



The University of Virginia's College at Wise

April 20, 2016
Wise, Virginia

Donna Price Henry, Ph.D.
Chancellor

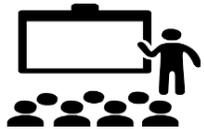
UVa-Wise is the only public, four-year college in Southwest Virginia



Founded: **1954**



Enrollment: **2,028**
%Male-%Female: **41%-59%**



Student-Faculty Ratio: **16:1**

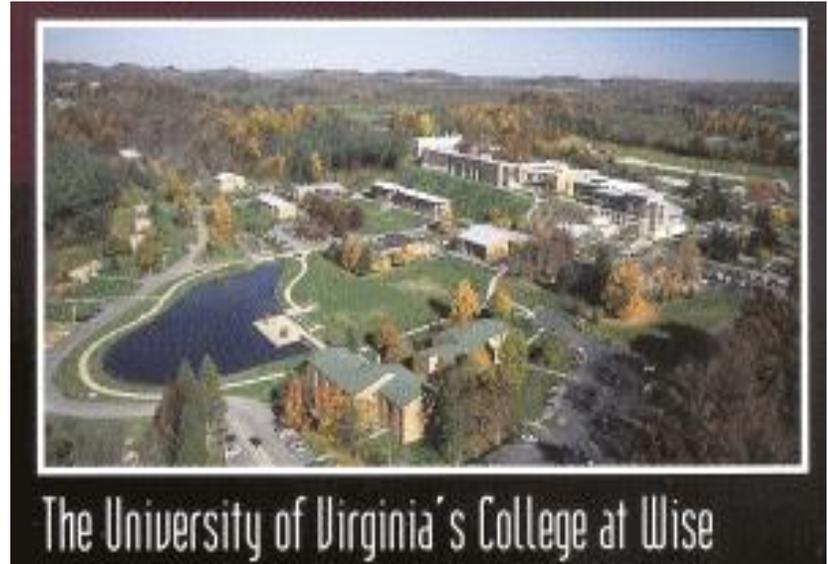
Average class size: **16**



Freshman retention rate: **72%**

Six-year graduation rate: **43%**

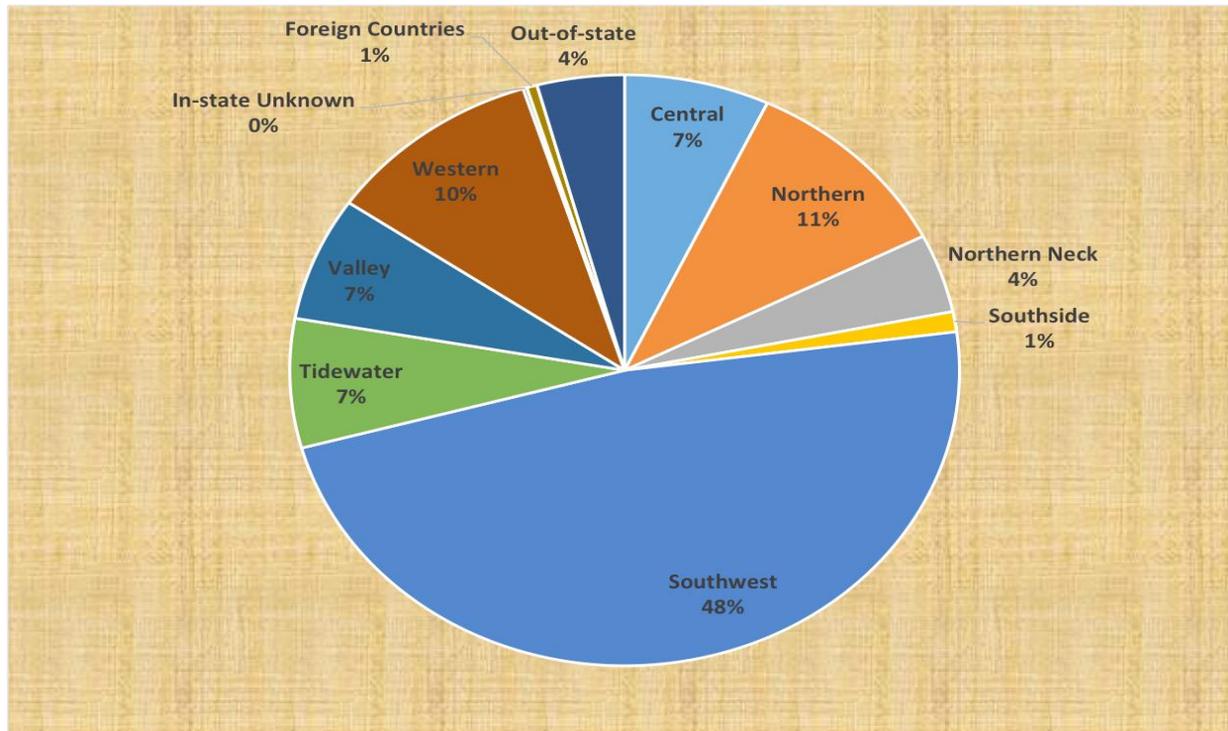
Post-graduation placement rate: **97%**



- 29 majors, 37 minors, and 7 pre-professional programs
- Discipline-specific accreditations: TEAC, ABET, CCNE
- Ranked #2 among the nation's public liberal arts colleges by US News & World Report for low student debt load
- UVA-Wise offers Virginia's only undergraduate degree program in software engineering

UVa-Wise Student Demographics

% of Students by VDOE Region & Out of State



- **88% of students from underrepresented populations**
 - Ranked 3rd highest among Virginia public colleges and universities, after Norfolk State and Virginia State
- **50% of degree-seeking students are first generation college students**
- **59.2% of students are PELL eligible**
- **34% of those PELL eligible have an anticipated family contribution of \$0**



First Generation College Students

The Atlantic

First-Generation College-Goers: Unprepared and Behind

Kids who are the first in their families to brave the world of higher education come on campus with little academic know-how and are much more likely than their peers to drop out before graduation.

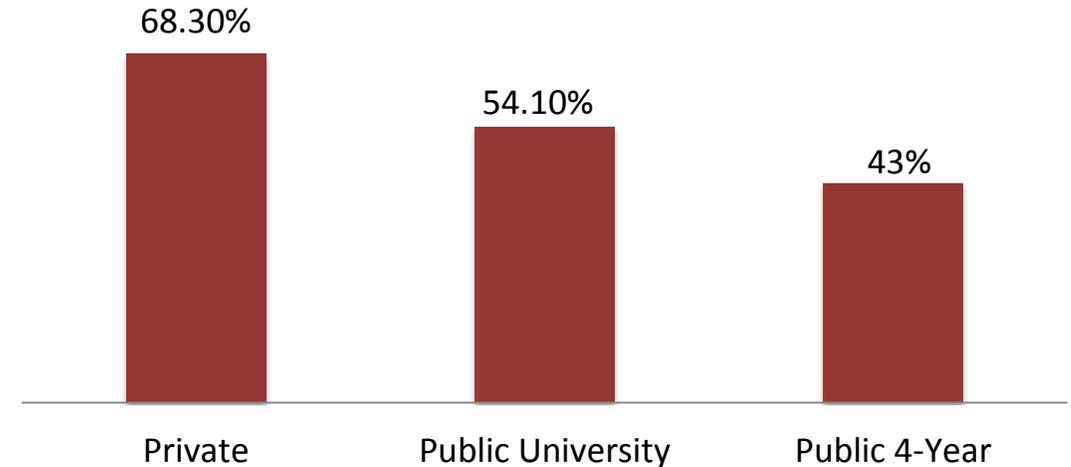


Guinn Dombrowski/Flickr

LIZ RIGGS

DEC 31, 2014 | EDUCATION

First generation students' six-year degree attainment rates by institution type



Source: Completing College, UCLA, 2011

“Eleven percent of low-income, first-generation students graduate within six years of starting college.”

- Source: National Center for Education Statistics, 2011

Envisioning 2020 Strategic Plan



Performance Targets Include:

- ◆ Increasing enrollment
- ◆ Improving freshmen profile
- ◆ Improving graduation and retention
- ◆ Increasing high-need degrees
- ◆ Increasing accredited programs
- ◆ Increasing experiential learning
- ◆ Improving outreach engagement
- ◆ Improving classroom utilization
- ◆ 100% Compliance, Finance & Admin



The Cornerstone Plan



State-wide Strategic Plan



State Goal 1: Provide Affordable Access for All



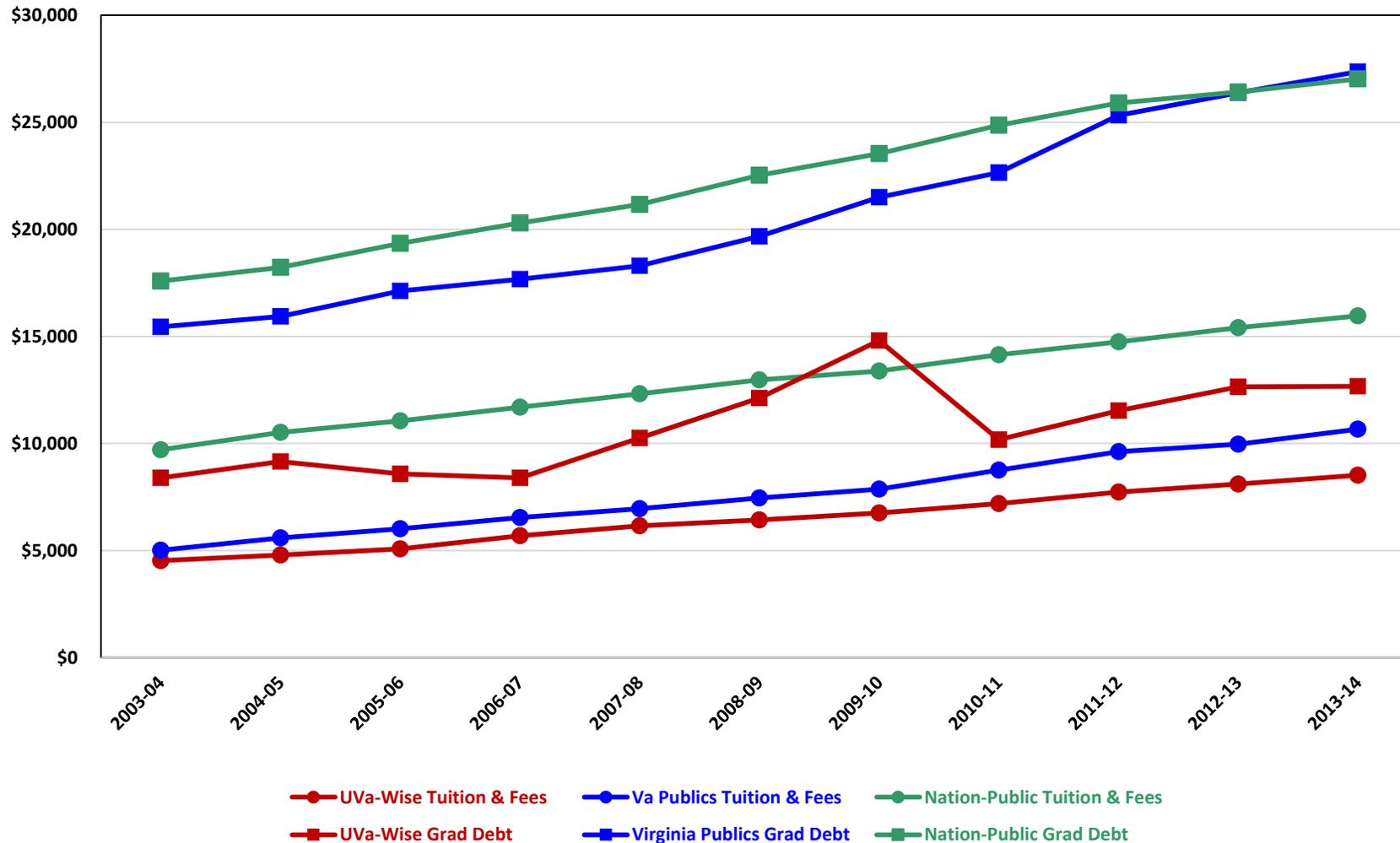
E2020 Performance Targets Include:

- ◆ Increasing enrollment
- ◆ Increasing scholarship endowment
- ◆ Improving outreach engagement

