

# RADFORD UNIVERSITY

Board of Visitors

## ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE

4:00 P.M.

APRIL 22, 2021

JOSEPH P. SCARTELLI ATRIUM  
COVINGTON CENTER, RADFORD, VA

### **DRAFT** **MINUTES**

#### **COMMITTEE MEMBERS PRESENT**

Ms. Lisa Throckmorton, Chair  
Ms. Krisha Chachra, Vice Chair  
Mr. Mark S. Lawrence

#### **COMMITTEE MEMBERS ABSENT**

Ms. Georgia Anne Snyder-Falkinham  
Ms. Karyn K. Moran

#### **BOARD MEMBERS PRESENT**

Mr. James R. Kibler, Jr., Vice Rector  
Dr. Debra K. McMahan  
Ms. Nancy Angland Rice

#### **OTHERS PRESENT**

Dr. Brian O. Hemphill, President  
Ms. Karen Castelee, Secretary to the Board of Visitors and Special Assistant to the President  
Dr. Lyn Lepre, Vice President for Academic Affairs and Provost  
Mr. Tom Lillard, Associate Vice President for Advancement (For Advancement presentation)  
Ms. Caitlyn Scaggs, Associate Vice President for University Relations (For University Relations presentation)

#### **CALL TO ORDER**

Ms. Lisa Throckmorton, Chair, formally called the Advancement, University Relations and Enrollment Management Committee meeting to order at 4:20 p.m. in the Joseph P. Scartelli Atrium, Covington Center, Radford, VA.

#### **APPROVAL OF AGENDA**

Ms. Throckmorton asked for a motion to approve the April 22, 2021 agenda, as published. Ms. Krisha Chachra, Vice Chair, made the motion. Ms. Nancy Angland Rice seconded, and the motion carried unanimously.

## **APPROVAL OF MINUTES**

Ms. Throckmorton asked for a motion to approve the minutes of the February 11, 2021 meeting of the Advancement, University Relations and Enrollment Management Committee meeting, as published. Ms. Chachra made the motion. Ms. Rice seconded, and the motion carried unanimously.

## **ENROLLMENT MANAGEMENT REPORT**

Vice President for Enrollment Management Craig Cornell provided an update on the new student fall 2021 enrollments for Radford University and Radford University Carilion (RUC), as well as a brief overview of the Enrollment Management volume of activity. He also presented a walkthrough of all communications shared with new students with an emphasis on the new initiatives in place to increase yield of admitted students.

Vice President Cornell shared freshmen applications for main campus continue to follow national trends and are at the end of the cycle. However, a strong pool of students has allowed a stronger admit percentage this year, being up 6% compared to last year. He added that following 2019 benchmarks, as of now, it is expected we will see a freshman class ranging from approximately 1,400-1,450 dependent on overall student yield rates but a clearer picture will emerge after the first week of May. Vice President Cornell shared that main campus is seeing an increase in new transfer applications allowing for larger percentage of admits and growing deposit numbers, currently slightly down over last year, but up 20% over 2019. Overall RUC enrollment growth from previous year was shared, as well as very strong entering student numbers in apps, admits and deposits for both new freshmen and transfer students.

Vice President Cornell shared an overview of the volume of student communications and activities within the Division of Enrollment Management, including 556,966 total emails sent from the Office of Admissions, 166 program information sessions at RUC completed, and over \$115,000,000 in aid awarded by the financial aid office for the 2021 freshman and transfer classes at both main campus and RUC.

In closing, Vice President Cornell distributed a packet of the communication and recruitment materials that an entering student at main campus would receive and shared many of the new initiatives that are being employed to stay in front of students throughout the entire recruitment cycle with a focus on increasing the admitted to enrolled yield percentage. A copy of the report is attached hereto as *Attachment A* and is made a part hereof.

## **ADVANCEMENT AND UNIVERSITY RELATIONS**

Vice President for Advancement and University Relations Wendy Lowery presented updates to the Committee for University Relations, Alumni Relations, Annual Giving and the TOGETHER Campaign Launch.

Vice President Lowery stated that efforts in working with VisionPoint has been a source of strength in the quality of traffic that they are directing to our website. VisionPoint efforts has a lower bounce rate, more visits to our site and more pages while on our site. Radford is significantly out performing benchmarks on Instagram and Facebook. Vice President Lowery added that staff members are exploring how to expand efforts in these channels as they are proving effective and cost efficient.

Vice President Lowery stated that marketing efforts for Radford University Carilion has been expanded to complement the generosity of the Commonwealth of Virginia's additional funding. Traditional TV commercials and expanded digital placements specifically advertise the highly competitive and reduced tuition rate, with VisionPoint supporting these enhanced placement efforts. Vice President Lowery shared a commercial that was produced by the University Relations Media Services team titled *RUC Healthcare Heroes* and added the design team in University Relations won a Gold Addy for the Radford University Brand Guide.

Vice President Lowery also shared a video highlighting the success of February for Highlanders and highlighted the many events and activities of Alumni Relations adding that Homecoming is scheduled for September 30 through October 2, 2021.

Vice President Lowery shared that the annual giving campaign, RAD48 was a huge success raising \$57,948 dollars from 279 donors. Vice President Lowery also reported that the overall giving is currently at \$16,233,581, marking the largest amount raised in one fiscal year in University history. The announcement of a \$6 million gift was shared with the Committee, and will be celebrated publicly later this spring. A copy of the report is attached hereto as ***Attachment B*** and is made a part hereof.

#### **ADJOURNMENT**

With no further business to come before the Committee, Ms. Throckmorton adjourned the meeting at 5:05 p.m.

