

Enrollment Management and Brand Equity Committee

June 2025



Radford
UNIVERSITY



Enrollment Management and Brand Equity Committee
11 a.m.
June 5, 2025
Kyle Hall, Room 340, 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*
 - March 20, 2025
- **Enrollment Management Report** Dr. Dannette Gomez Beane,
Vice President for Enrollment Management and Strategic Communications
 - Report on Pell Initiative of Virginia
 - Fall 2025 Deposits
 - Total Enrollment
 - Transition Systems
 - Strategic Enrollment Plan
- **Brand Identity Report** Dr. Dannette Gomez Beane,
Vice President for Enrollment Management and Strategic Communications
 - Update on Communication Plan
 - Introduction of new hires and growing structure of support Strategic Communication
- **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





Pell Initiative for Virginia

Institution	FY 2024 Round One, ends June 30, 2027	FY 2024 Round Two, ends June 30, 2027	FY 2025, ends June 30, 2028	Institution Grand Total
CNU	\$161,900	\$496,715	\$923,500	\$1,582,115
GMU	\$536,112	\$691,111	\$3,520,045	\$4,747,268
JMU	\$1,000,000	\$750,000	\$0	\$1,750,000
LU	\$1,155,753	\$352,368	\$1,288,730	\$2,796,851
NSU	\$1,756,891	\$586,500	\$1,457,500	\$3,800,891
ODU	\$773,780	\$595,133	\$5,090,000	\$6,458,913
RU	\$1,411,040	\$114,000	\$1,191,932	\$2,716,972
UMW	\$3,668,668	\$0	\$1,326,446	\$4,995,114
UVA	\$2,431,000	\$600,850	\$3,743,672	\$6,775,522
UVAW	\$354,000	\$250,000	\$0	\$604,000
VCU	\$1,024,300	\$0	\$1,948,556	\$2,972,856
VMI	\$3,832,025	\$0	\$0	\$3,832,025
VSU	\$1,997,000	\$111,000	\$2,095,164	\$4,203,164
VT	\$3,461,560	\$569,980	\$3,467,623	\$7,499,163
W&M	\$840,971	\$665,425	\$258,394	\$1,764,790
RBC	\$0	\$1,029,325	\$3,423,000	\$4,452,325
VCCS	\$0	\$5,651,588	\$6,880,130	\$12,531,718
Grand Totals	\$24,405,000	\$12,463,995	\$36,614,692	\$73,483,687

2024 Act of Assembly, Chapter 2, [Item 130 I](#)

Out of this appropriation \$37,500,000 the first year and \$37,500,000 the second year from the general fund is provided to enhance efforts to recruit and retain students eligible for Pell grant assistance at public institutions of higher education.

PIV Series FY 26
Awarded 5/6/2025
NEW
\$1,299,570



Pell Initiative for Virginia

Purpose

The [Virginia Plan](#), the Commonwealth's strategic plan for higher education, recognizes three primary goals for state higher education: 1. Equitable, 2. Affordable and 3. Transformative. Addressing access, enrollment, retention and completion of Pell-eligible, low-income students strikes directly at the core and provides progress towards each of the three goals.

This program is intended to secure the institution's on-going commitment to address the overall representation and success of low-income and Pell-eligible students. State funding for approved activities is intended both to demonstrate the Commonwealth's dedicated commitment to the broader purpose and to assist the institution with implementation of activities that may otherwise not take place or experience delayed implementation. The Commonwealth's interest is not limited or confined solely to the funded activities.



Pell Initiative for Virginia

Institution-wide Barrier Removal (IwBR)

Started in Fall 2024 at Radford University to address barriers:

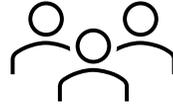
- **Enrollment Operations Group**
- **Student Success Council**
- **Student Success Advocates**

- Financial Barriers
- Work-life Balance concerns
- Mental Health and Well being concerns
- Scheduling concerns
- Registering for needed classes/advising concerns
- Operational and process concerns





Pell Initiative for Virginia



2,790 PE students make up **39%** of
the undergraduate enrollment
At Radford University



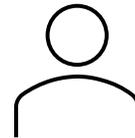
46% (1291) are **First Generation** students



45% (1274) are **Students of Color**



16% (456) students are **NOT** on
Main Campus



14% (381) students are **25 or older.**



Pell Initiative for Virginia

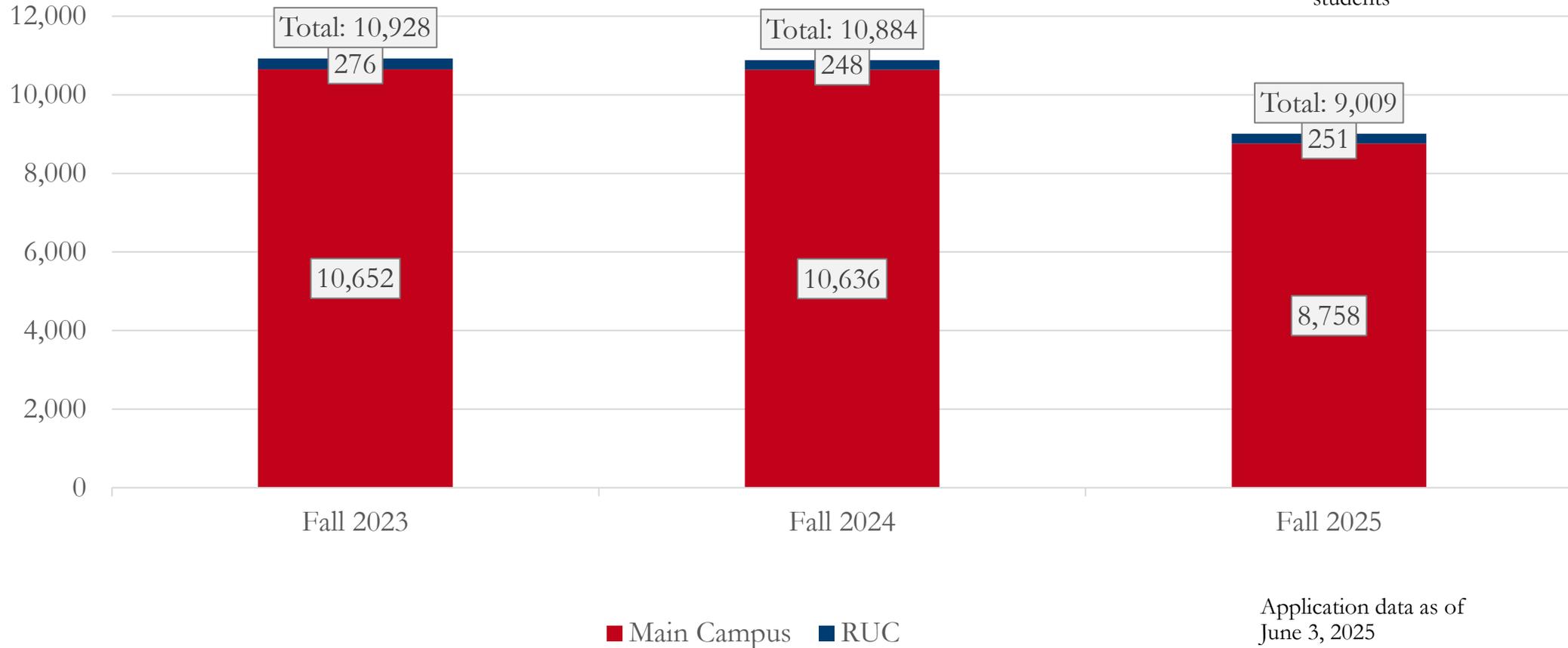
Goals

- Increase the percentage of freshmen retained from freshmen to sophomore year from 71% to 73% by 2026.
- Increase the percentage of freshmen retained from freshmen to sophomore year from 73% to 75% by 2027.
- Increase the percentage of freshmen retained from freshmen to sophomore year from 75% to 76% by 2028.
- Maintain an average of 75% retention rates of PE students through 2030.
- Improve six-year graduation rates to 50% by 2031.
 - 43% in 2025 to 45% in 2026
 - 45% in 2026 to 46% in 2027
 - 46% in 2027 to 47% in 2028
 - 47% in 2028 to 48% in 2029
 - 48% in 2029 to 49% in 2030
 - 49% in 2030 to 50% in 2031

