



**Enrollment Management and Brand Equity Committee**  
**1:00 p.m.\*\***  
**December 5, 2024**  
**Mary Ann Jennings Hovis Memorial Board Room**  
**Martin Hall, Radford, VA**

**DRAFT**  
**Minutes**

**Committee Members Present**

Mrs. Jennifer Wishon Gilbert, Chair  
Ms. Betsy D. Beamer, Vice Chair  
Ms. Callie M. Dalton  
Mr. David A. Smith

**Committee Members Absent**

Mr. Jonathan D. Sweet

**Board Members Present**

Mr. Marquett Smith, Rector  
Mr. Tyler W. Lester, Vice Rector  
Mr. Dale S. Ardizzzone  
Ms. Jeanne S. Armentrout  
Ms. Joann S. Craig  
Mr. William C. Davis  
Dr. Betty Jo Foster  
Mr. George Mendiola, Jr.  
Ms. Lisa W. Pompa  
Mr. James C. Turk

**Others Present**

Dr. Bret Danilowicz, President  
Dr. Dannette Gomez Beane, Vice President for Enrollment Management and Strategic Communications  
Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President  
Dr. Matthew Close, Faculty Representative  
Ms. Lisa Ghidotti, Executive Director of Government Relations and Strategic Initiatives  
Mr. Anthony Graham, Director of Enrollment Management and Data Analytics  
Dr. Robert Hoover, Vice President for Finance and Administration  
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education  
Dr. David Perryman, Associate Vice President for Strategic Communications  
Ms. Allison Pratt, Associate V.P. for Enrollment Management/Director of Financial Aid  
Ms. Susan Richardson, Legal Counsel  
Ms. Sarah Tate, Interim Associate VP for Enrollment Management/Director of Admissions

Dr. Susan Trageser, Vice President for Student Affairs  
Ms. Penny White, Vice President for University Advancement  
Dr. Bethany Usher, Provost and Senior Vice President for Academic Affairs

### **Call to Order**

Mrs. Jennifer Gilbert, Chair, formally called the Enrollment Management and Brand Equity Committee meeting to order at 1:01 p.m. in the Board Room of Martin Hall.

### **Approval of Agenda**

Mrs. Jennifer Gilbert asked for a motion to approve the December 5, 2024 agenda for the Enrollment Management and Brand Equity Committee, as published. A motion was made by Ms. Betsy Beamer, seconded by Mr. David Smith and the motion carried unanimously.

### **Approval of Minutes**

Mrs. Jennifer Gilbert asked for a motion to approve the minutes of the September 5, 2024 meeting of the Enrollment Management and Brand Equity Committee meeting, as published. A motion was made by Ms. Betsy Beamer, seconded by Mr. David Smith, and the motion carried unanimously.

### **Brand Equity Report**

Vice President for Enrollment Management and Strategic Communications Dannette Gomez Beane began with an update on the website redesign project which has fully transitioned to the new content management system. All content owners and editors have access to training and resources to equip them for building their sites to meet current demands. The goals for the website redesign project are to improve user experience, enhance audience engagement, present key messages and sustain website processes.

Associate Vice President for Strategic Communications David Perryman reviewed the website redesign project metrics which show we are ranking high but have room for improvement in search engine optimization.

Vice President Beane shared that the brand perception survey will be launched the week of January 27, 2025 with an email invitation and link. The survey will close on February 10, 2025.

Vice President Beane concluded with an update on the Communication Plan requested after the July Retreat. The proposed goals to be realized through 2026 are:

1. Advance the University's mission by supporting executive-level communications, events and activities.
2. Increase enrollment in Radford's academic programs.
3. Positively influence the University's reputation.
4. Enhance the University's brand equity.
5. Increase employee and student awareness and engagement.

### **Enrollment Management Report**

Vice President Beane shared that for Enrollment Management, the preliminary census numbers in September were meeting and exceeding our goals. When the final census was gathered, we were at 7,812 total. Early indicators moving forward show continued growth. Spring deposits are up 26% for (domestic) freshmen and 50% for (domestic) transfers. Open house attendance has increased by 27% from 2023-2024. Early indicators show a strong fall 2025 incoming class of freshmen, transfer and graduate students.

Vice President Beane provided projections for the Radford Tuition Promise beyond 2025, sharing that the current FASFA completion rate for Radford University is over 80% while nationally it is 50%. The University confirmed 1820 students who were eligible for the Radford Tuition Promise and with the added funding we received, an additional 472 became eligible for a total of 2292 students.

Vice President Beane closed by stating that with upper class cohorts being small, even with increased new enrollment growth the overall enrollment will stay the same or even show a decrease in future years, the plan is to stabilize beyond 2026.

**Adjournment**

With no further business to come before the Committee, Mrs. Jennifer Gilbert adjourned the meeting at 1:49 p.m.

Respectfully submitted,

Gina Stike  
Executive Assistant to the  
Vice President for Enrollment Management  
and Strategic Communications

End of Board of Visitors Materials

