

VIRGINIA WESLEYAN COLLEGE

Annual Report
2010/2011

“THE VALUE OF AN EDUCATION
IN A LIBERAL ARTS COLLEGE IS
NOT THE LEARNING OF MANY
FACTS BUT THE TRAINING
OF THE MIND TO THINK
SOMETHING THAT CANNOT BE
LEARNED FROM TEXTBOOKS.”

—Albert Einstein



A Message from the President

Dear Virginia Wesleyan Community and Friends,

It is my pleasure to present the Virginia Wesleyan College Annual Report for the 2010-2011 fiscal year. As we reflect on the past year, we recognize many noteworthy accomplishments that support our mission and our commitment to higher education, social responsibility, ethical conduct, and religious freedom. To keep the challenge of our mission fresh, over the past year we have also given a great deal of attention to the important work of self-assessment and strategic planning. Three important priorities for the College emerged from our work. They were approved by our Board of Trustees in May 2011 and will inform our decisions over the next three years. They are:

- I. **Transformative Educational Experience:** Develop each student through a rigorous educational experience in the classroom, on the campus, in the community, and in the world
- II. **Enhanced Enrollment – Recruitment and Retention:** Attract greater numbers of better-prepared students and retain them through graduation
- III. **Strategic Business Plan:** Increase net revenue through enhanced enrollment and greater external support, while allocating resources for strategic priorities and initiatives

In this report, you will read about highlights of the past year. From numerous new sustainability initiatives and community service ventures to record-breaking numbers of freshman applications and sweeping changes in curriculum, it was indeed a year to remember. While the economic climate continued to present a number of challenges, Virginia Wesleyan College recorded an operating surplus for the year. Total financial net assets of the College grew primarily due to significant investment returns in our endowment, as well as gifts to the endowment from our many friends and supporters.

We are thankful for the continued generous support of our alumni, parents, donors and friends. That support truly energizes our College community, ensures our future success, and allows us to engage students in a rigorous liberal arts education that will prepare them to meet the challenges of life and career in a complex and rapidly changing world. We are also grateful for the dedication, hard work, and leadership of our Board of Trustees, faculty and staff. Because of their efforts, Virginia Wesleyan College is well-positioned for a strong and vibrant future. We can all look back at 2010-2011 with pride and look forward with confidence and a sense of excitement as a new chapter in the College's history begins.

Sincerely,



Billy Greer
President



Active Learners, Engaged Citizens

Green and Going Places: Virginia Wesleyan's Class of 2011



The College's **42nd Commencement**, held in the Jane P. Batten Student Center on May 14, 2011, was memorable not just because of the accomplishments of the 250 graduates who received their diplomas but because of what those graduates were wearing. The Class of 2011 wore gowns made of 100 percent post-consumer recycled materials. It was just one of many "green" moments in a year of programs and honors recognizing the College's sustainability efforts (*see facing page*).

Commencement speaker and honorary doctorate recipient Dr. David L. Warren, president of the National Association of Independent Colleges and Universities, praised the graduates for their choice of commencement gowns and encouraged them to carry on the VWC spirit of community service after graduation.

Among the year's distinguished graduates was history major **Rebecca Driscoll '11**, who took the prestigious award for Best Paper in the undergraduate world history category at the 2011 Phi Alpha Theta Virginia Regional Student History Conference in March, 2011. Economics major **Dennen Miner '11**, who was selected to represent the College on the Career 15 statewide advisory council focusing on connecting private college students with top Virginia banks and corporations during his junior year, is attending Elon University School of Law. Outstanding math student **Ashlee Edwards '11**, whose math-inspired artwork was featured in an exhibit in the Neil Britton Art Gallery during her senior year, is pursuing her graduate degree in computational and applied mathematics at Old Dominion University.

