



Richard Bland College
of WILLIAM & MARY

RBC Committee, W&M Board of Visitors

April 25, 2024

CHAIRMAN'S REMARKS



MR. JOHN RATHBONE

W&M Board of Visitors
RBC Committee Chair



PRESIDENT'S REMARKS



DR. DEBBIE SYDOW

President





MS. STACEY SOKOL

Chief Business Officer



BALANCED BUDGET

FY25 Budgeted Revenues: \$30,057,592

FY25 Budgeted Expenses: \$30,057,592



FY25 GOVERNOR'S PROPOSALS

State Appropriations

\$15,944,525

YoY Change

+ \$1,048,739

Specific Funding Initiatives:

Compliance Personnel

\$1,557,350

Financial Aid

\$2,346,080

Student Success Initiatives

\$300,000

Campus Safety & Security

\$150,000

Statesman Hall HVAC

\$1,331,654

Reserve Maintenance

\$804,094



BUDGET REVENUES

FY25 Budgeted Revenues (in Millions)

| | | |
|----------------|-----------------|---------------|
| Tuition & Fees | \$ 6.63 | 22.1% |
| Auxiliary | \$ 5.29 | 17.6% |
| Appropriations | \$ 15.94 | 53.0% |
| Other | \$ 2.19 | 7.3% |
| Total | \$ 30.05 | 100.0% |



BUDGET ASSUMPTIONS - REVENUES

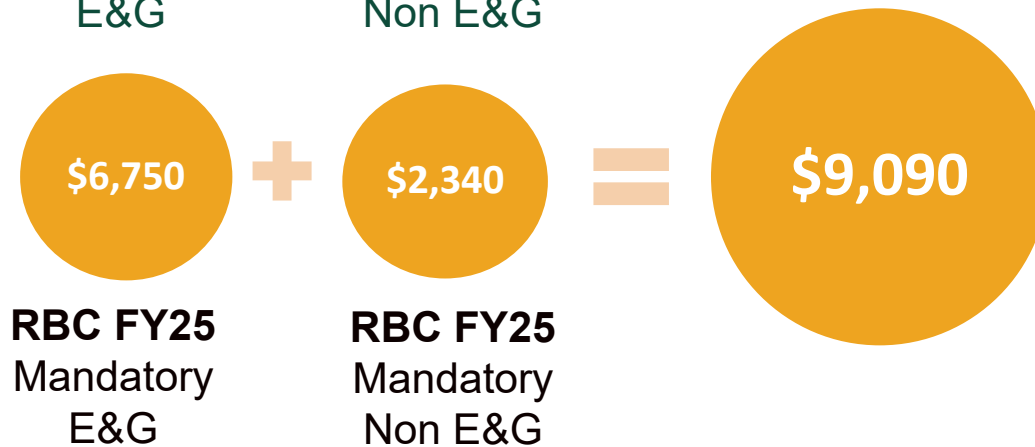
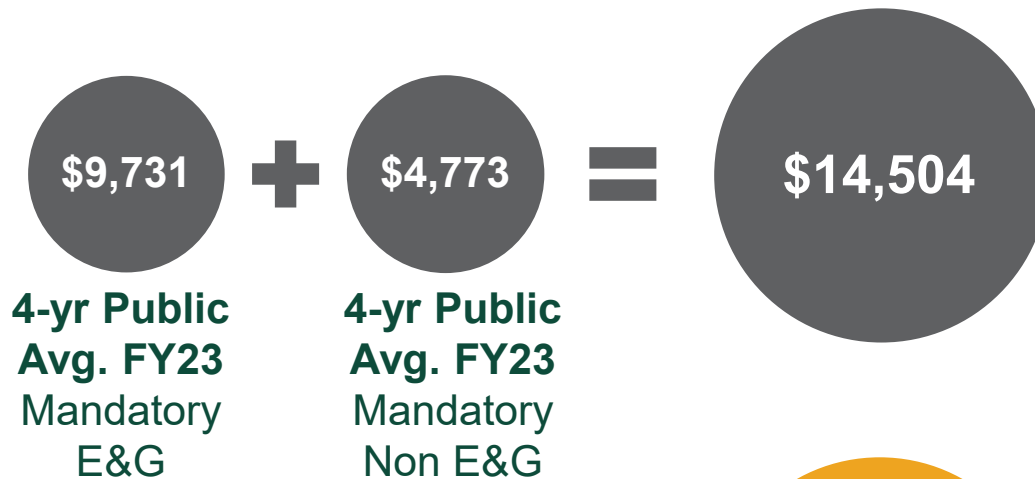
Proposed FY25 budgeted revenue assumes:

- **3% tuition and mandatory fee increase** to partially offset direct costs & inflation
- **4.1% non-mandatory fee (housing & dining) increase** to partially offset direct costs & inflation
- **21,000 credit hours**
- **65% in-person, 35% online**
- **85% (350) housing capacity**
- **5% increase in grant funding**



FY25 TUITION AND FEE SUMMARY

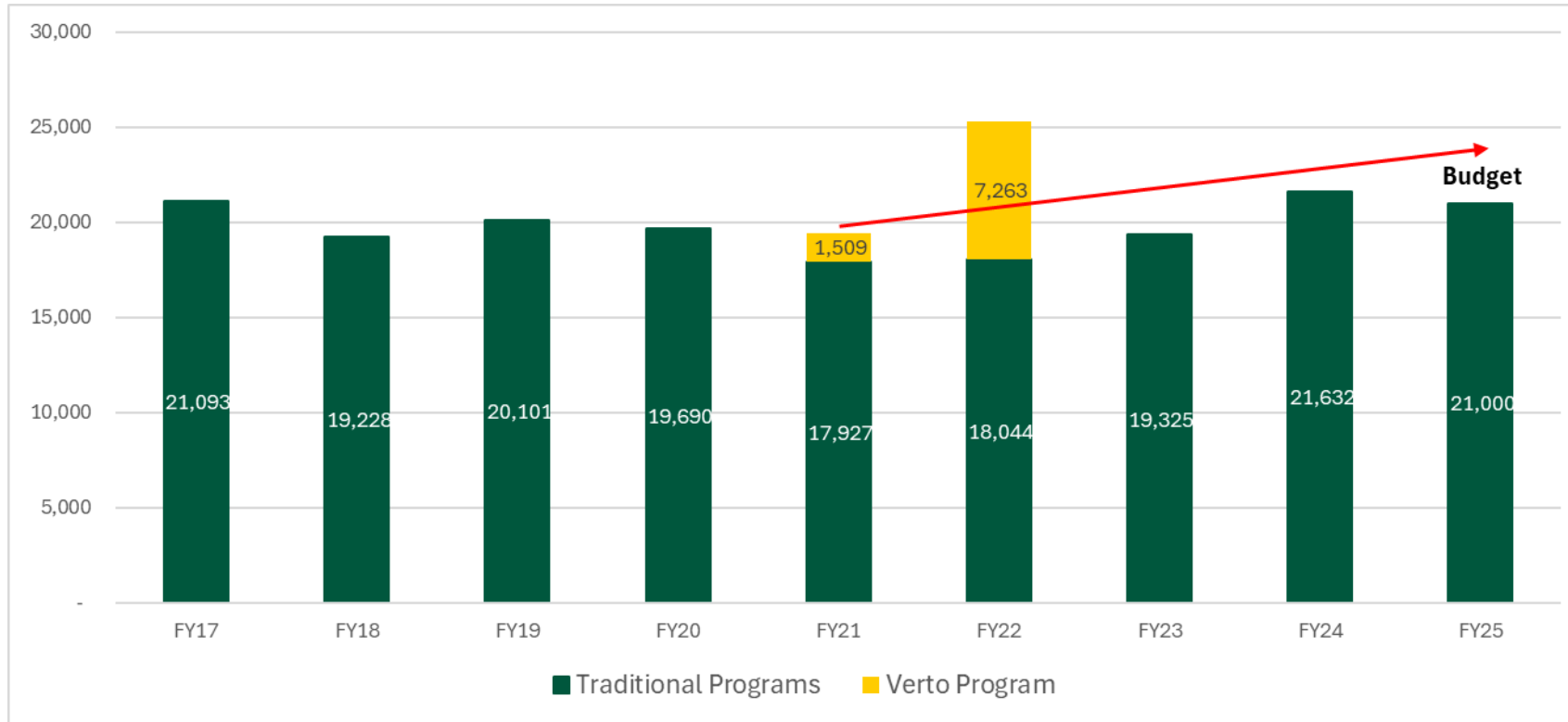
Per Student Annual Tuition & Fee Totals



PELL FY25
\$7,395



TRADITIONAL CREDIT HOURS



- Post-pandemic, RBC has rebounded to pre-pandemic enrollment numbers



RESEARCH / GRANT FUNDING

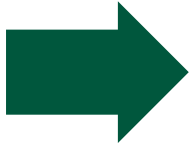
Supplements funding gaps for mission-driven initiatives and innovation

