

Virginia Private Colleges' Role in  
*The Virginia Plan for Higher Education*

September 2015

# Goal 1: Provide Affordable Access for All

## Strategies:

- Expand outreach to PK-12 and traditionally underserved populations
- Improve the college readiness of all students
- Cultivate affordable postsecondary education pathways for traditional, non-traditional and returning students
- Align state appropriations, financial aid and tuition and fees such that students have broader access to postsecondary education opportunities regardless of their ability to pay
- 72% of students at Virginia private colleges are from underrepresented populations (URP) compared to Virginia 4-year public institutions, which have a 53% URP population. URP is defined using Race, Pell, Age, and Virginia Localities.
- 50% of all undergraduate students at Virginia private colleges receive Pell, compared to 26% at Virginia 4-year public institutions and 42% at Virginia 2-year public institutions.
- Virginia's private colleges have a commitment to increasing diversity on campus. Over the past decade, the number of minority undergraduate students enrolled at Virginia private colleges has increased 84%.
- Many of our colleges are willing to work with non-academically elite students.

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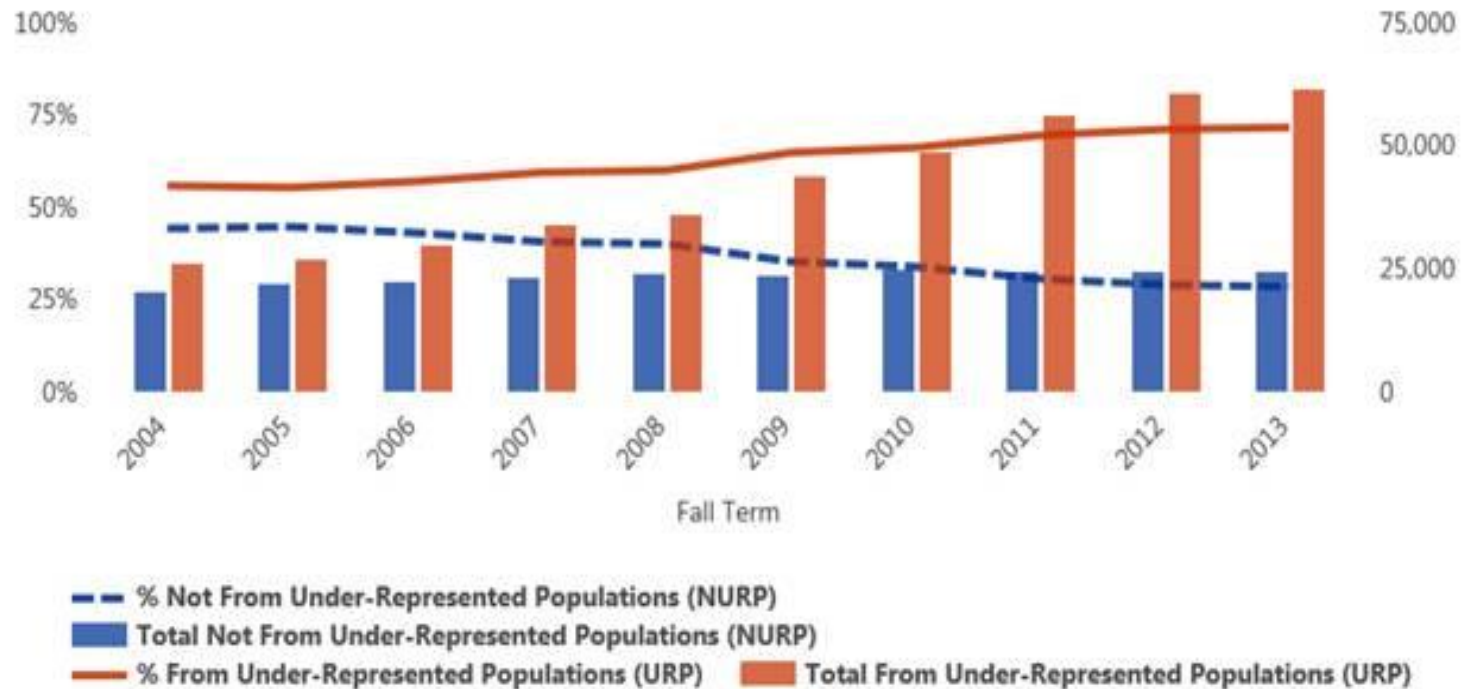
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- Virginia private colleges and universities invest their own resources in their students, providing almost \$650 million in institutional grant aid to students last year. 73% of all grant aid given to students was funded by the private institutions, 20% from federal sources (including Pell), and 7% from state and local sources.
- In 4 of the past 5 years, the percentage of tuition and fee increases at Virginia private colleges has been lower than at Virginia 4-year public colleges.
- Established in 1972, the Virginia Tuition Assistance Grant (TAG) program provides grants to Virginians attending a Virginia private college or university. Approximately 23,000 Virginians will receive a TAG award of \$3,100 this year.
- The TAG budget is approximately 5% of the higher education general fund appropriation.

