

# Richard Bland College Committee of the William & Mary Board of Visitors

Debbie L. Sydow, Ph.D., President

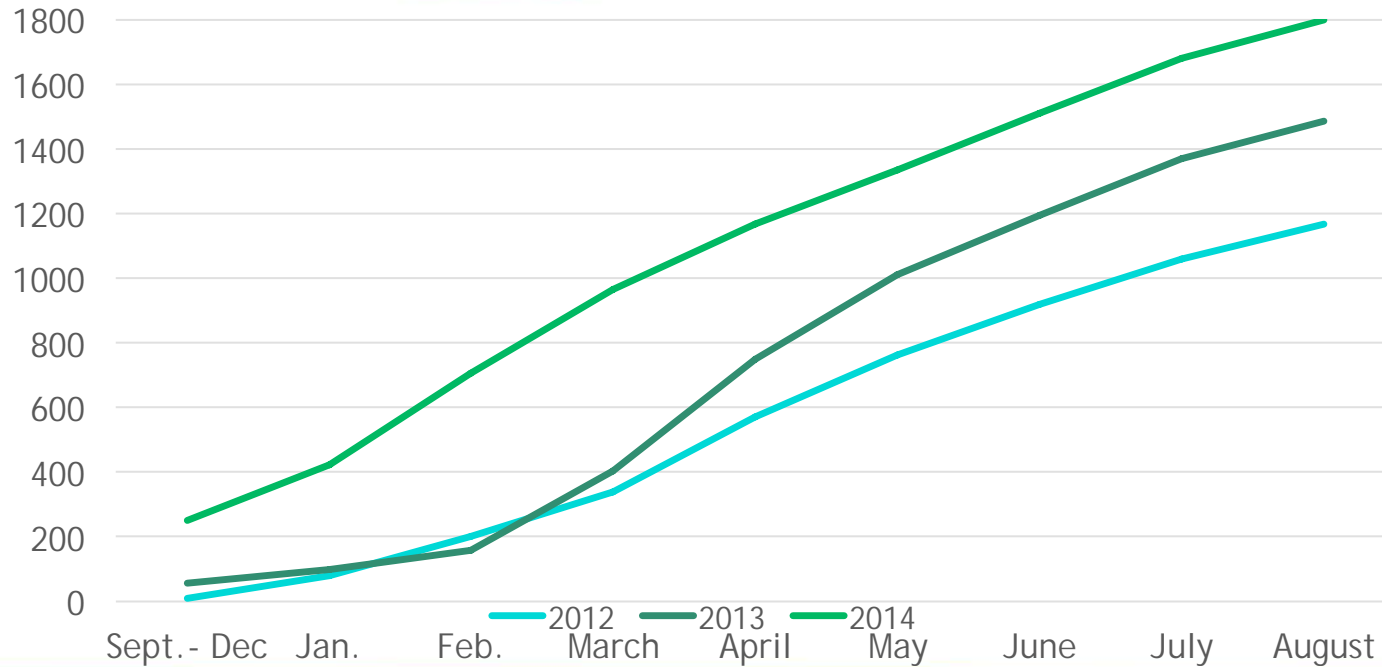


## Strategic Enrollment Management **A Changing Student Profile**

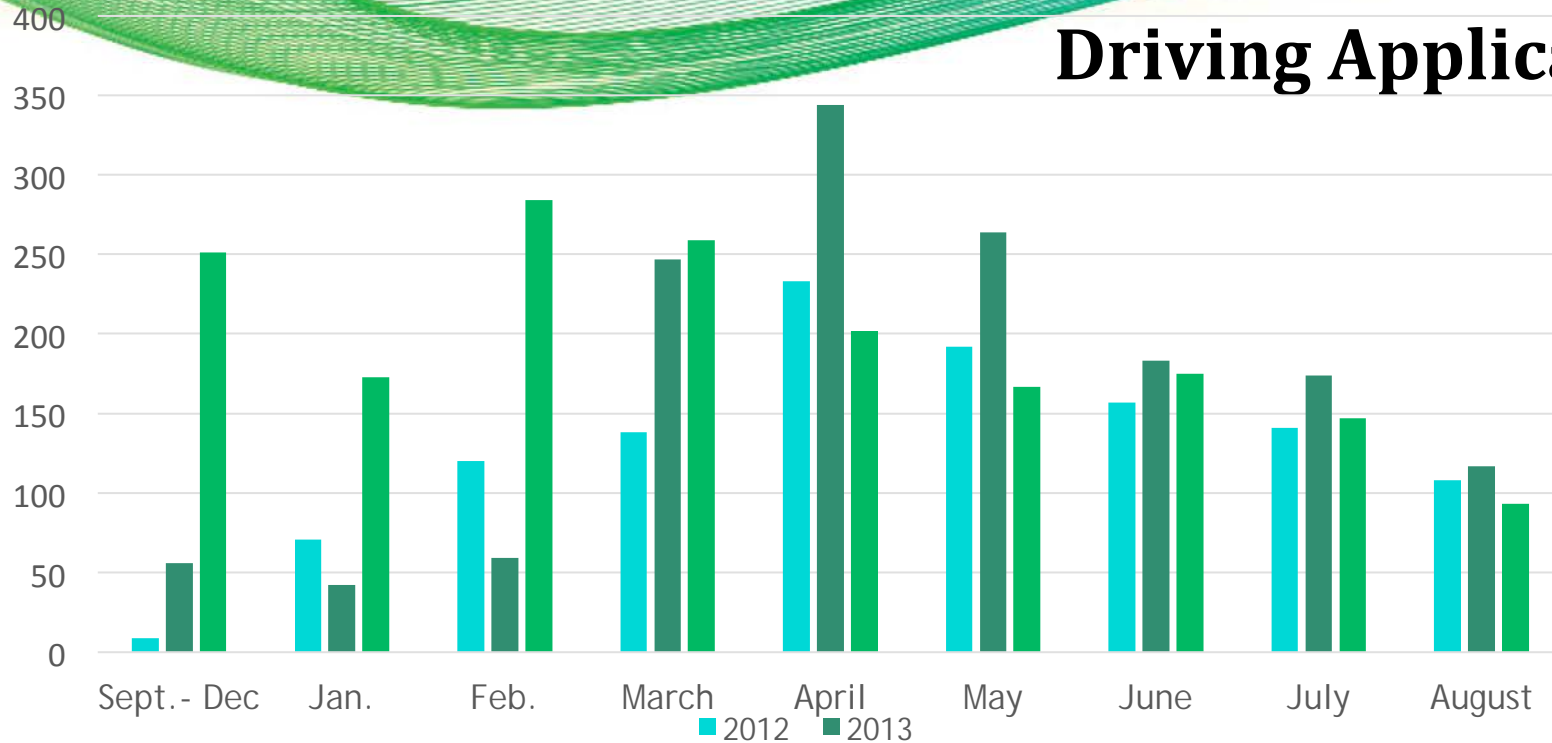
- Headcount – 1,498
  - Female - 66%/ Male - 33%
- Honors – 55
- New Athletes - 62
- Ethnicity
  - Black/Hispanic/Multi-Racial – 45%
  - White – 51%/ Unknown 4%
- First-year GPA:
  - Honors - 3.83/Average - 2.84



