



Richard Bland College
of WILLIAM & MARY

RBC COMMITTEE
W&M Board of Visitors

September 22, 2021

CHAIRMAN'S REMARKS



MR. VICTOR BRANCH

W&M Board of Visitors
RBC Committee Chair



WELCOME NEW RBC COMMITTEE MEMBERS

Welcome RBC Committee, Board of Visitors



Richard Bland College
of WILLIAM & MARY

ARDINE WILLIAMS

**W&M Board of Visitors,
RBC Committee**

**V.P., Workforce Development
Amazon**

B.A., Pacific Lutheran University
Executive Program, Stanford University
School of Business

Seven Seals Award Recipient, U.S.
Secretary of Defense



DAVE MCCARTHY

**W&M Board of Visitors
RBC Faculty Representative**

Associate Professor in History

A.B., History, *Cum Laude*, Dartmouth
College

M.A., U.S. History, William & Mary

Ph.D., U.S. History, William & Mary



THULANI JAYANSINGHE

**W&M Board of Visitors
RBC Student
Representative**

Rock Ridge High School, 2020
RBC Promise Scholar, 4.0 GPA
RBC Excellence Award Recipient



PRESIDENT'S REMARKS



DR. DEBBIE SYDOW

President



SEIZE YOUR POTENTIAL

RE-LAUNCH 2025 Strategic Plan

SEIZE YOUR POTENTIAL approved by Board of Visitors in February 2020
... then came COVID



Richard Bland College
of WILLIAM & MARY



Mission

To prepare our students for a lifetime of endless potential. We accomplish this by *preparing students for university transfer* through academically rigorous programs grounded in the liberal arts tradition of William & Mary and by *expanding access to college credentials through strategic partnerships, specialized programming, and scalable innovation.*

Vision

As an extension of William & Mary, Richard Bland College is in the vanguard of *learning-outcomes based liberal arts education for university transfer* and a *model for testing and applying outcomes-driven solutions in higher education.*



PRESIDENT
Richard Bland College
of WILLIAM & MARY



GOAL 1

AN EDUCATIONAL PRODUCT
OF HIGH VALUE WITH
STREAMLINED PATHWAYS

GOAL 2

AN UNMATCHED
STUDENT EXPERIENCE

GOAL 3

SUSTAINABILITY IN
OPERATION

2025 Strategic Goals

The Kept Promise Indicators (KPI) are those metrics used to ensure that Richard Bland College actively moves forward to the success outlined within this plan.

Baselines will be calculated and appropriate objectives set annually.

2021 Virginia State Budget

- In order to advance the goals of the Commonwealth of Virginia, the Virginia Plan for Higher Education and Richard Bland College, RBC may develop and deliver **new, collaborative educational pathways and innovative educational models** ... that lead to high-demand fields and industries critical to the economic development of the Petersburg region and Virginia
- RBC shall **strengthen educational pathways for traditional and nontraditional students** ... through continued establishment and strengthening of cross-institutional and cross-sector partnerships
- Continue to **explore new and expanded partnership opportunities** with the College of William and Mary as well as identify potential new higher education partners to pursue **shared services and other options for cost reduction and increased efficiencies for any non-core business functions of the college**
- Pilot and implement innovative educational approaches and technologies, and **promote the development, delivery, and ongoing assessment of innovative, cost-effective degree programs and stackable credentials**



Richard Bland College
of WILLIAM & MARY

Richard Bland College

PHASE I: *Future State Vision* - Final Report

September 2, 2021



Richard Bland College
of WILLIAM & MARY



Student Pathway Options

The three primary student pathways that Huron researched and presented to RBC to inform their future state strategic vision are outlined below.

A. CORE OPPORTUNITY

Strengthening Traditional High School Partnerships

- **High School Partnerships:** Define / solidify partnerships with high schools closest to RBC in proximity (e.g., Petersburg, Prince George, etc.).
- **High-touch Market Examples:** *UNC Minority Advisor Program* – peer mentors provide academic and developmental support; students required to meet at least once a semester.
- **Selective Four-Years:** Consider partnering with University of Richmond (Richmond City is the #1 and #2 city by number applied and enrolled respectively).

B. ADJACENT OPPORTUNITY

Tapping into the Virtual High School Market

- **Increase in Virtual Learning:** Approximately 20% of US school districts already or plan to offer virtual schooling after the pandemic.
- **Virtual High School Partnerships:** Consider forming partnerships with various online high schools in Virginia to increase the student pipeline into RBC (e.g., Virginia Virtual Private Academy).
- **Sophia Learning at RBC:** RBC could leverage its existing tool, Sophia Learning, to engage students likely more apt to enroll in RBC-branded Sophia Learning courses to complete an online Associate's Degree.

