

RADFORD UNIVERSITY

2018-2023 Strategic Plan

**Embracing the Tradition
and Envisioning the Future**

Brand Identity

**Spring 2020 and Fall 2020
Updates**

Strategy 1A: Establish the Center for Highlander Engagement.



Green = Progress is on track.

Describe progress toward target: Discussion with key internal stakeholders have occurred ensuring the launch of the Center meets the current needs and expectations of recruitment, retention, and a connection between our students and Highlander Pride. The Center will have an advisory board component as well - ensuring we are meeting the expectations of an additional strategy within this goal. The Center will become active in the Spring 2021 semester.

Describe challenges: N/A

Who are you collaborating with? The planning has engaged the Vice President for Enrollment Management, the Provost/Vice President for Academic Affairs and the Vice President for Student Affairs. Each area will play a critical role in recruitment of students, staff and faculty to serve on the Highlander Advisory Board and as volunteers for the Center.

Does strategy overlap with other goal/strategy? If so, which one? An additional strategy involves the establishment of the Highlander Advisory Board, which will function in tandem with the Center.

Describe next steps: Launch the Center in Spring 2021 with recruitment of faculty, staff, and students being a first critical step

Describe any new investments or reinvestments (realignment of existing resources) to this initiative: A funding request of approximately \$10,000 will be made in the FY21-22 budget cycle to provide resources for student stipends and swag to use for campus pop-up events and student social engagement opportunities.

Name of person completing this Strategic Plan Progress Report: Wendy Lowery, Vice President for Advancement and University Relations

Strategy 1B: Establish a Highlander Advisory Board.



Green = Progress is on track.

Describe progress toward target: The Highlander Advisory Board will exist within the Center for Highlander Engagement. A group of faculty, staff and students will serve. Their focus is on building community among campus constituents, highlighting Highlander pride and promoting positive activity on a variety of social media platforms.

Describe challenges: N/A

Who are you collaborating with? The planning has engaged the Vice President for Enrollment Management, the Provost/Vice President for Academic Affairs and the Vice President for Student Affairs. Each area will play a critical role in recruitment of students, staff and faculty to serve on the Advisory Board and as volunteers for the Center.

Does strategy overlap with other goal/strategy? If so, which one? An additional strategy for involves the establishment of the Center for Highlander Engagement, which will function in tandem with the Advisory Board.

Describe next steps: The immediate next step is recruiting membership during the Spring 2021 semester.

Describe any new investments or reinvestments (realignment of existing resources) to this initiative: N/A

Name of person completing this Strategic Plan Progress Report: Wendy Lowery, Vice President for Advancement and University Relations

Strategy 1C: Provide training and guidance to current faculty and staff to help them understand, practice and incorporate Highlander identity and values (Responsive, Resilient, Real) into their daily activities.



Green = Progress is on track.

Describe progress toward target: Following a holistic rebranding, the Radford University Brand Guide was released in July 2020. This was a huge undertaking and major step forward for an immersive and vibrant brand identity. This guide includes many more elements than previous guides to include patterns, textures, work product examples, a variety of fonts (to include a handwritten custom font) and guidance on color palettes. The guide will help our internal constituents with appropriate use of marketing tools and the resources needed to represent the University well. Departmental trainings are ongoing.

Describe challenges: The team is continuing to respond to departmental developed logos, marks and outdated verbiage. We will continue to respond as needed, and scheduled training sessions with departments are ongoing.

Who are you collaborating with? All units across campus

Does strategy overlap with other goal/strategy? If so, which one? N/A

Describe next steps: Next steps include continuing to schedule departmental meetings to help educate the campus community on the brand guide and its importance

Describe any new investments or reinvestments (realignment of existing resources) to this initiative: N/A

Name of person completing this Strategic Plan Progress Report: Wendy Lowery, Vice President for Advancement and University Relations

Strategy 1D: Promote training and guidance to current students to help them understand, practice and incorporate Highlander identity and values (Responsive, Resilient, Real) into their daily activities.



Green = Progress is on track.

Describe progress toward target:

- Through the Highlanders Rise story series and video, it was necessary to show the strength of the Highlander spirit during these unprecedented times. A video was produced with a strong message from President Brian O. Hemphill, Ph.D., and a subsequent story series was launched to show how our Radford family was rising to the challenges of the COVID-19 global health pandemic.
- University Relations staff produced a series of “Quest Talk” videos to allow individuals who could not travel to campus to interact with our brand and get to know our campus community. These six videos are conversational, talk show style videos and provided information and a look at what it means to be part of the Radford family.
- Through a “Pop up Pride Event,” University Relations staff distributed “I am a Highlander” t-shirts at two locations on main campus during the Fall 2020 semester. These events were so successful in making the students feel celebrated that subsequent events are planned for the Spring 2021 semester with one on January 19, 2021 at Radford University Carilion (RUC) and one on January 21, 2021 on the main campus.
- The Highlander House at RUC received a new design to the entry doors to continue to transform the RUC experience into one that is cohesively tied to the Highlander identity.
- A Radford University Magazine was produced and published, which proudly celebrated the strength of the Class of 2020 and continued to celebrate the “Highlander’s Rise” concept. The theme was selected to continue to magnify the brand identity of responsive, resilient and real, as well as how that brand has been exemplified during the pandemic.

Describe challenges: A more intensified effort needs to be placed on helping students understand the impact of negativity within social media platforms. The team will focus on initiatives that help educate students through the Center for Highlander Engagement.

