CALL TO ORDER
Mr. Ed McCoy, Chair of Academic and Health Affairs Committee, called the meeting to order at 9:24 a.m.

APPROVAL OF MINUTES
On motion made and seconded, the Academic and Health Affairs Committee approved the Minutes of the meeting held December 13, 2019. A copy of the minutes can be found on the VCU website at the following webpage https://president.vcu.edu/board/minutes/.

PROGRAM ANNOUNCEMENTS
A new academic affairs policy of The State Council of Higher Education for Virginia (SCHEV),
which became effective on January 2, 2020, requires that the Board of Visitors be informed of
the university’s intent to propose a new degree program (program announcement) as an
information item. The full proposals for these programs will be presented to the BOV at a later
date for board approval. VCU will submit the following new degree program announcements to
SCHEV on March 1, 2020: 1) Bachelor of Health Services (create); 2) Bachelor of Science in
Human and Organizational Development** (create); 3) Master of Brand Strategy and Design
(create); 4) Master of Education in Higher Education** (create); 5) Doctor of Nursing Practice
(create); 6) Doctor of Philosophy in Biosciences (create); Doctor of Philosophy in Computer
Science (create).

**These proposals were complete and listed under “action items” on the February 28, 2020
meeting agenda.

**ACTION ITEMS**

**Academic Program Proposals:**

On motion made and seconded, the Academic and Health Affairs Committee approved a motion
to recommend to the Board of Visitors approval of the following 13 academic proposals: 1)
Doctor of Nurse Anesthesia Practice (create); 2) Bachelor of Science in Human and
Organizational Development (create); 3) Master of Education in Higher Education (create); 4)
Graduate Certificate in Clinical Genetics (create); 5) Graduate Certificate in Genomics Data
Science (create); 6) Baccalaureate Certificate in Fundamentals of Computing (create); 7)
Graduate Certificate in Teaching: Elementary Education RTR (create); 8) Post-Master’s
Certificate in Nursing with concentrations in Adult-Gerontology Acute Care Nurse Practitioner,
Family Nurse Practitioner, and Psychiatric Mental Health Nurse Practitioner (modify); 9) Post-
Baccalaureate Certificate in Real Estate and Urban Land Development (modify); 10) Post-
Baccalaureate Certificate in Environmental Studies (discontinue); 11) Post-Baccalaureate
Certificate in Human Resource Management (discontinue); 12) Post-Master’s Certificate
(Educational Specialist or EdS) in Teacher Leadership (discontinue); 13) Doctor of Philosophy
in Systems Analysis and Modeling to the Doctor of Philosophy in Mathematical and Data
Sciences (change name).

**CLOSED SESSION**

On motion made and seconded, the Academic and Health Affairs Committee of the Board of
Visitors of Virginia Commonwealth University convened a closed session under Section 2.2-
3711(A)(2) for the discussion or consideration of admission or disciplinary matters or any other
matters that would involve the disclosure of information contained in a scholastic record
concerning any student of any Virginia public institution of higher education or any state school
system, specifically regarding the selection of the Board of Visitor Student Scholarship recipient
which requires disclosure of scholastic records.

**RETURN TO OPEN SESSION AND CERTIFICATION**

Resolution of Certification
BE IT RESOLVED, that the Committee certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements under this chapter were discussed in the closed meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion by which the closed session was convened were heard, discussed or considered by the Board.

<table>
<thead>
<tr>
<th>Vote</th>
<th>Ayes</th>
<th>Nays</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. Edward McCoy, Chair</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Ms. Carolina Espinal</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Mr. Peter Farrell</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Dr. Robert Holsworth</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Ms. Coleen Santa Anna</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Mr. H. Benson Dendy III, ex-officio</td>
<td>X</td>
<td></td>
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</tbody>
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All members present for voting responding affirmatively, the resolution of certification was adopted.

REPORTS

Provost Gail Hackett and Interim Senior Vice President Peter Buckley provided brief updates on priorities in their areas.

