

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

**October 2018**

**RADFORD UNIVERSITY**

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Board of Visitors

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

**3:00 P.M. \*\***

**OCTOBER 2, 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*
  - May 3, 2018
- **ENROLLMENT MANAGEMENT REPORT** Ms. Kitty McCarthy, *Vice President for Enrollment Management*
  - Enrollment and Recruitment Update
- **UNIVERSITY ADVANCEMENT REPORT** Ms. Wendy Lowery, *Vice President for University Advancement*
  - FY 18 Giving Overview
    - FY 2018 Overview
    - FY 2019 Goals
    - Leadership Council Engagement
  - Strategic Priorities Progress
    - Increase Staffing
    - Parent and Family Outreach
    - Alumni and Donor Engagement
  - Upcoming Engagement Opportunities
    - Partners in Excellence
    - Homecoming 2018
    - Presidential Tours
- **UNIVERSITY RELATIONS REPORT** Ms. Ashley Schumaker, *Vice President for University Relations*
  - FY 2018 Campaign Performance Review
  - Strategic Approach FY19 Campaign
- **OTHER BUSINESS** Ms. Krisha Chachra, *Chair*
- **ADJOURNMENT** Ms. Krisha Chachra, *Chair*

**\*\* All start times for committees are approximate only. 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

Mr. James R. Kibler, Jr., Vice Chair

Ms. Karyn K. Moran

Ms. Nancy Angland Rice

Ms. Lisa Throckmorton

# October 2018 Meeting Materials

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Board of Visitors

# Enrollment and Recruitment Update

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Page 5 of 77

# New Freshmen

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Residency	Fall 2016	Fall 2017	Fall 2018
In-State	1,623	1,692	1,596
Out-of-State	128	156	166
<b>Total New Freshmen</b>	<b>1,751</b>	<b>1,848</b>	<b>1,762</b>

# New Freshmen Quality Indicators

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Measure	Fall 2016	Fall 2017	Fall 2018
High School GPA	3.17	3.24	3.25

Measure	Fall 2016	Fall 2017	Fall 2018
SAT Verbal	524	530	531
SAT Mathematics	508	503	508
SAT Combined	1,032	1,033	1,039

## New Freshmen by Ethnicity

Ethnicity	Fall 2016	Fall 2017	Fall 2018
American Indian or Alaska Native	7	5	4
Asian	28	20	24
Black or African American	330	344	342
Hispanic	141	140	151
Native Hawaiian/Other Pacific Islander	5	3	2
White	1,141	1,146	1,064
Two or more races	75	122	113
Nonresident Alien	15	17	14
Race and Ethnicity Unknown	9	51	48
<b>Total New Freshmen</b>	<b>1,751</b>	<b>1,848</b>	<b>1,762</b>

Page 8 of 77



# New Transfers

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Residency	Fall 2016	Fall 2017	Fall 2018
In-State	696	636	561
Out-of-State	23	26	26
<b>Total New Transfers</b>	<b>719</b>	<b>662</b>	<b>587</b>

# Overall Enrollment

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Level	Fall 2016	Fall 2017	Fall 2018
Undergraduate	8,453	8,410	7,890
Undergraduate IMPACT*	0	8	34
<b>Total Undergraduate</b>	<b>8,453</b>	<b>8,418</b>	<b>7,924</b>
Graduate	948	1,000	957
Graduate IMPACT*	0	0	446
<b>Total Graduate</b>	<b>948</b>	<b>1,000</b>	<b>1,403</b>
<b>Total Fall Headcount</b>	<b>9,401</b>	<b>9,418</b>	<b>9,327</b>

Page 10 of 77

# New for Fall 2019

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- The Common Application
- Virginia Territory Management
- Updated Test Optional Strategies
- Aid Optimization Models
- Continued Efforts with VCCS
- Data Analytics to Support Retention

# Fall 2019 New Freshmen Applications (September 30<sup>th</sup>)

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Residency	Fall 2017	Fall 2018	Fall 2019
In-State	203	1,515	1,893
Out-of-State	59	709	595
<b>Total</b>	<b>262</b>	<b>2,224</b>	<b>2,488</b>

# Discussion

# University Advancement and Alumni Relations

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Page 14 of 77

# FY18 Giving Overview

## Fiscal Year-End Giving

	FY 2017-2018 Final	FY18 % Increase over FY17	FY 2016-2017 Final	FY 2015-2016 Final	FY 2014-2015 Final	FY 2013-2014 Final
New Pledge Balances	\$ 10,553,110	44%	\$ 7,311,589	\$ 1,160,325	\$ 505,474	\$ 1,100,504
New Planned Gifts	\$ 1,565,555	31%	\$ 1,192,050	\$ 5,090,000	\$ 1,282,000	\$ 752,500
Outright Cash Gifts	\$ 2,155,139	2%	\$ 2,108,057	\$ 1,522,719	\$ 2,130,090	\$ 1,879,136
Gifts-in-kind	\$ 926,320	622%	\$ 128,299	\$ 223,955	\$ 200,775	\$ 105,257
Sponsored Programs	\$ 57,490	n/a	\$ 52,485	\$ 10,000	n/a	n/a
Total Giving	\$ 15,257,613	41%	\$ 10,792,480	\$ 8,006,999	\$ 4,118,339	\$ 3,837,397
Total Number of Donors	5,262	0.1%	5,253	4,435	4,731	5,221
Total Number of New Donors	2,018	-3%	2,090	1,350	1,076	1,199

# FY18 Overview



**\$15.2 million**

was raised  
in private support

*A 41.4% increase over FY2017!*



Nearly

**600**

students received  
private scholarship  
support



Over

**5,200**

alumni and friends  
supported a cause  
important to them



*Small gifts add up!*

Gifts under \$100  
combined for over

**\$153,000**



More than

**2,000**

supporters made  
their first gift



Over

**\$1.5 million**

was committed  
through estate intentions



**345**

programs and  
scholarships received  
private support



# FY19 Goals

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- Evaluation of Previous Performance
- Portfolio Assessment
- Annual Giving & Alumni Relations
- Advancement Communication
- Culture & Continuous Improvement

## Leadership Council Engagement

- Fiscal Year Goal Setting
- Professional Development

# Strategic Priorities Update - Increase Staffing

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**Wendy  
Lowery**



**Scott Davis**



**Ben Hill**



**Stephanie  
Overton**



**Dale Parris**



**Penny Helms  
White**



**Carter Turner**



**Susan Taylor**



**Vanessa Quesenberry**

# Strategic Priorities Update: Parent and Family Outreach

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- Quest
- Highlander Family Fund
- Portfolio Development
- Family Focus Group - Family Weekend 2018

# Strategic Priorities Update: Alumni and Donor Engagement

## Highlander Hometown Tour



Presidential Tour - Spring/Summer 2019

Homecoming Highlights

# Upcoming Engagement Opportunities

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- Partners in Excellence - October 18, 2018
- Homecoming - October 19-21, 2018
- Presidential Tours



Page 21 of 77

# Discussion

# University Relations

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Page 23 of 77

# FY18 Campaign Performance Review

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The 2017-2018 campaign year has resulted in the following performance:

- Over **99 million paid media impressions** delivered in support of general branding, undergraduate, transfer and COBE/MBA campaigns
- More than **329,000 website sessions** as a result of paid advertising
- More than **211,000 visits** to the Radford.edu marketing landing pages from paid digital media sources
- Over **18 billion earned media impressions** realized as a result of the NCAA March Madness tournament, totaling over \$44 million in equivalent ad value



