



RICHARD BLAND
C O L L E G E
of WILLIAM & MARY



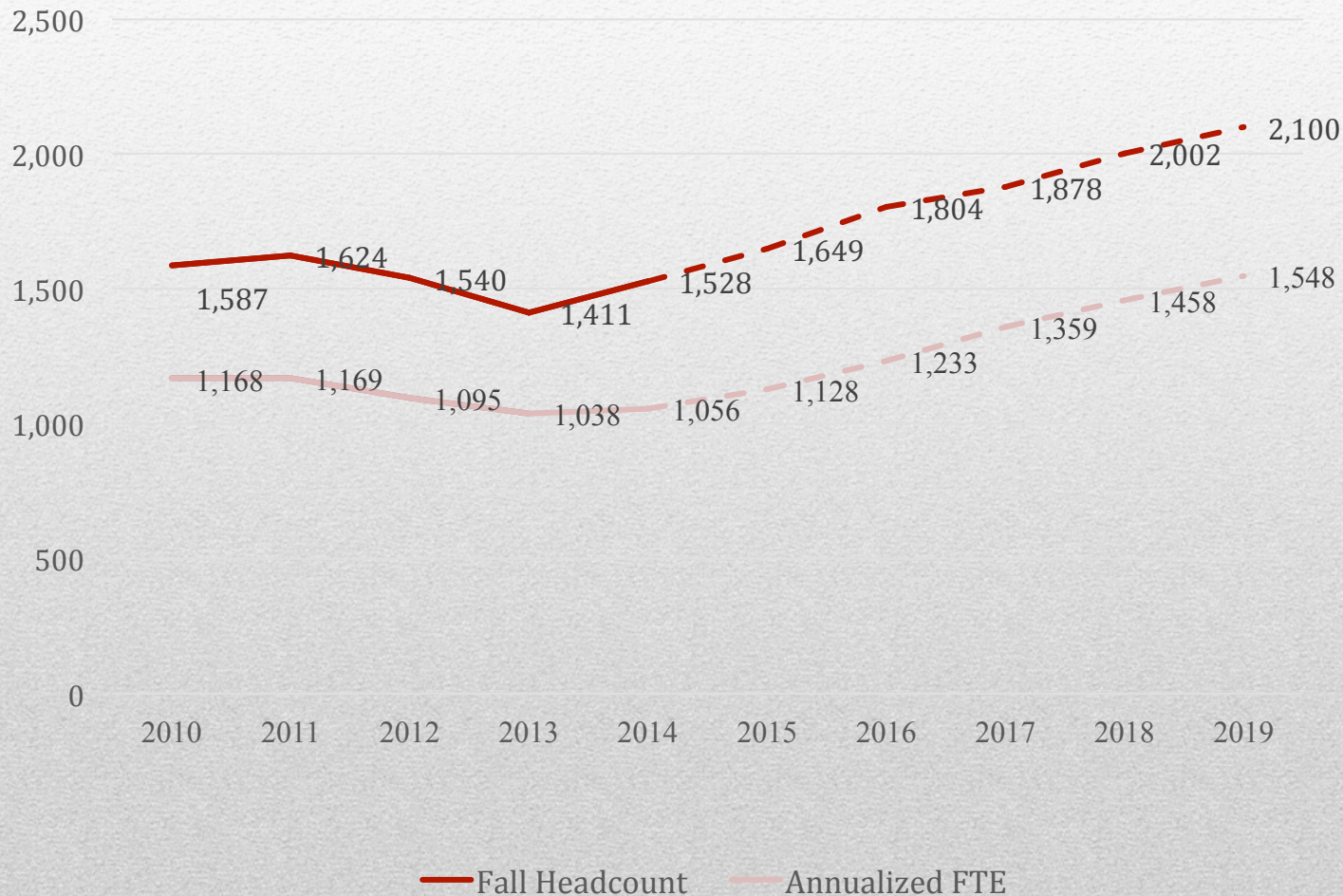
Richard Bland College Committee William & Mary Board of Visitors

