



**RADFORD UNIVERSITY BOARD OF VISITORS
UNIVERSITY ADVANCEMENT, UNIVERSITY RELATIONS AND
ENROLLMENT MANAGEMENT COMMITTEE
DECEMBER 7, 2017
MARTIN HALL, THIRD FLOOR
MARY ANN JENNINGS HOVIS MEMORIAL BOARD ROOM
RADFORD, VIRGINIA**

MINUTES

COMMITTEE MEMBERS PRESENT

Ms. Krisha Chachra, Chair
Mr. Robert A. Archer
Mr. James R. Kibler, Jr.
Ms. Lisa Throckmorton

COMMITTEE MEMBERS ABSENT

Ms. Karyn K. Moran

OTHER BOARD MEMBERS PRESENT

Mr. Mark S. Lawrence, Rector
Mr. Randolph "Randy" J. Marcus, Vice Rector
Mr. Gregory A. Burton
Dr. Rachel D. Fowlkes
Dr. Jason "Jake" Fox, Faculty Representative (non-voting advisory member)
Dr. Susan Whealler Johnston
Dr. Debra K. McMahon
Ms. Georgia Anne Snyder-Falkinham
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
Dr. Kenna Colley, Interim Provost and Vice President for Academic Affairs
Ms. Lisa Ghidotti, Director of State Government Relations
Ms. Wendy Lowery, Vice President for University Advancement
Ms. Katherine "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

Ms. Susan Trageser, Interim Vice President for Student Affairs and Interim Dean of Students
Ms. Mary Weeks, Secretary to the Board of Visitors/Senior Assistant to 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 2:14 p.m. in the Mary Ann Jennings Hovis Memorial Board Room, Third Floor, Martin Hall, Radford University, Radford, Virginia. Rector Lawrence thanked Ms. Chachra for assuming the Chair duties for the remainder, of the term and he expressed gratitude to the new Committee member, Ms. Lisa Throckmorton, for joining the Board of Visitors.

APPROVAL OF AGENDA

Ms. Chachra requested a motion to approve the University Advancement, University Relations and Enrollment Management Committee agenda, as published. Mr. James R. Kibler, Jr. so moved, and Mr. Robert A. Archer seconded the motion. The agenda was unanimously passed.

APPROVAL OF MINUTES

Ms. Chachra requested a motion to approve the September 14, 2017 University Advancement, University Relations and Enrollment Management Committee minutes as published. Mr. Kibler so moved and Mr. Archer seconded the motion. The minutes were unanimously approved and are available at: <http://www.radford.edu/content/bov/home/meetings/minutes.html>.

Ms. Lisa Ghidotti, Director of State Government Relations, provided a brief update on the changes in Federal priorities related to Veterans Financial Aid and Immigration Tax Reform. She noted that the State Council of Higher Education for Virginia (SCHEV) Council of Presidents have drafted a letter of concern to U.S. Senators Warner and Kaine. She will have updates regarding these issues at the February 2018 meeting.

ENROLLMENT MANAGEMENT REPORT

Ms. Kitty McCarthy, Vice President for Enrollment Management, provided background information regarding new student recruitment. Demographically, there was modest growth in the number of high school graduates in the Southern (including Virginia) and Western United States, and it is not great enough to diminish the competitive impact of declines in the number of high school graduates in the Mid-West and Northeast. Few Virginia public colleges and universities experienced growth in the fall 2017 entering freshman class. Longwood, Virginia Tech, Radford and George Mason welcomed larger classes than in fall 2016. At Radford University, fall 2017 freshman enrollment grew by 5.5 percent and going forward the 2018-2023 Strategic Plan calls for 3 percent annual growth, although internal goals are more aggressive.

Ms. McCarthy shared fall 2018 freshman application activity, as of December 5, 2017:

- Applications are up 5.8 percent 9,526 compared to 9,006 for fall 2017;
- Completed applications are up 36.5 percent; 6,092 compared to 4,462 for fall 2017;
- 5,005 of the 6,092 applicants with completed applications have been admitted; this represents an increase of 72 percent compared to fall 2017;
- In-state applications are up almost 3 percent and out-of-state applications are up almost 17 percent. The most significant in-state growth is in the Roanoke and Southwest Virginia

areas. Out-of-state growth is especially significant in North Carolina and the District of Columbia;

- Application growth is apparent across all ethnic groups; and
- Transfer applications for fall 2018 are even with one year ago.

In addition to connecting with prospective students who have not applied, Admissions staff is focused on encouraging applicants to complete the application, making and sharing admission decisions, and planning for spring yield activities. Ms. McCarthy noted how valuable Athletics and the coaches are in recruiting. They identify strong candidates and assist with the admissions process. Programs, such as New Student Programs and student clubs, provide support in retention as students seek diversity based groups to join and identify with. A copy of Ms. McCarthy's report is hereto attached as **Attachment A** and is made a part thereof.

Ms. Chachra thanked Ms. McCarthy for her report.

UNIVERSITY RELATIONS REPORT

Mr. Joe Carpenter, Vice President for University Relations and Chief Communications Officer, provided an update on the progress of the university's external marketing campaign, and the distribution of advertising by market and channel. Special projects University Relations Creative Services team have accomplished include:

- A completely redesigned series of Admissions printed collateral for FY2017-18;
- 2017 Six-Year Plan;
- State of the University Address;
- 2016-2017 Annual Report, and
- Designing of the forthcoming 2018-2023 Strategic Plan.

Mr. Carpenter showed examples of design and marketing optimization by the University Relations Web Communications and Strategies team that included the IMPACT website, MBA website and Admissions landing page. He also highlighted Media Relations Outreach projects with the press, and shared with the committee a media clip from the November 15, 2017 ribbon cutting ceremony for the renovated Nursing Clinical Simulation Center at the Roanoke Higher Education Center. Members of the Board of Visitors provided positive comments on the professional products that have been produced in-house by University Relations and wanted to express their gratitude for a job well done. A copy of Mr. Carpenter's report is hereto attached as **Attachment B** and is made a part thereof.

Ms. Chachra thanked Mr. Carpenter for his report

UNIVERSITY ADVANCEMENT REPORT

Ms. Wendy Lowery, Vice President for University Advancement, provided updates on the Giving Report, the Capital Campaign, and Homecoming 2017. FY 2018 giving as of October 31, 2017, compared to the same date last fiscal year, has a 66 percent increase, \$2,957,291 compared to \$994,813 and the total number of donors increased 3 percent. The success of Giving Tuesday, known as #RADTuesday, raised \$29,000 surpassing the goal of 107 donors, reaching 200 donors in the 24-hour campaign period.

The Capital Campaign Steering Committee had its first introductory meeting on December 1, 2017 with Ms. Jennie Allman and Ms. Sandy Cupp Davis as co-chairs. Feedback provided by 165 survey participants, which included faculty, staff, students, and campus volunteers, in regards to the priorities of the campaign, is moving forward and Ms. Lowery discussed the Pillars of support for the campaign. The remaining priorities for the next quarter campaign planning will be developing a case for support draft document and continuing to prepare the Campaign Steering Committee for their role in our efforts.

Homecoming 2017 included the Volunteer Leadership Business Lunch and Awards Ceremony, the Women of Radford Luncheon, and the Golden Reunion Dinner – all of these occasions are considered signature events for the Alumni Relations team. A copy of Ms. Lowey’s report is hereto attached as *Attachment C* and is made a part thereof.

ADJOURNMENT

As there was no other business to come before the Committee, Ms. Chachra requested a motion to adjourn. Mr. Archer so moved, and Ms. Lisa Throckmorton seconded the motion. The motion was unanimous, and the Committee adjourned at 3:20 p.m.

