Board of Visitors  
University of Virginia  
Committee on The University of Virginia’s College at Wise  
Committee Accomplishments  
August 5, 2017

1. **Student Recruitment and Retention:** Assist Chancellor Henry and UVa-Wise College Staff with the development of strategies and initiatives to improve student recruitment and retention

- Continued marketing efforts with TWG+, a nationally recognized higher education marketing firm, to perform search engine optimization and retargeting of UVa-Wise website
- Repurchased prominent advertisement spaces in Tri-Cities Regional Airport in Blountville, TN
- Placed advertisements on 48 buses in six Hampton Roads cities, reaching nearly 90% of the Hampton Roads population
- Deployed, for the first time, two UVa-Wise graduates to two Wise County high schools as part of the Virginia College Advising Corps
- Refined the process for the UVA and UVa-Wise Deferred Admissions Agreement, now in its third year of implementation
- Engaged in Reverse Transfer Agreements with local community colleges
  1. Virginia Highlands (Abingdon, VA)
  2. Mountain Empire (Big Stone Gap, VA)
  3. Southwest Virginia (Richlands, VA)
- Increased media engagements via print, radio, television, and online channels – e.g. Virginia Business, Roanoke Times, Coalfield, Bristol Herald Courier, Kingsport Times News, WCYB, VA Cable Telecommunications Association, etc.
- Extended in-state tuition rates to Kentucky and Tennessee residents who live within 50 air miles from the UVa-Wise campus
2. **Wise Affordability**: Continue to identify opportunities to promote affordability and access for UVA-Wise students

- Commonwealth Hall, Culbertson Hall and the Smith Dining Commons were funded with University of Virginia Pooled Bond Funds. Working with the University of Virginia Office of Treasury, the College developed and implemented a loan refinancing strategy. In Fiscal Year 2016-2017, the College freed up $503,052 in debt service costs. The College is expected to reduce debt expenditure by $548,785 in Fiscal Year 2017-18.

Given this decrease, the College made the following implementation strategies:

1. Maintain meal rates at 0% for the second consecutive year with the current meal plan structure.
2. Reduce the cost of housing plans, with the exception of Henson Hall, by $250 for the year. Henson Hall has returned to its preconstruction rate.
3. Dining Services was able to add $100,000 to the Reserve and Recovery account.
4. Housing was able to increase its Reserve and Recovery account by $250,000.
5. Housing was able to increase its operating budget by $86,285.

- Implementation of the textbook rental program, aiding all students. An average cost savings per book for the student is 35 – 60 percent off the price of a new book.

3. **Regional Economic Development**: Study feasibility of extension of Charlottesville programs to Wise

- Hosted the second annual **Southwest Virginia Economic Forum**, May 10, 2017; Stephen Moret, president and chief executive officer of the Virginia Economic Development Partnership; Steve Smith, president and chief executive officer of K-VA-T Food Stores, Inc. and a member of the Go Virginia Board; and state lawmakers Delegate Terry Kilgore and Delegate Israel O’Quinn were among the speakers at the event. Participants (350) represented healthcare, education, and private sector; follow-up regional meetings scheduled August 2-3, 2017 in Duffield, Lebanon, and Marion.

- UVA-Wise selected as the support organization for the Go Virginia Region 1 Council; Chancellor Donna P. Henry serves on the Board

- Southwest Virginia Regional Cybersecurity Initiative – Two grant awards: 1) POWER grant through the Appalachian Regional Commission and 2) Virginia Tobacco Commission (Partnership between Southwest Virginia Community College, Mountain Empire Community College, and UVA-Wise)
◆ “The Nest” planning grant awarded by Virginia’s “Be Entrepreneurial Economies” (BEE) program – awarded to UVa-Wise student organization, Innovators Inc. Following the models of Hack C-Ville and the iLab, The Nest will be a co-working space for students and community members to interact with each other and develop business concepts and strategies. This space will be open to the public. Entrepreneurs from the community will be exposed to different ideas and perspectives, while students will gain access to the experience and expertise of the community members.