Research Rules: Learning Through Exploration

In 2011, for the sixth consecutive year, students presented their work at the College's Undergraduate Research Symposium. Research topics ranged from "Beauty and the Fashion Model" to "Epizoic Cyanobacteria" and drew from a variety of disciplines. Among the presenters was **Travis DeGraphenreid '12**, the first VWC student to be accepted into the Eastern Virginia Medical School Joint Program in Medicine during his sophomore year. Travis researched the swimming characteristics of the Black Ghost Knifefish.

The College also sent its largest ever contingent of students to the National Conference on Undergraduate Research at Ithaca College in New York.

Business majors **Scarlett Barham '12** and **Lynne Waters '12** submitted their research on the topic of trust in the workplace and were accepted into the Society for Advancement of Management International Conference in Orlando, Florida. They presented their

work at the conference with support from faculty adviser **Dr. Paul Ewell '89**.

Thelma Donchig '12 (*pictured below*), a transfer student from Tidewater Community College, was accepted into a highly competitive and prestigious summer research program in computational biology at Mississippi State University. This cutting-edge research field has emerged as a way to sort through information provided by advances in DNA sequencing technologies, which have a long list of potential uses in the fields of medicine, forensic science, evolutionary biology, artificial intelligence and more.



Ethically Speaking: Ethics Bowl Held on Campus

The 12th annual statewide collegiate **Virginia Foundation for Independent Colleges** (VFIC) Wachovia Ethics Bowl was held on the VWC campus in February, 2011. The theme of the 2011 Bowl was “Ethics and Privacy.” Eight Virginia Wesleyan students competed. The Ethics Bowl was established by the VFIC as a means of engaging students with complex ethical dilemmas based on studies of individual ethics cases involving real-world scenarios. Virginia Wesleyan College won the first annual VFIC Ethics Bowl in 2000.

Marlins Give Back: Community Service Tradition

Virginia Wesleyan students, faculty and staff continued their tradition of service to the community in a variety of ways including the **Marlins Read** literacy program, “**Imagine**” **Alternative Spring Break**, and the annual **Winter Homeless Shelter** held on campus each January. In April, 2011, the College broke ground on its fourth **Habitat for Humanity House** in partnership with Bank of America.



