

**University  
Advancement,  
University Relations  
and Enrollment  
Management  
Committee**

**December 2019**

**RADFORD UNIVERSITY**

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Board of Visitors

# RADFORD UNIVERSITY

Board of Visitors

## UNIVERSITY ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE

3 P.M. \*\*

DECEMBER 5, 2019

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

### **DRAFT** **AGENDA**

- **CALL TO ORDER** Ms. Krisha Chachra, *Chair*
- **APPROVAL OF AGENDA** Ms. Krisha Chachra, *Chair*
- **APPROVAL OF MINUTES** Ms. Krisha Chachra, *Chair*
  - September 26, 2019
- **ENROLLMENT MANAGEMENT REPORT** Mr. Craig Cornell, *Vice President for Enrollment Management*
  - Recruitment Update
- **UNIVERSITY ADVANCEMENT REPORT** Ms. Wendy Lowery, *Vice President for University Advancement*
  - Homecoming
  - Annual Giving
  - Major Gifts Update
  - FY20 Giving Overview
  - Capital Campaign
- **UNIVERSITY RELATIONS REPORT** Ms. Ashley Schumaker, *Vice President for University Relations*
  - Team Spotlights
  - Marketing Strategy
  - Media Highlights
  - The Magazine of Radford University
  - Commercial
- **OTHER BUSINESS** Ms. Krisha Chachra, *Chair*
- **ADJOURNMENT** Ms. Krisha Chachra, *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:**

Ms. Krisha Chachra, Chair

Ms. Lisa Throckmorton, Vice Chair

Ms. Karyn K. Moran

Ms. Nancy Angland Rice

Ms. Georgia Anne Snyder-Falkinham

# December 2019 Meeting Materials

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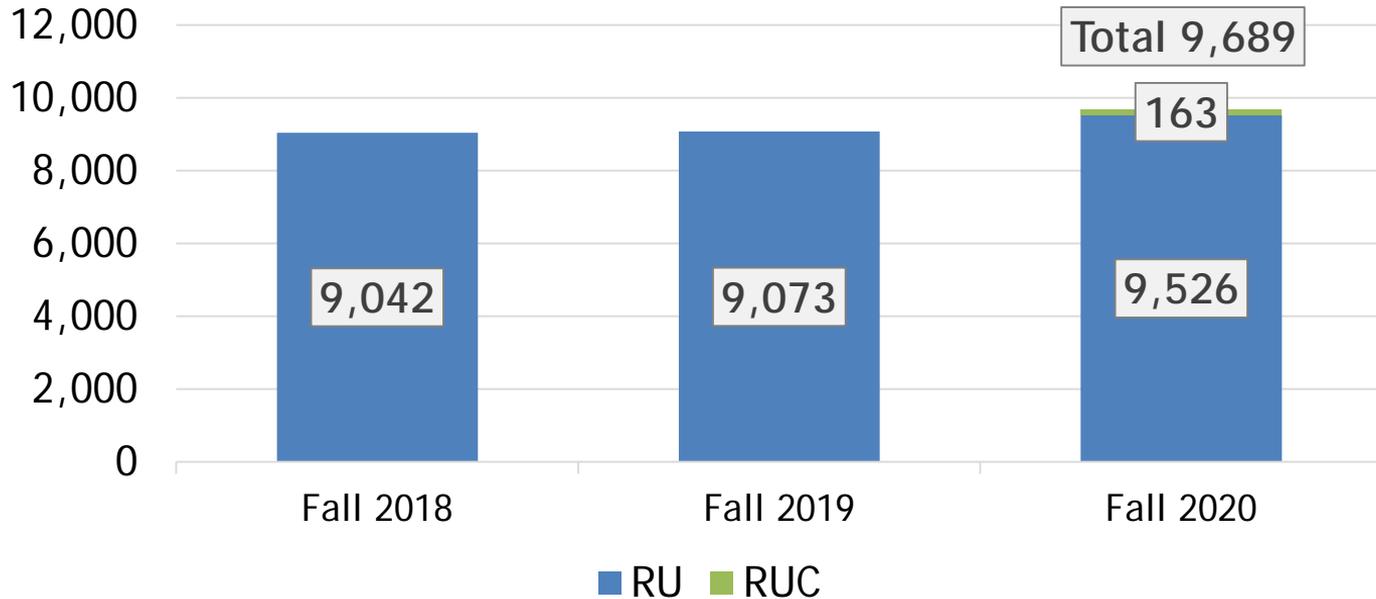
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# Enrollment Management Update

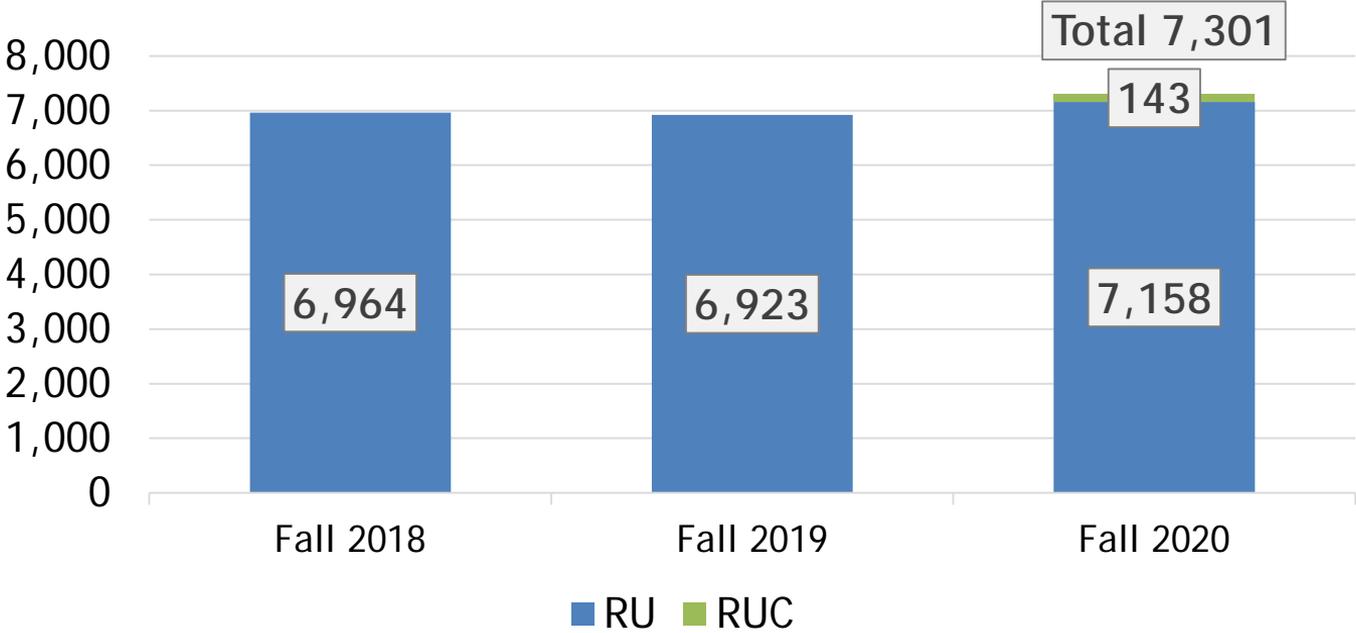
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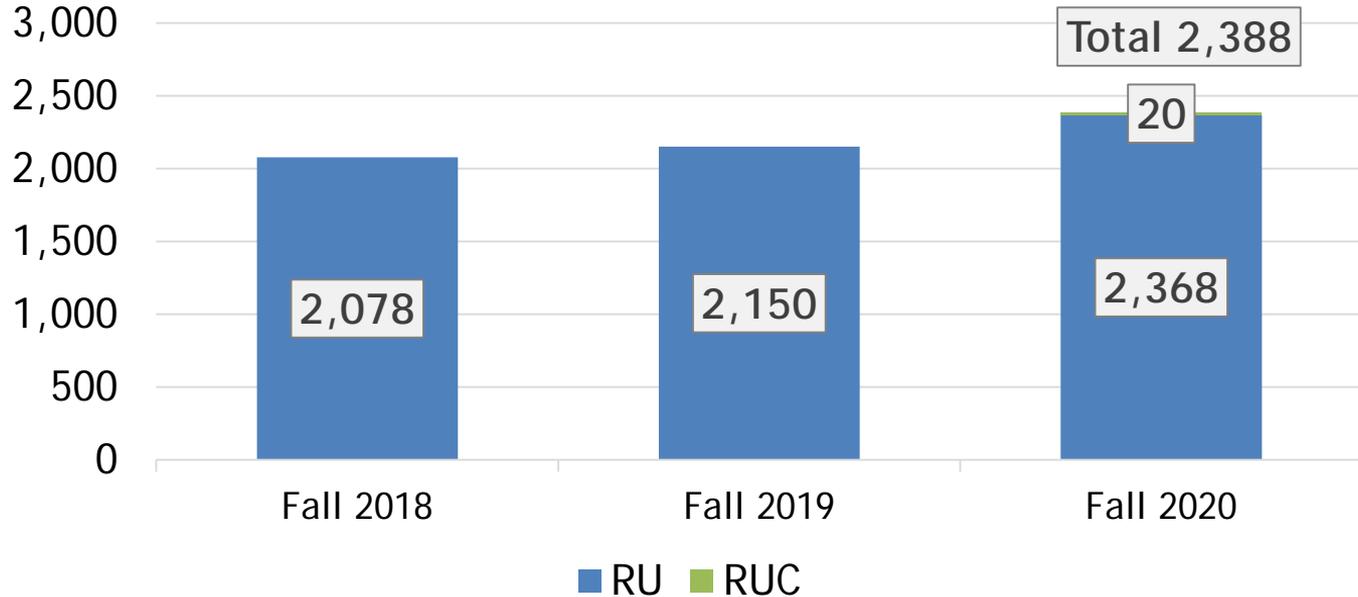
# New Freshman Applications (December 3)



