

VFIC Update

VIRGINIA FOUNDATION FOR INDEPENDENT COLLEGES

VOLUME 8 · ISSUE 2

STATEWIDE EDUCATION PANEL UPDATE, HARRIS AWARD HIGHLIGHT FALL LUNCHEON

The annual fall Leadership Luncheon focused on the future of higher education in Virginia and honored some special contributors behind the huge success of the VFIC. VFIC Trustee Thomas F. Farrell II gave the keynote address. Farrell, who directs energy giant Dominion Resources Inc., is leading the statewide Commission on Higher Education Reform, Innovation and Investment. (Read more about the panel on Page 6.)



Keynote speaker Thomas F. Farrell II discusses the work of the statewide higher education commission.

The panel is considering proposed legislation to put Virginia in a national and international leadership position in college degree attainment.

The community leaders and donors in attendance met the winner of the *H. Hiter Harris, Jr. Memorial Award for Excellence in Undergraduate Teaching*: KimMarie McGoldrick. This year's recipient of the top statewide

award for faculty at independent colleges is a professor of economics and Joseph A. Jennings Chair of Business at the University of Richmond. (Read more about McGoldrick on Page 6.) The Harris Award comes with a stipend to support scholarly research. The family of H. Hiter Harris, Jr., endowed the award in memory of the banker and 1973-1998 VFIC trustee.

Valued contributors Vulcan Materials Company and NewMarket Corporation also were acknowledged at the event Nov. 4. They and their predecessor companies have long and substantially supported the VFIC mission.

Richard S. "Dick" Reese, vice president of sales for Vulcan Materials Company, accepted a plaque in recognition of 50 years of donations by the producer of crushed stone, sand and gravel used at construction sites. Gifts to the VFIC from Vulcan and its predecessor company, Virginia Concrete Foundation, have totaled nearly \$350,000.

Thomas E. "Teddy" Gottwald, chief executive officer of NewMarket, accepted recognition for its cumulative gifts, which in 41 years of giving reached the \$1 million milestone this year. Just 22 other donors have contributed a total of \$1 million or more to the VFIC.

The luncheon was sponsored by international law firm Troutman Sanders, which also served as host of the event at its Richmond offices. Architecture firm BCWH sponsored the reception and WWBT-Channel 12 was the media sponsor.



Dick Reese (left) of Vulcan Materials Company with VFIC Trustee Bob Seabolt of Troutman Sanders



VFIC's Million-Dollar-Donor Award accepted by NewMarket Corporation's Teddy Gottwald (right) with VFIC Trustee Ted Chandler.

NEWS FROM OUR MEMBER COLLEGES



Emory & Henry College is challenging Virginia colleges and universities to participate in a spring-time recycling contest sponsored by the U. S. Environmental Protection Agency. The EPA honored the college for finishing first among 17 participating Virginia schools in the per-capita classic category of the 2010 RecycleMania Tournament.

Kara Dixon Vuic, an assistant professor of history at **Bridgewater College**, has won the American Association for the History of Nursing Lavinia Dock Book Award. Her 2010 work, published by The Johns Hopkins University Press, is *Officer, Nurse, Woman: The Army Nurse Corps in the Vietnam War*.

S. Barron Frazier, a junior at **Hampden-Sydney College**, took part in a summer institute as a Fulbright exchange participant. One of 135 American undergraduates chosen for the competitive honor, he studied the power of citizenship and identity at Roehampton University in the United Kingdom.

Hollins University has established a competitive internship awards program that offers housing and a stipend for living expenses to students seeking a hands-on experience during the January Short Term session. Students apply for selected internships, the majority of which are sponsored by Hollins alumnae.

The Lynchburg Neighborhood Development Foundation is renovating three foreclosed houses in a partnership with **Lynchburg College** to assist college faculty and staff who qualify to purchase these nearby homes. The foundation is a non-profit organization with experience in developing and financing affordable housing for purchase by moderate-income households.

