



Richard Bland College

of WILLIAM & MARY



Board of Visitors Meeting – April 23, 2015



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ENROLLMENT AND MARKETING UPDATE



Richard Bland College
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SOCIAL MEDIA



Spring & Fall 2015

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Post Details



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THE AREA'S LEADING NEWSPAPER SINCE 1865

The Progress-Index

Course offers a unique kick for RBC students

A new course at Richard Bland College has students out of the classroom and into the barns.

The junior college associated with the College of William is now offering an equine therapy certificate. Dr. Barbara Morgan, associate professor of psychology, said students interested in fields such as psychology and social work can take three courses within the program to earn their certificate. It's also open to professionals who would like to earn the certificate, such as therapists. Morgan, who's a licensed professional counselor and an Equine Assisted Growth and Learning Association (EAGALA) certified psychotherapist, will offer the certificate program for the first time in the spring semester. Richard Bland is only the second college in the country to offer the program based on the EAGALA model. Although students will work with horses, no riding is involved.

Morgan did the training to earn her certificate and be eligible to teach the model during all of last fall semester. She said she's an anxious person and her horses were letting her know that wasn't ok with them, as they're very good at sensing how others feel.

The horses allow people to self-reflect because they respond to a person's vibe and can respond in a similar way as people would to you because of your mood, Morgan said.

"They're prey animals so they constantly have to monitor what's going on around them for their own safety...they're very good at reading intent, the intent of a person for example, they're very good at reading the person's approach, the energy that person's giving off, whether they're high strung, laid back," she said. Morgan's three horses also had to go through about three months of training so they could be used in the program. She said she had to desensitize them to props, have them get used to being around groups of people and observe them to see how they'd react in certain situations for safety reasons. Two donkeys are also used in the program.

Madison Blackwell, another freshman from North Carolina, participated in a recent demonstration with the animals said she was interested in the program because it's different. She now wants to pursue the certificate.

"I've never really interacted a lot with horses, but it's very calming, especially after a stressful day at work. I really enjoyed coming out here and just spending time with the horses and petting them," she said.

The equine therapy certificate will provide Richard Bland College students a non-traditional course that can be helpful in a career involving social work or therapy. Or the course just may provide some therapy and discovery for the students themselves.

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Chicago Tribune

Life & Style / Travel

This article is related to: Coachella, Masters Tournament, Bubba Watson

Spring is breaking out for travelers north to south

Historic Garden Week in Virginia includes this one at Richard Bland College in Petersburg. (The Garden Club of Virginia)

By Margaret Backenheimer
Chicago Tribune

SHARELINES

Travelers finally getting their burst of spring

MARCH 19, 2015

The sounds of spring fill the air at long last, from bluegrass in Juneau to hula in Hilo. And if nature cooperates, vibrant bursts of color are sure to and plantations from north to south.