# Strategic Approach FY19 Campaign

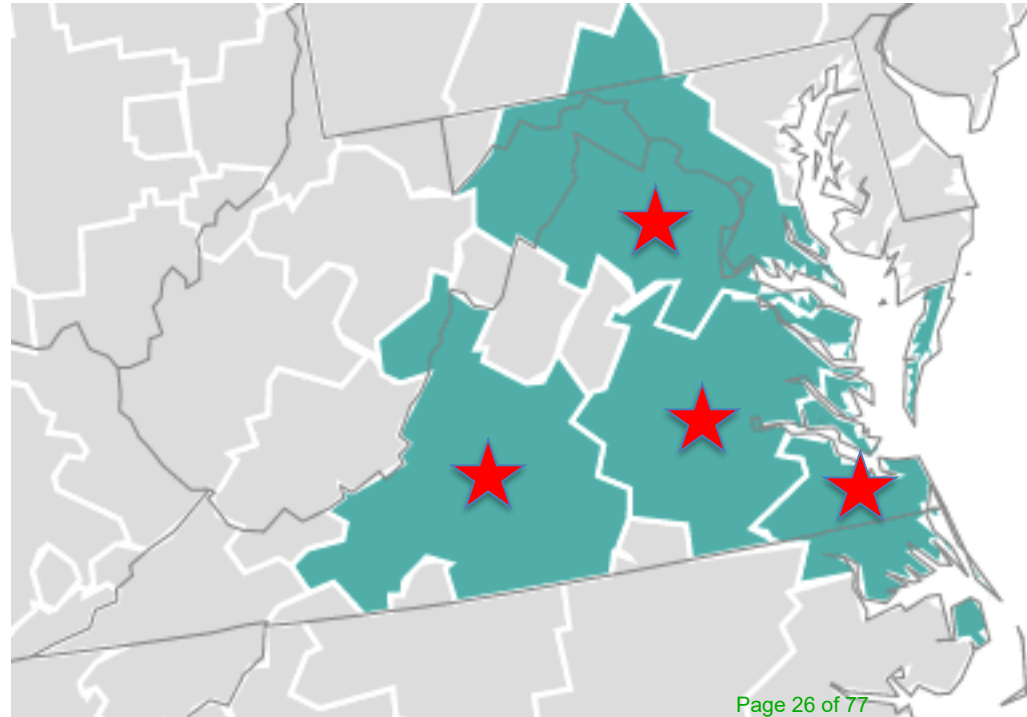
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- Generate **traditional TV exposure** in Norfolk and Richmond markets where opportunity for increased awareness may be needed, based on enrollment data
- Utilize **Streaming TV opportunities** like Hulu as an alternative to TV in cost-prohibitive markets such as Northern Virginia and as a targeted complement to TV strategy in all Virginia markets
- Consolidate **digital display and video** partners to maximize cost efficiencies and consistent audience targeting
- Extend **paid social media** as a continuous campaign with a more robust budget; rotate evergreen messaging with temporal event-driven messaging from month to month, including coordination with Radford's campus events calendar
- Begin to leverage **retargeting capabilities** through AdWords and consider stronger calls-to-action with retargeting

Page 23 of 27

# Geographic Marketing Approach

- Advertising to be focused in key in-state markets based on information gathered from Admission data:
  - Northern Virginia - **30%**
  - Richmond - **25%**
  - Norfolk - **20%**
  - Roanoke - **15%**
  - Other/Regional - **10%**



# Marketing Approach - Enrollment Phases

Phase	Timeframe	Strategy
<b>Phase 1</b>	Sep-Nov	Launch with awareness and interest building tactics during <b>discovery</b> phase for HS seniors/influencers & communicate events like Open Houses, College Fairs & Twilight Tours to drive visitation to the university
<b>Phase 2</b>	Dec-Jan	Elevate and sustain ad presence during key <b>application</b> period (12/1, 2/1) and communicate information about application process, value, and any deadlines to increase sense of urgency
<b>Phase 3A*</b>	Feb-Apr	Re-introduce brand in Spring when admitted students may be evaluating campuses and High School Sophomores/Juniors & influencers are in their college <b>discovery</b> phase
<b>Phase 3B</b>	Jan-Jun	Reach and engage with <b>Transfer</b> audience during January through June timeframe when they are most likely to apply

# Executive Summary of FY19 Media Tactics

- Build high-level visibility and generate brand awareness through **TV and out of home**
- Hyper-target the most relevant prospects online through **digital display**
- Complement the reach/frequency of the TV campaign, communicate time sensitive Open House messaging and target prospects in additional markets **using streaming TV & digital video**
- Engage and interact with a younger generation through paid **social media**
- Influence active searchers to visit the website and take action through **paid search**

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
<b>UNDERGRAD</b>											
Out of Home											
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											
Richmond Mag											
<b>ENDEMIC/LEAD GEN</b>											

# Discussion

# May 2018 Minutes

**RADFORD UNIVERSITY**

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Board of Visitors



Board of Visitors

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

**10:00 A.M.**

**MAY 3, 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  
Mr. James R. Kibler, Jr,  
Ms. Karyn K. Moran  
Ms. Lisa Throckmorton

**OTHER BOARD MEMBERS PRESENT**

Mr. Mark S, Lawrence, Rector  
Mr. Randy J. Marcus, Vice Rector  
Dr. Jay A. Brown  
Dr. Rachel D. Fowlkes  
Dr. Susan Whealler Johnston  
Mr. Steve A. Robinson  
Ms. Georgia Anne Snyder-Falkinham  
Dr. Jake Fox, Faculty Representative (non-voting advisory member)

**OTHERS PRESENT**

President Brian O. Hemphill  
Mr. Richard 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 and Special Assistant to the President  
Dr. Kenna Colley, Interim Provost and Vice President for Academic Affairs  
Ms. Lisa Ghidotti, Director of State Government Relations  
Mr. Danny M. Kemp, Vice President for Information Technology and Chief Information Officer  
Dr. Ann Marie Klotz, Vice President for Student Affairs  
Ms. Wendy Lowery, Vice President for University Advancement  
Ms. Kitty McCarthy, Vice President for Enrollment Management  
Ms. Margaret McManus, University Auditor  
Mr. Chad Reed, Associate Vice President for Budget and Financial Planning  
Ms. Ashley Schumaker, Chief of Staff, Office of the President  
Mr. Allen Wilson, Senior Assistant Attorney General, Commonwealth of Virginia  
Radford University faculty and staff

## **CALL TO ORDER**

Ms. Krisha Chachra, Chair, called the meeting to order at 10:01 a.m. in the Mary Ann Jennings Hovis Memorial Board Room on Third Floor, Martin Hall at Radford University, Radford, Virginia.

## **APPROVAL OF AGENDA**

Ms. Chachra requested a motion to approve the May 3, 2018 agenda, as published. Mr. Robert Archer so moved, Mr. James Kibler seconded and the agenda was unanimously approved, as published.

## **APPROVAL OF MINUTES**

Ms. Chachra requested a motion to approve the February 15, 2018 minutes, as published. Mr. Archer so moved, Mr. Kibler seconded the motion and the minutes were unanimously approved, as published.

## **ENROLLMENT MANAGEMENT REPORT**

Ms. Kitty McCarthy, Vice President for Enrollment Management, provided an update regarding new student recruitment and enrollment for fall 2018, as of May 2, 2018. A copy of the report is attached hereto as *Attachment A* and is made a part hereof.

During the report, Ms. McCarthy stated that 13,870 new freshmen applications have been received for fall 2018 compared to 14,300 for fall 2017, a decrease of 430 or 3%; 10,287 individuals have been offered admission for fall 2018, a difference of 379 or -3.6% over fall 2017's 10,666; and 1,825 admitted freshmen have made a deposit for fall 2018, a decrease of 4.7% or 91 students compared to 1,916 deposits received for fall 2017. Ms. McCarthy added that the academic quality of new freshmen who have deposited is holding constant with fall 2017, with the average SAT of 1,047 for fall 2018 compared to 1,048 for fall 2017 and the average GPA of 3.27 compared to 3.21 for fall 2017.

Ms. McCarthy also noted that 1,465 transfer applications have been received for fall 2018 compared to 1,624 for fall 2017. For fall 2018, 844 transfer students have been offered admission, down by 111 over fall 2017's 955 and 377 have made deposits for fall 2018, down 40 deposits compared to 417 deposits received for fall 2017. Ms. McCarthy remarked that staff is working diligently to close the gap and surpass last year's results.

Before concluding her report, Ms. McCarthy updated the Board of Visitors members on summer activities in her area which included engagement with prospective students and changes to Quest, the new student orientation.

## **UNIVERSITY ADVANCEMENT REPORT**

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

Ms. Lowery shared the updated Comparative Giving Report as of April 25, 2018, which included overall giving is up 36% compared to the same time last fiscal year. A total of \$14,747,499 has been raised to date and on target to reach the \$15 million goal for fiscal year ending June 30, 2018.

In a Major Gift Highlights, Ms. Lowery noted the importance of working across the entire University to fulfill strategic initiatives for academics and athletics. She focused on major gifts received in each of the colleges and athletics this fiscal year.

Ms. Lowery provide an update on the Annual Giving effort, Spring Fever Week of Giving. The Spring Fever Bash was introduced this year as an additional way to engage students, faculty and staff with over



250 students and 50 faculty and staff attending. Ms. Lowery reported that during the week, \$37,174 was raised, compared to \$26,025 last year and the number of donors increased to 517 compared to 136 last year.

Ms. Lowery reported that the Capital Campaign Steering Committee met on April 17, 2018 and discussed campaign elements such as theme, working goal and the case for support. The next meeting will be held in the fall.

Ms. Lowery provided an overview of Alumni Engagement by highlighting the partnership with the Office of Admissions outreach, tournament watch parties across the country and the Russell Hall Block Party. Ms. Lowery concluded by asking members to save the dates of October 19-21, 2018 for Homecoming.

