



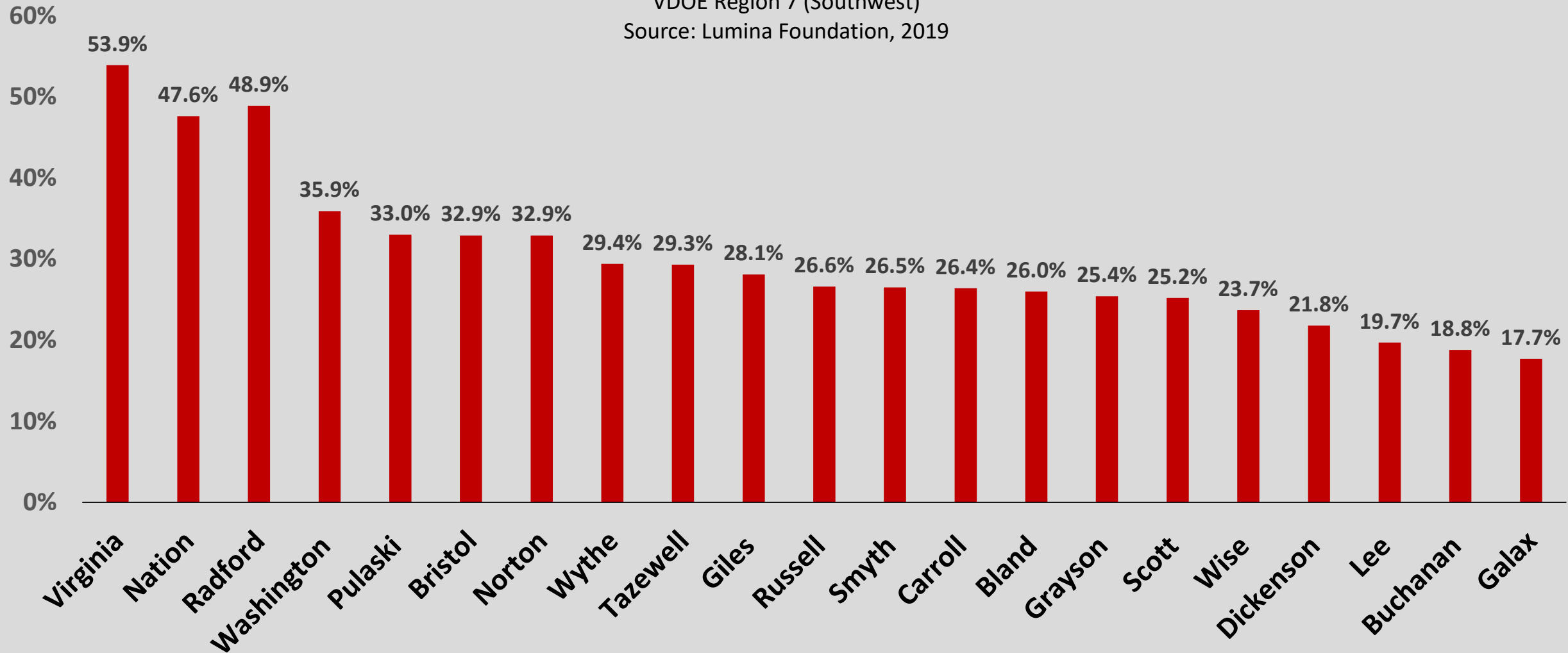
**The University of Virginia's College at Wise
Board of Visitors
September 12, 2019**

“70% of the [Virginia] population would hold some postsecondary credential by 2030” – The Virginia Plan for Higher Education

Post-secondary educational attainment, Ages 25-64

VDOE Region 7 (Southwest)

Source: Lumina Foundation, 2019



UVA-Wise answers the urgent call to close the educational attainment gap in Virginia; a leader and rural model

