



# Virginia State University

## Academic Affairs & Student Affairs Committee

Thursday, November 16, 2023



# Agenda Overview

I. Expanding VSU Athletics

*Ms. Peggy Davis* (Associate Vice President for Intercollegiate Athletics)

II. College of Agriculture

*Dr. Robert Corley* (Dean, College of Agriculture/Director Land-Grant Programs)

III. Enrollment Management Report

*Dr. Alexis Brooks-Walter* (VP, Student Affairs & Enrollment Management)

IV. Extended Education and Professional Studies

*Dr. Tracy Barley* (Vice Provost for Distance Learning and Extended Studies)

V. Career Services

*Mr. Joseph Lyons* (Executive Director, Career Services)



# Ms. Peggy Davis

Associate Vice President for Intercollegiate Athletics





Dr. Robert Corley

Dean, College of Agriculture







**Greater** Happens Here  
College of Agriculture

# GREATER GROWS HERE

VSU COLLEGE OF AGRICULTURE  
UPDATES AND IMPACT

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Board of Visitors Report  
November 16, 2023





# TRANSFORMATIONAL COMMITMENTS



Agricultural Innovation, Integration, &  
Sustainability



Student Success, Experiential  
Learning & Workforce Development



Integrated Well -Being of Youth,  
Family and Community





# VSU'S STRATEGIC PLAN

## PRIORITY SIX.

To elevate the Agricultural Research, Cooperative Extension Operations and Agricultural Academic Areas to carry out the land grant mission for the University throughout the community, the Commonwealth, nationally and globally.

- Expand and strengthen the academic opportunities
- Create and conduct national and international agricultural research programs
- Expand the programmatic footprint of VSU Cooperative Extension within Virginia Cooperative Extension, as well as Increase University/corporate partnerships and collaborations
- Enhance and expand the infrastructure and technological capability of facilities within the College of Agriculture, both on and off campus



COLLEGE OF AGRICULTURE DRIVER



# United States Department of Agriculture's (USDA) National Institute of Food and Agriculture (NIFA) Strategic Goals

- **Strategic Goal 1:** Combat Climate Change to Support America's Working Lands, Natural Resources, and Communities
- **Strategic Goal 2:** Ensure America's Agricultural System is Equitable, Resilient, and Prosperous
- **Strategic Goal 3:** Foster an Equitable and Competitive Marketplace for All Agricultural Producers
- **Strategic Goal 4:** Provide All Americans Safe, Nutritious Food
- **Strategic Goal 5:** Expand Opportunities for Economic Development and Improve Quality of Life in Rural and Tribal Communities
- **Strategic Goal 6:** Attract, Inspire and Retain an Engaged and Motivated Workforce that's Proud to Represent USDA



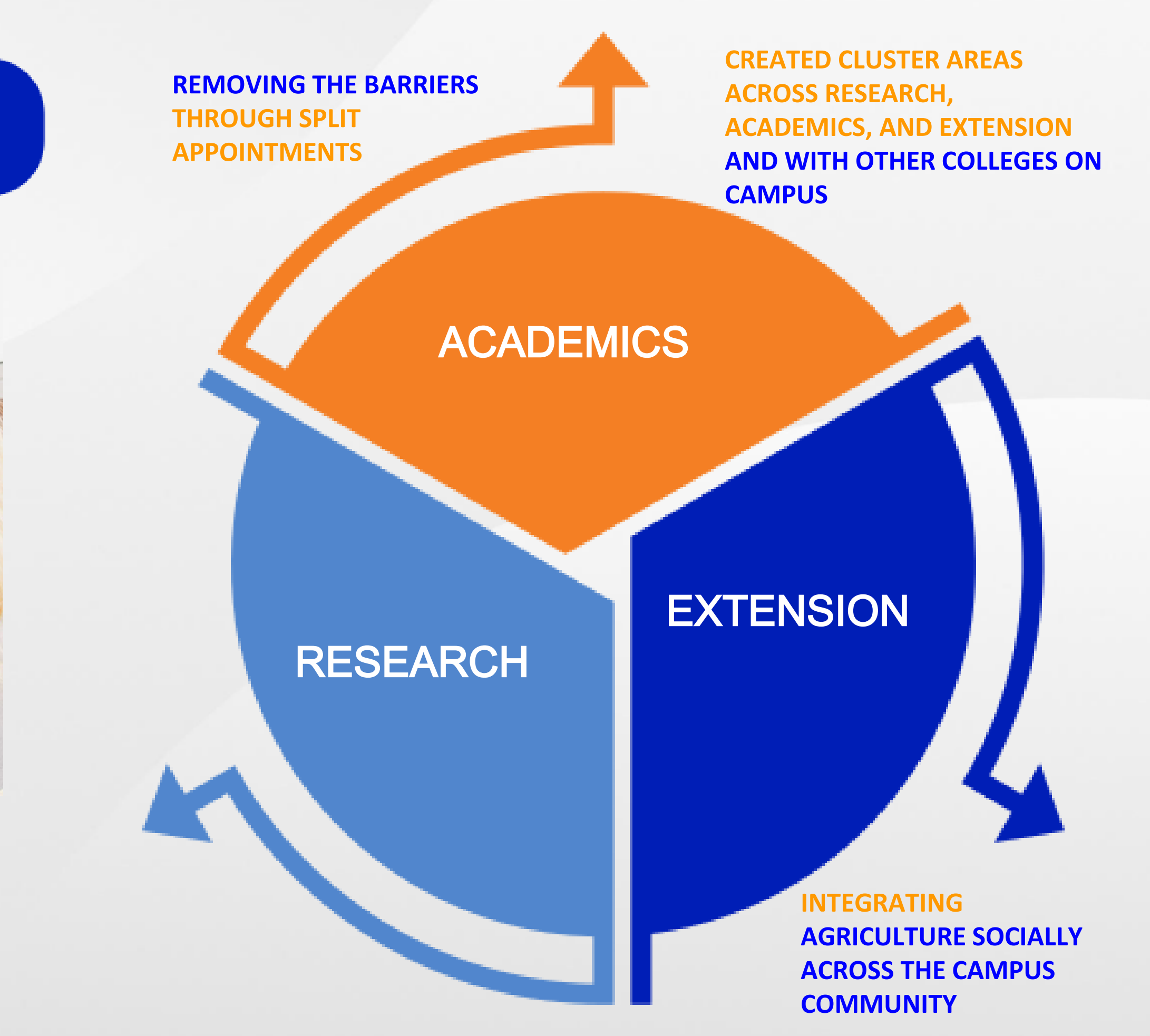




# Tripartite Mission



The land-grant tripartite mission reflects a commitment to education, research, and community engagement to promote economic development, improve agriculture, and enhance the well-being of citizens within the state and beyond.



**ENHANCE STUDENT AND STAKEHOLDER EXPERIENCE**



# AGENCY 212

GROWING GREATER  
ACADEMIC PROGRAMS





# Academic Programs (212)

## Accreditations

Accreditation Commission for Programs in Hospitality Administration (ACPHA).

Accredited by the Accreditation Council for Education in Nutrition and Dietetics (ACEND) for Didactic Programs in Dietetics.

## Certificates

International Agriculture  
Nutrition & Dietetics Certificate  
Food and Nutrition Certificate



Agriculture



Family & Consumer Sciences



Hospitality Management



Randolph Farm



## Enhance the Student Experience through Engagement

- Recruited new **student -centered** faculty
- Intentionally offered more inclusive activities (ie., **Ag Fest, Campus focused Farmers Markets**)
- Leveraged Randolph Farm to better support STEM education in K-12 and promote VSU Student Environmental Awareness
- **Enhanced Recruitment & Retention efforts**
  - Piloted a New Student Mentorship Program









## Expand and Strengthening Academic Opportunities

- **Provided over \$1 million in Scholarship**
  - 58 students (fully funded)
  - 17 USDA National 1890 Scholars
  - 41 USDA VSU Food and Agri -Science Scholars
- **Received over \$1 million to support Student Development and Training**





## EARLY WINS

- **Welcomed over 100 new freshmen**
  - 38% Increase (268 to 371)
  - Six New USDA/1890 National Scholars
- **Increased Campus -wide Student engagement**
- **Developing a New Industry aligned Analytical Skills based Training Center with the College of Health and Natural Sciences**





# Greater Student Achievements & Engagement

- MANRRS (Minorities in Agriculture, Natural Resources and Related Sciences) Region I Meeting: 3rd place in Improv Competition
- 9th Annual HBCU Climate Change Conference in New Orleans
- MANRRS Annex garden project

Expand & strengthen academic opportunities





## New Transformative Leadership Podcast

- **Lead. Impact. Transform.** - a VSU College of Agriculture -produced podcast hosted by Dr. Jewel Bronaugh
- Dedicated to exploring transformative leadership in the modern world, focusing on the agriculture sector





# AGENCY 234





# Agricultural Research Station (234)

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Plant & Soil Sciences



Food Sciences



Animal Science



International Programs



# Virginia Cooperative Extension (234)

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Food, Ag Systems, & Agriforestry



Integrated Wellbeing of Youth, Families, & Communities



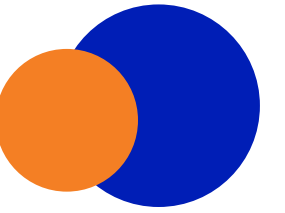
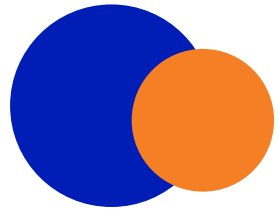