February 4, 2015

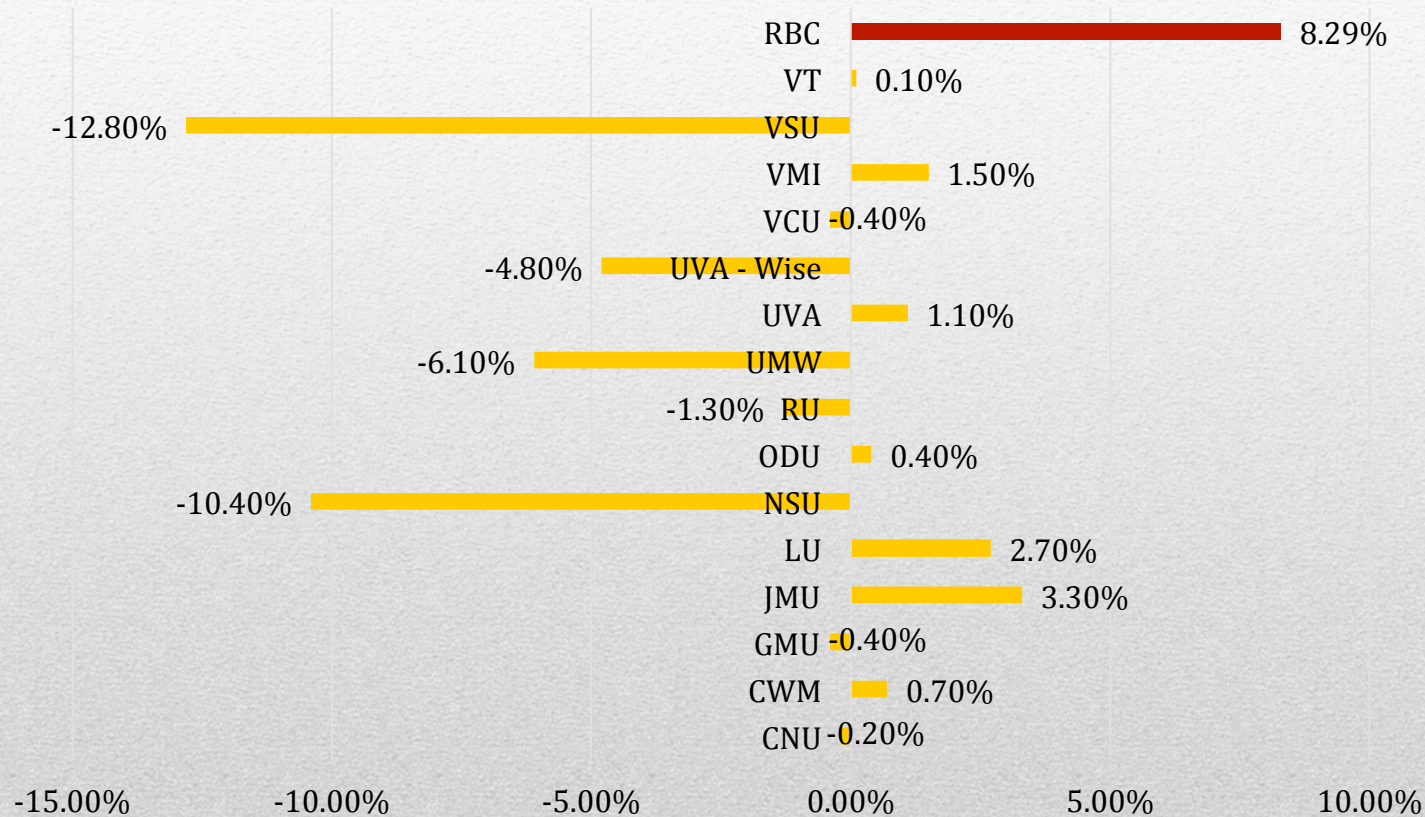


Strategic Enrollment Management Update

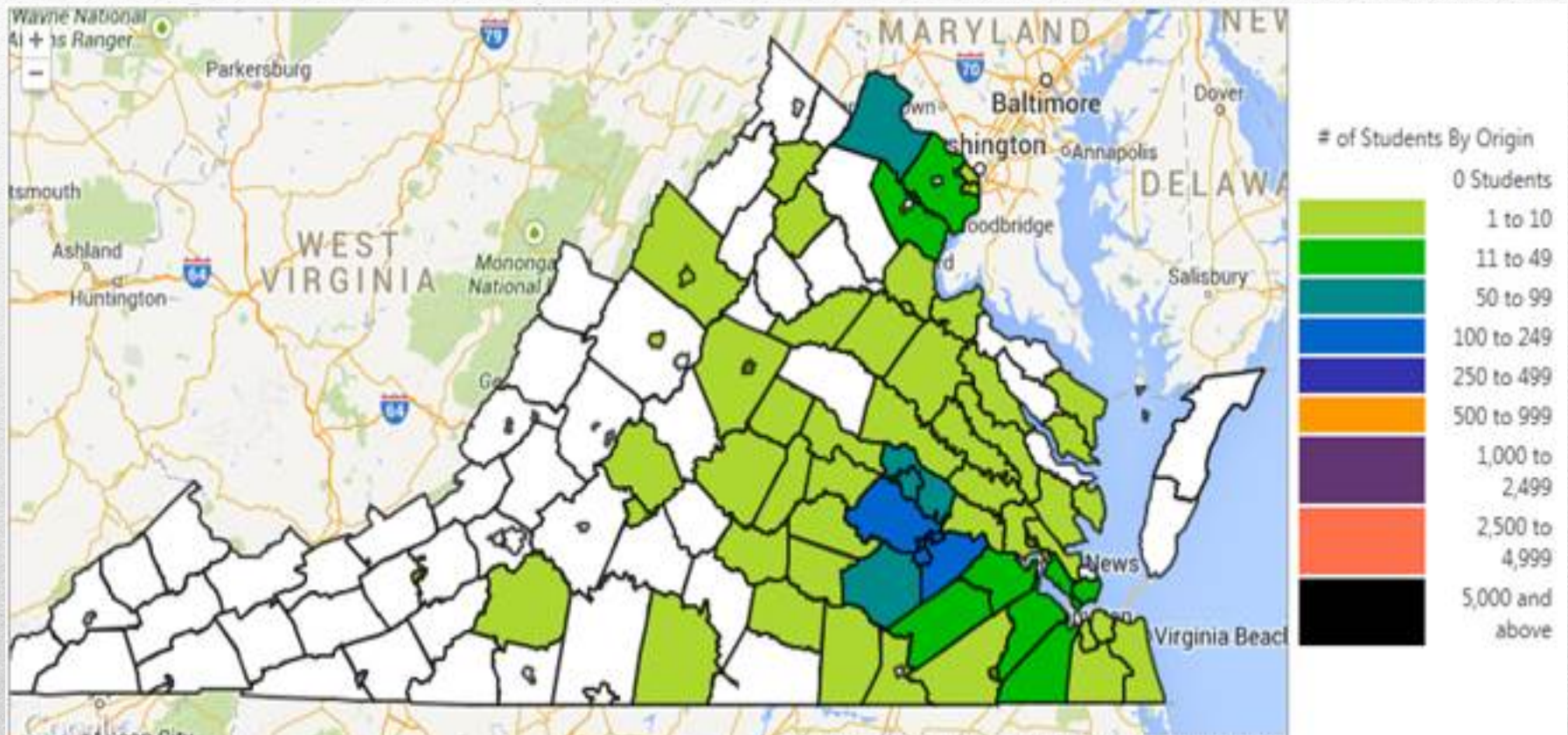
RBC-19: Target – 2,000 Fall Headcount Headcount: 1,500 FTE



