



**VIRGINIA COMMONWEALTH UNIVERSITY
BOARD OF VISITORS
ACADEMIC AND HEALTH AFFAIRS COMMITTEE**

2:00¹

May 9, 2024

**VCU JAMES BRANCH CABELL LIBRARY
901 PARK AVE., ROOM 303
RICHMOND, VIRGINIA
AGENDA**

DRAFT

- 1. CALL TO ORDER** *Dr. Tonya Parris-Wilkins, Chair*

- 2. ACTION ITEMS:** *Dr. Tonya Parris-Wilkins, Chair*
2 minutes (2:00 - 2:02 p.m.)
 - a. March 21, 2024 meeting minutes
 - b. Proposal to create a BS degree in Exercise Physiology in the College of Humanities and Sciences

- 3. REPORT FROM THE PROVOST** *Dr. Fotis Sotiropoulos, Provost and Senior Vice President for Academic Affairs*
20 minutes (2:02 – 2:22 p.m.)

Dr. Jill E. Blondin, Associate Vice Provost for Global Initiatives

- 4. REPORT FROM THE SENIOR VICE PRESIDENT FOR HEALTH SCIENCES** *Dr. Joseph DiPiro, Associate Vice President for Health Sciences, Faculty Affairs*
20 minutes (2:22 – 2:42 p.m.)

- 5. REPORT FROM THE VICE PRESIDENT RESEARCH AND INNOVATION** *Dr. P. Srirama Rao, Vice President for Research and Innovation*
20 minutes (2:42 – 3:02 p.m.)

- 6. GENERAL EDUCATION CURRICULUM AND GRADUATION MANDATES** *Dr. Tonya Parris-Wilkins, Chair*
30 minutes (3:02 - 3:32 p.m.)

Dr. Fotis Sotiropoulos, Provost and Senior Vice President for Academic Affairs

¹ The start time for the Board of Visitors meeting is approximate only. The meeting may begin either before or after the listed approximate start time as Board members are ready to proceed.

7. OTHER BUSINESS

Dr. Tonya Parris-Wilkins, Chair

8. ADJOURNMENT

Dr. Tonya Parris-Wilkins, Chair

In accordance with the Board's operating procedures and in compliance with the Virginia Freedom of Information Act, there will be no opportunity for public comment at this meeting.

**CONFIDENTIAL SUMMARY
ACADEMIC AND HEALTH AFFAIRS COMMITTEE
OF THE BOARD OF VISITORS
May 9, 2024**

OPEN SESSION

DRAFT

ACTION ITEMS:

- Minutes of March 21, 2024 meeting
- Minutes of April 11, 2024 meeting
- Proposal to create a BS degree in Exercise Physiology in the College of Humanities and Sciences

FOR INFORMATION/COMMITTEE REVIEW:

- 1) Items that may be action items at upcoming committee meeting:
 - None
- 2) Items that the board needs to be aware of, but will not require action:
 - None

EXECUTIVE REPORTS:

Report from the Provost and Senior Vice President for Academic Affairs (20 min.)

- Dr. Fotis Sotiropoulos and Dr. Jill Blondin will provide an update VCU's international enrollment strategy and progress.

Report from the Provost and Senior Vice President for Academic Affairs (20 min.)

- Dr. Joseph DiPiro will provide updates on issues pertaining to the health sciences schools and campus.

Report from the Vice President for Research and Innovation (20 min.)

- Dr. Srirama Rao will provide an update on the Office of the Vice President for Research and Innovation's collaborative efforts to create efficiencies and reduce administrative burden. His presentation will include a specific focus on streamlining processes to enhance human research and clinical trials, and effectively sharing data and informatics. The presentation will also include a brief update on VCU's 2024 Research Weeks.

Virginia Commonwealth University Proposed Program Brief Proposal to create a Bachelor of Science degree program in Exercise Physiology

Overview

Virginia Commonwealth University seeks approval for a Bachelor of Science (B.S.) degree program in Exercise Physiology at the Monroe Park Campus in Richmond, VA. The proposed program will be administered by the Department of Kinesiology and Health Sciences in the College of Humanities and Sciences.

The intent of the Exercise Physiology degree is to prepare students to serve as leaders of fitness, health and conditioning programs in corporate, commercial, university, and clinical settings that provide exercise programming for apparently healthy individuals and those with chronic disease. Within the Exercise Physiology Core, students will develop the knowledge, skills, and behaviors to evaluate health habits and risk factors, conduct fitness assessments, write appropriate exercise prescriptions, and motivate individuals to modify negative health habits as well as maintain positive lifestyle behaviors. Students will develop a solid science foundation and understanding of the human body through additional science courses (e.g., Biology, Human Anatomy, Human Physiology, Chemistry, and Psychology) that will support their understanding of Exercise Physiology concepts. Other unique strengths of the proposed BS degree in Exercise Physiology include advanced coursework in both applied and clinical Exercise Physiology, research practices within Exercise Physiology, and career development/job skill acquisition through experiential learning. Additionally, students will be eligible to take the internationally recognized American College of Sports Medicine Exercise Physiologist (ACSM-EP) certification examination during their last semester in the program.

Delivery Format

The proposed program will be offered in a face-to-face delivery format.

Target Implementation Date

Fall 2025

Demand and Workforce Development

The Bureau of Labor Statistics (BLS) shows a growth of 10% for exercise physiologists and 12% job growth for health educators. Similarly, the Virginia Employment Commission (VEC) shows growth for both fields, with exercise physiologists demonstrating 12% growth and 14% growth for health educators.

External Competition

There currently are no public institutions in Virginia that offer a degree program in Exercise Physiology. There are six institutions that offer B.S. degrees in Kinesiology and Exercise Science: George Mason University, Hampton University, Longwood University, Norfolk State University, Old Dominion University, and University of Virginia. Additionally, the College of William and Mary offers a B.A./B.S. in Sports, Kinesiology, and Physical Education/Fitness.

