

Council of Independent Colleges in Virginia



Presentation to the HJ91 Study Committee

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Background



- TAG is important...but what else can the Commonwealth do to help private colleges?
- Strengthen the partnership between the Commonwealth & private colleges to meet Virginia's educational goals:
 - More students attending college
 - More college degrees
 - Improved access & affordability
 - Educated, successful members of the workforce
 - Assistance with shortage areas
 - Cooperation with community colleges

Presentation Outline



1. Our contributions to the Commonwealth

2. Challenges we face

3. New ideas for consideration

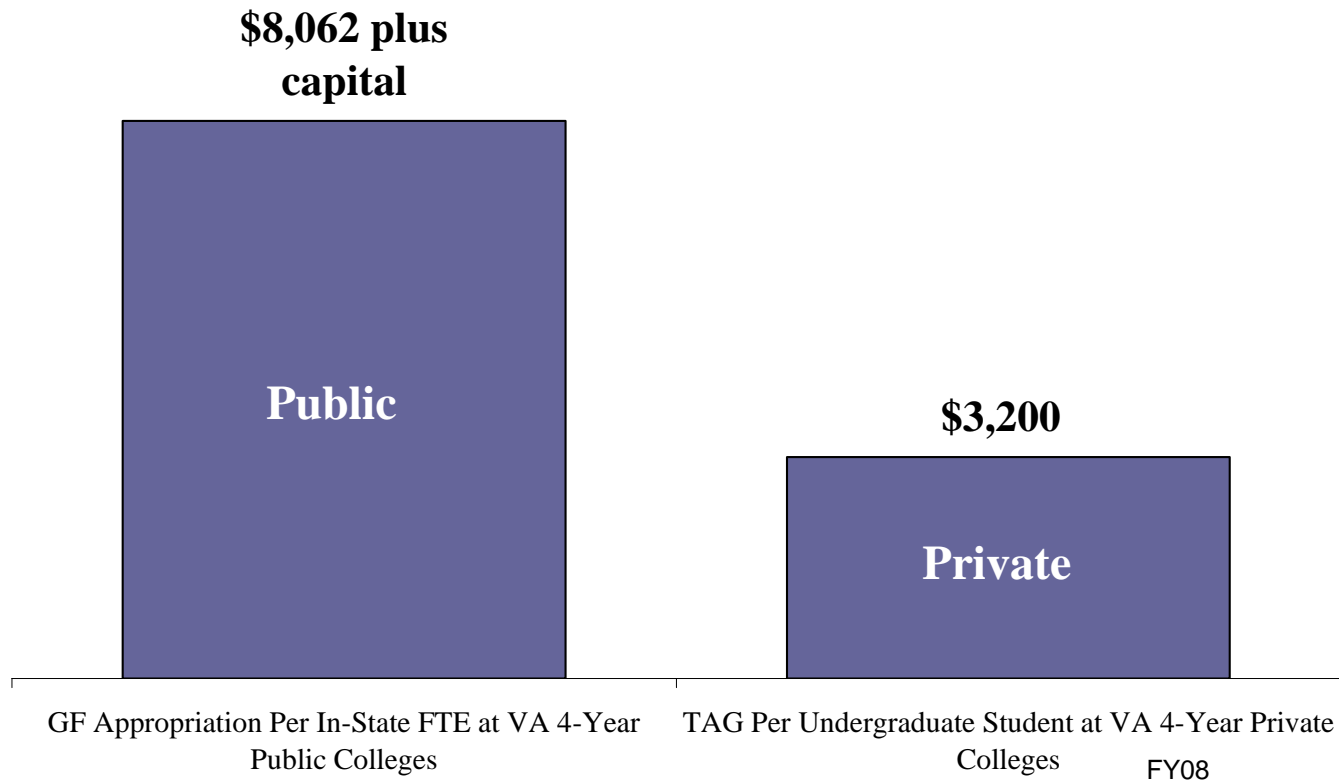
1. Private College Contributions



- Impact to local communities and regional economies
- 15,000 full and part-time employees, 70,000 students
- \$700 million salary & benefits
- 25% of total enrollment (24% bachelors, 41% first professional, 23% Master's, 22% doctoral)
- Geographic diversity – private colleges have a presence in every region of the state, including several cities without a 4-year public institution (Lynchburg, Winchester, Danville)
- 4 single sex institutions, 3 historically black colleges, 17 institutions with graduate/professional programs

Avoided Costs to the Commonwealth

Spaces at private colleges are far less expensive than spaces at public colleges.

