



# Division of Academic & Student Affairs

Board of Visitors Meeting

02/04/2021

**Dr. Donald E. Palm**

*Sr. Vice President for Academic & Student Affairs/Provost*

***Mr. Rodney D. Hall***

Assistant Vice President for Enrollment Management

***Ms. Regina Barnett Tyler***

Interim Associate Vice President for Student Success  
and Executive Director, TRiO Programs



# Outline

1. Virginia State University Computer Science Initiative
2. Institutional Recruitment Plan
3. Spring 2021 Reopening Plan
4. Strategic Plan Update “Preeminence With Purpose”
5. SCHEV Performance Measures Remediation Plan
6. Student Success and Engagement Report



# Enrollment Management Update

Rodney D. Hall

Assistant Vice President for Enrollment Management



# Spring 2021

	Final	Final	1/26/2021
	Spring 2019	Spring 2020	Spring 2021
<b>Freshmen</b>			
Admits	228	130	146
Engaged	78	66	78
Deposits	49	49	64
Validated	67	56	*22
<b>Transfer</b>			
Admits	190	166	121
Engaged	155	130	100
Deposits	62	69	71
Validated	104	95	*16

\*validation ongoing



# Fall 2021

	1/28/2019	1/28/2020	1/28/2021
	Fall 2019	Fall 2020	Fall 2021
<b>Freshmen</b>			
Admits	3,485	3,845	2,349
Engaged	73	89	113
Deposits	1	1	6
<b>Transfer</b>			
Admits	26	27	7
Engaged	7	6	3
Deposits	0	0	0



# Enrollment Updates

- Recruitment Plan
- Transfer Center
- New appointment and positions



## Recruitment Plan - Marketing

- University partners outreach
- Digital impressions and marketing
- Communication plan updates



# Recruitment Plan - Marketing

- Interactive campus map and virtual tour
- 20-stop campus tour and photorealistic map
- Ability to add a rendering of the new Academic Commons Building







## Recruitment Plan – Latino student outreach

- The Virginia Latino Higher Education Network (VALHEN)
- Admissions Counselor opportunity



# Recruitment Plan – Application Growth

- Virtual on-site admissions
- Self-reported academic history
- AdmissionPros



# Recruitment Plan – Merit Scholarships and Financial Aid

- New scholarship matrix
- Virginia College Affordability Network (VCAN)



## Recruitment Plan – Transfer Students

- Founder's Scholarship
- New articulation agreements
- Statesman-Trojan Alliance with Richard Bland College



# Transfer Center

- Centralized area for transfer recruitment and credit evaluation
- Articulation agreements management
- Transfer Virginia program contact
- HBCU California Community College partner



## New Appointment and Positions

- Executive Director of Admissions
- Director of the Transfer Center
- Virginia College Affordability Network (VCAN) positions
- Admissions operational staff



Questions?

# VSU Reopening Plan





## Shared Responsibility

### Reopening Task Force Committee

- Comprehensive and diverse representation of the Internal VSU Community

### University COVID Response Team

- Ground Zero

### COVID Care Team

### External Partners



## Preparation for Reopening

- **Held Several Town Hall Meetings**
  - Students / Parents
  - Faculty / Staff
- **Distributed PPE**
- **Identified /Established Testing Procedures – Rapid /PCR**
- **Established Capacity to Isolate Students**
- **Identified Adequate Space for Social Distancing**
  - Student Housing
  - Classrooms
  - Dining
- **Options for Faculty, Staff & Students Preexisting Conditions**
- **Increased Health Center Staffing**



## Facilities

- PPE
- Welcome Kits
- Full time custodial staff for Student Health Services
- Electrostatic Sprayers (on demand)
- Disinfect and professionally clean between classes
- Building & Infrastructure
  - Increased Filtration / Ventilation / Humidity Control
  - Replaced 311 Window AC Units with Ionization Devices
  - Retrofitted 154 Window AC Units with Ionization Devices
  - HEPA Purifiers
  - Dry Hydrogen Peroxide (DHP) Disinfecting Systems



## Student Athletes Return

- Social interaction with teammates
  - Mental Support
  - Emotional Support
- Reduced Student Teacher Ratio
  - Individualized Instruction
  - Student Teacher Follow Ups
- Reduced Technology Disruptions
- Reduced Outside Distractions
- Enhanced Student-Athlete Experience





