

**A Plan to Deliver
Accessible and
'Stackable' Credentials @
Richard Bland College**

Virginia General Assembly
Higher Education
Sub-Committee

Debbie L. Sydow, Ph.D., President
Richard Bland College
of The College of William and Mary

January 14, 2013

The Opportunity

- Today's students seek fast, flexible, affordable and convenient pathways to 4-year degrees.
- Students are increasingly diverse and demand more technology-based services.
- Roughly 10 percent of students in 2003 took at least one online course. That fraction grew to 25% in 2008, was nearly 30% in the fall of 2009, projected to be 50% in 2014 (www.americanprogress.org)

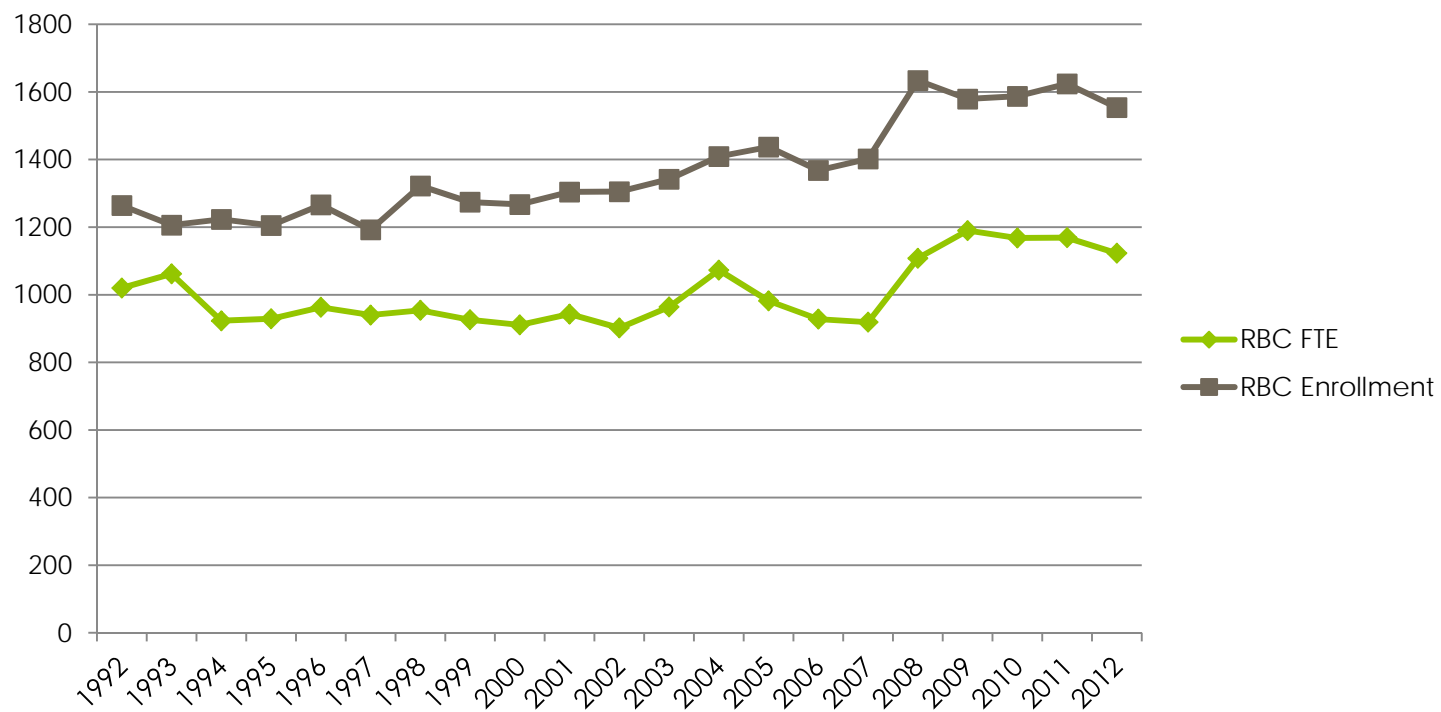
Virginia's "Junior College"

