

Enrollment Management and Brand Equity Committee

September 2024



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Enrollment Management and Brand Equity Committee
9:45 a.m.**
September 5, 2024
Mary Ann Jennings Hovis Memorial Board Room
Martin Hall, 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*
 - June 6, 2024
- **Brand Identity Report** Dr. Dannette Gomez Beane,
○ Communication Plan *Vice President for Enrollment Management and 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. Callie Dalton
Mr. David Smith
Mr. Jonathan D. Sweet

Meeting Materials



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Enrollment Management and Strategic Communications





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Enrollment Management and
Strategic Communications



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“WE ARE RADFORD” RECOGNITION PROGRAM

It's time for us to acknowledge contributions made by Highlanders like you.

Employees who have served at least one year at Radford are eligible to be recognized for adhering to the core values of the university.

Employees will be recognized campus wide and receive a branded fleece blanket.



Scan below to access nomination form.



Core Values

- ▶ **Student Empowerment and Success** — We engage and support our students in the discovery and pursuit of their own unique paths.
- ▶ **Excellence** — We expect our community to strive for the highest standards.
- ▶ **Inclusiveness** — We are committed to a spirit of cooperation and collaboration, embracing and honoring the diversity of our community.
- ▶ **Community** — We foster relationships and a culture of service within and beyond our university community.
- ▶ **Intellectual Freedom** — We encourage and defend a fearless exploration of knowledge in all its forms.
- ▶ **Innovation** — We inspire and support creativity in research, scholarship, pedagogy and service.
- ▶ **Sustainability** — We are committed to integrating sustainable practices into all aspects of our operations and engaging students across the curriculum to learn, discover and contribute to positive current and future environmental solutions.



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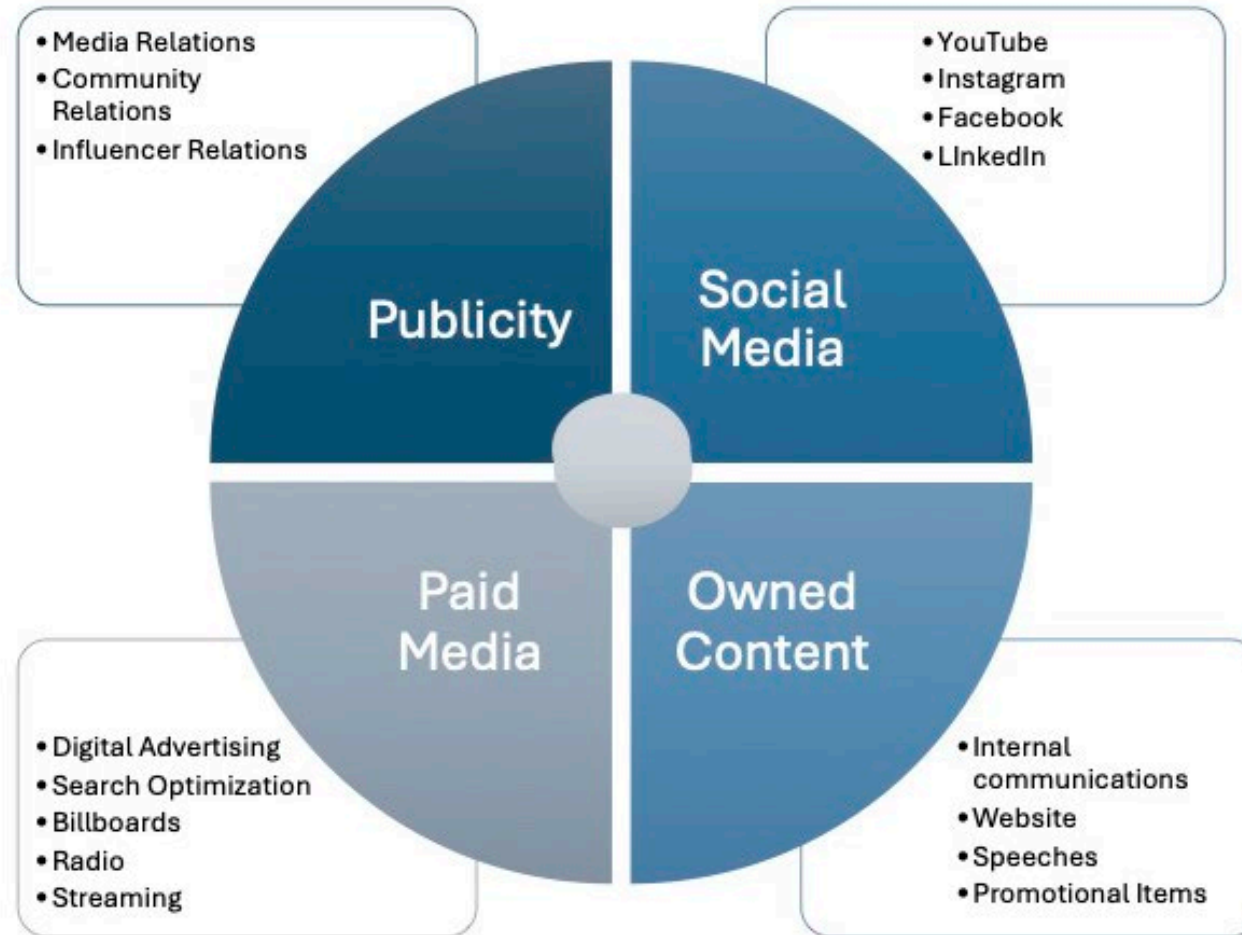
**CAREER IN
POLITICAL
SCIENCE**



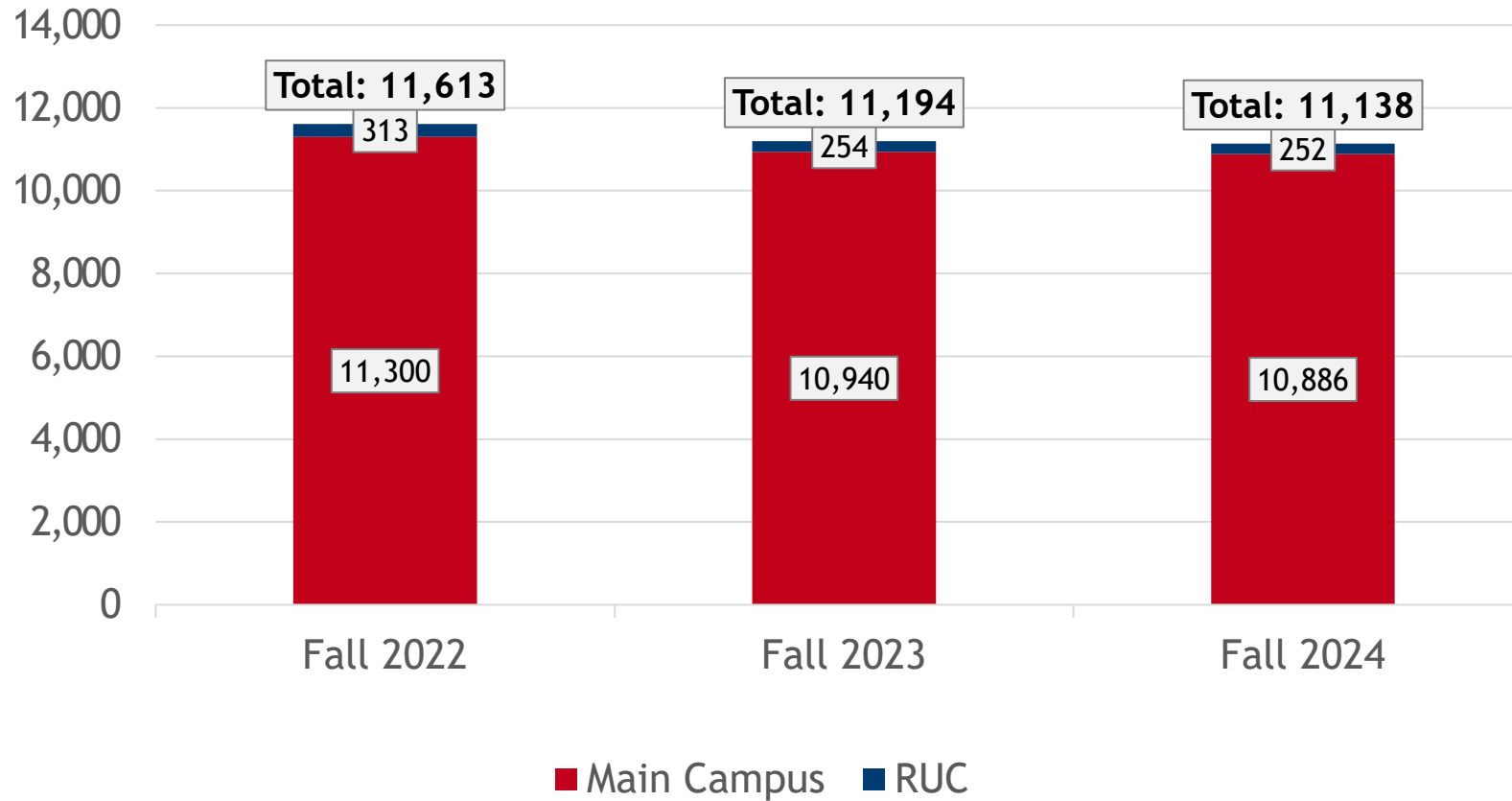
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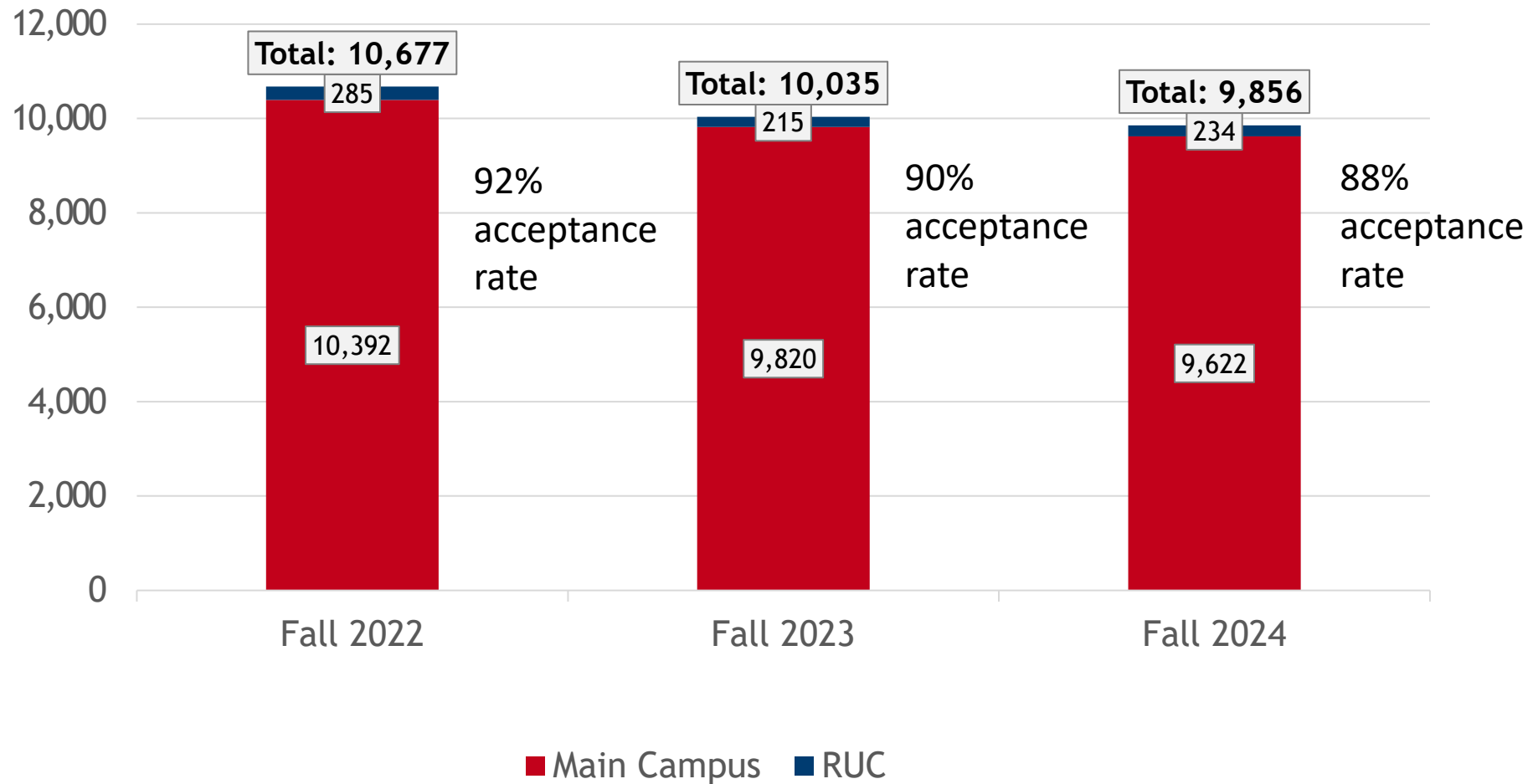