Dr. Dominic Willsdon, executive director of the VCU Institute for Contemporary Art (ICA), provided an update on the new ICA strategic plan and solicited feedback on how the ICA can enhance opportunities for VCU students and faculty, and how the ICA can play a key role in building the university’s reputation for research and creativity around the world. A copy of Dr. Dominic Willsdon’s presentation is attached hereto as Attachment A, and is made a part hereof.

Dr. Tomikia LeGrande, vice provost for strategic enrollment management, and Tom Klug, associate vice president for university marketing, presented an update on VCU’s domestic out-of-state enrollment strategy. The report covered the best practice approach to domestic out-of-state recruitment: increase brand awareness and perception building; tuition discounting; and increase recruitment activity. A copy of Dr. Tomikia LeGrande and Tom Klug’s presentation is attached hereto as Attachment B, and is made a part hereof.

The student representatives, Samanatha Lee and Michael Berger, provided a brief update on student activities and perceptions. The reports from the faculty and staff representatives were not presented due to time constraints.

ADJOURNMENT

There being no further business, Mr. Edward McCoy, Chair, adjourned the meeting at 11:13 a.m.
Health Sciences Update

Peter F. Buckley, M.D.
Interim Sr. Vice President for Health Sciences and CEO of the VCU Health System
Dean of the VCU School of Medicine
School of Dentistry

- The school's ranking in **NIH funding among dental schools** continues to improve:
  - NIH awards rose from ~$500k in 2006 (ranked 44th) to ~ $3 million (ranked 26th)
  - Since 2013, NIH funding has increased **more than 200%**

- Dr. Zhao Lin received an RO1 grant supported by the NIH National Institute of Dental & Craniofacial Research to evaluate the epigenetic changes in patients with periodontitis and test the **therapeutic potential of a novel "epi" drug in preclinical studies**.
  - The total award is approximately **$1.9 million for five years**

- Pediatric dental specialists provided services for children from birth to age 18 at the annual **Give Kids a Smile event** as part of National Children’s Dental Health Month, observed every February.
  - Over the past five Give Kids a Smile events, the VCU School of Dentistry provided care to more than **1,050 patients totaling over $400,000 in donated services**.

- With a **grant from the American Cancer Society**, the SOD presented its first HPV Summit exploring research showing a strong link between HPV and oropharyngeal cancer, and attracted a capacity crowd of oral health care providers for a **continuing education event** on the issue.
  - A second annual HPV Summit is scheduled this year

- School of Dentistry experts have been **interviewed by national and regional media outlets** over the last several months:
  - Sompop Bencharit, D.D.S., M.S., Ph.D., regarding advanced digital technology in use at the school (Virginia Living)
  - Sarah Glass, D.D.S., regarding canker sores (Prevention Magazine)
College of Health Professions
College of Health Professions

- Doctor of Nurse Anesthesia Practice continues to **increase enrollment**
  - Expected to **grow another 12%** over next 3 years, with anticipated enrollment of 155 by 2022 (currently 130)
  - Growth is mainly expected at **Northern VA Campus** in Arlington
School of Nursing
School of Nursing

• **Increased enrollment** in the prelicensure program by 41 students

• Launched a new **collaborative partnership model** with 3 community colleges
  – Southside VA Community College
  – Rappahannock Community College
  – John Tyler Community College

• New **$3M commitment** to SON to fund from the same donors who made a $2.5M **need-based student scholarships** gift last year for student scholarships

• Partnership with VCU Innovation Gateway **developed coursFACTS** to manage scheduling & faculty work assignments
  – Plans to commercialize under way

• Dean Giddens serving as VCU leader on Virginia **state-wide workforce development task force**
School of Pharmacy

- US News & World Report rank 17 of 143 schools
- PhD in Pharmaceutical Engineering (in partnership with VCU School of Engineering) approved for Fall 2020
- New matriculation agreement with the University of Lynchburg currently being developed to create a pipeline of U of L graduates into the PharmD program
- Hired Assistant Director for Recruitment and Pipeline Programs to cultivate a more balanced pipeline at the middle school, high school, and collegiate levels
- Hired Assistant Director for Student Affairs for student progression & retention
- Ongoing meetings with Vice Provost Tomikia LeGrande on ways to leverage preexisting University efforts
- PharmD grad national board pass rate above 98%, among top in US!
- 34 patents filed, including 22 with Pharm faculty member as primary inventor
- Miss America, Camille Schrier!
School of Medicine
School of Medicine (SOM) Recruitment updates