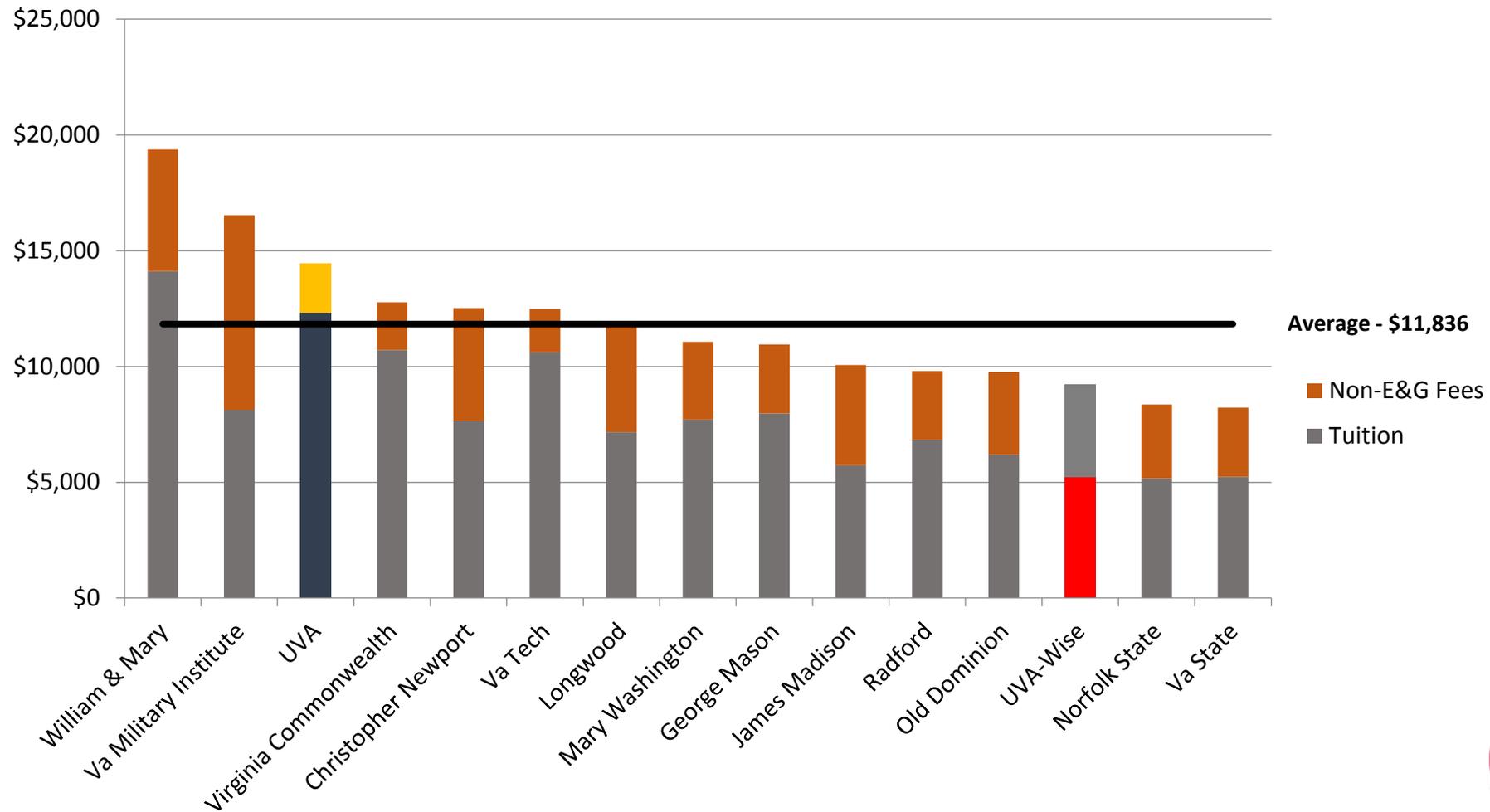


UVa-Wise Tuition, Fees, and Graduating Debt

Tuition, Fees, and Graduating Debt



2015-2016 Undergraduate Tuition & Fee Average Undergraduate Tuition In State Comparison



UVa-Wise

2016 - 2017 Price of Attendance

	In-State	Out-of-State
Tuition & Fees	\$9,539	\$26,249
Room	\$6,243	\$6,243
Board	\$4,112	\$4,112
Total	\$19,894	\$36,604

- A 3% increase in tuition and fees from 2015-2016 to 2016-2017
- No increase in student dining fees
- No increase in housing fees (with the exception of Henson Hall, which is gradually moving back to its normalized, pre-construction rate)



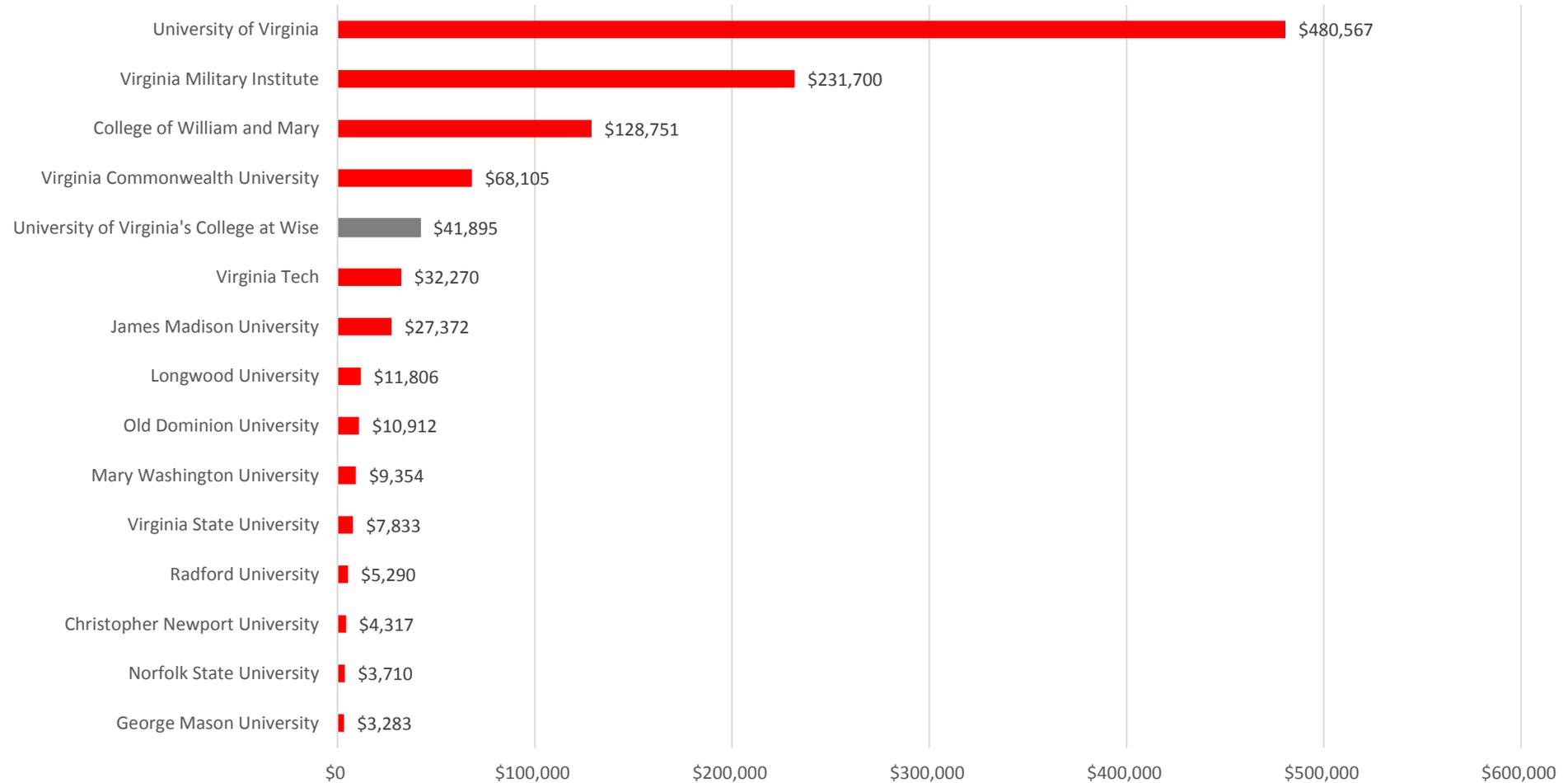
Easing the financial burden of college



- **80%** of UVa-Wise students receive financial aid
- **60%** of the College's \$80 million endowment is dedicated to scholarships
- **40%** of the College's scholarships are earmarked for students with financial need, and some focus specifically on first generation college students
- Average debt of 2013-2014 graduates=\$12,662
 - Least student debt load among Virginia public colleges and universities
 - Average student debt load for public institutions across the nation is \$25,902

Endowment per undergraduate student

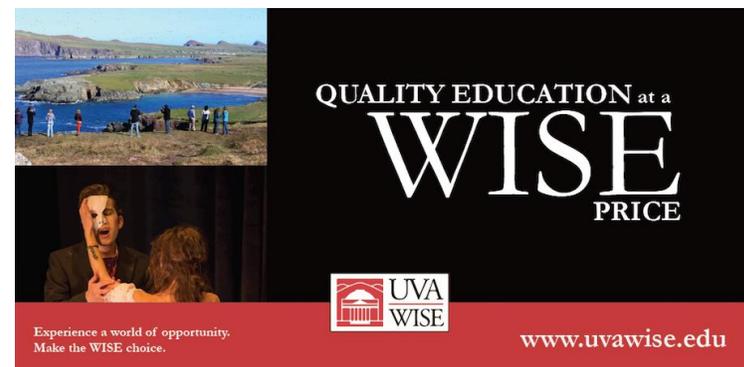
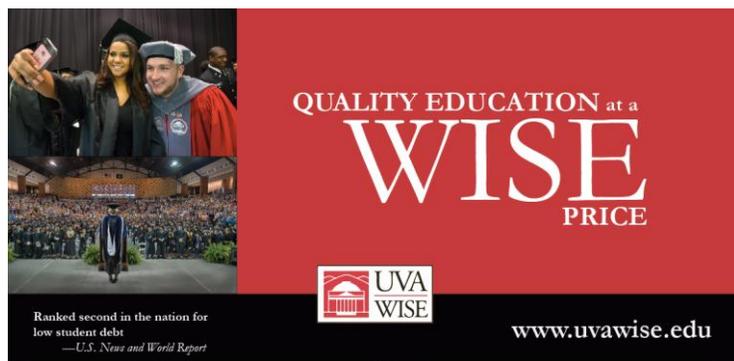
Endowment per Undergraduate Student



Expanded Recruiting and Marketing Strategy

UVa-Wise has expanded its marketing strategy which now includes multiple media channels and social media platforms, reaching a wider audience throughout the year

- ◆ Retained the services of TWG+, a nationally recognized higher education marketing firm to perform search engine optimization and retargeting of UVa-Wise website
- ◆ Acquired **100,000 high school junior & senior** names from The College Board (SAT), ACT, and National Research Center for College and University Admissions
 - ◆ Outreach materials include an attractive mailer, personalized website landing page, personalized electronic messages, and a mobile-friendly application for admission
- ◆ A new year-round approach to prospective student outreach versus an annual, summer campaign
- ◆ Facebook campaigns targeting Northern Virginia, Tidewater, Richmond, and Southwestern Virginia
- ◆ Two prominent advertisement spaces in Tri-Cities Regional Airport in Blountville, TN
- ◆ Future bus ads in target areas



School outreach programs provide exposure and college preparation to prospective students

