



Richard Bland College  
*of* WILLIAM & MARY

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RBC Committee, W&M Board of Visitors

September 27, 2023

# CHAIRMAN'S REMARKS



**MR. JOHN RATHBONE**

W&M Board of Visitors  
RBC Committee Chair



# PRESIDENT'S REMARKS



**DR. DEBBIE SYDOW**

President



# ACADEMIC AFFAIRS



**DR. TIFFANY BIRDSONG**

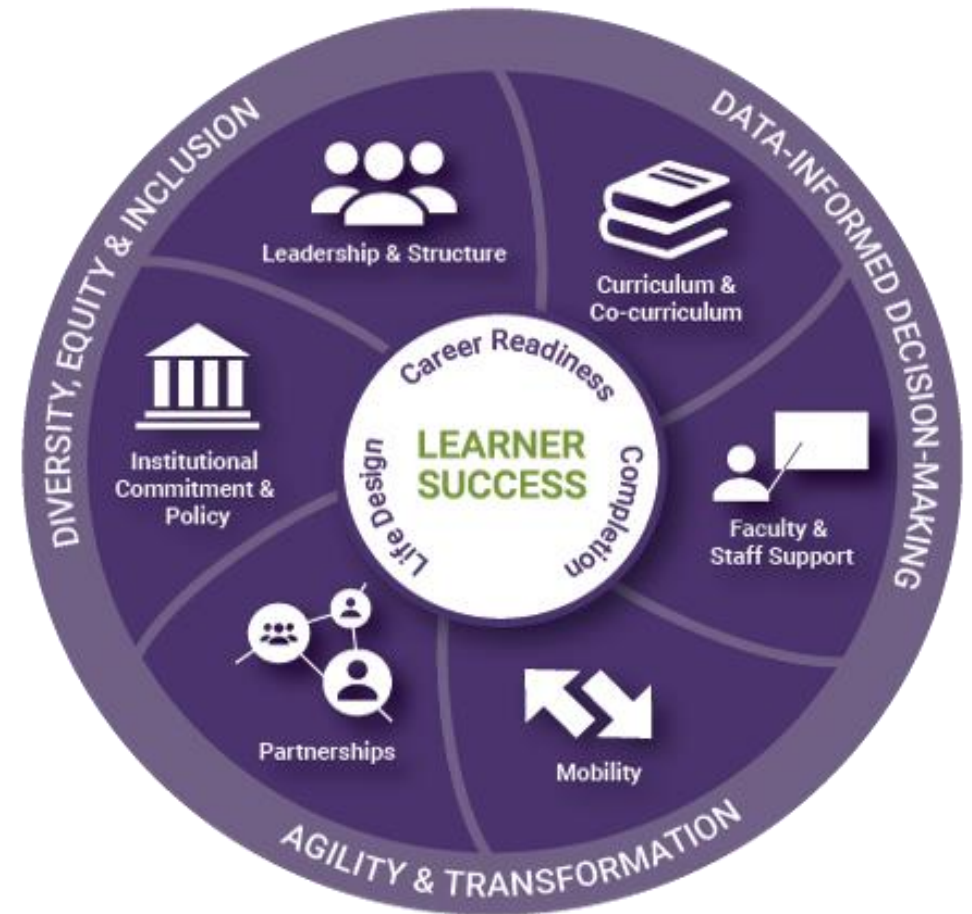
Chief Academic Officer



# ACADEMIC AFFAIRS: *Fall 2023*

- **Faculty Development Week**
- **First Year Seminar: GPS 101**
- **Curriculum Study & Learning Outcome Review**
- **Dual Enrollment Enhancements**
- **Career exploration, life design and experiential learning**

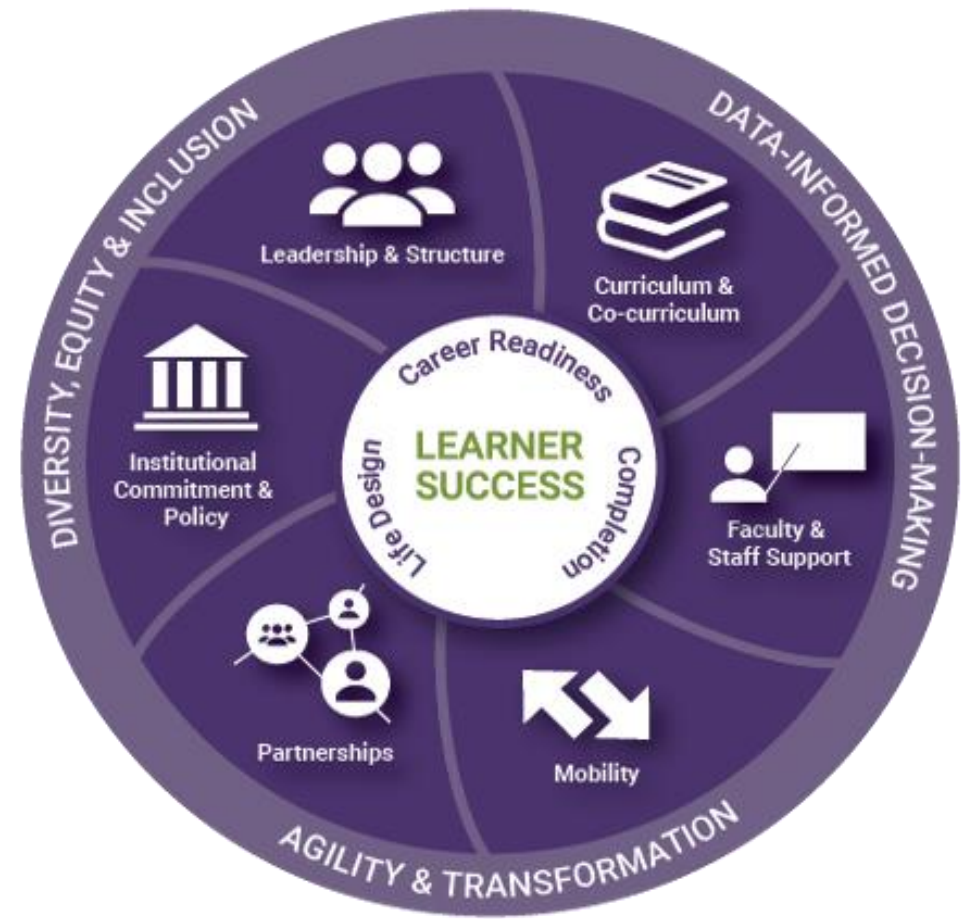
## ACE Model for Comprehensive Learner Success