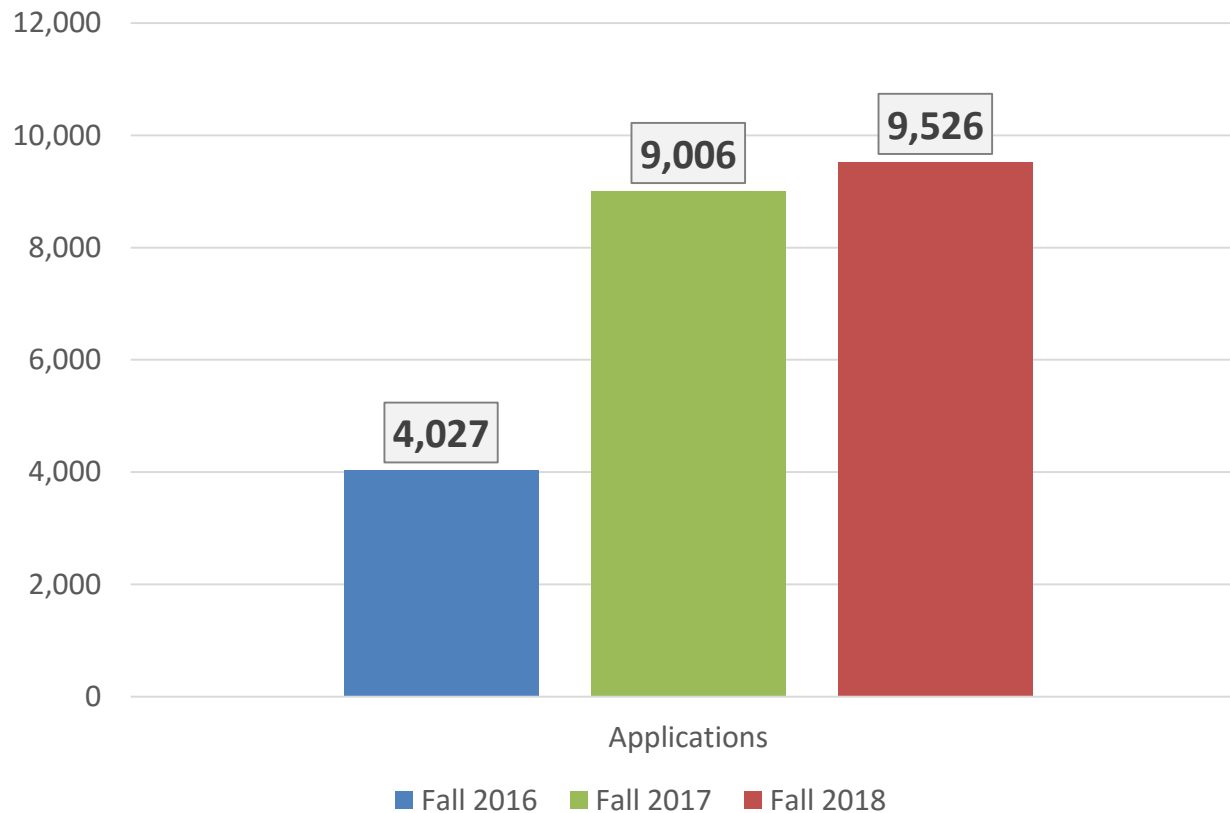
Respectfully Submitted

Ms. Mary Weeks
Secretary to the Board of Visitors

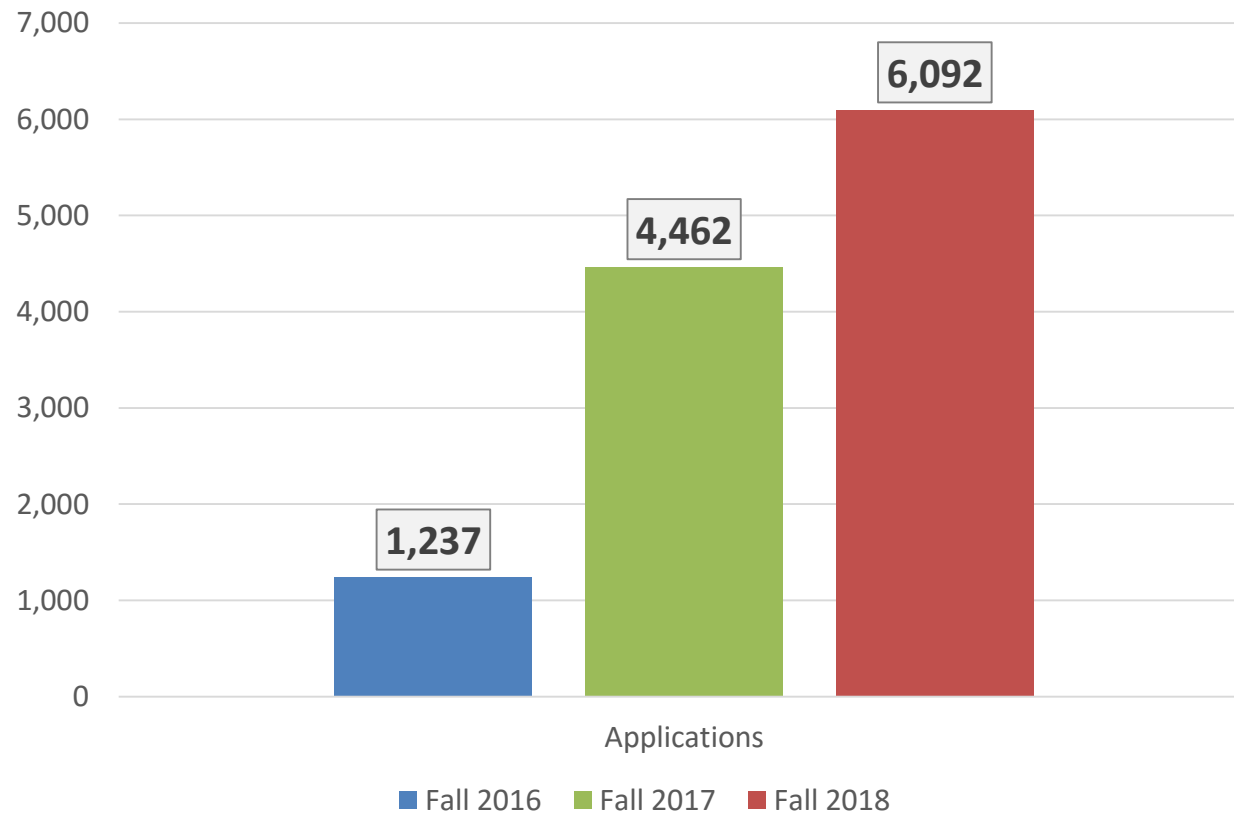
Recruitment Update

**RADFORD
UNIVERSITY**

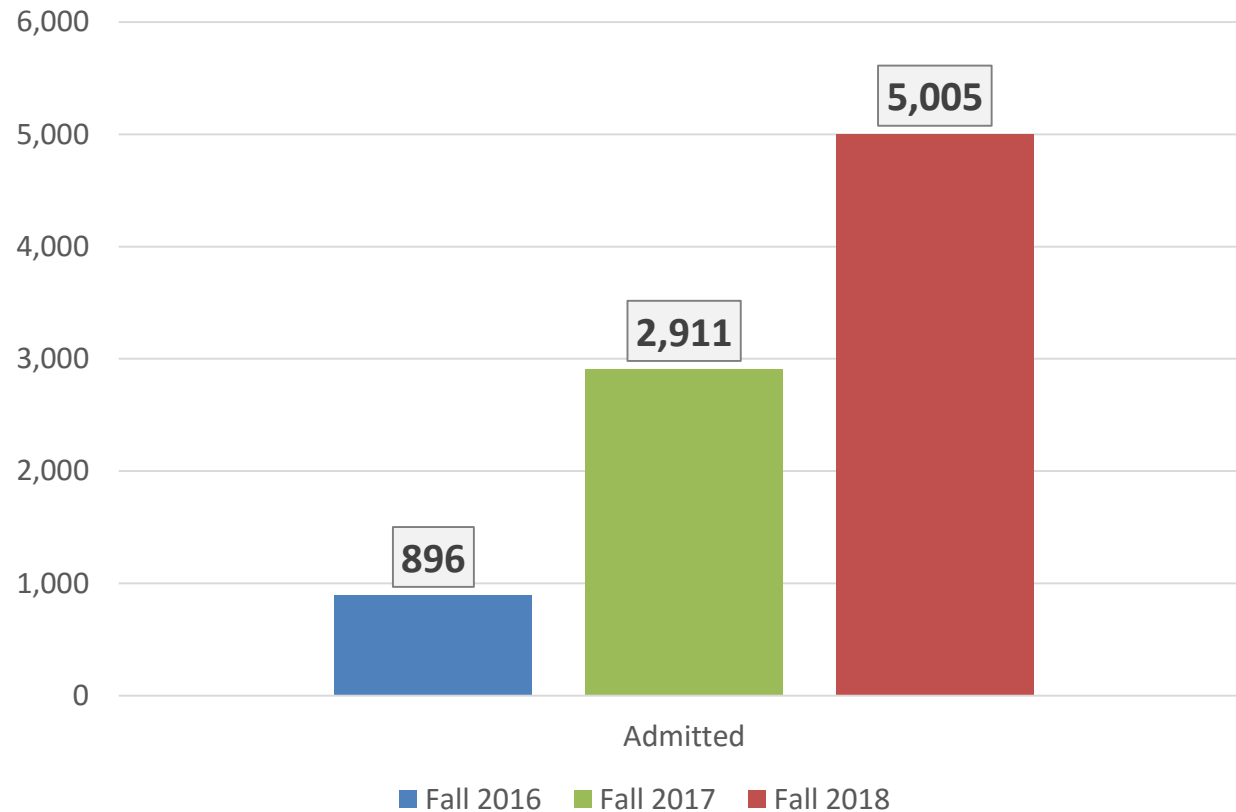
New Freshmen Applications (December 5th)



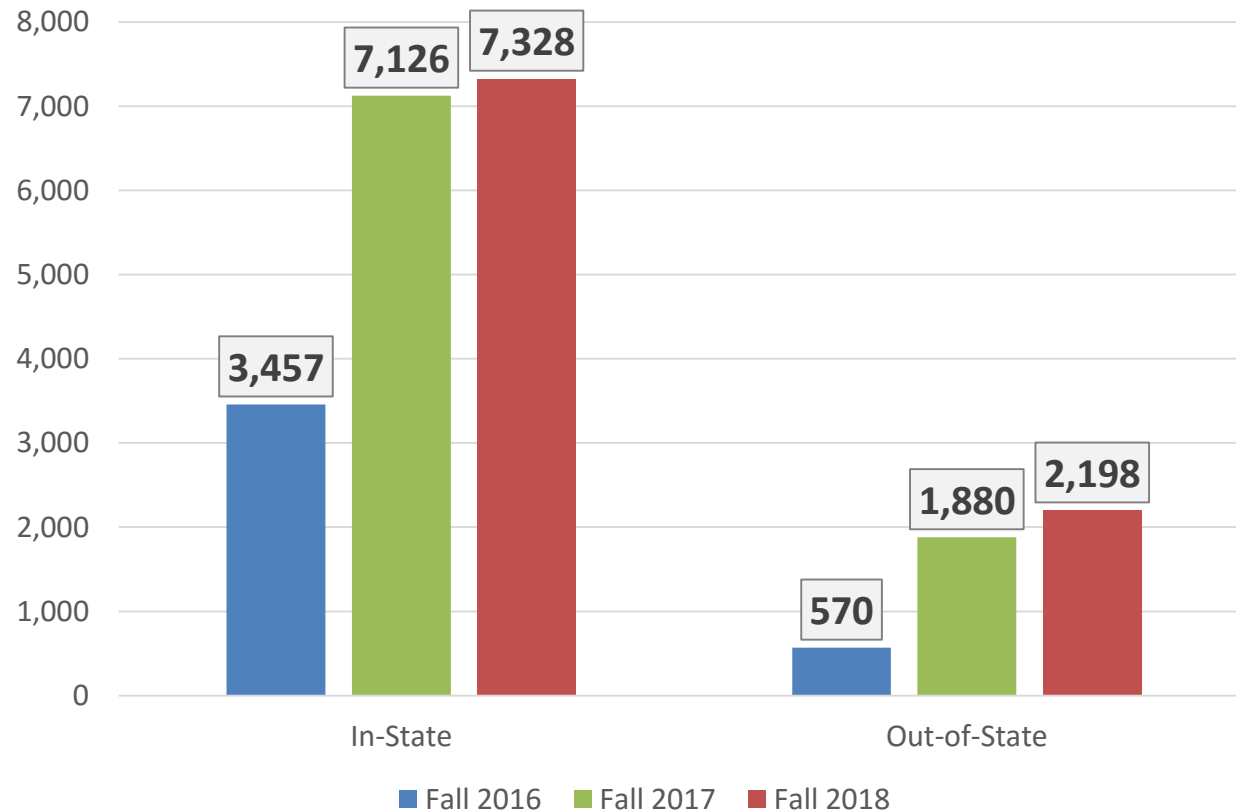
Completed Applications (December 5th)



New Freshmen Admitted (December 5th)