UVa-Wise Early College Academy



VA College Advising Corps

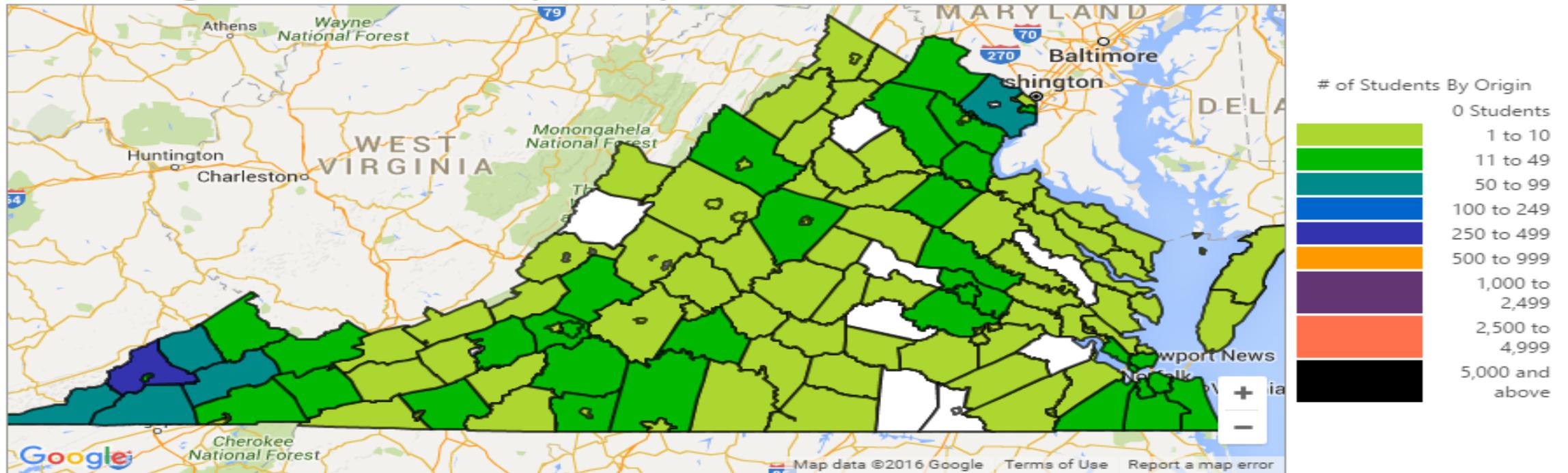
STEM-H Girls Day



Appalachian Inter-Mountain Scholars Program (AIMS) with MECC

Student Transportation to/from Wise

Total Undergraduate Enrollment by Locality, 2015



Goal: Provide bus service to UVa-Wise students at the beginning and end of each semester and during major breaks (seven times in academic year)

Route 1: Roanoke, Charlottesville, Harrisonburg, and Northern Virginia

Route 2: Richmond, Hampton, and Danville

Pilot Program: Fall Break 2016

Estimated Cost: \$5,000 for both routes



State Goal 2: Optimize Student Success for Work and Life



E2020 Performance Targets Include:

- ◆ Improving graduation and retention
- ◆ Increasing high-need degrees
- ◆ Increasing accredited programs
- ◆ Increasing experiential learning



State Goal 2: Optimize Student Success for Work and Life

Student Support Services

Undergraduate research



Summer Bridge



International Study

Success Coaching



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



E2020 Performance Targets Include:

- ◆ Improving classroom utilization
- ◆ Improving capital projects

UVa-Wise's New Library

- ◆ Grand opening summer 2016
- ◆ 24-hour study area
- ◆ State-of-the art classroom space
- ◆ Collaboration space

Office Program Reviews

- ◆ Examine departmental performance and alignment with E2020
- ◆ Commitment to continuous improvement



Support for Teaching and Scholarly Work

- Renovation of Wyllie Hall (current library) will serve to provide unique teaching spaces
 - Nursing program and simulation instruction laboratories
 - General Science Laboratories and collaborative spaces
 - Expansion of tutoring center
- Need for Start-up Funds to Support New Faculty Research
 - Science equipment purchase
 - Access to research databases
 - Additional print materials
- Disciplinary Accreditation Needs
 - American Chemical Society
 - National Association of Schools of Music
 - American Association of Colleges and Schools of Business



Addressing Faculty Support is a Strategic Priority



- In December 2012, with approval from the Board of Visitors, UVa-Wise instituted a plan to bring faculty salaries up to peer average for rank and discipline, adding \$150,000 to faculty salary budget lines for each of six consecutive years.
- At the end of the six years the College will have added \$900,000 to its annual expenditures for faculty salary and benefits.
- These monies are applied exclusively to addressing the salaries and benefits of the College's 103 full-time faculty and four academic librarians.
- Now in the fourth year of implementation, no full-time faculty member makes less than 92.9% of peer average. Previously, 57% of full-time teaching faculty earned less than 90% of peer average.
- All new faculty in the last three years have been hired at salaries at least equal to peer average.
- In the summer of 2014, the College increased summer teaching salaries.



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

Appalachia Prosperity Project

Healthy Appalachia Institute

Student Entrepreneurship

Small Business Support

Health System Merger Support

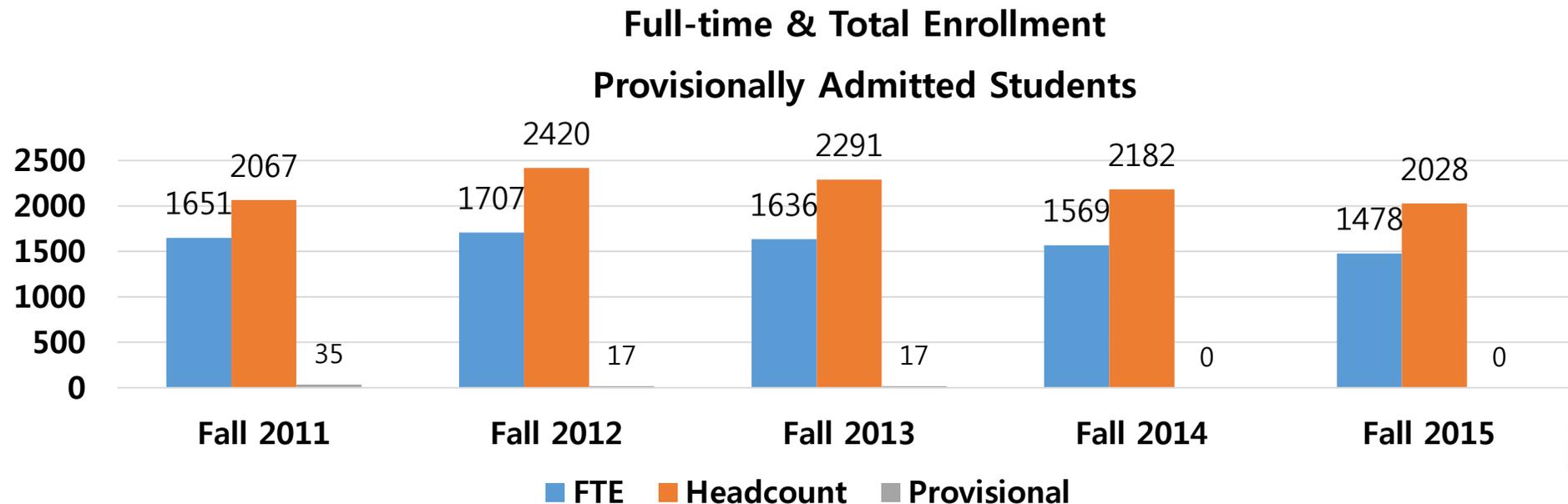
E2020 Performance Targets Include:

- ◆ Improving outreach engagement
- ◆ Improving student entrepreneurship



Looking Forward

- Enrollment and recruitment
 - Population decline and demographic shift in Southwest Virginia: fewer births and outmigration
 - Region has 4 of the 10 lowest growth rates in the Commonwealth, and
 - 7 of the 10 largest population losses in the Commonwealth, incl. Wise
 - Consolidation of Wise County schools



Looking Forward

- Funding
 - Wise Works – paid internship program for UVa-Wise students
 - College Advising Corps
 - Transportation to Wise
 - Child Care

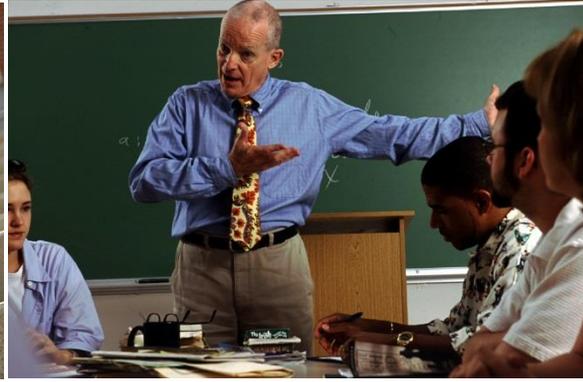


Looking Forward is Wise!



Suggestions or questions?





The University of Virginia's College at Wise

Supporting Growth and Economic Prosperity in Southwest Virginia

April 20, 2016

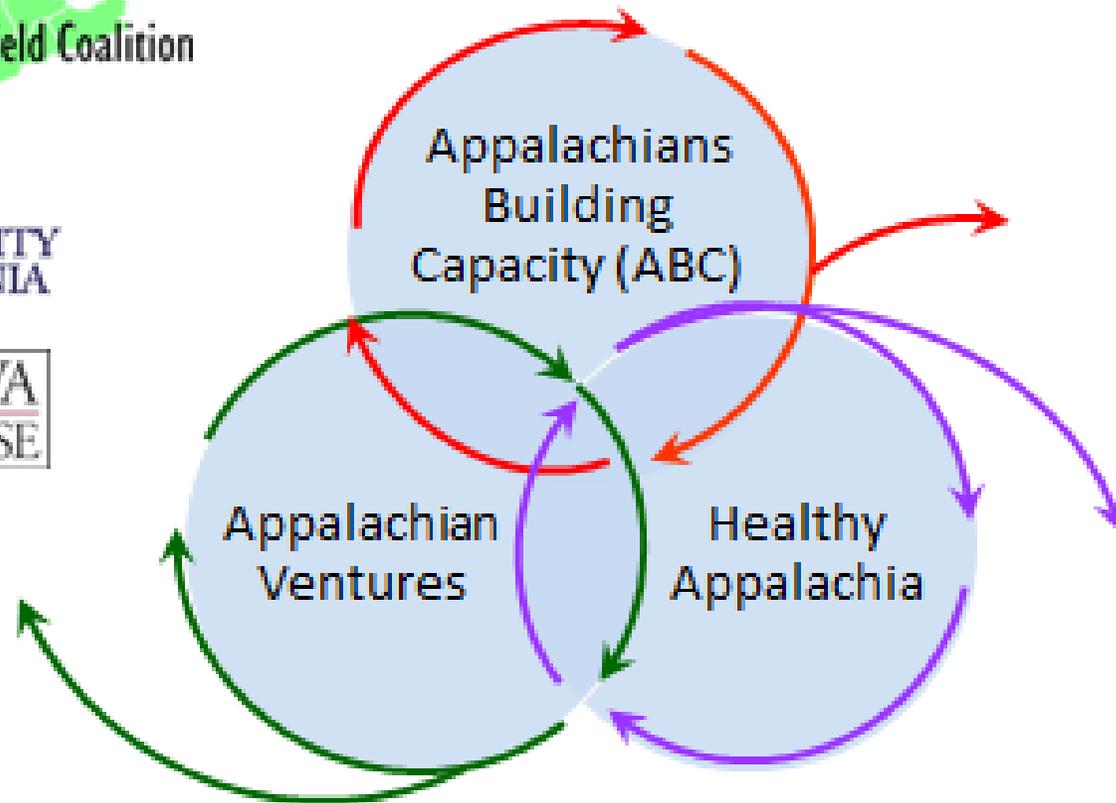
Office of Economic Development & Engagement

- ◆ Established in 2007
- ◆ Focused on serving employers throughout all of Southwest Virginia
- ◆ Serves as a gateway to UVA and UVA-Wise resources and assets
- ◆ Manages the UVA-Wise site in Abingdon at the Southwest Virginia Higher Education Center
- ◆ Provides professional development and certification programs
- ◆ Supports the Healthy Appalachia Institute & the Appalachian Prosperity Project



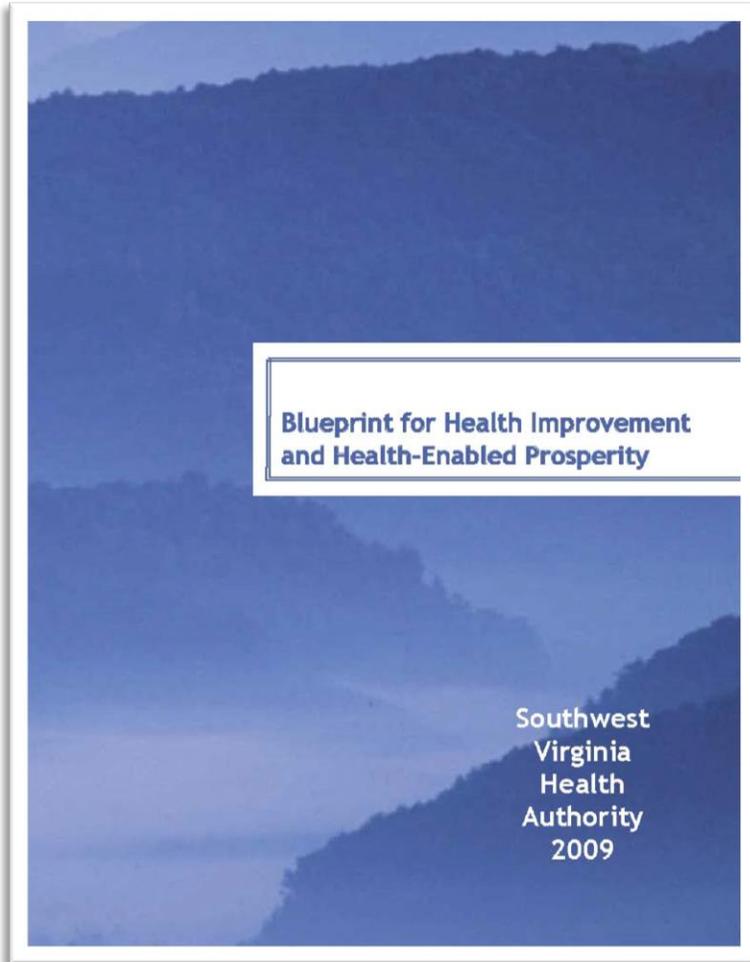
Appalachian Prosperity Project: Education + Health + Entrepreneurship *Jobs for a New Economy*

