



A
YEAR
LIKE
NO
OTHER

2020 ANNUAL REPORT

www.wvicu.org

CHAMPIONING INDEPENDENT
HIGHER EDUCATION THROUGHOUT
THE STATE OF WEST VIRGINIA.



West Virginia
Independent Colleges & Universities



TABLE OF CONTENTS

3	Message from the Executive Director
4	Covid Responses
9	WVICU Government Affairs
10	Partner Highlight - Steptoe & Johnson
12	Featured Student - Autumn White
14	Featured Student - Mack Herbert
16	Circle of Vision
17	Legacy Endowment
18	2020 Financial Summary
19	Board of Directors

MESSAGE FROM THE EXECUTIVE DIRECTOR

WVICU'S FINEST HOUR



A Year Like No Other

Imagine you are a college president who wakes up one day with the pressing reality that you will need to shut down your campus during the middle of the semester. Imagine doing so with the understanding that you have no control over the contributing factors.

This was the daunting wake-up call each president of our eight member-institutions faced in 2020 due to the COVID-19 pandemic. In fact, higher education was one of the first sectors forced to respond with drastic measures to curb the spread of the pandemic. Our private institutions did not hesitate to put the safety and well-being of students above the unknown consequences that would follow.

Faced with financial uncertainties, identifying what "normal" would look like, and questions about how this might change one's institution forever, the members of the West Virginia Independent Colleges and Universities (WVICU) banded together in what one could argue was the finest hour of our association's existence. Our members collaborated on a level never experienced before. Their driving force: fulfilling their mission to deliver the best education and experience for our students, no matter what!

The presidents and staffs of our institutions met virtually weekly, and many times multiple times per week, to ensure each had the same information. Best practices were identified, priorities for action outlined, and we rolled up our sleeves and did what needed to be done to thrive through 2020. Below are just a few activities that led to successful outcomes.

- Our collective efforts helped convince the Governor's Office that we could re-open safely for the Fall 2020 term.
- Due to our cumulative data collection, we were able to advise congressional leaders as to the best ways to assist private institutions.
- WVICU staff served as a central point of contact for the Higher Education Policy Commission.
- WVICU deployed a coordinated campaign to encourage returning students to "Do Your Part," to wear masks, wash hands, and practice social distancing.

Our friends and donors stepped up too. One of the natural concerns because of COVID-19 was how much our fundraising efforts would suffer. The dollars we raise go directly to students in the form of financial aid. More than ever, our students needed help in returning to school in the Fall – and you did not let them down. Through our Circle of Vision Campaign, your contributions did not decrease. We were able to provide \$400,000 in scholarships, an average of \$50,000 per institution. Thank you!

A mentor once told me that the struggle does not define a person, but how one responds does. As a stakeholder in WVICU you can be proud of the resilience and leadership our members displayed. Private higher education has been a big part of my life as a student, an administrator, and now executive director of the WVICU. I am more convinced now about the value private higher education provides to our state and students. And I am even more convinced in the mission of the WVICU and our unified, collective voice.

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

Benjamin R. Beakes, Executive Director

COVID RESPONSE

ALDERSON BROADDUS

DR. TIM BARRY, PRESIDENT

By its very definition, a pandemic is a disease prevalent throughout the entire country, continent, and the whole world. It is felt throughout all facets of our lives, personal, professional, and all the particulars in between. The in-between pieces that define us, drive us, inspire us to be determined to help us face the unknown.

Early on, we developed a plan that allowed us room to pivot. Each day was in a constant state of flux, but our mission remained unchanged. Through cooperation and coordination efforts between the West Virginia Independent Colleges & Universities, Governor Jim Justice's office, the Department of Health and Human Services, the Barbour County Health Department, and many more, the decision was made to rally around the common cause of ensuring the health and welfare of our campus community.