Respectfully submitted,

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

# Enrollment Management Update

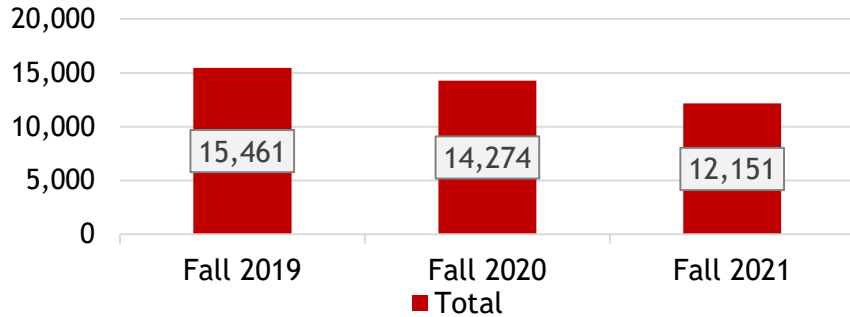
RADFORD  
UNIVERSITY

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# RU Enrollment Data

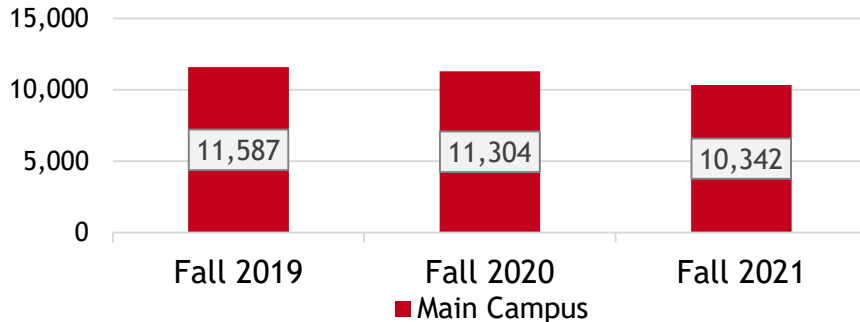
# New Freshman Applications and Admits, RU (April 19)

Applications



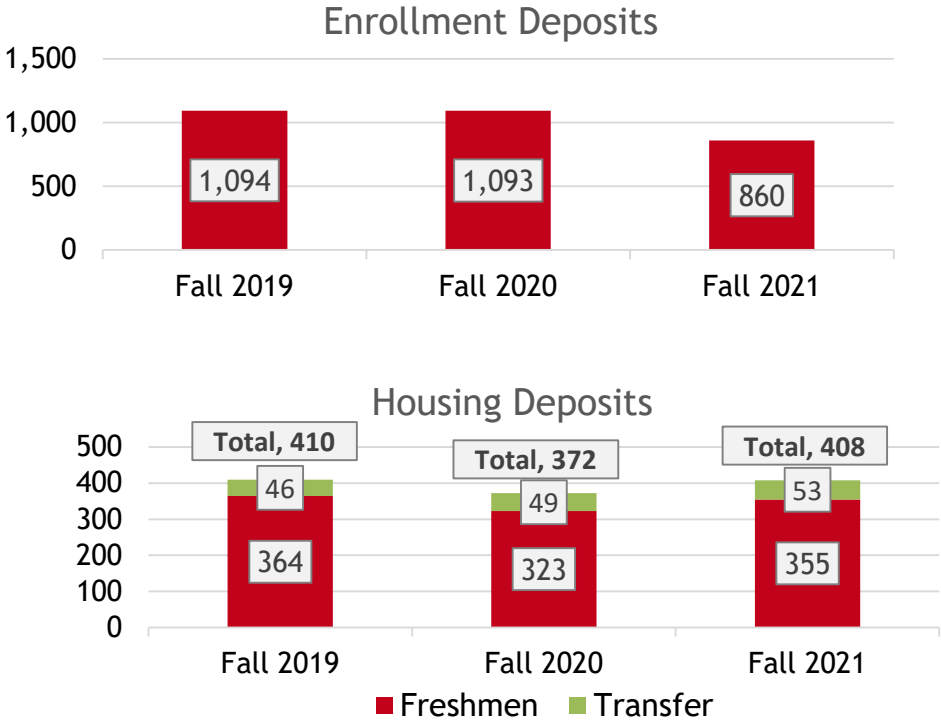
Applications differences following comparative institutions nationally.

Admits



Admit percentages up approximately 6% over last year and up 11.5% over 2019.

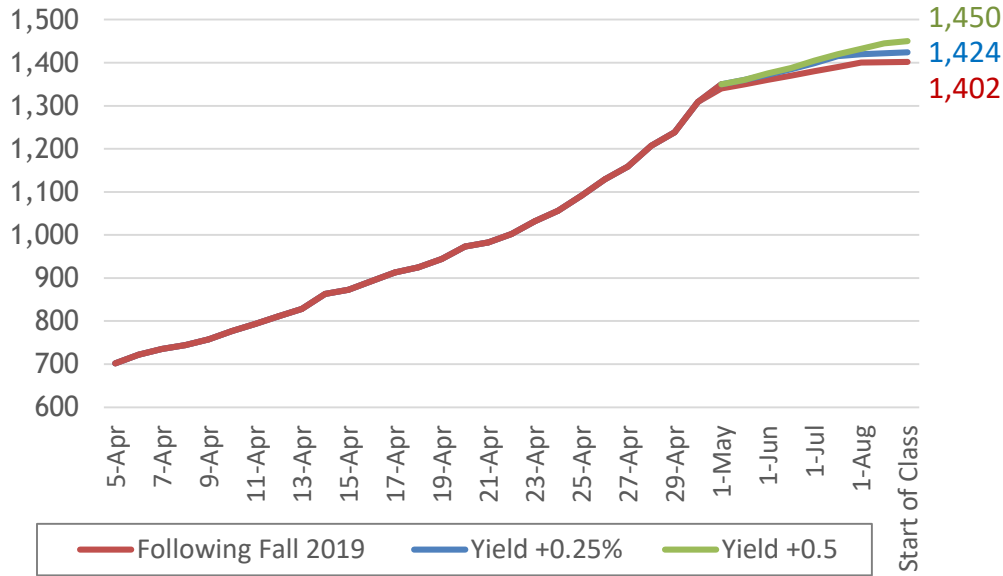
# New Freshman Enrollment and Housing Deposits, RU (April 19)



Focus now on finalizing students in the funnel toward enrollment and housing deposits.

