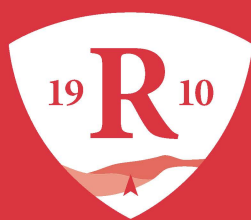


# Enrollment Management and Brand Equity Committee

June 2024



Radford  
UNIVERSITY



**Enrollment Management and Brand Equity Committee**

11 a.m.\*\*

June 6, 2024

Kyle Hall, Room 340, Radford, VA

**DRAFT**  
**Agenda**

- **Call to Order** Mrs. Jennifer Wishon Gilbert, *Chair*
- **Approval of Agenda** Mrs. Jennifer Wishon Gilbert, *Chair*
- **Approval of Minutes** Mrs. Jennifer Wishon Gilbert, *Chair*
  - March 21, 2024
- **Brand Identity Report** Dr. David Perryman  
○ **Brand Equity** *Associate Vice President for Strategic Communications*
- **Enrollment Management Report** Dr. Dannette Gomez Beane,  
○ **Enrollment Update** *Vice President for Enrollment Management and Strategic Communications*
- **Other Business** Mrs. Jennifer Wishon Gilbert, *Chair*
- **Adjournment** Mrs. Jennifer Wishon Gilbert, *Chair*

**\*\* All start times for committee meetings are approximate. Meetings may begin either before or after the listed approximate start time as committee members are ready to proceed.**

**Committee Members**

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

# Meeting Materials



Radford  
UNIVERSITY

# Enrollment Management and Brand Equity



# Two-Year Strategic Plan 2024-2025

## Distinction: Revise Brand

- **Tactic 1:** Revise Radford University brand to increase brand equity



- **Tactic 2:** Release updated website



Page 5 of 50

# Tactic 1: Revise Radford University brand to increase brand equity

## Target Audiences

Targeting audiences in Virginia and contiguous states for great awareness and engagement:

- Primary audience is prospective students and their families.
- Secondary audiences are K-12 employees and regional businesses.
- Tertiary audience is general public.

## Channel Mix

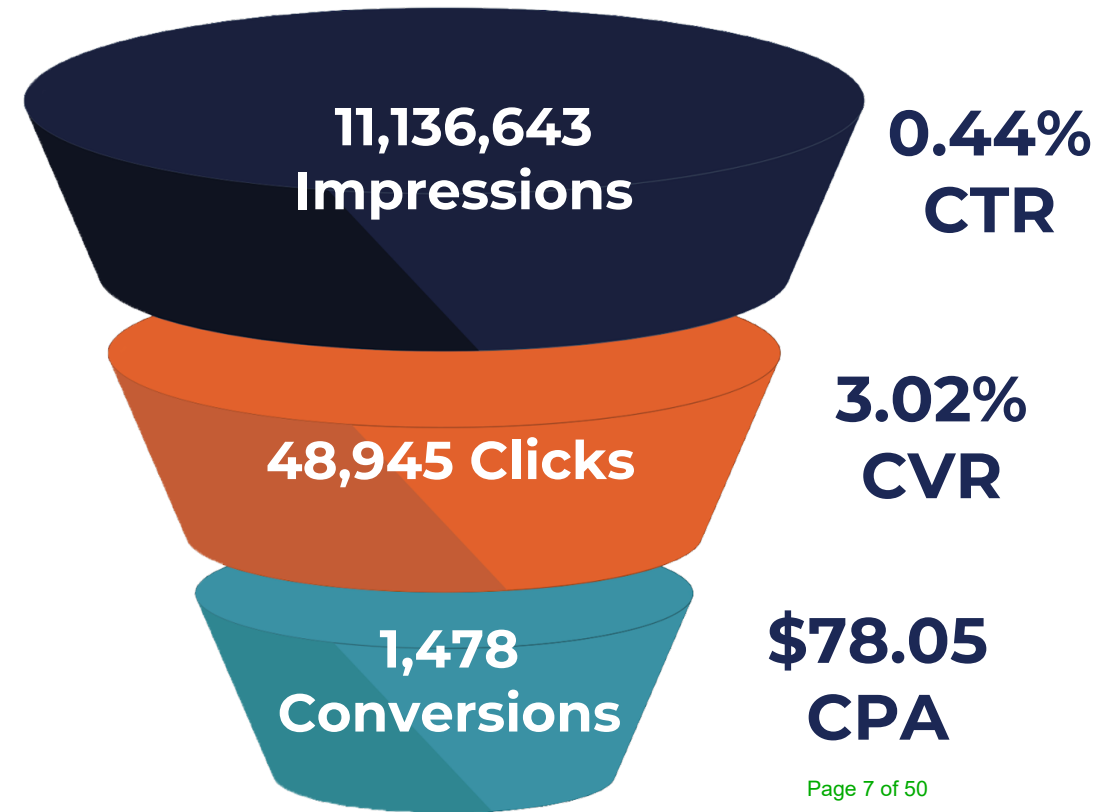
Using an integrated mix of advertising channels to achieve cumulative effect:

- Digital platforms
- Billboards
- Static banner and digital screens at Roanoke Regional Airport
- Radio (starting this summer)

# Digital Ad Highlights: March 10-May 7

**\$115,356.87 Spend**

- Ran campaign across multiple channels, including Google Search and Display, Snapchat, Meta, Hulu and YouTube.
- Targeted prospective **first-year** students (in VA and contiguous states) and transfers.
- Top-, middle- and bottom-of-funnel approach drove awareness, engagement and conversions.



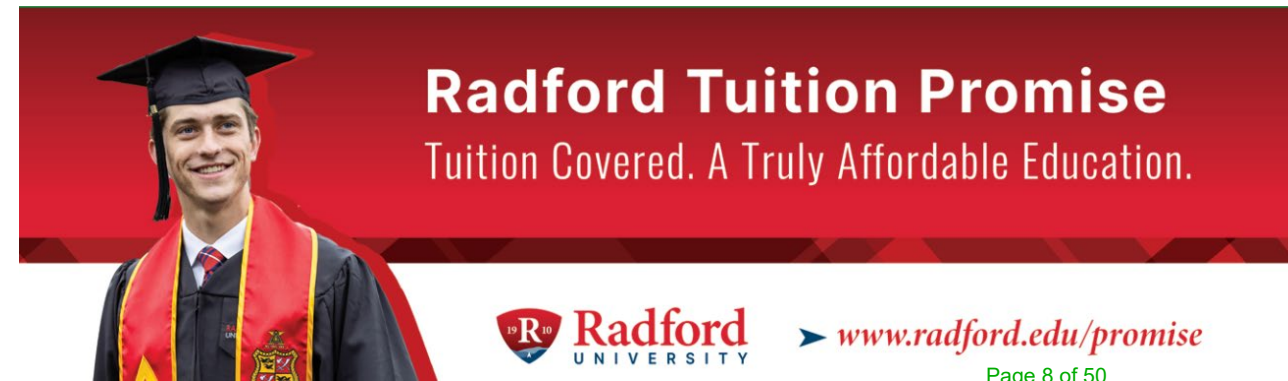
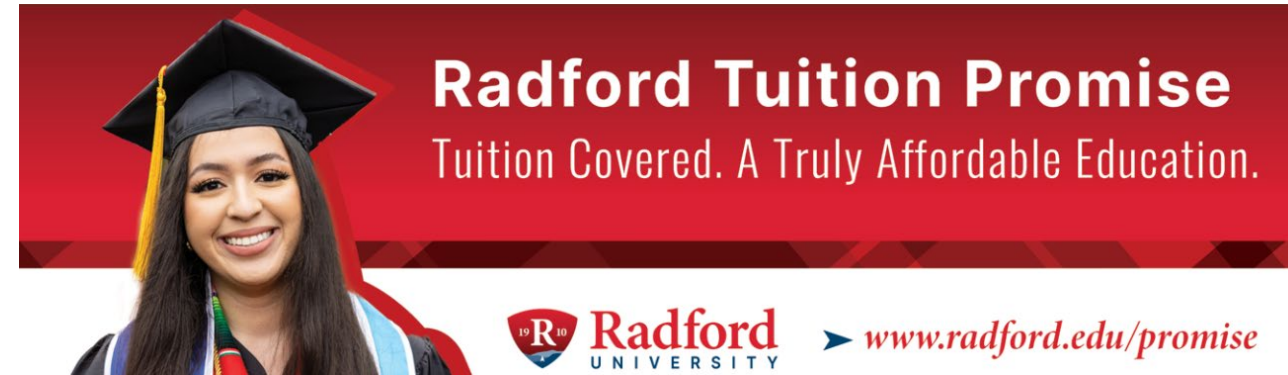
*Note: Digital campaign is ongoing.*

Page 7 of 50

# Billboards: Mid-April to Mid-August

**\$20,345 Spend**

- Renewed billboard campaign to run mid-April to mid-August.
- Creates brand awareness and understanding of key differentiator.
- 7 boards along high-traffic corridors in Southern Virginia.
- Achieves a total of 1.3 million weekly impressions.



Page 8 of 50



# Roanoke Regional Airport: March 2024-Feb 2025

**\$19,755 Spend**

- Initiated a 12-month campaign at the Roanoke Regional Airport.
- Features 1 static billboard in American Airlines terminal and 2 digital billboards in baggage claim (5 brand pillars in rotation).
- 50,000 passengers, 140K impressions monthly.
- Create general awareness among area prospects, regional businesses, general public.



➤ **CENTERED ON**  
*those we serve*



Page 9 of 50

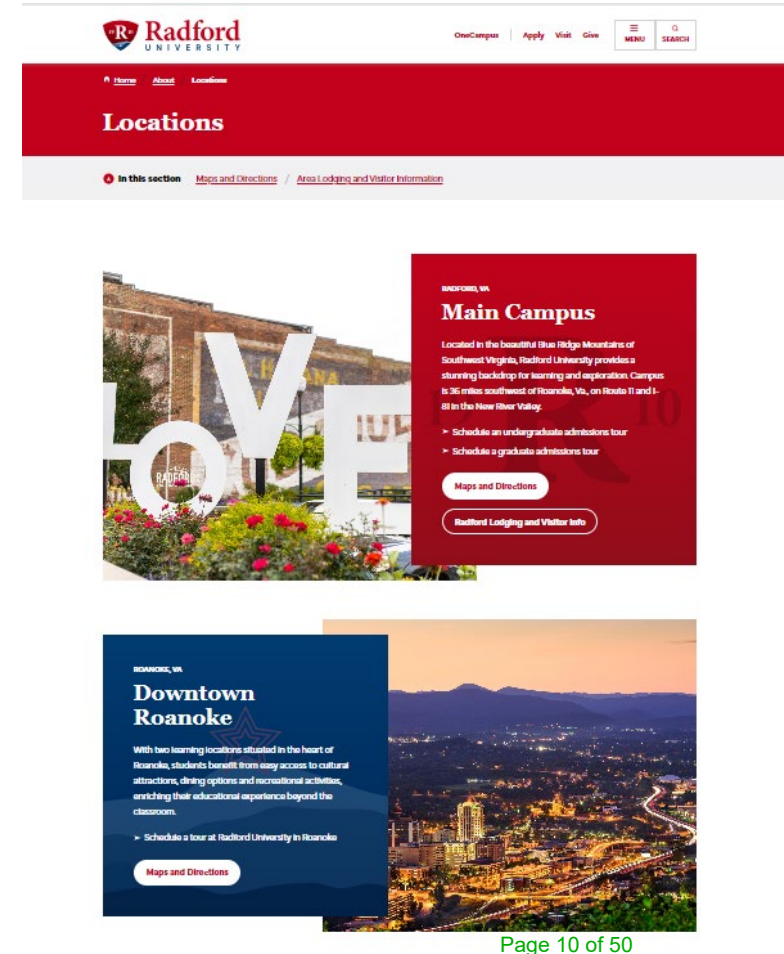
# Tactic 2: Release updated website

## Phase 1: June 11

- Launch 2,200 redesigned webpages and a new content management system.
  - University homepage, About, Locations, Rankings and Accolades, Our History, and Mission, Vision and Core Values.
  - Enrollment-focused pages including Student Life, Visit, Admissions, Financial Aid.
  - 80 academic program pages that have been optimized for search engines.