As a private institution of higher learning, we are an integral part of West Virginia's education system. The herculean efforts of our entire campus community continue to inspire me, to strengthen us as a whole. Despite the unforeseen challenges, we did not allow the novel coronavirus to define our 150th year; we rose to the occasion and delivered on our promises. We have been successful in our planning and implementation efforts. Our back-up plans, have back-up plans, and we remain flexible, fluid, and quick to adapt to new hurdles while meeting the need of our students and community.

Institutionally, our sole focus throughout the 2020-21 academic year and the coming 2021-22 academic year is solidifying our COVID-19 protocols and procedures. The spring semester began with the addition of vaccination protocols to our already



established measures, and weekly testing is a norm for our campus community.



I am confident preparation for any eventuality will underwrite our future success. We are in step with the guidelines, efficient alongside our partner institutions and organizations, and lucky to be in the state of West Virginia at this time. West Virginians are rallying around a common cause to uphold the health and safety of the citizens and students of our great state; we are proud to be among them.

COVID RESPONSE

DAVIS & ELKINS

DR. ROSEMARY THOMAS, VICE PRESIDENT FOR ENROLLMENT MANAGEMENT AND INSTITUTIONAL ADVANCEMENT



Davis & Elkins College continues to navigate the COVID-19 pandemic with a commitment to open communication and diligence. From weekly testing to access to vaccinations, the campus has been able to manage ongoing compliance with relatively low incident rates and minimal contact tracing.

The College forged a partnership with the local health department and health care providers from the inception of the need to employ pandemic protocols. The COVID-19 Task Force, which was initially formed to address details essential for the re-opening of the campus, has remained intact and actively engaged in oversight for all aspects of campus life related to the virus.

Noteworthy and sustained changes across the campus include cleaning and sanitizing protocols, classroom capacities and academic content delivery, dining options and access to food services, travel restrictions, outside/visitor access to campus, and more. Having the ability to take one residence hall completely offline provided D&E with a viable solution for isolation requirements related to positive cases, and the collective efforts and cooperation of staff and faculty made it possible for meal delivery and online learning alternatives for those who found themselves confined for safety reasons as a result of contact tracing.

D&E has continued to send weekly updates to the campus community as well as to the families of our students that provide pertinent information associated with pandemic protocols, any significant schedule changes, as well as statistical data that reflect information about testing and vaccinations.

COVID RESPONSE

UNIVERSITY OF CHARLESTON



“ Dealing with a global pandemic like the novel coronavirus puts an entire organization in uncharted waters. No company or individual has been immune from indecision, stress and fatigue. Keeping the lights on and doors open has not been easy. But like most challenges overcome, we have learned lessons that will serve us well as new ones come along. ”

- MARTIN S. ROTH, PRESIDENT

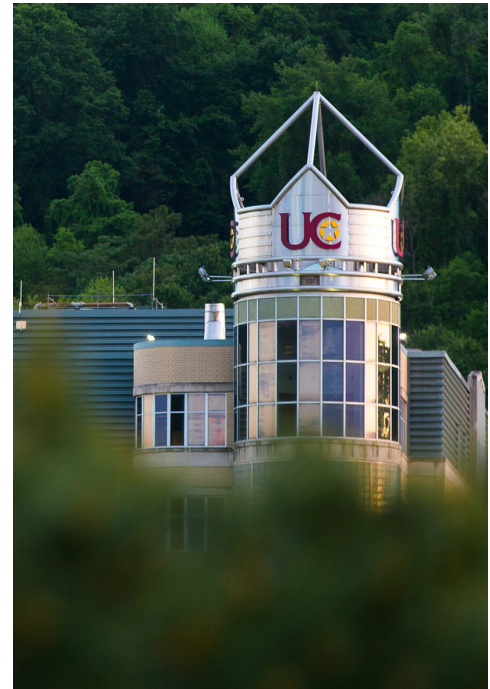
It is hard to plan for pandemics and how they will affect an organization. When the cause, magnitude, and duration are unknown, even the best scenario planning efforts may still leave the enterprise unprepared for whatever comes next. High-touch service industries like colleges and universities have faced a constant stream of challenges during the pandemic. Some have had good success identifying and overcoming them by focusing their efforts effectively and efficiently. Here are some lessons we have learned at the University of Charleston.