# ACADEMIC AFFAIRS: *Looking ahead*

- **Faculty Recruitment**
- **Increased focus on Life Design**
- **Partnerships & Program Advisory Board**
- **Dashboard and Key Metrics tracking**
- **Dual Enrollment enhancements**

## ACE Model for Comprehensive Learner Success



Key Metric update: Fall to fall retention



**Quarterly highlight:**  
*Residence Life*



# HOUSING AND RESIDENCE LIFE



**MR. ISAIAH LUCAS,  
M.S.Ed**

Director, Office of Residence  
Life & Housing



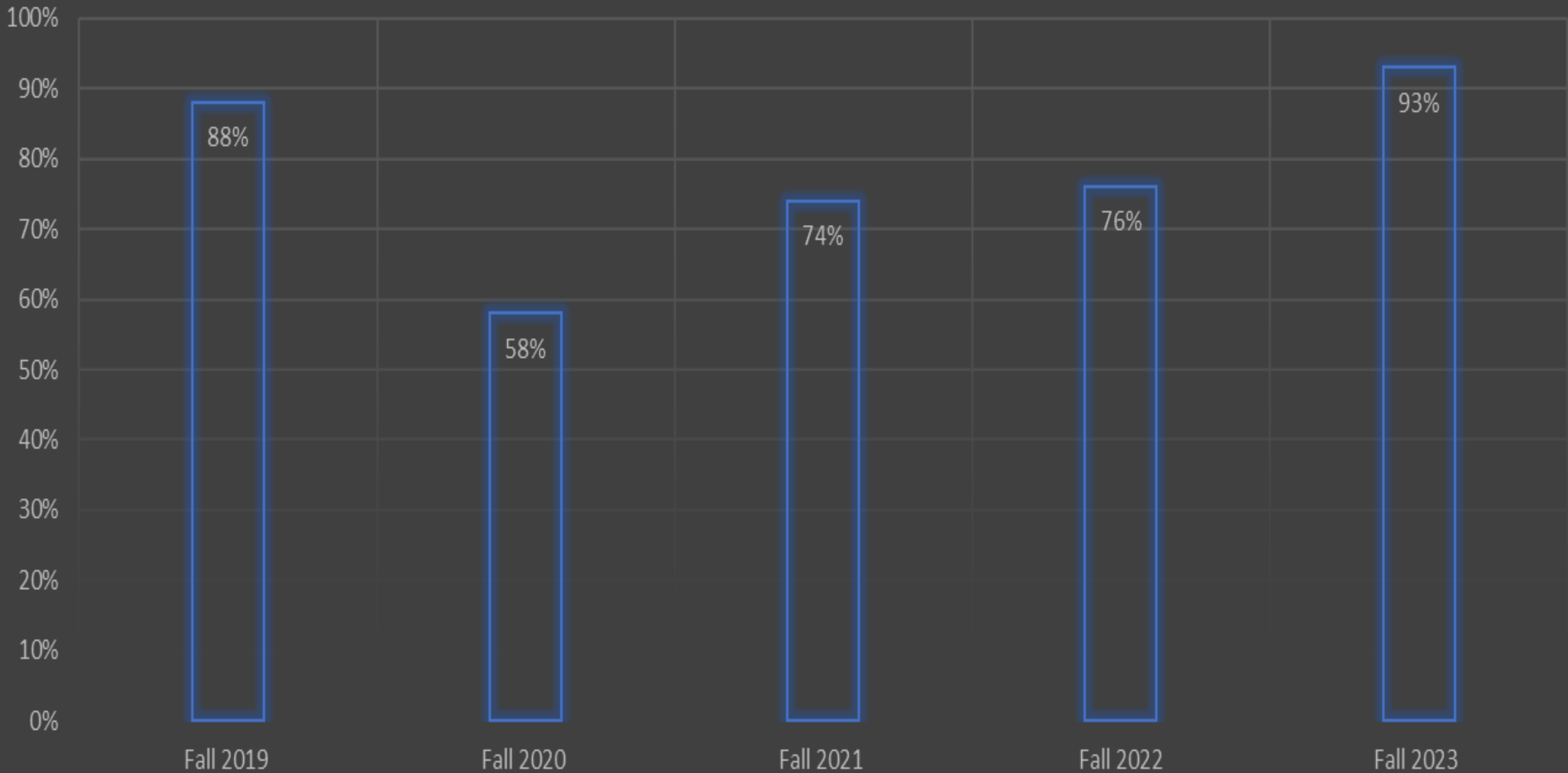


# RESIDENTIAL EXPERIENCE

- **Fall 2023 residential cohort and post-pandemic recovery**
- **Staffing and professional development enhancements**
- **Cross department collaboration and data informed decision-making**
- **Living Learning Communities**
- **Engagement and events**
  - Statewide highlight: VACUHO Student Leadership Conference**