Target Population

The intended target audience for the program is individuals interested in a broad range of careers such as exercise physiologists and health educators. This degree program is also intended for students who are interested in pursuing advanced degrees in fields such as physical therapy and occupational therapy.

Impact on Existing Programs

VCU currently offers a BS degree in Health, Physical Education, and Exercise Science (HPEX) with two concentrations: Exercise Science and Health Science. The proposed degree will replace the concentration in Exercise Science.

Impact on Faculty

The Department of Kinesiology and Health Sciences at VCU has eight existing full-time faculty positions (8 FTEs). These faculty will be involved with teaching core and other required courses in the proposed B.S. degree program. The department also has three part-time faculty and two adjunct faculty that will be involved with teaching core and other required courses in the proposed B.S. degree program.

Funding

The proposed degree program will therefore require a total of 10.5 FTE by the target year 2028-2029. No additional faculty will be needed for this degree program, therefore no additional resources are needed. The program will be supported by resources already in place to sustain existing academic programs, including student support services (enrollment services, library support, and career services) and faculty support services.

Alignment with the VCU Mission

The proposed B.S. degree in Exercise Physiology aligns closely with VCU's stated institutional mission. At its core, Exercise Physiology is a "translational" academic discipline that fosters integration of multidisciplinary basic and applied research to "improve the quality of human health". The proposed degree core will seek to build on a strong science foundation (i.e., biology, chemistry, human anatomy, human physiology, and psychology) to support our students' understanding of the complex, integrative aspects of the acute responses and chronic adaptations to an exercise stimulus. Exercise Physiologists, and therefore the field of Exercise Physiology, benefits from historical and current "interdisciplinary collaborations", that have continued to improve our understanding of the role of exercise in improving the human condition with a focus on the most effective ways to "preserve and restore health for all people". For the proposed degree this will be accomplished through a curriculum with "core values of diversity, inclusion and equity that provide safe, trusting and supportive" classroom experiences that exceed the needs of our diverse study body. Additionally, the program will provide "real world" internship opportunities "that furthers civic engagement, inquiry, discovery, and innovation"

Next Steps

- April 25 – University Committee on Academic Affairs (UC-AA) Meeting
- May 2 - University Council (UC) Meeting
- Electronic Vote - President's Cabinet
- May 10 - Board of Visitor's Meeting (BOV)

VCU's Enrollment Strategy: International Segment

Academic and Health Affairs Committee
May 9, 2024

Fotis Sotiropoulos, Ph.D.

Provost and Senior Vice President for Academic Affairs

Jill E. Blondin, Ph.D.

Associate Vice Provost for Global Initiatives



VCU International Enrollment Strategy

By **2028** VCU will **double** our international student enrollment.