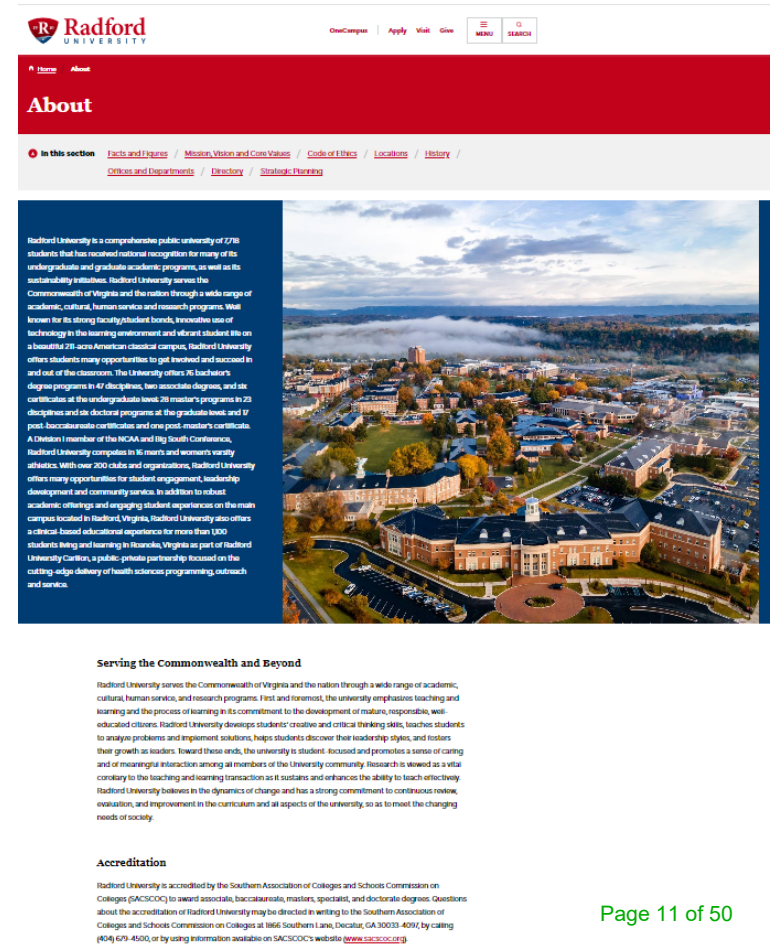
## Phase 2: June 11 throughout the summer

- Launch another 2,500+ redesigned webpages for colleges, academic departments, centers, institutes and administrative units.



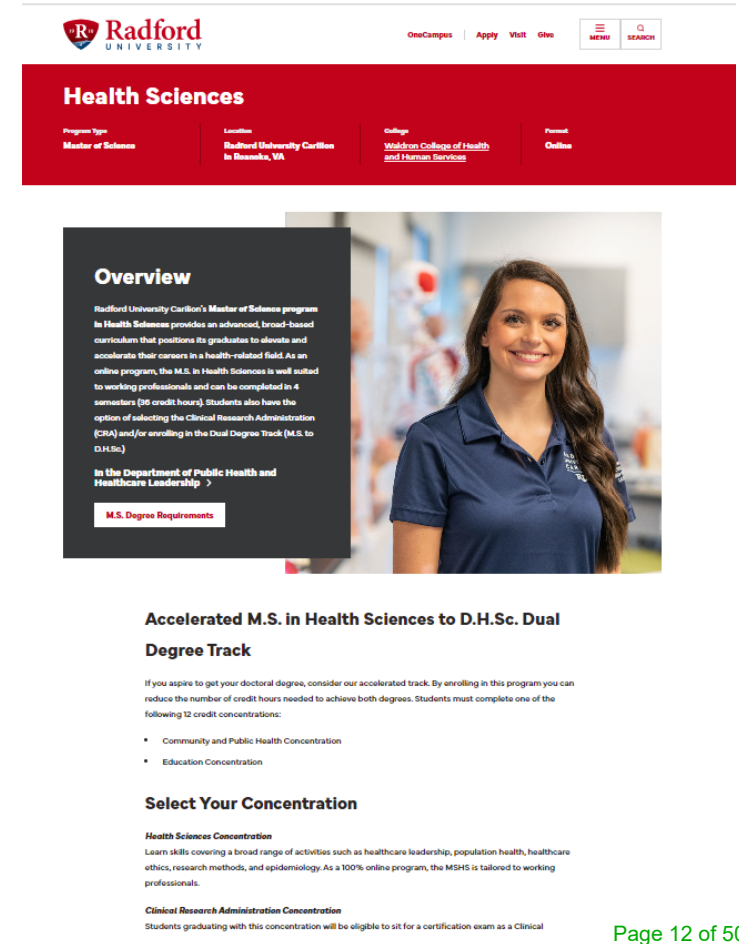
# Tactic 2: Release updated website (cont.)

- New Website Governance Policy and Website Standards and Procedures document will facilitate the efficient, effective, secure and accessible operation of the website.
- New governance model features:
  - Centralized control and shared responsibility.
  - Clearly defined roles and responsibilities for the key players charged with strategic oversight as well as daily content updates.
- New tool will provide overall performance score as well as assessment of search engine optimization (SEO), accessibility, broken links and spelling.



# Tactic 2: Release updated website (cont.)

- Refocus on website as primary marketing channel with prospective students as primary audience.
- New website design, content organization and navigation will combine with SEO and digital advertising efforts to drive key metrics:
  - Increased general traffic to the website.
  - Enhanced engagement from targeted audiences in the form of inquiries, participation in recruiting events and applications.