# Residence Life and Housing 5 Year Occupancy Trends



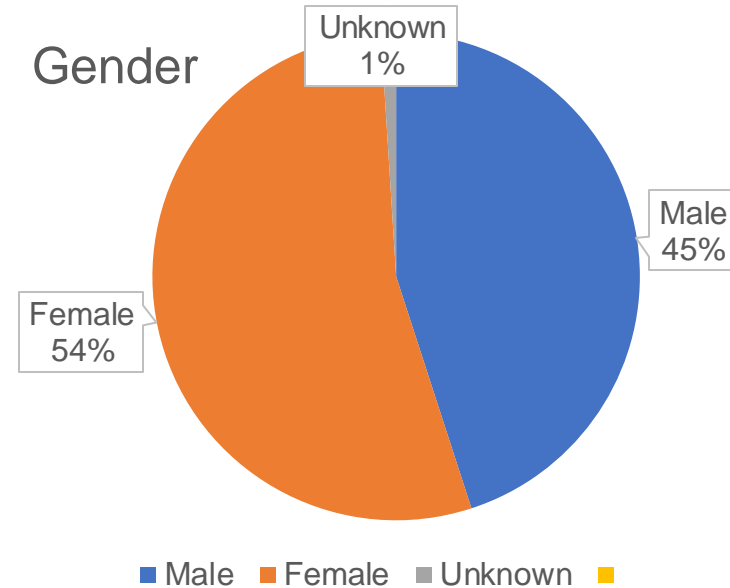
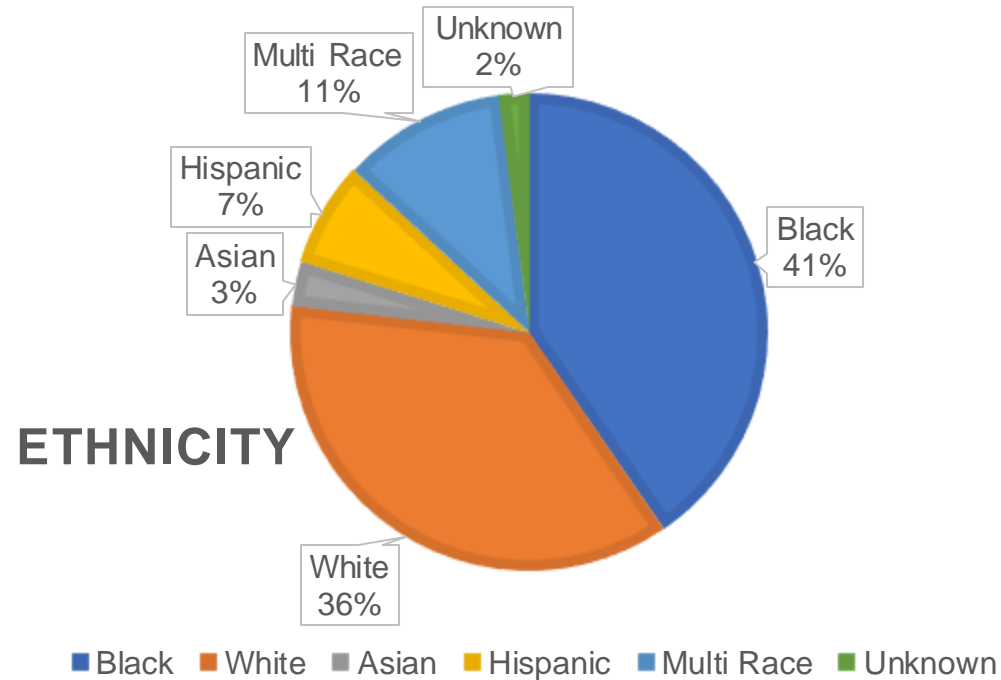
# ENROLLMENT UPDATE



**MR. JUSTIN MAY**  
Chief Enrollment Officer



# New Student Class: At-A-Glance



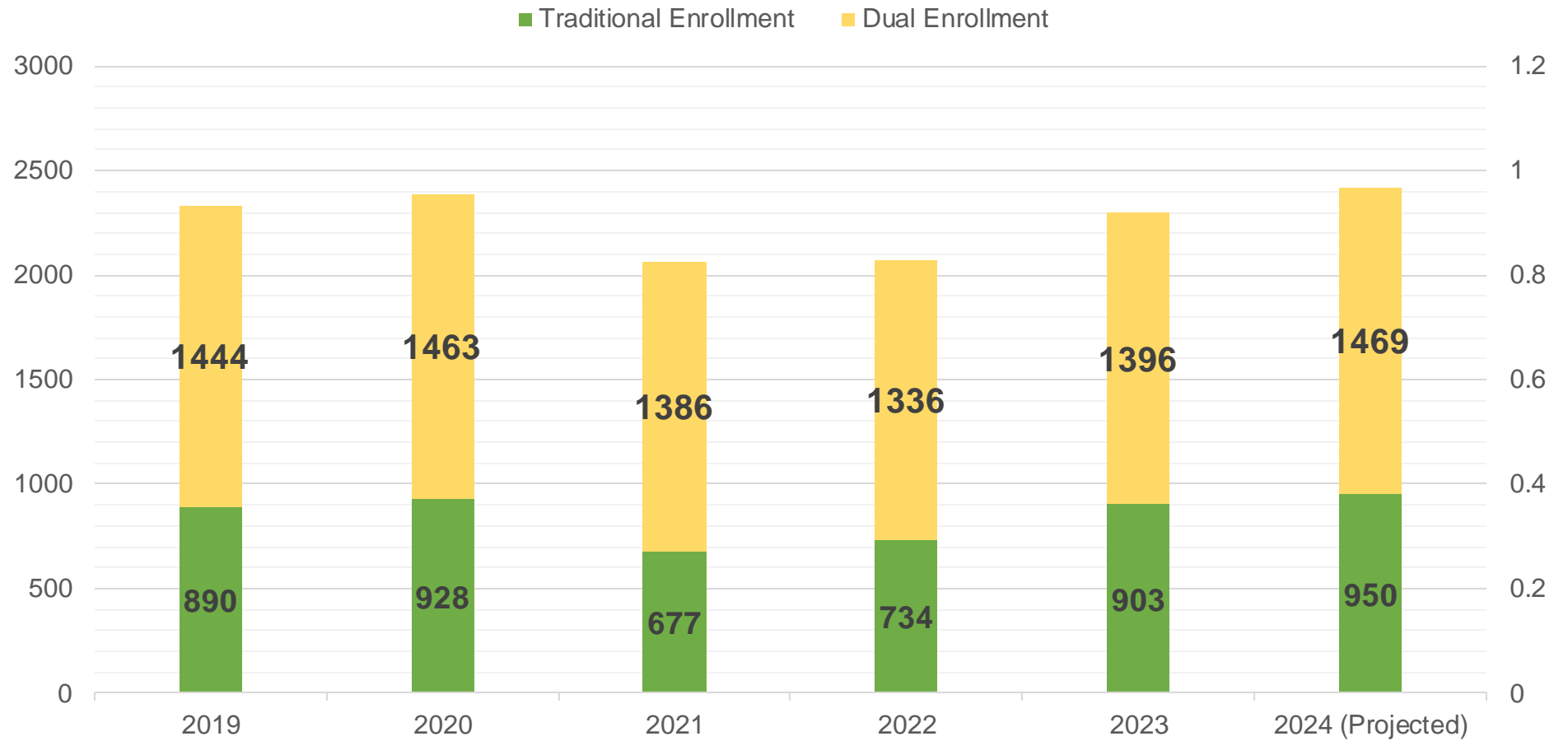
- 33% first generation
- 90% 12 or more credits
- 39% in dorm

- 31% taking online courses
- Average age 19.2
- 51% Undecided



# Fall Headcount

## Traditional & Dual Enrollment



# Fall Semester Student Demographics

Student Type	2020	2021	2022	2023
Commuters	729	421	404	527
Residential	199	256	330	374
Athletes	42	136	165	176
International	26	24	27	29
Dual Enrollment	1463	1386	1336	1396
FAME	-	6/9	8/12	13/16
Honors & Promise	34	24	30	25
Minority	62%	57%	55%	57%
First Year GPA	3.08	3.08	3.06	3.06
Gender	63% Female 37% Male	62% Female 38% Male	59% Female 41% Male	57% Female 43% Male