- College was established in 1960 by the General Assembly as a branch college of W&M with a primary mission of offering **transfer associate degrees in the liberal arts and sciences**. Similarly, Christopher Newport began as a two-year extension of W&M in Newport News, and Old Dominion was a two-year extension of W&M and VPI in Norfolk. George Mason began as the Northern Virginia branch of UVA, and Clinch Valley College as the Southwest Virginia branch of UVA.
- When the community college system was established in the mid-1960s to provide geographical and general access to both transfer and technical education for all Virginians, most two-year, branch colleges became independent and escalated to four-year status.
- In 1966 a bill to allow RBC to offer upper-level (Y3,4) coursework was introduced in the General Assembly, and 90 credit hours (Y3) was authorized by the W&M Board of Visitors. The escalation process began, and Y3 courses were developed and delivered.
- In 1968 in response to opposition for escalation from Virginia State University and SCHEV, RBC changed its "purpose" to be the **state's only public junior college**. This purpose statement was only slightly modified in 1977, 1987 and 1997.

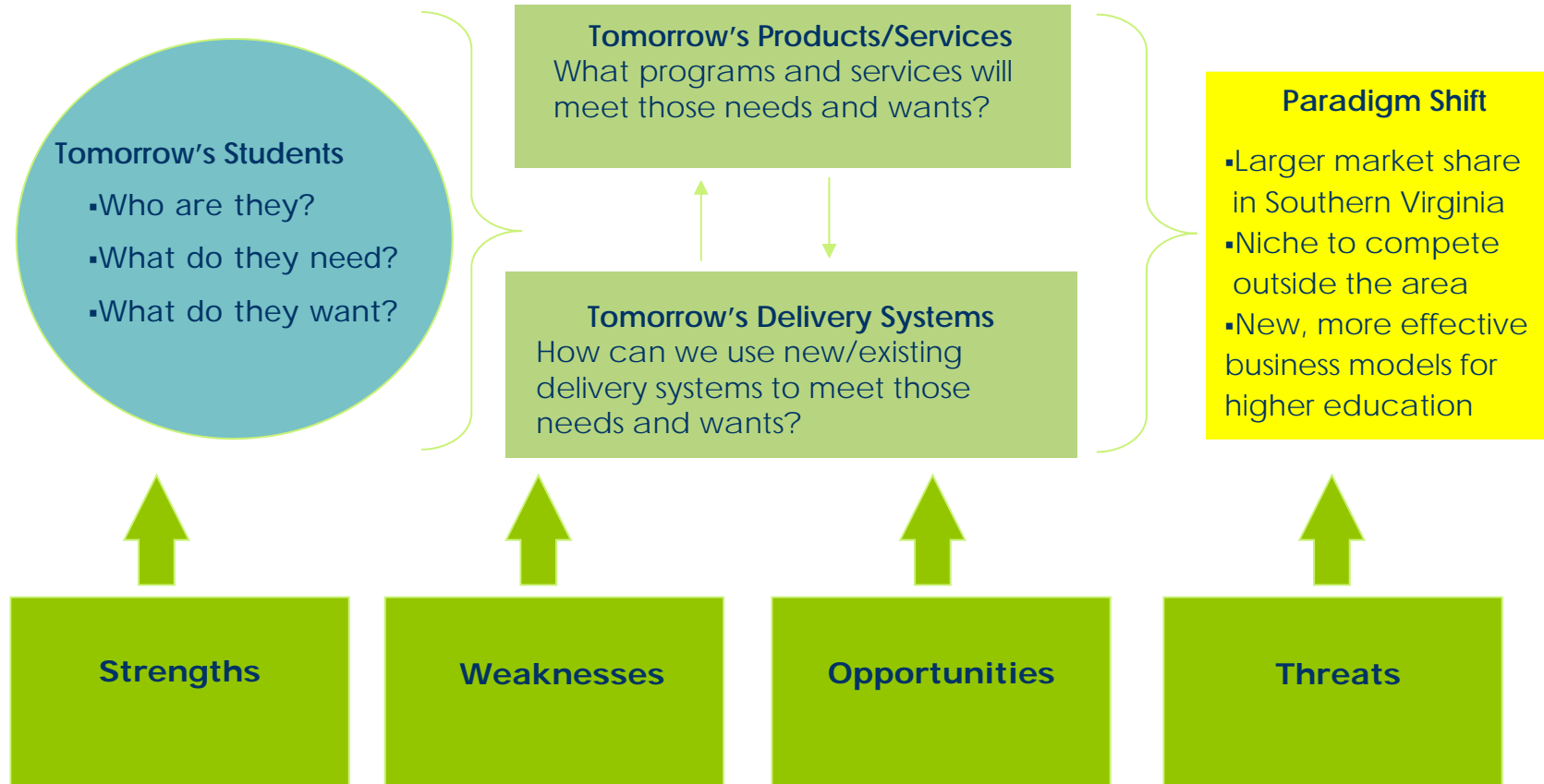
RBC Stats and Facts