# Find Your Place. Here.

# Branded Zoom Background for BOV Members









Radford  
UNIVERSITY







Radford  
UNIVERSITY

Page 19 of 50

Enrollment Management and  
Strategic Communications



Radford  
UNIVERSITY





**Radford**  
UNIVERSITY



# Discussion



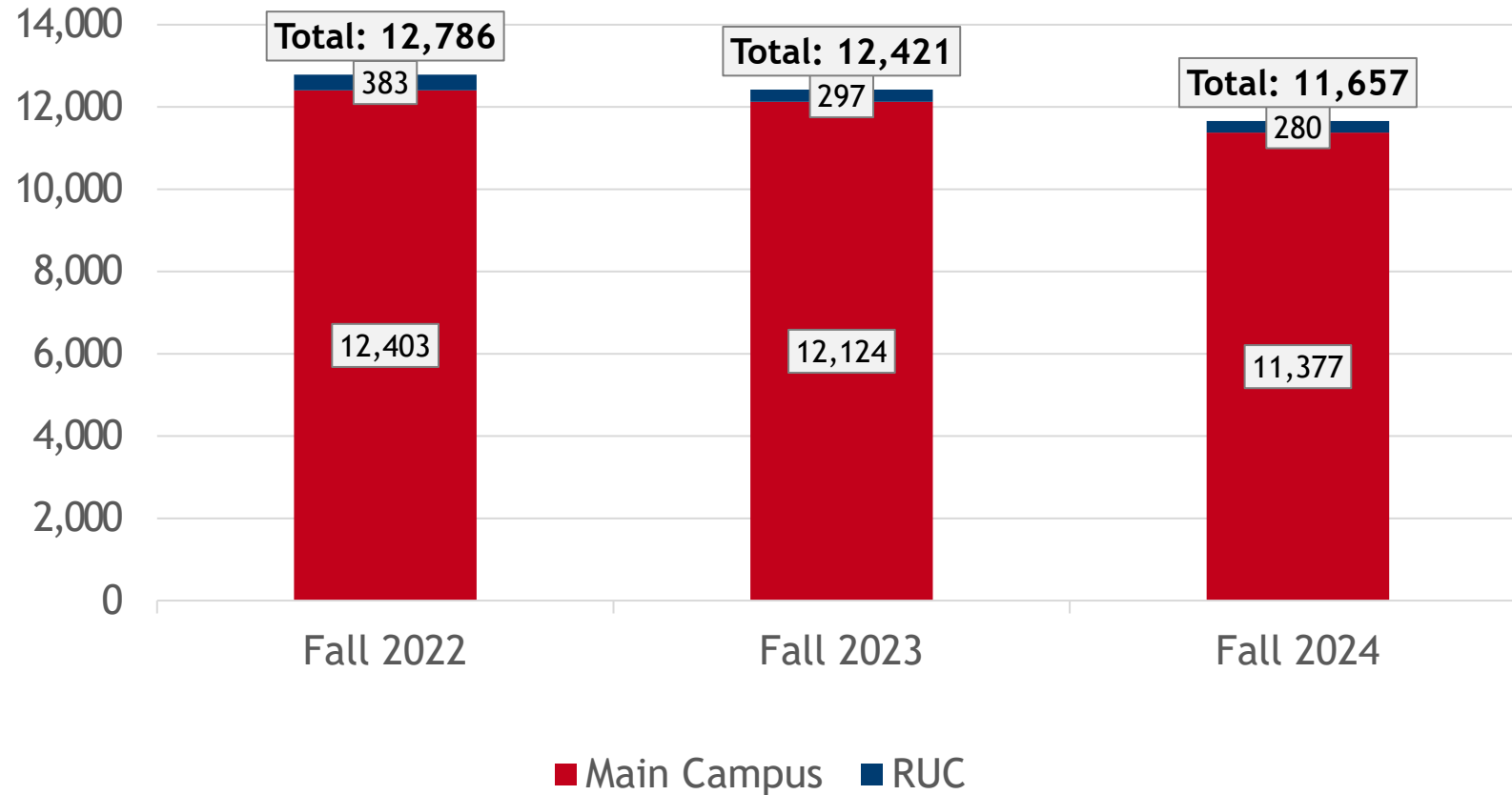
Radford  
UNIVERSITY

# Enrollment Management and Strategic Communications



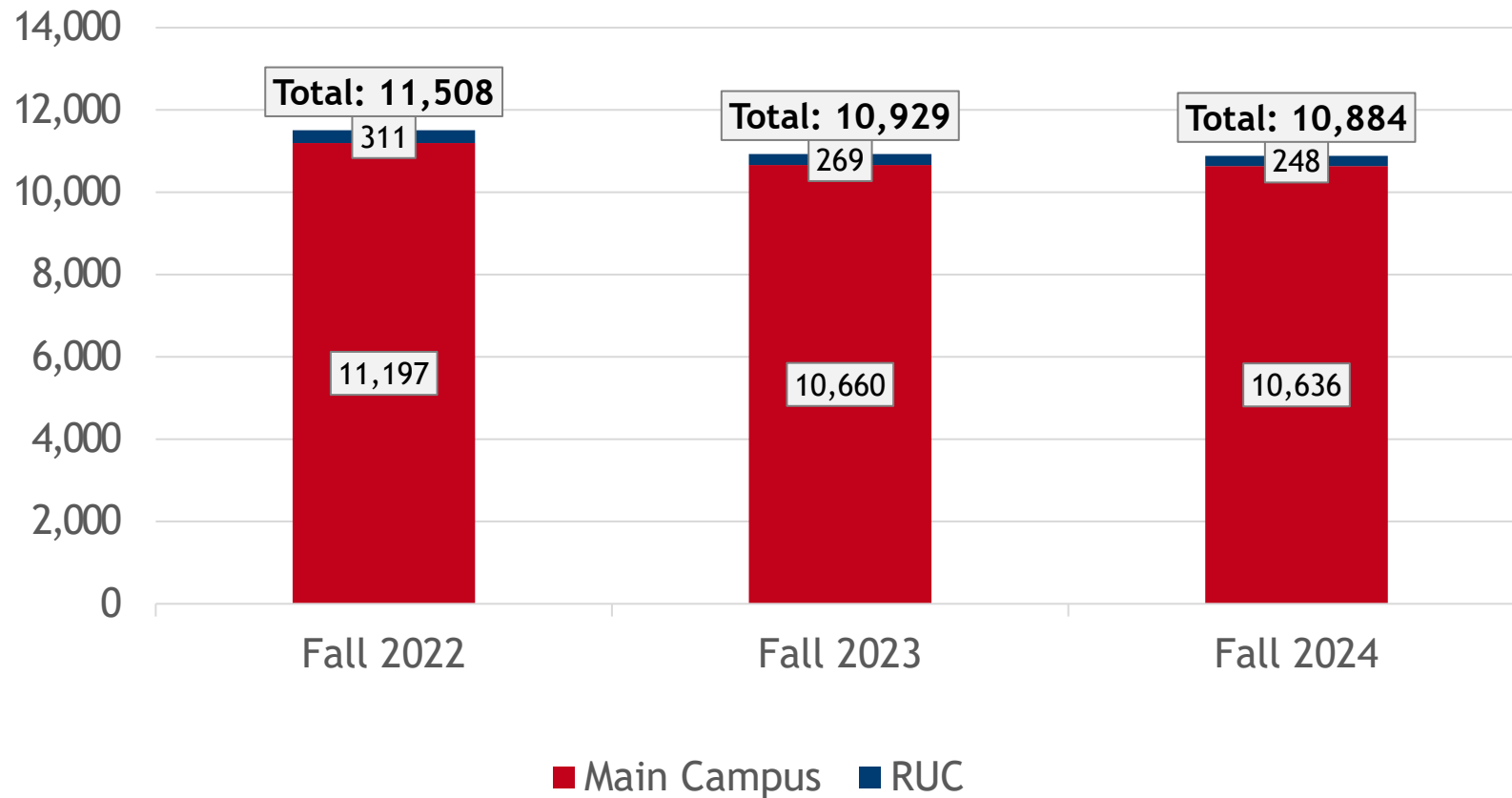


# New Freshmen Total Applications



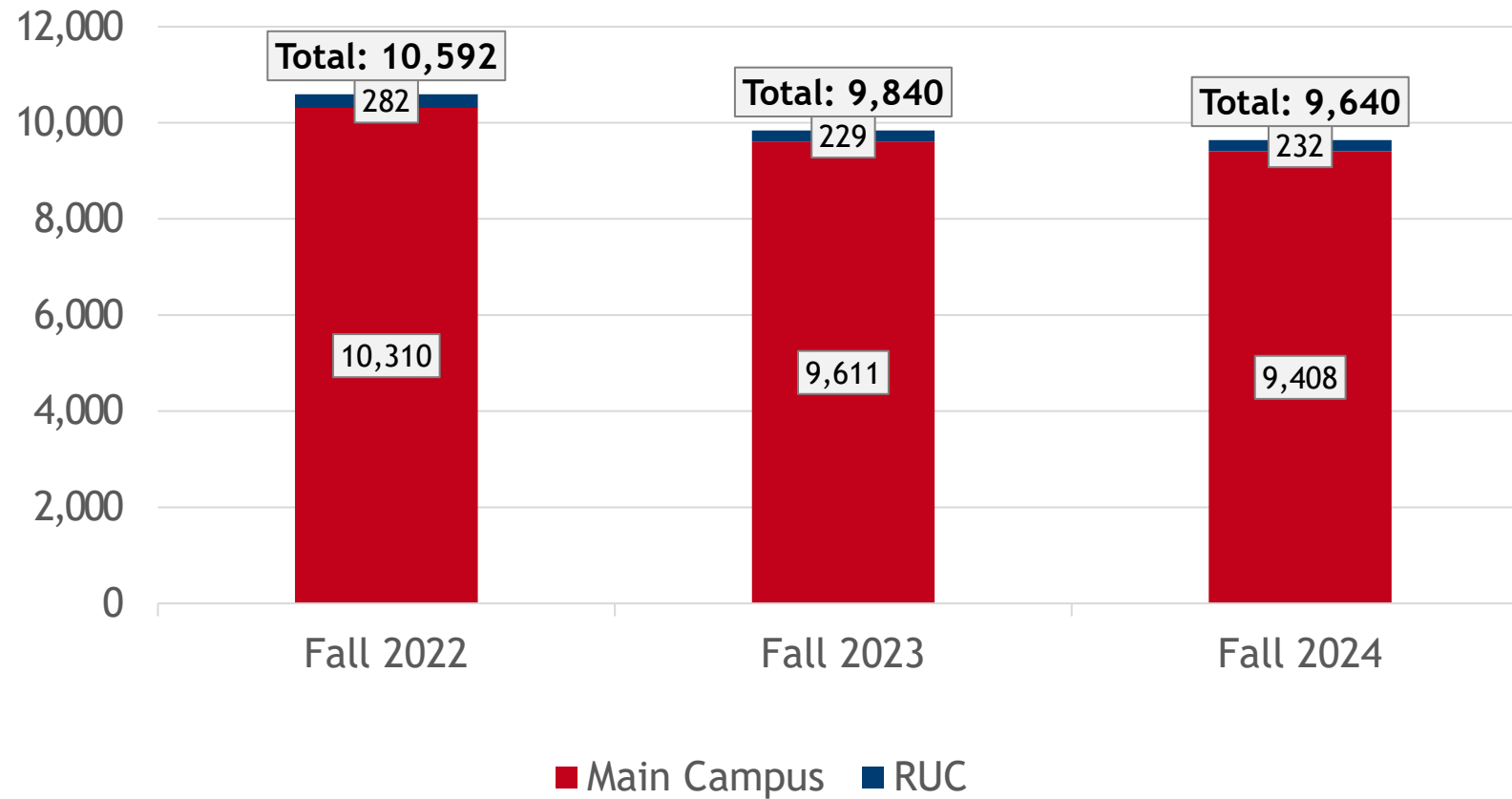
Application data  
as of June 3<sup>rd</sup>