C. TRANSFORMATIVE OPPORTUNITY

Establishing Bachelor's Programs and Professional Credentialing

- **Job Growth:** Many jobs projected to grow materially in Virginia by 2030 will require at least an associate's degree if not professional credentials or a bachelor's degree.
- **Potential Offerings:** RBC could set up programming highly aligned with growing fields to prepare its diverse set of enrollees.
- **Partnerships:** Leveraging partnerships to holistically deliver programs thoughtfully will enable RBC to maintain a nimble and affordable portfolio that could easily be shifted (new investment, divestment, etc.).

Pathway C (the most transformational) was prioritized for further examination.

Richard Bland College

PHASE II: *Business Plan*

To be completed by December 31, 2021



Richard Bland College
of WILLIAM & MARY



Comprehensive Business Plan – Huron's Project Approach:

- Environmental and Market Analysis
- Operational, Organizational, and Partnership Considerations
- Financial Modeling
- Implementation Plan



DIVISION OF ACADEMIC SUCCESS

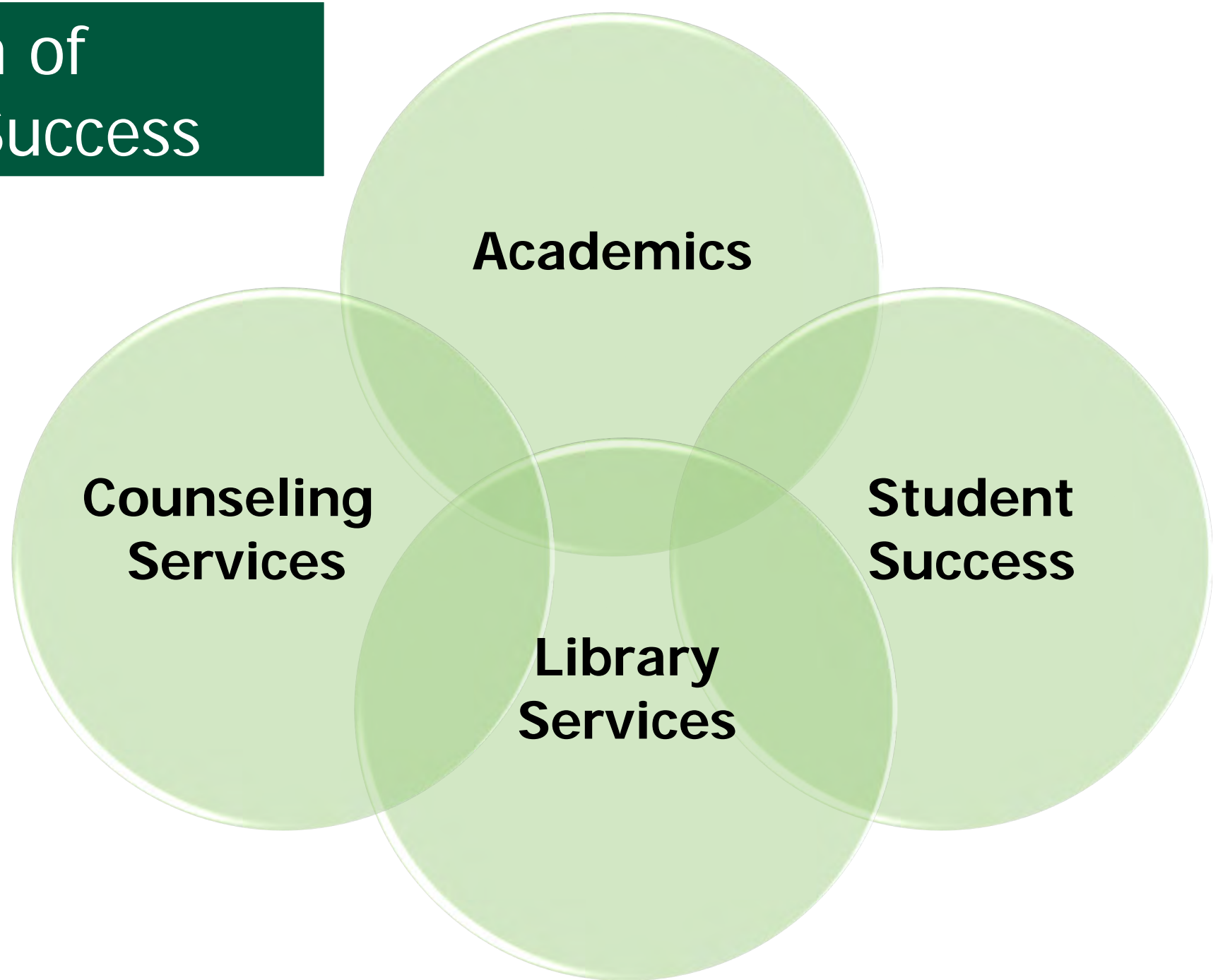


DR. TIFFANY BIRDSONG

Director of Academics



Division of Academic Success





Division of Academic Success



FACULTY ASSEMBLY



DR. ADAM ZUCCONI

Assistant Professor of History
Chair of Faculty Assembly



SPORTS UPDATE – TITLE IX COMPLIANCE



MR. SCOTT NEWTON

Director of Student Life
& Athletics



MS. STACEY SOKOL

Director of Online &
Continuing Education



MS. RAMONA TAYLOR

Senior Assistant Attorney
General, RBC Counsel



TITLE IX

OF THE EDUCATION AMENDMENTS

20 USC 1681, et. seq.

No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any educational program or activity receiving federal financial assistance.



TITLE IX GENERAL COMPLIANCE

INSTITUTIONS OF HIGHER EDUCATION HAVE THREE STANDARD OBLIGATIONS IN THE BASIC AREAS OF:

- Student interest and abilities (participation)
- Athletic benefits & opportunities (equal accommodations)
- Financial assistance (scholarships)



INTERCOLLEGIATE COMPETITION

Title IX requires compliance with one of these three tests when considering levels of participation:

Substantial proportionality test

- Five percent deviation between undergraduate enrollment ratios to student athlete ratios

History of progress test

- Review of actions and progress over past three years