STEM, Mental Health, Back-on-Track



Indirect fees cover additional employee and operational costs

Program Management



Provides funding resources for experiential learning

International Education, Faculty Research

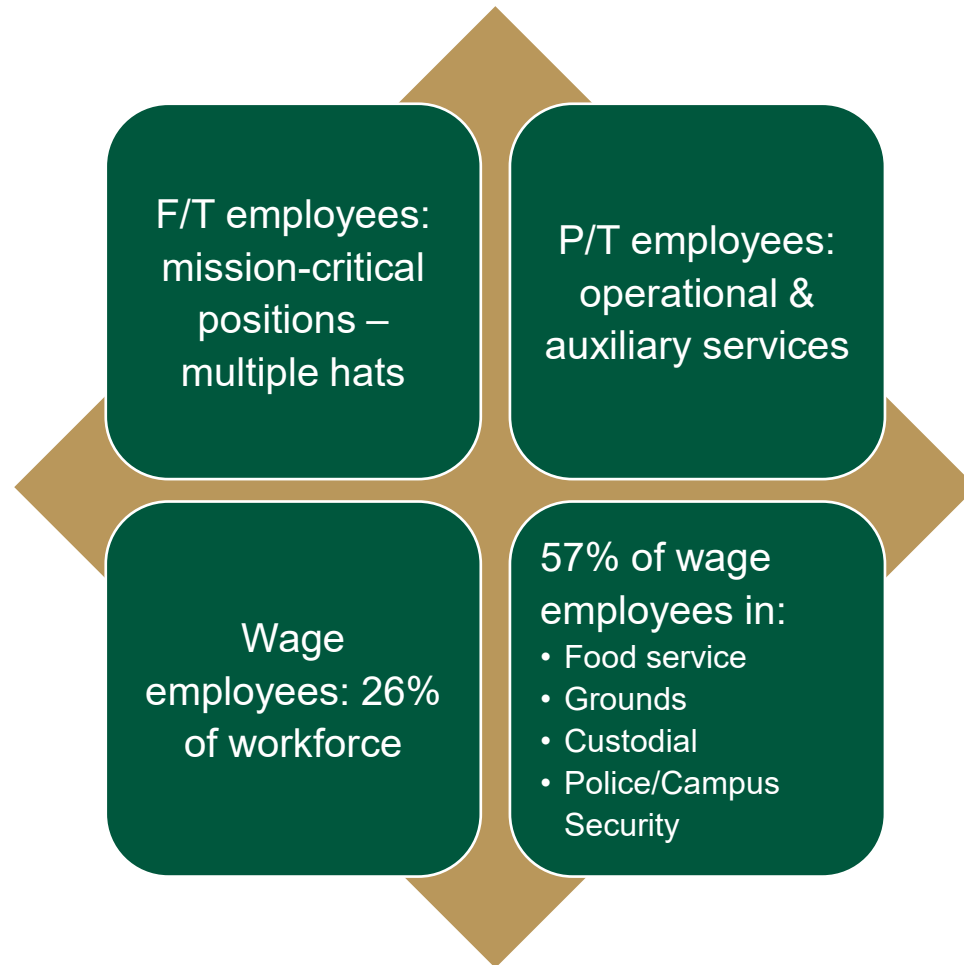


BUDGET ASSUMPTIONS - EXPENSES

- **Prioritization of mission-critical expenses**
- **Compliance Costs, IT Security, and Cloud-based Technologies**
- **4.1% CPI Inflation & 3% state salary increases**



Salaries & Wage Inflation



Proposed Salary Increases

\$100K: RBC's unfunded portion
of 3% salary increase



INFLATION/COST MITIGATION STRATEGIES

Operations & Maintenance

Additional Expenses

33% Utilities cost increase
FY22 to FY23

10% Food cost increase FY22 to FY23

\$125K Move to Cloud Hosting

VITA ECOS oversight:
Time commitment by RBC staff

Cost Mitigation

Utilization of part-time workforce
for operations & auxiliaries

In-house dining and retail operations

Utilization of Ellucian Managed
Services Contract

Tier 1 to Tier 2 move



FY25 PROPOSED BUDGET

| Revenue | FY24 Approved Budget | FY25 Proposed Budget | Change from Prior Year | |
|---------------------------------|----------------------|----------------------|------------------------|-----------|
| | | | \$ Change | % Change |
| State General Fund ¹ | 14,895,787 | 15,944,525 | 1,048,739 | 7% |
| Tuition and E&G Fees | 5,986,834 | 6,632,909 | 646,075 | 11% |
| Auxiliary Revenue ² | 4,410,211 | 5,286,521 | 876,311 | 20% |
| Other Revenue ³ | 3,326,956 | 2,193,636 | -1,133,320 | -34% |
| Total Revenue | 28,619,788 | 30,057,592 | 1,437,806 | 5% |