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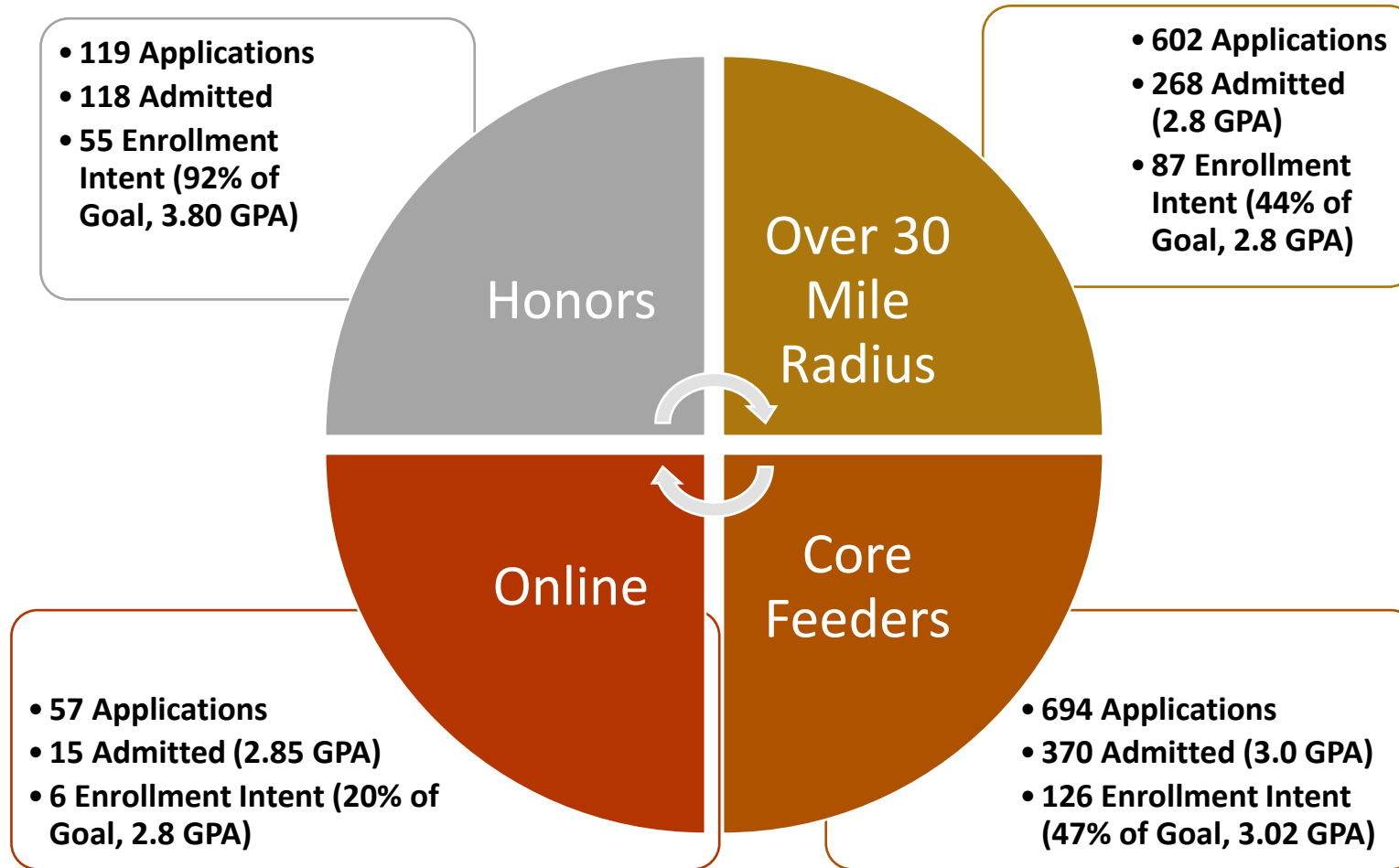
Garden Week Feature
