

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
ACADEMIC AFFAIRS & STUDENT AFFAIRS
COMMITTEE**

*Donald E. Palm III, Ph.D.
Executive Vice President / Provost*



Agenda

- I. College of Natural & Health Sciences Overview
- II. Enrollment Management Report
- III. A Vision for Academic Affairs
- IV. Student Success & Engagement

Alexis Brooks-Walter, Ph.D.

Associate Vice Provost of Enrollment Management

Undergraduate Admission Fall 2023

	Fall 2021	Fall 2022	Fall 2023
	11/9/20	11/8/21	11/7/22
Applications	1,679	4,249	11,316
Admits	423	474	1,873
Engaged	4	36	95
Deposits	0	1	30

Graduate Admission Fall 2023

	Fall 2021	Fall 2022	Fall 2023
Applications	29	52	169

VSU Enrollment Trend

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Total Students	4385	4365	4020	4300	4648
Graduate Program	389	340	361	401	348
Undergraduate	3996	4025	3659	3899	4300

- **Percentage Increase**

- Overall Enrollment 8% ↑
- Undergraduate Enrollment 10%↑

VSU New Trojans

- 1692 New Students
 - 1387 - Class of 2026
 - 305 - Transfer Students
 - 3.13 Average HS GPA
 - 38% 1st Generation

In-state - 73%

Out-of-State - 27%

New York

Maryland

New Jersey/Washington
DC

Pennsylvania



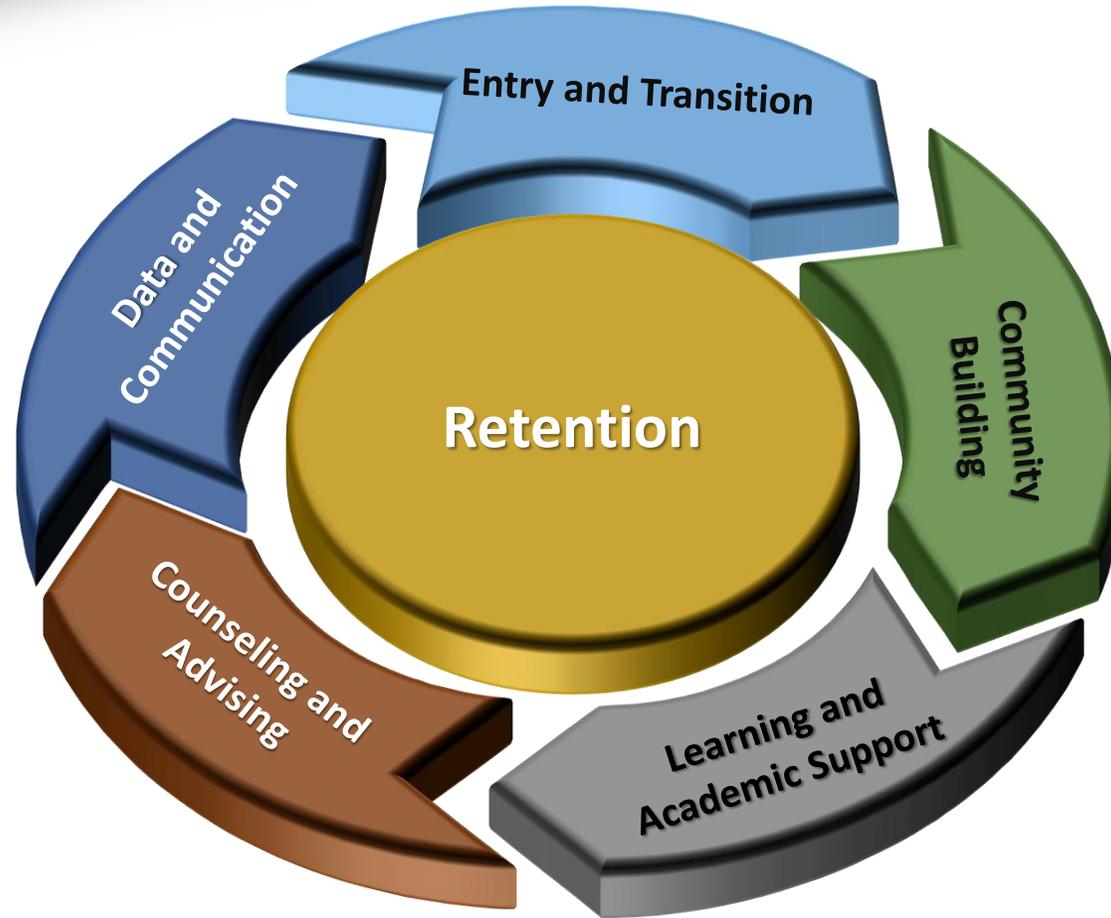
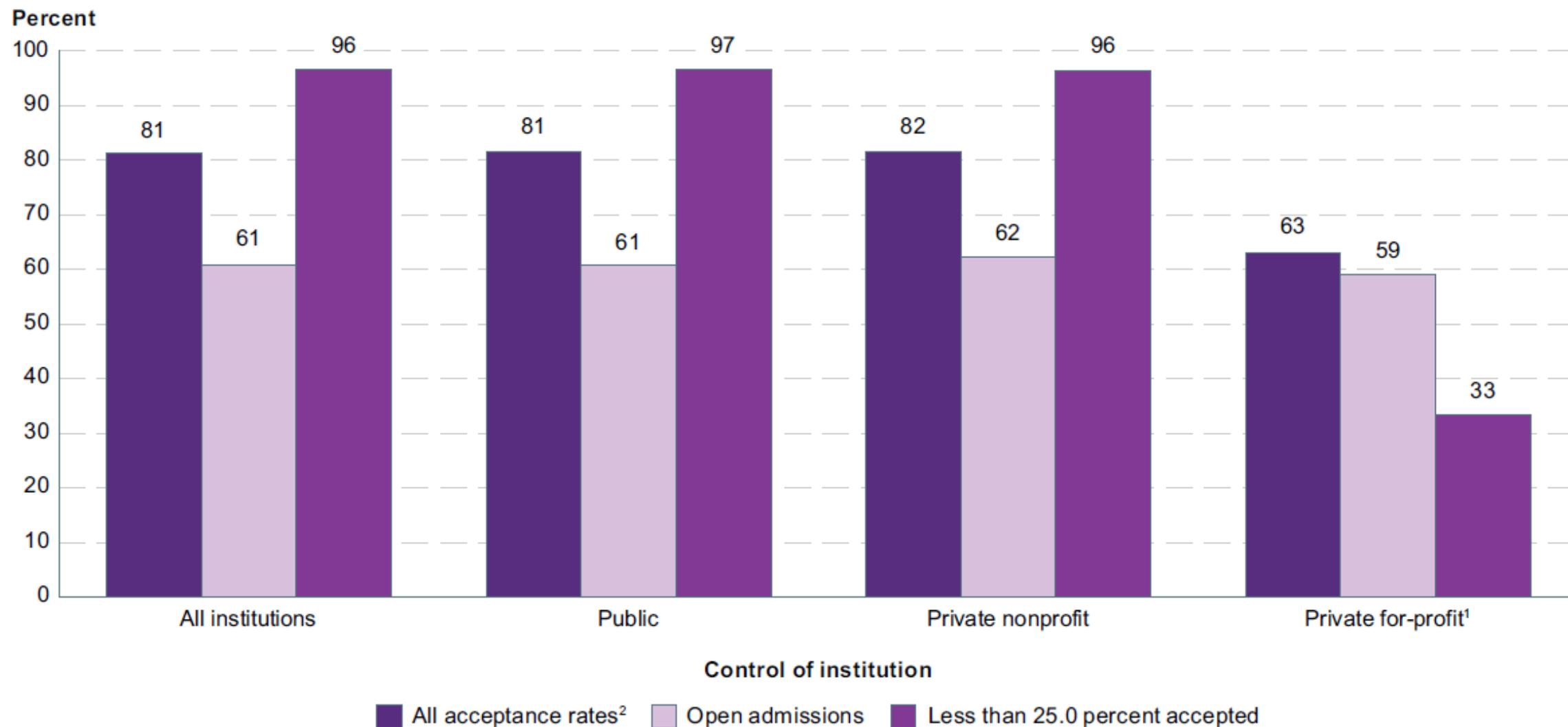