| Operating Expenditures | FY24 Approved Budget | FY25 Proposed Budget | Change from Prior Year | |
|-------------------------------|----------------------|----------------------|------------------------|-----------|
| | | | \$ Change | % Change |
| Personnel⁴ | | | | |
| Instruction | 3,852,484 | 3,926,896 | 74,412 | 2% |
| Research | 0 | 431,172 | 431,172 | |
| Academic Support | 988,348 | 669,121 | -319,227 | -32% |
| Student Services | 1,667,116 | 1,642,270 | -24,846 | -1% |
| Institutional Support | 5,181,447 | 5,561,679 | 247,459 | 5% |
| Plant Operations | 1,469,644 | 1,549,821 | 161,578 | 12% |
| Auxiliary Services | 847,139 | 953,994 | 106,855 | 13% |
| Athletics | 1,004,962 | 945,398 | -59,564 | -6% |
| Total, Personnel | 15,011,140 | 15,680,351 | 617,839 | 4% |
| Total, Non-Personnel Services | 11,541,568 | 12,031,161 | 540,966 | 5% |
| Financial Aid | 2,067,080 | 2,346,080 | 279,000 | 13% |
| Total Expenditures | 28,619,788 | 30,057,592 | 1,437,806 | 5% |

¹ Includes Financial Aid.

² Represents increases in housing rate & occupancy percentage increase.

³ To be conservative, current external partnership revenue associated with the lease of Commerce Hall is excluded.

⁴ Variances are due to categorization changes based on program expense realignments.



MARKETING UPDATE



MR. JESSE VAUGHAN

Chief Marketing &
Communications Officer





RBC MARKETING & COMMUNICATIONS

Creative Services Group (CSG)

CSG is an internal advertising agency & production company created to service Richard Bland College of William & Mary with in-house graphics, commercials, television specials, social media and documentary projects.

CSG leads the college in global media and culture.

2024 STRATEGY

- **Focus on students over parents/influencers.**
- **Align media flighting with student application journey**
 - ✓ **Digital heavy approach with multiple touchpoints to reach prospective students, familiarize them with RBC and ultimately apply**
- **Utilize audience research to better understand our target audience and where we can reach them effectively.**



FREE APPLICATION

Apply Now!
rbc.edu

 **Richard Bland College**
of WILLIAM & MARY

The advertisement features a collage of images: a student in a graduation cap, a student in a lab, and a student in a library. The background is a teal gradient with a glowing blue light effect. The text is in white and yellow.



RBC CREATIVE SERVICES GROUP

Connecting Students to Our Richard Bland College of William & Mary Brand

FIND ^{THE}
FUTURE
YOU ^{AT}
RBC.EDU



Our Accomplishments



ACADEMIC SUPPORT

8 “Come Study With Me” mini-docs created.
[https://www.youtube.com/watch?v=u41OomOYDY4&t=1s`](https://www.youtube.com/watch?v=u41OomOYDY4&t=1s)



COMMERCIAL CAMPAIGNS

18 commercials completed.
https://www.youtube.com/watch?v=xpdXgcyqO_k



INTERNATIONAL STUDENT SUPPORT

iRBC Website completed with 45+ pages.
<https://irbc.rbc.edu>



CBS6 NEWS PARTNERSHIP

3 days a week on local news.
<https://www.youtube.com/watch?v=6fO6X0p07Io>



MINI-DOCS

15 completed highlighting programs and RBC initiatives.
<https://www.youtube.com/watch?v=C1NHxJ5auc0>



RBC MARKETING SUPPORT

Accomplishment List



ADMISSIONS & ENROLLMENT SUPPORT

65% increase in social media support.

<https://www.youtube.com/watch?v=6fO6X0p07Io>



RBC-TV

Aired successfully on local television--CBS6 in the fall with four showings.

<https://www.youtube.com/watch?v=UjUXFCBcuc>



RBC HOUSING SUPPORT

Cribs commercial campaign contribution helped increase residential housing bookings.

<https://www.youtube.com/watch?v=mVIVsZHX22k>



MORNING TALK SHOWS

5 Virginia This Morning segments at CBS6 were devoted to promoting RBC.

<https://www.youtube.com/watch?v=Ob5Y0UP3JNw&t=40s>



ATHLETIC SUPPORT

Statesman Classic Basketball promotional magazine, ESports, Baseball...

<https://www.youtube.com/watch?v=4MCmle9YgW8>



SUPER BOWL

45% of all televisions tuned in, seeing RBC commercial promotions.

<https://www.youtube.com/watch?v=YT6G50vnTka>





ADMISSIONS FAIR | APRIL 27

10 AM - 1 PM



Richard Bland College
of WILLIAM & MARY

rbc.edu

GRAPHIC DESIGN

Connecting Students to Our Richard Bland College of William & Mary Brand

At a GLANCE

1960 ESTABLISHED AS A DIVISION OF WILLIAM & MARY

24:1 STUDENT TO FACULTY RATIO

76% CLASSES TAUGHT BY FULL-TIME PROFESSORS

71% ADMISSION RATE

2,255 2022 STUDENT POPULATION INCLUDING DUAL ENROLLMENT

\$7M FINANCIAL ASSISTANCE AWARDED IN SCHOLARSHIPS, GRANTS, & LOANS

18,000 ALUMNI WORLDWIDE

COURSES ACCEPTED THROUGHOUT THE U.S.