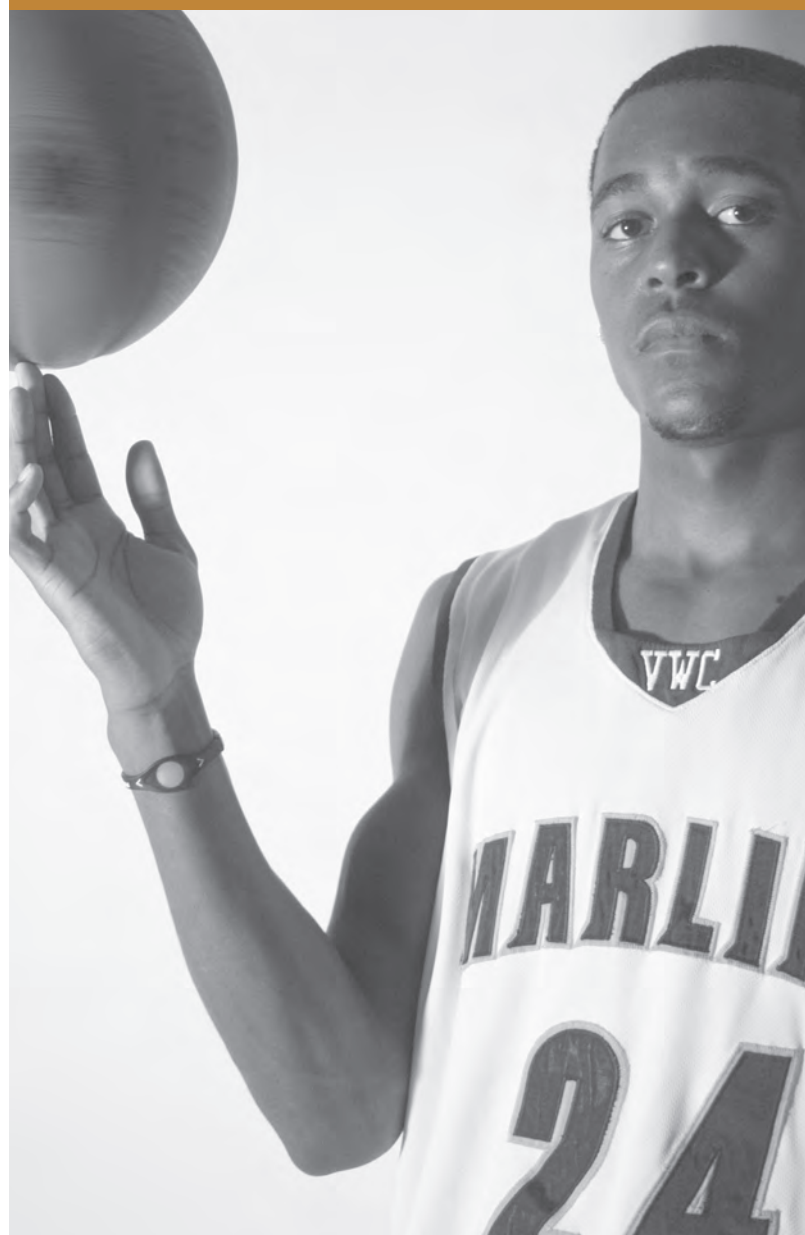
Green Lights: Focus on Sustainability

The College’s ongoing sustainability efforts were highlighted by new programs and honors:

The Princeton Review included VWC in its *Guide to 311 Green Colleges: 2011 Edition*, published in partnership with the U.S. Green Building Council; the class of 2011 wore gowns made of 100 percent post-consumer recycled materials during commencement ceremonies; Professor of Biology and President’s Environmental Challenge Grant recipient Dr. Philip Rock unveiled the College’s very own “worm farm”; students, faculty and staff put waste reduction skills to the test as part of a national event called Recyclemania; and the College added an environmentally friendly “blue cleaning” program to its campus operations.

Got Game and Grades: Scholar-Athletes Shine

DJ Woodmore '14 (*pictured below*) was named National Rookie of the Year in NCAA Division III Men’s Basketball, a first in the College’s history. Woodmore is also a Dean’s List student. **Pike Brynildsen '13** was named 2011 Old Dominion Athletic Conference (ODAC)/Farm Bureau Insurance Scholar-Athlete of the Year in baseball. Six members of the 2011 ODAC Championship winning Women’s Softball team were honored as Dean’s List athletes at the State Farm/VWC Scholar-Athlete Recognition in February, 2011, at Virginia Wesleyan.



History Making Momentum

A Select Group: Princeton Review “Best College in the Southeast”

The College was selected as a 2011 “*Best in the Southeast*” by the **Princeton Review**. According to Robert Franek, Senior Vice President-Publisher of the Princeton Review, “We selected colleges and universities primarily for their excellent academic programs. We also took into account what students attending the schools reported to us about their campus experiences on our student survey. Our ‘regional best’ colleges constitute only 25 percent of the national four-year colleges – a select group, indeed.”

Prestigious Grants: Sciences, Education to Benefit from Awards

The College was awarded a **\$621,507 grant** from the **National Science Foundation** for the “Strategic Modernization of Undergraduate Research Facilities in the Sciences.” The grant allowed for the undertaking of a significant modernization of six dedicated research labs and three joint research/teaching labs in Blocker Hall, creating a modern research space with cutting-edge technology. It enabled the College to move forward on Phase II of a \$2.8 million modernization of Blocker Hall, the College’s only science facility. Dr. Vic Townsend was the faculty lead on the grant.

The College was selected as an **HP EdTech Innovators Award** recipient for its project, “Technology Enhanced Active Learning in Chemistry Curriculum,” overseen by Dr. Joyce Easter. The project utilizes HP tablet PCs equipped with collaborative software to enhance the College’s chemistry curriculum in the classroom and the laboratory and is valued at more than **\$40,000**.