New Freshmen Completed Applications

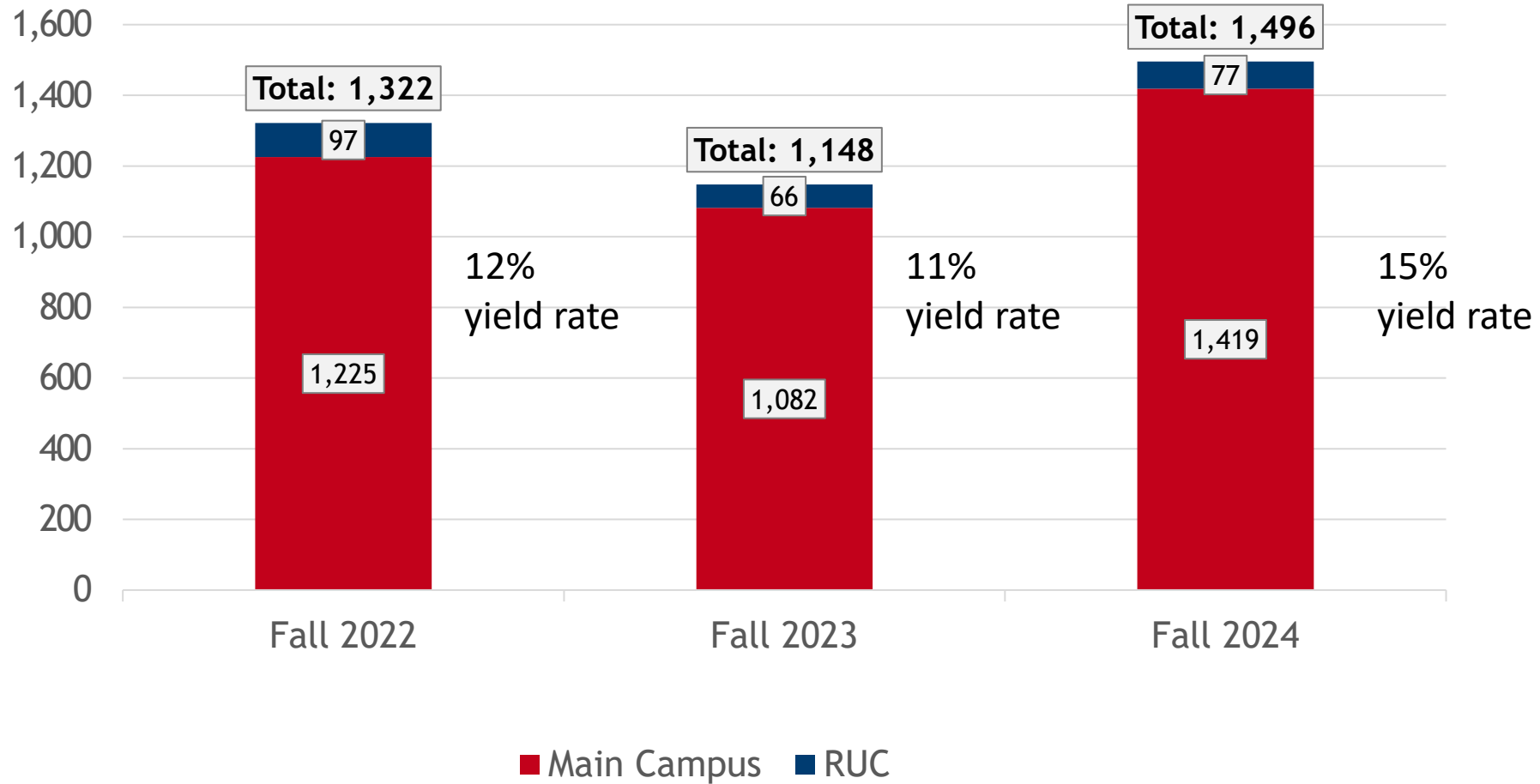


Application data as of August 27, 2024. Census is Monday, September 9, 2024

New Freshmen Admitted



New Freshmen Deposits



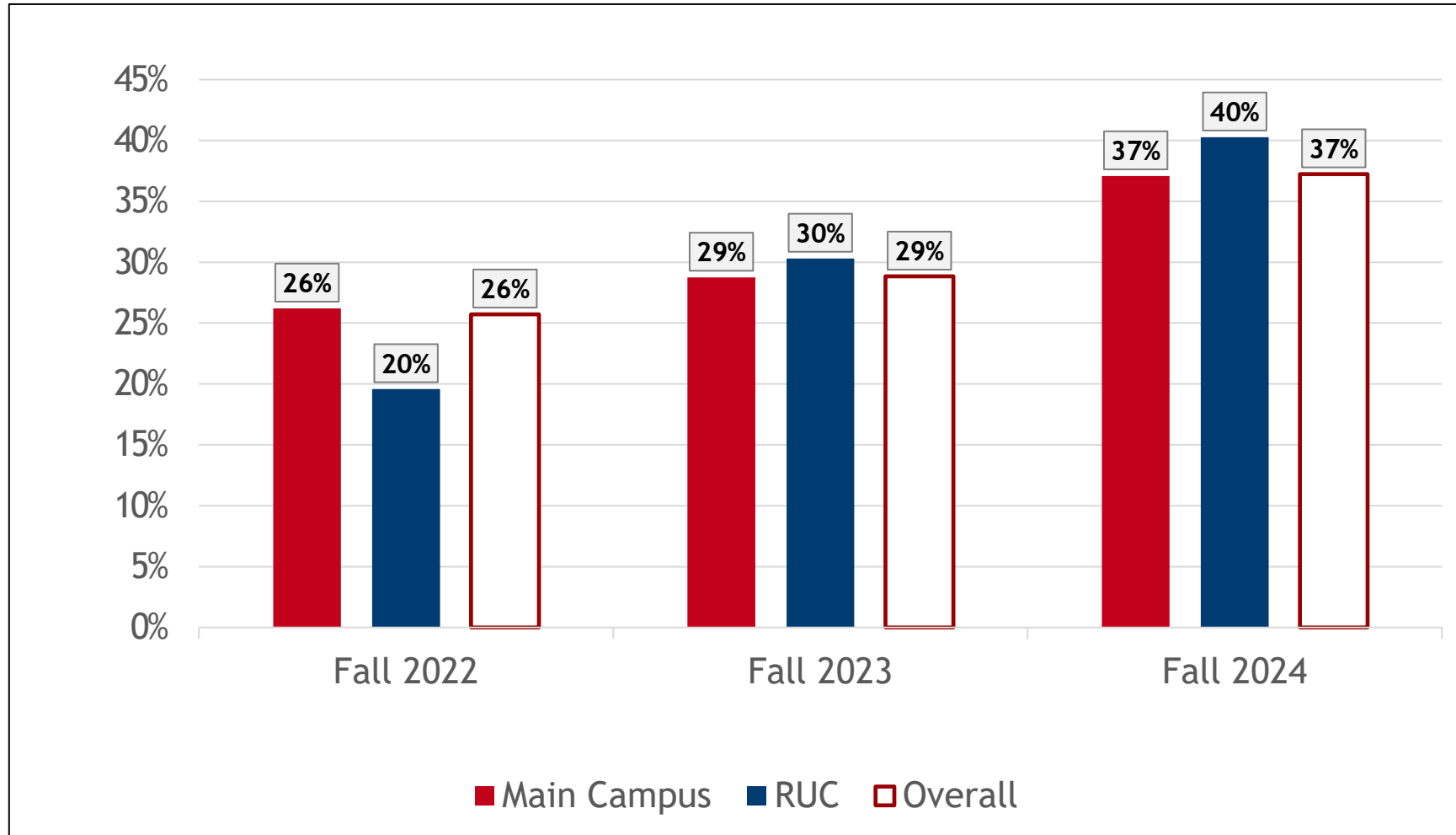
New Freshmen Deposits – Virginia Region

Virginia Region	Fall 2022	Fall 2023	Fall 2024
Central Va	105	98	175
Northern Va	283	235	297
Peninsula	62	30	41
Richmond	130	117	133
Roanoke Metro	133	126	172
South Central	26	20	38
Southwest	169	199	293
Tidewater	110	76	90
Valley	128	96	114

New Freshmen Deposits – Ethnicity

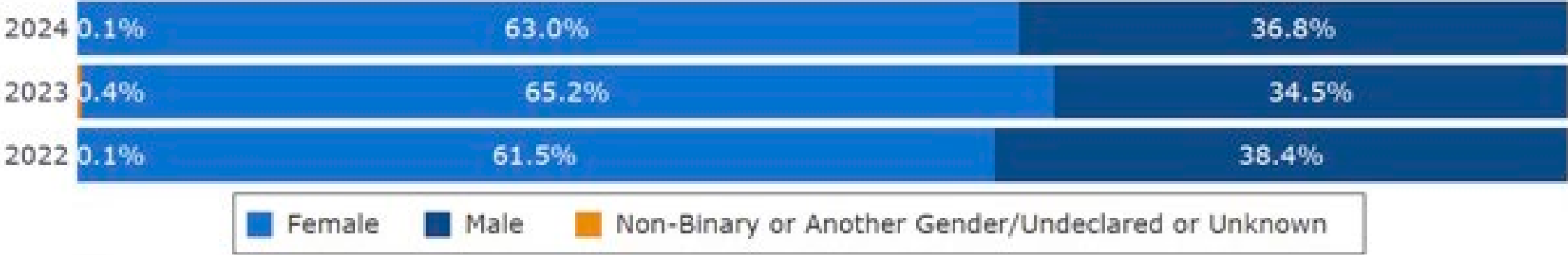
Ethnicity	Fall 2022	Fall 2023	Fall 2024
American Indian or Alaska Native	3	2	5
Asian	17	18	25
Black or African American	202	159	232
Hispanic	129	87	165
Native Hawaiian or Other Pacific Islander	4	0	0
White	858	767	895
Two or more races	73	65	98
Nonresident Alien	16	22	53
Race and Ethnicity Unknown	20	28	23

