

# RADFORD UNIVERSITY

Board of Visitors

## ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE

4:00 P.M.

FEBRUARY 10, 2022

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

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

#### **COMMITTEE MEMBERS PRESENT**

Dr. Rachel Fowlkes, Vice Chair  
Ms. Krisha Chachra  
Mr. Mark S. Lawrence  
Mr. Robert A. Archer, Rector

#### **BOARD MEMBERS PRESENT**

Dr. Debra K. McMahon  
Mr. Marquett Smith

#### **BOARD MEMBERS ABSENT**

Ms. Lisa W. Pompa  
Ms. Lisa Throckmorton, Chair  
Ms. Georgia Anne Snyder-Falkinham

#### **OTHERS PRESENT**

Dr. Carolyn R. Lepre, Interim President  
Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President  
Mr. Craig W. Cornell, Vice President for Enrollment Management  
Ms. Wendy Lowery, Vice President for Advancement and University Relations  
Ms. Becky Brackin, Associate Vice President for University Relations  
Ms. Wendy Lowe, Director of Advancement Services  
Ms. Penny Helms White, Senior Director for University Advancement  
Ms. Lexice McNair, RUC Student  
Mr. Mike Melis, Senior Assistant Attorney General, Office of the Attorney General

#### **CALL TO ORDER**

Dr. Rachel Fowlkes, Vice Chair, formally called the Advancement, University Relations and Enrollment Management Committee meeting to order at 3:58 p.m. in the Mary Ann Jennings Hovis Memorial Board Room in Martin Hall.

### **APPROVAL OF AGENDA**

Dr. Fowlkes asked for a motion to approve the February 10, 2022 agenda, as published. Mr. Mark S. Lawrence made the motion, Mr. Robert A. Archer seconded, and the motion carried unanimously.

### **APPROVAL OF MINUTES**

Dr. Fowlkes asked for a motion to approve the minutes of the December 2, 2021 meeting of the Advancement, University Relations and Enrollment Management Committee meeting, as published. Mr. Lawrence made the motion, Mr. Archer seconded, and the motion carried unanimously.

### **ENROLLMENT MANAGEMENT REPORT**

Vice President for Enrollment Management Craig Cornell provided an enrollment management update covering preliminary spring term enrollment, fall 2022 application information for all student populations, a series of new enrollment initiatives recently launched, as well as an overview of spring recruitment activities.

Vice President Cornell shared that the strategies developed over the past two years are starting to see results with a second consecutive semester of new student enrollment growth, increased retention and growth in new Fast Track programs, all pointing to a turning the curve in the recent dip in enrollments experienced through the COVID-19 pandemic. New student spring term enrollments are at 384 and the strongest growth areas are new transfer students at 156, up 20 over last year. Fast Track programs also encompass a Spring B start, so there is expected additional growth for spring term. Preliminary fall-to-spring retention indicators are showing strong growth with new freshman at 88.7%, up by 3.3% from last year, and overall retention at 87.3%, up 2.3% over last year.

Vice President Cornell provided a fall enrollment update encompassing current applicant numbers compared to this time last year. New student undergraduate fall applications for both new freshmen and transfer students continue to trend positive following the most recent push for Feb. 1, as well as strong academic quality for those populations.

Vice President Cornell provided an overview of a new initiative that has recently been launched, Radford's Commitment to Value Program. This initiative was launched in January with the goal of strategically aligning with student financial concerns that are now manifesting in the recruitment cycle, providing assurance for affording Radford University to our most financially needy students and reduce debt, increasing financial aid applications and driving the value message Radford holds in the Commonwealth.

In closing, Vice President Cornell shared the upcoming spring recruitment events, including spring virtual events, spring in-person student receptions, the Highlander Distinction Program dinner, and for the first time in two years, Highlander Days.

### **ADVANCEMENT AND UNIVERSITY RELATIONS**

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

Vice President Lowery stated that University Relations has moved forward with several strategic initiatives. SiteImprove is up and running and providing actionable information about the website as well as Merit Pages. Email marketing platform demonstrations were completed in early January with Advancement, University Relations and Information Technology Services. Website redesign is using the same team to request information from vendors for education regarding the most up-to-date web redesign practices. The goal is to create an outstanding, logical user experience for each of the audiences. University Relations extended an invitation to a vetted group of students giving them an opportunity to serve as social media ambassadors for Radford University. The goal is to create organic positive engagement with Radford University in a native platform for students.

In February 2020, Alumni Relations was challenged by their board to get 1,000 unique volunteers. As of January 20, 2022, the goal was exceeded by 20 percent. Alumni Relations also played a leadership role in planning and executing Winter Commencement. Brian Robinson '93, a partner with Goldman Sachs and a member of the Guggenheim Foundation Board, provided an inspiring speech. The Alumni office is moving forward with several signature in-person events including: April 7 - Russell Hall Block Party, June 23 - National Capital Region Golf Tournament, August 12 - Radford Night at Nationals Park, September 23 - Richmond Chapter Golf Tournament and September 29 through October 1 - Homecoming.

In closing, Vice President Lowery shared the importance that scholarship and donor relations can make. The Advancement and University Relations teams are working together to focus on expanding the role of students in the scholarship messaging and increasing student interaction with donors. A new software was purchased to assist with the management of scholarships from both the students' and the donors' experiences. The entire team continues to work diligently with donors and alumni. The focus on scholarships and donor relations from the Advancement team continues to be a priority and the intentionality around improving the donor experience will contribute to those donors giving consecutively. To date, we are at \$79.5 million with the TOGETHER Campaign.

RUC student, Lexice McNair, shared the impact her scholarships has had for her in her education journey. Lexice will graduate in May 2022 with a degree in Nursing.

### **ADJOURNMENT**

With no further business to come before the Committee, the meeting adjourned at 4:44 p.m.

Respectfully submitted,

Sharon R. Ratcliffe

Executive Assistant to the Vice President for Advancement and University Relations

End of Board of Visitors Materials