AFFORDABLE FOR BOTH RESIDENTIAL & COMMUTER STUDENTS

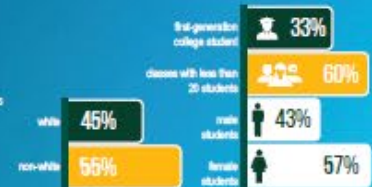
TRANSFER AGREEMENTS WITH VIRGINIA COLLEGES & UNIVERSITIES **35+**

CLUBS & STUDENT ORGANIZATIONS

NJCAA DIVISION I & 2 ATHLETICS

MEN'S BASKETBALL
MEN'S SOCCER
MEN'S BASEBALL
WOMEN'S SOFTBALL
WOMEN'S BEACH VOLLEYBALL

WOMEN'S VOLLEYBALL
WOMEN'S BASKETBALL
WOMEN'S CROSS COUNTRY
WOMEN'S SOCCER
WOMEN'S TRACK AND FIELD



IRBC.RBC.EDU



iRBC International Student Success Program

Richard Bland College of William & Mary

ADMISSIONS

11301 Johnson Road, South Prince George, VA 23805
(804) 862-6249
irbc@rbc.edu

WELCOME TO RBC VIDEO |

APPLY TO iRBC | irbc.rbc.edu



GET STARTED TODAY!

GO TO OUR WEBSITE

APPLY NOW

IRBC.RBC.EDU

Quick Guide

iRBC International Student Success Program

Richard Bland College of William & Mary

FIND THE FUTURE YOU WANT AT iRBC

Apply Now



GRAPHIC DESIGN

Connecting Students to Our Richard Bland College of William & Mary Brand



ENROLLMENT UPDATE



MR. JUSTIN MAY

Chief Enrollment Management
Officer



FORCES THAT SHAPE ENROLLMENT



Demographic Decline

-12% decline in number of 18 yr. olds, 2025-2030



College Going Rates

32% of 18-24 yr. olds that don't attend college



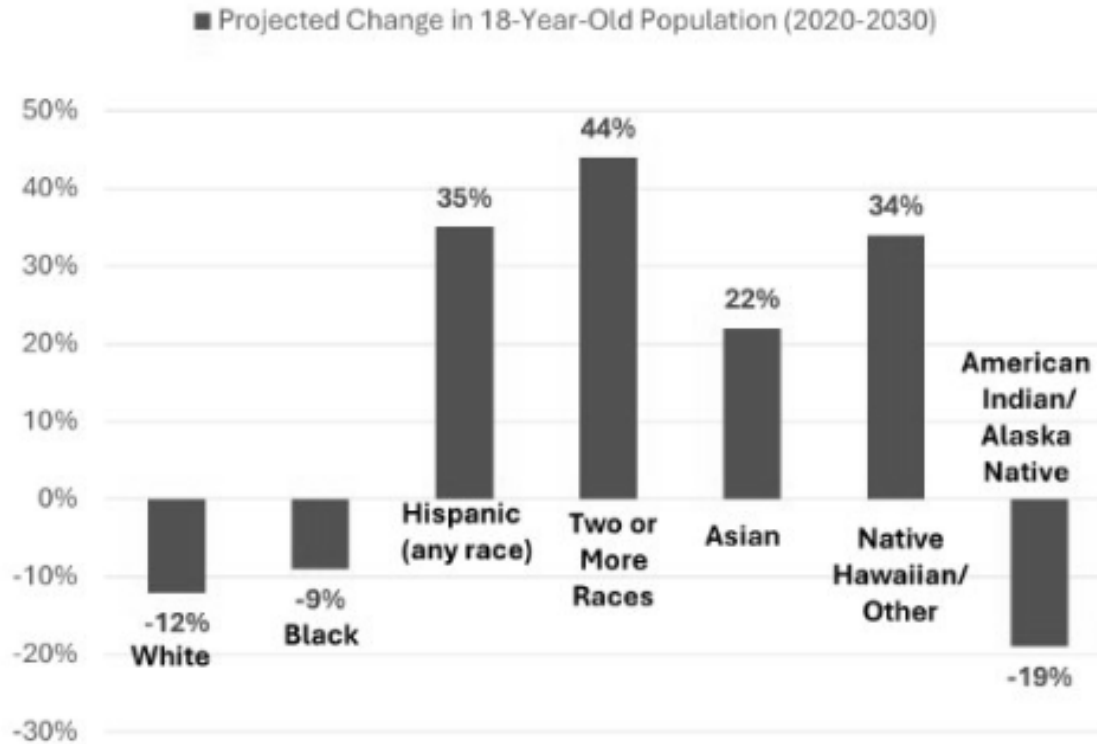
Market Share

63% of changes are explained by market share



DEMOGRAPHICS

VA Population Changes



How Demographic Change Affects the Pool of Potential Students in Virginia
 Historical and Projected Population of 18-Year-Olds in Virginia