Applications by Residency (December 5th)



Applications by VA Region (December 5th)

Region	Fall 2016	Fall 2017	Fall 2018
Central Va	306	576	622
Northern Va	1,090	1,965	1,896
Peninsula	236	579	536
Richmond	420	1,050	945
Roanoke Metro	192	314	415
South Central	125	289	344
Southwest	444	673	790
Tidewater	338	998	1,064
Valley	261	671	711
In-State, Unknown	44	11	5

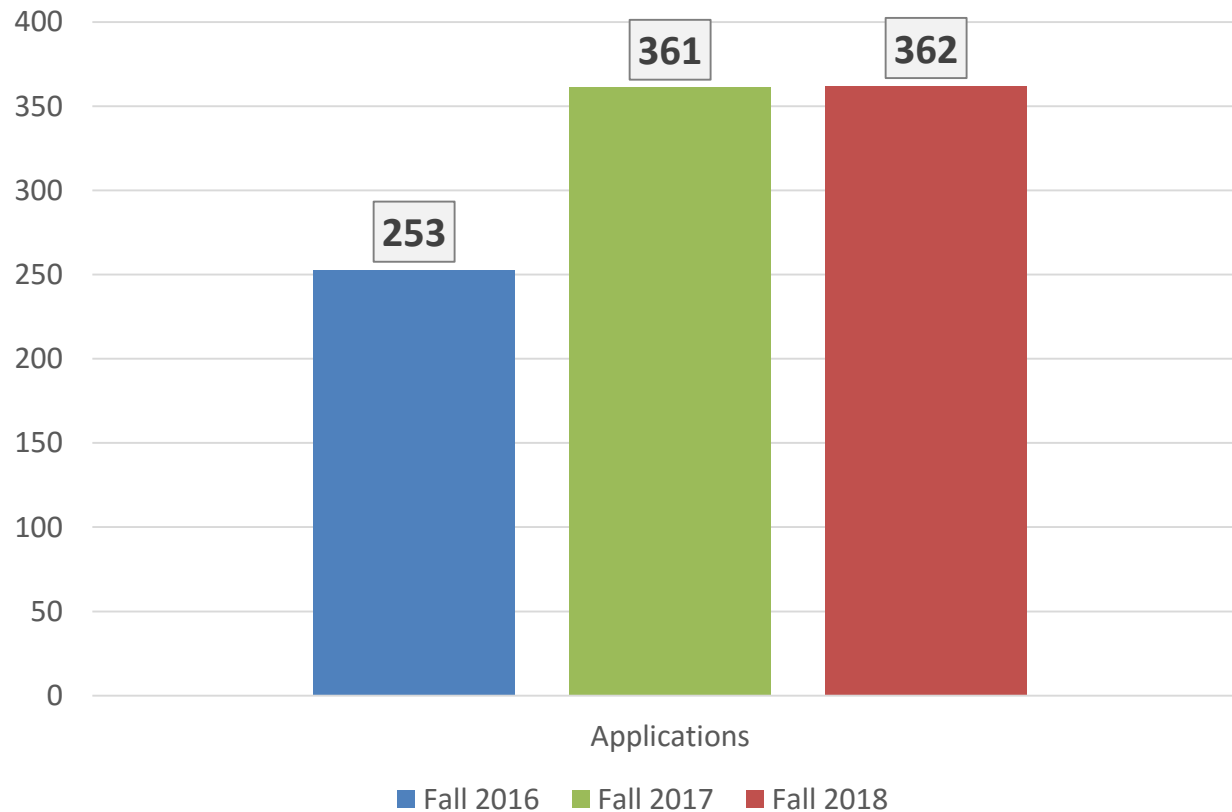
Applications by Top States (December 5th)