# New Freshman Deposits, RU (April 19th)

## Current Enrollment Scenarios



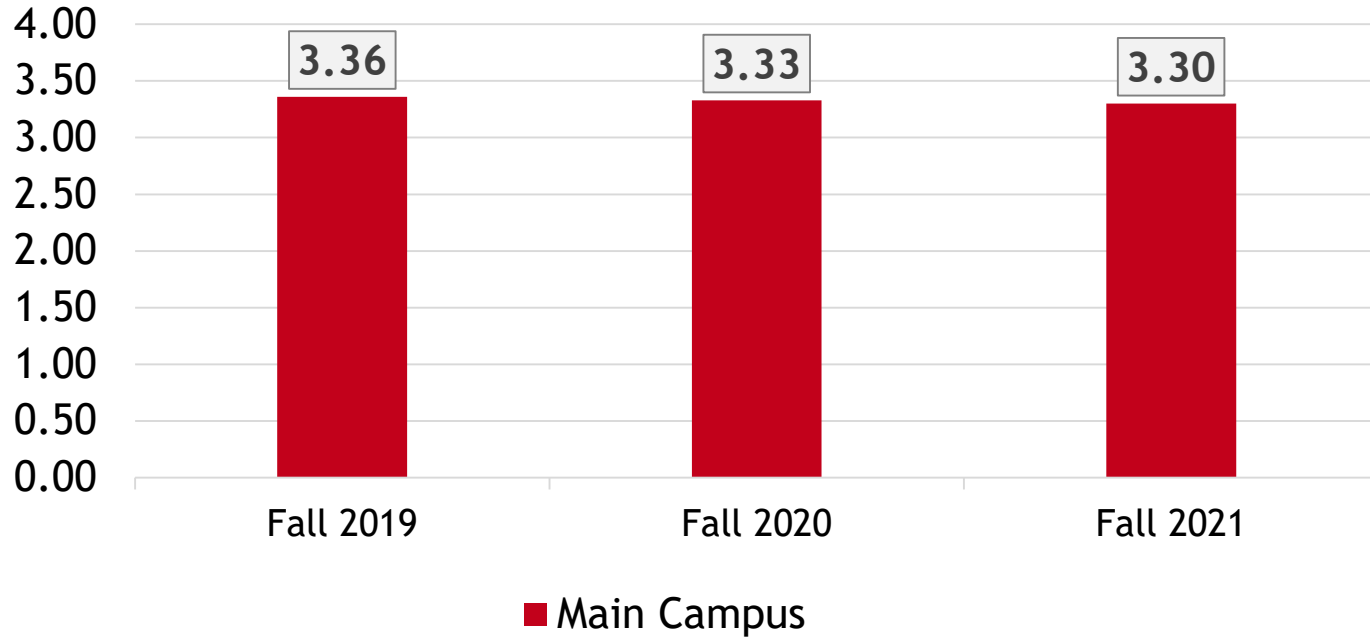
Due to the impacts of COVID last year, we are focusing on comparisons to 2019 (pre-COVID) as a better predictor for enrollment modelling, with new freshman enrollment scenarios ranging from approximately 1,402-1,450 based on overall yield percentages.