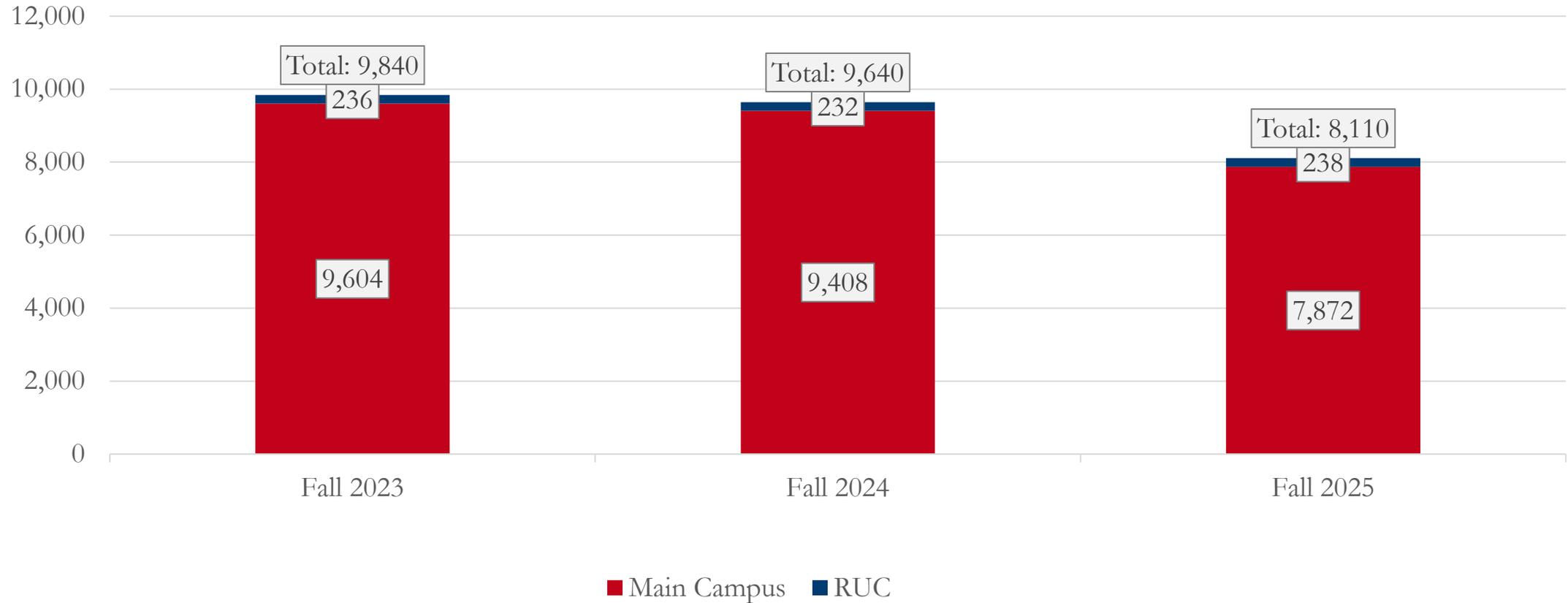
Enrollment Management Update

New Freshmen Completed Applications

Reminder: 1000+ of lost application volume is from international and out of state students