# New Freshmen Completed Applications



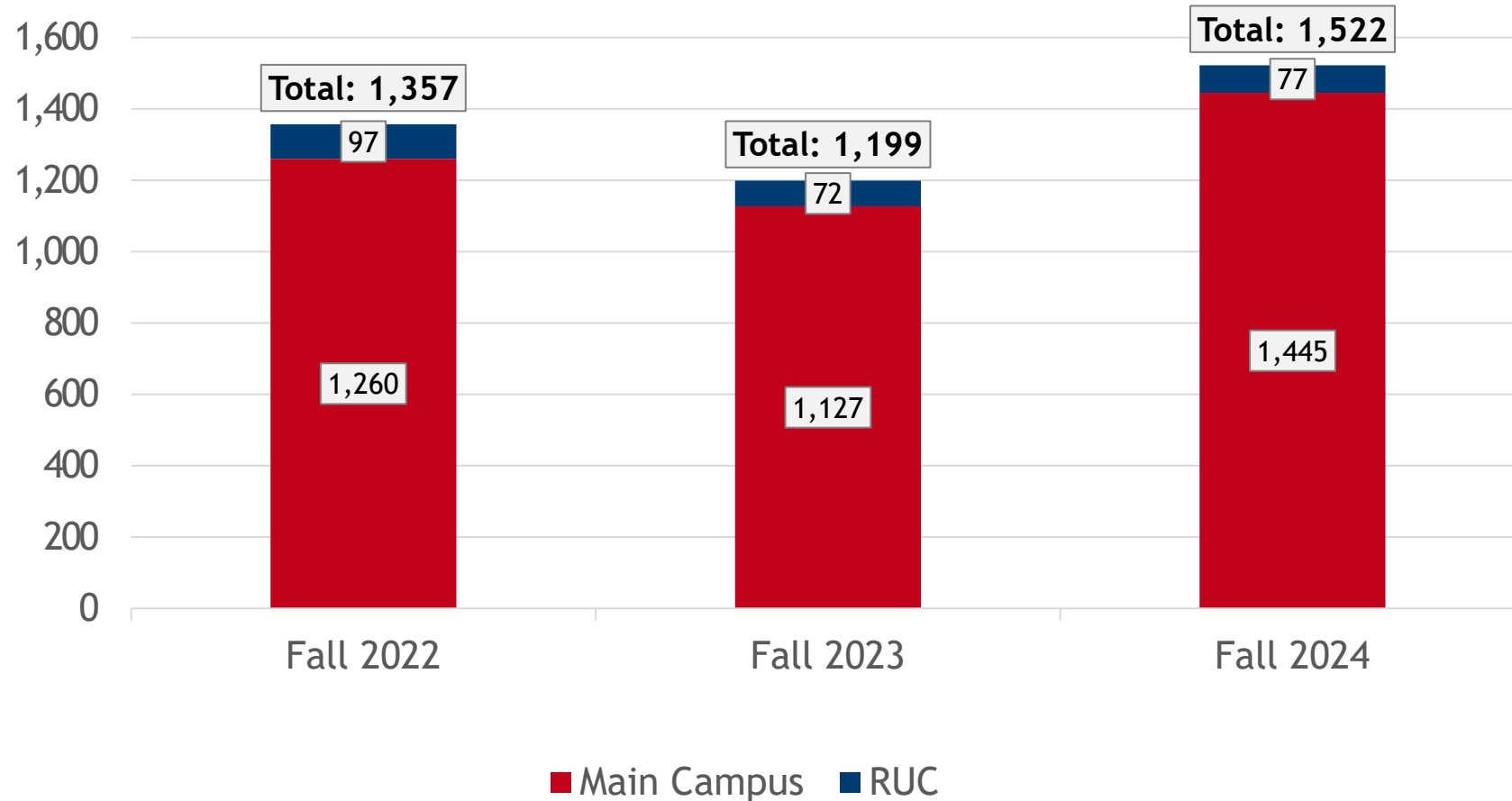
- 93% Completion rate

# New Freshmen Admitted



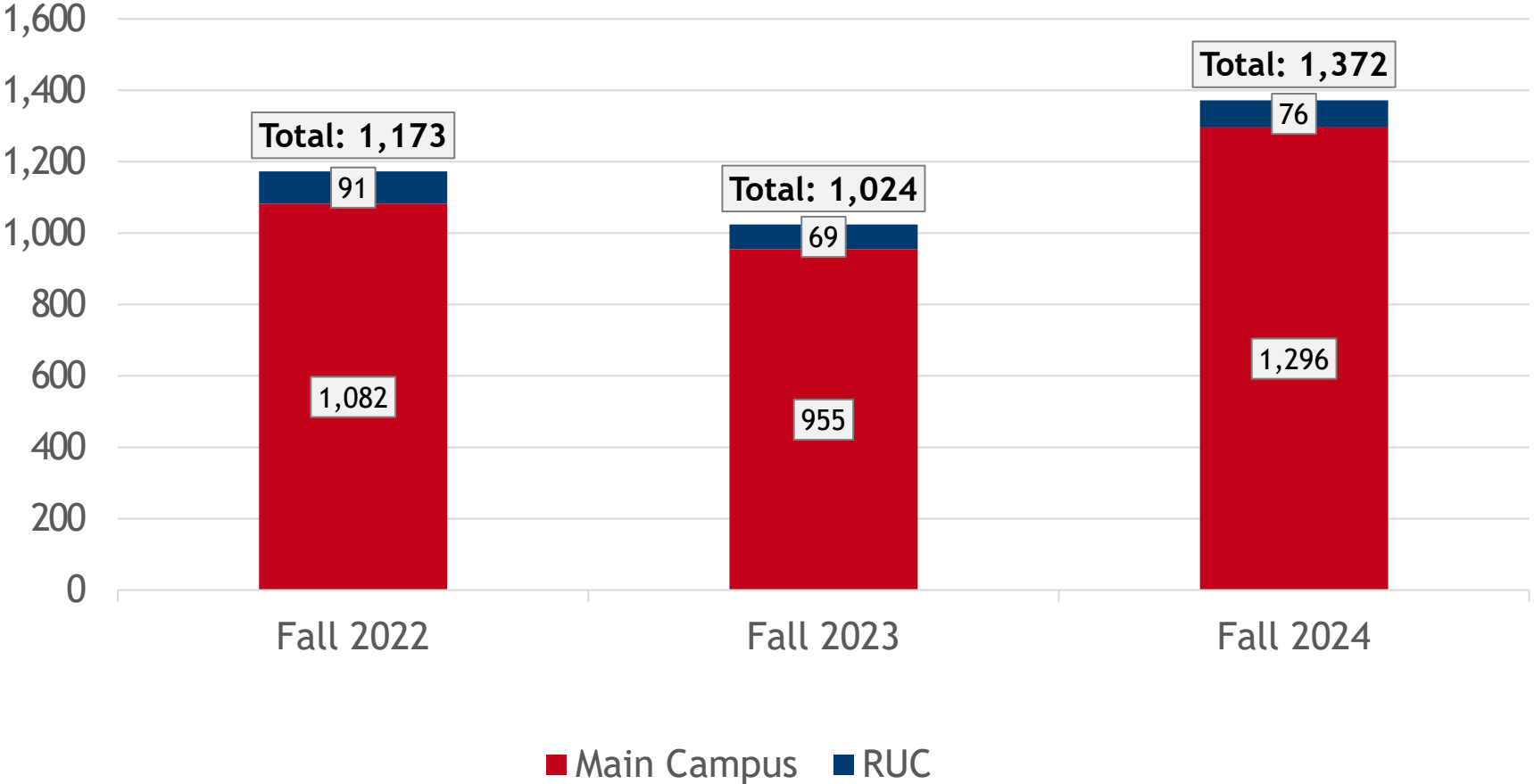
- 88% admission rate

# New Freshmen Deposits

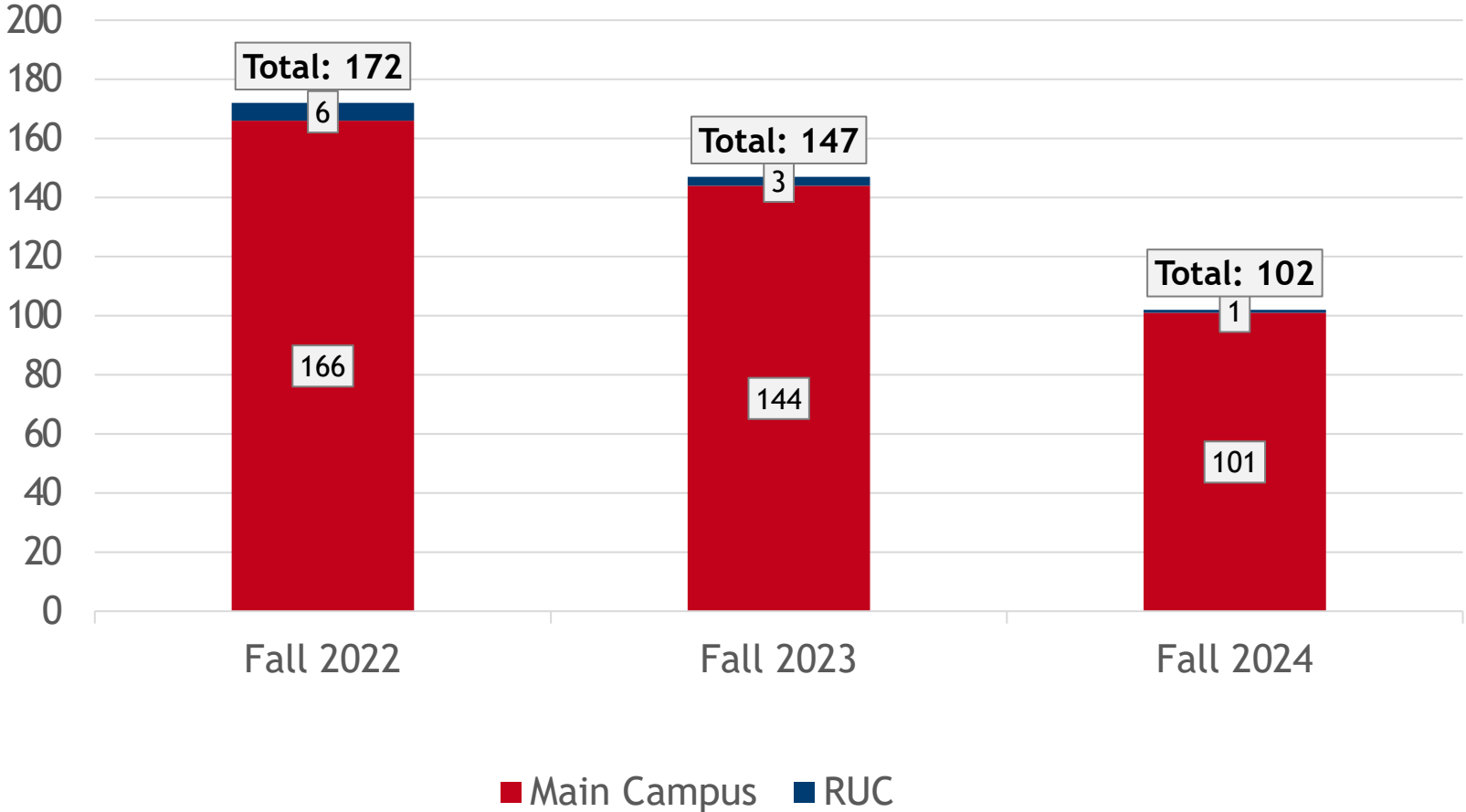


• 16% yield

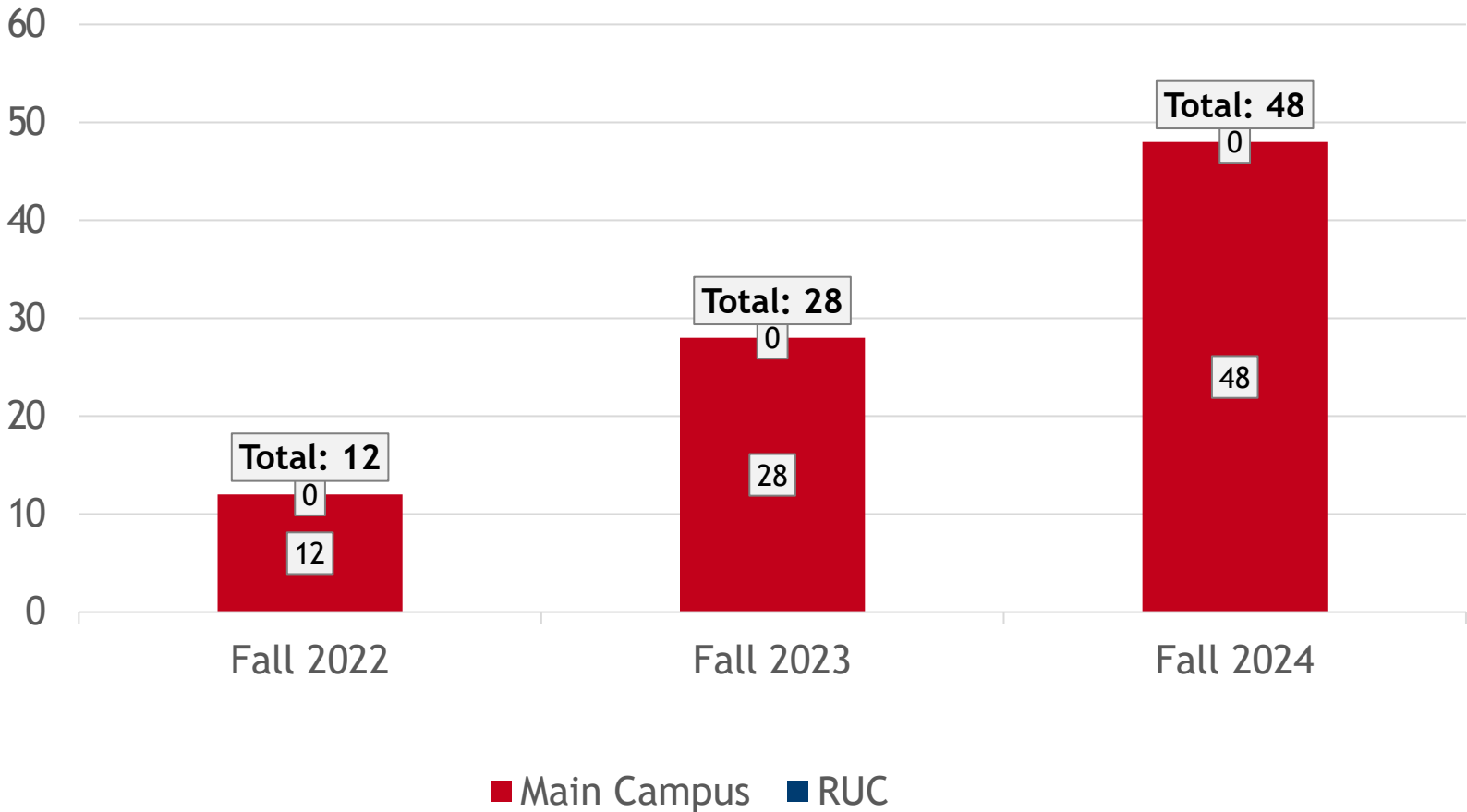
# New Freshmen Deposits – In-State



# New Freshmen Deposits – Out-of-State



# New Freshmen Deposits – International



# New Freshmen Deposits – Virginia Region

Virginia Region	Fall 2022	Fall 2023	Fall 2024
Central Va	106	103	170
Northern Va	295	245	298
Peninsula	64	29	42
Richmond	138	123	136
Roanoke Metro	136	124	173
South Central	27	22	41
Southwest	168	197	299
Tidewater	110	79	95
Valley	129	102	116
In-State, Unknown	0	0	2