First, an essential beacon of light to help navigate through the haze is your mission. Pandemics necessitate difficult strategic and resource allocation decisions, often without the luxury of data, experience and time. Every decision should advance or reinforce the organization's mission.

Broadening our set of key stakeholders is our second lesson learned. This may sound counterintuitive. Isn't narrowing your focus critical to success? It is, but we found that tapping into information and perspectives from atypical sources actually brought clarity and direction.

Third, it is critical to ensure that your specialists are able to become generalists. Members of your leadership team are highly skilled in their areas of expertise. They contribute their functional perspectives to enterprise-wide decisions. But during a pandemic, essential decisions require insights that often fall outside of the team's collective know-how. As such, team members do not have the luxury of staying in their lanes. Applying team-based approaches helped spread the workload, leverage other subject matter experts, and facilitate buy-in throughout the organization.

Finally, once you develop a communication plan, add to it. COVID-19 has created anxiety, uncertainty, and fear ... not just for management, but for everyone. All of your customers, employees, and partners are struggling professionally and personally. They want to know what you are planning and how it will affect them. Over the past six months, we have held virtual town hall meetings, sent weekly emails, created a variety of videos, and launched many social media campaigns to keep students, employees, alumni, and the Charleston community informed of our plans and progress.



COVID RESPONSE

Wheeling University



GINNY R. FAVEDE

In a year like no other, COVID-19 has colleges and universities navigating to provide students a quality education in a safe environment.



During this time of uncertainty, Wheeling University saw students, faculty, and staff shine brightly, making the University member's educational and personal needs the top priority. When the University needed to send students home and shift to online learning last Spring, a COVID-19 Task Force was established to address every facet of operations. This group of employees assessed the threat and began a response plan to meet our students' needs. Maintenance and Environmental Services established enhanced cleaning and sanitizing protocols. Communication plans were developed to keep the campus informed sending weekly COVID-19 updates to all University constituents and posting on the webpage, where all vital information related to Wheeling University's COVID-19 response is housed.

As COVID-19 cases surged, colleges nationwide grappled over reopening campuses to in-person instruction. After numerous meetings and consultations with health care experts, Wheeling University decided that we could bring students

back to campus for a traditional educational experience with the proper safety protocols and testing. University officials crafted a Return to Campus Plan, including the necessary health and safety precautions to be followed to ensure a safe environment. The task force utilized various frameworks and guidelines along with external experts, including the Ohio County Health Department and the West Virginia Higher



Education Policy Commission (HEPC). The University has found great success in the ability and willingness to be fluid and adjust when necessary. It was heartening to witness students, faculty, and staff take ownership of our Plan, and ensure everyone followed the guidelines. The University's small population and remote location provided a perfect environment to be monitored and to protect one another.

COVID-19 continues to impact our lives, knowing it could be some time before our country will return to some semblance of normal. Until then, we will remain vigilant in following our Plan and adjust as needed. I am confident that our campus community will meet any challenges that arise with grace and a sense of urgency. Most importantly, Wheeling University will continue to keep the campus' health and safety its utmost priority.



COVID RESPONSE

WEST VIRGINIA WESLEYAN COLLEGE

DR. JOEL THIERSTEIN

For Service Scholars at West Virginia Wesleyan College, volunteering and giving back to their community is not merely a scholarship requirement but also a key part of who they are as individuals. This was never more evident than this past fall 2020 semester, when Wesleyan students went above and beyond to support those in need, despite not being on campus.