## Spring 2021 Calendar

Event	Date
Student Testing	January 15 <sup>th</sup> – 30 <sup>th</sup>
Classes Start	February 1, 2021
Trojan Wellness Days	March 24, 2021 April 15, 2021
Last Day of Classes	May 7, 2021
Final Exams End	May 17, 2021
Spring Commencement	May 22, 2021





## Repopulation of the Campus

- Continued Aggressive COVID-19 Education Campaign
- Move-in appointments coordinated around Student Testing
  - Student Health
  - Counseling Center
  - Student Housing
  - Student Success & Engagement
- Deans and Supervisors set expectations for return of Faculty & Staff
- COVID Care Team on Standby for Positive Cases



## Monitor Health Conditions to Detect Infection

- Daily health screening questions and/or other health monitoring
- Thermo-Screening Kiosk
- Reinforce Cleaning / Sanitizing Standards & Protocols
- Reinforce Physical Distancing & PPE
- Reduced Density of Student Housing / Dining Halls / Classrooms
- Surveillance Testing for Faculty, Staff & Students
- Vaccine –Vaccine Administration Management System (VAMS)  
VAMS / CDC
- Contact Tracing – CovidWise APP  
Certification



## Containment

- Isolation/Quarantine –Whiting Hall
- 14-day quarantine
- Trace contacts
- Adequate space & meal service
- Counseling and Medical Care for Isolated Student





# Shutdown

- Mandatory statewide restrictions have been put in place or in consultation with the state Epidemiologist.
- Management of absenteeism/outbreak in combination with increased COVID-19 positive tests of students, or confidential self-reported results from faculty and staff.
- Decisions regarding dismissals and shutdowns should be made in consultation with local and state public health officials and from the Governor.



# Campus COVID-19 Data As of 01/31/2021

Virginia State University conducts diagnostic and surveillance testing on a routine basis. Student Health Services evaluates patients and provides diagnostic testing for students who are symptomatic or determined to have been close contacts of positive cases as determined by contact tracing conducted by the local health department.

The university conducts surveillance testing on asymptomatic subjects on weekdays, at established testing sites. Students, faculty, and staff are randomly selected using a surveillance testing methodology that targets a portion of the total university population. Student athletes are tested per NCAA guidelines. Test results are typically returned within 48 to 72 hours.

Tests (Last 7 days)	
Students	794
Staff	0

New Positives (Last 7 days)	
Students	7
Staff	0

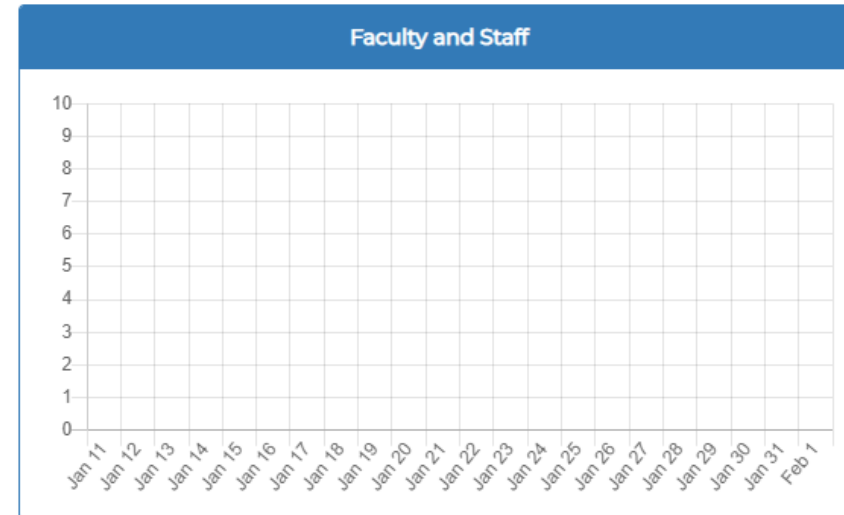
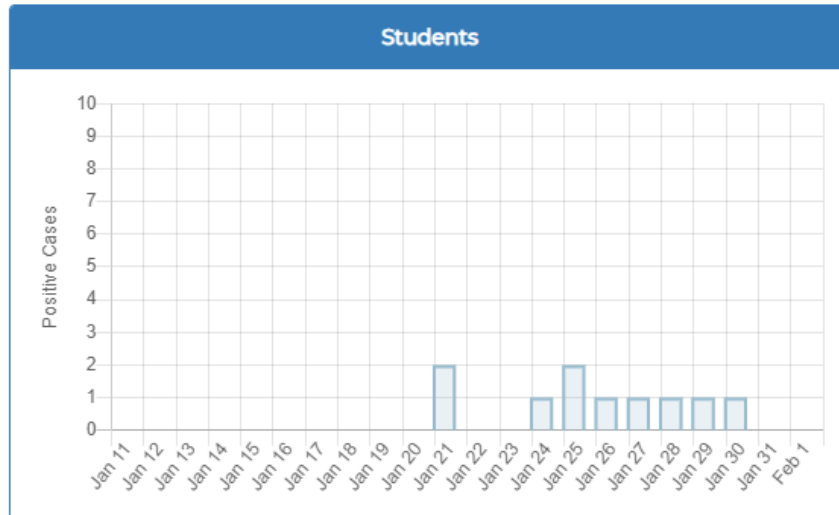
Active Positives (Last 14 days)	
Students	10
Staff	0

