

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

**May 2018**

**RADFORD UNIVERSITY**

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Board of Visitors

# RADFORD UNIVERSITY

Board of Visitors

## UNIVERSITY ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE

10 a.m. \*\*

MAY 3, 2018

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*
  - February 15, 2018 meeting
- **ENROLLMENT MANAGEMENT REPORT** Ms. Kitty McCarthy,  
*Vice President for Enrollment Management*
  - Recruitment Update
- **UNIVERSITY ADVANCEMENT REPORT** Ms. Wendy Lowery,  
*Vice President for University Advancement*
  - Comparative Giving Report
  - FY18 Major Gift Highlights
  - Spring Fever
  - Capital Campaign Update
- **UNIVERSITY RELATIONS REPORT** Mr. Joe Carpenter,  
*Vice President for University Relations and Chief Communications Officer*
  - Branding and Marketing Update
  - NCAA Tournament Marketing and Impact
- **OTHER BUSINESS** Ms. Krisha Chachra, *Chair*
- **ADJOURNMENT** Ms. Krisha Chachra, *Chair*

**\*\* All start times for committees are approximate only. Committees meet sequentially in the order appearing. Meetings may begin either before or after the listed approximate start time as committee members are ready to proceed.**

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

**Ms. Krisha Chachra, Chair**

Ms. Karyn K. Moran

Mr. Robert A. Archer

Mr. James R. Kibler, Jr.

Ms. Lisa Throckmorton

# May 2018 Meeting Materials

**RADFORD UNIVERSITY**

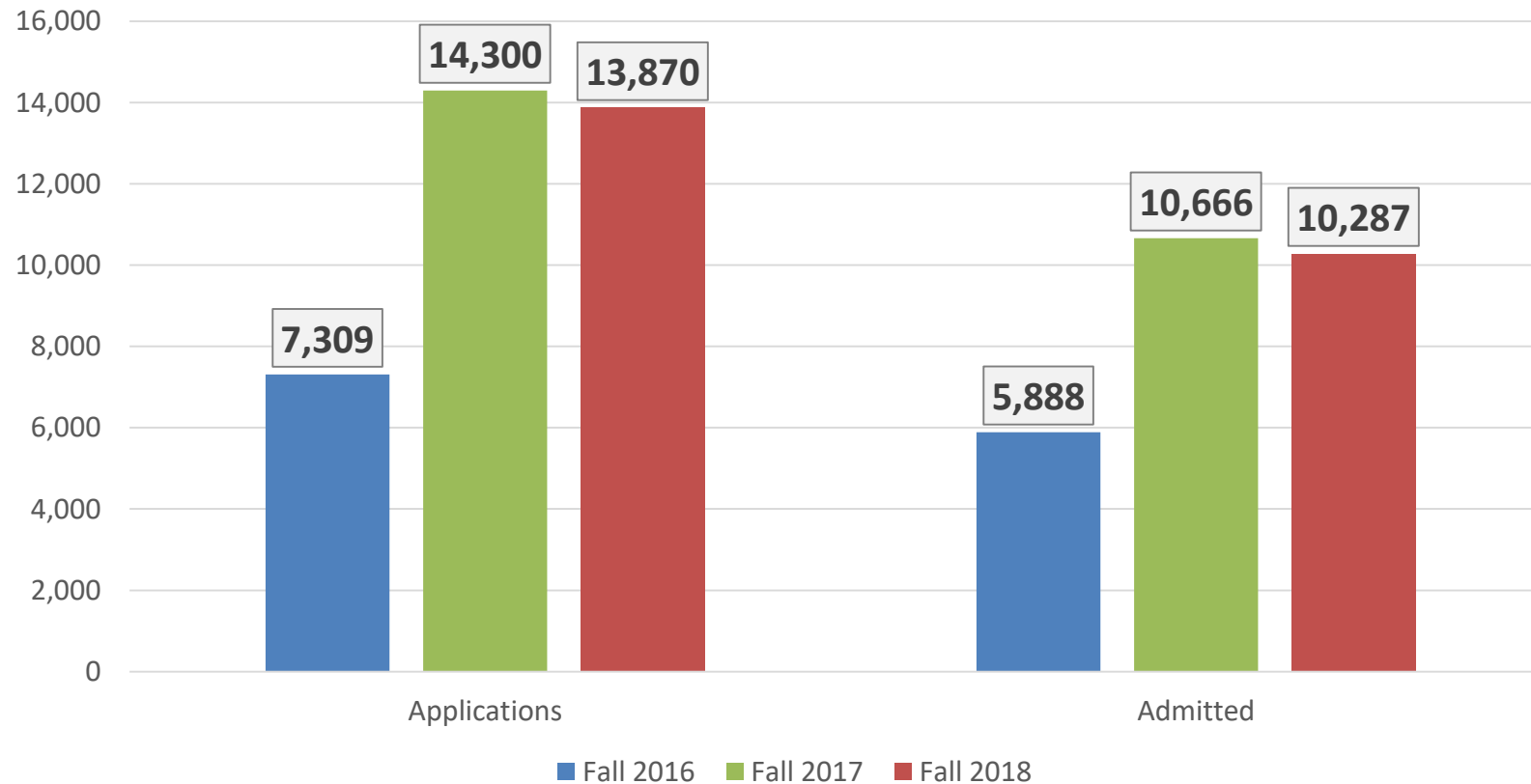
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Board of Visitors

# Recruitment Update

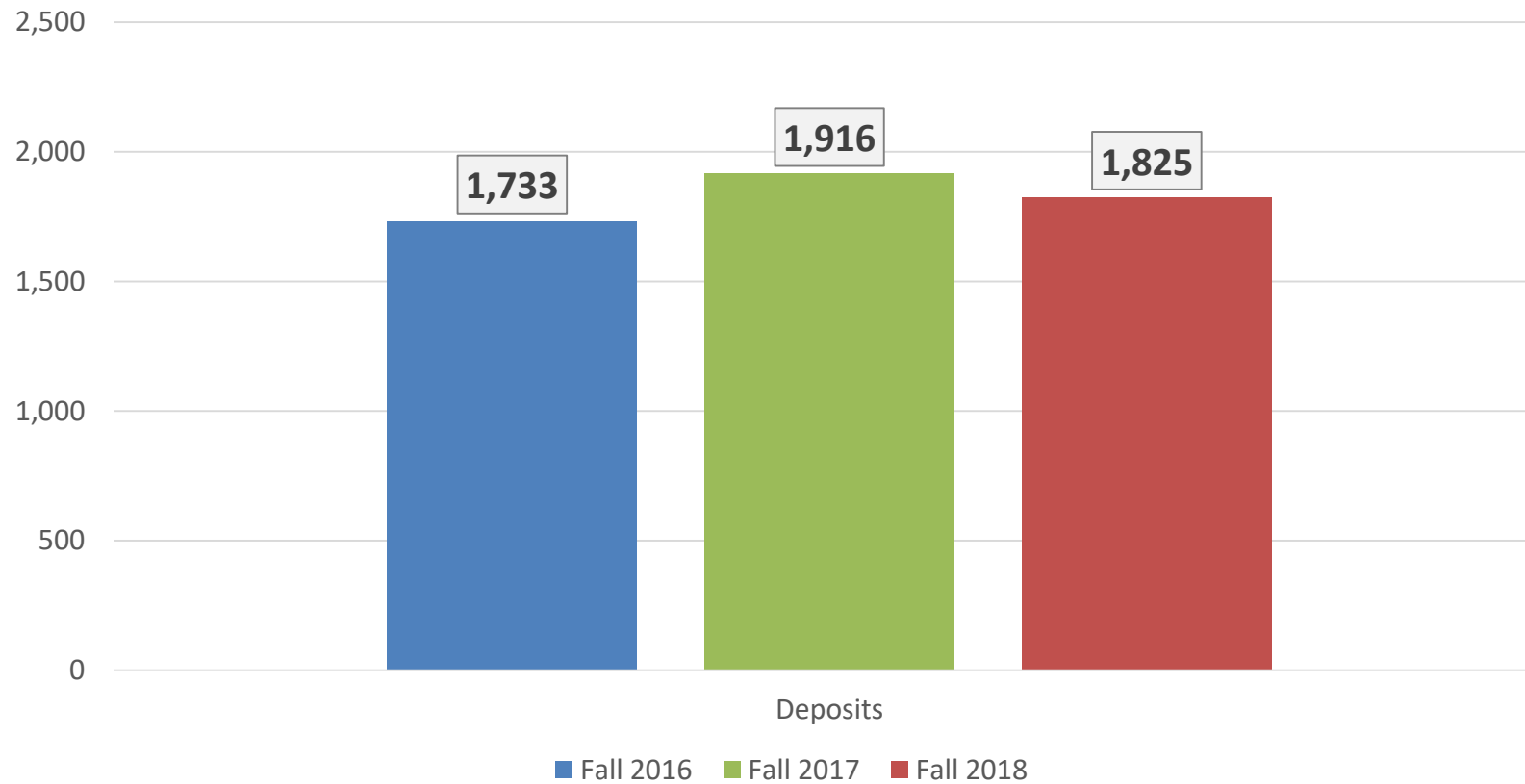
RADFORD  
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# New Freshmen Applications (May 2nd)

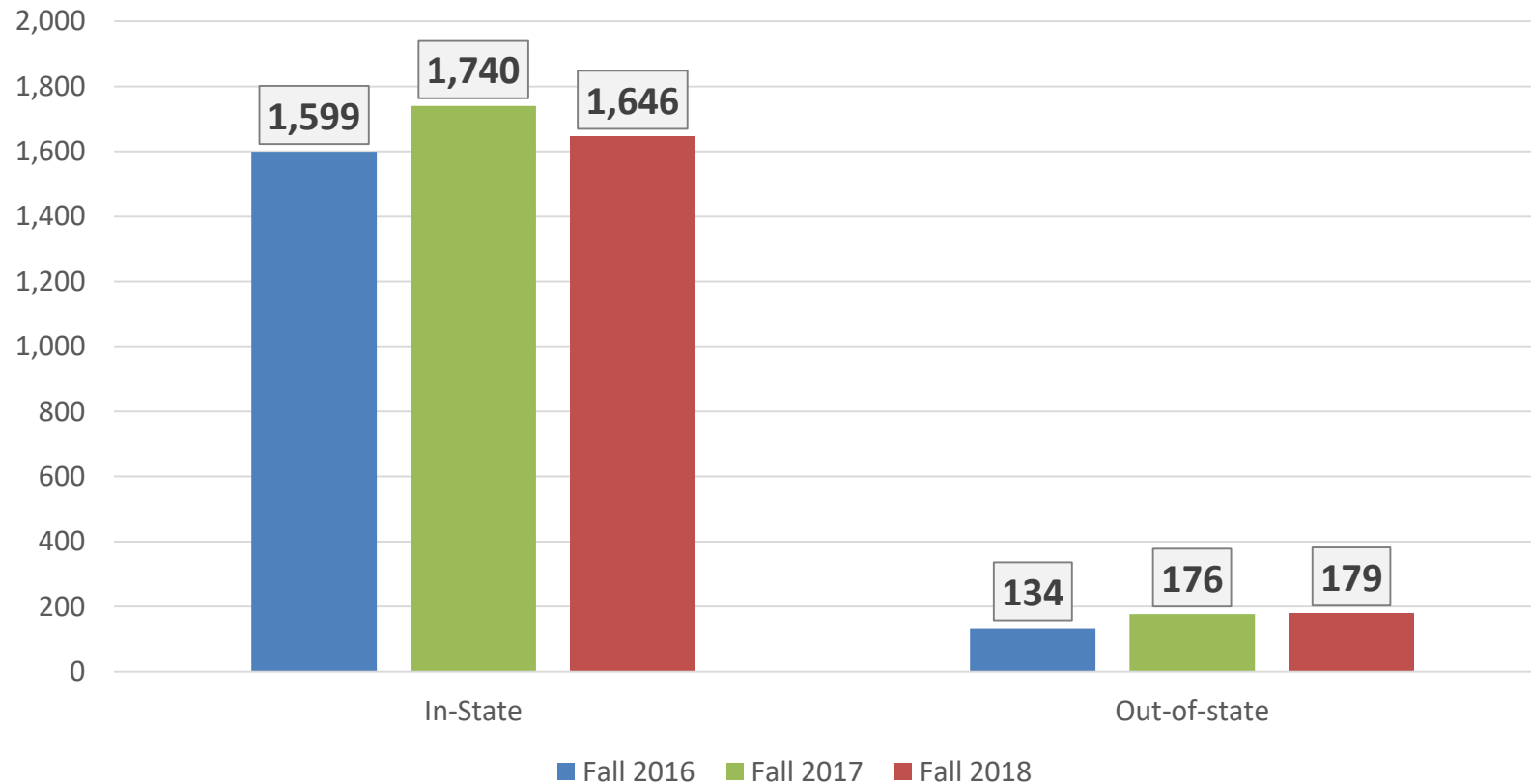


# New Freshmen Deposits (May 2nd)

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# New Freshmen Deposits by Residency (May 2nd)





# New Freshmen Deposits by VA Region (May 2nd)

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Region	Fall 2016	Fall 2017	Fall 2018
Central Va	163	139	129
Northern Va	499	480	414
Peninsula	78	113	107
Richmond	195	198	201
Roanoke Metro	122	120	144
South Central	44	59	50
Southwest	193	235	228
Tidewater	147	180	187
Valley	150	191	182
In-State, Unknown	8	25	4

# New Freshmen Deposits by Top States (May 2nd)

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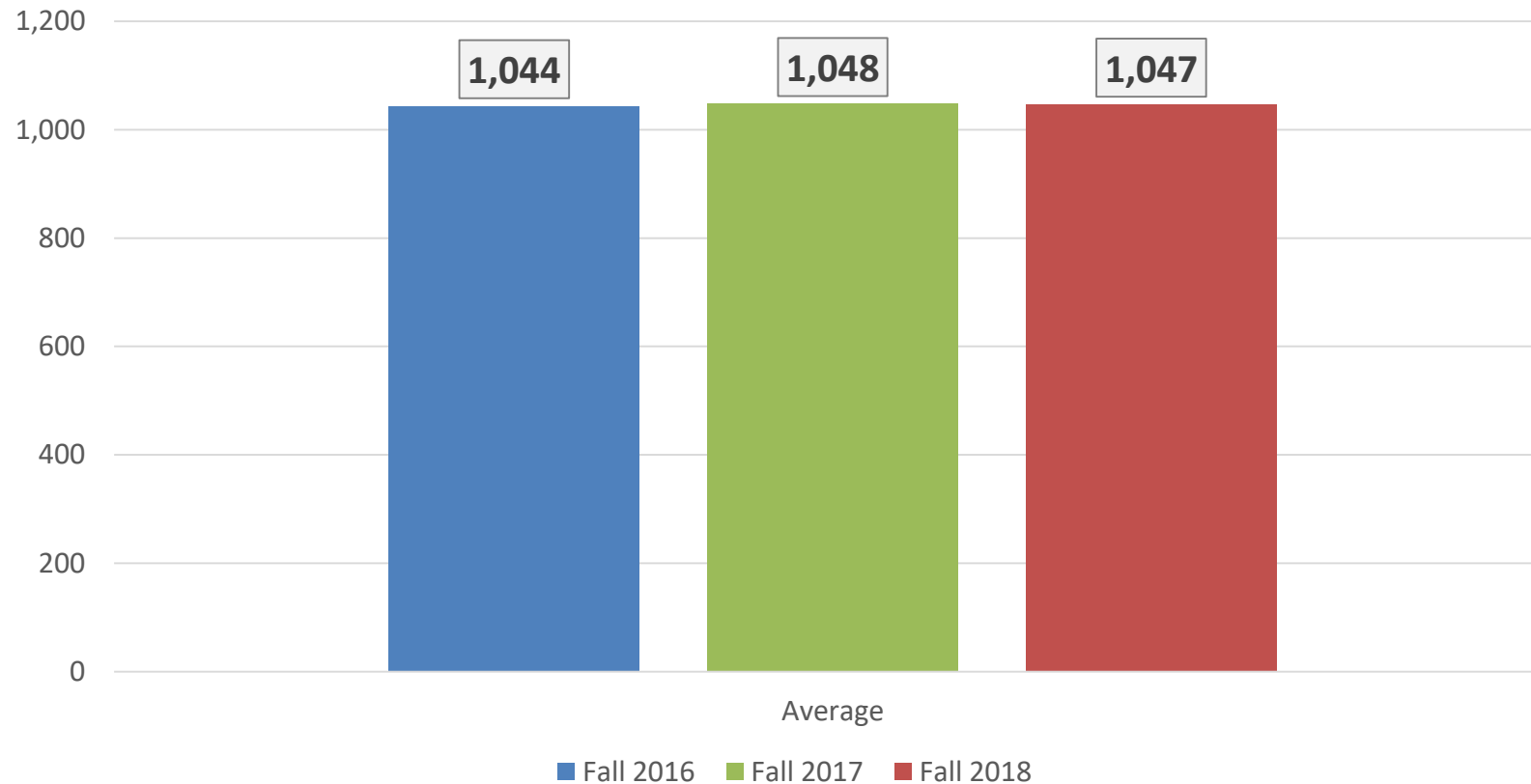
State	Fall 2016	Fall 2017	Fall 2018
Maryland	25	46	38
District of Columbia	15	15	27
North Carolina	14	25	26
Pennsylvania	10	6	11
New Jersey	11	9	9
West Virginia	7	10	9
Florida	6	7	8
Tennessee	2	4	6
Georgia	6	4	5
New York	7	4	5