# New Freshmen Deposits – Top States

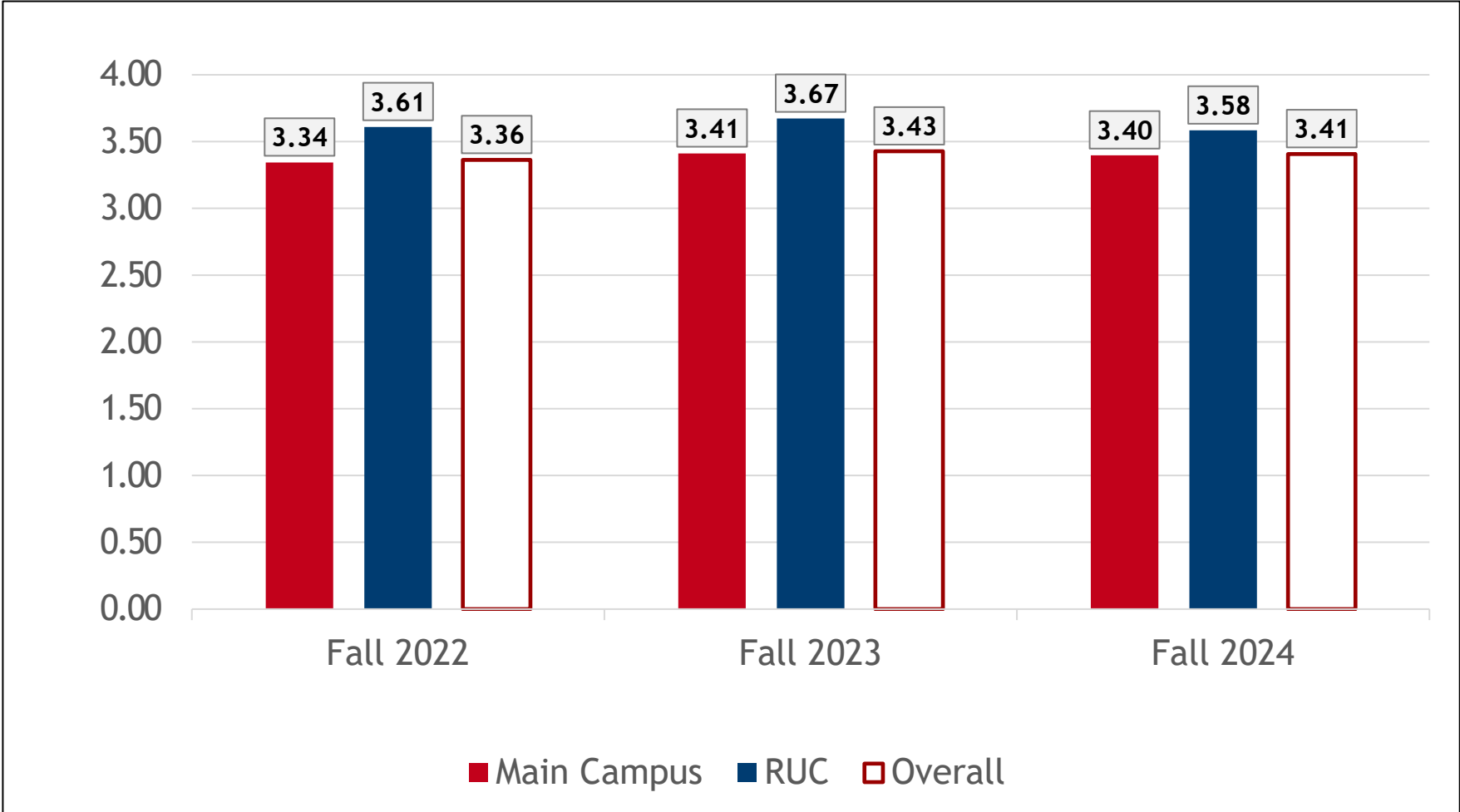
Top States	Fall 2022	Fall 2023	Fall 2024
North Carolina	34	18	19
Maryland	38	31	11
West Virginia	18	12	8
South Carolina	3	6	7
Texas	7	5	7
Florida	5	5	6
New Jersey	3	7	6
Pennsylvania	10	4	4
Illinois	1	0	3
Michigan	0	1	3
New York	4	8	3

Page 33 of 50

# New Freshmen Deposits – Ethnicity

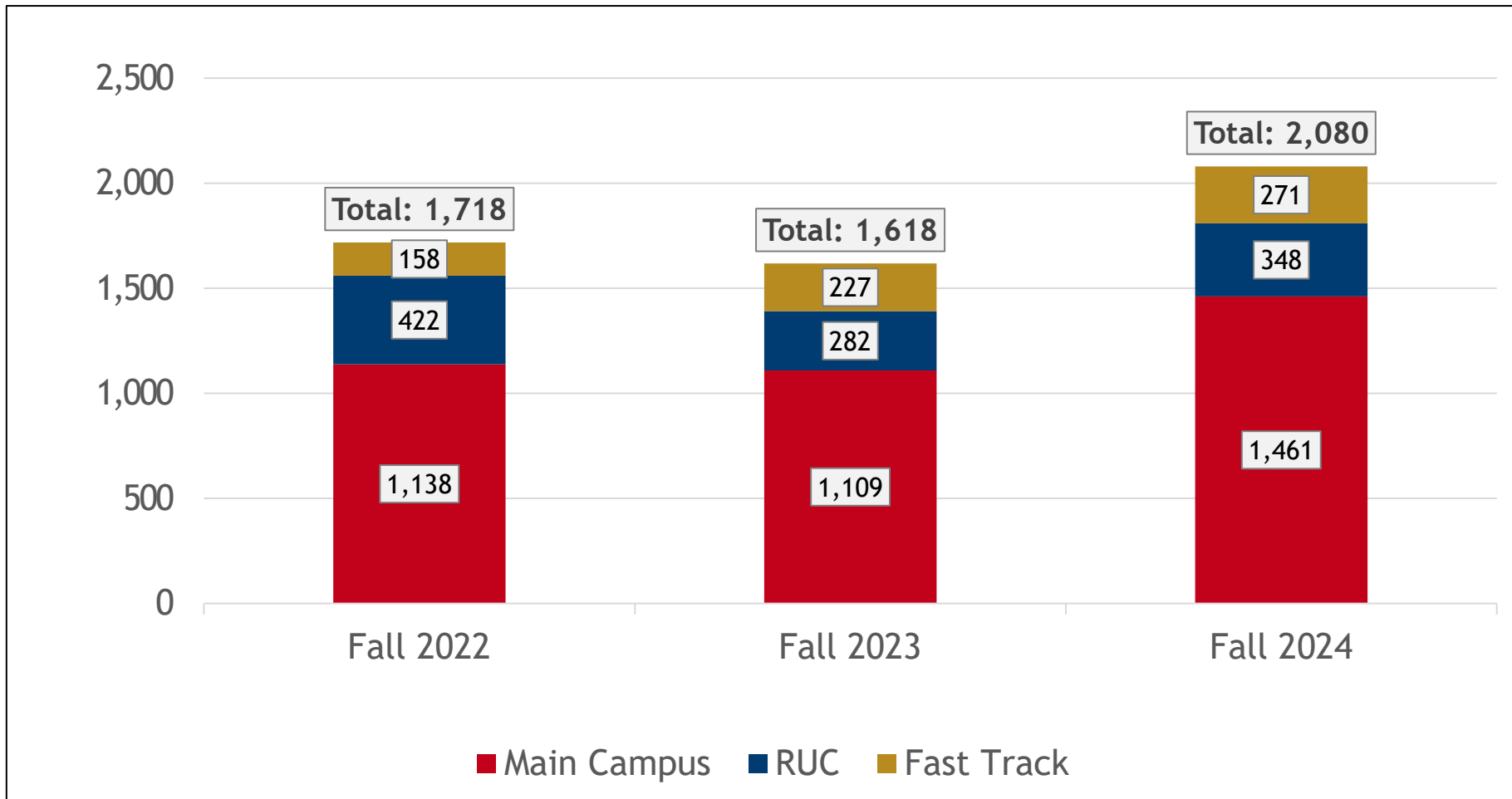
<b>Ethnicity</b>	<b>Fall 2022</b>	<b>Fall 2023</b>	<b>Fall 2024</b>
American Indian or Alaska Native	4	2	5
Asian	20	21	25
Black or African American	204	171	236
Hispanic	141	95	165
Native Hawaiian or Other Pacific Islander	4	1	0
White	879	785	913
Two or more races	75	65	100
Nonresident Alien	10	28	53
Race and Ethnicity Unknown	20	31	25