Total Tests (Since 1/1/2021)	
Students	1209
Staff	0

Total Positives (Since 1/1/2021)	
Students	10
Staff	0

Tested Positive Percent	
Students	0.8%
Staff	0.0%

## Daily Positive Tests - Last 3 Weeks





# Strategic Plan Update

## *“Preeminence with Purpose”*





# Virginia State University Strategic Priorities



**VSU Priority 1:  
Increase Student  
Opportunity and  
Access to Higher  
Education**



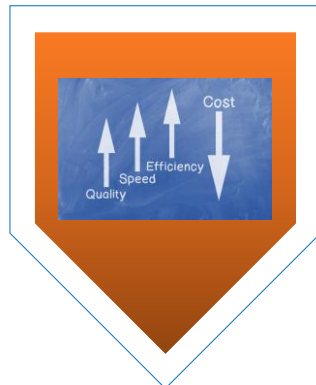
**VSU Priority 2:  
Sustain Academic  
Excellence**



**VSU Priority 3:  
Provide a  
Transformative VSU  
Experience that  
Supports the Holistic  
Development of  
Students**



**VSU Priority 4:  
Define the VSU  
Brand and Tell our  
Story**



**VSU Priority 5:  
Diversify Financial  
Resources and Enhance  
Operational  
Effectiveness**



**VSU Priority 6: Enhance  
the Land-Grant Mission of  
the University**

#1 PROVIDE AFFORDABLE ACCESS FOR ALL

#2 OPTIMIZE STUDENT SUCCESS FOR WORK AND LIFE

#3 DRIVE CHANGE AND IMPROVEMENT THROUGH INNOVATION AND INVESTMENT

#4 ADVANCE THE ECONOMIC AND CULTURAL PROSPERITY OF THE COMMONWEALTH AND THE ITS REGION



**VSU Priority 1: Increase Student Opportunity and Access to Higher Education**

X

X

X

**VSU Priority 2: Sustain Academic Excellence**

X

X

X

**VSU Priority 3: Provide a Transformative VSU Experience that Supports the Holistic Development of Students**

X

X

X

X

**VSU Priority 6: Enhance the Land-Grant Mission of the University**

X

X

X



# Time-Line

Time Line	Initiative	Responsible Department
May 2019	Joint University Council Meeting (Academic Affairs & Strategic Planning Committee)	Provost Office / IE
Summer 2019	Complete Draft of Marketing Materials (Logo/Letters/ Brochures Mailers/Website Layout/ Videos)	Provost Office / Communications / IT
June / July 2019	Complete / Submit (SCHEV) Six-Year Plan Aligned Strategic Plan Priorities with Six-Year Plan	Presidents Leadership Team
July 29, 2019	Presidents Annual Leadership Retreat	Provost Office / IE
August 5, 2019	Student Leadership Retreat	Provost Office
August 13, 2019	VSU Opening Conference (Faculty/Staff)	Provost Office / IE



# Time-Line

Time Line	Initiative	Responsible Unit
October 30, 2019	College & Departments Submit: Strategic Plan Alignment Strategic Plan Report Card Strategic Plan Budget Request	Provost Office / IE
Spring 2020	Review & Approve: Strategic Plan Alignment Strategic Plan Report Card Strategic Plan Budget Request	Provost Office / IE
*Fall 2020	Full Strategic Plan Implementation & Kick-Off	Provost Office / IE
November 21, 2020	VSUAA Board of Directors	Provost
December 3, 2020	VSUAA Chesterfield Chapter	Provost
January 17, 2021	VSUAA NC Greater Triangle Chapter	Provost