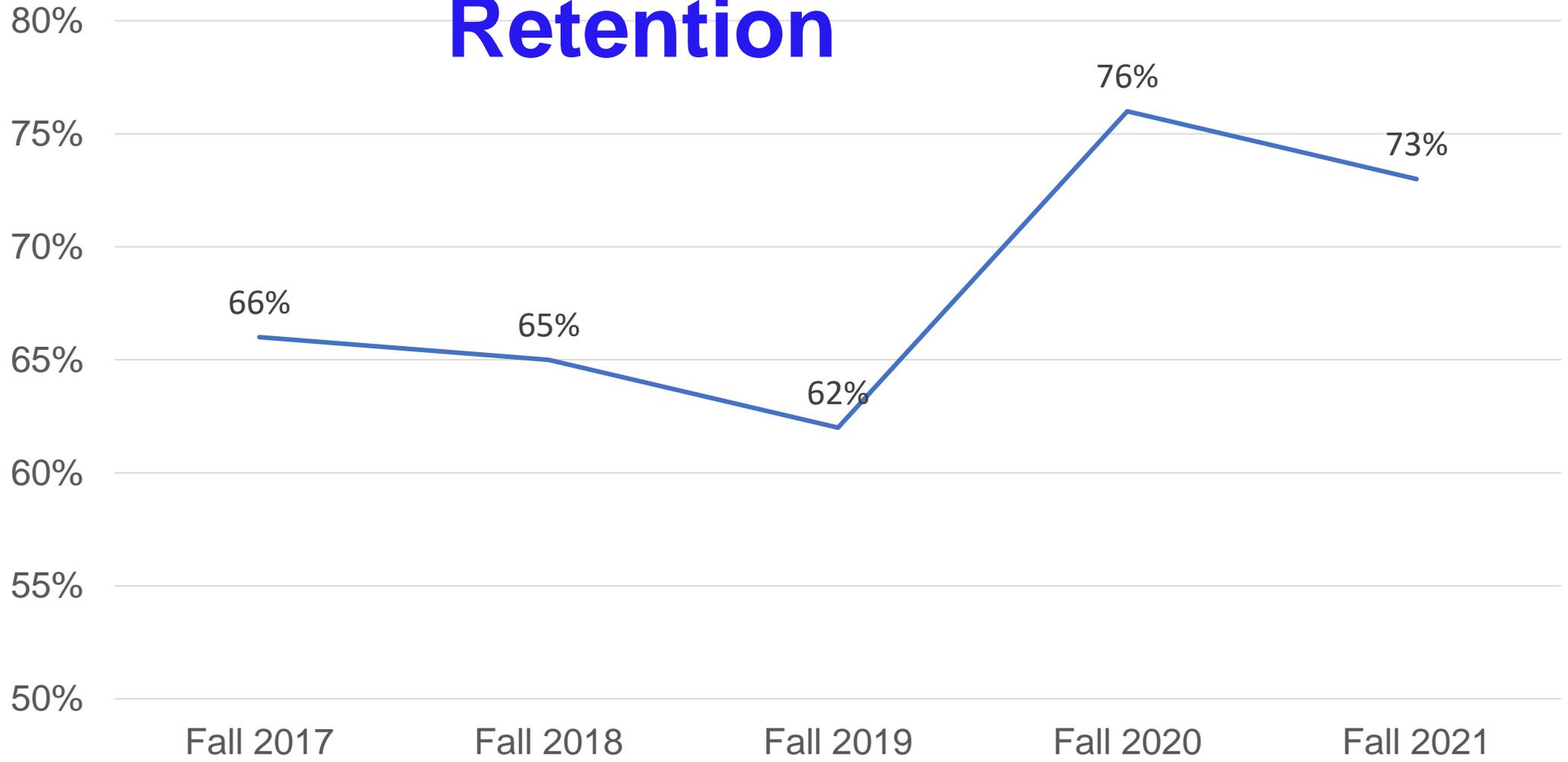
Figure 1. Percentage of first-time, full-time degree-seeking undergraduate students retained at 4-year degree-granting institutions, by control of institution and percentage of applications accepted: 2018 to 2019



¹ This retention rate for private for-profit institutions with acceptance rates of less than 25.0 percent is calculated from an adjusted cohort of three students.

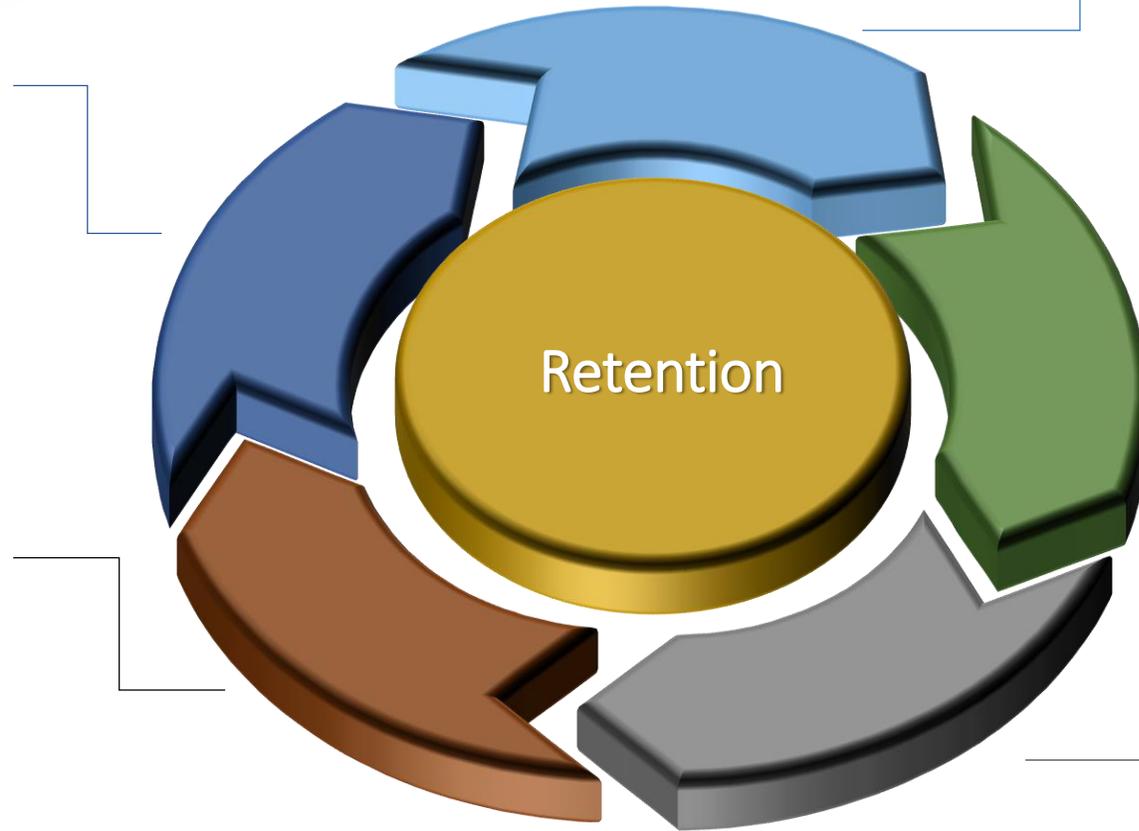
² Includes institutions that have an open admissions policy, institutions that have various applicant acceptance rates, and institutions for which no acceptance rate information is available.