State	Fall 2016	Fall 2017	Fall 2018
North Carolina	41	375	652
Maryland	138	518	498
District of Columbia	53	142	265
West Virginia	19	131	144
New Jersey	51	101	107
Pennsylvania	29	46	72
Texas	6	33	47
South Carolina	11	59	42
Tennessee	24	95	42
Florida	17	40	36

Applications by Ethnicity (December 5th)

Ethnicity	Fall 2016	Fall 2017	Fall 2018
American Indian or Alaska Native	0	26	34
Asian	110	246	270
Black or African American	800	2,474	2,674
Hispanic	280	818	972
Native Hawaiian or Other Pacific Islander	0	19	8
White	1,972	4,534	4,602
Two or more races	128	635	673
Nonresident Alien	6	7	27
Race and Ethnicity Unknown	731	247	266

New Transfer Applications (December 5th)

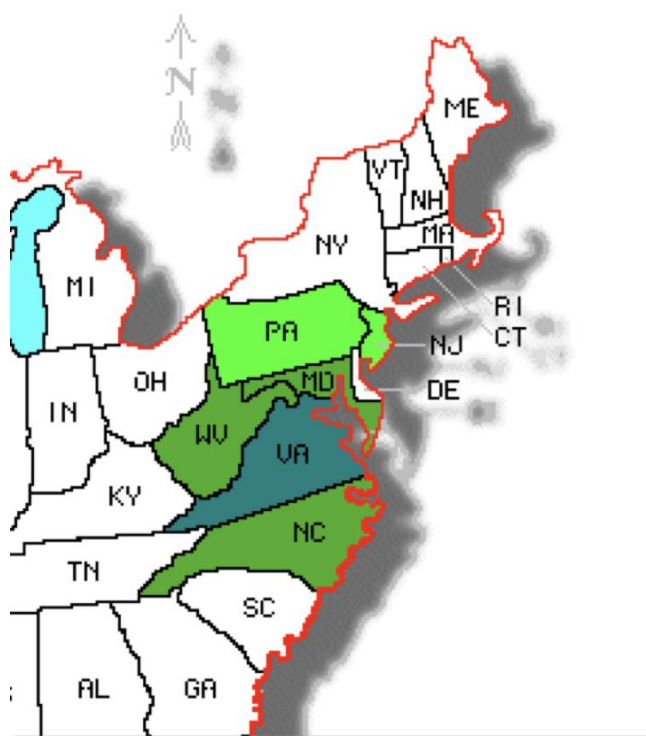


Discussion

University Relations Update

Geographic Marketing Approach

- **Priority (70%):** In-state markets including Roanoke, Richmond, Norfolk & 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%**



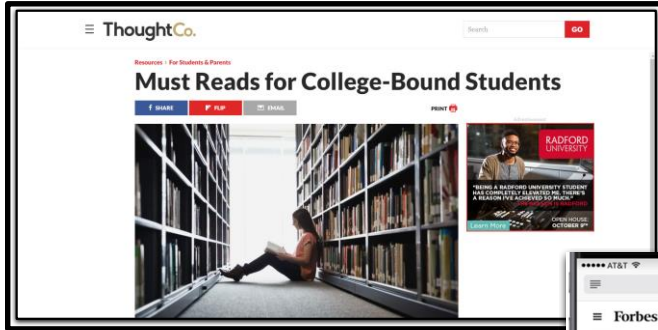
- **Secondary (20%):** Out-of-state markets including Washington DC, MD, WV & NC
- Supported tactics include *Online Video, Digital Display, Paid Search*
- **Est. Impression Delivery: 20%**
- **Tertiary (10%):** Distant out-of-state market including NJ & PA
- Supported tactics include *Online Video,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

Advertising Update

Media Tactic	Campaign(s) Supported	Market(s)	Placement Details	Delivery (thru 10/29)	% Comp.
Out of Home	<ul style="list-style-type: none"> UG/General 	<ul style="list-style-type: none"> Roanoke Northern Virginia 	<ul style="list-style-type: none"> ROA Airport Digital Wall Screen Bus Kings & Rail Station Posters in NOVA (WMATA) 	4.1M impressions	32%
Print	<ul style="list-style-type: none"> UG/General 	<ul style="list-style-type: none"> All Markets 	<ul style="list-style-type: none"> USA Today College Guide, VA Colors, VA Business, Washington Monthly, Richmond Mag, Delta Sky Mag, AA Mag 	1M impressions	17%
Radio	<ul style="list-style-type: none"> UG/General 	<ul style="list-style-type: none"> Roanoke 	<ul style="list-style-type: none"> WSLC, WXLK, WROV, WJJS, WYYD, WSNV 	401K radio spots	40%
Streaming Audio	<ul style="list-style-type: none"> UG/General 	<ul style="list-style-type: none"> Priority Markets 	<ul style="list-style-type: none"> Pandora 	378K audio spots	20%
Online Video	<ul style="list-style-type: none"> UG/General Multicultural 	<ul style="list-style-type: none"> All Markets 	<ul style="list-style-type: none"> DynAdmic partnership; site list includes but not limited to, ThoughtCo., WashPo, Telemundo 	478K video plays	11%
Digital Display	<ul style="list-style-type: none"> UG/General Multicultural 	<ul style="list-style-type: none"> All Markets 	<ul style="list-style-type: none"> Amobee & AdTheorent; site list includes but not limited to BuzzFeed, Roanoke.com, Forbes 	2.9M impressions	10%
Paid Social	<ul style="list-style-type: none"> UG/General Multicultural 	<ul style="list-style-type: none"> Priority Markets 	<ul style="list-style-type: none"> Facebook, Instagram 	1.7M impressions	33%
Paid Search	<ul style="list-style-type: none"> UG/General 	<ul style="list-style-type: none"> All Markets 	<ul style="list-style-type: none"> Google 	8,370 clicks	10%

Advertising Examples

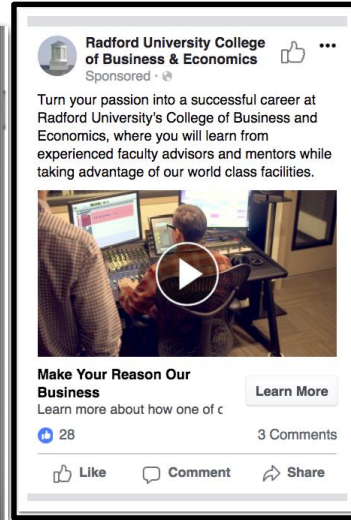
Desktop Display – UG/General



Mobile Display – UG/General



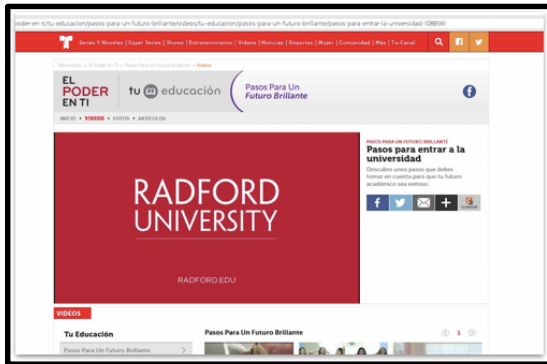
Paid Social – COBE



WMATA Out of Home – UG/General



Online Video – Multicultural



Advancement Communications

RADFORD UNIVERSITY



REDUCE YOUR TAXES WITH AN IRA GIFT

You can reduce your taxes by making a gift to Radford University.