Virginia Coalfield Coalition

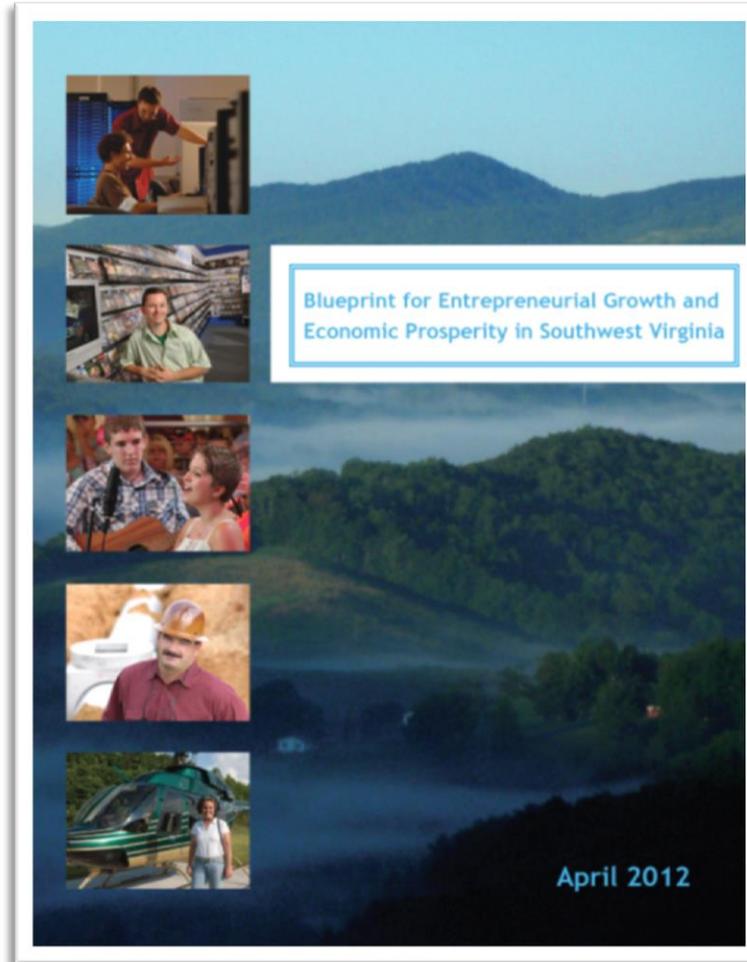


Regional Blueprints

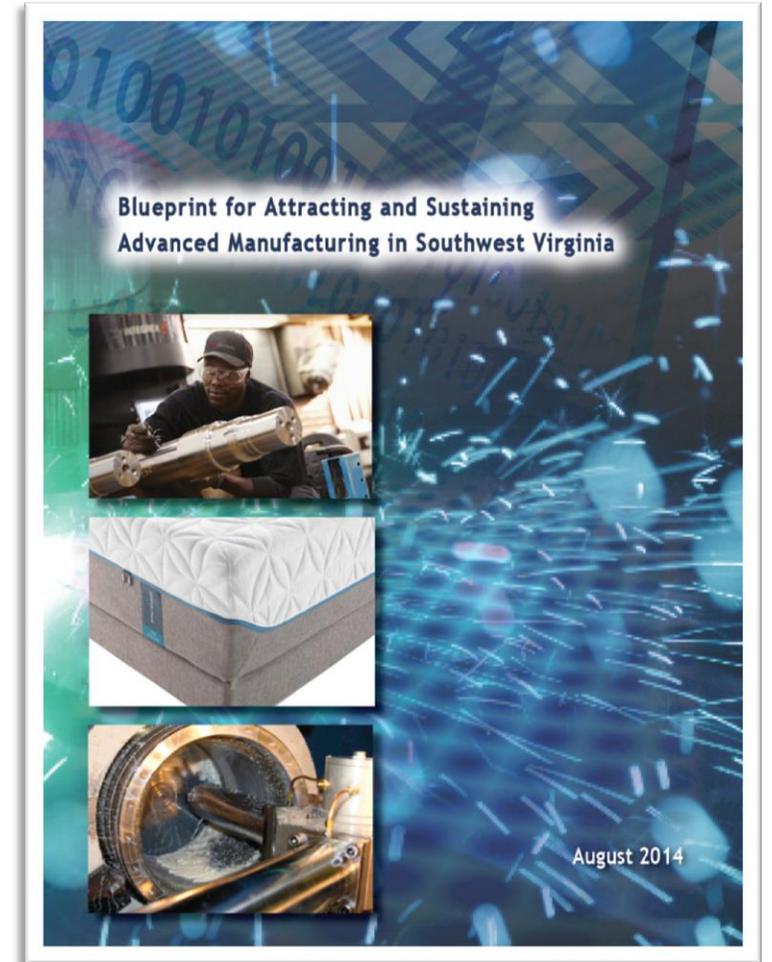
CONNECTING THE DOTS OF THE ASSETS IN THE REGION



Health



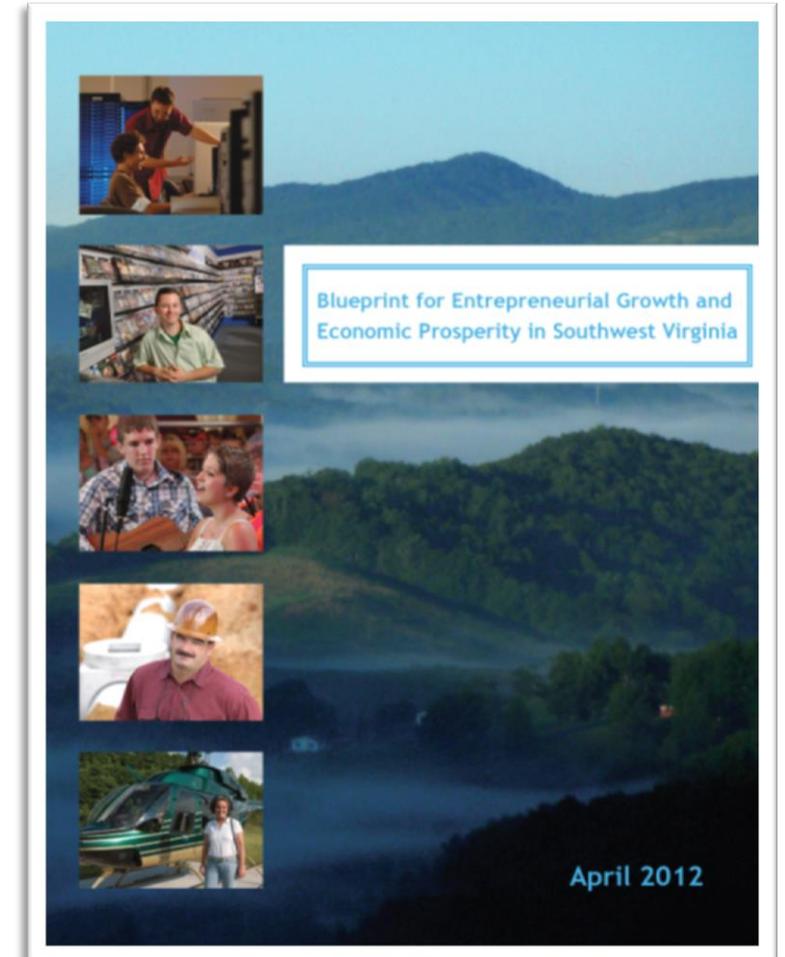
Entrepreneurship



Adv. Manufacturing

Entrepreneurship Blueprint Implementation

- ◆ Published April 2012 - Three Strategies:
 - ◆ Build ecosystem
 - ◆ Grow new ventures
 - ◆ Promote region
- ◆ Organized a steering team
- ◆ Collaborated to hire Entrepreneurship Program Coordinator
- ◆ Launched regional Entrepreneurship Challenge Competition & the My SWVA Opportunity Cup
- ◆ Received additional funding through DHCD's Building Collaborative Communities and ARC
- ◆ Designed and launched *Rally My SWVA* – a Community Leadership Development Initiative



2013 Entrepreneur Challenge



Pathfinders Outdoor Adventures



Clinch River Adventures



Hunt's Garage



2013 Entrepreneurship Challenge



LA International Education

Bates Family Farm



Honey Bea's Cafe and Ice Cream Parlor



My SWVA Opportunity Cup



Rally
SOUTHWEST
VIRGINIA

Rally SOUTHWEST VIRGINIA



DAMASCUS
CROSSING PATHS

Rally
SOUTHWEST
VIRGINIA

Damascus, Virginia, where the Beverdam Creek joins Laurel Creek on its way to the Mighty Mississippi

Trailtown USA: (1) Appalachian National Scenic Trail, (2) Crooked Road Musical Heritage Trail, (3) Daniel Boone Heritage Trail, (4) Trans-America National Bicycle Trail, (5) Virginia's Birding and Wildlife Trail, (6) Virginia Creeper Trail and (7) Iron Mountain Trail

Appalachian Trail Days since 1987 Appalachian Trail Conservancy Community

Historical Notes: Jacob Wright and his son John came from Amherst County, VA, soon after the Revolutionary War to claim land grants. Around 1801, Henry A. Mock, Jr., and his young family left Rockwell, NC to follow one of Daniel Boone's trails, when he was so impressed by the area that he chose not to continue to Kentucky. His family settled and built a gristmill and a sawmill which were powered by the flow of Laurel Creek. Mock's MA was the first name given to the settlement. In 1888, Confederate Brigadier General J.D. Imboden bought downtown Mock's Mill from Henry A. Mock, Jr., and east Damascus from his older brother Peter Mock, Jr., named the town Damascus and drew a map for sale of lots. He was expecting iron in the mountains to be mined and turned into Damascus steel swords, but the iron was too low. Instead, logging of the virgin forest became the principle business. Railroads, both narrow gauge and standard gauge were constructed to transport logs and lumber to local and distant destinations. By 1920 when most of the mountains were laid bare there were many homes and businesses here. The Forest Service owned most of the mountains and patiently waited for the forests to grow again. In the 1930s the Civilian Conservation Corps brought many young men to a camp just across the Beaver Dam Creek by the Tennessee line. Besides building roads and working forest fires, they constructed pavilions and recreational trails for the nearby park known as Buck Bone Rock. During World War II the population of Damascus was 1600 people, many of whom were employed in the dye plant, the pesticide plant, the hosiery mills and Linde industries and where logs were converted to veneer or plywood. Young men volunteered or were drafted to serve in front of the far flung theaters of war. By the 1950s tourism became the major industry with the establishment of bicycle shops and shuttle services making it easy for people all over the country and the world to bring their families and could downtrail along the most beautiful est-trail in the world.

