

West Virginia Independent Colleges & Universities

2019 Annual Report

Championing independent higher education
throughout the state of West Virginia.



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2019 Annual Report



WVICU is proud to serve eight not-for-profit member institutions.

Our mission is to advance collectively the interests of West Virginia's independent colleges and universities and their students.

WVICU is dedicated to: providing a personal and diverse education experience in West Virginia; responding quickly to student and societal needs; increasing student success; and engaging the future of West Virginia.

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**We Serve.
We Belong.
We Achieve.**



COVID-19 Response

Facing the Crisis



Colleges and universities were among the first to take drastic measures to protect our communities in response to COVID-19. The eight non-profit institutions that make up the West Virginia Independent Colleges and Universities (WVICU) were no different - canceling traditional classes, closing campuses, sending students home, converting to online learning, and transitioning most employees to remote work. The decisions to end in-seat instruction and close campuses were made from an abundance of caution for our students, employees and the communities we serve.

Since the onset of COVID-19, WVICU institutions began preparing and planning to reopen their campuses this fall and have done so successfully. Each private institution collaborated with their local health departments and healthcare professionals in developing their plans, and followed closely the WV Higher Education Policy Commission planning framework. Each campus location is different, so plans are specific to the institution's community. Private institutions have smaller campuses, and most are in rural and contained communities. The logistics for bringing back thousands of students to campus are very different than welcoming back a few hundred residential students.

WVICU institutions altered their academic calendars, cancelling long weekend breaks and ending the semester before Thanksgiving to ensure the safety and well being of all those on campus. Masks and other personal protection equipment were made available to students and staff as well as adhering to social distancing guidelines. Testing, health monitoring, isolation of positive individuals, communications, and much more were put in place to better control the possibility of a COVID-19 threat on campus.

West Virginia's private institutions have a dual responsibility: to serve their students and serve their community. Many of our schools are the economic drivers of their community. Town leaders understood the risk of students potentially bringing COVID-19 to the town - but the risks of losing the economic vitality and social fabric of the town were far greater.

Our institutions are currently making plans to keep their campuses open for the spring semester. With the same diligent efforts used for the fall, WVICU institutions will continue with the highest standards of safety and protection for their students and staff. In spite of the many challenges brought on by the pandemic, we believe we are positioned for a very successful 2020-2021 academic year.

Scholarships for our West Virginia students will always be a crucial tool for us to recruit and retain our best and brightest. COVID-19 has made the Circle Of Vision scholarship program even more important to help in this uncertain environment. Throughout this year, WVICU has continued our fundraising campaign and is currently on track to meet our goal. We are grateful to our past donors and excited for new partnerships in scholarship support for our West Virginia students.

A hallmark of private universities is the strong sense of community - that all its members care for and look out for each other. Now is their time to shine, to pick up the mantra of loving one's neighbor, and being mindful of our community. We recognize the changing nature of COVID-19 and will remain vigilant as we move forward. Working together, as West Virginians do, we will overcome the COVID-19 challenge and emerge stronger than before.

Sincerely,

A handwritten signature in black ink that reads "Benjamin R. Beakes". The signature is fluid and cursive.

Benjamin R. Beakes
Executive Director



MASK UP, BATTLERS.

It's so easy, even a kid can do it!



nope.



no way.



really? no.



yes!

AB Alderson Broaddus University



Happy
NATIONAL BISON DAY,



#MASKUPBOBCATS

“Responsibility has never been more important than it is today. Always wearing a mask is one of the ways I’m being a responsible member of the UC community.”

-President Marty Roth



CIRCLE OF VISION

Scholarship Program

IMPACTING WEST VIRGINIA STUDENTS

The Circle of Vision Scholarship Program was started in 1997 and provides West Virginia students with the opportunity to attend one of our eight private colleges or universities. Many of these scholars are the first in their family to attend college.

WE SERVE



7,500 STUDENTS

WVVCU institutions serve over **7,500 students** including 3,037 West Virginia residents. 2,000 are first generation college students.

WE BELONG



\$650 MILLION

The total estimated annual economic impact of WVVCU members is **\$650 million**.

WE ACHIEVE



+18% Higher Grad Rate

The average four-year graduation rate at WVVCU institutions is **18% higher** than WV's public institutions; and the six-year graduation rate is **12% higher**.

WVVCU colleges and universities do not receive state government funding. WVVCU institutions depend on corporations, foundations, and private partnerships to help make college more affordable for West Virginia students. Since 1997, Circle of Vision scholarships have been awarded to 3,384 students totaling \$6,389,703.

During the 2019-2020 academic year, the Circle of Vision Scholarship Program assisted 80 students who demonstrated financial need and academic excellence with the total giving of more than \$395,000 distributed among all eight member institutions.