Military service people and their dependents researching higher-education options will find **Marymount University** among the 15 percent of American colleges identified in G.I. Jobs magazine's "Guide to Military Friendly Schools for 2011." More than 140 service people, veterans and their dependents are enrolled at Marymount.

The presentation of her honors thesis work earned Katelin Shugart-Schmidt, a 2010 environmental science graduate of **Randolph College**, the Best Oral Student Presenter award and prize at the Hawaii Conservation Conference in August. Her thesis title: "Assessing the Effectiveness of the Marine Life Conservation District at Waikiki."



*In November, the Pentagon Channel, which provides news to 2.6 million members of the U.S. Armed Forces worldwide, visited **Mary Baldwin College** to highlight unique aspects of the Virginia Women's Institute for Leadership (VWIL) and the drive many of its cadets find to be commissioned into the U.S. Armed Forces. **Mary Baldwin College** is home of the only all female corps of cadets in the world.*

History Professor Michael R. Fischbach was one of 15 invitees to an international discussion on ways to implement the Palestinian refugee component of any peace

agreement with Israel. The **Randolph-Macon College** professor, author of three books about refugees in this conflict, was invited to the meeting in Switzerland by Chatham House, the Royal Institute of International Affairs in London.

The faculty experts at **Roanoke College** now appear in an online directory. Reporters can use the directory to find authorities in various fields, and community groups can locate faculty members interested in speaking to organizations. The directory can be found at www.roanoke.edu/experts.

Shenandoah University President Tracy Fitzsimmons returned from Haiti in mid-September with 5-year-old Meloonda Bregard, who was seriously injured when her home collapsed during the massive earthquake that hit the island nation in January. Faculty and students in the university's physical and occupational therapy programs are involved in Meloonda's rehabilitation.

Descendants of James and Lavinia Fletcher dedicated an interpretive sign at the slave cemetery on campus during Founders' Day and Homecoming in September. Lavinia Fletcher was a slave on the plantation that existed where **Sweet Briar College** stands today. The commemoration recognized the contributions enslaved blacks made to Sweet Briar Plantation.

The winner of the Library of Virginia's Literary Award in nonfiction is Woody Holton's *Abigail Adams*, which won the 2010 Bancroft Prize from Columbia University. Holton is a **University of Richmond** associate professor of history who teaches Revolutionary War history and American studies.

This fall, **Virginia Wesleyan College** became one of the few Virginia schools to offer test-optional admission. Qualified prospective freshmen with a 3.5 GPA in high school on a 4.0 scale no longer need to take SATs or ACTs.

Head football coach Frank Miriello set a record for **Washington and Lee University** career victories in early October. With the 55-29 victory over Guilford College, Coach Miriello surpassed the 76 wins Gary Fallon amassed during his 1978-94 reign. The Guilford College score marked the highest point total for the Generals in 48 years.

VFIC EFFORTS BOOST ACCESS, OPPORTUNITY



Mentors from VFIC member schools discuss the best ways to engage their peers at the Making Connections workshop.

WORKSHOP STRENGTHENS CONNECTIONS

College campuses want to be friendly places where students from all backgrounds feel welcome, at ease and included.

The VFIC assists member schools with this important objective through funding support and an annual Making Connections workshop. At the workshop, student affairs professionals and peer mentors talk about campus efforts to recruit and retain minority, first-generation and international students, and ensure their educational success.

At Hollins University in October, workshop participants shared how they effectively engage under-represented students and bond with them in individual and group settings and through Tweets and text messages. For example, some mentors provide mid-term care packages to their peers, or promote cultural events in the community with trips to museums and performances. University presidents, faculty and staff, as well as alumni groups also interact. Colleges report that non-traditional students nurtured through these programs often become mentors themselves.

“The funding from the VFIC has made all the difference in our two pre-orientation [retreats] at Hollins,” says Jeri L. Suarez, associate dean for cultural and community engagement.