# New Freshmen Deposits by Ethnicity (May 2nd)

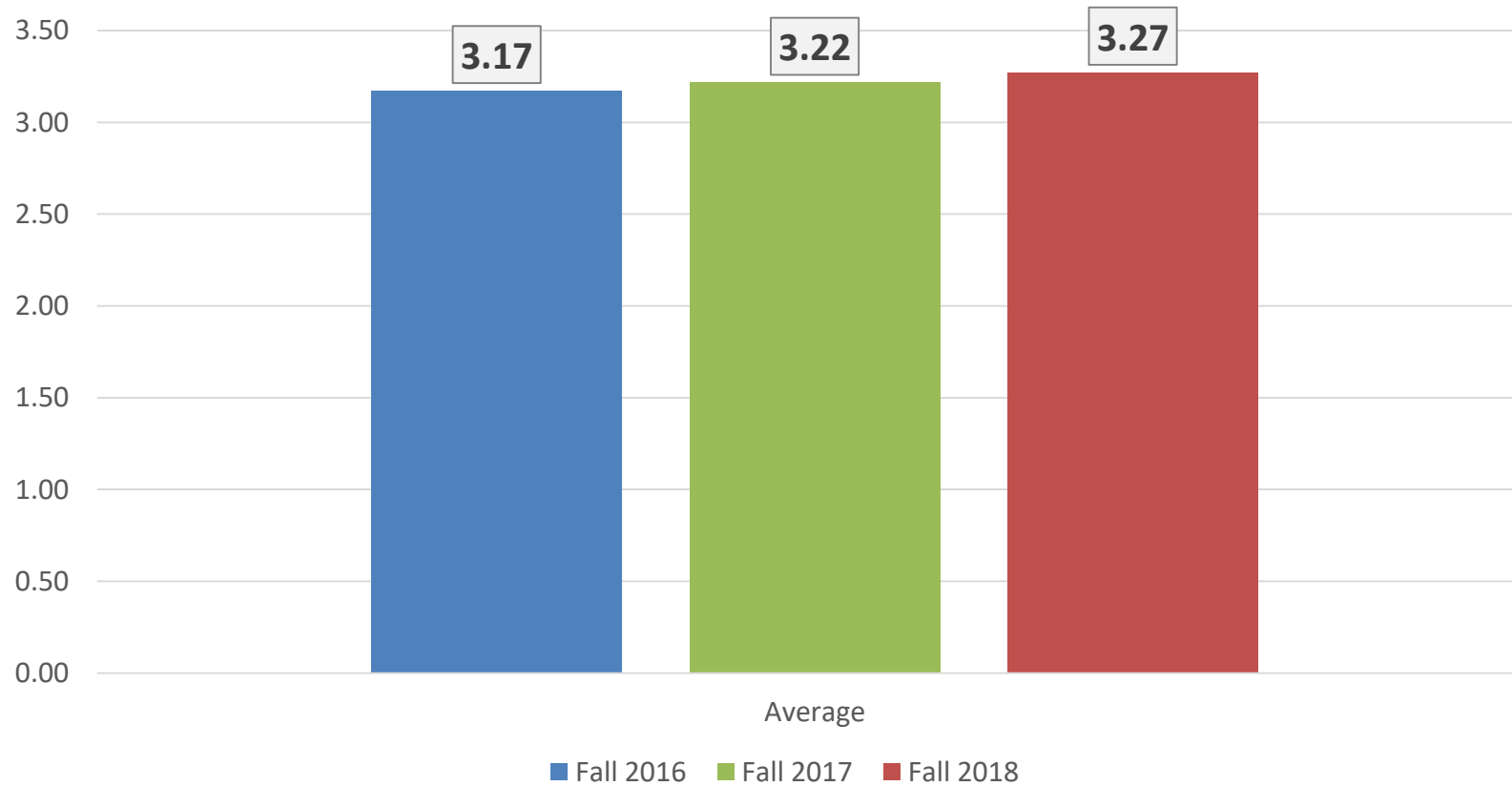
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<b>Ethnicity</b>	<b>Fall 2016</b>	<b>Fall 2017</b>	<b>Fall 2018</b>
<b>American Indian or Alaska Native</b>	0	3	5
<b>Asian</b>	34	18	28
<b>Black or African American</b>	316	353	350
<b>Hispanic</b>	145	156	153
<b>Native Hawaiian or Other Pacific Islander</b>	0	2	2
<b>White</b>	1,140	1,208	1,114
<b>Two or more races</b>	68	118	118
<b>Nonresident Alien</b>	4	4	6
<b>Race and Ethnicity Unknown</b>	26	54	49

# New Freshmen Deposits Average SAT Scores (May 2nd)



# New Freshmen Deposits Average High School GPA (May 2nd)

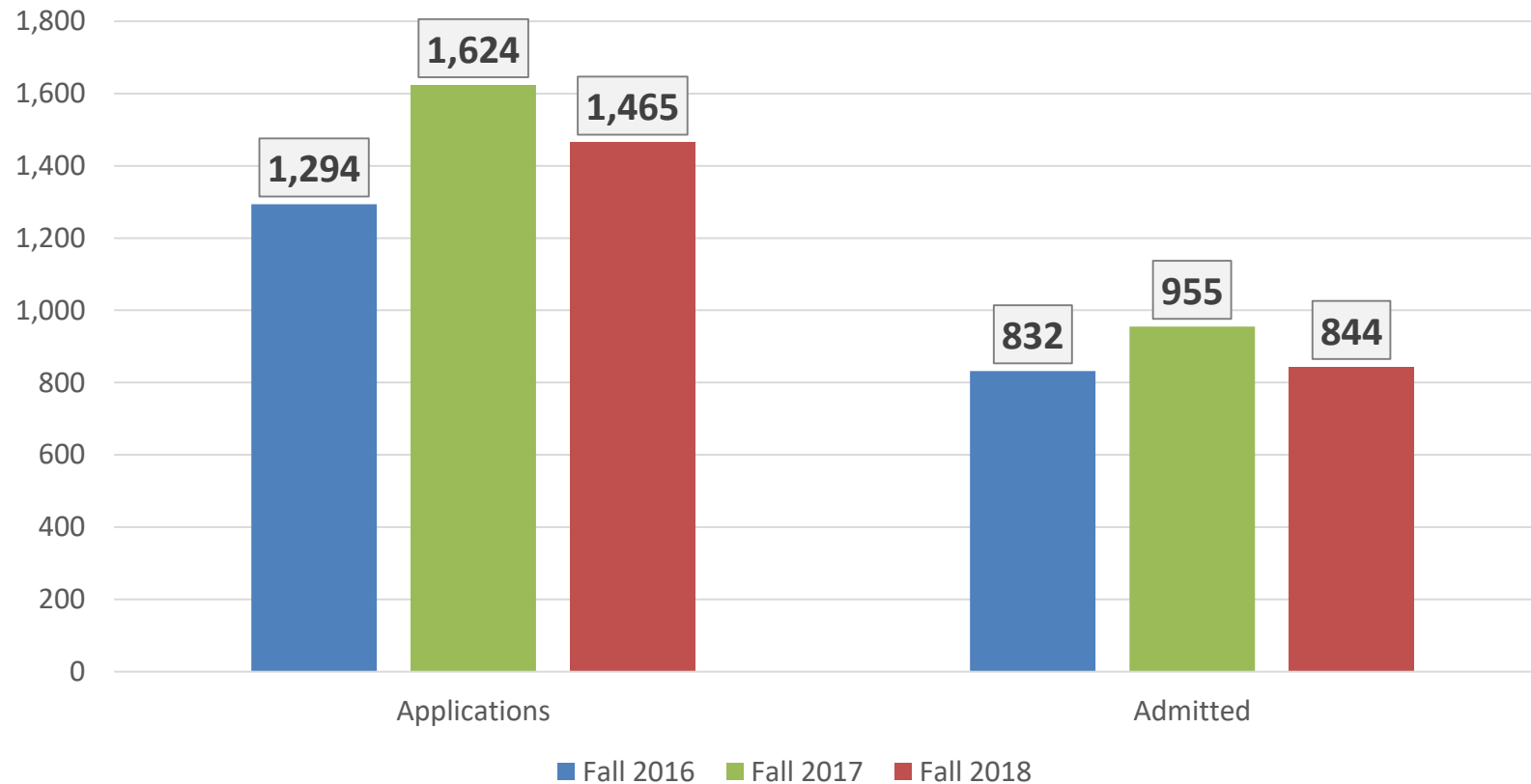


# What We Know

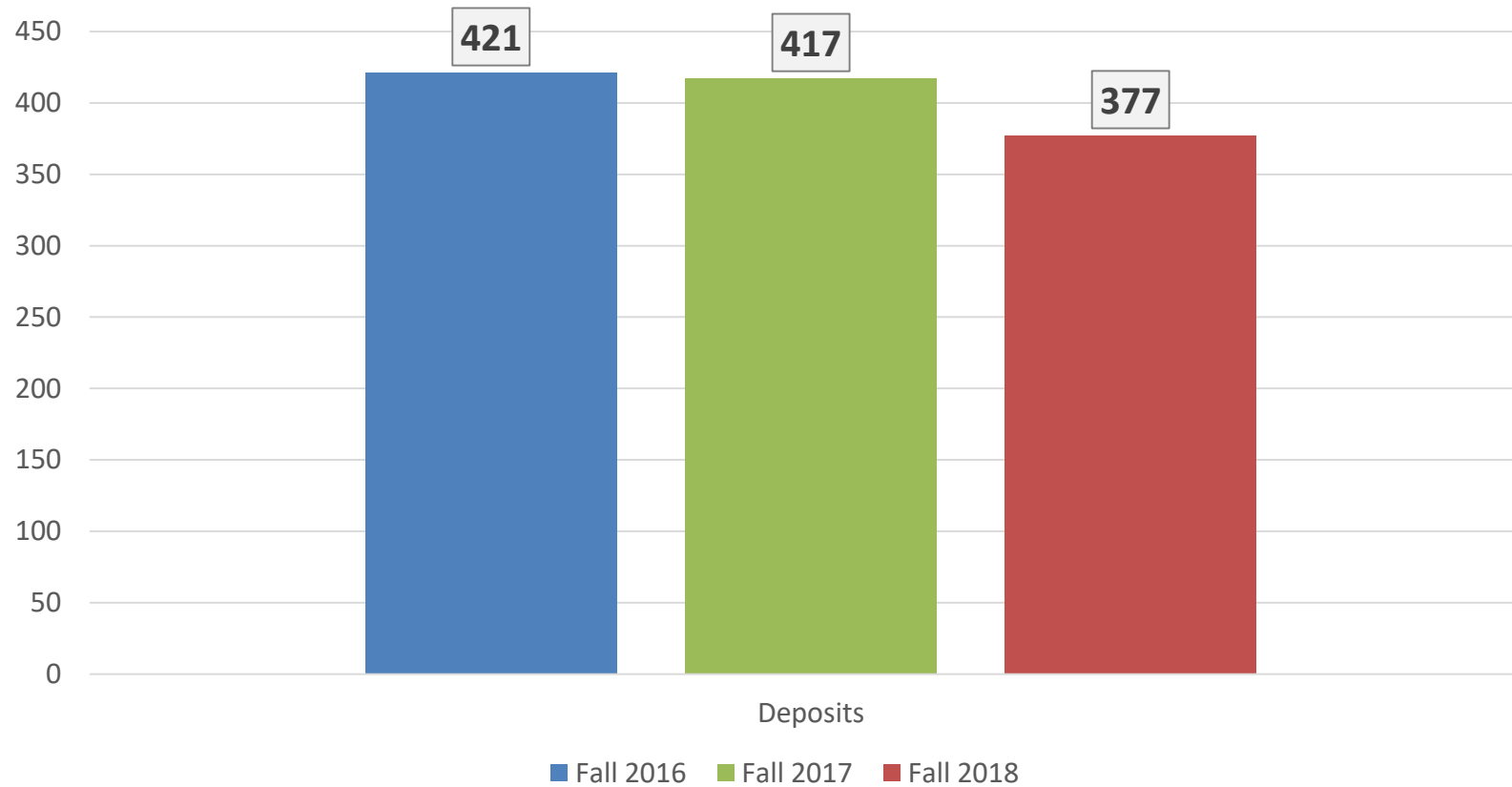
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- JMU, VCU, ODU, VT, Longwood
- Campus environment, academic reputation, location, major, cost
- Cost:
  - 46.5% as expected
  - 17.6% less
  - 16.5% more

# New Transfer Applications (May 2nd)



# New Transfer Deposits (May 2nd)





# Summer 2018

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- New applications – freshman and transfer
- Managing melt
- New student orientation
- Assess and plan

# Discussion

# Office for University Advancement and Alumni Relations

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# Comparative Giving Report

## Radford University - University Advancement

### Fiscal Year-to-Date Giving:

	FY 2017-2018 (7/1/17 - 4/25/18)	FY18 - % Increase over FY17	FY 2016-2017 (7/1/16 - 4/30/17)	FY 2015-2016 (7/1/15 - 4/30/16)	FY 2014-2015 (7/1/14 - 4/30/15)
New Pledge Balances	\$11,097,910	36%	\$7,112,896	\$1,077,193	\$823,770
Current-Year Pledge Payments	\$319,266	-48%	\$473,330	\$291,977	\$289,682
New Planned Gifts	\$1,565,555	24%	\$1,192,050	\$4,840,000	\$982,000
Outright Cash Gifts	\$1,447,846	9%	\$1,317,022	\$940,547	\$1,182,210
Gifts-in-kind	\$268,231	55%	\$119,488	\$191,698	\$189,921
Sponsored Programs	\$48,692	n/a	\$42,485	\$10,000	n/a
Total Giving	\$14,747,499	30%	\$10,257,270	\$7,351,415	\$3,467,584
Total Number of Donors	4,919	-3%	5,050	4,142	4,447

*\*FY18 as of April 25<sup>th</sup>; other FYs are final as of April 30<sup>th</sup>*

### Fiscal Year-End Giving:

	FY 2016-2017 Final	FY 2015-2016 Final	FY 2014-2015 Final	FY 2013-2014 Final
New Pledge Balances	\$7,311,589	\$1,160,325	\$505,474	\$1,100,504
Current-Year Pledge Payments	\$544,121	\$344,401	\$793,813	\$513,692
New Planned Gifts	\$1,192,050	\$5,090,000	\$1,282,000	\$752,500
Outright Cash Gifts	\$1,563,936	\$1,178,318	\$1,336,277	\$1,365,443
Gifts-in-kind	\$128,299	\$223,955	\$200,775	\$105,257
Sponsored Programs	\$52,485	\$10,000	n/a	n/a
Total Giving	\$10,792,480	\$8,006,999	\$4,118,339	\$3,837,397
Total Number of Donors	5,253	4,435	4,731	5,221

# FY18 Major Gift Highlights



# Spring Fever

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**Total Raised: \$37,174**

(includes \$5,049 from seniors for the Highlander Senior Class Scholarship)

**Unique Donors: 991**

(includes 474 senior donors and **138 first-time donors!**)

