

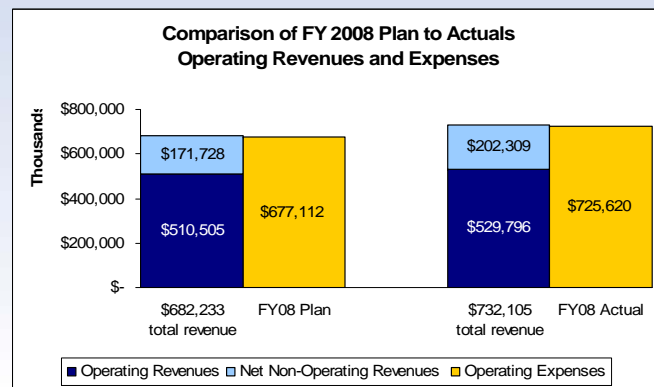
Enrollment, Financial Plan, and Fundraising

Fundraising Levels

Over the past ten years, the WVU Foundation has provided \$360.6M in support of the University. During the past fiscal year, 24,683 donors contributed \$63.5M to benefit WVU. The WVUF disbursed \$45.5M to support a variety of activities, including scholarships and fellowships; academic program development; chairs, professorships, and lectureships; faculty development and research; equipment and facilities; and libraries. Over 50 percent of the disbursements went directly to faculty and students. Salaries, professional development grants, and awards totaled \$12.1M (27 percent), enabling the University to attract and retain high caliber faculty for teaching, research and outreach. Student support totaled \$10.7M (24 percent), which provided the financial resources for many students to attend WVU.

Financial Report

The FY2008 Plan was constructed in 2005 as part of the five year financial plan. As a result, comparisons of actual results to plan projections include the compounding effect of prior years' financial results. Due to higher than projected enrollment in Fall 2007 and Spring 2008 semesters, revenues from FY08 were greater than had been anticipated. The additional costs of providing services to a greater number of students increased expenditures proportionally. Since revenues from higher enrollments offset associated costs, these differences do not affect the viability of the 2010 financial plan.



West Virginia University is governed by the WVU Board of Governors and the West Virginia Higher Education Policy Commission.

West Virginia University is an Equal Opportunity/Affirmative Action Institution. The University does not discriminate on the basis of race, sex, age, disability, veteran status, religion, sexual orientation, color, or national origin in the administration of any of its educational programs or activities, or with respect to admission or employment.

An Open Letter to the Campus Community from Interim President C. Peter Magrath

When asked to serve as West Virginia University's Interim President, I knew WVU's reputation as a great American university. Since arriving here, I have witnessed that the faculty, students, staff, and alumni also believe in the quality of WVU and are committed to the University and its future. WVU's academic strategic plan provides direction and priorities for securing the bright future we all seek by linking our land-grant mission with student-centered values and research activities.

The WVU 2010 Plan addresses the University's land-grant mission, its aspirations for national recognition, and its personnel, infrastructure, and financial objectives. The campus has united behind the goals of the WVU 2010 Plan, supporting a variety of initiatives including facility improvements, new academic programs, and increased engagement opportunities. WVU is a quality, significant, American university and is on its way to becoming even better and stronger.

An Open Letter to the Campus Community from the 2010 Plan Implementation Team

In August 2008, the 2010 Plan Implementation Team welcomed new representatives from the Faculty Senate, Health Sciences, and Student Government. The broadened perspective with which we entered the 2008 academic year has energized our efforts. Institutional commitment to the goals of the WVU 2010 Plan provides continuity and guidance for improving the University, and insights from faculty and students help guide and prioritize strategic planning for the coming year.

Many of you participated in fall focus groups on the 2010 Plan goals and assisted us in gauging the impact that 2010 Plan activities have had on the campus and community. During the past three years, we have seen initiatives of WVU's strategic plan grow into active programs, which are enhancing the experiences of WVU's students, faculty, community, and external constituent groups. We look forward to another year of building the foundation for academic excellence.

November 2008 • The Implementation Team

Jane Martin, co-chair
Lawrence Hornak, co-chair
Laura Brady
Art Jacknowitz
Virginia Kleist
Mary Ellen Mazey

