



Richard Bland College
of WILLIAM & MARY

RBC Committee
W&M Board of Visitors
September 26, 2024



CHAIRMAN'S REMARKS



MR. JOHN RATHBONE

W&M Board of Visitors
RBC Committee Chair



Richard Bland College
of WILLIAM & MARY

PRESIDENT'S REMARKS



DR. DEBBIE SYDOW
President



Richard Bland College
of WILLIAM & MARY

RECTOR'S DAY | AIC RIBBON-CUTTING



Richard Bland College
of WILLIAM & MARY

VICE PRESIDENT'S REMARKS



DR. KIMBERLY BOYD

Vice President and
Chief Research & Innovation Officer



Richard Bland College
of WILLIAM & MARY

Underrepresented and Underserved (Rural) Student Success Initiative

Create a virtual mobile marketing and communication vehicle to reach 1st generation and non-traditional adult learners. “We come to you!”

Conduct outcome mapping to improve student persistence and completion rates.

Enhance outreach and engagement focused on research, diversity and inclusion. Provide industry touchpoints linked with academic offerings and career pathways.

SCHEV funding - **\$4.4 (scholarships, student paid work experiences, internships)**

USDA DLT funding - **\$1 (Bon Secours, Ferrum College, 3 Rural Schools)**



FUTURE DIRECTION...

WORKFORCE DEVELOPMENT

- **Bon Secours Southside Regional Medical Center**
- **Evening & Weekend - U.A.S. Certification Program - YMCA**
- **Engagement mapping with QR codes**
- **Train the brain – neuroscience**
- **Virtual reality and drone training**
- **A.I. – workforce development**
- **Mobile Marketing and Engagement Unit**
- **Workforce development career guide**



Richard Bland College
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ACADEMICS UPDATE



DR. TIFFANY BIRDSONG
Chief Academic Officer



Richard Bland College
of WILLIAM & MARY

NEW FACULTY

Andrea Beyer, PhD
Biology



Lee Smith, MFA
English



AREAS OF FOCUS



Retention



Persistence



Graduation



Thriving

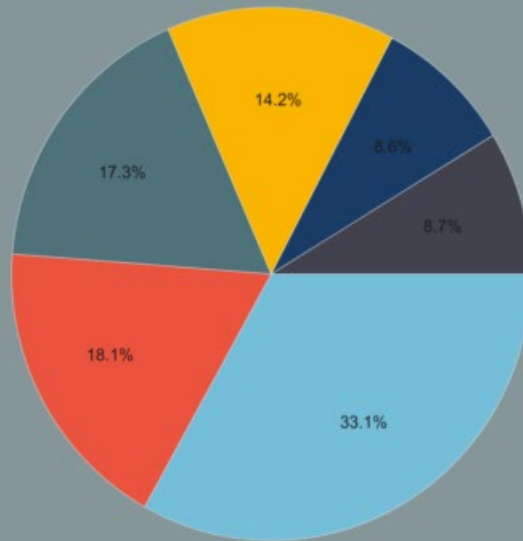
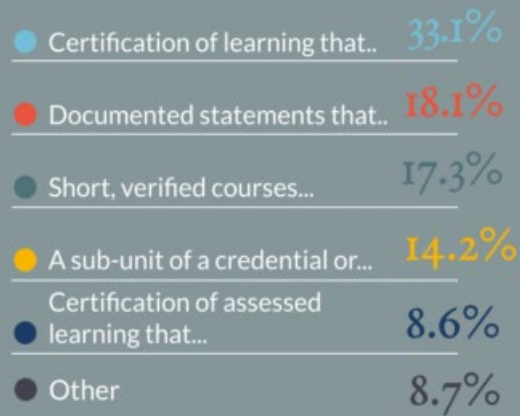




Statesman Steps

A Guided Pathways Approach

What is a micro-credential?