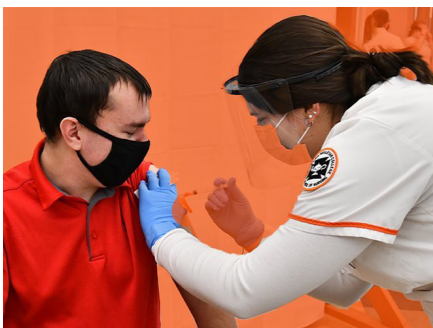
A number of our students identified a need in their home community and spent at least three hours a week volunteering in-person while adhering to all coronavirus-related protocols. Sophomore Maddie Groves spent the semester volunteering at Encore, a thrift store located in Gassaway, West

Virginia that is partnered with the Salvation Army. Two days a week, Maddie spent time sorting clothes, restocking shelves, and assisting the staff in any way she could. Maddie



challenges local public school teachers faced, Service Scholars stepped up to assist teachers from across Upshur County.

Since not all service sites are conducive to a virtual setting, several Service Scholars searched for ways to volunteer and make a difference while continuing to stay safe. While purely virtual service is undoubtedly new to many, a number of Service Scholars took this opportunity to get creative and live out the values of the Center for Community Engagement & Leadership Development (CCE). No matter the obstacles, Wesleyan Service Scholars continue to make the CCE proud by finding new and innovative ways to give back and support Wesleyan's neighbors in Buckhannon and beyond.



was just one of many Service Scholars to take time each week and safely volunteer in-person.

For many upperclassmen Service Scholars, this past semester was a chance to continue to support their regular service site in Buckhannon in a virtual fashion. Realizing the



WVVCU & WEST VIRGINIA'S POLICY MAKERS RAISING AWARENESS

The higher education policy discussion in West Virginia has largely been centered around publicly-funded institutions, programs, and oversight. WVVCU has been working with our policy makers in the legislature and the Higher Education Policy Commission to raise awareness on the value private higher education brings to our state and its students. Specifically, we are advocating for consideration of the following matters to help strengthen the impact private higher education can have on West Virginia.



Protect and/or strengthen program review.

The HEPC considers which programs are being offered by other public and private institutions in a region before authorizing new programs for a public institution. Unfortunately, due to exemption status being granted, some of this authority has been eroded. It is disheartening for private universities to invest private resources in a program to serve a market demand only to learn that public dollars will later be used to begin the same program in the same region. WVVCU believes strongly that where private colleges are meeting a demand, public dollars should not be spent.



Private non-profit institutions should qualify for the West Virginia Invests program.

During the 2019 Session the Legislature passed S.B. 1 – the WV Invests program, providing for the last-dollar-in “free community college.” Several WVVCU members offer associate degree programs that may meet the requirements for qualification (i.e. associate degree nursing programs). Unfortunately, the legislation specifically removed private institutions from qualifying. Due to the rural nature of our state, there are students who drive past a private institution to get to the same “qualified” program at a public institution. Often, the distance traveled is excessive. We urge lawmakers to re-consider its position. A student should not be penalized simply because the program he/she chooses is offered at a private institution.



Higher education funding models – a thought.

Speaker of the House Roger Hanshaw said that the Legislature will look at creating a funding model for West Virginia's higher education system. Many states near West Virginia provide for some level of grants or funding to support private institutions. WVVCU is not asking for line item support. However, if the state were to adopt a system where state aid is awarded to the West Virginia student, and the money follows the student, then we would ask the Legislature to consider allowing the same dollars flow to students who attend private institutions.





Women Who Inspire

“There will certainly be days when juggling everything seems like an impossible mission, but if you lean in and get through those days, there are always rewarding days ahead.”

SUSAN LLEWELLYN DENIKER

SUSAN DENIKER JOINS WVICU BOARD

The board of directors of the West Virginia Independent Colleges & Universities (WVICU) unanimously voted to appoint Susan Deniker to the board of directors for a three-year term. Deniker is an attorney with the law firm StepToe & Johnson in its Bridgeport, W.Va. offices where she has built a reputation for being one of the top higher education lawyers in the region.