8th Largest Newspaper in U.S.



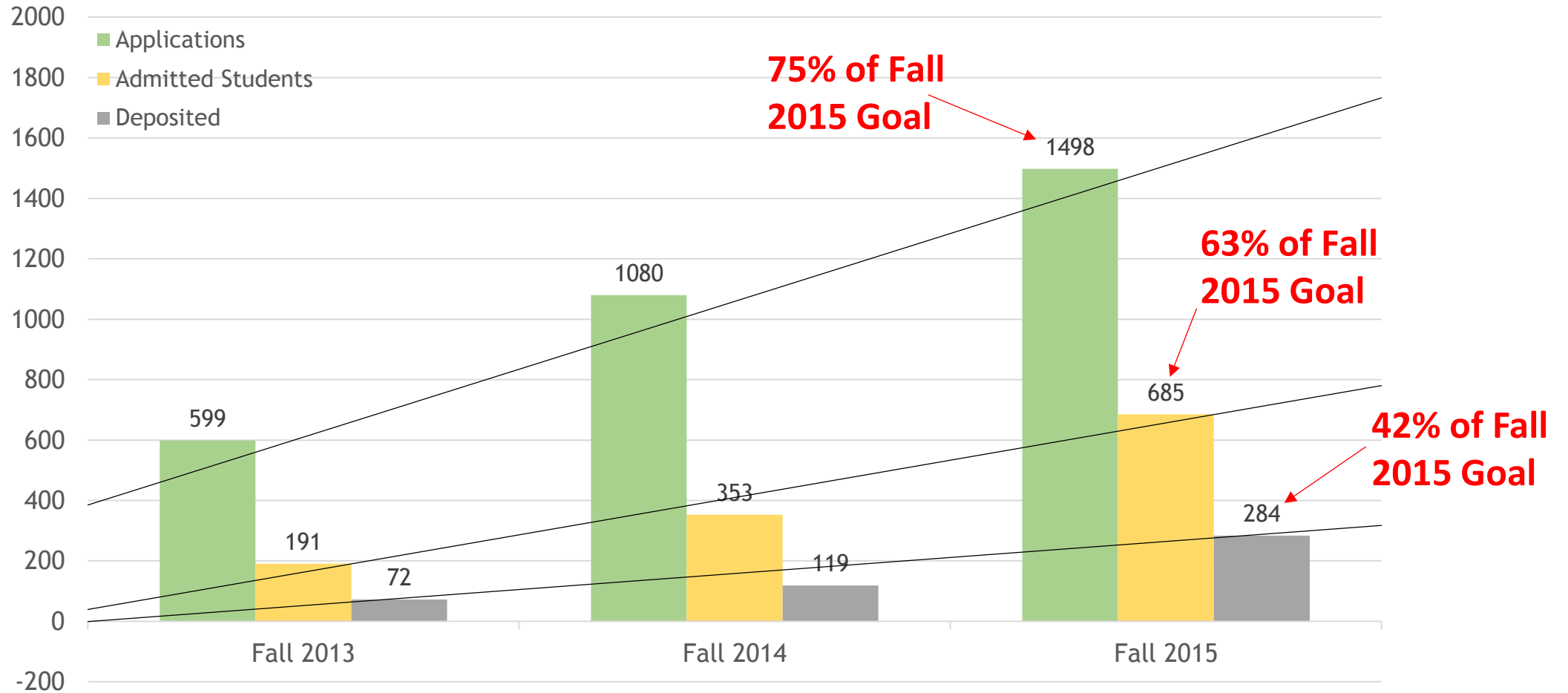
- ## Richmond Market
- :15 Bookends
 - 2 million+ reach
 - Social Media

