



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
Mr. Jay Brown
Ms. Joann Craig
Ms. Georgia Anne Snyder-Falkinham
Ms. 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
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 Council
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

End of Board of Visitors Materials