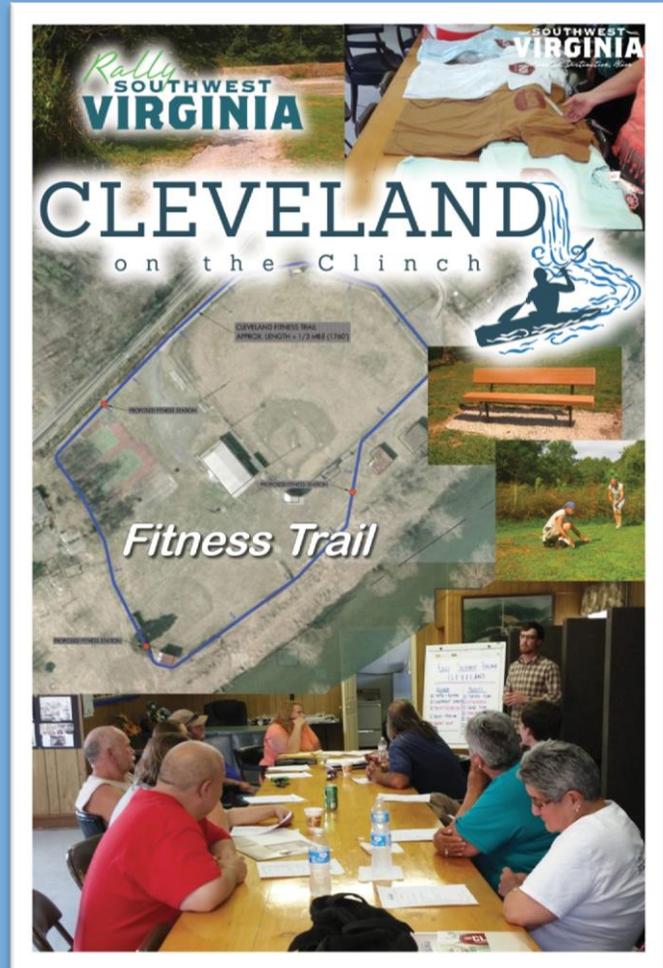
Enjoy standing here and viewing the surrounding mountains while you contemplate what next to do in the finest town on the Appalachian trail

Damascus, Virginia
HEART OF THE VIRGINIA CREEPER TRAIL

POPULATION: 815
TRAFFIC LIGHTS: 0
www.damascus.org
City of 0867

LEGEND

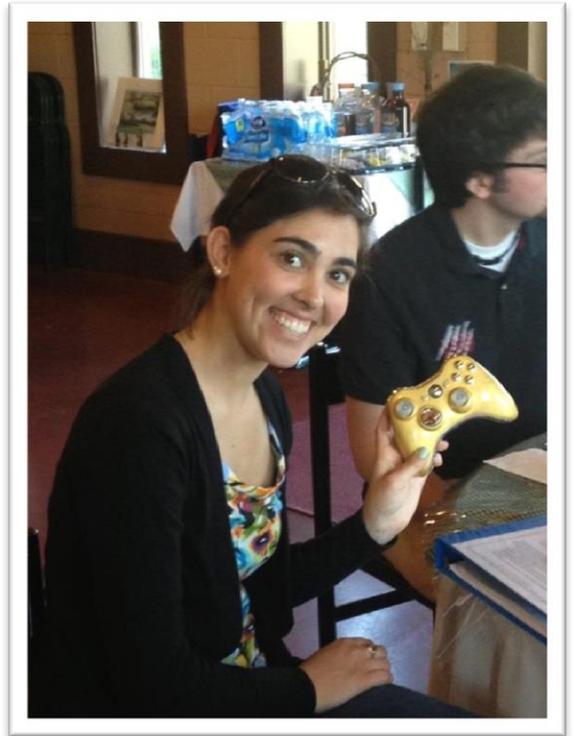
Appalachian Trail
Beverdam Creek
Daniel Boone Trail
Iron Mountain Trail
U.S. Bicycle Route of 76
Virginia Heritage
Virginia Creeper Trail



Entrepreneurship Blueprint



- ◆ **UVa-Wise Benefits:**
 - ◆ **Collegiate Entrepreneurship Org. (CEO)**
 - ◆ **Participated in the UVA Cup and the launch of the UVA-Wise Cup**
 - ◆ **Increased Enrollment in Entrepreneurship Courses**
 - ◆ **Launching a Start-Up Weekend and Alumni Mentoring Initiative in 2017**



Industry Recruitment & Support

- ◆ **Micronic Technologies – Tobacco Commission Funded R&D Project**
 - ◆ Engaged seven faculty members and eight student interns focused on:
 - ◆ Water quality testing
 - ◆ Water sample tracking system
 - ◆ Modeling and simulation
 - ◆ Economic return on investment
- ◆ **Supporting prospective major telecommunications company creating 500 jobs in Wise**
 - ◆ Information sessions with students and alums
 - ◆ Coordinating job fairs at DJP Convocation Center
 - ◆ Designing pre-employment workshops



Cyber Security

DEVELOPING A REGIONAL WORKFORCE OF CYBER SECURITY PROFESSIONALS

- ◆ Leveraging ABET Accredited Software Engineering and Computer Science Degree Programs
- ◆ Leading regional workforce initiative including three community colleges
- ◆ Exploring establishing a cyber security incubator/accelerator
- ◆ Partnering with CIT's MACH37 to connect cyber security companies with labor in SWVA
- ◆ Providing faculty expertise and student internships to early stage, R&D Companies



Support for Businesses New to SWVA



- ◆ Access to faculty expertise
- ◆ Engage students (graduates & interns)
- ◆ Build relationships with local and regional stakeholders
- ◆ Introduce to community/civic organizations
- ◆ Convene groups of vendors, special interest organizations or groups
- ◆ Provide organizational development assistance
- ◆ Access to open enrollment and customized training
- ◆ Assist with Job Fairs and Recruitment

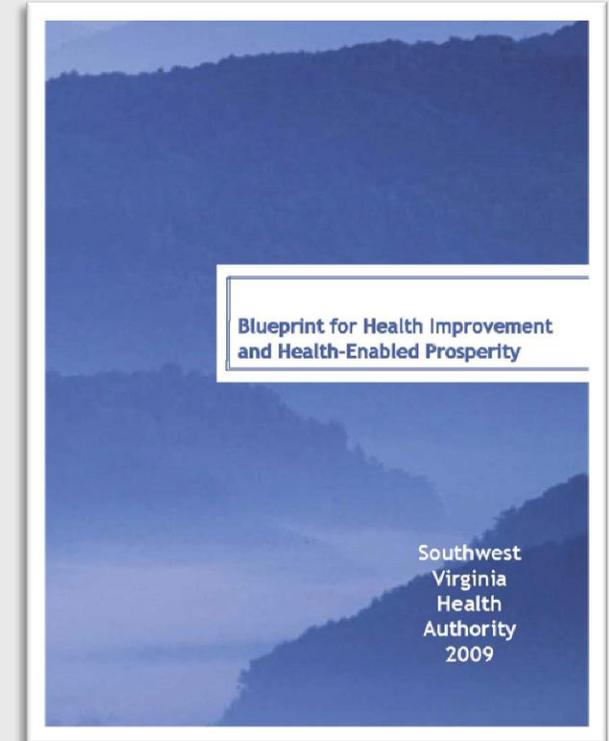
Creating an ecosystem of support for SWVA companies

Mission & Vision

The Healthy Appalachia Institute's mission is to improve the health, education, environment and prosperity for residents of central Appalachia by collaborating across communities and organizations, generating and implementing new ideas, and engaging the social, economic and scientific issues that exist at the interface of health and the Appalachian culture. Our vision is to be a leading model for rural community health throughout the world.

HAI - Regional Engagement

- ◆ **Blueprint for Health Improvement & Health Enabled Prosperity**
 - ◆ **Leading Regional Community Health Assessment and developing a health improvement plan**
 - ◆ **Health Authority will use the plan in decisions regarding the MSHA and Wellmont merger**
- ◆ **LENOWISCO Oral Health Partnership**
 - ◆ **Providing public health expertise and technical assistance for an oral health landscape and engagement strategy**
 - ◆ **Focused on children and workforce**
- ◆ **Appalachian Tele-Mental Health Network**
 - ◆ **Multi-state consortium promoting telehealth as a solution for improved mental health, behavior health and substance abuse**
- ◆ **Southwest Virginia Tobacco Free Campuses Initiative**
 - ◆ **HAI leading the effort across twelve campuses in SWVA**
 - ◆ **Working to develop and support tobacco free environments, policies and programs**



HAI - Student Engagement

◆ Med Match

- ◆ 28 UVa-Wise Students (2013 – 2016) matched with UVA School of Medicine student mentors in a year long program
- ◆ Involves video conferencing workshops led by UVA SOM students, faculty and admissions committee members

◆ Health Appalachia Global Health Scholar

- ◆ 7 students to Limpopo, South Africa (2009 – 2015)
- ◆ 1 student to St. Kitts and Nevis with Minority Health International Research Training Program

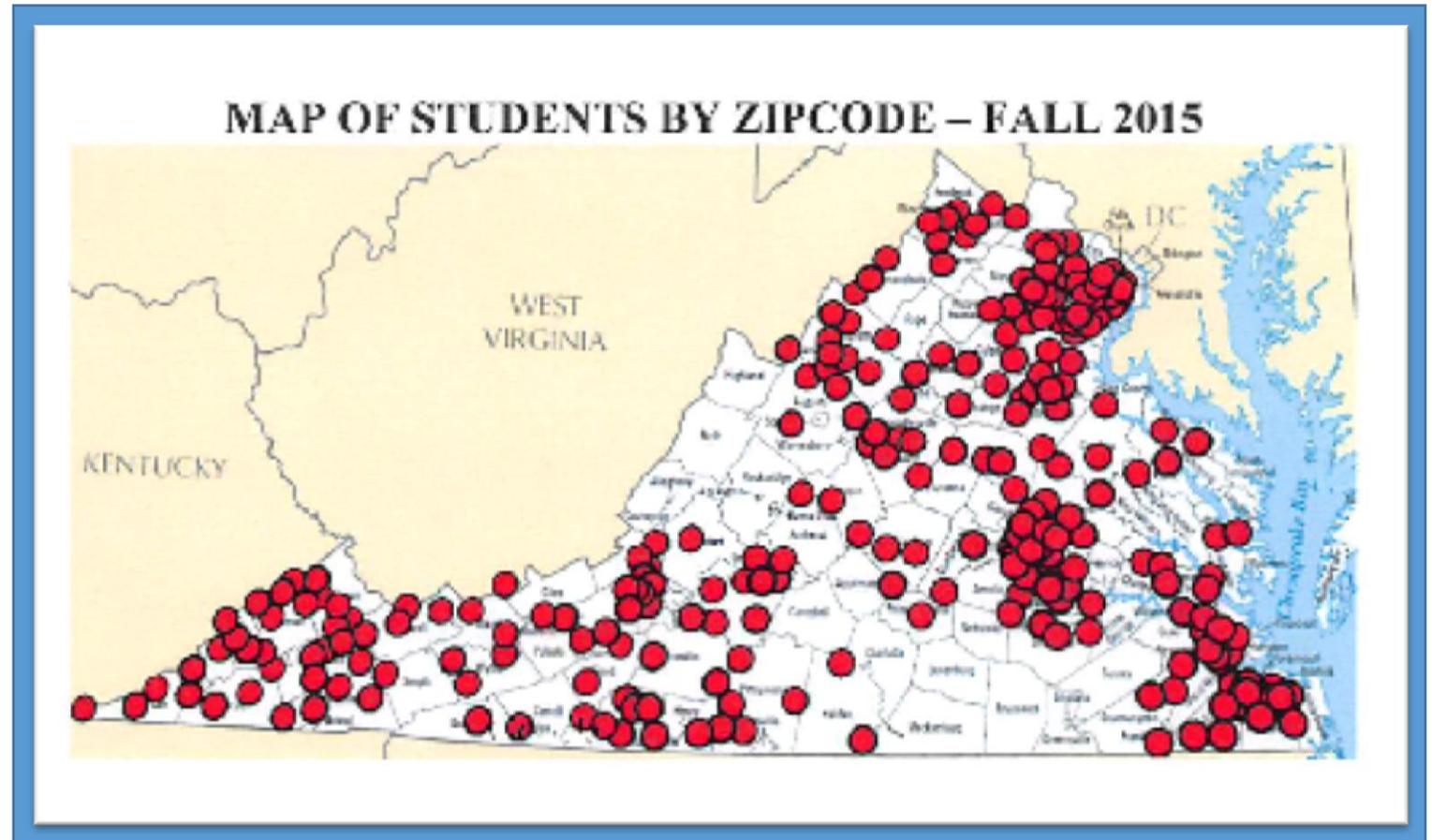
◆ Healthy Appalachia Institute Research/Practice Fellow

- ◆ 38 students have complete health research or practicum experience with UVA or UVa-Wise faculty mentor (2009-2016)

Center for Teaching Excellence

Array of Course Offerings:

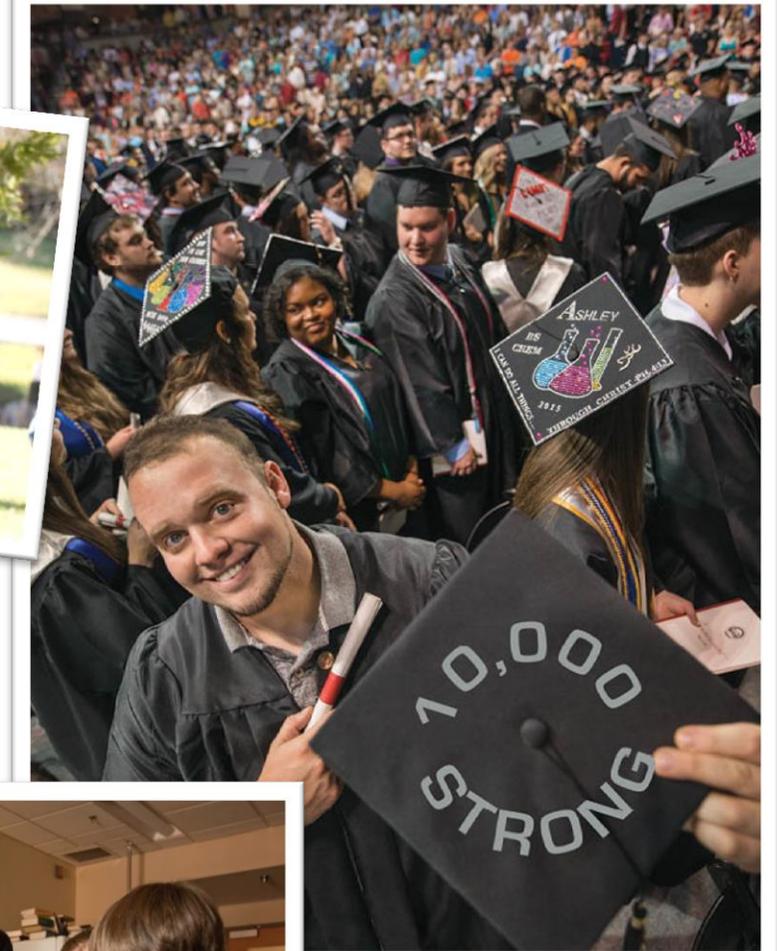
- ◆ Licensure Courses
- ◆ New Recertification Courses
- ◆ Sequential Professional Development
- ◆ Student Course Monitoring
- ◆ Increased Student Advising
- ◆ Coordinated Activities with Education Department and other partners to host:
 - ◆ Leadership Conference
 - ◆ Math Conference
 - ◆ Early Childhood Conference



Wise Works

ENHANCING INTERNSHIP EXPERIENCES AT UVA-WISE

- ◆ Long-term Goal: Guarantee UVA-Wise students a paid internship in their field
- ◆ Pilot to be launched in Summer '16
- ◆ Employers access matching funds through College and commits to providing meaningful experiences and feedback on student performance
- ◆ Student provides feedback on experience as well



Getting more value and
graduating with less debt

is **WISE**





May 12, 2016

UVa-Wise, David J. Prior Convocation Center

DISCOVER

Learn of emerging trends affecting our region.
Uncover SWVA hidden assets.

CONNECT

Network with individuals and professionals to
discuss regional needs, gaps and future goals.

IGNITE

Engage in action teams focused on moving SWVA forward.

SWWA



2016

**ECONOMIC
FORUM**

DISCOVER

CONNECT

IGNITE





The Wise side of Virginia



Biodiversity as a tool for enhancing education and economic growth in rural Southwest Virginia

Walter H. Smith

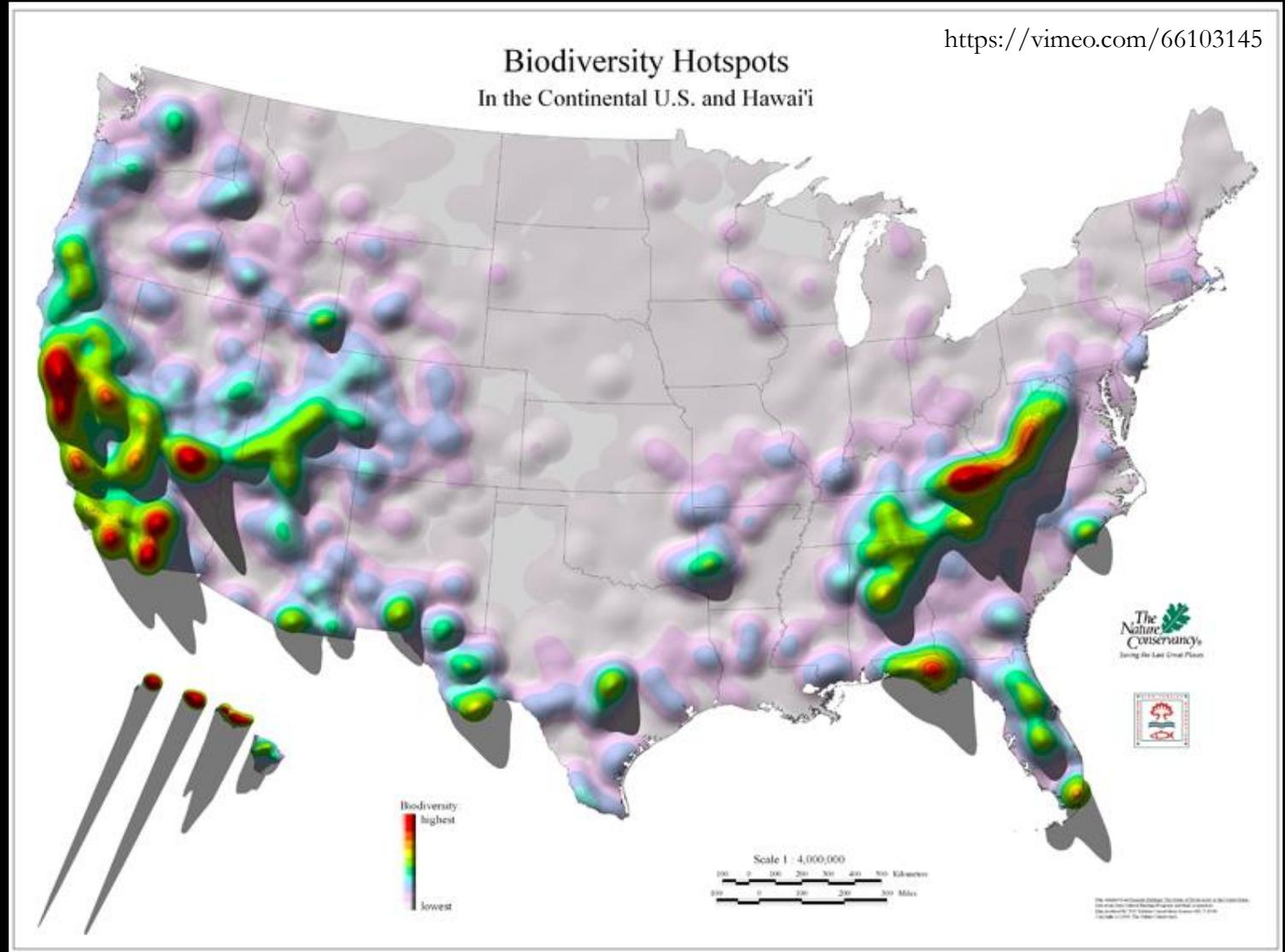
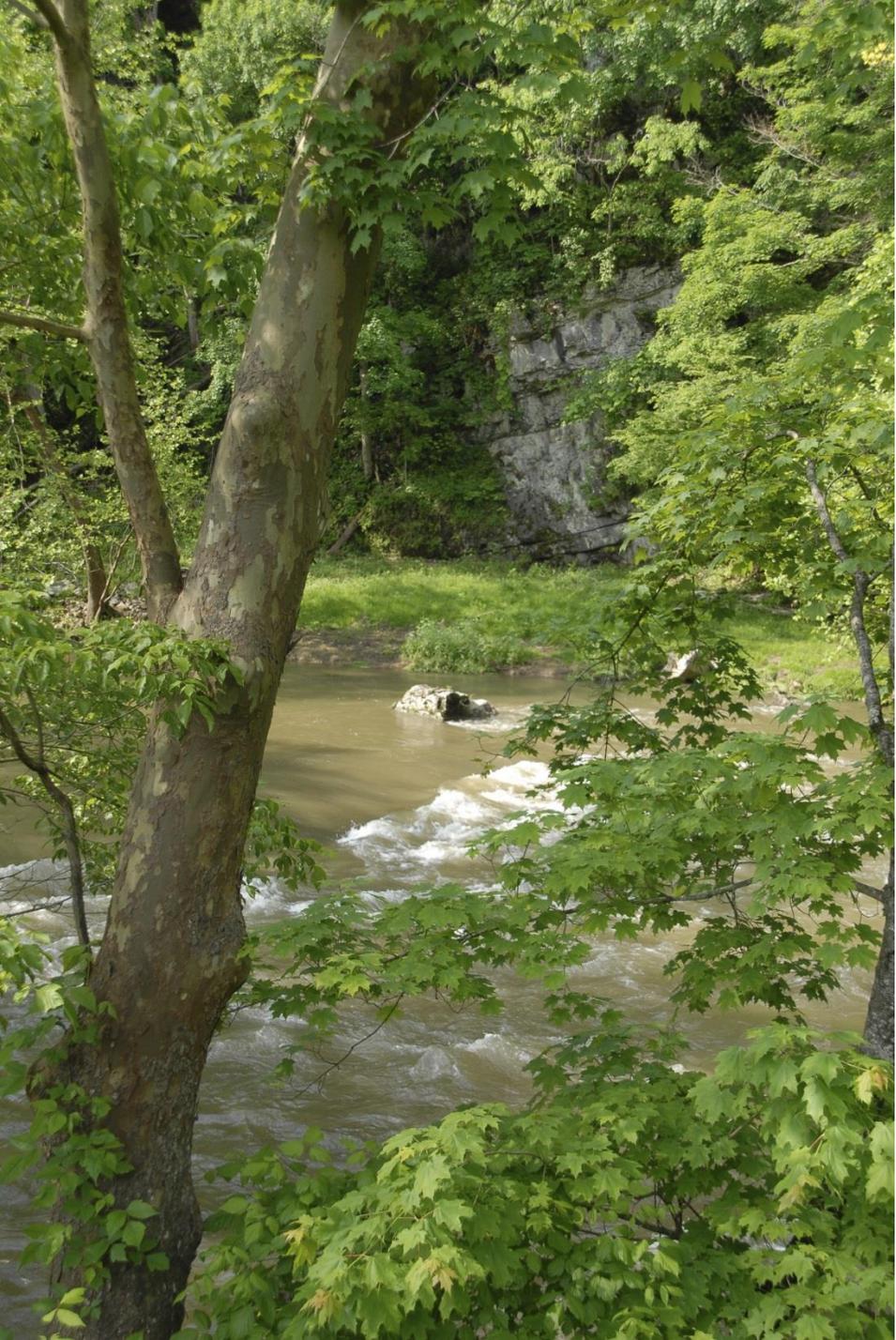
Department of Natural Sciences