**RBCNATION**  
RICHARD BLAND COLLEGE OF WILLIAM & MARY

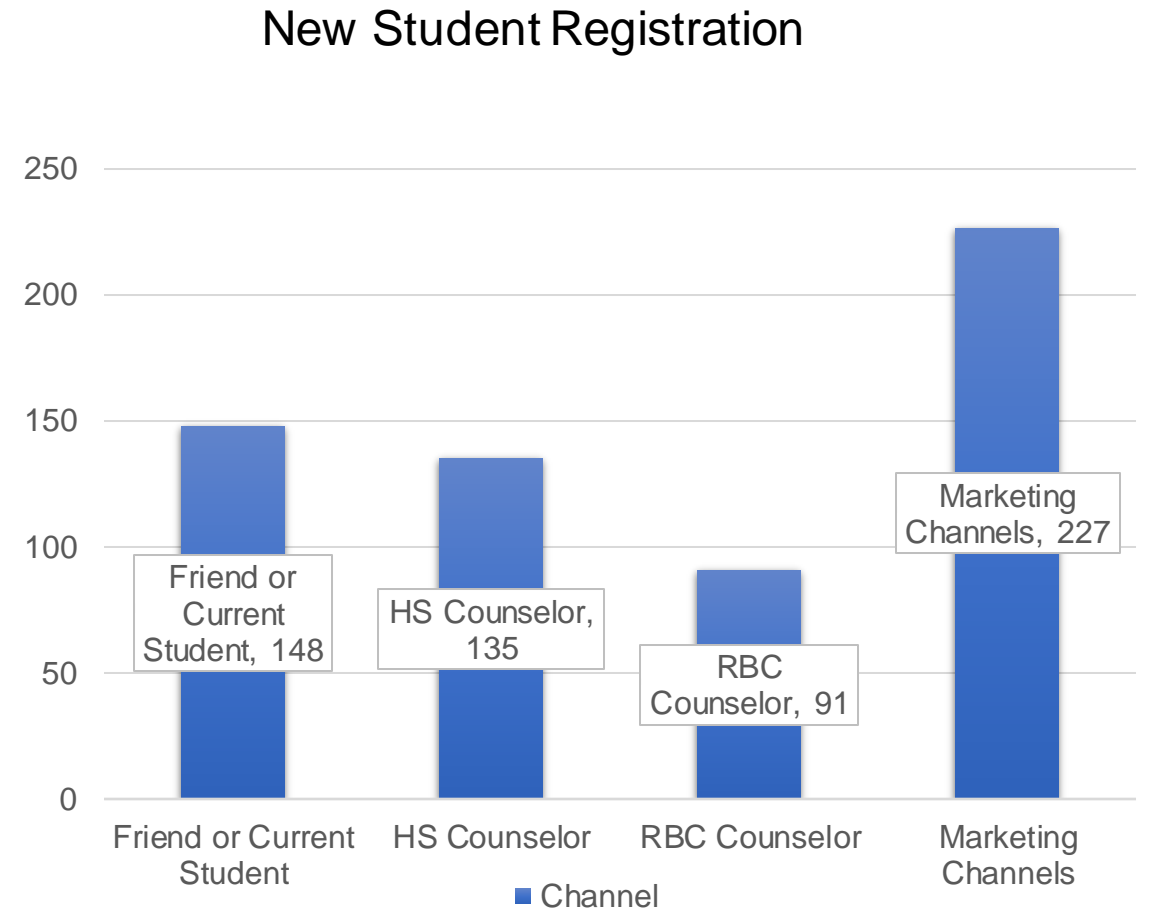
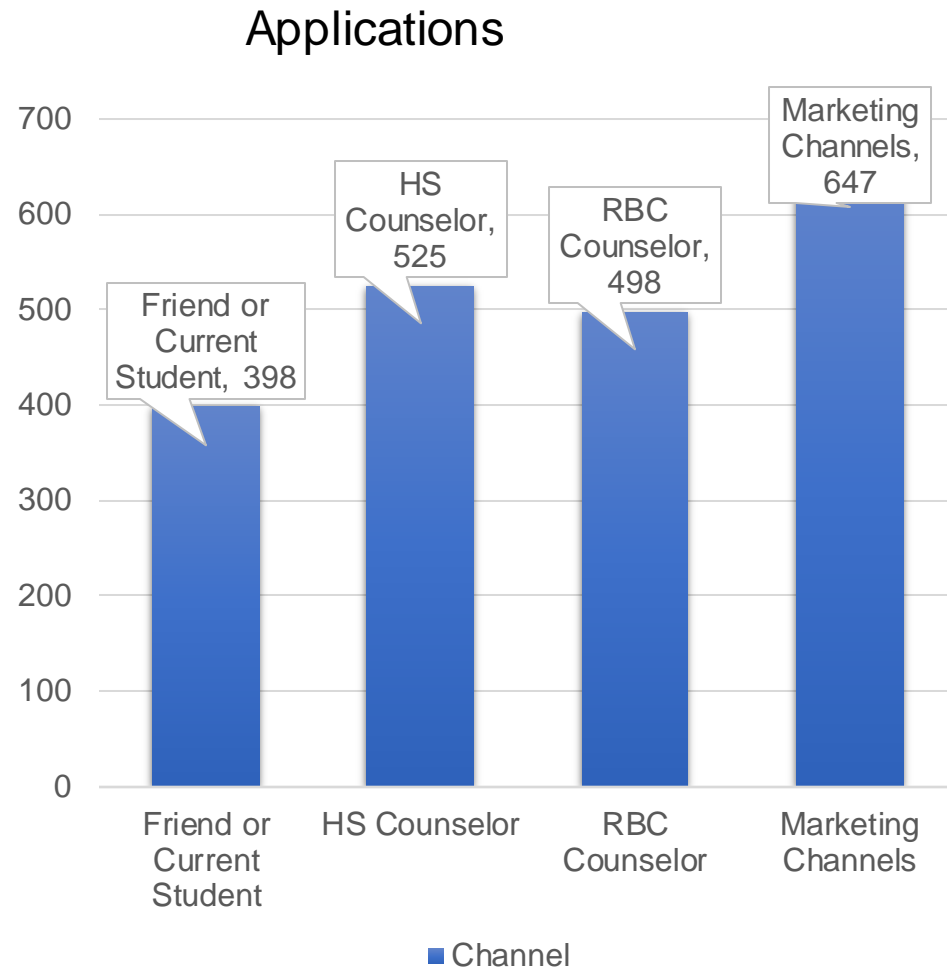
“RBC is great because the professors are very helpful. They want us to succeed.”



