

Enrollment Management and Brand Equity Committee

December 2024



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Enrollment Management and Brand Equity Committee

1 p.m.**

December 5, 2024

**Mary Ann Jennings Hovis Memorial Board Room
Martin Hall, Third Floor, Radford, VA**

DRAFT
Agenda

- **Call to Order** Mrs. Jennifer Wishon Gilbert, *Chair*
- **Approval of Agenda** Mrs. Jennifer Wishon Gilbert, *Chair*
- **Approval of Minutes** Mrs. Jennifer Wishon Gilbert, *Chair*
 - September 5, 2024
- **Brand Identity Report** Dr. Dannette Gomez Beane,
Vice President for Enrollment Management and Strategic Communications
 - Website Roll Out and Performance
 - Brand Perception Study
 - Communication Plan
- **Enrollment Management Report** Dr. Dannette Gomez Beane,
Vice President for Enrollment Management and Strategic Communications
 - Update on Visits and Applications
 - Spring 2025
 - Fall 2025
 - Projections of Radford Tuition Promise and Total Enrollment
- **Other Business** Mrs. Jennifer Wishon Gilbert, *Chair*
- **Adjournment** Mrs. Jennifer Wishon Gilbert, *Chair*

**** All start times for committee meetings are approximate. Meetings may begin either before or after the listed approximate start time as committee members are ready to proceed.**

Committee Members

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

Meeting Materials



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Enrollment Management and Strategic Communications





EMSC Agenda

Brand Equity

- Website Roll Out and Performance
- Brand Perception Study
- Communication Plan

Enrollment

- Update on Visits and Applications
- Spring 2025
- Total Enrollment
- Fall 2025 Projection
- Projections of Radford Tuition Promise beyond 2025



Strategic Communications



Find Your Place. Here.

Website Redesign Project - Goals

- Improve user experience by ensuring visitors find desired information and complete necessary tasks.
- Enhance audience engagement in rich content (e.g., events, news, videos, RFI forms and applications).
- Present brand elements and key messages in a consistent and compelling manner.
- Sustain efficient, effective, secure and accessible website with right people, processes and procedures.



Paying for College

More than 80% of Radford University students receive some form of grant, loan, employment assistance or other type of financial aid. Learn more about how to fund your education.

► [How Much Will Radford Cost Me?](#)

Creating a Healthier Community

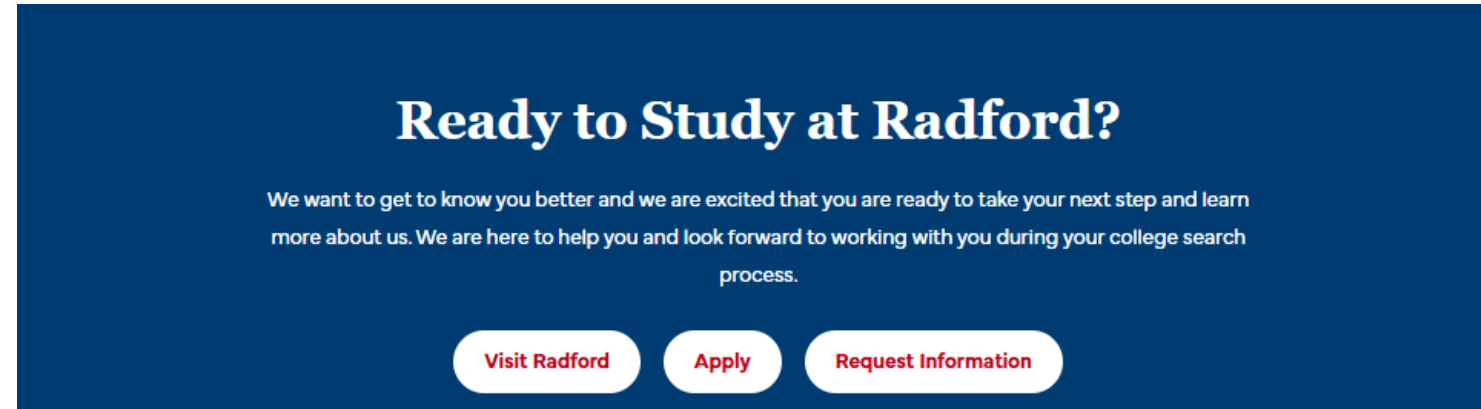
The Department of Public Health and Healthcare Leadership (PHHL) is located within the vibrant interprofessional, healthcare learning community of Waldron College of Health and Human Services and Radford University at Carilion.

Our programs are delivered in a 100% online or hybrid format, with full or part-time options, with the goal of being accessible and flexible for working adults. Programs are transfer-friendly and include valuable practical experiences to integrate, apply, and synthesize course knowledge.

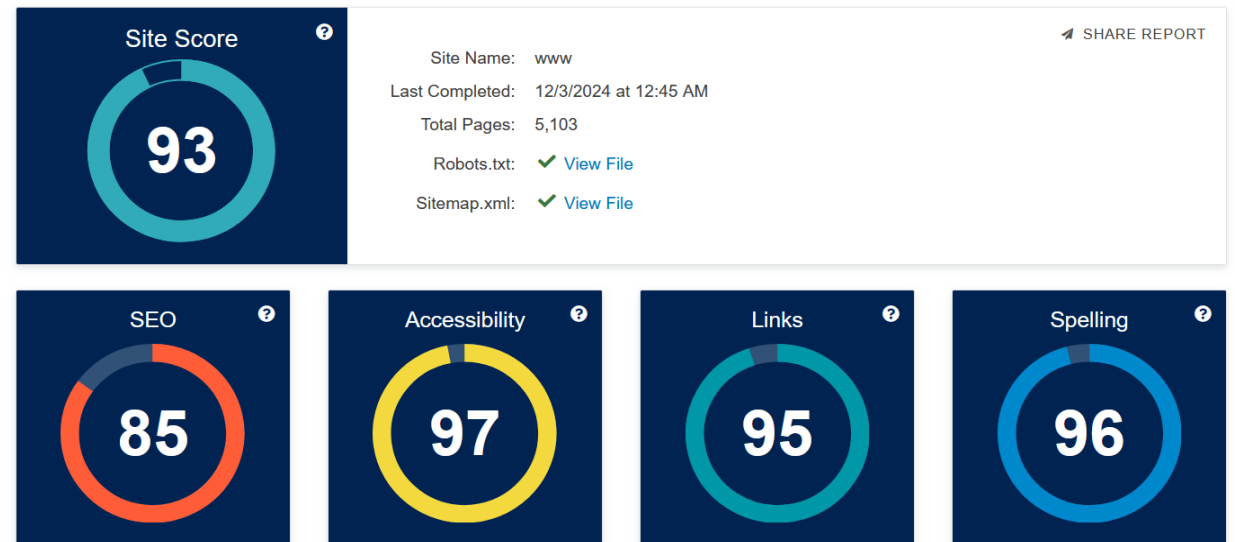


Website Redesign Project - Metrics

- # of unique visitors
- Average time per visit
- # of campus visit registrations
- # of RFI forms completed
- # of applications submitted