# New Freshman In-State Applications (December 3)



# New Freshman Out-of-State Applications (December 3)



# New Freshman Applications (December 3)

Virginia Region	Fall 2018	Fall 2019	Fall 2020
Central Virginia	604	601	588
Northern Virginia	1,758	1,827	2,138
Peninsula	508	562	455
Richmond	908	1003	986
Roanoke Metro	398	327	402
South Central	334	331	297
Southwest	770	672	639
Tidewater	1002	1020	1025
Valley	677	572	703
In-State, Unknown	5	8	68

# New Freshman Applications (December 3)

Top States	Fall 2018	Fall 2019	Fall 2020
Maryland	471	480	673
North Carolina	619	621	550
District of Columbia	248	333	354
West Virginia	142	129	110
New Jersey	97	61	69
Florida	34	48	60
South Carolina	41	33	43
Pennsylvania	69	48	42
Tennessee	41	54	38
California	28	15	35
Texas	44	31	35

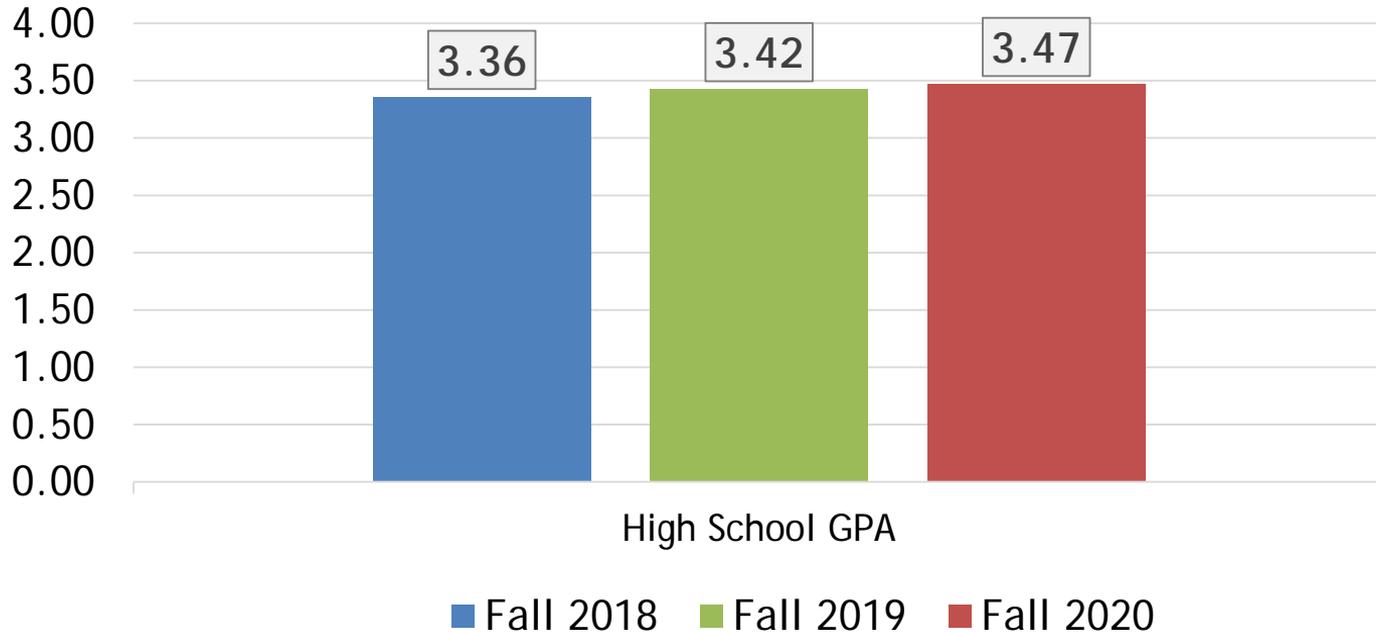
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# New Freshman Applications (December 3rd)

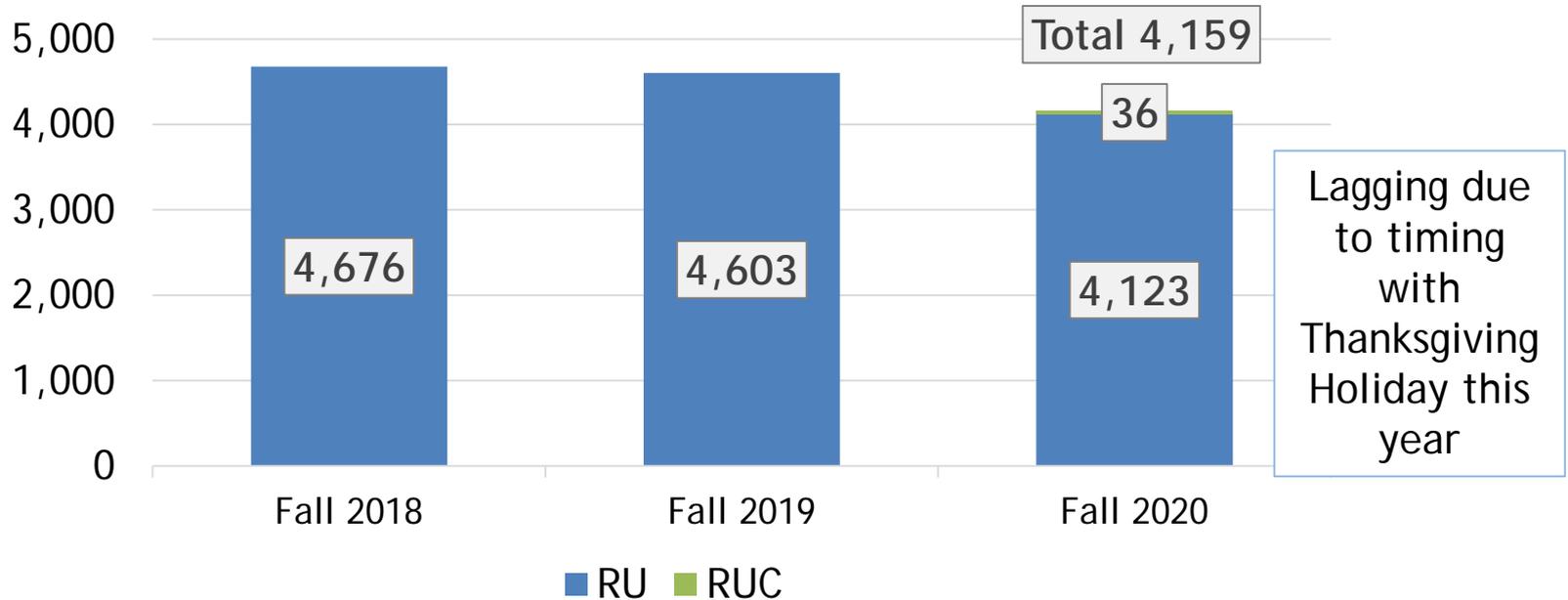
Ethnicity	Fall 2018	Fall 2019	Fall 2020
American Indian or Alaska Native	32	25	18
Asian	246	252	291
Black or African American	2535	2743	2861
Hispanic	897	874	1086
Native Hawaiian or Other Pacific Islander	8	18	10
White	4411	4243	4487
Two or more races	635	627	661
Nonresident Alien	27	23	8
Race and Ethnicity Unknown	251	268	267