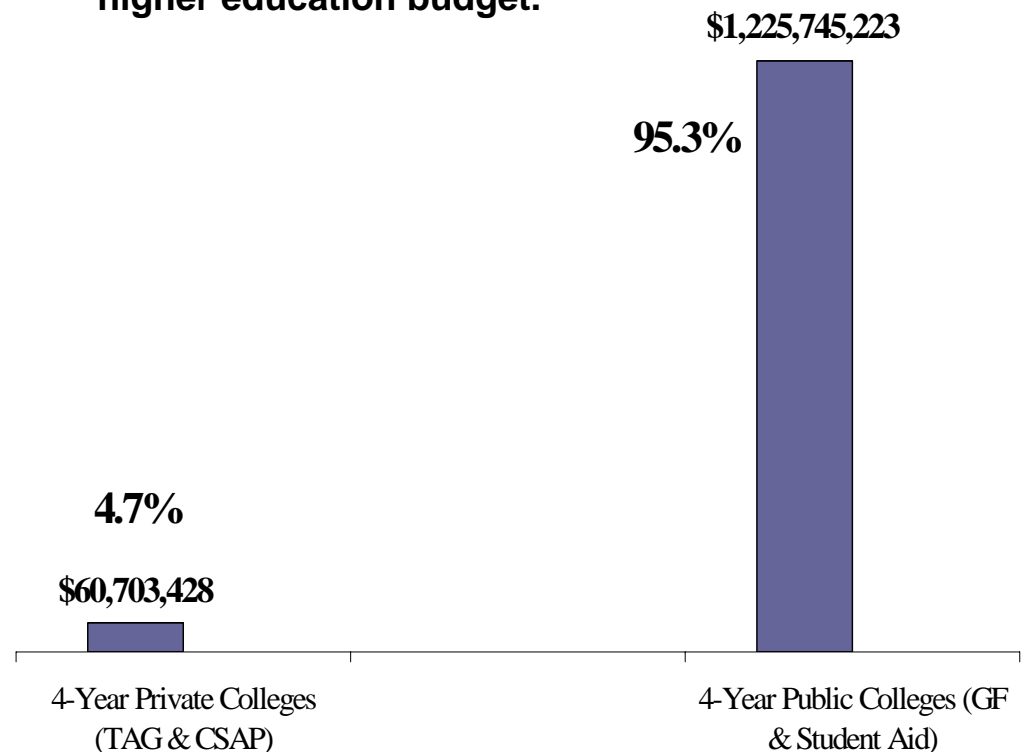


What if TAG did not exist?



- 20,000 full-time Virginia students will receive a TAG award this year. To compare, Virginia Tech had an in-state enrollment last year of 19,246; ODU – 18,181, UVA – 15,826.
- Admissions data indicates that at least 60% of the students who are accepted at a Virginia private college, but do not enroll, matriculate at a Virginia public college.
- Without TAG, a significant percentage of those 20,000 students would enroll in a Virginia public institution, at a considerable cost to the Commonwealth.

TAG represents less than 5% of the Commonwealth's higher education budget.