If you are 70½ years or older, you can roll over up to \$100,000 from your IRA to Radford University, free from federal income tax. Better yet, an IRA rollover gift qualifies for your required minimum distribution, permitting you to lower your income and taxes for this year while supporting the University.

Contact us to learn more about how you can redirect unneeded IRA income to Radford University, help further our mission and enjoy valuable tax savings this year.

[LEARN MORE](#)

RADFORD UNIVERSITY Office of University Advancement
Russell Hall | P.O. Box 6815 | Radford, VA 24142
Phone: 540-831-5407 | Email: radadvancement@radford.edu



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Home

Stacy Connected

- Alumni Snapshot
- Alumni Spotlight
- Natvia Tokyo '09
- David Sinek '84
- Matthew Crisp '04
- Taylor Ricotta '12
- Cindi Naper '93, MBA '95
- Pam Cowan Sowder '79
- Denise LaBella '03
- Corey Reed '98
- Eric Ayala '93
- Craig Herndon '86, M.S. '00
- Alumni Spotlight Archives

Class Notes

For Students

Matthew Crisp '04

"My cousin went to Radford University and called to tell me about the school when I was about to send off my deposit check to another university," explains Matthew Crisp '04. "I went online and was impressed by their web page - it was the early days of the internet, after all - and decided at that moment to mail my deposit check to Radford University despite having never set foot on the campus."


"It was probably the best decision of my life."

Crisp is the co-founder, president and CEO of Benson Hill Biosystems, a St. Louis-based agriculture technology company. Benson Hill's mission is to unlock the global genetic potential of plants in order to enhance the sustainability of food, feed, fiber and fuel production via the combination of plant biology, big data analytics and cloud computing.

"Basically, I work at the intersection of technology and agriculture," Crisp says.

"We need to produce more food using the same resources that we use now - perhaps even less," he continues. "Over the next 30 years, we are going to need to be able to double the output of crops on the same amount of land that we use today."

[Crisp continues...](#)



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Advancement Communications

Meet the Pompas!

Russell Pompa '04, Criminal Justice
Sigma Phi Epsilon fraternity, Vice president of the karate club, Intramural supervisor/referee, Intramural player for flag football, basketball, soccer

Lisa Pompa '06, Biology
Biology Club, Intramural supervisor/referee, Student tutor, Intramural player for basketball, flag football, softball, volleyball

What is your favorite Radford University memory?
RP: The night I formally met my wife Lisa in The Hideout (now BT 5). I didn't know it then, but that chance meeting has led to a truly blessed life!
LP: Ditto to the above!

Who was your favorite Radford University professor?
RP: Jim Genger. He really focused on building my leadership, critical thinking and teamwork skills in a group environment that was less didactic and more about building skills through role playing real-life scenarios. It was vital learning for my career as a trained investigator.
LP: Eugene Gourley, my advisor. He encouraged me to pursue a career in the pharmaceutical industry because he recognized my love for biology was matched with an outgoing and naturally driven personality. It was the best professional advice I ever received and I recently celebrated 28 years working for some of the most successful pharmaceutical and biotech companies in the world.

How has Radford University helped you pursue your career goals?
RP: I didn't realize it then, but the criminal justice program at Radford University forced me out of my comfort zone and as responsible for who I am today. It helped me become a senior agent in the Drug Enforcement Administration (DEA), where my work spans the Mexican drug cartels on the border of San Diego to minority narcotics traffickers in Washington, D.C. - I'm doing what I love because of the preparation I received at Radford University.
LP: It was during my time at Radford University that I found my confidence, became accountable and discovered the importance of integrity. All of these values have contributed to the professional and personal

success I have today. The class sizes allowed professors to take a personal interest in my academic success and discover ways to keep me motivated - just as my advisor Eugene Gourley did when he encouraged me to pursue a career in the pharmaceutical industry.

What advice do you have for Highlander parents?
RP: Encourage your children to step out and test themselves by taking full advantage of all the courses, clubs and activities Radford University has to offer. They will not regret that decision later on in life.
LP: Your children should think of college as more than an academic learning experience. Challenge them to take advantage of internships, community service projects, study-abroad excursions and other extracurricular activities. Each of these opportunities will push them out of their comfort zone, where they will find confidence and build experiences that will make them stand out to potential employers.

Why do you give back to Radford University?
RP: I give back of my time by volunteering on the College of Humanities and Behavioral Sciences Advisory Board because I enjoy mentoring students like our daughter Danielle, who is a senior criminal justice major and helping prepare them to be successful after graduation. I give financially to guarantee Radford University has the resources to prepare our future leaders in an ever-changing world with a different set of challenges than I had in the mid-1980s.
LP: I serve and serve on the Alumni Association Board of Directors because I am very appreciative of how Radford University influenced my life in so many positive ways - from the building of lifelong friendships to the stellar education that led to a career well beyond my expectations. I want to contribute in order to ensure future generations of Highlanders experience the same personal and professional success.

RADFORD UNIVERSITY
Arts Society

2017 - 2018
Creativity Talent Scholarship Community
Art, Dance, Design, Music, Theatre & Cinema, Radford University Art Museum

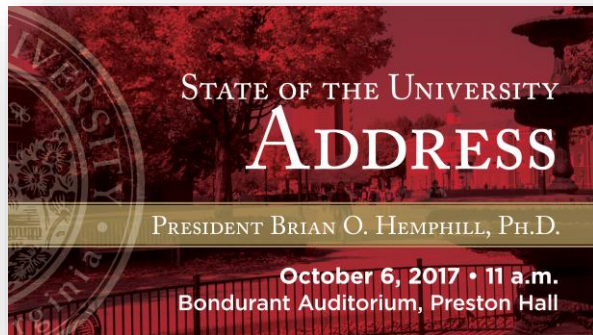


Creative Services - Admissions Support

Completely redesigned series of printed collateral for FY2017-18.