# Great Funded Year

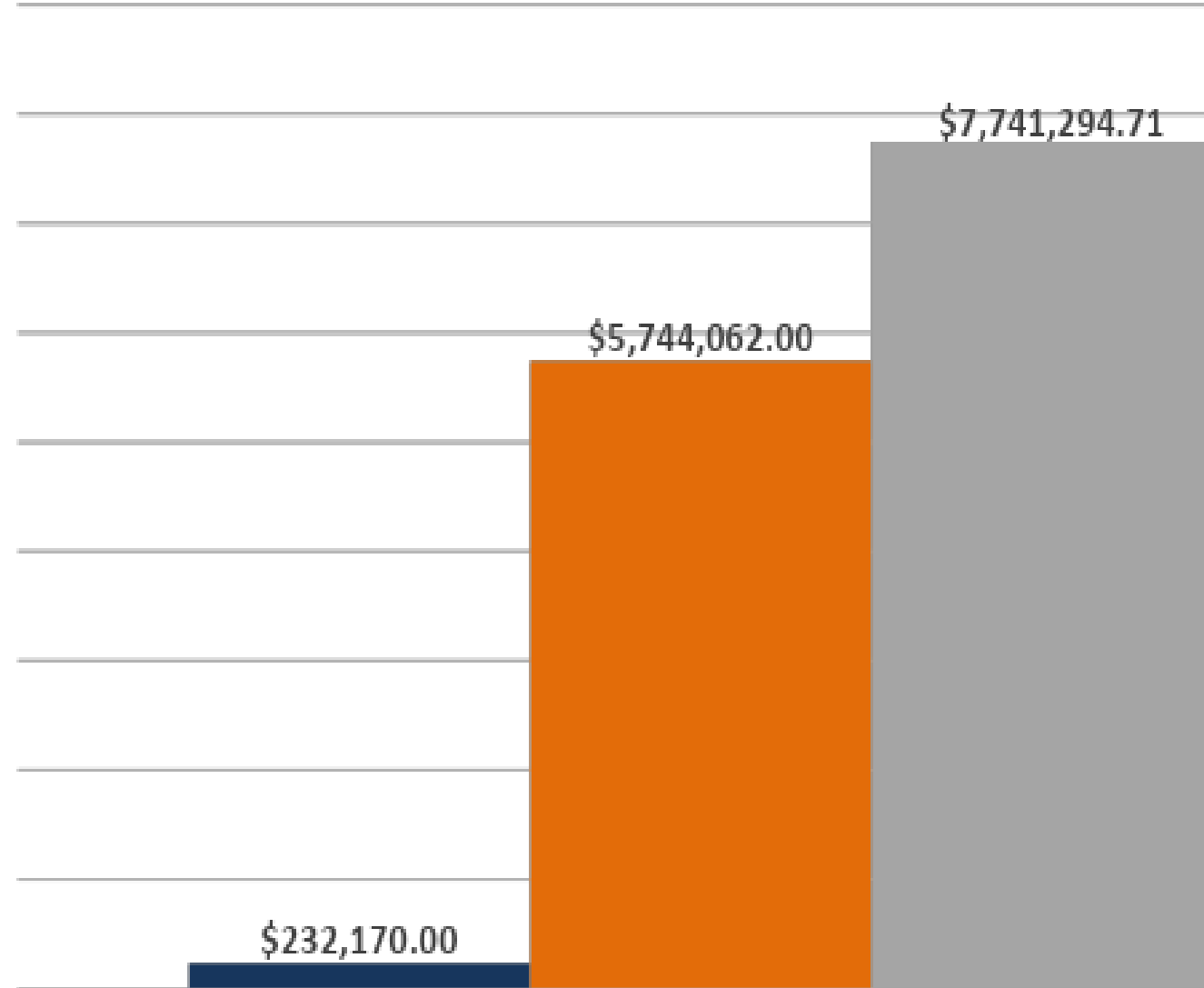
Set a Goal: \$20 Million in New Funds

Leveraged an incentive based model

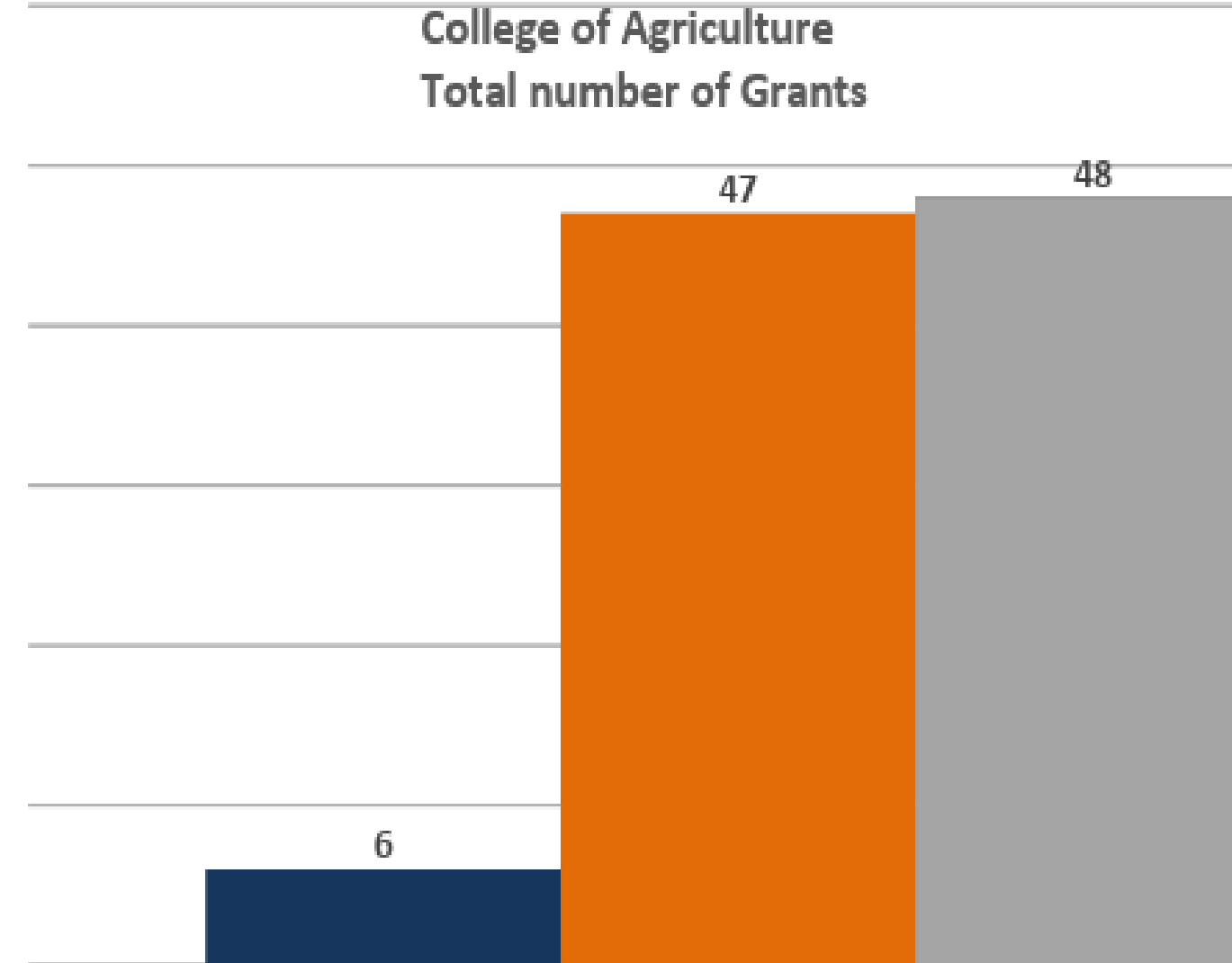




College of Agriculture  
Total Awarded Grants



College of Agriculture  
Total number of Grants

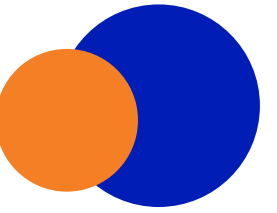
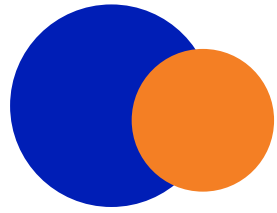