Circle of Vision



Hannah Reidell, Appalachian Bible College

"I am going into the nursing program here at Appalachian Bible College. I intend to immediately go for my BSN and would like to eventually go back to school for my Master's Degree and become a Nurse Practitioner. Once I become a nurse I want to join an organization that builds medical clinics in third world countries for people who are either too poor for the hospital or who live too far from the hospital clinics. I would also like to help provide medical care for refugees from war-torn countries like Sudan. Doing this kind of work has been on my heart for as long as I can remember."

LEGACY ENDOWMENT

Scholarship Fund

WVUCU established the Legacy Endowment Scholarship Fund in 2010. By contributing to this fund, you can make a permanent and positive difference in the lives of deserving West Virginia college students through planned or current giving.

Bequests from generous West Virginians helped establish this fund, which awards scholarships annually to West Virginia students at member colleges and universities through the Circle of Vision Scholarship Program.

Several large donations from individuals who believe in private higher education were combined to create this fund. Many others have contributed to the fund over time. The Legacy Fund has contributed a total of \$120,000 to the Circle of Vision Scholarship Program over the last six academic years.



The Legacy Fund's goal is to provide more than two **Circle of Vision Scholarships each year through additional contributions and investments.**

A close-up portrait of Hannah Willey, a young woman with long, wavy brown hair, smiling warmly at the camera. She is wearing pink lipstick and has a bright, friendly expression. The background is slightly blurred, showing what appears to be a dorm room with a wooden door and a blue blanket.

FEATURED STUDENT: **HANNAH WILEY**

Hannah Willey, a West Virginia Wesleyan senior from Charleston, WV, has managed to impact the lives of the people she meets in countless ways, creating strong bonds through both academic rigor and a zest for civic engagement.

A nursing major and honors minor, she explained the impact these had on her success as a student at Wesleyan, as well as how hard it was to leave behind the friends she made even earlier than planned due to the COVID-19 pandemic. "Nursing has given me an amazing group of friends who I know will be there for me to lean on and confide in," Willey said.

"We have had almost every class together for the last three and a half years, and saying goodbye to them with school ending early has been so hard. These people have taught me the value of hard work and dedication: nursing has been one of the hardest undertakings, but also one of the most rewarding."



A portrait of Grayson Lester, a young man with long, wavy brown hair and a slight smile. He is wearing a maroon Nike t-shirt and a silver chain necklace. The background is a blurred outdoor setting.

FEATURED STUDENT: **Grayson Lester**

My name is Grayson Ridge Lester. I was very appreciative to have received the McDonough Foundation Scholarship for my freshman year of classes at the University of Charleston (UC) and am thrilled that it may be renewed for the coming year of studies.

I am now a second-year student at the University of Charleston, where I am pursuing a Bachelor of Science Nursing (BSN) Degree, along with a minor in Strength and Conditioning. I plan to further my education after graduating from UC by obtaining a Doctorate to become a Certified Registered Nurse Anesthetist. This will require that I work for one to two years post-UC graduation before applying to Charleston Area Medical Center (CAMC) Nurse Anesthetist School.

I am happy to communicate that this summer, I was hired as a Nurse Extern with CAMC. I was offered a position with both the Surgical Trauma Intensive Care Unit (STICU) and the Neuroscience Intensive Care Unit (NSICU). I chose to work in STICU as I felt this would be a great experience that would help prepare me for my future career and offer insight into the workings of the high-demand department.

Again, I would like to express my appreciation to be awarded the McDonough Scholarship and I hope that you feel confident in your decision to grant me with your most generous award.