# Driving Applications

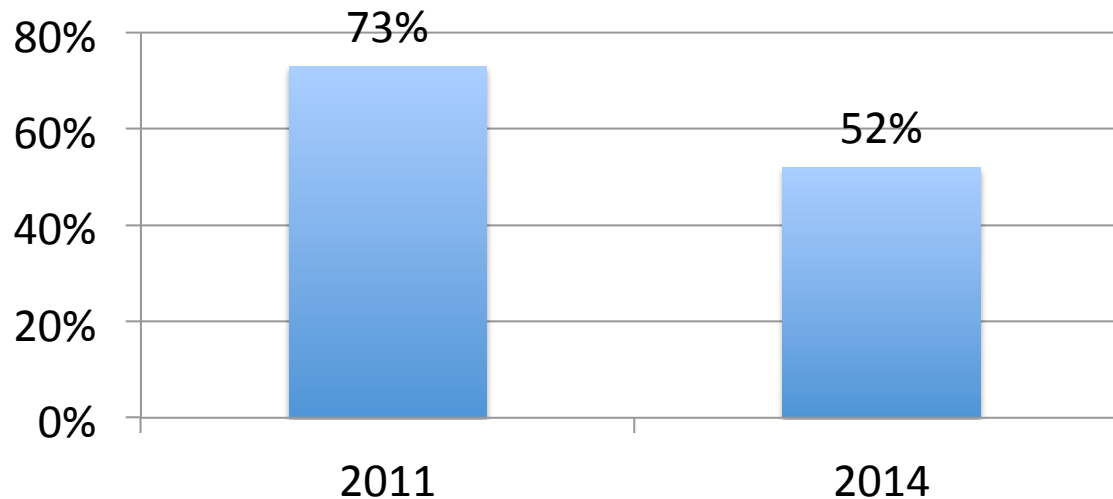


# Driving Applications



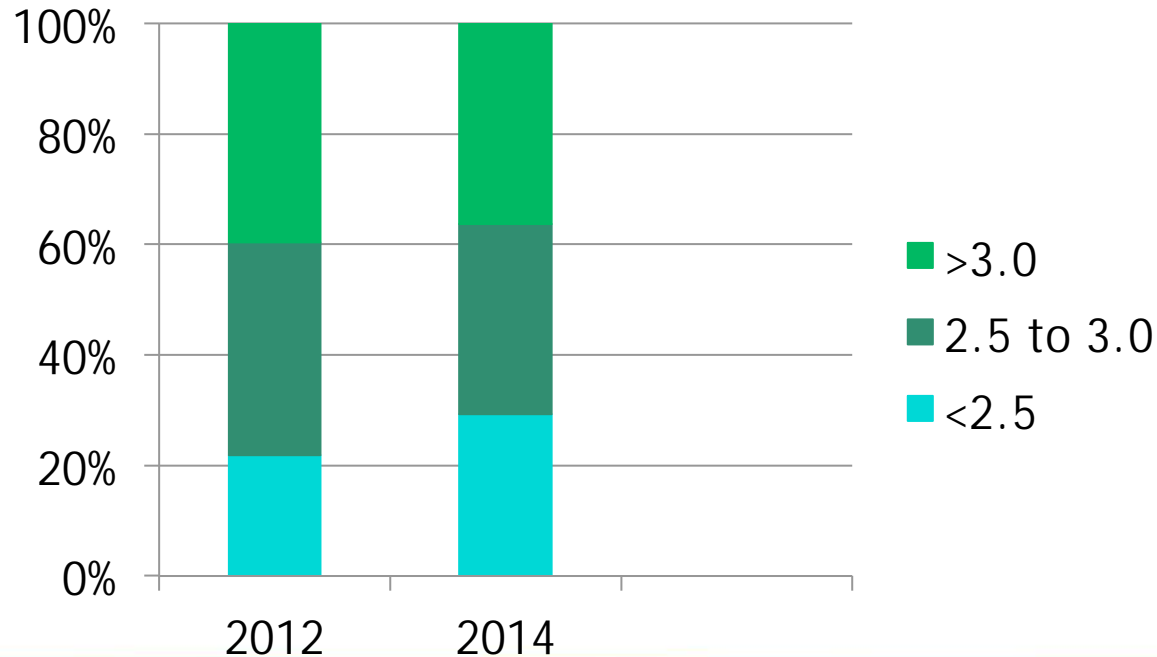
# Quality Improvements 2011-2014

**Increasingly Selective Admit Rate**





## Steady First-Year GPA

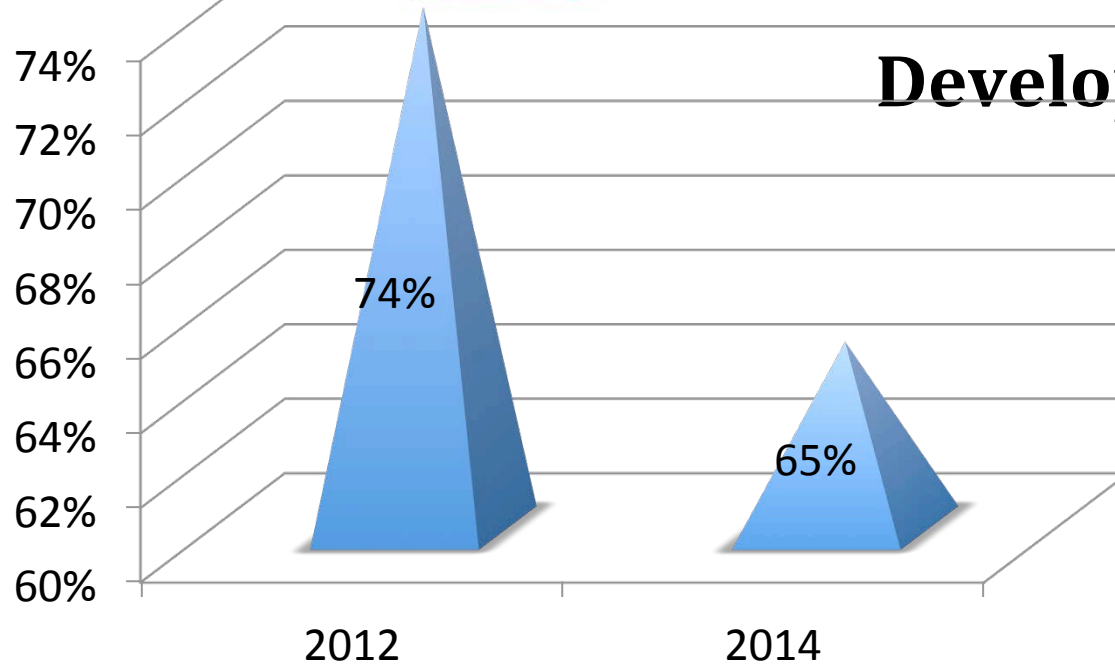


# Residential Living

- Student Village Housing - 352
  - 2013 - 74.65%
  - 2014 - **100%** capacity + Waitlist (*VSU Overflow*)