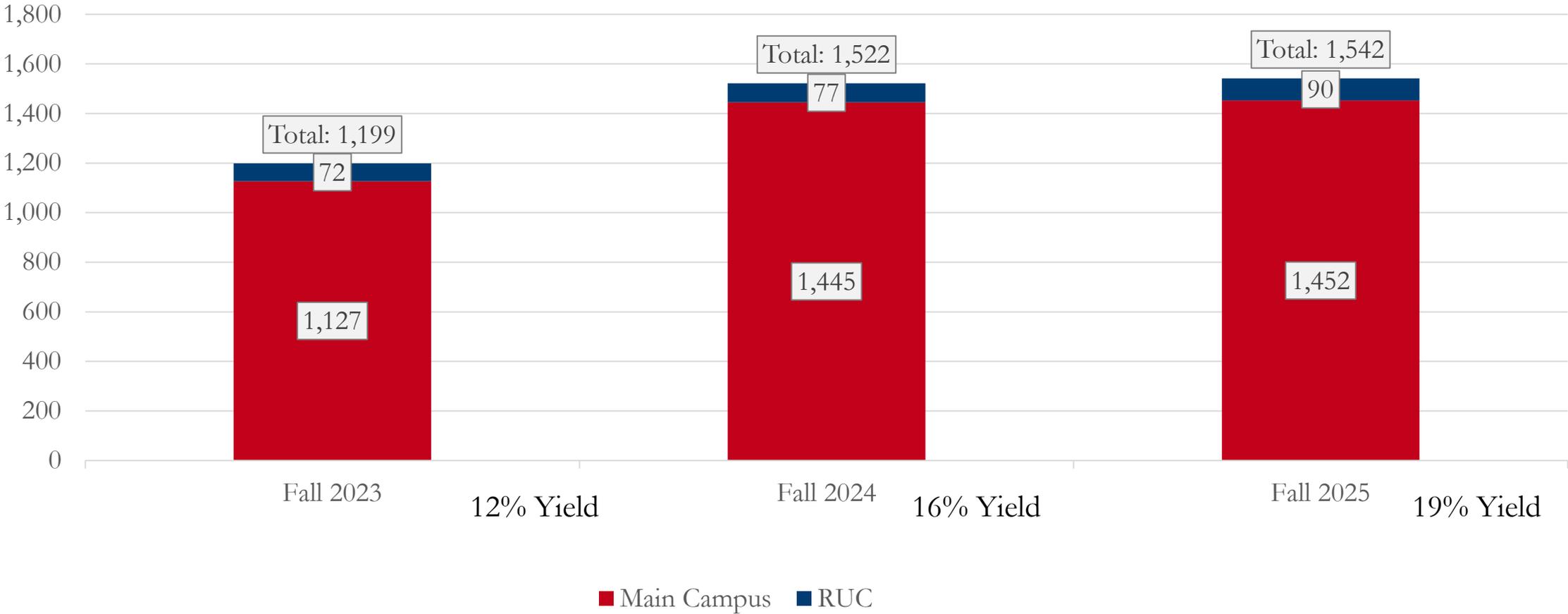


New Freshmen Admitted

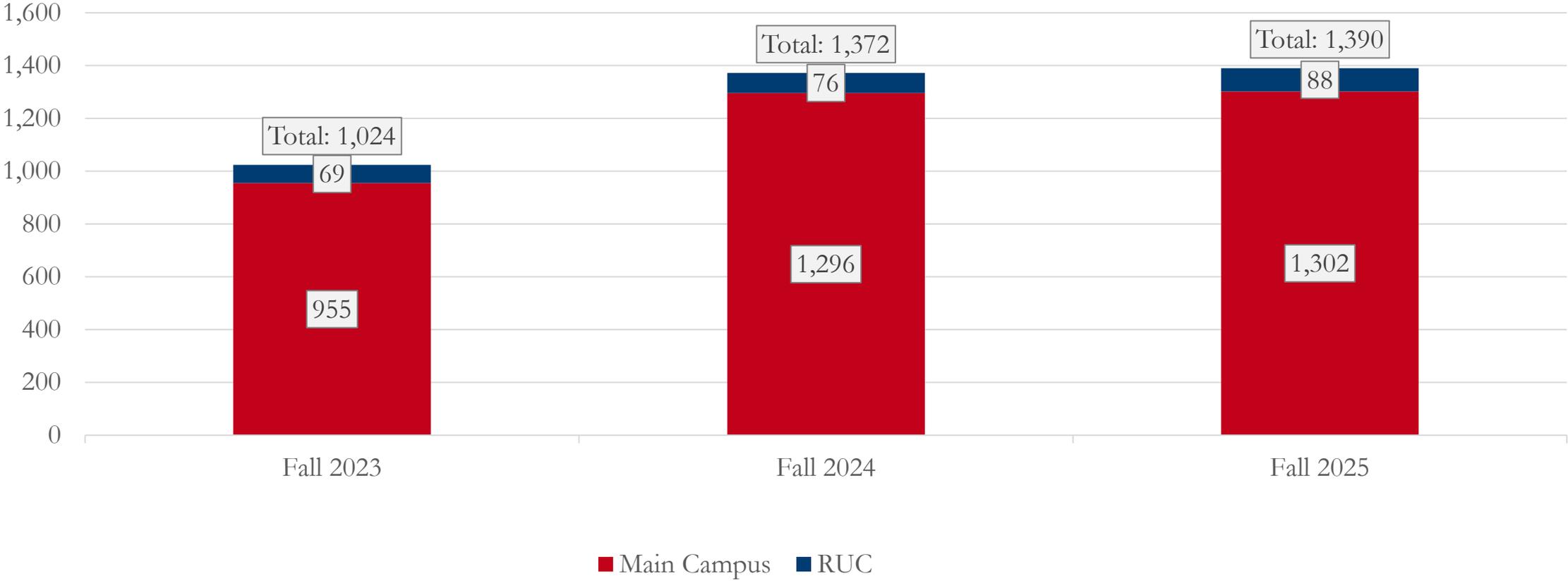


- 90% acceptance rate

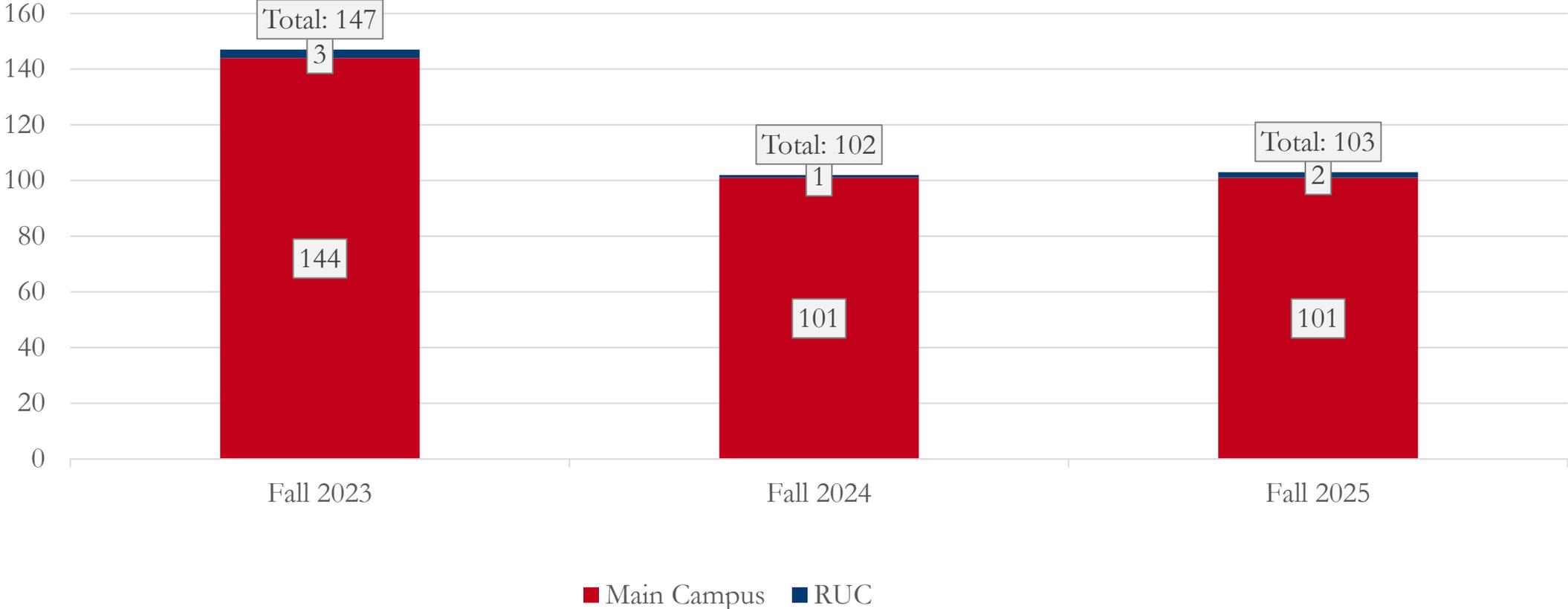
New Freshmen Deposits



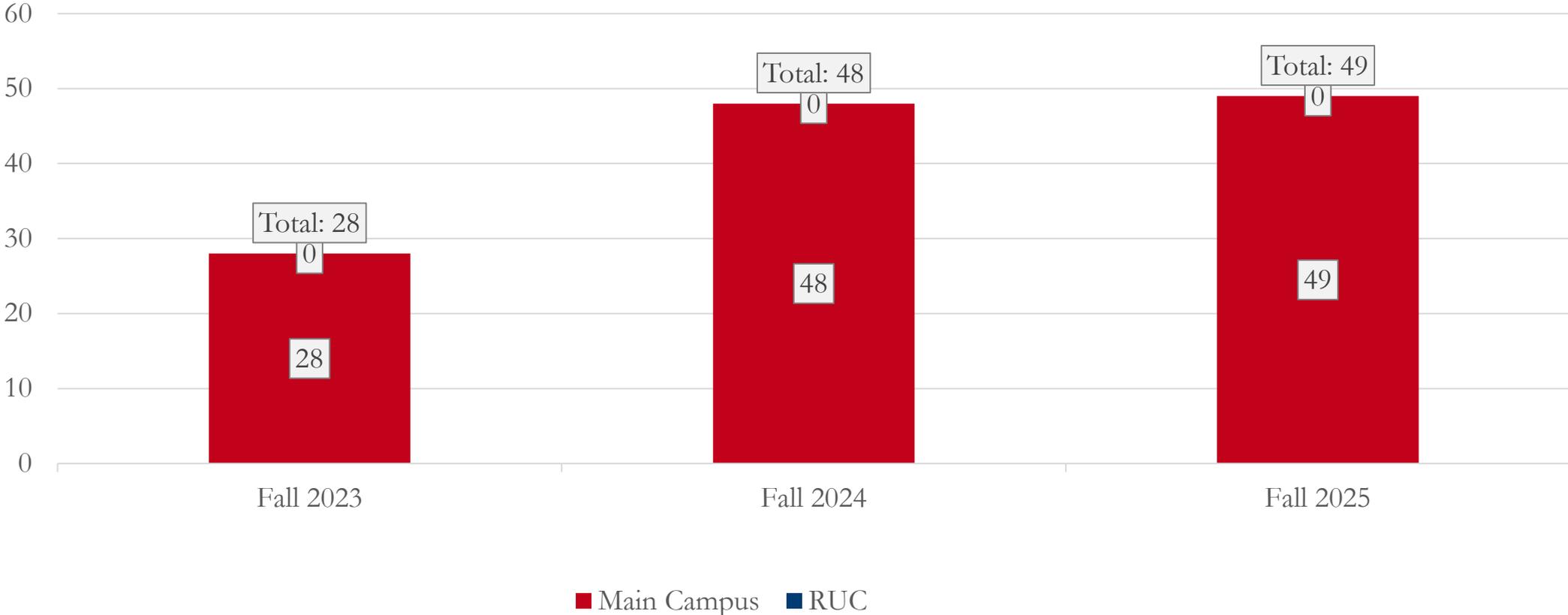
New Freshmen Deposits – In-State



New Freshmen Deposits – Out-of-State



New Freshmen Deposits – International



New Freshmen Deposits – Virginia Region

Virginia Region	Fall 2023	Fall 2024	Fall 2025
Central Va	103	170	167
Northern Va	245	298	251
Peninsula	29	42	50
Richmond	123	136	117
Roanoke Metro	124	173	188
South Central	22	41	39
Southwest	197	299	361
Tidewater	79	95	94
Valley	102	116	123
In-State, Unknown	0	2	0

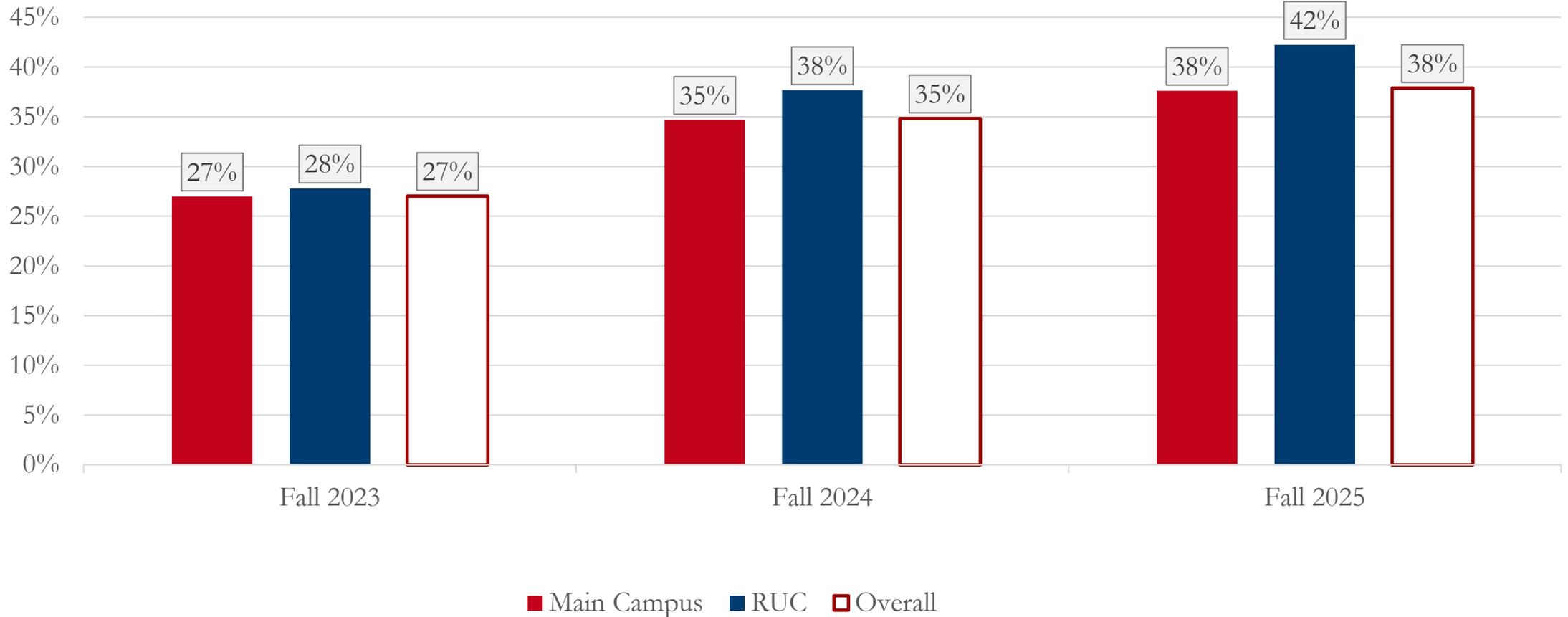
New Freshmen Deposits – Top States

Top States	Fall 2023	Fall 2024	Fall 2025
Maryland	31	11	24
North Carolina	18	19	13
West Virginia	12	8	7
Ohio	2	1	6
Florida	5	6	5
Texas	5	7	5
New Jersey	7	6	4
Georgia	2	2	3
Tennessee	9	1	3

