

PREMINENCE WITH PURPOSE UPDATE

*Donald E. Palm III, Ph.D.
Executive Vice President / Provost*



Virginia State University Strategic Priorities



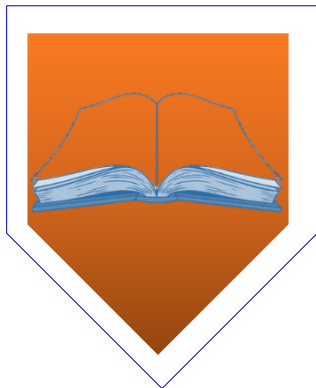
**VSU Priority 1:
Increase Student
Opportunity and
Access to Higher
Education**



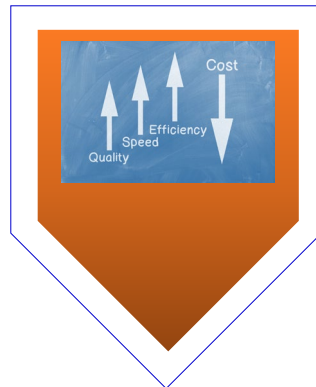
**VSU Priority 2:
Sustain Academic
Excellence**



**VSU Priority 3:
Provide a
Transformative VSU
Experience that
Supports the Holistic
Development of
Students**



**VSU Priority 4:
Define the VSU
Brand and Tell our
Story**



**VSU Priority 5:
Diversify Financial
Resources and Enhance
Operational
Effectiveness**



**VSU Priority 6:
Enhance the Land-
Grant Mission of the
University**



#1 PROVIDE AFFORDABLE ACCESS FOR ALL



#2 OPTIMIZE STUDENT SUCCESS FOR WORK AND LIFE



#3 DRIVE CHANGE AND IMPROVEMENT THROUGH INNOVATION AND INVESTMENT



#4 ADVANCE THE ECONOMIC AND CULTURAL PROSPERITY OF THE COMMONWEALTH AND THE ITS REGION



VSU Priority 1: Increase Student Opportunity and Access to Higher Education

X

X

X

VSU Priority 2: Sustain Academic Excellence

X

X

X

VSU Priority 3: Provide a Transformative VSU Experience that Supports the Holistic Development of Students

X

X

X

X

VSU Priority 6: Enhance the Land-Grant Mission of the University

X

X

X

VSU Six Year Plan Strategy

- **Recruitment**
- **Student Success**
- **Education**



VSU Six Year Plan (2020)

#	INITIATIVE	2020-21	2021-22
1	Increase Financial Aid Support for low-income students	\$3.7M	\$3.7M
2	Implement the Summer Bridge Program	\$320K	\$442K
3	Expansion of the Intrusive Advising Early Warning System	\$150K	\$150K
4	Implement UTeach Program	\$250K	\$250K
5	Expansion of the Current Supplemental Instruction Program (SI)	\$320K	\$320K
6	Funding for data center modernization	\$1.6M	\$1.6M
	Virginia State University (212) Total	\$6.4M	\$6.4M