OVERCOMING CHALLENGES - DEMOGRAPHICS

- **Emphasis on Ignored Territories**
- **Focus on Growing Segments**
 - First-generation & adult market
- **Targeted Outreach**
- **Diversify Program Offerings**

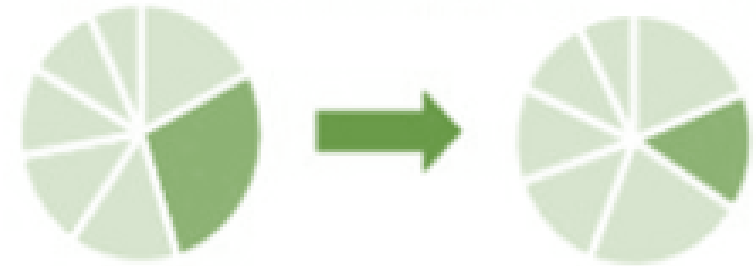


MARKET SHARE

- **Market Share - Almost Twice The Impact on Enrollments vs. Demographics**
- **Shrinking due to outside competitors**

Market Share

Your institution's share of total students



63%

Of enrollment change (up or down) across all public and private 4-years driven by market share.



OVERCOMING CHALLENGES – MARKET SHARE

**Expanded reach to NOVA, NN, VB,
Chesapeake, Washington D.C.**

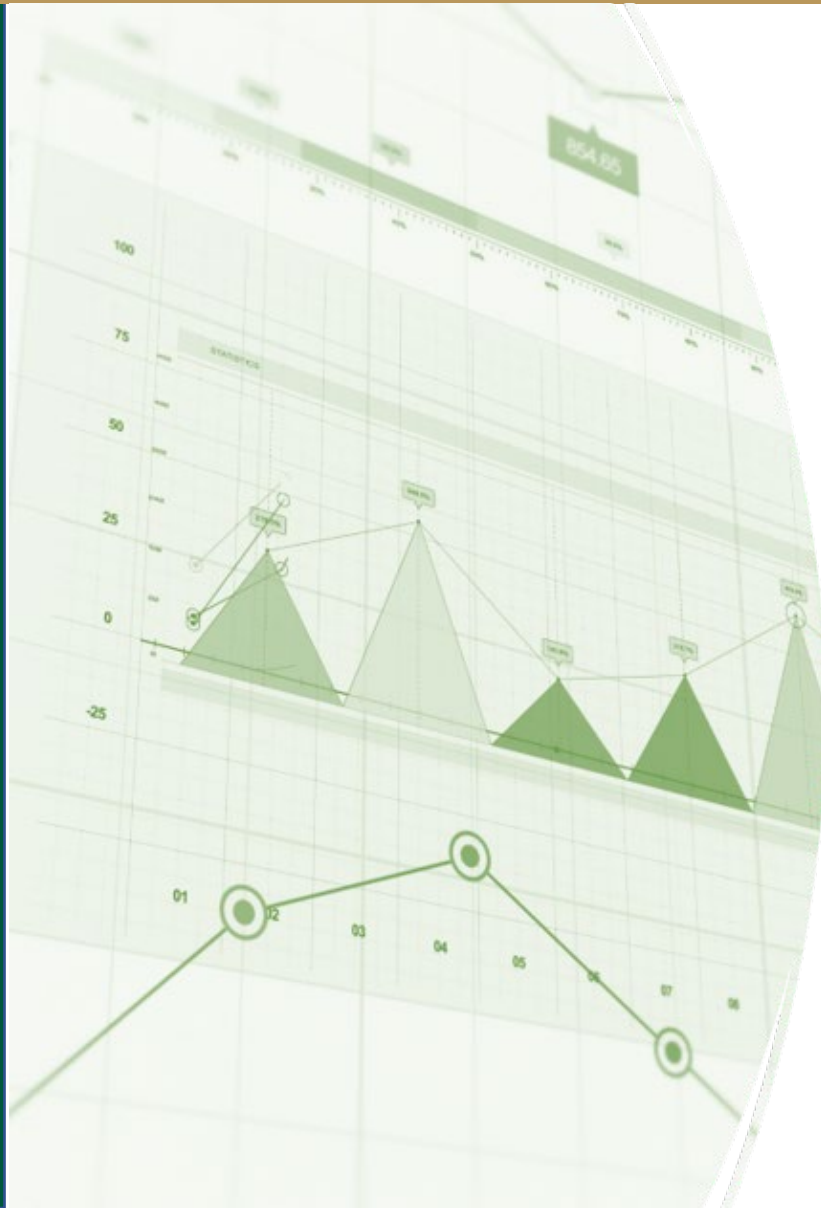
**Marketing to complement on-ground efforts:
raise awareness and educate**