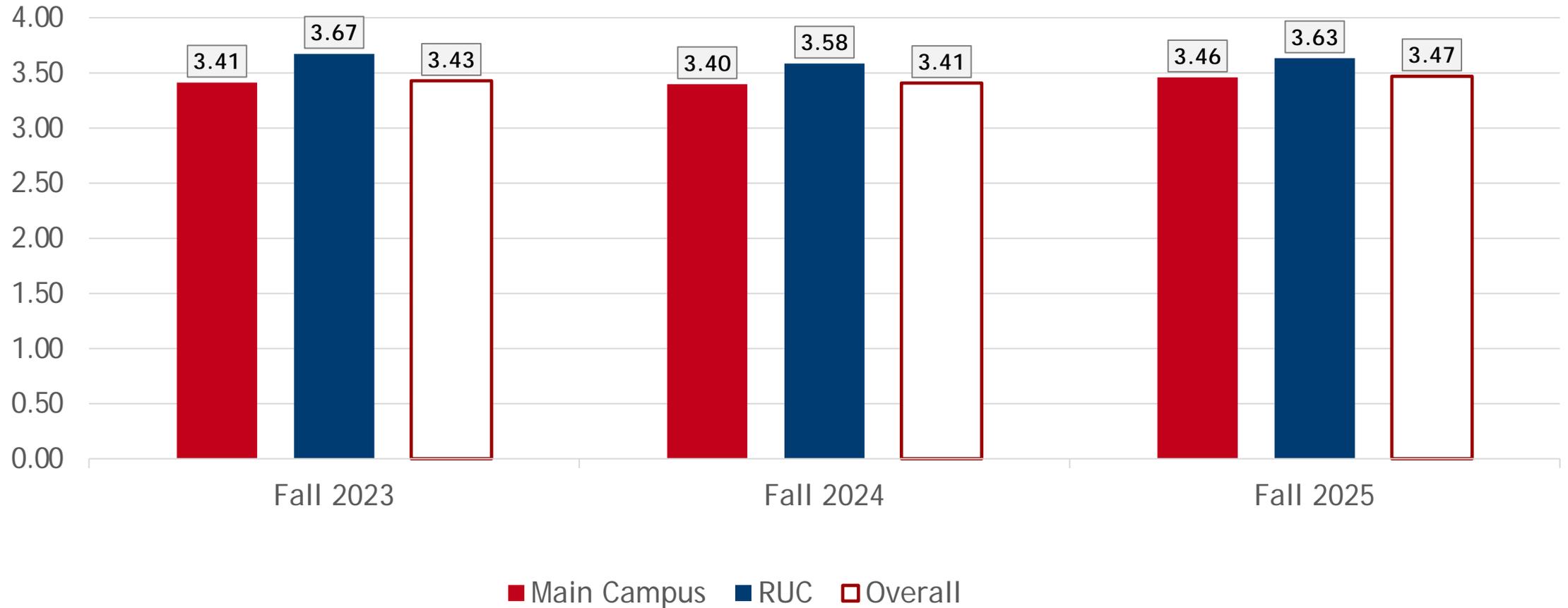
New Freshmen Deposits – Ethnicity

Top States	Fall 2023	Fall 2024	Fall 2025
American Indian or Alaska Native	2	5	8
Asian	21	25	32
Black or African American	171	236	212
Hispanic	95	165	156
Native Hawaiian or Other Pacific Islander	1	0	1
White	785	913	965
Two or more races	65	100	96
Nonresident Alien	28	53	57
Race and Ethnicity Unknown	31	25	15