% Change in Enrollment 4-Year's and RBC

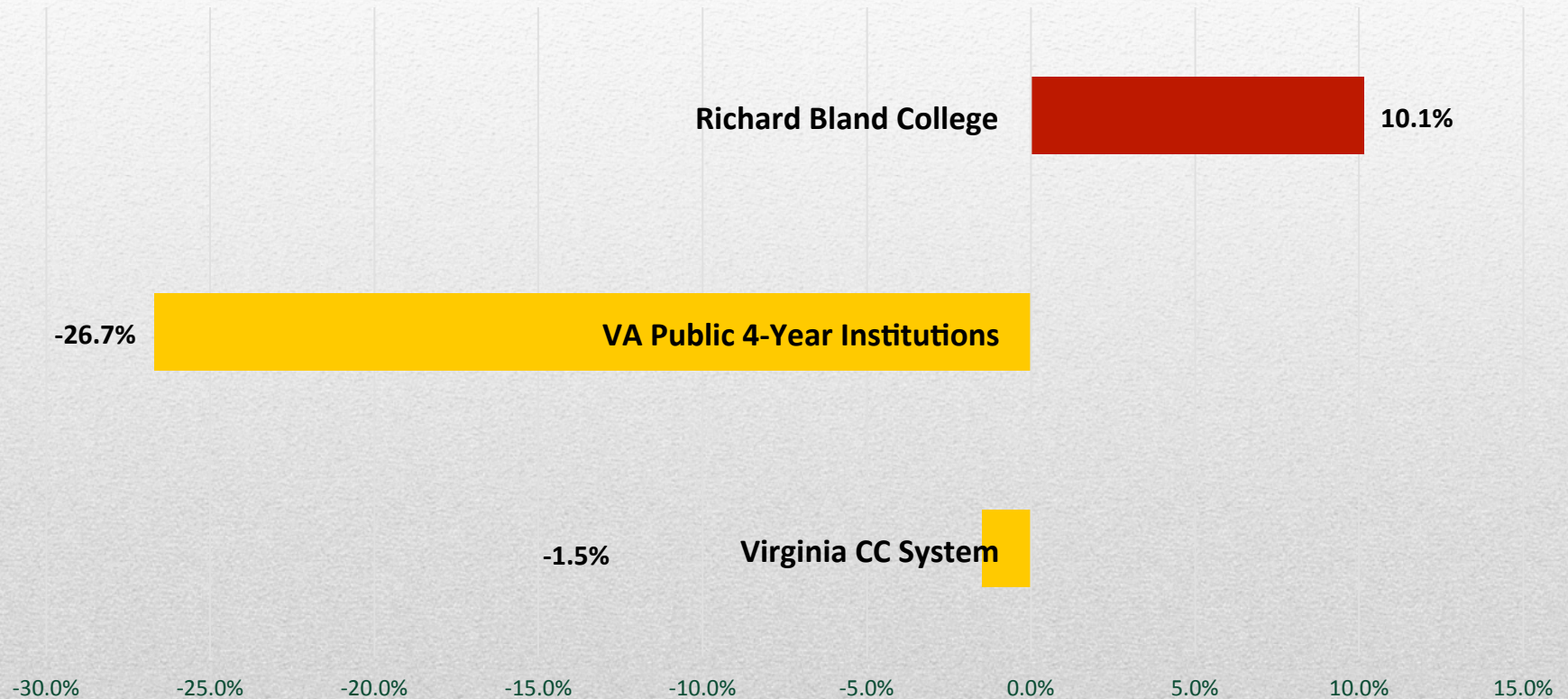


RBC 2014 Enrollment By Locality

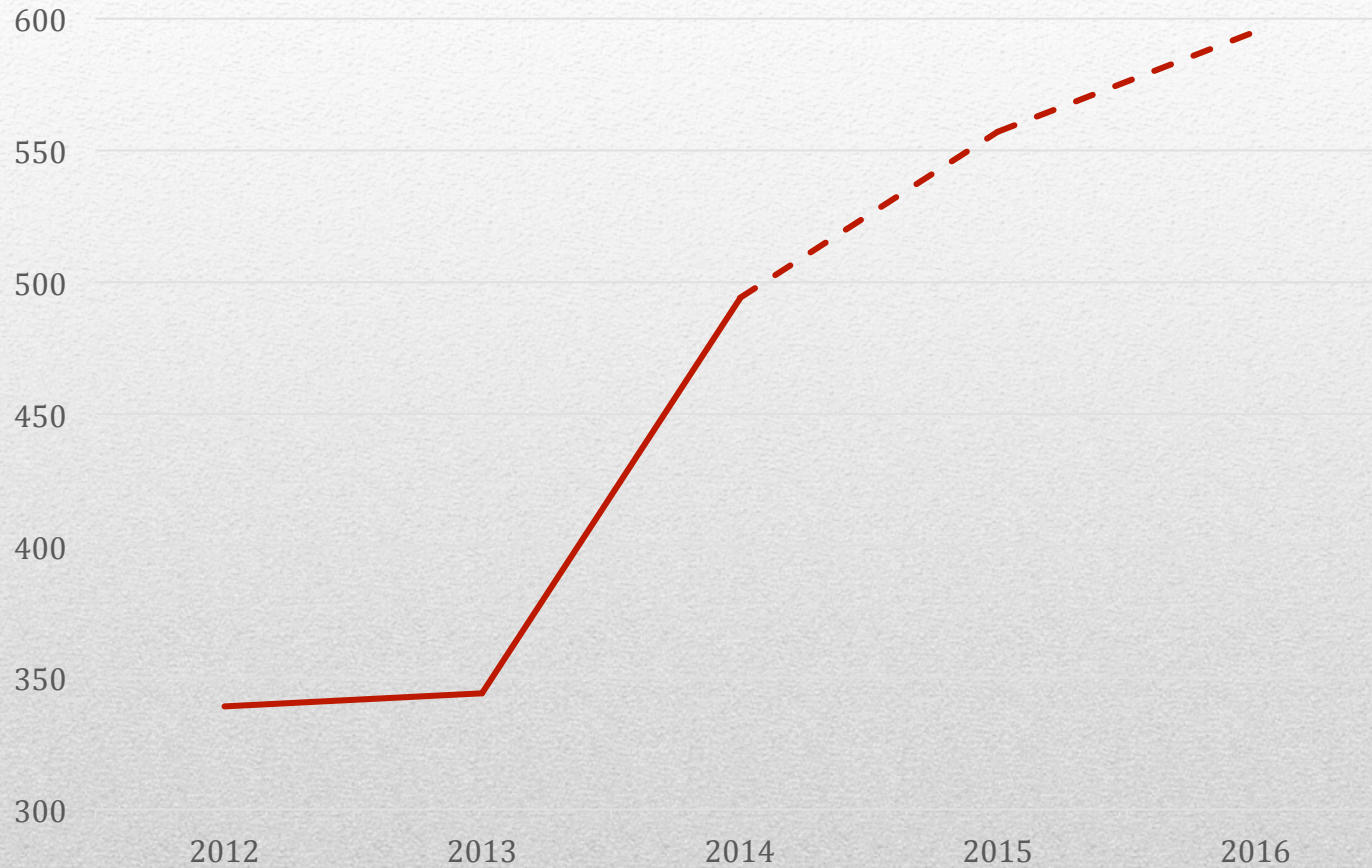


RBC 2013-14 AA/AS Degrees Awarded

% Change Compared to VCCS and VA Public 4-Year Avg.