**\$13 Million in Competitive Grants FY 2022**

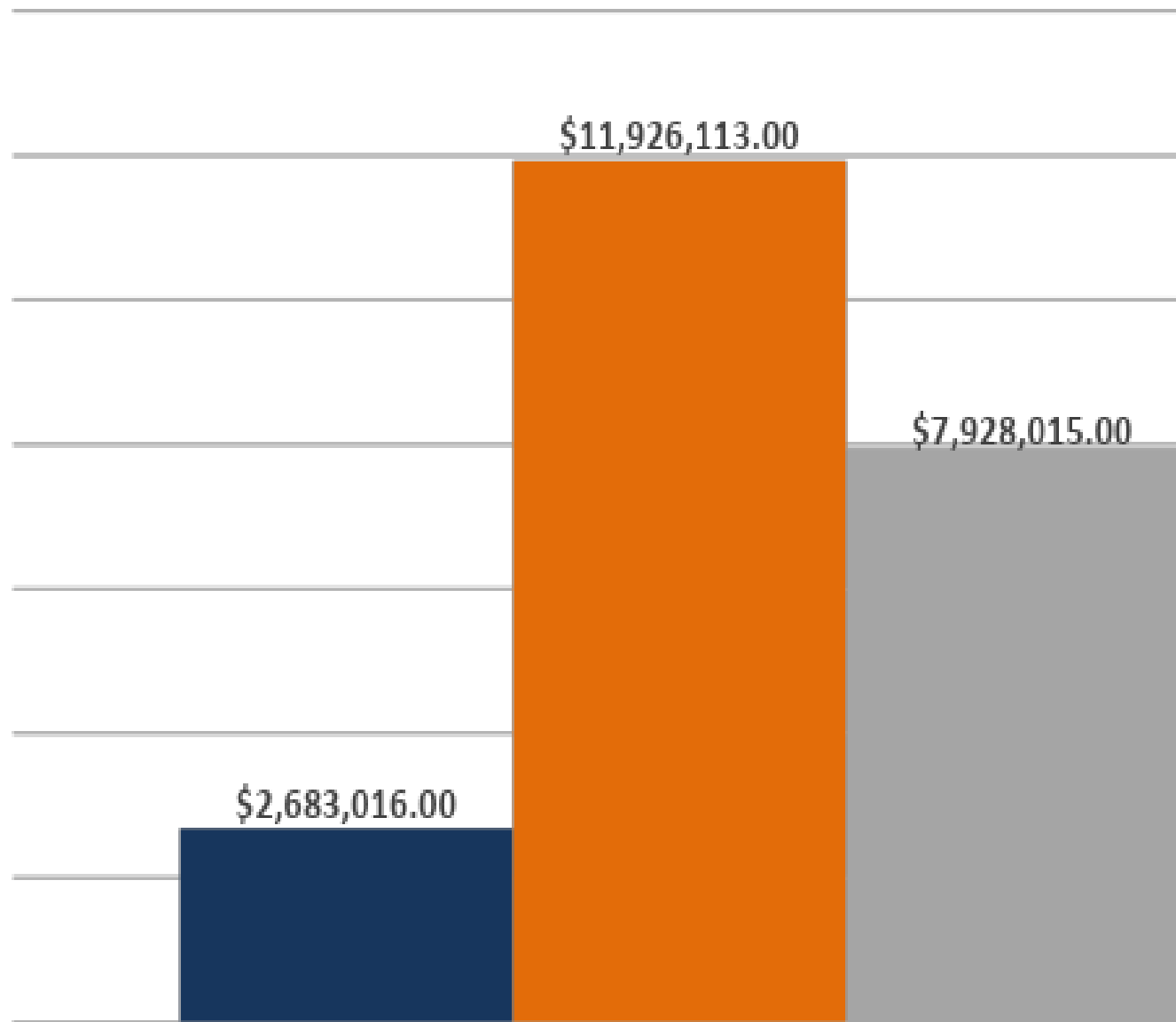
**-2023**

Previous year, College of Agriculture submitted competitive award grants proposals insuring that our programs and projects c  
Academics has (6) grant awards totaling \$232,120. Cooperative Extension (47) grant awards totaling \$5M. Agriculture Research  
totaling \$7.7M

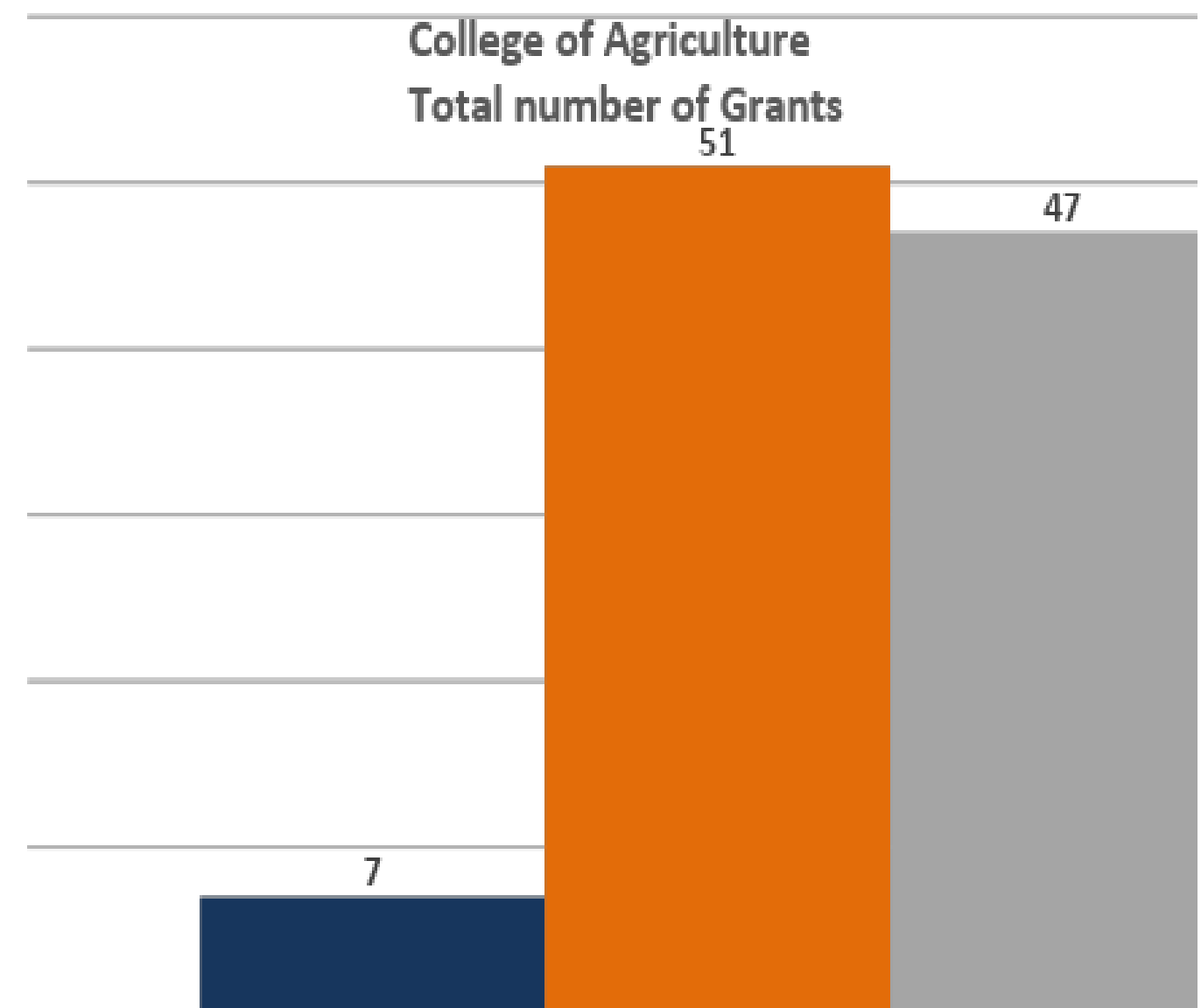
ont inues to grow. Ag  
(48 ) grant awards



College of Agriculture  
Total Awarded Grants



College of Agriculture  
Total number of Grants



**\$22 Million in Competitive Grants FY 2023**

**-2024**

Collectively, the college strives to apply for competitive awards grants of submitting proposals detailing information about including the problem they want to solve, the proposed solution, the budget, and the expected outcomes. Ag Academics has (7) totaling \$2.6M. Cooperative Extension (51) grant awards totaling \$11.9M. Agriculture Research (47) grant awards totaling \$7.9

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## Corporate Sponsor

- [Thompson Hospitality Donates](#) One Million Dollars to the VSU Hospitality Management Program