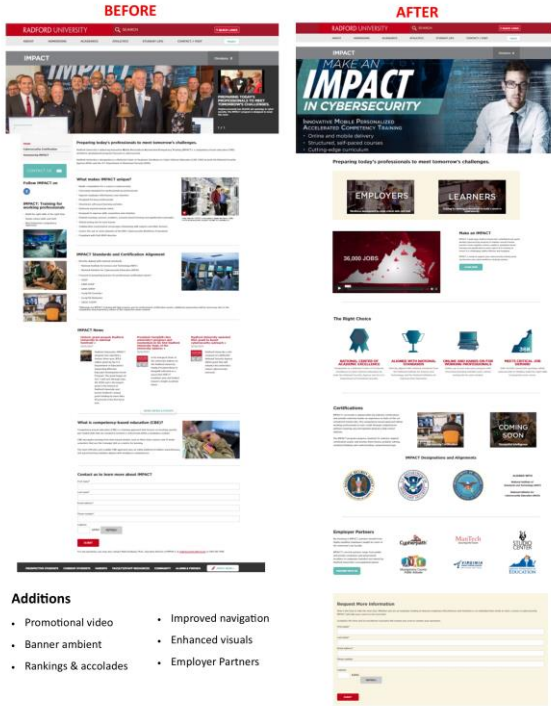


Creative Services - Reports & Special Projects

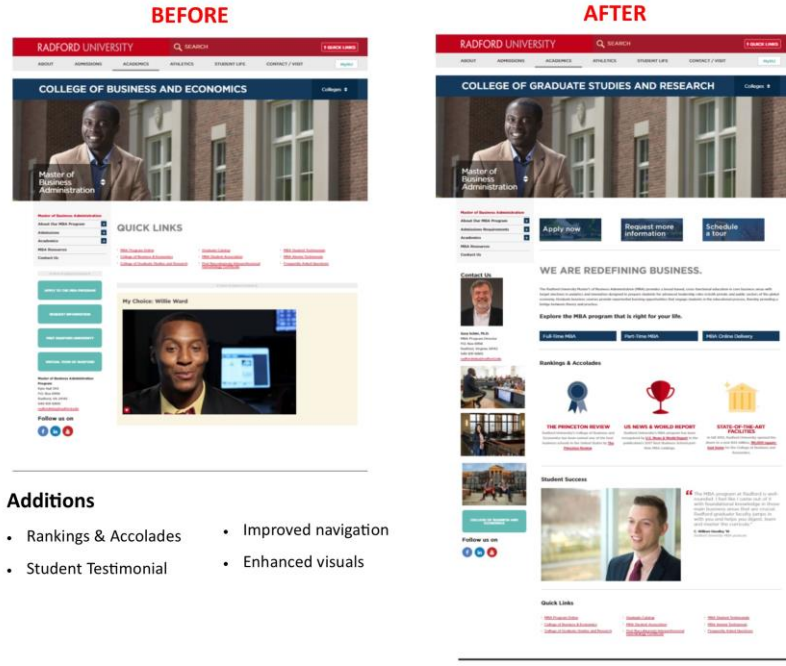


Web Communications & Strategy - Marketing Improvements

IMPACT Website

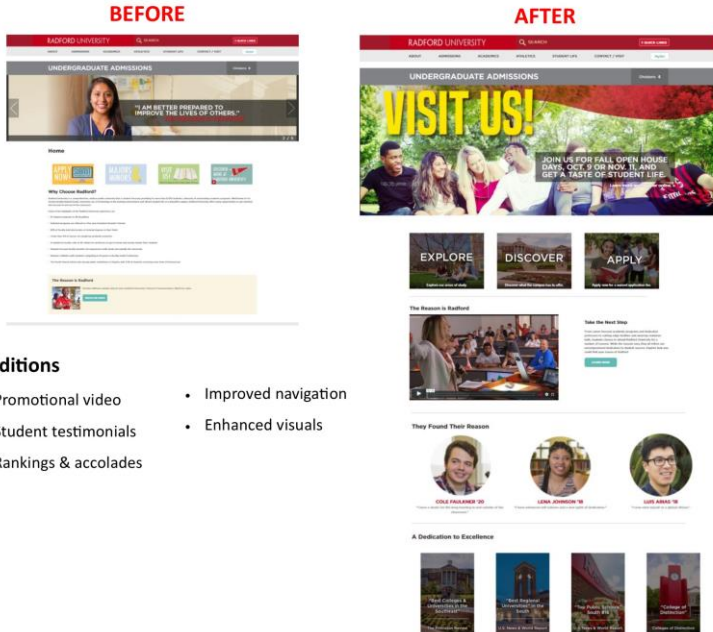


MBA Website



Web Communications & Strategy - Marketing Improvements

Admissions Landing Page



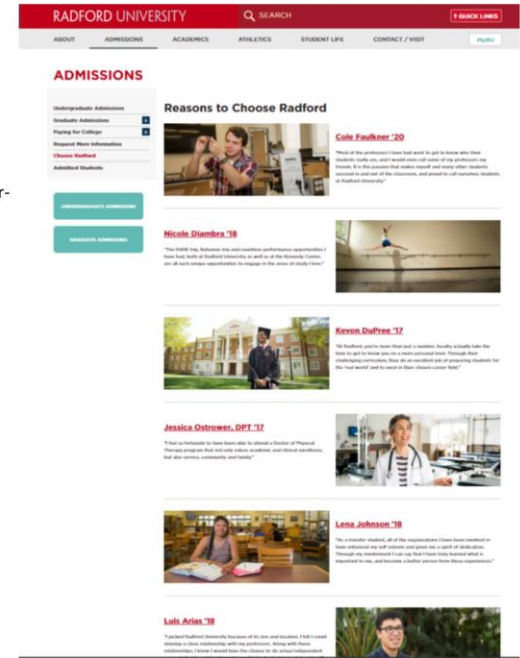
Additions

- Promotional video
- Student testimonials
- Rankings & accolades
- Improved navigation
- Enhanced visuals

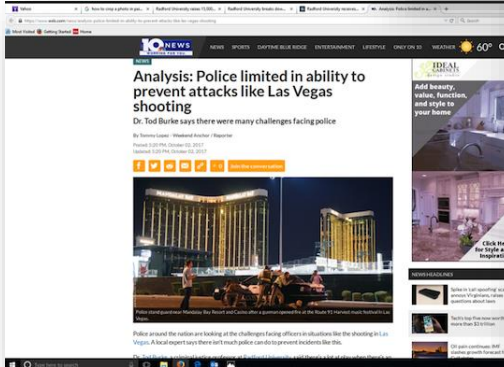
Reasons to Choose Radford Page

Additions

- Seven current student profiles
- Improved navigation
- Enhanced visuals
- 18% increase in pageviews and 25% increase in time on page compared to year-over-year



Media Relations Outreach

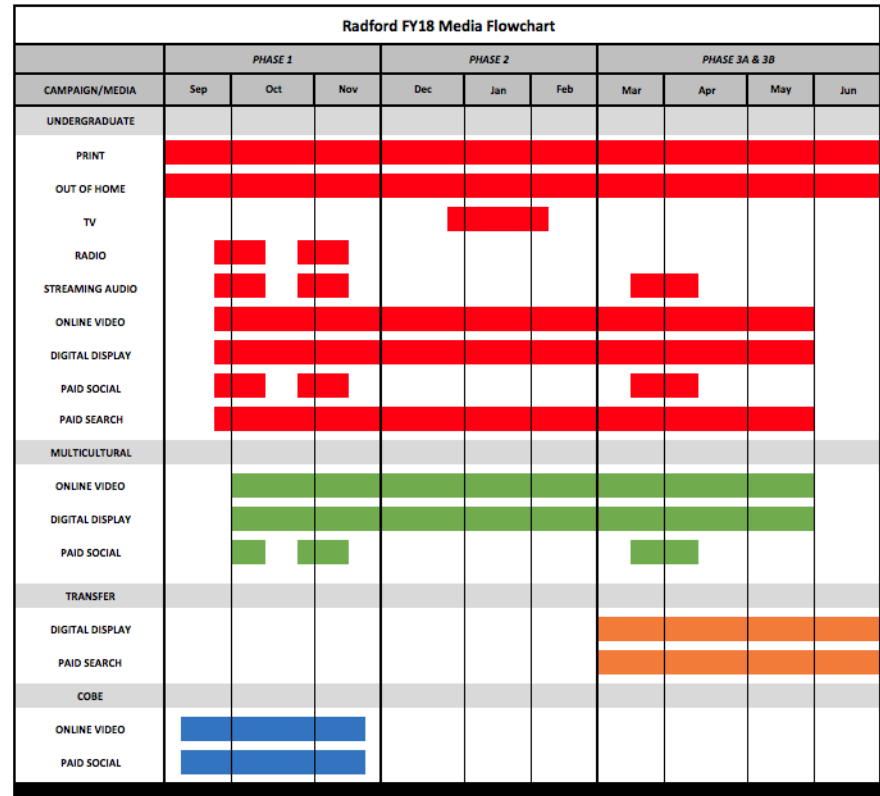


Questions

Addendum Slides

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 next Fall, as well as transfer students looking to apply by end of enrollment year.



