

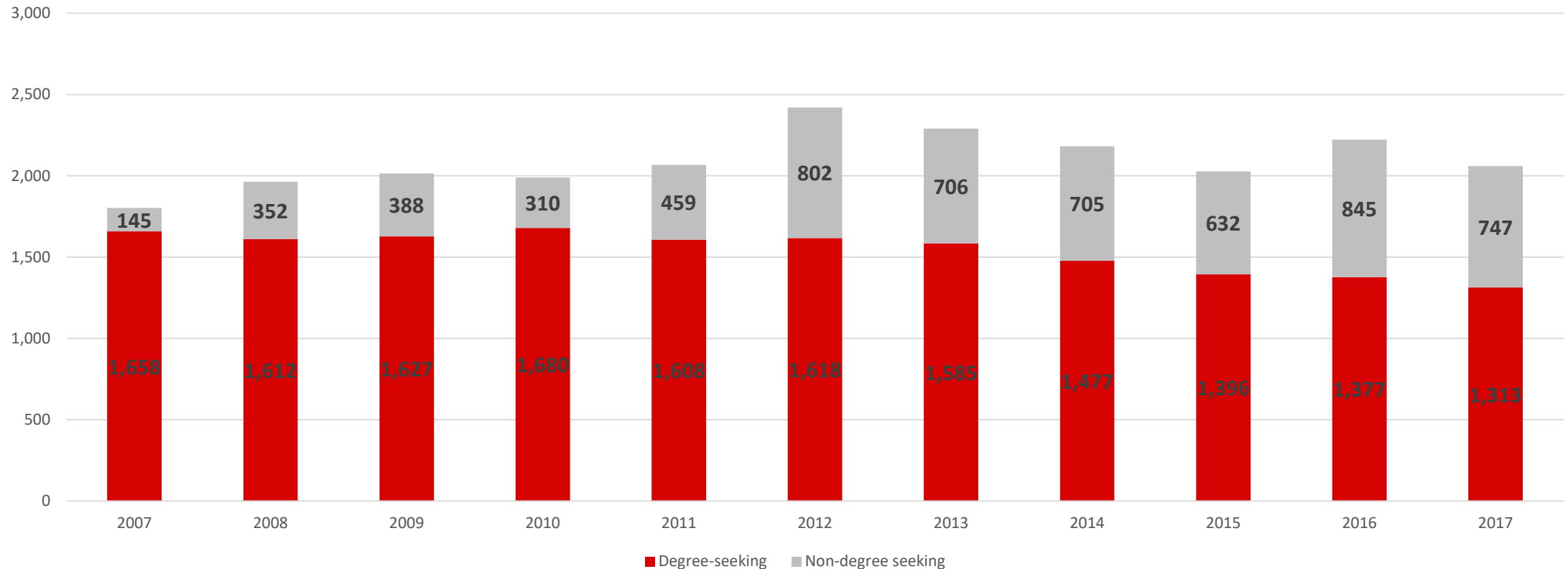
# The University of Virginia's College at Wise

**September 14, 2017  
Charlottesville, Virginia**

Donna Price Henry, Ph.D.  
Chancellor

# UVa-Wise Headcount by Fall Term

## UVa-Wise Fall Enrollment



	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Degree-seeking	1,658	1,612	1,627	1,680	1,608	1,618	1,585	1,477	1,396	1,377	1,313
Non-degree seeking	145	352	388	310	459	802	706	705	632	845	747
Total	1,803	1,964	2,015	1,990	2,067	2,420	2,291	2,182	2,028	2,222	2,060

# **The University of Virginia's College at Wise Six Year Institutional Plan: 2018-2024**

## **Three major priorities**

- 1. Enrollment and Student Success**
  - a. Recruitment**
  - b. Marketing**
  - c. Experiential Learning**
  - d. Graduate Programs**
- 2. Increase Production of STEM-H Degrees**
  - a. STEM Turbo Classes**
  - b. Cybersecurity Programs**
  - c. Early College Academy**
- 3. Outreach and Economic Development**
  - a. Innovation and Entrepreneurship programming**