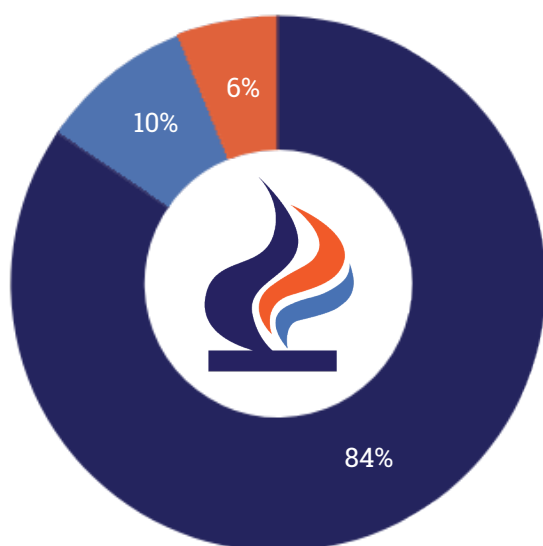


GIVING SUMMARY

2019 Gifts & Funding Sources

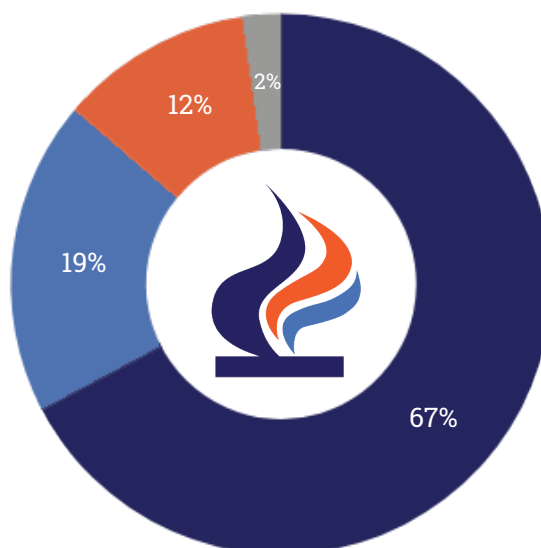
2019 Types of Gifts:

Scholarships	\$ 354,828	84%
Designated & Restricted	\$ 41,000	10%
Gifts in Kind	\$ 24,454	6%
TOTAL:	\$ 420,282	100%



2019 Sources of Funds:

Foundations	\$ 282,272	67%
Corporations	\$ 80,454	19%
Trusts	\$ 49,356	12%
Individuals	\$ 8,200	2%
TOTAL:	\$ 420,282	100%



Composite Data - Member Institutions

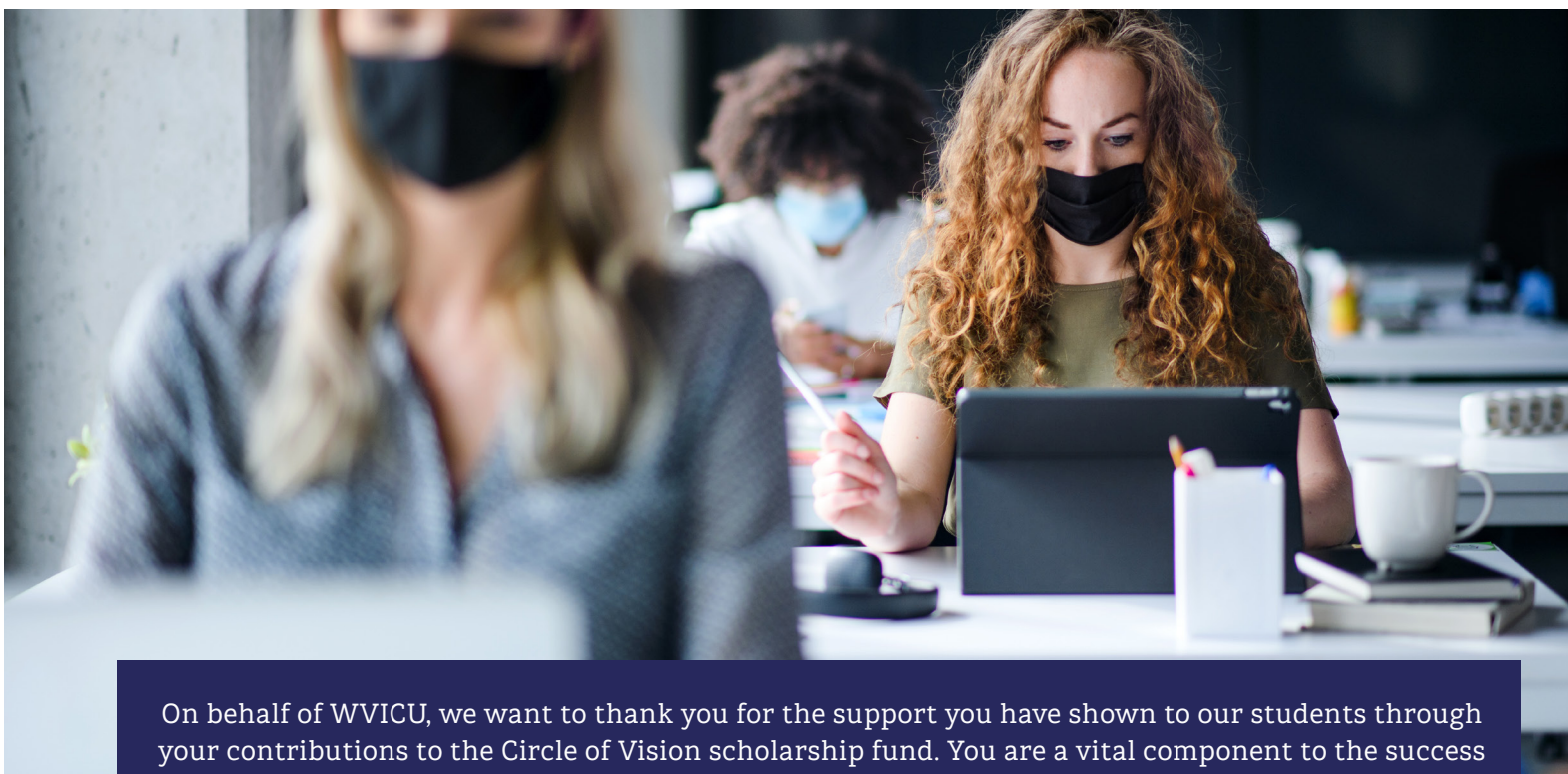
Students: 7459 WV Residents: 3037 2018 Graduates: 1969
 Budget: \$179,928,139 Endowment: \$214,262,066