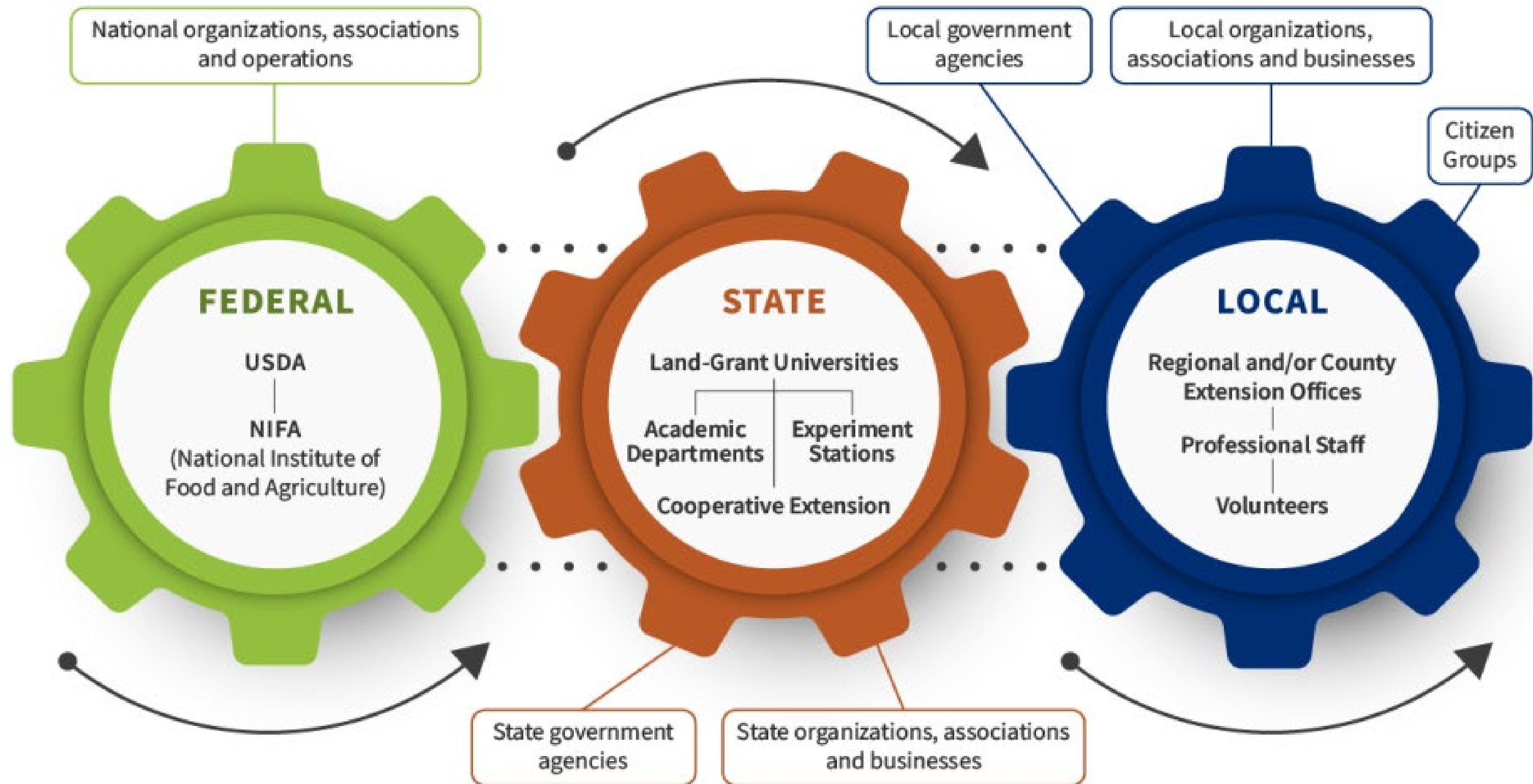




# Great Return on Investment



# COLLEGE OF AGRICULTURE INTERNAL AND EXTERNAL PARTNERS

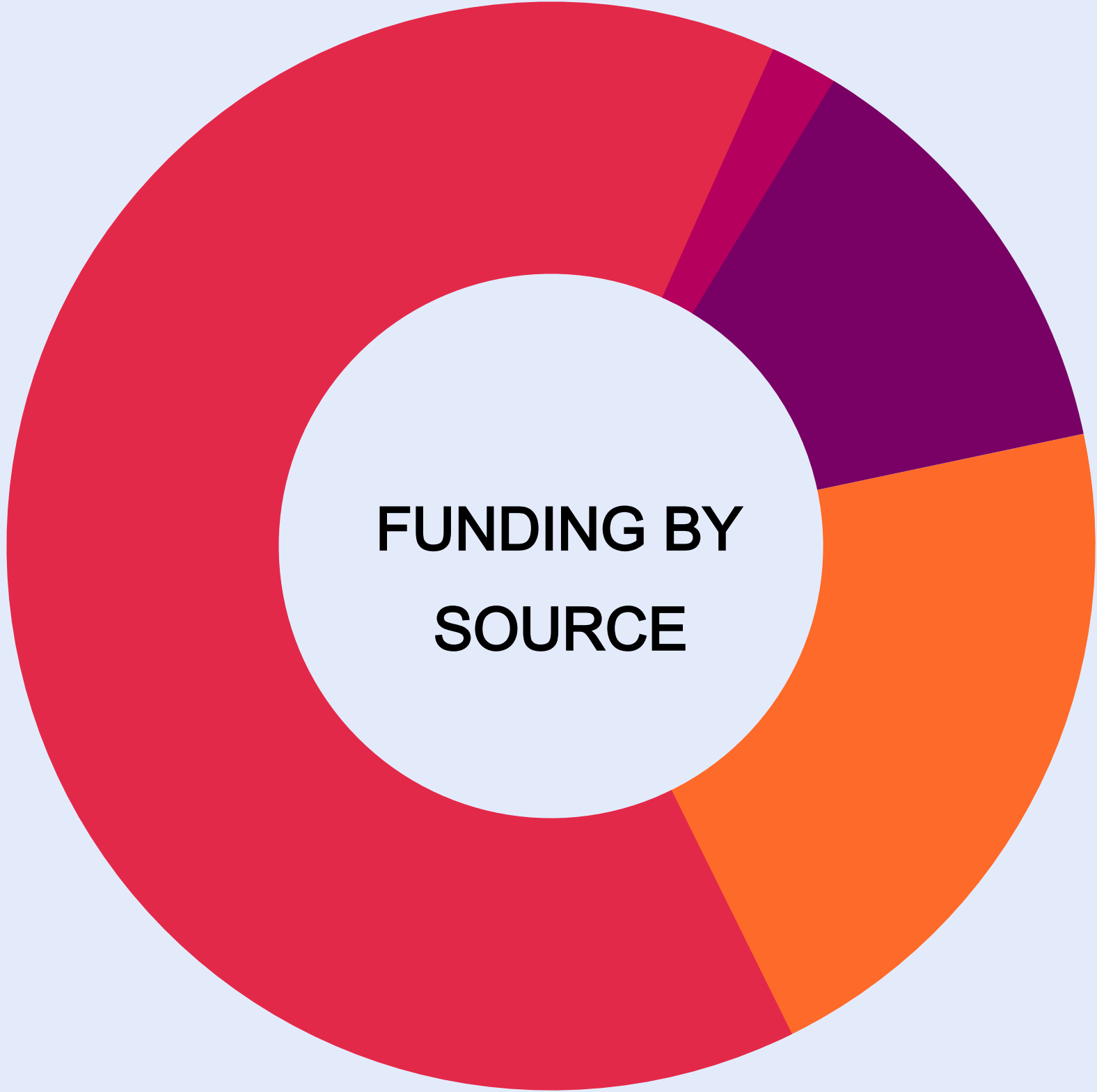






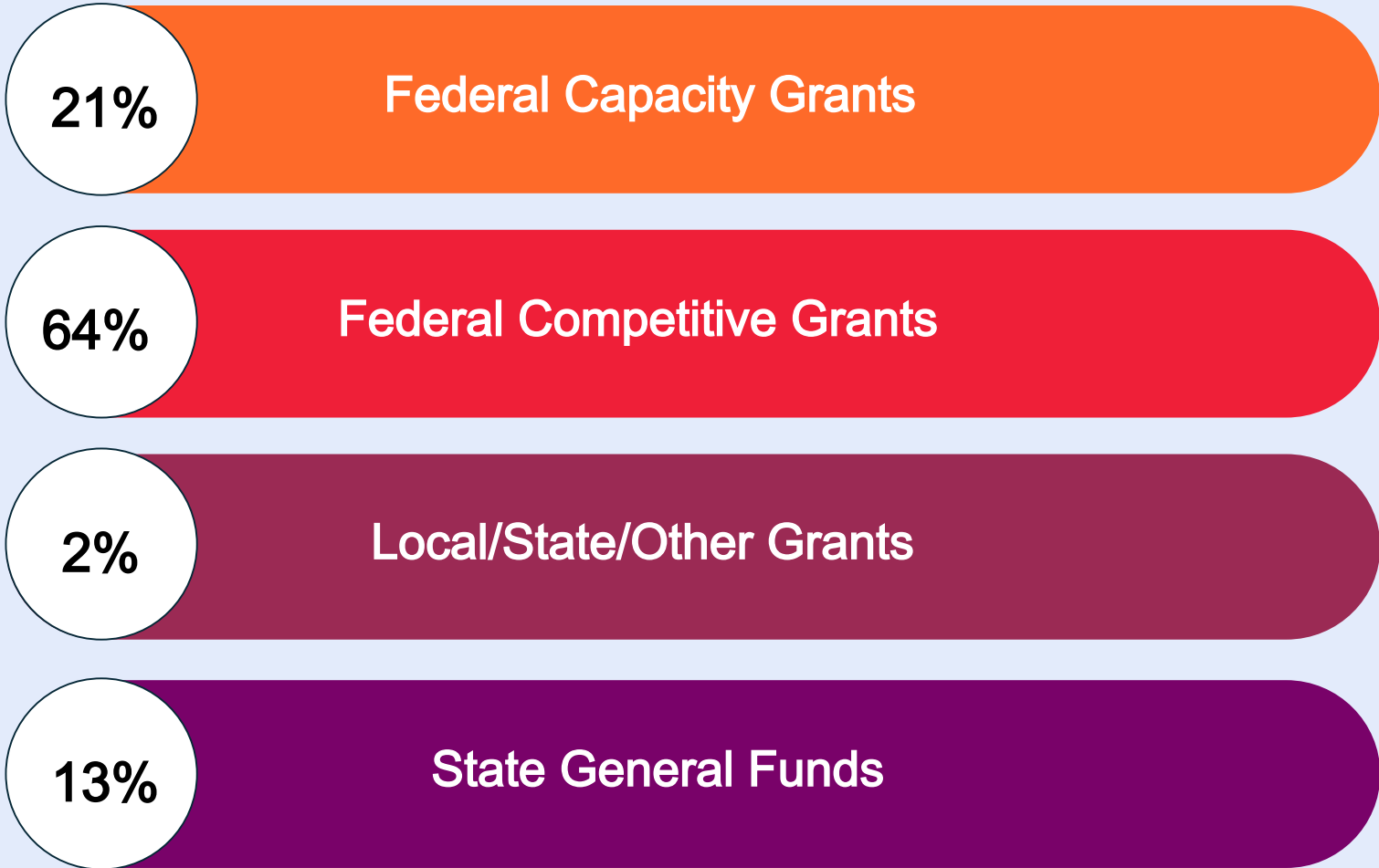


# (234) EXTENSION AND RESEARCH FUNDING



(FUNDING SOURCES FOR FY2022)

Virginia Cooperative Extension and the Agricultural Research Station received **\$51,023,962** from federal, state, and local government, as well as from grants, contracts, and other sources.