The Four Goals of the UVA-Wise Six Year Plan

1. Enhance recruitment and retention efforts
2. Expand programming to boost retention of UVA-Wise Students
3. Launch New Undergraduate Programming
4. Establish New Graduate Programs

Brand recognition is a key driver for recruitment, awareness and access to the College

A Strategic Enrollment Management Plan is under development

Strategic Enrollment Management and Retention Committee

- First meeting September 13, 2019

New Recruitment Staffing Model, 2019 – onwards

- Territory-based Recruiter(s)
- Two additional full-time admissions counselors in FY 2021
 - Traditional recruiter for all disciplines
 - Technical recruiter for technology disciplines, e.g. computer science, software engineering, cybersecurity, information technology
- In FY 2022, an additional recruiter will help create a pipeline of students for new undergraduate and graduate degree programs

Building a well-qualified, academically motivated, diverse student body that achieves timely graduation



Student Success

InnoVate2eleVate: Digital Literacy and Adaptive Learning

Faculty Advising Corps, est. 2019

Office of Inclusion and Multicultural Center, est. 2018

First Annual Pride Week, September 2 - September 7

Smiddy's Closet with Wesley Center

NSF S-STEM Award to support high-achieving, low-income students in STEM

Carl W. Smith Bicentennial Scholarships

ROTC Program

Student Success: A Focus on Student Persistence

Rigorous Academic Reinforcements



A New Frontier: Affordable Access for Graduate-Level and Online Students at Wise

- Online RN to BSN for working nurses
- Planned Graduate programs
 - Master's degree in Education
 - MSN/Nurse Practitioner
- Planning Undergraduate programs
 - Applied Technology Program FY 2021
 - BS in Data Science FY 2024



“[Acute care nurses and others] have been most impacted by the national shortages of health manpower, and have consistently shown the greatest number of vacancies throughout the nation, and certainly our experience is no different here. We compete heavily for these professionals and must continue to do so.”

- Alan Levine, CEO, Ballad Health

UVA-Wise Capital Outlay Priorities

1. Wyllie Hall
Renovation – Future
Home of Nursing
Program
2. Darden Hall
Renovation –
Currently houses
Education,
Mathematics,
Computer Science,
Software Engineering