Richard Bland College  
of WILLIAM & MARY



# How Did Students Hear About RBC?



Friend/Current Student: 37% HS Counselor: 25% RBC Counselor: 18% Marketing: 35%

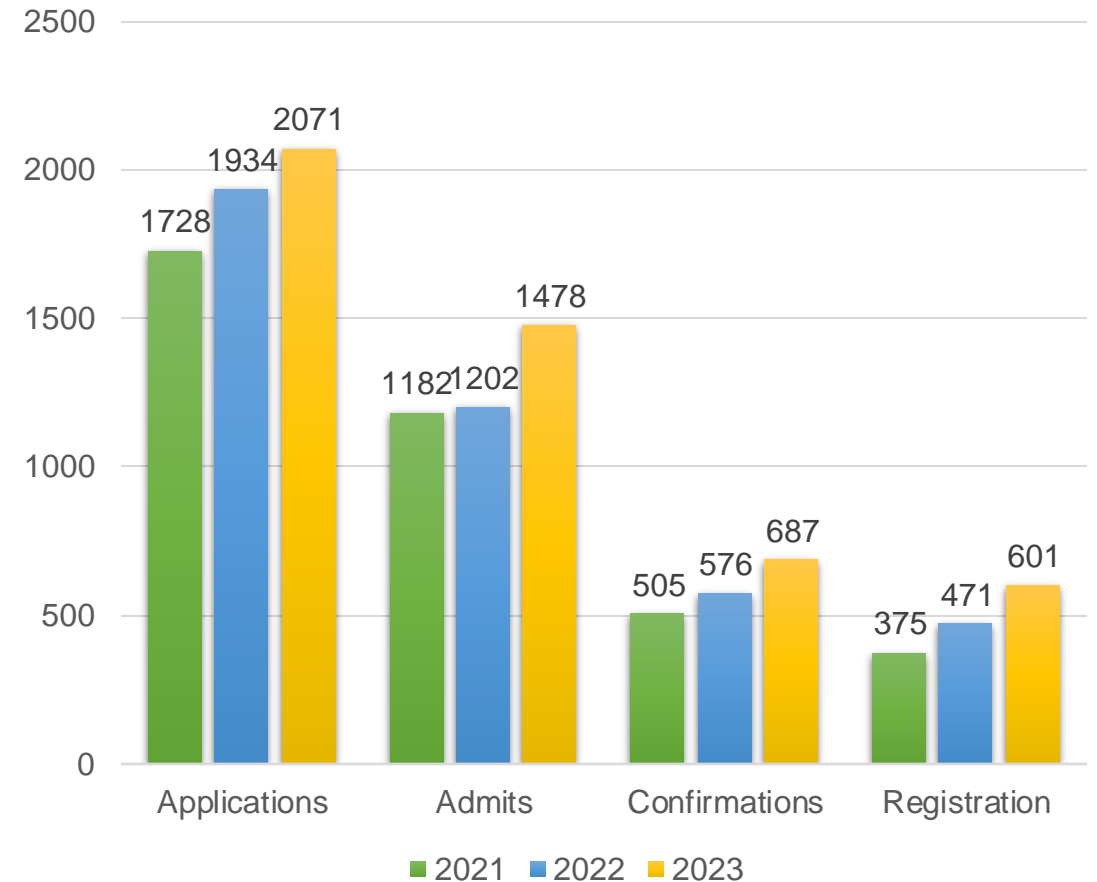


# 3-Year New Student Admissions Funnel Comparison

## Highlights:

- Speed to Contact: >24 hrs.
- Time to loss: 95 days
- Time to win: 34 days
- Automated Student & Parent Journey
- Reduced melt
- Increased visits: +82% (591 vs. 324)

	2021	2022	+/-	2023	+/-
Applications	1728	1934	+11 %	2071	+7%
Admits	1182	1202	+2%	1478	+22%
Confirmations	505	576	+14 %	687	19%
Registrations	375	471	+25 %	601	27%
Melt	26%	18%	-	13%	-





# What's Next



## First Generation goals

Increase applicants from 33% to 38%

Communication segmentation and increased resources



## Technology

CRM: Reduced cost, reduced friction, Increased student experience

Auto decisioning

Chatbot Banner Query

Call prioritization based on lead scoring

Conversational AI: scheduling

Student engagement app



## International recruitment



## Non committed and drop nurture campaign



## Referrals



## Expand territory to NN, VA Beach, Chesapeake

Increase to 8% of start



## 700 Total HS visits

8 per feeder school

To date: 126 visits to date



## Nurture Core Feeder Schools

8 visits per year

HS Counselor email nurture campaign



# Financial Aid Update

- Processed 1707 FAFSA's for academic year
- Awarded 666 new students
- Awarded 294 returning students
- Awarded 145 students \$282,367.00 in Foundation Scholarships
- Awarded 435 students (48%) Pell Grant for 23/24
- Total of 60 Veteran Students Awarded (increase of 30%)
- Preparing for FAFSA Simplification and the new SAI to replace EFC number



# FINANCIAL AFFAIRS & COMPLIANCE



**MS. STACEY SOKOL**

Chief Business Officer



# 2024-2030 CAPITAL OUTLAY PLAN

## **\$6,973,979: Center for Experiential Learning and Student Success (CELSS)**

Career Services

Honors Program

Mentoring Center

Tutoring Center

Social Resources

Student Clubs and Organizations

Flex Space/Simulation Space

## **\$6,362,401: Maze Hall Renovation**

Redesign of administrative core spaces that reflect contemporary leadership, management practices, and office work environments

## **\$1,331,654: Statesman Hall HVAC Improvements**

Needed to maintain active temperature and humidity control



# APA AUDIT REMEDIATION STATUS

Audit #	Description	Remediation Status
MP #01	Third Party Oversight	Remediation Completed
MP #02	Firewall Security	Remediation Completed
MP #03	Database Security	60% Complete Remediation Completion Date: December 2023
MP #04	IT Risk Management Protection	Remediation Completed
MP #05	Contract Administration & Management Controls	Remediation Completed
MP #06	Financial Aid Reconciliation Controls	Remediation Completed



## **SACSCOC Substantive Change Prospectus Requirements**

- RBC Standalone Statements: FY20 and FY 21
  - Statement of Net Position
  - Statement of Revenues, Expenses and Changes in Net Position
- FY22: Optional Supplementary Information
  - Combining Statement of Net Position
  - Combining Statement of Revenues, Expenses and Changes in Net Position