# New Freshmen Deposits – High School GPA

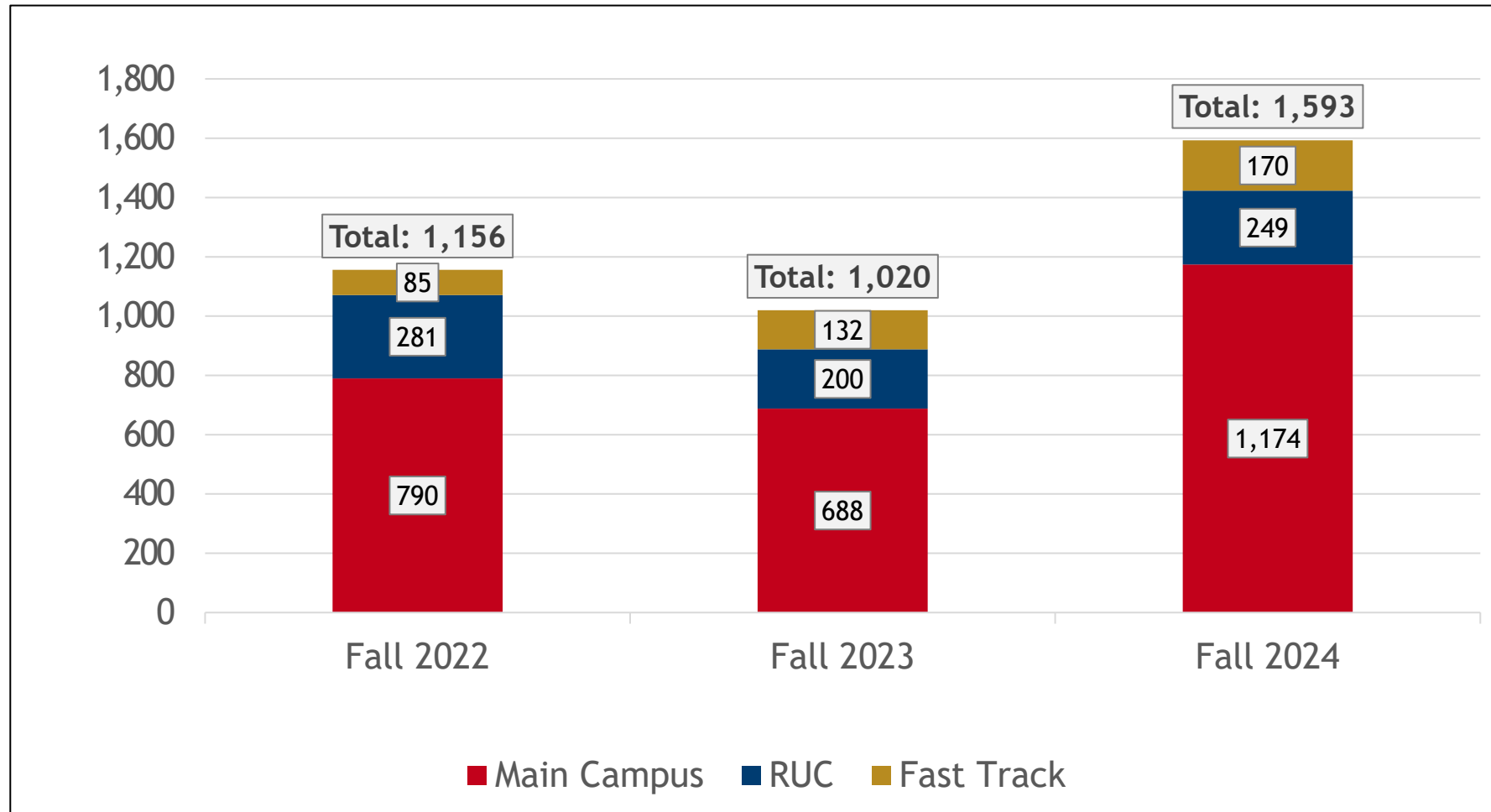


# New Transfer Total Applications

- 28% increase

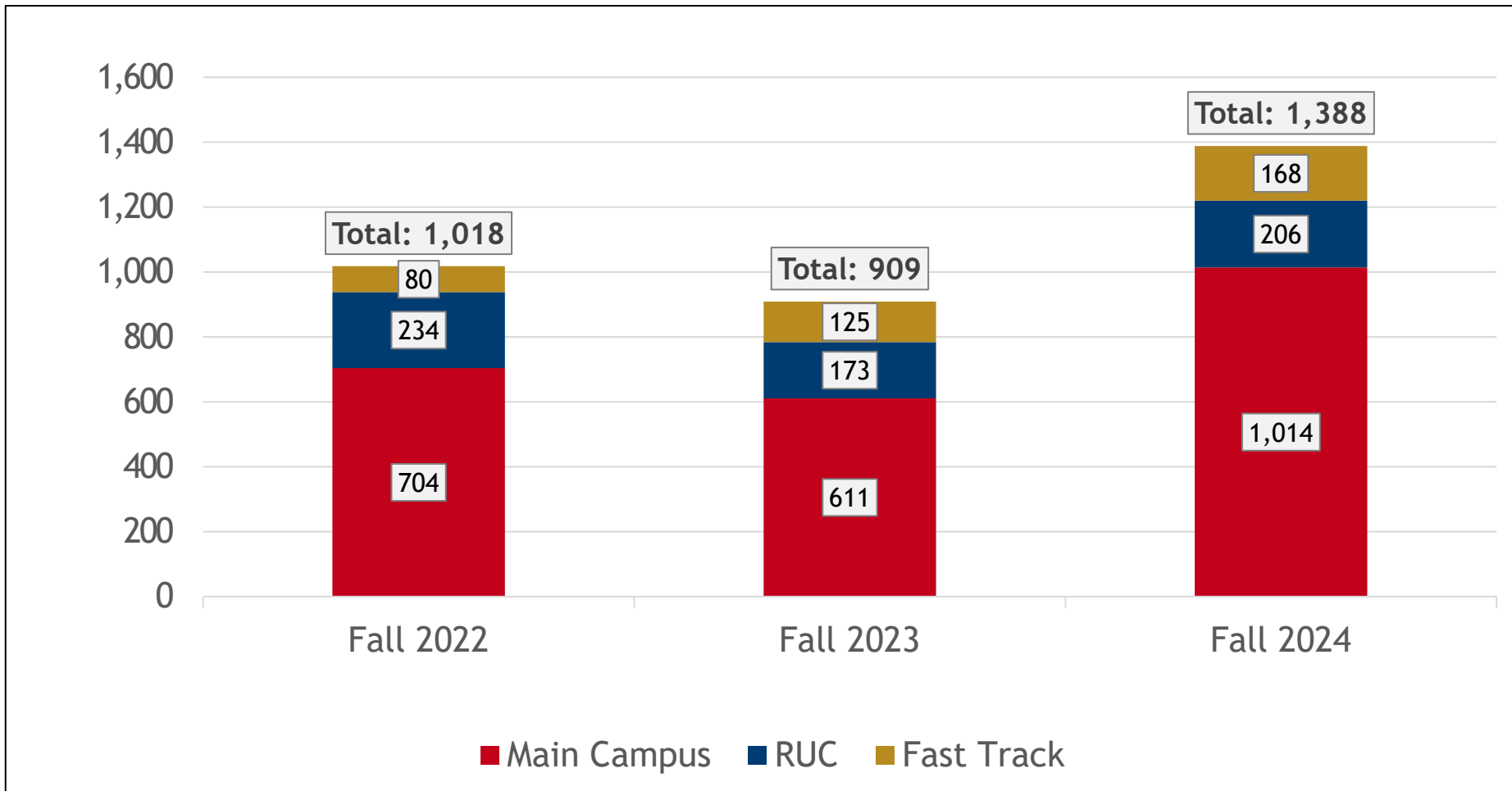


# New Transfer Completed Applications



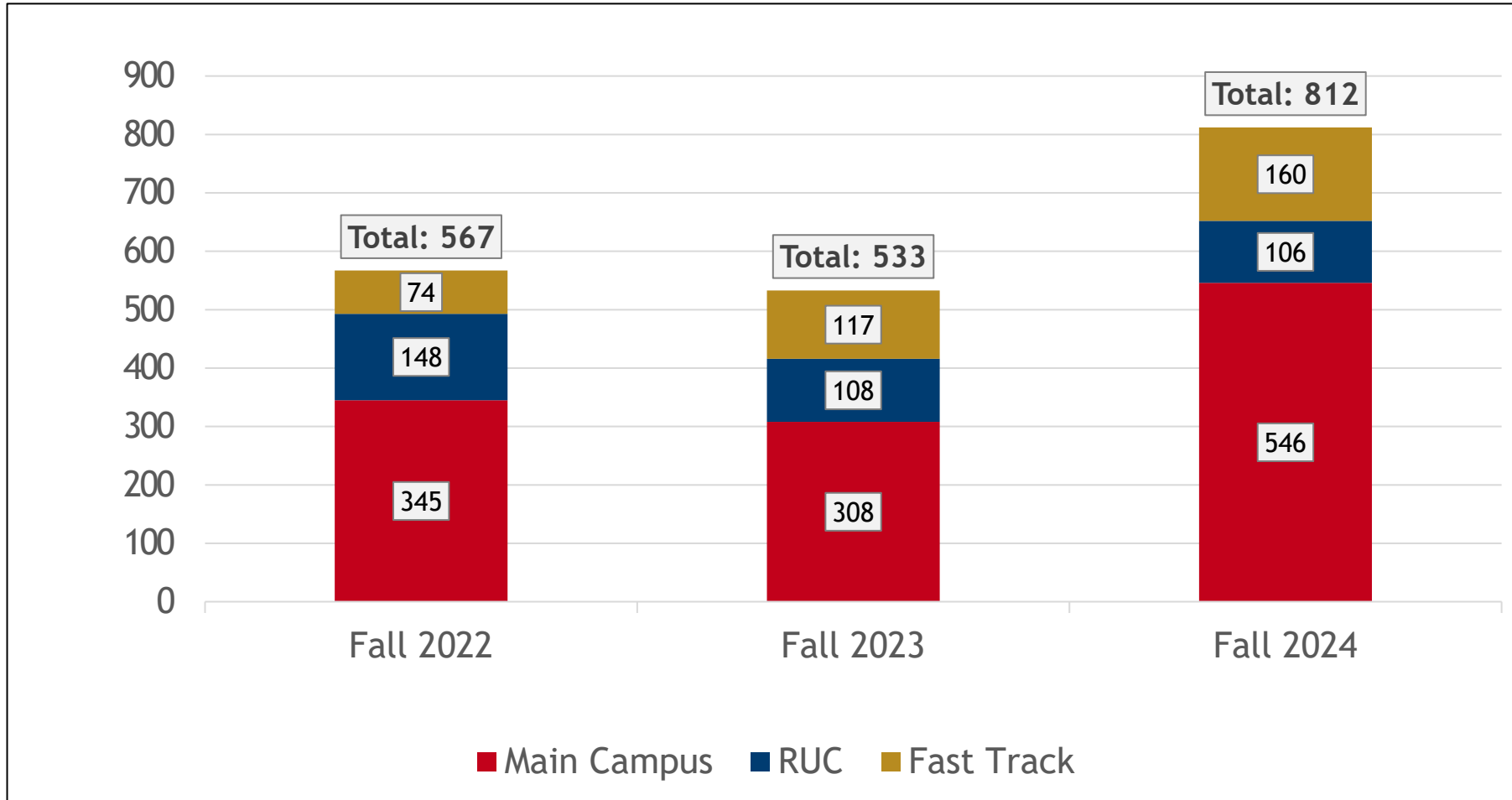
- 13.5% higher completion rate

# New Transfer Admitted



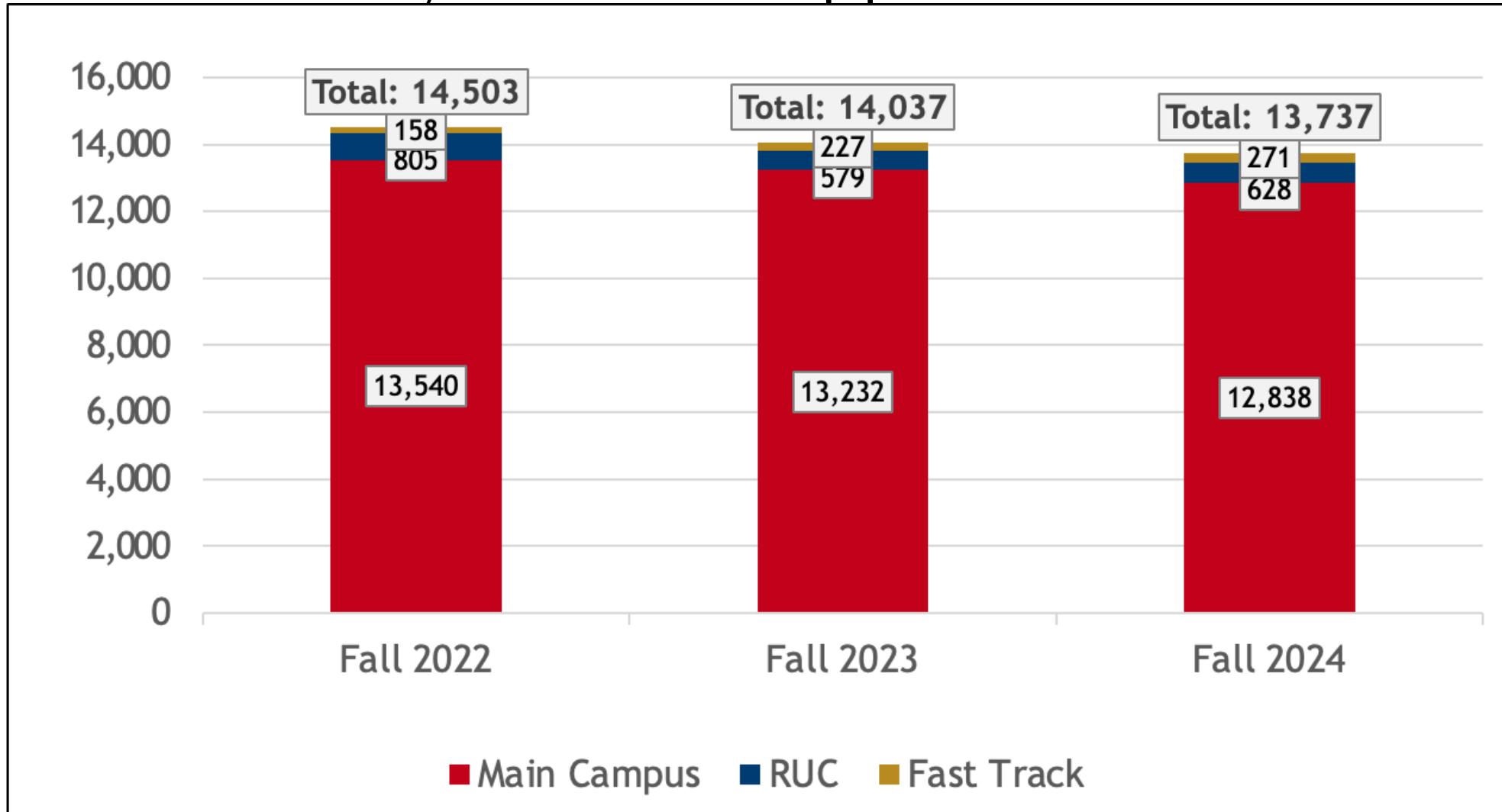
- 87% acceptance rate

# New Transfer Deposits



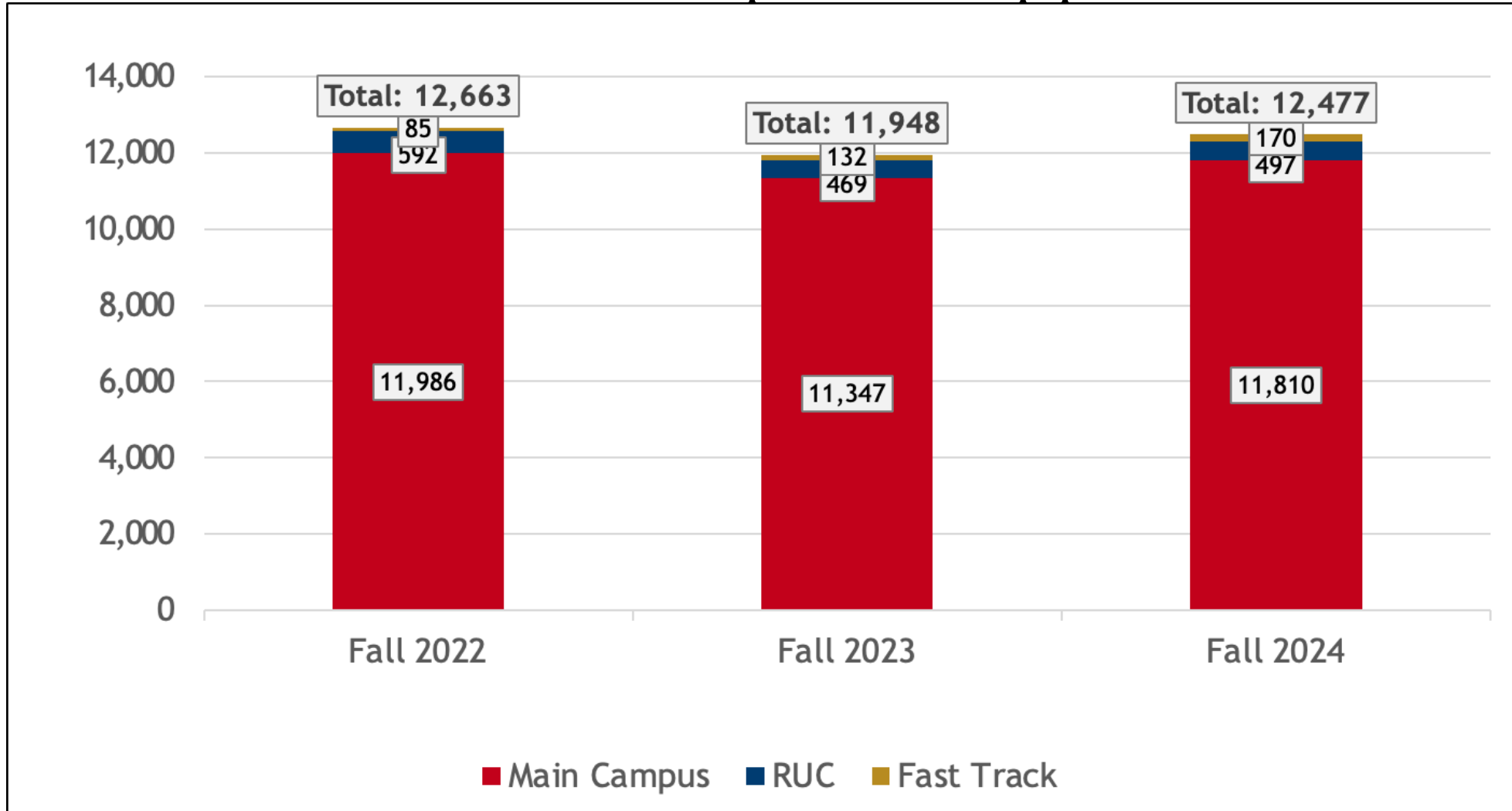
- 58% yield rate
- 52% increase

# Combined NF/TR Total Applications

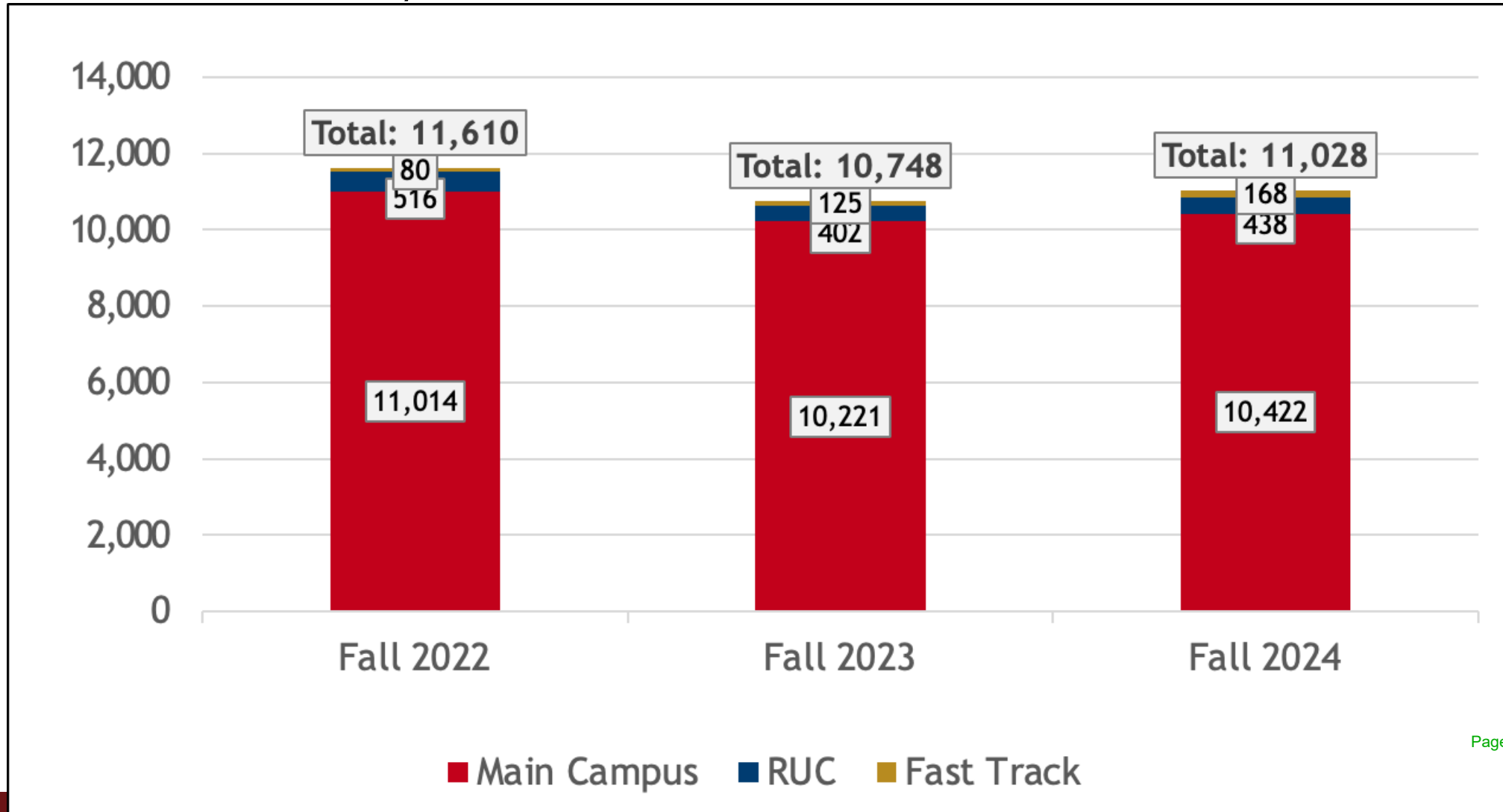




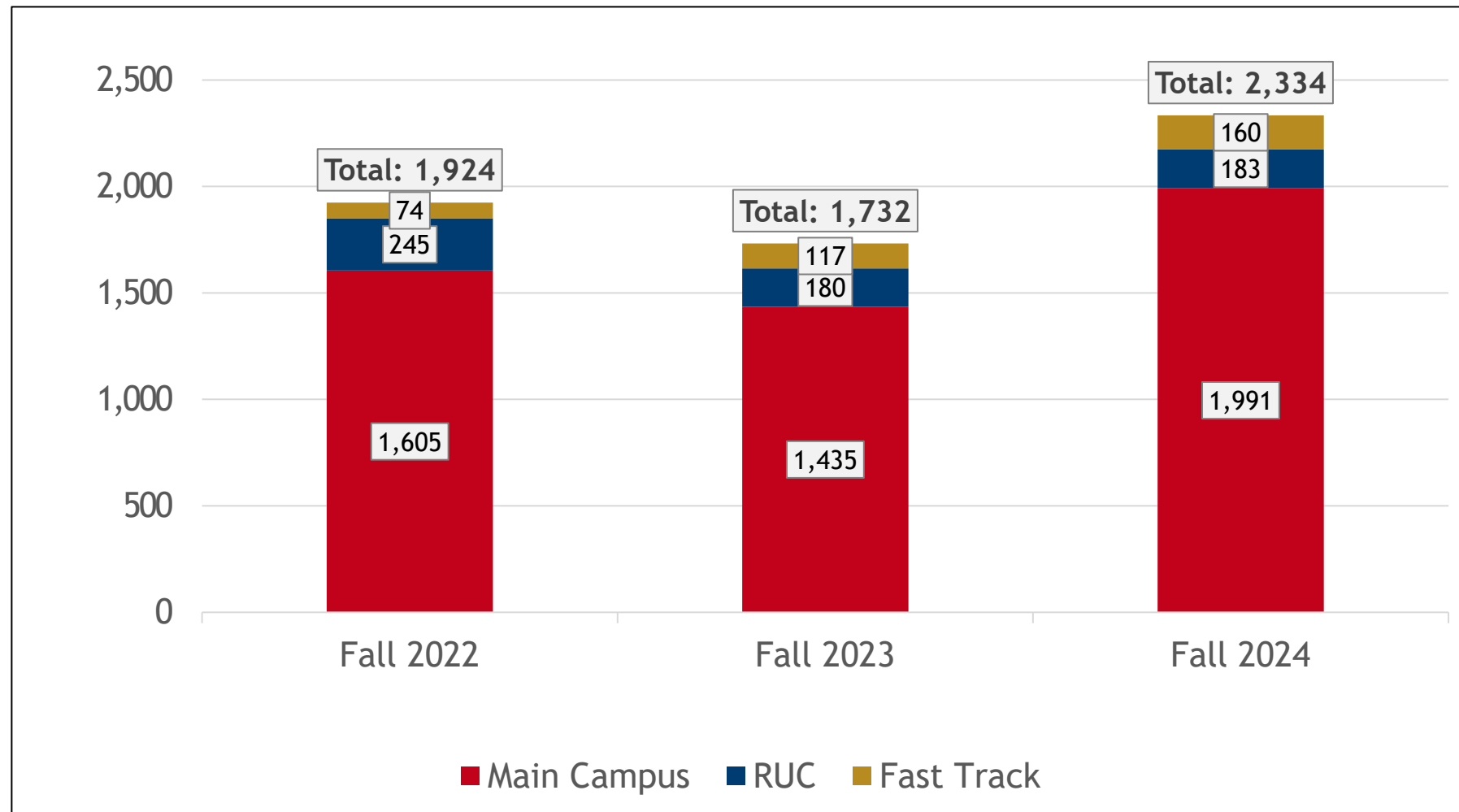
# Combined NF/TR Completed Applications



# Combined NF/TR Admitted

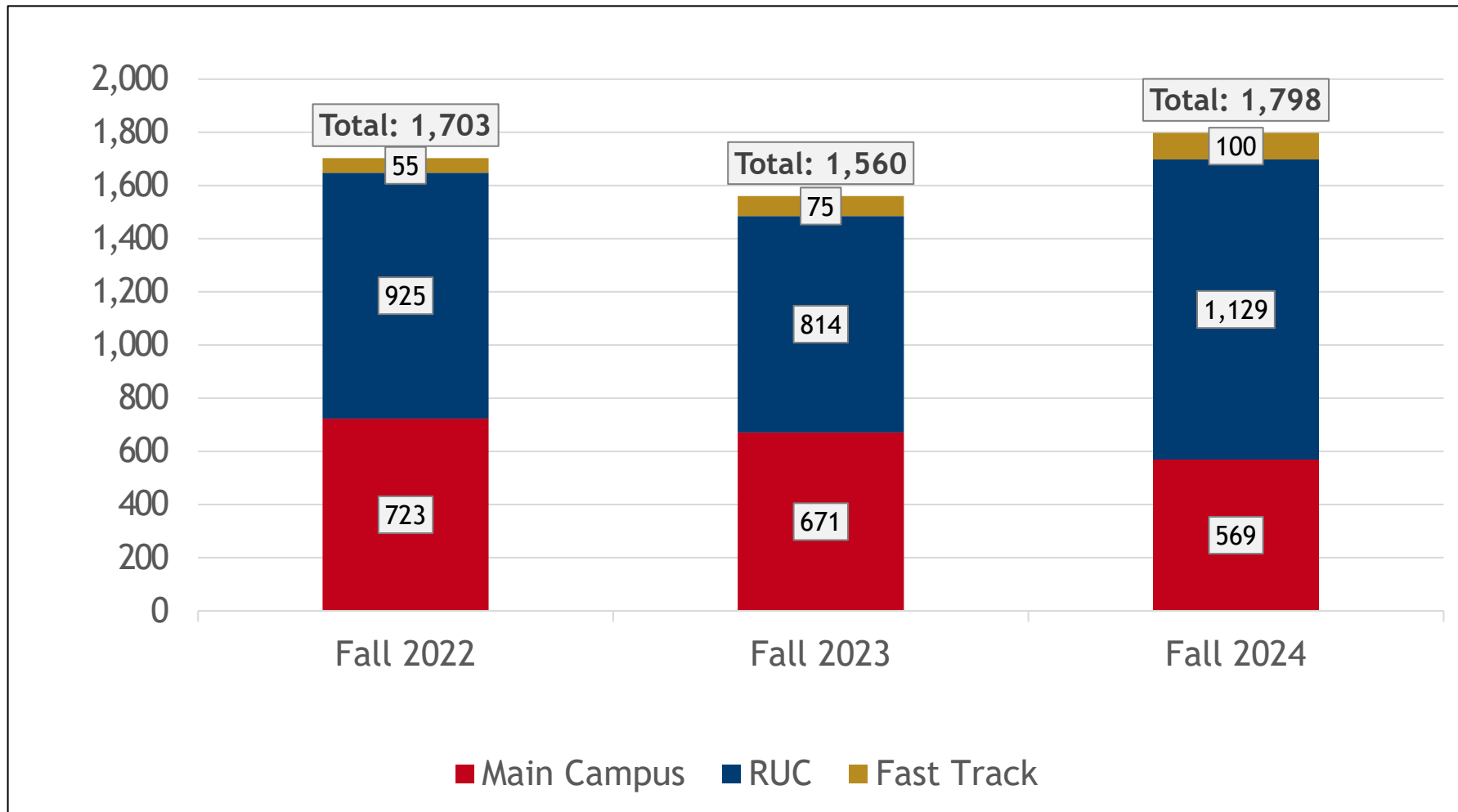


# Combined NF/TR Deposits



- 35% increase
- N = 602

# Graduate Total Applications



- 15% increase

# Radford Tuition Promise Beyond 2024

- Continued State support
- Continued University commitment

Action for discussion  
Continue Radford Tuition Promise  
for Spring 2025 and Fall 2025

# Discussion

# Minutes



Radford  
UNIVERSITY



**Enrollment Management and Brand Equity Committee**  
**1:15 p.m.\*\***  
**March 21, 2024**  
**Roanoke Higher Education Center, Room 212, Roanoke, VA**

**DRAFT**  
**Minutes**

**Committee Members Present**

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

**Committee Members Absent**

Ms. Lisa Pompa

**Board Members Present**

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

**Others Present**

Dr. Bret Danilowicz, President  
Dr. Dannette Gomez Beane, Vice President for Enrollment Management and Strategic Communications  
Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President  
Mr. Brandon Cohen, University Budget Director  
Ms. Lisa Ghidotti, Executive Director of Government Relations  
Dr. Rob Hoover, Vice President for Finance and Administration and CFO  
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education  
Dr. David Perryman, Associate Vice President for Strategic Communications  
Ms. Susan Richardson, University Counsel  
Dr. Susan Trageser, Vice President for Student Affairs  
Dr. Bethany Usher, Provost and Senior Vice President for Academic Affairs  
Ms. Penny Helms 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 1:20 p.m. in Room 212 of the Roanoke Higher Education Center.