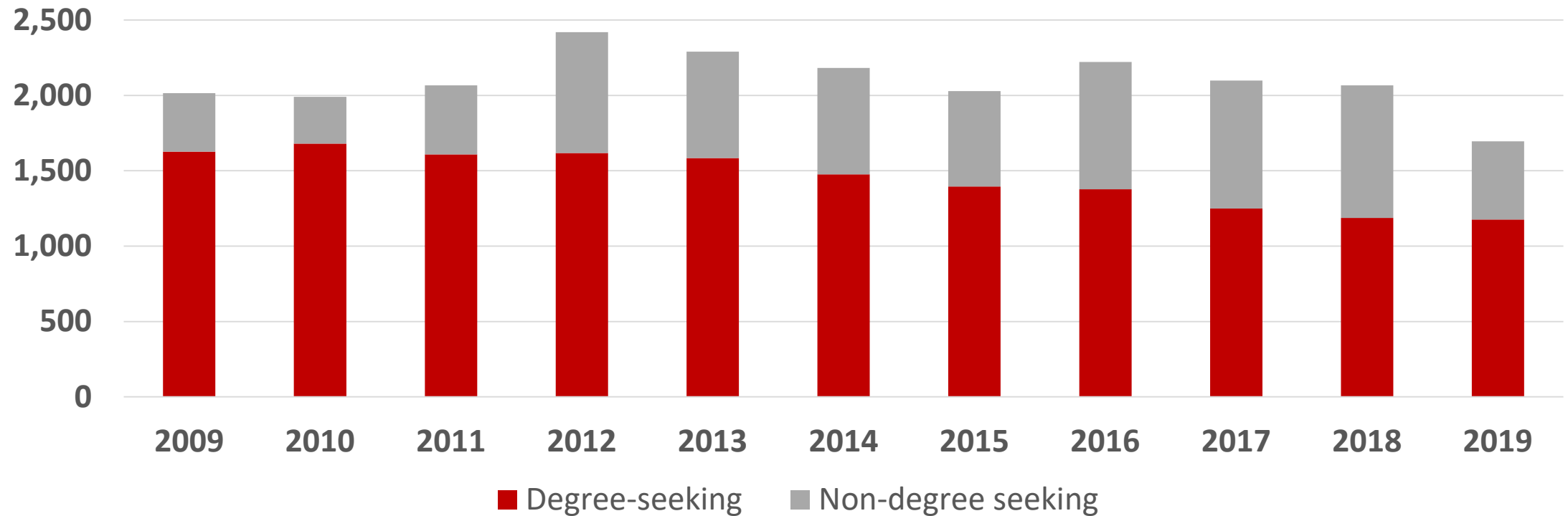


“UVA-Wise is the most important economic asset in all of Virginia's e-Region. Time and time again, the university and its leadership have supported local, regional, and state economic development efforts. Indeed, UVA-Wise is the go-to institution for VEDP’s rural and small metro technology centers initiative in Southwest Virginia. I’m hopeful we will be able to attract a big job creation opportunity in the Wise area thanks to UVA-Wise’s current programs as well as its plans for the future.”

Stephen Moret
President and CEO
Virginia Economic Development Partnership



Fall 2019 Enrollment Snapshot



	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Degree-seeking	1,627	1,680	1,608	1,618	1,585	1,476	1,396	1,377	1,250	1,187	1,177
Non-degree seeking	388	310	459	802	706	706	632	845	849	879	519
Total	2,015	1,990	2,067	2,420	2,291	2,182	2,028	2,222	2,099	2,066	1,696



Chris Dearth

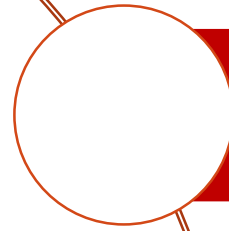
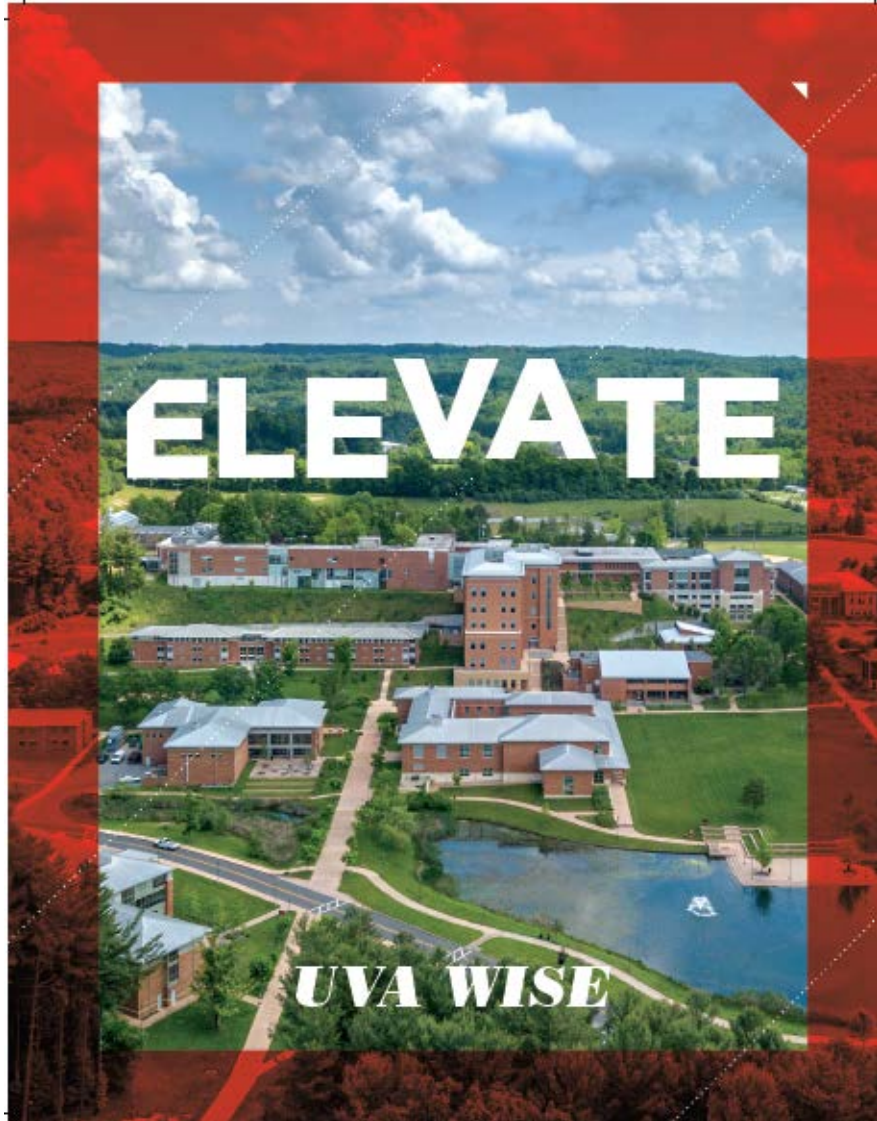
Vice Chancellor Enrollment Management