- Continuing practice or history to expand programs

Accommodation of interest test

- Programs and teams presently meet the interests and abilities of the underrepresented sex



2017 Beverly and Associates Audit Executive Summary

19 areas of vulnerability identified in 2017

No plan for Title IX Compliance in place

- Lack of female representation in Athletics Department
- Lack of female sport programs offered
- Checks/balances not in place to ensure accuracy of EADA report
- No plan to ensure compliant equitable distribution of scholarships

Recommendation

- Develop 5-year plan to comply with Title IX



HISTORY OF ATHLETICS

Men's Basketball

2013

Men's Soccer

2013

Women's Softball

2013



M/W Cross Country and Track

2014 – 2017

M/W Golf

2014 – 2018

Women's Volleyball

2017

Women's Soccer

2019

Women's Beach Volleyball

2019

Men's Baseball

2021



CURRENT SPORT OFFERINGS

| | | |
|---------------------|-----------|------------|
| Men's Baseball | 35 | |
| Men's Basketball | 30 | (incl. JV) |
| <u>Men's Soccer</u> | <u>25</u> | |
| TOTAL | 90 | 54% |

| | | |
|--------------------------|-----------|-----|
| Women's Soccer | 25 | |
| Women's Softball | 22 | |
| Women's Volleyball | 18 | |
| <u>Volleyball, Beach</u> | <u>12</u> | |
| TOTAL | 77 | 46% |

RBC TOTAL GENDER DISTRIBUTION – MALE (38%), FEMALE (62%)



FUTURE SPORT OFFERINGS



| | | |
|------------------------------|-----|-------|
| Men’s Volleyball (2022) | 12 | |
| Women’s Basketball (2022) | 15 | |
| Women’s Cross Country (2023) | 14 | |
| Women’s Track (2024) | 20 | |
| Future Male Roster Spots | 102 | 44.7% |
| Future Female Roster Spots | 126 | 55.3% |

RBC TOTAL GENDER DISTRIBUTION – MALE (38%), FEMALE (62%)



SAFE & SECURE UPDATE



MR. JEFFREY S. BROWN

Director of Special Projects &
Operations



RICHARD BLAND COLLEGE

SAFE AND SECURE PLAN 2021-2022

EFFECTIVE DATE: AUGUST 18, 2021



Richard Bland College
of WILLIAM & MARY

The goal for fall 2021 is to return to the time-honored RBC experience: in person interactions with classmates and professors, participation in unique traditions, and involvement in myriad activities, clubs and athletic events.

To achieve that end, we have worked with Crater Health District, as well as local, state and federal health guidelines for fall 2021.



