



VCU

School of Business

Strategic Dilemma

Executive MBA – Class of 2020
Team 1

Today's Speakers



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Research Overview

Design and Execution

In partnership with Richard Bland College, Regis University, Nova Southeastern University, and EAB, we conducted a work college perception survey.

Audiences: High school sophomores, juniors and seniors

Invitation: Personal email message from University Research Partners inviting students to complete the survey

Data Collection: February + March 2020



Richard Bland College
of WILLIAM & MARY

REGIS



UNIVERSITY

NOVA SOUTHEASTERN
UNIVERSITY

NSU
Florida



EAB

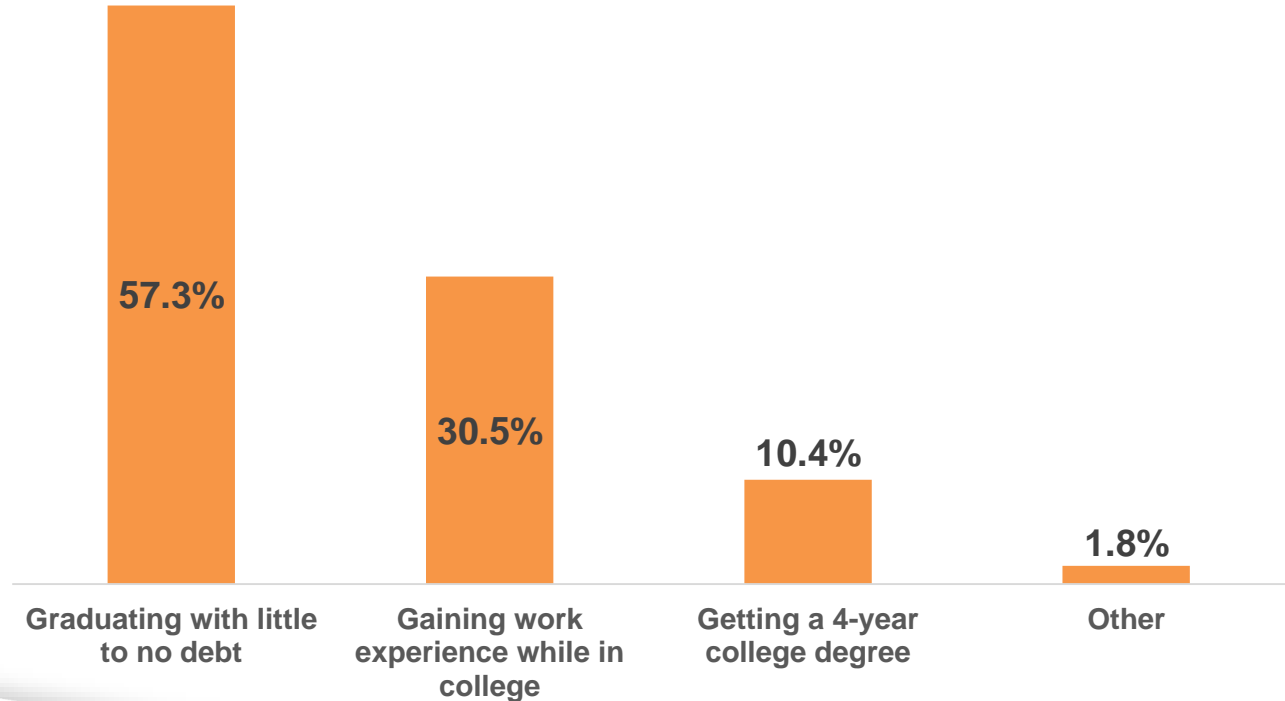
The Study Was Designed to Identify:

1. Work College appeal
2. Benefits of attending a Work College that resonate most with students
3. Types of schools students are considering

Findings

Which of the following benefits of a Work College is most attractive to you?