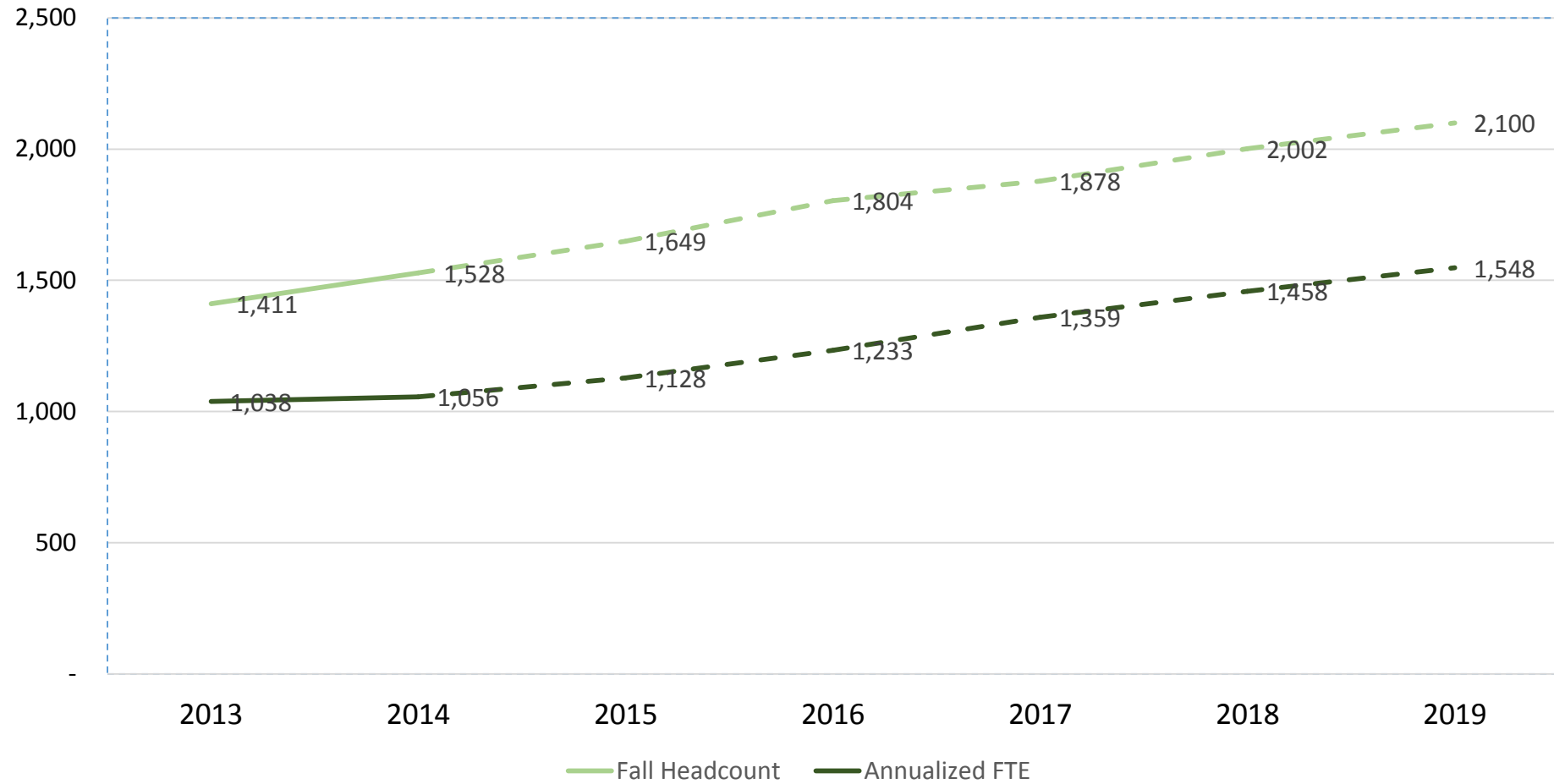


- Automated Logistics Technician – Army Logistics University (\$25,000 Dominion Foundation Grant)
- Dual Enrollment
- Wireless Technician E-Portfolio - VSU (\$100,000 TAACCCT Grant)
- Weekend College – University of Richmond
- Logistics Management
- Project Management
- Equine Therapy – EAGALA Partnership



	3-Year Average				As of 4/17/2015 - Fall 2015									
Applicants														
	Market			Admit	Market/	Target		% of		% of		% of	Enroll	% of
	Yield	Completed	Conversion	Yield	Graduates	Yield	Applied	Goal	Completed	Goal	Admitted	Goal	Intents	Goal
Top Feeders Schools	5%	78%	47%	74%	5,065	7%	694	82.62%	401	79.66%	370	73.51%	167	47.09%
NOVA (Region 3 & 4)	0.09%	72%	25%	48%	37,000	0.20%	186	63.80%	99	46.94%	88	57.52%	29	39.19%
Tidewater (Region 2)	0.23%	75%	39%	63%	18,500	0.40%	134	69.87%	63	44.09%	59	50.43%	29	39.19%
Other Outside Area	0.41%	65%	26%	55%	21,000	0.50%	484	121.65%	181	69.96%	168	88.72%	59	56.19%







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Academic Update



Lauran Johnson

Associate Professor of Mathematics
Business Calculus, Statistics, & College Algebra



Kevin Peters, Ph.D.

Associate Professor of Biology
Various Biology & Medical Terminology



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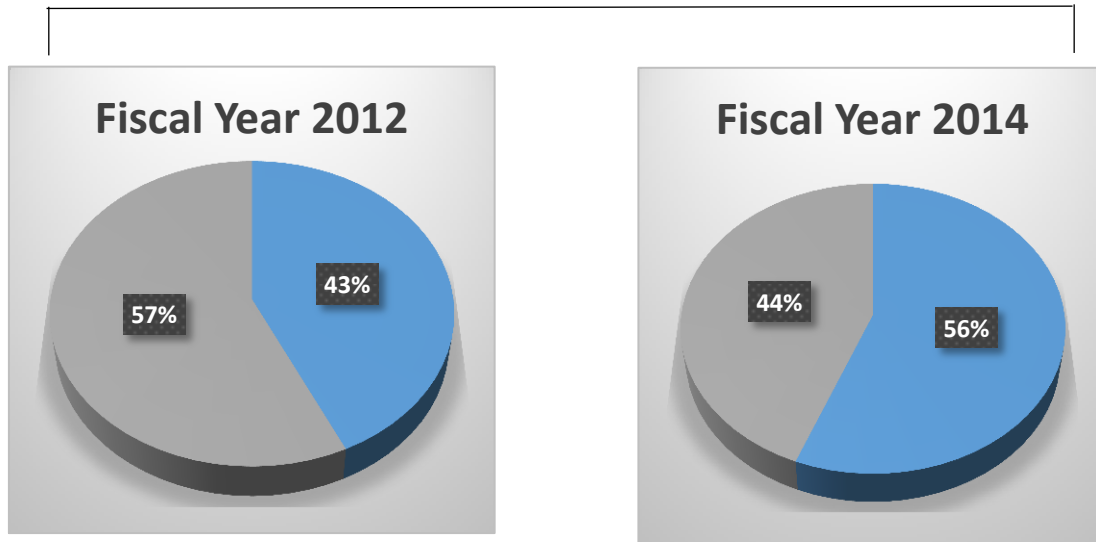