# UVa-Wise Enrollment Context

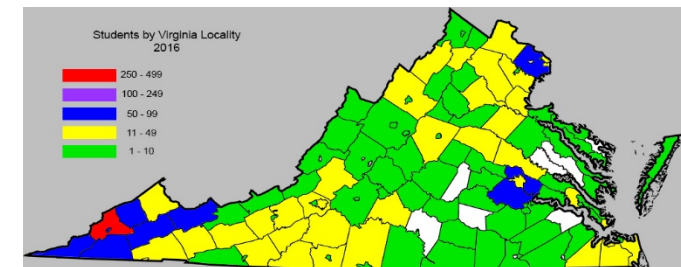
- ◆ Nationwide decline in coal economy effecting Southwest Virginia
- ◆ Population decline and demographic shift in Southwest Virginia: aging population, fewer births, and outmigration
- ◆ Virginia's K-12 population projected to decline
- ◆ Enrollment in Virginia Community College System (VCCS) down from previous years
- ◆ Tennessee offers free community college

# Expanded Recruitment Strategy

- ◆ Acquired 100,000 high school senior names from The College Board (SAT), ACT, and National Research Center for College and University Admissions
- ◆ Outreach materials include an attractive mailer, personalized website landing page, personalized electronic messages, and a mobile-friendly application for admission; materials will be updated and redesigned
- ◆ VCCS Reverse Transfer Agreements – Virginia Highlands (Abingdon, VA), Mountain Empire (Big Stone Gap, VA), Southwest Virginia (Richlands, VA)
- ◆ UVA and UVa-Wise Deferred Admissions Agreement
- ◆ In-state tuition offered to Kentucky and Tennessee residents within 50 miles of Wise
- ◆ **General Fund Support for Two Territory-Based Recruiters Is Requested**