- Search engine optimization
- Accessibility
- Broken links
- Spelling



Brand Perception Study – Baseline and Reporting

Tactic	Metrics	Baseline	Target	Reporting	Unit Responsible
1. Revise Radford University's brand to increase brand equity	Brand recognition surveys	Current brand recognition among potential students, K-12 employees and regional businesses	Statistically significant increases of perception study indicators of brand awareness	Quarterly	Enrollment Management and Strategic Communications

Timing

- Host the brand perception survey from Jan. 27 – Feb. 10, 2025
- Send one reminder email to non-respondents at halfway point in survey

Brand Perception Study – Jan. 27-Feb. 10, 2025

Stakeholder Audiences

- Current students
- Current employees (T&R faculty, AP faculty, classified employees)
- Alumni
- Prospective students
- Sample of general population in SWVA

Measures

- Awareness
- Consideration
- Attribute association
- Strengths/weaknesses
- Personality/cultural traits

Examples of Questions

- Thinking about the colleges/universities in your area, which first come to mind?
- How would you describe Radford University to a friend who'd never heard of it?
- What do you think Radford University is best at or most well-known for?
- How well does Radford University deliver each of these ideas [brand pillars] to the students it serves?
- What, if anything, do you think might prevent a prospective student from considering Radford University?
- On a scale of 0-10 with 10 being the best possible score and 0 being the worst, how likely would you be to recommend Radford University to a future student?

Radford University Communication Plan 2024-2026

Context

- As we enter the next phase of the brand roll out and begin the strategic planning process for the university, we must create a foundational understanding of *who we are* and *what we do*.
- Telling the Radford story in a credible, consistent and compelling manner is key.
- The communication plan provides the strategic framework for this effort.



Radford University Communication Plan 2024-2026


Goals

1. Advance the university's mission by supporting executive-level communications, events and activities
2. Increase enrollment in the university'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



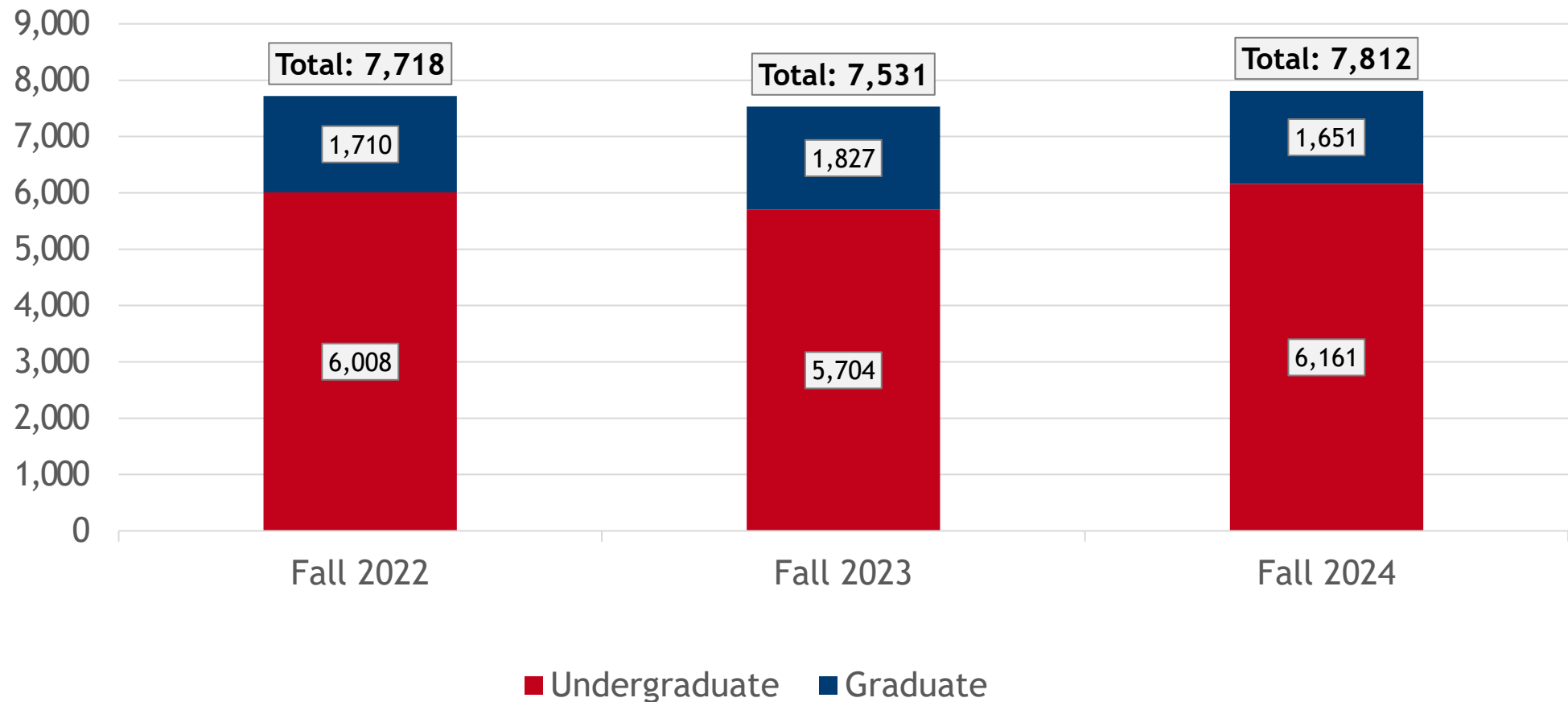
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Enrollment Management

Final Census fall 2024 (with Fall B) Total Enrollment



Projections Spring 2025

New Freshmen – Domestic	2025 Spring	Conversions	2024 Spring	Conversions	YOY Difference
Applications	133		106		+27
Completes	84	63.1	73	68.8	+11
Admits	60	71.4	50	68.4	+10
Deposits	29	48.3	23	46.0	+6