New Freshmen Deposits – First Generation

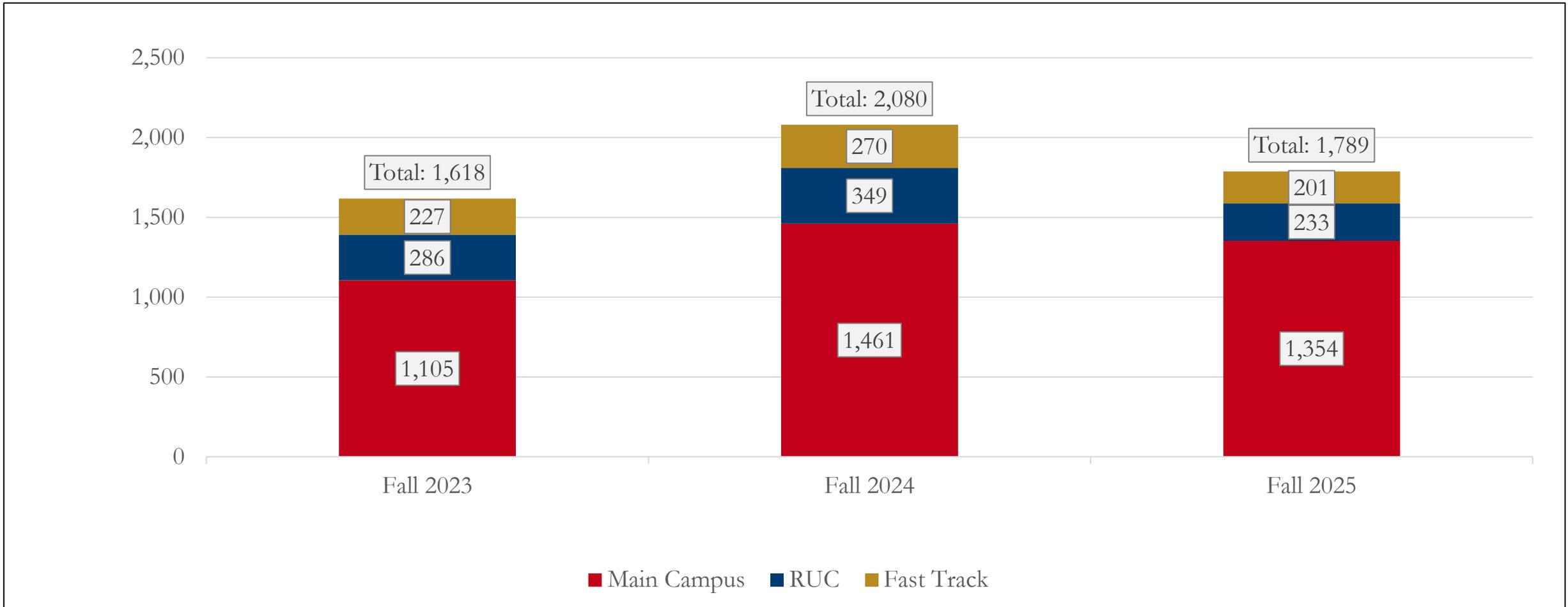


New Freshmen Deposits – High School GPA

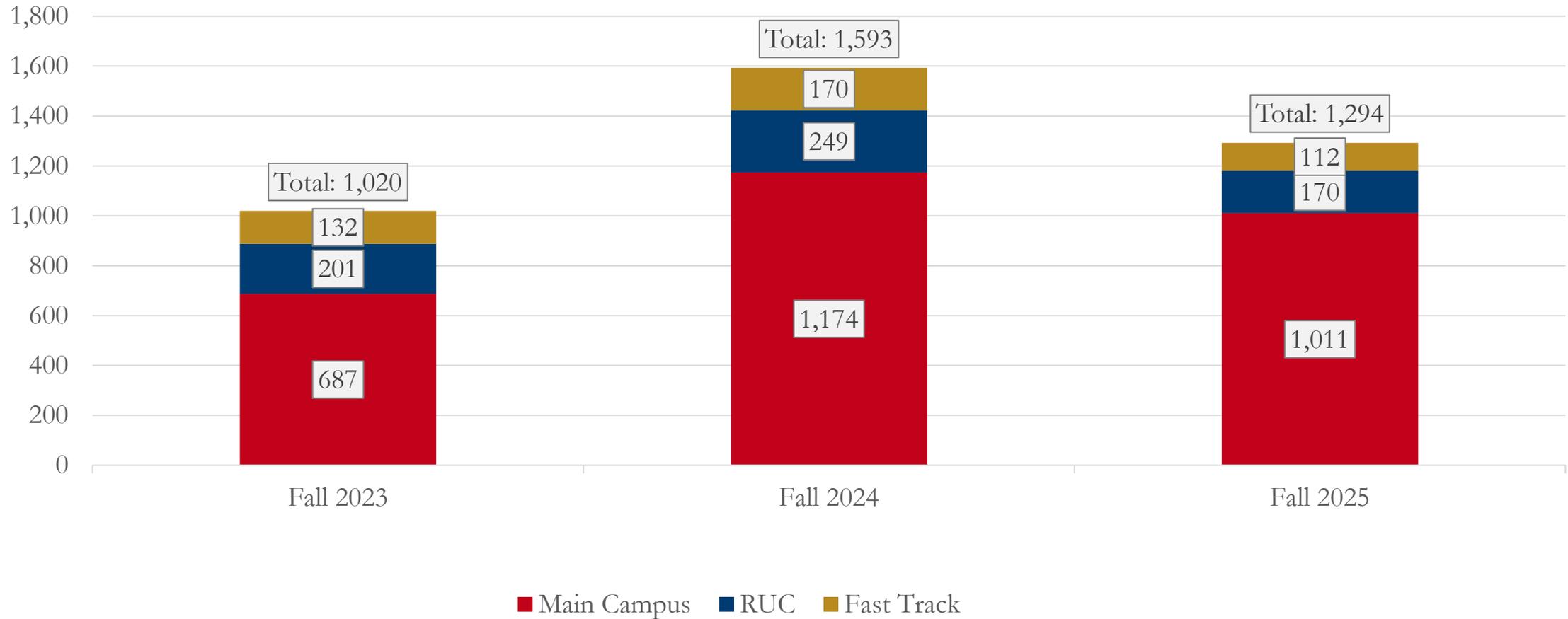


New Transfer Total Applications

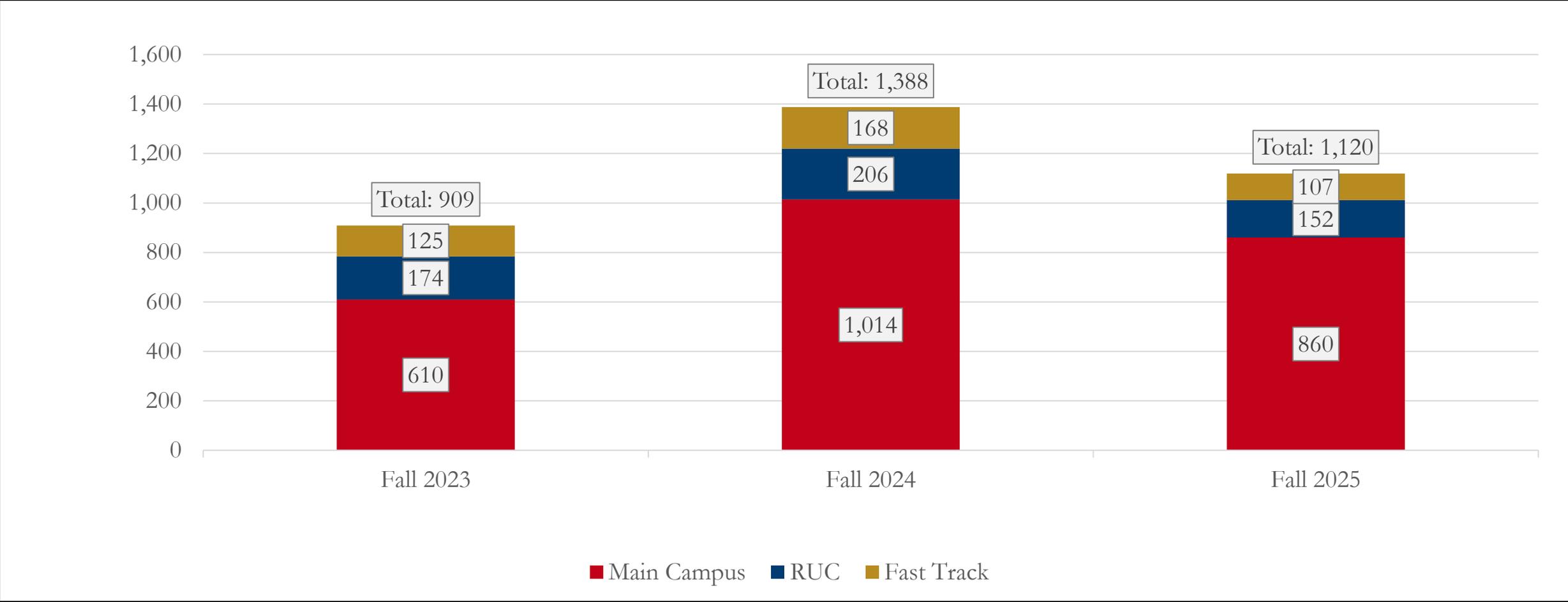
*Loss of applicants from 4 year institutions and emphasis of associate degree completion from community college