\* Based on 2019 modelling and current deposits rates

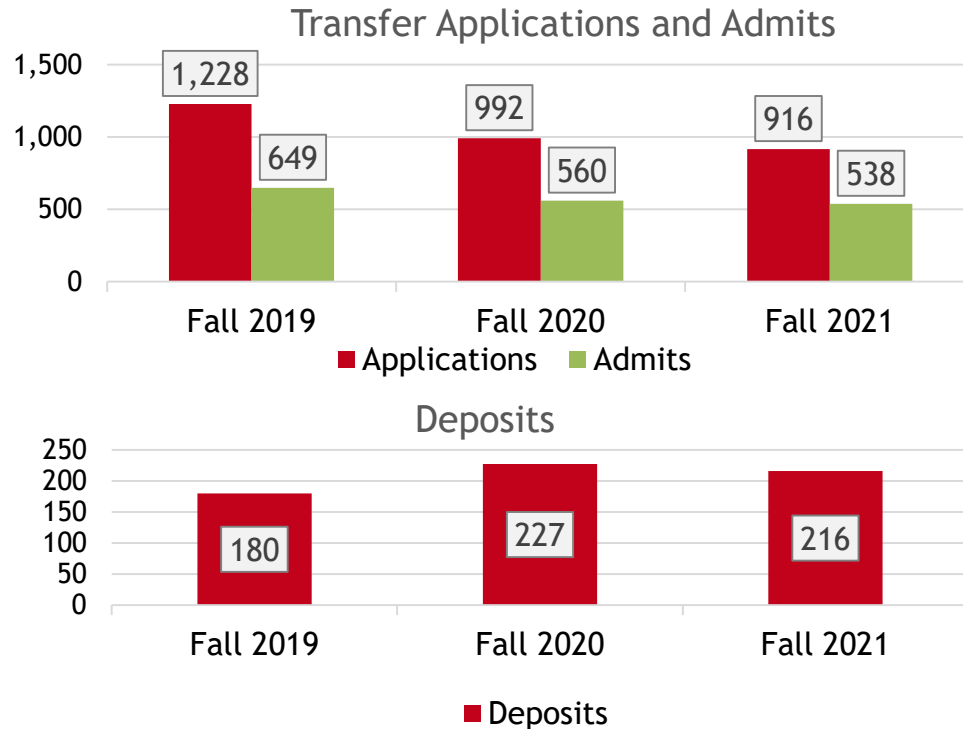


## New Freshman Deposits - High School GPA, RU (April 19 )

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# New Transfer Enrollment Metrics, RU (April 19)



Transfer challenges continue with VCCS schools all online and our inability to meet with students on their campuses.

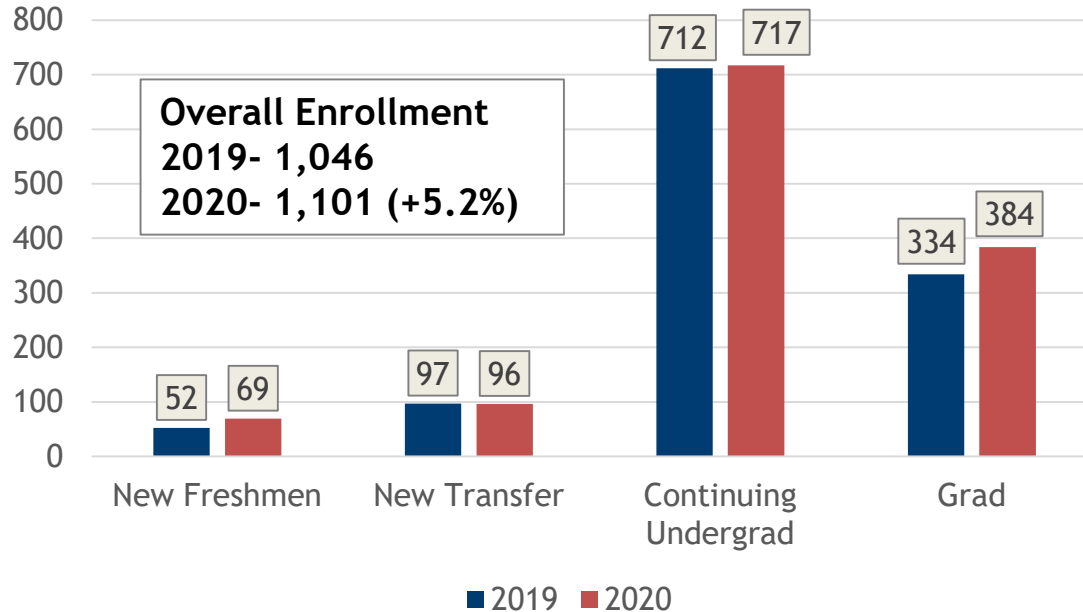
Strong academically prepared pool of applicants, combined with strong admit percentages leading to solid deposits so far.

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# RUC Enrollment Data

# RUC Overall Enrollments, 2019-2020

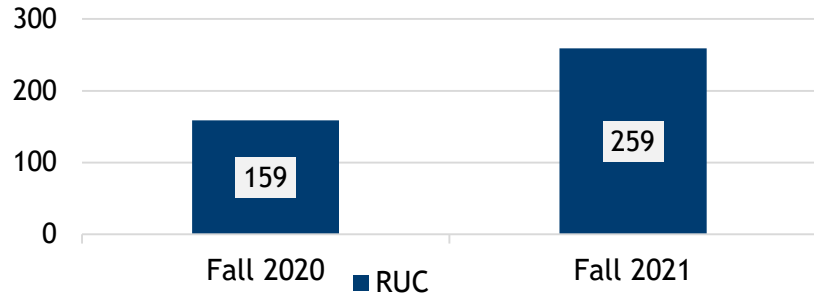
RUC Enrollments by Cohort



Following our enrollment growth in our first year at RUC in Fall 2020, we are seeing additional strong interest and growth for Fall 2021.

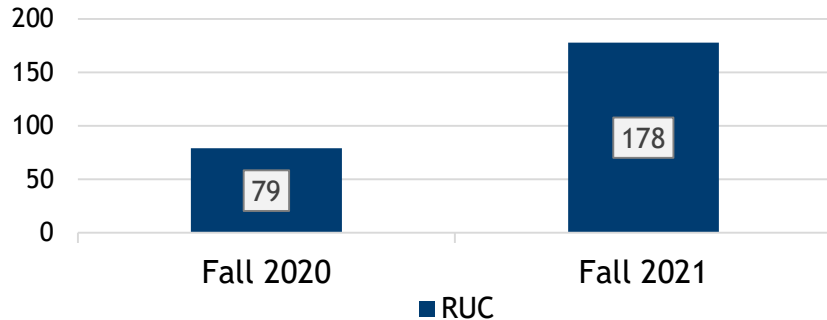
# New Freshman Applications and Admits, RUC (April 19)

Applications



Applications and interest up considerably at 63% increase...

