

**STATE COUNCIL OF HIGHER EDUCATION FOR VIRGINIA
JOINT SCHEV/PRIVATE COLLEGE ADVISORY BOARD MEETING
May 15, 2023**

DRAFT MINUTES

Mr. Ampy called the meeting to order at 3:00 p.m. in Conference Room #1 of the Claude G. Perkins Living and Learning Center at Virginia Union University, Richmond, Virginia.

Council members present: Ken Ampy, John Broderick, Walter Curt, Victoria Harker, William Harvey, Jennie O'Holleran, Thaddeus Holloman, Cheryl Oldham, Alvin J. Schexnider, Jeff Smith and Katharine Webb.

Council members absent: Mirza Baig, John Broderick and Jason El Khoubi.

Staff members present: Tom Allison, Lee Andes, Alisha Bazemore, Peter Blake, Grace Covello Khattar, Joseph DeFilippo, Alan Edwards, Sandra Freeman Tod Massa, Emily Muniz, Laura Osberger, Paula Robinson, Emily Salmon, Bob Spieldenner and Kristin Whelan.

Other notable attendees: Deb Love from the Office of the Attorney General; the Honorable Aimee Guidera, Secretary of the Education; The Honorable George "Bryan" Slater, Secretary of Labor; and Chris Peace, President, Council of Independent Colleges in Virginia. See list at the end of this document of CICV Presidents who attended.

WELCOME AND INTRODUCTIONS

On behalf of Council, Chair Ken Ampy welcomed the presidents of the private, non-profit institutions and stressed the importance of their colleges in meeting the goals and needs of the Commonwealth. The current Virginia Private Colleges Chair, Scott Miller, President of Virginia Wesleyan, introduced two new private college presidents – Frank Shushok from Roanoke College and Darrell Williams from Hampton University. He then introduced the new president of the CICV, Chris Peace.

REFLECTIONS ON PRIVATE HIGHER EDUCATION

Chris Peace thanked the SCHEV and PCAB Chairs and the Secretaries of Education and Labor for joining the meeting. He also recognized the recently retired CICV President, Robert Lambeth for his dedication and strategic vision in his time leading the CICV.

Mr. Peace praised the Tuition Assistance Grant (TAG) program for making private college education more accessible and praised the CICV's work on the TAG Grant with SCHEV. He described the unique contribution of private colleges. Private colleges fill in the areas that would otherwise be higher education deserts. These institutions also serve a wide variety of students; nearly 50% of Pell-eligible students attend private colleges. He stated that the CICV plans to ask for a \$1,000 increase to the TAG award.

REDEFINING THE SUCCESS OF HIGHER EDUCATION IN VIRGINIA WITH EMPHASIS ON THE ROLE OF VIRGINIA'S NONPROFIT PRIVATE COLLEGES

Secretary Guidera discussed the Youngkin administration's plans for higher education. The administration believes in preparing people to be informed members of our democracies and engaged members of their communities. The Secretary has made a point to visit all the public universities to discuss the importance of free speech and civil discourse on campus. The inaugural Summit on Free Speech with the Council of Presidents takes place later this year.

VIRGINIA'S WORKFORCE TRANSFORMATION INITIATIVE

Secretary Slater discussed the workforce transformation initiative. Currently workforce programs are spread across many agencies. The programs operate independently and do not have a common measurement of success. The Workforce Transformation Initiative aims to redefine success and demonstrate that there are multiple pathways to success, not just college. Twelve key workforce divisions will combine into a workforce agency and the other programs will stay where they are. The agency will include four divisions - development, policy, analytics and a branch management division to work with agencies to apply for grants. The goals are to consolidate tasks, inventory work, measure metrics and to tie it all together.

Q&A WITH SECRETARIES GUIDERA AND SLATER

Secretaries Guidera and Slater discussed current initiatives. The workforce agency will gather and analyze information labor markets, costs and outcomes. Workforce plans to collect new information about time-to-finish degree, debt-level of students and employment at six months post completion. One of the workforce goals is that every college student will have a paid work experience before graduation. They also plan to create more deliberate and strategic partnerships with K-12.

Dr. Williams asked why students are leaving Virginia to fill jobs elsewhere. Secretary Guidera said that they are working with Strada to examine that issue.

Dr. Miller urged them not to overlook the private institutions in their initiatives. Virginia Wesleyan receives funding for programs from the city of Virginia Beach, but not the state.

Secretary Guidera encouraged all the presidents to reach out to her if some of the ideas that the state is working on with the public institutions appeal to them.

ENROLLMENT TRENDS AND DEMOGRAPHIC CHANGES

Mr. Blake discussed enrollment trends, including the enrollment cliff anticipated in the next several years. Virginia expects a 6% decline in enrollment by 2027 owing to fewer high school graduates. He also addressed issues regarding students forgoing college and lower retention rates. Mr. Blake shared institutional state-level policy considerations to address enrollment trends.

Institutional considerations:

- Right size institutions to align with current enrollment and projected enrollment.

- Consider additional, relevant program offerings that reduce time-to-degree, that are in-demand or for which demand is growing.
- Expand outreach to non-traditional students.

State-level considerations:

- Changes to the Tuition Assistant Grant (TAG).
- Increase options for more students to attend private colleges.
- Strike appropriate balance among institutions and sectors.

President Becerra encouraged Mr. Blake to consider the private institutions in Council's discussions about unnecessary program duplications. President Fitzsimmons encouraged an economic analysis of losing a private institution, especially in smaller communities where the institution is the only higher education institution and employer in a small town.

SCHEV LEGISLATIVE AND POLICY UPDATES

Alisha Bazemore gave a brief presentation about Virginia Talent + Opportunity Partnership (V-TOP).

Grace Khattar shared two bills of interest from the 2023 General Assembly Legislative and Budget Review.

1. HB1555 – Requires that all public institutions provide human trafficking prevention and training to all freshmen and requires that SCHEV discuss the training with the private institutions.
2. SB1172 – Creates a workgroup to standardize RN programs.

Lee Andes shared that is the 50th year anniversary of the Virginia Tuition Assistance Grant (VTAG). Over the years, 300,000 unique recipients were awarded the grant. The undergraduate and graduate award are now the same dollar amount.

VIRGINIA UNION UNIVERSITY PRESENTATION

Allia Carter, Vice President and Chief Operating Officer from VUU discussed the current state of academics, research and student support at VUU.

MOTION TO ADJOURN

The chair adjourned the joint meeting at 5:15 p.m.

Katharine Webb
Council Secretary

Kristin Whelan
Coordinator of Board and Executive Operations

Private College President Attendees

Keith Faulkner, Appalachian School of Law
Tiffany Franks, Averett University
David Olive, Bluefield University
Susan Schultz Huxman, Eastern Mennonite University
Mirta Martin, Ferrum College
Larry Stimpert, Hampden-Sydney College
Darrell Williams, Hampton University
Kenny Craig (on behalf of Dondi Costen), Liberty University
Pamela Fox, Mary Baldwin University
Irma Becerra, Marymount University
Bob Lundgren, Randolph – Macon University
Frank Shushok, Jr., Roanoke College
Tracy Fitzsimmons, Shenandoah University
Alison Morrison-Shetlar, University of Lynchburg
Hakim Lucas, Virginia Union University
Scott Miller, Virginia Wesleyan University