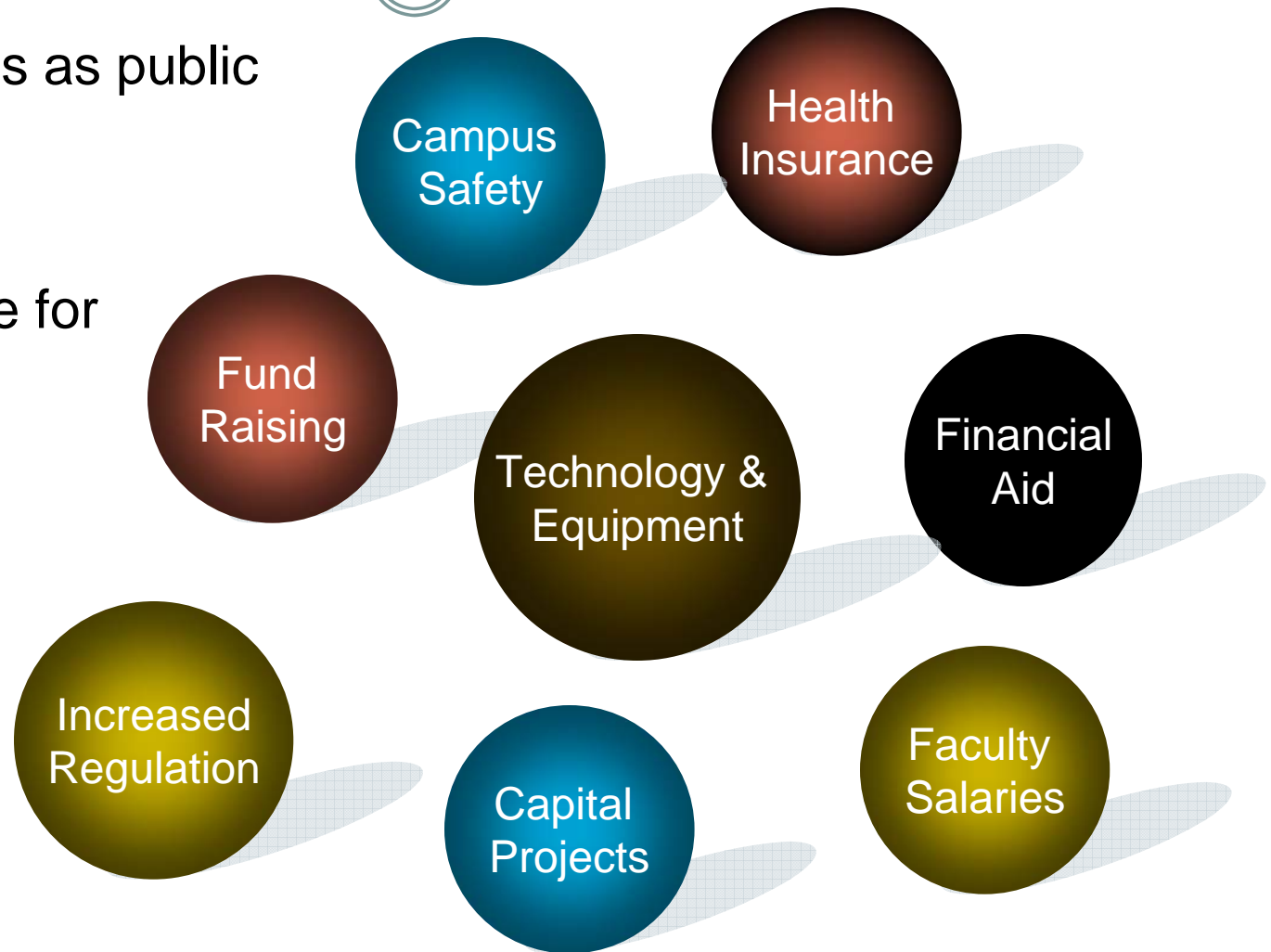


FY08

2. Challenges Facing Private Colleges

Similar challenges as public colleges.

No GF assistance for private colleges.



Challenges



Certain state policies can unintentionally overwhelm the ability of many private colleges to compete.

Explore ways to re-balance the playing field a bit.

A blue sphere with a gradient, casting a shadow to the right.


Technology &
Equipment

A yellow-green sphere with a gradient, casting a shadow to the right.

Faculty
Salaries

A red sphere with a gradient, casting a shadow to the right.

Capital
Projects

A dark brown sphere with a gradient, casting a shadow to the right.

Tuition
Subsidy

Challenges



Facilities and Equipment

- Significant recruitment tool for students & faculty

\$1 Billion Higher Education Bond Package

- State of the art facilities
- 2-3 new projects per college

Higher Education Equipment Trust Fund

\$45 million in FY09 - New or updated instruction and research equipment at public universities: academic computing, engineering, biological and physical sciences, obsolescence, and other.