VSU Priority 1:
Increase Student
Opportunity and
Access to Higher
Education



Virginia College Affordability Network

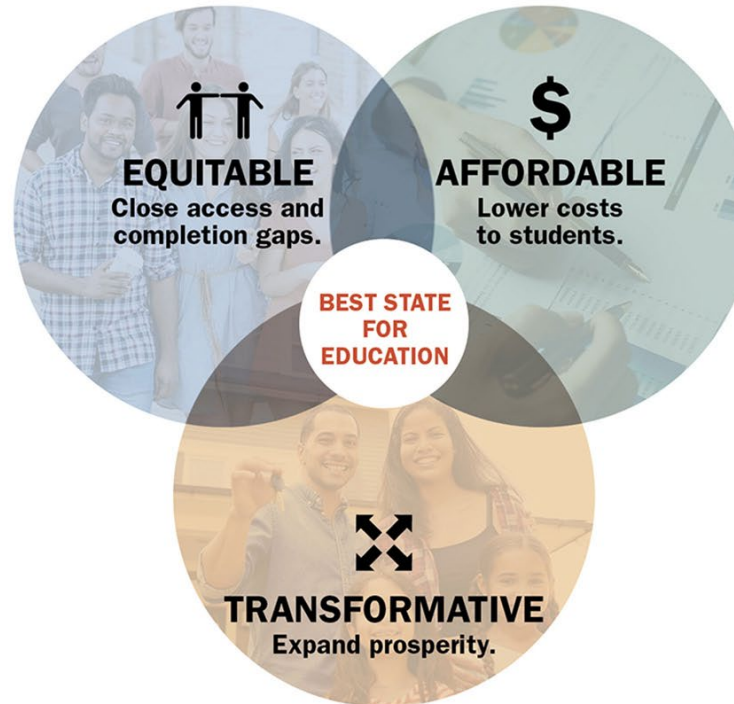
Supplemental Instruction

Summer Bridge Program

Intrusive Advising Early Warning System

PATHWAYS TO OPPORTUNITY: THE VIRGINIA PLAN FOR HIGHER EDUCATION

Remove barriers to access and attainment, especially for Black, Hispanic, Native American and rural students; students learning English as a second language; students from economically disadvantaged backgrounds; and students with disabilities.



Invest in and support the development of initiatives that provide cost savings to students while maintaining the effectiveness of instruction.

Increase the social, cultural and economic well-being of individuals and communities within the Commonwealth and its regions.

VSU Six Year Plan (2022)

#	INITIATIVE	2022-23	2023-24
1	Increase Financial Aid Support for low-income students	\$630K	\$4.1M
2	Expand the Virginia College Affordability Network (VCAN)	\$2.5M	\$2.5M
3	Continued and Increased Funding for Affordable Access	\$10M	\$10M
4	Increased Graduate Student Financial Assistance	\$132K	\$198K
5	Degree Completion & Career Enhancement Initiative	\$1.1M	\$1.3M
6	Pipeline with Purpose	\$520K	\$520K
7	VSU Advanced Manufacturing Logistics Institute	\$1.0M	\$1.2M
8	New Degree and Online Programs	\$2.5M	\$3.7M
9	Academic Success Initiatives	\$1.6M	\$1.6M
	Virginia State University (212) Total	\$20M	\$20M

SCHEV-Approved Academic Programs

Baccalaureate / undergraduate certificate programs - 5

Bachelor's degree programs - 36

Graduate certificates - 2

Certificate of advanced graduate studies - 1

Master's degree programs - 17

Doctoral degree programs - 2

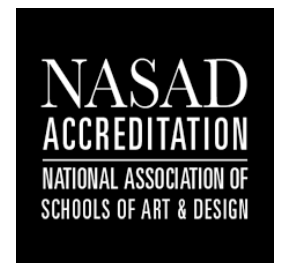


VSU Priority 2:
Sustain Academic
Excellence



Accreditation
Board for
Engineering and
Technology

Accreditation Council
for Education in
Nutrition and Dietetics
the accrediting agency for the
Academy of Nutrition
and Dietetics



SCHEV-Approved Distance-Learning Programs



**VSU Priority 2:
Sustain Academic
Excellence**



VSU awarded Sonia Jackson, 72-year-old school nurse and the inaugural graduate of the University's first fully online program, a Bachelor of Science in Nursing (BSN) degree on December 18, 2021.

