

**UNIVERSITY OF VIRGINIA
BOARD OF VISITORS**

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

September 13, 2018

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

**Thursday, September 13, 2018
11:00 a.m. - 12:00 p.m.
Board Room, The Rotunda**

Committee Members:

Elizabeth M. Cranwell, Chair
Thomas A. DePasquale, Vice Chair
Whittington W. Clement
Maurice A. Jones
Frank M. Conner III, Ex-officio
Brendan T. Nigro, Student Member
A. Bruce Cahoon, Faculty Consulting Member

AGENDA

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

BOARD MEETING: September 13, 2018

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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AGENDA ITEM: II. Proposed College at Wise Committee Work Plan for 2018-2019

BACKGROUND: Each year, The University of Virginia's College at Wise sets goals to move the institution forward. The Committee monitors progress and maintains oversight of the College's goal completion.

DISCUSSION: The proposed work plan for the Committee consists of the following:

1. **Student Recruitment and Retention:** Support and review impact of strategies and initiatives to improve student recruitment and retention
2. **Marketing and Branding:** Review and support a plan of action for pursuing marketing and branding activities in consultation with University Communications
3. **Academic Enhancements and Innovation:** Oversee the adoption of the college's first graduate and online programs, and identify future academic programs and opportunities
4. **Regional Economic Development:** Support economic development initiatives in Southwest Virginia and leadership of cyber strategy in the region
5. **Intra-disciplinary Coordination:** Encourage the identification of new collaboration and facilitate coordination between operating disciplines on Grounds in Charlottesville and on the Wise campus

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

COMMITTEE ON THE COLLEGE AT WISE WORK PLAN FOR 2018-2019

RESOLVED, the Committee on The University of Virginia's College at Wise approves the Fiscal Year 2018-2019 work plan:

1. Student Recruitment and Retention
2. Marketing and Branding
3. Academic Enhancements and Innovation
4. Regional Economic Development
5. Intra-disciplinary Coordination

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AGENDA ITEM: III.A. Report of the Chancellor

ACTION REQUIRED: None

DISCUSSION:

Fall 2018 Enrollment

Ms. Henry will report enrollment and admissions trends and forecasts for Fall 2018.

In-State Tuition Expansion

The Board of Visitors is authorized to approve reduced tuition rates. Currently, Kentucky and Tennessee residents within 50 air miles of the College are eligible for reduced tuition rates in accordance with Section 23.1-507 of the Code of Virginia. The College seeks to amend § 23.1-507 of the Code of Virginia to provide reduced tuition rates for students domiciled within the Appalachian Region. For reporting purposes, these students would continue to be classified as out-of-state and would be required to pay the out-of-state capital fee.

Marketing and Branding Plans

Ms. Henry will report on an effort to develop a marketing and branding strategy for the College.

Collaboration and Initiatives with UVA

Ms. Henry will report on a number of joint initiatives between UVA and the College at Wise ranging from professional development for faculty to physical safety and security, and enterprise risk management.

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AGENDA ITEM: III.B. Remarks by the Faculty Consulting Member

ACTION REQUIRED: None

DISCUSSION: Bruce Cahoon, Ph.D. is the new faculty consulting representative to the Committee on The University of Virginia's College at Wise. He is a molecular geneticist who specializes in chloroplast and mitochondrial gene expression and protist biology. He earned his B.S. and M.S. degrees in biology from Virginia Commonwealth University under the guidance of Fang-Sheng Wu, and Ph.D. from the University of Virginia with Michael P. Timko, studying post-transcriptional gene expression events in the green alga *Chlamydomonas reinhardtii*. Upon completion of his degree, he joined David B. Stern's lab as a post-doctoral fellow at the Boyce Thompson Institute for Plant Research at Cornell University, where he received a fellowship from the U.S. Department of Agriculture to study chloroplast RNA production in maize. His first faculty appointment was at Middle Tennessee State University, where he received National Science Foundation funding for DNA sequencing, taught Genetics to undergraduates, and mentored M.S. and Ph.D. level students for 11 years. In 2014, Mr. Cahoon joined the faculty of UVA-Wise as the Buchanan Endowed Chair in Biology, where he teaches several different classes in cell and molecular biology and enjoys including his undergraduates in molecular genetics research.

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