Attendees at the workshop also heard from the Hollins Diversity Monologue Troupe. This all-volunteer student group hopes to create a more inclusive, accepting community by sharing individual stories about how each person is different or perceived as different.

PARTNERSHIP ENCOURAGES CAMPUS VISITS

One of the VFIC’s newest collaborations involves Project Discovery, a non-profit college preparatory and dropout prevention program that expects to serve 2,500 students statewide this year. The partnership will help the community-action programs finance campus visits to member schools, which started this past fall.

“We wanted to encourage our students to take a closer look at private colleges, where the cost of attending ... with scholarships and financial aid ... is not a prohibitive thing,” says Jeffrey North, chief executive of Project Discovery in Virginia. “We’re very appreciative of the VFIC for giving our kids this opportunity.”

Started in 1979, Project Discovery promotes education as a means to end the cycle of poverty. Across the state, 22 communities have Project Discovery programs that serve students primarily in middle and high school. Participants come from low- to moderate-income households and/or from homes in which parents have not attended college.

More than nine of every 10 Project Discovery participants who completed high school in 2009 enrolled in additional education. Nearly all attend Virginia schools.

The VFIC is providing funding through the Foundation for Independent Higher Education.

North says the length of the VFIC partnership will provide ample data on any increase in enrollment at member schools. Project Discovery also will begin following its college-bound participants, starting with the 2010 class, to determine college completion rates and the return on investment.



The Hollins Diversity Monologue Troupe gives voice to why individuals feel excluded or different.

MACON AND JOAN BROCK TO BE HONORED AT 2011 VFIC ETHICS BOWL DINNER



Joan and Macon Brock of Virginia Beach avidly support VFIC member colleges.

Macon and Joan Brock understand the value of a dollar. Both played important roles in the creation of Chesapeake-based Dollar Tree Inc., a huge national retailer that succeeds by selling products for a dollar each.

For years, the two have supported higher education in Virginia, contributing to the value that colleges provide to individuals and their communities.

ETHICS BOWL DINNER SPONSORSHIP PROCEEDS TO BENEFIT NEW BROCK SCHOLARSHIP

Lend your name and support to the value of the Ethics Bowl experience. Proceeds from sponsorships of the dinner and reception will benefit the **Macon and Joan Brock Scholarship Fund**. Please contact VFIC Vice President Mary-Beth Johnson at (804) 288-6609 or johnson@vfc.org, or any of the Tidewater-area VFIC trustees working to solidify sponsorships:

SPONSORSHIP LEVELS

Diamond - \$25,000+

Platinum - \$15,000

Gold - \$10,000

Silver - \$5,000

Bronze - \$2,500

The 2011 Ethics Bowl Dinner next Feb. 13 honors the Brocks and their efforts to enhance independent Virginia colleges and universities. To make the honor long-lasting, the VFIC has created the Macon and Joan Brock Scholarship to benefit students from the Hampton Roads region who attend its member schools. Proceeds from the Ethics Bowl dinner and reception sponsorships will fund the scholarship.

Macon Brock, co-founder and now chairman of the board of the 3,900-store retailer, served as a VFIC trustee from 1997 to 2003. He graduated from Randolph-Macon College in Ashland in 1964 and led the R-MC Board of Trustees for 10 years. The Brocks' contributions include the Brock Sports and Recreation Center and the renovation of Thomas Branch, which includes the Brock Residence.

Joan Perry Brock graduated in 1964 from Longwood College, now Longwood University. She served Dollar Tree for 11 years as assistant secretary/treasurer. Mrs. Brock has served as chair of Virginia Wesleyan College's board and is a trustee for the ACCESS College Foundation, which helps public school students in South Hampton Roads secure financial aid.