Increase perceived value

Increase action through pipeline

**Position RBC strengths against common
frustrations:**

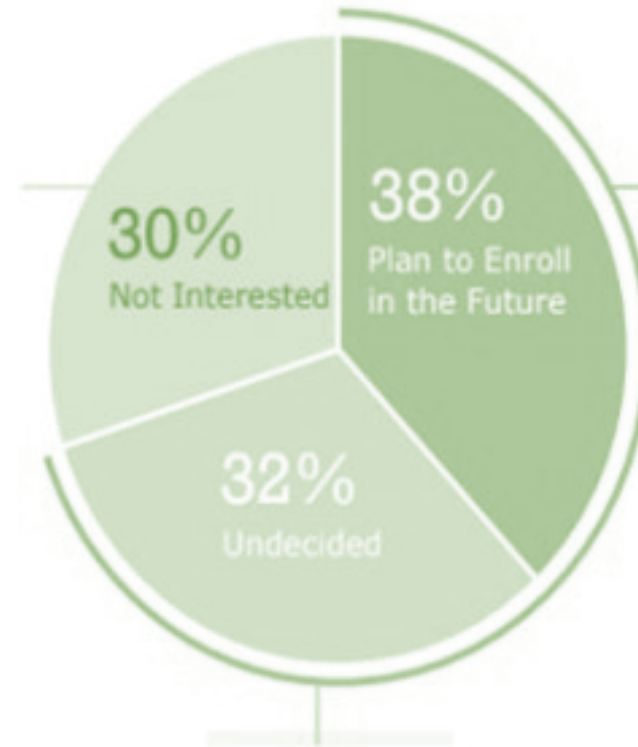
- **Affordability, Transferability, Flexibility**



Increasing among first-generation households

Projected to increase from 35% to 42% due to:

- **Available substitutes**
- **Non college ready youth**
- **Perception of an ROI decreases**



But Most are Open to College

5.8M

Not attending because:

- ▶ "Working full-time"
- ▶ "Disruption/uncertainty from the pandemic"
- ▶ "Couldn't afford it"
- ▶ "Don't know what to study"



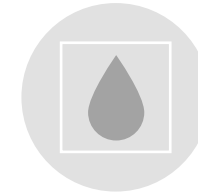
OVERCOMING CHALLENGES - NONCONSUMPTION



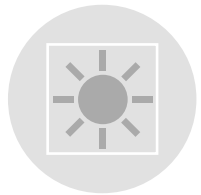
Direct-to-Enrollment



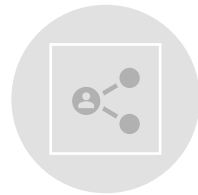
Non-college ready youth:
Summer remediation



Build perceived value



Summer Contact Strategy



Re-recruit students post
term start (National
Clearinghouse)



Reduce friction throughout
process



High frequency contact
strategy and segment specific
communication



Paralysis due to choices.
Don't want to make the
wrong decision so they make
no decision



LAB SCHOOL UPDATE



DR. KIMBERLY BOYD
Vice President and Chief
Research & Innovation Officer



iRBC OBJECTIVES

- **Cultivate interest in RBC to assist with building a strong pipeline of international students through the iRBC program.**
- **Develop a strong onboarding and enrichment program to expand critical thinking skills and improve recruitment and retention, academic performance, and graduation rates.**
- **Enhance iRBC interdisciplinary collaborations to provide opportunities for community based experiential learning, cultural understanding, team-based interprofessional training and engagements.**



RBC LAB SCHOOL

Globe Academy will engineer pathways to excellence in STEAM^h education for students who will remain enrolled in their home school divisions and will engage in unique STEAM^h experiences and hands-on research at RBC:

- **STEM - Physics, Chemistry, Biology, Psychology,**
- **Advanced Manufacturing**
- **Art – vision planning, creativity and innovation**
- **Health – health promotion, disease prevention and healthcare.**