VSU
VIRGINIA STATE
Since 1882 **Online**

Virginia State University
Now Offering
FIVE FULLY ONLINE PROGRAMS:

- Bachelor of Science (B.S.) in Hospitality Management
- Bachelor of Science (B.S.) in Nursing (RN to BSN Professional Degree)
- Master of Education (M.Ed.) in Special Education
- Doctor of Education (Ed.D.) in Educational Administration & Supervision
- Certification in Homefront Readjustment for the Armed Forces

Apply Today at
www.vsu.edu/online

VSU
VIRGINIA STATE
Since 1882

Greater Happens Here

Academic Programs

1. New Programs

Masters of Social Work (MSW)

Special Education (K-12)

Elementary Education

Intermediate/Middle School

Innovative Technology Education

2. Pending / Under Revision

MS - Data Analytics Engineering

MBA - Business Administration and Management

Ed.S. – Education Specialist

BS – Sports Management

MPH - Public Health

BS – Mechanical Engineering



**VSU Priority 2:
Sustain Academic
Excellence**

Sustain Academic Excellence



**VSU Priority 2:
Sustain Academic
Excellence**

- Minority Small Business Launch Center
- Public Health Institute
- Center for Policing Leadership and Social Justice
- John Mercer Langston Institute
- VSU Advanced Manufacturing and Logistics Institute
- James Arthur Baldwin Africologic Institute (Pending)
- National Black College Data Resource & HBCU Studies Center (Pending)



Sustain Academic Excellence



**VSU Priority 2:
Sustain Academic
Excellence**

- Outstanding Faculty Award
 - Rising Star Award (Teaching, Research/Scholarship & Stellar)
 - Star Award (Teaching, Research/Scholarship and Stellar)
- Outstanding Staff Award
- Virginia State University Innovation Award
- Faculty Innovation Center/Lounge
- Faculty Travel Award
- Provost Leadership Institute
- Salary Equity Study
- Certification for Faculty to Teach online



VSU Priority 3:

Provide a
Transformative VSU
Experience that
Supports the Holistic
Development of
Students

Transformative Experience

Handshake

Student Ambassadors

Therapy Assistance On-Line

Virtual Advisement

Virtual Thesis / Dissertation Defense

Living Learning Community's

Honors

Music

Education

Medical Scholars

Computer Science

TrojanSOS

Tele-Behavioral Health

24 Hour Virtual Tutoring

Emergency Grading Option

Trojan Squared Program





Since 1882



Institutional Advancement

Ms. Tonya Hall: Vice President of External Relations

Mr. Franklin Johnson-Norwood: Director of Alumni Relations

Mr. William "Chip" Sawyer: Major Gift Officer

Dr. Gwen Williams-Dandridge: Director of Communications

Mr. Eldon Burton: Assistant Vice President for Government Relations



VSU Priority 4:
Define the VSU Brand
and Tell our Story



Financial Resources

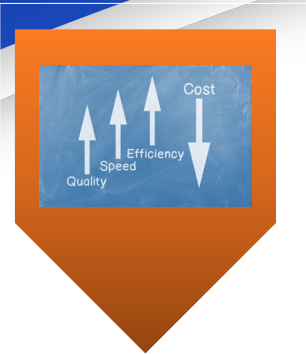


**VSU Priority 5:
Diversify Financial
Resources and
Enhance Operational
Effectiveness**

#	INITIATIVE	2020-21	2021-22
1	Increase Financial Aid Support for low-income students	\$3.7M	\$3.7M
2	Implement the Summer Bridge Program	\$320K	\$442K
3	Expansion of the Intrusive Advising Early Warning System	\$150K	\$150K
4	Implement UTeach Program	\$250K	\$250K
5	Expansion of the Current Supplemental Instruction Program (SI)	\$320K	\$320K
6	Funding for data center modernization	\$1.6M	\$1.6M
	Virginia State University (212) Total	\$6.4M	\$6.4M

Financial Resources

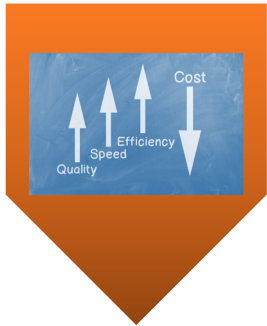
#	INITIATIVE	2022-23	2023-24
1	Increase Financial Aid Support for low-income students	\$630K	\$4.1M
2	Expand the Virginia College Affordability Network (VCAN)	\$2.5M	\$2.5M
3	Continued and Increased Funding for Affordable Access	\$10M	\$10M
4	Increased Graduate Student Financial Assistance	\$132K	\$198K
5	Degree Completion & Career Enhancement Initiative	\$1.1M	\$1.3M
6	Pipeline with Purpose	\$520K	\$520K
7	VSU Advanced Manufacturing Logistics Institute	\$1.0M	\$1.2M
8	New Degree and Online Programs	\$2.5M	\$3.7M
9	Academic Success Initiatives	\$1.6M	\$1.6M
	Virginia State University (212) Total	\$20M	\$20M



