



2014-15 UNIVERSITY ANNUAL REPORT

only  **VCU**





GRIT
we show it.

**URBAN
LANDSCAPE**
we cultivate it.

DIVERSITY
we embrace it.

ACCESS
we give it.

Only VCU owns this unique blend of qualities. They define us. They make us one of America's premier research universities. What we do here — what we study, teach, research and create — doesn't mark the boundaries of what we can contribute. It marks the beginning.

Michael Rao

Michael Rao, Ph.D., President,
Virginia Commonwealth University
and VCU Health System





GRIT

**Tenacity. Determination. Grit.
It's all part of our trademark.**

At VCU, we work together as one university to achieve real results. From major breakthroughs in AIDS research to unparalleled doggedness in athletics, we put our stamp on the world.

While camping at VCU Rice Rivers Center, the class tours the nearby Harrison Lake National Fish Hatchery.

No. 3 Jimmy Kerrigan is known nationally for his hitting prowess.

Record smashed

Trophies stacked up as VCU teams competed in conference championships. Five programs — a record — brought home Atlantic 10 championships: men's basketball, baseball, golf, women's tennis, and (for the first time in history) indoor track and field. The baseball team reached its first NCAA Super Regionals, landing in the nation's top 16.



q&a

WILL WADE

Will Wade, a former assistant basketball coach for the Rams, returned in April to lead the men's basketball team as head coach.

What does it mean to be a part of VCU Athletics?

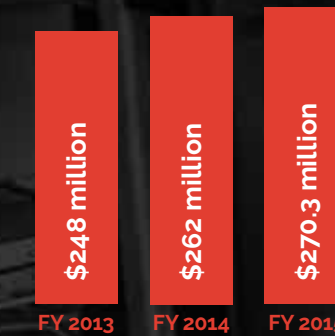
I'm excited to be back not only with the men's basketball program, but at VCU. This university innovates in all areas and provides truly great opportunities for students, staff and the community around it.

What are your plans to nurture academic excellence among athletes?

We want our student-athletes to become the best version of themselves by the time they graduate from VCU. Academics is an integral part of that process. I'll support our student-athletes as they put the same effort into the classroom as they do on the court.

Global aid

The cost of AIDS drugs can be staggering. That makes access difficult, especially in developing countries such as South Africa. VCU is changing that. Engineering professor B. Frank Gupton, Ph.D., and his team invented a cost-effective way to manufacture widely used AIDS drugs — opening doors for patients around the globe.



\$270.3 million

RECORD SUPPORT

Great ideas reaped great support in 2015. For the eighth time in 10 years, sponsored research hit a new high.

Engineering professor B. Frank Gupton, Ph.D., in his research lab.

URBAN

An aerial photograph of a city skyline, likely Richmond, Virginia. The image shows a mix of modern high-rise buildings and older structures. A prominent feature is a large, multi-lane bridge spanning across a wide river in the foreground. The sky is overcast with soft, diffused light. The overall scene depicts a vibrant urban environment.

Academics and innovation intertwine against Richmond's vibrant landscape.

Our students launch businesses here. An international bike race whizzes through our campus. Award-winning community partnerships thrive, and the James River comes alive with student and faculty research. VCU shapes Richmond, and Richmond shapes us.

Innovation pipeline

Seed money. Start-up grants. Stipends. We're all in when it comes to nurturing faculty and student entrepreneurial talent.

VCU Innovation Gateway heard more than 200 pitches (and helped form eight companies) last year. Students gained a dedicated campus space, Founder's Corner, to launch and grow startups. And VCU made a \$1.2 million commitment to the Virginia Biotechnology Research Park Innovation Council. Our entrepreneurial pipeline is constantly growing — and pouring straight into Richmond's economic ecosystem.

51%
of VCU students want to start their own business

GROWING INTEREST

VCU students are unafraid to test the waters. A 2014 survey shows that 51 percent have a high or moderate interest in starting their own company — and 15 percent were already actively doing so.