New Freshmen Deposits – First Generation

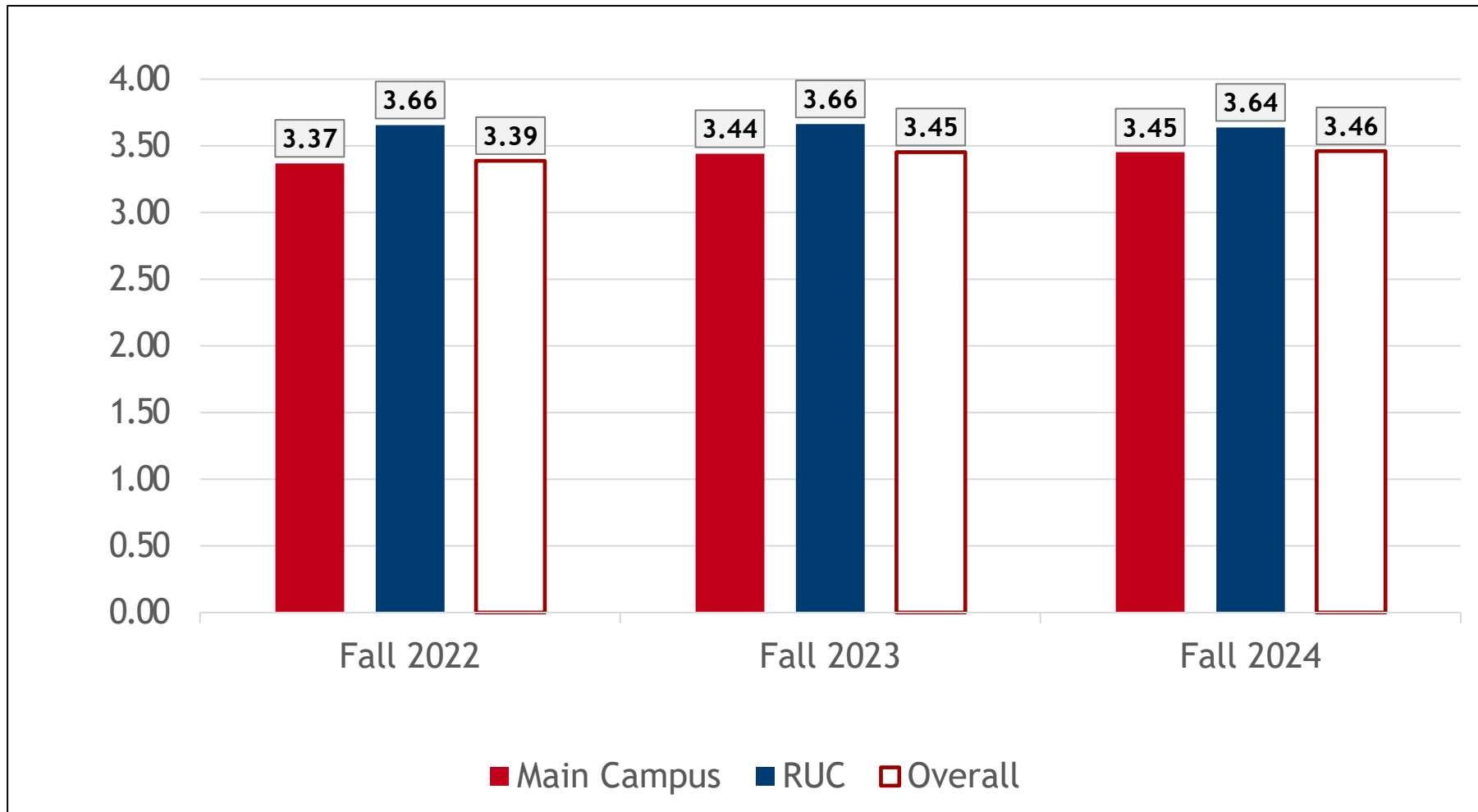


New Freshmen – Gender

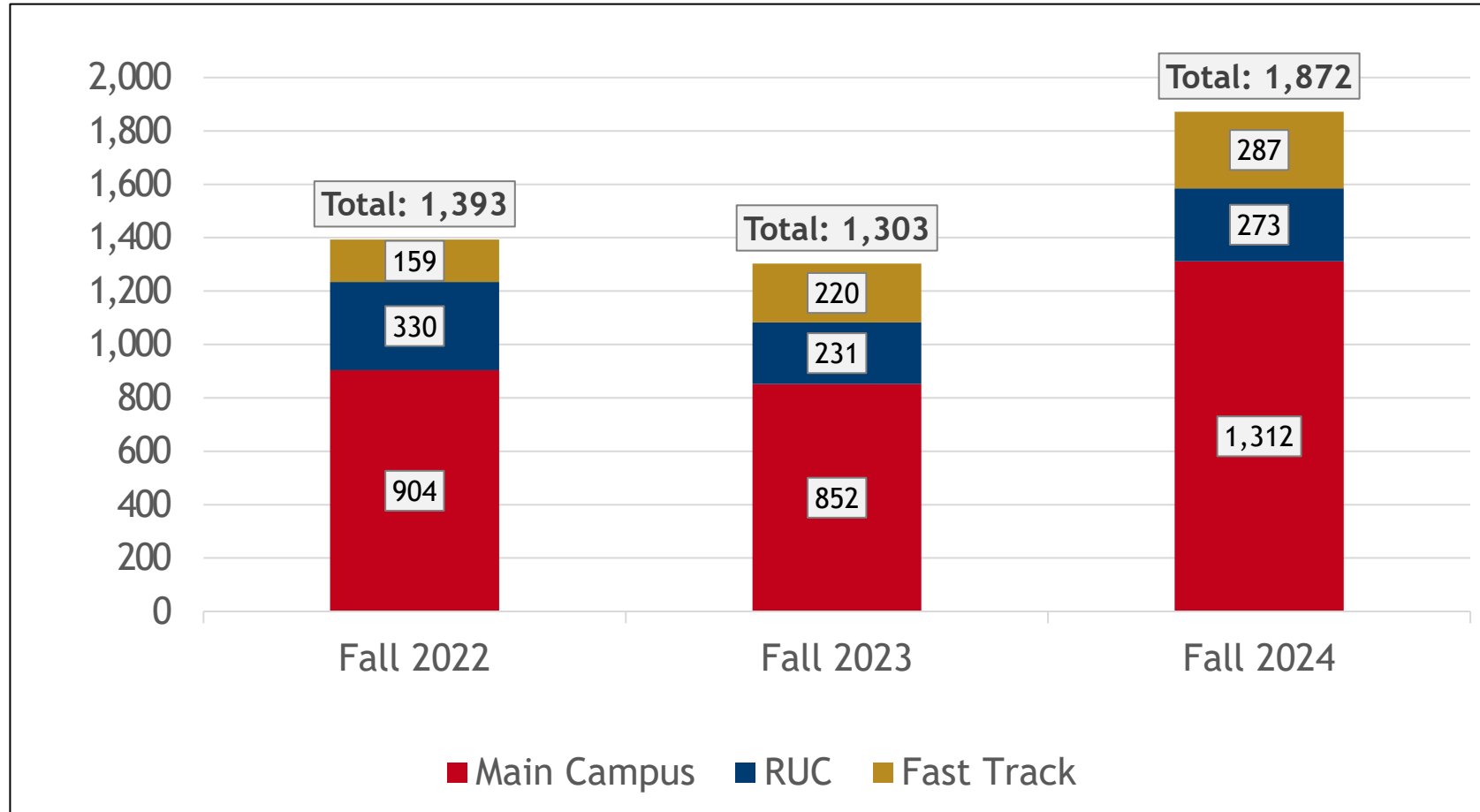
Gender



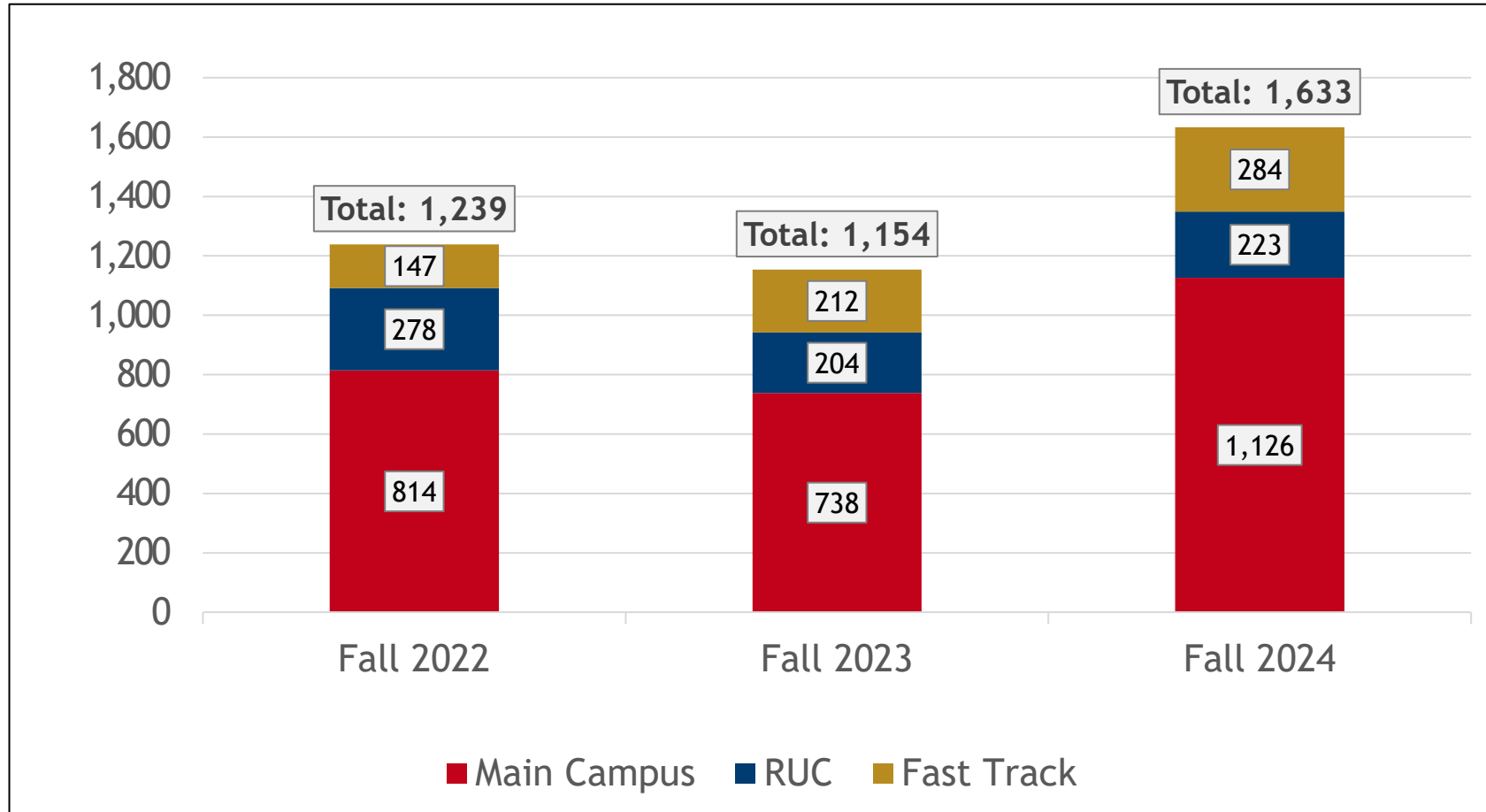
New Freshmen Deposits – High School GPA