Dual Enrollment



Enrollment Drivers for Fall 2015



Dual Enrollment

Strategic Partnerships



Strategic Partnerships



Army Logistics University

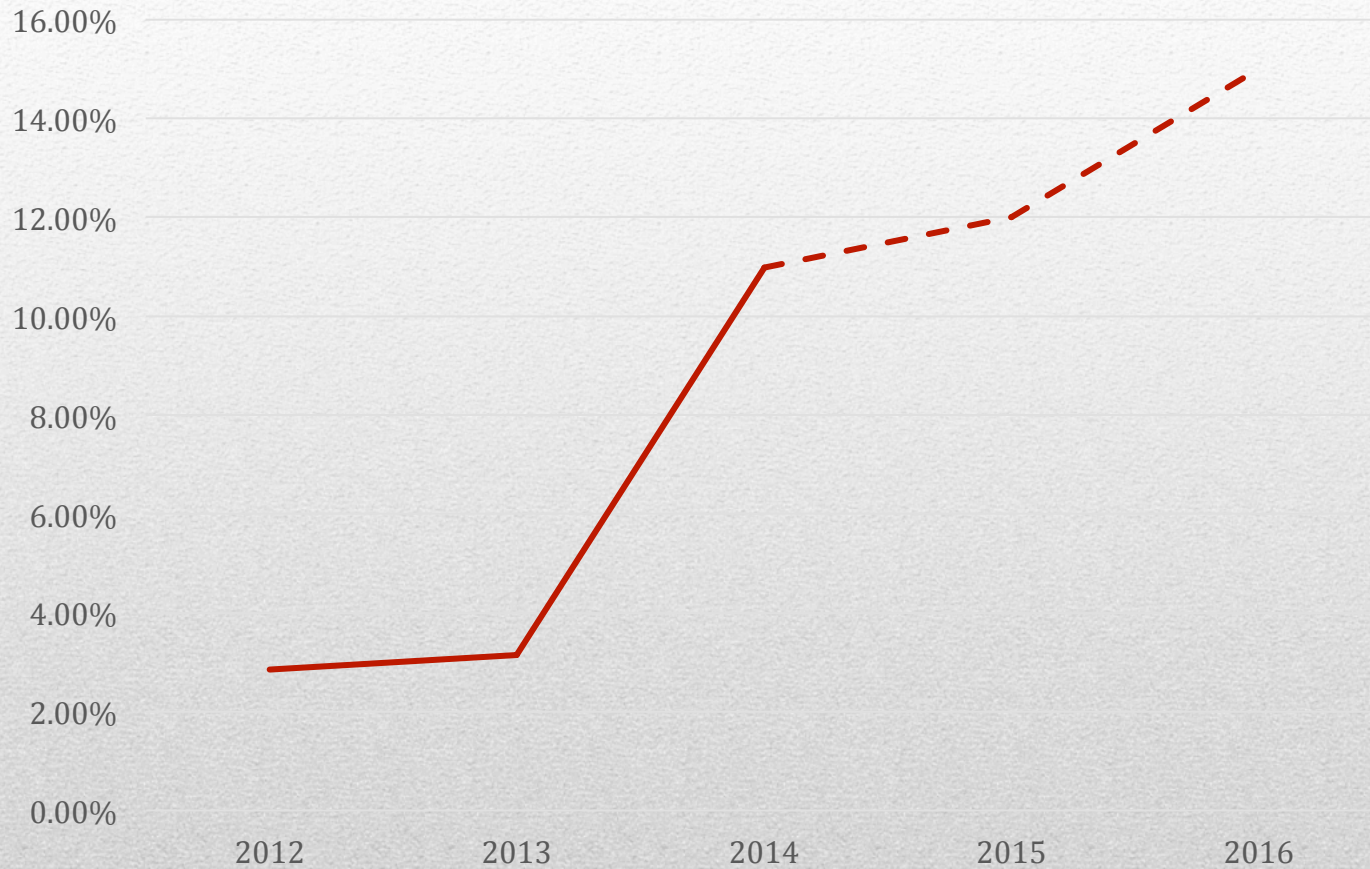
Premier Trainer & Educator of Sustainment Leaders

\$25,000 Dominion Grant to Map Curriculum



Dean of Enrollment Services- Tyler Hart

Online Enrollment



Faculty Affairs Update

AA Curriculum
Update

Learning
Commons

QEP Update



The AA Degree and RBC-19

- Current AA impedes graduation and transfer rates
- Degree not responsive to market demand—virtually unchanged since 1961



The AA Degree at RBC

- Single-digit graduates (just 4 in May, 2014)
- 97% of RBC graduates chose the AS over the AA



Barrier to Degree Completion: Math Alignment

“College algebra has one purpose: calculus. For many students, algebra is a serious obstacle to college success. Instead, we should use statistics and quantitative literacy, which better align with most non-STEM programs of study.”



Barrier to Degree Completion: Foreign Language

- RBC requires the same number of credits of foreign language for its AA degree as William & Mary requires for its BA degree.
- 23% of a student's coursework in the AA at RBC is foreign language.



Barrier to Degree Completion: Science Disconnect

- RBC requires more credits of science for its AA degree than William & Mary requires for its BA degree.
- 74% of RBC transfers go to institutions requiring less Science than RBC (60% to VCU and VSU alone).

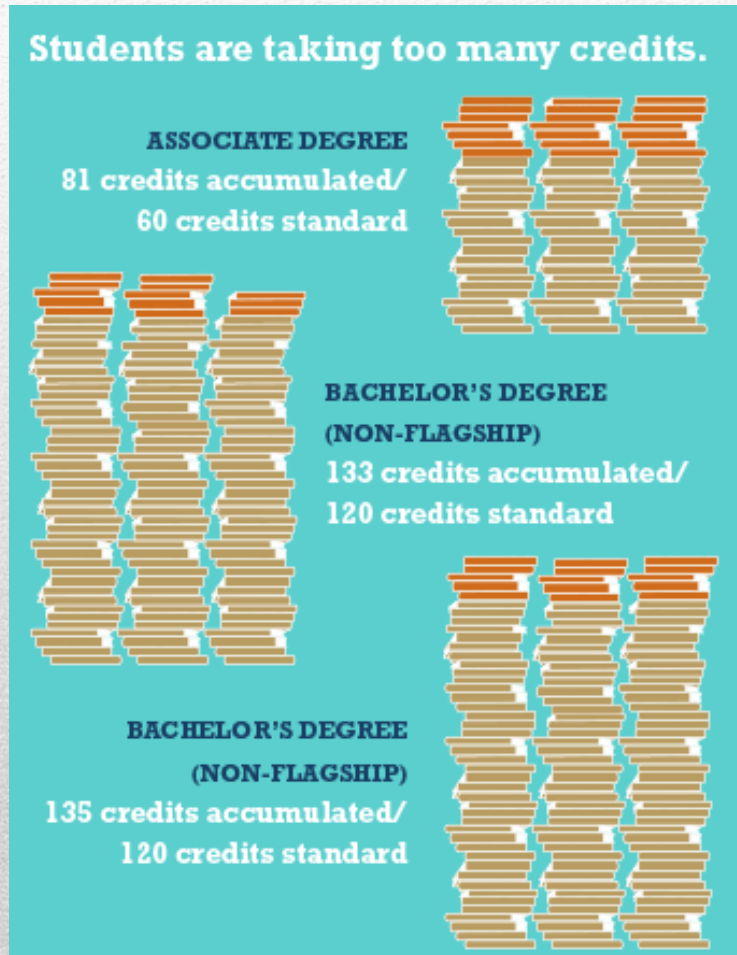


Barriers Removed: New AA Degree...