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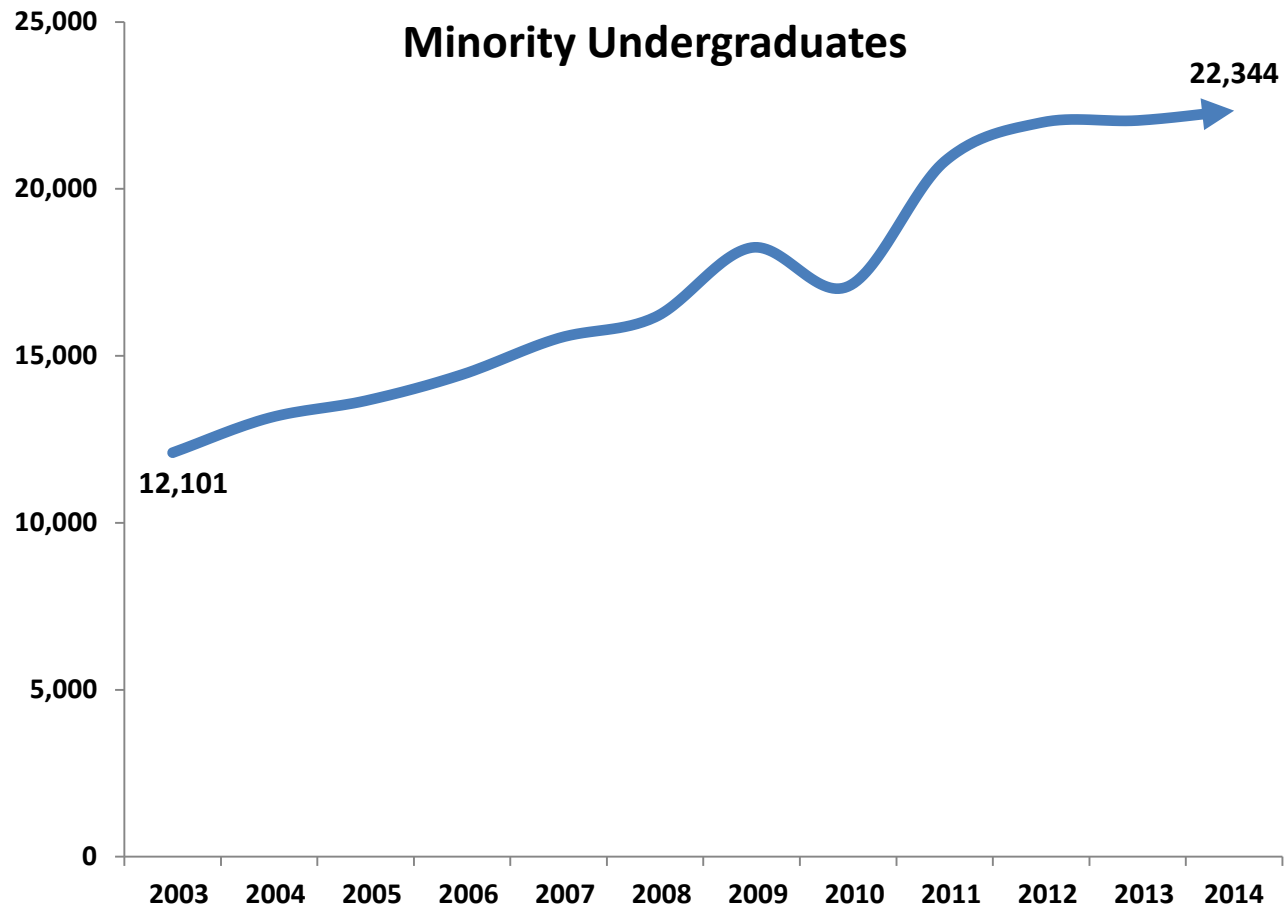
Virginia's private colleges and universities continue their commitment to provide quality education to a diverse student population. Over the past decade, Virginia private colleges have dramatically increased the number and percentage of students from under-represented populations.

## All Undergraduates



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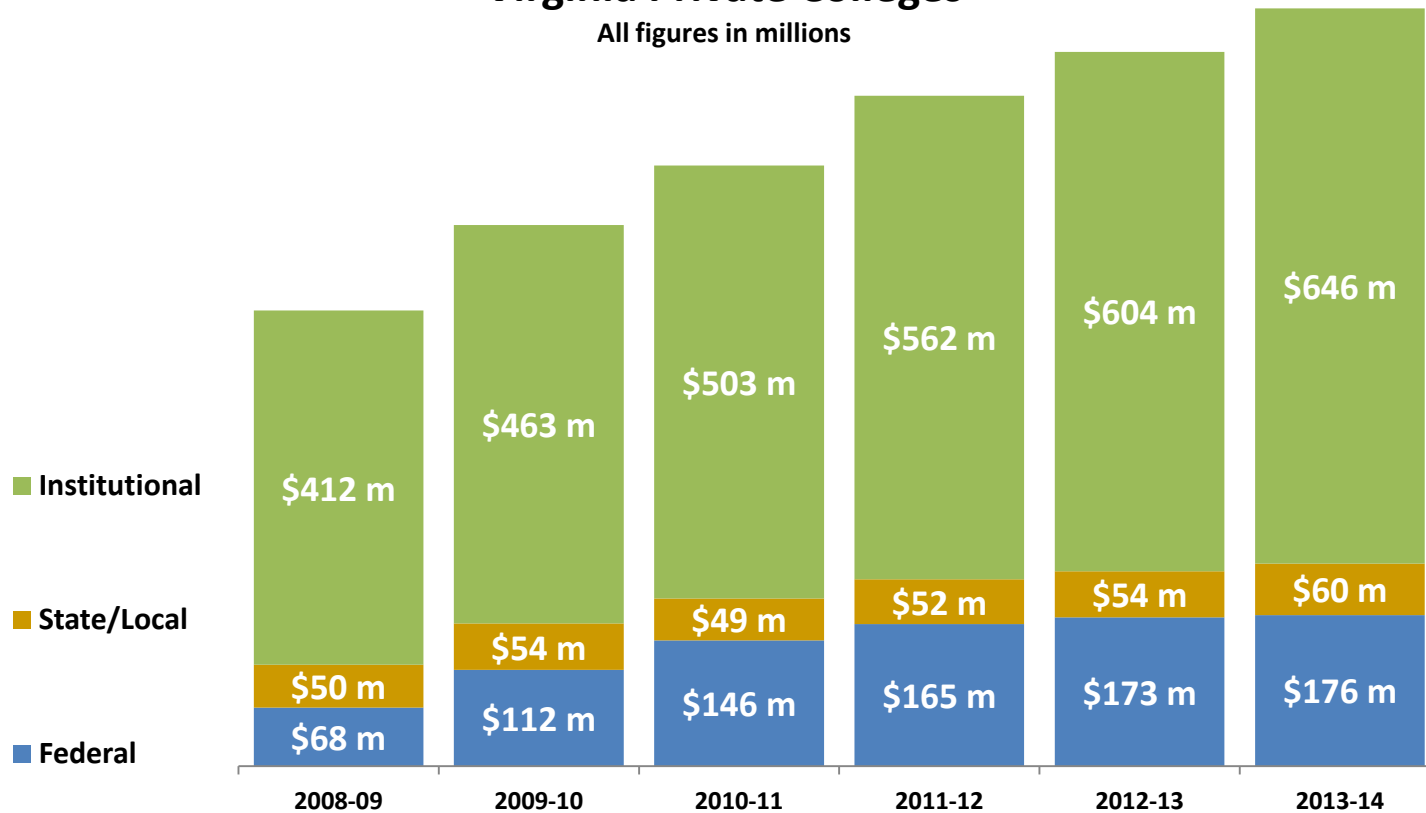
Virginia Private Colleges Are Committed To Increasing Minority Student Enrollment