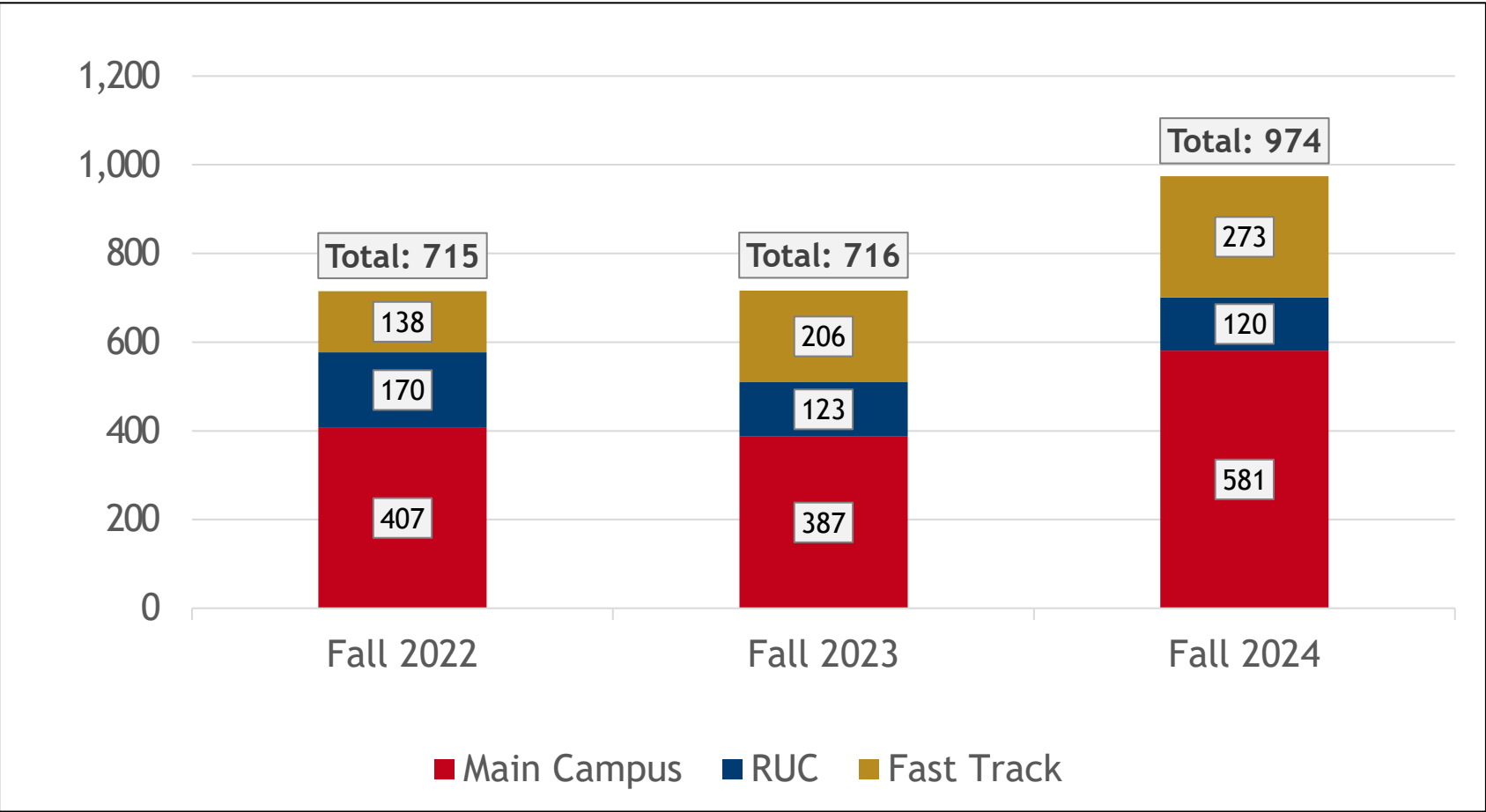
New Transfer Completed Applications



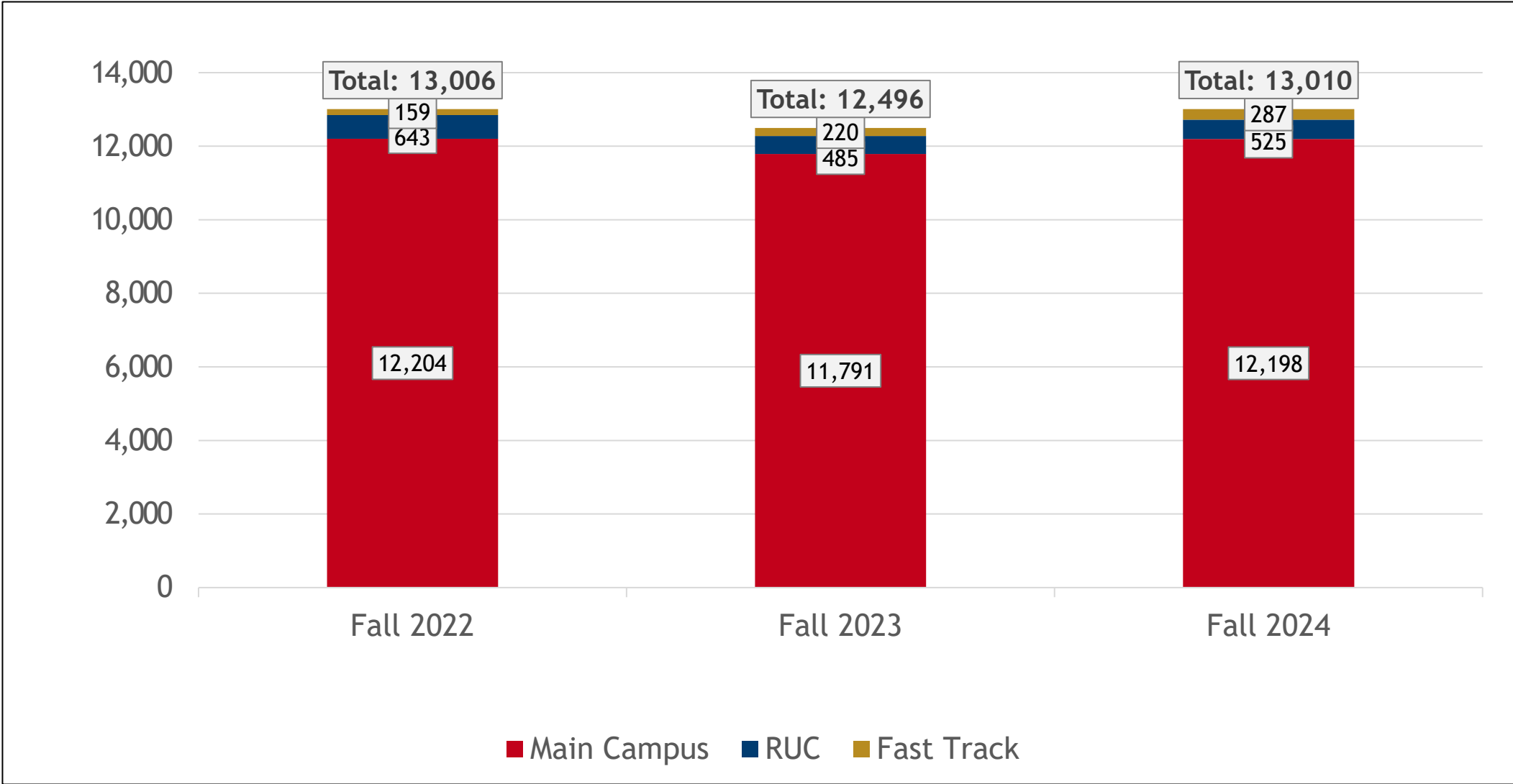
New Transfer Admitted



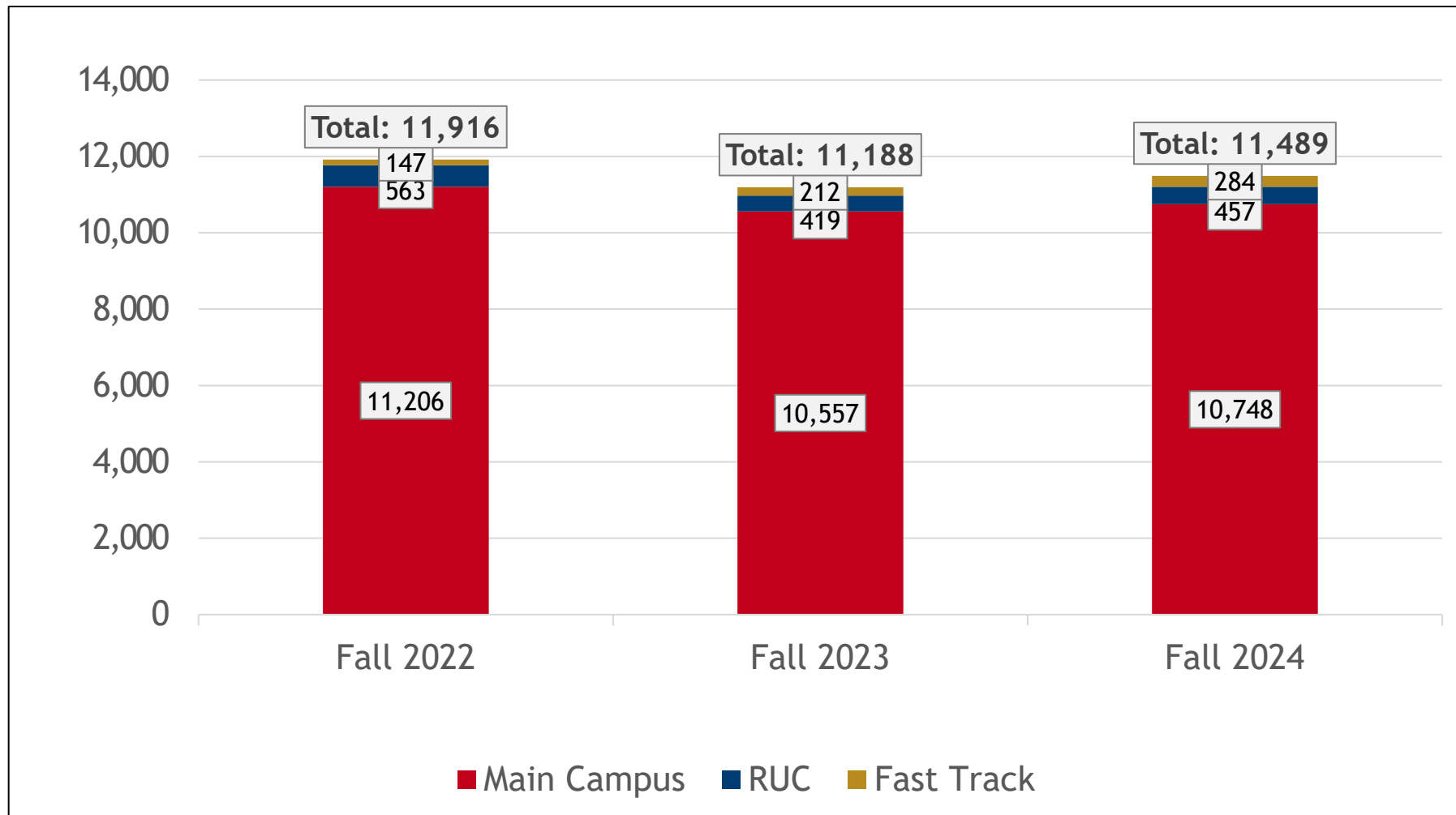
New Transfer Deposits