Virginia Wesleyan was one of five colleges to receive a **\$20,000 “Teaching with Today’s Technology” grant** from the **Verizon Foundation** through a program of the Virginia Foundation for Independent Colleges (VFIC). The grant program focuses on offering VFIC college students more exposure to the technologies and software available for K-12 teaching, such as Verizon’s Thinkfinity digital learning platform. Dr. Hilve Firek was the faculty lead on the grant.



Record Numbers: Freshman Applications Soar

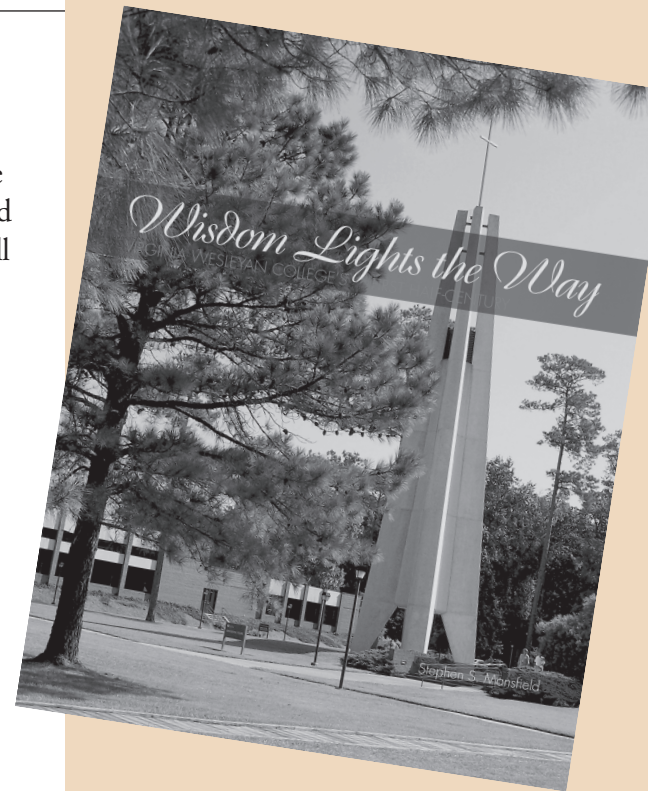
Signs of a historic distinction for the Class of 2015 would be in place as early as February, 2011, when more than 500 visitors, including prospective students and their families, came to the Virginia Wesleyan campus, a record for the school. By April, more than **4,500 students** had applied for the fall 2011 semester, another record and an increase of more than **300 percent** over the previous year. It was a trend that would lead to the largest incoming class in the College's history. Dean of Admissions Patty Patten attributed the dramatic increase in applicants to a variety of factors including robust recruitment strategies that incorporate 21st century marketing techniques, broader outreach efforts, and simplified admissions and scholarship processes.

GPA Over SAT: College Goes Test Optional

In late 2010, Virginia Wesleyan announced it would begin making admissions decisions for top students without using the standardized SAT or ACT scores. The change in policy was designed to welcome freshmen who are stars in the classroom but do not necessarily perform well on standardized tests. In order to be considered for the option, prospective freshmen must present at least a **3.5 GPA** and have taken a strong college preparatory curriculum in high school. Virginia Wesleyan is one of only a few schools in Virginia to adopt a test optional policy, but more than **830 institutions** in the nation – including many top liberal arts institutions – have done so.

Real World Connections: Preparations for Curriculum Change

“Each course will be transformed, every department will refashion its major and every faculty member will rewrite his or her courses.” That was the mandate from **Dr. Timothy O'Rourke, Vice President for Academic Affairs** and **Kenneth R. Perry Dean of the College**, as the College geared up to change over to a revolutionary four-credit curriculum structure to be fully implemented in the fall of 2011. Under the new curricular model, students will engage in more hands-on learning outside the classroom. Faculty members prepared for the change by designing tangible ways to connect academic experiences to real-world scenarios. These preparations represent the culmination of an intensive four-year planning process led by Professor of English and Associate Dean of the College Dr. Lisa Carstens.