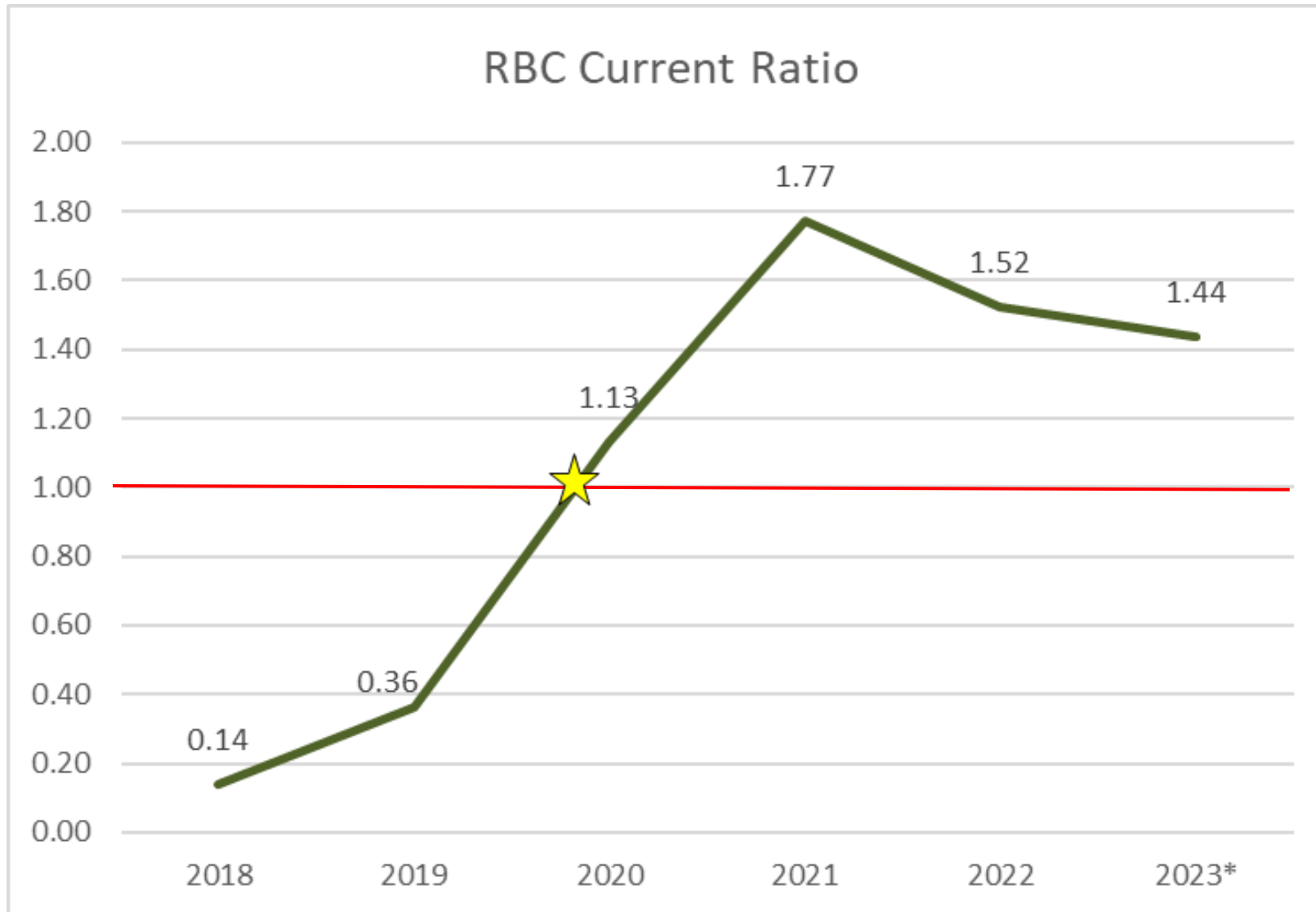


# WORKFORCE PLANNING REPORT: KEY HIGHLIGHTS

- 11 total employees eligible for retirement within 5 years:
  - 5 classified positions
  - 4 instructional faculty
  - 2 administrative professional
- 11% institutional turnover rate
- Average time to fill vacancies is lower than statewide average
- 5% veteran workforce
- DEI Committee revival
- Continued staff shortages gap identification and planning