+26%

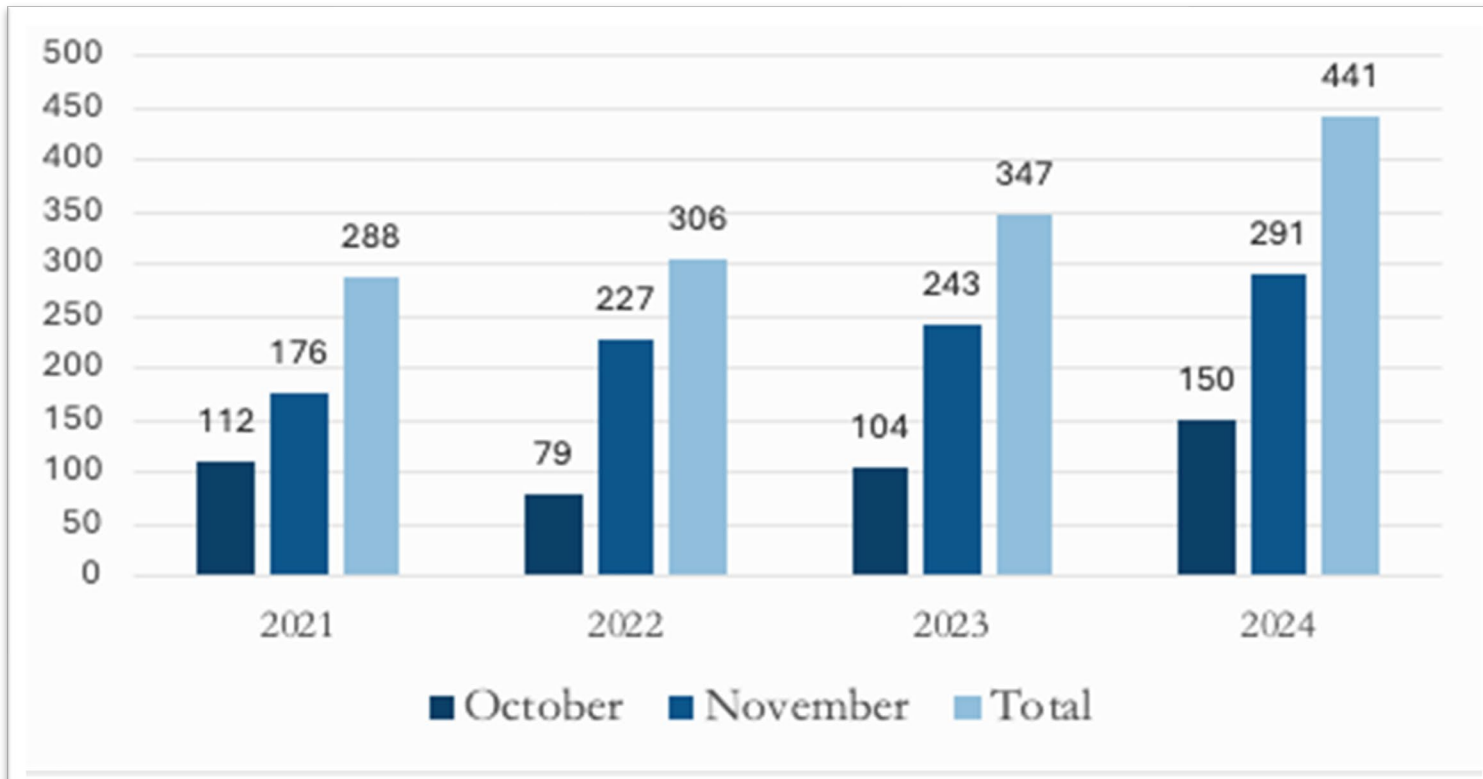
New Transfer – Domestic	2025 Spring	Conversions	2024 Spring	Conversions	YOY Difference
Applications	387		295		+92
Completes	259	66.9	215	72.8	+44
Admits	200	77.2	164	76.7	+36
Deposits	89	44.5	59	35.9	+30

+50%

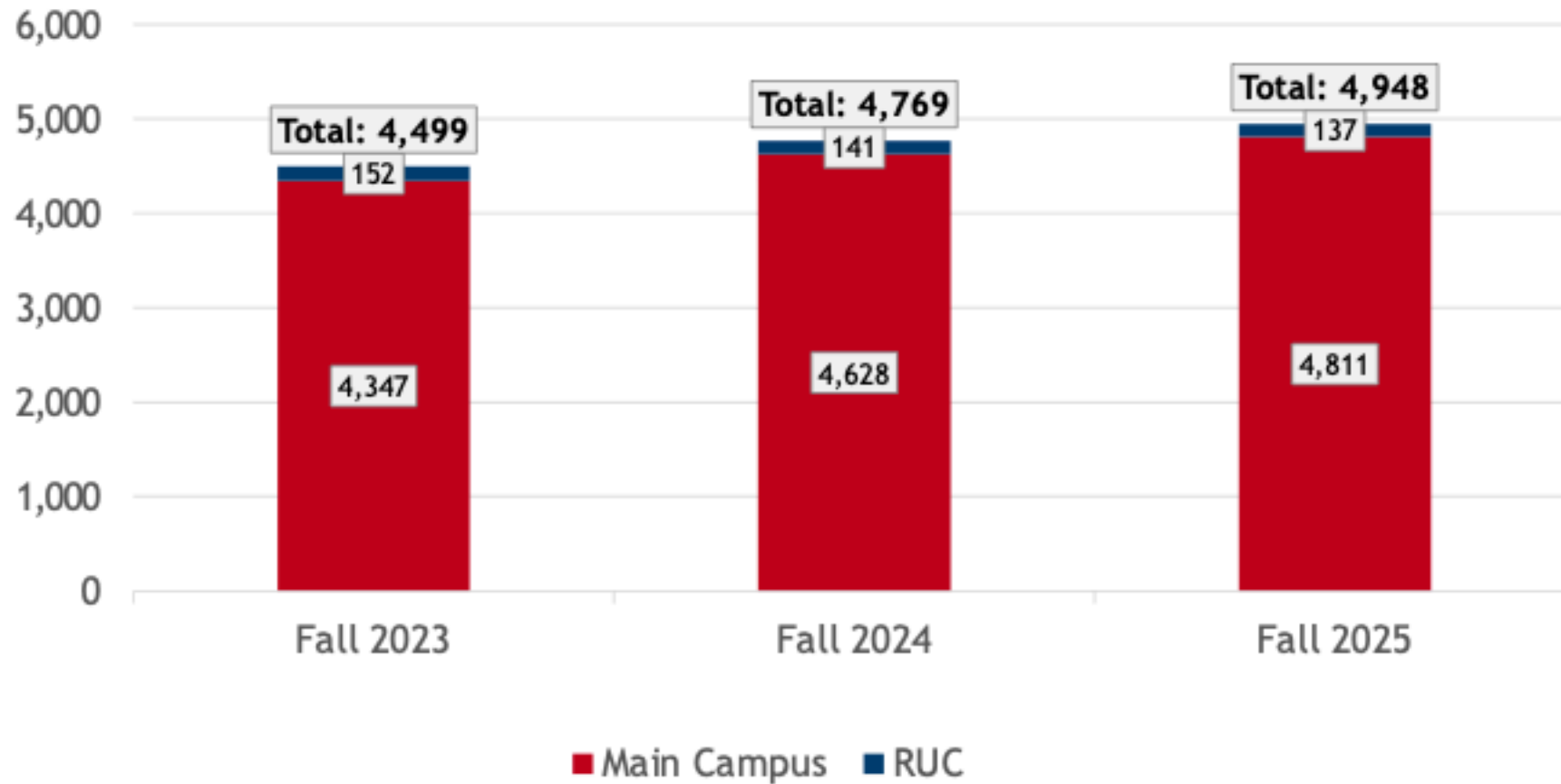
*NOTE: The 2024 Fall Daily report on 11/17 shows a more accurate picture of our initial admissions decision release.