**Most Donors:** College of Humanities and Behavioral Sciences (272 donors)

**Most Dollars:** College of Business and Economics (\$9,006)

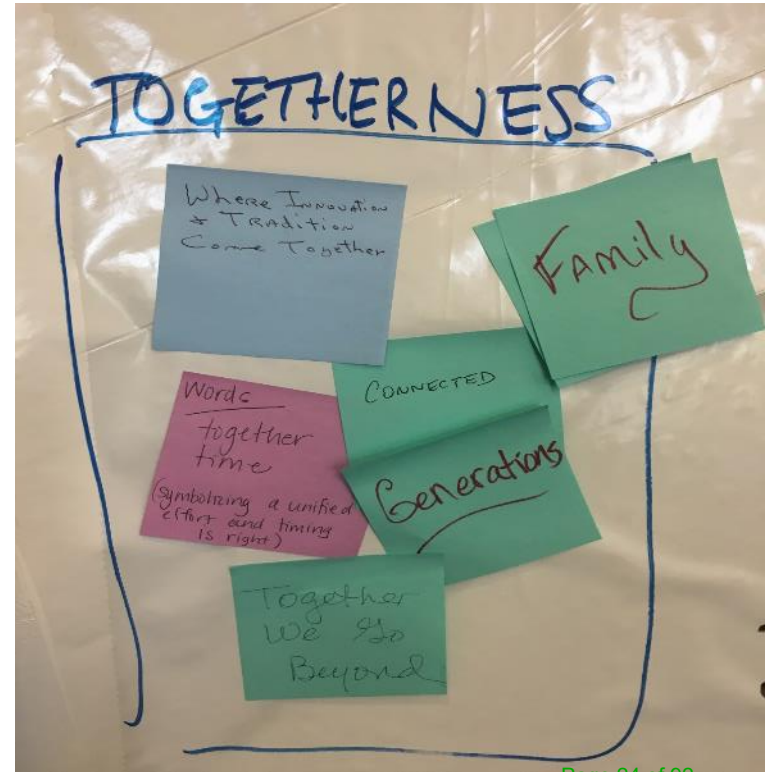
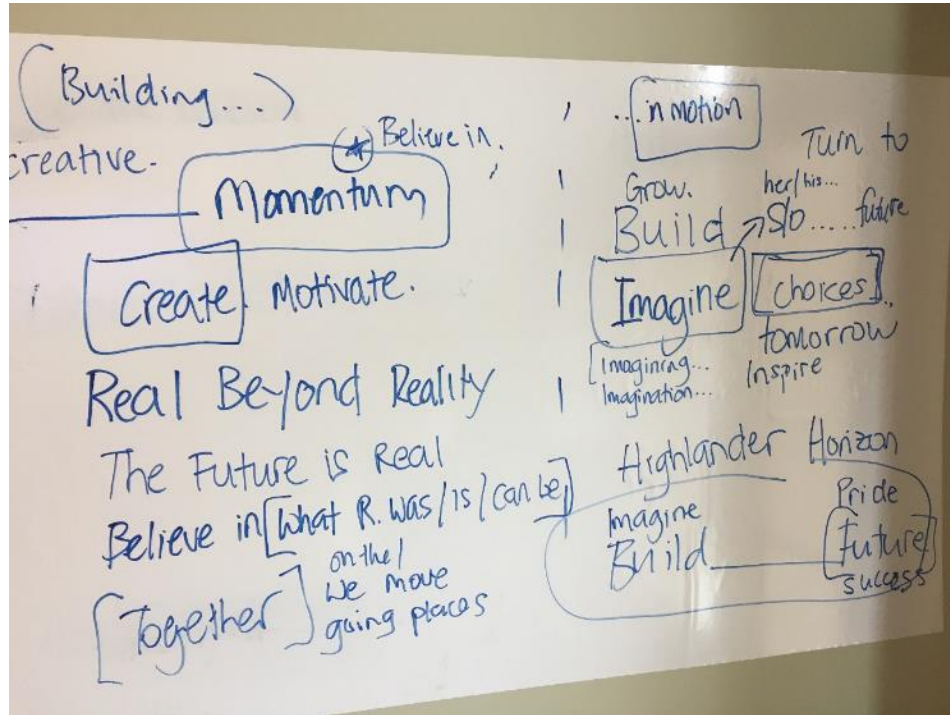
**Spring Fever Bash:** Nearly 250 students and close to 50 faculty/staff members



# Spring Fever Bash



# Capital Campaign Update





# Save the Date - Homecoming October 19-21, 2018

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# Discussion

# University Relations Update

# Advertising Update

Media Tactic	Market(s)	Placement Details	Delivery (thru 3/15)*	% Comp.
<b>Out of Home</b>	<ul style="list-style-type: none"> <li>Roanoke</li> <li>Northern Virginia</li> <li>Richmond</li> </ul>	<ul style="list-style-type: none"> <li>ROA Airport Digital Wall Screen (Annual)</li> <li>Bus Kings &amp; Rail Station Posters in NOVA (WMATA)</li> <li>Digital billboards on I-64, I-95 (Jan 2018)</li> </ul>	13.6M impressions	<b>97%</b>
<b>Print</b>	<ul style="list-style-type: none"> <li>All Markets</li> </ul>	<ul style="list-style-type: none"> <li>USA Today College Guide, VA Colors, VA Business, Washington Monthly, Richmond Mag, Delta Sky, AA Mag</li> </ul>	1.84M impressions	<b>80%</b>
<b>TV</b>	<ul style="list-style-type: none"> <li>Roanoke/Richmond /Norfolk</li> <li>Various (NCAA)**</li> </ul>	<ul style="list-style-type: none"> <li>4-week TV run in all markets in January/early February</li> <li><b>4-week TV extension in Norfolk market 2/19-3/25</b></li> <li><b>:30 in-game spots during NCAA play-in game &amp; first round</b></li> </ul>	17.5M impressions	<b>100%</b>
<b>Radio</b>	<ul style="list-style-type: none"> <li>Roanoke</li> <li>DC/Virginia</li> </ul>	<ul style="list-style-type: none"> <li>Stations include WSLC, WXLK, WROV, WJJS, WYYD, WSNV</li> <li>NPR "With Good Reason" underwriting</li> </ul>	1.9M impressions	<b>75%</b>
<b>Streaming Audio</b>	<ul style="list-style-type: none"> <li>Priority Markets</li> </ul>	<ul style="list-style-type: none"> <li>Pandora</li> </ul>	628K audio spots	<b>67%</b>
<b>Online Video</b>	<ul style="list-style-type: none"> <li>All Markets</li> </ul>	<ul style="list-style-type: none"> <li>DynAdmic partnership to support General/Multicultural message</li> <li>ZEFR (contextual youtube) partnership to support COBE message</li> </ul>	2.7M video plays	<b>54%</b>
<b>Digital Display</b>	<ul style="list-style-type: none"> <li>All Markets</li> </ul>	<ul style="list-style-type: none"> <li>Amobee &amp; AdTheorent; site list includes, but not limited to BuzzFeed, Roanoke.com, Forbes</li> </ul>	25.9M impressions	<b>69%</b>
<b>Paid Social</b>	<ul style="list-style-type: none"> <li>Priority Markets</li> </ul>	<ul style="list-style-type: none"> <li>Facebook, Instagram</li> </ul>	2.7M impressions	<b>56%</b>
<b>Paid Search</b>	<ul style="list-style-type: none"> <li>All Markets</li> </ul>	<ul style="list-style-type: none"> <li>Google</li> </ul>	57,811 clicks	<b>58%</b>

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# Key Performance Indicators Update

Global KPI	FY18 YTD	FY18 Goal	% Comp YTD	% Goal Pacing*	Global KPI Notes
<b>Advertising Impressions</b>	68,294,658	85,750,000	<b>80%</b>	<b>+26%</b>	Introduction of Broadcast & Cable TV during Q1 2018 aided in bump of impressions during this period.
<b>Admissions Section Sessions</b>	320,060	500,000	<b>64%</b>	<b>+7%</b>	Website visitation is on pace with FY18 projection.
<b>Application Page Inquiries</b>	31,392	51,275	<b>61%</b>	<b>+2%</b>	Includes all “Apply Now” inquiries that direct www.radford.edu users to the application portal
Digital KPI	FY18 YTD	FY18 Goal	% Comp YTD	% Goal Pacing*	Digital KPI Notes
<b>Digital Impressions</b>	32,662,241	48,000,000	<b>68%</b>	<b>+13%</b>	Digital media represents 48% of all advertising impressions.
<b>Marketing Landing Page Sessions</b>	151,679	188,000	<b>80%</b>	<b>+26%</b>	Elevated rate of web page visits can be attributed to a more efficient and effective digital media campaign.
<b>Marketing Landing Page Inquiries</b>	6,979	10,800	<b>64%</b>	<b>+7%</b>	An updated version of the marketing landing pages has led to an increase in inquiry engagements.

# NCAA Tournament Coverage Milestones

SPORTS WASHINGTON 30th Anniversary CAPITALS WIZARDS REDSKINS RAVENS NATIONALS ORIOLES NCAA

LATEST VIDEO

2:00 Rick Hornor's Sports Business Pick: Week of March 12, 2019

1:15 Neil Greenberg's secret to the perfect March Madness bracket

1:08 Jodie Meeks 3

**Radford welcomes us to March Madness with crazy, Big South-winning buzzer-beater**

By Troy Moxley March 04, 2019 4:48 PM

March 4

SPORTS TICKETS BUY! FAN ZONE MIDDLE ATHLETICS SHOP DONATE RADFORD.ORG

**THE HIGHLANDER**

Radford's mascot as Radford University's first mascot on December 9, 1981. On September 28, 1996, the Highlander was introduced as the new mascot of the Big South Conference. The Highlander appears on the program for the athletic season in 1976.

55 See Roger Sherman's other Tweets

AMAZING. Between the beard, the costume, the muscles, the headband and all the "THERE CAN BE ONLY ONE!!!" jokes, this deserves the No. 1 spot.

March 5

SPORTS MEMBERS SCHEDULES WATCH SOUTH CHAMPIONSHIPS FAN ZONE ABOUT US Q

Men's Basketball Schedule | Standings | Statistics | Weekly Report | Media Guide | Records | Archived Stories

**Radford Defeats LIU Brooklyn for First NCAA Tournament Win**

RELATED NEWS | VIDEOS

March 13

March 15

Marty Smith @MartySmithESPN  
ESPN Reporter, Radford University Alumnus '98

GOLIC Wagon

Look for Radford to scare Villanova (0:25)

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# Promotion

**Radford University** @radfordu · Mar 11  
Check out that support for our @RadfordMBB in the Bonnie!



You Retweeted  
**RadfordUDining** @RadfordUDining · 22h  
We need all of our Highlanders to join us in the Bonnie dining area for #WATCHPARTY as we cheer on the @RadfordMBB team all the way! Ohio! The game starts at 6:40!! We are so proud of you boys! Let's go Highlanders!!!!



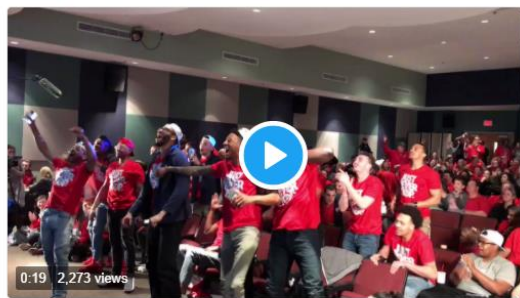
**Radford University** @radfordu · Mar 13  
A busload of Highlanders headed out this morning to support @RadfordMBB as they take on LIU Brooklyn in the NCAA First Four. Tune in tonight for tip-off at 6:40 p.m. on @truTV. On campus channel 49.1. #MarchMadness



**Radford University** @radfordu · 57m  
How are you showing your support for @RadfordMBB? Use #RadfordU and show off that Highlander pride for tonight's game!



**Radford University** @radfordu · Mar 11  
#OwnYourColors @RadfordMBB



**Radford University** @radfordu · 1d  
It's almost time to dance! Tune in on TNT and turn to campus channel 60.1. Tip-off is at 6:50 p.m. #GoHighlanders #RadfordU @BrianOHemphill

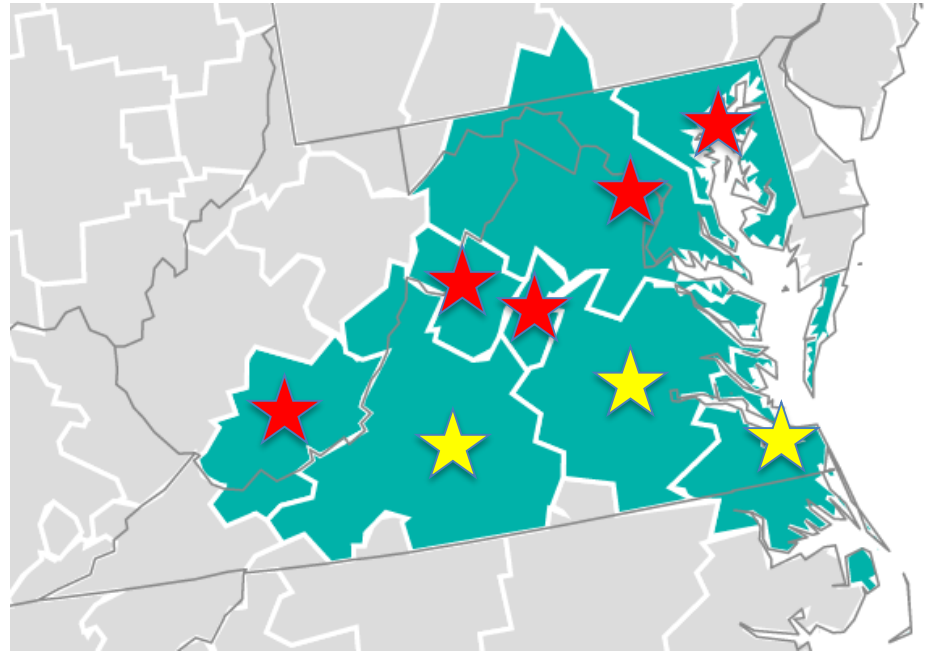



# Paid Media Activity

- 9 TV Markets
- Advertising included :30 sec in-game spot, :10 sec billboard & digital banners in select market
- Total est. 437,549 impressions

## Markets Include:

Baltimore, MD	Richmond, VA
Bluefield, WV	Roanoke, VA
Charlottesville, VA	Washington, DC
Harrisonburg, VA	Wilmington, NC
Norfolk, VA	(not pictured)

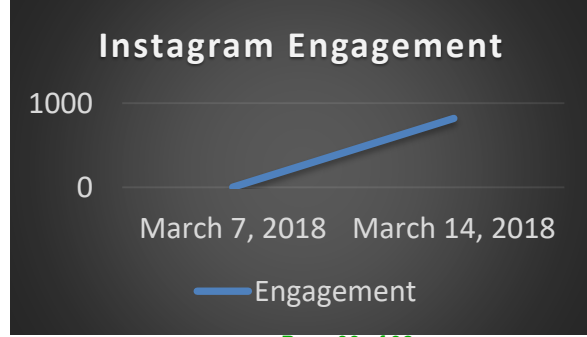
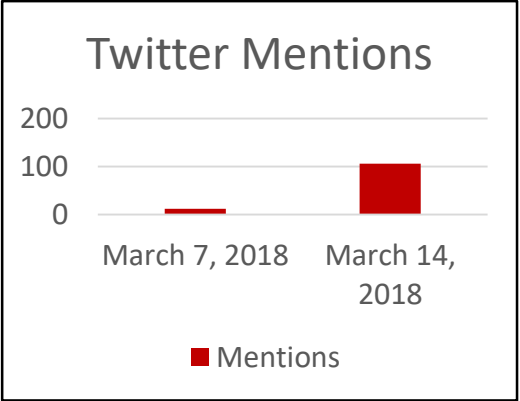
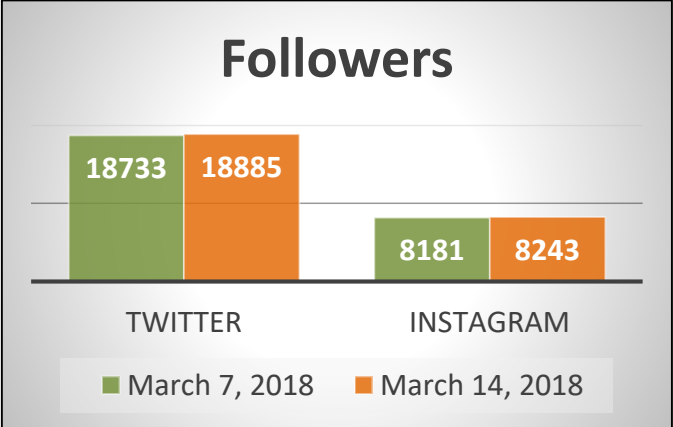
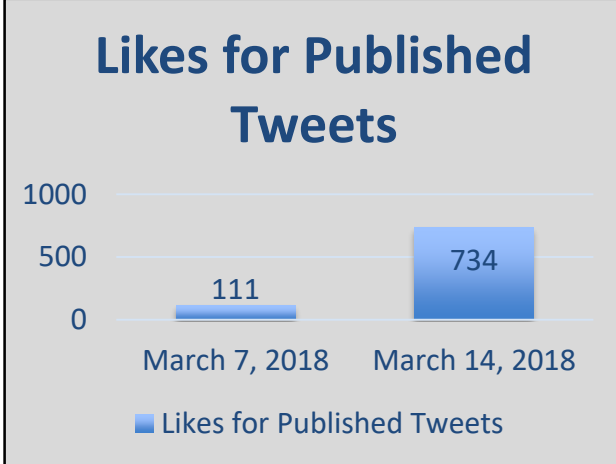