Key Performance Indicators Update

Global KPI	FY18 YTD	FY18 Goal	% Goal Index	Global KPI Notes
Advertising Impressions	11,428,813	85,750,000	+6%	Introduction of OOH in Oct/Nov and TV in January will result in additional exposure in market during this period.
Admissions Section Sessions	62,676	500,000	+0%	Pacing is on target through October.
Application Page Inquiries	6,426	51,275	+0%	KPI pacing well through October; Oct/Nov are historically peak periods for application inquiries.
Digital KPI	FY18 YTD	FY18 Goal	% Goal Index	Digital KPI Notes
Digital Impressions	5,279,197	48,000,000	-12%	Digital impression delivery is set to increase ahead of undergrad open house dates and application deadlines.
Marketing Landing Page Sessions	25,098	188,000	+7%	KPI is pacing well and expected to rise with increase in digital ad delivery, as noted above.
Marketing Landing Page Inquiries	1,410	10,800	+4%	Newly designed landing page has been effective in driving users to Explore, Visit & Apply.

Questions

RADFORD UNIVERSITY BOARD OF VISITORS
University Advancement, University Relations and Enrollment Management Committee
December 7, 2017

University Relations
Information Update

University Relations has experienced a fast-paced fall semester, providing support to institutional strategic priorities, including recruiting and advancement initiatives, as well as presidential communications, media relations and web communications.

FY2017-18 Advertising Campaign

This fiscal year's advertising campaign launched, with nearly all media tactics commencing in either all markets or specified markets. Television will commence in the Tidewater, Richmond and Roanoke markets beginning later this calendar year.

An overview of the campaign strategy and progress is available in the submitted presentation.

Advancement Communications

Advancement Communications has been focused on supporting Alumni Relations in conjunction with Homecoming, regional events and Advancement in support of all facets of the development cycle. Highlights include:

- Completion of 5 development officer proposals and 4 presidential proposals
- 14 fundraising or stewardship publications (solicitations, thank you cards, brochures etc.)
- Assisting with development of "The Hive" crowdfunding platform and initiatives
- Alumni Relations emails: 14
- Advancement fundraising/stewardship emails: 16
- Web development for the Giving Page (7 products) and Registration Page (2)
- Writing alumni spotlights: 4
- Homecoming support: internal news coverage, multimedia coverage/coverage, registration page, web page and promotional, and thank you emails

The Magazine of Radford University has become an increasingly important component of alumni relations and advancement communications strategies. In addition to distribution to alumni, the magazine is provided to key donor, business and legislative audiences, as well as the southeast region of university peers as part of a strategy to increase visibility for Radford University and associated positive associated recognition of the University. The magazine is also made available for Admissions counselors in communicating to prospective students and their families. The print quantity for the most recent magazine (the summer 2017 edition) was 90,500.

With an intentional effort to increase the magazine's aesthetic and content appeal that was begun in early 2014, the magazine has received accolades in professional peer reviews and from readerships. To evaluate the progress that has been made and to solicit productive feedback that help the editorial, writing and design teams produce a more effective publication, the Advancement Communications team completed a survey of readers. Results of that survey are available in Addendum 1 of this report.

Web Communications and Strategy

University Relations continued to introduce and utilize new social media tactics to support recruiting prospective students, including the use of live broadcasts on social media channels. Highlights of this semester to-date, include:

- Facebook Live: Oct. 10th - Financial Aid discussed the FAFSA during a noon broadcast. This event was hosted by Financial Aid and featured two presenters discussing the FAFSA application opening and encouraging students and families to apply early. This event received a combined 90 likes and shares and 3,150 views.
- Instagram Live: Oct. 17th - New Student Programs promoted the resident assistant (RA) application deadline. We used the Instagram live platform for the first time in order to reach the target audience (students who use that platform often). Additionally, this was the first social media live broadcast done in the evening.
- Facebook Live: Nov. 2nd - Financial Aid discussed the FAFSA during an after-hours Facebook live event. This event was hosted after hours (6 p.m.) in order to accommodate the requests of viewers during the last FAFSA related live event. In this case, the after-hours event received less views (1,878) than the first one.

Analysis and evaluation will be used to determine timing and content for future live social media engagement strategies.

Media Services

Activities and accomplishments of the fall semester have served as excellent opportunities to highlight Radford University and promote the institution to new audiences.

For example, between September 15 – October 30, 22 news stories were placed as a result of pitches and marketing to media outlets, averaging a story approximately every 1.4 days. Events and accomplishments included:

- Fear to Freedom
- State of the University and IMPACT ASSET grant, with outreach to approximately 25 media outlets in three states
- Northern Virginia Community College agreement signing: statewide outreach
- Grant for opioid treatment: outreach to all of SWVA
- NRV Rail 2020 event

Additionally, University Relations has marketed faculty subject matter experts to media for interviews and commentary. These have ranged from providing perspective on the Las Vegas shooting, to the special counsel Russia investigation, to unique benefits of undergraduate research into roaches.

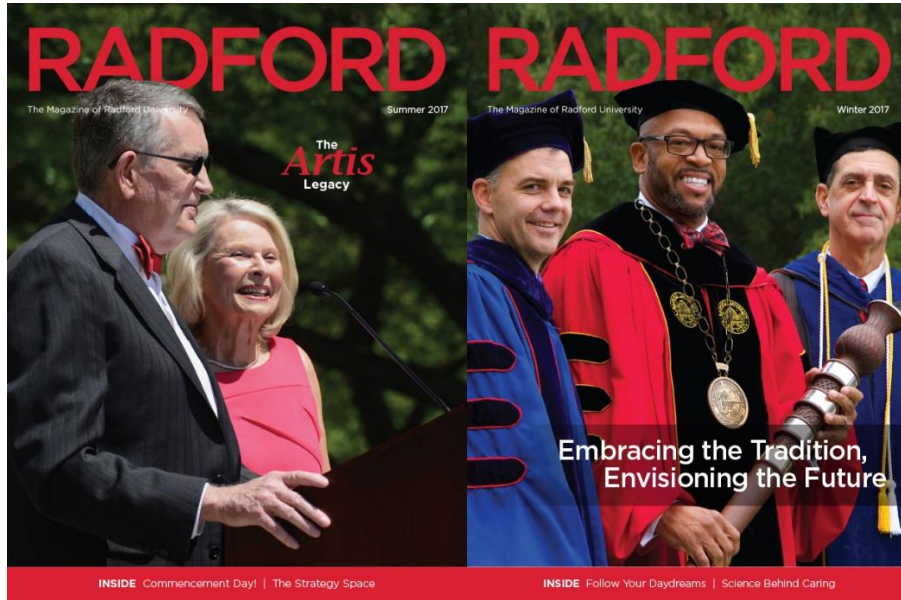
On November 3rd, Criminal Justice Professor Luke Hunt conducted a live TV interview with Canada TV from the CHBS TV studio as part of CTV's national morning broadcast. This was the first live TV media interview using the LTN technology of the College of Humanities and Behavioral Sciences TV studio, with the assistance of the Department of Information Technology and support of the School of Communication.

The bi-weekly e-newsletter "Radford University Connected," produced by University Relations, continues to be a useful internal and external communication platform. Between August 18th and October 13th, the average open rate was 24%.