# New Freshman Applications (December 3)

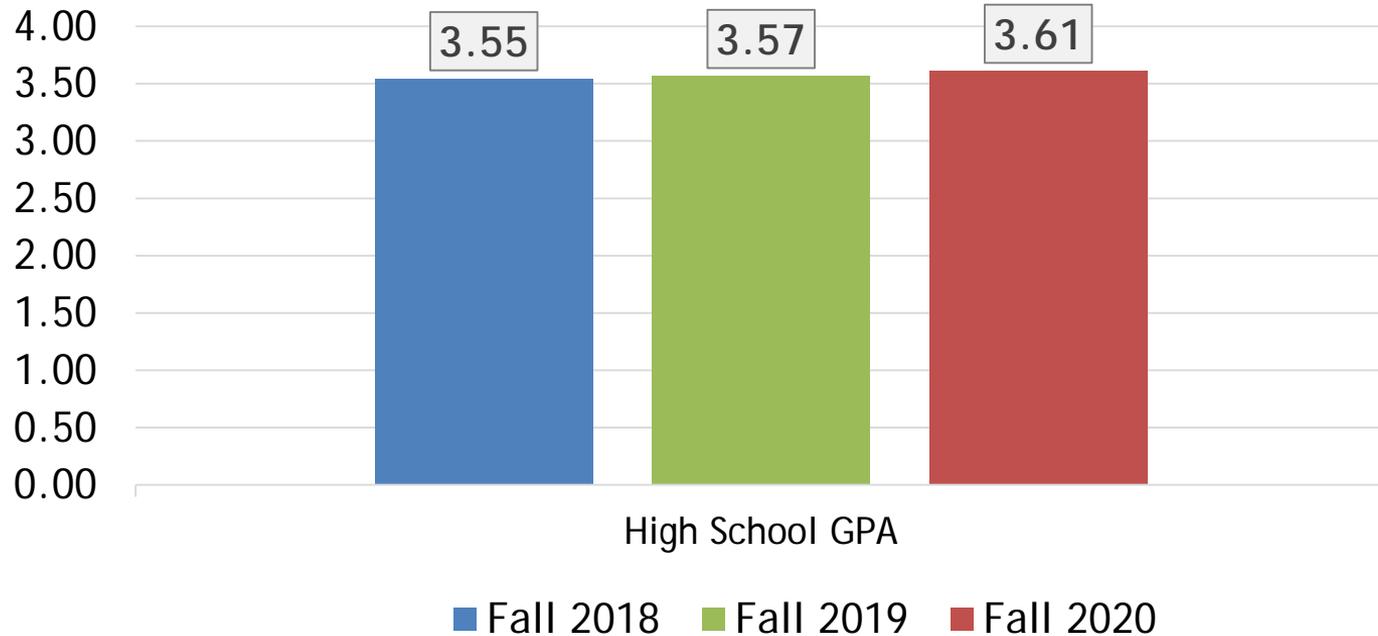
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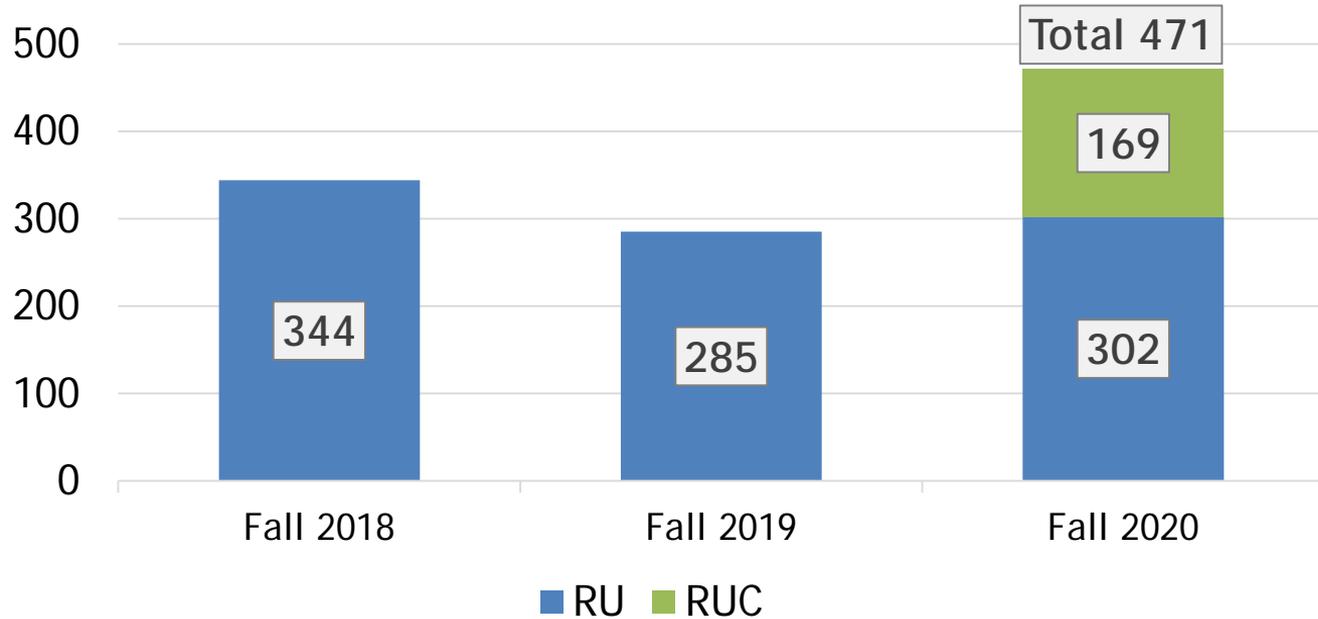
# New Freshman Admitted (December 3)



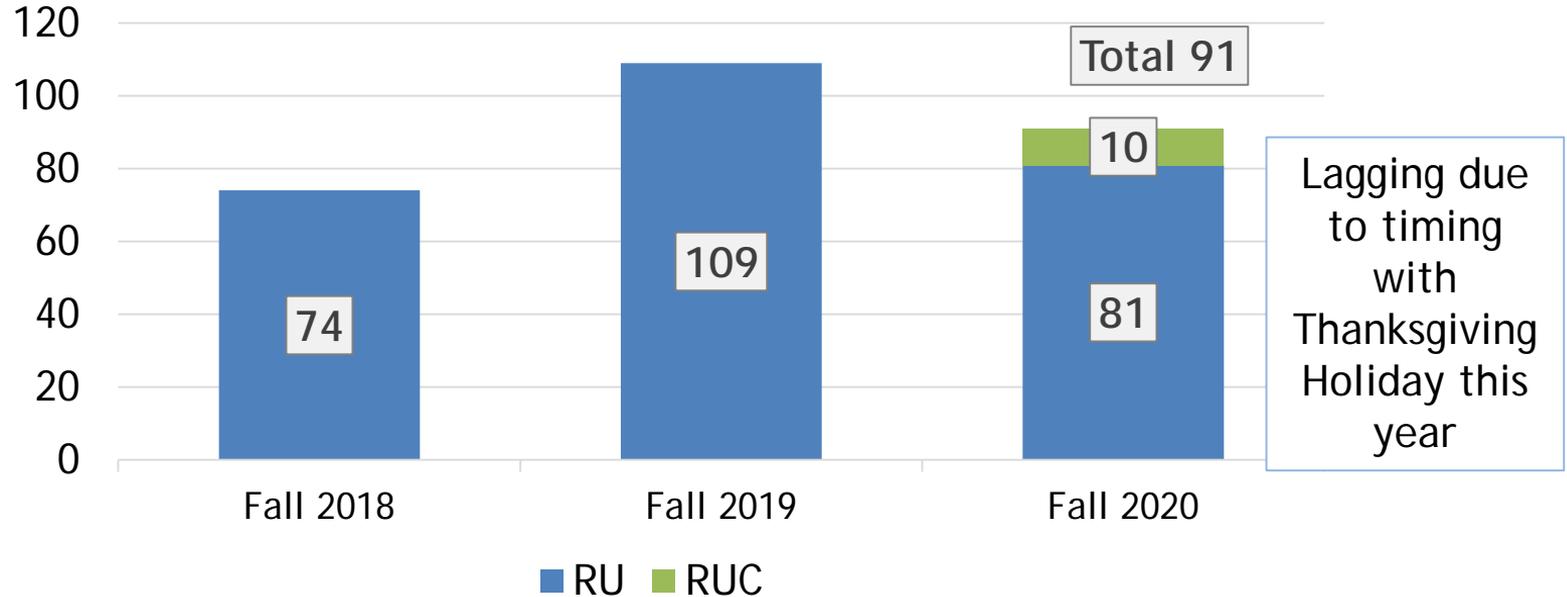
# New Freshman Admitted (December 3)



# New Transfer Applications (December 3)



# New Transfer Admitted (December 3)



# Fall 2020+ Enrollment Planning Efforts

# Fall 2020+ Planning Efforts

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## 1. New Leadership- Aligned to a fully-strategic approach to Enrollment Management

- Craig Cornell- Vice President for Enrollment Management, effective 11/1.
- Allison Pratt- from Interim Director of Admissions to Director of Student Financial Aid
- New AVP for Enrollment Management and Director of Undergraduate Admissions search launched (25 applicants)
- Kitty McCarthy- From VP for Enrollment Management to Interim Associate Vice President for Transfer Partnerships and Recruitment



# Fall 2020+ Planning Efforts

## 2. Radford Open House

- November 16, 2019
- 330 students and their families!
- Over 50 on-site applications and decisions
- 55 students bussed in from Tidewater and Richmond



On-Site Application Reviews and Acceptances (and tears of joy!)