Fall 2022: **Baseline**

999

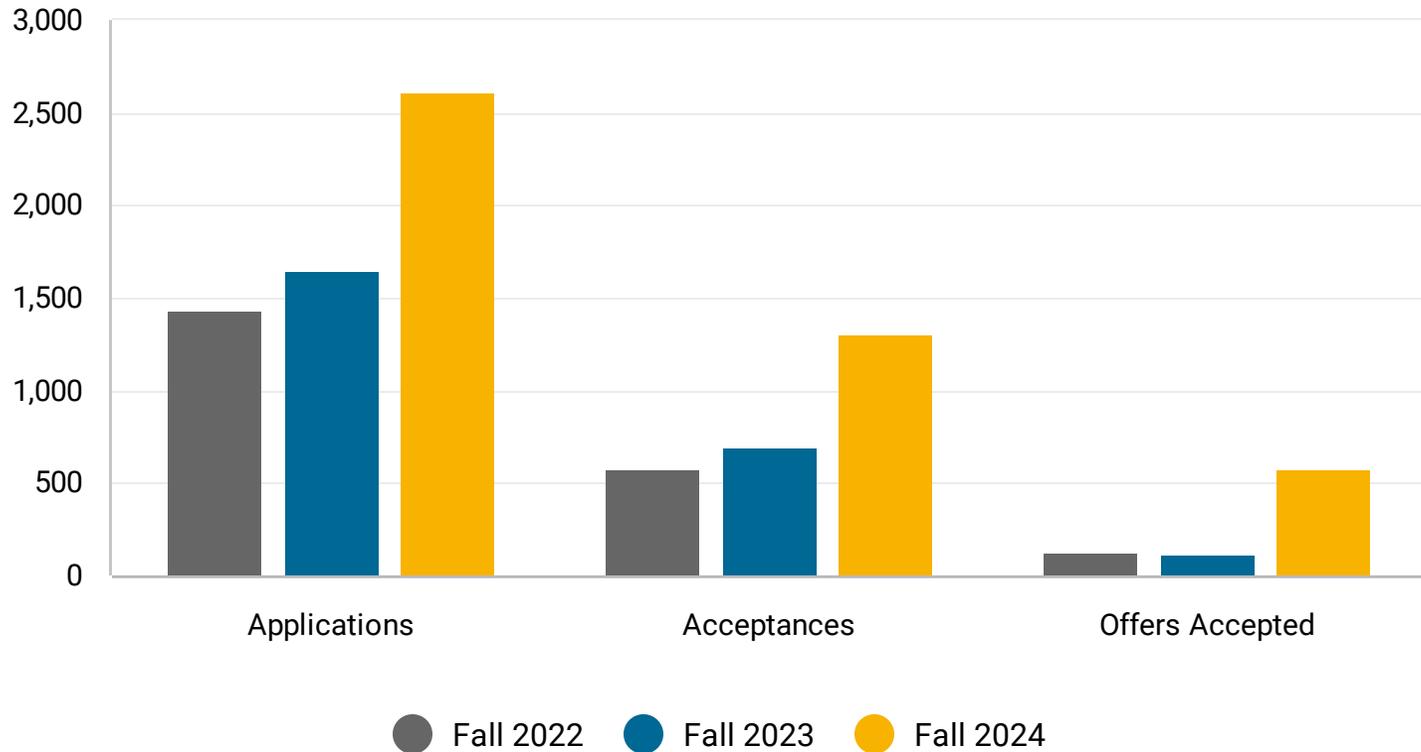
Fall 2028: **Goal**

2,000

Investments are making a difference

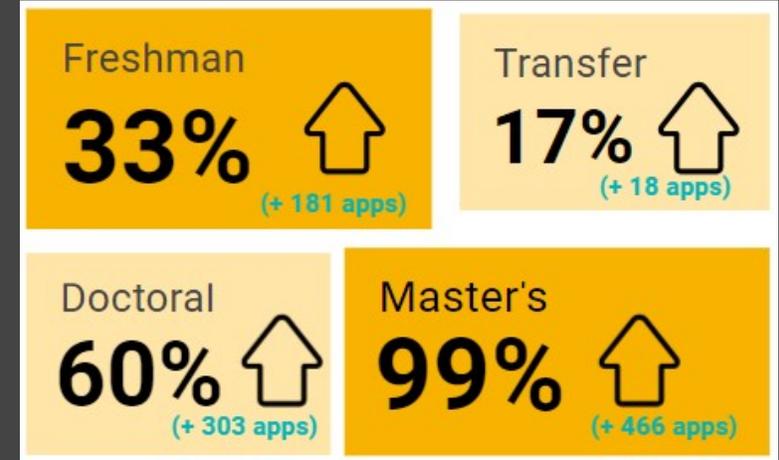
International Admissions:

Year-to-Date (as of April 19, 2024)



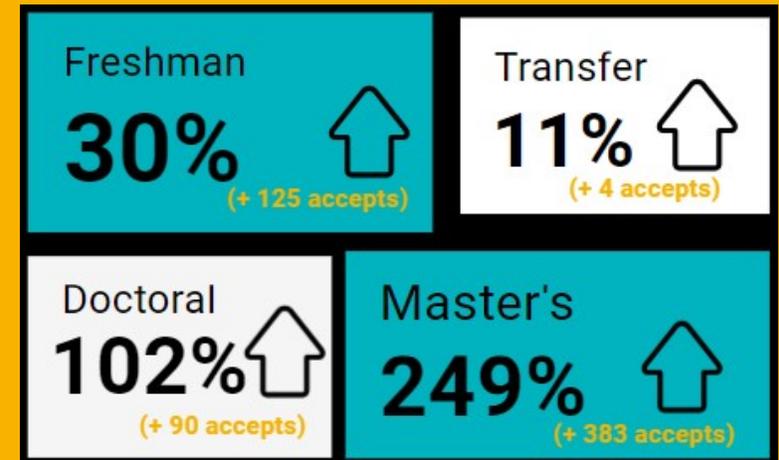
2024 Applications

over 2023 (as of April 19, 2024)



2024 Acceptances by VCU

over 2023 (as of April 19, 2024)



Launching international enrollment strategies

In the past year, VCU has elevated international enrollment internally



Addressed barriers

- I-20 process moved to GEO
- Internal Transcript review VS asking applicant to apply externally
- English language requirements updated



Facilitated innovation

- Graduate Education Innovation Program with a special tuition rate
- Assist academic units with application process
- Focus on knowledge acquisition through GEO-led workshop series



Elevated collaboration

- Hired Director of Global Partnerships & Outreach
- Increased Embassy engagement
- Engaged VCU leadership