- Family Medicine & Population Health Chair search
- Emergency Medicine Chair search
- Anesthesia Chair search
- Senior Associate Dean for Medical Education search
- Departmental administrators
- Endowed Chairs and Professorships and Division Chiefs
- LDO, School of Medicine
Extramural curriculum report:
SOM strengths

- Strong education and training it provides MD students through a contemporary curriculum
- Bright, motivated, engaged medical students who exhibited a strong “social conscience” and altruism
- Successful LCME site visit with next accreditation review in the 2023-2024 academic year with no further interim reports
- Current structure of interim leadership
- Overall strong pass rates and scores on USMLE
- Very strong program of residency selection support and a related high match rate
Update on SOM strategic planning

• SWOT analyses conducted
• Basic health sciences consultation and follow-up activities
• Mission, Vision, Values
  – Distributed to departmental Chairs for departmental faculty
  – Highlighted at faculty senate
  – Presented to medical student governance
  – Distributing to trainees
• EY-Parthenon review
  – On site in March
  – Strategic retreat planning
SOM Communications: Then and Now
. . .in 18 months

2018

Total of 3.5 FTEs

Focus on philanthropy communications with 5 major channels, including social media

3 internal/external channels (SOM website, Dean’s message, SOM Faculty and ECoF meetings)

17 Dean blogs

65 media hits, 95M impressions (July to December)

2019

7 FTEs (4 SOM, 1 shared, 2 A&D) + 1 part-time writer

Strengthened focus on philanthropy communications

Relaunched SOM website and 12 departments as primary external channel

7 internal channels (Dean’s message, Science blog, faculty lounge monitors, MCVP Action Items, SOM Faculty and ECoF, and MCVP all-provider meetings)

35 Dean blogs

763 media hits, 1.6B impressions (July to December)
National Media Success, July – Dec 2019
763 media hits, 1.6B impressions
Thank you!
ICA STRATEGIC PLAN
Mission:

WE LISTEN, CREATE AND MAKE ART PUBLIC.
FOR DISCUSSION

How can the ICA enhance opportunities for VCU students and faculty?

How can the ICA help build VCU’s reputation for research and creativity around the world?
Our priorities

Sustainability
Opportunity
Hospitality
Inclusivity

... let’s focus today on opportunity
STUDENT OPPORTUNITIES
Create an ICA curriculum for culture workers

Dāa Guy-Vasson, Grace Hoffman, Lee Kuykendall, Houria Boumzairig, May Park, David Riley
COMMUNITY STORIES
in partnership with Virginia Public Media
The Murry N. DePillars Learning Lab
Community Podcasting
ARTIST OPPORTUNITIES
Richard Kennedy
A Touch of Elegance
2019
GREAT FORCE

OCTOBER 5, 2019—JANUARY 5, 2020

Tomashi Jackson
Monument of Color
(Red, Black and Green)
2019
FOR DISCUSSION

How can the ICA enhance opportunities for VCU students and faculty?

How can the ICA help build VCU’s reputation for research and creativity around the world?
Domestic Out-of-State Enrollment Strategy

Board of Visitors
Academic and Health Affairs Committee
February 28, 2020

Tomikia P. LeGrande, Ed.D., Vice Provost for Strategic Enrollment Management
Tom Klug, Associate Vice President, University Marketing
2020-2021 Deep Dive Enrollment Discussion Topics

- February: Domestic Out-of-State Enrollment Strategy
- May: Continuing Undergraduate Enrollment/Retention
- September: Transfer/Adult Student Enrollment
  Online Enrollment
- December: International Enrollment
  Master’s Enrollment
  Academic Program Inventory, Capacity and Future Opportunities
VCU has the ambitious goal to increase out-of-state enrollment to 20% by 2025, but would remain a University committed to educating Virginians.
Enrollment Funnel and VCU Approaches

