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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. Ardizzone
Ms. Jeannette 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 Beanice, 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 Governance, Dr. Robert Hoover, Vice President for
Dr. Angela Joynes, Vice President for Economic Development and Corporate Education
Dr. David Perryman, Associate Vice President for Strategic Communications

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 pm. 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 published. A motion was made by Ms. Betsy Beames, 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

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Vice President Beane provided projections for the Radford Tuition Promise beyond 2022 that the current FASFA completion rate for Radford University is 30% while nationally it is 50%. The University confirmed 620 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 292 students.

Vice President Beane closed by stating that 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