Undergraduate Student Retention



Data and
Communication

Counseling and
Advising



Entry and Transition

Community Building

Learning and
Academic Support

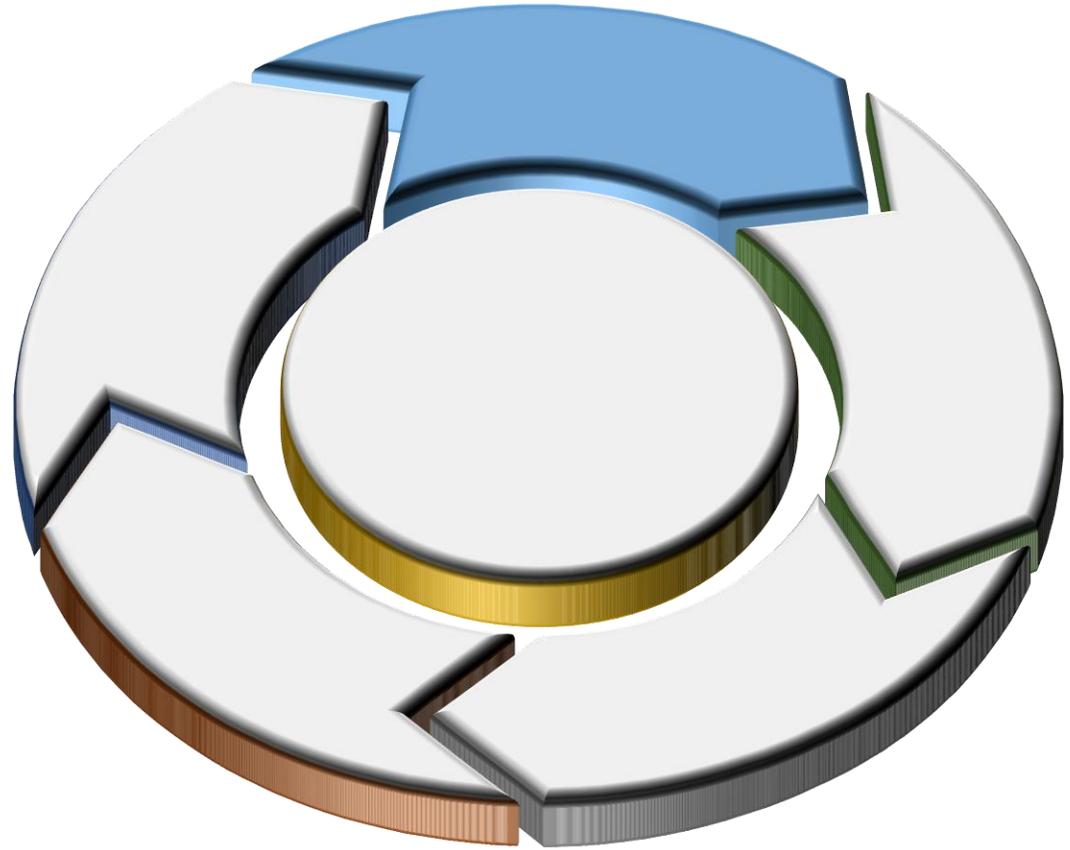
➤ Entry and Transition

- Open House
 - Fall and Spring



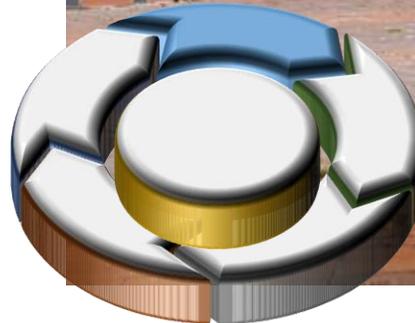
Entry and Transition

- Orientation (in person and virtual)
 - Financial Aid
 - Student Accounts
 - Meet with Advisor and Department Chair
 - Health Services
 - Student Conduct and Safety
 - Diversity and Inclusion
 - Parent session
 - Technology



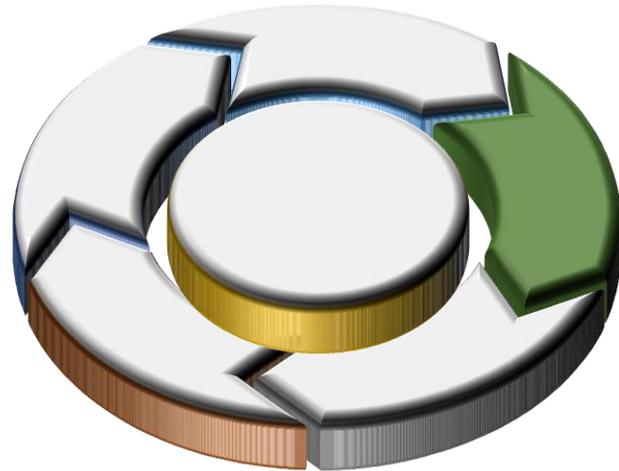
Entry and Transition

- Welcome Week
- FRST Class
 - VSU History
 - Service Learning
 - Leadership
 - Note Taking, Test Taking, Study Skills, Information Literacy, Civic Engagement
 - Goal setting



Community Building

- Living - Learning Community
 - Honors
 - Pre-Medicine
 - Education
 - Engineering and Computer Science
 - 1st Generation
 - International
 - Music
- Group Me
- Summer Bridge



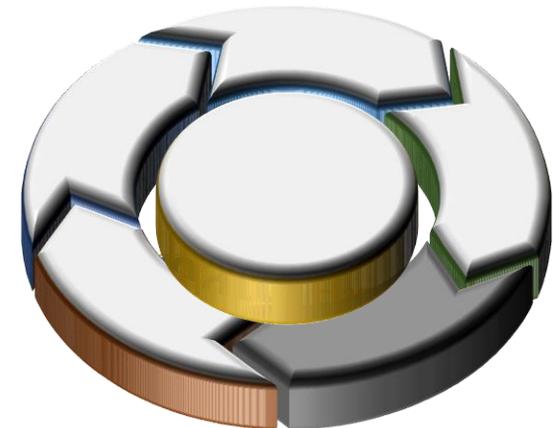
Learning and Academic Support

- Peer Tutoring
- Online Tutoring (24 hours)
- Supplemental Learning
- Writing Lab
- Academic Coaching