### **UNIVERSITY RELATIONS REPORT**

Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer, provided an update on the closeout of this semester's advertising campaign. A copy of the report is attached hereto as *Attachment C* and is made a part hereof. Global and digital key performance indicators illustrate that University Relations is ahead of their year-to-date goal of advertising impressions, sessions and inquiries.

Mr. Carpenter provided details on the marketing impact of the men's basketball NCAA tournament, as well as the University's active promotion of milestone events throughout Radford University's participation in the tournament. Mr. Carpenter reported that these activities included television advertisements and digital advertising in nine strategic markets, including the first ever broadcast of Radford University television advertising in the Baltimore, Maryland; Washington, D.C.; Bluefield, West Virginia; Charlottesville and Harrisonburg, Virginia; and Wilmington, North Carolina markets. Mr. Carpenter shared that based on an industry standard assessment, the press and social media reporting of Radford University's Big South tournament championship win, and NCAA tournament participation resulted in the equivalent of \$44.6 million of advertising for the University.

### **ADJOURNMENT**

With 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. Lisa Throckmorton seconded and the motion carried unanimously. The meeting adjourned at 11:06 a.m.

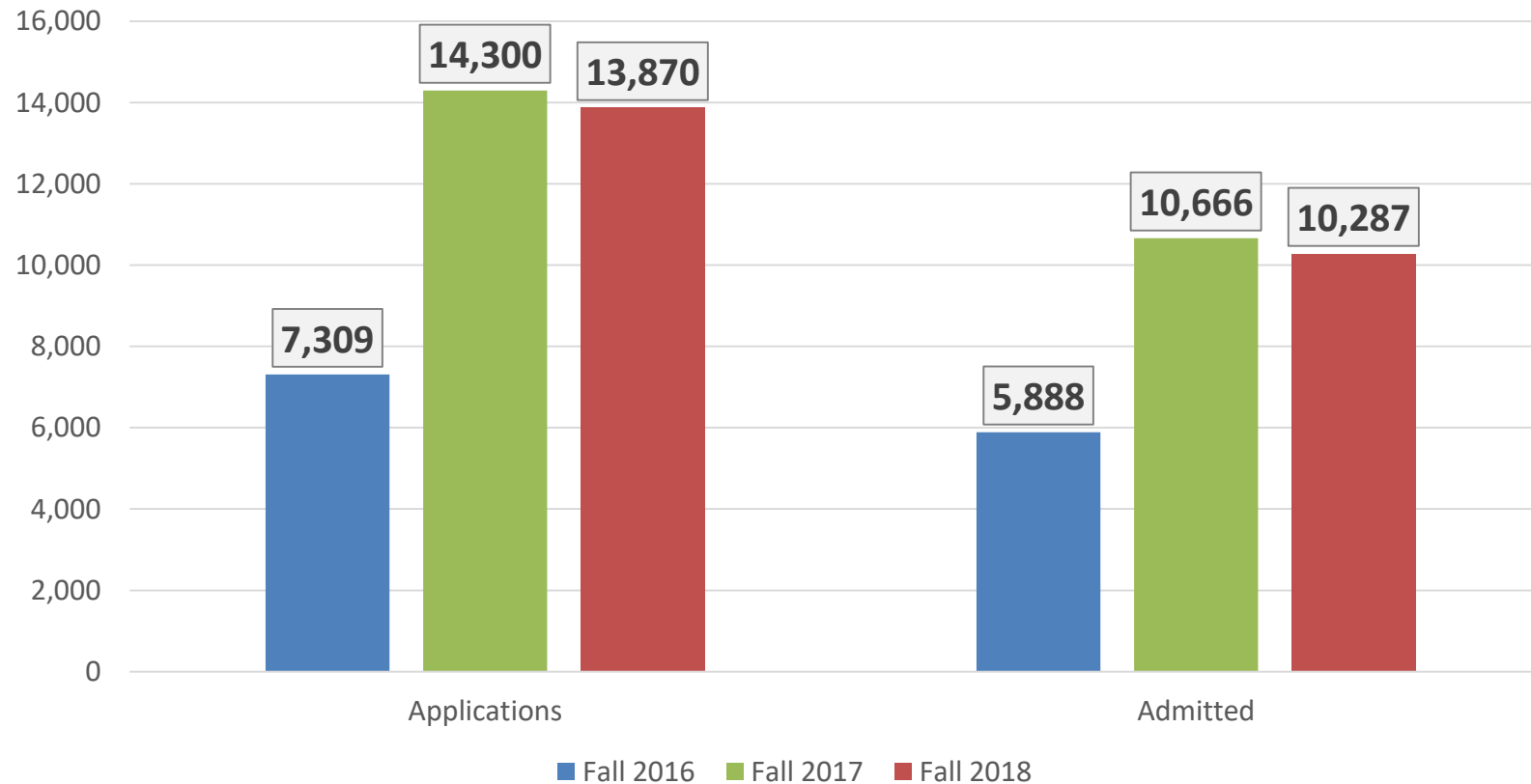
Respectfully submitted,

Kathy Murphy  
Executive Assistant to the Vice President for Enrollment Management

