Enrollment Workshop
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VCU's strategy 2023-2024

**Short-term**
- Increase new student pipeline
- Improve enrollment yield
- Grow VCU presence in other target markets
- Launch campus-wide student success engagement plan
- Programmatic focus
- Expand support for advisors
- Improve outcomes in courses that are barriers
- Build a culture focused on student success and outcomes
- Grow enrollment in high demand areas
- Create greater value in the VCU degree

**Long-term**
- Demonstrate value in VCU degree
- Prioritize student experience and technology
In 2023, overall VCU enrollment increased 0.7% from 2022, reversing the trend of year-over-year enrollment declines.

Source: SCHEV E02, Fall 2023
From applicant to graduate

- Interest and Application
- Admission and Enrollment
- Retention and Graduation
- Post Grad and Social Mobility
Enterprise Marketing and Communications
Admissions and Enrollment

Overall Enrollment
0.7% since 2022

Undergraduate Enrollment
1.3% since 2022

Graduate Enrollment
2.4% master's degree level

Freshman applications
Interest in VCU
Response time by VCU

FTIC* Freshman applications
Surpassed goal for 2024

VCU
Retention and Graduation

First-year retention rates

Virginia Commonwealth University: 85%
Virginia (4-yr publics): 86%
National (4-yr publics): 81%
Quest 2028 Goal: 90%
Retention and Graduation

Six-year graduation rates

- **65%**
  - VCU

- **73%**
  - Virginia (4-yr publics)

- **63%**
  - National (4-yr publics)

- Increased 8 pp since 2013
- Averages 9pp below Va public 4-years over past decade
- Averages 2pp above national public 4-years

- **78%**
  - Quest 2028 Goal

Source: IPEDS, VCU Data Portal.
Post-Graduation

VCU elevates its graduates’ lives

Virginia Commonwealth University, or VCU, is a public school in Richmond. Cheering on the school’s Division I sports teams, the VCU Rams, is a popular outlet for students.

VCU ranks 2nd among Virginia’s R1 Universities as a top performer for social mobility.

VCU’s post-graduation employment + continuing education rate is up nearly 10 percentage points over the last three years (64%).

Source: IRDS | First Destination Survey Dashboard
Higher Education Landscape

- FAFSA Simplification Act
- Test Optional
- Affordability
Enrollment Strategies

- Non-Traditional Learners
- VCU Online
- Flexible Certifications
- Transfer Students
- International Students
Key Enrollment Initiatives

- Multi-year enrollment management plan
- Guaranteed University Admissions
- Targeted marketing campaigns for transfers, adult learners and freshmen
- Focused International Recruitment Initiatives
- Fully online undergraduate degrees programs
- Richmond Talent Pathways
- Optimization in funnel management for masters programs
Closing Equity Gaps

Student Success IS OUR PRIORITY

UNIVERSITY INNOVATION ALLIANCE

VCU

EMPATHY

WE ARE THE UNCOMMON.
Higher Education Landscape
The Perfect Storm

- Declining birth rates
- Questioning the value of higher education
- Game-changing technologies
Academic Progress

New and Innovative Program Development

New programs approved
- Graduate Certificates in: Sustainability, Health and Healthcare, Child Welfare
  - BA, Computer Science
  - BS, Supply Chain Management
  - MS, Data Science

Fully online modalities approved
- BA, Human & Organizational Development
- BS, Accounting
- BS, Anthropology
- BS, Health Services
- BS, Marketing
- BS, Sociology
- BSW, Social Work
- BS, Pharmaceutical Sciences
  Approval anticipated soon (unique in Virginia)

VCU
**Academic Progress**

**Streamlined internal processes**
- Governance clarity moves proposals faster
- *Modernized* Bulletin cycle allows new courses in one semester

**Created innovative minors**
Launching in fall 2024:

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<tr>
<th>Interdisciplinary:</th>
<th>Engineering:</th>
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<tr>
<td>Practical AI</td>
<td>Artificial Intelligence</td>
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<tr>
<td>Mixed &amp; Immersive Reality Studies</td>
<td>Nuclear Engineering</td>
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**Launched microcredentials**
- Ethics and Philosophy of AI

**Nontraditional Learners and Transfer Students**
- Agile academic calendar: shorter semesters, more frequent starts
- Implement competency-based education
- Increase credit for prior learning credit for prior learning
Transformative learning experiences

Across our campuses

**Work-based**
- Internships

**Real World Problem Solving**
- Real world problems received from corporate and community partners for our students to address

**Faculty-created**
- Faculty-created problems tied to their research and projects
Transformative learning experiences
The Global Tech Experience: Podium Education & VCU Partnership

4 tracks Global Problem Solving

10 students summer 2023

400 students summer 2024
Transformative learning experiences

Student Affairs

Transform Living Learning Program
Two-year living-learning program for leadership and change-making.

Emerging Leaders Program
Selective scholarship program for first-year students.

Peer Leadership Initiative
Students lead their peers to support success.
Whether you’re a biologist or ballet dancer, find learning that goes beyond the classroom. New research-based courses allow you to:

**INVESTIGATE:**
Gather meaningful information.

**REFLECT:**
Consider what the information and your observations are telling you.

**COLLABORATE:**
Bring together different perspectives.

**CONNECT:**
See how classroom experiences help solve real-world issues.

**EVERY RAM IS A RESEARCHER**

DISCOVER | CREATE | EXPLORE YOUR NEXT UNCOMMON EXPERIENCE

READY TO BE A RESEARCHER? GO.VCU.EDU/QEP
Convergence Labs @ VCU

Benefits

- Virtual Units
- Increase innovative curriculum
- Increase cross-disciplinary research
- Increase scholarly opportunities for faculty

Potential Topics*

- AI and Data Science
- Defense
- Health Equity
- Thriving Communities
- Mental Health
- Medicine
- Neuroscience

*Determined by faculty
Critical & Inflationary Costs
Invest in the value of a VCU degree

Value investment: $18M
- Drive academic & research excellence
- Champion AI in teaching & learning
- Transformative learning
- Transdisciplinary research

Critical and inflationary costs: $21.7M
- Maintenance & service contracts
  (e.g., facilities, academic, IT, etc.)
- Faculty promotions & fringe
- Military waivers*

State salary increases: $7.5M
- 3% state mandate faculty & staff increases total
  $14.7M, 49% of which is state funded*

*estimated pending legislative outcomes
DISCUSSION