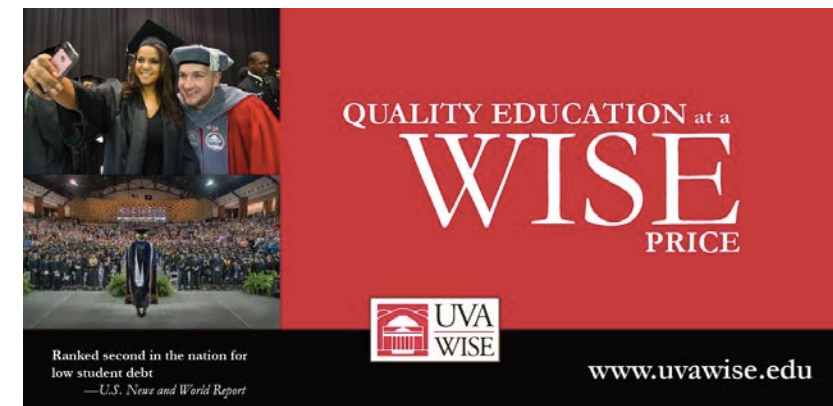


Home Ride Program



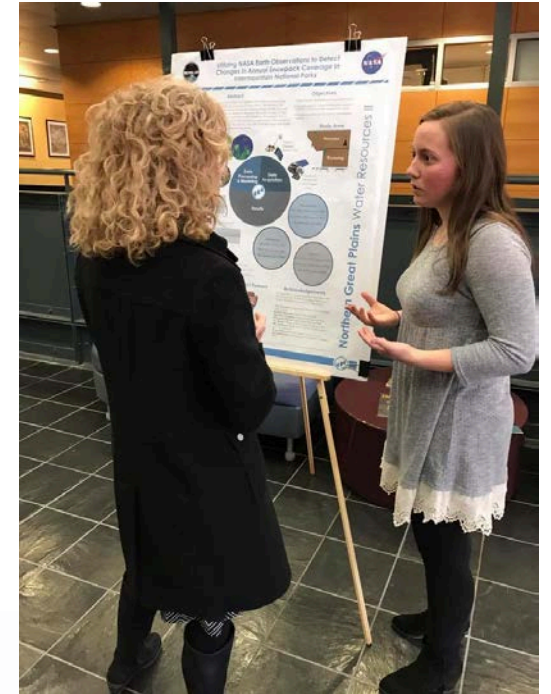
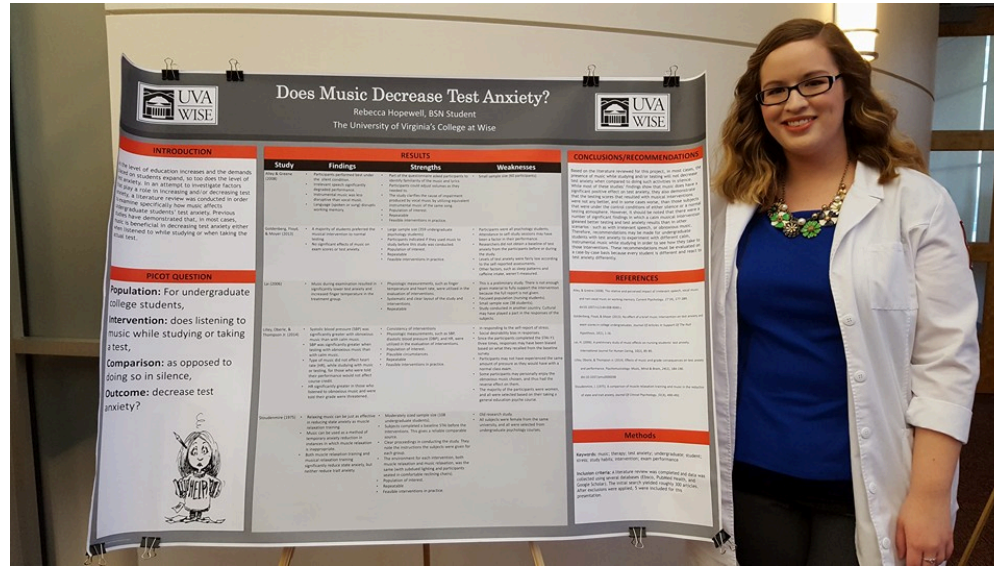
# Expanded Marketing Strategy

- ◆ Retained the services of TWG+, a nationally recognized higher education marketing firm to perform search engine optimization and retargeting of UVA-Wise website
- ◆ Purchased prominent advertisement spaces in Tri-Cities Regional Airport, Blountville, TN
- ◆ Placed bus ads in Northern Virginia and Hampton Roads
- ◆ Placed an advertisement in The Chronicle of Higher Education's Innovative Colleges and Universities supplement, highlighting UVA-Wise's Software Engineering and Computer Science programs
- ◆ Billboards on 1-81/Abingdon and in SWVA
- ◆ Secured media engagements to report UVA-Wise news stories, e.g. Coalfield Progress, Bristol Herald Courier, Kingsport Times News, Virginia Business, WCYB, VA Cable Telecommunications Association





# Experiential Learning



# Consideration of Graduate Programs

**Consistent with its Envisioning 2020 Strategic Plan, UVa-Wise is considering the establishment of graduate programs.**

**Goals include:**

- recruit and retain diverse student body, faculty, and staff;**
- strengthen partnerships with K-12 local education agencies;**
- expand and strengthen outreach and service to the community and region; and**
- increase UVa-Wise's visibility in Virginia and the nation**