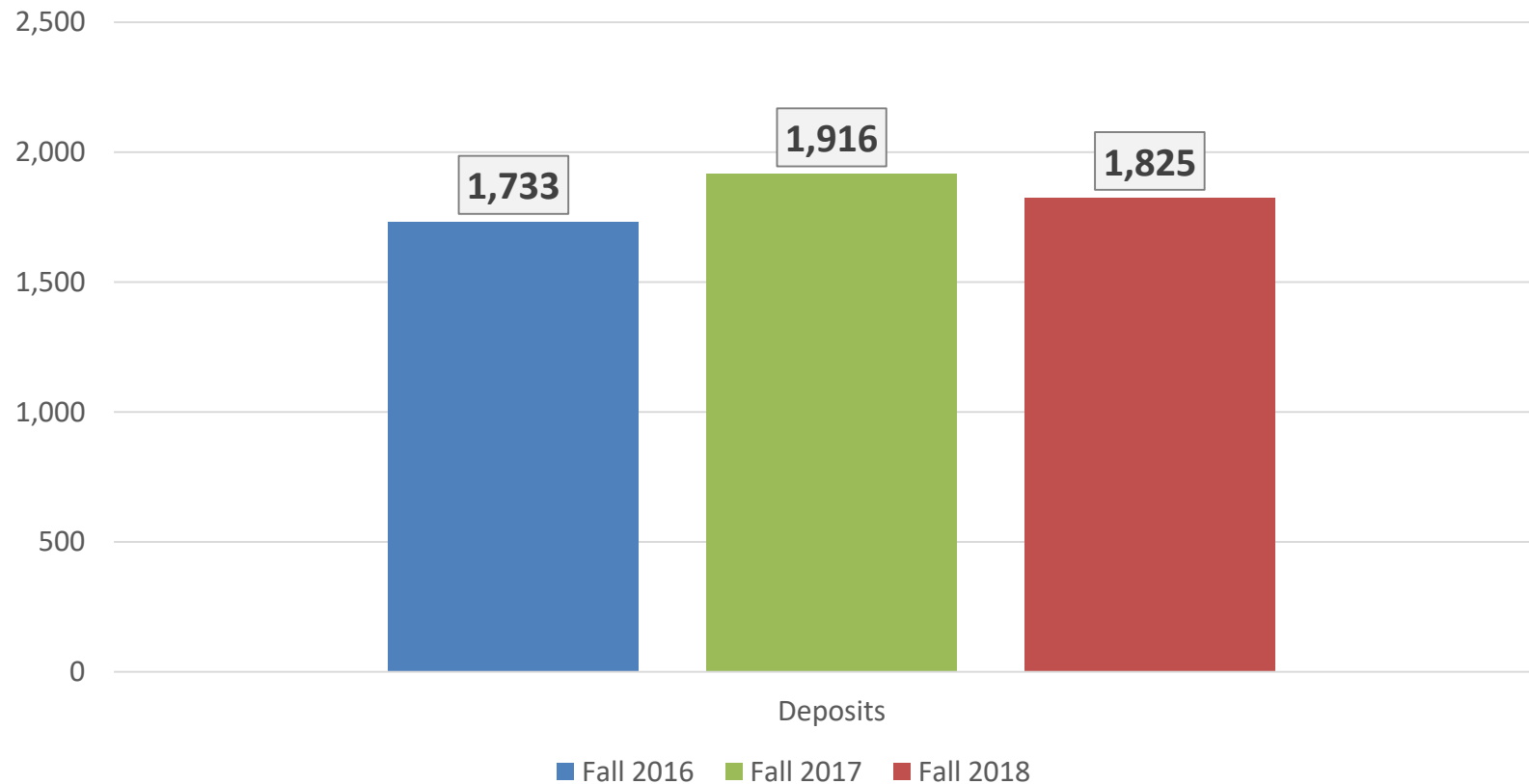
# Fall 2018 Recruitment Update

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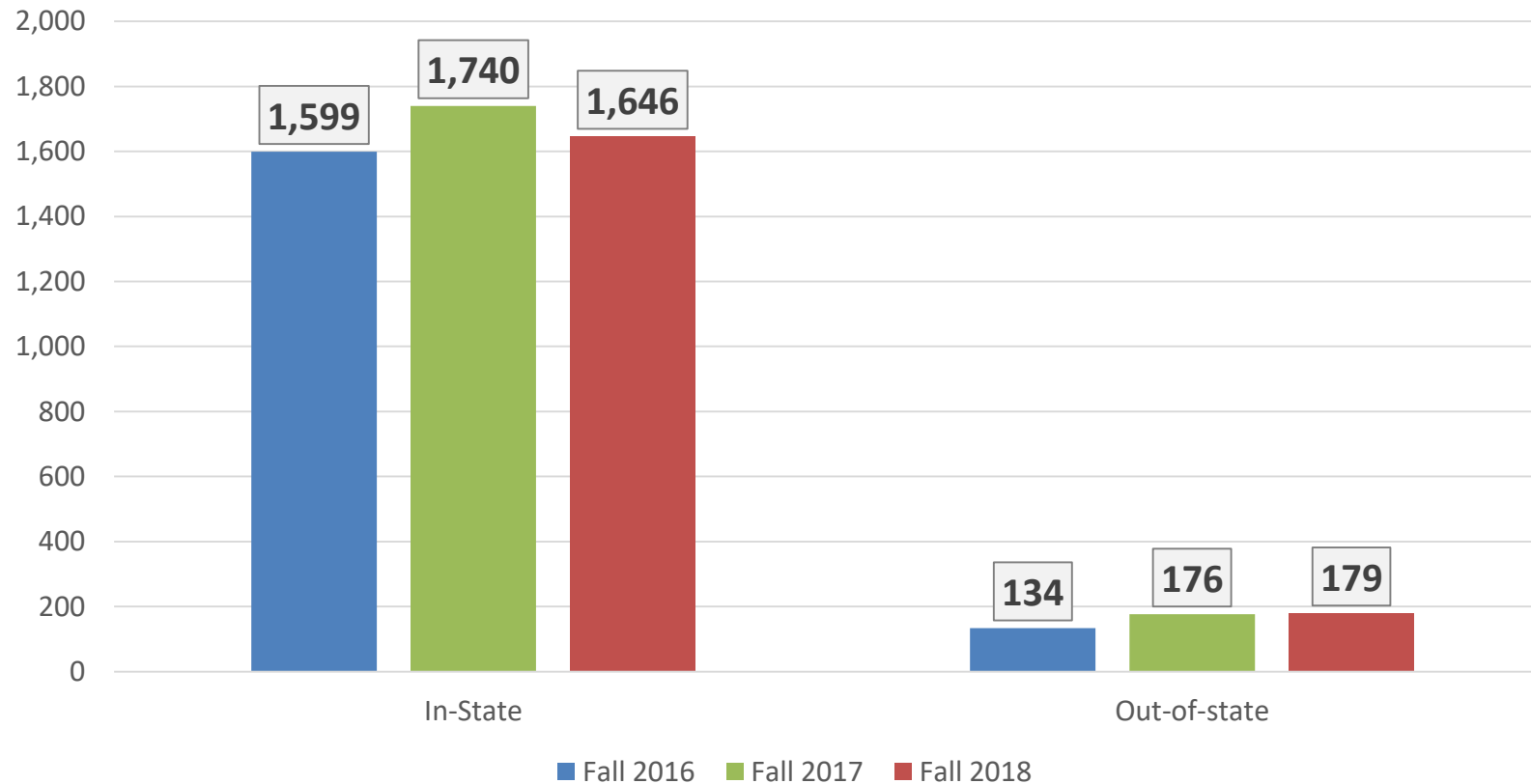
# New Freshmen Applications (May 2nd)



# New Freshmen Deposits (May 2nd)



# 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

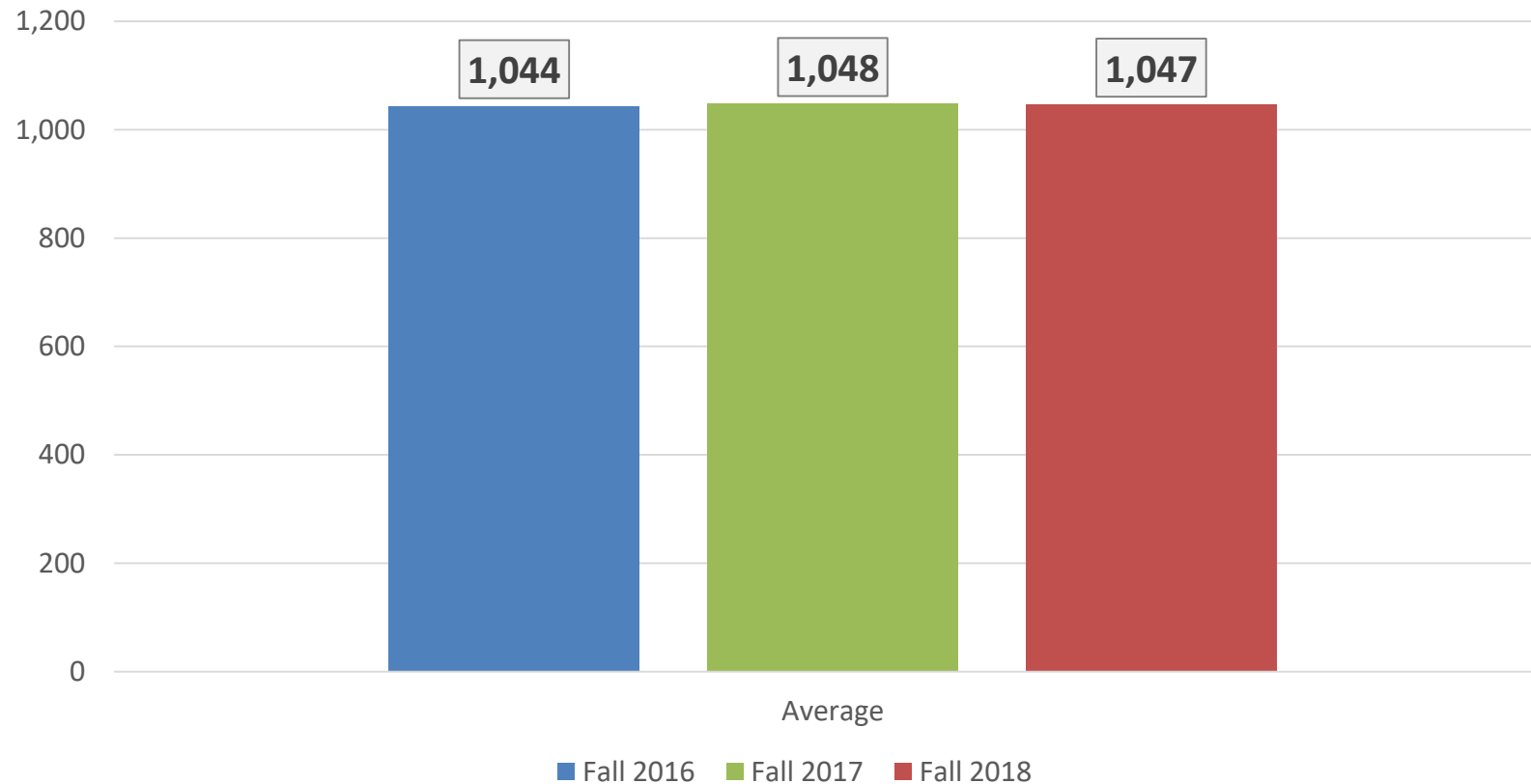
# New Freshmen Deposits by Ethnicity (May 2nd)