# Fewer Students Requiring Developmental Education





# Faculty Affairs Update

**SACS-COC 5-year Interim  
Report Submitted**

**Student Learning  
Outcomes**



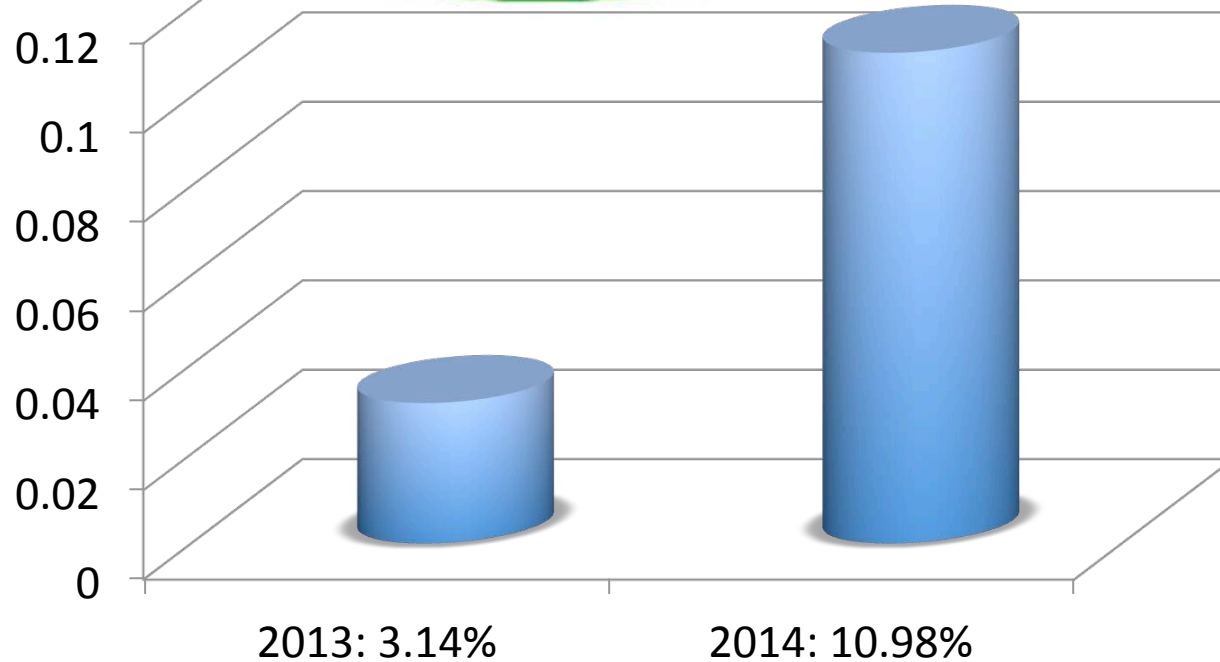
# Honors Students

## ➤ Honors Program – 55

- Female - 84%/Male - 16%
- Black/Hispanic/Multi-Racial – 34%
- White - 64%
- Residential – 27% / Commuter – 73%