Global Education Office



Office of the President

Strategic Enrollment Management



Office of the Provost



Student Affairs



Office of the Vice President for Research and Innovation



Institutional Research & Decision Support



Colleges, Schools, Interdisciplinary Units

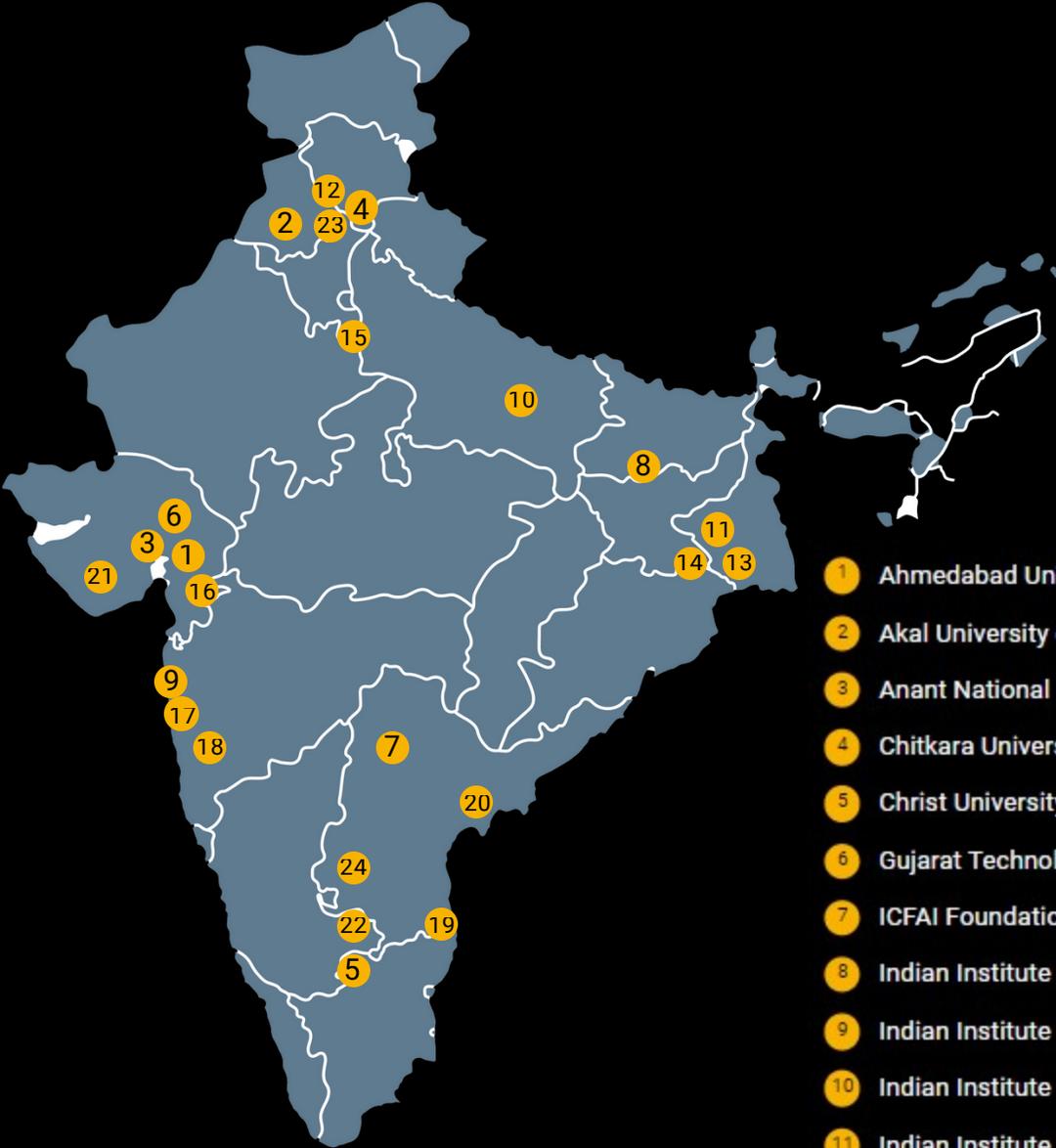
Collaboration

The collective and enhanced commitment of units across VCU's Richmond campuses and VCU Qatar has provided critical momentum.

Snapshot of VCU International Student Partnerships



India



- 1 Ahmedabad University
- 2 Akal University (Kaldigarh Trust)
- 3 Anant National University
- 4 Chitkara University
- 5 Christ University
- 6 Gujarat Technological University
- 7 ICFAI Foundation for Higher Education
- 8 Indian Institute of Management (IIM) Bodh Gaya
- 9 Indian Institute of Technology - Bombay
- 10 Indian Institute of Technology (BHU)
- 11 Indian Institute of Technology Kharagpur
- 12 Institute of Liver and Biliary Sciences
- 13 Jain University
- 14 Liver Foundation West Bengal
- 15 Lovely Professional University
- 16 Maharaja Sayajirao University of Baroda
- 17 Manipal University
- 18 MIT World Peace University (WPU)
- 19 Mohan Babu University
- 20 National Institute of Design
- 21 Nirma University
- 22 NITTE (Deemed to be University)
- 23 Post Graduate Institute of Medical Education and Research
- 24 Presidency University

International enrollment plan moving forward

Next Steps



- 1 Use international partnerships as enrollment drivers
- 2 Identify and implement partnership-driven recruitment pipelines
- 3 Improve performance-based funding models for internationalization
- 4 Enhance and coordinate communication and yield efforts
- 5 Consider special tuition rate for visiting international students
- 6 Continue building infrastructure and improving enrollment processes
- 7 Expand the number of non-thesis master's degrees
- 8 Improve global rankings