 = first time in market on TV





# Social Media Assessment

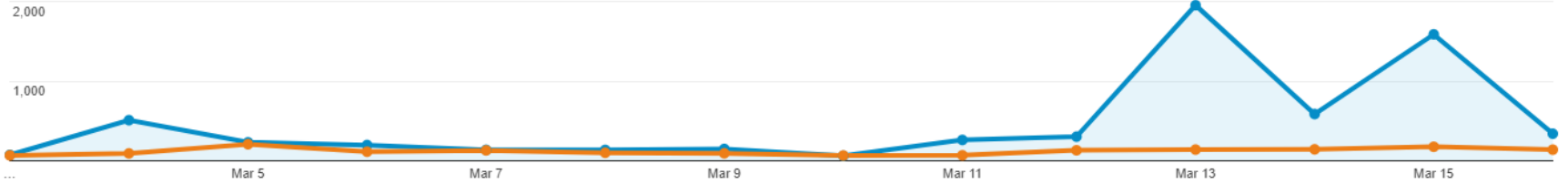


# Web Communications Assessment

## Who We Are Page

289.56% increase in traffic year over year

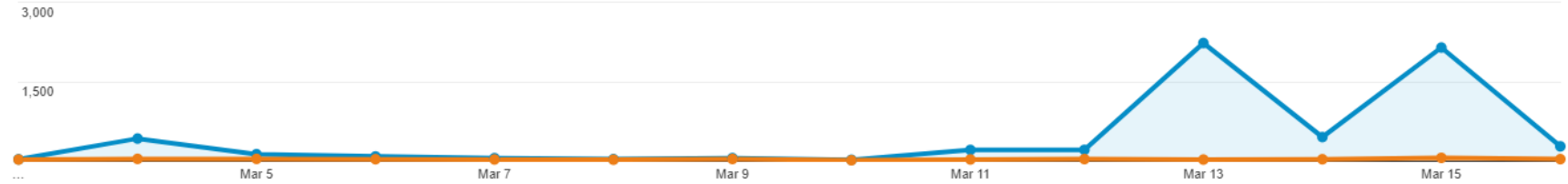
Mar 3, 2018 - Mar 16, 2018: ● Pageviews 6,533  
Mar 4, 2017 - Mar 17, 2017: ● Pageviews 1,677



## Where We Are Page

1,042.20% increase in traffic year over year

Mar 3, 2018 - Mar 16, 2018: ● Pageviews 6,442  
Mar 4, 2017 - Mar 17, 2017: ● Pageviews 564



# Earned Media Assessment

Top Content		
Mar 1, 2018 - Mar 19, 2018		
★	<p><b>Radford downs LIU Brooklyn for its first NCAA tourney win</b></p> <p>Washington Post</p> <p>by Mitch Stacy</p> <p>March 14, 2018</p>	
★	<p><b>Radford brings the Madness, but this high school QB hit the craziest title-winning shot</b></p> <p>Washington Post</p> <p>by Des Bieler</p> <p>March 05, 2018</p>	
★	<p><b>Radford welcomes us to March Madness with crazy, Big South-winning buzzer-beater</b></p> <p>NBC Sports</p> <p>by Troy Machir</p> <p>March 04, 2018</p>	
★	<p><b>Buzzer-beater puts Radford in NCAA tourney and signals start of March Madness</b></p> <p>CBS Sports</p> <p>by Matt Norlander</p> <p>March 04, 2018</p>	
★	<p><b>The 1 thing to know about each team in March Madness</b></p> <p>CNN</p> <p>by unknown</p> <p>March 13, 2018</p>	

Mitch Stacy  
As seen in: Washington Post

## Radford downs LIU Brooklyn for its first NCAA tourney win

DAYTON, Ohio — Carlík Jones had a substantial and loud cheering section at University of Dayton Arena, a lot of folks traveling about an hour up Interstate 75 from his Cincinnati hometown to see him play for Radford in a First Four game.

First Mention  
play for [Radford](#) in a First Four game. Jones didn't disappoint them. The redshirt freshman guard was

Sentiment	Readership	Ad Equivalency
Neutral	36,010,699	\$67.7k



Troy Machir  
As Seen In: NBC Sports

## Radford welcomes us to March Madness with crazy, Big South-winning buzzer-beater

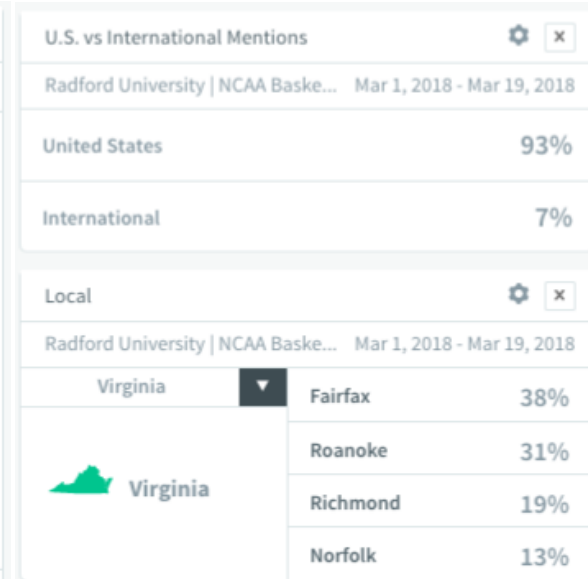
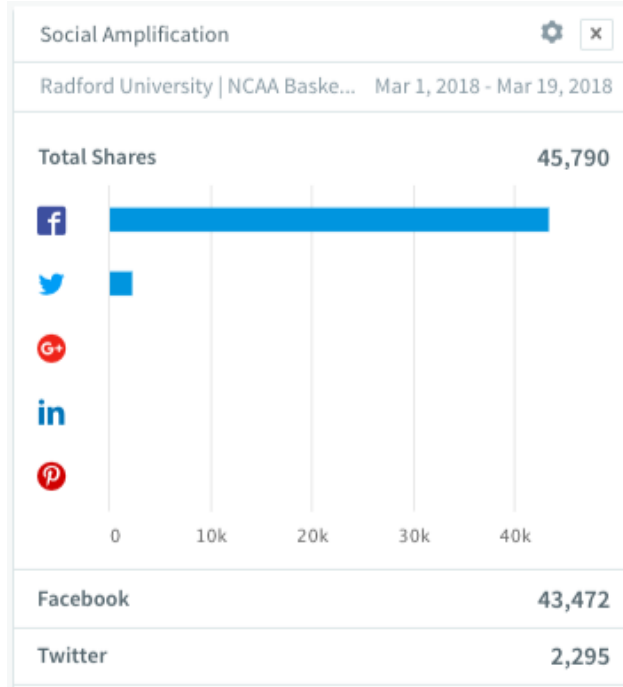
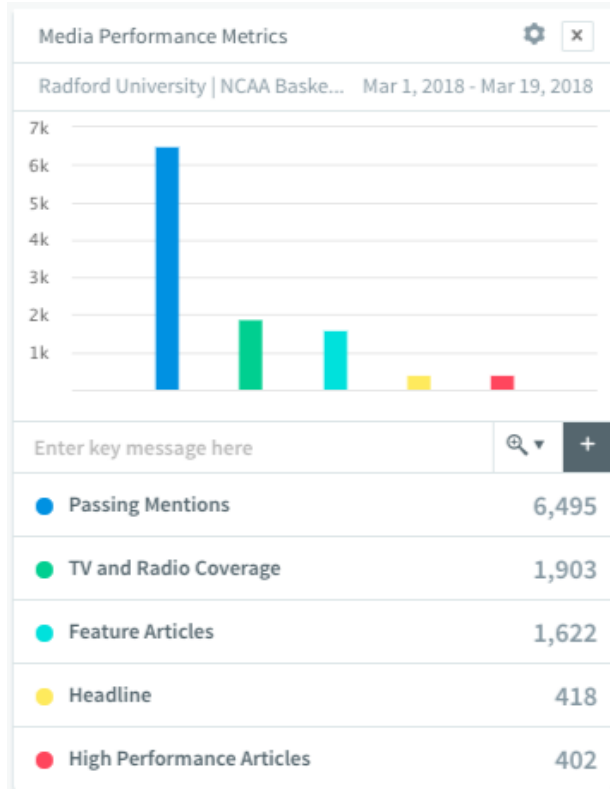
Radford welcomes us to March Madness with crazy, Big South-winning buzzer-beater Twitter Stadium Series venue rich in honor, tradition and pageantry The 2018 NCAA Tournament begins with Selection Sunday on March 11.

First Mention  
with 14 days of Championship Week, On Sunday, the No. 2-seed [Radford Highlanders](#) (22-12) faced off

Sentiment	Readership	Ad Equivalency
Neutral	4,749,023	\$8.9k



# Earned Media Assessment



# Conclusions

## Aggregate Readership

Aggregate Readership: 18,162,774,156



Online News

17,742,676,296



Blogs

192,343,381



Television

227,754,479

## Ad Equivalency

Total Ad Equivalency: \$44,638,509



Online News

\$33,356,231



Blogs

\$361,605



Television

\$10,920,673

**ANALYSIS** | Radford University | NCAA Basketball Tournament over Mar 1, 2018 - Mar 19, 2018

**ANALYSIS** | Radford University | NCAA Basketball Tournament over Mar 1, 2018 - Mar 19, 2018

# Discussion

# Addendum Slides

# Social Media Promotion

 **NCAA March Madness** @marchmadness  
19 hours ago

The first W of #MarchMadness goes to Radford! 🍀 #MarchMadness




825 1.3K

 **Brian O. Hemphill** @BrianOHemphill  
Mar 4

Thank you, my friend! We are looking forward to our trip to the big dance.

1 12

[Hide Conversation](#)

 **Ángel Cabrera** Congratulations 10d  
@BrianOHemphill and @radfordu!! Wow!

 **Krisha Chachra** @KrishaChachra  
15 hours ago · Radford

We're in! See you in Pittsburgh! @radfordu @ReadyforRadford @marchmadness #proudBOVmember...



3

 **Ralph Northam** @GovernorVA · Mar 5

45 250

Congratulations to @RadfordMBB, who are going to the big dance for the first time since 2009 after winning their conference tournament with a buzzer-beater! 🏀



**ashley judd** @AshleyJudd · 13h

Congratulations @RadfordMBB ! #mybracketisperfect (at least for today). @marchmadness #bnn

1 5 37



# Social Media Promotion

## Radford's Men's Basketball Team Advances to the NCAA Tournament

**Radford University** @radfordu · March 6, 2018

Radford University is the Big South champion and will be dancing in the NCAA Tournament.

6 Likes

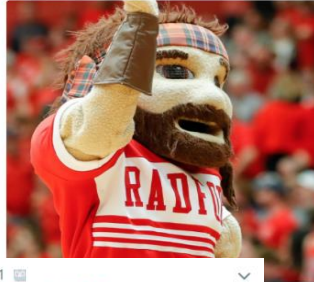
Edit Like Tweet

**Marty Smith** @MartySmithESPN  
18 hours ago

The look on @RadfordMBB Coach Jones' face last night when we visited, as he considered the impact of victory on a program he built "brick-by-brick," was priceless, a sly half grin and a head held high. Huge moment for all Highlanders. Congratulations.  
#NRV2AmericasLivingroom

77 506

You Retweeted  
**Radford Highlanders** @ru\_athletics · 21h  
Raise your 🏆 if you were ranked as the No. 1 mascot in @marchmadness  
usatly/2FBV9C3  
#Time2Dance #MarchMadness



**Radford University** @radfordu · Mar 11  
Congrats to the Men's Basketball Team! RT @RadfordMBB: The Highlanders are DANCIN' to Dayton this Tuesday at 6:40PM EST

#Time2Dance



39 93

**Radford University** shared Radford Men's Basketball's post.  
March 5 at 8:50am

Thanks to our Radford Family for showing off your Highlander Pride during yesterday's exciting Radford Men's Basketball game!



**Radford Men's Basketball**  
March 4 at 10:05pm

We would like to thank the 3,859 fans that made a sold out Dedmon Center a true March Madness environment

#Time2Dance #OwnYourColors

Like Comment Share Hootlet

157

Chronological

# Social Media Promotion

**Radford University** @radfordu · 4h

The #RadfordFamily is proud of our Men's Basketball team. Join the Highlander Nation today on the river side of the Dedmon Cntr to welcome them home! RT @ru\_athletics: .@RadfordMBB is well on its way home from Pittsburgh and should arrive at the Dedmon Center around 4:15-4:30 pm!

**Radford University** @radfordu · 5h

RT @BrianOHemphill: Love reading the articles capturing the grit of @RadfordMBB and the spirit of the @radfordu Family. @radfordu\_alumni #GoHighlanders #RadfordFamily @marchmadness @espn



**Joe Starkey: Radford has grace and joy after lopsided defeat**  
There was nothing particularly memorable about top-seeded Villanova's 87-61 beatdown of 16th-seeded Radford on Thursday night. Not in the flow ...  
post-gazette.com

**Radford University** March 5 at 5:00pm

In case you missed it, we're going to the NCAA Tournament! Please join us in sending a huge congratulations to the Radford Men's Basketball team on their victory. #Time2Dance #OwnYourColors

**Carlík Jones' buzzer-beater puts Radford into NCAA Tournament**  
The Highlanders are heading to the NAAs for the first time in nine years. ROANOKE.COM

Like Comment Share Hootlet

**Radford University** @radfordu · Mar 4

RT @RadfordMBB: CARLIK HITS THE BUZZER BEATER AND RADFORD WINS!!! RADFORD IS YOUR BIG SOUTH CHAMPION!

#TIME2DANCE

Like Comment Share Hootlet

**Gregory Brothers** @gregorybrothers

So...You're saying there's a chance...

6:50 p.m. EDT   TNT	SCORE	WIN PROB.
Villanova 1	-	98%
Radford 16	-	2%

**Radford University** Published by Radford University [?] · 23 hrs ·

1:08 PM - 15 Mar 2018

We know you're ready for that 6:50 tip-off. It's time to dance! #RadfordU

3 Retweets 26 Likes

You. FiveThirtyEight and Radford M...

Your video is popular in Virginia

1.7K Views

Like Comment Share

# Social Media Promotion

You Retweeted  
**Marty Smith** @MartySmithESPN · Mar 4  
Go Highlanders!



0:23 56.7K views

45 631 1.6K

**Radford University** @radfordu · 57m  
How are you showing your support for @RadfordMBB? Use #RadfordU and show off that Highlander pride for tonight's game!



6 20

**Radford University** @radfordu · Mar 11  
Check out that support for our @RadfordMBB in the Bonnie!



**Radford University** @radfordu · 22h  
The Radford Family is proud of our @RadfordMBB Team. It was a great season!



6 115 390

**Radford University** 1w

The Radford University men's basketball team is going to the NCAA tournament after a thrilling, buzzer-beating conference championship win Sunday at the Dedmon Center. Radford head coach Mike Jones has been voted the 20...see more



Media capture men's basketball's dramatic run to NCAA tournament

radford.edu

NCAA

338 Likes · 8 Comments

Like Comment

**Radford University** @radfordu · 22m  
Even these adorable future Highlanders are showing off their @RadfordMBB team spirit! #GoHighlanders #OwnYourColors



**Ashlie Freeman** @GABfireflies  
We spent our lunch learning about, and filling out #MarchMadness2018 brackets! Though I love UNC, @radfordu holds a special place in my heart as an Alumni!

3 13

# Social Media Promotion

Radford University Retweeted

Julianna Stanley @JWStanley3 · 23h

We are cheering on the men's basketball team in the Bonnie! Go Highlander's!  
#RadfordU 🍷❤️



Radford University shared Radford Men's Basketball's post.  
March 5 at 8:50am

Thanks to our Radford Family for showing off your Highlander Pride during yesterday's exciting Radford Men's Basketball game!