Open House Attendance YOY

Year	October	November	Total
2024	150	291	441
2023	104	243	347
2022	79	227	306
2021	112	176	288

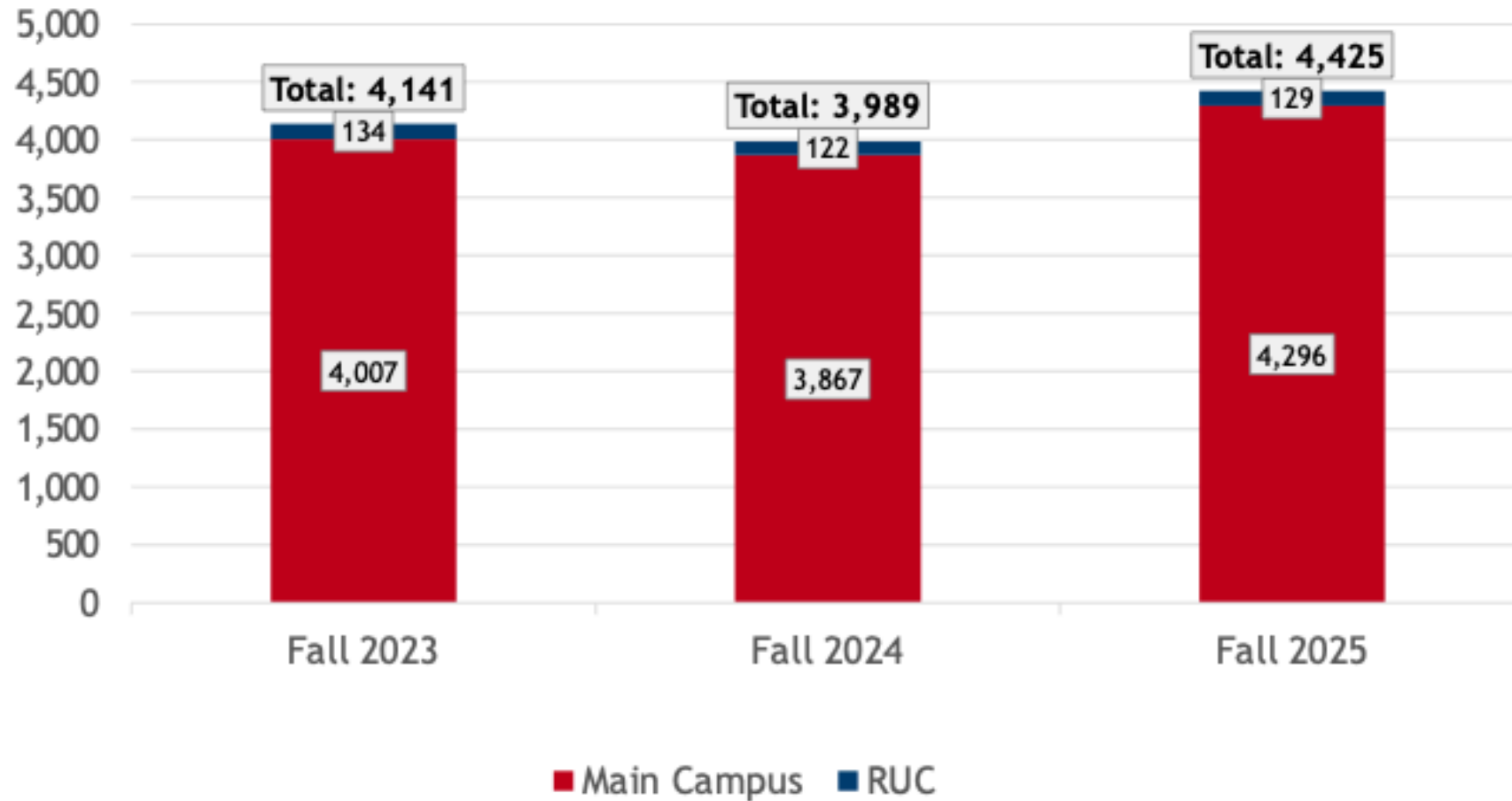


Fall New Freshmen Completed Applications



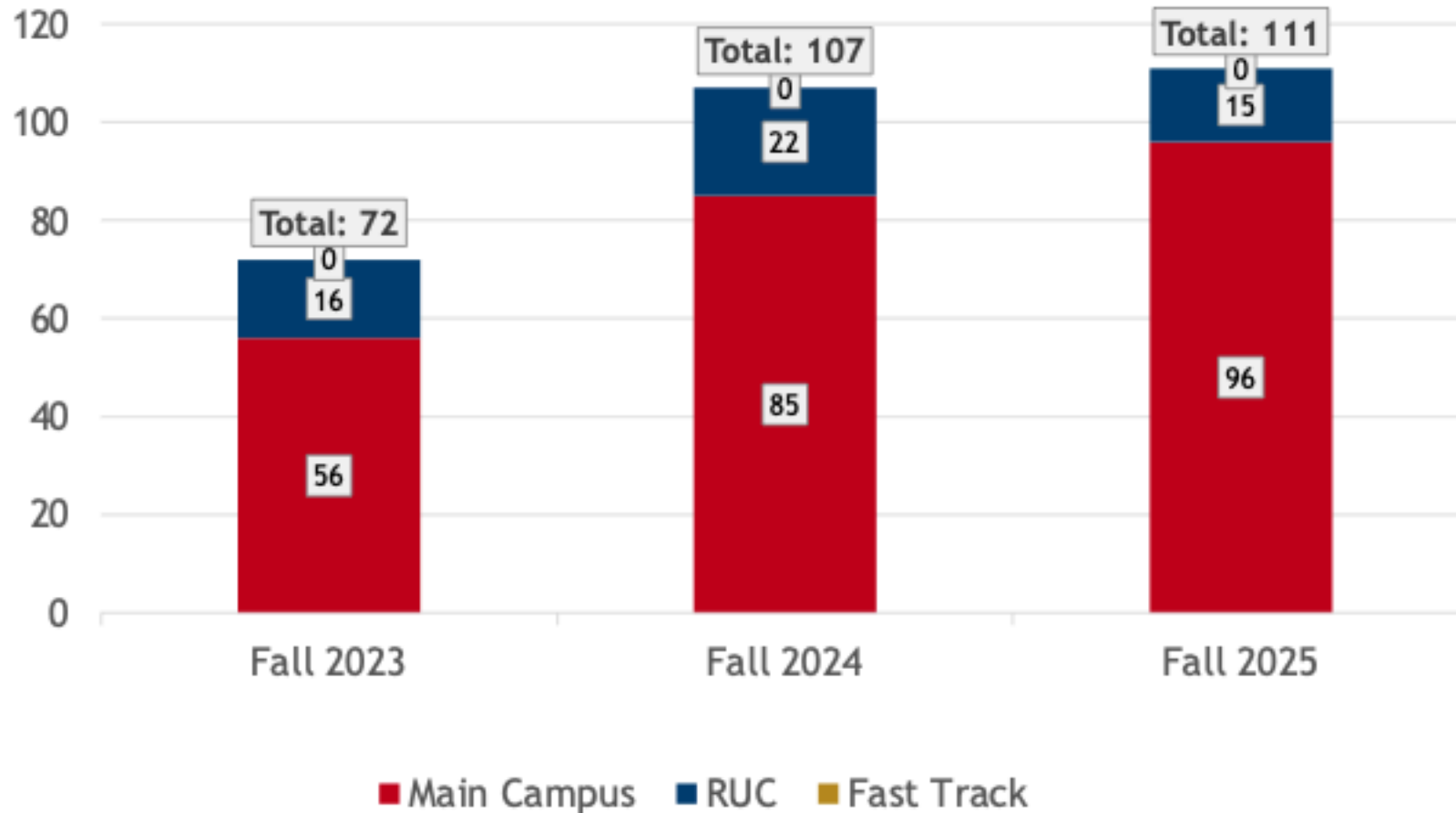
As of 11/18/24

Fall New Freshmen Admitted



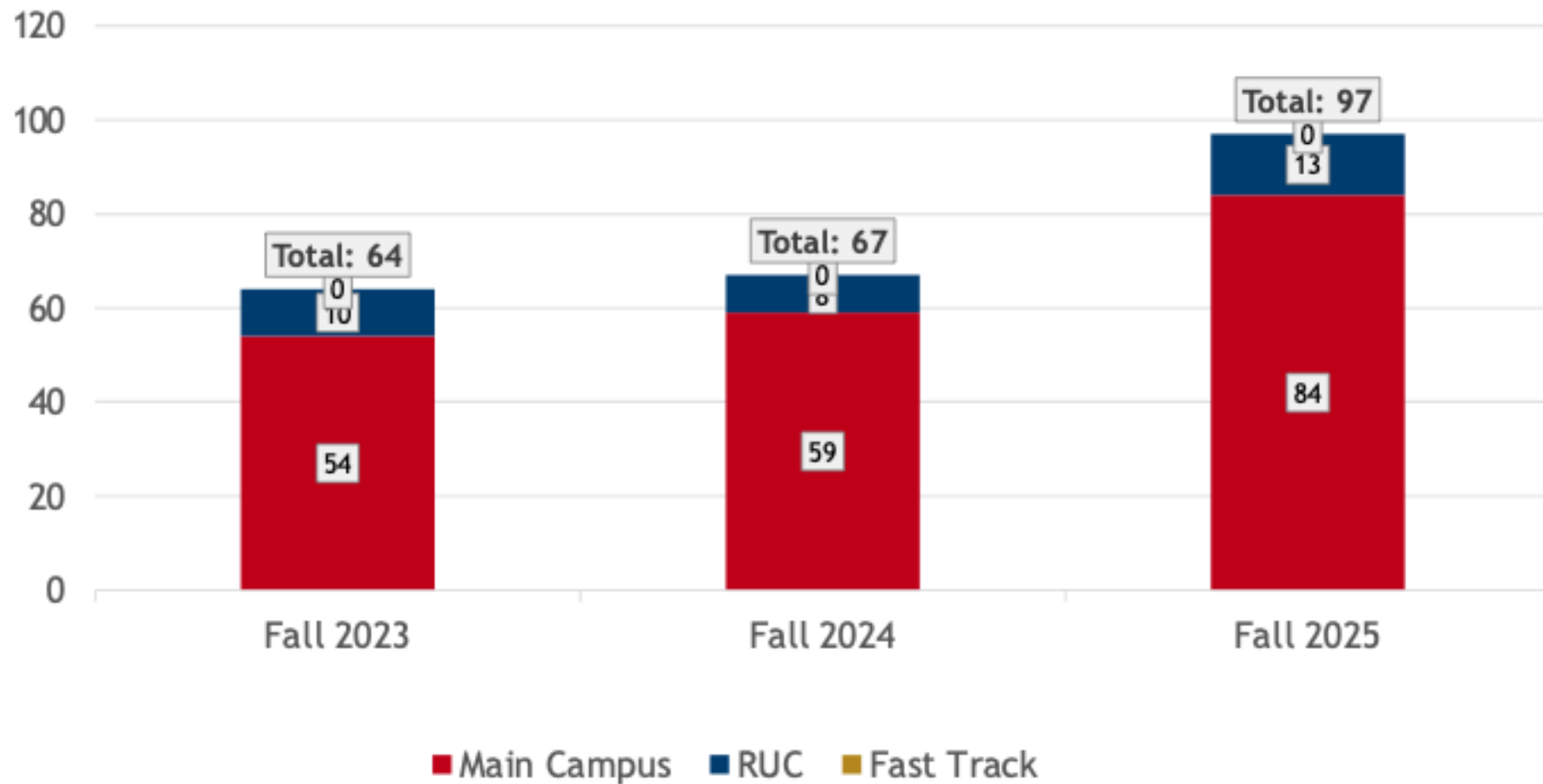
As of 11/18/24

Fall New Transfer Completed Applications



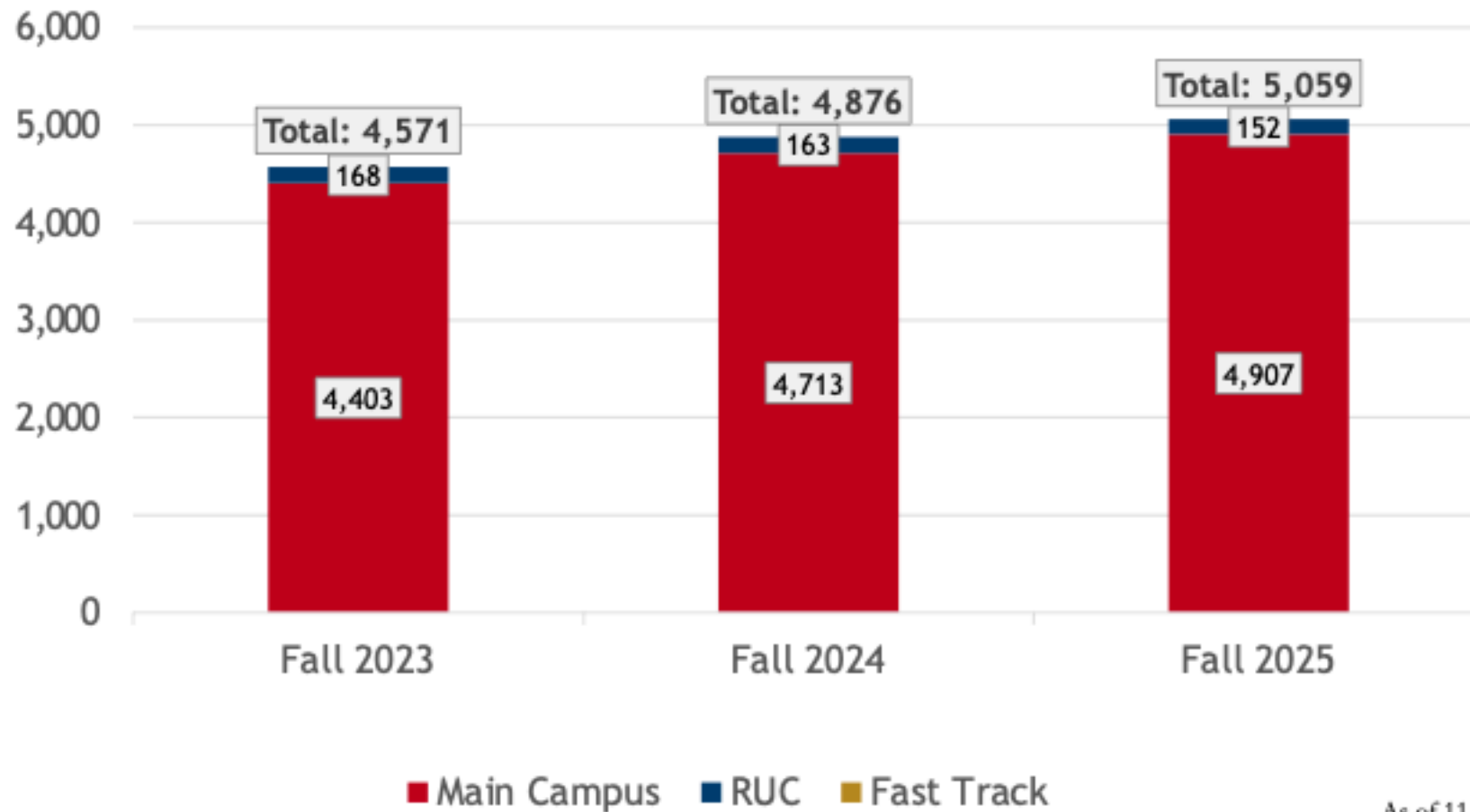
As of 11/18/24

Fall New Transfer Admitted



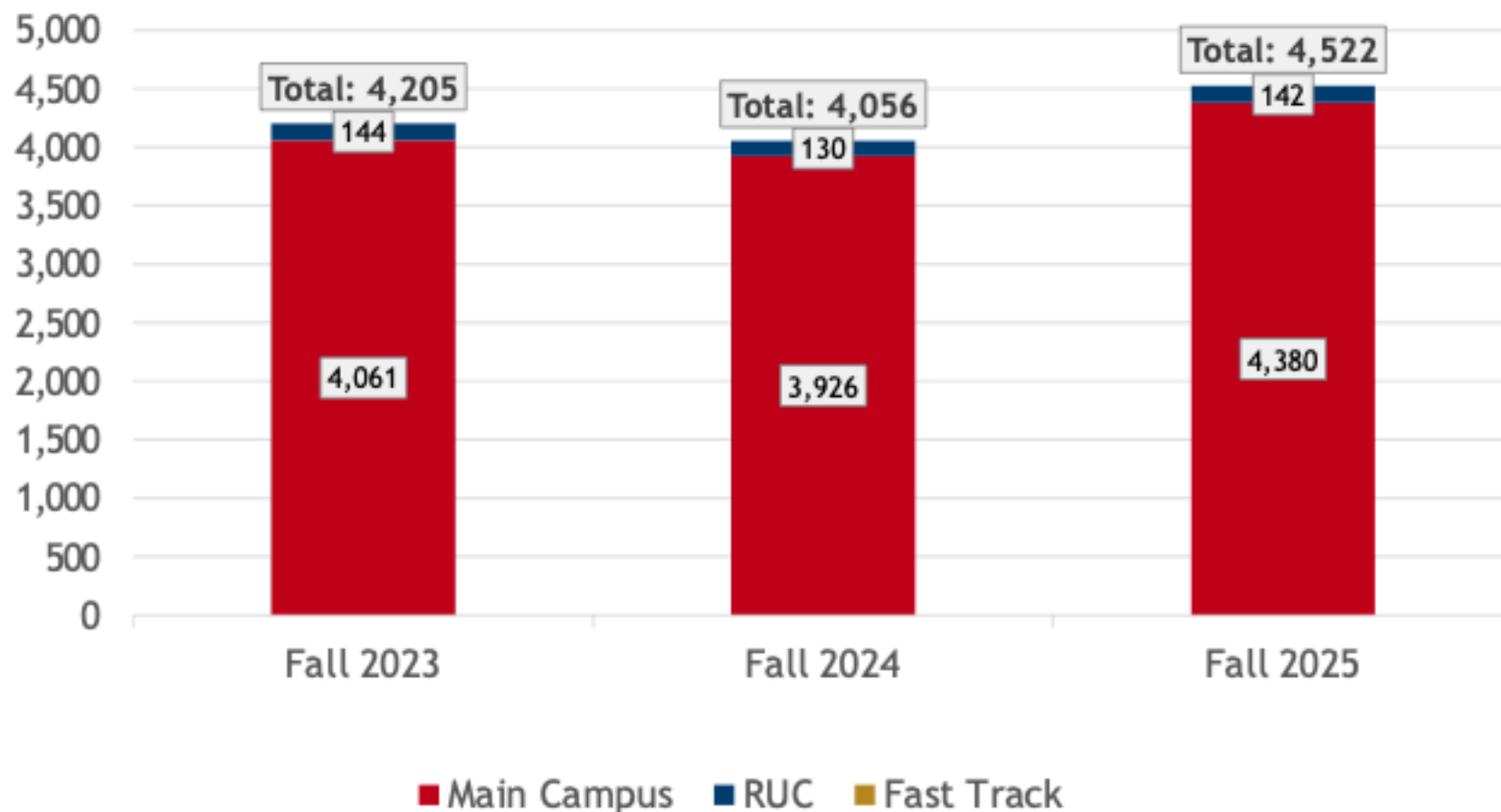
As of 11/18/24

Fall Combined NF/TR Completed Applications



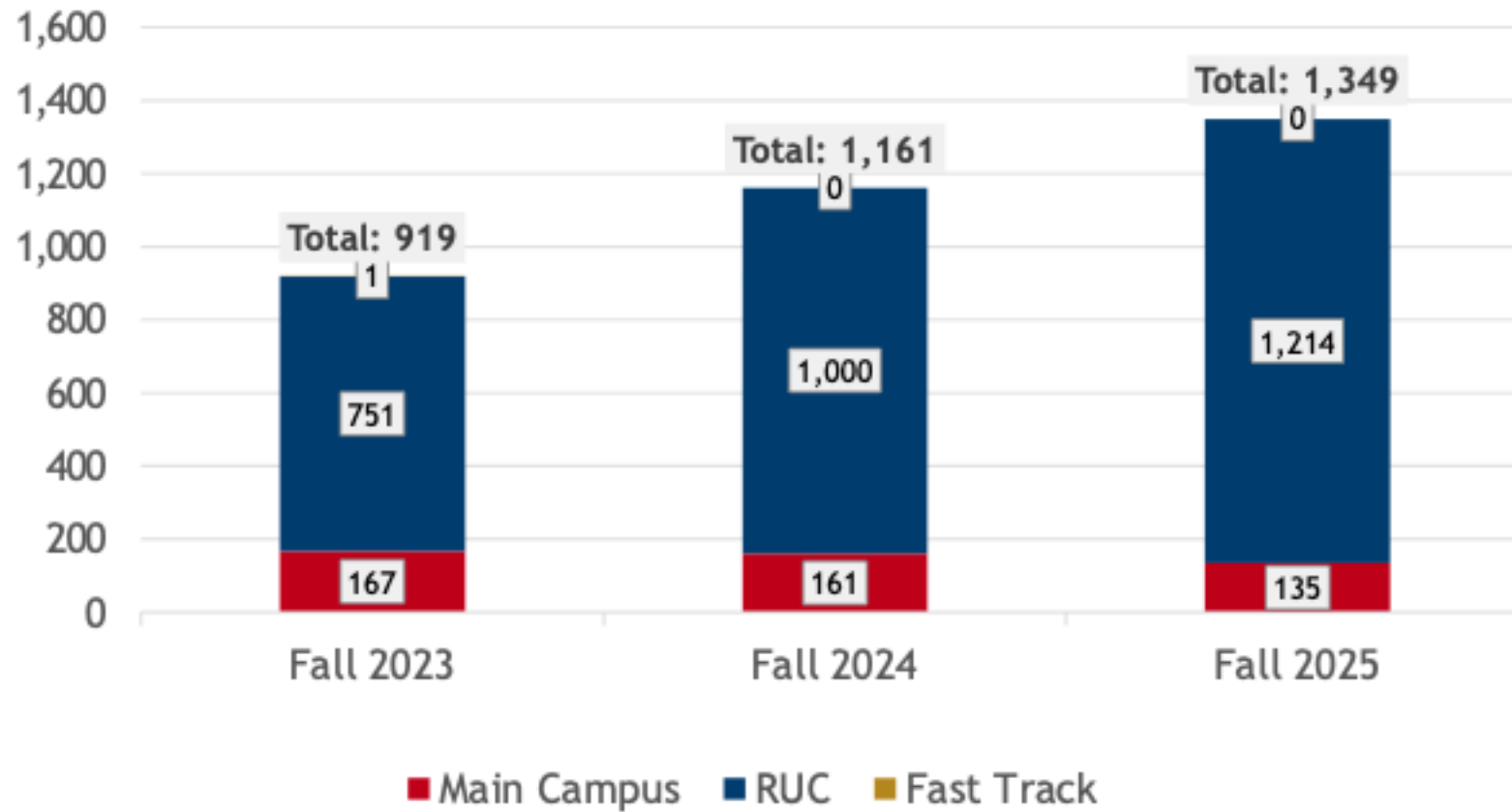
As of 11/18/24

Fall Combined NF/TR Admitted



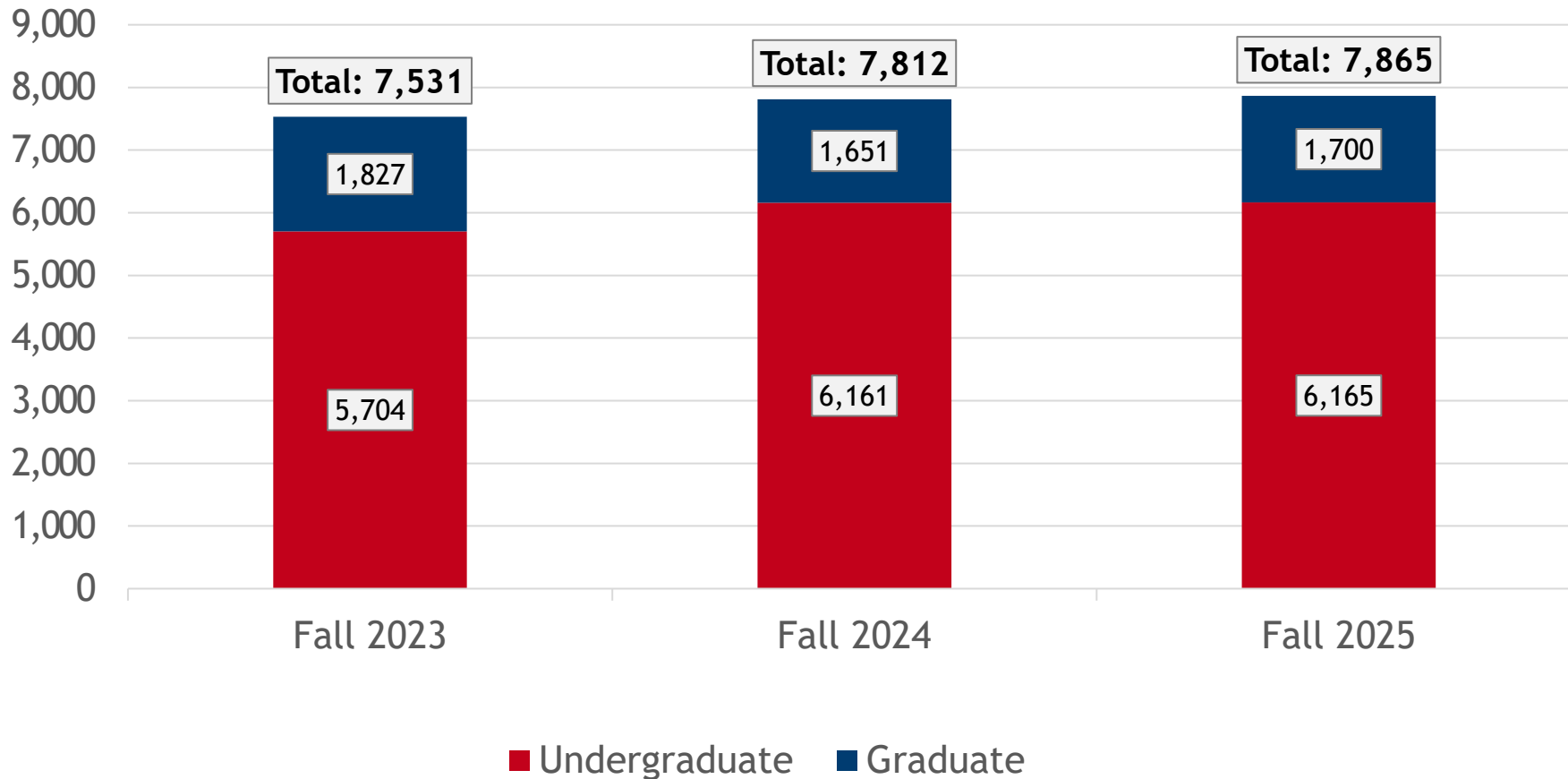
As of 11/18/24

Fall Graduate Total Applications



As of 11/18/24

Final Census fall 2025 **Projection** (with Fall B)



RTP Projections beyond 2025

Student Class*	FA24	FA25	FA26	FA27	FA28
New Freshmen	1,414	1,415	1,415	1,415	1,415
New Transfer	649	550	550	550	550
New Enrollment	2,063	1,965	1,965	1,965	1,965
FR	193	238	245	246	247
