

**UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS**

**Meeting of the Committee on  
The University of Virginia's  
College at Wise**

**December 5, 2019**

**COMMITTEE ON THE UNIVERSITY OF  
VIRGINIA'S COLLEGE AT WISE**

**Thursday, December 5, 2019**

**1:00 - 1:45 p.m.**

**Board Room, The Rotunda**

**Committee Members:**

Elizabeth M. Cranwell, Chair  
Whittington W. Clement  
Frank M. Conner III  
Maurice A. Jones  
Angela Hucles Mangano

James B. Murray Jr., Ex-officio  
Peter C. Brunjes  
Derrick Wang, Student Member  
Bruce Cahoon, Faculty Consulting Member

**AGENDA**

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C. Marketing (Ms. Henry to introduce Ms. Genna Kasun; Ms. Kasun to report)	8
D. Remarks by the Faculty Consulting Member (Mr. Cahoon)	9
<b>IV. ITEMS BEFORE OTHER BOARD COMMITTEES</b>	
• Finance – UVA-Wise 2020-2021 Tuition, Required Fees, Housing and Dining Rates	

**UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY**

**BOARD MEETING:** December 5, 2019

**COMMITTEE:** The University of Virginia's College at Wise

**AGENDA ITEM:** I. Remarks by Committee Chair

**ACTION REQUIRED:** None

**DISCUSSION:** Ms. Elizabeth Cranwell, the Committee Chair, will make opening remarks.

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**BOARD MEETING:** December 5, 2019

**COMMITTEE:** The University of Virginia’s College at Wise

**AGENDA ITEM:** II.A. 2020-2021 Tuition and Required Fees for the College at Wise

**BACKGROUND:** The Board of Visitors sets tuition and fees for the University of Virginia and The University of Virginia’s College at Wise. The enabling resolution for the College at Wise covers proposed increases for the 2020-2021 academic year. The rates noted below were reviewed by the Wise College Board on November 8, 2019.

**DISCUSSION:** For 2020-2021, The University of Virginia's College at Wise recommends a 3% increase in tuition and E&G fees for both in-state and out-of-state students. These increases are in accordance with the College at Wise’s Six Year Plan. Revenue generated from these tuition and fee increases, along with other incremental revenue sources, will be used to address normal merit increases for faculty and staff, investments in academic programs and STEM degrees, increases in operations and maintenance of facilities, and other College priorities.

In addition, the College at Wise proposes a \$413 increase in mandatory non-E&G fee for both in-state and out-of-state students. The increase is primarily driven by a \$275 instructional technology fee to support the new innovate2eleVAte initiative. The remaining portion of the increase, \$138 or 3%, will address normal merit increases for employees and operational needs.

**ACTION REQUIRED:** Approval by the Committee on The University of Virginia’s College at Wise

**2020-2021 INCREASES IN COLLEGE AT WISE TUITION AND REQUIRED FEES**

WHEREAS, the Board of Visitors wishes to approve tuition and fees for 2020-2021 in a timely manner so that families of returning students and Fall 2020 applicants can better plan and receive financial aid notification earlier; and

WHEREAS, the Board seeks to keep increases at an affordable level while continuing to meet 100% of financial need and to invest in recruiting and retaining excellent faculty and instructional delivery;

RESOLVED, the Committee on The University of Virginia’s College at Wise approves the tuition and fees increases as shown below and recommends them for approval by the Board of Visitors; and

	In State				Out Of State			
	2019-20 Approved	Increase	Percent Increase	2020-21 Proposed	2019-20 Approved	Increase	Percent Increase	2020-21 Proposed
Full-time Undergraduates Tuition and E&G Fees	\$ 5,698	\$ 173	3.0%	\$ 5,871	\$ 24,103	\$ 725	3.0%	\$ 24,828
Required Auxiliary Fees	\$ 4,558	\$ 413	9.1%	\$ 4,971	\$ 4,558	\$ 413	9.1%	\$ 4,971
Part-time Students and Off-Campus Instruction (per credit hour)	\$ 236	\$ 7	3.0%	\$ 243	\$ 955	\$ 29	3.0%	\$ 984

RESOLVED FURTHER, this proposal was developed assuming a 2020-2021 unrestricted state appropriation as included in the 2020-2022 Appropriation Act. If this unrestricted state appropriation is substantially different from the level assumed, adjustments to these tuition rates may be proposed in Spring 2020; and

RESOLVED FURTHER, the Executive Vice President and Chief Operating Officer is authorized to approve reduced tuition rates for non-residents in accordance with Section 23-7.4:2.F of the Code of Virginia.

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**AGENDA ITEM:** II.B.1. Student Housing Rates

**DISCUSSION:** The University of Virginia’s College at Wise manages 695 beds, offering traditional, apartment, and suite arrangements. The University of Virginia’s College at Wise proposes a 2.0% increase to its double room rates for an average of \$6,783 for 2020-2021. The proposed housing rates address operational inflationary increases for personal services, utilities, and maintenance of the facilities.