Radford Men's Basketball

March 4 at 10:05pm

We would like to thank the 3,859 fans that made a sold out Dedmon Center a true March Madness environment

#Time2Dance #OwnYourColors

Like

Comment

Share

Hootlet

157

Chronological

Radford University

March 9 at 1:52pm

Show off your Highlander pride with our new Radford University Athletics Camera Effect. Try it out!



Take a photo or video with this effect by Radford University.

Like

Comment

Share

32

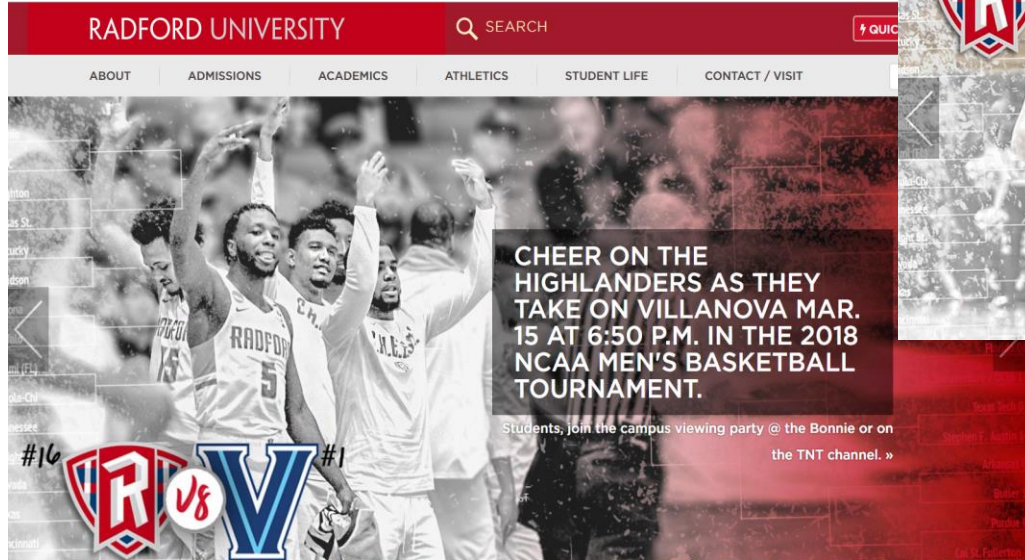
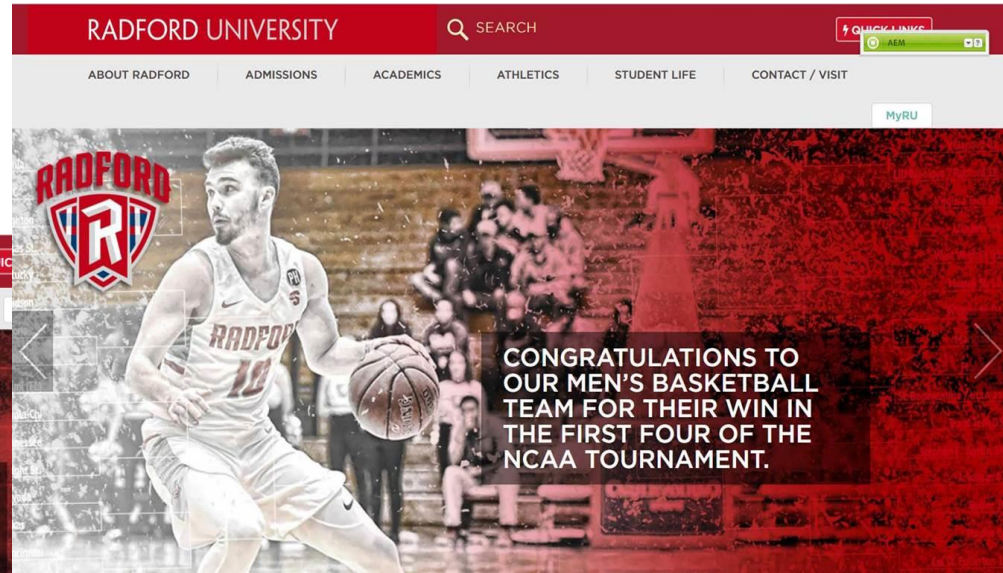


A bus load of Highlanders headed out this morning to support @radfordmbb as they take on LIU Brooklyn in the NCAA First Four!

Page 44 of 52

0:10

# Web Communication Activity



# Web Communication Activity

RADFORD UNIVERSITY

SEARCH

QUICK LINKS

ABOUT

ADMISSIONS

ACADEMICS

ATHLETICS

STUDENT LIFE

CONTACT / VISIT

MyRU



THE HIGHLANDER IS RANKED THE #1 MASCOT IN THE 2018 NCAA MEN'S BASKETBALL TOURNAMENT.

Read about his distinguished honor. »

## 2018 NCAA Men's Basketball Tournament Radford vs. Villanova Viewing Party »

3/14/2018



Radford University Students - you are invited to the on campus viewing party in the Bonnie on Thursday Mar. 15 starting at 6 p.m. to cheer on the Men's Basketball team as they take on Villanova in the 2018 NCAA Men's Basketball Tournament.

## The Highlander ranked the top mascot in the 2018 NCAA Tournament »

3/13/2018



In a ranking of all 68 teams in the 2018 NCAA tournament, USA Today Sports ranked the Radford Highlander as the top mascot.

## Men's Basketball NCAA Selection Show Watch Party »

3/7/2018



Show your support for the Men's Basketball team and join the NCAA Selection Show watch party on Sunday, March 11 at 6 p.m., in the Bonnie Auditorium.

## Radford joins state nursing association to host opioid abuse conference »

3/14/2018



Radford University will be a satellite location for a statewide nursing conference on the public health crisis of opioid and heroin abuse.

## Highlanders dance to Dayton »

3/13/2018



More than 250 students, faculty and staff gathered to watch the NCAA Tournament Selection Show on March 11 in the Hurlburt Student Center Auditorium.

## Media capture men's basketball's dramatic run to NCAA tournament »

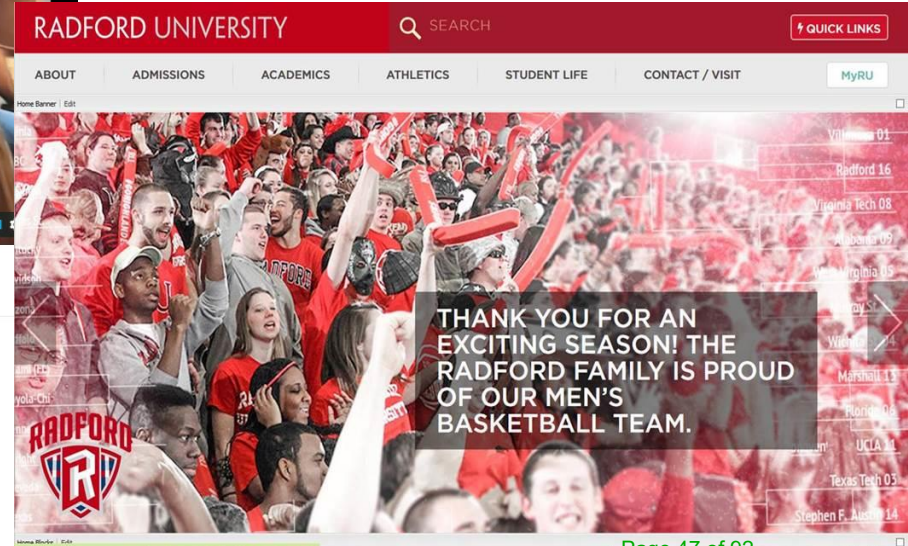
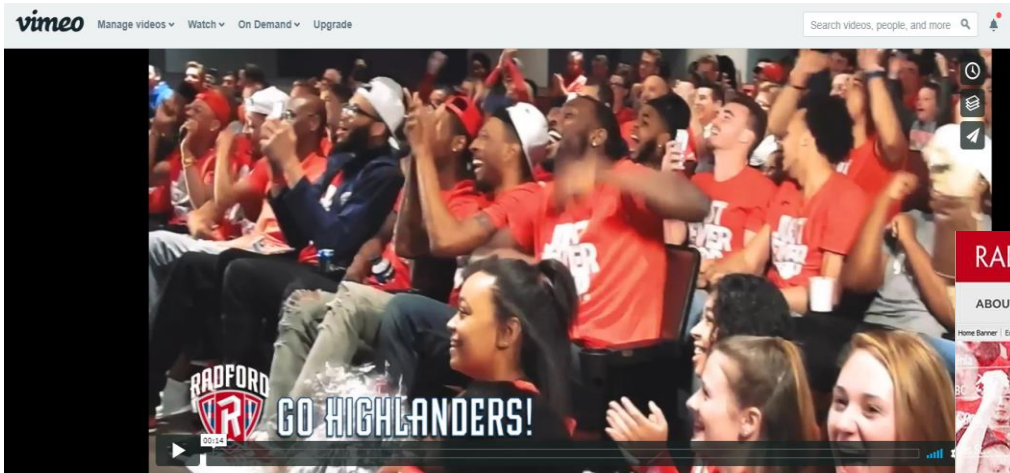
3/7/2018



The Radford University men's basketball team is going to the NCAA tournament after a thrilling, buzzer-beating conference championship win Sunday at the Dedmon Center. The Highlanders' story has been captured by numerous media outlets.

Page 46 of 92

# Web Communication Activity



# February 2018 Meeting Minutes

**RADFORD UNIVERSITY**

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Board of Visitors





Board of Visitors

**UNIVERSITY ADVANCEMENT, UNIVERSITY RELATIONS AND  
ENROLLMENT MANAGEMENT COMMITTEE MEETING**

**2:30 P.M.**

**FEBRUARY 15, 2018**

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

**DRAFT**  
**MINUTES**

**COMMITTEE MEMBERS PRESENT**

Ms. Krisha Chachra, Chair

Mr. Robert A. Archer

Ms. Lisa Throckmorton

**COMMITTEE MEMBERS ABSENT**

Mr. James R. Kibler, Jr.

Ms. Karyn K. Moran

**OTHER BOARD MEMBERS PRESENT**

Mr. Mark S. Lawrence, Rector

Mr. Randy J. Marcus, Vice Rector

Mr. Gregory A. Burton

Dr. Rachel D. Fowlkes

Dr. Debra K. McMahan

Ms. Georgia Anne Snyder-Falkinham

Dr. Susan Whealler Johnston

Dr. Jason Fox, Faculty Representative (Non-voting Advisory Member)

Ms. Jessica Wollmann, Student Representative (Non-voting Advisory Member)

**OTHERS PRESENT**

President Brian O. Hemphill

Mr. Richard S. Alvarez, Vice President for Finance and Administration and Chief Financial Officer

Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer

Ms. Karen Castele, Secretary to the Board of Visitors/Special Assistant to the President

Dr. Kenna Colley, Interim Provost and Vice President for Academic Affairs

Mr. Danny Kemp, Vice President for Information Technology and Chief Information Officer

Dr. Ann Marie Klotz, Vice President for Student Affairs

Ms. Kitty McCarthy, Vice President for Enrollment Management

Ms. Margaret McManus, University Auditor

Ms. Wendy Lowery, Vice President for University Advancement

Mr. Chad Reed, Associate Vice President for Budget and Financial Planning

Ms. Ashley Schumaker, Chief of Staff, Office of the President

Dr. Dietra Trent, Former Secretary of Education, Commonwealth of Virginia

Mr. Allen Wilson, Senior Assistant Attorney General, Commonwealth of Virginia

### **CALL TO ORDER**

Ms. Krisha Chachra, Chair, called the meeting to order at 2:30 p.m., in the Mary Ann Jennings Hovis Memorial Board Room, Third Floor, Martin Hall, Radford University, Radford, Virginia.

### **APPROVAL OF AGENDA**

Ms. Chachra requested a motion to approve the February 15, 2018 agenda as published. Mr. Robert A. Archer so moved, Ms. Lisa Throckmorton seconded and the agenda was unanimously approved, as published.

### **APPROVAL OF MINUTES**

Ms. Chachra requested a motion to approve the December 7, 2017 minutes as published. Mr. Archer so moved, Ms. Throckmorton seconded the motion and the minutes were unanimously approved, as published.

### **UNIVERSITY RELATIONS REPORT**

Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer, provided an update on marketing and media relations. A copy of Mr. Carpenter's report is attached hereto as ***Attachment A*** and is made a part hereof. In marketing and advertising, efforts continue across multiple channels, to include promoting awareness and applications.

Highlights during this period include: television advertising in the Roanoke, Richmond and Norfolk markets, as well as the out-of-home advertising launch. In addition to substantial digital marketing efforts, this period also saw the introduction of electronic roadside billboard ads in the Richmond market. Television and out-of-home efforts have accounted for 16.8 million media impressions during the December 2017 through early February 2018 timeframe.

Mr. Carpenter also provided an update on the bi-weekly electronic newsletter sent to all campus populations and alumni. The electronic newsletter continues to provide an effective and efficient communications tool targeting University affiliated audiences, to include stories about University accomplishments, academics, athletics, alumni news and events. For this academic year, the newsletter introduced a new section to highlight events and activities in the city of Radford.

Mr. Carpenter also provided a summary of media coverage of the Jefferson College of Health Sciences merger announcement and highlighted a supportive editorial position taken by the Roanoke Times regarding the potential of the merger.

### **UNIVERSITY ADVANCEMENT REPORT**

Ms. Wendy Lowery, Vice President for University Advancement, focused on the following during the Advancement report. A copy of Ms. Lowery's report is attached hereto as ***Attachment B*** and is made a part hereof.

Ms. Lowery provided a Comparative Giving Report, noting total giving of \$4,148,968 as of December 31, 2017. This is a 42 percent increase compared to \$2,422,848 at the same date last fiscal year. The number of donors increased by 3 percent. Ms. Lowery also reported on the 2018-2013 strategic plan, specifically the following goal: *Radford University will broaden engagement for all constituents*. She noted that the goal aligns with its performance indicators in the following areas, progressing from students to alumni to donors.

- Student Engagement
  - Education – TAG Day – Teaching Annual Giving Day
  - Affinity Groups – Greek Live Challenge
  - Class Giving – Senior Campaign
  - Student Philanthropy
  
- Alumni Engagement
  - Alumni Engagement Goals
  - Volunteer Opportunities
  - Volunteer Training
  - Alumni Recognition
  
- Major Giving Opportunities
  - Shared potential of alumni prospects in each college
  - Development of a pipeline for major giving support

### **ENROLLMENT MANAGEMENT REPORT**

Ms. Kitty McCarthy, Vice President for Enrollment Management, provided an update regarding new student recruitment for fall 2018. All data reported as of February 13, 2018. A copy of Ms. McCarthy’s report is attached hereto as *Attachment C* and is made a part hereof.

During the report, Ms. McCarthy stated that new freshman applications are at 12,864 compared to 13,304 for fall 2017, a decrease of 440 or 3.3 percent. Data supplied by partners at EAB Enrollment Marketing Services (formerly Royall & Company) indicates that fall 2018 application activity represents progress in building a stronger and more engaged pool of candidates.

Ms. McCarthy also noted that following enrollment metrics. Out-of-state freshman applications are up 122 or 4 percent. Applications from across the Commonwealth are down about 5 percent or 562 applications. Admitted applicants are up 154 or almost 2 percent. Freshman deposits are up by four students compared to last year. Additionally, *Deposit IQ* (a program offered by EAB/Royall) is being utilized for the first time and was launched on February 6, 2018. The program surveys admitted freshmen regarding their intent to enroll. The feedback allows staff to prioritize their outreach and focus on students who are considering Radford but may need some additional attention or information. Students who indicate they are no longer interested in Radford will be automatically directed to another survey where they can share more information about their decision making process.

Before concluding her report, Ms. McCarthy noted that converting admitted students to deposited is the focus for the spring. A sampling of activities includes Highlander Days (on-campus events), off-site receptions, social media, Facebook Live events, alumni engagement and ongoing outreach by staff.

### **ADJOURNMENT**

When no further business to come before the committee, Ms. Chachra requested a motion to adjourn the meeting. Mr. Archer made the motion to adjourn, Ms. Throckmorton seconded and the motion carried unanimously. The meeting adjourned at 3:35 p.m.