 Median Public University purchases 64,000 names

 VCU Approaches
 - Emails, brochures
 - Paid advertising/digital media
 - Social media
 - Personal contact and follow up
 - In-market visits (HS, college fairs, receptions)
 - VCU campus visits

 VCU purchases 250,000 names

 Applications

 Accepted

 Enrollment Yield

 Enrolled
Best Practice Approach to Domestic Out-of-State Recruitment

- Increase Brand Awareness and Perception Building
- Increased Recruitment Activity
- Tuition Discounting
Out-of-State Brand Awareness Research Summary and Preliminary Improvement Strategies
What we know about our primary out-of-state audience

• Based on our 2019 brand research study, VCU has very little awareness out-of-state, for example:

  Virginia Tech: 51%
  University of Virginia: 35%
  James Madison: 27%
  George Mason: 22%
  VCU: 17%

• People that are familiar with VCU feel positively about us:
  Diversity – Quality Education – Stimulating Environment – Benefits of Urban Location

• DC and its MD suburbs show the most promise for attracting new students
• Parents in the NY metro area are more open to Virginia schools and VCU tuition
• NC and PA will be the most difficult states because of low awareness and interest in VCU
• VCU’s tuition is generally perceived as a good to fair value for all students
Preliminary creative, research and paid media strategies to improve out-of-state brand awareness and perceptions

Creative:
- Cater messaging to top performing out-of-state keywords
- Capitalize on the growing national recognition of RVA
- Retarget out-of-state responders with customized messages
- Feature stories that connect to national cultural and news events
- Incorporate in market multivariate (A-B) testing to optimize messaging, design and targeting methods

Research:
- Conduct ongoing quantitative studies with high school juniors and seniors and their parents
- Include Virginia, key out-of-state media markets and a national sample
- Conduct the study 2x/year to capture attitudes at peak and low/no media periods
- Focus on brand attributes like quality of education, diversity, career outcomes, etc.
Preliminary creative, research and paid media strategies to improve out-of-state brand awareness and perceptions

**Media:**

- Extend and launch annual campaign earlier to improve consideration going into application peaks
- Run in more awareness channels like broadcast, outdoor, transit, etc. in prime A-10 markets like DC
- Expand breadth of digital advertising in native advertising, paid search and implement a year-round digital display campaign to remain top of mind

**Current Annual Marketing Efforts:**

- Conducted quantitative and qualitative brand health and awareness study in 2019
- 33% of total media budget is placed in OOS markets
- OOS media is nearly 100% digital (display, social & search engine)

**BOTTOM LINE:** Current results and research validate the need for increased marketing investments to improve VCU's brand awareness and perceptions
Brand Awareness Investment Goals

Improve aided awareness by 15 basis points for OOS students and parents by 2025

Aided Awareness of VA Universities

**OOS Students**
- Virginia Tech: 51%
- UVA: 35%
- JMU: 27%
- George Mason: 22%
- VCU: 17%

**OOS Parents**
- Virginia Tech: 87%
- UVA: 68%
- JMU: 53%
- George Mason: 54%
- VCU: 37%
Increase Recruitment Activity
Strategies to Increase Recruitment Activity

• A full-time presence in-market will reinforce enhanced branding efforts, increase targeted HS visits, and establish meaningful relationships with “influencers.”

• Investing in a multi-variate communication approach will enhance VCU competitiveness in keeping prospective students engaged through out the funnel stages.

• A deliberate and intimate enrollment yield strategy with strong engagement and connections to campus enhances student/family’s ability to assess fit.