Paying for College Presentation and Student Panel



Faculty Led Model Classroom Experiences

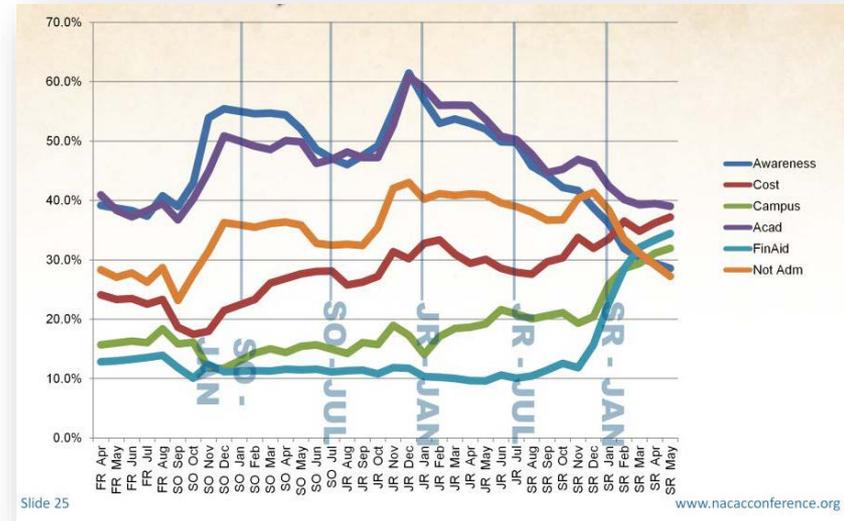
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# Fall 2020+ Planning Efforts

## 3. “Yield-Yield-Yield” - Establishing a more coordinated yield (admit to enroll ratio) campaign

- Will allow for a deeper plan over the next few years to meet students at their need at the time along the enrollment funnel.
- Incorporate the faculty and academic leadership more fully to meet students where they are at.
- Exploring best-in-breed CRM to automate and enhance communications, territory management and personalization through the recruitment phases.

Top Reasons Students Add Colleges to Their Lists



Slide 25

www.nacacconference.org

# Fall 2020+ Planning Efforts

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## 4. The Highlander Distinction Program

- *"New"* - Exciting new approach to campus-based centrally awarded scholarship programs with over \$13M in new aid over the next 4 years.
- *"Strategic"* - Goal is to provide a central balanced awarding program that aligns merit, need and merit+need awards.
- *"Focus on Affordability"* - Designed to, where possible, based on all the data we have on students, provide the right aid to the right students to cross the affordability threshold and allow students to focus on the other aspects of choosing Radford!
- *"Focus on Student Success"* - Renewable awards that not only help with recruitment, but student retention and success also.

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Highlander Distinction  
Program

# Discussion

# University Advancement and Alumni Relations

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# Alumni Engagement





# Annual Giving

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**Director of Annual Giving  
Carolyn Clayton**

# Annual Giving

## Student Philanthropy

### TAG Day (Teaching Annual Giving)

- 2019: 289 posts & 50 participants
- 2018: 250 posts & 38 participants
- 2017: 170 posts & 20 participants

### December Senior Gifts (in progress)

- 2019: \$1,871 from 90 donors
- 2018: \$1,904 from 85 donors
- 2017: \$1,036 from 90 donors



**CONGRATULATIONS  
TAG DAY  
WINNER!**

[www.radford.edu/tagday](http://www.radford.edu/tagday)



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*Congratulations,  
Yaya Velasquez!*

Yaya is the 2019 TAG Day challenge winner, and designated the \$1,000 gift to Women's Club Soccer!

[www.radford.edu/tagday](http://www.radford.edu/tagday)

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# Annual Giving

## Digital Efforts

### The Hive

- **FY 20 YTD:** \$21,375 from 359 donors (7 projects)
- **FY19 YTD:** \$15,450 from 179 donors (6 projects)
- 38% increase in dollars and 100% increase in donors

### Greek Life Challenge

- **2019:** \$12,971 from 235 donors
- **2018:** \$12,957 from 223 donors
- **2017:** \$11,000 from 150 donors



# Major Gifts Update

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# Major Gifts Update

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# Giving Overview

## Radford University - University Advancement

### Comparative Giving Report by Fiscal Year

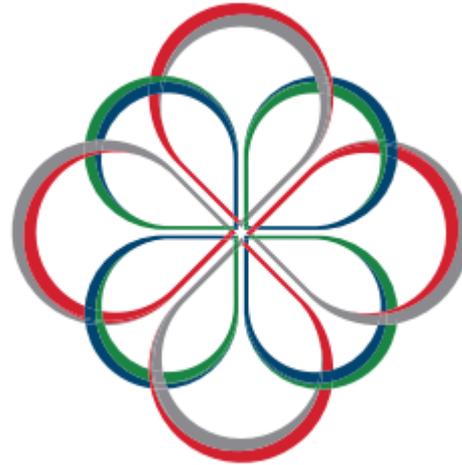
FISCAL YEAR-TO-DATE GIVING:	FY 2019-2020 (7/1/19-11/30/19)	FY 2018-2019 (7/1/18 - 11/30/18)	FY 2017-2018 (7/1/17 - 11/30/17)	FY 2016-2017 (7/1/16 - 11/30/16)	FY 2015-2016 (7/1/15 - 11/30/15)
New Pledges	\$ 2,256,834	\$ 791,519	\$ 295,565	\$ 235,567	\$ 268,855
New Planned Gifts	\$ 843,167	\$ 34,964	\$ 1,529,855	\$ 565,050	\$ 4,840,000
Outright Cash Gifts	\$ 667,381	\$ 624,724	\$ 690,567	\$ 306,377	\$ 373,212
Gifts-in-kind	\$ 5,982	\$ 19,574	\$ 263,446	\$ 19,707	\$ 65,801
Gifts of Real Estate	\$ -	\$ -	\$ 590,000	\$ -	\$ -
Sponsored Programs	\$ 181,319	\$ 15,240	\$ 23,700	\$ 26,095	\$ 10,000
<b>Total Giving</b>	<b>\$ 3,954,684</b>	<b>\$ 1,486,021</b>	<b>\$ 3,393,132</b>	<b>\$ 1,152,796</b>	<b>\$ 5,557,868</b>
<b>Total Number of Donors</b>	<b>2,054</b>	<b>2,021</b>	<b>2,186</b>	<b>2,017</b>	<b>2,055</b>
<b>Total Number of New Donors</b>	<b>671</b>	<b>728</b>	<b>478</b>	<b>392</b>	<b>391</b>

FISCAL YEAR-END GIVING:	FY 2018-2019 Final	FY 2017-2018 Final	FY 2016-2017 Final	FY 2015-2016 Final	FY 2014-2015 Final
New Pledge Balances	\$ 9,610,923	\$ 10,635,610	\$ 7,311,589	\$ 1,160,325	\$ 505,474
Current-Year Pledge Payments	\$ 429,078	\$ 404,067	\$ 544,121	\$ 344,401	\$ 793,813
New Planned Gifts	\$ 539,964	\$ 1,565,555	\$ 1,192,050	\$ 5,090,000	\$ 1,282,000
Outright Cash Gifts	\$ 1,856,843	\$ 1,751,071	\$ 1,563,936	\$ 1,178,318	\$ 1,336,277
Gifts-in-kind	\$ 31,902	\$ 336,320	\$ 128,299	\$ 223,955	\$ 200,775
Gifts of Real Estate	\$ -	\$ 590,000	\$ -	\$ -	\$ -
Sponsored Programs	\$ 42,130	\$ 57,490	\$ 52,485	\$ 10,000	n/a
<b>Total Giving</b>	<b>\$ 12,510,840</b>	<b>\$ 15,340,113</b>	<b>\$ 10,792,480</b>	<b>\$ 8,006,999</b>	<b>\$ 4,118,339</b>
<b>Total Number of Donors</b>	<b>4,758</b>	<b>5,262</b>	<b>5,253</b>	<b>4,435</b>	<b>4,731</b>
<b>Total Number of New Donors</b>	<b>1,978</b>	<b>2,018</b>	<b>2,090</b>	<b>1,350</b>	<b>1,076</b>

# Capital Campaign

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TOGETHER



# Discussion

# University Relations Update

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Board of Visitors

December 5, 2019

# University Relations: *Team Spotlights*

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## *New Hire*

Christina Edney – Multimedia Producer

## *New Role*

Justin Ward – Interim Director of Media Services

## *Forthcoming Retirement*

Don Bowman – Public Relations Writer

# Marketing Strategy: *On-Going Efforts*

FY20 MEDIA CAMPAIGN	Visit Us	Visit Us	Early Apply	App Deadline	App Deadline	Visit Us/ Enroll	Visit Us/ Enroll	Visit Us/ Enroll	Visit Us/ Enroll	JUN
	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	
<b>UNDERGRAD</b>										
NOVA Out of Home										
Roanoke Airport OOH										
TV										
Streaming TV										
Digital: Display & Video										
Paid Social										
Paid Search										
<b>TRANSFER</b>										
Digital: Display & Video										
Digital:Geo Targeted Display										
Paid Search										
<b>PRINT</b>										
Richmond Mag:VA College Guide										
USA Today College Guide										
<b>ENDEMIC/LEAD GEN</b>										
Princeton Review										