The University of Virginia's College at Wise

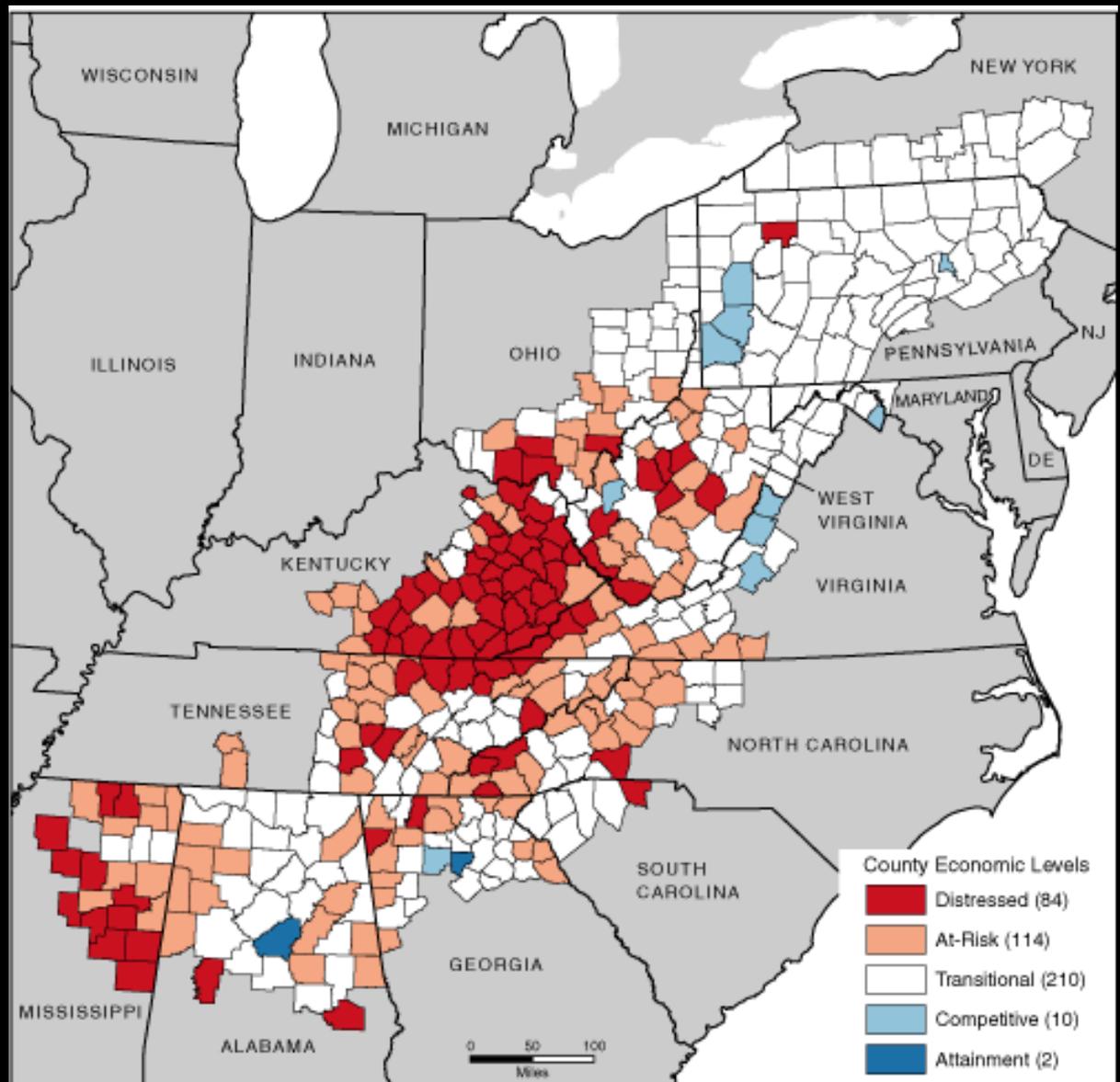
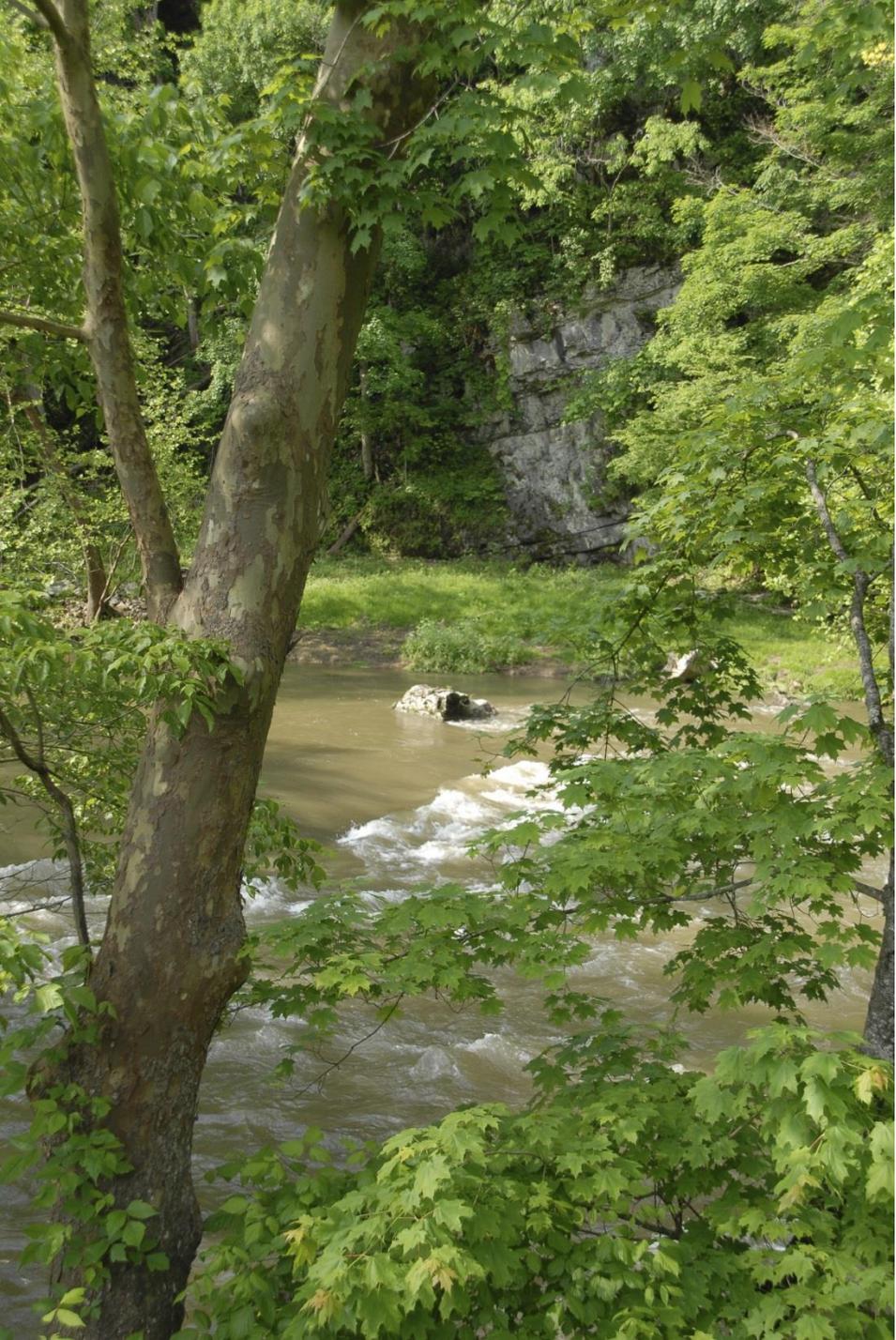
Clinch River Valley Initiative

Environmental Education Action Group

What is Biodiversity?



Map: The Nature Conservancy; Photos (Throughout): Arnett-Muldrow/CRVI



Created by the Appalachian Regional Commission, March 2016
Data Sources:
Unemployment data: U.S. Bureau of Labor Statistics, LAUS, 2012–2014
Income data: U.S. Bureau of Economic Analysis, REIS, 2014
Poverty data: U.S. Census Bureau, American Community Survey, 2010–2014

Effective October 1, 2016
through September 30, 2017



SCOTT



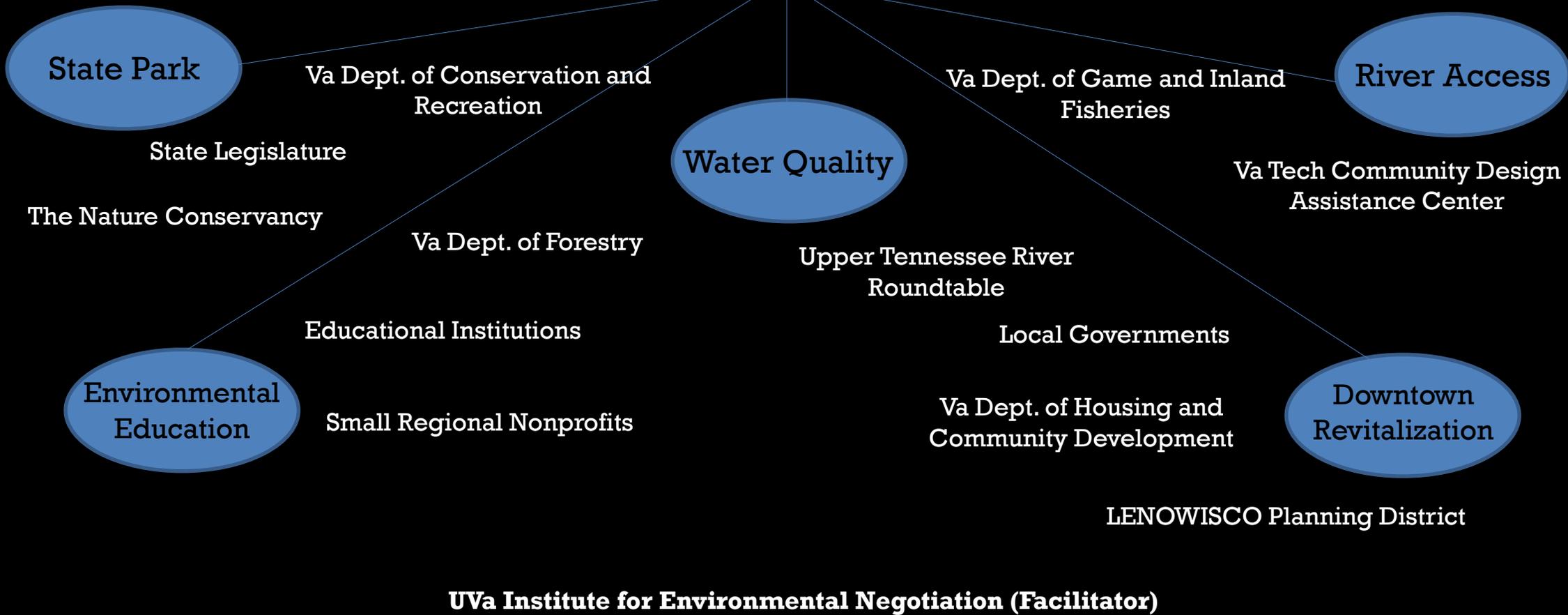
RUSSELL



TAZEWELL



WISE



Southwest Virginia CSI: Linking Citizens and Communities with Biodiversity

Trail Map of Brumley Mountain Trail: Hayter's Gap to Great Channels of VA

Approximately 6-mile roundtrip hike from VA-80 in Hayter's Gap to the Great Channels of Virginia on Middle Knob.

[Back to guide detail](#)

2 Hayter's Gap

As you swing along the ridgeline on the first few hundred yards of trail, look back towards the parking area in Hayter's Gap.

Hayter's Gap - a low point in the ridgeline making up Clinch Mountain - is an ecologically special place. Several organisms located in the gap and surrounding portions of Clinch Mountain are likely stuck here in "refugia" as a result of climate change following the last Ice Age. During this time, roughly 10-15,000 years ago, the climate was much cooler, and vast forests of spruce (like that which covers Mt. Rogers today) blanketed much of southwest Virginia. Evidence of ancient spruce forests, for example, has been found in low-elevation bogs in Saltville, not far from Abingdon. Other organisms adapted to this cooler climate also saw broad distributions at this time.

As the climate warmed, however, these organisms had nowhere to go...but up! The high-elevation ecosystems of Clinch Mountain, such as those in Hayter's Gap, formed perfect hideaways ("refugia") for these organisms, where many remain to this day. One such organism, the Northern Gray-Cheeked Salamander, has a refuge on Clinch Mountain and has been found in Hayter's Gap. This species does not occur again in southwest Virginia until one reaches the high elevations surrounding Mt. Rogers.



Powerline Opening and Vista

3 Trail Junction

POIs: numbers | icons

[Download to Phone - free](#)





Welcome to the Clinch!

This webpage is a project of [Southwest Virginia CSI](#), a student-led initiative at the University of Virginia's College at Wise, produced in partnership with the [Clinch River Valley Initiative](#) and with funding from the [Appalachian Prosperity Project](#). Use the map below to discover outdoor recreation opportunities within Virginia's Clinch Valley, learn about our region's remarkable biodiversity, and connect with distinctive communities, residents, and other visitors.

Clinch River Guide

VIEW THIS MAP AS A SEPARATE WEBPAGE IN YOUR BROWSER

DIVE INTO THE CLINCH



LEARN
What is biodiversity? Why is the Clinch so famous for it? Learn more about why the Clinch matters by clicking the magnifying glass on the left.