# VSU Six Year Plan

- **Recruitment**
- **Student Success**
- **Education**







# Recruitment

#	INITIATIVE	2020-21	2021-22
1	Increase Financial Aid Support for low-income students	\$4.85M	\$4.85M
2	Establish the Virginia College Affordability Network (VCAN)	\$3.78M	\$7.78M
3	Financial Aid Optimization	\$315K	\$325K



# Student Success



#	INITIATIVE	2020-21	2021-22
1	Academic Center for Excellence A. College Academic Support Counselors / Graduation Specialist B. Student Leadership Programs C. Faculty Leadership Institute	\$2.2M	\$2.2M
2	Implement the Summer Bridge Program	\$320K	\$442K
3	Expansion of the Intrusive Advising Early Warning System	\$150K	\$150K
4	Expansion of the Current Supplemental Instruction Program (SI)	\$320K	\$320K



# Education



#	INITIATIVE	2020-21	2021-22
1	New Degree & Online Programs	\$5.4M	\$6.1M
	A. Faculty (Data Analytics, Public Health, Education, MSW, MBA)		
	B. Online Technology Infrastructure		
	C. Faculty Online Support & Development		
	D. Faculty Research Support		
E. Classroom Technology Infrastructure			
	Roanoke Higher Education Center		
A. Faculty at Roanoke Higher Education Center			
2	Homefront Readjustment for Armed Services Certificate Program	\$374K	\$374K



## University Specific Initiatives for Historically Black Coll and Universities - Restored

### Virginia State University (212)

Agency	Description	FY 2021
Virginia State University (212)	Expand Supplemental Instructional program	320,000
Virginia State University (212)	Implement Summer Bridge program	319,900
Virginia State University (212)	Implement UTeach program	250,000
Virginia State University (212)	Launch Virginia College Affordability Network	3,773,490
Virginia State University (212)	Provide funding for data center modernization	1,644,000
Virginia State University (212)	Support Intrusive Advising Early Warning System	150,000

**Virginia State University (212) Total**

**6,457,390**

### VSU - Cooperative Extension and Agricultural Research Services (234)

Agency	Description	FY 2021
Cooperative Extension and Agricultural Research Services (234)	Increase funding for state match	1,461,956



# Virginia State University Strategic Priorities



**VSU Priority 1:  
Increase Student  
Opportunity and  
Access to Higher  
Education**



**\$3.7M - Virginia College Affordability Network**

**\$320K - Supplemental Instruction**

**\$320K – Summer Bridge Program**

**\$150K – Intrusive Advising Early Warning System**



**VSU Priority 1:  
Increase Student  
Opportunity and  
Access to Higher  
Education**

## **Virginia State University Strategic Priorities**

- **College & Departmental Goals and Score Card:**
  - Recruitment, Retention, Graduation
- **Early Alert System**
- **Supplemental Instruction**
- **Virtual Tutoring**
- **Transfer Equivalency Website**
- **Trojan Alliance Program:**
  - Richard Bland College - Business, Biology, Chemistry, Computer Science, Social Work
  - John Tyler Community College – In Progress
  - J. Sargent Reynolds Community College – In Progress



**VSU Priority 2:  
Sustain Academic  
Excellence**

## **Sustain Academic Excellence**

**\$250K – UTeach Program**

**\$7.3M – Tech Talent Investment Program**

**\$228K – Graduate Computer Science Program**





**VSU Priority 2:  
Sustain Academic  
Excellence**

## Strategic Priorities

- 1. On-Line Programs:**
  - RN-BSN Nursing Program
  - Ed.D., Educational Administration and Supervision
- 2. New Programs**
  - Masters of Social Work (MSW)
  - Special Education (K-12)
  - Elementary Education
  - Intermediate/Middle School
  - Career and Technical
- 3. Pending**
  - MS - Data Analytics Engineering
  - MBA - Business Administration and Management
  - Ed.S. – Education Specialist
  - BS – Sports Management
  - MPH - Public Health





# ACCREDITATION

## College of Engineering & Technology

Engineering Technology (ABET)