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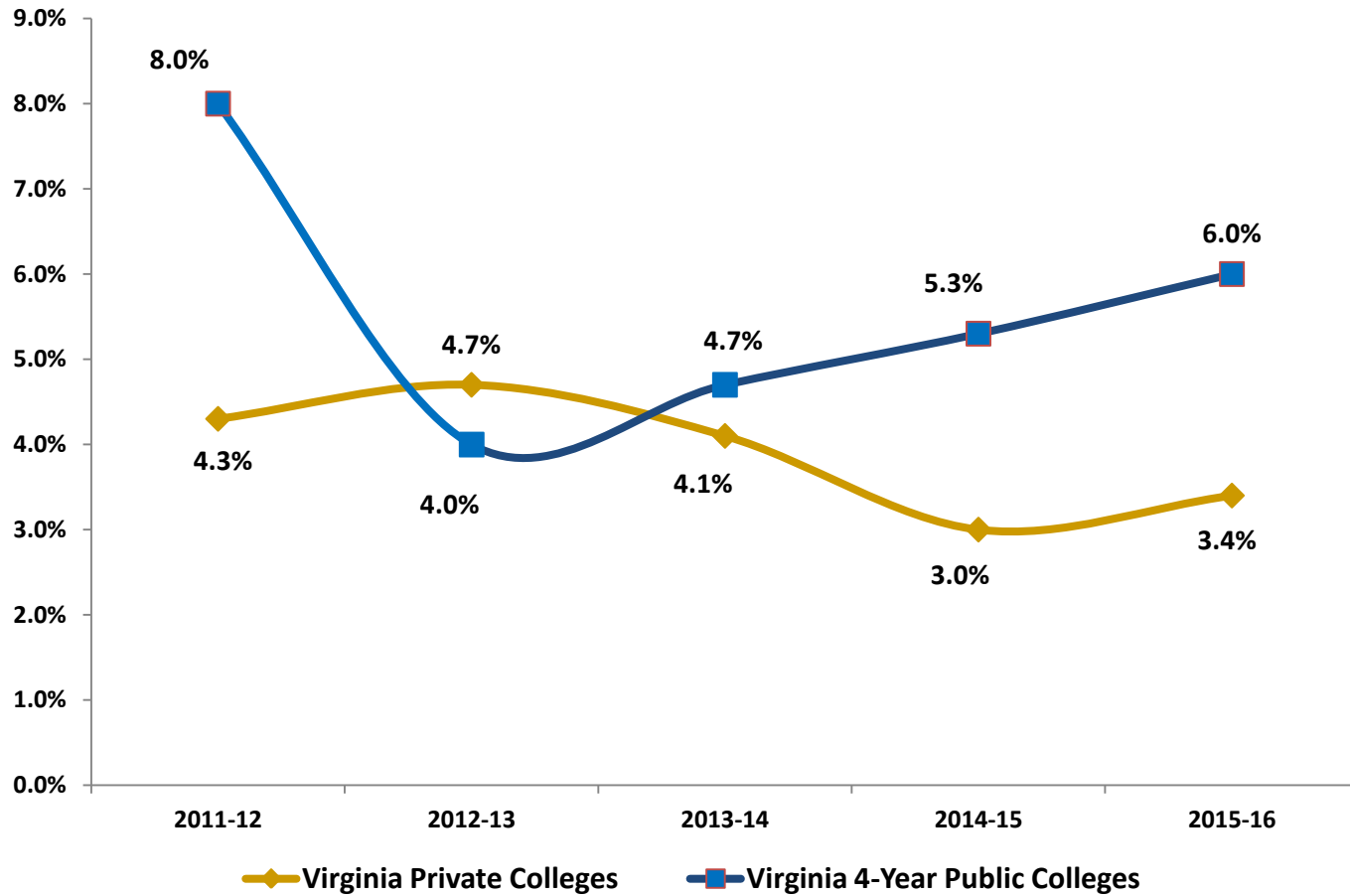
## Sources of Student Grant Aid at Virginia Private Colleges

All figures in millions



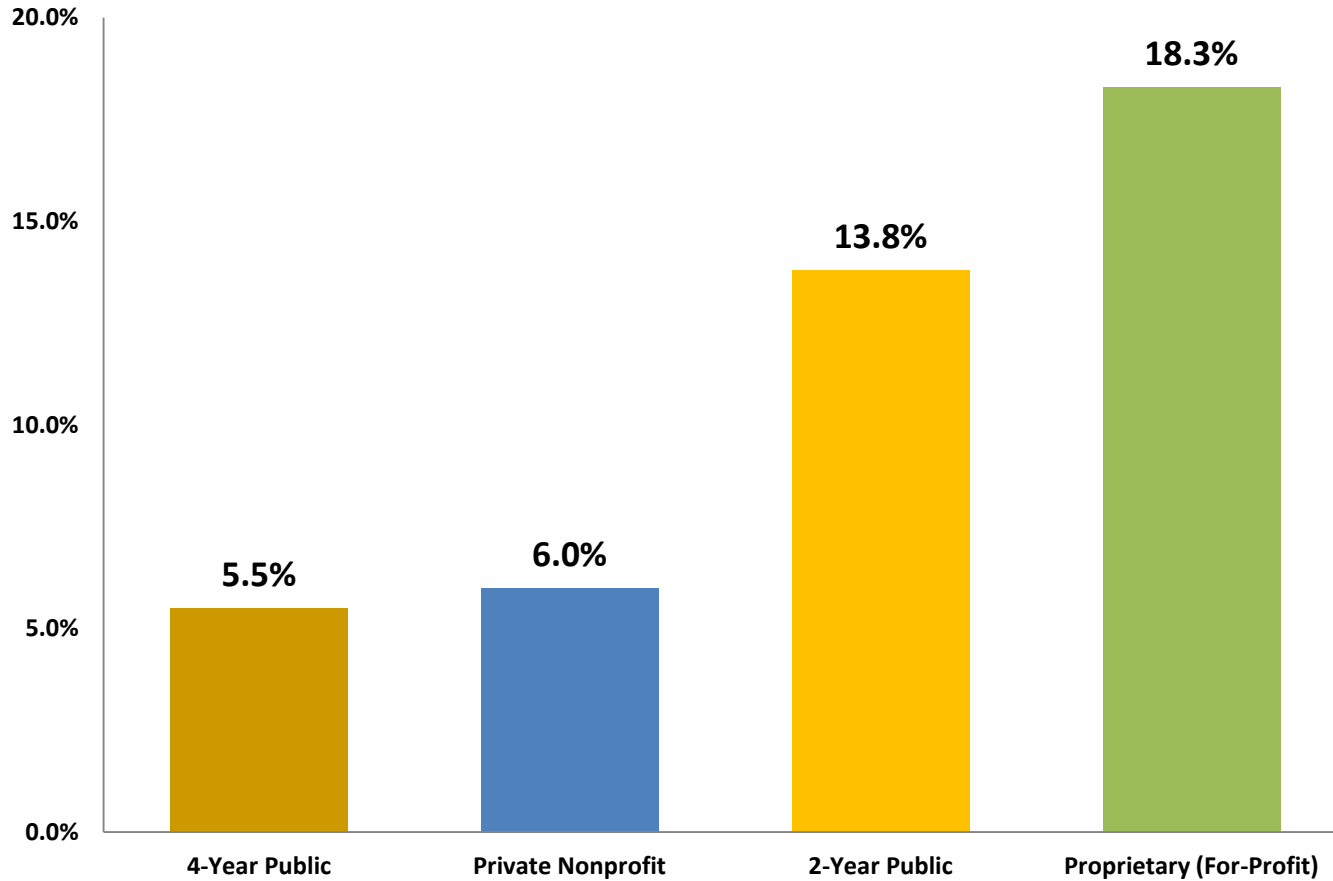
# Goal 1: Provide Affordable Access for All