- **Aligns with transfer partners: no more wasted credits**
- **Flexible: allows for transfer to diverse programs and colleges**
- **Attractive and responsive to student interests**



College Credits vs College Degrees



Complete College America, 2015



RBC Learning Commons



In Library

**New, centralized home for
tutorial & academic support services**



RBC Learning Commons

- Part of an overall strategy of closer alignment of the library and academics
- Aimee Joyaux's role expanded to include oversight of LC and programming in information literacy and developmental education



Quality Enhancement Plan (QEP)

- Every college in the accrediting region is required to have one
- RBC 101 initiative did not work
- Faculty Task Force to begin working on enhanced First-Year Experience program to replace RBC 101 in RBC QEP



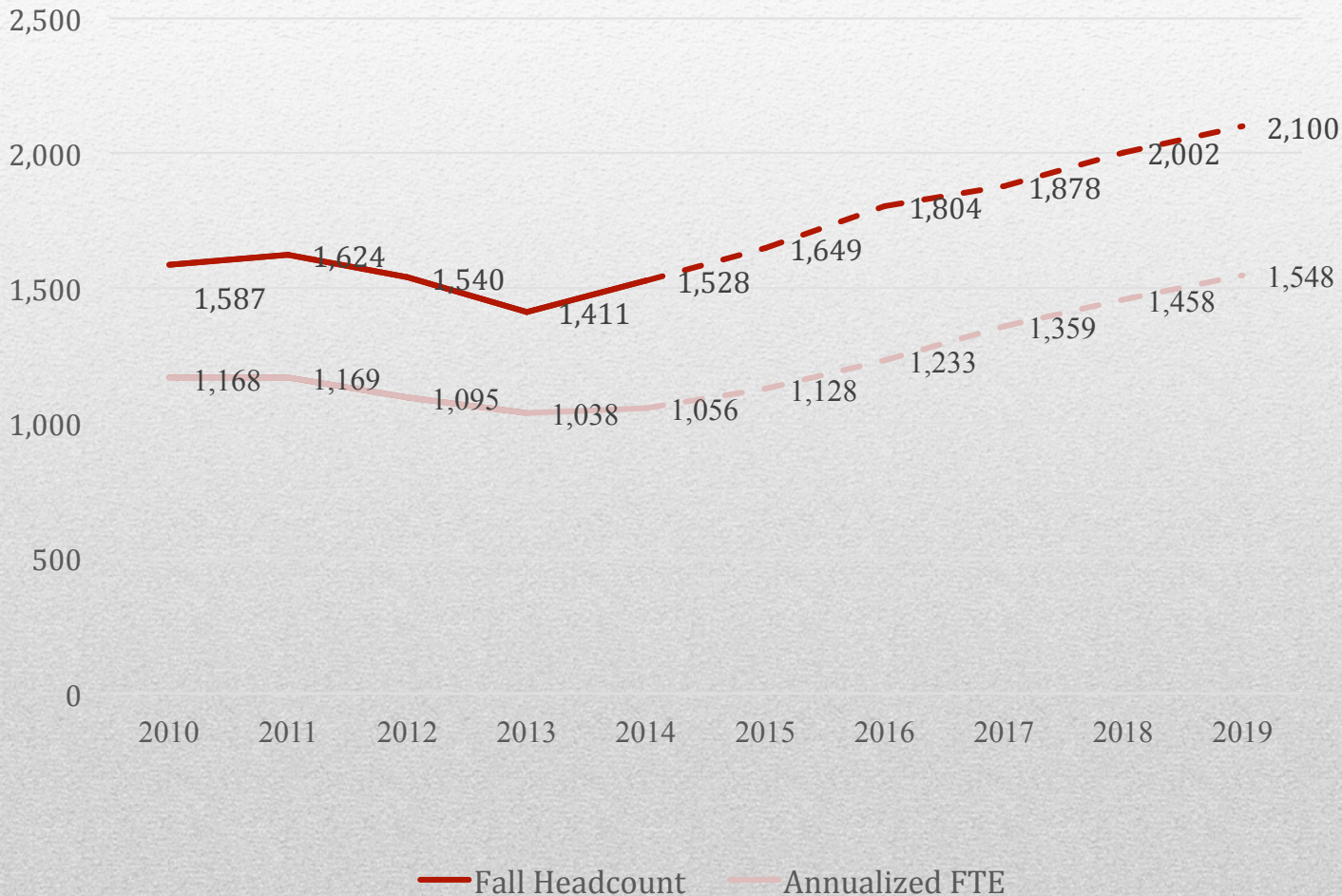
Operations & Development

- Capital Outlay Progress Update
- Operating Budget
- Policy Manual
- Discrimination, Harassment, Sexual Misconduct and Retaliation Policy
- Repurposing of HSS