Susan focuses her law practice in the areas of labor and employment law, higher education law and litigation. She is frequently called upon to present at various higher education conferences across the country including the Council for Independent Colleges and the National Conference on Law and Higher Education.

Susan also litigates employment, education, civil rights and other matters in state and federal court cases. Further, she handles administrative matters before the Equal Employment Opportunity Commission, State

human rights commissions and the Office for Civil Rights of the United States Department of Education.

Ms. Deniker is Chair of the firm's Labor and Employment Department and is a member of the firm's Higher Education Team.





HONORING OUR PARTNERS:

STEPTOE & JOHNSON, PLLC.

Step toe & Johnson PLLC is a U.S. law firm with core strengths in energy, labor & employment, litigation and transactional law. In 2013, Steptoe & Johnson celebrated 100 years of helping clients reach their goals.

Step toe & Johnson PLLC has grown to over 370 attorneys and other professionals supported by approximately 200 additional staff working in 15 offices in six states. The firm is nationally recognized for its strengths in energy law with more than a century of know-how in the areas of business, labor and employment, and litigation.


Step toe & Johnson PLLC is a Top Listed firm in West Virginia in a combination of areas by The Best Lawyers in America®

THANK YOU FRED WILLIAMS

The board of directors would also like to recognize an outgoing board member Fred Williams, formerly an attorney with Steptoe & Johnson, PLLC., for his many years of service to WVICU, including his past role as chairman of the board. Fred frequently credited his career and success in life to Wheeling University (formerly Wheeling Jesuit University) where he attended and graduated.

Fred will be greatly missed, as will his expertise and counsel as we advance the interest of private higher education here in the Mountain State.





“ The Circle of Vision Scholarship has lifted a lot of worries off of my shoulders. It has helped me by paying for a portion of this year’s tuition. This aid is assisting me in getting closer to my goal of becoming a Registered Nurse with less financial burdens tagging along.

OUR STUDENTS

AUTUMN WHITE

Alderson Broaddus University

Hello, I am a recipient of one of the Circle of Visions Scholarships that were offered at Alderson Broaddus University. I would like to acknowledge and thank the Stutler Trust for their donation to the fund. I am grateful to them for assisting me in paying for my education.

I am a freshman at Alderson Broaddus working to obtain my Bachelor in Science of Nursing. I am a first generation college student in my family. My goal is to become a Registered Nurse and work in the obstetrics department. During my time in high school I was in Healthcare Occupations of America (HOSA) and National Honor Society (NHS). With HOSA I volunteered at the hospital to help them with their safety drills. In NHS we volunteered as much as we could at our local food bank, and we participated in a few community projects. Since beginning college it has been difficult to take part in any college organizations because of Covid.

The Circle of Vision Scholarship has lifted a lot of worries off of my shoulders. It has helped me by paying for a portion of this year's tuition. This aid is assisting me in getting closer to my goal of becoming a Registered Nurse with less financial burdens tagging along. Once again, I thank the Stutler Trust for helping me in the pursuit of my goal.