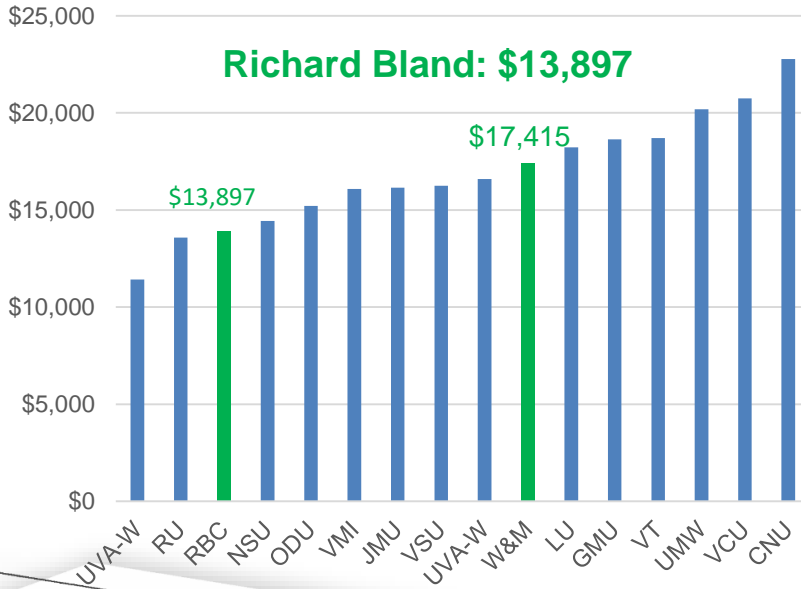
Graduating with little or no debt is the leading benefit of attending a Work College.



Affordability

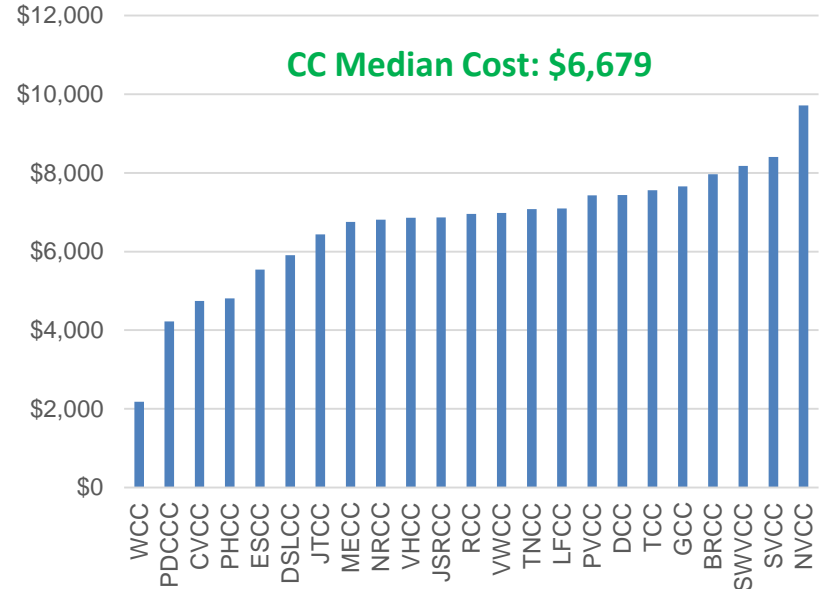
Virginia Publics: Average Net Price for Student Awarded Grant of Scholarships Aid

2016-2017



VA Community Colleges: Average Net Price for Student Awarded Grant of Scholarships Aid

2016-2017



Student Workers vs. Full Time Employees

Example: Landscaping

2 Supervisors (professional staff)
40 Part-time Students



Equivalent of 6 to 8 FTEs

Total Student Hours

Minimum Commitment

10 hrs. per week
150 per semester

Supervisors + Upper Level Roles

15-20 hrs. per week
225-300 hrs. per semester

Implementation Considerations for Richard Bland

- How would student jobs be funded?
 - Student jobs would need to help offset cost of tuition for a large number of students
 - Corporate partnerships
- Job related training (Students & Faculty/Staff)
 - Supervisor development + training processes
 - Opportunities to increase responsibility and scope of work for students in the program
- Curriculum redevelopment
 - Realignment of academic curriculum for work credit integration
 - Academic terms
- Identify roles and responsibilities that can be performed by students
 - Workforce planning: early retirements, layoffs, reduced FTE, etc.
 - Employment review with HR and Department Heads

Summary Recommendations

- Increase demand and grow applications
- Expand Federal Work Study program
- Develop new internship opportunities
- Identify potential strategic partners
- Continue feasibility research towards hybrid model
 - Political, legal and faculty governance
 - Academic + Work Curriculum: develop pilot programs
 - Financial/funding viability
 - Change management
 - Align brand positioning and associated collateral