• Investment in scaling up staffing, communications and outreach activities may lead to positive enrollment impacts.
Tuition Discounting
Strategies to Improve Tuition Discounting

- Balancing tuition discount and need-based financial aid allows for closer alignment of what a family is willing to pay vs. what they are able to pay.
  - Utilize a tiered tuition discounting approach based upon GPA ranging from 30% to 40% (FY20)
  - Redesigning the financial aid awarding philosophy to leverage institutional aid for low- and middle-income families (FY20)
  - Communicate financial aid packages to accepted students earlier (i.e., January vs. mid-March) (FY 21)

<table>
<thead>
<tr>
<th></th>
<th>Penn State (In-State)</th>
<th>University of Maryland (In-State)</th>
<th>NC State (In-State)</th>
<th>VCU (Out-of-State)</th>
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</thead>
<tbody>
<tr>
<td>Cost of Attendance</td>
<td>$31,864-$35,086</td>
<td>$26,150</td>
<td>$24,742</td>
<td>$46,727 -($10,000)</td>
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<tr>
<td>Sticker Price</td>
<td>$31,864 - $35,086</td>
<td>$26,150</td>
<td>$24,742</td>
<td>$36,727</td>
</tr>
</tbody>
</table>
Preliminary Admissions Results

Year-to-Date (February 27) Out-of-State Freshman Applications and Acceptances

- **Applications**
  - Fall 2018: 4010
  - Fall 2019: 4183
  - Fall 2020: 4531

- **Acceptances**
  - Fall 2018: 2450
  - Fall 2019: 2686
  - Fall 2020: 2768
Preliminary Out of State Scholarship Offers

Year-to-Date (February 21) Out-of-State Freshman Scholarship Offers

<table>
<thead>
<tr>
<th>Scholarship Award</th>
<th>Fall 2018</th>
<th>Fall 2019</th>
<th>Fall 2020</th>
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<tr>
<td>$8,000</td>
<td>497</td>
<td>264</td>
<td>281</td>
</tr>
<tr>
<td>$10,000</td>
<td></td>
<td>716</td>
<td>823</td>
</tr>
<tr>
<td>$12,000</td>
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<td>1889</td>
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</table>

*Legend: $8,000, $10,000, $12,000*
Out-of-State Recruitment Metrics of Success

- **Target in Discussion**
  - Brand Perception/Awareness 2019

- **Target in Discussion**
  - Brand Perception/Awareness 2025

- **3,183 Out-of-State Applications 2019**

- **5,600 Out-of-State Applications 2025**

- **14% Out-of-State Yield 2019**

- **25% Out-of-State Yield 2025**

- **11% (321) Out-of-State Freshman Enrollment 2019**

- **20% (980) Out-of-State Freshman Enrollment 2025**
Undergraduate Student Report

Samantha Lee

February 28, 2020
Video Questions

1. Winter **break** adventures
2. Top **issue** VCU students face living in Richmond
RAM TIME WITH SAM: LOVE BREAK & ISSUES

https://youtu.be/Z-EKz12akEs
Top 3 Student Issues

- Diversity: 3.7%
- Health: 3.7%
- Campus environment: 3.7%
- Textbook costs: 7.4%
- Student social life: 7.4%
- On-campus dining: 7.4%
- Safety: 7.4%
- VCU resources awareness/accessibility: 11.1%
- On-campus housing: 14.8%
- Cost of attendance: 11.1%
- Transportation: 11.1%
- Faculty/staff-student relationship: 11.1%
Frank Kamga Gninzeko

• VCU B.S. (‘17)
• DURI Mentee
• 3x DURI Mentor
• NIH R36

“Selectively targeting senescent lung cells that create fibrosis or damage during VILI.”
Sarah Saunders

- VCU B.S. ('17)
- American Heart Association Predoctoral Fellow

“Creating bioreactors to mechanically train graft tissues prior to implantation to improve tissue engineering outcomes.”

“Think of it as a gym for cells.”
Remy Cooper

• VCU M.S. ('17)
• Selected as the 1st College of Engineering Student to attend the AAAS Catalyzing Advocacy in Science and Engineering (CASE) Workshop.
• Hands on experience about science policy
  • Effectively communicating science
  • Navigating committees
  • Congressional visits on Capital Hill
Osteocytes Undergoing Simulated Microgravity

“1 of 5 Universities selected to conduct experiments on the International Space Station.”
Updates:

- VCU G&PS Winter Ball
- GSA Student Meet-Ups
- GSA Professional Development Series
- GRTC Responsiveness