Social and Behavioral Sciences

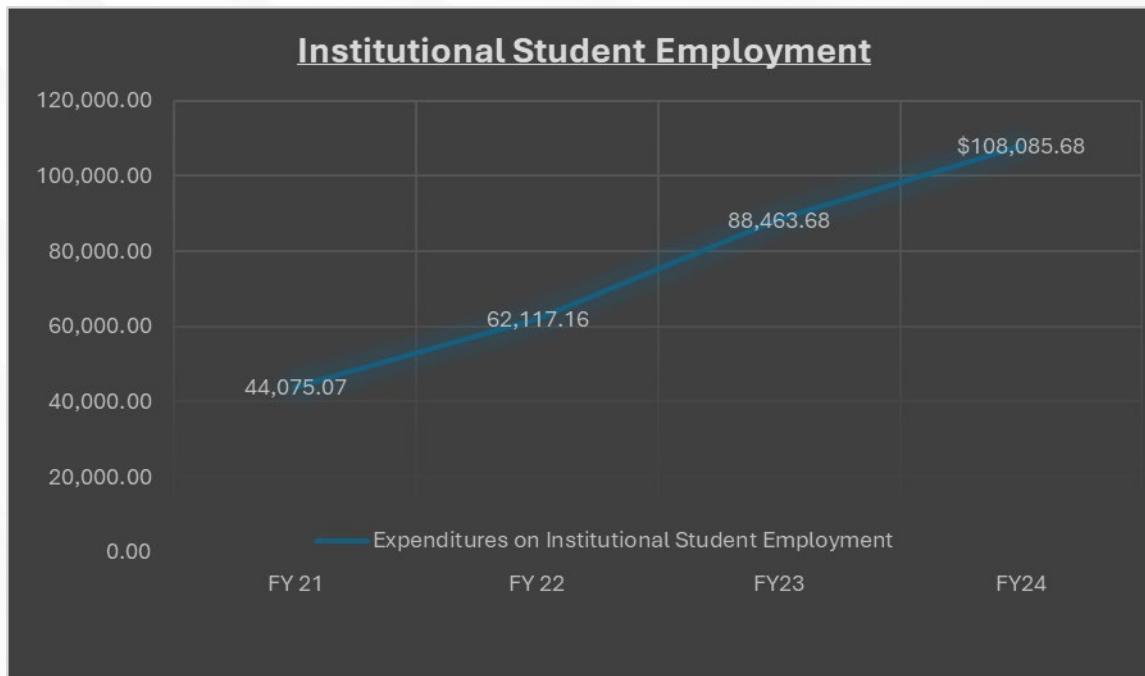
- Forensic Psychology
- Global Challenges
- History & Government

Languages and Humanities Department

- Technical Writing



MEANINGFUL WORK EXPERIENCES

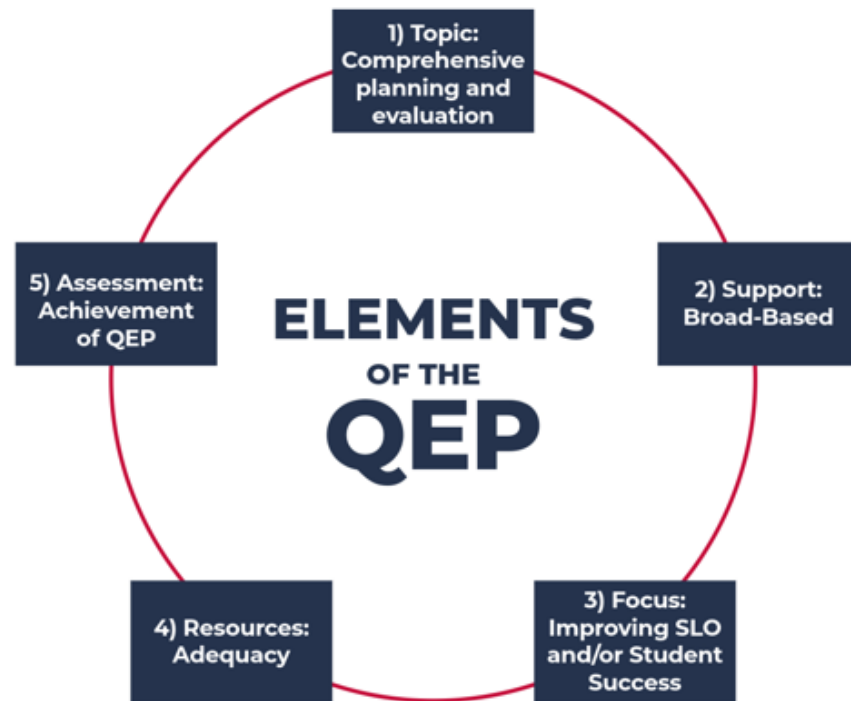


NACE Competencies

-  Career & Self-Development
-  Communication
-  Critical Thinking
-  Equity & Inclusion
-  Leadership
-  Professionalism
-  Teamwork
-  Technology



RBC's QEP on Critical Thinking



- The overwhelming majority of students are meeting or exceeding proficiency in the course learning outcomes most associated with critical thinking.
- More than 80% of students agree that they are given significant meaningful opportunities to develop and demonstrate their critical thinking skills.
- More than 90% of faculty agree that the five-year focus on critical thinking has made them more mindful of how they address and assess higher order thinking skills in their teaching.