**VSU Priority 5:
Diversify Financial
Resources and
Enhance Operational
Effectiveness**

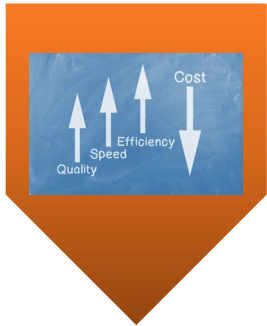
Financial Resources

DESCRIPTION	FY 2021
Mackenzie Scott Donation	\$30M
Dominion Energy	\$2.7M
Morgan Trust	\$150K
Atlantic Union Bank	\$100K
Google	\$19K
Verizon Foundation	\$50K



**VSU Priority 5:
Diversify Financial
Resources and Enhance
Operational
Effectiveness**

Enhance Operational Effectiveness

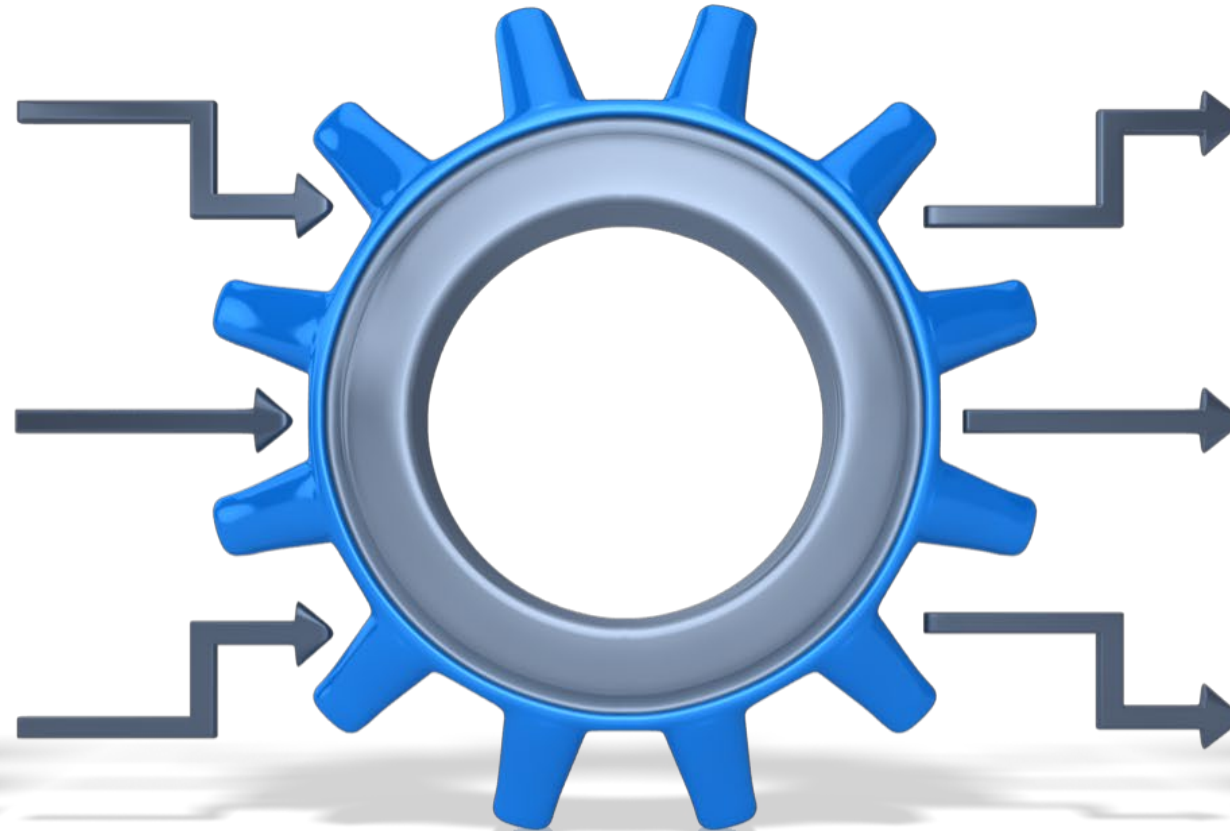


**VSU Priority 5:
Diversify Financial
Resources and Enhance
Operational
Effectiveness**

E-Transcripts
Online Ordering

Medicat Electronic
Health Records

24 Hour Virtual
Tutoring



Online Personnel
Action Form
Processing

Online Student
Housing
Application

TrojanSOS

VSU Strategic Plan KPI's

Student Opportunity and Access to Higher Education

Objective 1.2 *Implement a comprehensive enrollment, marketing and management plan*

