

WILLIAM & MARY

BOARD OF VISITORS

RICHARD BLAND COLLEGE COMMITTEE

DRAFT MINUTES

APRIL 25, 2024

GRIMSLEY BOARD ROOM – BLOW MEMORIAL HALL

COMMITTEE MEMBERS PRESENT:

Mr. John P. Rathbone, Chair
Mr. Brian P. Woolfolk, Vice Chair
Mr. Stephen J. Huebner
Ms. Barbara L. Johnson
Ms. Anne Leigh Kerr

Hon. Thomas K. Norment, Jr.
Ms. Ardine Williams
Dr. Daniel Franke, Faculty Representative
Ms. Kylie McCoy, Student Representative

OTHER BOARD MEMBERS PRESENT:

Mr. S. Douglas Bunch
Ms. AnnaMaria DeSalva
Ms. Cynthia Hudson
Hon. John E. Littel

Mr. C. Michael Petters
Hon. Charles E. Poston, Rector
Ms. Laura Keehner Rigas
Mr. J.E. Lincoln Saunders

OTHERS PRESENT:

Dr. Debbie L. Sydow, RBC President
Dr. Kimberly Boyd, RBC Vice President and Chief Research & Innovation Officer
Dr. Tiffany Birdsong, RBC Chief Academic Officer
Mr. Justin May, RBC Chief Enrollment Management Officer
Ms. Stacey Sokol, RBC Chief Business Officer
Mr. Eric Kondzielawa, RBC Chief Operating Officer
Mr. Jesse Vaughan, Jr., RBC Chief Marketing & Communications Officer
Ms. Charita Matthews, RBC Chief Information Officer
Ms. Lisa Johnson, Director of Financial Aid
Dr. Susan Clair, RBC Director of Information Technology and Information Security Officer
Ms. Melissa Mahoney, RBC Comptroller
Dr. Bryan Shelly, Chief Institutional Effectiveness Officer
Mr. Gerrit Smith, Executive Assistant to RBC President
Dr. Eric Miller, Associate Professor of Biology
Mr. Michael Mason, RBC Student
Ms. Sarah Heath, RBC Student
Ms. Libby Contreras, RBC Student
Ms. Abigayle Watson, RBC Student
Mr. Jeff Palmore, Principal at Capitol Square Strategies
Ms. Carrie Nee, W&M University Counsel
Mr. Kent Erdahl, W&M Director of Internal Audit
Mr. Michael J. Fox, W&M Secretary to Board of Visitors
Ms. Jessica Walton, W&M Deputy Secretary to Board of Visitors
RBC and W&M Administrators & Students

INTRODUCTORY REMARKS

Mr. John Rathbone, Chair, called the Richard Bland College (RBC or “the College”) Committee meeting to order at 9:50 a.m.

APPROVAL OF MINUTES

Recognizing that a quorum was present, Mr. Rathbone asked for a motion to approve the minutes of the February 8, 2024, meeting. The motion was made by Mr. Brian P. Woolfolk, seconded by Ms. Barbara L. Johnson, and approved by voice vote.

REPORT FROM THE PRESIDENT AND ADMINISTRATION

Dr. Debbie L. Sydow, President of RBC, reported that the College has tracked gains this year across key performance indicators, including enrollment, financial strength, and student success. She noted a marked boost in student engagement over the past year, highlighting the impact of increased grant funding directed toward experiential learning. President Sydow provided context for the FY25 budget and tuition/fee schedule before inviting the Chief Business Officer to present details of the 2024-25 budget proposal.

Ms. Stacey Sokol, Chief Business Officer, detailed revenue and expense drivers for RBC's 2024-25 operating budget. Proposed budget revenue assumes a 3% tuition and mandatory fee increase and a 4.1% non-mandatory fee (housing and dining) increase to partially offset direct costs and inflation. Also, Ms. Sokol reported on the College's ongoing cost mitigation strategies and continued success in generating new auxiliary revenue. Ms. Sokol provided an update about APA audit findings and noted that despite several IT Security and Financial Aid findings, the auditor was generally pleased with RBC's progress.

Mr. Jesse Vaughan, Chief Marketing and Communications Officer, provided an update on the College's marketing, playing a "sizzle reel" to demonstrate highlights of the year. Mr. Vaughan reported that RBC is working with Lewis Media on new targeted marketing campaigns, and the ongoing Channel 6 Richmond partnership promotes the RBC brand as well as certain events like the Pecan Festival and Music in the Grove. Mr. Vaughan stated that his team developed a new advertising slogan called "Find the Future You" that is being used in new advertising material.