Respectfully submitted,

Jennifer White  
 Executive Administrative Assistant to the Vice President for University Advancement

# University Relations Update

# Advertising Update

Media Tactic	Market(s)	Placement Details	Delivery (thru 12/31)	% Comp.
<b>Out of Home</b>	<ul style="list-style-type: none"> <li>Roanoke</li> <li>Northern Virginia</li> <li><b>Richmond</b></li> </ul>	<ul style="list-style-type: none"> <li>ROA Airport Digital Wall Screen</li> <li>Bus Kings &amp; Rail Station Posters in NOVA (WMATA)</li> <li><b>Digital billboards on I-64, I-95 (Jan 2018)</b></li> </ul>	11.1M impressions	<b>84%</b>
<b>Print</b>	<ul style="list-style-type: none"> <li>All Markets</li> </ul>	<ul style="list-style-type: none"> <li>USA Today College Guide, VA Colors, VA Business, Washington Monthly, Richmond Mag, Delta Sky, AA Mag</li> </ul>	1.7M impressions	<b>63%</b>
<b>TV</b>	<ul style="list-style-type: none"> <li><b>Roanoke</b></li> <li><b>Richmond</b></li> <li><b>Norfolk</b></li> </ul>	<ul style="list-style-type: none"> <li><b>:30 second spots on AM news, early news, late news, primetime and other bonus placements on stations including, but not limited to WAVY, WGNT, WRIC, WTVR, WDBJ, WSET</b></li> </ul>	2.4M impressions	<b>16%</b>
<b>Radio</b>	<ul style="list-style-type: none"> <li>Roanoke</li> <li><b>DC/Virginia</b></li> </ul>	<ul style="list-style-type: none"> <li>WSLC, WXLK, WROV, WJJS, WYYD, WSNV</li> <li><b>NPR "With Good Reason" underwriting</b></li> </ul>	1.5M impressions	<b>60%</b>
<b>Streaming Audio</b>	<ul style="list-style-type: none"> <li>Priority Markets</li> </ul>	<ul style="list-style-type: none"> <li>Pandora</li> </ul>	628K audio spots	<b>67%</b>
<b>Online Video</b>	<ul style="list-style-type: none"> <li>All Markets</li> </ul>	<ul style="list-style-type: none"> <li>DynAdmic partnership; site list includes, but not limited to ThoughtCo., Washington Post, Telemundo</li> </ul>	1.5M video plays	<b>40%</b>
<b>Digital Display</b>	<ul style="list-style-type: none"> <li>All Markets</li> </ul>	<ul style="list-style-type: none"> <li>Amobee &amp; AdTheorent; site list includes, but not limited to BuzzFeed, Roanoke.com, Forbes</li> </ul>	15.5M impressions	<b>43%</b>
<b>Paid Social</b>	<ul style="list-style-type: none"> <li>Priority Markets</li> </ul>	<ul style="list-style-type: none"> <li>Facebook, Instagram</li> </ul>	2.5M impressions	<b>64%</b>
<b>Paid Search</b>	<ul style="list-style-type: none"> <li>All Markets</li> </ul>	<ul style="list-style-type: none"> <li>Google</li> </ul>	29,602 clicks	<b>34%</b>

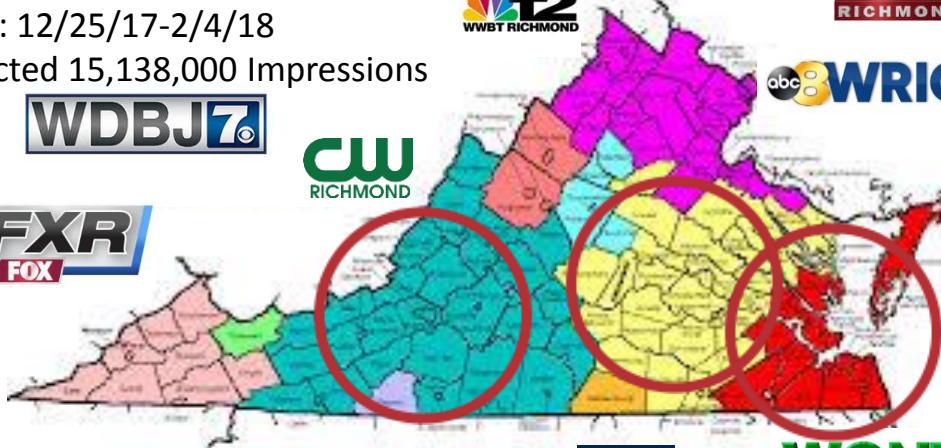
# TV & Out of Home Advertising Launch

## TV

Markets: Richmond, Roanoke, Hampton Roads

Flight: 12/25/17-2/4/18

Projected 15,138,000 Impressions

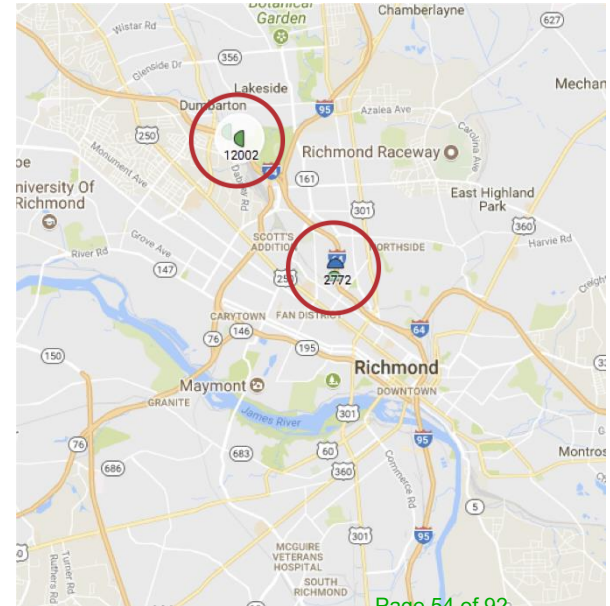


## Out of Home

Markets: Richmond

Flight: 1/8/18-2/4/18

Projected 1,702,202 Impressions



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# Advertising Examples: TV & OOH



*\*Mock-up of ad running in Richmond, VA*

Page 55 of 92

# Key Performance Indicators Update

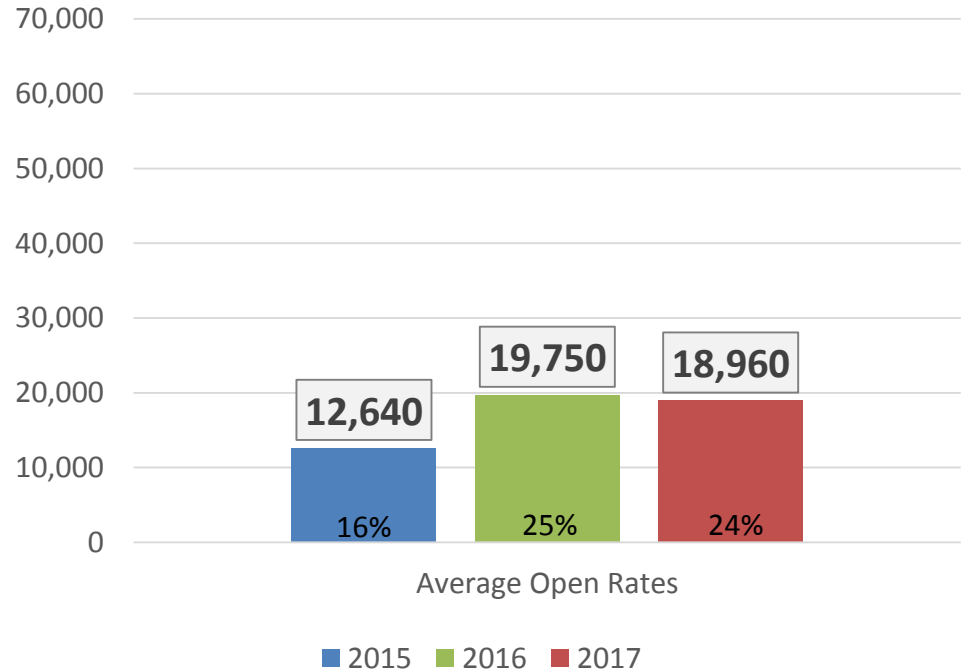
Global KPI	FY18 YTD	FY18 Goal	% Comp	% Goal Index	Global KPI Notes
<b>Advertising Impressions</b>	40,838,155	85,750,000	<b>47%</b>	<b>+18%</b>	Introduction of TV at the end of December aided in an increase in impression volume
<b>Admissions Section Sessions</b>	200,534	500,000	<b>40%</b>	<b>+0%</b>	Site engagement numbers have not increased, but web sessions goal is on pace through December
<b>Application Page Inquiries</b>	24,210	51,275	<b>47%</b>	<b>+18%</b>	Includes all “Apply Now” inquiries that direct radford.edu users to the application portal
Digital KPI	FY18 YTD	FY18 Goal	% Comp	% Goal Index	Digital KPI Notes
<b>Digital Impressions</b>	20,623,640	48,000,000	<b>43%</b>	<b>+7%</b>	After a slow start early in FY, digital efforts including display video and search, have caught up to pace
<b>Marketing Landing Page Sessions</b>	91,124	188,000	<b>48%</b>	<b>+20%</b>	An increasingly efficient digital plan in FY18 has resulted in a higher visit-to-impression rate
<b>Marketing Landing Page Inquiries</b>	4,429	10,800	<b>41%</b>	<b>+3%</b>	An updated version of the marketing landing pages has led to an increase in inquiry engagements



# E-Newsletter Performance



Approximate  
distribution:  
79,000



# E-Newsletter Performance

## Alumni Spotlight

14% CTR

## On Campus

13% CTR

Sept. 15, 2017

Radford Home | Radford Athletics | Alumni & Friends | Give To Radford

**RADFORD UNIVERSITY CONNECTED**

Radford University announces new IMPACT program

**IMPACT**

**ON CAMPUS**

**RADFORD UNIVERSITY**

Radford recognized in national university ranking

**IN ATHLETICS**

**ALUMNI NEWS**

Max Edwards wins first Freshman of the Week Award

"I have a lot of affection for Radford University. I owe it a lot." Matthew Crisp '04

**Campus Events**

Sept. 21 **Taste of the Caribbean**  
Harbort Plaza, 7 p.m.-midnight

Sept. 23 **Jumpstart Career Development Conference**  
Bondurant Auditorium, 9 a.m.-4 p.m.

Sept. 25 **The Human Library: Everyone has a story**  
McConnell Library, 11 a.m.-4 p.m.

Sept. 25 **CHBS Writing Center opening**  
CHBS 4800, 5-6 p.m.

**THE NEWS NOW**

University announces enrollment, academic profile and residence occupancy increases for fall 2017

Radford University leadership announced its fall 2017 enrollment statistics in an update to the Board of Visitors on Sept. 14. [Read more](#)

## Main Story

12% CTR

## News Now

12% CTR

# Merger Media Coverage

**Wahoos stymie Jackets**  
Coverages on sports

**Poetic musings**  
Hollins chairwoman to present double dose of latest poetry books

**THE ROANOKE TIMES**  
FRIDAY March 25, 2011 roanoke.com

**Parents now face charges of torture**  
Prosecutors filed formal charges against the parents of 13 alleged kidnappers in custody

**House funding bill heads to uncertain Senate vote**  
A federal government shutdown could occur at midnight Friday

**Radford, Jefferson health schools merging**  
Radford University and Jefferson College of Health Sciences will merge to form a new health school in Roanoke

**Northern Virginia on 'short list' for Amazon**  
Three Washington-area sites made the online giant's cut for a second headquarters

**THE ROANOKE TIMES**  
roanoke.com

News Sports Business Weather Life & Entertainment Opinion In depth Customer Care Obituaries Jobs Classifieds findit

**Editorial: Radford-Jefferson College merger shows Roanoke is the future**  
11 hrs ago

**Cartoon of the day**  
"Roanoke is the future."  
How often do we hear that?  
And yet here we are: That's exactly Radford University President Brian Hemphill had to say in describing Thursday's announcement that Carilion's Jefferson College of Health Sciences will be merging into Radford's programs.  
The full implications of this may not be clear for another decade, but it's clear enough that this is one of those out-of-the-blue announcements that rearranges our economic landscape. We've long been accustomed to such announcements bringing bad news that one bearing such good news is somewhat difficult to comprehend. Let's walk through what this means.  
We have to begin with the spectacular growth of one of Roanoke's most unheralded and

# Merger Media Coverage

**WDBJ7**  
Your Mountain Station

38°F Clear  
48° 31°  
Roanoke, VA

News Weather Sports Submit Livestream

## Jefferson College of Health Sciences to merge with Radford University

### Jefferson And Radford Merger

JEFFERSON AND RADFORD MERGER PLANNING

As the staff grows to 115 PM Jan 18, 2018 (updated Thu 8:28 PM Jan 18, 2018)

SAFORD, Va. (WDBJ7) — According to school officials from Carilion Clinic, Jefferson College of Health Sciences, and Radford University, Jefferson College intends to merge with Radford University.

"Radford University and Jefferson College have a robust history of collaboration, and these two great institutions are now working toward an even stronger partnership," said Dr. Brian D. Hemphill, president of Radford University. "This endeavor benefits the students, faculty staff, alumni, supporters and communities of both institutions, along with the Commonwealth of Virginia and the entire region."

Dr. Nathaniel L. Bishop, president of Jefferson College, sees the schools as combining to "create something even bigger for the entire Commonwealth." Bishop also says the merger will "enhance the quality of health care education and research better than [Jefferson College] could do individually."

Officials say the merger is expected to take 18 to 24 months.

**VIRGINIA BUSINESS** MADISON TRUST

Industries Regions Reports Company News Events Awards Calendar Lists Issues Sponsored Content Search

## Jefferson College of Health Sciences plans to merge with Radford University

January 18, 2018 | Like

The Jefferson College of Health Sciences in Roanoke intends to merge with Radford University in Roanoke. The Roanoke-based Carilion Clinic currently owns and operates Jefferson College's 25-degree options on the graduate continuing education programs.

Jefferson College has a robust history of collaboration with Radford University, a public university of more than 9,400 students. The two institutions are now working toward an even stronger partnership," Brian O. Hemphill, president of Radford University, said in a statement.

This potential merger from positions something even bigger and better for the entire region," said a statement.

### Other News

- Lynchburg College will become a university next fall by Gary Robertson
- Graduate programs are tailored to fit the needs of students and employers.

**WSET.com**

Drive happier. State Farm

## Jefferson College and Radford University announce the two will merge

By Elizabeth Terrell

**CARILION**  
ROANOKE COMMUNITY HOSPITAL

**VirginiaFirst** 14° Roanoke Clear

SECTIONS NEWS WEATHER Sports Bits Community Ag Life Contests TV Schedule

## Carilion Clinic announces merger of Jefferson College with Radford University

By Callyn Cline  
Posted: Jan 18, 2018 12:40 PM EST  
Updated: Jan 18, 2018 12:40 PM EST

Jefferson College of Health Sciences intends to merge with Radford University.

Don't Miss

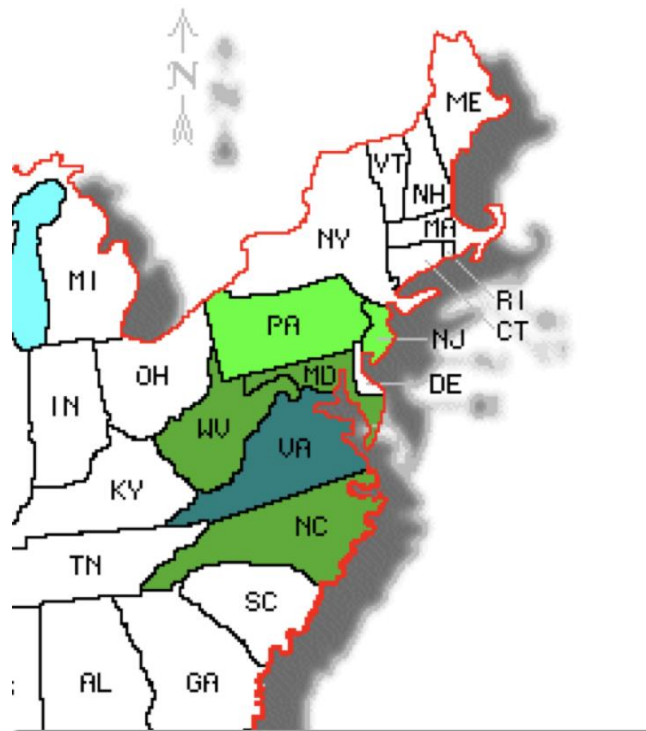
- Dog Days of Summer
- Donate School Supplies
- Ag Life
- Good Day Cafe
- Automotive Essentials
- ...in time well spent. Every second we can help you understand the marketing process is time you get back. Things that matter most.