Alexander Burlingame is founder of Upchurch Chocolate Co., which launched in spring 2015.

Photo Kyle LaFreniere Photography



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cyclists and their team members treated by VCU Health.

Ride of a lifetime

Months of planning and preparation. Nearly 650,000 spectators. 1,500 cyclists. One city.

The 2015 UCI Road World Championships put Richmond in the spotlight for nine days. In the center of it, VCU and VCU Health. World champions were crowned. And world-class opportunities abounded — opportunities for nearly 700 students, faculty and staff to volunteer; opportunities for students to learn about the world through 30 bike-race-related classes; opportunities for VCU Health, the event's exclusive medical provider, to showcase its expert medical care as it treated the elite athletes.



Research hotbed

At the heart of the James River lives the VCU Rice Rivers Center, a 494-acre living laboratory.

The center buzzes with students and faculty tackling ecological issues. Take the team tracking whimbrels. They outfitted the shorebirds with solar-powered transmitter harnesses — then tracked them to discover that hunting in the West Indies was hurting their population. Now they're lobbying to change hunting laws worldwide.

\$2.3 million

LODGE + LAB
A \$2.3 million gift from Inger Rice will support the construction of an overnight lodge and a research lab at the VCU Rice Rivers Center.

Fully engaged

What does community engagement look like? To the VCU School of Pharmacy, it's 14 faculty members, 500 students and 35 residents collaborating for 20,000 patient encounters.

Since 2001, the school's interdisciplinary health teams have delivered care to countless uninsured older adults and homeless individuals. It's been called a national model for community engagement — and led to the 2014 C. Peter Magrath University Community Engagement Award.



MARSHA RAPPLEY, M.D.

Collaboration is key. So are interprofessional education and community engagement. They all add up to make VCU Health a vital part of Richmond — and beyond — just ask Marsha Rappley, M.D., our new CEO of VCU Health System and vice president for health sciences.

What do you see as VCU Health's role in the community?

VCU Health connects with people on many levels — from providing high quality care to serving as one of the region's largest employers and educating thousands of students each year in health professions. Beyond that, we're building and strengthening relationships with people in our community and learning how we can work on problems that affect them. This is in part why we launched our new VCU Health brand in September. It represents our focus — as a team — on exemplary care, service, education and research that improves the lives of those we serve and reflects our unrelenting commitment to human health.



A pharmacy student consults with a patient at the Remote Area Medical event, one of the initiatives honored by the Magrath Award.



DIVERSITY

We thrive on diversity in all its forms — including celebrating a track record that speaks to it: Virginia's most diverse university student body.

More minority graduates than anyplace in the state. Graduation gaps closed for minority students. Our diversity makes us a national model — an evolving one, as we continue to enhance diversity in every way.

Students march in the May 2015 School of Medicine Convocation Ceremony.

In action *Title IX*



q&a

LAURA WALSH RUGLESS

Having policies and written guidance is important. But so is taking action.

Laura Walsh Rugless is experienced at both. As VCU's new director of Equity and Access Services and Title IX coordinator, she's making sure we don't just meet legal requirements — but that we exceed them.

Why is it important for students, faculty and staff to understand Title IX?

It is important to understand that no matter our roles, Title IX is a shared responsibility. Each of us must work to eliminate sexual misconduct and violence as well as sex- and gender-based discrimination.

How is VCU demonstrating its commitment to Title IX?

We are investing in people, systems and other resources. We significantly enhanced the policy and infrastructure in place, and already we are seeing improvements in reporting and response. We are raising awareness, ensuring accountability and making sure support measures are in place for those who need them.

How are these changes affecting the culture at VCU?

This is not a box-checking exercise to meet government mandates. It's a movement from within driven by a commitment to ensure every university community member has the opportunity to succeed in a safe and nondiscriminatory learning, living and working environment.



Silo busters

Silos go against the VCU spirit.