Key Performance Indicator	Current	Target 2025
1 Fall Head Count (#)	4,385	6,000
2 New Transfer Students	255	386
3 Total Graduate Students	389	560
4 First Time In College (FTIC)	918	1389



Priority 1: Increase Student Opportunity and Access to Higher Education

Objective 1.4 *Implement a university-wide comprehensive student academic success plan*

	Key Performance Indicator	Current	Target 2025
5	FTIC Retention (%)	66%	75%
6	FTIC 4-Year Graduation Rate (%)	28%	32%
7	FTIC 6-Year Graduation Rate (%)	39%	42%
8	Number of Degrees Awarded (%)	880	1000
9	Salary (\$)	\$35.2K	\$36.5K
10	Default %	16.2%	15%



Priority 2: Sustain Academic Excellence

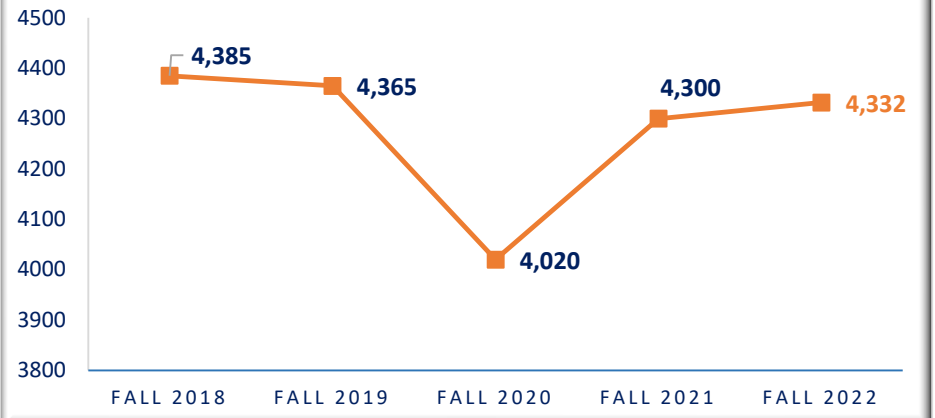
Objective 2.2 *Pursue and implement innovative and non-traditional instructional program methods and content delivery*

	Key Performance Indicator	Current	Target 2025
14	Online Programs	0	6
15	Certificate Programs	8	20
16	Interdisciplinary Programs	0	5