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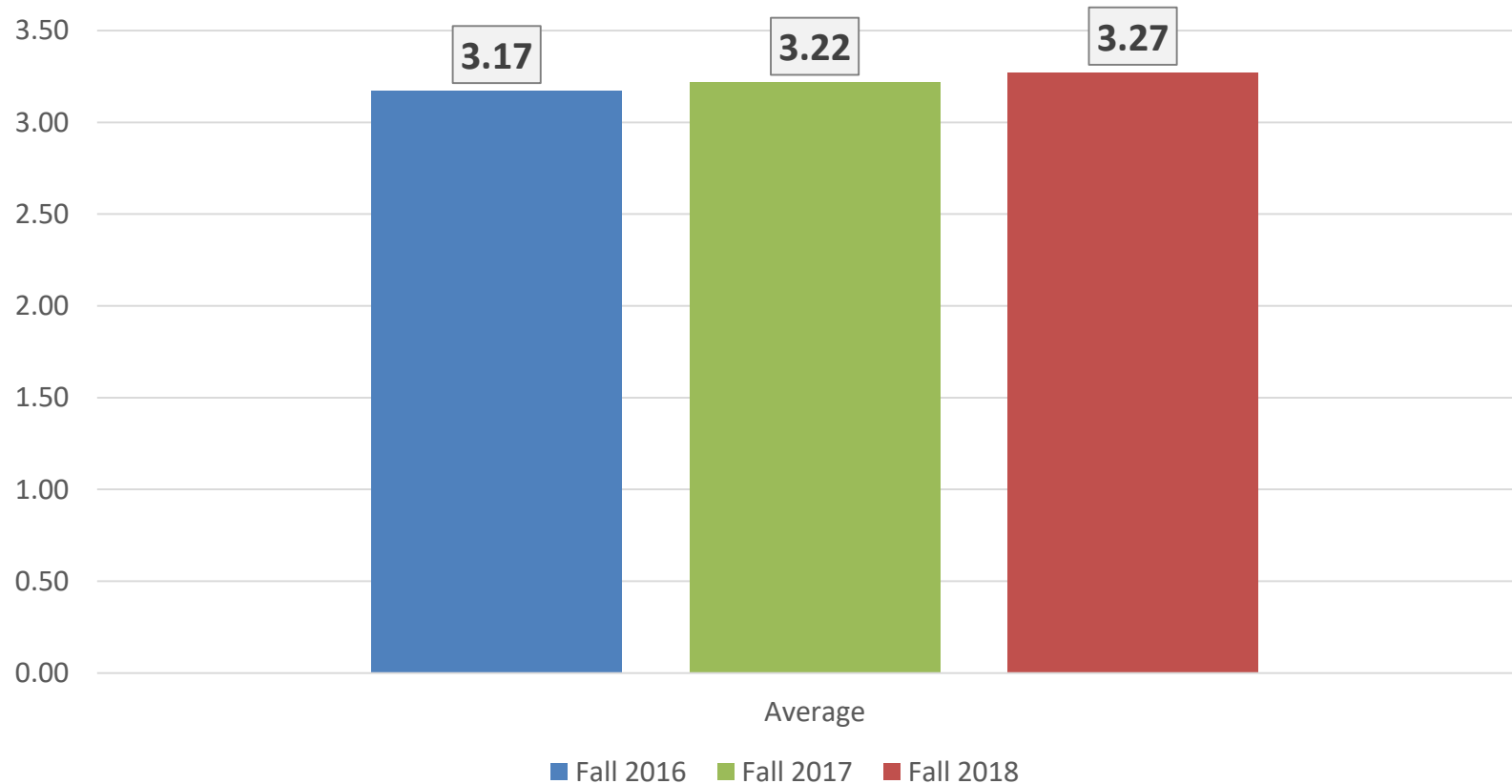
<b>Ethnicity</b>	<b>Fall 2016</b>	<b>Fall 2017</b>	<b>Fall 2018</b>
<b>American Indian or Alaska Native</b>	0	3	5
<b>Asian</b>	34	18	28
<b>Black or African American</b>	316	353	350
<b>Hispanic</b>	145	156	153
<b>Native Hawaiian or Other Pacific Islander</b>	0	2	2
<b>White</b>	1,140	1,208	1,114
<b>Two 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)