Virginia Private Colleges Maintain Low Tuition and Fee Increases for Undergraduate Students



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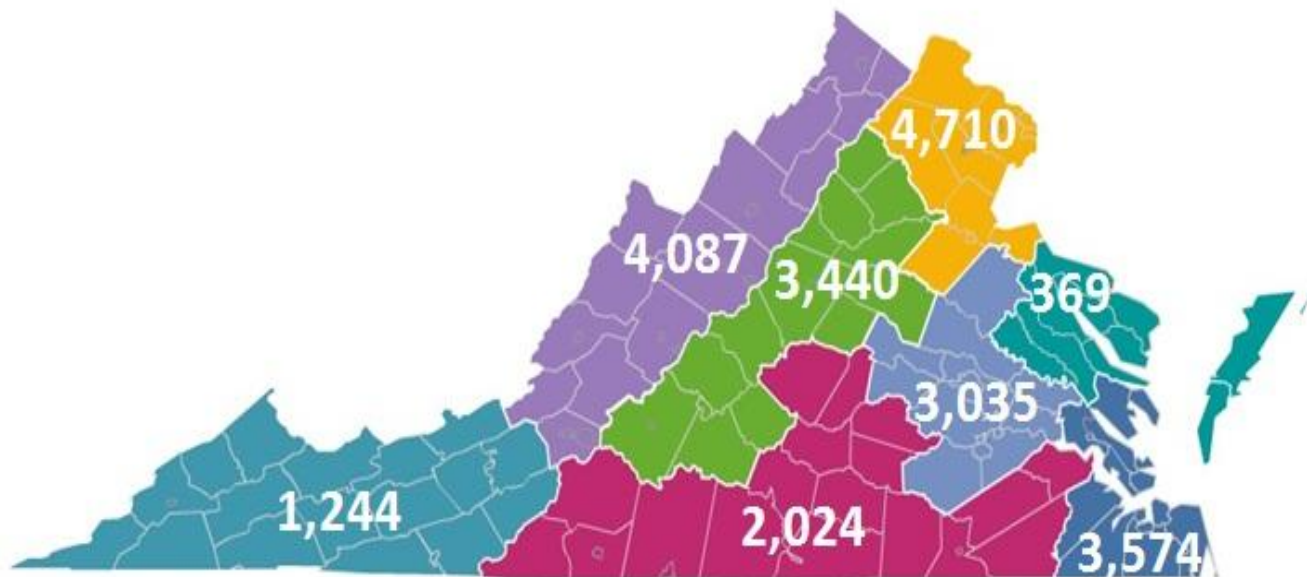
Student Loan Default Rates at Virginia Private Colleges are Among the Lowest in Virginia





# Goal 1: Provide Affordable Access for All

The Virginia Tuition Assistance Grant (TAG) Program Assists Virginians in All Regions of the Commonwealth



# Goal 2: Optimize Student Success for Work and Life

## Strategies:

- Strengthen curricular options to ensure that graduates are prepared with the competencies necessary for employment and civic engagement
- Provide effective academic and student services infrastructures focused on persistence and completion
- Increase on-time completion of certificates and degrees
- Engage adults and veterans in certificate and degree completion and lifelong learning
- Virginia's private colleges have a commitment to STEM-H and high need areas. Over the past decade, the number of STEM-H degrees has increased 87%.
- 20% of all bachelor's degrees awarded by Virginia private colleges in 2014-15 were in STEM-H fields.
- Virginia's private colleges excel at producing educators and health care workers. They award 47% of all bachelor's degrees in education and 37% of all bachelor's degrees in health professions.
- 46% of all undergraduates at Virginia private colleges are enrolled exclusively in distance education courses and 9% are enrolled in some but not all distance education courses.
- Students at Virginia private colleges have many opportunities to conduct student research with faculty members.

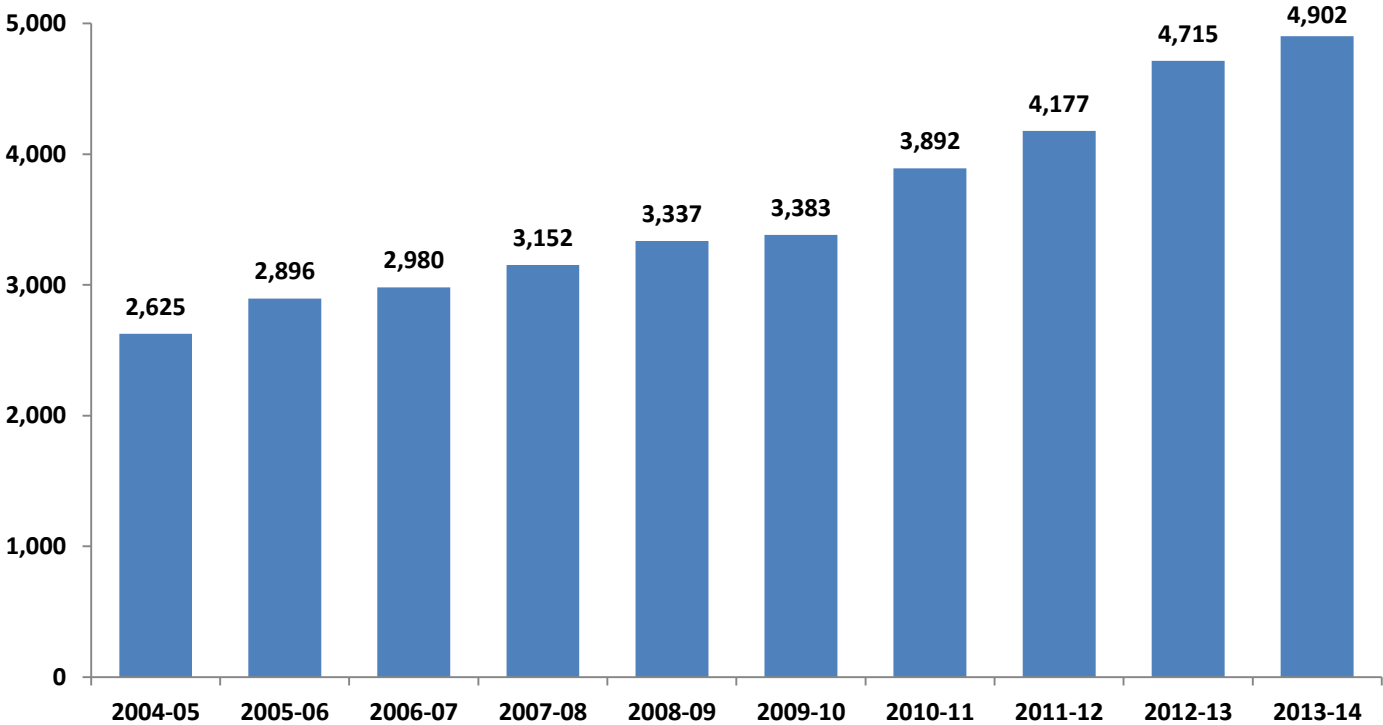
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  - Engage adults and veterans in certificate and degree completion and lifelong learning
- Almost 10,000 veterans attend Virginia private colleges, 12% more than at Virginia 4-year public colleges.
  - 64% of all undergraduate students in Virginia over the age of 25 are enrolled at Virginia private colleges.