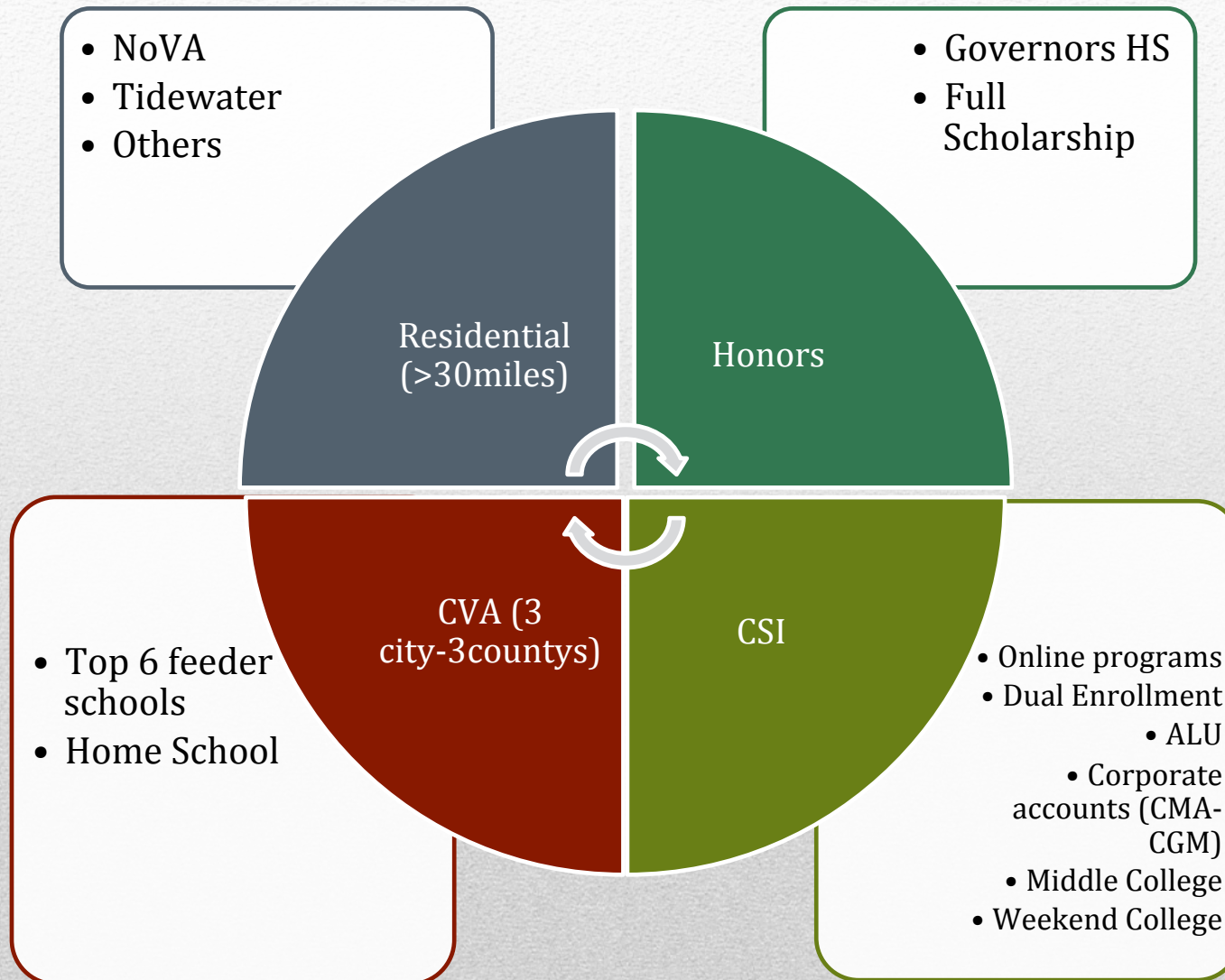


Strategic Enrollment Management Update

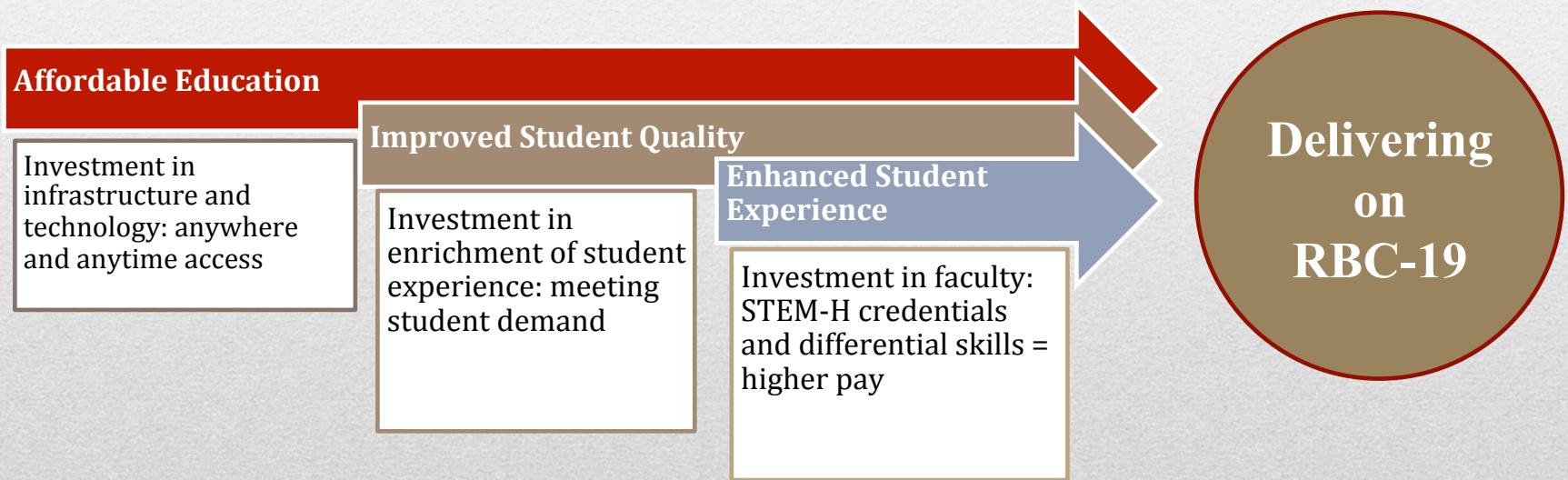
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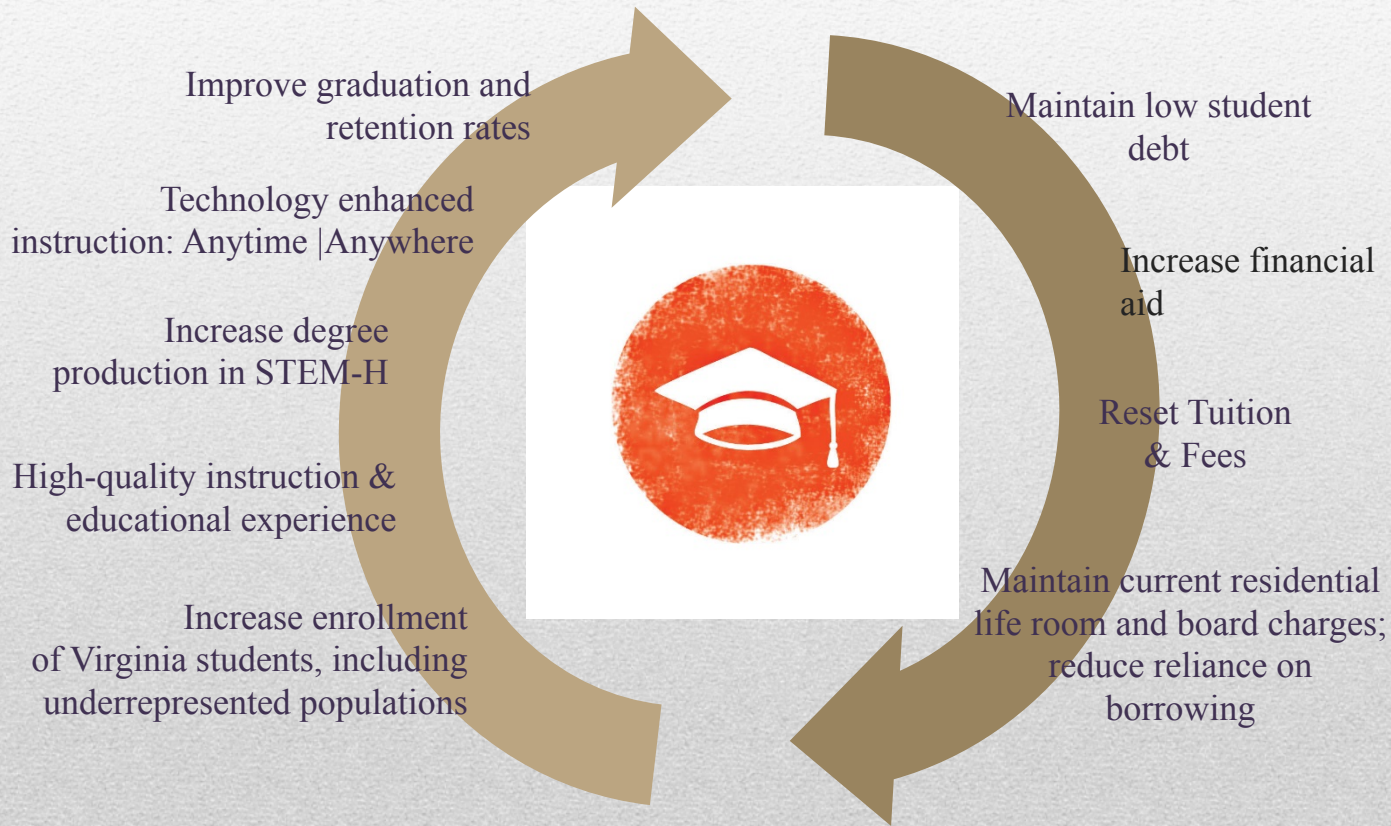
Financial Linkage to Strategic Enrollment Plan is Critical