# Questions

# Addendum Slides

# Geographic Marketing Approach

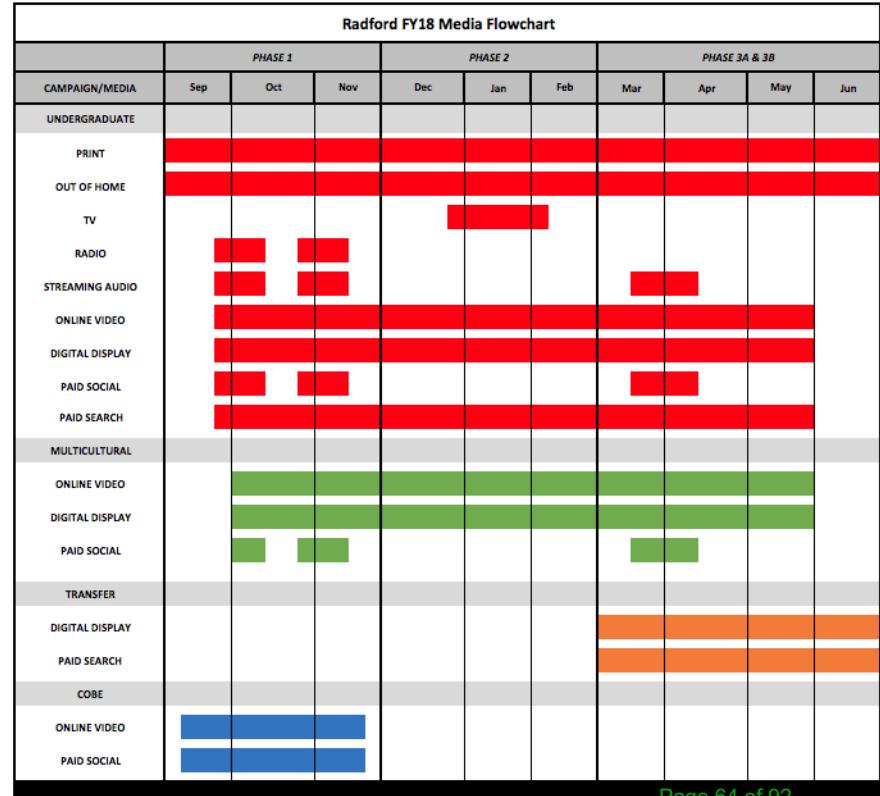
- **Priority (70%):** In-state markets including Roanoke, Richmond, Hampton Roads & Northern Virginia (NOVA)
- Supported tactics include *Print, Out of Home, TV, Radio, Streaming Audio, Online Video, Digital Display, Paid Social, Paid Search*
- **Est. Impression Delivery: 70%**



- **Secondary (20%):** Out-of-state markets including Washington DC, MD, WV & NC
- Supported tactics include *Online Video, Digital Display, Paid Search*
- **Est. Impression Delivery: 20%**
- **Tertiary (10%):** Distant out-of-state market including NJ & PA
- Supported tactics include *Online Video, Digital Display, Paid Search*
- **Est. Impression Delivery: 10%**

# Summary of Marketing Approach

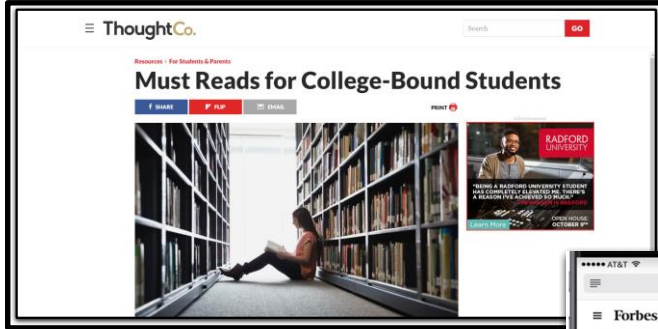
- **Phase 1** launched in September with advertising channels targeting HS applicants and their influencers, aimed at building brand awareness and promoting open house visitation
- The campaign will shift gears during **Phase 2** in December, with the goal of driving applications, while building consideration through TV during pivotal month of January
- The period of generating conversion and yield begins in March, or **Phase 3A**, with media tactics targeted to markets with higher indices for admission
- **Phase 3B** will also begin in March and will focus on generating awareness and consideration for a new wave of rising HS seniors applying for Fall 2019, as well as transfer students looking to apply for Fall 2018



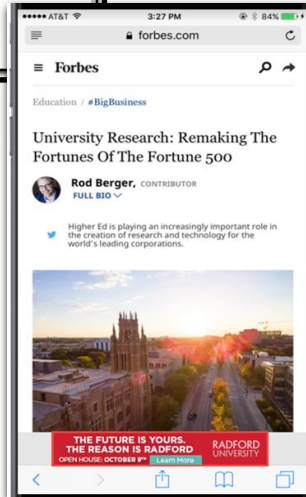


# Advertising Examples

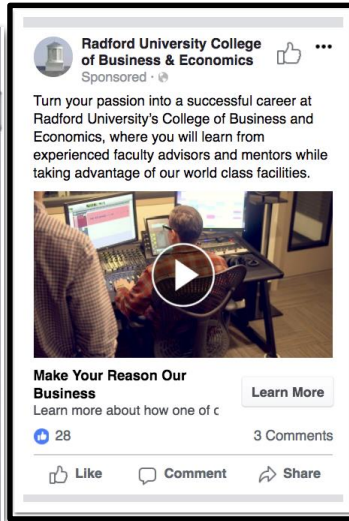
Desktop Display – UG/General



Mobile Display – UG/General



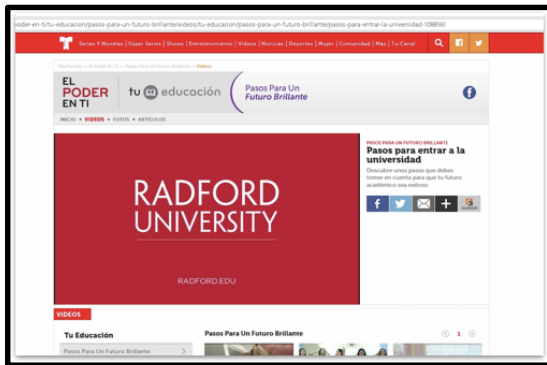
Paid Social – COBE



WMATA Out of Home – UG/General



Online Video – Multicultural



# Office for University Advancement and Alumni Relations

RADFORD  
UNIVERSITY

# Comparative Giving Report

## Radford University - University Advancement

### Fiscal Year-to-Date Giving:

	FY 2017-2018 (7/1/17 - 12/31/17)	FY18 - % Increase over FY17	FY 2016-2017 (7/1/16 - 12/31/16)	FY 2015-2016 (7/1/15 - 12/31/15)	FY 2014-2015 (7/1/14 - 12/31/14)
New Pledge Balances	\$1,154,440	64%	\$414,732	\$576,779	\$281,929
Current-Year Pledge Payments	\$169,583	-80%	\$305,449	\$108,744	\$192,021
New Planned Gifts	\$1,539,855	42%	\$895,050	\$4,840,000	\$863,000
Outright Cash Gifts	\$997,945	28%	\$715,035	\$601,775	\$983,709
Gifts-in-kind	\$263,445	81%	\$50,097	\$71,524	\$124,165
Sponsored Programs	\$23,700	n/a	\$42,485	\$10,000	n/a
Total Giving	\$4,148,968	42%	\$2,422,848	\$6,208,822	\$2,444,824
Total Number of Donors	2,994	3%	2,914	2,960	2,855

### Fiscal Year-End Giving:

	FY 2016-2017 Final	FY 2015-2016 Final	FY 2014-2015 Final	FY 2013-2014 Final
New Pledge Balances	\$7,311,589	\$1,160,325	\$505,474	\$1,100,504
Current-Year Pledge Payments	\$544,121	\$344,401	\$793,813	\$513,692
New Planned Gifts	\$1,192,050	\$5,090,000	\$1,282,000	\$752,500
Outright Cash Gifts	\$1,563,936	\$1,178,318	\$1,336,277	\$1,365,443
Gifts-in-kind	\$128,299	\$223,955	\$200,775	\$105,257
Sponsored Programs	\$52,485	\$10,000	n/a	n/a
Total Giving	\$10,792,480	\$8,006,999	\$4,118,339	\$3,837,397
Total Number of Donors	5,253	4,435	4,731	5,221

# Student Engagement

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## Strategic Plan Goal:

Radford University will broaden engagement for all constituents.

## Performance Indicator:

Educate, engage and excite students about the importance and impact of supporting the university, while developing a culture of philanthropy.

# Education

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## TAG Day - November 13, 2017

### How it works:

- Scavenger Hunt
- Prizes
- Selfies

### Success:

- Participants more than doubled from 2016
- Very close to tripling the number of social media posts from year to year



# Affinity Groups

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## Greek Life Challenge

August 22 - October 6, 2017

### How it works:

- 24 fraternities and sororities competed to see who can raise the most funds.
- Utilized crowdfunding platform, The Hive.

### Success:

The winning fraternity, Phi Kappa Sigma, achieved 100% participation from its on-campus student chapter members.

	2016	2017
Donors	20	150
Dollars raised	\$2,270	\$11,211
Winner	Phi Kappa Sigma	Phi Kappa Sigma

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# Class Giving

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## Senior Campaign

### How it works:

- Senior Campaign runs six weeks prior to Commencement.
- Philanthropy Cords - for any gift of \$10 or more, the students receive a red and white cord to wear during Commencement.

### Results:

- This fall we raised \$1,036 from 90 student donors.
- Spring semester goal: 600 student donors.

# Student Philanthropy

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## Total Student Giving

### FY17 Student Giving - thru June FINAL:

Total \$ = \$11,279

Total # = 779

### FY17 Student Giving - thru December:

Total \$ = \$2,107

Total # = 147

### FY18 Student Giving - thru December:

Total \$ = \$2,852

Total # = 139





# Alumni Engagement

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## Strategic Plan Goal:

Radford University will broaden engagement for all constituents.

## Performance Indicators:

- Create new volunteer program opportunities.
- Increase awareness about the value and impact of alumni engagement.
- Leverage expertise.
- Welcoming campus environment.

# Alumni Engagement Goals

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- Increase volunteer engagement through more than 900 volunteer opportunities.
- Raise the profile of Radford University.
- Highlight success to inspire students and other alumni.
- Provide referrals to gift officers.
- Capture information for data integrity.

# Types of Volunteer Opportunities

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- Admissions
- Advocacy
- Affinity
- Board
- Career Services
- College
- Guest Speaker/Lecturer
- Regional Chapters



# Volunteer Training

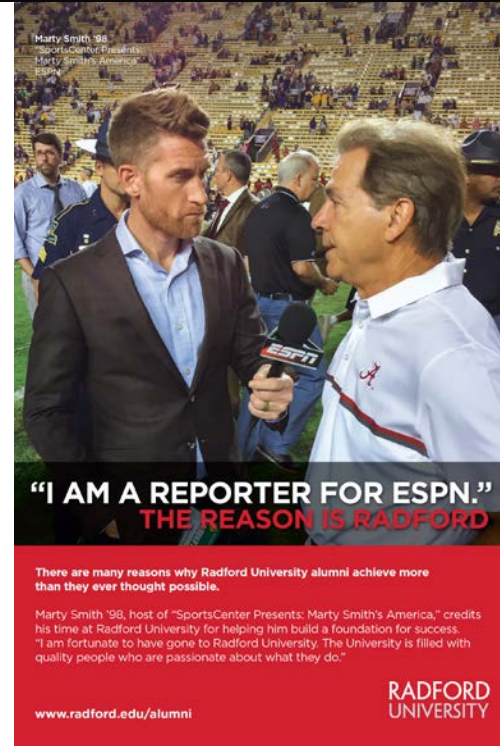
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- Volunteer Summit
- Regional Chapter Training
- Volunteer Manual



# Recognition

- Alumni Awards
- Profiles/Spotlights
- Poster Series
- Social Media Posts
- Website Promotion



# Major Giving Opportunities

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## Strategic Plan Goal:

Radford University will increase giving and engagement.

## Performance Indicator:

Secure at least \$15 million annually by 2023.

College	Total Living/Contactable Alumni	\$25k+ Assigned Prospects	\$25k+ Unassigned Prospects	Total \$25k+ Prospects
CEHD	21,297	105	951	1,056
CHBS	22,487	88	941	1,029
COBE	13,905	158	663	821
Artis CSAT	6,482	23	320	343
CVPA	5,644	20	232	252
Waldron CHHS	6,357	16	117	133
Other**	2,509	8	13	21
<b>Total</b>	<b>78,681</b>	<b>418</b>	<b>3,237</b>	<b>3,655</b>

\*Graduate College (reflected in college totals above) 135 Alumni Prospects

\*\*Other - older, non-degreed alumni with no specified college

# Questions?

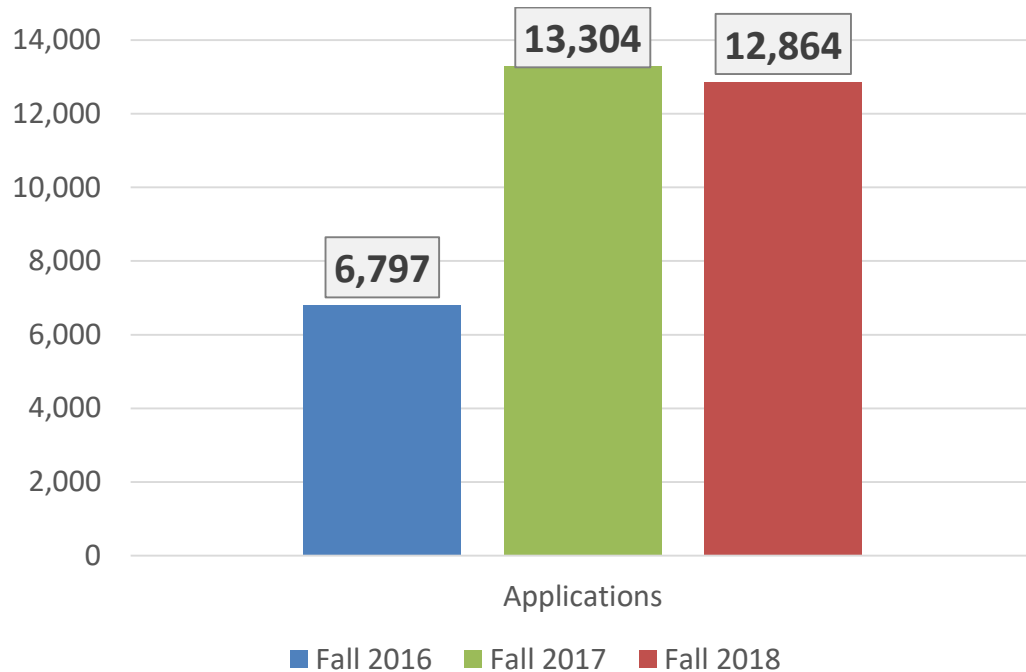
# Recruitment Update

RADFORD  
UNIVERSITY



# New Freshmen Applications (February 13<sup>th</sup>)

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# 2018 Enrollment Funnel

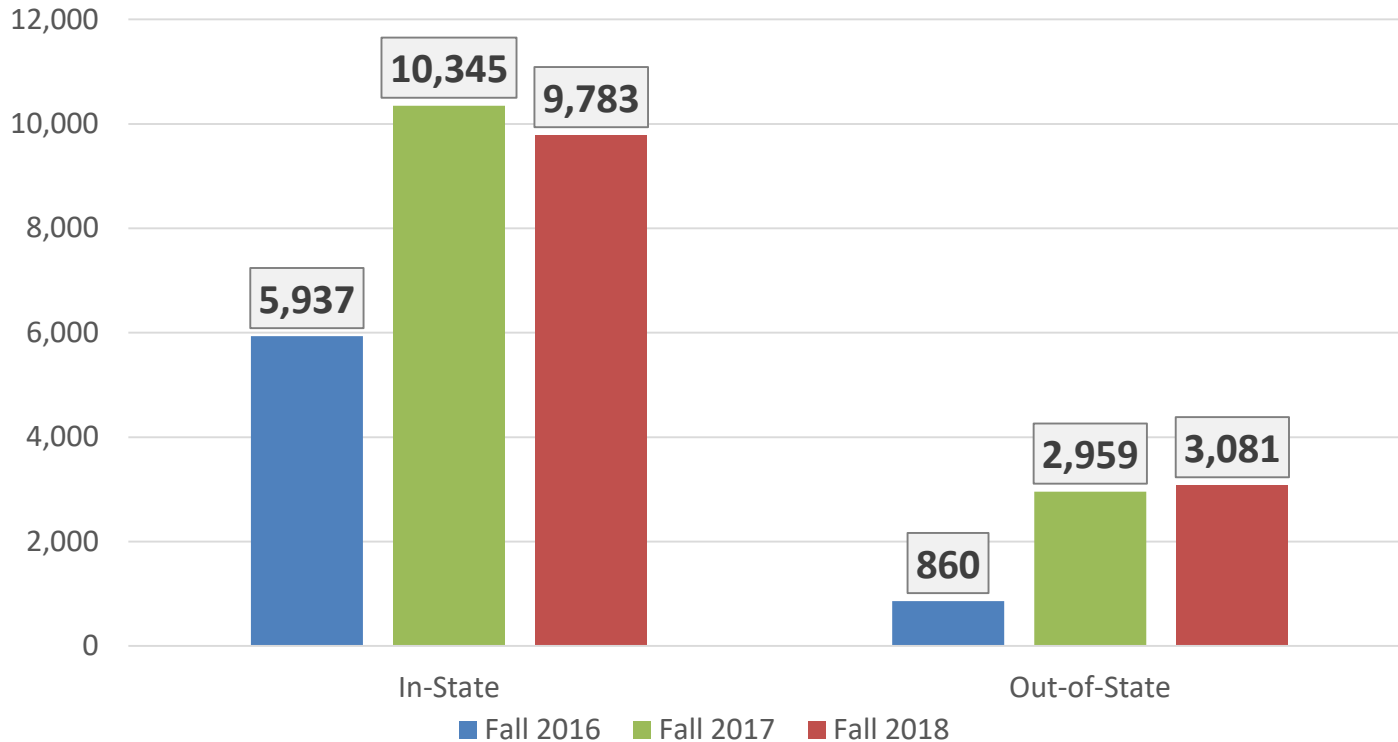
Marketed Audience Performance						
Audience	Contacted		Submitted Applications		Application Rate	
	2017	2018	2017	2018	2017	2018
Inquiry Pool	5,023	11,783	1,511	2,844	30.1%	24.1%
Senior Search - New Names	49,488	51,979	4,944	3,840	10.0%	7.4%
Senior Search - PRE Names	55,237	10,411	2,265	845	4.1%	8.1%
<b>Grand Total</b>	109,748	74,173	8,720	7,529	7.9%	10.2%
Not-Marketed			4,565	5,255		
<b>Grand Total</b>			13,285	12,784		