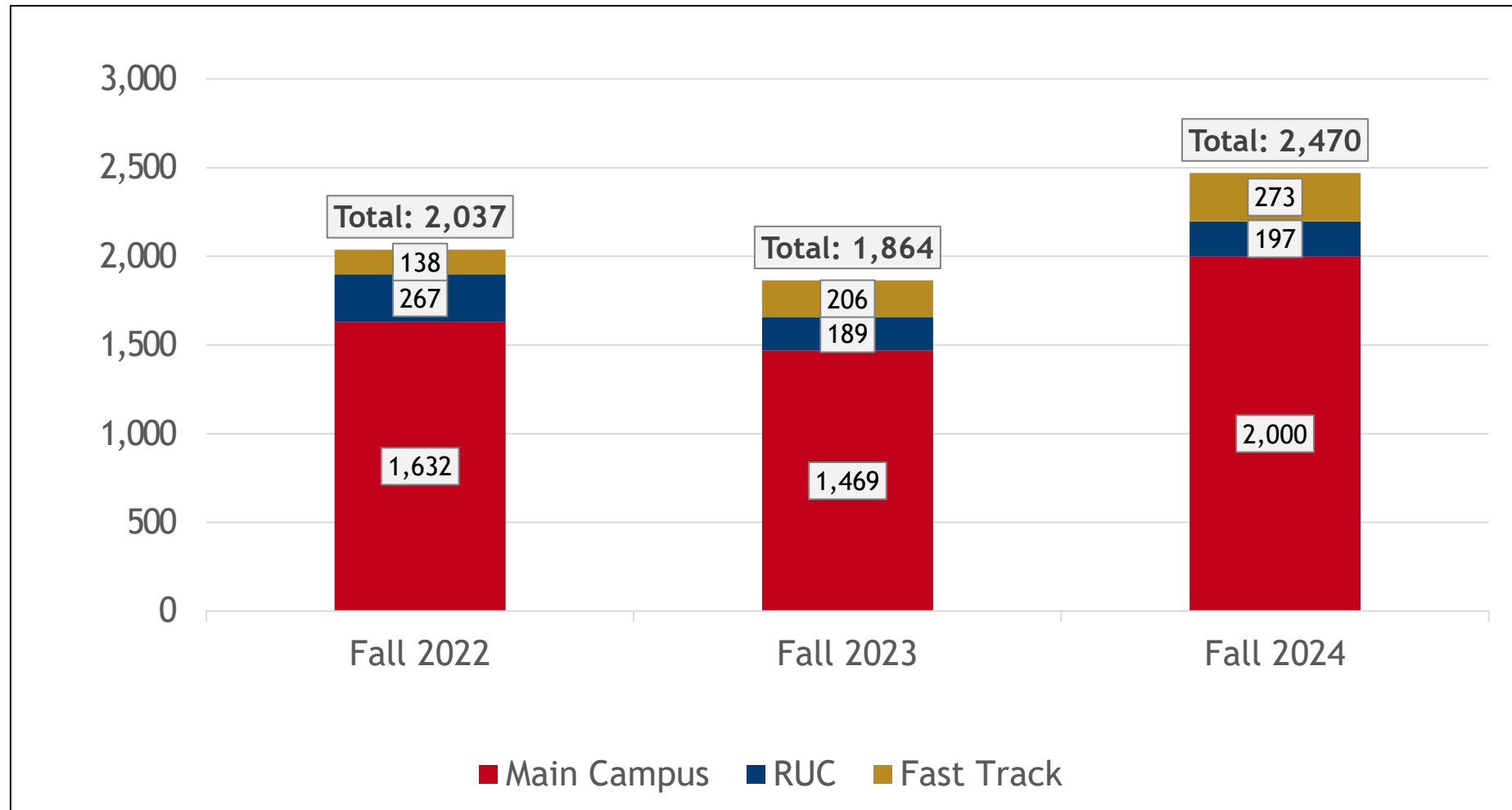
Combined NF/TR Completed Applications



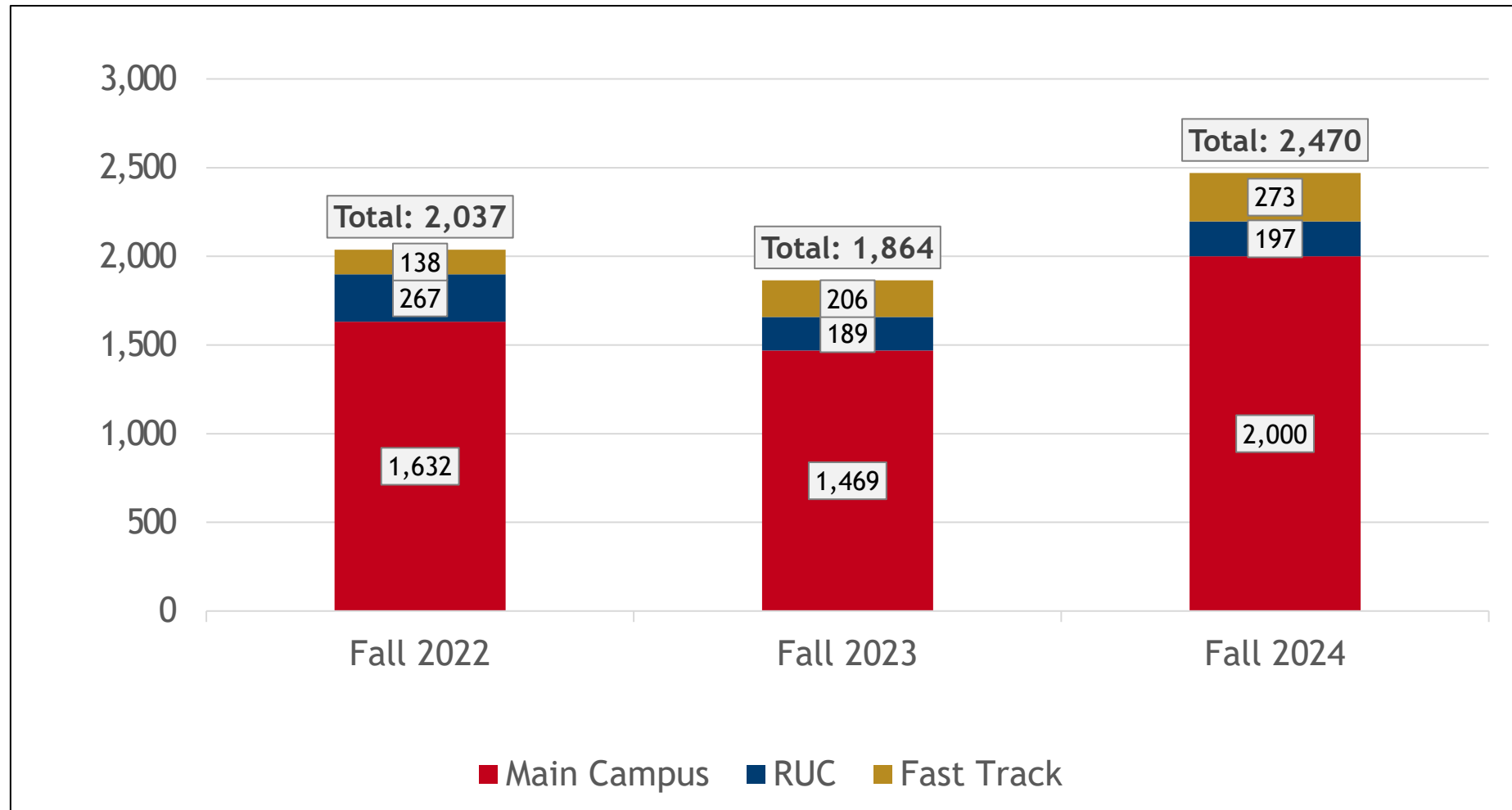
Combined NF/TR Admitted



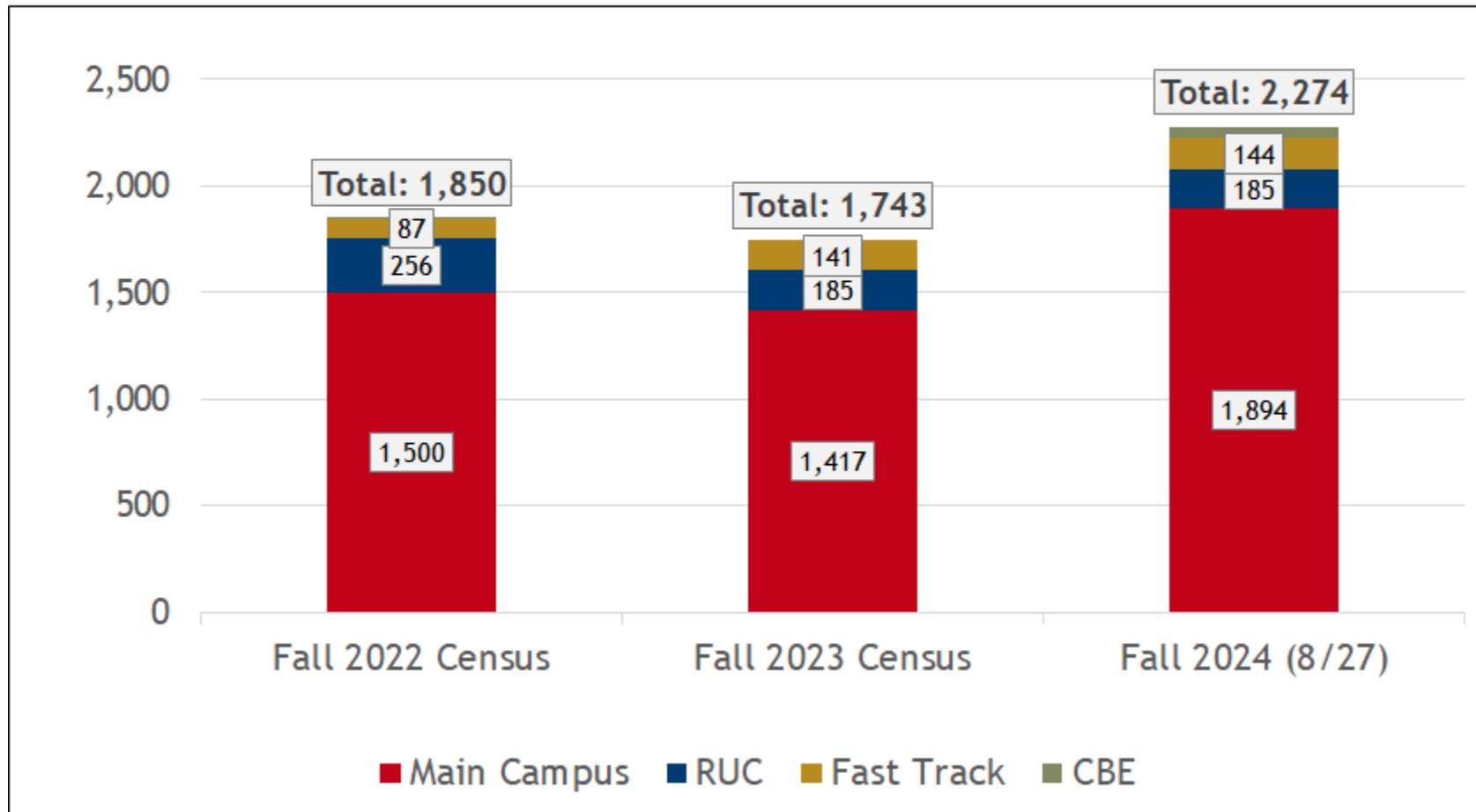
Combined NF/TR Deposits



Combined NF/TR Deposits