Mr. Justin May, Chief Enrollment Management Officer, updated the Board on demographic enrollment trends. Mr. May stated that the College will continue to focus on expanding its market share in the Washington D.C. and Hampton Roads areas. He also reported that RBC will continue to emphasize its strength regarding affordability, transferability, and flexibility against common market frustrations.

Dr. Kimberly Boyd, Vice President and Chief Research & Innovation Officer, provided an update on the College's iRBC program for international students and the RBC Lab School, called Globe Academy. Dr. Boyd noted that the College's lab school proposal will be presented to the Lab School Partnership Committee on May 6 in Richmond. If approved by the Committee, the proposal will then go before the Virginia Board of Education for final approval. The RBC Lab School will deliver an innovative learning environment and guided exploration of science, technology, engineering, the arts, manufacturing, and health (STEAM^h).

Dr. Tiffany Birdsong, Chief Academic Officer, introduced Dr. Eric Miller, Associate Professor of Biology, and two RBC students, Libby Contreras, and Abigayle Watson. Dr. Miller, and the two students, provided a summary of their Alternative Spring Break trip. The trip to Savannah, GA, was enjoyed by twelve students from four different countries.

Mr. Jeff Palmore, Principal at Capitol Square Strategies, provided a government relations update. Mr. Palmore reported on RBC's efforts to become a Tier 2 institution, which would mean greater autonomy for the College, specifically in the areas of information technology and procurement.

Mr. Eric Kondzielawa, Chief Operations Officer, provided an update on the Academic Innovation Center (AIC) construction. Mr. Kondzielawa reported that the building is substantially complete, furnishings have been ordered, and the building will be ready for occupancy by mid-May.

FACULTY AND STUDENT REPRESENTATIVE REPORT

Dr. Daniel Franke, RBC Faculty Representative, and Ms. Kylie McCoy, RBC Student Representative, introduced Michael Mason and Sarah Heath, RBC class of 2024 graduates. Ms. McCoy, Mr. Mason, and Ms. Heath each delivered presentations focused on why they chose RBC, their RBC experience, and where they plan to transfer in the upcoming fall semester.

ACTION MATERIAL

Mr. Rathbone brought forth **Resolution 32**, Approval to Fill a Vacancy in the Professional Staff, and asked for a motion to approve. Motion was made by Ms. Ardine Williams, seconded by Ms. Laura Keehner Rigas, and approved by voice vote.

Mr. Rathbone brought forth **Resolution 33-R (appended)**, FY25 Tuition and Fees, and asked for a motion to approve. Motion was made by Mr. Woolfolk, seconded by Ms. Anne Leigh Kerr, and approved by voice vote.

Mr. Rathbone brought forth **Resolution 34**, FY25 Operating Budget Proposal, and asked for a motion to approve. Motion was made by Ms. Williams, seconded by Mr. Woolfolk, and approved by voice vote.

Mr. Rathbone brought forth **Resolution 35**, Approval of Honorary Degree for The Honorable Samuel Parham, and asked for a motion to approve. Motion was made by Mr. Stephen J. Huebner, seconded by Ms. Kerr, and approved by voice vote.

ADJOURNMENT

There being no further business, Mr. Rathbone adjourned the meeting at 11:28 a.m.

**RICHARD BLAND COLLEGE
APPROVAL OF
FY 2024 - 2025 TUITION AND FEES**

The following Tuition and Fees are recommended by the Richard Bland College (RBC or “the College”) administration to meet the 2024-2025 funding requirements for academic programs, student support services, and auxiliary services. This represents a pricing strategy that is intended to optimize affordability and educational excellence and, simultaneously, enable the College to continue to advance its mission and 2025 strategic plan (RBC-25) goals.

The proposed FY 2025 in-state Tuition and Mandatory E&G Fees per credit hour rate of \$225 represents a 3% increase to the current FY24 tuition rate. Online Tuition and Mandatory E&G Fees categories would also increase by 3% with a credit hour rate of \$224. Even with this increase, Richard Bland College’s tuition and fee rates remain among the lowest in the Commonwealth. To align out-of-state Tuition and Mandatory E&G Fees with actual costs, and to remain competitive, the proposed out-of-state Tuition per credit hour rate remains \$421 per credit hour.

For FY 2025, it is recommended that mandatory Auxiliary Comprehensive fees for in-state and out-of-state students increase by 2.6% to a per credit hour rate of \$78.