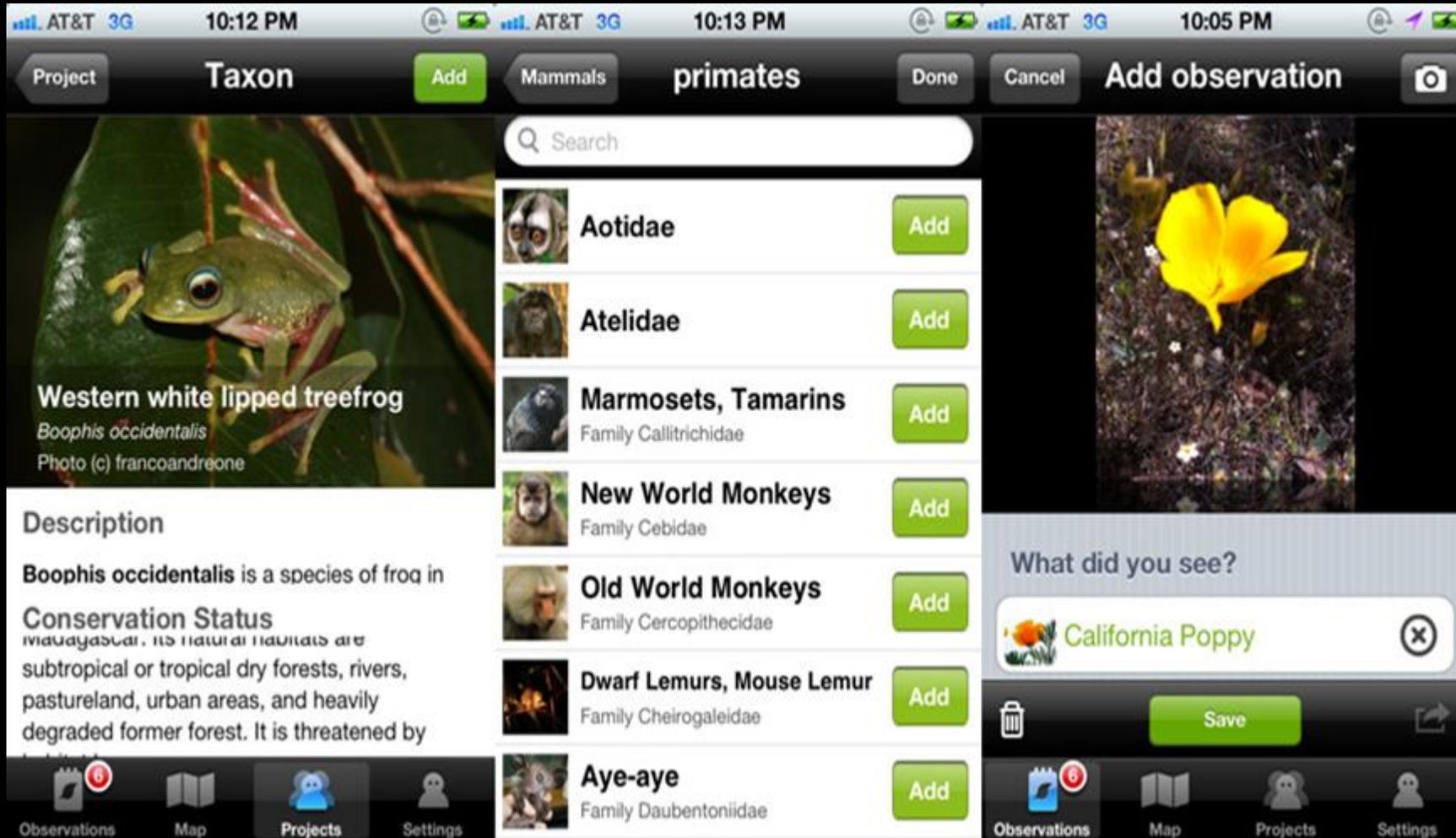


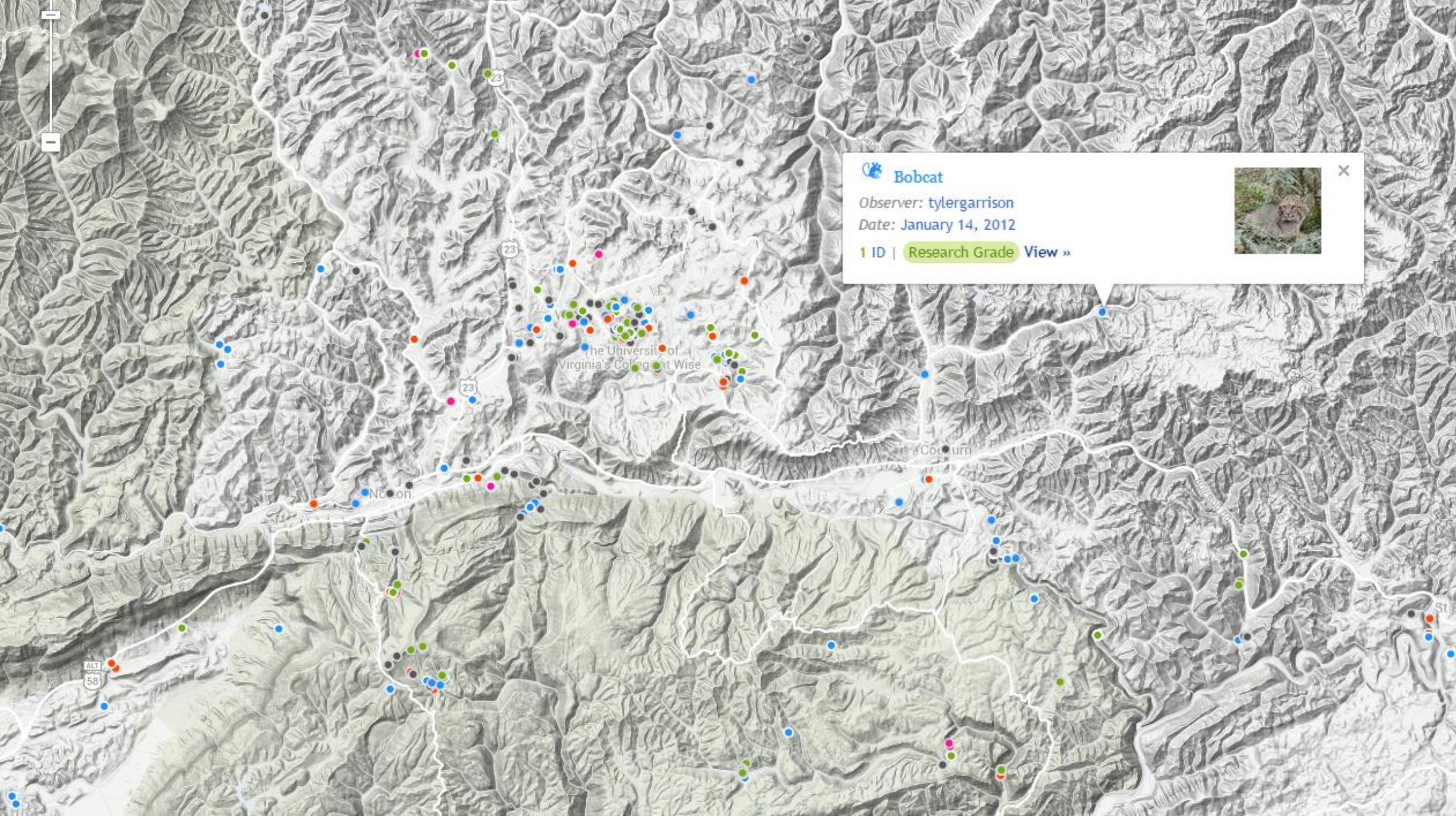
EXPLORE
Find trails and other outdoor destinations by clicking the icon to the left or through the embedded map above.



HELP
Dig deeper into conservation issues in the Clinch Valley and learn how you can become involved.

Southwest Virginia CSI: Linking Citizens and Communities with Biodiversity





 **Bobcat**

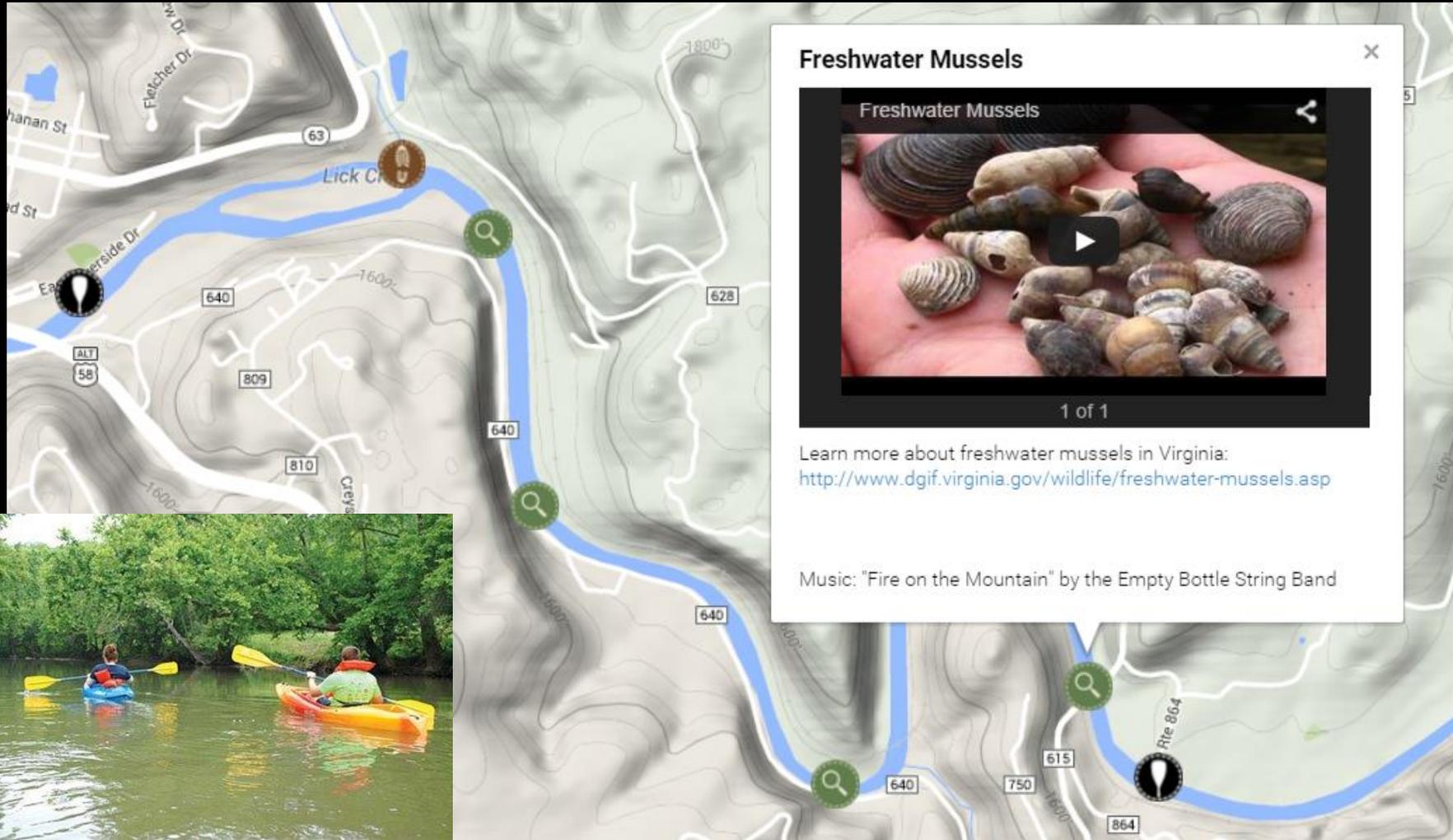
Observer: tylerrgarrison

Date: January 14, 2012

1 ID | [Research Grade](#) [View »](#)



Southwest Virginia CSI: Linking Citizens and Communities with Biodiversity



The image shows a topographic map of a river system in Southwest Virginia. A pop-up window titled "Freshwater Mussels" is overlaid on the map. The window contains a video thumbnail showing a hand holding several freshwater mussels. Below the video, there is a link to a website: <http://www.dgif.virginia.gov/wildlife/freshwater-mussels.asp>. At the bottom of the window, it says "Music: 'Fire on the Mountain' by the Empty Bottle String Band". The map shows a river winding through a hilly area with contour lines. Several green magnifying glass icons are placed along the river, and a brown boot print icon is also visible. A black location pin icon is located near the bottom right of the map.





Results and Conclusions

- Biodiversity is an abundant yet underutilized catalyst for uniting multiple resources in economic development, education, and rural health in Appalachia
- Deliverables have reached >100,000 users to date – linked with small business development, regional marketing initiatives
- Citizens/visitors are also actively contributing to scientific research: >4,000 new observations contributed for >650 species; some observations have led to significant advances in scientific knowledge



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