New Degree-Seeking Undergraduates



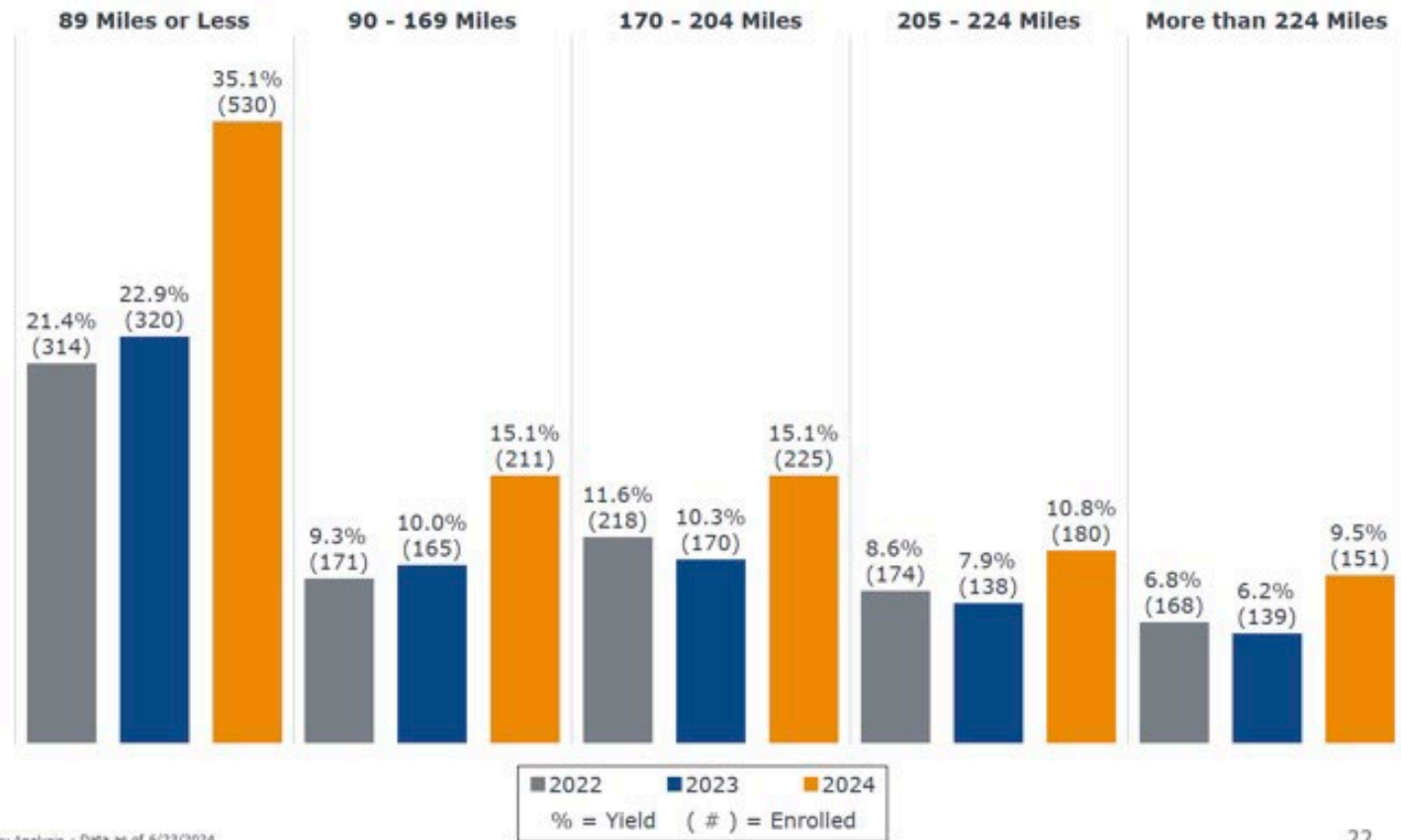
- Fall 2024 data as of August 27
- Final fall 2024 census including Fast Track Fall B and final CBE sessions not available until end of October