SO	884	951	1,023	1,037	1,039
JR	1,060	987	1,062	1,117	1,134
SR	1,173	1,040	1,076	1,130	1,173
SR-5	312	228	247	257	268
UG Enrollment	5,685	5,409	5,618	5,752	5,826

*FAFSA Filers

Discussion

Minutes



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Enrollment Management and Brand Equity Committee
9:45 a.m.**
September 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
Mr. Johnathan D. Sweet

Board Members Present

Mr. Marquett Smith, Rector
Mr. Tyler W. Lester, Vice Rector
Mr. Dale S. Ardizzone
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 Mgt & Strategic Communications
Ms. Karen Castele, Secretary to the Board of Visitors/Special Assistant to the President
Dr. Matthew Close, Faculty Representative
Ms. Lisa Ghidotti, Executive Director of Government Relations and Strategic Initiatives
Mr. Don Hall, Manager for Academic Applications and Training
Dr. Robert Hoover, Vice President for Finance and Administration and CFO
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education
Ms. Margaret McManus, University Auditor
Dr. David E. Perryman, Associate Vice President for Strategic Communications
Mr. Patrick Reed, Director of Executive Communications

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

Call to Order

Mrs. Jennifer Wishon Gilbert, Chair, formally called the Enrollment Management and Brand Equity Committee meeting to order at 9:40 a.m. in the Board Room of Martin Hall.

Approval of Agenda

Mrs. Jennifer Wishon Gilbert asked for a motion to approve the September 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 Wishon Gilbert asked for a motion to approve the minutes of the June 6, 2024 meeting of the Enrollment Management and Brand Equity Committee meeting, as published. A motion was made by Mr. David Smith and seconded by Ms. Betsy Beamer and the motion carried unanimously.

Brand Equity Report

Vice President for Enrollment Management and Strategic Communications, Dr. Dannette Gomez Beane began with an update on the new website. Radford University's Marketing and Communication team is working alongside Information Technology to launch the new website with a roll out that started Summer 2024 and planned finalization in January 2025.

