



Seize Your Potential

Generated On:11/04/2022 1:26 PM EDT

Name	Status	Current Value	Last Comment
Assess and Develop Strategic Partnerships	In Motion	30%	Dr. Ann Ifekwunigwe continues to review RBC transfer agreements with the College's four year public and private partner institutions to assure seamless transfer. VSU: 3rd and 4th year coursework to be offered at RBC and/or online has been identified. VWU: 3rd year coursework to be offered at RBC and/or online has been identified. Qualified RBC faculty will be invited to teach in these completion programs as adjuncts for either 4-year partner institution.
FAME	In Motion	84%	The program currently has 14 students enrolled: The first cohort has 6 returning students in their second year and the the second cohort has 8 students in their first year. The Central VA FAME Chapter currently has increased to 15 industry partners since September with plans to expand to 20 industry partners by the start of AY24.
Drone Up	In Motion	76%	DroneUp training began on campus in October 2022. To date, 84 students have started the program with an additional 65 students anticipated to start before year end and 300 participants projected in the 2023 calendar year. A team of RBC and DroneUp employees has completed the crosswalk for coursework leading to certificate and AS degree options. The program-specific courses continue to progress thorough the College's shared governance process with full internal approval expected later this semester.
RBC/VSU Technical and Professional School	In Motion	20%	Dr. Stacy Edwards continues to work through the planning phase in preparation to launch programs and credentials that align with 21st Century technical jobs outlined in Huron Consulting's report. Program launch is expected in Fall 2023. The joint school will act as a degree completion school for adult learners utilizing online, hybrid, and RBC on-campus modalities. Qualified RBC faculty will be invited to teach in completion programs as adjuncts.
Dual Enrollment Program	In Motion	1505	Deliver 5% increase YOY in dual enrollment headcount over 5 year period with a focus on increasing offerings to local school districts and increasing homeschool enrollment. FY22 enrollment = 1565. Currently, 1505 students are enrolled for the Fall 2022 semester. FY23 enrollment should exceed 1600 students with the addition of Spring 2023 enrollments. Two local high school partners have committed to offering additional dual enrollment courses to their students through a combination of online courses offered at their respective high schools or RBC campus and online.
Experiential Learning Grants	Achieved	100%	The FAME program, via support from the Cameron Foundation and GO Virginia grants, has added its second cohort of students. The FAME program structure will be used as a template to develop additional work-based learning programs and initiatives. Dr. Eric Miller received a grant from the Virginia Outdoors Foundation to fund experiential student field trips to West Virginia.

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Strategic Enrollment Management	In Motion	38%	<p>914 traditional (in-person or online) and 1505 dual enrollment students are enrolled in Fall 2023 courses. Actual credit hours for Fall 2022 have exceeded budgeted totals.</p> <p>The traditional RBC counselors have over 350+ physical touch points YTD with different high schools across Virginia. The visits have increased the application and admitted student count when comparing YOY pipeline (see below). We added an additional recruiter so that we could continue to expand our reach to new schools and provide frequent communication coupled with a quick decision turnaround.</p> <table> <tr> <td></td><td>Fall 2023</td><td>Fall 2022</td><td>% Change</td></tr> <tr> <td>Applications:</td><td>521</td><td>166</td><td>+213%</td></tr> <tr> <td>Admitted:</td><td>256</td><td>125</td><td>+101%</td></tr> </table> <p>The Spring 2023 Term currently has 65 Admitted students with 40 (61%) of those having confirmed their acceptance. I anticipate us starting 115 new students which will be a 10% increase over S22.</p> <p>Below are a few initiatives that will help us reach out strategic objectives.</p> <ul style="list-style-type: none"> •Increase presence in top feeder schools with an emphasis on local schools. 2022/2023 will have a minimum 5% increase across the board. Nurture dormant relationships with B schools •Increase inquiry to App percentage by 6% •Reinforce and create new relationships with school counselors. Continue to educate HS counselors on the benefits of RBC through visits and Lunch & Learn events. •Increase number of schools that visit RBC's campus •Nurture/drip campaign focused on parents. •Continue to focus on speed to contact, frequency of outbound contact, use of different mediums for prospecting, speed to admit, and speed to confirm. •Reduce melt by 3%. Five-year trend is at 80%. F22 end at 72% •Continue to decrease time in admissions funnel and increase time to decision. •FAME- Expand to 20 Industry Partners by the start of 2024 		Fall 2023	Fall 2022	% Change	Applications:	521	166	+213%	Admitted:	256	125	+101%
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External Advertising - FY23	In Motion	50%	<p>Advertising campaigns have launched to drive enrollment for Spring 2023 and Fall 2023. Marketing plans were completed in support of RBC special events including the RBC Foundation golf tournament, Pecan Festival, and Health Fair. The fall/winter edition of RBC Magazine will be printed by November 15th. Four additional "Come Study With Me" faculty video features are in various stages of production.</p>												
Support quality enhancement of instruction in hybrid and online course offerings.	In Motion	67%	<p>All faculty were offered the opportunity to participate in Duke University's certificate for online learning with 67% of faculty attending.</p>												
Develop and implement virtual Library Services	In Motion	50%	<p>Mr. Tim Hurley, Librarian, and Dr. Tiffany Birdsong, Chief Academic Officer, continue to explore alternatives for virtual library services as the Academic Innovation Center continues to develop. Esports continues to be an area of interest for many RBC students. Campus visits to area institutions that have added Esports facilities are being planned for the spring semester.</p>												
Director of Academics Reorganization	Achieved	100%	<p>All student support services to include student success, ADA, library, counseling, residence life, and athletics, all report through the Director of Academics. This structure will ensure that the cross-functional positions work together to provide best in class student support services.</p>												
Navitas Return to Campus	In Motion	37%	<p>With the easing of international travel restrictions, RBC welcomed 26 international students to campus at the beginning of the Fall 2022 semester. RBC will be working with our international partner, Navitas, to focus on brand awareness in international markets post-COVID. Dr. Kimberly Boyd, Vice President, is currently traveling to Thailand for the Navitas conference where she will have the opportunity to share about the College's unique attributes as Navitas' only 2-year partner institution.</p>												
VSU mobile health unit	In Motion	25%	<p>The VSU mobile health unit visits campus weekly providing services such as free health screenings, diabetes testing, blood pressure testing COVID 19 testing and vaccinations and hepatitis B and tetanus vaccinations.</p>												
Strengthen and improve HR Department	In Motion	13%	<p>HR consultant is continuing its assessment of the College's current HR state with a due date now expected later this semester. A project plan will be developed with relevant metrics based on consultant's findings.</p>												
IT Department Operations Transition	In Motion	33%	<p>Ellucian has completed its assessment of current IT state and will be presenting its findings to the College over the next two weeks. A project plan will be developed with relevant metrics based on Ellucian's findings.</p>												
Drone Up/Master Plan/P3IP	In Motion	45%	<p>The temporary facility construction has been completed and DroneUp is currently welcoming new student cohorts to campus each week.</p>												

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McNeer Hall Roof Repair	Achieved	100%	Roof repair is complete.
Statesman Hall HVAC Repair	In Motion	50%	In process of securing funding source.
Academic Innovation Center	In Motion	10%	Construction continues with an expected completion date of March 2024. The second floor of the library has been completely demoed.
Residence Hall Renovation for AY23	Achieved	100%	Work completed prior to start of Fall 2022 semester