# Consideration of Graduate Programs

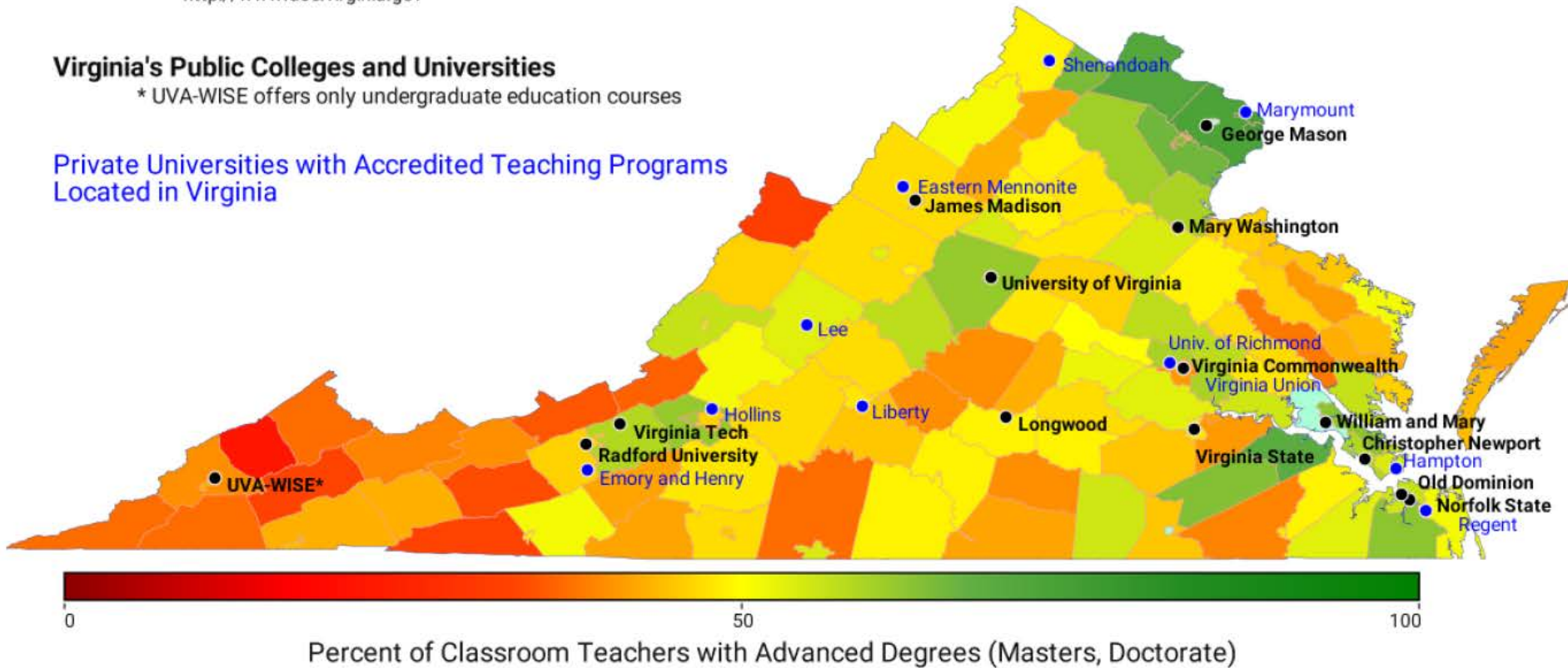
## Educational Attainment of Public School Teachers in Virginia, 2016 Geographical Access to Institutions Offering Advanced Degrees in Education

Data Source: School Report Cards, Virginia School Divisions, 2016  
<http://www.doe.virginia.gov>

### Virginia's Public Colleges and Universities

\* UVA-WISE offers only undergraduate education courses

### Private Universities with Accredited Teaching Programs Located in Virginia



# Increase Production of STEM-H Degrees: Early College Academy



- The Early College Academy (ECA) is a college-level sequence of courses that takes place during the senior year for advanced high school students.
- The ECA prepares students for STEM degrees and coursework, including in the natural sciences and mathematics fields.
- Graduates of the ECA typically enroll at UVA-Wise in STEM degree programs.

- **General Fund Support is Requested**

The ECA addresses the dearth of rigorous STEM preparatory coursework in the senior-year, by providing college classes to high-performing high school seniors on the UVA-Wise campus.

# Increase Production of STEM-H Degrees: UVa-Wise Innovation Ecosystem

Software Engineering and Entrepreneurship Programs to Diversify the  
Economy in Southwest Virginia



- **Increase enrollment and retention** in software engineering, computer science, and management of information systems
- Spur interest in critical fields through **Entrepreneurship and Cybersecurity Boot Camps**
- Create a **culture of innovation and entrepreneurship**

UVa-Wise plays a key role in economic development in far Southwest Virginia and is viewed as a primary source of talent for regional companies. Expanding technical degree programs and increasing entrepreneurial activities will develop and sustain a knowledge-based economy.

# Southwest Virginia Economic Development

- **SWVA Economic Forum – May 10, 2017**
- **UVa-Wise selected as the support organization for the Go Virginia Region 1 Council**
- **Southwest Virginia Regional Cybersecurity Initiative** – Two awards:
  - 1) POWER grant through the Appalachian Regional Commission and
  - 2) Virginia Tobacco Commission
    - Partnership of Southwest Virginia Community College, Mountain Empire Community College, and UVa-Wise
- **“The Nest” planning grant** awarded by Virginia’s “Be Entrepreneurial Economies” (BEE) program – awarded to UVa-Wise student organization, Innovators Inc.



# Questions or Comments?