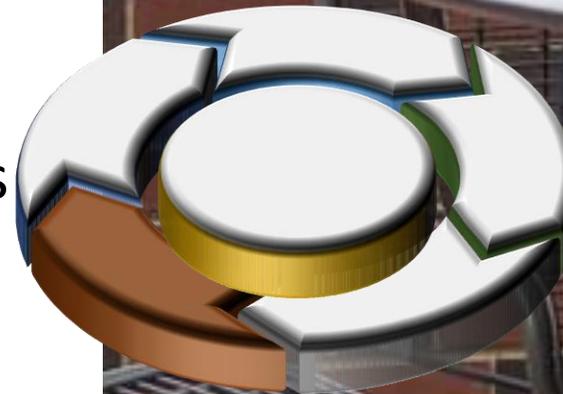
Learning and Academic Support

- Midterm Collaborations
 - Athletes
 - College
 - Student Leadership
 - Panhellenic Organizations
- Study Jam



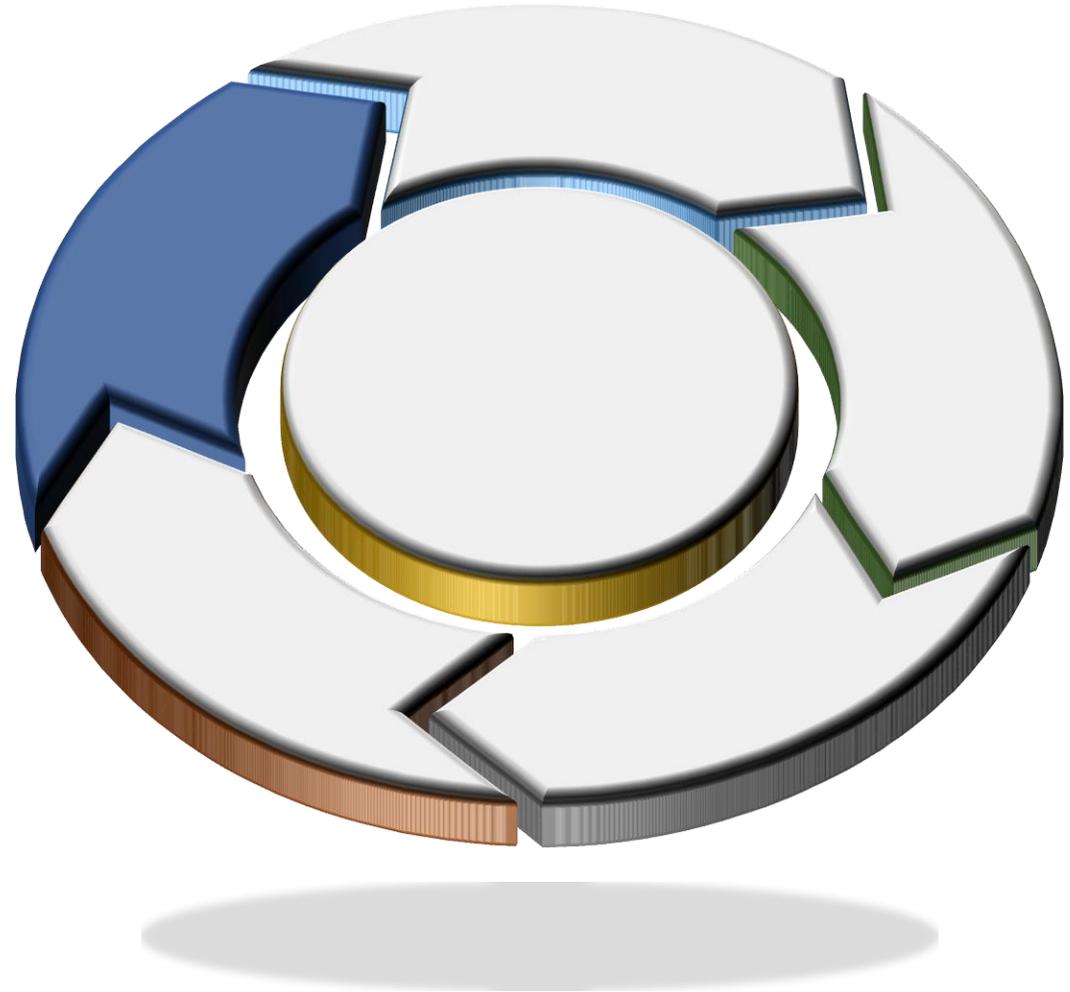
Counseling and Advising

- Monitor Student Progress
 - 4 week, 8 week, 12 week
- Ongoing outreach to students with GPA 2.0 or lower
- Financial Aid and Financial Literacy Components
- Partnership with Health and Wellness
- Selection of Major



Data and Communication

- EAB
 - Use data to inform decision
 - Streamline Communications





Quick Search



Overview

Academic Performance

Academic Progress



FILTERS:

Enrollment History

ENROLLED IN:

Fall 2022

Current Student Information

IN /NOT IN (TAG/ CATEGORY)

In

CATEGORY

All

TAG

All

CLASSIFICATION

All

TRANSFER STUDENT

All

GENDER

All

RACE/ETHNICITY

All

Current Area of Study

COLLEGE

All

Total Students

4,349

Avg. Cumulative GPA*

2.78

Avg. Credit Completion

80%

Predictive Profile



Low Moderate High Unknown

*Transfer credits are defined by your institution. Contact your strategic leader for more details.

Key Populations

Need inspiration? View our Campaign Ideas Infographics for more details.

Your Students Institution

Students with Academic Performance Concerns

Cumulative GPA < 2.0

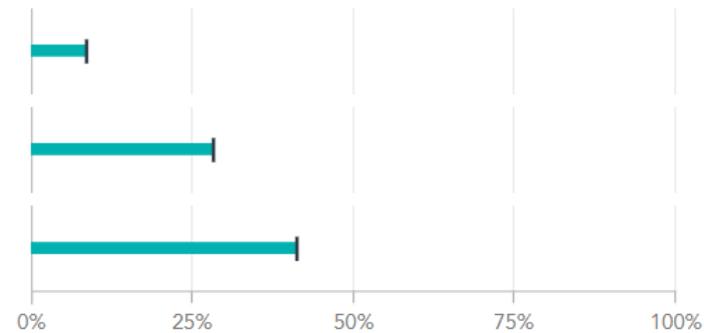
372

Last Enrolled Term GPA < Cumulative GPA*

1,237

At Least 1 Missed Success Marker (Below Grade Threshold)

1,794



*Compares each student's last recorded Term GPA to their Cumulative GPA

Support



Quick Search



Message Attributes

MESSAGE SENT DATE RANGE

Aug 9 2022 - Nov ...