4. **Intra-disciplinary Coordination:** Identify and facilitate coordination between operating disciplines on grounds in Charlottesville and on the Wise campus

**Sample Collaborative Activities between UVA and UVa-Wise**

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<thead>
<tr>
<th>UVA Organizational Area</th>
<th>Activity</th>
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<tbody>
<tr>
<td><strong>Board of Visitors</strong></td>
<td>• Fall Convocation and UVa-Wise Library Opening, August 23, 2016&lt;br&gt;• John Casteen Library Plaza Dedication, November 2, 2016&lt;br&gt;• Collegiate Recovery Program feasibility meeting in Wise, with Tom DePasquale and also Chris Holstege, Nassima Ait Daoud Tiouririne, Jamie Leonard, Tia Mann, February 13, 2017&lt;br&gt;• Presidential Search Forum, April 18, 2017&lt;br&gt;• Presidential Search Forum, May 5, 2017&lt;br&gt;• College Board Meeting and Commencement, May 5-6, 2017 with Rusty Conner, John Macfarlane, Elizabeth Cranwell, Tom DePasquale, Bryanna Miller, Jim Murray, Susan Harris</td>
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<td><strong>Office of the President</strong></td>
<td>• UVa-Wise Fall Convocation and Library Opening, August 23, 2016 with Teresa Sullivan, John Unsworth, Jon Bowen, Tom Leback&lt;br&gt;• John Casteen Library Plaza Dedication, November 2, 2016&lt;br&gt;• UVa-Wise Committee Meeting and Commencement, May 5-6, 2017 with Teresa Sullivan&lt;br&gt;• UVA Bicentennial Celebration Planning, ongoing&lt;br&gt;• Ongoing collaboration with University Architect, Building and Grounds, Title IX Coordinator, General Counsel’s Office, Audit Executive</td>
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<td><strong>Executive Vice President and Chief Operating Officer</strong></td>
<td>• Information Technology meetings in Charlottesville, ongoing&lt;br&gt;• UVa-Wise Commencement, May 5-6, 2017 with Pat Hogan&lt;br&gt;• University Business Intelligence Training, May 18, 2017&lt;br&gt;• Successful initiatives: UVa-Wise debt refinancing with Treasury; participation in University Economic Impact Study; and health and wellness initiatives</td>
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<td><strong>Executive Vice President and Provost</strong></td>
<td>• UVa-Wise Fall Convocation and Library Opening, August 23, 2016 with John Unsworth</td>
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Page 3
• UVA Associate Professor of Astronomy Kelsey Johnson keynote speaker at UVa-Wise Girls’ Day in STEM-H, November 7, 2016
• Meetings with UVa-Wise faculty, May 5, 2017, with Provost Tom Katsouleas and Faculty Senate Chair Margaret Riley
• UVA offers access to library databases to UVa-Wise including JSTOR, SAGE, Gallup Analytics, etc.
• Memorandum of Understanding: UVA and UVa-Wise Course Sharing Initiative
• Batten School offers enrollment in three classes to Wise students:
  o PPOL 3230: Public Policy Challenges of the 21st Century with Professor Gerry Warburg
  o PPOL 3295: Global Humanitarian Crises: Dilemmas, Leadership and Action with Professor Kirsten Gelsdorf
  o PPOL 4720: Open Source for the Common Good with Professor Bevin Etienne
• Tom Tom Festival, April 2017: 13 UVa-Wise students participated with funding from the Batten Institute, Darden School
• Alderman Library Flowerdew Hundred Collection Student Internship Program (planning underway), with UVa-Wise Professor of History, Tom Costa, and UVA faculty
• UVA Astronomy camp Dark Skies, Bright Kids at UVa-Wise hosting 20 Wise County children grades 4-6, led by UVA professor Kelsey Johnson, July 24-28, 2017

Vice President for Advancement

• Ongoing meetings, discussions and collaboration with Mark Luellen and staff throughout the year