Financial Update

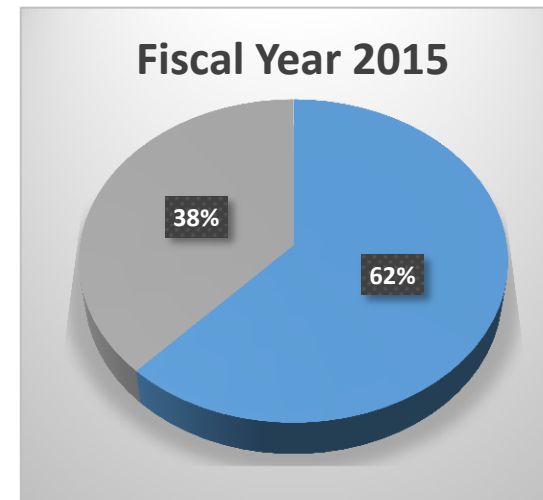


	<u>FY 15</u>	<u>FY16</u>	<u>Yr/Yr</u>	
General Funds	\$ 5,628,738	\$ 5,886,045	\$ 257,307	
Base Funds	\$ 5,628,738	\$ 5,629,983	\$ 1,245	
HB155		\$ 214,053	\$ 214,053	
Faculty Salary Incr		\$ 42,009	\$ 42,009	
Central Appropriations	\$ 182,575	\$ 182,575	\$ -	
Non General Funds	\$ 4,245,815	\$ 4,805,000	\$ 559,185	
Total E&G Sources	\$ 10,057,128	\$ 10,873,620	\$ 816,492	8.1%
Total Auxiliary Funds	\$ 4,039,100	\$ 4,372,000	\$ 332,900	8.2%
Financial Aid	\$ 514,107	\$ 639,107	\$ 125,000	24.3%

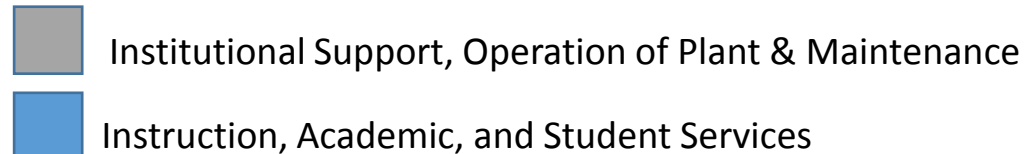
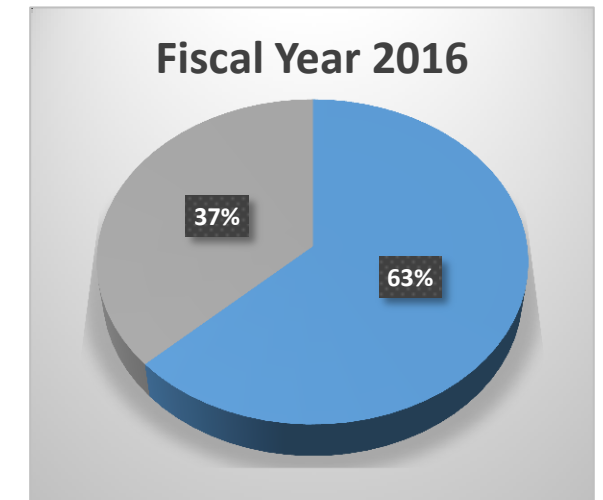
Actual