**A College Is Born:
A Book Is Published**
Dr. Stephen Mansfield, College Archivist and former Virginia Wesleyan history professor and dean of the College, published the first comprehensive overview of the College's history, **Wisdom Lights the Way: Virginia Wesleyan College's First Half-Century** (The Donning Company). The publication of this beautiful, limited-edition 192-page volume commemorates the 50th anniversary of the College's charter. This unique memento will serve as an important record and lasting tribute for years to come.

Faculty Focus: Wesleyan Professors Recognized in Community



Professor of English **Dr. Vivian Teter**'s six-line poem, inspired by a ginkgo tree on the Wesleyan campus, was chosen to be immortalized in a permanent public art installation at Tysons Central 7 Metro Station outside of Washington, D.C. **Lee Jordan-Anders**, Professor of Music and Artist-in-Residence (*pictured left*), created an audio tour called "Picture This! Music and Art with Lee Jordan-Anders" for the Chrysler Museum that is now part of an iPod application available for download on iTunes. Professor of History **Dr. Clay Drees**, president and founder of Returned Peace Corps Volunteers of Hampton Roads, kept the volunteer spirit alive in the classroom and beyond as the Peace Corps celebrated its 50th anniversary.

Athletic Hall of Fame

Virginia Wesleyan inducted the third class of the Athletic Hall of Fame in February, 2011. The seven 2011 inductees were:

Timothy R. Albert '77 – Baseball (1973-77)

Thomas A. Lewis III '98 – Men's Lacrosse (1995-98)

Tassos J. Paphites '79 – Men's Basketball,
Men's Soccer and Men's Tennis (1975-79)

Kimberly Kumpf Robbins '94 – Women's Basketball,
Women's Soccer and Softball (1990-94)

Monica L. Saltarelli '97 – Field Hockey and Softball (1993-97)

Andrew C. Walker '90 – Men's Soccer (1986-90)

Welze O. Young (*deceased*) – long-time supporter and athletic volunteer



Thanks To Our Donors

At Virginia Wesleyan, we are grateful to the thousands of alumni, parents, individuals, corporations, foundations and friends who have made gifts to the College during the past fiscal year. Your commitments to support the Annual Fund for Academic Excellence and the Marlin Athletic Club, to help fund scholarships and capital projects, and to endow professorships and other general needs of the College are greatly appreciated. Finally, thank you to the members of the Virginia Wesleyan College Heritage Society who have helped secure the future of the College by making gifts through their wills and estates.

Your generosity, now and in the future, continues to advance the educational mission of Virginia Wesleyan College.

*For a complete listing of donors, please visit
www.vwc.edu/donors*



A Message from the Alumni Board President



2010-2011 marked an exciting year for the Alumni Association. We launched our new Annual Business Partnership Program, coordinated new opportunities for alumni to return to campus, and welcomed all of our graduating seniors as annual members of the Alumni Association. Through all these changes, the Alumni Association has kept its focus on building strong relationships between alumni and on serving our current campus community, so that the Virginia Wesleyan experience remains a legacy for future Marliners.

We are proud to report that in 2010-2011, we increased our membership by the greatest percentage ever. This success can be attributed to our continuing efforts to increase alumni involvement within the Association and campus life, strengthen the diversity of our alumni activities, and gain financial support for both the Association and the Legacy Endowed Scholarship. We look forward to continuing these initiatives in 2011-2012.