Cost of Delivering Quality



Goals of Pricing Strategy



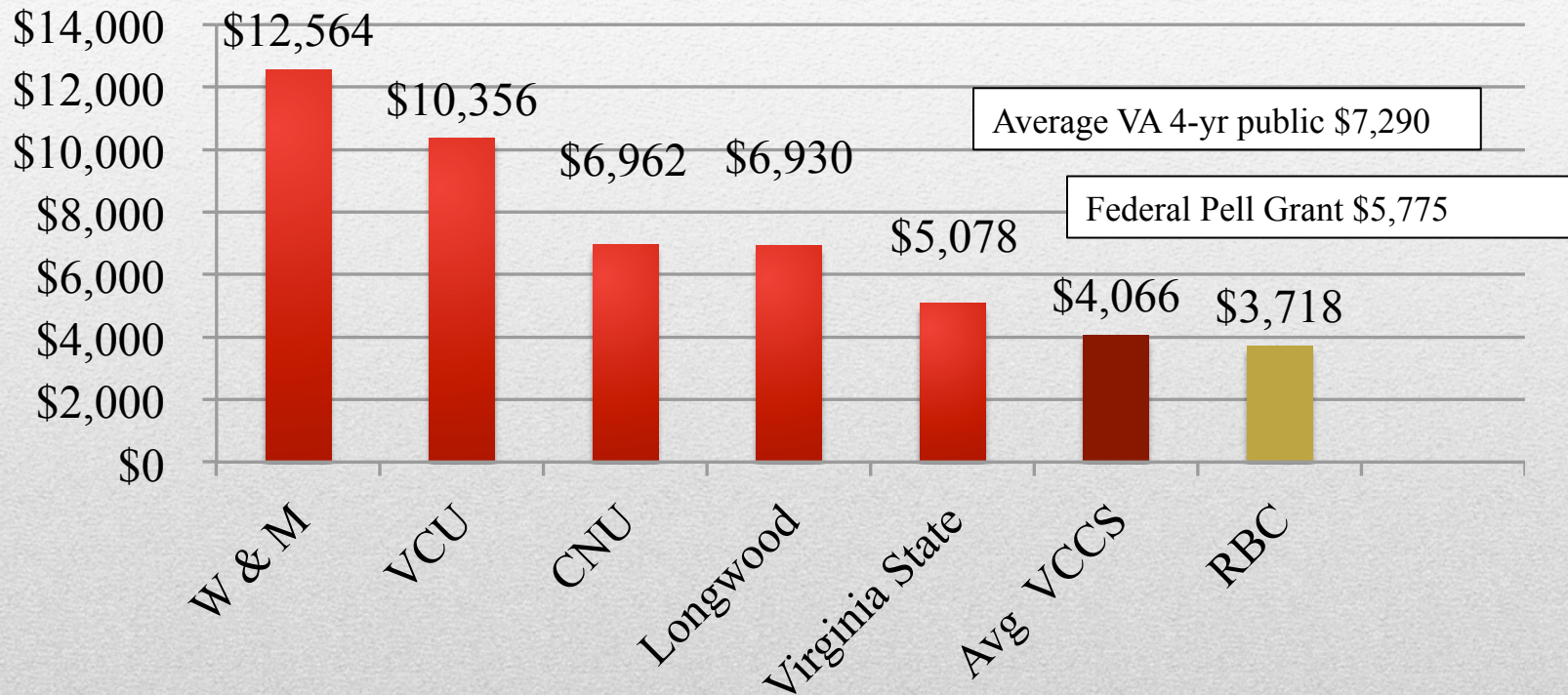
Student Support
Federal PELL covers tuition and mandatory E&G fees for high need students