Terry Nebel
Chris Plein
Nick Seitz
Jessika Thomas

WEST VIRGINIA UNIVERSITY

2010 PLAN

Building the Foundation for

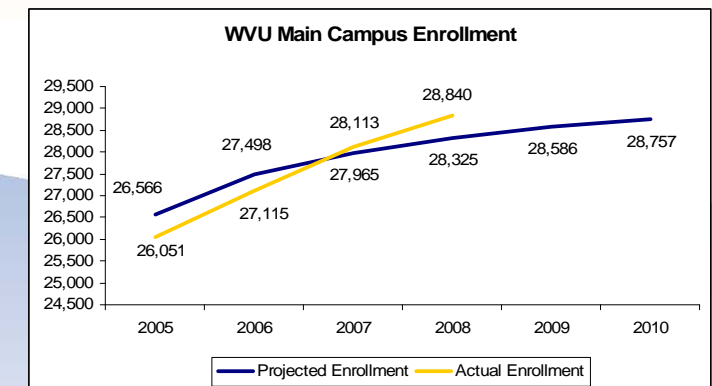
Academic Excellence

2008 HIGHLIGHTS

Building Blocks of the 2010 Plan

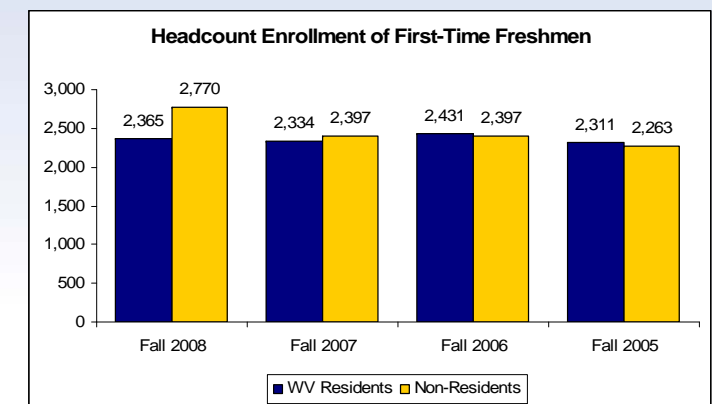
WVU Total Fall Headcount Enrollment

The high quality education available to WVU students and resulting value of a WVU degree has led to another record enrollment of students this fall. While revenue from increased enrollment and tuition and fees has become a primary source of funds for academic innovation, infrastructure projects, and operating costs, concern has been growing that high enrollment strains infrastructure resources and may negatively impact the institution's research mission.



WVU First-Time Freshman Enrollment

First-time freshman headcount enrollment of resident students increased by 31, while headcount enrollment of non-resident students increased by 373. During difficult financial times, WVU's economic value becomes quite evident to non-resident students. As the number of graduating high school seniors in West Virginia begins to decline, non-resident students will become critical to maintaining enrollment and financial stability.



Vision

West Virginia University is a student-centered learning community meeting the changing needs of West Virginia and the nation through a commitment to excellence in teaching, research, service, and technology.

2010 Plan Implementation Highlights

Goal 1: Attract and Graduate High-Quality Students

Engagement. Leadership. Interaction. Travel. Students in the Honors College have high expectations of themselves and of the educational opportunities available at WVU. The first Honors Leadership Academy, directed by Dr. Lisa DeFrank-Cole, provided entering students with a unique opportunity to learn from WVU's most recognized leaders, including interim President Magrath and former President Hardesty. While earning credit for Leadership 201 and Honors 199, the honors orientation course, students also traveled to Washington DC, where they met with Senator Rockefeller. Through their intensive summer experience, students established an academic support network with faculty members, made friendships that helped them transition to college, and earned academic credit.

WVU is also working to attract high-quality graduate students. Graduate students play a critical role in the undergraduate classroom, in attracting dynamic faculty, and in advancing scholarship and research. The Graduate Education Alliance (GEA) will provide leadership and support for graduate recruitment. This alliance already has two clear goals: to provide online services to streamline the graduate inquiry and application processes, and to leverage resources across the University. Effective marketing of academic programs, a straightforward application and admissions process, and personal interactions can help each college and school recruit the most desirable graduate students.

Goal 2: Recruit and Retain High-Quality Faculty Committed to the Land-Grant Mission

Teaching and research awards for faculty members, along with endowed professorships, provide WVU with the opportunity to recognize and reward outstanding faculty. In addition to ten professorships and chairs established to recognize excellent research and teaching during the past year, former West Virginia Governor Gaston Caperton established the Caperton Award for Excellence in the Teaching of Writing. This award promotes the effective teaching of writing by acknowledging tenured faculty members who exhibit dedication and proficiency in teaching writing. Dr. Laura Brady is the first recipient of this award for her efforts to prepare students to write effectively in response to challenging subject matter.

Key Indicators Matrix

Enrollment	2005 ¹	2006	2007	2008	2010 Goal
Fall Main Campus Headcount Enrollment ²	26,051	27,115	28,113	28,840	28,757
Undergraduate	19,510	20,590	21,145	21,930	21,941
Graduate	5,151	5,105	5,595 ³	5,529	5,236
First Professional	1,390	1,420	1,373	1,381	1,580
Potomac State	1,279	1,485	1,608	1,582	1,502
WVU Institute of Technology	1,535	1,474	1,453	1,186	n/a
First-Time First-Year Main Campus Fall Headcount ⁴	4,574	4,828	4,731	5,135	4,600
Resident Students	2,339 ⁵	2,431	2,334	2,365	2,300
Non-Resident Students	2,235	2,397	2,397	2,770	2,300