STAFF TEAM

All

STAFF

All

Current Student Information

CLASSIFICATION

All

COLLEGE

All

MAJOR

All

GROUP

All

CATEGORY

All

TAG

All

Total Messages Sent*

137,132

Emails

127,013

SMS

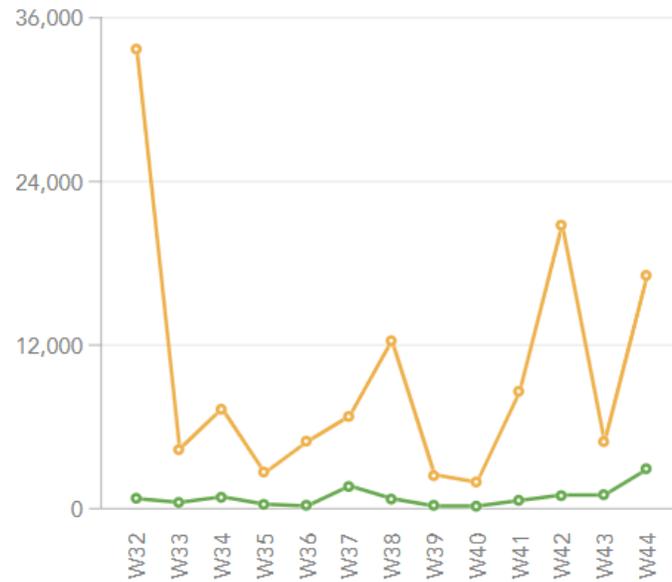
10,119

Calls

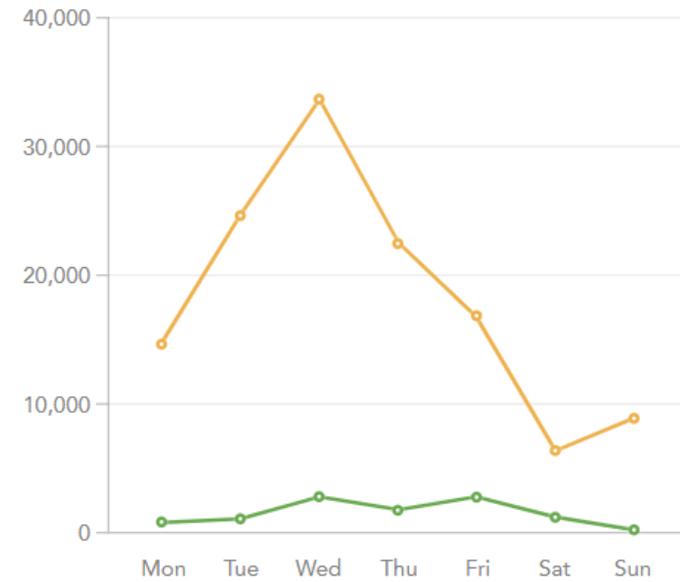
0

*Some older messages may have no message type in our database, therefore they may be counted in the total, but not in any of the "Email", "SMS", or "Call" counts

