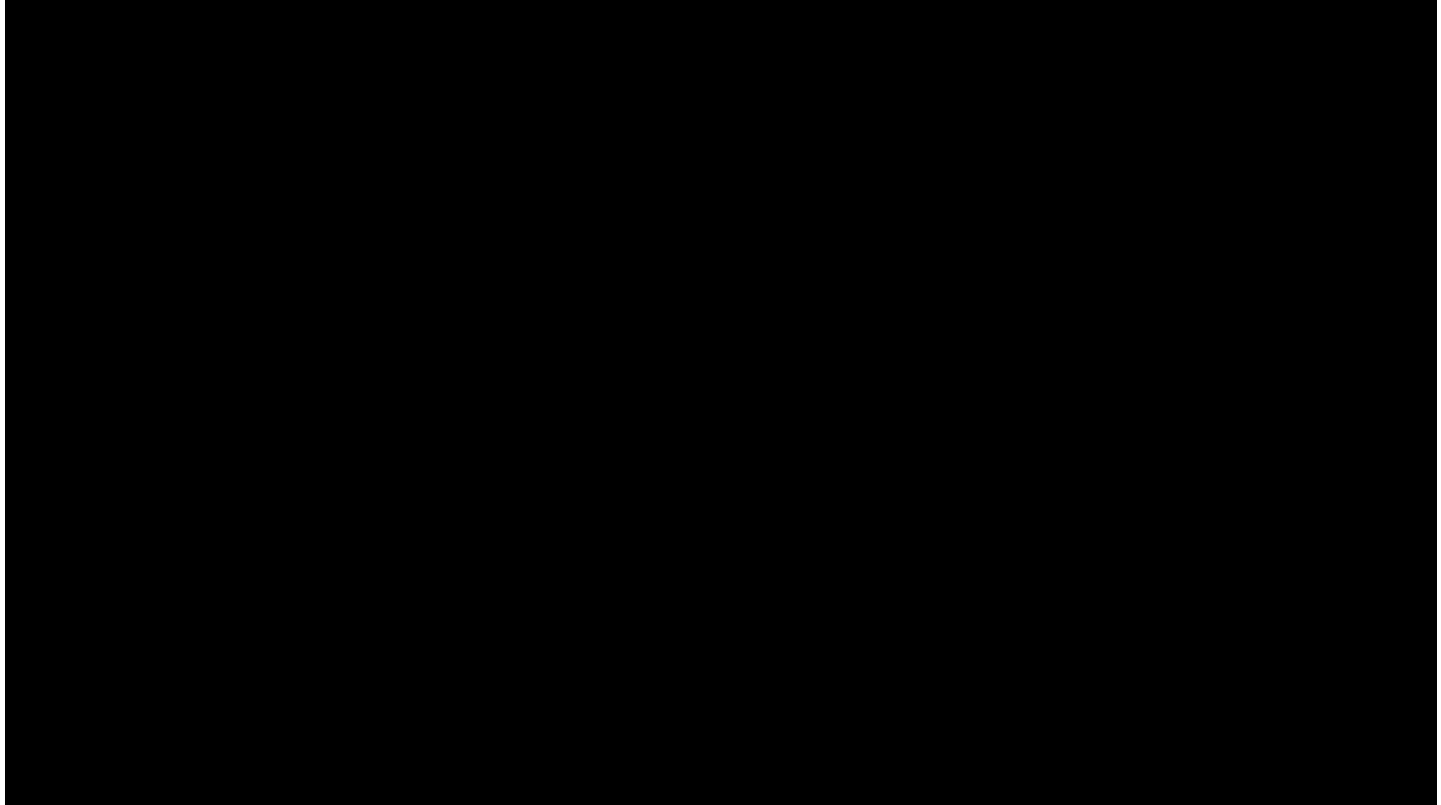
“The University needs to be innovative, creative and provide a level of education that sets students up for success.”

Robert A. Archer

THE ROCK OF THE RADFORD FAMILY:
FAMILY AND SERVICE DEFINE BOARD OF VISITORS RECTOR ROBERT A. ARCHER

The Magazine of Radford University

Commercial



Discussion

End of Board of Visitors Materials