### **Approval of Agenda**

Mrs. Jennifer Gilbert asked for a motion to approve the March 21, 2024 agenda for the Enrollment Management and Brand Equity Committee, as published. A motion was made by Ms. Betsy Beamer, seconded by Ms. Jeanne Armentrout, and the motion carried unanimously.

### **Approval of Minutes**

Mrs. Jennifer Gilbert asked for a motion to approve the minutes of the November 30, 2023 meeting of the Enrollment Management and Brand Equity Committee meeting, as published. A motion was made by Ms. Jeanne Armentrout, seconded by Mr. David Smith, and the motion was carried unanimously.

### **Brand Equity Report**

Associate Vice President for Strategic Communications David Perryman began with an update on the 2024-2025 Strategic Plan goal of defining the university's distinctive nature and strategy of "revise brand." There are two tactics: Revise the Radford brand to increase brand equity and release an updated website. Dr. Perryman started with a summary of the tactic to release an updated website. There are two primary goals for the website redesign: First, to create a new site to improve the users' overall online experience. Second, to increase general traffic to the new site from campaign sources. The website will be rolled out in two phases, one on June 11, including the Radford homepage and a number of enrollment focused pages, then the middle of June through the summer, the remaining webpages will be launched in priority order.

Dr. Perryman gave a detailed review of the tactic to revise brand explaining a multi-year phased approach throughout an integrated mix of traditional and digital channels with messages tailored to targeted audiences focusing on the University brand first, followed by sub-brands. This past fall in the initial phase the emphasis was on educating university employees on the importance of the Radford University brand including the brand logo, color palette and pillar messages. In the second phase, this spring the focus is on an external brand campaign.

Dr. Perryman gave a thorough overview on the University's digital branding and advertising campaign. Highlighting the goals to increase brand awareness with an integrated mix of channels to reach targeted audiences, which include in-state first-year students, out-of-state first-year students and transfer students to build Radford's reputation with the new brand. The goal is to increase engagement by attracting prospective students and converting information into leads by delivering clear-cut calls to action designed to drive applications and increase student enrollment.