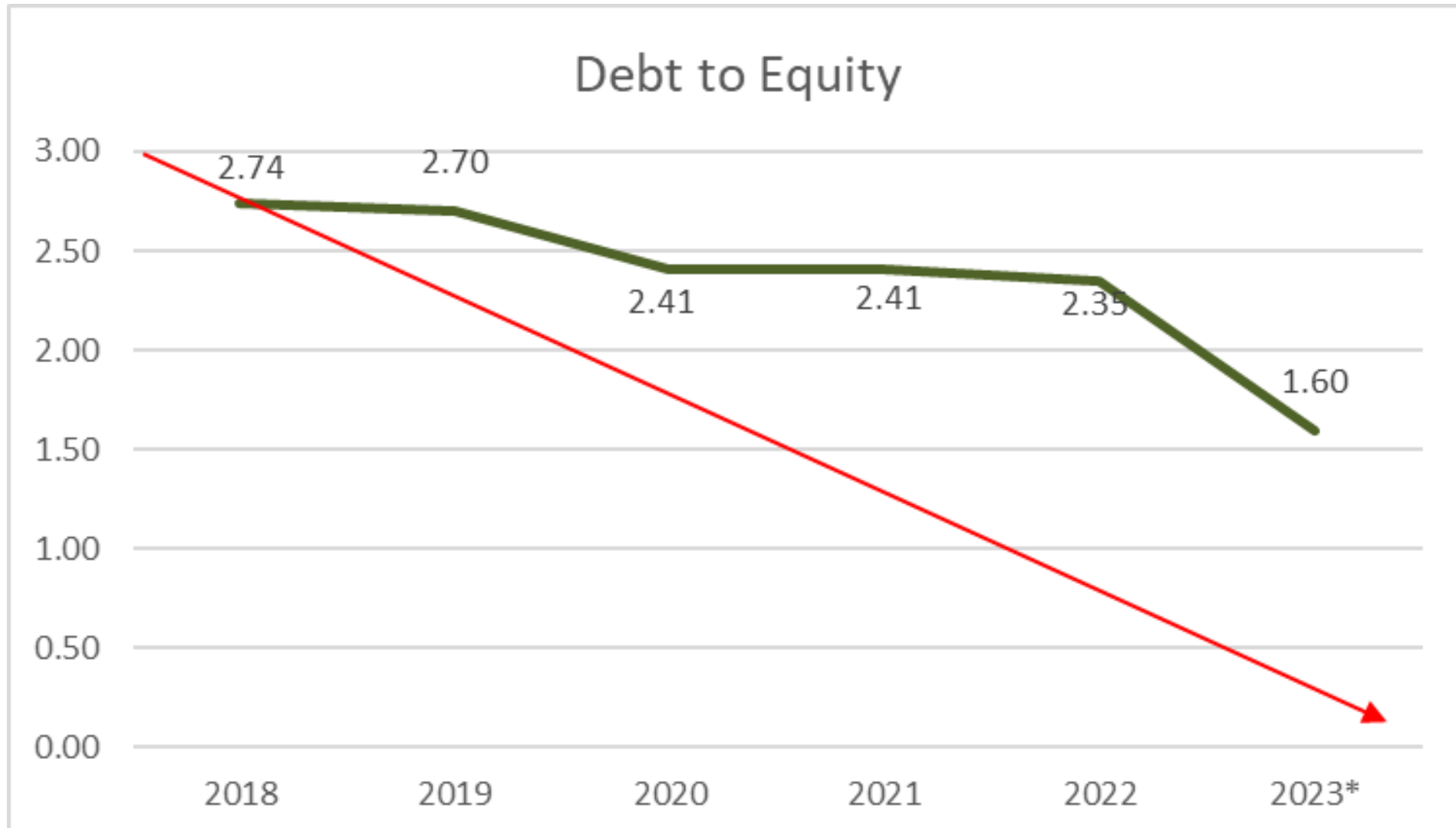


# FINANCIAL STABILITY AT-A-GLANCE

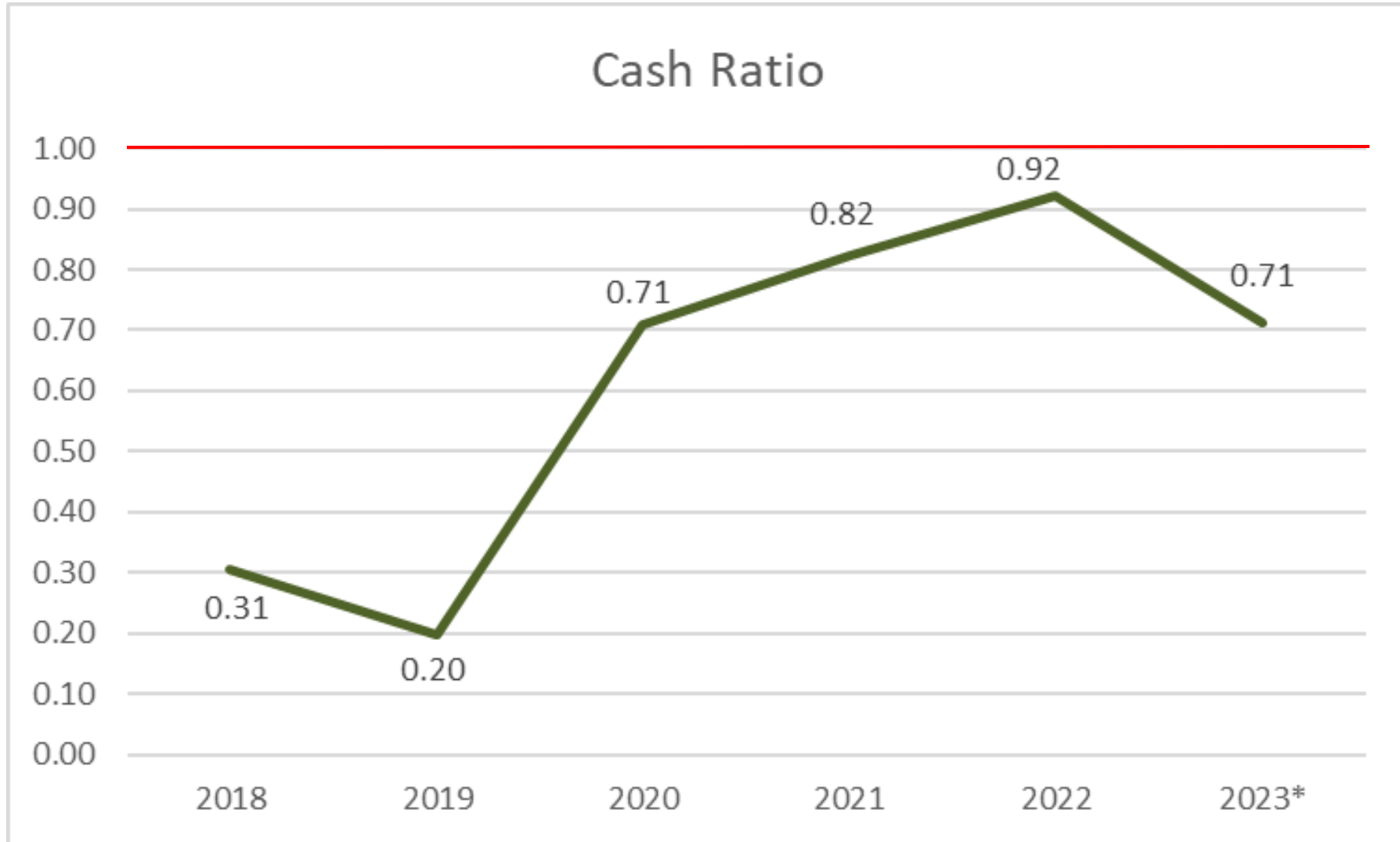




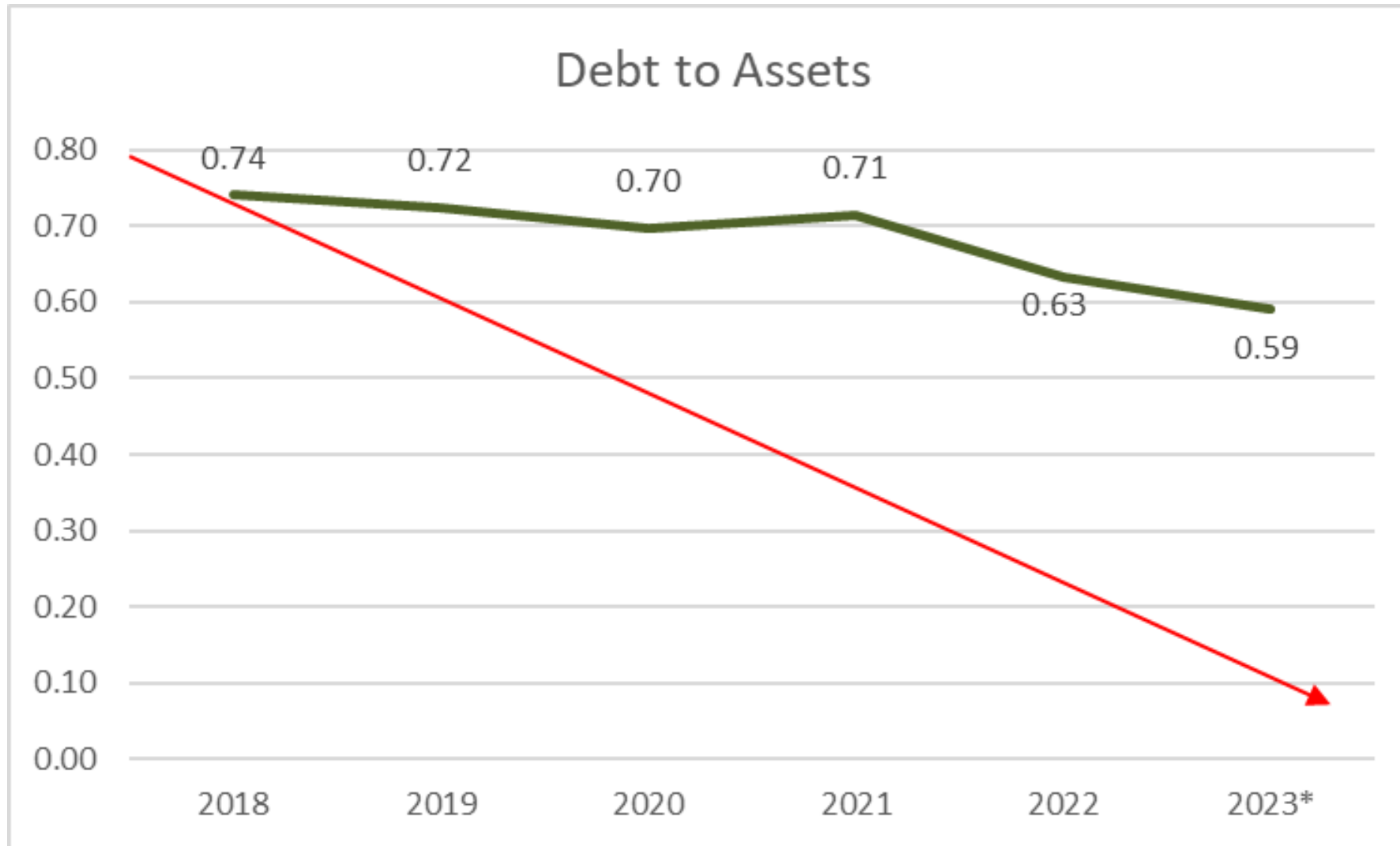
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# BUILDINGS & GROUNDS



**MR. ERIC KONDZIELAWA**

Chief Operating Officer



# RBC Business Innovation Park – Tier 4 Characterization Status



# Academic Innovation Center





# Main / East Entrance





# South Entrance and Courtyard





# DEVELOPMENT & GOVERNMENT RELATIONS



**MR. JEFF BROWN**  
Chief Development Officer



# Foundation Board Update

## Meet The Board

The Foundation is governed by a volunteer Board of Directors. Directors are prominent and influential members of the communities served by the College. Each Director serve up to two three-year terms. Officers include a chair, vice chair, secretary, and treasurer. Directors are appointed by the Foundation Board. The President of the College, Legal Counsel, and the Immediate Past Chair are named in the Foundation Bylaws as ex officio Directors.

- **2023-24 Board of Directors onboarded eight professionals and community leaders with significant experience in the fields of finance, philanthropy, policy, and business**
- **First meeting of the Board will be held on October 10th, with a special reception to follow in the McNeer Lobby.**



## Two Focus Areas:

1. Identify and Develop Opportunities to Enhance Old and Realize New Revenue Sources
2. Identify, Assess and Implement Efficiencies in Operations



# 2023-2024 Goals

## Objective Highlights

- Identify new grant opportunities
- Align with "The Grove" spirit store to sell alumni merchandise
- Monetize new gazebo painting
- Develop regular communication with community



GAZEBO at RICHARD BLAND COLLEGE



# Sutherland Fund



## James W. and Carolyn M. Sutherland Fund

- A professor of English at Richard Bland College
- Provided a gift of \$50,000 in 1974 to the Trustees of the Endowment Association of William & Mary
- "To be used for the sole benefit of Richard Bland College for such purposes as they may deem appropriate and advisable."
