



Enrollment Management and Brand Equity Committee
12:15 p.m.**
November 30, 2023
Kyle Hall, Room 340, Radford, VA

DRAFT
Minutes

Committee Members Present

Mrs. Jennifer Wishon Gilbert, Chair
Ms. Betsy Beamer, Vice Chair
Ms. Jeanne Armentrout
Mr. David Smith

Ms. Lisa W. Pompa contacted Board of Visitors Rector Debra McMahon prior to the meeting to inform her that a personal matter would prevent her from attending the meeting in person. Ms. Pompa participated by electronic communication from her home.

Board Members Present

Dr. Debra McMahon, Rector
Mr. Marquett Smith, Vice Rector
Mr. Robert Archer
Ms. Joann Craig
Ms. Betty Jo Foster
Mr. Tyler Lester
Mr. George Mendiola, Jr.
Ms. Georgia Anne Snyder-Falkinham
Mr. James Turk
Dr. Kurt Gingrich, Faculty Representative

Others Present

Dr. Bret Danilowicz, President
Dr. Dannette Gomez Beane, VP for Enrollment Management and Strategic Communications
Ms. Alba Alvarez, Director of Operations for Enrollment Management
Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President
Mr. Anthony Graham, Associate V.P. of Undergraduate Recruitment/Director of Admissions
Ms. Sherry Hazelwood, Senior Director of Undergraduate Transfer Admissions
Dr. Rob Hoover, Vice President for Finance and Administration and CFO
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education
Ms. Rebekah LaPlante, Director of Campus Engagement

Ms. Allison Pratt, Associate V.P. for Enrollment Management and Director of Financial Aid

Ms. Susan Richardson, General Counsel

Ms. Sarah Tate, Director of Campus Visit Experience

Dr. Susan Trageser, Vice President for Student Affairs

Dr. Bethany Usher, Provost and Senior Vice President for Academic Affairs

Ms. Penny White, Vice President for University Advancement

Call to Order

Mrs. Jennifer Gilbert, Chair, formally called the Enrollment Management and Brand Equity Committee meeting to order at 12:15 p.m. in Room 340 of Kyle Hall.

Approval of Agenda

Mrs. Jennifer Gilbert, Chair asked for a motion to approve the November 30, 2023 agenda, as published. Ms. Betsy Beamer made the motion. Mr. David Smith seconded, and the motion carried unanimously.

Approval of Minutes

Mrs. Jennifer Gilbert, Chair asked for a motion to approve the minutes of the September 7, 2023 meeting of the Enrollment Management and Brand Equity Committee meeting, as published. Ms. Jeanne Armentrout made the motion. Mr. David Smith seconded, and the motion carried unanimously.

Enrollment Management Report

Vice President for Enrollment Management and Strategic Communications Dannette Gomez Beane began with a summary of Enrollment Management's plan for access through Direct Admission, Bridge Program and Spanish engagement. Highlighting Enrollment Management's Recruitment Strategy through the Tartan Target, Spanish outreach, Tartan Transfer, Highlander Hype and Tartan Travel. Vice President Beane also spoke on Radford's strategy for affordability through the Radford Tuition Promise Program, Continuation of Highlander Distinction Program and additional Foundation funds.

Vice President Beane provided an overview of the Direct Admission, Tuition Promise and Bridge programs.

- Direct Admission for freshmen with a 3.3 overall GPA plus passing of Algebra II and for transfer students a 2.5 GPA requirement.
- Tuition Promise - Beginning with the 2024-2025 academic year, incoming freshmen and transfer students with Virginia residency whose families have an adjusted gross income of \$100,000 or less according to their 2022 federal income tax and a Student Aid Index of less than \$15,000 as determined by the FAFSA will receive federal, state and gift aid to cover the cost of their tuition at Radford University.
- Bridge Program – Pathway to Radford through 1 year at New River Community College, must successfully complete 24 credit hours, live on campus and commute to NRCC and receive advising and residence assistance.

The Tartan Target is a recruitment strategy to engage with regional schools and communities by busing in high school students for a visit and providing them with a meal. Hosting Upward Bound, Governor's School and Junior Achievement students from around the state. Vice President Beane provided an outline of the Tartan Transfer recruitment plan to connect with regional community

colleges on agreements to work toward an automated admission and improved advising structure with curriculum alignment. Highlander Hype is a way to engage students, alumni and stakeholders to promote the brand and offerings at Radford University. Lastly, Tartan Travel is an effort to focus on out-of-state and international student recruitment and enrollment.

In closing, Vice President Beane provided an update on freshmen and transfer applications along with the projections for 2024.

Brand Equity Report

Vice President Beane provided a summary of the brand roll out: Highlighting the brand personality as genuine, unexpected, kind, curious, inclusive and motivated. Emphasizing the goals of believing that everyone deserves a high quality, affordable education delivered in an intimate learning environment, we are big enough to provide incredible resources yet small enough that students can easily access them. Maintaining a culture of care, respect and inclusion that values the diversity and dignity of every member of our community. Encouraging students to learn from experience. Empowering our students to make a positive impact in all the roles they will play throughout their lives.

In conclusion, Vice President Beane summarized the brand pillar story: We offer Excellence that is easily accessible in a community centered on those we serve for students who want active learning and active doing but also need freedom to learn from experience so they can be ready for all life's roles.

Adjournment

With no further business to come before the committee, Mrs. Gilbert adjourned the meeting at 1:22 p.m.

Respectfully submitted,

Gina Stike
Executive Assistant to the Vice President for Enrollment Management

End of Board of Visitors Materials