George Birdsong, *Birdsong Corporation*
Bill Crawford, *Wells Fargo N.A.*
Tommy Johnson, *Willcox & Savage, P.C.*
Lem Lewis, *LocalWeather.com*
Tom Lyons, *Weatherly Investment Assoc.*
Wick Moorman, *Norfolk Southern Corp.*
Bob Sasser, *Dollar Tree, Inc.*
Joe Thomas, *GEICO*
Bill Van Buren, *Kaufman & Canoles, P.C.*
Frank Roach, *Wolseley North America*
Alan Witt, *Witt Mares*

2011 EVENT THEME IS "ETHICS & PRIVACY"

In an increasingly interconnected society, concerns about privacy proliferate. "Ethics and Privacy" is the theme of the upcoming Wachovia Ethics Bowl.

Teams are forming at all 15 VFIC member institutions for the inter-collegiate competition that discusses case studies based on current-day dilemmas. Randolph-Macon College will defend its 2010 title in round-robin deliberations before a panel of business, academic and civic leaders serving as judges.

SAVE THE DATE!

2011 WACHOVIA ETHICS BOWL
February 13-14, 2011
Virginia Wesleyan College
Norfolk, Virginia

This year's contest, the 12th presented by the VFIC, will be at Virginia Wesleyan College in Norfolk. Co-chairs for the event are Kenneth R. Garren, president of Lynchburg College, and VFIC Trustee Roger Mudd.

Team presentations on Sunday, February 13 will begin at 3:30 and 4:45 p.m., and on Monday, February 14 at 8:30 and 9:45 a.m. The final round championship debate starts at 11:30 a.m. in Boyd East.

For additional information, contact the 2011 VFIC Ethics Bowl coordinator Paige Minor, at (804) 288-6609 or minor@vfc.org.

THINKFINITY BENEFITS PROGRAM

Even before formal assessment began, “feedback has been wonderful” about a grant-funded technology-emersion program for educators, says Dr. Brenda Davis, chair of the Department of Education at Randolph-Macon College.

The Ashland school earned a \$20,000 Teaching with Today’s Technology grant from the Verizon Foundation in partnership with the VFIC. Within three years, all 15 member colleges will receive similar two-year grants to promote understanding of new technologies and enhance the K-12 student learning experience.

R-MC officials are using Verizon Foundation’s Thinkfinity.org, with its online lesson plans, learning activities and student assessments, to improve creativity and collaboration as well as ways of learning to learn.

In August, the college organized a daylong Thinkfinity workshop for 24 professors and Hanover County school teachers who host R-MC student teachers. Participants pledged to share what they learned in their classrooms and with their peers as well as to support technology use by pre-service teachers.

The grant allowed a stipend for workshop attendees and the gift of a flash drive, which “ultimately increased the enthusiasm for the learning piece as well,” Davis says.



Two dozen educators take part in a Thinkfinity workshop at Randolph-Macon College.

CAREER¹⁵ KEY EMPLOYER PANELS FOCUS ON FINANCIAL INDUSTRY, GOVERNMENT SECTOR

Where else but through CAREER15 would students hear that the search for a post-graduation job should begin the summer before senior year? Because competition for positions remains tight, programs that put students at member schools in that hiring light become doubly valuable.

This fall the VFIC sponsored its first industry-specific Key Employer Panel to allow company recruiters and employees who attended member colleges to interact with students and university career services staff and faculty. A half-day session in October featured financial giants BB&T, Genworth Financial, SunTrust Banks, KPMG and Wachovia, a Wells Fargo Company.

Genworth Financial employee J. Strock Moore, a 2010 Washington and Lee University graduate, first heard of Genworth and the two-year finance development program he joined at a Key Employer Panel in February.

“I sent both contacts on the Genworth flyer e-mails later that night and called both of them the next day,” Moore says. “I went to my career services and found out names of graduates from my school who current-

ly worked for Genworth and sent them e-mails and called them to learn more about their experience. ... Not only did I learn more about the company from an insider’s perspective but I could tell interviewers that I was genuinely interested and went the extra mile to learn as much as I could in order make informed decisions about where I wanted to work. So when I said, ‘I want to be in this environment and know I could succeed here,’ it was truthful and I could defend my answer.”