Creating efficiencies and reducing administrative burden in human research

P. Srirama Rao, Ph.D.

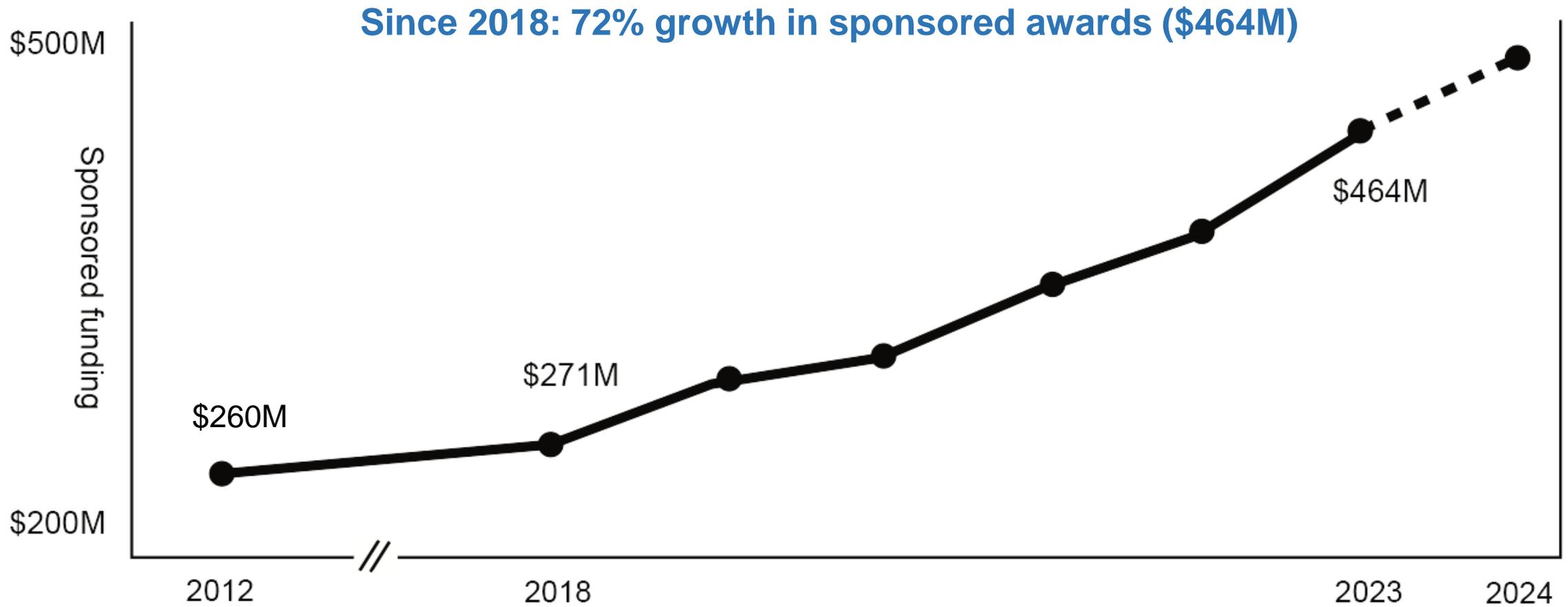


VCU

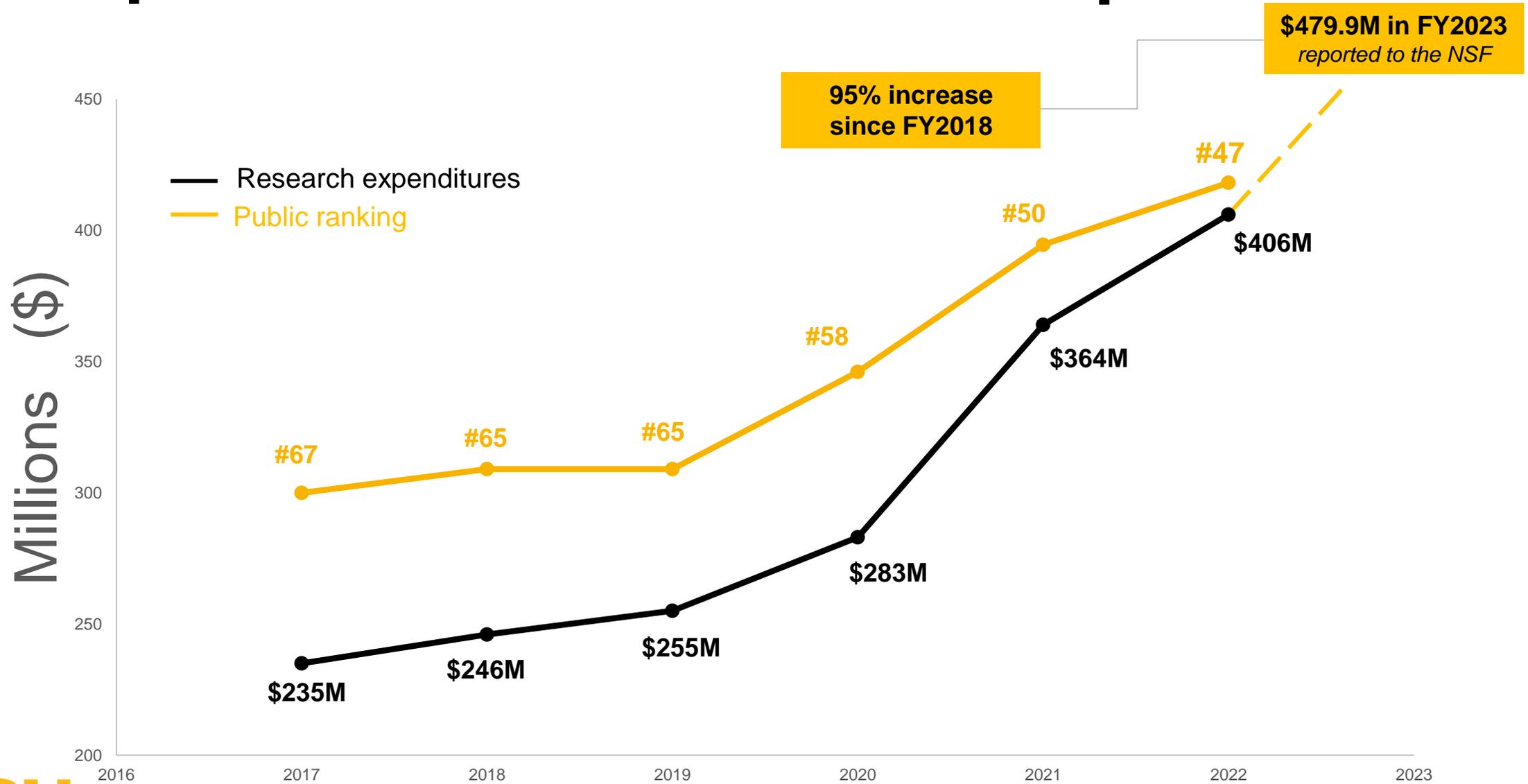
Research and Innovation

WE ARE THE UNCOMMON.