# Growing Greater Begins With New Investments

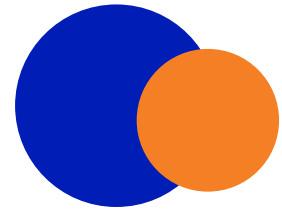




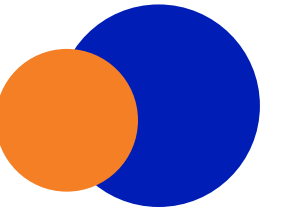
# THE VSU SIX -YEAR PLAN

- **Community Impact, Food Access, Health & Nutrition**
- **Research on Food Crops that Reduce Chronic Diseases**
- Urban Agriculture Certificate Program
- Small Farm Outreach to Small and Limited Resource Farmers
- Research on Potential Effects of Massive Solar Arrays on Land
- Specialty Crop Research
- **Agriculture Research and Cooperative Extension Providing Experiential Learning Opportunities to Virginia State University Students**
- **STEM Education through AgDiscovery and 4-H STEAM**
- Animal Systems Research and Outreach





Explore a Different Approach to Achieve  
Transformational Leadership in Food, Agriculture,  
Human & Environmental Sciences



**Institute for Precision,  
Climate Smart and  
Digital Agriculture**



**Institute for Nutraceuticals  
(Food as Medicine)  
in Agriculture**



**Institute for Urban, Indoor  
and Environmentally  
Controlled Agriculture**



# Exploring New Industry- University Partnerships



**AGRIVOLTAICS**

**NATURAL PLANT -BASED  
ANTI -VIRAL PRODUCTS**

**TECH TRANSFER  
NUTRACEUTICALS**

**AGROECOLOGY**

**VERTICAL FARMING OR  
ENVIRONMENTALLY -  
CONTROLLED AGRICULTURE**



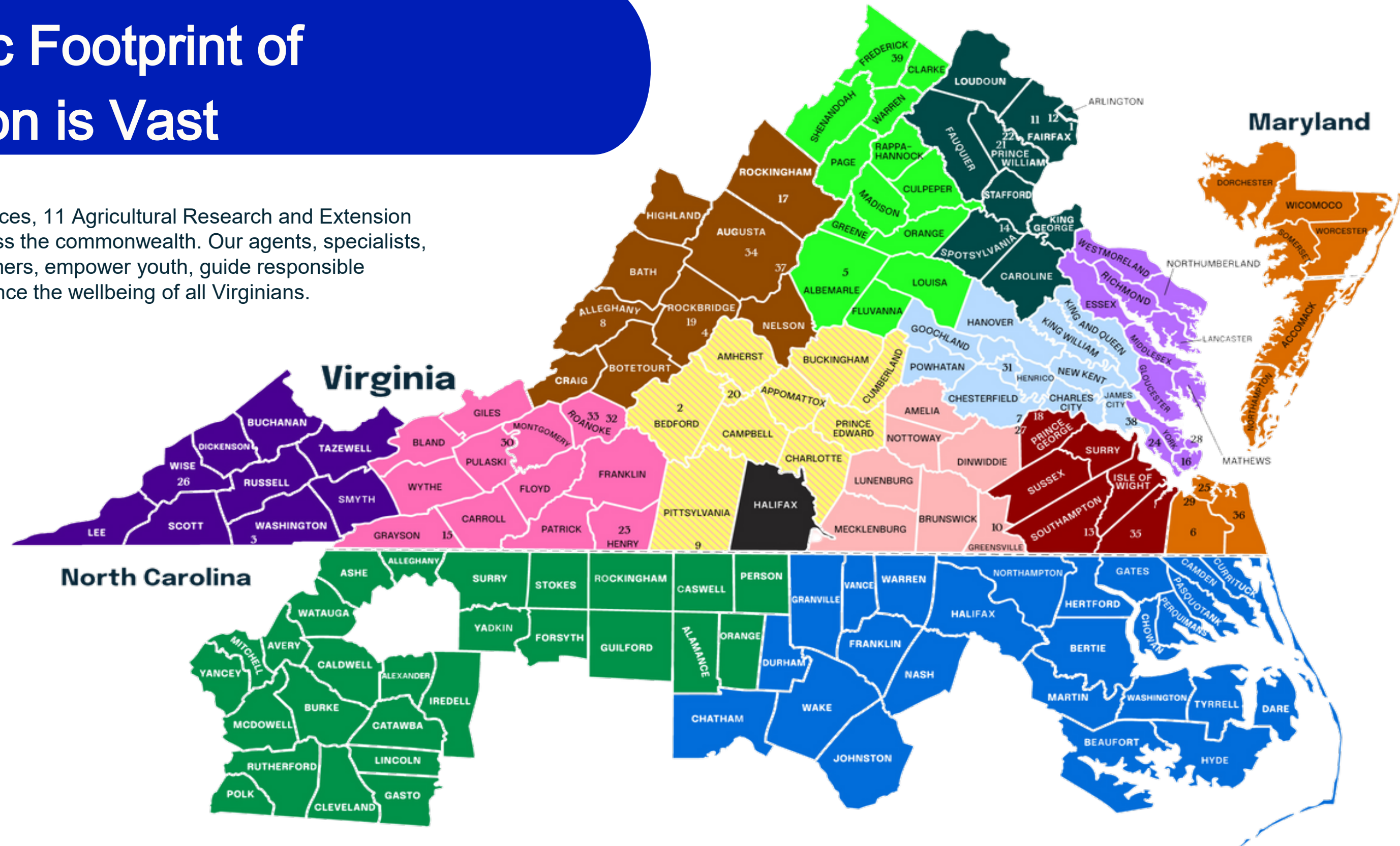
# Greater Service





# Programmatic Footprint of VSU Extension is Vast

Extension operates out of 107 offices, 11 Agricultural Research and Extension centers, and six 4-H centers across the commonwealth. Our agents, specialists, and volunteers work to assist farmers, empower youth, guide responsible resource management, and advance the wellbeing of all Virginians.



- Expansion into Maryland and North Carolina cities and counties



# How are we Expanding the Programmatic Footprint

- **National Urban Agriculture Initiative**
  - Partnership with USDA, Cornell University, Virginia Tech University
  - Small Farm Outreach Program - awarded nearly \$4 million to help lead the National Urban Agricultural initiative with USDA
    - Local kickoff in Richmond, VA
    - National Kickoff in Atlanta, GA