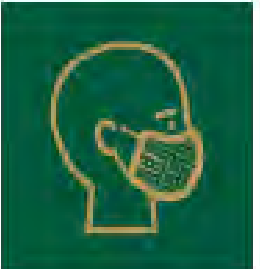
SAFE AND SECURE 2021-2022



DAILY ATTESTATION



PARTNERSHIPS



FACE COVERINGS



VACCINATIONS



CASE INVESTIGATIONS
AND CONTACT TRACING



RACIAL JUSTICE & EQUITY UPDATE



DR. EVANDA WATTS-MARTINEZ

Director of Counseling Services
RJ&E Co-chair



DR. THOM ADDINGTON

Director of Student Success
RJ&E Co-chair



2021 CAMPUS UPDATE

Racial Justice & Equity



Richard Bland College
of WILLIAM & MARY

FY21 ENROLLMENT & STUDENT SUCCESS

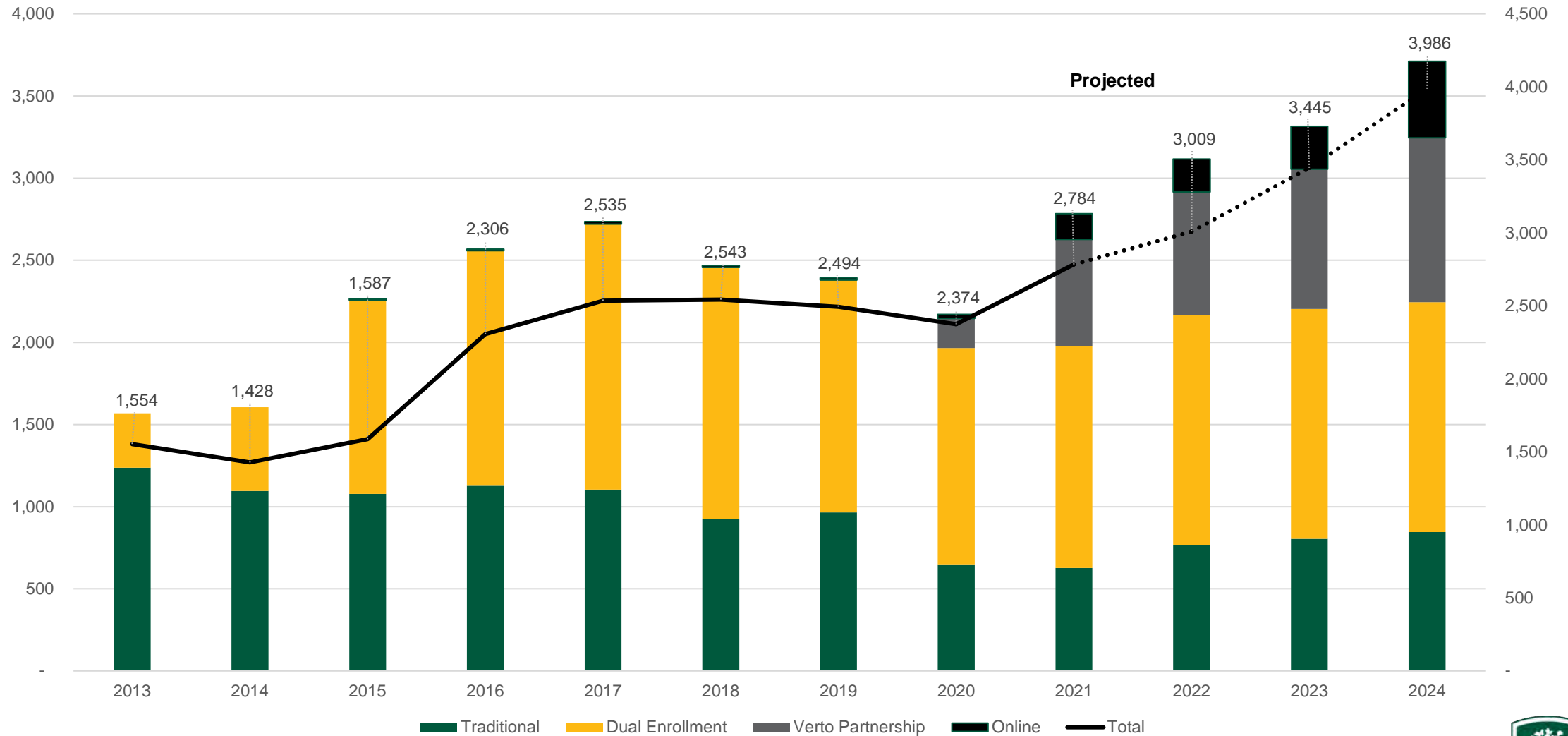


DR. TYLER HART

Provost



FALL HEADCOUNT



FY21 ENROLLMENT & STUDENT SUCCESS



MS. LISA JOHNSON

Acting Director of Enrollment
Services



Fall Semester Student Demographics

*As of 9/15/2021

| Student Type | 2018 | 2019 | 2020 | 2021 |
|------------------------|------------------------|------------------------|------------------------|------------------------|
| Internationals | 39 | 53 | 26 | 24 |
| Honors & Promise | 102 | 106 | 34 | 24 |
| Athletes | 79 | 95 | 42 | 136 |
| Residential | 342 | 414 | 199 | 264 |
| Commuters | 626 | 556 | 619 | 420 |
| Dual Enrollment | 1,524 | 1,413 | 1,329 | 1,391* |
| Verto Education | - | - | 168 | 650* |
| Minority | 56% | 64% | 62% | 57% |
| First Year GPA Average | 3.10 GPA | 3.07 GPA | 3.08 GPA | 3.08 GPA |
| Gender | 61% Female 39% Male | 59% Female 41% Male | 63% Female 37% Male | 62% Female 38% Male |

*Projected



Enrollment Landscape



ADMISSIONS ACTIVITY

| YEAR | Applications | Admits | Confirmations | Registrations |
|------|--------------|--------|---------------|---------------|
| 2018 | 2,323 | 1,364 | 799 | 589 |
| 2019 | 2,279 | 1,271 | 772 | 607 |
| 2020 | 2,380 | 1,500 | 678 | 523 |
| 2021 | 2,159 | 1,406 | 489 | 415 |

| First Year New Student | GPA AVG |
|------------------------|---------|
| 2018 | 3.10 |
| 2019 | 3.07 |
| 2020 | 3.08 |
| 2021 | 3.08 |

| Regional Breakdown | Applicants | Registrants |
|--------------------|------------|-------------|
| Central Virginia | 1,044 | 237 |