Join the Conversation

Follow us on Facebook [@wvicu](https://www.facebook.com/wvicu) for news, events, and stories about WVVCU, our member institutions, and the many students who are benefiting from our programs and partnerships.

CIRCLE OF VISION DONORS



On behalf of WVICU, we want to thank you for the support you have shown to our students through your contributions to the Circle of Vision scholarship fund. You are a vital component to the success of our schools and are helping give our students a quality education and an opportunity for a very bright future. We are grateful for your partnership.

\$50,000 and above

Maier Foundation
McDonough Foundation

\$20,000-\$49,999:

Council of Independent Colleges through its CIC/UPS
Educational Endowment
Legacy Endowment

\$10,000-\$19,999:

Madge Douds Trust
Driehorst Family Foundation
W.E. Stone Foundation
BrickStreet Foundation
United Bank
Cecil I. Walker Charitable Trust
Steptoe & Johnson, PLLC
Bernard H & Blanche E Jacobson Foundation
Fenton Foundation
Wesbanco Bank
Carbon Fuel Foundation Fund
H.B. Wehrle Foundation
The Nutting Foundation
Wilbur Aldine Stutler Trust

\$5,000 - \$9,999:

Huntington Federal Savings Bank
Martha Gaines & Russell Wehrle Foundation
J.H. Fletcher & Company

\$1,000-\$4,999:

Fred Williams
John F. McCuskey
Frank & Camilla Baer Family Charitable Fund
L. Newton Thomas
Peter Holloway
Three Point Strategies, LLC
The Imperial Charitable Trust
Tri State Roofing & Sheet Metal (Charleston)
Tri State Roofing & Sheet Metal (Parkersburg)
Marc Chernenko
C. Hyde Tucker

Up to \$999:

James & Law Company
Eric Mohan
Lynch Foundation, Inc.
I.N. Smith
Kanawha-Roxalana Company

BOARD OF DIRECTORS

Over the last year, WVICU has continued to invest in growing our marketing efforts and changing the way we communicate with the public. Social media plays a significant role in how we can effectively share our message that We Serve, We Belong, and We Achieve. On our redesigned website and Facebook page you will find videos that support the importance of private higher education in West Virginia, donor recognition, student comments, as well as the recent COVID-19 related updates and new frequently asked questions informational videos.

Our goal was to continue to market WVICU and its fundraising programs even in the midst of uncertainty. Under the leadership of our Executive Director, Ben Beakes, and the support of our board members and schools, we are doing just that. Follow us @wvicu



Officers

Dr. J. Tim Barry, Chairman
President, Alderson Broaddus University

Chris Wood, Vice-Chair (Academic)
President, Davis & Elkins College

Frank Baer, Vice-Chair (Business)

Hon. John F. McCuskey, Secretary

Julie Gurtis, Treasurer



University Presidents

Michael Ross, President
Ohio Valley University

Tamara Rodenberg, President
Bethany College

Ginny Favede, President
Wheeling University

Martin Roth, President
University of Charleston



Members At Large

Daniel Anderson, President
Appalachian Bible College

Joel Thierstein, President
West Virginia Wesleyan College



Business Leaders

Peter Holloway

Eric Mohan

Cameron Nutting Williams

Fred Williams



Non-Voting Member

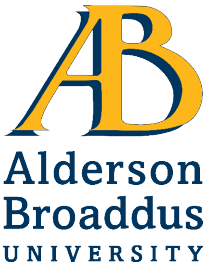
Ben Beakes, Executive Director

New Mailing Address
and Phone Number



WVICU
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P.O. Box 7058
Charleston, WV 25356

Phone: 304-814-9348



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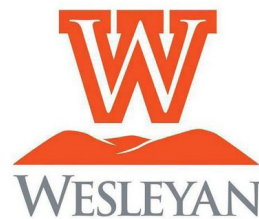
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