- Academic offerings: Associate of Science and Associate of Art degrees, certificates (approved by W&M Board of Visitors in fall of 2012)
- Tuition: \$1,829/semester for full-time, in-state students; \$6,762/semester for full-time out-of-state
- Enrollment: 1,554 students in the fall of 2012
- Region: Southside Virginia 3-county, 3-city area of Dinwiddie, Prince George, Chesterfield, Petersburg, Hopewell, Colonial Heights
- Residence halls (initiated in 1981, approved by BOV in 1991, opened in 2008) were built to expand RBC's span of service throughout the Commonwealth by welcoming students from outside the Southside region.

Headcount and FTE



Snapshot of Current Strategic Planning Process



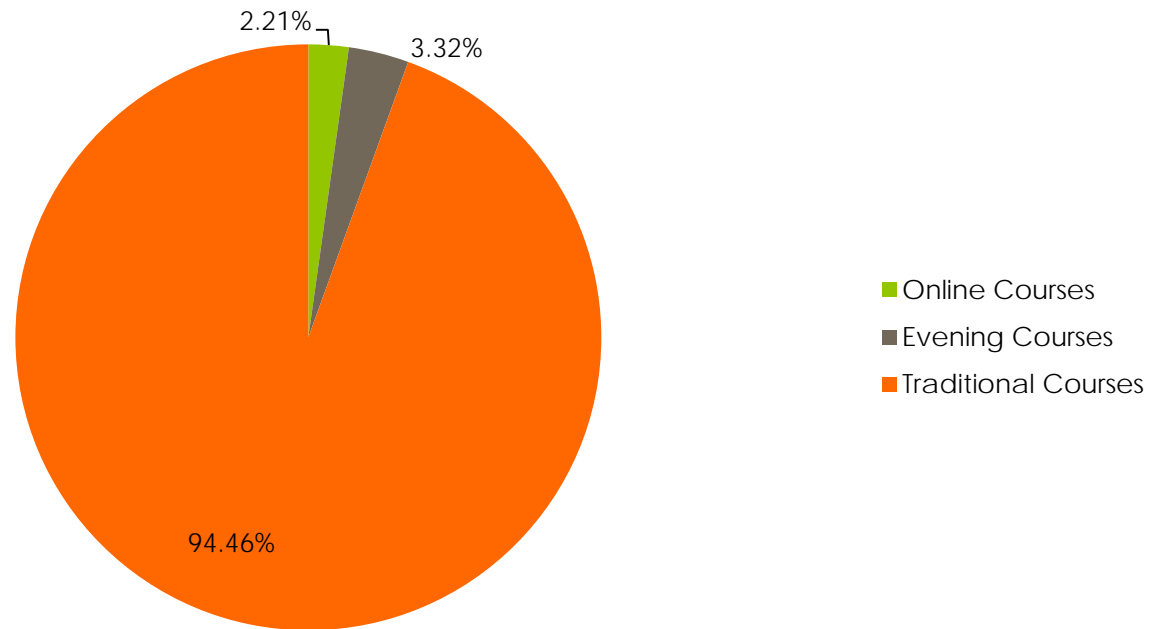
STRENGTHS

- Respected faculty with focus on student success
- Capacity for enrollment growth
- New LEED Gold, high-tech science and technology facility
- Partnerships
 - Army Logistics University (ALU) – Ft. Lee
 - Southside Regional Medical Center (SRMC)
 - Virginia's Gateway Region (Regional Economic Development Organization)
 - Articulations Agreements (Colleges and Universities)
 - Dual Enrollment Partnerships (Local High Schools)
- Unique status as Commonwealth's only residential "junior college"
- W&M affiliation