A second fall Key Employer Panel focused not on corporations but on government agencies such as the CIA, the Secret Service and the Army Corps of Engineers. Government positions at the local, state and federal levels make up about 18 percent of all Virginia jobs, the largest single sector.

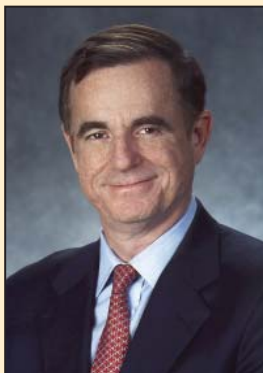
Employers often recruit on the nation’s largest campuses, leaving small, independent colleges out of the job circuit. By bringing the right audience from VFIC member schools together for employers, CAREER15 ensures that this combined, 21,000-strong student body can be actively and efficiently recruited.



Chelsea Sopko and Strock Moore of Genworth Financial

SPOTLIGHT ON THE VFIC NETWORK

THREE WITH VFIC TIES PROVIDE LEADERSHIP FOR HIGHER EDUCATION IN VIRGINIA



Tom Farrell
Dominion Resources

When Virginia's governor created a Commission on Higher Education Reform, Innovation and Investment this spring, he appointed VFIC Trustee **Thomas F. Farrell II** as chairman. Farrell is president and chief executive officer of Dominion Resources Inc. and a former rector of the University of Virginia.

Gov. Bob McDonnell told the commission that his administration proposes to award 100,000 more degrees during the next 15

years. A study determined that this goal to make the work force more competitive in a global economy would add \$39.5 billion to state gross domestic product, \$36 billion to personal income and \$4.1 billion in new revenue.

The commission's first tasks were to recommend ways to boost graduation rates in high-demand and high-income fields, to determine existing college partnerships with workforce training and economic development organizations, and to suggest a model for higher education funding. The group is expected to continue its work through 2011.



VFIC Trustee **Julious P. (Joey) Smith, Jr.** (left), Chairman of WilliamsMullen, has been appointed to the State Council of Higher Education in Virginia (SCHEV) for a four-year term. VFIC member college president **Robert R. Lindgren** (right) of Randolph-Macon College serves as Chair of the Council of Higher Education in Virginia (CICV) and a member of the Commission on Higher Education Reform.

COMMITTED ECONOMICS EDUCATOR KIMMARIE MCGOLDRICK WINS HARRIS AWARD

Dr. KimMarie McGoldrick is the third recipient of the *Hiter H. Harris, Jr., Memorial Award for Excellence in Undergraduate Teaching*, awarded through the VFIC. She has taught economics at the Robins School of Business at the University of Richmond for 17 years.



From left: VFIC Trustee *Hiter Harris III*, 2010 *Harris Award* winner *Dr. McGoldrick*, *Mrs. H. Hiter Harris, Jr.* and *Jil Harris* following the award presentation at the VFIC Fall Leadership Luncheon in Richmond.

McGoldrick is the only member of the business faculty to win all three school awards. In addition, regional and national associations have recognized her contributions to instruction and scholarly research. "She is the exemplar of success at a liberal arts university," UR Provost Steve Allred wrote in the nomination.

Former student Justin Weiss recalls her handouts on real world questions, including one asking: "Is the draft process as seen in such sports leagues as the NFL economically efficient?" McGoldrick, he wrote, makes economics education "interesting, relatable, rewarding."

DEMPSEY FILLS POSITION ON THE BOARD

Mark Dempsey
Appalachian Power Company

Mark E. Dempsey, Vice President External Affairs with Appalachian Power Company, has been elected to the VFIC Board of Trustees by the VFIC's Executive Committee. He fills the unexpired term of R. Daniel Carson, who recently retired from Appalachian Power. We appreciate Mr. Dempsey's willingness to serve and welcome him to the board.



BE A PART OF THE ANNUAL FUND CAMPAIGN

Contributions to the Virginia Foundation for Independent Colleges enhance the quality of life in the commonwealth, not just for students, faculty and the 15 non-profit schools themselves but for the public and employers, too.

