

UNIVERSITY OF VIRGINIA
BOARD OF VISITORS
MEETING OF THE COMMITTEE ON
THE UNIVERSITY OF VIRGINIA'S
COLLEGE AT WISE
FEBRUARY 20, 2014

COMMITTEE ON THE UNIVERSITY OF
VIRGINIA'S COLLEGE AT WISE

Thursday, February 20, 2014
11:30 a.m. - 12:00 p.m.
President's Reception Room, The Rotunda

Committee Members:

Marvin W. Gilliam Jr., Chair
Allison Cryor DiNardo
Helen E. Dragas
William H. Goodwin Jr.
John A. Griffin

Stephen P. Long, M.D.
Edward D. Miller, M.D.
Timothy B. Robertson
George Keith Martin, Ex-officio
Bryan H. Hoyt, Faculty
Consulting Member

AGENDA

PAGE

- | | | |
|------|--|---|
| I. | REPORT ON THE UNIVERSITY OF VIRGINIA'S COLLEGE AT WISE (Mr. Gilliam, Ms. Henry, and Mr. Hoyt) | |
| A. | Remarks by the Chair of the Committee | 1 |
| B. | Report of the Chancellor | |
| 1. | Report on Committee Goals | 2 |
| 2. | Red Flag Campaign | 6 |
| C. | Report by the Faculty Consulting Member | |
| • | Peake Honors Program | 7 |
| II. | THE UNIVERSITY OF VIRGINIA'S COLLEGE AT WISE ACTION ITEMS UNDER CONSIDERATION BY ANOTHER BOARD OF VISITORS COMMITTEE | |
| • | Finance Committee | |
| A. | Student Housing Rates | |
| B. | Dining Services Rates | |
| III. | ATTACHMENT | |
| • | List of Important Dates for The University of Virginia's College at Wise | |

UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: February 20, 2014

COMMITTEE: The University of Virginia's College at Wise

AGENDA ITEM: I.A. Remarks by the Chair of the Committee

ACTION REQUIRED: None

BACKGROUND: Mr. Marvin Gilliam, chair of Committee on the University of Virginia's College at Wise, will make opening remarks.

DISCUSSION: Mr. Gilliam will report on items of interest to the Board. Attached to this committee book is also a list of important upcoming dates for The University of Virginia's College at Wise.

UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: February 20, 2014

COMMITTEE: The University of Virginia's College at Wise

AGENDA ITEM: I.B.1. Report on Committee Goals

ACTION REQUIRED: None

BACKGROUND: Each year the Committee sets goals to move the institution forward. Approved goals for the Committee for 2013-2014 are:

1. Improve enrollment and retention by:
 - a. Applying the new predictive model for student success for fall 2014 recruitment and student retention;
 - b. Completing enhancements to residential life program by redesigning resident advisors training, implementing programs and services to engage more residential students, and increasing faculty involvement in residential life programs; and
 - c. Developing a summer bridge program for incoming freshmen to be launched in summer 2014.
2. Increase visibility and reputation of UVa-Wise by:
 - a. Redesigning all printed recruitment materials; and
 - b. Securing an external firm and beginning the redesign of the College's website, with special emphasis on interactivity and the admissions webpage.
3. Enhance STEM-H programs by:
 - a. Instituting the development of an on-line RN to BSN program;
 - b. Increasing the engagement of teaching faculty in the recruitment of students enrolled in STEM-H programs; and
 - c. Pursuing national accreditation for chemistry.
4. Improve faculty salaries and development by:
 - a. Implementing year two of the six-year faculty salary adjustment plan;
 - b. Increasing professional development funds for faculty to attend and present at national conferences and meetings; and
 - c. Increasing resources for departmental equipment and books.

5. Enhance entrepreneurship opportunities in Southwest Virginia through the implementation of *The Blueprint for Entrepreneurial Growth and Economic Prosperity in Southwest Virginia*. (Coordinated by the College's Office of Economic Development under the umbrella of the Appalachia Prosperity Project, a partnership with the University; the *Blueprint* was recently cited by Virginia's Rural Jobs Council as a model for the state.)
 - a. Launching of the UVA-Wise Cup;
 - b. Publishing of entrepreneurship success stories from Southwest Virginia; and completing update on *Entrepreneurship Blueprint* implementation.

DISCUSSION: The College is making significant progress on the 2013-2014 goals:

1. Improve enrollment and retention:
 - a. The College is completing the final phase of developing a predictive model and supporting recruitment and retention strategies to better ensure student success. Noel-Levitz, a nationally recognized higher education consulting firm, is assisting in this process. The first phase included the collection and analysis of freshmen profile data enrolled in the fall semesters of 2009, 2010, and 2011, examining academic, financial, socio-economic, and other factors. Next steps included the administration of the Student Satisfaction Inventory (SSI), a survey instrument that measures student satisfaction and priorities. In late January 2014, a Noel-Levitz senior consultant visited campus to meet with the Chancellor and Senior Staff to communicate early findings and seek input as well as to conduct interviews with various faculty, staff, and student constituencies. The consultant is working with the College's leadership to develop effective recruitment and retention strategies for implementation.
 - b. Residential advisors training improved through more emphasis on customer service and team building exercises, an increased emphasis on Clery Act requirements, and a focus on developing a more engaged residential life culture. In addition, residential life instituted a new requirement that each hall floor attend a minimum of three College events each year.