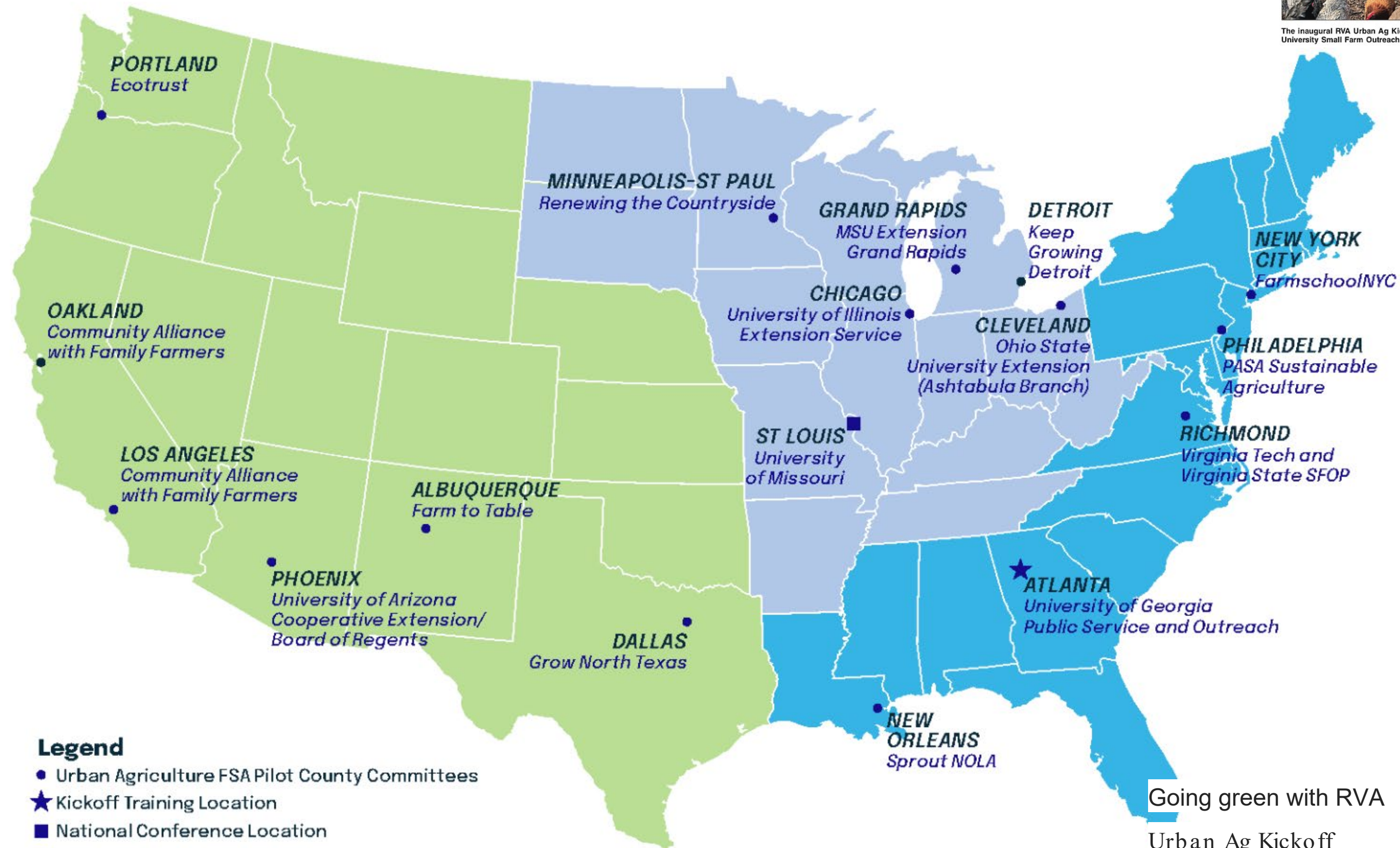




# National FSA Urban Agriculture Program Development



The inaugural RVA Urban Ag Kickoff presented by the Department of Agriculture and the Virginia State University Small Farm Outreach Program is on Aug. 17 at Miles Jones Elementary School.



## Legend

- Urban Agriculture FSA Pilot County Committees
- ★ Kickoff Training Location
- National Conference Location

Going green with RVA

Urban Ag Kickoff

8/10/2023, 6 p.m.



Integrated Well -Being of the Family and Community

# Greater Community Impact



GROWN & PACKED BY







## Local Community Impact - VSU Trojan Farmers Market

- Dr. Theresa Nartea spearheaded the initiative with three markets during the Fall 2023 semester
- Local farmers generated over \$8,000 in income
- An average of 50 student volunteers from various majors
- The last market was a grand success with 500 participants, demonstrating the positive impact on our community









# ECONOMIC & WORKFORCE DEVELOPMENT





# Highlights

## 1,213 LIMITED-RESOURCE FARMERS

Trained through the Integrated Marketing program to effectively market farm products resulting in increased profits and value.

## 3,789 ONE -ON-ONE TECHNICAL ASSISTANCE

Conducted at farm locations across the Commonwealth.

## 150 DISASTER/EMERGENCY PREPAREDNESS KITS

Created and distributed to program participants; including various equipment and resources for emergencies.



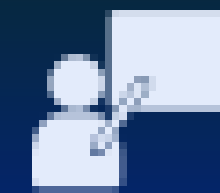
31,160

Public Contacts



165

Public Workshops



47

Agent Trainings



65

Publications

## SUSTAINABLE URBAN AG CERTIFICATE PROGRAM

436 hours of  
service

35 graduate  
s

## MOBILE PROCESSING UNIT CERTIFICATE PROGRAM

250 hours of  
service

43 graduate  
s





Greater Happens Here  
College of Agriculture

**THANK YOU!**  
From the  
College of  
Agriculture





# Center for Transformational Leadership and Community Impact

Transform communities through VSU expertise and partnerships.

Work with communities and build their unique community assets to develop solutions that will enable them to thrive economically and socially, be effectively educated, and live as health citizens

- Youth STEM and agriculture for K-12 students in Urban communities
- Strengthening rural economics through bio-based business development
- Nutrition security in Virginia's most vulnerable communities
- Climate smart agriculture practice development for limited resources farmers

## Innovative Leadership Development

Utilize a community-based work focus to serve as a training ground for developing new innovative "hands-on" leaders who understand how to lead change from the "ground up."







Dr. Alexis Brooks-Walter

Vice President of Student Affairs and Enrollment Management







# Fall 2023 Enrollment





# Fall 2023 Enrollment

	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	
Total	4365	4020	4300	4648	5190	↑ 12%
Graduate	340	361	401	348	361	↑ 4%
Undergraduate	4025	3659	3899	4300	4829	↑ 12%



# Retention

	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023
Freshman	1,065	882	913	1,374	1,444
# returning		665 (62%)	668 (76%)	667 (73%)	978 (71%)





# Fall 2024 Applications

	Fall 2022	Fall 2023	Fall 2024
	11/8/2021	11/7/2022	11/6/2023
<b>Undergraduate</b>			
Applications	4,249	11,316	11,976
Admits	474	1,873	2,024
Deposits	1	30	24
<b>Graduate</b>			
Applications	52	169	189
Admits	1	0	3





# Fall 2024 Housing





# Housing Projections

**Fall 2023**

5190 students

**3% increase**

5346 students

**5% increase**

5450 students

**8% increase**

5605 students

3704 (71%)

3796 (71%)

3870 (71%)

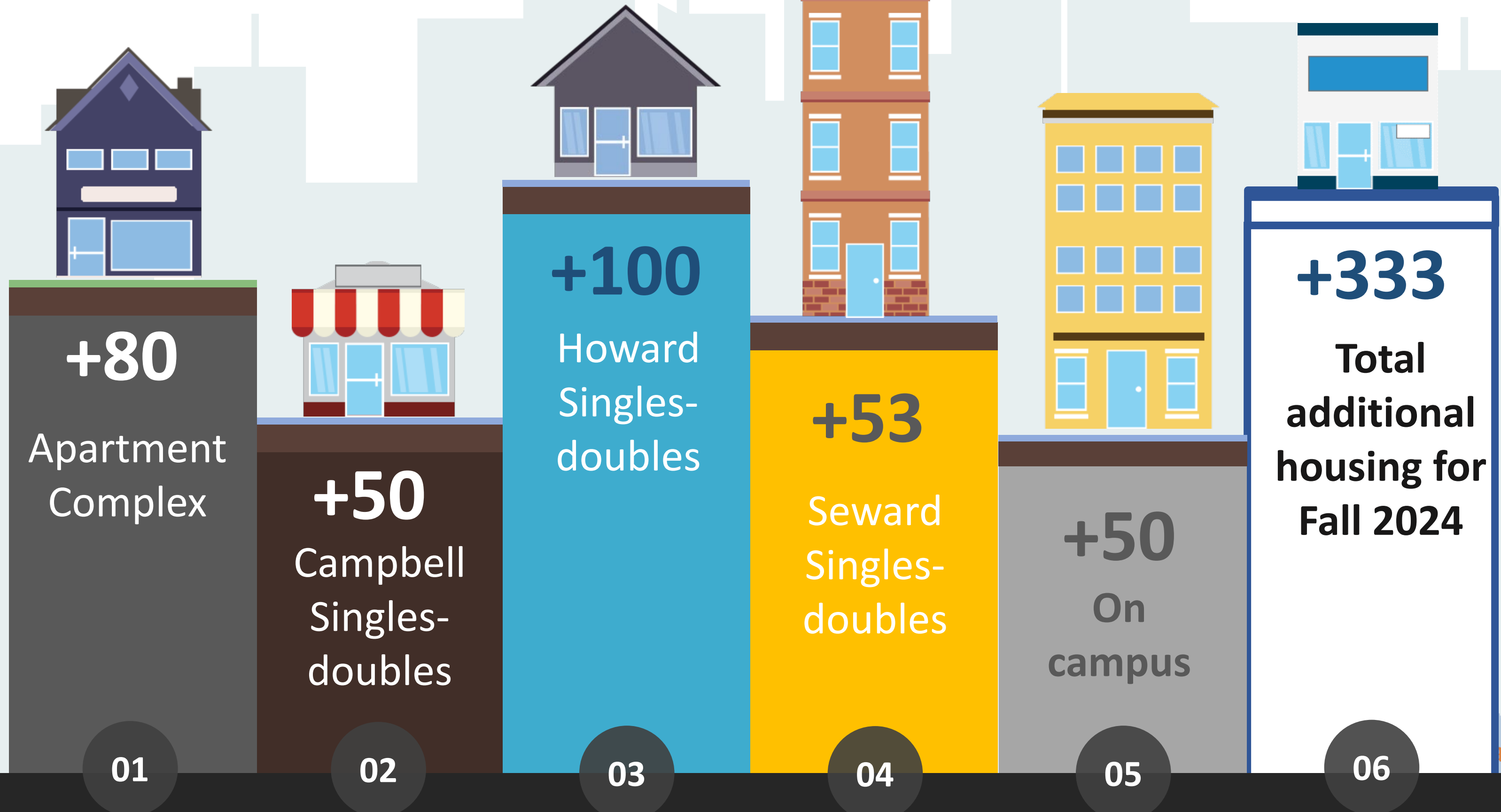
3980 (71%)