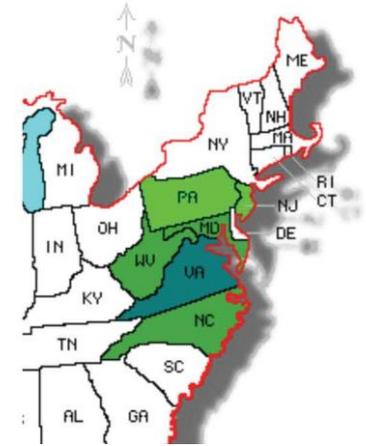
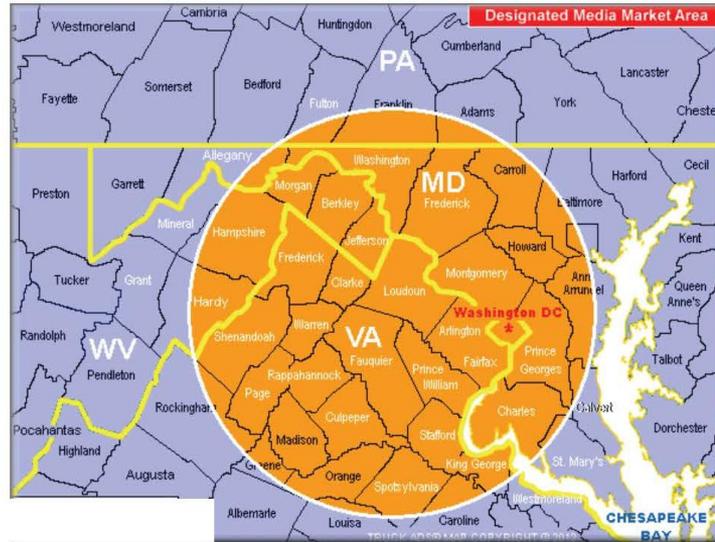
# Marketing Strategy: *On-Going Efforts*

## ▶ DC DMA – 30%

- ▶ NOVA
- ▶ DC
- ▶ Maryland covered by DC

## ▶ In State – 55%

- ▶ 15% Roanoke
- ▶ 15% Richmond
- ▶ 15% Norfolk
- ▶ 10% Bristol/Bluefield



## ▶ Out of State - 15%

- ▶ 3% Maryland (non DC DMA)
- ▶ 6% in NC
- ▶ 6% in WV

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# Media Highlights: *University Initiatives*

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## *State of the University Address*

New Hotel Project

River Campus Project

BB&T Leadership Development Program

Bridge to RU Program

# Media Highlights: *University Initiatives*

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*Tech Talent Investment Program*

*Shelor Motor Mile Scholars Program*

*Stuff the Bus Event*

*Percussion Group Third in National Competition*

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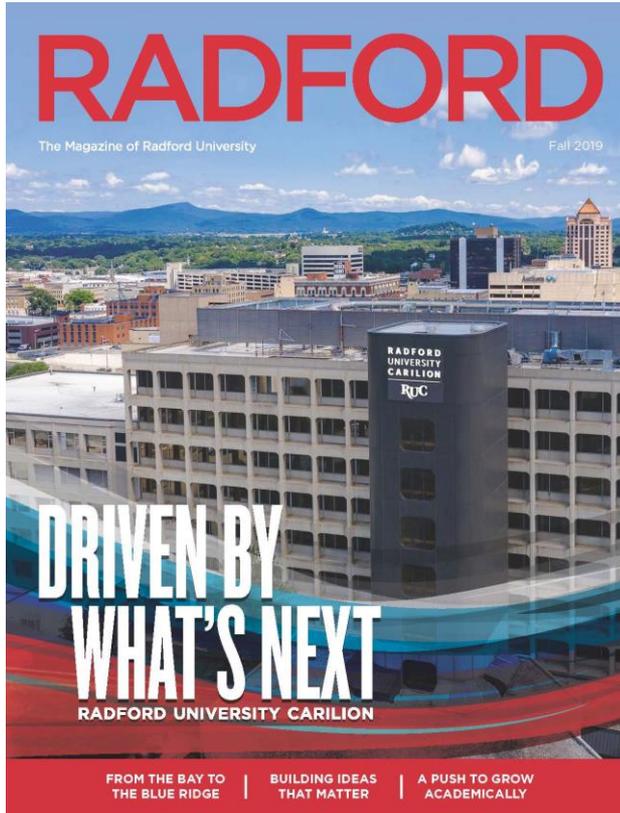
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# **Partnership Project Highlights:** *Choose Radford, The Magazine of Radford University and Commercial*

# Choose Radford

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# The Magazine of Radford University



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# The Magazine of Radford University

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## BUILDING IDEAS THAT MATTER:

THE VENTURE LAB IS A PLACE FOR STUDENT ENTREPRENEURS  
TO BRIDGE THE GAP FROM CONCEPT TO MARKETPLACE.

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# The Magazine of Radford University

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**THE ROCK OF THE RADFORD FAMILY:**  
FAMILY AND SERVICE DEFINE BOARD OF VISITORS RECTOR ROBERT A. ARCHER

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# The Magazine of Radford University

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# Commercial

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# Discussion

# September 2019 Minutes

**RADFORD UNIVERSITY**

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Board of Visitors

# RADFORD UNIVERSITY

Board of Visitors

## UNIVERSITY ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE

3:00 P.M.

SEPTEMBER 26, 2019

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

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

#### **COMMITTEE MEMBERS PRESENT**

Ms. Krisha Chachra, Chair  
Ms. Lisa Throckmorton, Vice Chair  
Ms. Georgia Anne Snyder-Falkinham

#### **COMMITTEE MEMBERS ABSENT**

Ms. Karyn K. Moran  
Ms. Nancy Angland Rice

#### **BOARD MEMBERS PRESENT**

Mr. Robert A. Archer, Rector  
Dr. Jay A. Brown  
Dr. Thomas Brewster  
Mr. Gregory A. Burton  
Dr. Rachel D. Fowlkes  
Mr. Mark S. Lawrence  
Dr. Debra K. McMahon  
Mr. David A. Smith

#### **OTHERS PRESENT**

President Brian O. Hemphill  
Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President  
Dr. Kenna M. Colley, Interim Provost and Vice President for Academic Affairs  
Mr. Danny M. Kemp, Vice President for Information Technology and Chief Information Officer  
Ms. Wendy Lowery, Vice President for University Advancement  
Ms. Kitty McCarthy, Vice President for Enrollment Management  
Mr. Chad A. Reed, Vice President for Finance and Administration and Chief Financial Officer  
Ms. Ashley Schumaker, Chief of Staff and Vice President for University Relations  
Dr. Susan Trageser, Vice President for Student Affairs  
Mr. Allen Wilson, Senior Assistant Attorney General, Commonwealth of Virginia  
Other Radford University faculty and staff

### **CALL TO ORDER**

Ms. Krisha Chachra, Chair, formally called the University Advancement, University Relations and Enrollment Management Committee meeting to order at 3:08 p.m. in the Mary Ann Jennings Hovis Memorial Board Room in Martin Hall.

### **APPROVAL OF AGENDA**

With a question about quorum, the approval of the agenda was deferred.

### **APPROVAL OF MINUTES**

With a question about quorum, the approval of the minutes was deferred.

### **ENROLLMENT MANAGEMENT REPORT**

Vice President for Enrollment Management Kitty McCarthy shared enrollment data, as of September 9, 2019, reflecting the Fall 2019 enrollment census. The recent merger with Radford University Carilion (RUC) and the continued growth of the IMPACT program have helped insulate Radford University from the anticipated decline in high school and community college enrollments. Vice President McCarthy stated that total fall headcount enrollment is 11,141 compared to 9,335 at Fall 2018 census. The total undergraduate headcount is 7,960, which includes 7,218 on Radford main campus, 712 at RUC and 30 IMPACT students. She added that graduate student enrollment stands at 3,181 and is comprised of 989 on main campus, 334 at RUC and 1,858 IMPACT students, with more IMPACT students anticipated to enroll over the next few weeks. She also reported that freshman GPA held steady at 3.29 at main campus and 3.40 at RUC.

Vice President McCarthy reported that transfer student recruitment remains a focus at both sites. Staff members are identifying opportunities to develop new community college partnerships and grow existing collaborations. New initiatives to support Fall 2020 enrollment include the implementation of a financial aid optimization model, additional outreach to students applying via the Common Application and an enhanced portfolio of yield activities. She concluded by stating that continued attention is being devoted to the coordination and alignment of main campus and RUC recruitment activities, as well as the Bridge Program partnership between Radford University and New River Community College. A copy of the report is attached hereto as *Attachment A* and is made a part hereof.

### **UNIVERSITY ADVANCEMENT REPORT**

Vice President for University Advancement Wendy Lowery provided the Committee with an update of recent activities in University Advancement. She reported that over 1,000 alumni and friends were engaged through the recent Highlander Family Tours. She shared a video highlighting the Richmond Highlander Family Tour, which was held on July 16, 2019. Ms. Lowery expressed her appreciation to University Relations and Alumni Relations for their work in making the tours successful.