VCU Research is growing exponentially



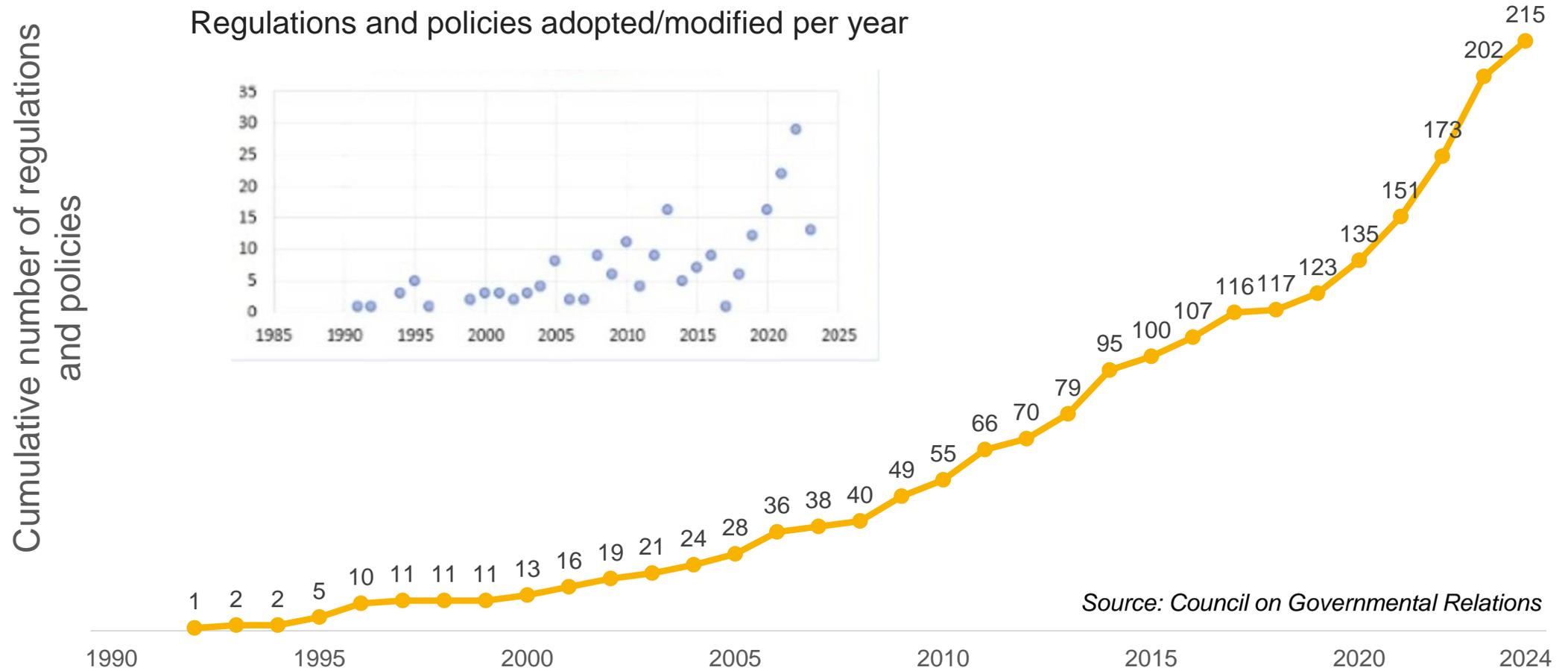
An update on VCU's research expenditures

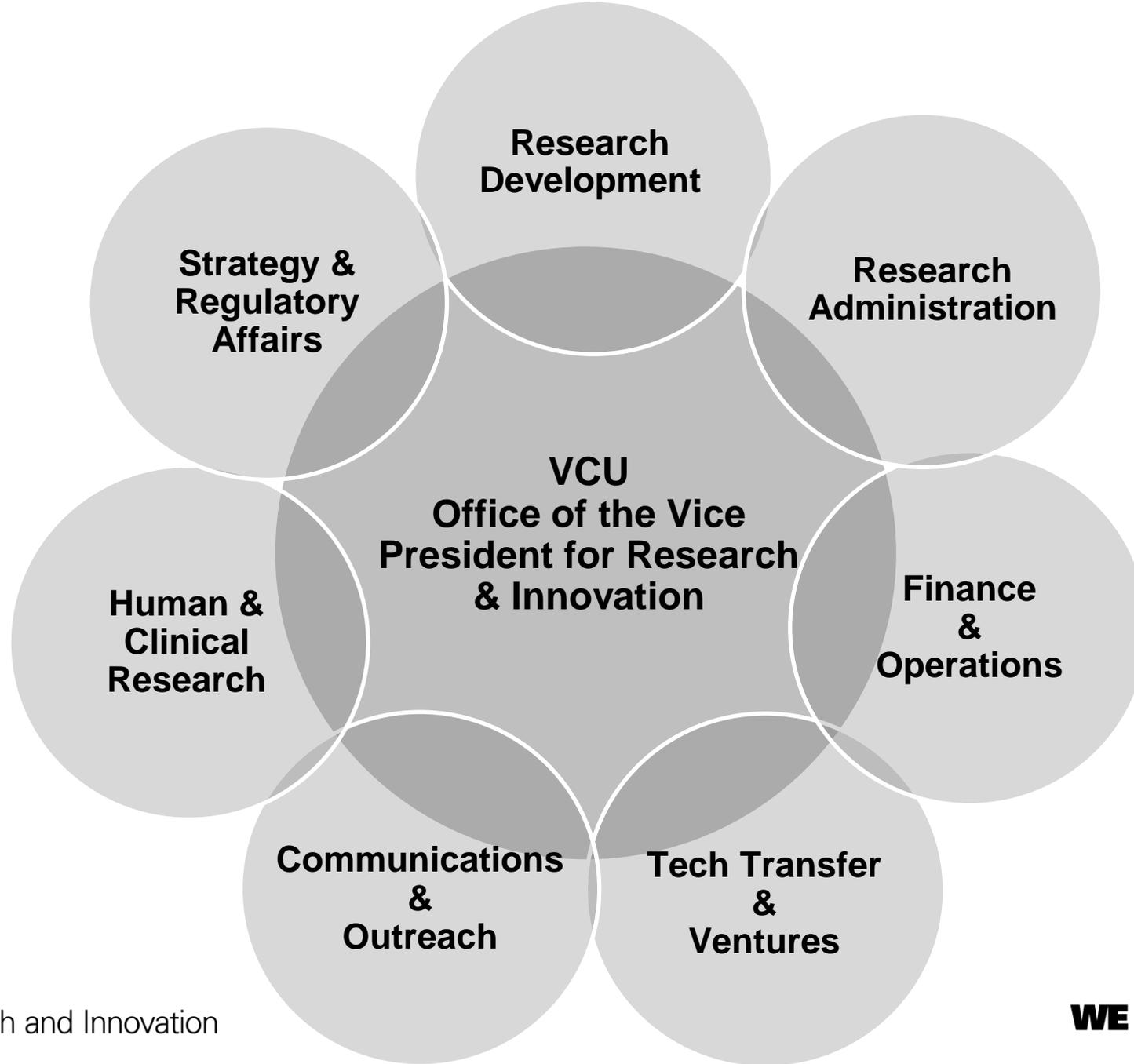


VCU

Research and Innovation

Since 2013, there has been a **172% increase** in total regulations and policies adopted/modified that affect federal research