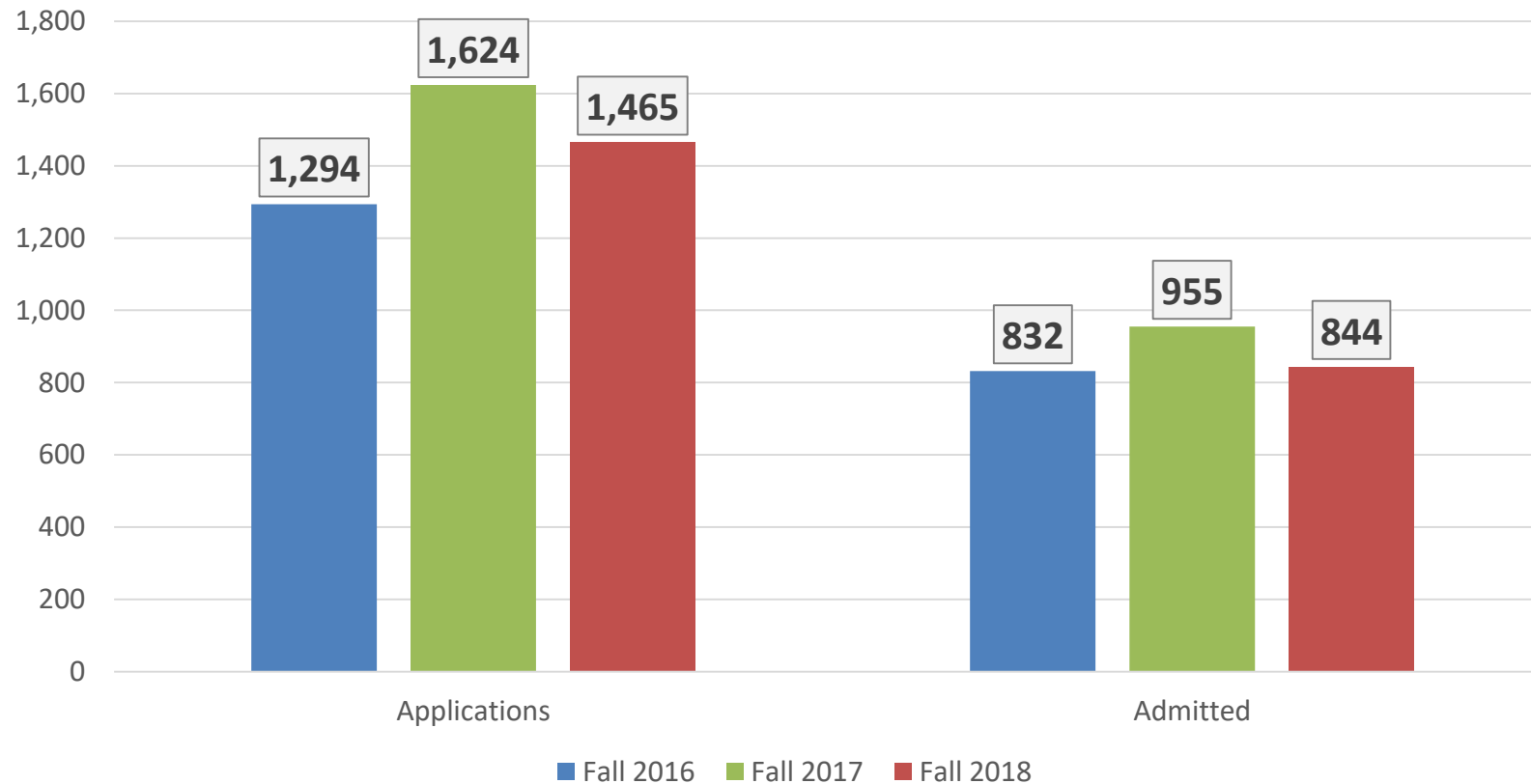


# What We Know

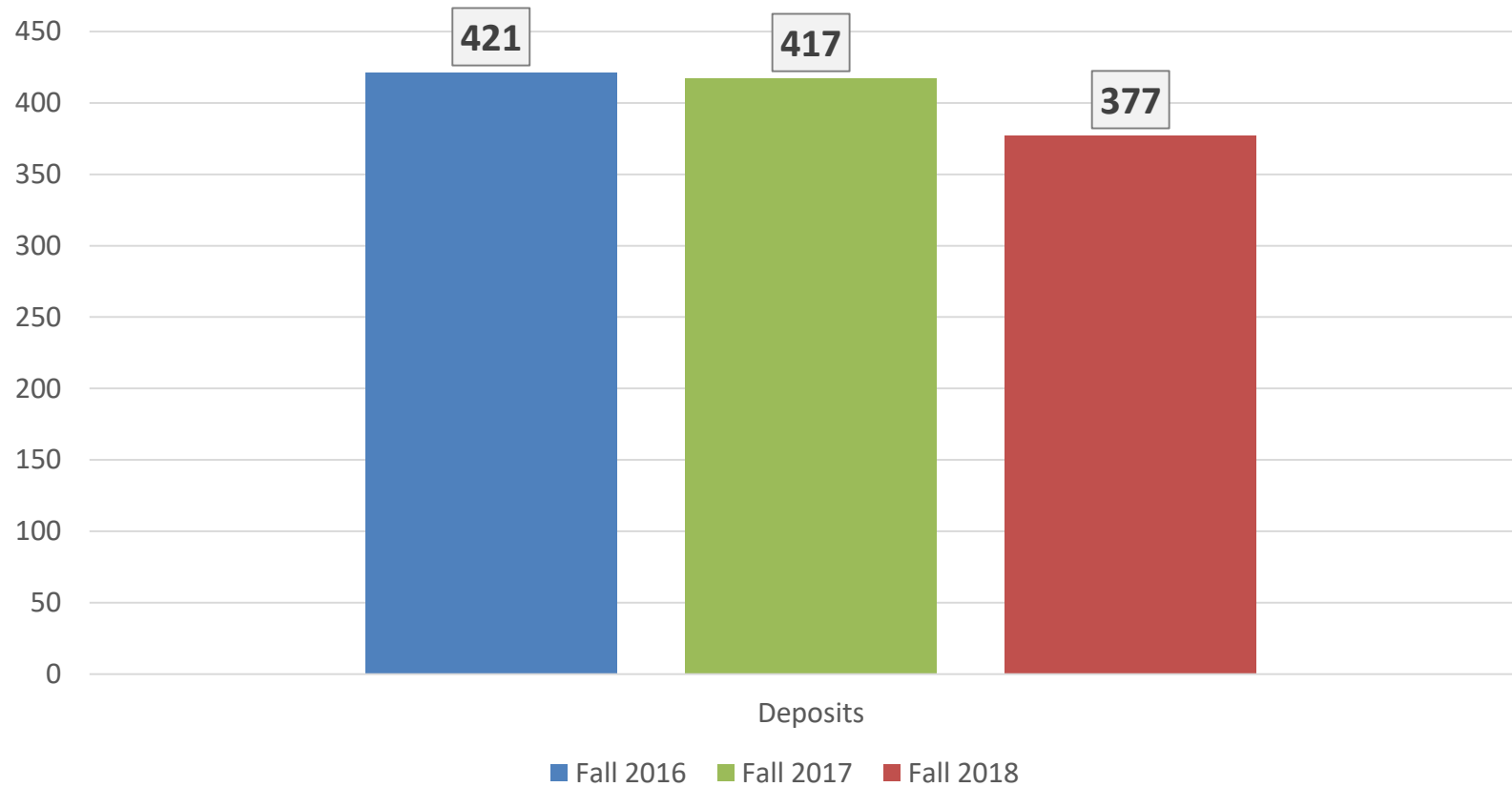
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- JMU, VCU, ODU, VT, Longwood
- Campus environment, academic reputation, location, major, cost
- Cost:
  - 46.5% as expected
  - 17.6% less
  - 16.5% more

# 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

Page 49 of 77

# 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

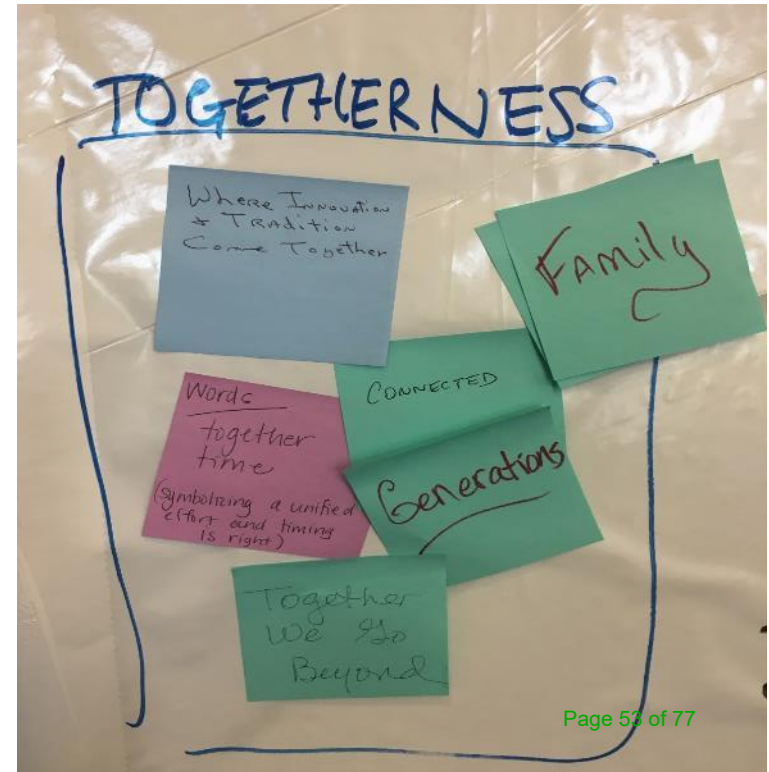
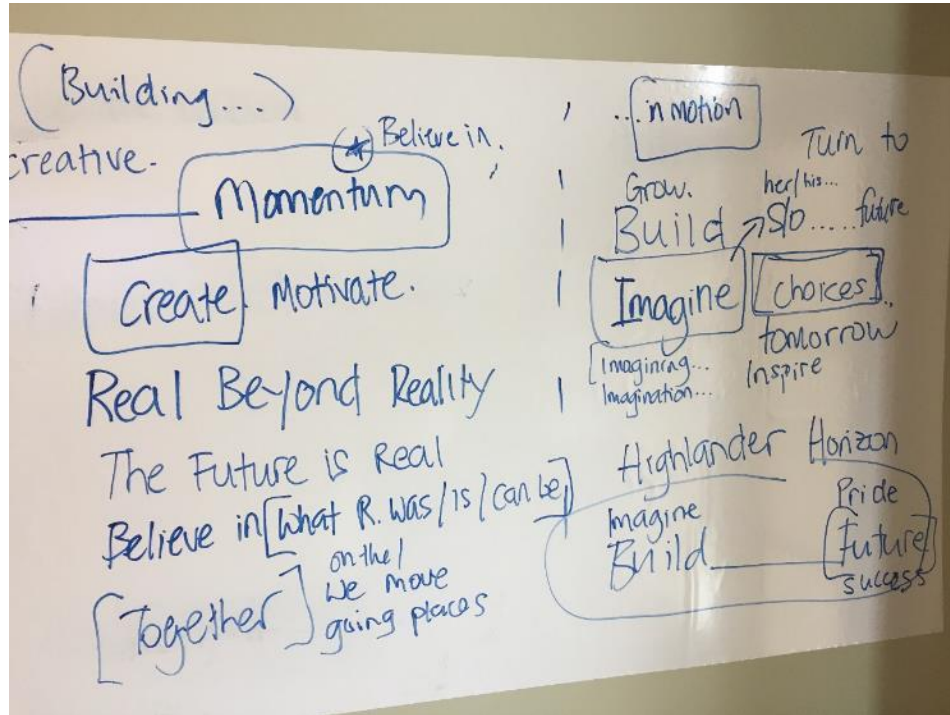


Page 51 of 77

# 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>

Page 57 of 77

# 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.

Page 58 of 77

# NCAA Tournament Coverage Milestones

SPORTS WASHINGTON 30x30  
CAPITALS WIZARDS REDSKINS RAVENS NATIONALS ORIOLES NCAA

LATEST VIDEO

2:00  
Rick Hornum's Sports Business Pick: Week of March 12, 2018

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, 2018 4:48 PM

March 4

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

**THE HIGHLANDER**

World's Best Mascots at 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 1996.

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

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)