New Transfer Completed Applications

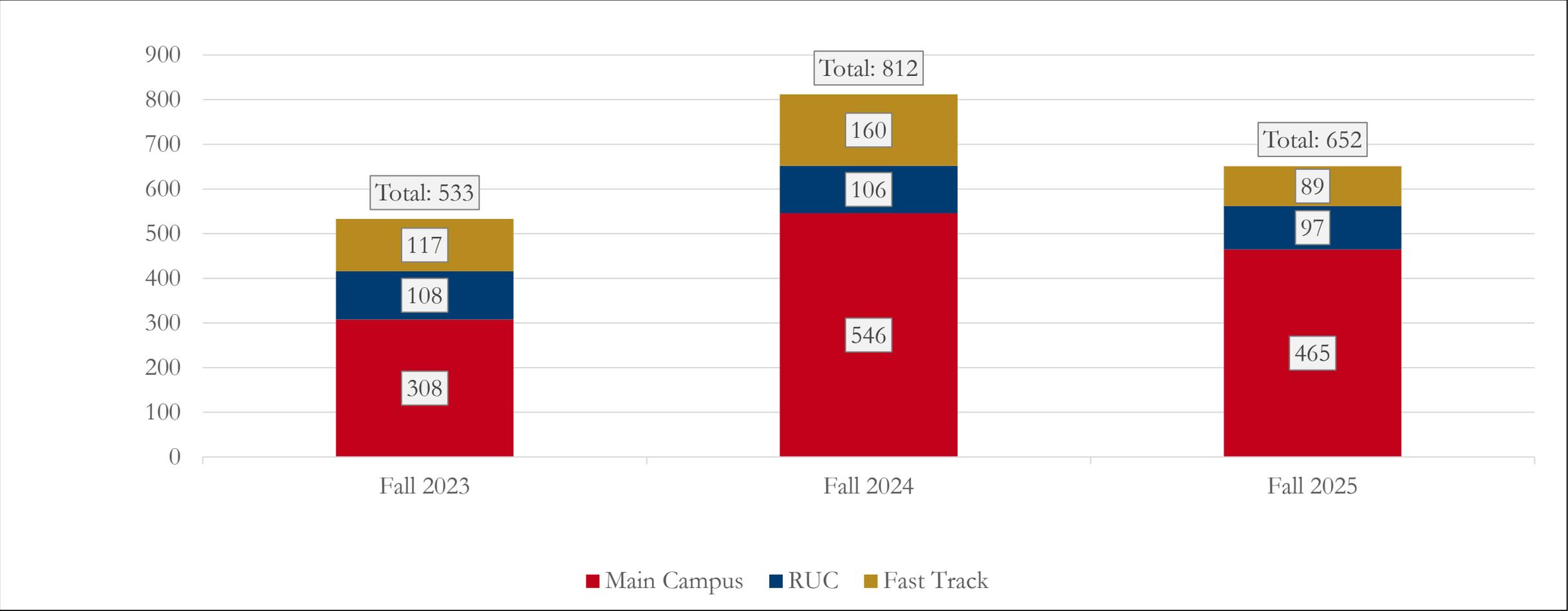


New Transfer Admitted

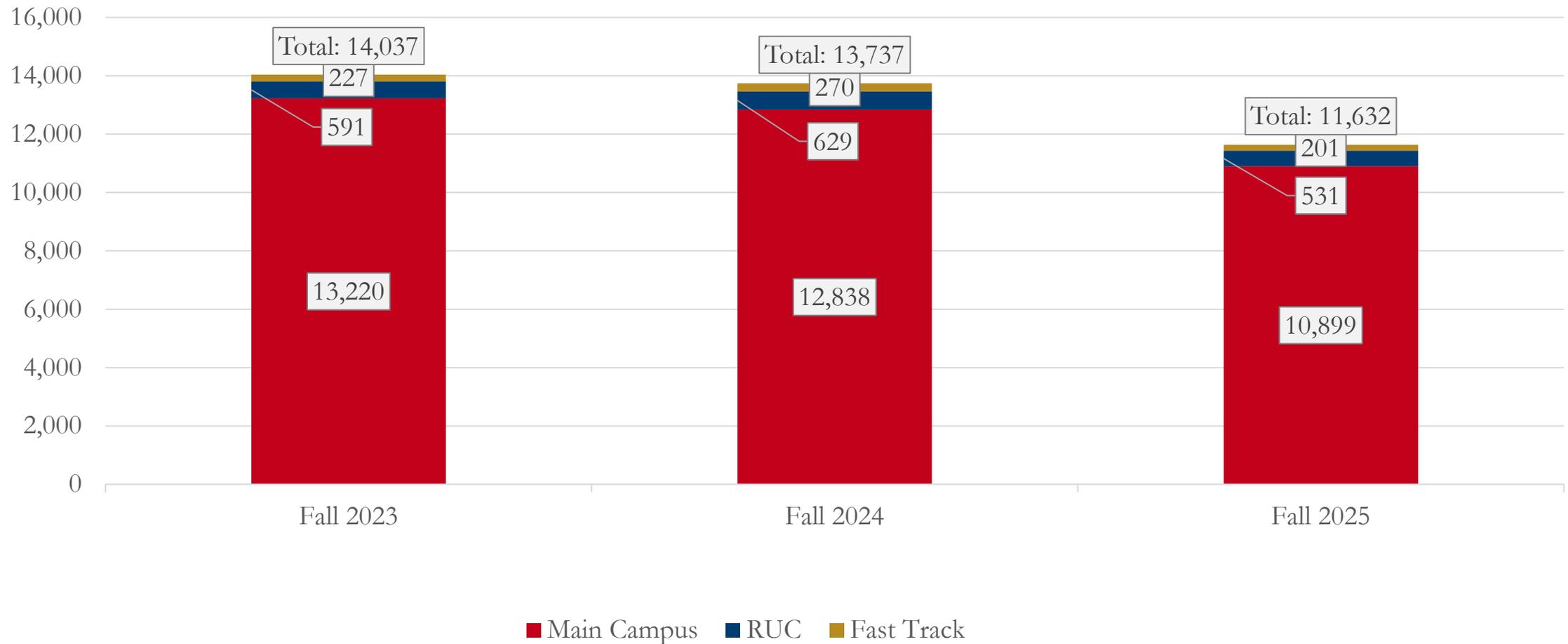


New Transfer Deposits

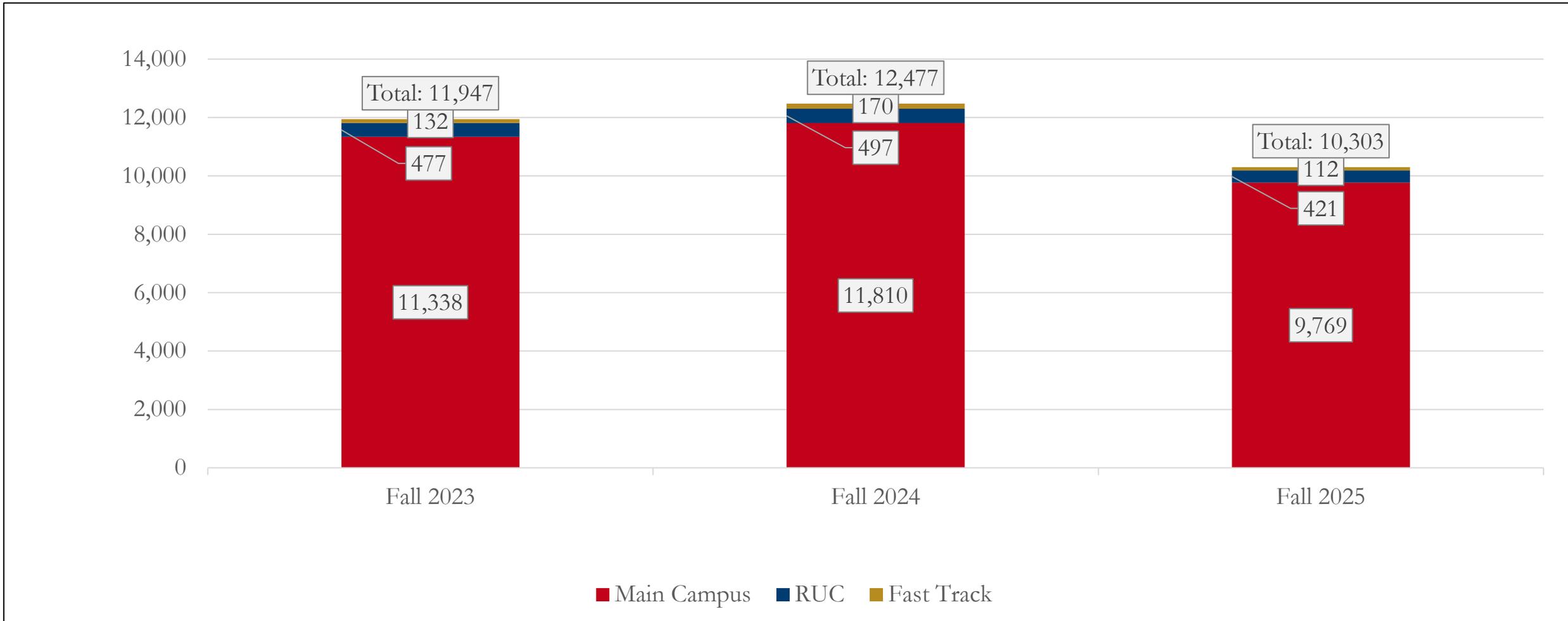
*Deposit Deadline is June 1st



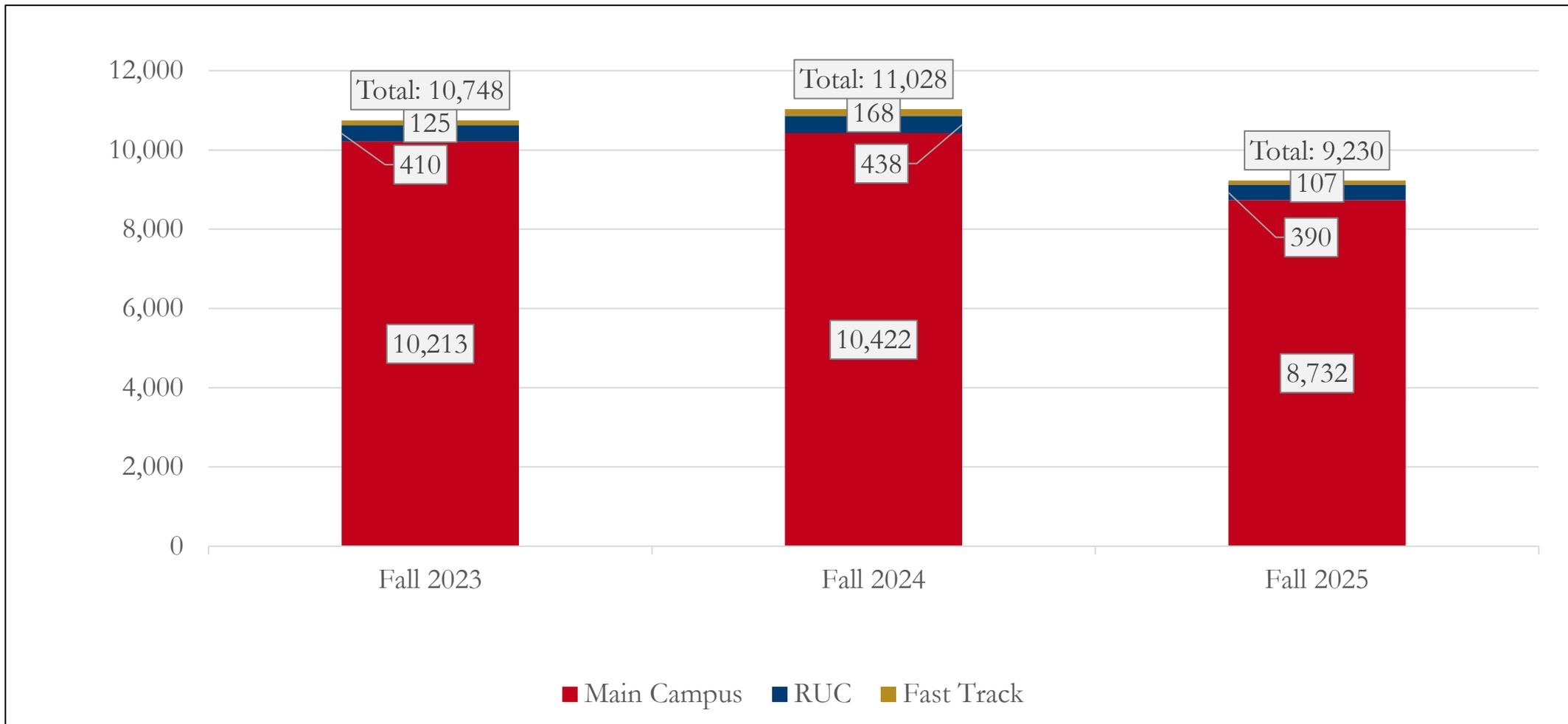
Combined NF/TR Total Applications



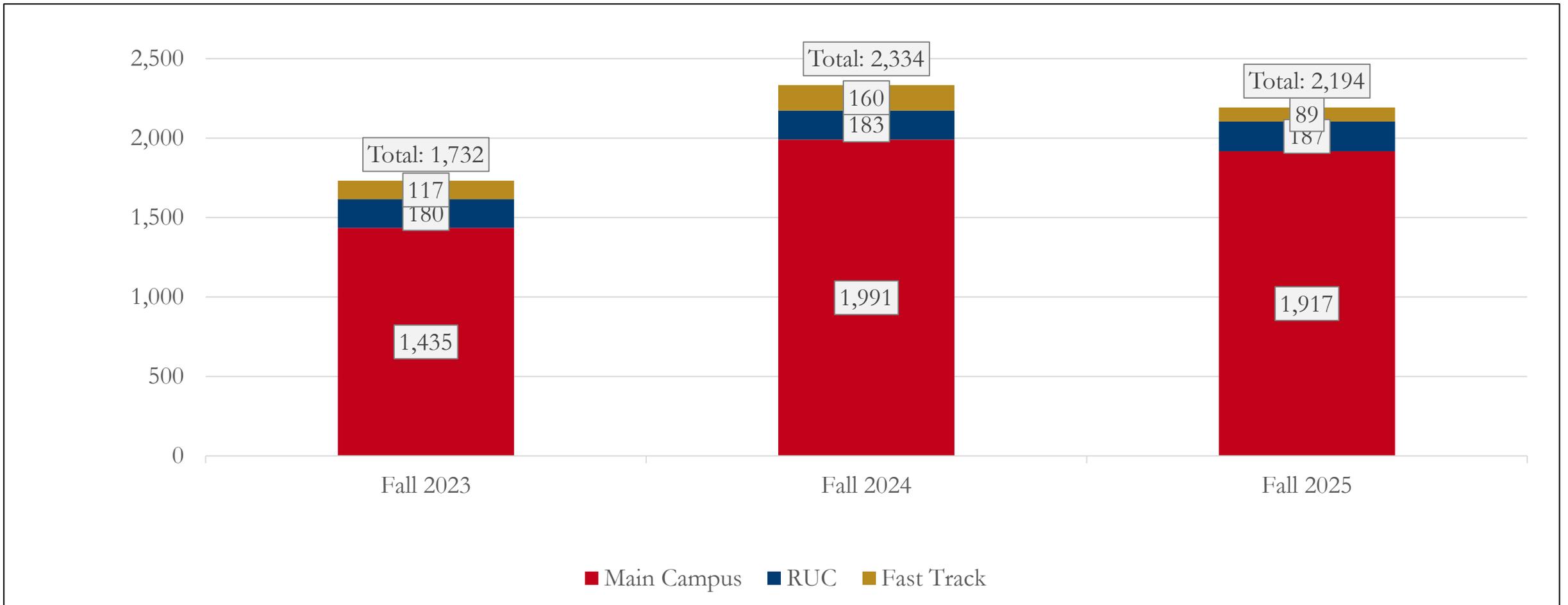
Combined NF/TR Completed Applications



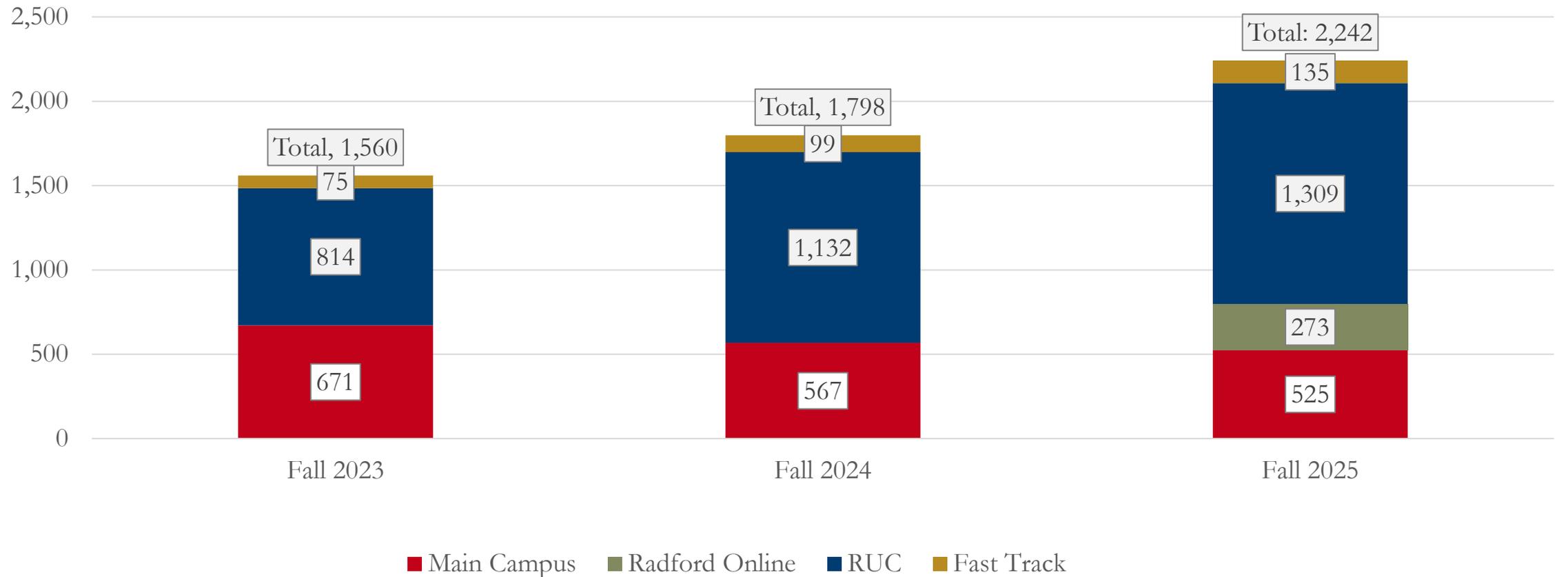
Combined NF/TR Admitted



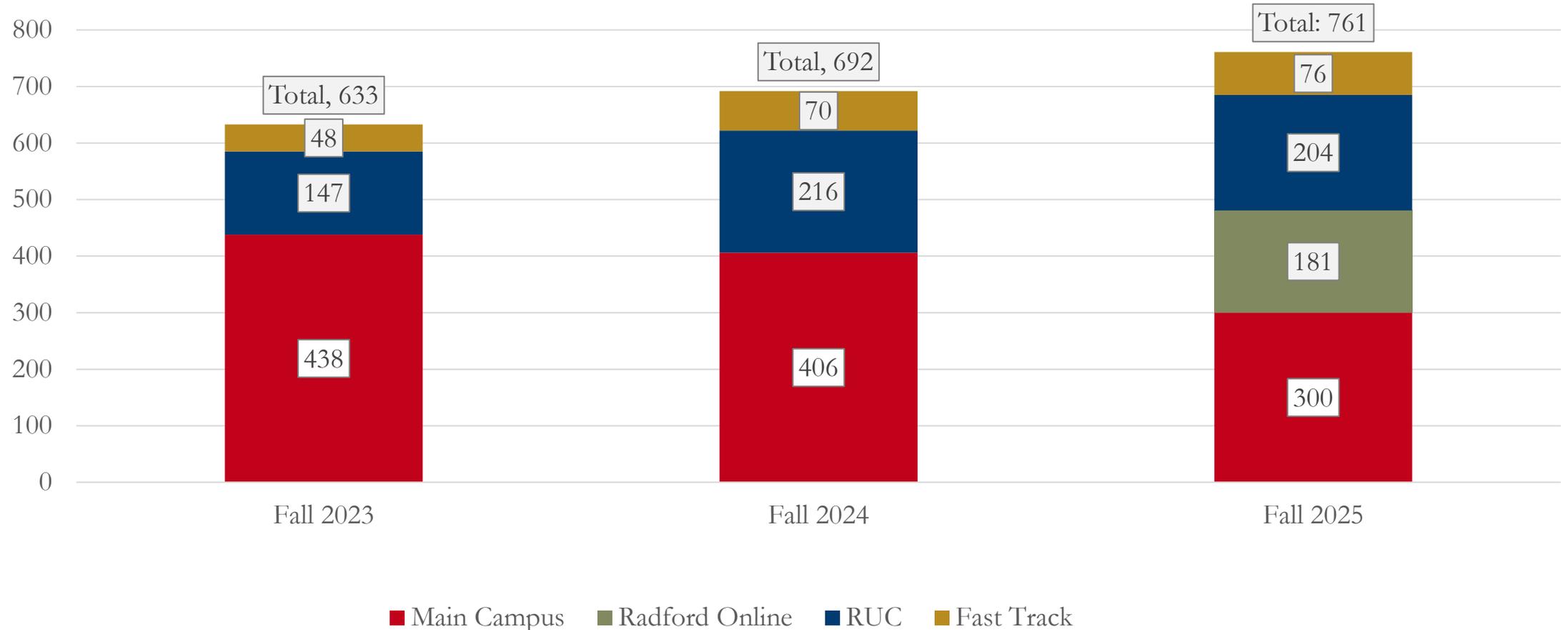
Combined NF/TR Deposits



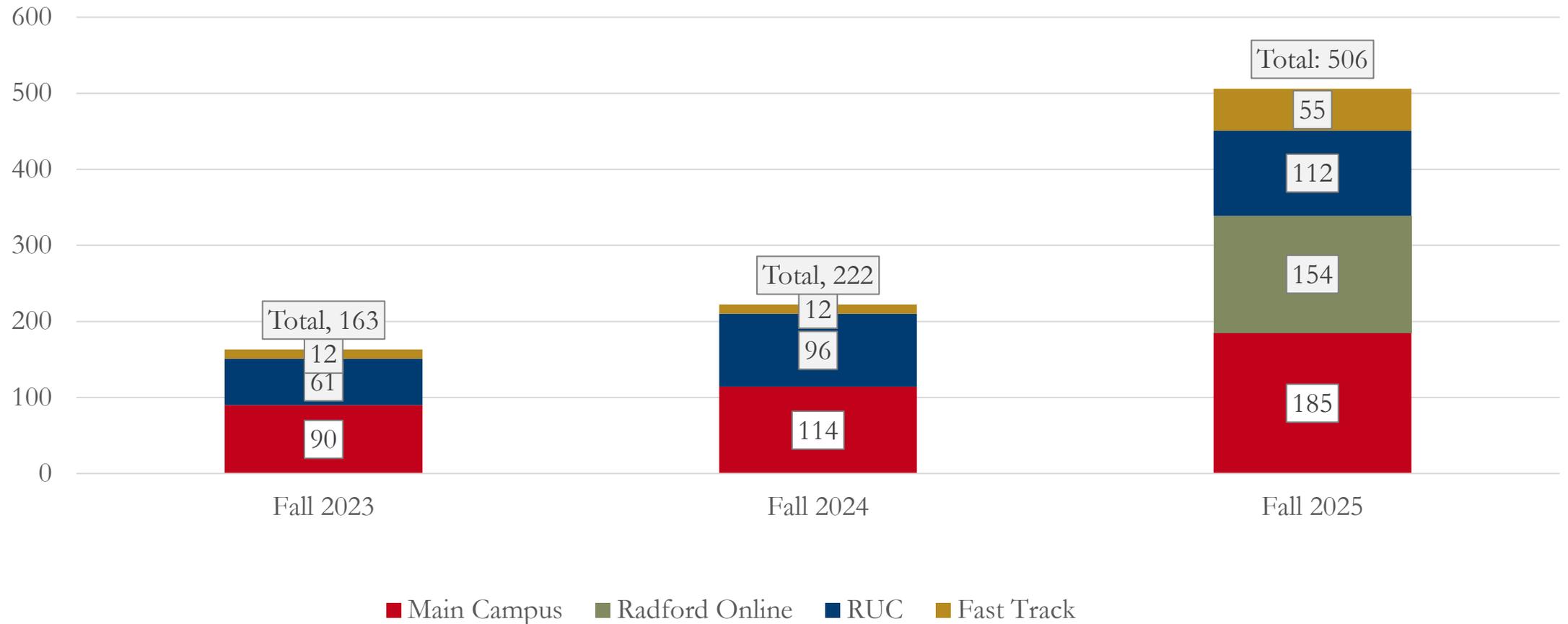
Graduate Total Applications



Graduate Admitted



Graduate Offer Accepted



Strategic Communications Update

Communication Plan update

1. Added **strategic communication framework** to ensure plan is aligned with university vision, mission and strategic priorities.
2. Created **audience analysis section** to define primary and secondary target audiences.
3. Introduced **university message board** with sample "proof points," which guide storytelling and bolster credibility of communications.
4. Infused **culture of care** as an integral element woven throughout plan.
5. Refined **template and process** to help colleges and divisions create customized communication plans aligned with strategic framework.



Find Your Place. [Here.](#)

Communication Plan timeline



Expanding Strategic Communications



Cecelia Crow

Director of Strategic Projects
and Client Support



Morgan Culver

Marketing Manager

*In July, adding two Communicators to support academic and administrative units

Discussion

Minutes



Radford
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Enrollment Management and Brand Equity Committee

12:45 p.m.**

March 20, 2025

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

DRAFT

Minutes

Committee Members Present

Mrs. Jennifer Wishon Gilbert, Chair
Ms. Callie M. Dalton
Mr. David A. Smith
Mr. Jonathan D. Sweet

Committee Members Absent

Ms. Betsy D. Beamer, Vice Chair

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.
Mr. James C. Turk
Dr. Matthew Close, Faculty Representative

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
Ms. Lisa Ghidotti, Executive Director of Government Relations and Strategic Initiatives
Mr. Anthony Graham, Director of Enrollment Management and Data Analytics