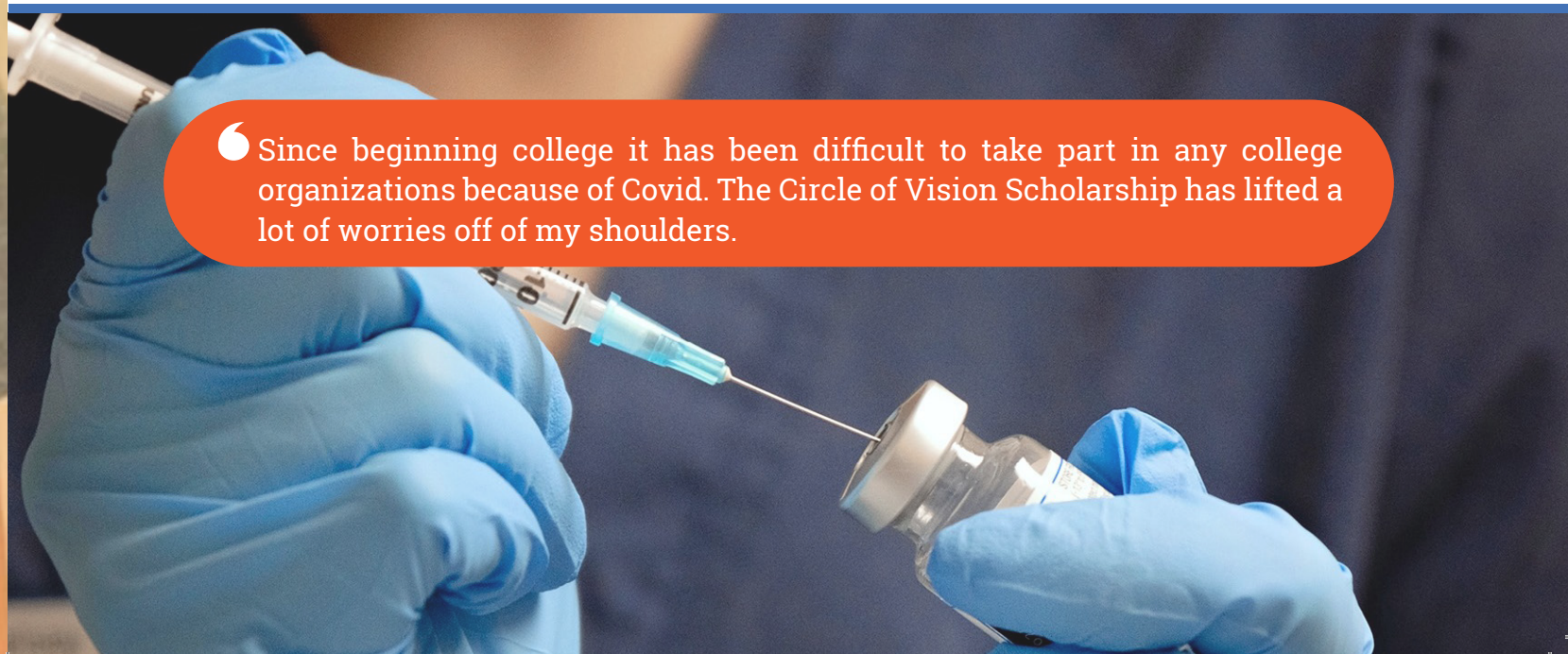
Autumn White



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Since beginning college it has been difficult to take part in any college organizations because of Covid. The Circle of Vision Scholarship has lifted a lot of worries off of my shoulders.





“ I believe my calling is to earn double Bachelor of Arts degrees majoring in Bible/Theology as well as Camping Ministry. With this degree I plan to serve at Snowbird Wilderness Outfitters in Andrews, North Carolina.

OUR STUDENTS

MACK HERBERT

Appalachian Bible College

I am writing to express my appreciation for the recent support from your organization. I was notified that I had received this funding from the Circle of Vision Scholarship. It was truly a blessing that I was not expecting.

I would like to share a little bit about who you are investing in. I am an incoming Freshman at Appalachian Bible College (ABC) from Barboursville, West Virginia. I graduated from Covenant School, a Christian school concentrating on a classical educational experience. I played basketball for Covenant and intend to play at ABC, as well. I believe my calling is to earn double Bachelor of Arts degrees majoring in Bible/Theology as well as Camping Ministry. With this degree I plan to serve at Snowbird Wilderness Outfitters in Andrews, North Carolina. This is a Christian camp that uses outdoor adventure to share the Gospel of Christ. I have attended the last four years and would love to be a part of their exciting ministry.