FUTURE OF ARTIFICIAL INTELLIGENCE WHAT LIES AHEAD?

ENROLLMENT UPDATE

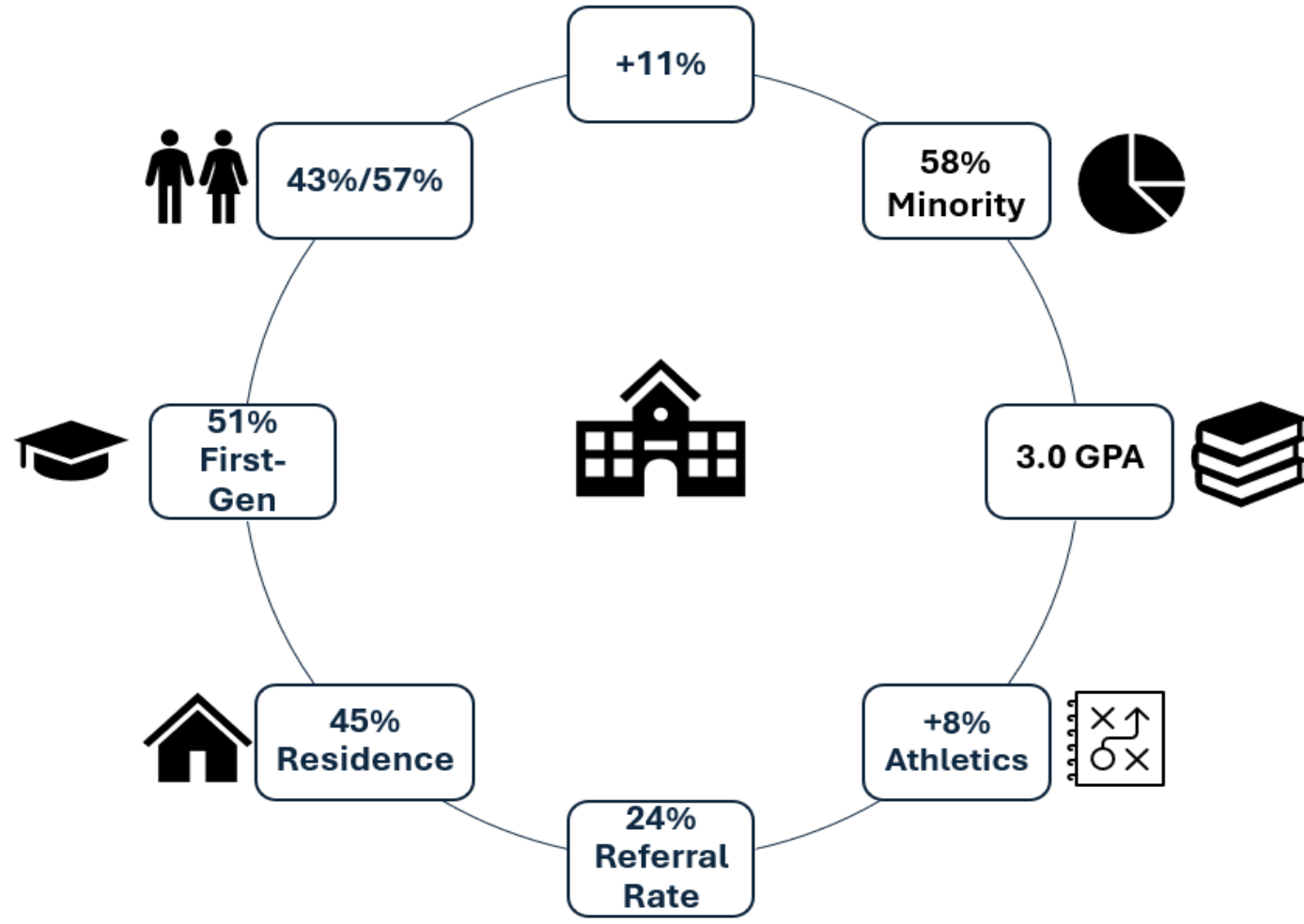


MR. JUSTIN MAY
Chief Enrollment Officer

