

REPORT ON THE RESPONSE
OF RICHARD BLAND COLLEGE
TO THE IMPACT
OF
THE AGING OF VIRGINIA'S POPULATION

NOVEMBER 14, 2014

Richard Bland College

Executive Summary

November 14, 2014

As the only two year residential college of the Commonwealth of Virginia, Richard Bland College of the College of William and Mary mission is to prepare students for university transfer through academically rigorous programs grounded in the liberal arts tradition of William and Mary and to expand access to college credentials through strategic partnerships, specialized programming, and scalable innovation. Our vision is to be the vanguard of learning-outcomes based liberal arts education for university transfer and a model for testing and applying outcomes-driven solutions in higher education.

Our strategic plan calls for us to expand our service to non-traditional populations, including the aging population, by 20%. Our strategies include retraining our military and veteran populations for jobs that will be vacated by retiring workers.

Our campus is available to older Virginians and many harvest the pecan groves each year.

Our college's commitment to creating online and hybrid programs will be available to the aging population as well as retraining Virginians with skills that will be needed for an evolving workforce and to close the skills gap caused by the aging and retiring population.

Richard Bland will continue to assess the need of senior citizens and expand these services as demand as resources permit.

RICHARD BLAND COLLEGE

DATA INFORMATION REQUESTED

NOVEMBER 14, 2014

1. Richard Bland College has completed a market analysis related to our region and prospective student population. The study speaks directly to the aging of the Virginia population and the need for educated workforce to fill the jobs gap.
2. Richard Bland College offers our campus for enjoyment of all citizens. The Pecan Groves are well frequented by local citizens and older Virginians. The Barn also hosts events of interest such as the Historical Preservation Society seminar.
3. Richard Bland College offers the aging population the opportunity to continue their learning by taking classes or auditing classes at no charge.
4. Richard Bland College is able to meet the demands of older Virginians for these services.
5. Below shows the value of the tuition waivers granted to senior citizens for the following years

(\$)	2010	2011	2012	2013	2014
Fall	1,815	1,536	3,216	3,420	3,420
Spring	342	363	1,152	2,010	3,024
Summer	440	-	1,980	1,845	1,080
Total	2,597	1,899	6,348	7,275	7,524

6. Richard Bland College only provides services on its current campus in Petersburg, Virginia.
7. Over the next 5 to 10 years, Richard Bland College has assessed that the aging population will increase overall demand for higher education. More Virginians will seek education to train for vacant jobs created by a retiring workforce.

RICHARD BLAND COLLEGE
DATA INFORMATION REQUESTED
NOVEMBER 14, 2014

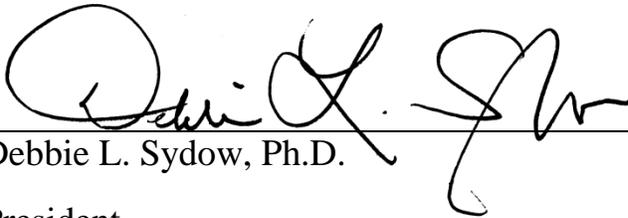
8. The need for flexibility in scheduling, the use of technology platforms, and effectiveness of transfer are primary steps to meet the future demands of older Virginians as well as our market population.
9. Our college website is customer-oriented and readily accessible to all Virginia residents. The initial screen highlights the many activities that transpire on campus and our “One Stop Shop” provides clear linkage to the most frequently requested services.
10. Our agency plans to continue to provide access to program and services that promote community enrichment and learning. The aging population will benefit from this continued focus.
11. Our agency continues to experience a steady pattern of retirements and no trends that suggest an increase in employees retiring later.

RICHARD BLAND COLLEGE

SIGNATURE PAGE

NOVEMBER 14, 2014

Pursuant to the code of Virginia §2.2-5510 and 51.5-136, Richard Bland College submits this report of its progress in addressing the impact of the aging of Virginia's population.

A handwritten signature in black ink, appearing to read "Debbie L. Sydow", is written over a horizontal line. The signature is cursive and stylized.

Debbie L. Sydow, Ph.D.

President

November 14, 2014