

**STATE COUNCIL OF HIGHER EDUCATION FOR VIRGINIA**

**Private College Advisory Board (PCAB) Meeting**

**Ferrum College  
Franklin Hall, Panther's Den  
Ferrum, Virginia  
Monday, May 19, 2014  
3:00 p.m. – 5:00 p.m.**

**1. Welcome and Introductions**

**2. Opening Remarks**

Gilbert Bland, Chair, SCHEV

Michael Maxey, President, Roanoke College, Chair, CICV

Jennifer Braaten, President, Ferrum College

**3. Discussion**

a. Preparation for New Statewide Strategic Plan: Issues  
of Interest to Private Institutions

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b. Report on Student Financial Aid

Page PCAB5

**4. Other Items of Interest**

a. Update on Wage and Debt Reports

Page PCAB9

b. Legislative Update

Page PCAB10

# Private College Advisory Board

May 19, 2014

**Agenda Item:** PCAB Item #3.a - Preparation for New Statewide Strategic Plan:  
Issues of Interest to Private Institutions

**Presenters:** Susan Wood  
Specialist for Higher Education Planning and Policy  
([susanwood@schev.edu](mailto:susanwood@schev.edu))

John Lee  
President, JBL Associates, Inc.  
([jbl@jblassoc.com](mailto:jbl@jblassoc.com))

## **Background Information/Summary:**

In 2014, SCHEV embarks upon its preeminent statutory duty – development of the statewide strategic plan for higher education in the Commonwealth. An overview of the planning process is enclosed.

To assist with plan development, SCHEV has contracted with JBL Associates, Inc. (JBLA), a research firm with over 25 years of consulting experience in higher education. JBLA will collect and analyze quantitative and qualitative data, including feedback from constituents and stakeholders such as the Private College Advisory Board (PCAB).

The Council and its staff encourage PCAB members to share their ideas on potential themes, goals, and strategies for the statewide plan during this discussion session. Additional opportunities for providing input and feedback will be afforded throughout the process, but today's conversation will help shape the initial perspectives and lines of reasoning that form the groundwork on which the plan is built.

## OVERVIEW

### Strategic Plan Development Process – 2014

**Purpose:**

To develop a Strategic Plan for Higher Education in Virginia

**Background:**

The current strategic plan *Advancing Virginia: Access, Alignment, Investment* provided a strategic plan for higher education in Virginia for the years 2007-13. By statute, the Council is required to produce a statewide strategic plan at least every six years (§23-9.6:1, Code of Virginia). While the charge is not new, the environment in which the Council finds itself is new. In this environment, the requirement to create a new strategic plan transforms into an unparalleled opportunity. Fueling this opportunity are several factors:

- Two signature pieces of legislation approved by Virginia's General Assembly and the Governor have produced significant reforms over the last several years. In 2005, the Restructured Higher Education Financial and Administrative Operations Act (the Restructuring Act) established state priorities for higher education in exchange for administrative and operational freedom for public colleges and universities. In 2011, the Higher Education Opportunity Act, (the Top Jobs for the 21st Century Act, or TJ21) established a goal of increasing the number of Virginia residents with at least an associate degree by 100,000 by 2025 and improving the state's percentage of degree holders from 45% to at least 55%. It also outlined the development and implementation of funding policies, performance criteria, and economic opportunity metrics. As Virginia's postsecondary-education coordinating body, the State Council of Higher Education has been central to the implementation of this legislation. In 2012, the General Assembly and the Governor approved revisions to the composition and duties of the Council affirming the Council's role in state-level strategic planning, policy development and implementation, higher education research and analysis, institutional collaboration, and governing board development.
- In May 2013, Governor Bob McDonnell issued Executive Directive #6 asking the Council to undertake a review of its essential functions; organize staff and resources accordingly; maintain a database of key elements to support analysis; and propose opportunities for institutional collaboration. The Council's response was issued on October 1, 2013.
- In 2012, the Joint Legislative Audit and Review Commission embarked on a two-year study of Virginia higher education. Through 2014, JLARC will investigate the cost efficiency of the Commonwealth's institutions of higher education and identify opportunities to reduce the cost of public higher education. The JLARC review will culminate in a series of reports, which the Council will need to take into account as it develops the strategic plan.
- The Council will work cooperatively with Governor Terry McAuliffe on his higher education agenda and goals. His initiatives will help inform the statewide strategic plan.

**Outcomes:**

A new Strategic Plan for Higher Education in Virginia will:

- serve as a budget, resource and policy tool to advocate for higher education in Virginia.
- create a coherent vision and direction for higher education in Virginia.
- enable Virginia's institutions to align their strategic plans with the statewide plan.
- improve the way in which Council organizes itself and carries out its mission.

**Target Completion Date:**

Council approval of a new statewide strategic plan is targeted for late October 2014, with dissemination and implementation to follow.