Projected



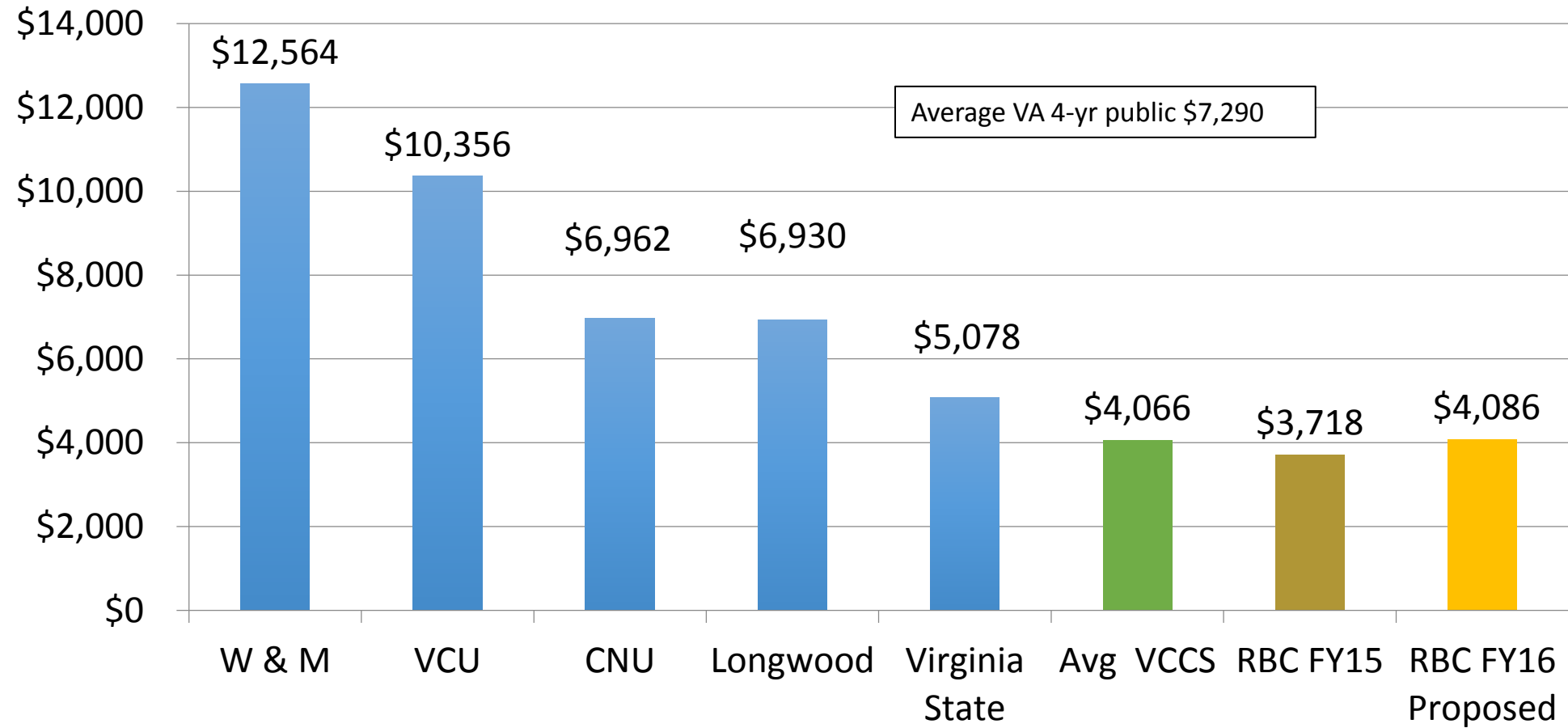
Proposed





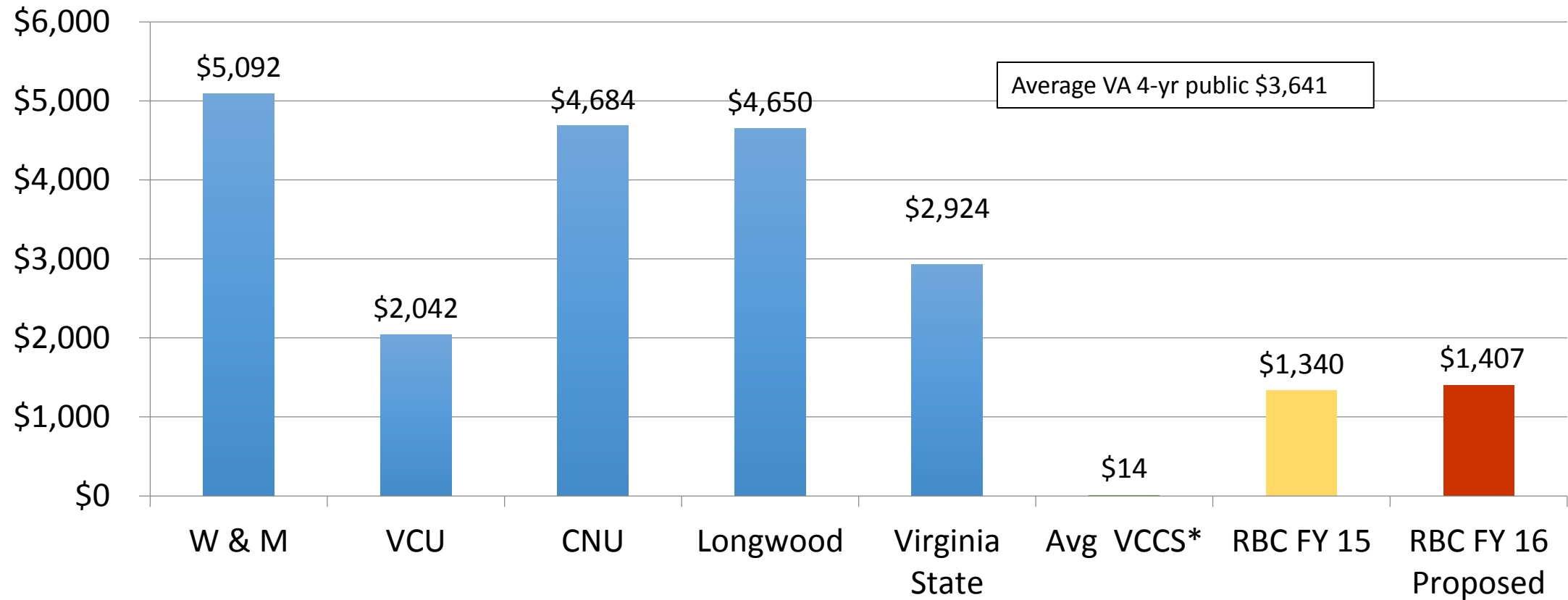
	FY '14	FY '15	Fiscal Year 2016 Pricing Overview		
			Price	YoY \$ Chg	YoY % Chg
Tuition and Mandatory E&G Fees	\$ 3,446	\$ 3,718	\$ 4,086	\$ 368	9.9%
Mandatory Non E&G Fees	<u>574</u>	<u>1,340</u>	<u>1,407</u>	<u>67</u>	<u>5.0%</u>
Tuition and Total Mandatory Fees	\$ 4,020	\$ 5,058	\$ 5,493	\$ 435	8.6%
Average Room & Board	<u>7,680</u>	<u>8,680</u> *	<u>9,060</u>	<u>380</u>	<u>4.4%</u>
Total Price	<u><u>\$ 11,700</u></u>	<u><u>\$ 13,738</u></u>	<u><u>\$ 14,553</u></u>	<u><u>\$ 815</u></u>	<u><u>5.9%</u></u>