ACADEMIC AFFAIRS



DR. TIFFANY BIRDSONG

Chief Academic Officer



ACADEMIC AFFAIRS AND STUDENT EXPERIENCE



DR. ERIC MILLER

Associate Professor of Biology



ALTERNATIVE SPRING BREAK 2024

**ARE YOU INTERESTED IN
EXPLORING SAVANNAH, GA?**

**WANT TO ENGAGE IN SERVICE
AND LEARN MORE ABOUT THE
CULTURE AND ECOSYSTEMS OF
SAVANNAH, GA?**

JOIN US FOR AN
**ALTERNATIVE
SPRING BREAK**
INTEREST MEETING

**THURSDAY FEBRUARY 8TH
ERNST AUDITORIUM
3:30 - 4:30 PM**

REACH OUT TO ERIC MILLER
WITH ANY QUESTIONS AT
EMILLER@RBC.EDU



Savannah and Tybee Island, Georgia









WESLEY CHAPEL TRINITY

In 1812 The Methodist Church in Savannah formally established with the founding of Chapel at Lincoln & Oglethorpe Streets. Francis Asbury dedicated that building. In 1840 the congregation built a new church on Teal Square. Since the Methodist Church of 1884, Trinity has been recognized as Mother Church of Savannah Methodism. In 1968 the General Commission on Archives and History expanded the National Historic Landmark to include Wesley Chapel/Trinity, thereby celebrating the permanent return of the Wesleyan Spirit to John Wesley's American Parish.

PRESENTED BY THE BOARD OF ARCHIVES AND HISTORY

GOVERNMENT AFFAIRS UPDATE



MR. JEFF PALMORE

Capital Square Strategies, LLC
Principal





MR. ERIC KONDZIELAWA

Chief Operating Officer





PARSONS CAFE

THE GARDEN







FACULTY & STUDENT REPORTS



DR. DANIEL FRANKE

BOV Faculty Representative

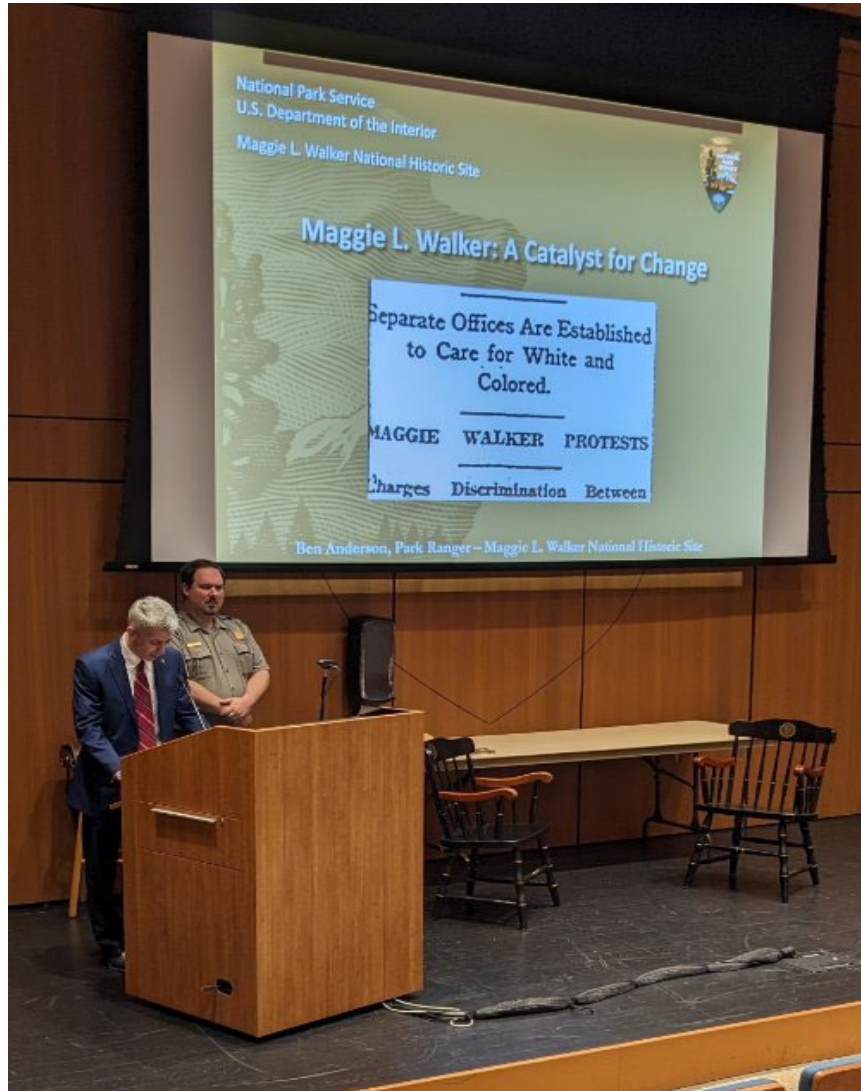


MS. KYLIE MCCOY

BOV Student Representative



2024 RBC SPRING BREAK EVENTS



REFLECTIONS: MEMBERS OF 2024 GRADUATING
CLASS



Michael Mason



Kylie McCoy



Sarah Heath



QUESTIONS?



Richard Bland College
of WILLIAM & MARY



Richard Bland College
of WILLIAM & MARY

Thank you