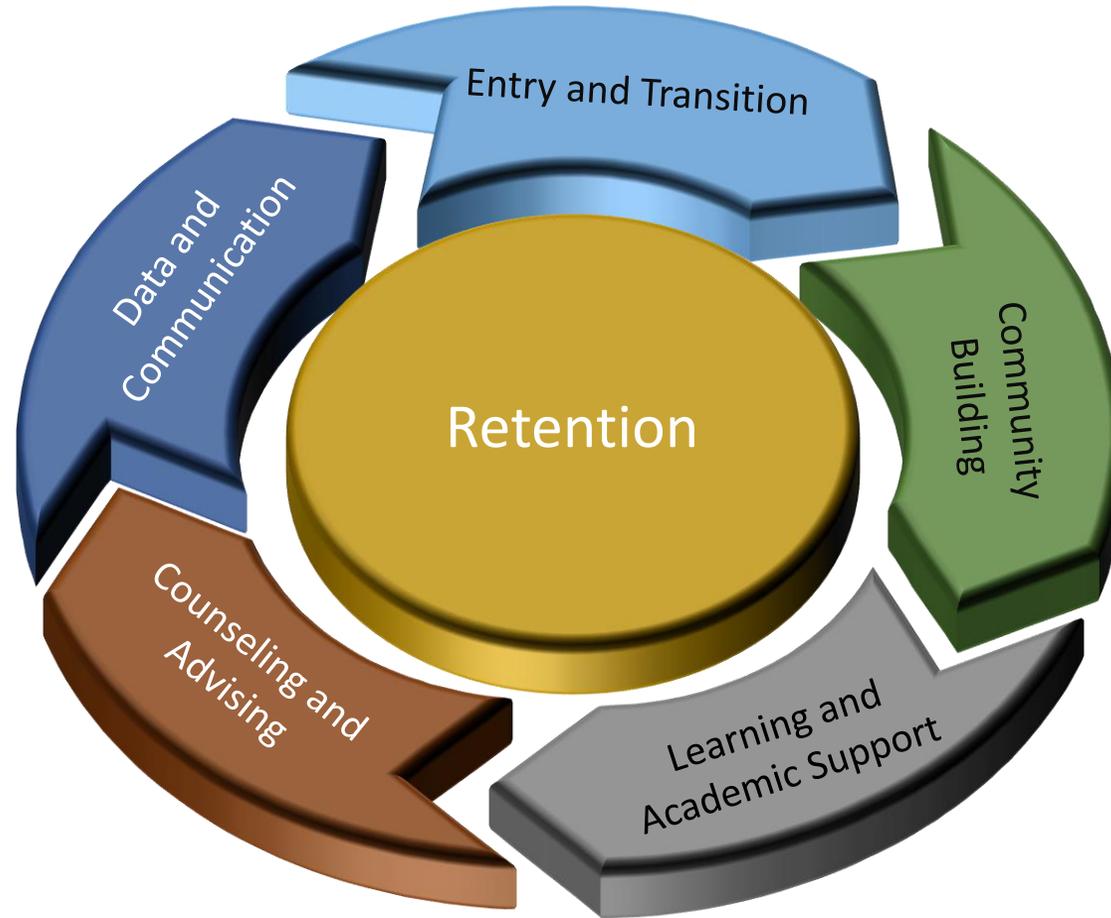
Messages By Week



Messages By Day



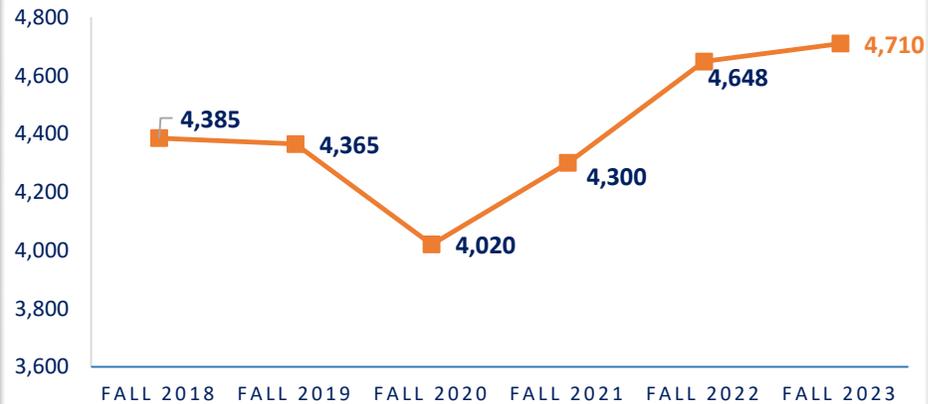
Retention



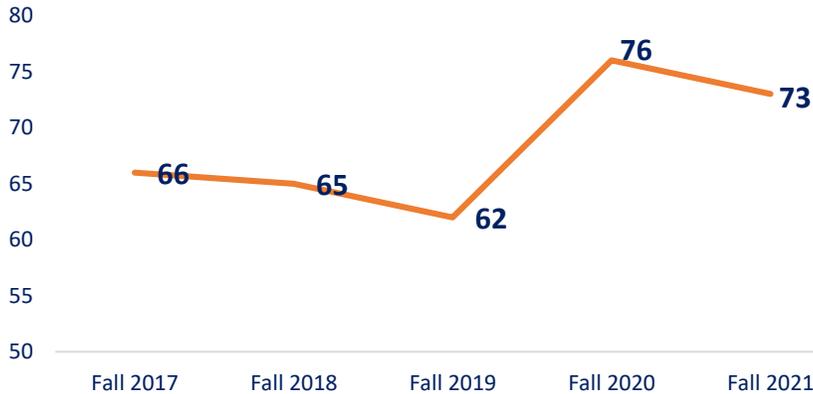


Sustain Academic Excellence/Transformative Experience Dashboard

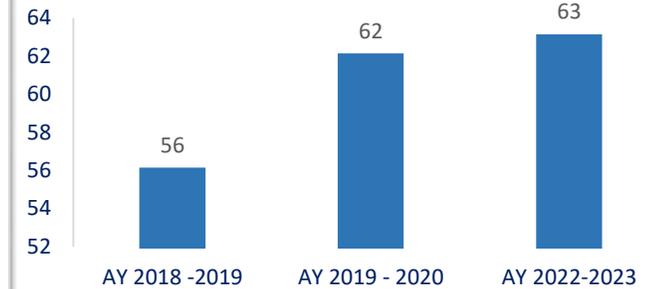
ENROLLMENT & PROJECTIONS



VSU Retention Rate



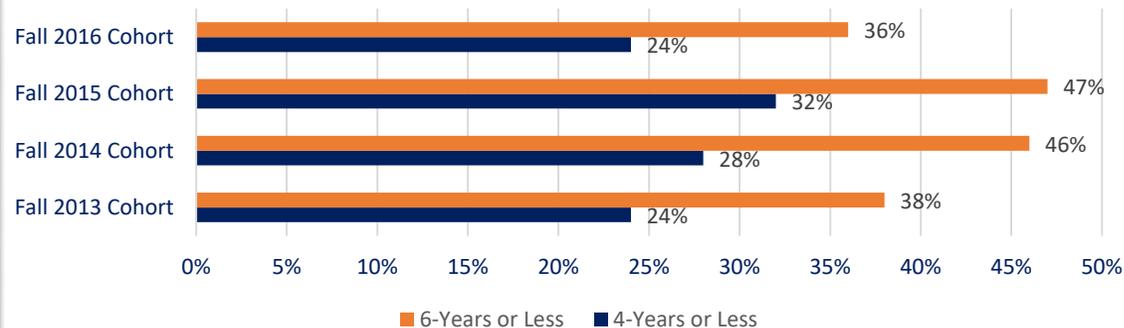
Total Degrees Offered



VSU Online Degree Program



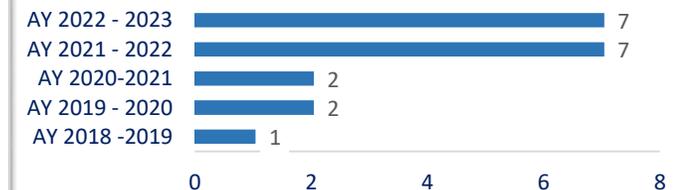
Graduation Rate



10

Academic Programs Re-Accreditation

VSU Living Learning Communities





Since 1882

"A Path Moving Forward"

Snapshot

- College of Agriculture
- Reginald F. Lewis College of Business
- College of Education
- College of Engineering and Technology
- College of Humanities and Social Sciences
- College of Natural and Health Sciences
- College of Graduate Studies

Academic Program Level	# of Programs
Doctoral Degree	2
Master's Degree	17
Bachelor's Degree	36
Certificate Programs	8

Accreditation

Accreditation	Agency
Virginia State University	SACSCOC
College of Engineering	ABET
College of Education	CAEP
Reginald F. Lewis College of Business	AACSB
Dietetics	ACEND
Hospitality Management	ACPHA
Art & Design	NASAD
Music	NASM
Social Work	CSWE



EXCELLENCE IN
EDUCATOR PREPARATION
ACCREDITATION



Accreditation
Board for
Engineering and
Technology



AACSB
ACCREDITED



**Accreditation Council
for Education in
Nutrition and Dietetics**

the accrediting agency for the
**Academy of Nutrition
and Dietetics**



COUNCIL ON SOCIAL WORK EDUCATION

**NASAD
ACCREDITATION**
NATIONAL ASSOCIATION OF
SCHOOLS OF ART & DESIGN



NASM
ACCREDITATION
NATIONAL ASSOCIATION OF
SCHOOLS OF MUSIC

Fall 2022 Student Enrollment Profile

	Numbers	Percentage
Total Students	4,648	100%
Undergraduates	4,300	93%
Graduates	348	7%
Females	2,797	60%
Males	1,851	40%
Full-time	4,286	92%
Part-time	362	8%

• Top Six Majors



- Psychology – 443 (9.53%)
- Criminal Justice – 413 (8.89%)
- Biology – 375 (8.07%)
- Management – 328 (7.06%)
- Health and Physical Education – 326 (7.01%)
- Computer Science – 266 (5.7%)

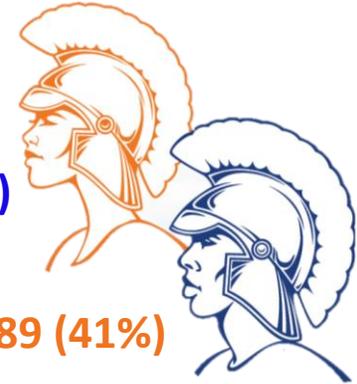
VSU Trojan Class of 2026

1,692 New Students

New Students – 1,387
 Transfer Students – 305

Female – 1,003 (59%)

Male – 689 (41%)



In-State – 1,227 (73%)
 Out-of-State – 465 (27%)

Top Six Majors

Biology	Psychology	Criminal Justice	Computer Science	Management	Health & Physical Education
193	169	147	135	133	110
11%	10%	9%	8%	8.0%	7%



Virginia State University Strategic Priorities



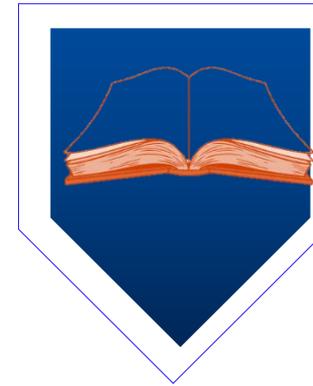
VSU Priority 1:
 Increase Student
 Opportunity and
 Access to Higher
 Education