Page 59 of 77

# 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 in 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

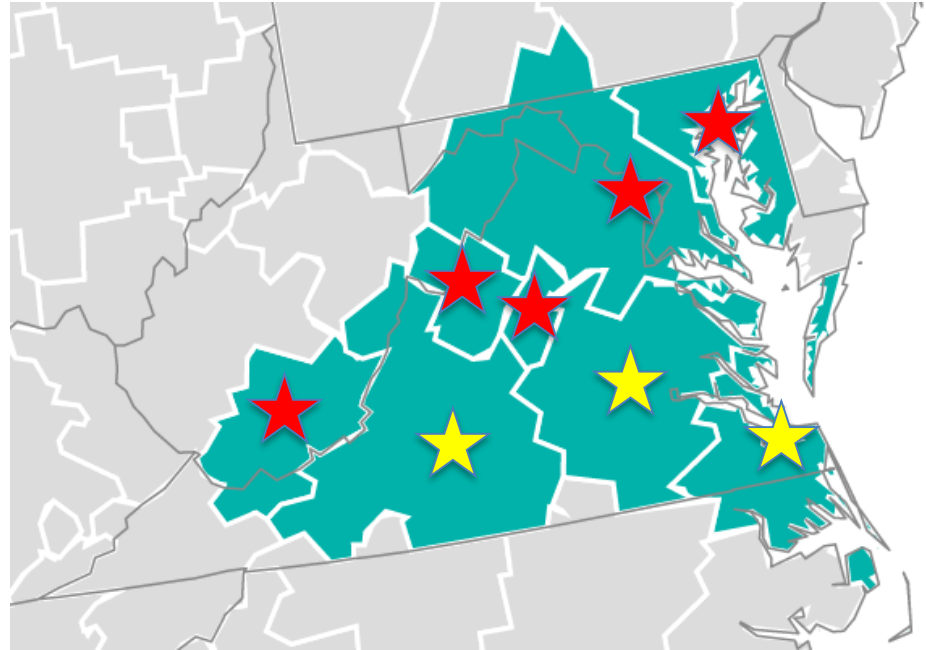


# Paid Media Activity

- 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

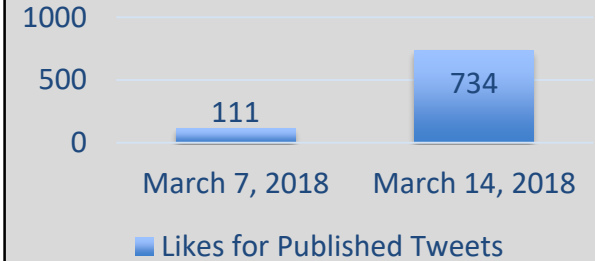
Page 61 of 77

# Social Media Assessment

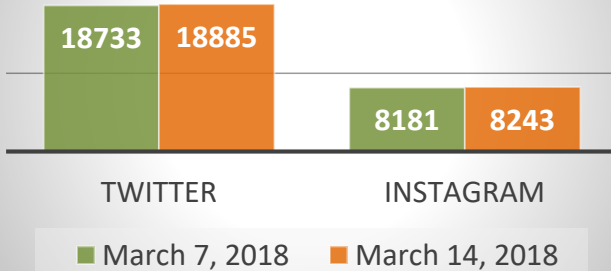
## Facebook New Fans



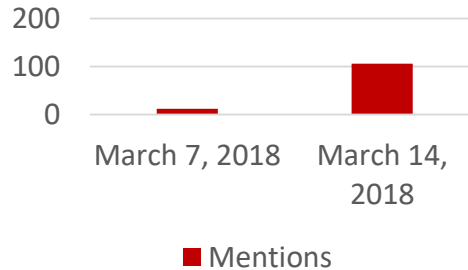
## Likes for Published Tweets



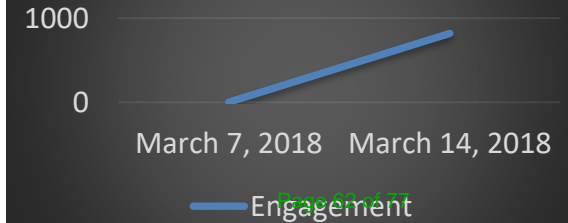
## Followers



## Twitter Mentions



## Instagram Engagement

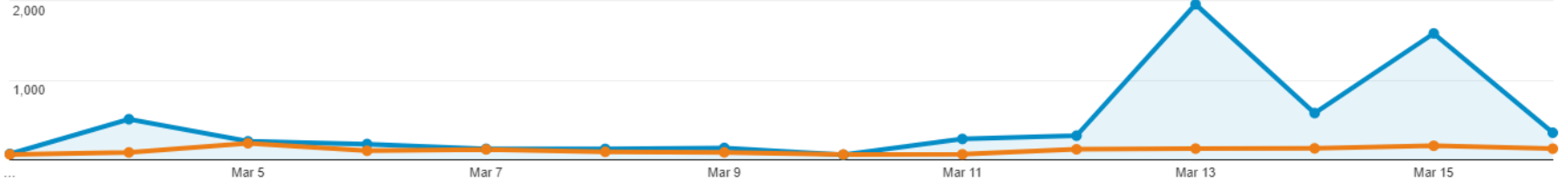


# Web Communications Assessment

## Who We Are Page

289.56% increase in traffic year over year

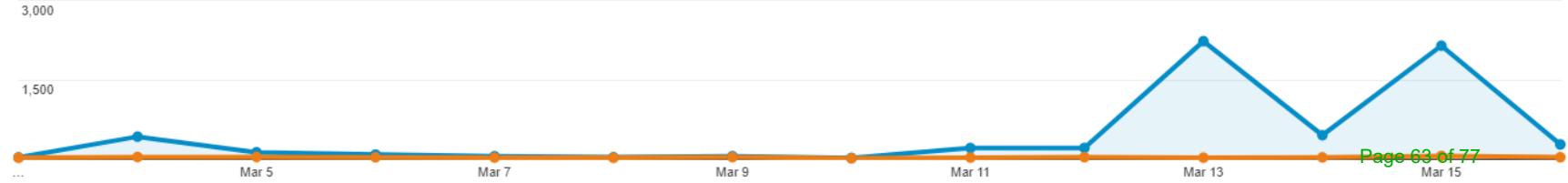
Mar 3, 2018 - Mar 16, 2018: ● Pageviews 6,533  
Mar 4, 2017 - Mar 17, 2017: ● Pageviews 1,677








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

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

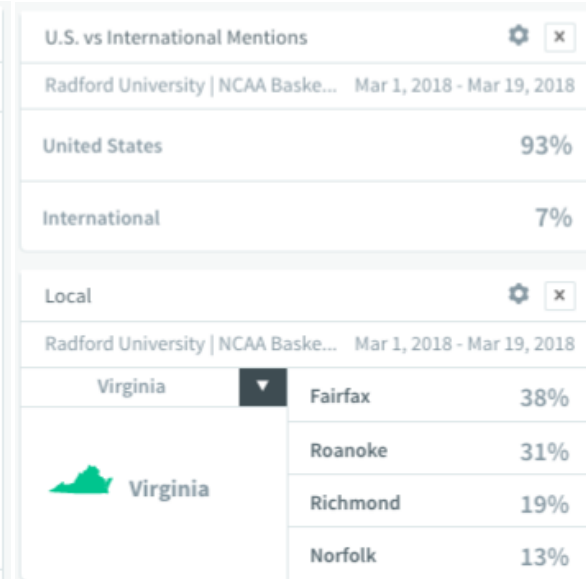
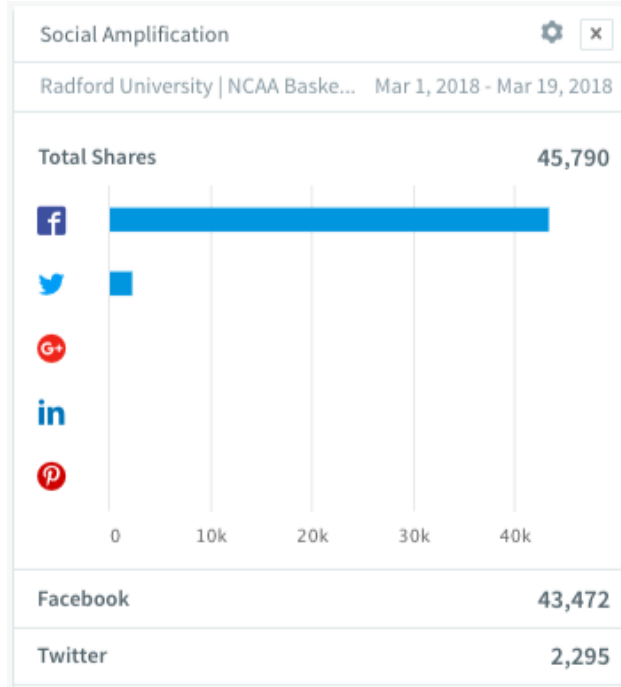
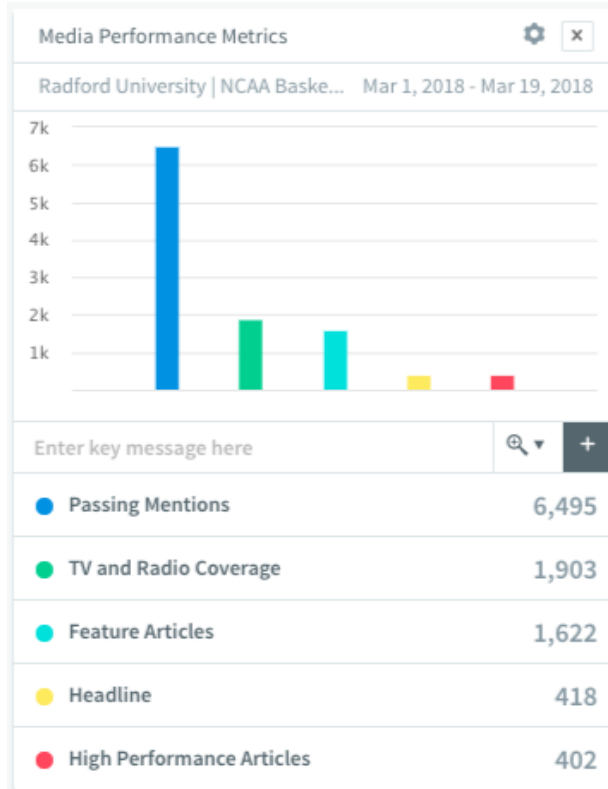
Sentiment	Readership	Ad Equivalency
Neutral	4,749,023	\$8.9k



Page 84 of 77



# 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

Page 68 of 77


# 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!

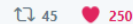
 **Krisha Chachra** @KrishaChachra  
15 hours ago · Radford

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 #bbn

 1 5 37

Page 69 of 77

# 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

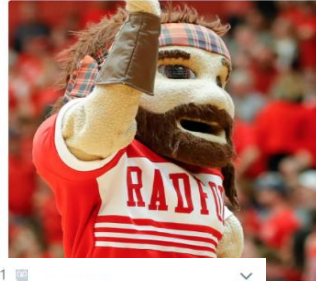
Edit Like Tweet

**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

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

Page 70 of 77 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!