**Description of Process:**

Development of the Strategic Plan for Higher Education in Virginia (the Plan) will occur over several phases during 2014:

- Planning the process
- Listening to stakeholders and gathering information
- Creating, vetting, and revising a preliminary outline, draft plan, final draft, and the plan
- Approving the plan
- Disseminating and implementing the plan

**Guiding Principles:**

The following principles will guide the development and implementation of the Strategic Plan for Higher Education in Virginia:

- The Plan will:
  - promote the development and operation of an educationally and economically sound, vigorous, progressive, and coordinated system of higher education in the Commonwealth of Virginia.
  - have broad applicability across all institutions of higher education in the Commonwealth, with primary focus on two- and four-year public institutions, and acknowledging the contributions of private institutions.
  - be statewide and strategic rather than institutional and operational.
  - include measurable goals to enable regular progress reporting to Council and stakeholders.
  - respect institutional diversity and autonomy.
- The Plan will be informed by goals set out in TJ21 and referenced in Council's response to Executive Directive #6:
  - Achievement of the long-term degree attainment goals set out in TJ21
  - Optimal economic development impact by Virginia's higher education system
  - Instructional and administrative innovation
  - Affordable access and excellence
- Development of the Plan will not be hindered by fiscal limitations.

- Council members serve as catalysts for greater access, affordability, quality, and accountability throughout Virginia's excellent system of public and private colleges and universities and thus, their involvement in the development of the Plan is pivotal. Progress on the development of the Plan will be shared, followed by Council discussion at all meetings of Council and its Strategic Planning Task Force.
- A comprehensive environmental scan addressing economic, socio-cultural, technological, environmental, political, legal, and policy aspects of Virginia's higher education will inform the development of the Plan.
- Implementation of the Plan will not only require but also foster institutional collaboration.
- The plan will include periodic triggers that will require Council to modify and refine the Plan as it is implemented.

# Private College Advisory Board

## May 19, 2014

**Agenda Item:** PCAB Item #3.b - Report on Student Financial Aid

**Presenter:** Lee Andes, Assistant Director for Financial Aid

**Background Information/Summary:** Established in 1972, the Virginia Tuition Assistance Grant Program (TAG) is designed to assist Virginia residents who attend accredited private, non-profit colleges and universities in Virginia for other than religious training or theological education. Eligible students do not have to demonstrate financial need but must be enrolled full-time; graduate students must be enrolled into a health-related professional program. For FY2014, over \$64 million of TAG funds will be awarded to more than 22,500 recipients enrolled into one of 31 participating colleges and universities.

### **Virginia Tuition Assistance Grant (TAG) Program**

#### **2013-14**

- A portion of FY2012-13's unused funds were moved to FY2013-14 to enable awards of **\$3,100** undergraduate and **\$1,550** graduate, representing increases of 10.7% and 19.2% respectively.
- This represents a \$300 increase over the previous year's award maximum. The third largest single year increase in program history and the largest increase since FY2007-08.
- Over 22,000 undergraduate & graduate students have been fully awarded in FY2013-14, including wait-listed late applicants.

<b>Fiscal Year</b>	<b>Undergraduate</b>	<b>Graduate</b>
<b>FY2006-07</b>	<b>\$2,750</b>	<b>\$1,900</b>
<b>FY2007-08</b>	<b>\$3,200</b>	<b>\$1,900</b>
<b>FY2008-09</b>	<b>\$3,190</b>	<b>\$1,890</b>
<b>FY2009-10</b>	<b>\$3,000</b>	<b>\$1,300</b>
<b>FY2010-11</b>	<b>\$2,600</b>	<b>\$1,130</b>
<b>FY2011-12</b>	<b>\$2,750</b>	<b>\$1,200</b>
<b>FY2012-13</b>	<b>\$2,800</b>	<b>\$1,300</b>
<b>FY2013-14</b>	<b>\$3,100</b>	<b>\$1,550</b>

## 2014-16 Biennium

- Projecting just over 22,500 TAG recipients (on-time applications) for FY2014-15 (including graduate students).
- SCHEV recommended undergraduate TAG award of **\$3,250 for FY2014-15** and **\$3,300 for FY2015-16**.
- The General Assembly is currently split with the Senate proposing to hold TAG at \$3,100 and the House of Delegates providing enough funding to support \$3,290, each for FY2014-15.
- Senate is proposing a review of TAG:
  - “10. The State Council of Higher Education for Virginia shall conduct a review of the Tuition Assistance Grant Program regarding participation by individual institutions, the level of financial need of participating students, and alternative options to consider regarding the awarding of grants in the future. The Council shall report this information to the Chairmen of the House Appropriations and Senate Finance Committees by November 1, 2014.”
  - In 2012-13, 78.2% of all TAG recipients demonstrated financial need; 8.3% did not complete the FAFSA.