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

PRIORITY 2

Sustain Academic Excellence

Strategic Objectives:

- 2.1 Implement programs that define our niche, and develop curriculums and establish internships that meet the future demands of a global society and workforce;**

- 2.2 Implement innovative and non-traditional instructional program methods and content delivery;**



PRIORITY 2 Sustain Academic Excellence

Strategic Objectives:

- 2.3 Hire, develop, and retain talented and renowned faculty that cultivate an intellectual environment and demonstrate excellence in teaching, research and service;**

- 2.4 Develop infrastructure to create an environment that supports needs of our students, faculty and staff;**



PRIORITY 2 Sustain Academic Excellence

Strategic Objectives:

- 2.5 Implement leadership programs that support and prepare global and competitive leaders and scholars;**

- 2.6 Increase faculty engagement in research and scholarly activity;**



PRIORITY 2

Sustain Academic Excellence

Strategic Objectives:

- 2.7 Increase internationalization and global learning**
- 2.8 Offer increased options for life-long learning**



SCHEV Six-Year Plan Initiatives

#	Initiative	2022-23	2023-24
1	Increase financial aid support for low-income students	\$1.9M	\$4.1M
2	Expand the Virginia College Affordability Network (VCAN)	\$2.5M	\$2.5M
3	Degree Completion & Career Enhancement Initiative	\$1.1M	\$1.4M
4	Pipeline with Purpose	\$520K	\$520K
5	VSU Advanced Manufacturing Logistics Institute	\$1.0M	\$1.2M
6	New degree and online programs	\$2.5M	\$3.7M
7	Academic Success Initiatives	\$1.6M	\$1.5M
8	Public Health Institute	-	-



Build Capacity & Infrastructure



**VSU Priority 2:
Sustain Academic
Excellence**

Strategic Objective(s): 2.3; 2.4; 2.5; 2.6

Dean, Faculty & Staff

Administrative Leadership

Recruit & Retain Faculty

Faculty Development

Staff Development



Students

Student Success Initiatives

Co-Curricular Activities

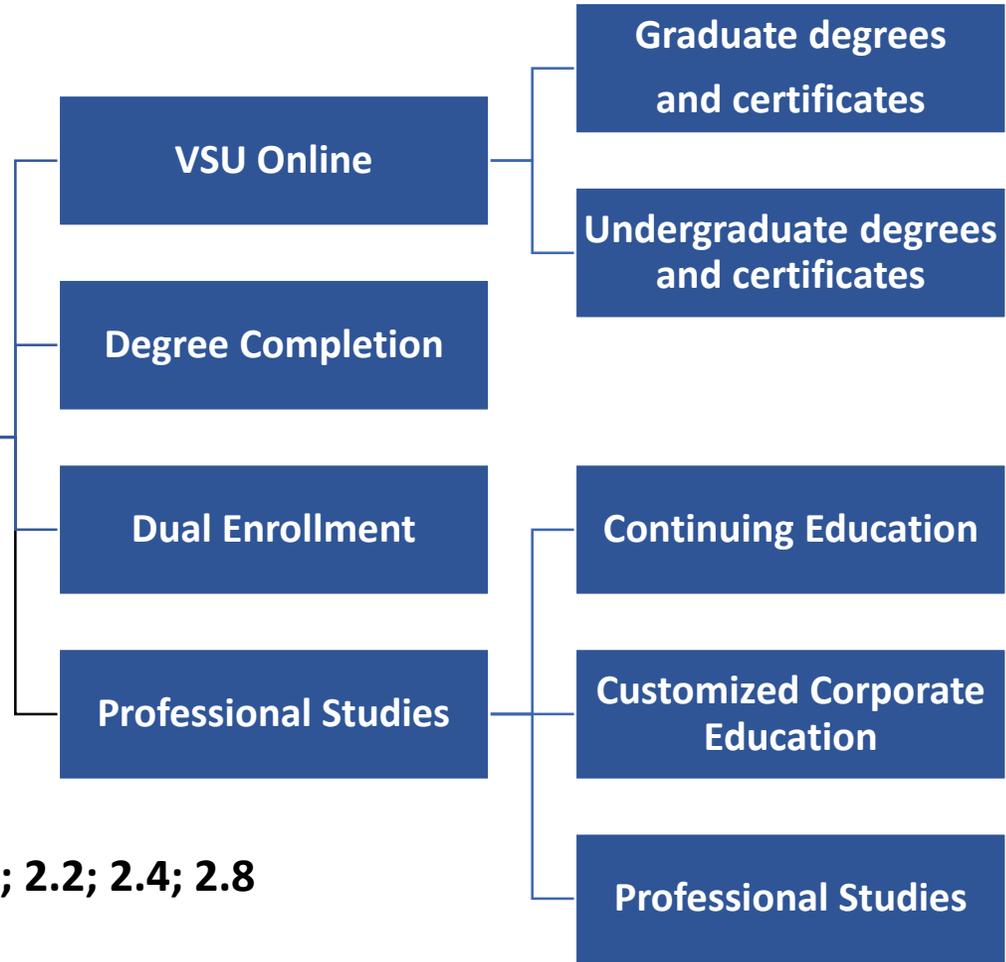
Undergraduate Research

Student Paid Internships

Digital Learning and Extended Studies



Digital Learning & Extended Studies



Strategic Objective(s): 2.1; 2.2; 2.4; 2.8

Focus Areas for Sustainability and Growth

Expanding Access and Opportunity

- Onboarding programs and certificates strategically
- Creating multiple pathways for degrees and credentials
- Cultivating dual enrollment relationships
- Reengaging non-completers

Aligning Education and Economy

- Making programs affordable
- Using market analysis for program feasibility assessment
- Accelerating time to graduation to reduce cost
- Expanding market segments and corporate partners

Off-Campus Instructional Sites

- Ft. Lee Education Center
- Roanoke Higher Education Center
- Southeast Higher Education Center
- Northern Virginia Off-Campus Site
- Southern Virginia Higher Education Center



Strategic Objective(s): 2.1; 2.2; 2.4; 2.8

Sustain Academic Excellence

Strategically establish and enhance academic programs to deliver distinctive, responsive and innovative offerings



**VSU Priority
2: Sustain
Academic
Excellence**

**Teamwork
+
Determination
(Drive) × Passion =
Success**



- New Undergraduate and Graduate Programs
- Create New Intradepartmental /Interdisciplinary Majors
- New Degrees With Current Courses and Physical Resources
- Establish Professional Certificates and Stackable Credentials

Meeting the Demand

VSU STEM Colleges

- Agriculture
- Engineering & Technology
- Natural & Health Sciences

Established VSU STEM Institutes

- Advanced Manufacturing Logistics Institute
- Center for Biotechnology, Genomics, and Bioinformatics

Strategic Objective(s): 2.1; 2.2; 2.3; 2.4; 2.6



Meeting the Demand (cont'd.)