Ms. Mallory Griffith, Director of Strategic Communications for Admissions
Dr. Robert Hoover, Vice President for Finance and Administration and CFO
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
Dr. Cris Thompson, Associate Director, Graduate Admissions and Recruitment
Dr. Susan Trageser, Vice President for Student Affairs

Ms. Penny White, Vice President for Advancement and Alumni Relations
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 12:44 p.m. in the Board Room of Martin Hall.

Approval of Agenda

Mrs. Jennifer Gilbert asked for a motion to approve the March 20, 2025 agenda for the Enrollment Management and Brand Equity Committee, as published. A motion was made by Mr. David Smith, seconded by Mr. Jonathan Sweet, and carried unanimously.

Approval of Minutes

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

Brand Equity Report

Associate Vice President for Strategic Communications David E. Perryman began with a summary of the Perception Study results. We received a total of 2657 survey responses. The findings show significant increases in brand awareness and reputation. The results vary by audience with the most positive gains showing with prospective students. The attributes most prominent in gains are prospective students reporting Radford is affordable, a beautiful campus and desirable location, offers hands-on real-world experiences, and offers a close-knit community. There is a 16-percent increase in prospective students' sentiment of Radford being on the rise and building positive momentum. The reputation of and pride in Radford has increased significantly for all populations (students, alumni, faculty and staff). Net promoter scales show positive gains across the board. Moving forward, Radford needs to continue the momentum and build the reputation by differentiating what makes Radford unique.

Associate Vice President Perryman gave an update on website analytics, highlighting that the website launch was successful. We are in the process of refining and uplifting the College and unit main pages. Traffic has slowed through the transition but is more meaningful with longer times on each page and more interacting with video content and Request for Information forms. According to analytics, the website is scoring an "A" in performance metrics.