## Non Traditional Programs

- Reported annually on the TAG end-of-year certification.
- The report asks for the number of “Students enrolled into non-traditional programs (courses taught in a manner other than the traditional, on-campus classroom setting).”
- This would include internet-based, off-campus sites, some weekend programs, etc.
- Institutions self-reported the following number of TAG recipients were enrolled into a non-traditional program:
  - FY10 – 1,346 recipients (6.3% of total)
  - FY11 – 1,862 (8.4%)
  - FY12 – 2,225 (9.9%)
  - FY13 – 2,408 (10.6%)
- Liberty University accounts for about 75% of the total TAG recipients enrolled into a non-traditional program each year but some institutions are growing more rapidly.
- Beginning with the year-end report for FY14, we will begin asking specifically about internet-based programs.

### Five Year Summary of the Virginia Tuition Assistance Grant Program

Institutions	2009-10		2010-11 *		2011-12 *		2012-13 *		2013-14 *
	Unique students	Dollars Awarded	Unique students	Dollars Awarded	Unique students	Dollars Awarded	Unique students	Dollars Awarded	Est. Dollars Awarded
Appalachian College of Pharmacy	-	-	-	-	-	-	-	-	107,308
Appalachian School of Law	41	52,650	20	22,600	1	1,200	-	-	-
Averett University	441	1,213,500	474	1,132,300	538	1,338,900	537	1,355,550	1,537,374
Bluefield College	464	1,202,735	445	985,675	497	1,147,990	587	1,367,095	1,372,380
Bridgewater College	1,240	3,548,606	1,320	3,271,783	1,265	3,338,976	1,347	3,612,560	4,134,102
Christendom College	76	219,000	102	253,500	100	258,200	89	243,600	343,866
Eastern Mennonite University	365	1,023,100	387	931,025	438	1,116,317	481	1,184,130	1,462,652
Eastern Virginia Medical School	286	370,500	EVMS was moved from TAG to a separate aid program						
Edward Via Virginia College of Osteopathic Medicine	57	73,450	96	107,915	154	183,550	260	338,000	392,948
Emory & Henry College	549	1,564,300	510	1,253,113	525	1,352,029	525	1,403,850	1,531,206
Ferrum College	1,171	3,235,500	1,164	2,798,900	1,193	2,956,425	1,134	2,918,100	3,170,352
George Washington University	2	2,600	-	-	-	-	23	44,600	81,732
Hampden-Sydney College	727	2,126,070	726	1,825,363	715	1,881,194	740	1,997,198	2,248,236
Hampton University	857	2,289,125	895	2,052,025	893	2,134,417	825	1,983,600	2,308,606
Hollins University	375	1,065,000	368	890,500	351	887,975	304	793,800	811,092
Institute for the Psychological Sciences	2	2,600	1	565	1	575	-	-	-
Jefferson College of Health Sciences	612	1,543,720	721	1,481,807	756	1,623,133	723	1,632,033	1,872,960
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<b>Total</b>	<b>21,482</b>	<b>57,954,362</b>	<b>22,182</b>	<b>52,033,019</b>	<b>22,579</b>	<b>55,680,759</b>	<b>22,735</b>	<b>57,028,267</b>	<b>64,228,696</b>

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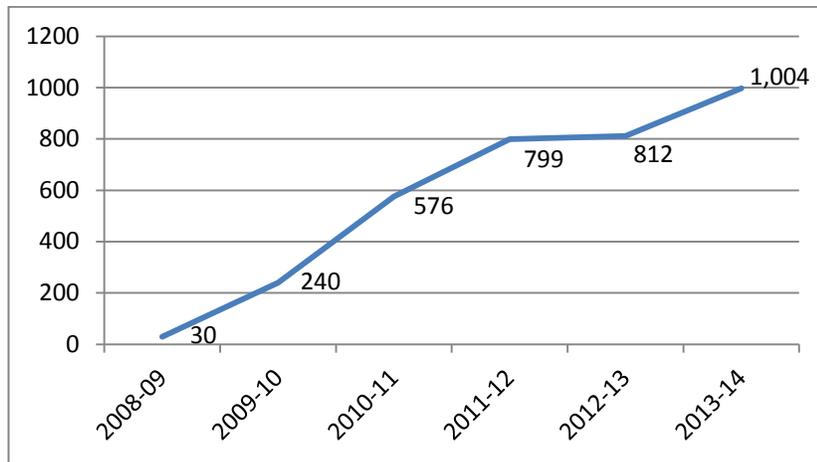
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- SCHEV recommended additional graduate VSFAP funding of **\$3.6 million** for FY2014-15 and **\$5.3 million for FY2015-16**.
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# Private College Advisory Board Financial Aid Update May 19, 2014