Challenges



Competitive higher education marketplace

We are both trying to recruit & retain highly qualified faculty

Faculty Salaries

| Virginia 4-Year Institutions | Full Professor | Associate Professor | Assistant Professor |
|------------------------------|----------------|---------------------|---------------------|
| Public Colleges (15) | \$90,184 | \$68,624 | \$57,822 |
| Private Colleges (25) | \$68,348 | \$55,614 | \$46,795 |

Source: IPEDS 2006-07. Institutions Data Report. Human Resources. Average Salary of Full-Time Instructional Faculty – 9/10 month contract

Challenges



We are both trying to recruit & retain **Virginia students.**

Tuition Gap:
Difference Between
Average Private & Public
College Tuition

TAG is covering less of the
tuition differential – from
29.3% in FY99 to 19.9% ten
years later.

Private College “Sticker
Shock”

| Year | TAG | % | Tuition Gap |
|-----------------|----------------|--------------|-------------|
| 1998-99 | \$2,600 | 29.3% | \$8,877 |
| 1999-00 | \$2,700 | 27.3% | \$9,874 |
| 2000-01 | \$2,850 | 27.9% | \$10,221 |
| 2001-02 | \$2,895 | 26.4% | \$10,953 |
| 2002-03 | \$2,252 | 19.8% | \$11,398 |
| 2003-04 | \$2,210 | 18.6% | \$11,879 |
| 2004-05 | \$2,500 | 19.9% | \$12,541 |
| 2005-06 | \$2,500 | 18.3% | \$13,626 |
| 2006-07 | \$2,750 | 19.3% | \$14,228 |
| 2007-08 | \$3,200 | 21.2% | \$15,101 |
| 2008-09* | \$3,500 | 21.8% | \$16,087 |
| | \$3,200 | 19.9% | |
| 2009-10* | \$3,700 | 21.6% | \$17,137 |
| | \$3,600 | 21.0% | |
| | \$3,500 | 20.4% | |
| *estimates | \$3,200 | 18.7% | |

3. New Ideas



HJ91

In conducting its study, the joint subcommittee shall:

- (i) review the success of the Tuition Assistance Grant Program and develop recommendations to increase the effectiveness and awareness of the program among Virginia families;
- (ii) evaluate current and future higher education enrollment needs and identify ways in which the Commonwealth can partner or enter into contracts with Virginia private colleges to meet these needs;
- (iii) examine the ability of private colleges to provide the technology, equipment, and facilities necessary to serve Virginia students;
- (iv) review publicly supported programs for private higher education in other states and consider the applicability of such programs to Virginia; and
- (v) examine the success of private colleges in educating disadvantaged students and recommend ways in which the Commonwealth can help private colleges continue this important public mission.

New Ideas



- **As the committee explores new ideas, a framework is already in place to facilitate public/private partnerships**
- **Virginia Constitution permits contracting with nonprofit private colleges**

Article VIII, Education

Section 11. Aid to nonpublic higher education.

The General Assembly may provide for loans to, and grants to or on behalf of, students attending nonprofit institutions of higher education in the Commonwealth whose primary purpose is to provide collegiate or graduate education and not to provide religious training or theological education. The General Assembly may also provide for a State agency or authority to assist in borrowing money for construction of educational facilities at such institutions, provided that the Commonwealth shall not be liable for any debt created by such borrowing.

The General Assembly may also provide for the Commonwealth or any political subdivision thereof to contract with such institutions for the provision of educational or other related services.

The amendment ratified November 5, 1974 and effective January 1, 1975—Provided for "grants to or on behalf of" in addition to loans to students, in the first sentence. Added the last sentence to permit "the Commonwealth or any political subdivision thereof to contract with" nonprofit institutions of higher education.

Evaluate **current and future higher education enrollment needs** and identify ways in which the Commonwealth can partner or enter into **contracts** with Virginia private colleges to meet these needs;



SCHEV projects sufficient enrollment capacity in the higher education system.

The goal should not be to have merely **enough** spaces, but to offer the **right kind** of spaces to meet the needs of VA students.

When students attend the institution that is the **best fit**, they are more likely to remain enrolled and ultimately graduate.

We all have a vested interest in keeping students in Virginia to prevent **brain drain**.