Electrical & Electronic Engineering Technology

Information Logistic Technology

Mechanical Engineering Technology

Engineering (ABET)

Computer Engineering

Computer Science

Mechanical Engineering

## College of Agriculture

Dietetics (ACEND)

Hospitality (ACPHA)

## College of Humanities and Social Sciences

Art & Design (NASAD)

## College of Education (CAEP)



**VSU Priority 2:  
Sustain Academic  
Excellence**



**VSU Priority 2:  
Sustain Academic  
Excellence**

## **FACULTY DEVELOPMENT**

- **Distance Education**
  - A. Director for Distance Education
  - B. 289 Faculty Certified to Teach Online
  - C. Faculty Teaching Ambassadors
- **Outstanding Faculty Awards**
  - A. Rising Star Award
  - B. Star Award
- **STEM Innovation in Teaching**
  - A. Director for STEM Leadership & Pedagogy
- **Provost Leadership Institute for Faculty**
- **Provost Faculty Travel Award**





## Transformative Experience



**VSU Priority 3:**  
Provide a  
Transformative VSU  
Experience that  
Supports the Holistic  
Development of  
Students

Handshake

Student Ambassadors

Therapy Assistance On-Line

Virtual Advisement

Virtual Thesis / Dissertation Defense

Living Learning Community's

Honors

Music

Education

Medical Scholars

Computer Science

TrojanSOS

Tele-Behavioral Health

24 Hour Virtual Tutoring

Emergency Grading Option

Trojan Squared Program





VSU Priority 4:  
Define the VSU Brand  
and Tell our Story

## Institutional Advancement

Ms. Tonya Hall: Vice President of External Relations

Mrs. Charmica Epps-Harris: Director of Alumni Relations

Dr. Gwen Williams-Dandridge: Director of Communications





# Financial Resources

DESCRIPTION	FY 2021
Expand Supplemental Instruction Program	\$320K
Implement Summer Bridge Program	\$319K
Implement UTeach Program	\$250K
Launch Virginia College Affordability	\$3.78M
Provide Funding for Data Modernization	\$1.6M
Support Intrusive Advising Early Warning System	\$150K
State Match Funds for Cooperative Extension & Ag Research Services	\$1.46M
Tech Talent Investment Program	\$7.3 M
Computer Science Graduate Program	\$228K



**VSU Priority 5:  
Diversify Financial  
Resources and  
Enhance Operational  
Effectiveness**



# Financial Resources

DESCRIPTION	FY 2021
Mackenzie Scott Donation	\$30M
Dominion Energy	\$2.7M
Morgan Trust	\$150K
Atlantic Union Bank	\$100K
Google	\$19K
Verizon Foundation	\$50K



**VSU Priority 5:  
Diversify Financial  
Resources and Enhance  
Operational  
Effectiveness**

VSU Priority 5: Diversify  
Financial Resources and  
Enhance Operational  
Effectiveness





## Virginia State University Strategic Priorities



**VSU Priority 6:  
Enhance the Land-Grant  
Mission of the University**

**\$1.46M – Increase Funding for State Match**





# SCHEV PERFORMANCE MEASURES

1

**Performance Measure 1**

Number of in-state undergraduate headcount enrollment

2

**Performance Measure 2**

Number of in-state bachelor degree awards

3

**Performance Measure 3**

Number of in-state STEM-H bachelor degree awards

4

**Performance Measure 4**

Number of in-state, upper level – junior and senior level for four-year institutions

5

**Performance Measure 5**

Number of in-state bachelor degrees awarded underrepresented populations

6

**Performance Measure 6**

Number of in-state two-year transfers to four-year institutions



# SCHEV PERFORMANCE MEASURES

- **Projection/Targets**
  - Current Cycle AY2016 -2017 through AY 2021-2022
  - AY 2019-2020 and AY 2020-2021 will be reviewed in Fall 2022
- **Next Cycle**
  - AY 2021-2022 through AY 2028-2029
  - Projections will be submitted Spring 2021 for AY 2021 through 2028



# Remediation Plan

- Leveraging data to engage in strategic efforts focused on overall enrollment, retention, progression and graduation
  - College and Department Level involvement
  - Deans, Chairs and Faculty – Active Participants
    - Early Registration Reports
    - Reports on Registered vs. Validate Students
    - Retention Reports by College and Programs
    - Change of Majors
    - Student Slated for Graduations (Earlier)
  - Facilitate direct student contact and support