In conclusion, Dr. Perryman shared a brand pillar video that was created for the university branding campaign explaining that Marketing and Communication is creating and posting videos that are bundled around the five Radford University brand pillars:

- Excellence that is easily accessible
- Centered on those we serve
- Freedom to learn from experience
- Active learning and active doing
- Ready for all of life's roles

## **Enrollment Management Report**

Vice President for Enrollment Management and Strategic Communications Dannette Gomez Beane began by highlighting that Highlander Day is this weekend and it is the largest number of expected guests the university has had. Overall visitors to campus are up from last year by 60%.

Vice President Beane provided a summary of applications and deposits stating freshmen applications are slightly down from Fall of last year. Regionally, most freshmen applicants are from Northern Virginia and we are seeing the most out-of-state freshmen applicants from Maryland and North Carolina. We are currently at a 90% completion rate on freshmen applications and an 82% acceptance rate for admitted freshmen. Over half of our freshmen applicants are direct admit with a 3.3 GPA or higher. Our acceptance rate is down by 8% to maintain GPA integrity. Freshmen deposits are up by 30% with the majority of the gains from in-state students and transfer students. International new freshmen deposits are up by 150%. New transfer applications are up at all locations with an 80% acceptance rate. New transfer deposits are up by over 50%.

In closing, Vice President Beane explained that Government FASFA data is delayed; therefore, we have moved our deadline for financial aid packaging from May 1 to June 1.

University Budget Director Brandon Cohen provided an overview of the FY 2025 enrollment financial impact and scenarios for enrollment growth versus enrollment decline.

## **Adjournment**

With no further business to come before the committee, Mrs. Gilbert adjourned the meeting at 2:06 p.m.

Respectfully submitted,

Gina Stike  
Executive Assistant to the  
Vice President for Enrollment Management  
and Strategic Communications