Financial Plan

Operating Revenues and Net Non-Operating Revenues	\$584.9 M	\$625.3 M	\$674.3 M	\$732.1 M	\$758.8 M
Operating Expenses	\$568.6 M	\$621.2 M	\$659.3 M	\$725.6 M	\$758.1 M
Income Before Other Activity	\$16.3 M	\$4.1 M	\$15.0 M	\$6.5 M	\$0.65 M
Increase in Net Assets	\$34.8 M	\$42.3 M	\$97.9 M	\$85.3 M	\$0.65 M

Fund Raising

WVU Foundation Gifts Received ⁵	\$41.8 M	\$61.2 M	\$86.9 M	\$63.5 M
WVU Foundation Disbursements	\$35.3 M	\$40.3 M	\$43 M	\$45.5 M
WVU Foundation Assets	\$721 M	\$809.1 M	\$990.7 M	\$966 M
WVU Foundation Endowment ⁶	\$354 M	\$401 M	\$474 M	\$487 M

Goal 1: Attract and Graduate High-Quality Students

First-Year Retention Rate ⁷	80.6%	80.5%	79.4%	80.5%	81%
Number of Students Studying Abroad Annually	432	568	719	832	800
Number of Students in the Honors College	1,317	1,639	1,455	1,503	
Degrees Awarded	5,152	5,510	5,623	5,876	
Undergraduate	3,157	3,372	3,620	3,790	
Masters	1,499	1,619	1,459	1,527	
Doctoral	159	168	148	204	
Professional	337	351	396	355	

Goal 2: Recruit and Retain Faculty Committed to the Land-Grant Mission

Number of Endowed Professorships or Chairs (total created)	-	+7	+14	+24 ⁸	+15
Number of Endowed Teaching Professorships (total created)	-	+2	+2	+3	+5

Goal 3: Enhance the Educational Environment for Student Learning

Faculty-Student Ratio ⁹	22.3	22.6	23.2	23.1
Electronic Journals	17,655	18,206	31,848	32,327
University-Supported CTec Smart Classrooms ¹⁰	12	22	49	67

Goal 4: Promote Discovery and Exchange of Knowledge and Ideas

Total Sponsored Programs Funding ¹¹	\$150.6 M	\$142.7 M	\$138.6 M	\$140.7 M	\$200 M
Research Funding ¹²	\$76.0 M	\$88.2 M	\$87.4 M	\$83 M	
Total Active Interdisciplinary Awards ¹³	115	103	122	115	

Goal 5: Improve West Virginia's Health, Economy, and Quality of Life

Uncompensated Health Care (including WVU-East) ¹⁴	\$78.2 M	\$92.6 M		
License Agreements	10	18	19	7

¹⁻¹³ Data is reported on a variety of cycles, including academic year, federal or state fiscal year, and calendar year. Some current data points have not yet been verified and are not included. Please visit Data Definitions and Sources under Annual Reports at www.wvu.edu/~2010plan for the definitions and reporting period utilized by each specified indicator.

Goal 3: Enhance the Educational Environment for Student Learning

Effective undergraduate advising persists as a great challenge at many, perhaps most, universities. In 2006, WVU recognized the need to improve advising through the Task Force on Advising and Career Placement. While this need was reiterated during recent fall focus groups, the University Advising Services Center has improved many services over the past year. Increased advisor availability; an "Ask the Advisor" e-mail address, where students can get answers to relatively quick advising questions; a separate e-mail address for parents' questions; walk-in Wednesdays in September and February; 8:00 am-4:45 pm advisor coverage at the front desk to handle quick advising questions; and extended advising hours, which began in Fall 2008, will contribute to greater student success.

Goal 4: Promote Discovery and Exchange of Knowledge and Ideas

WVU recognizes the importance of supporting research, which contributes to the discovery of new knowledge and societal solutions, and scholarship, through which faculty and students share their work with national and international colleagues and heighten the impact of their discoveries. Over the past year, individuals across campus have collaborated to develop the Advanced Energy Initiative (AEI). The AEI provides a strategic research plan with focused research efforts in the areas of fossil energy, sustainable energy, and energy policy. The AEI's detailed implementation plan prioritizes activities and resources to support target research areas.

Goal 5: Improve West Virginia's Health, Economy, and Quality of Life

The Center for Civic Engagement coordinates many activities through which students become engaged in their communities. From July 2007 through June 2008, students performed over 196,500 hours of service and participated in over 1,700 service-learning projects, earning course credit, benefiting the community, and gaining valuable experience. Emily Larkin piloted a health education program known as "the Healthy Club." Recognizing a need for health and obesity prevention education, Emily developed a manual of elementary school lessons that encourage active learning and use fun, hands-on activities to increase children's knowledge of serious health issues. Through this project, Emily developed her own goal: to help West Virginia be seen as a leader in the fight against obesity.