## PREMINENCE WITH PURPOSE

**Priority 2:** Sustain Academic Excellence

**Objective 2.3:** Hire, develop, and retain talented and renown faculty that cultivates an intellectual environment and demonstrates excellence in teaching, research and service



# Remediation Plan

- Outlines the initiatives, systems, and processes we have instituted to support these measures
  - Out-In-Four Initiative
  - Transfer Initiatives (Trojan Alliance Program; Transfer Equivalency Website)
  - Degree Audits
  - High-Tech/High-Touch Advising System
  - Enhance and Tailored Student Success Initiatives
  - Early Alert System - Monitoring Student Progression
  - Implementation of Academic Support Counselors and Graduation Specialist in each College
  - Supplemental instructional programs to support students' academic progress and progression





# Division of Student Success & Engagement

***Regina Barnett Tyler, ABD***

*Interim Associate Vice President and Executive Director, TRiO Programs*



## **Student Success and Engagement**

### **Spring 2021: COVID-19 Testing and Move-In**

- **Spring '21 Student and Parent Town Hall meetings**
- **Spring '21 Testing and Move- in video**
- **VSU “Stop the Spread” Agreement**
- **Isolation/Quarantine Space**
- **Trojan COVID Response Team, (TCRT)**
- **LiveSafe App**
- **New addition to the Trojan décor**





## *Residence Life and Housing*

- Assigned Resident Directors and Resident Assistants to maintain weekly contact with students once the university converted to virtual learning during the remainder of the Spring 2020, and Fall 2020 semester.
- Served on the Trojan Spirit Fund application review committee.
- Served on the committee to plan, organize and implement the Spring 2021 Testing and Move-in process.
- Converted all pertinent RL&H documents to electronic with electronic signature capability.



# *Student Activities*

## Community Engagement

- Continue to serve the Ettrick and VSU Community with monthly Food bank

## Student Engagement

- Conducted virtual programming during the remainder of the Spring 2020 and Fall 2020 semester.
- Maintained the highest rate of social media activity during the Spring 2020 and Fall 2020 semesters.
- Successfully implemented the first virtual Student Organization and Greek Life intake processes.
- Student Conduct - Converted all Student Conduct cases to virtual for the remainder of the Spring 2020, Fall 20 and Spring 21 semesters

## Student Conduct

- Upgraded Student Conduct Handbook to reflect new Title IX laws.

## Student Leadership & Civic Engagement

- Restructuring the Student Leadership program



WHERE THE CULTURE RESIDE!  
WHERE THE CULTURE RESIDE!

# BLACK 82 2021

FEBRUARY 1ST, 2021 - FEBRUARY 28TH, 2021

<p><b>WEDNESDAY, FEBRUARY 3RD</b></p> <p>BLACK CARD REVOKED SPIN THE WHEEL 2 PM EST. FOSTER HALL</p>	<p><b>THURSDAY, FEBRUARY 11TH</b></p> <p>VIRTUAL INTERNSHIP &amp; CAREER EXPO 10 AM - 3 PM EST. VIRTUAL</p>
<p><b>SUNDAY, FEBRUARY 14TH</b></p> <p>SUPER BOWL SUNDAY 7:29 PM EST. VIRTUAL</p>	<p><b>WEDNESDAY, FEBRUARY 17TH</b></p> <p>THE MAIN ATTRACTION 7 PM EST. VIRTUAL</p>
<p><b>WEDNESDAY, FEBRUARY 10TH</b></p> <p>BLACK GREEK DAY ALL DAY VIRTUAL</p>	<p><b>SATURDAY, FEBRUARY 13TH</b></p> <p>SUPPORT TRO/AN BLACK BUSINESSES 10 AM - 5 PM EST. VIRTUAL</p>

\*CONTACT CPERRY@VSU.EDU FOR ANY INQUIRIES\*





## *TRIO Programs*

- Two TRIO grant applications are due; Educational Talent Search (2/26/21) and the Educational Opportunity Centers 3/1/21)
- Upward Bound, ETS and EOC continue to service 1588 students virtually and annually.
- The new Student Support Services, (SSS) grant was awarded to VSU and is up and running. The Associate Director has been hired. SSS will serve 140 LIFG VSU students annually.