Possible Meeting Topic

Explore the contracting provision

Suggestions

Small scale contracting example: a partnership between Ferrum & Virginia Tech for environmental science research

Large scale: Commonwealth issues an RFP in high priority areas

Private colleges can respond quickly with little bureaucracy

Evaluate **current and future higher education enrollment needs** and identify ways in which the Commonwealth can partner or enter into **contracts** with Virginia private colleges to meet these needs;



SHORTAGE AREAS

Nursing

Nursing shortage will not be solved without an investment in faculty & college facilities

7 private colleges offer nursing programs (Eastern Mennonite, Hampton, Shenandoah, Lynchburg, Liberty, Marymount, and Jefferson College of Health Sciences)

Private colleges confer 31 percent of all four-year degrees in the health professions

Possible Meeting Topic

Shortage areas

Suggestions - Nursing

Research grants for faculty

Equipment grants

Assistance with nursing faculty salaries

Return TAG to \$3200 for graduate MSN and DNP programs

Evaluate **current and future higher education enrollment needs** and identify ways in which the Commonwealth can partner or enter into **contracts** with Virginia private colleges to meet these needs;



SHORTAGE AREAS

Teaching

24 private institutions offer teacher preparation programs

15,200 currently licensed Virginia K-12 instructional personnel have earned a degree from a Virginia private college

Suggestions

Forgivable loan program for students pursuing teaching

Return TAG to \$3200 for graduate M.A.T. programs

*Examine the ability of private colleges to provide the **technology, equipment, and facilities** necessary to serve Virginia students;*



Suggestions - Capital

State assistance with private college capital projects

Private college match

Designated areas

Institutions will have different needs

Corporate Tax Policy

Encourage targeted business contributions through tax incentives

Possible Meeting Topic

In-depth analysis of capital support at private colleges

Invite representatives from other states investing in private college capital programs (MD, PA, NJ, NY, IL)

Case studies of VA private colleges with capital projects currently underway

*Examine the ability of private colleges to provide the **technology, equipment, and facilities** necessary to serve Virginia students;*



Technology & Equipment

- Significant recruitment tool for faculty
- Student undergraduate research

Suggestions

Assistance with campus safety initiatives – surveillance, locks, id systems, alarms, master keys, fire systems, code compliance

Science/laboratory equipment

IT assistance – ex. bandwidth, computers

Increased investment with the private college share of VIVA (Virtual Library)

*Examine the success of private colleges in educating **disadvantaged students** and recommend ways in which the Commonwealth can help private colleges continue this important public mission.*



| | 4-year Public Colleges | Private Colleges |
|---------------------------|------------------------|------------------|
| Pell Grant Students | 17.7% | 28.1% |
| African-American Students | 14% | 21% |

Suggestions

Family Income Study

There is no data in Virginia concerning who benefits from general fund expenditures

Low Cost State Student Loan Program

VA - one of 11 states without one

Technical Assistance to Families

Virginia families of all demographic backgrounds need assistance concerning the admissions and financial aid process.

“Circuit Riders” – hire veteran college administrators to travel & conduct workshops statewide

www.cfnc.org – NC web site

*Review the success of the **Tuition Assistance Grant Program** and develop recommendations to increase the effectiveness and awareness of the program among **Virginia families***



HJ91 study – explore other ideas
in addition to TAG

TAG - very successful for 35 yrs.

TAG is our “base adequacy” to
keep our current VA student
enrollment

Insufficient awareness of TAG (a
state program)

Suggestions

Use resources of the state to promote
TAG

Increased TAG funding to maintain
the effectiveness of the program and
to assist private colleges to enroll
more Virginians.

Thank You



➤ **31 nonprofit private colleges in Virginia***

➤ **Accredited by SACS – the same regional accreditation as Virginia’s 2 and 4-year institutions**

➤ **25 members of CICV:**

- Appalachian School of Law
- Averett University
- Bluefield College
- Bridgewater College
- Eastern Mennonite University
- Emory & Henry College
- Ferrum College
- Hampden-Sydney College
- Hampton University
- Hollins University
- Jefferson College of Health Sciences
- Lynchburg College
- Mary Baldwin College
- Marymount University
- Randolph College
- Randolph-Macon College
- Roanoke College
- Saint Paul’s College
- Shenandoah University
- Sweet Briar College
- University of Richmond
- Virginia Intermont College
- Virginia Union University
- Virginia Wesleyan College
- Washington and Lee University

*Other VA nonprofit colleges whose students are eligible for the TAG award are: Christendom College, Eastern Virginia Medical School, Liberty University, Regent University, and Southern Virginia University.

The George Washington University is an affiliate member of CICV.