University Relations
Addendum A

The Magazine of Radford University Readership Survey Summary

The readership survey for *The Magazine of Radford University* was promoted through email communications (3), social media posts on the Alumni Relations social channels, the magazine’s webpage and in the printed Summer 2017 magazine. 122 readers responded to the survey.



Self-identified relationship with Radford University:

Alumnus/alumna	85 (69.67%)
Attended non-degree	1 (.82%)
Faculty/staff member	12 (9.84%)
Donor	11 (9.02%)
Parent or relative of current student	11 (9.02%)
Retired faculty/staff	1 (.82%)
Other	1 (.82%)

Age range:

Under 25	2 (1.64%)
25 to 34	10 (8.20%)
35 to 49	39 (31.97%)
50 to 64	51 (41.80%)
65 and over	20 (16.39%)

How do you acquire information about the University?

Respondents chose all the ways that they receive information from the University. The majority of respondents receive their information from *The Magazine of Radford University* (95%), emails from the institution (89%) and the website (78%).

<i>The Magazine of Radford University</i>	95%
Institutional emails	89%
Radford University website	78%
Radford University social media	61%
Word of mouth/other alumni	60%
National or local media	58%

The Magazine of Radford University

The majority of respondents said they read every issue of *The Magazine of Radford University* (71%) and some said they read most issues (18%) and occasional issues (11%). The majority of the respondents said they read most (49%) or all (29%) of each magazine they receive. The majority of the respondents keep the magazine until they receive the next edition (38%), more than a month (26%) and more than a week (20%). When asked how much total time they spend reading an issue, the majority of respondents said 30 to 59 minutes (48%) and 60 minutes or more (25%).

The Magazine of Radford University: Content Preferences

When asked what campus happenings respondents were very interested or interested in:

Visiting speakers	75%
Student achievements	70%
Cultural events and performances	69%
Student community service	61%
Athletics	53%

When asked what alumni related content respondents were very interested or interested in:

Alumni in their professions	80%
Alumni regional events	77%
Alumni profiles	72%
Class notes	70%
Obituaries	69%
Alumni volunteers for University	61%

When asked what University policy information respondents were very interested or interested in:

Campus facilities and growth	82%
Institutional history and traditions	76%
Academic policy or growth	70%
Staff selection or retirement	66%
President's message	65%
Institutions financial status	61%

The Magazine of Radford University: Quality

When asked to rate the quality of the following aspects of the most recent magazine (Summer 2017), respondents rated the following as good or excellent:

Photography	89%
Cover	85%
Ease of reading	83%
Content and writing	81%
Layout	80%

The majority of respondents (88%) said that the magazine strengthened their personal connection to the institution.

When asked to select the ways it strengthens their connection respondents said it:

Reminds me of my experience at Radford University	75%
Makes me want to visit campus	54%
Encourages me to support Radford University financially	30%
Serves as a source of continuing education	29%
Helps me to feel more in touch with my graduating class	26%
Provides useful career and networking information	23%
Encourages me to volunteer my time to Radford University	1%

When asked what actions they've taken as a result of reading the magazine they said:

Recommended Radford University to potential student/family member	47%
Contacted a classmate or friend	39%
Discussed or forwarded an article or issue	36%
Visited the magazine's or University's website	36%
Attended an event	26%
Made a financial contribution to Radford University	19%

The majority (80%) of respondents said the magazine portrays the University accurately and objectively, or is generally accurate and objective.

The readership was asked about their most memorable article topic published in the magazine in the last year. Their responses include the inauguration and introduction of President Hemphill, the Artis CSAT gift, Spring 2017 Commencement and Coach Frank Beamer's honorary degree, increase in applications, new facilities and University growth.

The respondents offered suggestions for changes and improvements to the magazine:

- Highlight alternative viewpoints
- More in depth behind the scenes athletics coverage
- Larger print is nice
- Give us the full story. The good. The bad. And especially, the ugly.
- Keep up the great work. It is a beautiful publication.
- I love it!
- Include more photographs of campus.
- More coverage of club sports
- I would like to see more departments contribute.
- More alumni news

- More articles about students in ROTC

The respondents discussed what they liked most about the magazine:

- Class notes
- I like that it's free
- It keeps me informed about RU
- Very professional and comprehensive format
- Photographs
- Alumni stories
- Wide variety of subjects for everyone
- Quality content and production
- The feeling of nostalgia that sweeps over me when it arrives in the mail
- Viewing its progress
- It brings back a lot of good memories. I also show it to veterans who are considering college.
- I like the pictures and stories about students and alumni doing really cool things.
- It helps me feel connected with my alma mater; I miss it terribly and I always look forward to receiving the magazine to bring me back to that time and to stay up to date with current events.
- I like reading about successful graduates.
- It is well-designed, well-written and provides a good mix of stories. It's a rare piece that I will sit down and read. Although I know there are lots of good resources electronically, I just don't typically spend the time to read social media posts and website articles about RU.
- I work at RU and I still learn about things I didn't know are happening with students, faculty and staff.
- Most recent magazine had great graphics/layout. It looked modern and relevant.
- Learning about alumni events such as Homecoming

Office for University Advancement and Alumni Relations

**RADFORD
UNIVERSITY**

Comparative Giving Report

Radford University - University Advancement

Comparative Giving Report by Fiscal Year

Fiscal Year-to-Date Giving:

	FY 2017-2018 (7/1/17 - 10/31/17)	FY18 % Increase over FY17	FY 2016-2017 (7/1/16 - 10/31/16)	FY 2015-2016 (7/1/15 - 10/31/15)	FY 2014-2015 (7/1/14 - 10/31/14)
New Pledge Balances	\$ 726,608	80.15%	\$ 144,221	\$ 203,036	\$ 365,803
Current-Year Pledge Payments	\$ 74,717	48.54%	\$ 38,451	\$ 41,681	\$ 55,390
New Planned Gifts	\$ 1,529,855	66.33%	\$ 515,050	\$ 4,840,000	\$ 663,000
Outright Cash Gifts	\$ 342,676	24.96%	\$ 257,133	\$ 189,535	\$ 355,337
Gifts-in-kind	\$ 259,736	94.66%	\$ 13,863	\$ 50,565	\$ 9,431
Sponsored Programs	\$ 23,700	n/a	\$ 26,095	\$ 10,000	n/a
Total Giving	\$ 2,957,291	66.36%	\$ 994,813	\$ 5,334,817	\$ 1,448,960
Total Number of Donors	1,616	3.16%	1,565	1,493	1,958

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

Capital Campaign Update

- **Campaign Steering Committee**
- **Campaign Priorities**
- **Next Steps**

Capital Campaign Steering Committee

Composition

❖ 40 Members

❖ *Co-Chairs: Jennie Allman, Class of 1967 & Sandy Cupp Davis*

- Colleges
- Regions
- Affinity Groups
- Decades
- Channels (Endowment, Planned Giving, Annual Fund, Corporate)
- At Large
- Presidential Appointments: Faculty/Staff/Leadership Council/Student

Campaign Pillars of Support

Academic Excellence and Research

Academic Programs
Endowed Deans, Chairs, and Professorships
Research
Library
Honors Program

Experiential Learning and Innovation

Innovation
Entrepreneurship
Globalization
Sustainability

Student Success and Engagement

Scholarship Support
Public Service
Multicultural Initiatives
International Experiences

Capital Infrastructure and Improvements

Center for Adaptive Innovation and Creativity
Convocation Center
Technology Integration
Facility Modernization

Capital Campaign Next Steps

- Development of our Case for Support (draft)
- Engage internal and external audiences in the review of our campaign Case for Support, testing the feasibility of our campaign priorities.

Homecoming 2017

Volunteer Leadership Business Lunch and Awards Ceremony

Women of Radford Luncheon

Alumni and Family Village

The Golden Reunion Dinner



Questions?

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End of Materials