Proposed B.S. Degree Programs

- Biotechnology
- Computer Information Systems
- Cybersecurity
- Mechanical Engineering*
- Pharmaceutical Sciences
- Environmental Sciences

Strategic Objective(s): 2.1; 2.2; 2.3; 2.4; 2.6

*Institution must meet criteria and requirements of a specialized accreditor.

Meeting the Demand (cont'd.)

Proposed M.S. Degree Programs

- Data Analytics
- Integrative Agriculture Biosciences

Proposed Certificate Programs

- Undergraduate Certificate in Bioinformatics

Strategic Objective(s): 2.1; 2.2; 2.3; 2.4; 2.6

*Institution must meet criteria and requirements of a specialized accreditor.

Proposed Academic Programs in Health Sciences

Proposed Bachelor's Degree Programs

- Bachelor of Science (BS) in Dietetics*
- Bachelor of Science (BS) in Food and Nutrition*
- Bachelor of Science (BS) in Health Sciences
- Bachelor of Science (BS) in Pharmaceutical Sciences
- Bachelor of Science (BS) in Public Health*

Projected 16% growth from 2021-2031, estimated 2.6M jobs – Bureau of Labor Statistics (10/15/21)

Strategic Objective(s): 2.3; 2.4; 2.6

*Institution must meet criteria and requirements of a specialized accreditor.

Proposed Academic Programs in Health Sciences (cont'd.)

Proposed Master's Degree Programs

- M.S. in Dietetics*
- M.S. in Physician Assistant Studies*
- Master of Public Health*

Established VSU Health-Related Institutes

- Public Health Institute
- Center for Biotechnology, Genomics, and Bioinformatics

Strategic Objective(s): 2.3; 2.4; 2.6

*Institution must meet criteria and requirements of a specialized accreditor.



VSU Academic Commons



Departments in the College of Humanities and Social Sciences

- Art and Design
- History & Philosophy
- Military Science
- Music
- Language and Literature
- Political Science and Public Administration
- Social Work
- Sociology and Criminal Justice

College of Humanities and Social Sciences

Proposed Post-Baccalaureate Certificate Programs

- Criminal Justice
- Equity-Centered Leadership

Established Institutes

- John Mercer Langston Institute for African American Political Leadership
- Center for Policing Leadership and Social Justice
- James Arthur Baldwin Africologic Institute National HBCU Studies Data Collection and Research Center
- VSU Women's Leadership Institute

Proposed Academic Programs in the Performing Arts

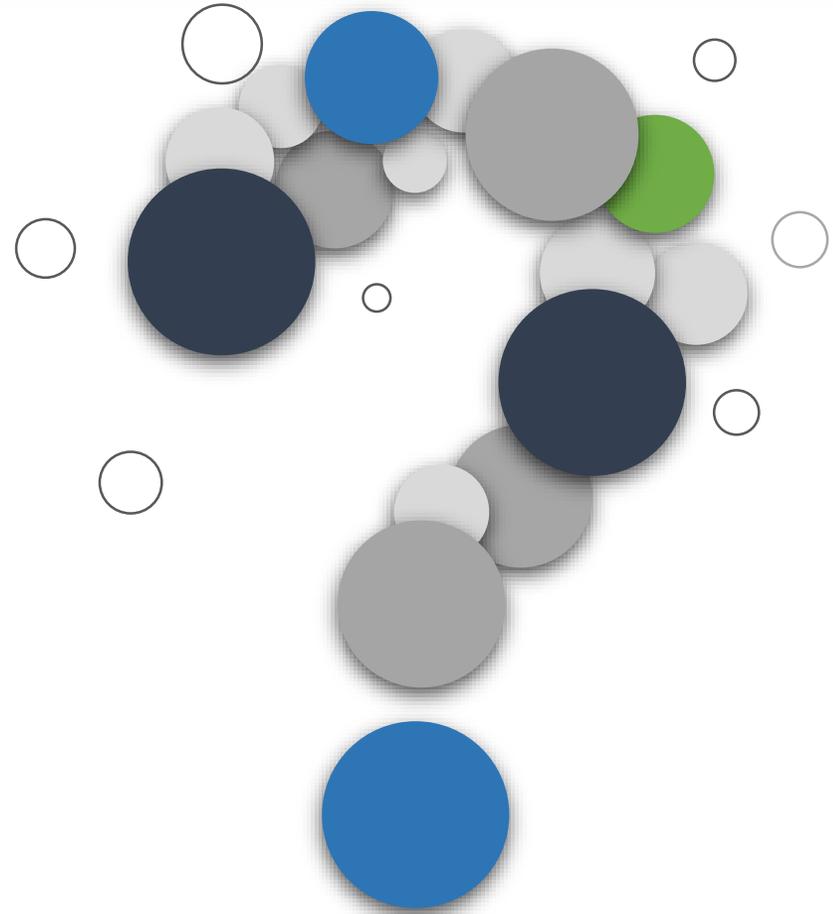
- Proposed Bachelor of Fine Arts (B.F.A.) Degree Programs
 - Dance*
 - Fashion Design and Merchandising*
 - Theatre*
- Center for Creative and Entertainment Arts (CCEA)

Strategic Objective(s): 2.3; 2.4; 2.6

*Institution must meet criteria and requirements of a specialized accreditor.



**Any
Questions?**





Student Success & Engagement

CAREER SERVICES **Campus Ministries**
Community Engagement **Educational Opportunity Centers**
EDUCATIONAL TALENT SEARCH **GREEK LIFE**
Residence Life & Housing *Student Activities*
Student Conduct *Trojan Leadership Program*
TRIO Student Support Services
Upward Bound Program

Regina Barnett Tyler, ABD

Associate Vice Provost, SSE and Executive Director, TRiO Programs



- ✓ 6 Student Events
- ✓ 7 Ticketed/Sponsor Events
- ✓ 3 Alumni Ticketed Events
- ✓ 43 Vendors; 11 Student Vendors
- ✓ New Parade Route
- ✓ 1st HC Admissions Presentation
- ✓ 30 HC Committee Members
- ✓ 20 VSU/Chesterfield Members Collaboration



VSU 2nd Cohort FamilyU grant

- Team attended the 1st Convening Richmond
- Next steps - collect data to determine Student Parent needs on campus (Picture of the team)

Child Care Access Means Parents in Schools, (CCAMPIS)

- Grant will provide VSU student parents with financial assistance for child care

Career Services

Graduate School and Professional School Expo.

- 64 vendors and schools; over 200 students in attendance
 - VSU placed 2nd in the HBCU Marketplace Career Development Conference oral competition. 25 HBCUs and 300 students participated! VSU lost to Cheyney by 1 point



Winter graduates with housing assignments - 73

- 2 assigned to the hotel
 - 2 assigned to RBC
 - 21 assigned to UAE
- 48 assigned on-campus

Current Hotel Assignments - 44

- Break down - 39 Males and 5 Females

Housing Application Numbers (to date)

- 10 Continuing (Returning) Students with completed applications on file
 - 68 New Students with completed applications on file
 - Expect between 100 – 150 New student applications

Off campus housing options (under consideration)

- Addison Crater Woods apartments – Spr. 23
 - Other apartments/lofts – Fall 23
- New Residence Hall, Apartment style (TBD)



thank you!