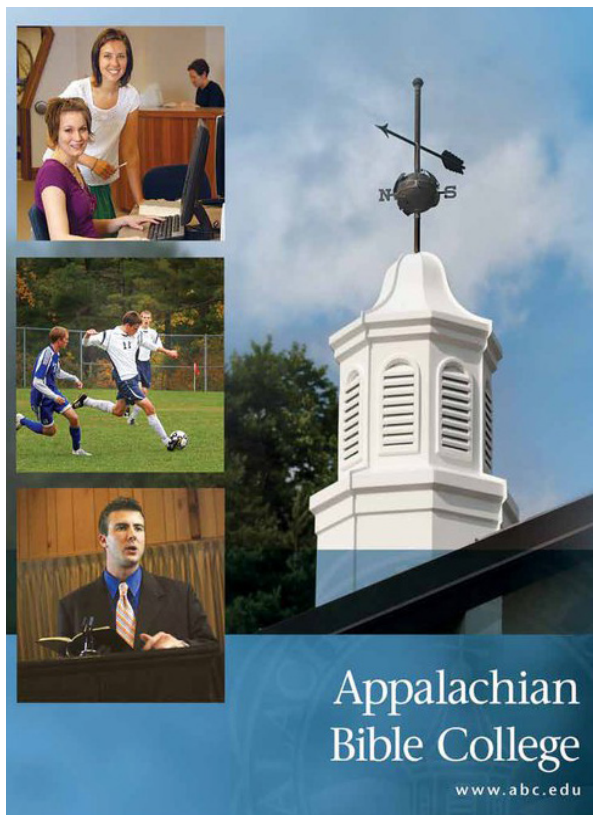
In high school, I volunteered in various local outreach ministries. I helped feed the homeless of Huntington on Saturday mornings and helped my mother at ReBuild of Huntington. ReBuild helps recovering addicts and their families move back into society.

Again, I want to thank you for your support. Your participation in the Circle of Vision Scholarship enables students like me to be professionally trained to serve throughout our lives.

Mack Herbert



The COV Scholarship was truly a blessing I was not expecting.



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Circle of Vision

SCHOLARSHIPS

CIRCLE OF VISION



WE SERVE

WVICU institutions serve over **7,500 students** including 2,870 West Virginia residents. 2,000 are first generation.



WE BELONG

The total estimated annual economic impact of WVICU members is **\$350 million**.



WE ACHIEVE

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

WVICU colleges and universities do not receive state government funding. WVICU institutions depend on corporations, foundations, and private partnerships to help make college more affordable for West Virginia students. Since 1997, COV scholarships have been awarded to **3,499 students totaling \$7,093,304**.

During the 2020-2021 academic year, the Circle of Vision Scholarship Program assisted **115 students** who demonstrated financial need and academic excellence with the total **giving of more than \$703,000*** distributed among all eight member institutions.

*Explanation of additional funds found on page 17

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.

SCHOLARSHIPS

LEGACY ENDOWMENT

WVICU 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.



WILBER ALDINE STUTLER TRUST

On February 9, 1990, the West Virginia Independent Colleges & Universities (WVICU) was named as a beneficiary of the Wilbur Aldine Stutler trust. For many years, the WVICU received an annual distribution to help provide scholarship support for students attending one of our eight member institutions. The recipients of these scholarships were required to be full time students demonstrating a financial need.

On December 29, 2019, the Stutler trust terminated. The WVICU received a check totaling \$311,487 which was distributed evenly to our member institutions in the amount of \$38,935. This gift provided scholarships to over 50 students during the 2020-2021 academic year. Moving forward, the WVICU will no longer be receiving funds from the Stutler trust, however we are incredibly grateful for many years of generous support and the positive impact this trust has had on our schools and students.



“We are incredibly grateful for many years of generous support and the positive impact this trust has had on our schools and students.”