## Virginia Tuition Assistance Grant (TAG) Program

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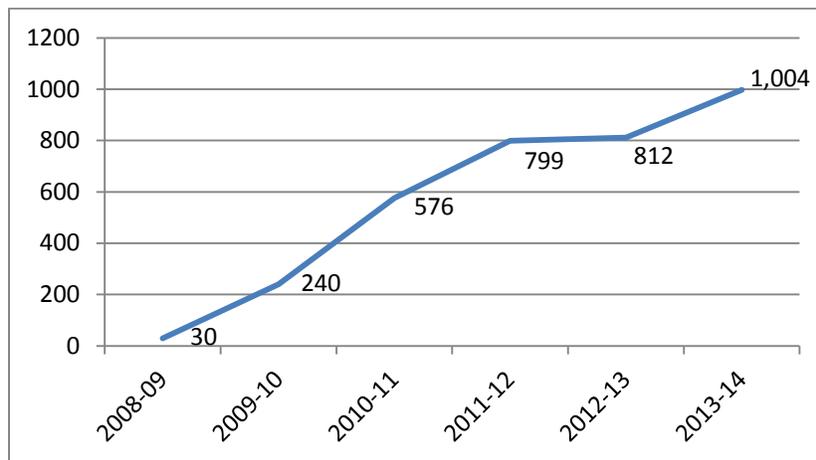
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## Other State Financial Aid

### Two Year College Transfer Grant

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# Private College Advisory Board

## May 19, 2014

**Agenda Item:** PCAB Item #4.a - Update on Wage and Debt Reports

**Presenter:** Tod Massa, Director of Policy Research and Data Warehousing  
[todmassa@schev.edu](mailto:todmassa@schev.edu)

### **Background Information/Summary:**

Debt reports student debt reports are being updated with the graduate data from 2012-13 now that all the file submissions and corrections have settled on the Financial Aid and other submissions for that year.

Updated reports will be released in July, following an institutional review period.

Wage reports are also being updated to include graduates of 2010-11 (2009-10) was the latest year in the prior release. We anticipate publishing these in July following an institutional review period.

New wage reports on long term outcomes at the two-digit CIP code will be part of this summer's release and are planned for June. These will be only at the state-level, i.e. all Engineering CIP code graduates from all colleges. These will begin with the graduates of 1992-93 forward with wage outcomes available beginning 1998 forward.

# Private College Advisory Board

## May 19, 2014

**Agenda Item:** PCAB Item #4.b - Legislative Update

**Presenter:** Kirsten Nelson, Director of Communications and Government Relations

### **Background Information/Summary:**

More than 100 bills were introduced at the 2014 General Assembly session that had a potential impact on Virginia's system of higher education. SCHEV tracked these bills as they made their way through the legislative process. This presentation is a summary of the results, with an emphasis on bills that were initiated by CICV and/or have the greatest impact on the private, non-profit institutions of higher education in Virginia.

### **2014 Higher Education Legislation**

#### **Benefit plans at private institutions of higher education**

Permits employees of the sponsoring association of a benefits consortium, employees of a benefits consortium, and their dependents to participate in the benefits plan offered by a benefits consortium consisting of five or more private educational institutions that have established a self-funded employee welfare benefit plan.

#### **VITA and Private Institutions**

Provides for the Virginia Information Technologies Agency (VITA) to allow private institutions of higher education chartered in Virginia and granted tax-exempt status under § 501(c)(3) of the Internal Revenue Code to purchase directly from contracts established for state agencies and public bodies. The bill also requires VITA to seek the assistance of the Council of Independent Colleges in Virginia and the Division of Purchase and Supply of the Department of General Services in establishing and maintaining a list of private educational institutions authorized to make such purchases.

#### **Campus Police**

The Department of Criminal Justice Services (DCJS) shall conduct a study to identify potential minimum core operational functions for campus police departments and other campus security departments as may be established by public or private institutions of higher education. DCJS shall determine the existing capacity of campus police and security departments, the costs of bringing existing departments into compliance with such minimum core operational functions, and legislative amendments needed in order to require compliance by such departments.

**SCHEV; postsecondary education and employment data.**

Requires SCHEV to disseminate to each public high school and each institution of higher education in the Commonwealth for which the Council has student-level data a link on its website to certain published postsecondary education and employment data. The bill requires each institution of higher education to provide the link and each local school board to provide annual notice on its website to each enrolled high school student and his parents about the availability of such data.

**Private institutions of higher education; certification.**

*The bill contains a grandfather clause exempting institutions that have already received certification from SCHEV.*

Increases, from 10 to 20, the number of years a private institution is required to have maintained a main or branch campus continuously in the Commonwealth under its current ownership and has been continuously approved or authorized to confer or grant academic or professional degrees by the State Council of Higher Education for Virginia, by the Board of Education, or by an act of the General Assembly in order to be exempt from the requirement to obtain another certification from the Council.