- The market value as of 9/2022 was \$435,383
- Historical use:
  - 1989-90 Barn Renovation \$20,000
  - 2004-05 Study for Capital Campaign \$31,350
  - 2007 Marketing Plan and Website Upgrade \$50,000

The College will be presenting a resolution requesting a special exception to release funds (November) to help manage costs related to General Assembly advocacy for independent governance, in the approximate amount of \$150,000.



# Fall Events



**Pecan Festival**  
Richard Bland College  
of WILLIAM & MARY

**SAVE THE DATE!**

**Saturday,  
October 21, 2023**  
In The Pecan Grove  
at  
Richard Bland College of William & Mary  
**11:00 AM - 5:00 PM**

Plan to spend a beautiful day in Virginia's largest Pecan Grove. It will be fun-filled day of food trucks, local vendors and artisans, and entertainment for the whole family.

Contact the Richard Bland Foundation at (804)862-6477 or [events@rbc.edu](mailto:events@rbc.edu) if you are interested in becoming a vendor, sponsor, entertainer or volunteer!



SCAN HERE TO APPLY

*Established in 2016 by the Richard Bland College Foundation, last year's Pecan Festival drew over 100 food, craft and beverage vendors from across the Commonwealth. An assortment of food trucks, beer & wine vendors, live music, and activities for kids made this a family fun day.*



Richard Bland College  
FOUNDATION

**ANNE DOBIE PEEBLES  
FORUM**

with Javaid E. Siddiqi, Ph.D.  
President & CEO, The Hunt Institute

Saturday, October 21, 2023  
McNeer Hall Atrium  
9:30 - 11:00 a.m.



*The Richard Bland College Foundation established the Anne Dobie Peebles Forum in 2018 to recognize Anne Dobie Peebles, a distinguished graduate of William & Mary, the first female rector elected to the W&M Board of Visitors and one of the founders of Richard Bland College.*



# FACULTY & STUDENT REPORTS



**DR. DANIEL FRANKE**

BOV Faculty  
Representative



**MS. KYLIE MCCOY**

BOV Student  
Representative



QUESTIONS?



Richard Bland College  
of WILLIAM & MARY





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**Thank you**