# Tripling Online Classes





# Leapfrog

Then



Now &  
Onward

RBC App Suite: Statesman Card,  
Communications, Productivity



RBC  
Statesman Card



Mobility



OneDrive  
for Business



Microsoft  
PowerPoint



Microsoft  
Word



Microsoft  
Excel



OWA

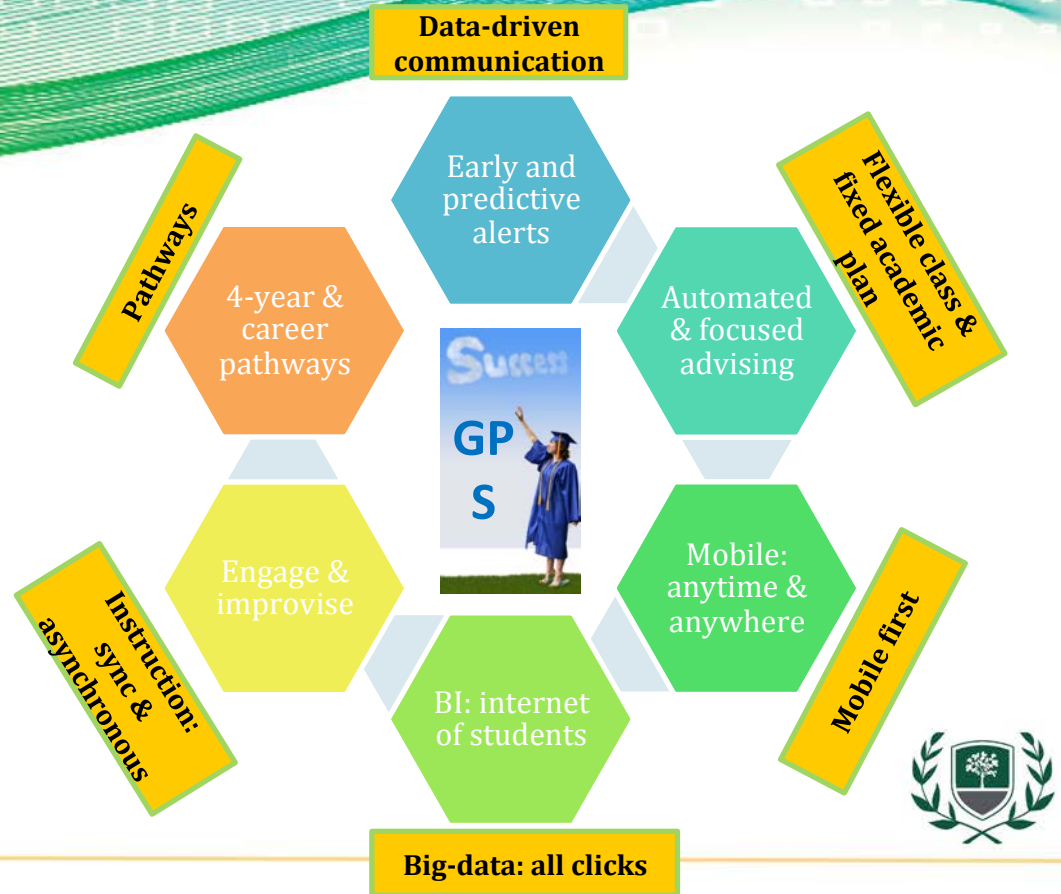


eVA Mobile





## Student Navigational System Creating the GPS

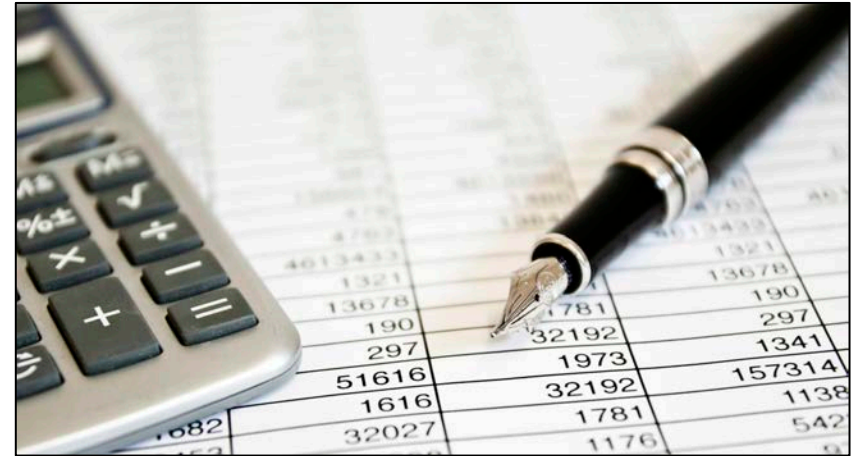


# Operations & Development

## 2013/14 End-of-Year Budget

### Capital Outlay Progress Report

### Advancement & Alumni Relations Progress



# Strategic Priorities

**Achieve an enrollment target of  
2,000 student headcount/1,500 FTEs**

**Optimally respond to  
documented market demand**

**Establish & maintain a high  
performance organization & ensure financial  
& environmental responsibility**

**RBC- 2019**





# Strategic Priorities

## Enrollment

### Applications



### Honors



### Admit rate



### Housing



## Programs & Delivery

### Programs



### Certificates



### Online offerings



### Developmental



Articulation Agreements 16/38

## Operations & Development

### Overhead:



### Servers:



### Telecomm:



### Resource optimization

RBC's First App launched