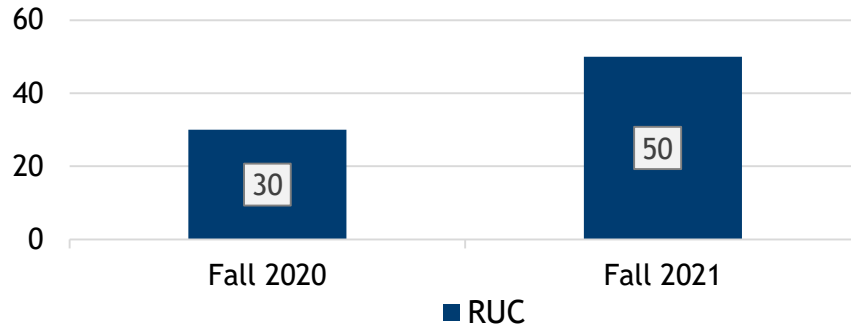
Admits



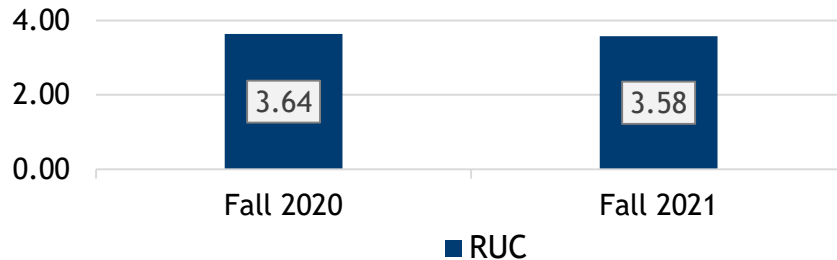
...Leading to admits up by 125%.

# New Freshman Deposits, RUC (April 19)

Enrollment Deposits

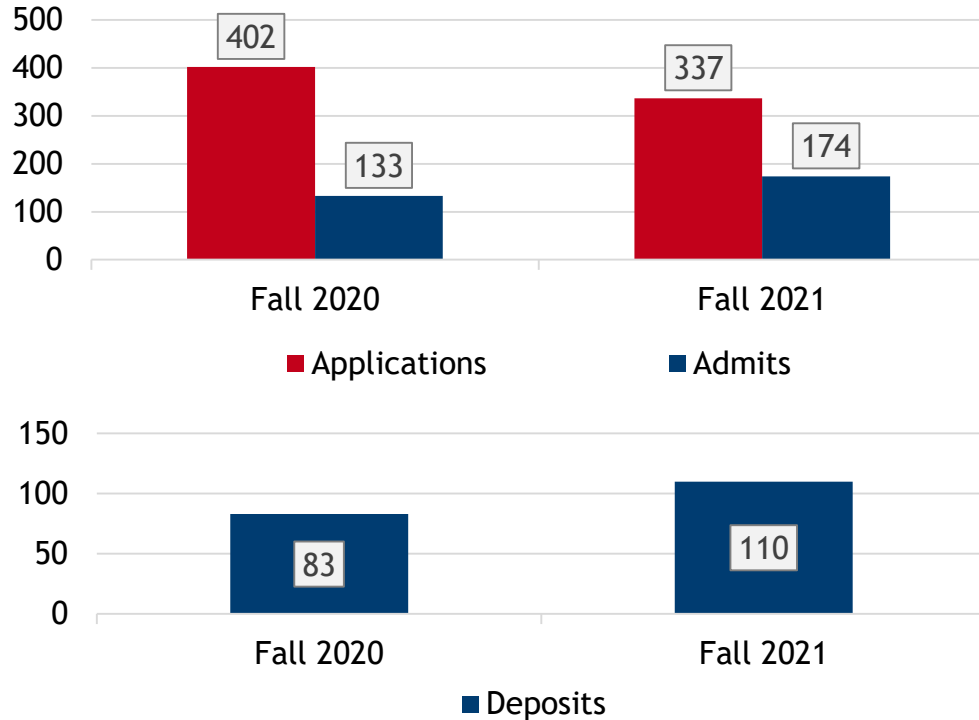


High School GPA



...Leading to a 67% increase in student commitments at this point of the cycle while maintaining strong GPAs.

# New Transfer Applications and Deposits, RUC (April 19)



Strong transfer admits (up 31%) leading to increase in student commitments by 33%.

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# Enrollment Management By the Numbers



# Enrollment Management By The Numbers

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- 8,185 RUC Admissions emails
- 556,966 total emails from RU Admissions
- 52 student and 21 parent emails on average per student



- 5,649 admitted students awarded aid
- 9,103 Highlander Distinction Scholarships awarded
- \$115,586,645 aid dollars awarded



- 23,769 texts in the past 2 weeks
- 48,300 general marketing texts



- 13,416 phone calls to Financial Aid in the past year
- 300 phone calls just last week made by Admissions Counselors to students
- 90% of all active admits called