Governor's FY 16 Budget Amendments increases financial aid by \$100,000



RBC Current Tuition

2014-2015 Tuition and Mandatory E&G Fees

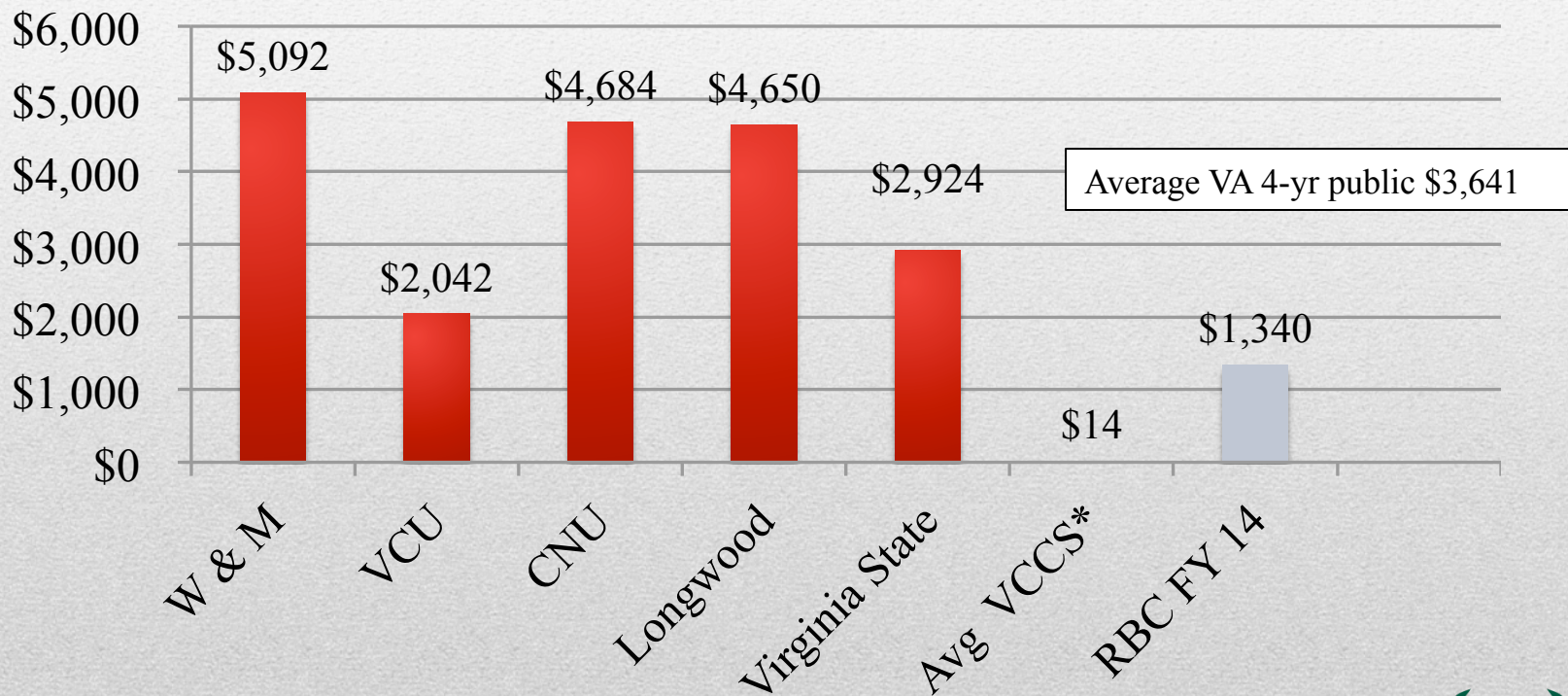


Source: SCHEV 2014-2015 Tuition and Fee Report Appendix B
* Federal Pell Grant 2015-2016 \$5,775



RBC Current Fees

2014-2015 Mandatory Non-E&G Fees



Source: SCHEV 2014-15 Tuition and Fee Report Appendix B



Tuition & Fee Totals

Federal Pell FY15/16 = \$5,775



RBC FY15
Mandatory E&G

RBC FY15
Mandatory Non E&G



4yr Public Av. FY15
Mandatory E&G

4yr Public Av. FY15
Mandatory Non E&G



Strategic Investment

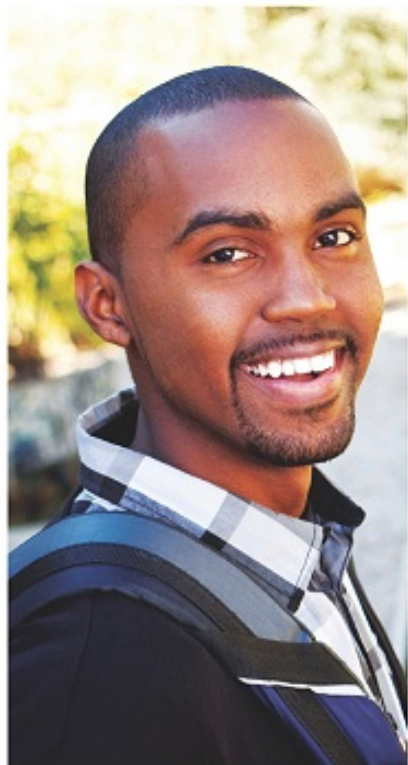
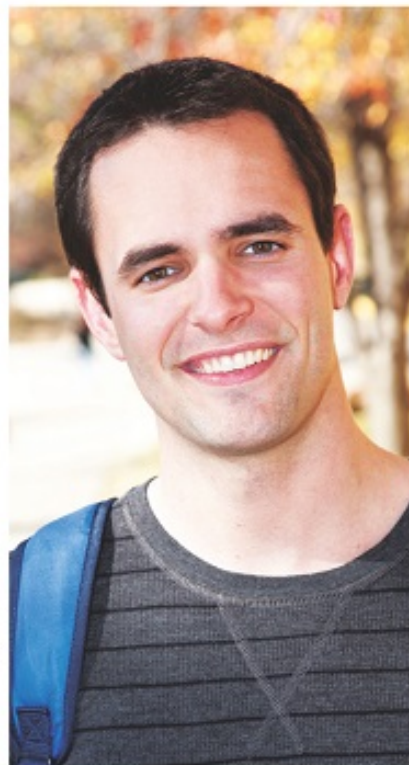
- BIG RULES

1. Baseline is the 6 yr plan submission
2. Stay linked to strategic plan projects and RBC-19
3. New programs will need to provide linkage
4. Baseline optimization must be considered
5. Organizational effectiveness is key

- THREE TYPES OF SUBMISSION

1. Baseline Optimization – any projects which might need funding in order to produce ongoing baseline savings within FY 16 and future
2. Organizational Optimization – any organizational changes that will drive more effective achievement of RBC 19 goals
3. Strategic Funding
 - New ongoing expense driven by FY 15 decisions (new contracts, new non-tenure faculty, etc)
 - New incremental expense in FY16 – recurring and non-recurring





**CREATE YOUR
JOURNEY.**



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THANK YOU