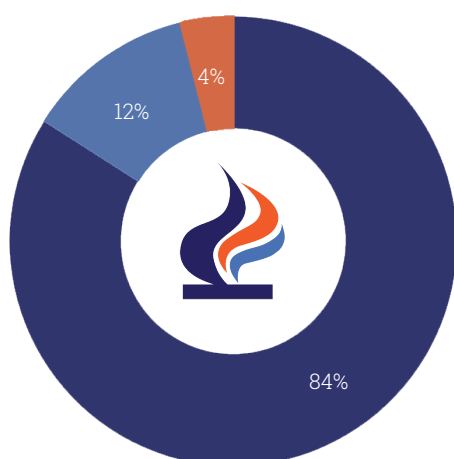
Ben Beakes, Executive Director

2020 GIFTS & FUNDING SOURCES

GIVING SUMMARY

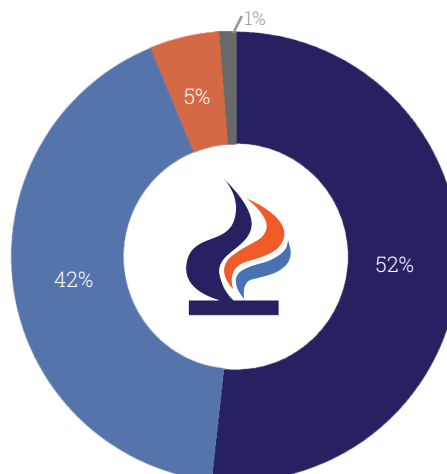
2020 TYPES OF GIFTS

Scholarships	\$615,101.18	84%
Designated	\$88,500.00	12%
Gifts in Kind	\$29,345.76	4%
Total	\$732,946.94	100%



2020 SOURCE OF FUNDS

Foundations	\$295,098.96	42%
Corporations	\$35,500.00	5%
Trusts	\$364,302.22	52%
Individuals	\$8,700.00	1%
Total	\$703,601.18	100%



COMPOSITE DATA - MEMBER INSTITUTIONS

Students: 7,464 **WV Residents:** 2,870 **2019 Grads:** 1872
Budget: \$171,045,385 **Endowment:** \$213,699,646

CIRCLE OF VISION DONORS

\$50,000 & Above

Maier Foundation
 Wilbur Aldine Stutler Trust

\$20,000-\$49,999

Madge Douds Trust
 Legacy Endowment Scholarship Fund
 Council of Independent Colleges through its CIC/UPS Educational Endowment
 McDonough Foundation

\$10,000-\$19,999

Driehorst Family Foundation
 Encova Foundation
 Bernard & Blanche Jacobson Foundation
 Cecil I. Walker Charitable Trust
 Steptoe & Johnson, PLLC
 W.E. Stone Foundation
 The Nutting Foundation
 H.B. Wehrle Foundation
 Carbon Fuel Foundation Fund

United Bank

WesBanco Bank
 American Electric Power Foundation
 Jeanne G. Hamilton & Lawson W. Hamilton, Jr. Family Foundation
 CIC Scholarship Challenge Grant

\$5,000-\$9,999

Martha Gaines & Russell Wehrle Foundation

\$1,000-\$4,999

John McCuskey
 C. Hyde Tucker
 Fred & Kara Williams
 Tri State Roofing (Charleston)
 Tri State Roofing (Parkersburg)
 The Imperial Charitable Trust
 Marc Chernenko
 Three Point Strategies, LLC
 Peter Holloway
 Frank & Camilla Baer Family Charitable Fund
 FirstEnergy
 Fenton Foundation

Up to \$999

Eric Mohan
 Lynch Foundation
 The James & Law Company
 I.N. Smith
 D.C. Malcolm, Inc.
 Cameron Oil & Gas Company



Thank you for the support you have shown 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.

WVICU 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

Ms. Julie Gurtis, Treasurer

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Daniel Anderson, President
Appalachian Bible College

Joel Thierstein, President
West Virginia Wesleyan College

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Ben Beakes, Executive Director

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Michael Ross, President
Ohio Valley University

Tamara Rodenberg, President
Bethany College

Ginny Favede, President
Wheeling University

Martin Roth, President
University of Charleston

BUSINESS LEADERS

Peter Holloway

Eric Mohan

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Susan Deniker

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