For 2014-2015, with the opening of the Winston Ely Health and Wellness Center, a health and wellness

learning community will be offered. In addition, a search is underway for a permanent director of residential life, as the current director is serving in an interim capacity.

- c. The development of a new summer Bridge program is nearing completion. All provisionally-admitted students will be accepted with the understanding that the students will attend a two-course summer program of college credit courses that emphasize writing and math skills. The courses and summer session II room and board will be free to the students.
 - d. Spring 2014 enrollment headcount is up 10.6% over spring 2013. Total student credit hours are up 2.5%.
2. Increase visibility and reputation:
- a. New recruitment and retention publications completed or nearing completion include a new view book and pieces that emphasize residential life, outcomes, affordability, and the undergraduate experience. Work will begin this spring on a middle school publication and two recruitment posters.
 - b. A newly-formed website committee has completed a request for proposals (RFP) to select a firm for the website redesign.
3. Enhance STEM-H programs:
- a. The College is currently advertising for a senior nursing faculty member with significant experience to guide the development of an on-line RN to BSN program and to support the increased teaching requirements of an on-line program.
 - b. An enhanced and expanded STEM-H admitted students day is scheduled for late spring, following the successful inaugural event in fiscal year 2013. In addition, faculty in the Department of Mathematics and Computer Science are developing a Technology & Creativity summer camp for admitted students in all majors that will emphasize new design technologies such as 3D printing and laser cutters.
 - c. Floyd Beckford, Ph.D., the Van W. Daniel III Endowed Professor of Chemistry, is leading the multi-stage process for chemistry accreditation. An initial overview analysis was completed last year to identify improvements required to meet accreditation standards. Work is on-going to implement these improvements, including necessary curricular changes.

4. Improve faculty salaries and development:
 - a. The College is working to ensure academic quality by maintaining competitive faculty salaries and a stable faculty roster. In fiscal year 2013, 37 of the College's 90 full-time faculty members shared in the first \$150,000 adjustment. The second \$150,000 adjustment was allocated in December 2013 to 45 faculty members.
 - b. College faculty are benefitting from a \$48,500 increase in professional development funds in fiscal year 2014, an increase of \$500 per faculty full-time equivalent (FTE).
 - c. Academic departments' equipment and materials budgets increased by \$64,800 and, for the second year, Wyllie Library will utilize \$50,000 to purchase books and materials.

5. Enhance entrepreneurship opportunities:
 - a. The College successfully launched the UVa-Wise Cup, an entrepreneurship challenge for student entrepreneurs. Student representatives also participated in the U.Va. Entrepreneurship Challenge as well as the Governor's Business Plan Challenge, both for the first time. The Collegiate Entrepreneurs Organization (CEO) club is working to expand membership in its second year of operation.
 - b. Interviews are underway with Southwest Virginia entrepreneurs to gather stories for a *Blueprint* feature publication. In addition, *Blueprint* strategy implementation includes completing the first regional Virginia Entrepreneurship Challenge that included seven months of educational programming, visiting local communities interested in entrepreneurship development, and distributing five cash prizes, with a top prize of \$10,000. Work is ongoing in assisting the prizewinners. The second annual Opportunity Summit is slated for May 8 for regional entrepreneurs; the College's Office of Economic Development is assisting 40 regional entrepreneurs by connecting them to support partners.

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COMMITTEE: The University of Virginia's College at Wise

AGENDA ITEM: I.B.2. Red Flag Campaign

ACTION REQUIRED: None

BACKGROUND: The Center for Student Development counseling staff and the Student Development Advisory Board chose to initiate the Red Flag Campaign to raise awareness of dating violence on college campuses. They collaborated with several on- and off-campus resources including UVa-Wise Media Services, Family Crisis Support Services, Hope House of Scott County, and Frontier Health Prevention Services to implement the campaign.

DISCUSSION: This campaign was conducted over a two-week span. The first week they flagged the C. Bascom Slemp Student Center Amphitheater and released the red flag teaser video to pique students' interest and curiosity about the red flags. During the second week, they released an informational video discussing the red flags of dating violence, and encouraged bystander intervention. They also set up an informational table and poster exhibit to highlight the red flags in dating relationships.

The response to the Red Flag Campaign was good from both on- and off-campus resources and we feel that this was a highly beneficial program to implement on the campus. Additionally, this campaign met requirements for the Violence Against Women Act.

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BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: February 20, 2014

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AGENDA ITEM: I.C. Report by the Faculty Consulting Member

ACTION REQUIRED: None

BACKGROUND: Mr. Bryan Hoyt, Professor of Psychology at The University of Virginia's College at Wise, is the faculty consulting member to the Committee on The University of Virginia's College at Wise.

DISCUSSION: Mr. Hoyt will provide a brief report on the Peake Honors Program at the College.

ATTACHMENT

Important Dates
The University of Virginia's College at Wise

Founder's Day - April 14, 2014

Steven Greenblatt - Human Values Seminar - April 17, 2014

Day of Service - April 19, 2014

Inauguration - Chancellor Henry - April 22, 2014

Undergraduate Research Symposium - April 25, 2014

Alumni Reception and Awards Program - May 9, 2014

The University of Virginia's College at Wise Board - May 9, 2014

Commencement - May 10, 2014