



Enrollment Management and Brand Equity Committee
11:00 a.m.
June 6, 2024
Kyle Hall, Room 340, Radford, VA

DRAFT
Minutes

Committee Members Present

Mrs. Jennifer Wishon Gilbert, Chair
Mr. David Smith
Ms. Lisa Pompa
Ms. Jeanne Armentrout

Committee Members Absent

Ms. Betsy Beamer, Vice Chair

Board Members Present

Dr. Debra McMahon, Rector
Mr. Marquett Smith, Vice Rector
Mr. Robert Archer
Mr. Jay Brown
Ms. Joann Craig
Dr. Betty Jo Foster
Mr. Tyler Lester
Mr. George Mendiola, Jr.
Mr. James Turk

Others Present

Dr. Bret Danilowicz, President
Dr. Dannette Gomez Beane, Vice President for Enrollment Mgt and Strategic Communications
Ms. Karen Castelee, Secretary to the Board and Special Assistant to the President
Ms. Lisa Ghidotti, Executive Director of Government Relations
Dr. Kurt Gingrich, Faculty Representative
Mr. Anthony Graham, Associate VP for Graduate Recruitment/Director of Admissions
Dr. Robert Hoover, Vice President for Finance and Administration and CFO
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education
Dr. Eric Lovik, Director of Institutional Research
Dr. Jeanne Mekolichick, Assoc. Provost for Research, Faculty Success and Strategic Initiatives
Mr. Ed Oakes, Associate VP for Information Technology, Chief Information Officer
Dr. David Perryman, Associate Vice President for Strategic Communications
Ms. Allison Pratt, Associate VP for Enrollment Management/Director of Financial Aid
Ms. Susan Richardson, University Council
Mr. Troy Stallard, Student Representative

Dr. Susan Trageser, Vice President for Student Affairs
Dr. Bethany Usher, Provost and Senior Vice President for Academic Affairs
Mr. Justin Ward, Director of Media Services
Ms. Penny White, Vice President for University Advancement

Call

Vice President Beane noted that our combined new freshman and transfer applications are slightly down yet the total completed applications and total admitted students are up from last year. Combined total new freshman and transfer deposits show a 35% increase.

Vice President Beane also highlighted that we are seeing an increase in new freshman deposits for international students and graduate applications have increased by 15%.

In closing, Vice President Beane gave a summary on the Radford Tuition Promise stating that it is too soon to tell the true impact asking for discussion on continuing the program for Spring 2025 and Fall 2025.

Adjournment

With no further business to come before the committee, Mrs. Gilbert adjourned the meeting at 12:01 p.m.

Respectfully submitted,

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

End of Board of Visitors Materials