—Darryl Perkinson

Membership 2010-2011 by the numbers

- 5.24% of alumni are members of the Alumni Association
- 363 alumni are lifetime members
- The Alumni Association raised over \$12,000 in lifetime and annual membership dues to support alumni activities
- 250 graduating seniors received complimentary one-year memberships to the Alumni Association as a gift from the Alumni Association Board of Directors

The VWC Legacy Endowed Scholarship

The Alumni Association remains focused on supporting the Alumni Association Legacy Endowed Scholarship. This scholarship benefits a son or daughter of a Virginia Wesleyan alumnus who also chooses to attend Virginia Wesleyan. The intent of this scholarship is to support the College's overall goal of ensuring access to a transformative education for all students, regardless of financial circumstances.

In 2010-2011, this scholarship was awarded to the following legacy students:

Allen L. Bays '14

son of Marshall A. Bays '81

Michael A. Buontempo '14

son of Joseph A. Buontempo '81

Wesley C. Davis '14

son of Vicki L. Dietzel '93

Amanda M. Menke '14

daughter of Jay B. Menke '84
and Daeon Menke '83

Emily A. Menke '13

daughter of Jay B. Menke '84
and Daeon Menke '83

Recognizing Successful Alumni

In 2010, three alumni were honored for their professional and civic achievements.

All three reflect the long-term impact of Virginia Wesleyan's strong commitment to community service.

2010-2011 Alumni Award Recipients

During the 2010 VWC Homecoming and Parent Weekend, the Alumni Association hosted their Annual Alumni Awards Ceremony, honoring three graduates who have achieved distinction in their fields.

DISTINGUISHED ALUMNUS AWARD

Heather Campbell '04

Bachelor of Arts in Recreation and Leisure Studies

- Founder and coach for the D.C. Capitol Punishers Quad Wheelchair Rugby Team.
- Works for the United States Olympic Committee, Paralympic Division, and the Paralympic Military Program.
- A certified brain injury specialist, a board member of BlazeSport Club and Paralympic Sport Club of Washington, D.C., and a member of both the National Council for Therapeutic Recreation Certification and the American Therapeutic Recreation Association.

ALUMNI SERVICE AWARD

Bruce Goodson '79

Bachelor of Arts in Mathematics

- Member of the Williamsburg James City County (WJCC) Board of Supervisors, Chairman of the Hampton Roads Planning District Commission, and Chairman of the Transportation Steering Committee of the Virginia Municipal League.
- Former member of the Virginia Peninsula Regional Jail Authority Board of Directors, the Peninsula Workforce Development Consortium, and the Hampton Roads Transportation Planning Organization.
- President of the Diamond/Goodson Equipment Corporation.

G.O.L.D. AWARD

Tracy Keller '04 *(pictured left)*

Bachelor of Arts in Computer Science and Mathematics

- Chief Executive Officer of the Girl Scout Council of Colonial Coast.
- Recognized in 2008 as one of *Inside Business* magazine's "Top 40 under 40," and with the Girl Scouts' Thanks Badge, the highest award an adult may earn in Girl Scouting.
- Board member of the Women's Division Hampton Roads Chamber of Commerce Chesapeake, the Great Bridge Rotary Club, the Virginia Girl Scout Legislative Coalition and president of the National Association of Girl Scout Executives (AGSES).