Enrollment data as of August 27, 2024. Census is Monday, September 9, 2024.

Yield By Distance Between Home and Campus



Model Population



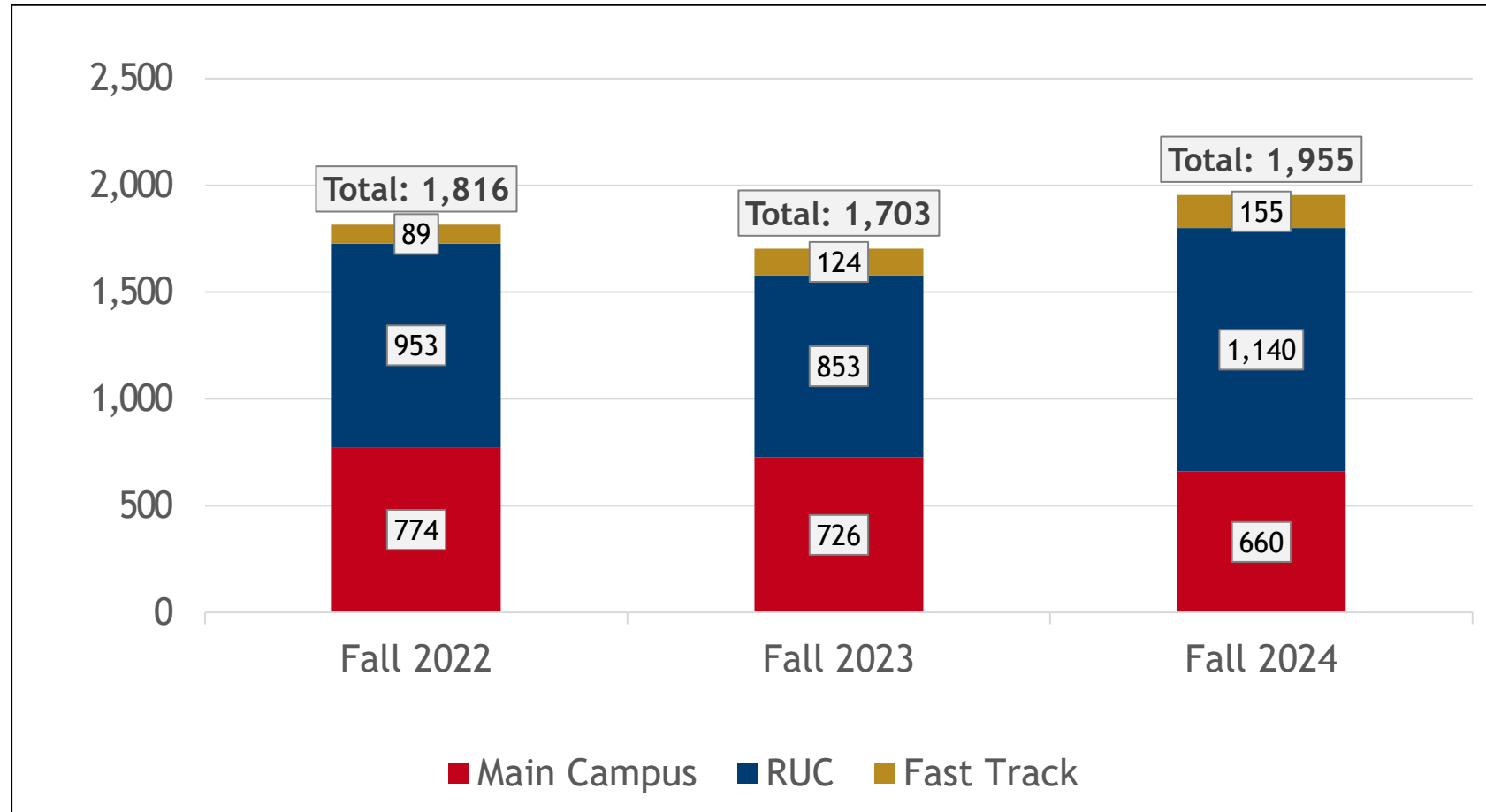
Preliminary Analysis - Data as of 6/23/2024