Office of the Vice President for Research and Innovation



Reducing Burden



**Streamlining
Process**



**Managing Secure
Data and
Informatics
(Health)**



**2024 VCU
Research Weeks**

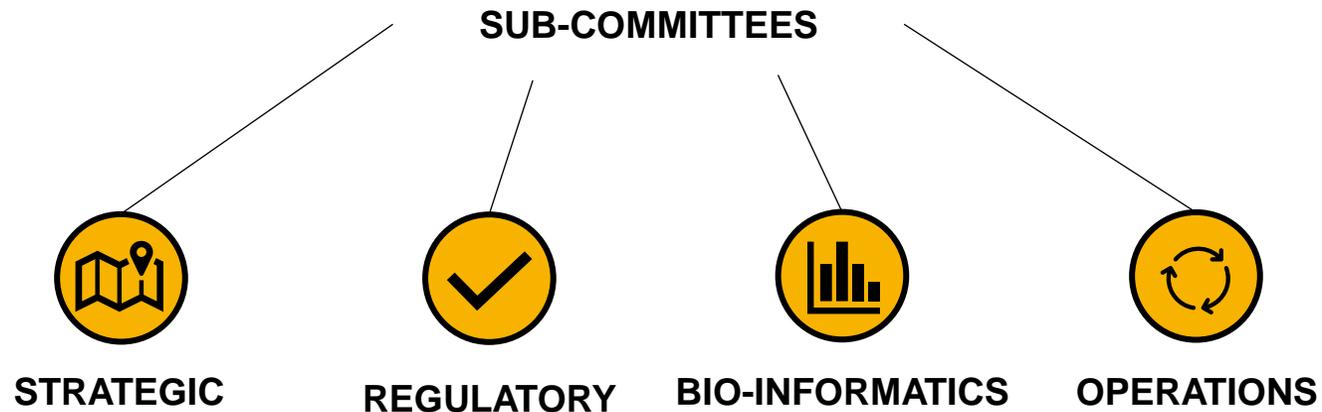
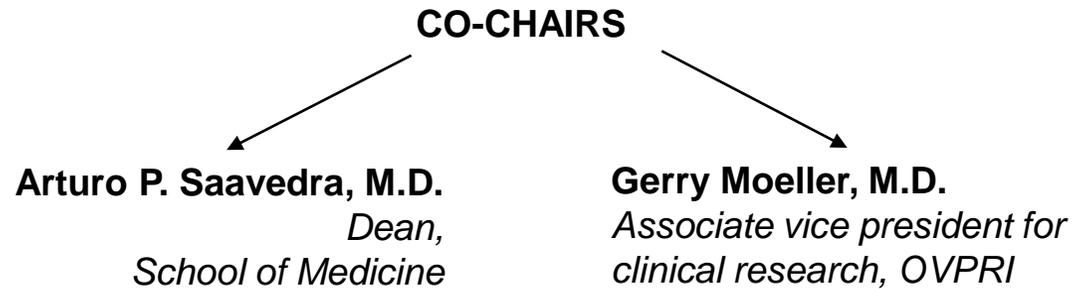