🗨️ 6 🍷 21 📧

**Radford University** @radfordu · 5h

RT @BrianOHemphill: Love reading the articles capturing the grit of @RadfordMBB and the spirit of the @radford Family. @radford\_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

👍👍👍 1K Chronological

**Radford University** @radfordu · Mar 4

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

#TIME2DANCE

🗨️ 36 🍷 119 📄

**Gregory Brothers** @gregorybrothers

Follow

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 Page 71 of 77

👍 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

Page 72 of 77



# 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

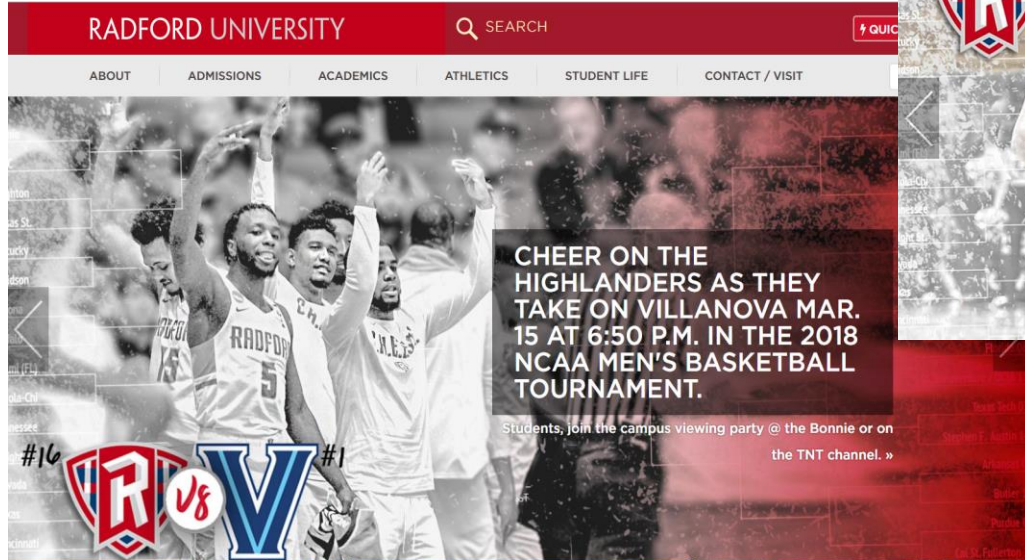
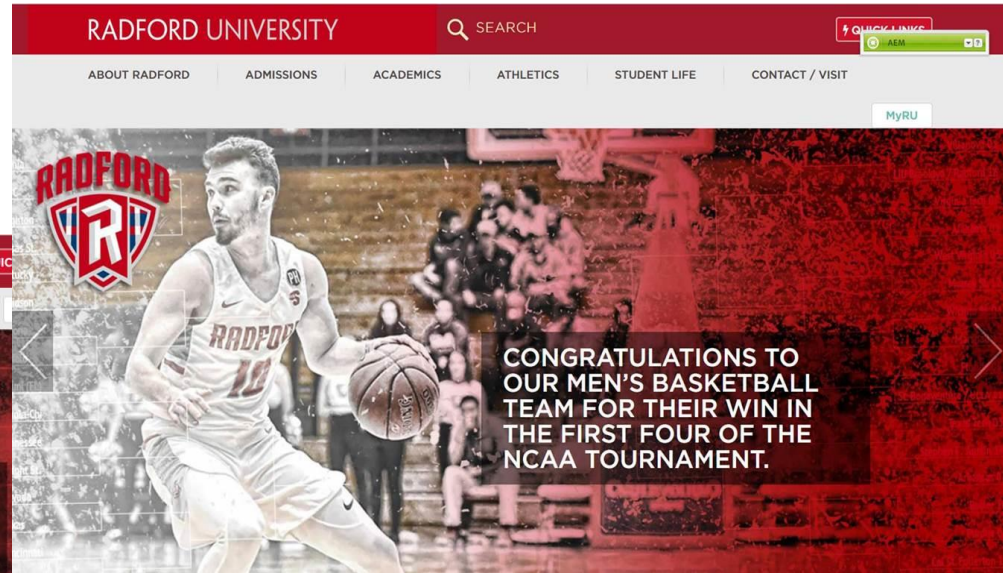
32



Page 75 of 77

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

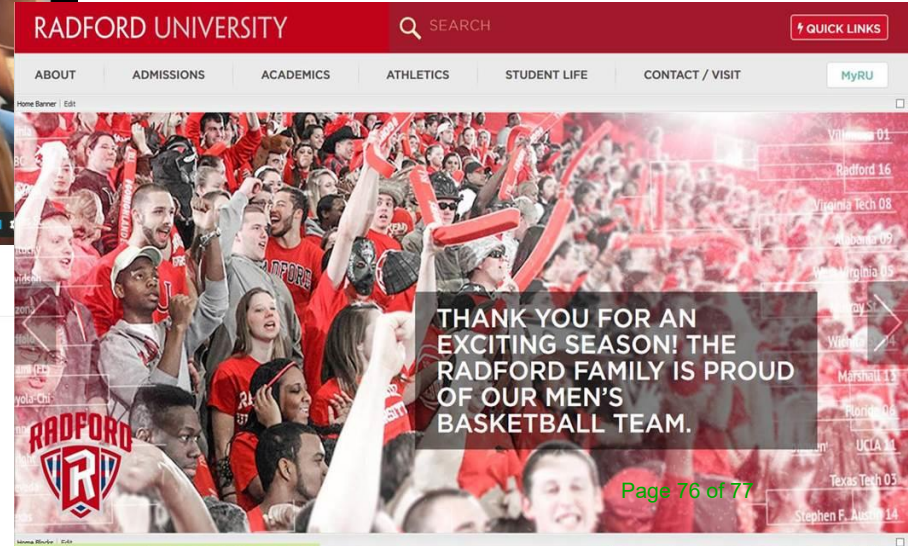
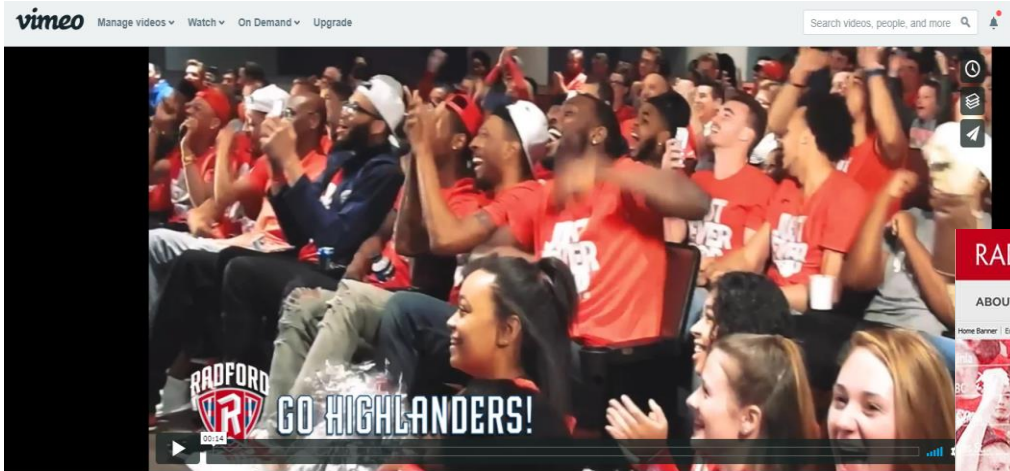


The Radford University men's basketball team is going to the NCAA tournament after a thrilling, buzzer-beating conference championship win Sunday at the Decision Center. The Highlanders' story has been captured by numerous media outlets.

Page 75 of 77



# Web Communication Activity



# End of Board of Visitors Materials