For FY 2025, the proposed pricing for all residential rooms represents a 4.1% increase with the removal of a single occupancy/single room rate. All residents will be required to purchase a meal plan. Due to inflation-driven increases in supply costs, the proposed meal rates will increase by 4.1%.

A proposed FY 2025 tuition and fee summary sheet is attached.

RBC’s goal remains to deliver students high quality educational programming, high-value university pathways, and an innovative educational model at an affordable price.

WHEREAS, the Williams & Mary Board of Visitors, on the recommendation of the President and with appreciation for the unforeseen financial circumstances impacting students and their families, may require the College to adjust or reconsider non-mandatory fees and charges; and

WHEREAS, having a 3% increase for FY2025 in-state tuition and mandatory E&G fees, will result in no significant increase for the College’s returning or incoming students; now,

THEREFORE, BE IT RESOLVED, that the President and the Chief Business Officer are granted the authority and the discretion to determine whether non-mandatory fees will be waived or applied for courses, programs, and activities; and

BE IT FURTHER RESOLVED, That upon recommendation of the President, the William & Mary Board of Visitors approves the 2024-2025 Tuition and Fee Summary as presented for Richard Bland College for the 2025 fiscal year.

RICHARD BLAND COLLEGE
FY 2024-2025 TUITION AND FEE SUMMARY

	ACTUAL <u>FY24</u>	PROPOSED <u>FY25</u>	PERCENT <u>CHANGE</u>	DOLLAR <u>CHANGE</u>
IN-STATE ¹				
Per Credit Hour Taken				
Tuition	\$ 203	\$ 209	3%	\$ 6
E&G Technology Fee	\$ 16	\$ 16	3%	\$ 0.48
Total Tuition and E&G Fees	\$ 219	\$ 225	3%	\$ 6
Auxiliary Comprehensive Fee	\$ 76	\$ 78	3%	\$ 2
Total In-State Tuition & Mandatory Fees	\$ 295	\$ 303	3%	\$ 8
OUT-OF-STATE				
Per Credit Hour Taken				
Tuition	\$ 405	\$ 405	0%	\$ 0
E&G Technology Fee	\$ 16	\$ 16	3%	\$ 0.48
Total Tuition and E&G Fees	\$ 421	\$ 421	0%	\$ 0
Auxiliary Comprehensive Fee	\$ 76	\$ 78	3%	\$ 2
Total In-State Tuition & Mandatory Fees	\$ 497	\$ 499	½%	\$ 2
ONLINE ²				
Per Credit Hour Taken				
Tuition	\$ 202	\$ 208	3%	\$ 6
E&G Technology Fee	\$ 16	\$ 16	3%	\$ 0.48
Total Tuition and E&G Fees	\$ 218	\$ 224	3%	\$ 6
Total Online Tuition & Mandatory Fees	\$ 218	\$ 224	3%	\$ 6

OTHER FEES

Application Fee	\$ 50	\$ 52	4.1%	\$ 2
Blended Room Average	\$ 9,406	\$ 9,804	4.1%	\$ 398
Room Change Fee	\$ 50	\$ 50	4.1%	\$ 2
Room Damage Deposit	\$ 150	\$ 150	4.1%	\$ 6
Basic Residential Meal Plan annual ³	\$ 2,464	\$ 2,565	4.1%	\$ 101
Transcript Fee	\$ 7	\$ 7	4.1%	\$ 0.39
Late Fee	\$ 60	\$ 62	4.1%	\$ 2
Returned Check Fee	\$ 60	\$ 62	4.1%	\$ 2
Parking Ticket (Per Violation)	\$ 40	\$ 42	4.1%	\$ 2
Lab Material Fee (Science)	\$ 60	\$ 62	4.1%	\$ 2
Art Fee	\$ 60	\$ 62	4.1%	\$ 2
Math Fee	\$ 75	\$ 78	4.1%	\$ 3
Distance Education Fee (per credit hr)	\$ 25	\$ 26	4.1%	\$ 1
Capital Outlay Fee (out of state only) ⁴	\$ 90	\$ 94	4.1%	\$ 4
FAME lab fee	\$ 75	\$ 78	4.1%	\$ 3

¹ In state/out of state applies to on campus, in-seat courses.

² Online rate applies to online only courses

³ Mandatory for all residential students, includes dining dollars

⁴ State mandated E&G fee required of OS students to support costs associated with capital projects funded by the Commonwealth