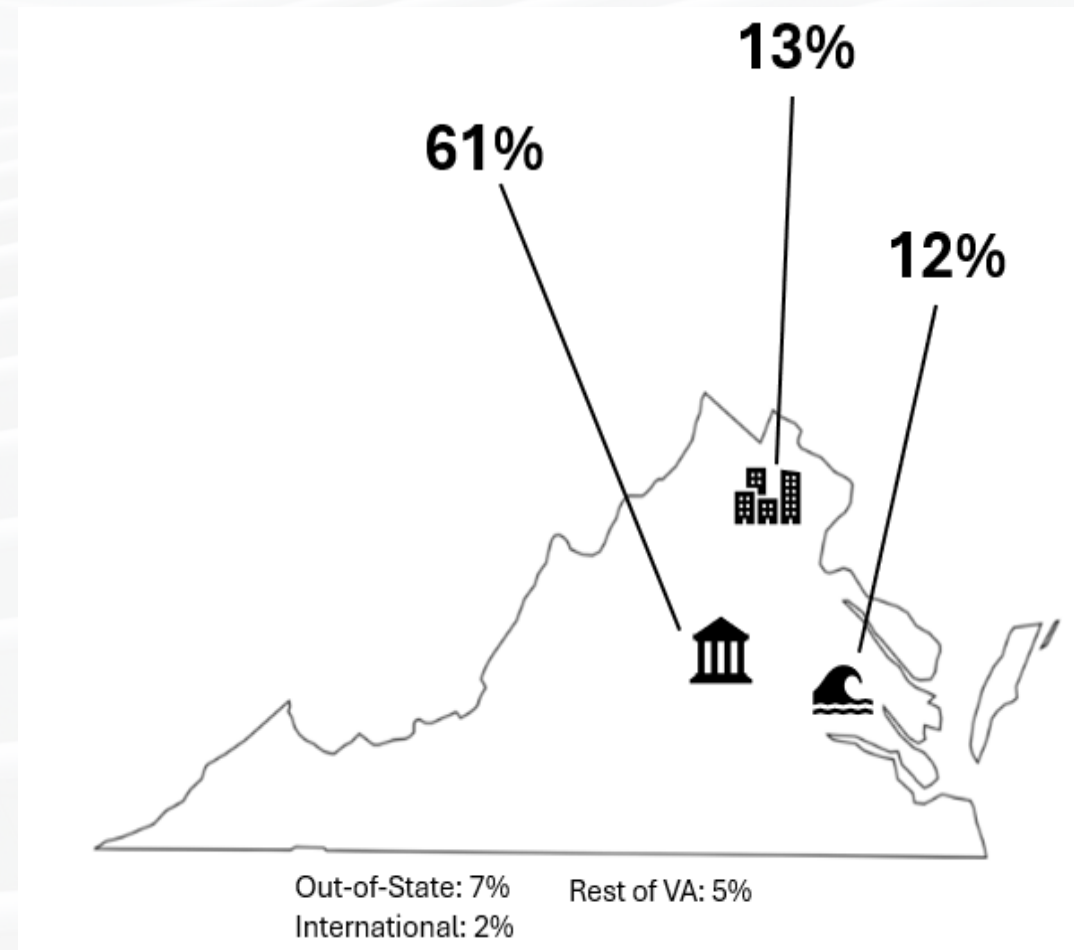
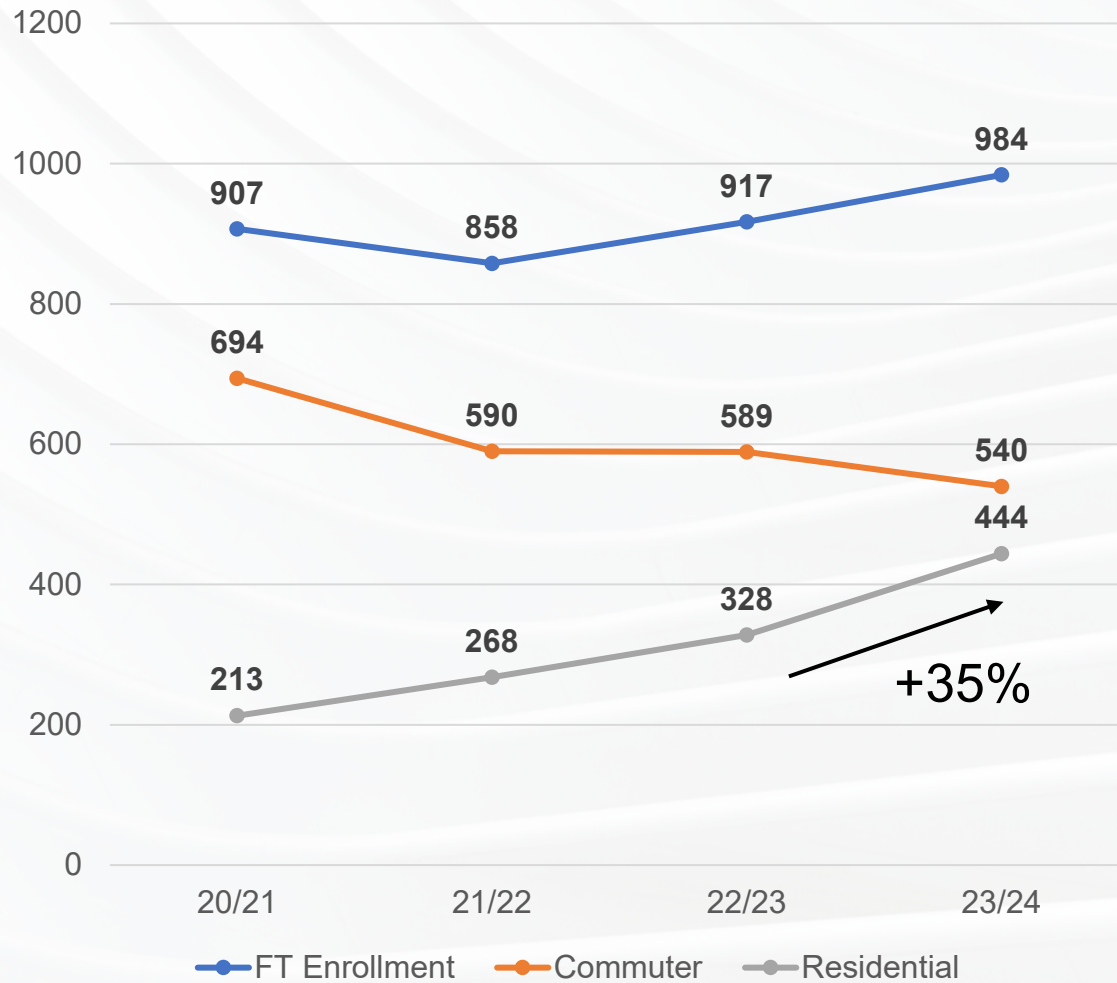