| Tidewater | 184 | 26 |
| Northern Virginia | 181 | 32 |
| Out-of-State | 241 | 33 |

*As of 9/15/21



TRADITIONAL ENROLLMENT TRENDS

| Students | Fall 2018 | Fall 2019 | Fall 2020 | Fall 2021 |
|------------|-----------|-----------|-----------|-----------|
| New | 438 | 448 | 329 | 338 |
| Readmit | 37 | 40 | 45 | 33 |
| Transfer | 34 | 32 | 28 | 50 |
| Continuing | 413 | 384 | 361 | 282 |
| HSC/MC | 42 | 55 | 55 | 81 |

| Year | Credit Hour AVG |
|------|-----------------|
| 2021 | 12.79 |
| 2020 | 13.33 |
| 2019 | 13.62 |

| Year | Headcount | Credit Hours |
|------|-----------|--------------|
| 2021 | 784 | 10,251 |
| 2020 | 813 | 10,841 |
| 2019 | 959 | 13,065 |

*As of 9/15/21



MARKETING & COMMUNICATIONS



MR. JESSE VAUGHAN

Chief Communications &
Marketing Officer



RICHARD BLAND COLLEGE

CREATIVE SERVICES GROUP 2021-2022

MARKETING & COMMUNICATIONS



Richard Bland College
of WILLIAM & MARY

The goal for the 2021-22 academic year is to raise awareness, promote high-quality interest in the RBC application process, working with admissions to generate leads, maintain thought leadership as a college, empower everyone to become brand ambassadors, develop stronger relationships with our media stakeholders.



CSG INITIATIVES 2021-2022



BRAND AWARENESS



**BECOME A
THOUGHT LEADER**



**GROW SOCIAL MEDIA
PRESENCE**





FACULTY & STUDENT REPORTS



DR. DAVID MCCARTHY
Associate Professor in History



THULANI JAYASINGHE
RBC Student Rep, BOV



THE CHEMISTRY OF EMOTION & BEHAVIOR

Dr. Randolph Coleman



Course Description

- Exploring recent advances in chemistry, neuroanatomy and physiology of the brain to understand emotions, behavior and personality

Purpose of Course

- Developing critical thinking skills
- Thoughtful understanding of popular science literature
- Learning through informal discussions

Opportunity for early experience of W&M learning environment



QUESTIONS?



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Thank you