Who are you collaborating with? All facets of the campus community play a role in the development on informational videos, the University magazine, etc.

Does strategy overlap with other goal/strategy? If so, which one? N/A

Describe next steps: Next steps include continuing to host pop-up events throughout the semester that are sporadic and provide fun/simple ways for students to feel valued and

connected to the Highlander brand. A continued focus on the magazine as an effective tool for displaying our pride and an efficient use of videos for communication of messaging. The Center for Highlander Engagement will explore ways to communicate, educate and promote pride among our students.

Describe any new investments or reinvestments (realignment of existing resources) to this initiative: N/A

Name of person completing this Strategic Plan Progress Report: Wendy Lowery, Vice President for Advancement and University Relations

Strategy 1E: Increase visibility of the Highlander brand identity and values around campus.



Green = Progress is on track.

Describe progress toward target:

- Through a “Pop up Pride Event,” University Relations staff distributed “I am a Highlander” t-shirts at two locations on main campus during the Fall 2020 semester. These events were so successful in making the students feel celebrated that subsequent events are planned for the Spring 2021 semester with one on January 19, 2021 at Radford University Carilion (RUC) and one on January 21, 2021 on the main campus.
- The Highlander House at RUC received a new design to the entry doors to continue to transform the RUC experience into one that is cohesively tied to the Highlander identity.
- A Radford University Magazine was produced and published, which proudly celebrated the strength of the Class of 2020 and continued to celebrate the “Highlander’s Rise” concept. The theme was selected to continue to magnify the brand identity of responsive, resilient and real, as well as how that brand has been exemplified during the pandemic.
- New campus banners/flags were produced and installed in central locations across campus.

Describe challenges: The team is continuing to assist our campus community with using a refreshed Brand Guide in all collateral and communications.

Who are you collaborating with? All units across campus

Does strategy overlap with other goal/strategy? If so, which one? N/A

Describe next steps: Next steps include continuing to host the events referenced to help build connection to brand and further Highlander pride.

Describe any new investments or reinvestments (realignment of existing resources) to this initiative: N/A

Name of person completing this Strategic Plan Progress Report: Wendy Lowery, Vice President for Advancement and University Relations

Strategy 2A: Identify expanded opportunities for brand communication.



Green = Progress is on track.

Describe progress toward target:

- A Career Guide was produced in collaboration with the Center for Career and Talent Development to focus on preparation and workforce opportunities. The brochure is very well done and carries the University's brand with distribution among current students, employers and alumni.
- A Radford University Magazine was produced and published, which proudly celebrated the strength of the Class of 2020 and continued to celebrate the “Highlander’s Rise” concept. The theme was selected to continue to magnify the brand identity of responsive, resilient and real, as well as how that brand has been exemplified during the pandemic.
- A contractual agreement was solidified with VisionPoint Marketing to focus on appropriate placement of Radford University and its branding in a variety of outlets (media, print, web, etc.) to assist with reputation enhancement, recruitment and broad exposure.
- New campus banners/flags were produced and installed to reflect current brand identity elements.
- A You Visit campus tour was produced and launched.
- The College of Graduate Studies and Research has worked extensively with University Relations to update its website to improve navigation and streamline content. Program admission requirement pages are being streamlined to assist potential applicants in finding information such as programs that are, for example, a) residential vs. online, or b) at specific locations (main campus, RUC, or Higher Education Centers). The College of Graduate Studies and Research is working to assist graduate programs at RUC to aid in marketing and recruitment activities.
- The Davis College of Business and Economics worked with University Relations to develop an organized process to ensure that notable achievements of students, faculty and staff are written and placed on the college-based website. Over the review period, 32 stories featuring the work of Highlanders in the Davis College of Business and Economics have been published.

Describe challenges:

- Managing the variety of investments made to enhance University image and ensuring the return meets the needs of our recruitment efforts and maximizes our resources
- The College of Graduate Studies and Research website is extensive considering that it oversees resources for all graduate programs. Managing such a large website is considerable, and changes in one area sometimes have a ripple effect in other areas of the web site. Maintaining consistency for RUC program websites is more

challenging since the College of Graduate Studies and Research does not have access to those program specific sites. With the changeover from Jefferson College of Health Sciences to RUC, building the RUC brand is important. As such, we have worked with our internal and external marketing partners, University Relations and Access, to help build up that brand, as well as marketing efforts for main campus programs.

Who are you collaborating with? Key partners (Office of the President; Office of Advancement and University Relations; Division of Enrollment Management; Division of Finance and Administration (Facilities); Center for Career and Talent Development; College of Graduate Studies and Research; and Davis College of Business and Economics

Does strategy overlap with other goal/strategy? If so, which one? N/A

Describe next steps:

- Next steps include continuing to focus on the maximization of our contractual agreements and ensuring optimal return.
- With VisionPoint as the University's new marketing partner, the College of Graduate Studies and Research will be creating an ad-on contract to begin work on developing a marketing plan for the graduate programs. Most marketing materials need to be refreshed, and new approaches and venues for marketing need to be explored.

Describe any new investments or reinvestments (realignment of existing resources) to this initiative: N/A

Name of person completing this Strategic Plan Progress Report: Wendy Lowery, Vice President for Advancement and University Relations; Ben Caldwell, Dean of the College of Graduate Studies and Research; and Joy Bhadury, Dean of the Davis College of Business and Economics