Vice President Lowery reported on recent areas of alumni engagement, including Radford at the Nationals game, which was well attended by Radford alumni. The 2019 Richmond Alumni Chapter Golf Tournament was held on September 9, 2019 with proceeds going toward endowing the Richmond Alumni Chapter Scholarship, and the 2019 National Capital Region Golf Tournament was held on June 6, 2019 with all of the proceeds going to the Washington, D.C.

Alumni Chapter Scholarship. Vice President Lowery extended an invitation to the Committee members for Homecoming 2019 on October 25-27, 2019.

Vice President Lowery provided an update on the activities of Advancement Communications. The Capital Campaign website is currently being designed and developed. The Advancement Communications team is working with the Annual Giving team to ensure campaigns are efficient. The team contributes to The Magazine of Radford University and Radford University Connected. She added that fundraising proposals are being written and designed.

Vice President Lowery introduced two new team members of the team: Steve Adams, Director for University Advancement for the Davis College of Business and Economics and Bailey Black, Assistant Director for Advancement Communications.

Vice President Lowery reported on FY19 highlights, which were made possible with donor support. She shared that funds raised to date total \$2,332,352 from a total of 639 donors. A copy of the report is attached hereto as **Attachment B** and is made a part hereof.

### **UNIVERSITY RELATIONS REPORT**

Chief of Staff and Vice President for University Relations Ashley Schumaker introduced three University Relations staff members as part of a team spotlight. The first was Ryder Deal, a 2019 Radford University graduate, who was hired in July 2019 as a graphic designer. It was noted that Ryder has already made a significant contribution to the team and taken lead on several important projects, such as Family Weekend and the Jumpstart Conference. The second was Max Esterhuizen, a Radford University graduate, who recently joined a group of students and faculty on the Radford Amazonian Research Expedition (RARE) Program trip to the Amazon in his role as a Media Services Specialist. The third was Mark Lambert, a Radford University graduate, who recently joined the team with the establishment of Radford University Carilion (RUC), where he serves as the Director of University Relations.

Vice President Schumaker provided a final summary of last year's marketing strategy, including individual tactics, target markets and total impressions. Last year's campaign generated more than 55 million impressions and sessions.

Vice President Schumaker provided a preview of this year's marketing strategy, including proposed tactics, overall timing and geographic breakdowns. She also previewed the new look and feel of the University's marketing efforts.

Vice President Schumaker shared details regarding Max's RARE Program immersion, including positive press and feature stories, as well as a magazine story and video profile, which are both forthcoming. She also discussed the entire team's efforts in the RUC rebranding project at Carilion Roanoke Community Hospital. She also highlighted the new "I am a Highlander!" overall messaging and promotional materials.

In closing, Vice President Schumaker provided several partnership program highlights, including Club Fair; Highlander Discovery Institute; Venture Lab; and travel brochures for both main campus and RUC. A copy of the report is attached hereto as **Attachment C** and is made a part hereof.

### **APPROVAL OF AGENDA**

Upon the determination that a quorum was present, Ms. Chachra asked for a motion to approve the September 26, 2019 agenda, as published. Ms. Lisa Throckmorton made the motion, Ms. Georgia Anne Snyder-Falkinham seconded, and the motion carried unanimously.

### **APPROVAL OF MINUTES**

Upon the determination that a quorum was present, Ms. Chachra asked for a motion to approve the minutes of the May 9, 2019 meeting of the University Advancement, University Relations and Enrollment Management Committee meeting, as published. Ms. Throckmorton made the motion, Ms. Georgia Anne Snyder- Falkinham seconded, and the motion carried unanimously.

### **ADJOURNMENT**

With no further business to come before the Committee, Ms. Chachra asked for a motion to adjourn the meeting. Ms. Throckmorton so moved, Ms. Snyder-Falkinham seconded, and the motion carried unanimously. The meeting adjourned at 4:04 p.m.

Respectfully submitted,

Ms. Jennifer White

Executive Assistant to the Vice President for University Advancement

# Fall 2019 Enrollment Update

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# Overall Enrollment

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Level	Fall 2018	Fall 2019 (Preliminary)
Radford Main Campus	7,890	7,218
Radford University Carilion	-	712
IMPACT*	36	30
<b>Total Undergraduates</b>	<b>7,926</b>	<b>7,960</b>
Radford Main Campus	957	989
Radford University Carilion	-	334
IMPACT*	452	1,858
<b>Total Graduate</b>	<b>1,409</b>	<b>3,181</b>
<b>Total Fall Headcount</b>	<b>9,335</b>	<b>11,141</b>

# New Freshmen

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## Radford Main Campus

Residency	Fall 2018	Fall 2019
In-State	1,596	1,451
Out-of-State	166	148
<b>Total New Freshmen</b>	<b>1,762</b>	<b>1,599</b>

## Radford University Carilion

Residency	Fall 2018	Fall 2019
In-State	62	53
Out-of-State	4	6
<b>Total New Freshmen</b>	<b>66</b>	<b>59</b>

# New Freshmen by VA Region - Radford Main Campus

VA Region	Fall 2018	Fall 2019
Central Virginia	125	153
Northern Virginia	420	372
Peninsula	106	73
Richmond	187	164
Roanoke Metro	142	118
South Central	50	57
Southwest	224	210
Tidewater	178	124
Valley	161	177
In-State, Unknown	1	0
<b>Total</b>	<b>1,594</b>	<b>1,448</b>

# New Freshmen by VA Region - Radford University Carilion

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VA Region	Fall 2018	Fall 2019
Central Virginia	19	15
Northern Virginia	2	3
Peninsula	0	0
Richmond	1	0
Roanoke Metro	19	25
South Central	4	2
Southwest	6	5
Tidewater	2	0
Valley	9	3
<b>Total</b>	<b>62</b>	<b>53</b>

# New Freshmen by Top States - Radford Main Campus

State	Fall 2018	Fall 2019
Maryland	34	37
District of Columbia	26	32
North Carolina	22	20
West Virginia	6	11
Florida	7	7
Pennsylvania	10	6
Georgia	5	4
New Jersey	8	4
California	2	3
Massachusetts	0	3
New York	6	3
Tennessee	6	3

# New Freshmen Quality Indicators

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## Radford Main Campus

Measure	Fall 2018	Fall 2019
High School GPA	3.25	3.29

## Radford University Carilion

Measure	Fall 2018	Fall 2019
High School GPA	3.47	3.40

# Freshmen Indicators

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## Radford Main Campus

Measure	Fall 2018	Fall 2019
SAT Combined	1,039	1,030
ACT Composite	20.1	20.2

## Radford University Carilion

Measure	Fall 2018	Fall 2019
SAT Combined	1,035	1,047
ACT Composite	20.4	20.1

# New Transfers

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## Radford Main Campus

Residency	Fall 2018	Fall 2019
In-State	563	493
Out-of-State	26	19
<b>Total New Transfers</b>	<b>589</b>	<b>512</b>

## Radford University Carilion

Residency	Fall 2018	Fall 2019
In-State	110	92
Out-of-State	3	5
<b>Total New Transfers</b>	<b>113</b>	<b>97</b>

# Next Steps: Leverage Key Audiences to Yield

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- Financial aid optimization
- Revised financial aid offer letter and accompanying material
- Common App communication flow
- Territory management - staffing changes
- Yield events - earlier implementation
- New EAB services

# Additional Considerations

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- Demographics
- Higher Education Act Reauthorization
- Department of Justice and professional standards
- Recruitment for Radford University Carilion
- Bridge Program with New River Community College

# Overall Enrollment

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Level	Fall 2018	Fall 2019 (Preliminary)
Radford Main Campus	7,890	7,218
Radford University Carilion	-	712
IMPACT*	36	30
<b>Total Undergraduates</b>	<b>7,926</b>	<b>7,960</b>
Radford Main Campus	957	989
Radford University Carilion	-	334
IMPACT*	452	1,858
<b>Total Graduate</b>	<b>1,409</b>	<b>3,181</b>
<b>Total Fall Headcount</b>	<b>9,335</b>	<b>11,141</b>