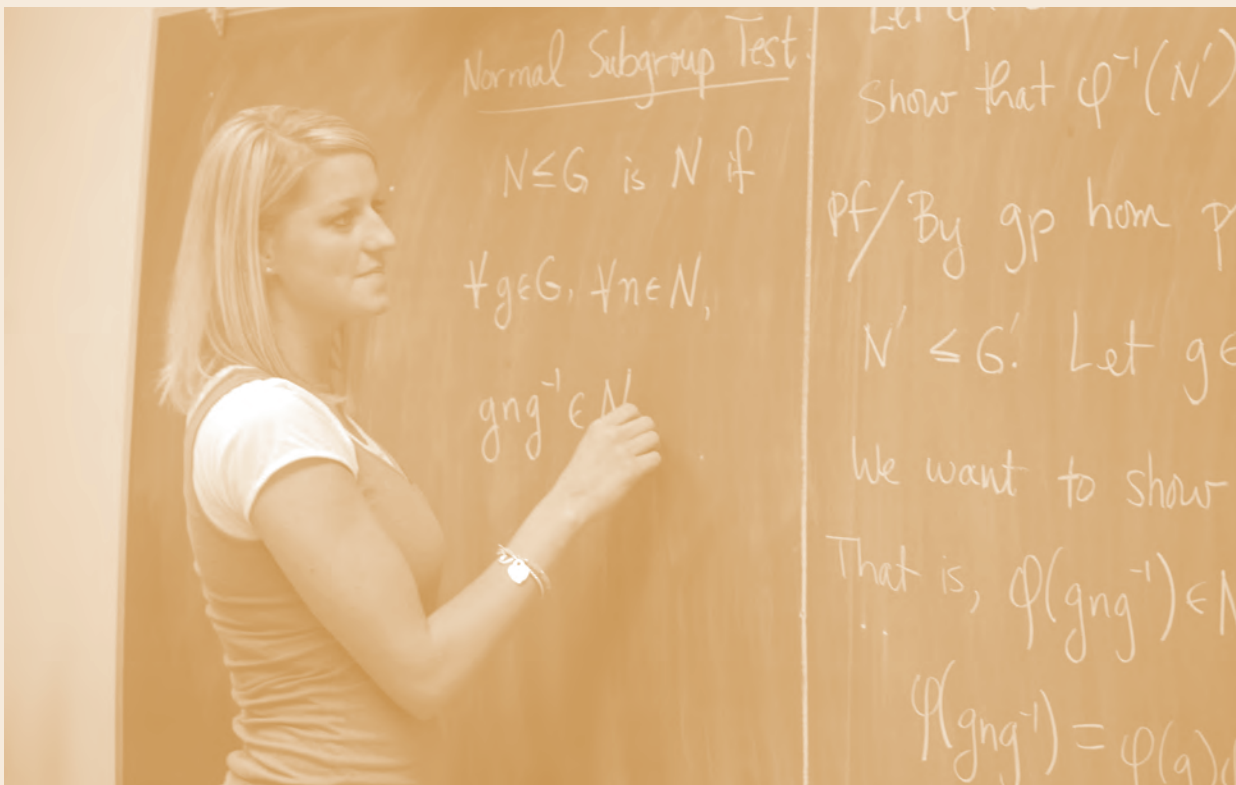


2010-2011 Financial Report

Operating Statement of Revenue and Expenditures for the 12-month period ending June 30, 2011

Virginia Wesleyan College completed the fiscal year on June 30, 2011 with revenues and transfers totaling \$45,079,697, expenses of \$45,057,414, and a net excess of revenues over expenses of \$22,283. Contributed revenue during 2010-2011 totaled \$3,284,060. Annual fund gifts totaled 40% of all contributed revenue. They continue to be a critical source of funds to meet operating needs and to fund annual scholarships, undergraduate research and faculty development programs.

Virginia Wesleyan's endowment's total value is affected by several factors each year, including investment returns, new contributions, and the annual payout for College programs, scholarships and professorships. The endowment generated an investment return of 19.8% for the fiscal year that ended June 30, 2011. It was valued at \$53,285,000 on June 30, 2011, increasing from a market value of \$47,015,000 on June 30, 2010. In 2011, distributions from the endowment contributed 6% of the operating budget.

