

# **RADFORD** UNIVERSITY

Board of Visitors

## **ENROLLMENT MANAGEMENT AND BRAND EQUITY COMMITTEE**

**9:30 A.M.**

**JUNE 8, 2023**

**KYLE HALL, ROOM 340, RADFORD, VA**

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

#### **COMMITTEE MEMBERS PRESENT**

Ms. Lisa Throckmorton, Chair  
Ms. Jeanne Armentrout  
Ms. Lisa Pompa  
Mr. Marquett Smith

Mrs. Jennifer Wishon Gilbert, Vice Chair, contacted Board of Visitors Rector Debra K. McMahon prior to the meeting to inform her that a personal matter would prevent her from attending the meeting in person. Mrs. Gilbert participated by electronic communication from her home.

#### **BOARD MEMBERS PRESENT**

Dr. Debra K. McMahon, Rector  
Ms. Georgia Anne Snyder-Falkinham  
Mr. Tyler Lester  
Mr. George Mendiola  
Mr. David A. Smith  
Mr. James C. Turk

#### **OTHERS PRESENT**

Dr. Bret Danilowicz, President  
Dr. David Beach, Faculty Senate Secretary  
Mr. Matthew Brunner, Registrar  
Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President  
Ms. Lisa Ghidotti, Executive Director of Government Relations  
Mr. Anthony Graham, Associate Vice President for Undergraduate Recruitment and Director of Admissions  
Dr. Rob Hoover, Vice President for Finance and Administration  
Stephanie Jennelle, Associate Vice President for Finance and Controller  
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education and Interim Vice President for Enrollment Management  
Ms. Margaret McManus, University Auditor  
Dr. Jeanne Mekolichick, Associate Provost for Research, Faculty Success and Strategic Initiatives

Mr. Mike Melis, Senior Assistant Attorney General Counsel, Office of the Attorney General  
Mr. Ed Oakes, Associate Vice President for Information Technology  
Ms. Meghan Spraker, Director of Digital Communications/Marketing  
Dr. Susan Trageser, Vice President for Student Affairs  
Mr. Justin Ward, Director of Media Services  
Ms. Penny Helms White, Interim Vice President for Advancement and University Relations

### **CALL TO ORDER**

Ms. Lisa Throckmorton, Chair, formally called the Enrollment Management and Brand Equity Committee meeting to order at 9:30 a.m. in Room 340 of Kyle Hall.

### **APPROVAL OF AGENDA**

Ms. Throckmorton asked for a motion to approve the June 8, 2023 agenda, as published. Ms. Jeanne Armentrout made the motion, Ms. Lisa Pompa seconded, and the motion carried unanimously.

### **APPROVAL OF MINUTES**

Ms. Throckmorton asked for a motion to approve the minutes of the March 23, 2023 meeting of the Enrollment Management and Brand Equity Committee meeting, as published. Mr. Marquett Smith made the motion, Ms. Lisa Pompa seconded, and the motion carried unanimously.

### **ENROLLMENT MANAGEMENT REPORT**

Interim Vice President for Enrollment Management Angela Joyner shared progress on the 2022-23 goals with several projects on track. Enrollment continues to be a priority and the team has been identifying short-term and long-term strategies to stabilize it. The team has engaged campus partners, external agencies and alumni to help develop future initiatives and inform the goals for 2023-25.

Vice President Joyner provided a summary of the trends impacting enrollment regionally and at Radford University focusing on areas where growth is needed and areas where growth needs to be maintained.

Vice President Joyner gave an overview of the factors affecting enrollment and strategies for improvement in brand equity, transfer strategy, competitiveness, experiences, processes and communication.

Vice President Joyner shared the Enrollment Management Goals for 2023-25:

- Stabilize new freshmen/transfer enrollment
- Develop/re-establish partnerships, programs and pathways with community colleges, universities and high schools
- Optimize recruiting functions/integration
- Develop robust suite of enrollment management reports/dashboard for the university

In closing, Vice President Joyner summarized that our strategic focus areas for growth are community, experiential learning and affordability.

## **BRAND EQUITY REPORT**

Vice President Joyner reviewed progress of 2023 goals and objectives with all projects being on track.

Vice President Joyner shared an update on the brand identity, website redesign and visual mark projects. The website redesign Phase 1 launch is scheduled for October 2023.

Vice President Joyner provided a review of the 2023-25 goals and objectives to elevate Radford University's brand equity and increase impact. Strategies to launch new brand identity and new website design will increase awareness, brand affinity and pride.

In closing, Vice President Joyner summarized the Brand Equity 2023-25 initiatives: Brand Identity, Website/CMS and Integrated Marketing Plan. Templates for newsletters and communications will be launched in the Fall.

## **ADJOURNMENT**

With no further business to come before the committee, Ms. Throckmorton adjourned the meeting at 10:51 a.m.

Respectfully submitted,

Gina Stike

Executive Assistant to the Vice President for Enrollment Management

End of Board of Visitors Materials