Associate Vice President Perryman concluded with an update on the Radford University Communication Plan. The Communication Plan is evolving to ensure it is aligned with the university's new vision, mission and strategic plan. An updated draft of the University Communication Plan will be presented at the June BOV meeting and finalized this fall.

Enrollment Management Report

Vice President of Enrollment Management and Strategic Communications Dannette Gomez Beane opened by highlighting that spring census numbers show overall enrollment growth with much of the growth in new students in the fall and retention across all populations. Fall to spring retention and graduation of students reached 94% which is the highest since 2018. Fall application numbers are down by 12% with most of that loss from non-serious international applications. Over 75 programs have been submitted to Transfer Virginia to be included in the transfer pathways to align more efforts with the state community college system which improves the transferability of credits to Radford University. Domestic freshmen and transfer applications are slightly down which can be contributed to several external factors both nationally and throughout the state. Despite fewer

applications, deposits are up overall with most of the increases in in-state freshmen which are up 24%. Applications to graduate programs are also up by 23% with much of the growth in applications to the Physician Assistant program, school and clinical mental health counseling, social work, data and information systems and criminal justice.

Vice President Beane closed by giving a summary of the university's strategic enrollment planning. This year, the university will participate in strategic enrollment planning alongside the university strategic plan. The goal is enrollment stabilization and maintenance. The focus will be on the type and mix of enrollment that is in alignment with the university goals through this 6-year plan. Support from AACRAO consulting will be part of the writing and presentation of an enrollment plan in the fall board meeting.

Adjournment

With no further business to come before the committee, Mrs. Jennifer Gilbert adjourned the meeting at 1:35 p.m.

Respectfully submitted,

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

End of Board of Visitors Materials