- 57 virtual events at RU
- 166 program information sessions at RUC

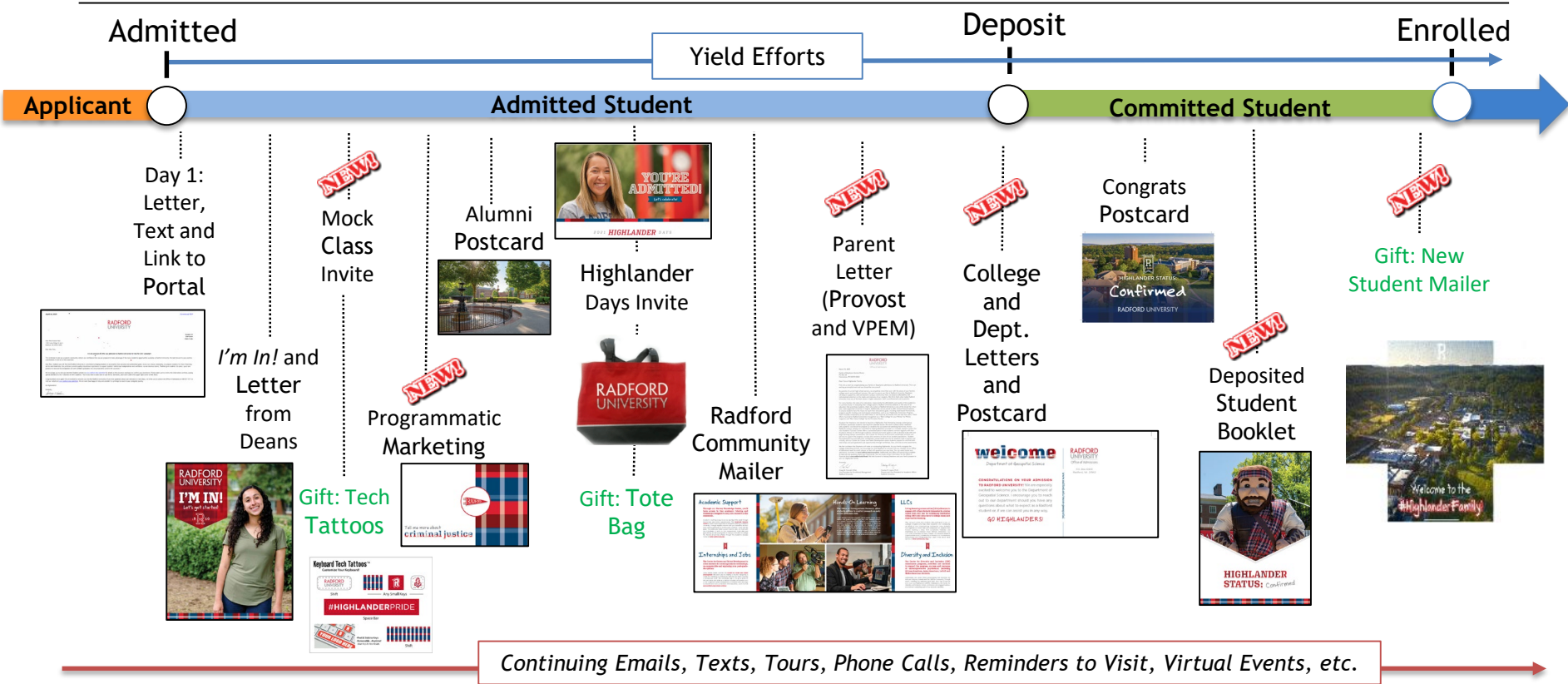


- 3,250 transcript requests
- 1,067 curriculum change requests
- 1,725 registrations for fall so far

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# Student Interaction Timeline and Materials

# Student Interaction Timeline and Materials (selected)

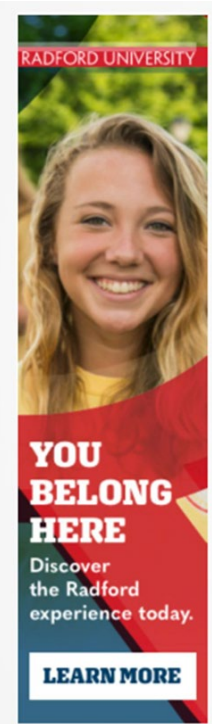


# Discussion

# Advancement and University Relations

RADFORD  
UNIVERSITY

# University Relations



## VisionPoint

Bounce Rate

All Users

28.85%



Radford - VisionPoint Ca...

21.96%



Number of Sessions per User

All Users

2.19



Radford - VisionPoint Ca...

2.27



Pages / Session

All Users

4.14



Radford - VisionPoint Ca...

4.45



# University Relations

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## Facebook + Instagram

- Radford is significantly out performing benchmarks on Instagram and Facebook.
- We are exploring how to expand efforts in these channels as they are proving effective and cost efficient.

**408**

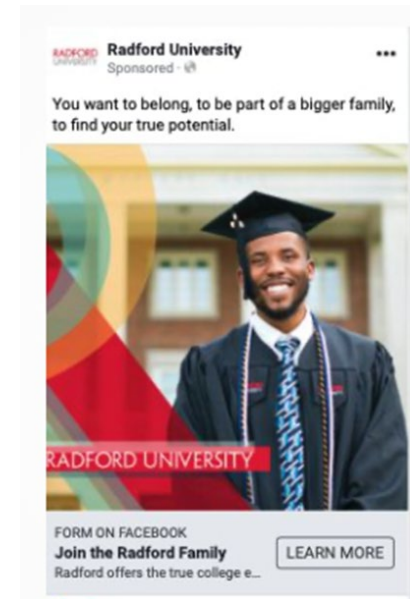
Conversions

**\$44.22**

CPA

**5.95%**

CVR



# University Relations

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## RUC Healthcare Heroes



<https://vimeo.com/529544042/aaf31bff1a>



# University Relations

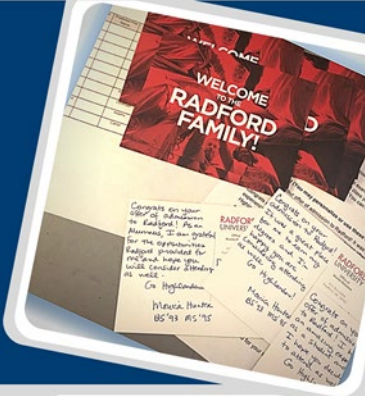
## Our Award-Winning Brand Guide



# Alumni Relations


February for Highlanders was a great success!