Vice President Beane conveyed that Marketing and Communications will lead a community wide effort to roll out a comprehensive communication plan that includes internal and external audiences around the Find Your Place. Here. theme.

Enrollment Management Report

Vice President Dannette Gomez Beane shared that Fall 2024 enrollment is finalized with Census taken on Monday, September 9, 2024. University enrollment is up from last year with the largest growth in new freshmen and transfer students since 2021. First-generation college students grew 7% in the incoming class, new enrollment in nursing grew 30% and the Honors College has more than doubled its population during the last five years. New Transfer student enrollment increased by more than 153 students compared to 2023.

Vice President Beane noted that a key strategy for our success was more visitors. Radford University emerged as a destination for students who were preparing to make their college decisions, as well as for younger learners. We exceeded our goal for campus visits during the 2023-24 academic year with 60% more visitors than last year. A focus on local recruitment efforts has yielded impressive results, with substantial increases from school districts within a 100-mile radius of the campus. City and county districts closest to the main campus in Radford have seen the most growth.

In closing, Vice President Beane shared that Radford University boosted both its accessibility and affordability last year in meaningful ways. The admissions process was simplified by new Direct Admission initiatives for both new freshmen and transfer students and offering the Radford Tuition promise covering undergraduate tuition costs for in-state, in-person students with a family adjusted gross income (AGI) of \$100,000 or less.

Adjournment

With no further business to come before the committee, Mrs. Jennifer Gilbert adjourned the meeting at 10:10 a.m.

Respectfully submitted,

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

End of Board of Visitors Materials