# Goal 2: Optimize Student Success for Work and Life

Total STEM-H Degrees Awarded by Virginia Private Colleges



Data Source: State Council of Higher Education for Virginia (SCHEV)  
C07 Report (Trends in STEM-H Degree Production)

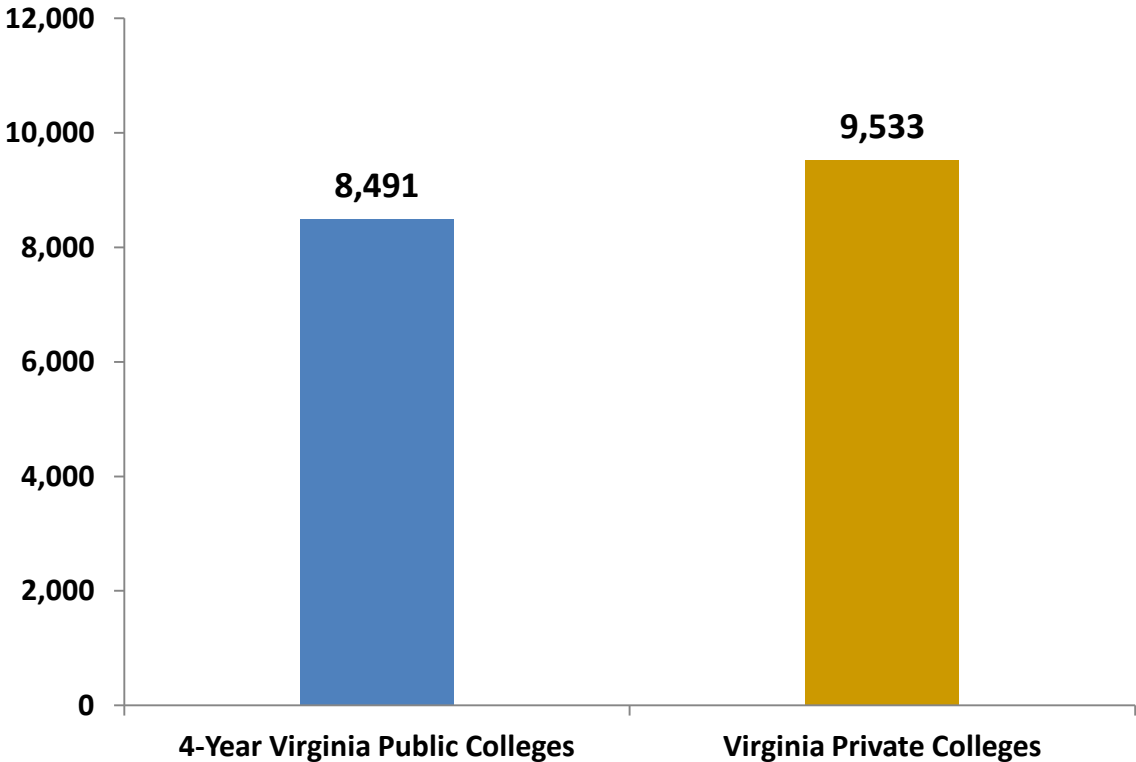
## Goal 2: Optimize Student Success for Work and Life

The Average Student-to-Faculty Ratio at Virginia's private colleges is 11:1, compared to 15:1 at Virginia 4-year public colleges.