**+92 beds**

**+166 beds**

**+276 beds**





01

02

03

04

05

06



# 2024 Housing

- Implement a Roommate Matching System
- Learning Communities
  - Honors
  - Pre-medicine
  - Summer Bridge
  - Engineering/Computer Science
  - Teacher Education
  - Diversity, Inclusion, and Belonging
  - Greater U (Leadership)
  - 1<sup>st</sup> Generation





# 2024 Housing

- Policy updates (priority deadline for freshmen only)
- Public/Private Partnerships
- Minor renovations to the residence halls











Dr. Tracy Barley

Vice Provost for Digital Learning and Extended Studies







# Digital Learning and Extended Studies Overview



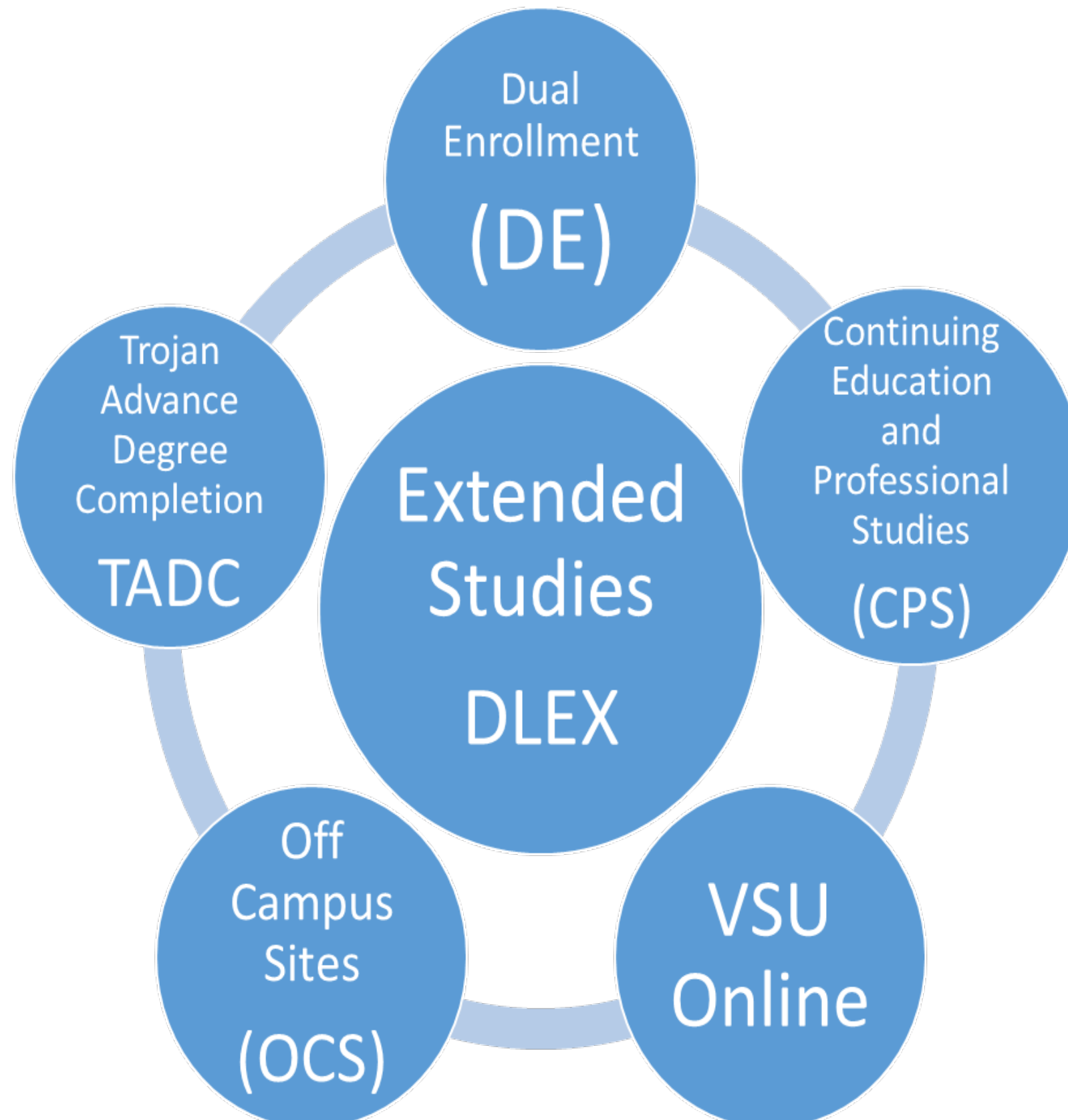


1. Who are we and how do we align to the strategic plan?
2. What business do we engage in for the university?
3. What are some successes and achievements to date?
4. How do the business units do the work and succeed?
5. What are the critical opportunities to be greater?





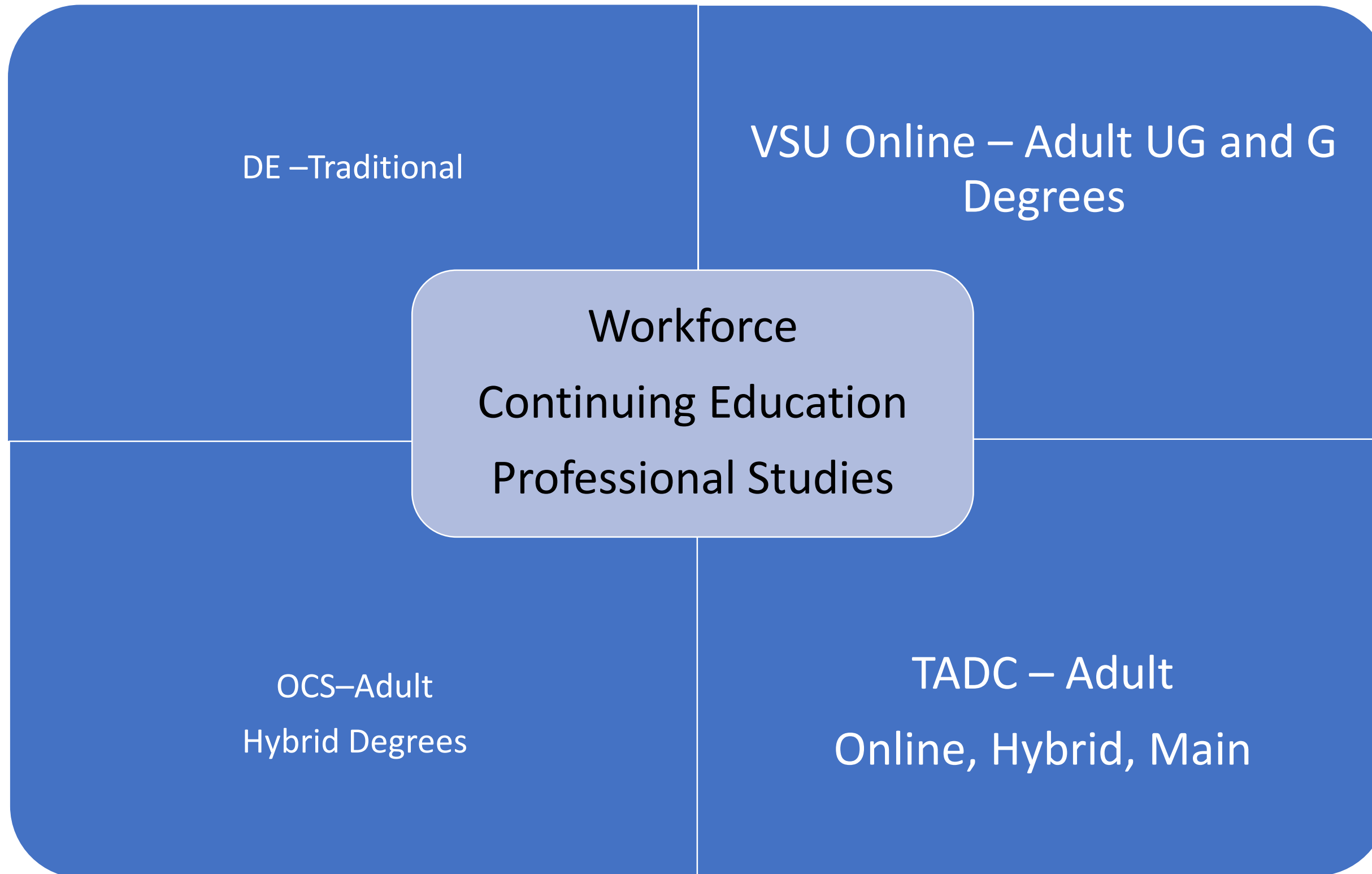
**VSU Priority 1:**  
Increase Student  
Opportunity and Access  
to Higher Education



# Who Are We?



# We Create Degree Pathways and Offer Workforce Credential for Special Populations





# 2022-2023 Highlights



- Hired and transitioned additional staff for goal alignment.
- Awarded a \$315,000 USDA Distance Learning Technology Grant to expand DE in rural VA.
- Procured EduVentures Research for portfolio development.
- Procured Encoura Digital Services for enrollment growth.
- Procured the Parish Group to manage prospects.
- Procured Anthology OI for curriculum-workforce alignment.
- Procured Everspring, an OPM, to develop 81 online courses.



