



Enrollment Management and Brand Equity Committee  
1:15 p.m.\*\*  
March 21, 2024  
Roanoke Higher Education Center, Room 212, Roanoke, VA

**DRAFT**  
Minutes

Committee Members Present

Mrs. Jennifer Wishon Gilbert, Chair  
Ms. Betsy Beamer, Vice Chair  
Ms. Jeanne Armentrout  
Mr. David Smith

Committee Members Absent

Ms. Lisa Pompa

Board Members Present

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

Others Present

Dr. Bret Danilowicz, President  
Dr. Dannette Gomez Beaney, Vice President for Enrollment Mgmt and Strategic Communications  
Ms. Karen Castele, Secretary to the Board and Special Assistant to the President  
Mr. Brandon Cohen, University Budget Director  
Ms. Lisa Ghidotti, Executive Director of Government Relations

Dr. Bethany Usher, Provost and Senior Vice President for Academic Affairs  
Ms. Penny Helm White, Vice President for University Advancement

### Call to Order

Mrs. Jennifer Gilbert, Chair, formally called the Enrollment Management and Brand Equity Committee meeting to order at 1:20 pm. in Room 212 of the Roanoke Higher Education Center.

### Approval of Agenda

Mrs. Jennifer Gilbert asked for a motion to approve March 21, 2024 agenda for the Enrollment Management and Brand Equity Committee, as published. A motion was made by Ms. Betsy Beamer, seconded by Ms. Jeanne Armentrout, and the motion carried unanimously.

### Approval of Minutes

Mrs. Jennifer Gilbert asked for a motion to approve the minutes of the November 30, 2023 meeting of the Enrollment Management and Brand Equity Committee meeting, as published. A motion was made by Ms. Jeanne Armentrout, seconded by David Smith, and the motion was carried unanimously.

### Brand Equity Report

Associate Vice President for Strategic Communications David Perryman began with an update on the 2024-2025 Strategic Plan goal of defining the university's distinctive nature and strategy of "revise brand". There are two tactics: Revise the Radford brand to

## Enrollment Management Report

Vice President for Enrollment Management and Strategic Communications Darlene Gomez Beane began by highlighting that Highlander Day is this weekend and it is the largest number of expected guests the university has had. Overall visitors to campus are up from last year by 60%.

Vice President Beane provided a summary of applications and deposits stating freshmen applications are slightly down from Fall of last year. Regionally, most freshmen applicants are from Northern Virginia