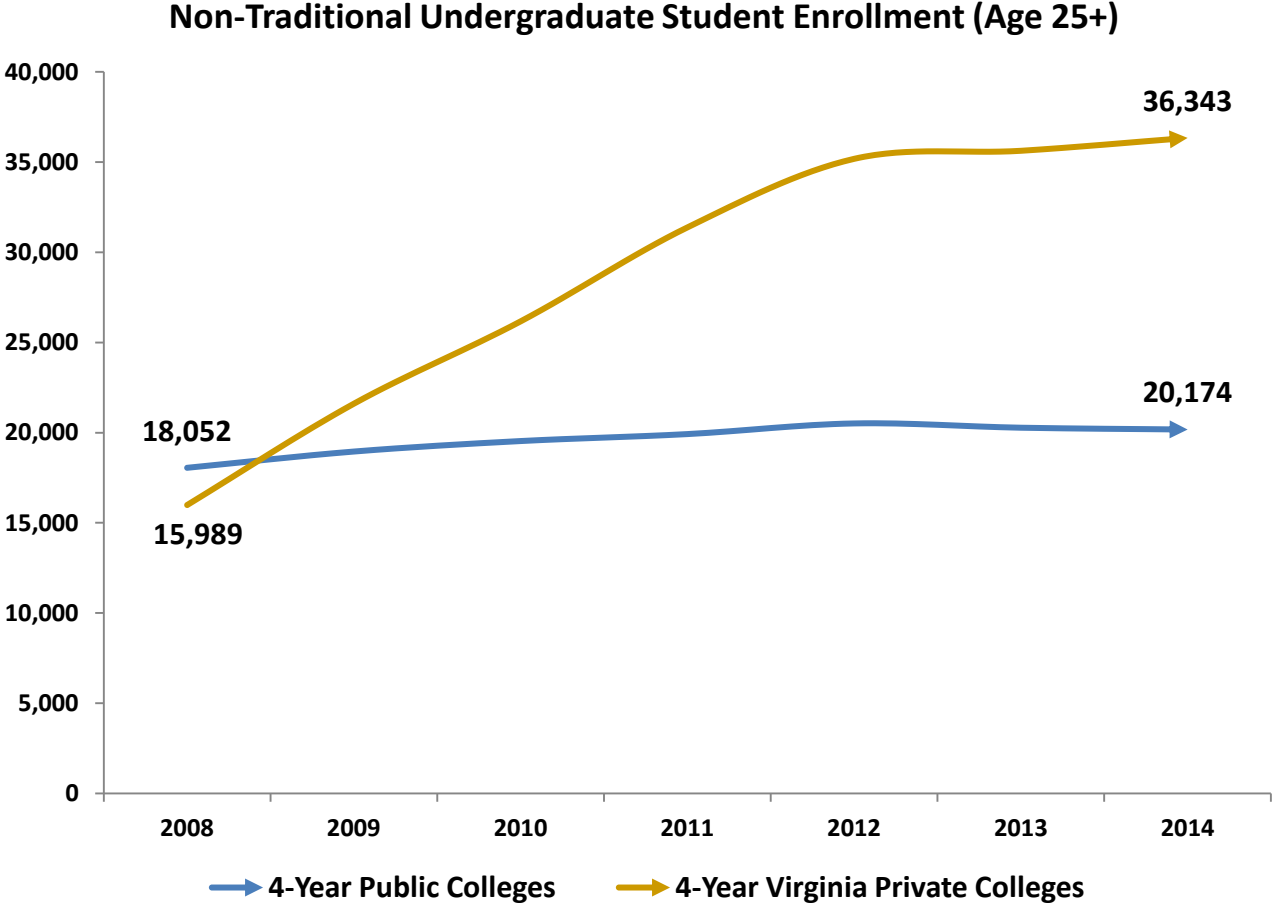
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Virginia Private Colleges enroll 12% more student veterans than 4-year public institutions



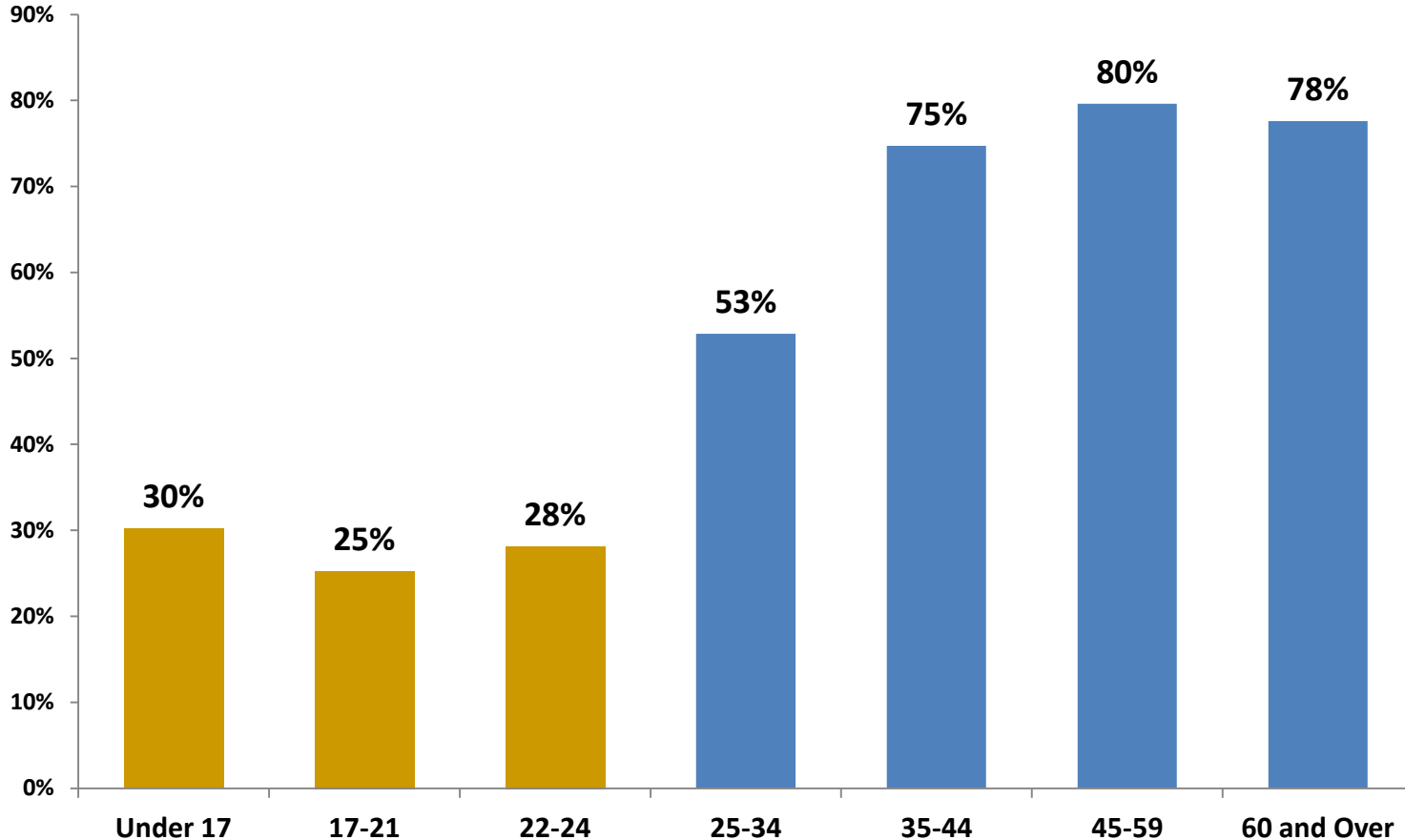
Data Source: Virginia Department of Veterans Services (Spring 2014)  
Data is for student veterans using the G.I. Bill.

# Goal 2: Optimize Student Success for Work and Life



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Virginia's private colleges enroll 65% of all undergraduate students in Virginia over the age of 25.





# Goal 3: Drive Change and Improvement through Innovation and Investment

## Strategies:

- Identify and implement public funding strategies to sustain long-term planning and responsiveness
- Cultivate innovations that enrich quality, promote collaboration and improve efficiency
- Foster faculty excellence, scholarship and diversity
- Enhance higher education leadership, governance and accountability

The Commonwealth of Virginia generously funds capital construction and equipment at Virginia's public colleges. However, this puts Virginia's private nonprofit colleges at a severe disadvantage when it comes to student recruitment, retention, and attracting top notch faculty. If Virginia's private colleges had state funding for buildings and research equipment, we would have the capacity to educate more Virginia students, and grant more degrees (especially STEM and in high need areas).