* Basic meal plan applied for all residents. Basic meal plan increase of \$.50 per meal plus \$150 dining points added

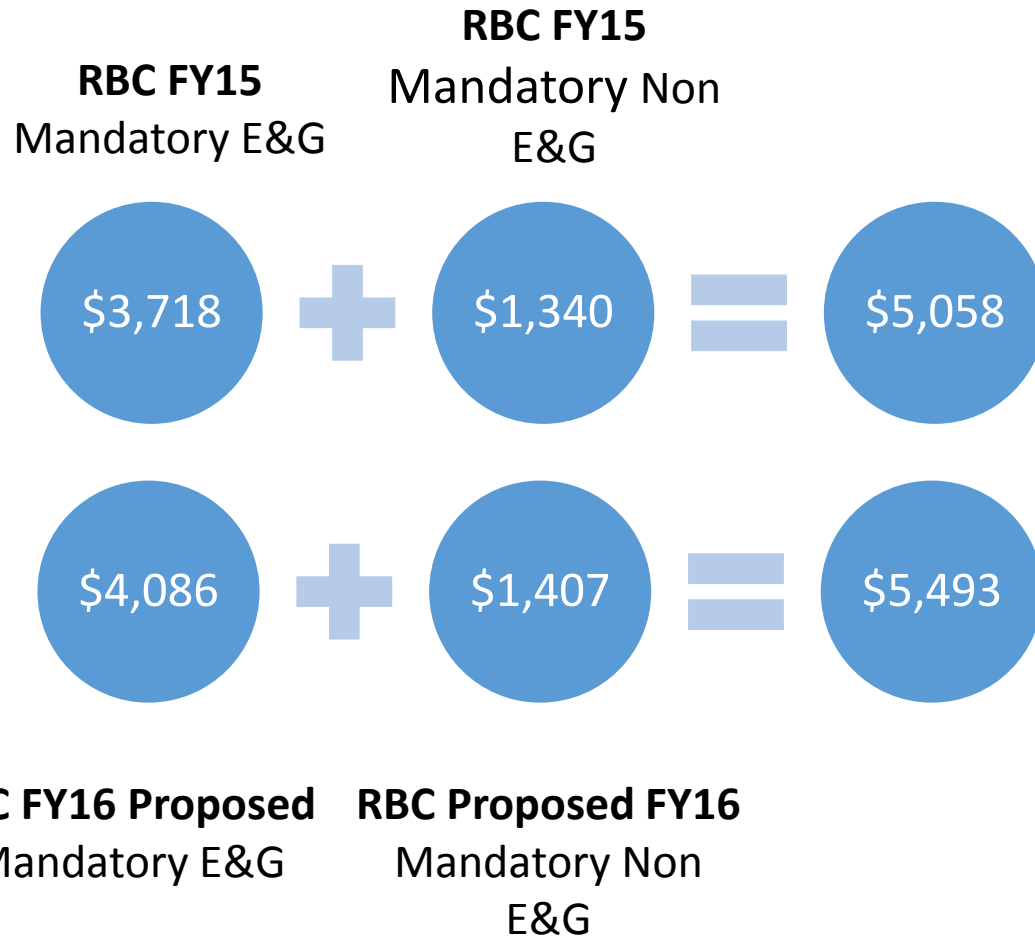


Source: SCHEV 2014-2015 Tuition and Fee Report Appendix B

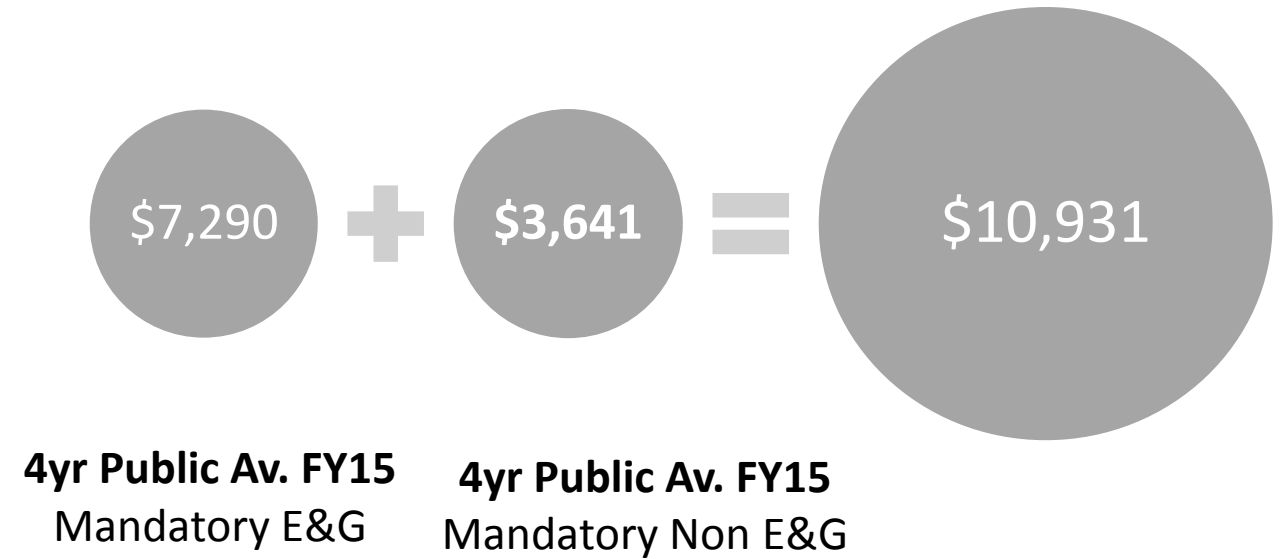
* Federal Pell Grant 2015-2016 \$5,775



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



Federal Pell FY15/16 = \$5,775





Affordable Education

Investment in infrastructure and technology: anywhere and anytime access

Improved Student Quality

Investment in enrichment of student experience; promoting student success

Enhanced Student Experience

Investment in faculty: STEM credentials and/or differential skills = higher pay

Delivering
on
RBC-19



Infrastructure and Technology: Anywhere & Anytime Access

- Platforms/Tools
- 3 year campus-wide computer refresh
- Improved continuity of operations
- Automate and simplify critical IT processes
- Business Process Reengineering



Enrichment of Student Experience: Promoting Student Success

Advising – Learning Mentors

Academic Coaching - Tutoring

Personal Support - Counseling

RBC Experience – FYI + Capstone



Advice
Counselor



Guidance
Practitioner



Learner
Mentor

Learner Mentors are responsible for walking a caseload of students through the learner journey from the first-semester schedule to timely graduation

Board of
Advisors

Academic
Advising

Transfer
Advising

On & Off –
Campus
Resources



Faculty:
STEM Credentials and/or Differential Skills = Higher Pay

- 2% Commonwealth funded increases
- Additional 2% institutional funded
 - Baseline adjustments
 - Equity adjustments/Merit
 - Longevity



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Advancement and Alumni Update



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Thank You