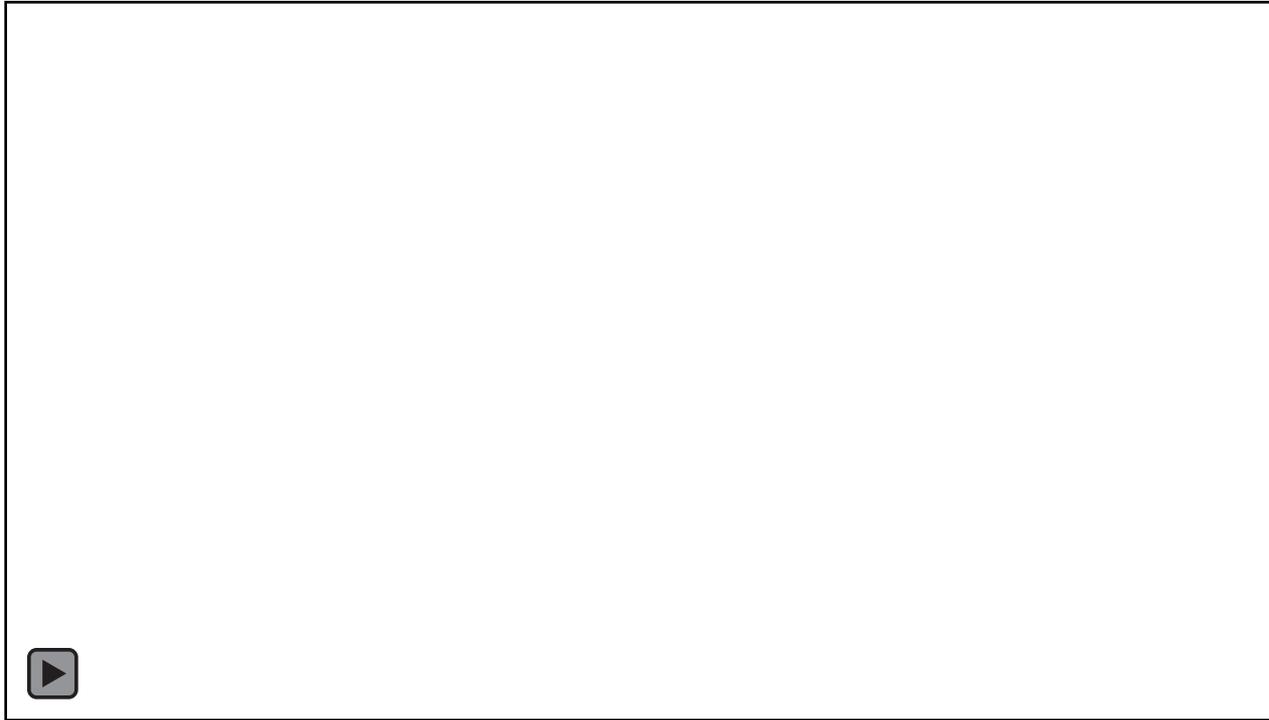
# Discussion

# University Advancement and Alumni Relations

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# Alumni Engagement

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# Advancement Communications

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- Campaign Website
  - Design
  - Current Development
- Annual Giving Campaigns
- The Magazine of Radford University
- Radford University Connected
- Fundraising Proposals

# FY19 Highlights



# Giving Overview

## Radford University - University Advancement

### Comparative Giving Report by Fiscal Year

FISCAL YEAR-TO-DATE GIVING:	FY 2019-2020 (7/1/19-9/24/19*)	FY 2018-2019 (7/1/18 - 9/30/18)	FY 2017-2018 (7/1/17 - 9/30/17)	FY 2016-2017 (7/1/16 - 9/30/16)	FY 2015-2016 (7/1/15 - 9/30/15)
New Pledges	\$ 1,731,156	\$ 51,351	\$ 697,010	\$ 83,561	\$ 100,793
New Planned Gifts	\$ 68,167	\$ 34,964	\$ 1,517,585	\$ 500,000	\$ 4,289,000
Outright Cash Gifts	\$ 361,302	\$ 350,301	\$ 340,825	\$ 297,968	\$ 292,490
Gifts-in-kind	\$ 5,826	\$ 18,301	\$ 255,636	\$ 5,675	\$ 14,228
Gifts of Real Estate	\$ -	\$ -	\$ -	\$ -	\$ -
Sponsored Programs	\$ 165,900	\$ 6,740	\$ 13,700	\$ 11,250	\$ 10,000
<b>Total Giving</b>	<b>\$ 2,332,352</b>	<b>\$ 461,657</b>	<b>\$ 2,824,756</b>	<b>\$ 898,454</b>	<b>\$ 4,706,511</b>
<b>Total Number of Donors</b>	<b>639</b>	<b>538</b>	<b>1,033</b>	<b>632</b>	<b>696</b>
<b>Total Number of New Donors</b>	<b>161</b>	<b>244</b>	<b>249</b>	<b>73</b>	<b>109</b>

\*most update-to-date financial information available

FISCAL YEAR-END GIVING:	FY 2018-2019 Final	FY 2017-2018 Final	FY 2016-2017 Final	FY 2015-2016 Final	FY 2014-2015 Final
New Pledge Balances	\$ 9,610,923	\$ 10,635,610	\$ 7,311,589	\$ 1,160,325	\$ 505,474
Current-Year Pledge Payments	\$ 429,078	\$ 404,067	\$ 544,121	\$ 344,401	\$ 793,813
New Planned Gifts	\$ 539,964	\$ 1,565,555	\$ 1,192,050	\$ 5,090,000	\$ 1,282,000
Outright Cash Gifts	\$ 1,856,843	\$ 1,751,071	\$ 1,563,936	\$ 1,178,318	\$ 1,336,277
Gifts-in-kind	\$ 31,902	\$ 336,320	\$ 128,299	\$ 223,955	\$ 200,775
Gifts of Real Estate	\$ -	\$ 590,000	\$ -	\$ -	\$ -
Sponsored Programs	\$ 42,130	\$ 57,490	\$ 52,485	\$ 10,000	n/a
<b>Total Giving</b>	<b>\$ 12,510,840</b>	<b>\$ 15,340,113</b>	<b>\$ 10,792,480</b>	<b>\$ 8,006,999</b>	<b>\$ 4,118,339</b>
<b>Total Number of Donors</b>	<b>4,758</b>	<b>5,262</b>	<b>5,253</b>	<b>4,435</b>	<b>4,731</b>
<b>Total Number of New Donors</b>	<b>1,978</b>	<b>2,018</b>	<b>2,090</b>	<b>1,350</b>	<b>1,076</b>

# Discussion

# University Relations Update

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# University Relations Team Spotlights

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**Ryder Deal**  
Graphic Designer



**Max Esterhuizen**  
Media Services  
Specialist



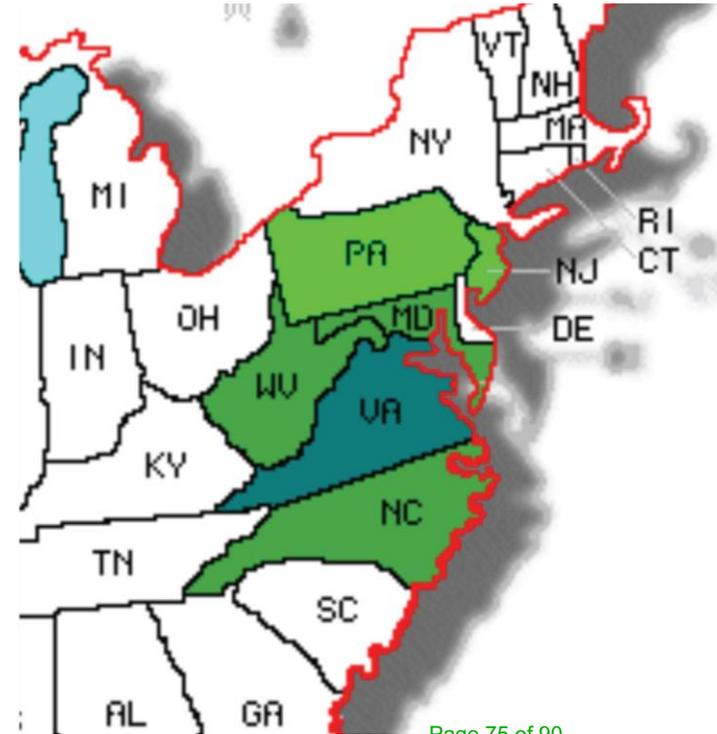
**Mark Lambert**  
Director of  
University Relations

# Summary of Last Year's Marketing Strategy

FY19 MEDIA CAMPAIGN & MESSAGING		Visit Us (OH, CF)	Visit Us (OH, CF)	Early Apply/ Scholar	App Deadline	App Deadline	Visit Us	Visit Us	Visit Us	Visit Us				
	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
<b>UNDERGRAD</b>														
Out of Home														
TV														
WNCAA TV														
Streaming TV														
Digital: Display & Video														
Paid Social														
Paid Search														
<b>TRANSFER</b>														
Digital: Display & Video														
Paid Search														
<b>MULTICULTURAL</b>														
Digital: Display & Video														
Paid Social														
<b>OUT OF HOME</b>														
ROA Airport														
<b>PRINT</b>														
Virginia Colors														
USA Today College Guide														
Washington Monthly:														
Washington Monthly: College Guide														
Profile Display (Roanoke Reg Chamber)														
VA Business														
VA Foundation														
Richmond Mag														
<b>ENDEMIC/LEAD GEN</b>														

# Summary of Last Year's Marketing Strategy

- ▶ **Primary (VA) – 90%**
  - ▶ NOVA
  - ▶ Richmond
  - ▶ Roanoke
  - ▶ Norfolk
  - ▶ Southwest, VA
- ▶ **Secondary (DC, MD, WV, NC) – 10%**