**ACTION REQUIRED:** Approval by the Committee on The University of Virginia’s College at Wise

**2020-2021 UVA WISE HOUSING RATES**

RESOLVED, the Committee on The University of Virginia’s College at Wise approves the 2020-2021 rental increases for student housing facilities as shown below and recommends them for approval by the Board of Visitors:

	<u>2019-2020</u>	<u>2020-2021</u>	<u>%</u>
McCrary, Asbury, Thompson, Henson, Martha Randolph, Culbertson and Commonwealth Halls	\$6,650*	\$6,783*	2.0%
*Per academic year			
Summer Rate Per Term	\$ 550	\$ 550	0.0%

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**AGENDA ITEM:** II.B.2. Contract Rates for Dining Rates

**DISCUSSION:** The College at Wise provides a variety of contract meal plans for students, ranging from unlimited dining to a declining balance spending account. Revenues received from contract dining, retail operations, vending, concessions, and catering must cover all operating costs, including food, labor, capital, and indirect costs. The College at Wise contracts with Chartwells for dining services.

The College at Wise proposes an average 2.91% increase for the 2020-21 student meal plans with individual increases ranging from 2.7% to 3.0%. The increases are necessary to cover increased food and operating costs. The unlimited plan is required for first-year residential students and the 175-meal plan offers another option for upper-class students. The student block plans are available for non-residential users. The College serves approximately 430 students on contract meal plans.

**ACTION REQUIRED:** Approval by the Committee on The University of Virginia’s College at Wise

**2020-2021 UVA WISE DINING RATES**

RESOLVED, the Committee on The University of Virginia’s College at Wise approves the 2020-2021 increases for student dining plans as shown below and recommends them for approval by the Board of Visitors:

**UVA Wise Student Dining Plan Rates**

**Student Meal Plans\***

	<u>2019-20</u>	<u>2020-21</u>	<u>%</u>
175 Meal Block & \$50/Semester	\$4,363	\$4,494	3.0%
Unlimited Meals & 50 Swipes/Semester	\$4,363	\$4,494	3.0%

\*Per academic year

**Student Block Plans**

	<u>2019-20</u>	<u>2020-21</u>	<u>%</u>
80 Block Plan	\$509	\$524	2.95%
50 Block Plan	\$334	\$344	2.99%
25 Block Plan	\$175	\$180	2.86%

**Faculty & Staff Plan**

	<u>2019-20</u>	<u>2020-21</u>	<u>%</u>
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**AGENDA ITEM:** III.A. Report of the Chancellor

**ACTION REQUIRED:** None

**DISCUSSION:** Ms. Henry will report on college news and provide updates on a number of items.



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**AGENDA ITEM:** III.B. UVA Wise Recruitment Report

**ACTION REQUIRED:** None

**BACKGROUND:** Mr. Chris Dearth joined UVA Wise in July 2019 as the Vice Chancellor for Enrollment Management. Prior to UVA Wise, he served as the Vice President of Enrollment Management at Wesley College from 2016 to 2019. Under his leadership, Wesley saw an increase in the academic profile of the incoming class each year and retention improved 10% from 2017 to 2018. He led the admissions operation at Eastern Illinois University (EIU) in Charleston, IL, where he oversaw the recruitment of 10,000 prospective students each year. He led a staff of 25 and oversaw a budget in excess of \$2.5 million.

Prior to EIU, Mr. Dearth worked in the State University of New York System (SUNY) from 2007 through 2014 and was responsible for leading admissions efforts that saw a 12% increase in freshman applications from outside SUNY Fredonia’s primary market (2007-2013). He also enrolled the five largest classes in the university’s 186-year history.

Mr. Dearth also served as assistant director of admissions at Richard Stockton College of New Jersey in Pomona (2001-2007). Prior to his career in higher education, Mr. Dearth was a marketing consultant and an account manager at an advertising firm.

Mr. Dearth received a master’s degree in leadership and liberal studies from Duquesne University and a bachelor’s in business studies from Richard Stockton College.

**DISCUSSION:** Mr. Dearth will provide an overview of the College’s recruitment initiatives.

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**AGENDA ITEM:** III.C. Marketing

**ACTION REQUIRED:** None

**BACKGROUND:** Ms. Genna Kasun joined UVA Wise in July 2019 as the Director of Marketing. She previously served as Director of Strategic Communication at Juniata College in Huntingdon, Pennsylvania, where she led Juniata’s enrollment, social media, web, advertising, and development marketing efforts. Prior positions at Juniata include Assistant Director of Advancement Communication and Marketing and Development Writer. In 2015, Ms. Kasun and four collaborators were awarded a Silver CUPPIE from the College and Universities Public Relations and Associated Professionals organization for their work on Juniata’s viewbook, a 20+ page prospectus describing the College’s academics and student life. In 2018, she and her team added a Gold CUPPIE for Juniata’s next iteration of the viewbook.

Ms. Kasun received a bachelor’s degree in English, writing, and education from Juniata College and a master’s degree in English from the University of Vermont. In 2017, she graduated from the Rural Urban Leadership Program, Pennsylvania’s premiere leadership series. In 2013, Ms. Kasun and her husband, Kevin, led Huntingdon County United Way’s first campaign to reach goal since the 2008 recession. She has always been an active community member and has quickly engaged with the Wise community.

**DISCUSSION:** Ms. Kasun will provide an overview of the College’s marketing initiatives.

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**AGENDA ITEM:** III.D. Remarks by the Faculty Consulting Member

**ACTION REQUIRED:** None

**DISCUSSION:** Mr. Cahoon will report on current initiatives underway in academic affairs.