# Applications by Top High Schools (February 13<sup>th</sup>)

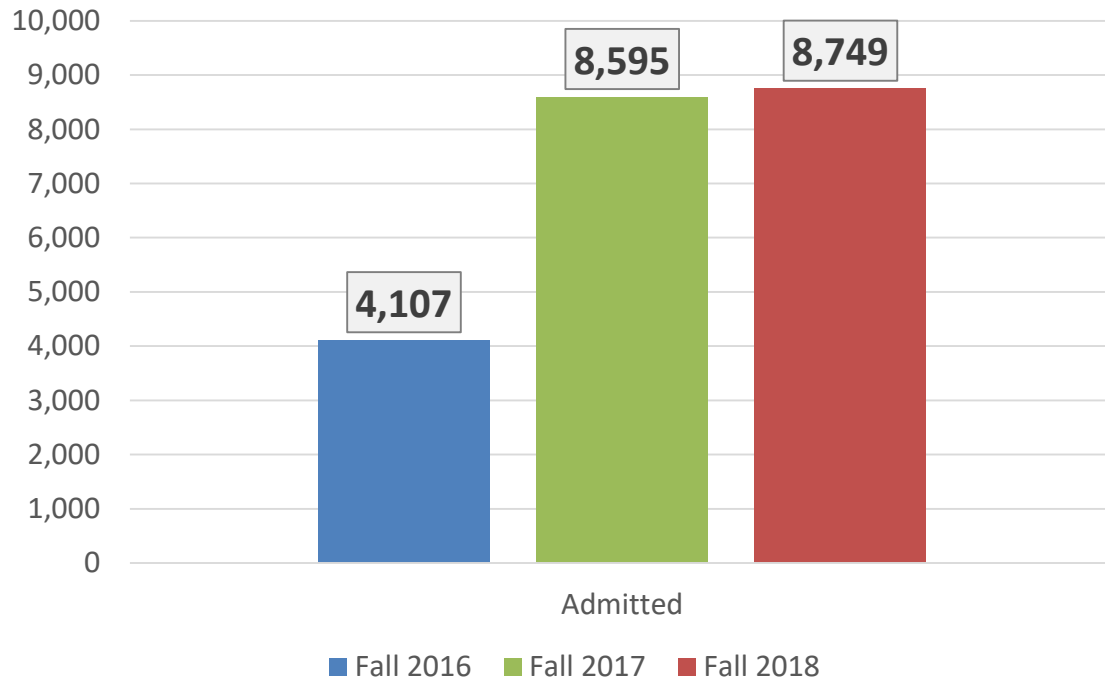
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High School	City	Fall 2018
Christiansburg High School	Christiansburg	96
Oscar Frommel Smith High School	Chesapeake	87
Battlefield High School	Haymarket	78
Bassett High School	Bassett	76
Blacksburg High School	Blacksburg	75
Varina High School	Richmond	74
Floyd E Kellam High School	Virginia Beach	72
Franklin County High School	Rocky Mount	72
Atlee High School	Mechanicsville	68
Patriot High School	Nokesville	65

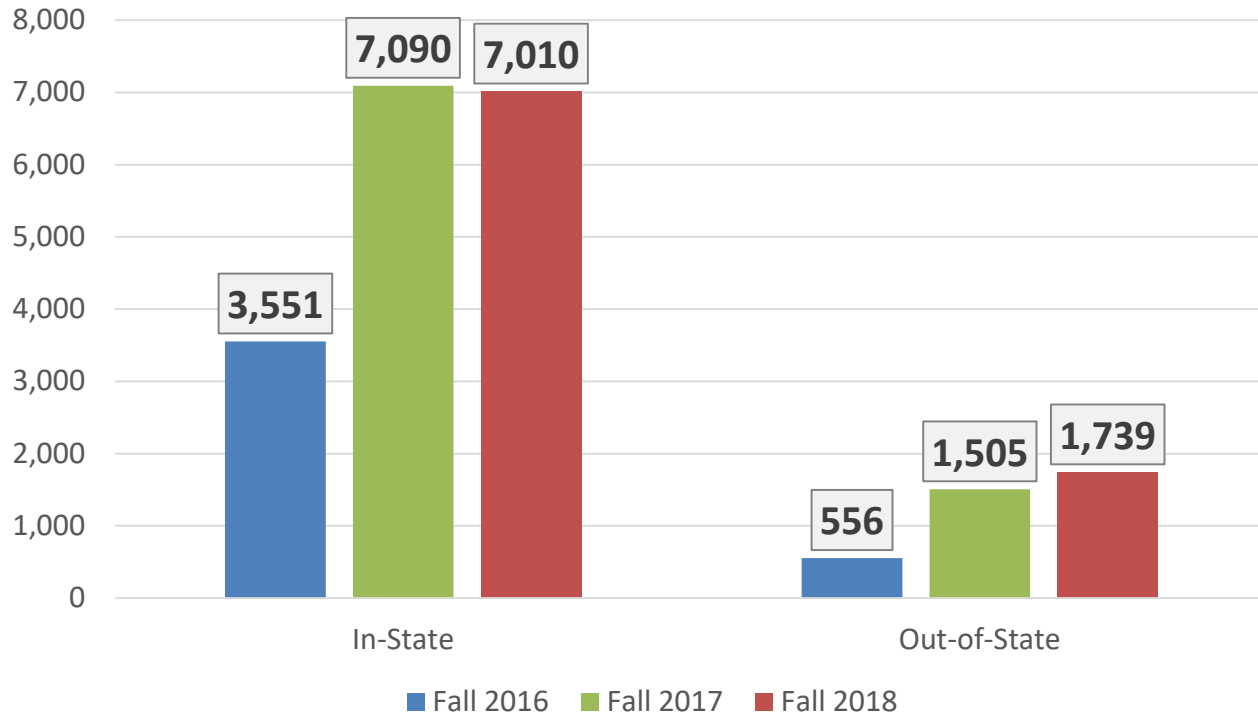
# Applications by Residency (February 13<sup>th</sup>)



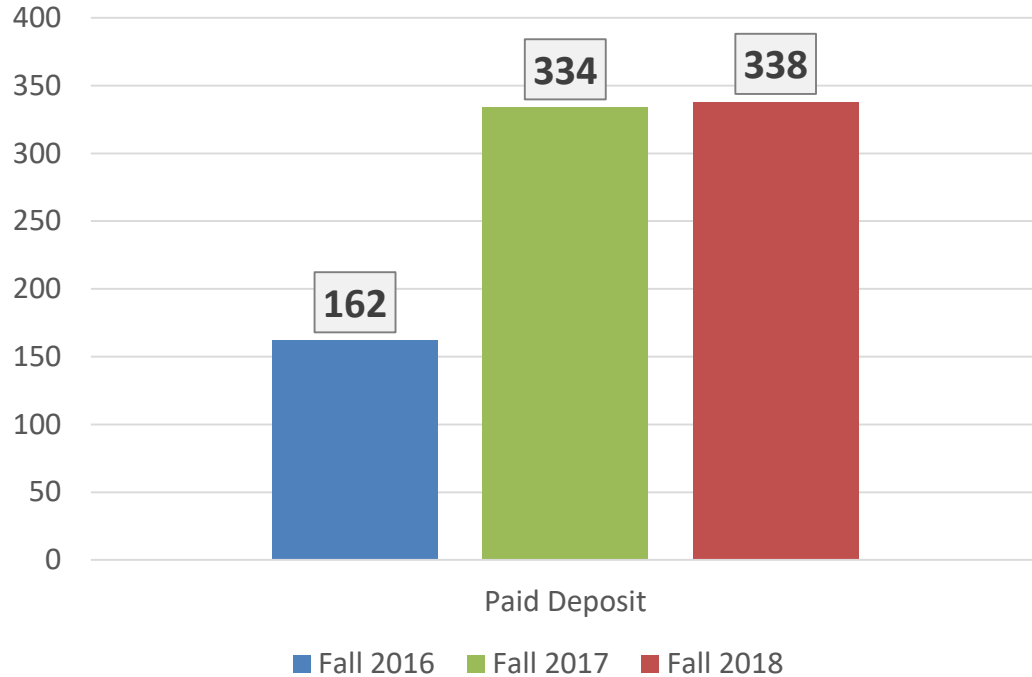
# New Freshmen Admitted (February 13<sup>th</sup>)



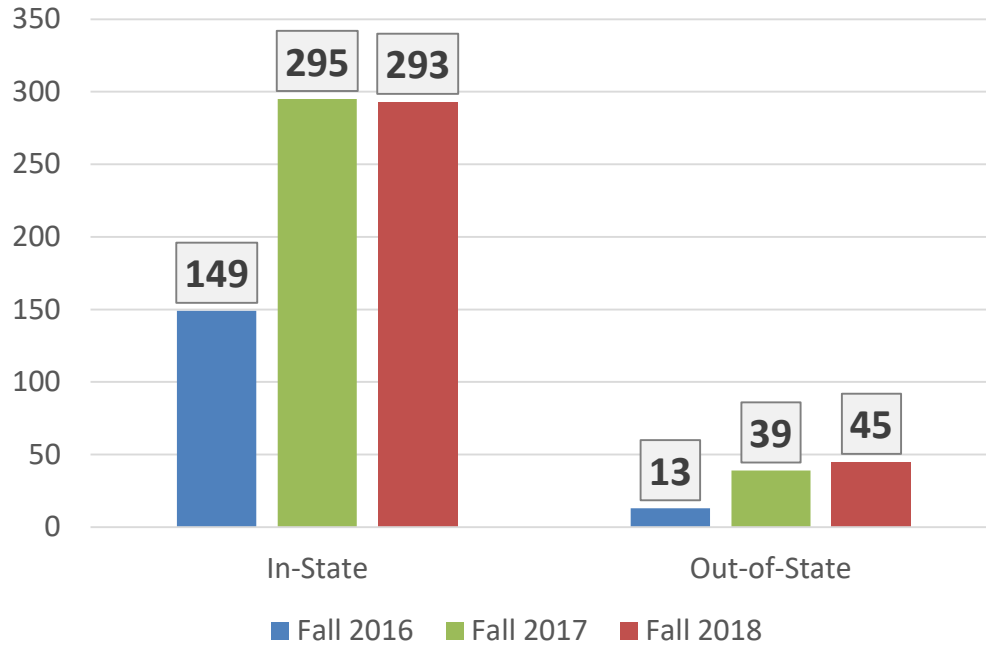
# Admitted by Residency (February 13<sup>th</sup>)



# New Freshmen Paid Deposit (February 13<sup>th</sup>)

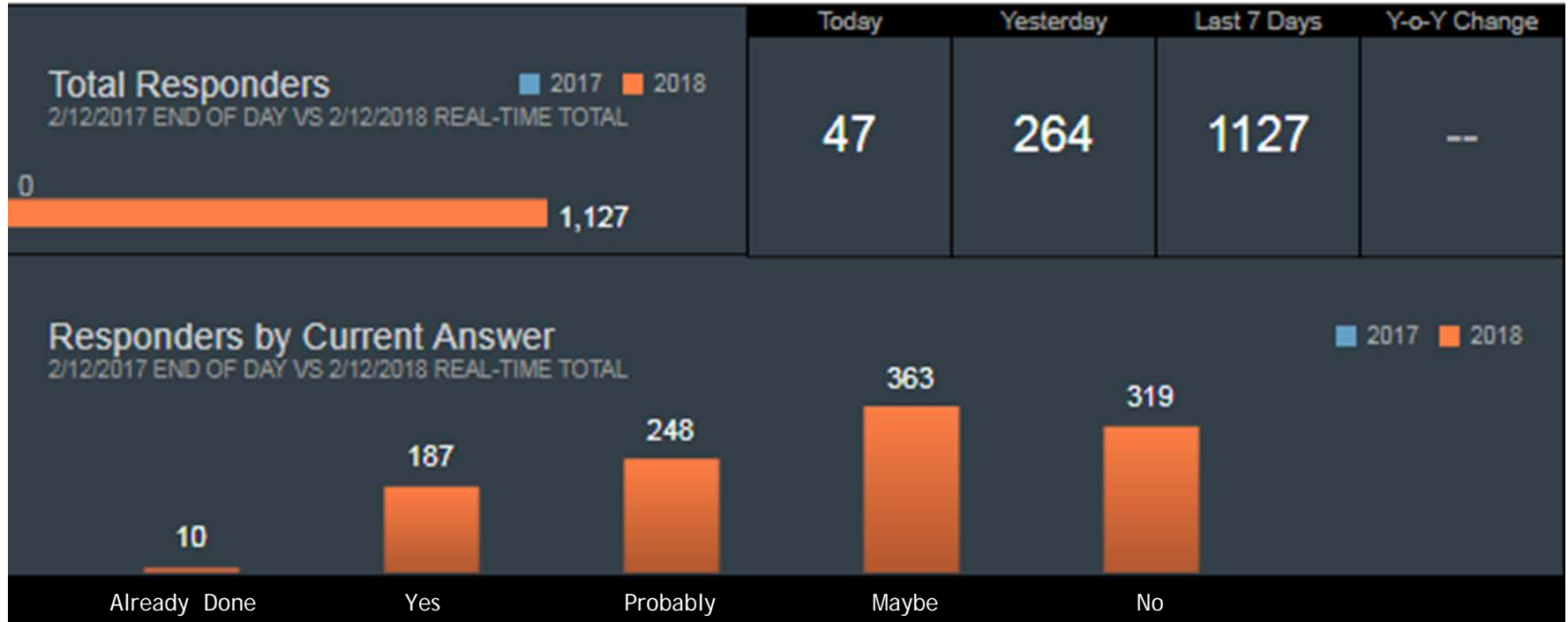


# Deposited by Residency (February 13<sup>th</sup>)








# Deposit IQ - Early Results



# Deposit IQ - "Probably" Conversion

Probably		To Date	Final
<span style="color: blue;">■</span> 2017 <span style="color: orange;">■</span> 2018		Year Over Year Change	
Initial Response	0 	+263	--
Deposits Paid Through EAB	0 0	0	--
Changed to Yes	0 	+27	--
Changed to Maybe	0 1	+1	--
Changed to No	0 1	+1	--
Changed to Already Done	0 0	0	--
Unchanged	0 	+234	--

# Discussion

# End of Board of Visitors Materials