Be a part of the effort to advance the distinctive values and strengths of these liberal arts colleges. VFIC funds provide scholarships, enhance research, obtain new technology, improve campus buildings and enlarge library holdings.

To continue these programs and build on the successes of workforce recruitment through CAREER15, the foundation aims to raise \$3.1 million by May 31, 2011, the end of this fiscal year. Gifts to the foundation, a not-for-profit 501(c)(3) organization, are tax deductible to the extent allowable by law.

To make your annual gift, return the attached reply envelope or contact Mary-Beth Johnson, VFIC vice president, at johnson@vfic.org.



ROBERT W. WOLTZ, JR.
VFIC Chairman 2010-12
President - Virginia
Verizon

CHAIRMAN'S REMINDER:
VFIC's Fiscal Year
Ends May 31

"One of the beauties of the VFIC is that one gift to this foundation can then be managed by a very dedicated board and staff to ensure maximum benefit across all 15 member institutions. In an increasingly competitive world economy, America's strength depends upon the education and skills of its workers. Investing in our colleges and universities will help build the highly educated work force that can compete in this global society. VFIC offers an outstanding way to make sure those investments are made wisely and produce results."

Robert Woltz

NEW 2010 VFIC TRUSTEES AND OFFICERS

The board of the VFIC elected four new executives as trustees at its 2010 annual meeting and welcomed a new college president to the board.

The foundation board also has a new chairman, **Robert W. Woltz, Jr.**, President-Virginia of Verizon, and vice chair, **Dr. Pamela Fox**, the who has served as president of Mary Baldwin College since 2003.

The businessmen joining the board are **William F. Gifford, Jr.** of Philip Morris USA, **John A. Luke, Jr.** of MeadWestvaco,

Anthony Ponsiglione of Genworth Financial and **William R. Van Buren III, Esq.**, of Kaufman & Canoles, P.C.

Bridgewater College's president, **George E. Cornelius**, became a trustee. Cornelius, inaugurated Oct. 7 as the eighth president of Bridgewater College, formerly served as secretary of community and economic development for Pennsylvania, a Cabinet position. Before that, he was president and chief executive officer of Arkema Inc., an international chemical company. Mr. Cornelius succeeds Philip C. Stone, who was Bridgewater College's president for 16 years.



Pamela Fox
President
Mary Baldwin College



Bill Gifford
President and CEO
Philip Morris USA



John Luke
Chairman and CEO
MeadWestvaco



Anthony Ponsiglione
Sr. VP HR Operations
Genworth Financial



Bill Van Buren
Chairman
Kaufman & Canoles



George Cornelius
President
Bridgewater College



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Since 1952*

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Assistant

BRAIN POWER CONCENTRATED AT CONSERVATION WORKSHOP

Finance administrators and physical plant managers from all 15 member schools met at Lynchburg College in November to share successful ideas and collaborate on how best to conserve energy on their campuses. The gathering was another effort by the VFIC to promote progress and cooperation among the schools.

At the one-day workshop, the costs of which were underwritten by the Jessie Ball duPont Fund, the college officials discussed campus energy-saving and water-conservation programs and partnerships beyond school boundaries. Together, they brainstormed how each project could be improved.

By identifying unmet needs and prioritizing areas best addressed jointly, they specified steps required to reach their goals, whether through sharing resources, adopting programs proven to work elsewhere or developing new approaches.

Going forward, the VFIC will prioritize with college presidents and trustees the opportunities for funding and education among the consortium. Meanwhile, an advisory panel of financial and facilities officials will explore opportunities and priorities. The campus representatives will convene yearly to share information and report on progress.

Lynchburg College, the host of the event, installed energy-use monitors this past summer in 12 campus dorms and is posting statistics on campus. The data will help officials make the best decisions possible about future energy consumption and improvements.

Solar panels, efficient heat pumps and low-flow toilets are among the improvements designed to reduce energy consumption during its Year of Sustainability.