**JOIN OUR 1,000 VOLUNTEER CHALLENGE!**



**ALUMNI ADMISSIONS AMBASSADORS**

**ST. PATRICK'S DAY CONTEST**



**“ WHY ARE YOU LUCKY TO BE A #RADGRAD? ”**

Lucky to have attended for my master's and bachelor's. I knew at the time that I was making lifelong memories and friends... It has given me opportunities and experiences that are incomparable.

**RU was one of the best decisions I ever made.**

THE RADFORD UNIVERSITY ALUMNI ASSOCIATION  
**HIGHLANDER WISDOM SERIES**



**THE ART OF MAKING CONNECTIONS**

*Chance Smith '12*  
CO-FOUNDER,  
COCHROW



THE RADFORD UNIVERSITY ALUMNI ASSOCIATION  
**HIGHLANDER WISDOM SERIES**




**PLANNING YOUR Legacy**

**Tom Lillard '79**

**Virtual Coffee Chats**

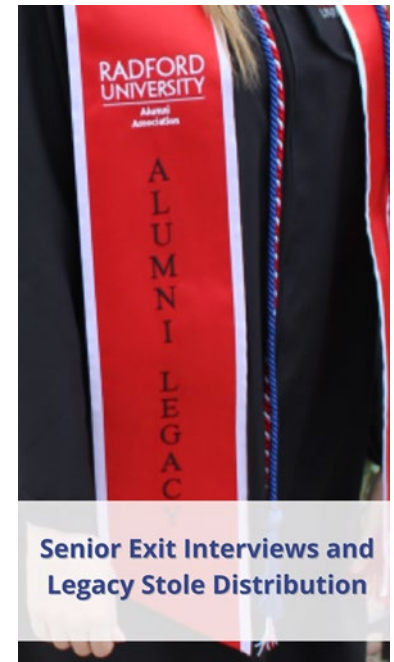
Sign up today! Link in bio!



**RADFORD UNIVERSITY**  
Alumni Association

Take a quick break. Bring questions. Learn. Reconnect with Radford.

# Alumni Relations



Homecoming Weekend | Sept. 30 – Oct. 2, 2021

# Annual Giving

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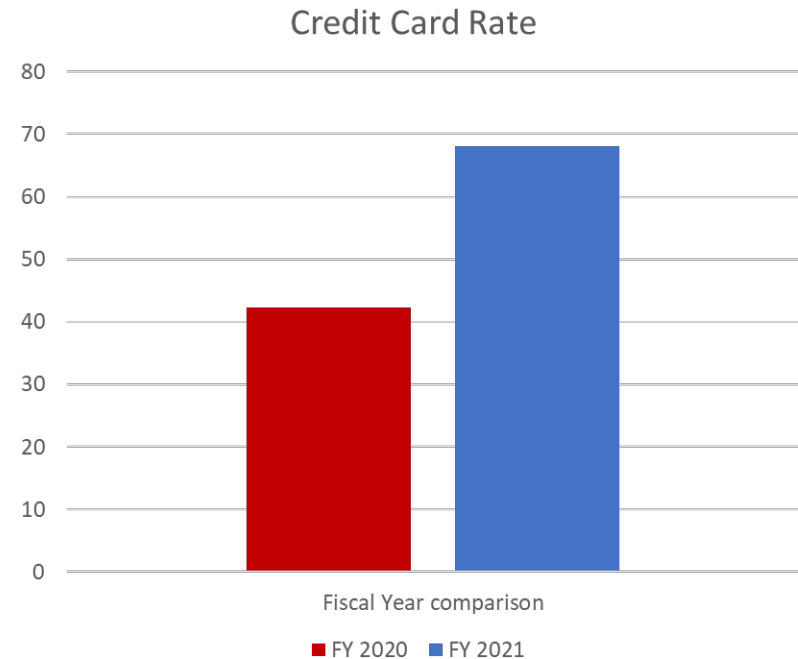
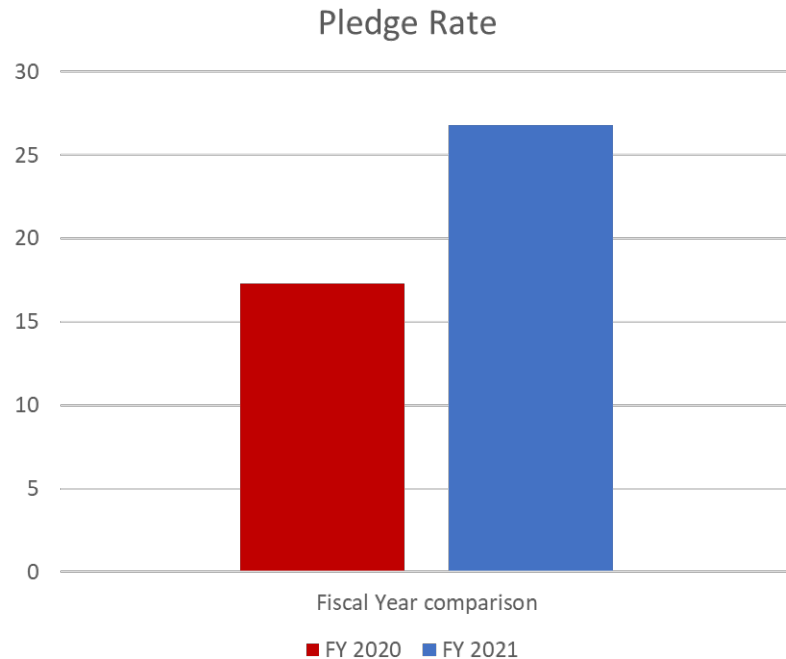
## RAD48 Success