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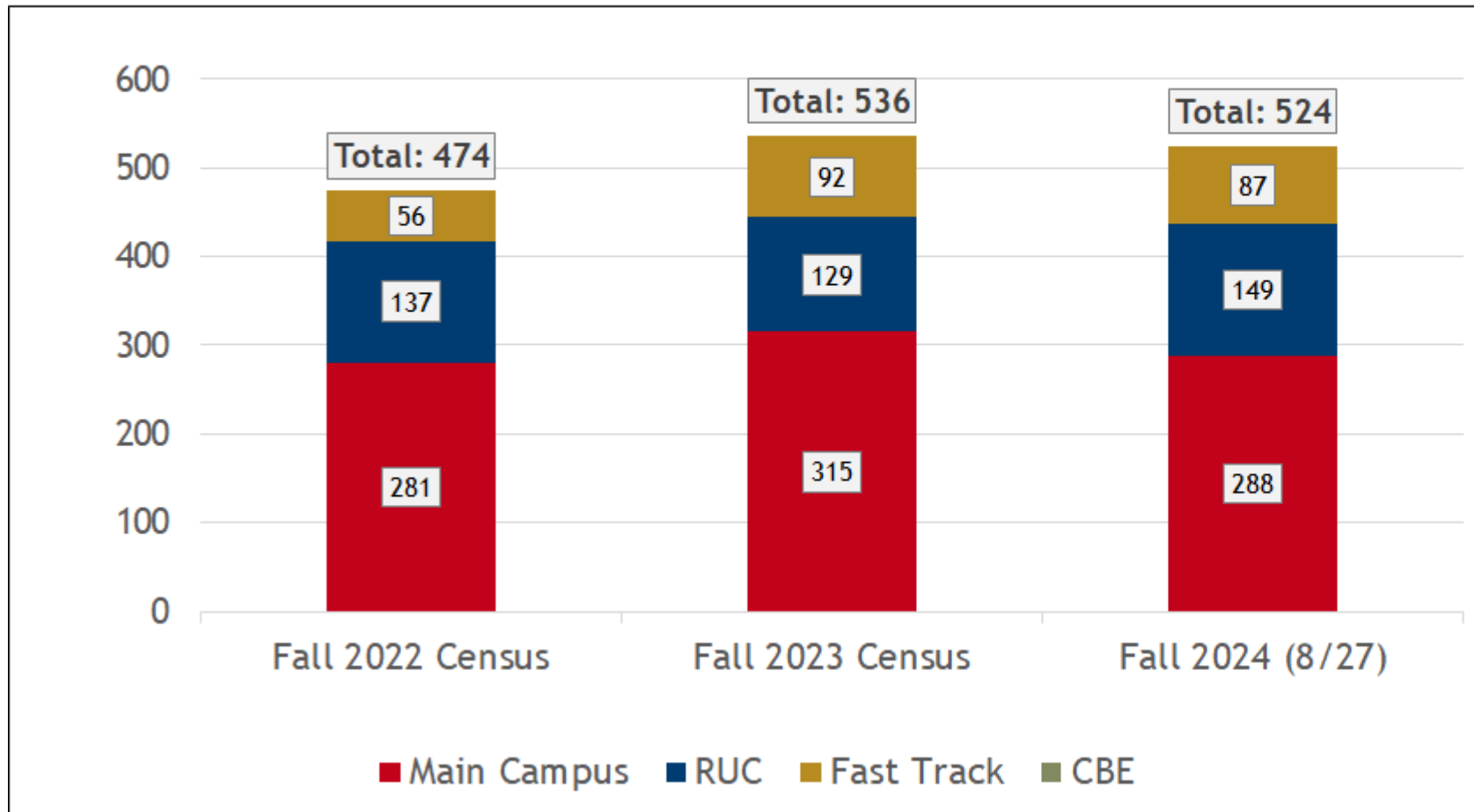
22

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Graduate Total Applications



New Degree-Seeking Graduates



- Fall 2024 data as of August 27
- Final fall 2024 census including Fast Track Fall B and final CBE sessions not available until end of October

Enrollment data as of August 27, 2024. Census is Monday, September 9, 2024.

Distinction: *Revise Brand*

1. Revise Radford University's brand to increase brand equity	Brand recognition surveys	Current brand recognition among potential students, K-12 employees and regional businesses	Statistically significant increases of perception study indicators of brand awareness	Quarterly	Enrollment Management and Strategic Communications
				Brand perception study to be conducted in 4Q 2024	

Highlights:

- 20,134,646 impressions
 - 167,701 clicks (click through rate of 0.86%)
 - 3,564 conversions (conversion rate of 2.13%) and a cost per acquisition of \$74.06 (which beats the industry benchmark by \$25+)
- 15% Increase in conversion rates

Stabilize Enrollment: *Maintain or increase FTIC numbers*

Tactic	Metrics	Baseline	Target	Reporting	Unit Responsible
1. Increase campus visitation program, which implements busing program to bring area students to campus	Number of K-12 visitors to campus, including guidance counselors and teachers. Increase number of Community College visitors to campus.	Aug. 2022- Aug. 2023 K-12 visitors were 1,400; Community college visitors not known (baseline = 0).	Increase number of K-12 visitors to 2500 and prospective transfer students to 500	Annually, Sept.	Enrollment Management and Strategic Communications
				4,856 visitors to all campuses in-person events August 1, 2023 – July 31, 2024 3,642 Freshmen 1,214 Transfers	
2. Implement a Direct Admissions program for any student with a 3.3 GPA and Algebra II	Number of direct admitted students	Currently no direct admission	30% of FTIC yield will come from direct admitted students	Annually, Sept. Census	Enrollment Management and Strategic Communications
				Direct Admission: 5,442 admitted freshman 919 deposits 16.89% Yield 919/1339 FTIC 68% of new class met direct admissions criteria	



Discussion

Minutes



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Enrollment Management and Brand Equity Committee

11:00 a.m.

June 6, 2024

Kyle Hall, Room 340, Radford, VA

DRAFT
Minutes

Committee Members Present

Mrs. Jennifer Wishon Gilbert, Chair
Mr. David Smith
Ms. Lisa Pompa
Ms. Jeanne Armentrout

Committee Members Absent

Ms. Betsy Beamer, Vice Chair

Board Members Present

Dr. Debra McMahon, Rector
Mr. Marquett Smith, Vice Rector
Mr. Robert Archer
Mr. Jay Brown
Ms. Joann Craig
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 Mgt and Strategic Communications
Ms. Karen Castele, Secretary to the Board and Special Assistant to the President
Ms. Lisa Ghidotti, Executive Director of Government Relations
Dr. Kurt Gingrich, Faculty Representative
Mr. Anthony Graham, Associate VP for Graduate Recruitment/Director of Admissions
Dr. Robert Hoover, Vice President for Finance and Administration and CFO
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education
Dr. Eric Lovik, Director of Institutional Research
Dr. Jeanne Mekolichick, Assoc. Provost for Research, Faculty Success and Strategic Initiatives
Mr. Ed Oakes, Associate VP for Information Technology, Chief Information Officer
Dr. David Perryman, Associate Vice President for Strategic Communications
Ms. Allison Pratt, Associate VP for Enrollment Management/Director of Financial Aid
Ms. Susan Richardson, University Council
Mr. Troy Stallard, Student Representative

Dr. Susan Trageser, Vice President for Student Affairs
Dr. Bethany Usher, Provost and Senior Vice President for Academic Affairs
Mr. Justin Ward, Director of Media Services
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 11:06 a.m. in Room 340 of Kyle Hall.

Approval of Agenda

Mrs. Jennifer Gilbert asked for a motion to approve the June 6, 2024 agenda for the Enrollment Management and Brand Equity Committee, as published. A motion was made by Mr. David Smith and seconded by Ms. Lisa Pompa, and the motion carried unanimously.

Approval of Minutes

Mrs. Jennifer Gilbert asked for a motion to approve the minutes of the March 21, 2024 meeting of the Enrollment Management and Brand Equity Committee meeting, as published. A motion was made by Mr. David Smith and seconded by Ms. Lisa Pompa, and the motion carried unanimously.

Brand Equity Report

Associate Vice President for Strategic Communications David Perryman began with an update on Radford University's 2024-2025 Strategic Plan tactics to revise the Radford University brand to increase brand equity and the release of an updated website.

Associate Vice President Perryman provided a summary on the tactic to increase brand equity by targeting audiences using an integrated mix of advertising channels. Digital ads are running across multiple channels targeting prospective students - driving awareness and engagement. Associate Vice President Perryman summarized the results from these digital campaigns, highlighting how many impressions, clicks and conversions we have seen from March 10 – May 7. A renewed billboard campaign along high-traffic corridors in Southern Virginia and an ad campaign at the Roanoke Regional Airport have been established to create brand awareness among prospects, regional businesses and the general public.

Associate Vice President Perryman concluded with an update on the second tactic to release an updated website and a new content management system which is currently underway. A new website governance policy, as well as website standards and procedures will ensure the efficient, effective and secure operation of the website. The new governance model features centralized control and shared responsibility with clearly defined roles and responsibilities for those charged with strategic oversight and daily content updates.

Enrollment Management Report

Vice President for Enrollment Management and Strategic Communications Dannette Gomez Beane began by stating that June 1 was our application deadline although we are still accepting applications. The total new freshman applications are slightly down from last year; however, the completion rate for new freshmen completed applications is at 93%. The new freshmen admitted student rate is at 88% and new freshmen deposits are at a 16% yield. Vice President Beane noted that our in-state freshman deposits are up by over 30% due to the Radford Tuition Promise program.

New transfer total applications increased by 28% and completed new transfer applications increased by 13.5%. The new transfer acceptance rate is at 87% with a deposit yield rate of 58%.

Vice President Beane noted that our combined new freshman and transfer applications are slightly down yet the total completed applications and total admitted students are up from last year. Combined total new freshman and transfer deposits show a 35% increase.

Vice President Beane also highlighted that we are seeing an increase in new freshman deposits for international students and graduate applications have increased by 15%.

In closing, Vice President Beane gave a summary on the Radford Tuition Promise stating that it is too soon to tell the true impact asking for discussion on continuing the program for Spring 2025 and Fall 2025.

Adjournment

With no further business to come before the committee, Mrs. Gilbert adjourned the meeting at 12:01 p.m.

Respectfully submitted,

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

End of Board of Visitors Materials