Several other states assist private colleges with facilities – including Maryland, Pennsylvania, Illinois, New York, New Jersey and Massachusetts.

With capital support, Virginia's private colleges will be better able to accommodate enrollment growth, address workforce needs, support a vibrant economy, and provide choice and opportunity for Virginia's residents.

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- Virginia private colleges participate in a number of innovative business initiatives to improve efficiencies and leverage purchasing power. These initiatives include:
    - A self-insured health benefits consortium at 14 member colleges that covers 3,400 employees (6,500 lives in total) with medical, dental, vision or prescription benefit plans. A voluntary wellness program, Living Healthy, is offered on each campus.
    - Other business collaborations include property and casualty group insurance program, student health insurance, telecommunication, software licensing agreements, hardware purchase program, purchasing card program, office supplies program, emergency notification systems, LiveSafe, Coalition for College Cost Savings, eVA and WSCA-NASPO.
    - In addition, a 403b MEP (multiple employer plan) is in the process of being developed.

# Goal 3: Drive Change and Improvement through Innovation and Investment

## Strategies:

- Identify and implement public funding strategies to sustain long-term planning and responsiveness
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- Enhance higher education leadership, governance and accountability
- Virginia private colleges are proud of the quality of their faculty.
- Over 5,000 instructional staff teach at Virginia private colleges, 42% of whom have tenure or are on a tenure track.
- 45% of all instructional staff are female and 18% are a minority.
- The average student-to-faculty ratio at Virginia's private colleges is 11:1. Providing students with low student-to-faculty ratios allows time for individual attention to promote academic success.

# Goal 4: Advance the Economic & Cultural Prosperity of the Commonwealth & its Regions

## Strategies:

- Build a competitive, future-ready workforce for all regions
  - Become a catalyst for entrepreneurship and a model for business incubation
  - Target funding, resources and partnerships to support research and development
  - Expand participation and engagement in public service & institutional service to the community
  - Demonstrate the impact of higher education on state and regional economic development
- Over 135,000 students are enrolled at Virginia private colleges.
  - Over 200,000 alumni from Virginia private colleges reside in the Commonwealth.
  - In many regions of the Commonwealth, the local private college is the only 4-year institution.
  - Many private colleges are engaged in federal research projects.
  - The Hampton University Proton Therapy Institute is the first proton therapy facility in the Mid-Atlantic Region, and the only such facility in Virginia.
  - The George Washington University - Virginia Science and Technology Campus is home to state of the art facilities dedicated to research on transportation safety and crash avoidance, healthcare, earthquake engineering, alternative energy, high-performance computing and more.

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- The Council of Independent Colleges in Virginia (CICV) has been awarded more than \$807,000 in federal funding from the U.S. Department of Energy SunShot Initiative to help 15 member colleges develop comprehensive plans for implementing solar power on their campuses. CICV is one of only 17 organizations nation-wide to receive one of these Solar Market Pathways grants. The three-year program is designed to help the colleges navigate the complex legal, regulatory, and technical challenges associated with installing solar systems, leverage group purchasing power to achieve price reductions for hardware and installation services, and create a learning network accessible by other organizations considering solar power. Students, faculty, and staff will also pursue ways the solar project can help enhance their curricula, clinical learning experiences, and community outreach and service.

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- Demonstrate the impact of higher education on state and regional economic development
- Virginia private colleges have over 21,000 employees. 73% of employees are full-time and 27% are part-time.
- Over \$1 billion is spent by Virginia private colleges each year on salaries, wages, and benefits.
- Virginia private colleges have a commitment to community service by students and employees.

# Goal 4: Advance the Economic & Cultural Prosperity of the Commonwealth & its Regions



— EMPLOYERS WANT —

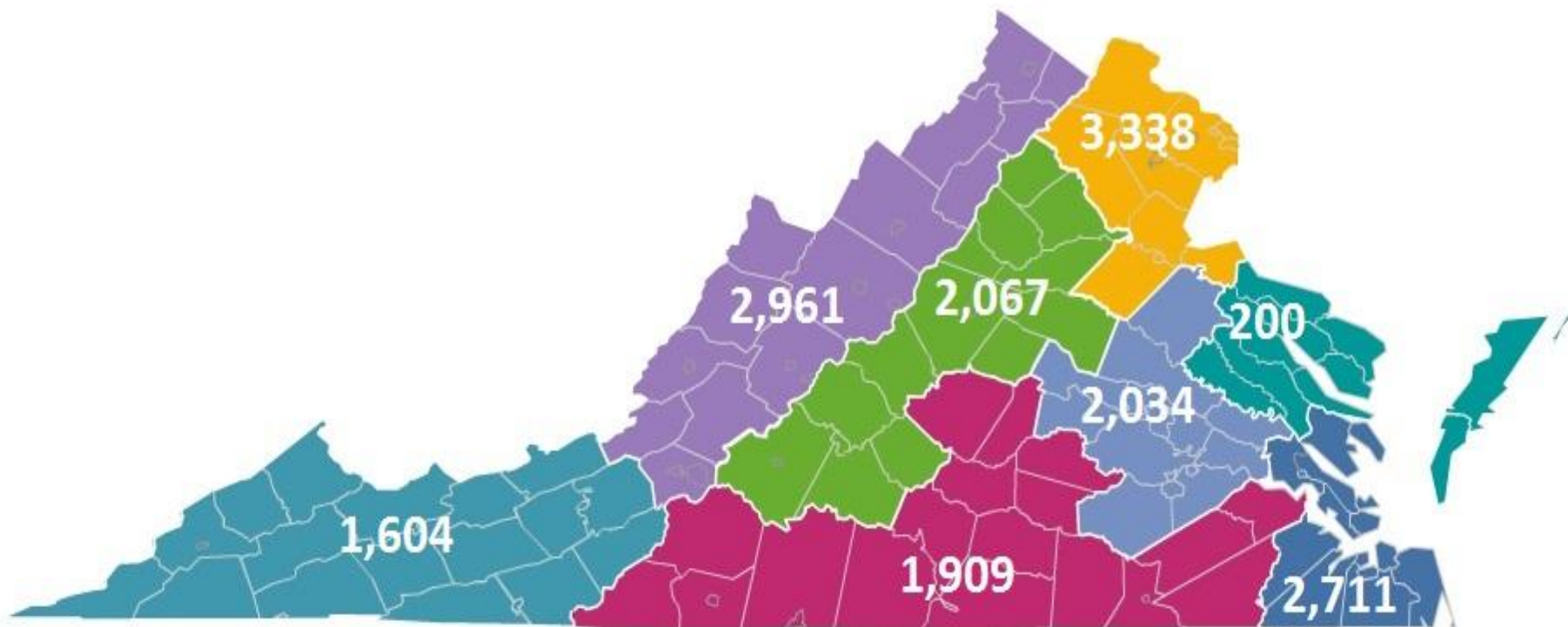
## LIBERAL ARTS KNOWLEDGE



Source: *It Takes More Than A Major: Employer Priorities for College Learning and Student Success*. AAC&U, 2013.