# Summary of Last Year's Marketing Strategy

Global KPIs	Delivered	Purchased	Digital KPIs	Delivered	Purchased
TV	<b>15,561,700</b>	15,138,000	Digital Impressions	<b>26,478,514</b>	21,846,704
OOH	<b>13,167,925</b>	8,091,388	Marketing Landing Page Sessions	<b>228,253</b>	Est 200k

# Preview of This Year's Marketing Strategy

FY20 MEDIA CAMPAIGN	Visit Us	Visit Us	Early Apply	App Deadline	App Deadline	Visit Us/ Enroll	Visit Us/ Enroll	Visit Us/ Enroll	Visit Us/ Enroll	JUN
	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	
<b>UNDERGRAD</b>										
NOVA Out of Home										
Roanoke Airport OOH										
TV										
Streaming TV										
Digital: Display & Video										
Paid Social										
Paid Search										
<b>TRANSFER</b>										
Digital: Display & Video										
Digital:Geo Targeted Display										
Paid Search										
<b>PRINT</b>										
Richmond Mag:VA College Guide										
USA Today College Guide										
<b>ENDEMIC/LEAD GEN</b>										
Princeton Review										

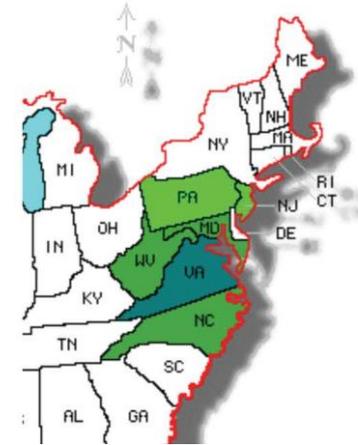
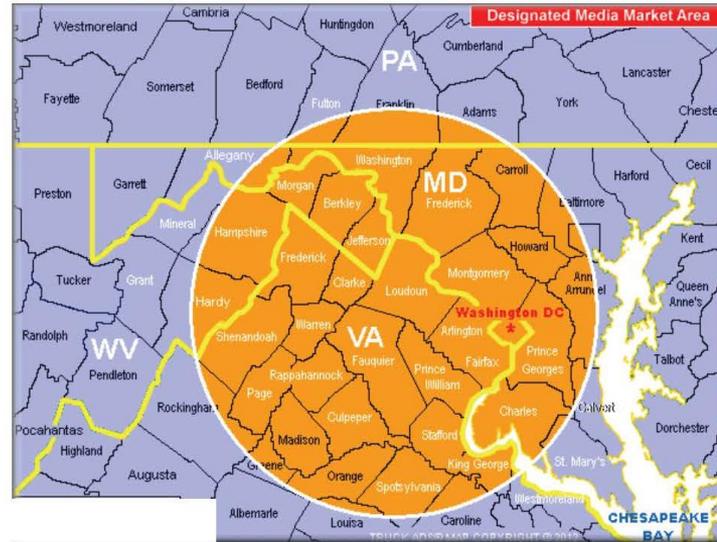
# Preview of This Year's Marketing Strategy

## ▶ DC DMA – 30%

- ▶ NOVA
- ▶ DC
- ▶ Maryland covered by DC

## ▶ In State – 55%

- ▶ 15% Roanoke
- ▶ 15% Richmond
- ▶ 15% Norfolk
- ▶ 10% Bristol/Bluefield



## ▶ Out of State - 15%

- ▶ 3% Maryland (non DC DMA)
- ▶ 6% in NC
- ▶ 6% in WV

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# Preview of This Year's Marketing Strategy



"Our family has always wanted us to go to school, get a degree and make them proud. We are making them proud."  
- Breon Case '20

**Responsive.  
Resilient.  
Real.**

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[www.radford.edu](http://www.radford.edu)



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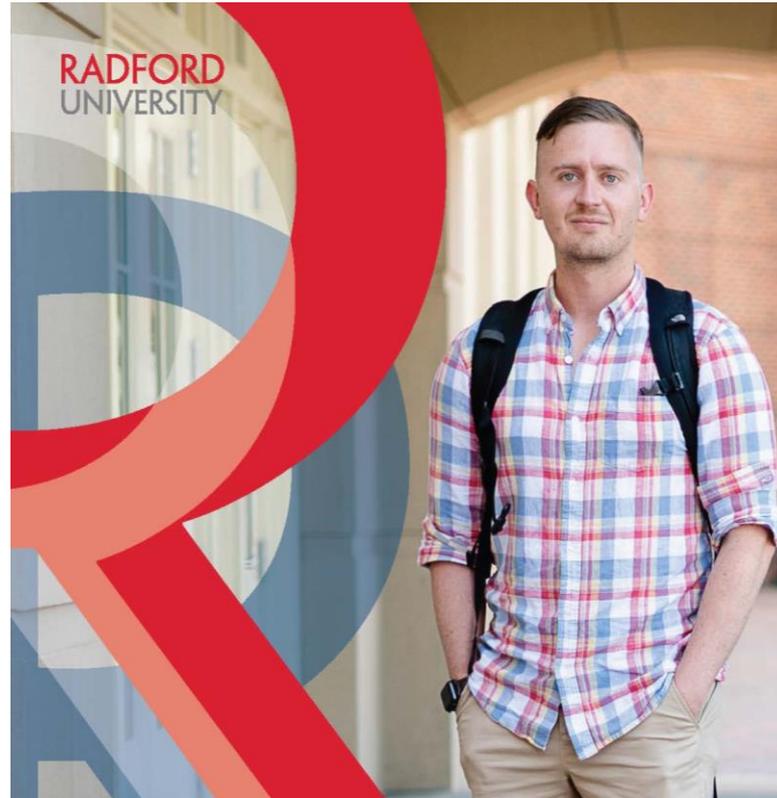
A beautiful campus.  
Inspiring professors.  
Amazing friends.  
My Radford Experience.  
- Fiona Scruggs '19

**Responsive.  
Resilient.  
Real.**

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[www.radford.edu](http://www.radford.edu)

# Preview of This Year's Marketing Strategy

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# RARE Program Immersion

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# RUC Rebranding Project



**RUC** RADFORD UNIVERSITY CARILION

**RESPONSIVE**  
**FORWARD-FOCUSED**  
**CARING**

**RUC** RADFORD UNIVERSITY CARILION

**DRIVEN BY  
WHAT'S NEXT**

The Radford University Carilion Innovation Wave

# I am a Highlander!

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#Highlander  
pride



# Partnership Project Highlights

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- Club Fair
- Highlander Discovery Institute (HDI)
- Venture Lab
- Travel Brochures (Main Campus and RUC)



# Partnership Projects: HDI



## Highlander Discovery Institute

INAUGURAL EVENT

# “Exploring the Nexus of Politics and Society”



**Katie Couric**

Award-winning journalist and founder of Katie Couric Media



**Donna Brazile**

Veteran political strategist, former interim chair of the Democratic National Committee and FOX News contributor



**Ana Navarro**

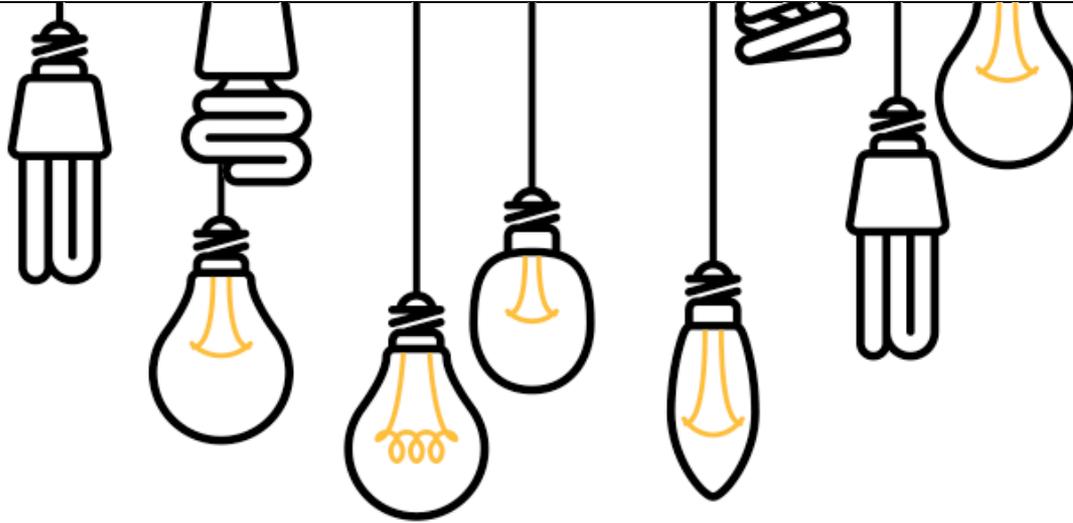
Political commentator on CNN and co-host on ABC's 'The View'

DISCOVER  
EXPLORE  
COMMUNITY

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# Partnership Projects: Venture Lab

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## Venture Lab

RIBBON CUTTING AND  
FORMAL OPENING

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# Partnership Projects: Travel Brochures



# Discussion

# End of Board of Visitors Materials