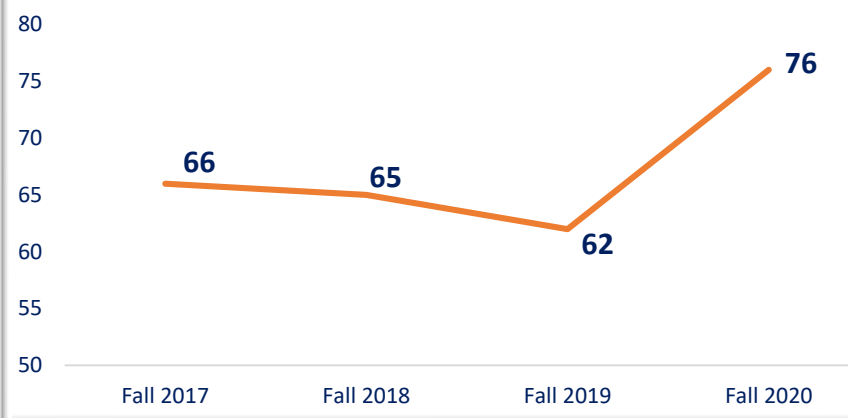


Sustain Academic Excellence/Transformative Experience Dashboard

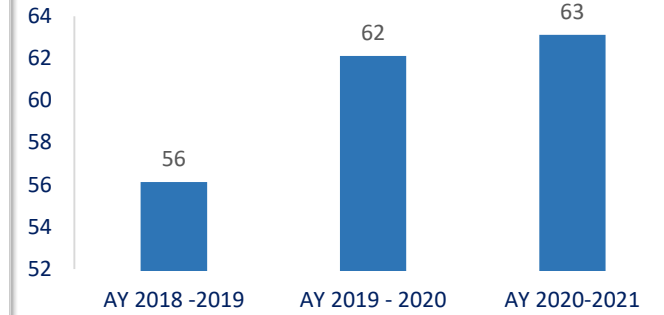
ENROLLMENT & PROJECTIONS



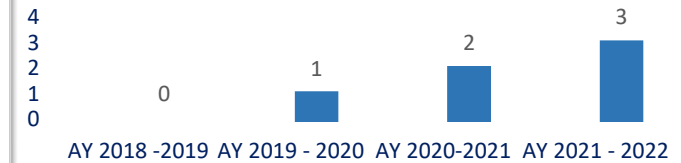
VSU Retention Rate



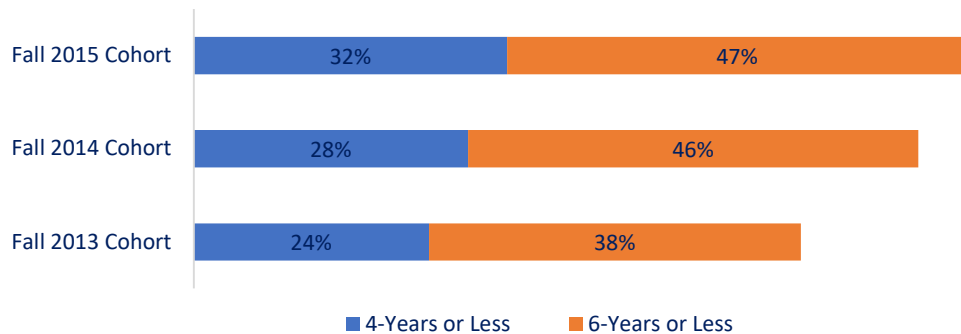
Total Degrees Offered



VSU Online Degree Program



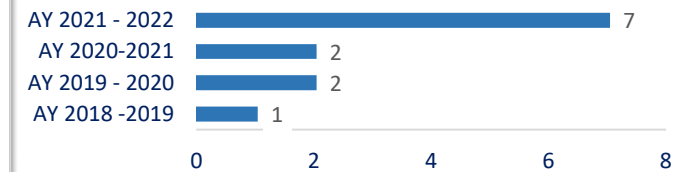
Graduation Rate



10

Academic Programs Re-Accreditation

VSU Living Learning Communities



Priority 5: Diversify Financial Resources and Enhance Operational Effectiveness

Objective 5.2 *Strengthen philanthropic support and ensure university and operations support long-term growth, sustainability and excellence*

	Key Performance Indicator	Current	Target 2025
38	CFI (#)	1.9	2.5
39	Aux. Res (\$)	\$23.6	\$25M
40	Philanthropic Support	\$3.1M	\$6M
41	Donor Retention Rate	40%	75%
42	Rated Major Gift Prospects	320	610



Questions