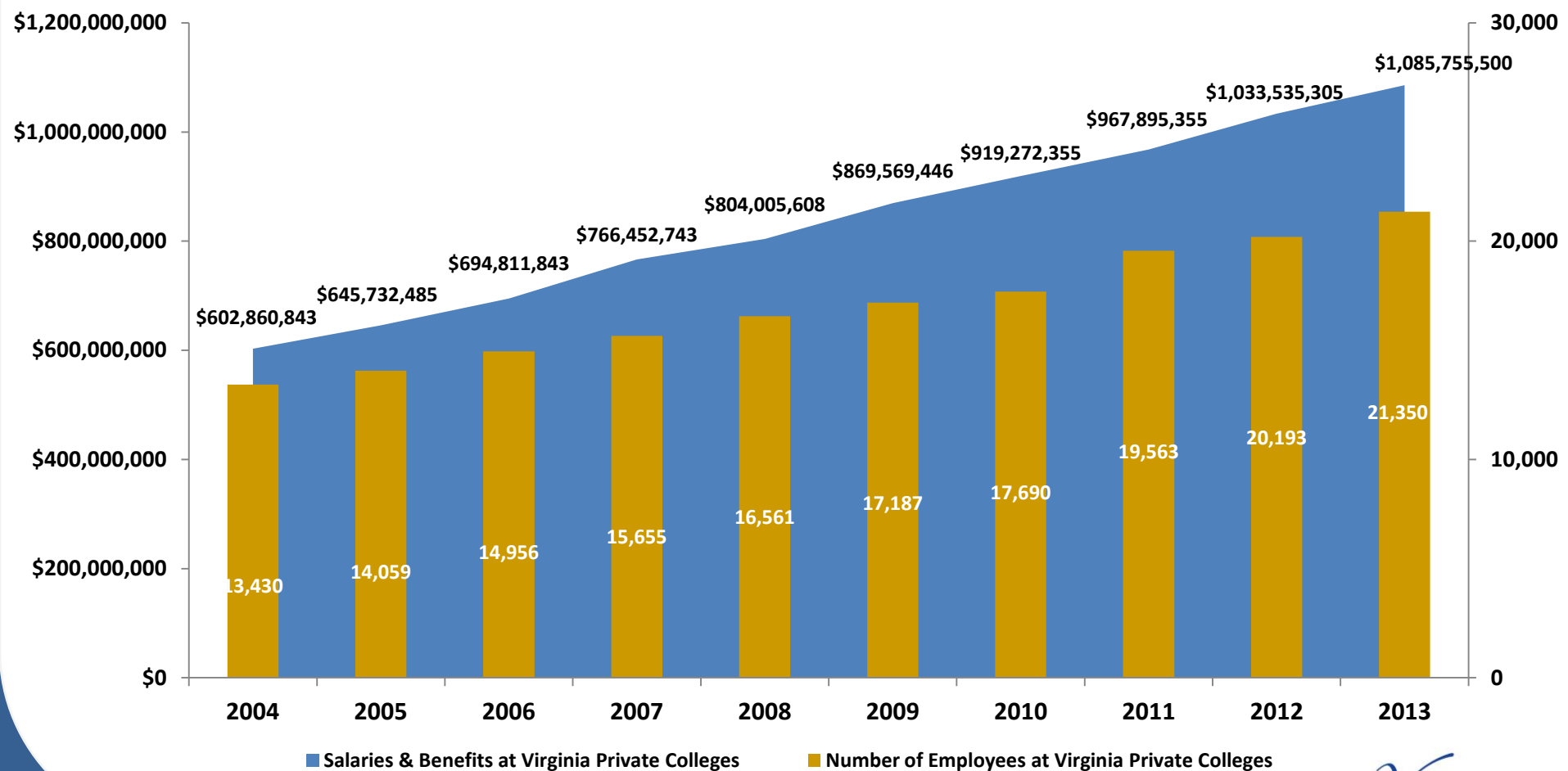
# Goal 4: Advance the Economic & Cultural Prosperity of the Commonwealth & its Regions

Virginia private college alumni serve Virginia public schools in every region of the Commonwealth. 17,000 teachers currently employed by Virginia public schools received a degree from a Virginia private college.





# Goal 4: Advance the Economic & Cultural Prosperity of the Commonwealth & its Regions



# About CICV

Founded in 1971, the Council of Independent Colleges in Virginia (CICV) is a nonprofit, 501(c)(6) organization representing 28 accredited nonprofit independent colleges and universities in Virginia. CICV engages institutions to work collaboratively in areas of public policy, cost containment and professional development. CICV supports its member institutions and their students through:

**Government relations.** CICV acts as the voice of Virginia's independent higher education community before state agencies and legislators and oversees government relations activities for CICV members. CICV was instrumental in starting Virginia's Tuition Assistance Grant (TAG) program. CICV coordinates the advocacy of Virginia's independent colleges for increased funding for TAG and other programs assisting students at independent colleges.

**Business services.** CICV works with members and business partners to leverage collaborative opportunities that help campuses control operating costs and improve efficiency. Projects range from consortium purchasing agreements among member colleges to facilitating the state-wide Virginia Private College Week in July and the Virginia Private College Guidance Counselor Tour in the fall. In 2010, CICV launched a Health Benefits Consortium, designed to keep health care affordable for member colleges.

**Research.** CICV works with member institutions, the State Council of Higher Education for Virginia (SCHEV), the National Association of Independent Colleges and Universities (NAICU), and national organizations to provide data analysis and higher education research services to advance and promote the role independent higher education plays in Virginia.

**Public Relations.** CICV works closely with its members and the media to provide information and materials that highlight the contributions of Virginia Private Colleges to the Commonwealth of Virginia.

CICV is governed by a Board of Directors, currently chaired by President David Olive of Bluefield College. The Board is comprised of the college presidents of member institutions. CICV's president is Robert Lambeth.