



Enrollment Management and Brand Equity Committee

11:00 a.m.**

June 5, 2025

Kyle Hall, Room 340, Radford, VA

DRAFT

Minutes

Committee Members Present

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

Committee Members Absent

Mr. David A. Smith

Board Members Present

Mr. Marquett Smith, Rector
Mr. Tyler W. Lester, Vice Rector
Mr. Dale S. Ardizzone
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. Dannette Gomez Beane, Vice President for Enrollment Management and Strategic Communications
Dr. Robert Hoover, Vice President for Finance and Administration and CFO
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education
Ms. Penny White, Vice President for University Advancement and Alumni Relations
Dr. Bethany Usher, Provost and Senior Vice President for Academic Affairs
Dr. Susan Trageser, Vice President for Student Affairs
Ms. Karen Casteel, Secretary to the Board of Visitors/Special Assistant to the President
Dr. Matthew Close, Faculty Representative
Ms. Cecelia Crow, Director of Strategic Projects and Client Support
Ms. Crystal Cregger, Director of University Services
Ms. Morgan Culver, Marketing Manager
Ms. Lisa Ghidotti, Executive Director of Government Relations and Strategic Initiatives

Mr. Anthony Graham, Director Enrollment Management Data Analytics
Dr. Agida Manizade, Interim Assistant Provost, Graduate Affairs
Dr. Donna Weaver McCloskey, Dean for the Davis College of Business and Economics
Ms. Margaret McManus, University Auditor
Dr. Jeanne Mekolichick, Associate Provost for Research and Faculty Success
Dr. Jean Mistele, Acting Faculty Fellow for Grad Affairs/Professor Dept. of Mathematics
Mr. Ed Oakes, Associate Vice President for Information Technology
Ms. Connie Phillips, Assistant Director for Budget Operations
Mr. Travis Richard, Associate VP for Enrollment Management/Director of Financial Aid
Ms. Susan Richardson, Legal Counsel

Call to Order

Mrs. Jennifer Gilbert, Chair, formally called the Enrollment Management and Brand Equity Committee meeting to order at 11:04 am in Room 340 of Kyle Hall.

Approval of Agenda

Mrs. Jennifer Gilbert asked for a motion to approve the June 5, 2025 agenda for the Enrollment Management and Brand Equity Committee, as published. A motion was made by Mr. Jonathan Sweet, seconded by Ms. Callie Dalton, and the motion carried unanimously.

Approval of Minutes

Mrs. Jennifer Gilbert asked for a motion to approve the minutes of the March 20, 2025 meeting of the Enrollment Management and Brand Equity Committee meeting, as published. A motion was made by Ms. Callie Dalton, seconded by Mr. Jonathan Sweet, and the motion carried unanimously.

Pell Initiative for Virginia (PIV) and Institution-wide Barrier Removal (IwBR).

Vice President for Enrollment Management and Strategic Communications Dannette Gomez Beane began with an overview of the Pell Initiative for Virginia (PIV) and Institution-wide Barrier Removal (IwBR). The Pell Initiative for Virginia (PIV) was authorized and funded through the 2022 Acts of Assembly, Chapter 2, with \$37.5 million appropriated for FY 2024 to the State Council of Higher Education for Virginia. The purpose of the initiative is to enhance the recruitment and retention of students eligible for Pell Grant assistance at public institutions.

Vice President Beane conveyed that Radford University is a recipient of PIV funds and has launched a set of Institution-wide Barrier Removal (IwBR) initiatives. These initiatives include the formation of:

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

These coordinated efforts aim to identify and remove barriers to student success, improving access and outcomes for Pell-eligible students.

Enrollment Management Report

Vice President Beane gave an update on Enrollment Management, stating that deposits are tracking closely with Fall 2024. Freshman deposits show a slight increase, while transfer deposits show a slight decline. Due to improved retention rates, total enrollment across all levels is projected to exceed the stabilization target and reflect moderate growth.

Vice President Beane concluded that the university continues to engage campus stakeholders in the strategic enrollment planning process.

Strategic Communication Update

Vice President Beane stated that a draft of the University's Strategic Communication Plan will be shared with the Board of Visitors at the July retreat for initial feedback. The finalized version will be presented in September, with adoption anticipated by December. The plan is aligned with the university's Strategic Plan and includes the following components:

- Role of Strategic Communications
- Purpose of the Plan
- Communication Goals
- Communication Strategy
- Audience Analysis
- University Message Board
- Key Performance Indicators (KPIs)
- Communication Matrix (linking goals, audiences, tactics, KPIs, and communication frequency)

Vice President Beane closed by providing an update on staffing and structural enhancements. Strategic Communications is expanding its capacity to support the goals of the Communication Plan.

- New Team Members:
 - Cecelia Crow, Director of Strategic Projects and Client Support
 - Morgan Culver, Marketing Manager
- Upcoming Positions:
 - A search will begin this summer for two Communication Partners. These individuals will:
 - Support colleges and divisions in developing communication strategies aligned with the university's strategic framework.
 - Provide access to self-service communication templates.
 - Collaborate with deans and vice presidents to tailor communication plans.
 - Enhance student and employee engagement with university programs, events, and initiatives.

Adjournment

With no further business to come before the committee, Mrs. Jennifer Gilbert adjourned the meeting at 11:41 a.m.

Respectfully submitted,

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

End of Board of Visitors Materials