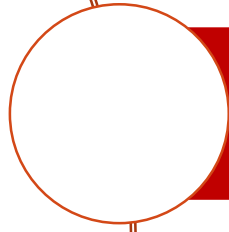
Genna Kasun

Director of Marketing

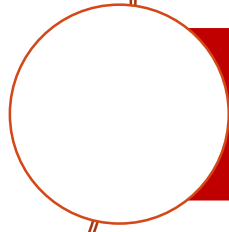
UVA-Wise Marketing and Branding Work



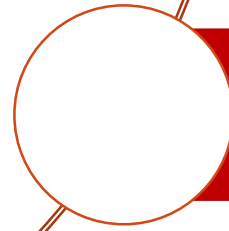
Ignited we stand



State of the ARC



This is where it all be begins.



Build your tomorrow.

Create and maintain the resources to thrive as a public liberal arts institution dedicated to excellence

- UVA-Wise Endowment at \$104M
- FY 19 gifts benefitted all areas of campus including academics, athletics, campus beautification among others.
- *Honor the Future Campaign*
 - Public Launch on October 26, 2019 at annual Benefactor's Celebration
 - Campaign Cabinet met on August 23, 2019

Strategic Partnership Taskforce

1. Recruitment and Marketing led by Chris Dearth and Dave Martel
2. Enrollment Management and Student Success led by Chris Dearth and Steve Kimata
3. Sources of Funding led by Sim Ewing and Melody Bianchetto
4. Regional Health and Prosperity led by Shannon Blevins and Pace Lochte
5. Academic Programs led by Sandy Huguenin and Archie Holmes

Envisioning 2020: “To build excellence upon our traditional liberal arts foundation and to keep cost of attendance affordable.”



“Students at Wise receive one-on-one attention from mentors and have opportunities for funding that students from other colleges would give anything to have. Close relationships with professors and funding opportunities allow UVa-Wise students not just to study abroad, but to take independent study courses, to do undergraduate research, and to develop themselves as scholars and professionals in ways that other students simply cannot.

Whether UVa-Wise alumni choose to attend graduate school or enter the job market immediately after graduation, they are more than prepared for the academic and professional challenges that await them. At a time when many colleges have forsaken broad academic training for the sake of “narrow specialization,” UVa-Wise has stayed true to its commitment to a well-rounded, liberal arts education, and the success of its graduates in the academy and on the job market attests to the merit of its ideals.

Robert Powers '19