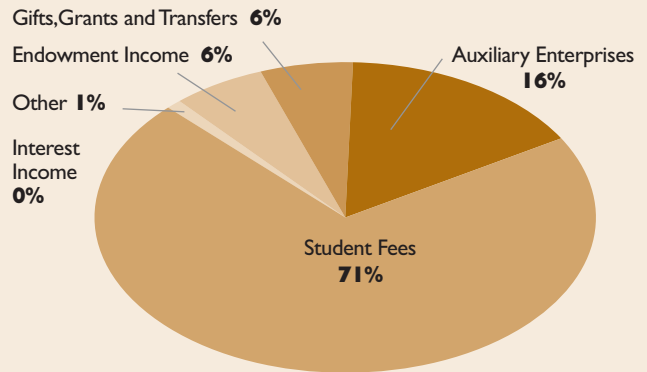


OPERATING STATEMENT OF REVENUE AND EXPENDITURES

for the 12-month period ending June 30, 2011

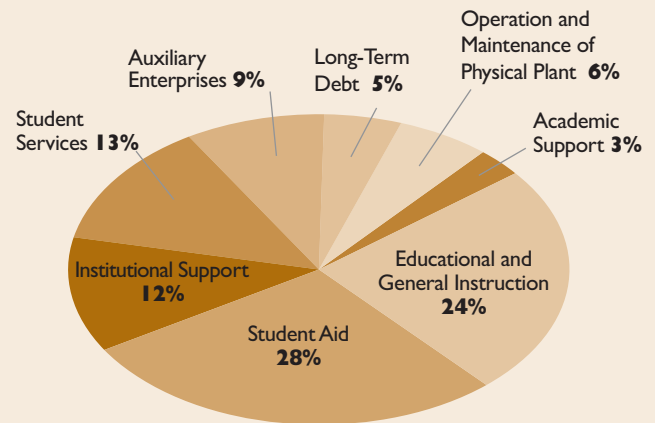
REVENUES AND TRANSFERS

Student Fees	\$ 31,901,598
Auxiliary Enterprises	7,327,495
Gifts, Grants and Transfers	2,812,824
Endowment Income	2,733,115
Interest Income	3,356
Other	301,309
Total Revenues and Transfers	\$ 45,079,697



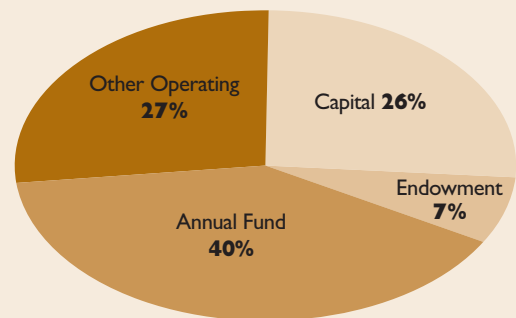
EXPENDITURES

Instruction	\$ 10,762,471
Student Aid	12,835,835
Institutional Support	5,301,635
Student Services	5,765,668
Auxiliary Enterprises	4,178,017
Long-Term Debt	2,487,211
Operation and Maintenance of Physical Plant	2,488,673
Academic Support	1,237,904
Total Expenditures	\$ 45,057,414
Net Excess of Revenues Over Expenditures	\$ 22,283



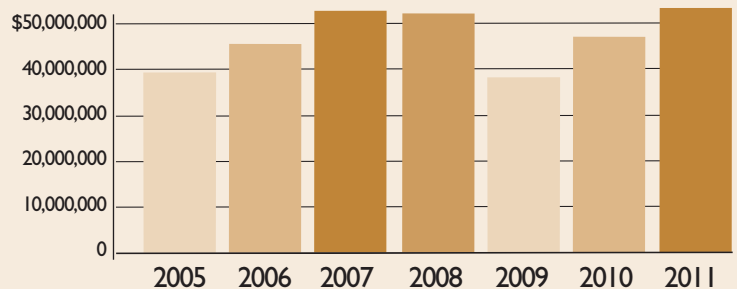
SUMMARY OF CONTRIBUTIONS

Annual Fund	\$ 1,313,930
Other Operating	884,324
Capital	851,260
Endowment	234,546
Total	\$ 3,284,060



VALUE OF ENDOWMENT (as of June 30)

2005	\$39,385,000
2006	\$45,557,000
2007	\$52,757,000
2008	\$52,148,000
2009	\$38,225,000
2010	\$47,015,000
2011	\$53,285,000



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