# Dual Enrollment

## Goals

- Expand equitable affordable access to VSU DE
- Create accelerated academic pathways
- Create traditional student enrollment pipeline

## 2023 Accomplishments

- Dual Enrollment Residential Summer Scholars Program
  - 6 college credits earned in Math and English
  - 3 contingent admissions
  - 1 Provost Scholar
- 3 Dual Enrollment MOUs
- Academic pathways for degree productivity
- Dual Enrollment expansion grant (12 schools)



# VSU Online

## Goals

- Initiate online degree programs
- Offer multi-modality certificates
- Offer training and support to faculty for effective online instruction

## 2022-2023 Accomplishments

- Canvas LMS transition
- Three new online programs
- 71 online course approvals
- 5 Faculty Bootcamps

# Continuing Education and Professional Studies

## Goals

- Continuous workforce development.
- Curricula integration.\*\*
- Connect career readiness to regional employment needs.
- Micro Learning Center for stand-alone credentials.\*\*

## 2023 Accomplishments

- Secured agreement with **Coursera**
  - Access to over 50 courses
    - ✓ IBM
    - ✓ Microsoft
    - ✓ Google
    - ✓ Amazon
- Secured agreement with **MedCerts**
  - Access to over 70 courses
    - ✓ Healthcare
    - ✓ IT
    - ✓ Mental Health



# Trojan Advance Degree Completion and Student Success

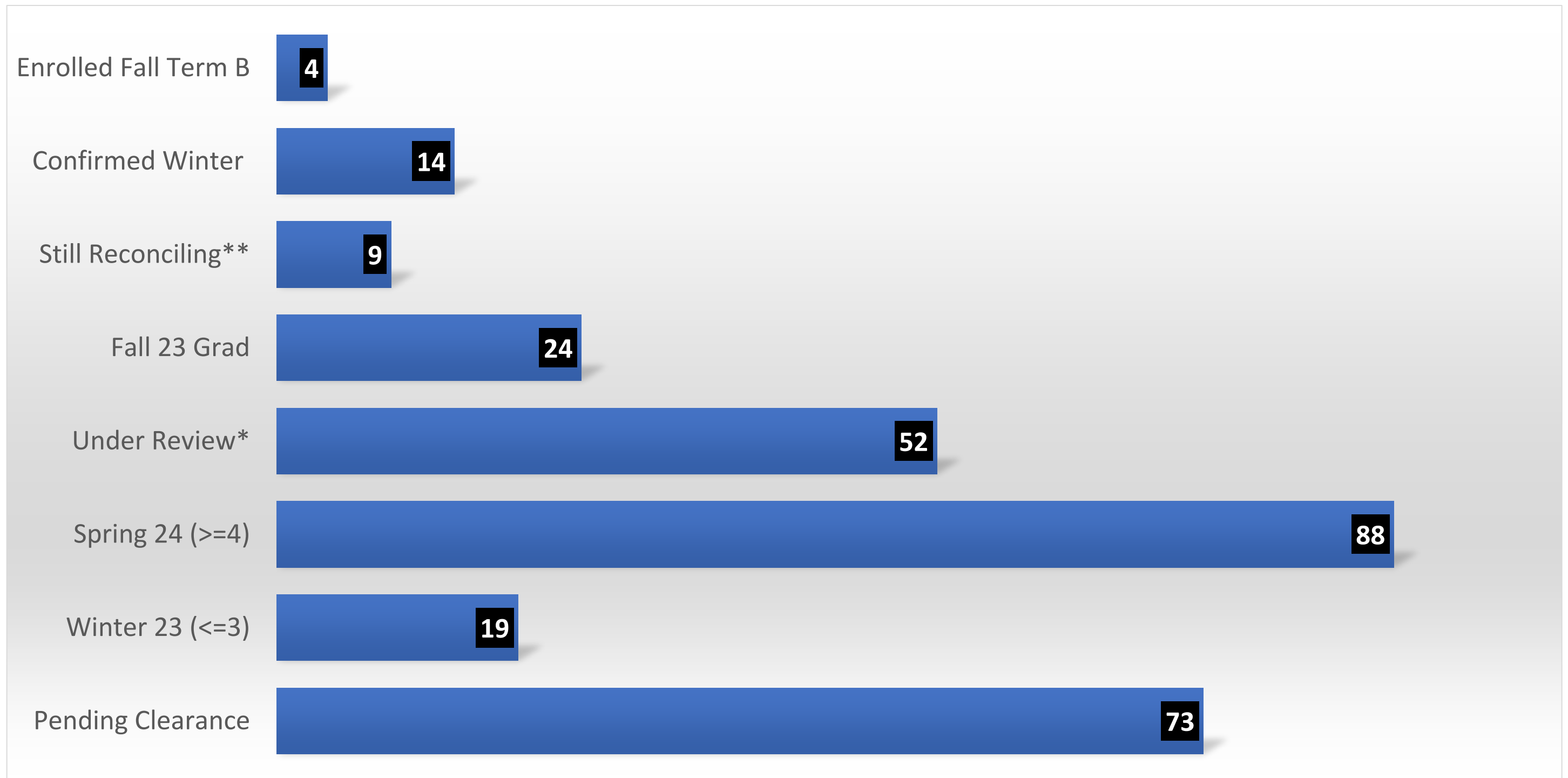
## Goals

- Reengage VSU stopped outs
- Engage enrolled at risk students
- Leverage technology to predict student completion outcomes.

## 2023 Accomplishments

- Identified 4,332 stopped outs from 2016-2022 cohorts.
- Engaged Encoura Digital Services to aid for locating services.
- Tested a cohort of 283 stopped out students

# The Analysis of the Fall 2023 Pilot Cohort





## Next Step: Reimagine the Bachelor of Individualized Studies

### Degree Completers

- Flexible - maximize earned credits
- Flexible - multiple ways to earn credit

### Enrolled At-Risk Students

- Flexible - maximize earned credit
- Provides a pathway to graduation

### Traditional Students

- Flexible – voice and choice over learning
- Customizable for evolving labor market

# Fort Gregg Adams and VSU Military Friendly Initiative

To be the nation's leading military-friendly university, providing veterans, service members, and their families with the highest quality education and support to achieve their academic and professional goals.



**Lieutenant Colonel Forest Black, Retired  
Military Outreach, Strategy and Policy Intern**





# Military Friendly Initiative



## Why is This Needed

- Over 50K Military affiliated want higher education.
- Financial incentives
- Bring diverse perspectives
- Accelerated degree completion

## Goal

- Earn the military-friendly badge
- Strategic plan for military engagement
- VSU presence on multiple military installations.
- VSU to leverage opportunities from military policy



# Going Forward: Opportunities to be Greater

## More Product

- Certificates
- Degree Programs
- Time to Market

## Establish Market Share

- Program Differentiation
- Price/Discount
- Time to Completion

## Embed New Process

- Adult friendly
- Responsive
- Self-service
- Virtual Services





# Questions





Joe Lyons

Executive Director for Student Engagement and Career Services





# Career Services

**Mission** - Empower students and alumni to achieve their career and educational goals by providing outstanding career development programs and services.

In Career Services, we empower our students to develop themselves professionally by providing:

**Experiential learning** & support for short & long term career goal development

**Liaison services** to private & government employers

**Resume** and **cover letter** development

General & discipline specific **career expos**





**handshake**

Handshake helps  
**all students** launch  
meaningful careers.

*Talent. meet opportunity.*





# Active Engagements

- FBI
- CGI
- Applied Research Laboratory
- Colonial Webb
- Defense Intelligence Agency
- Apple
- Genworth
- Hershey Entertainment
- Flying Squirrels
- Federal Reserve Bank of Richmond
- Newport News Shipbuilding

- Altria
- Dominion Energy
- CCAM
- VDOT
- Deloitte Consulting
- Lockheed Martin

- Hilton
- IBM
- Bank of America



- NB
- PPI
- NA



# Faculty/Staff Collaboration

- Campus Partners
- BIO130 Resume/Cover Letter Syllabus
- HPER Executive Leadership Program
- College of Business Senior Capstone Courses
- Student Activities Leadership Conference
- College of Engineering – BEYA Conference
- Criminal Justice/Sociology Retreat
- Opening Conference Faculty Meetings





# Career Readiness

## 2023 CAREER DEVELOPMENT SESSIONS



September 6th and 7th, 2023  
Foster Hall 3rd Floor Room 300  
11:30am-3:00pm  
3:30p-5:00pm

The VSU Office of Career Services and TRiO-Student Support Services have partnered to help you achieve GREATER! while building up the basics of your Career Development!

### DAY 1:

- WHAT'S YOUR ELEVATOR PITCH?
- RESUME BUILDING TIPS AND REVIEW
- COVER LETTER BUILDING TIPS AND REVIEW

### DAY 2:

- MOCK INTERVIEWS WITH DELOITTE CONSULTING LLP
- FREE HEADSHOTS
- FREE BUSINESS CARDS
- CAREER SERVICES CLOTHING CLOSET MEET & GREET



SCAN TO REGISTER!



## How to Prepare for your Internship

Presented by: Tamara Knight  
Internship Program Coordinator



CAREER SERVICES

[www.vsu.edu/career-services](http://www.vsu.edu/career-services)



# Career Expos





# Internship Data

Academic Year	2017 2018	2018 2019	2019 2020	2020 2021	2021 2022	2022 2023
<b>Total Interns</b>	660	630	739	260	334	667





Questions ?