- \$57,948 raised from 279 donors.
- Goal was to have a donor for every one of our student athletes (275)
- Focused the funds raised on Highlander Club unrestricted and scholarship support



# Annual Giving

## Telephone Outreach Program



# Giving Overview

<b>Fiscal Year-to-Date Giving:</b>	<b>FY 2020-2021</b> <b>(7/1/20 - 3/31/21)*</b>	<b>FY 2019-2020</b> <b>(7/1/19 - 3/31/20)</b>	<b>FY 2018-2019</b> <b>(7/1/18 - 3/31/19)</b>	<b>FY 2017-2018</b> <b>(7/1/17 - 3/31/18)</b>	<b>FY 2016-2017</b> <b>(7/1/16 - 3/31/17)</b>
New Pledges	\$ 8,827,396	\$ 3,387,592	\$ 9,541,566	\$ 10,785,578	\$ 7,559,734
New Planned Gifts	\$ 5,923,850	\$ 1,331,692	\$ 174,964	\$ 1,565,555	\$ 1,192,050
Outright Cash Gifts*	\$ 1,418,298	\$ 1,736,897	\$ 1,564,385	\$ 1,275,394	\$ 1,190,801
Gifts-in-kind	\$ 38,965	\$ 15,488	\$ 23,710	\$ 268,231	\$ 60,850
Gifts of Real Estate	\$ -	\$ -	\$ -	\$ 590,000	\$ -
Sponsored Programs	\$ 25,072	\$ 181,319	\$ 15,240	\$ 48,692	\$ 42,485
<b>Total Giving</b>	<b>\$ 16,233,581</b>	<b>\$ 6,652,989</b>	<b>\$ 11,319,865</b>	<b>\$ 14,533,450</b>	<b>\$ 10,045,919</b>

<b>Fiscal Year-End Giving:</b>	<b>FY 2019-2020</b> <b>Final</b>	<b>FY 2018-2019</b> <b>Final</b>	<b>FY 2017-2018</b> <b>Final</b>	<b>FY 2016-2017</b> <b>Final</b>	<b>FY 2015-2016</b> <b>Final</b>
New Pledges	\$ 3,955,582	\$ 10,040,001	\$ 11,039,677	\$ 7,855,710	\$ 1,504,726
New Planned Gifts	\$ 1,391,622	\$ 539,964	\$ 1,565,555	\$ 1,192,050	\$ 5,090,000
Outright Cash Gifts	\$ 1,934,134	\$ 1,856,843	\$ 1,751,071	\$ 1,563,936	\$ 1,178,318
Gifts-in-kind	\$ 15,812	\$ 31,902	\$ 336,320	\$ 128,299	\$ 223,955
Gifts of Real Estate	\$ -	\$ -	\$ 590,000	\$ -	\$ -
Sponsored Programs	\$ 192,319	\$ 42,130	\$ 57,490	\$ 52,485	\$ 10,000
<b>Total Giving</b>	<b>\$ 7,489,470</b>	<b>\$ 12,510,840</b>	<b>\$ 15,340,113</b>	<b>\$ 10,792,480</b>	<b>\$ 8,006,999</b>

\*Outright Cash Gifts includes \$160,000 received in Advancement Office on March 31, but deposited by Foundation on April 1

\*New Pledges includes a \$6m gift received but will not be publicly announced until May

# TOGETHER Campaign Launch

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- The Climb to 25: Faculty and Staff
- Campaign Marketing on Campus
- Premiere Launch
- Virtual Launch
- Campaign Website



# TOGETHER Campaign Launch

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# TOGETHER Campaign Launch



MARIAH LITTLEJOHN '21  
*Radford University Carilion (RUC) physician assistant student and recipient of the Theresa A. Thomas Memorial Scholarship*

**SCHOLARSHIPS HELP STUDENTS WORRY LESS ABOUT LOANS AND TUITION AND FOCUS MORE ON EDUCATING OURSELVES TO HELP IMPROVE THE QUALITY OF HEALTHCARE.**

Alumni contributions are essential in being able to help future RUC and Radford students receive scholarships that will help them stay in their prospective programs. I, for one, look forward to being able to pass it on to help others and continue to help the University that helped me build my dream career."

**TOGETHER** | THE CAMPAIGN FOR  
RADFORD UNIVERSITY

RADFORD UNIVERSITY CARILION



# TOGETHER Campaign Launch



# TOGETHER Campaign Launch



# TOGETHER Campaign Launch



# TOGETHER Campaign Launch

TOGETHER THE CAMPAIGN FOR RADFORD UNIVERSITY

GET INVOLVED CONTACT SEARCH GIVE NOW

**\$68.5 MILLION**  
\$100 Million Goal

**TOGETHER WE CAN LEAVE A LASTING LEGACY**

ABOUT THE CAMPAIGN >

ABOUT PRIORITIES IMPACT GIVING OPTIONS NEWS & EVENTS



#### RICH HERITAGE OF EXCELLENCE

Radford University has received national recognition for its outstanding academic programs and sustainability initiatives since its inception in 1910.

[GET TO KNOW RADFORD >](#)



#### TRANSFORMATION TO SERVE

We're committed to developing responsible, well-educated citizens through our innovative approach to teaching and learning inside and outside the classroom.

[SEE HOW WE SERVE >](#)



#### LEADING RADFORD WITH A PURPOSE

Together, we can overcome today's obstacles and develop tomorrow's leaders on this exciting journey where opposition meets good-will and opportunity meets passion.

[READ THE MESSAGE >](#)

<https://vimeo.com/531505211/Offe7746b5>

# Discussion

End of Board of Visitors Materials