Richard Bland College
of WILLIAM & MARY

FALL 2024 INCOMING CLASS

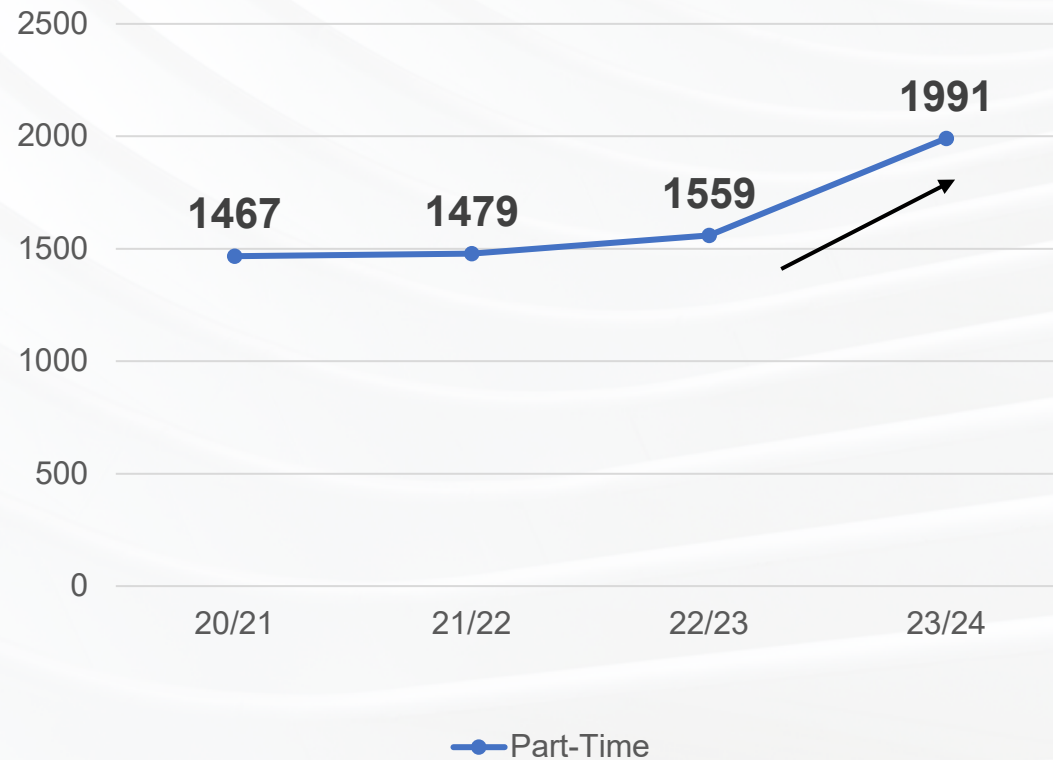


FULL-TIME TOTAL ENROLLMENT



PART-TIME TOTAL ENROLLMENT

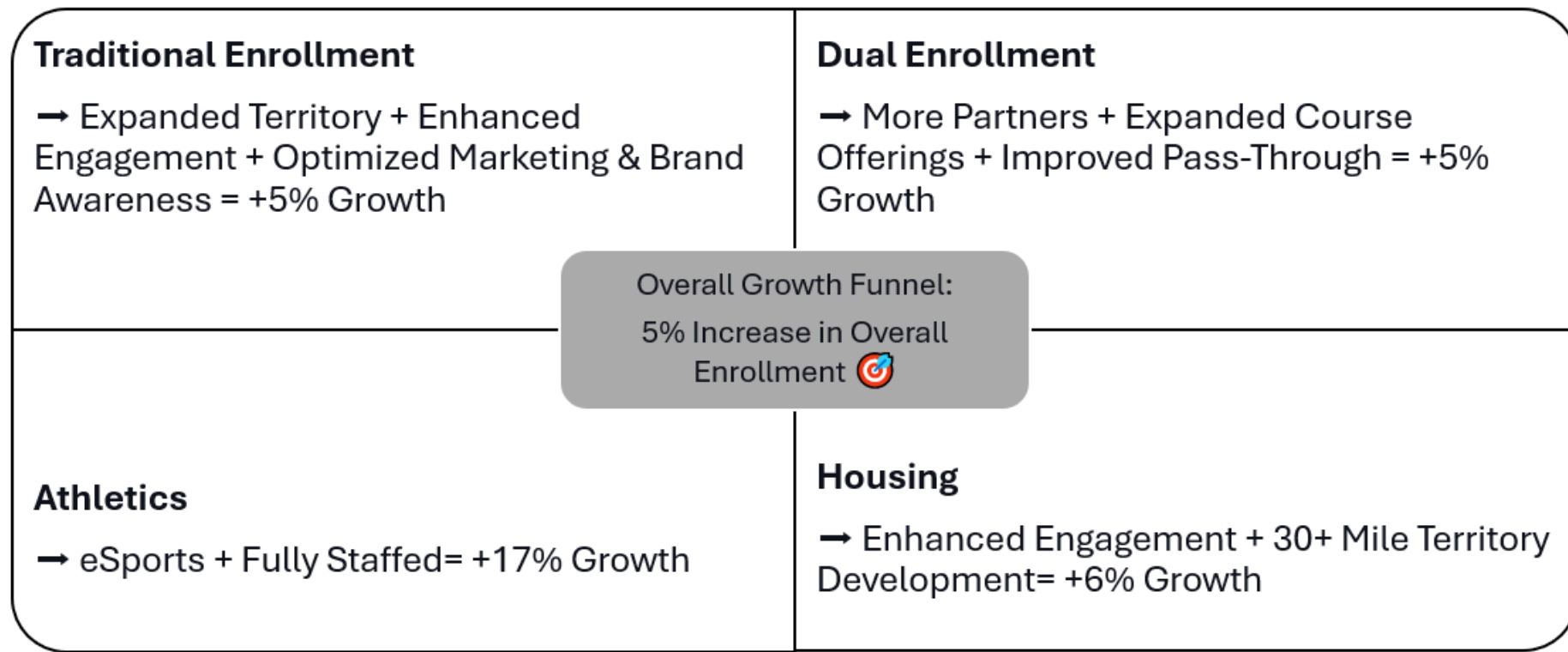
Part-Time Enrollment



- 27 Partners
- AS Degree Attainment
- Increase pass-through
- Expansion



Where We Are Headed: The Path to Growth



MARKETING UPDATE



MR. JESSE VAUGHAN

Chief Marketing &
Communications Officer



Richard Bland College
of WILLIAM & MARY

CREATIVE SERVICES GROUP RBC MARKETING & COMMUNICATIONS

SHARED PROJECTS

- RBC VOLLEYBALL COMMERCIALS (preview to Documentary)
<https://youtu.be/kP2ghg7li74>
- RBC MOVE-IN SOCIAL MEDIA
- INSIDE RBC-TV airs November 14th (profiles)
 - WEBSITE FRONT PAGE OVERHAUL
 - WEBSITE FRONT PAGE OVERHAUL
- PECAN FESTIVAL MARKETING (radio/tv/social media)



Board of Visitors September Marketing Preview

<https://youtu.be/Nj3QfFAw0jY>



Richard Bland College
of WILLIAM & MARY



MS. STACEY SOKOL

Chief Business Officer



Richard Bland College
of WILLIAM & MARY

WORKFORCE PLANNING REPORT

- 18 total employees eligible for retirement within 5 years
- 13% institutional turnover rate
- Average time to fill vacancies is greater than statewide average
- 3% veteran workforce
- 35% minority new hires
- Continual gap identification: staff shortages, critical positions, retention, and employee engagement



SIX YEAR PLAN UPDATE

- Anticipation of independent board governance
- Prioritization of Level Two authority for IT and procurement
- Elimination of FAME program due to inadequate ROI
- Planned revenues and expenditures consistent with Board of Visitors' approval of the college's FY25 budget



AUDIT UPDATES

APA FY23:

- All Audit Findings have been remediated

OSIG Cybersecurity Audit:

- No vulnerabilities identified during penetration testing
- Recommendations related to system security settings & monitoring controls

Internal Audit:

- Provided recommendations for SACSCOC Follow-Up Report



FINANCIAL REPORT REVIEW



MS. MELISSA MAHONEY

Controller



Richard Bland College
of WILLIAM & MARY

BUILDINGS & INFORMATION
TECHNOLOGY

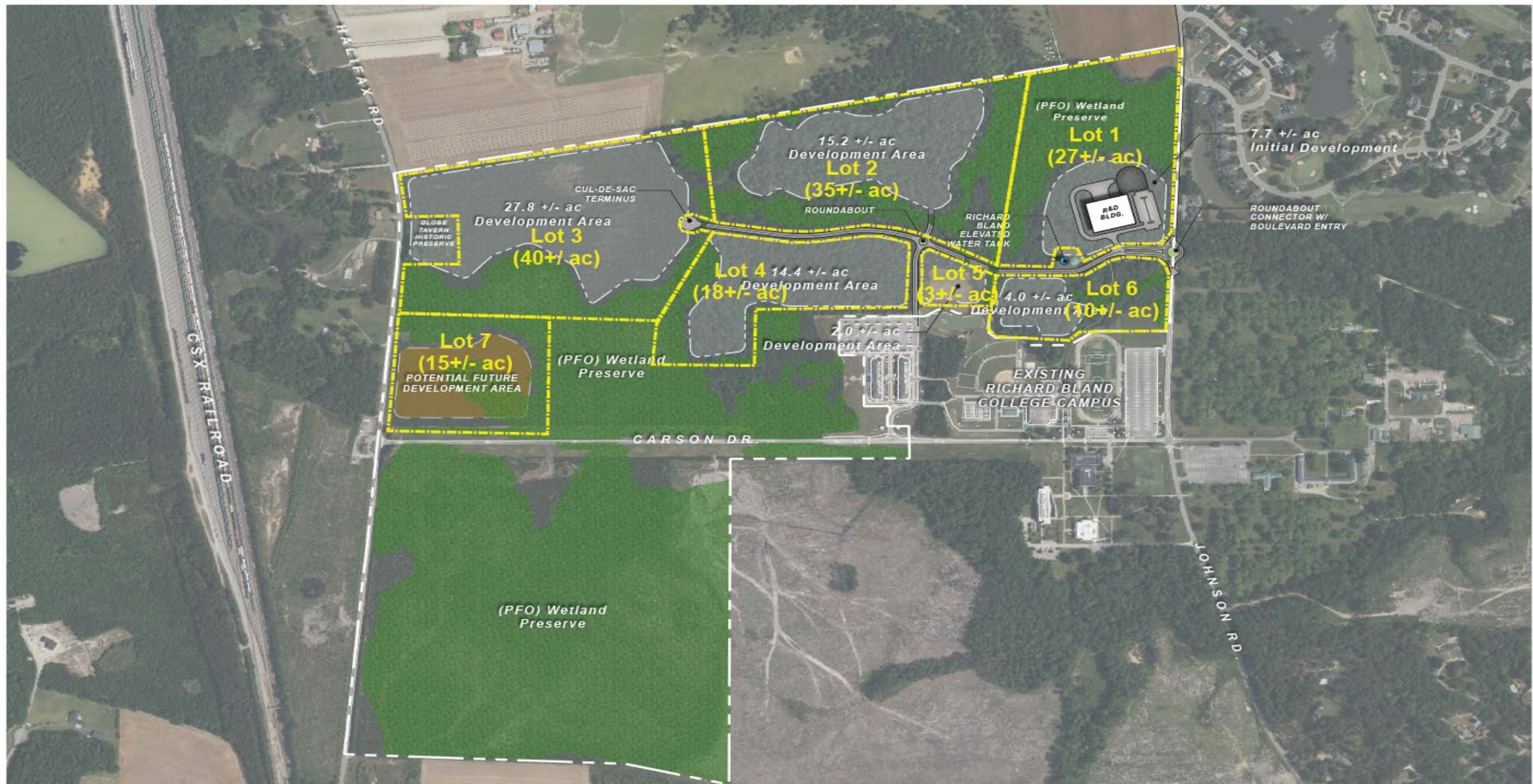


MR. ERIC KONDZIELAWA

Chief Operating Officer



Richard Bland College
of WILLIAM & MARY



ACADEMIC INNOVATION CENTER



Richard Bland College
of WILLIAM & MARY

DEVELOPMENT UPDATE



MR. JEFF BROWN
Chief Development Officer



Richard Bland College
of WILLIAM & MARY

RBC SPORTS PARK



MS. CAROLYN DAY PRUETT
Associate Director of
Development



Richard Bland College
of WILLIAM & MARY

RBC Sports Park

LEGEND

- A. Existing Softball Field Improvements
 - Future and Existing sports field lighting improvements
 - Netted backstop, dugout, bullpen, fence enhancements
- B. Baseball Field, 330'-360'-400'
 - "Monster" style left field fence for tree/wetland preservation
 - Future sports field lighting
 - Netted backstop
- C. Competition Soccer Field, 70 yd. x 110 yd.
 - Ball stop netting, both ends
 - New sports field lighting
- D. Beach Volleyball, relocated
 - Bank of 3 courts for tournament play
 - Area for temporary bleacher seating / team benches
- E. Charter Bus Drop-off and parking
- F. Multi-use Team Rooms / Restrooms
- G. Storage, Existing Shown, Future expansion
- H. Two Lane Jogging Track
- I. Two Station Batting Cage
- J. <300 Seat Bleachers, Mobile press box option
- K. Existing Parking Lot, remains
 - Two existing bays, approx. 165 Spaces
- L. Modified Parking Lot / Roundabout Plaza
 - Food Truck Parking
 - Fire Truck and Charter Bus accessible
- M. New and Future Landscape Opportunities
- N. Outdoor Community Gathering Space,
 - Seating opportunities, outdoor gathering



RBC Sports Park





MR. JEFF PALMORE

Capital Square Strategies, LLC
Principal



FACULTY & STUDENT REPORT



DR. DANIEL FRANKE
RBC Faculty Representative



MR. SERGIO PEREZ
RBC Student Representative



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QUESTIONS?



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Thank you