OPPORTUNITIES

- Align academic portfolio with demand in accordance with Governor and General Assembly's TJ21 goals:
 - Technology-enhanced instruction
 - Increased STEM-H Degrees
 - New programs or initiatives
 - Increased enrollment of Virginia students
 - Increased degree completion for Virginia residents who have partial credit for a degree
 - Increased degree completion in a timely manner
 - Improved retention and graduation rates
 - Enhanced transfer programs
 - Increased adult learners
- Capacity for:
 - Specialized programming in STEM-H, logistics (ALU, et al)
 - Innovative online program delivery

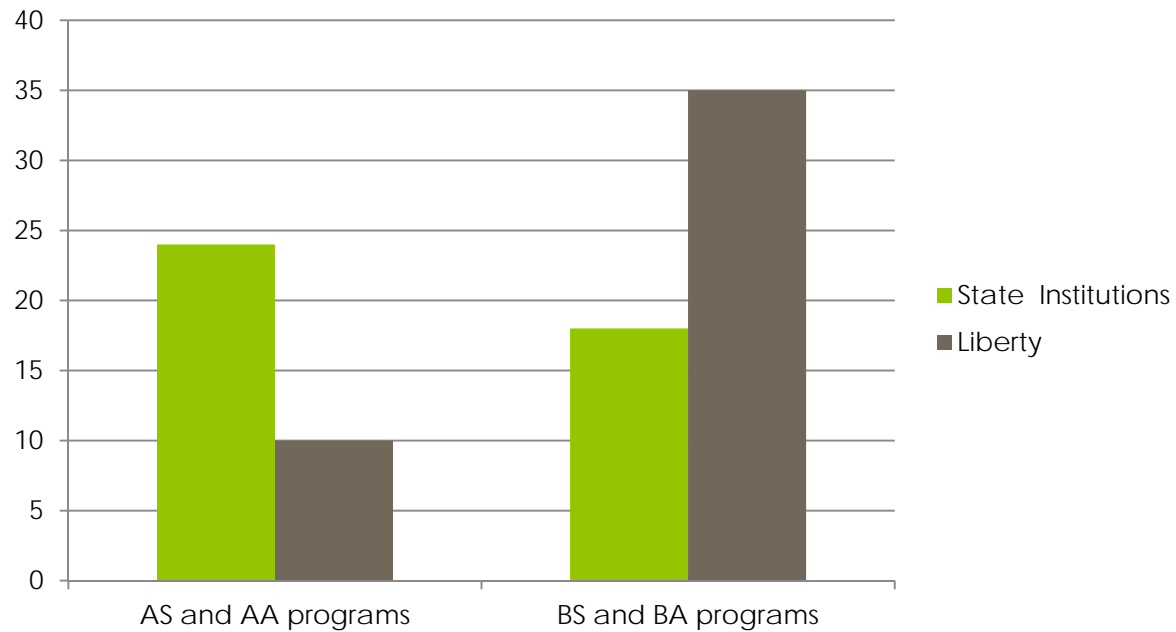
Current Course Sections by Delivery Mode



OPPORTUNITIES

- Outcomes:
 - Online certificate designed to connect to all existing programs + newly developed, high-demand programs.
 - 20% increase in FTEs by Fall 2016
 - 20% increase in graduation rate by 2018
 - Partnership with ALU to deliver high-demand, stackable credentials to military students
 - Enhance programming and delivery with SRMC nursing and radiology students
 - All academic degrees and certificates available online by 2018
- Impact for Commonwealth:
 - Increased credentials and degrees toward TJ21 goals
 - Support of regional business and industry needs for trained workers in logistics, health care, etc.

Comparison of Online Degrees Offered by State Colleges vs. LU





SOFTS: A Robust
Online Learning
Platform

SOFTS:

- PEC Inc., a technology company whose primary client is the DOD, created the Special Forces Tele-training System (SOFTS platform) to provide U.S. Special Operations Command (SOCOM) soldiers and personnel online language training classes.
- Individuals participate in “live” virtual classes (with asynchronous capability) while stationed or traveling around the world.
- An individual only needs broadband internet capability to access the platform.
- SOFTS allows a seamless transition for faculty who have not taught distance education courses previously.
- Online instructional resources and learning metrics are superb
- Class content can be viewed outside of normal class times, allowing flexibility for non-traditional and military students.



Request

Amend Appropriation for FY13:

- \$125,000 to create an online certificate program using the SOFTS online learning platform, which will serve as the foundation for an online associate's degree in business/logistics and other new programs and "stackable" credentials for RBC students.



Questions