VCU

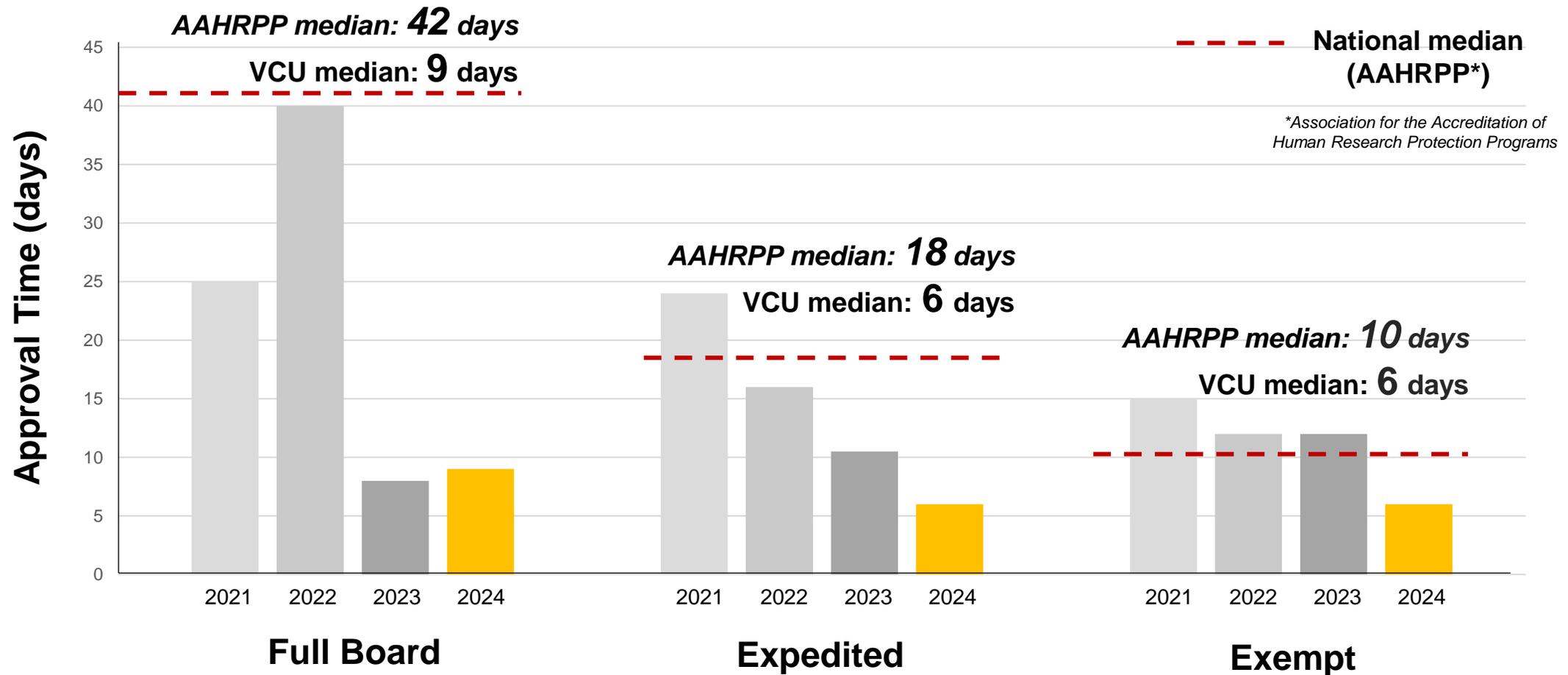
Research and Innovation

Streamlining processes for human research and clinical trials

HUMAN RESEARCH AND CLINICAL TRIALS INITIATIVE



Improving VCU IRB turnaround time



Managing secure data and informatics

PROTECTED DATA



REGULATIONS/POLICY

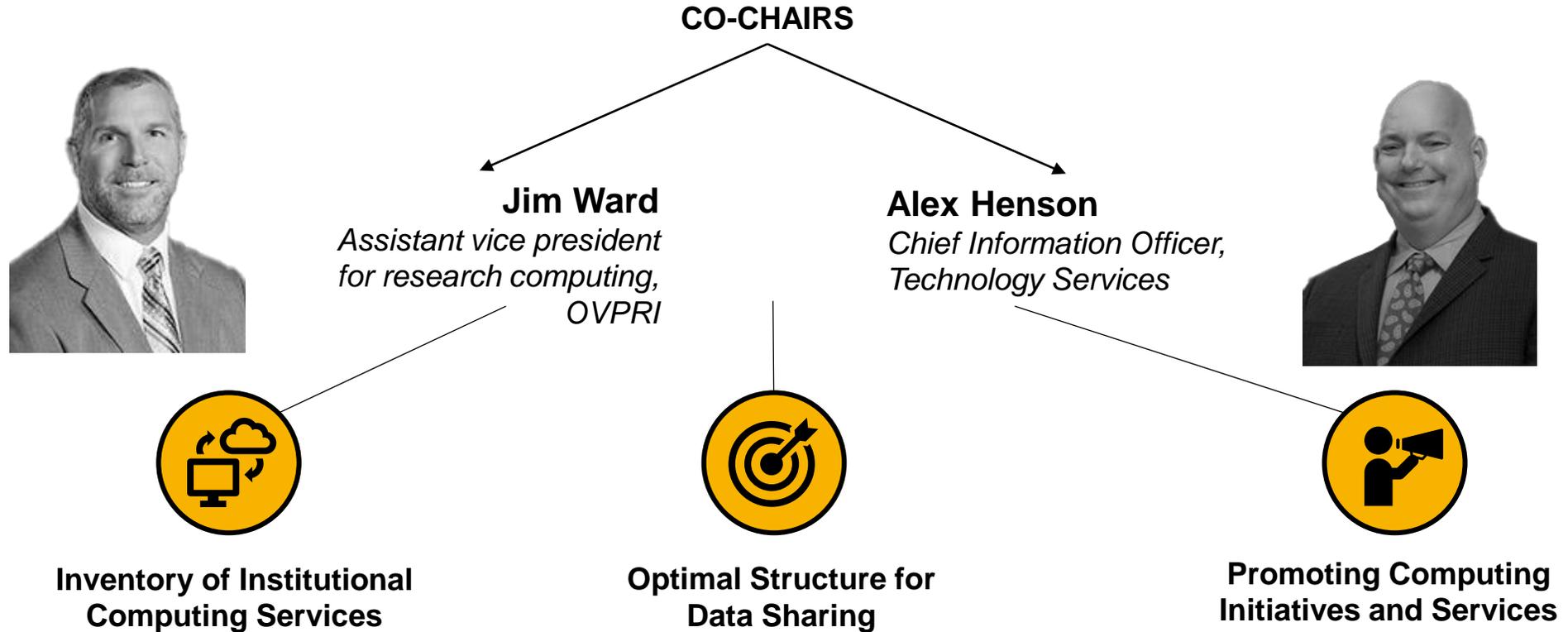


PROCESSING/STORAGE



Secure sharing of data and informatics

Research Computing Environment Review Committee





VCU

Research Weeks 2024

UNLIMITED IMPACT



VCU

Research and Innovation

WE ARE THE UNCOMMON.

50+ Research Weeks events across our campuses in April 2024

VPRI's
State of the
Research (R)

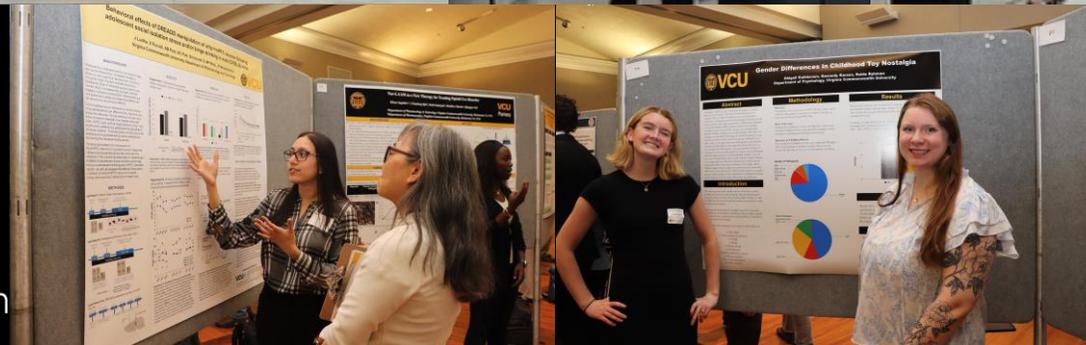


Keynote address by
19th CDC director (L)



Engineering
Research Showcase (L)

Graduate (L) and
undergraduate (R) poster
symposiums





Thank you!

P. Srirama Rao, Ph.D.



VCU Research and Innovation

WE ARE THE UNCOMMON.