The new Institute for Inclusion, Inquiry and Innovation (we call it iCubed) is doing everything it can to eradicate silos by creating collaborations focused on the welfare of urban populations. How? By hiring faculty teams with a variety of backgrounds to solve real challenges. Challenges related to education, empowerment, health disparities and justice. Challenges identified by the communities these faculty teams will serve. It is just one way VCU is a model urban, public research university.



Aashir Nasim, Ph.D., who proposed the idea of iCubed, serves as its inaugural director.



ACCESS

Without compromise, we are committed to student access and student success.

We fundamentally focus on people and the creativity and concepts that will help them flourish. We roll up our sleeves and work to eliminate any obstacles standing in the way of opportunity.

Carmen Rodriguez, assistant professor of biology, leads a class discussion in the Eugene P. and Lois E. Trani Center for Life Sciences.



Do the math

A \$50,000 windfall could be real for VCU students who take 15 credits each semester so they can graduate in four years.

How do the savings add up? Think lowered spending on tuition and fees, books, supplies, housing and transportation. We call it "Do the math." It's now part of the VCU fabric. Everyone is committed to helping students manage their debt — and decrease it, too.



q&a GAIL HACKETT, PH.D.

"Access" can be considered a buzzword in the latest academic speak. Gail Hackett, Ph.D., our new provost and vice president for academic affairs, gives her interpretation of access and what it means for students at a major research university.

How does VCU continue its work to reduce student debt?

We encourage students to enroll in 15 or more credits per semester, accelerating their studies and saving them substantial amounts of money over time in cost-of-attendance; record numbers of students take advantage of this each semester. We provide financial aid advising and counseling, individualized assistance in financial aid, a peer-to-peer financial literacy program, presentations at New Student Orientation and through our Beyond Orientation parent course, and we also offer tutorials via Financial Aid TV.



Igniting passion

Ten years. Each of them filled with attracting promising students into the health care field.

A VCU Health program, From Jump Rope to Stethoscope celebrated a decade of community outreach to children in kindergarten through high school. In that time, it organized nursing camps, career days, hospital tours, health care clubs and courses offered at a local middle school. The result? Local students with firsthand experience in the health field — and for some, a newfound passion that drives them to become part of it.

4,500 students

The fold is 4,500 students strong — that's how many have participated in the program since 2005.

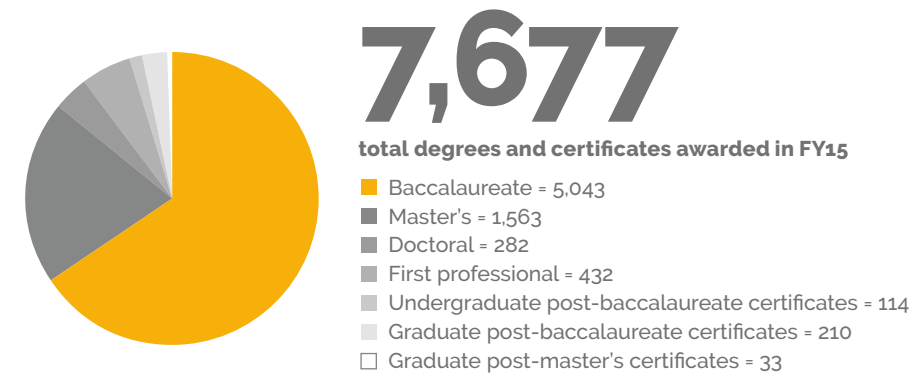
FACTS & FIGURES

**Our vision motivates us.
Our stick-to-it-ness makes us.
And our work defines us.**

From record research awards to rising six-year graduation rates to top honors in hospital safety and quality care, we are one of the nation's top urban, public research universities. The proof is in these facts and figures.

Rob Brandenburg of the 2014-15 men's basketball team, along with Richmond-area youth, participate in the VCU Paralympics Experience Day at Siegel Center.

Enrollment, graduation and retention



6 Fulbright grants
awarded to VCU alumni for the 2015-16 year

62.3% Six-year graduation rate (fall 2009 cohort)

63.4% Six-year graduation rate (African-American) (fall 2009 cohort)

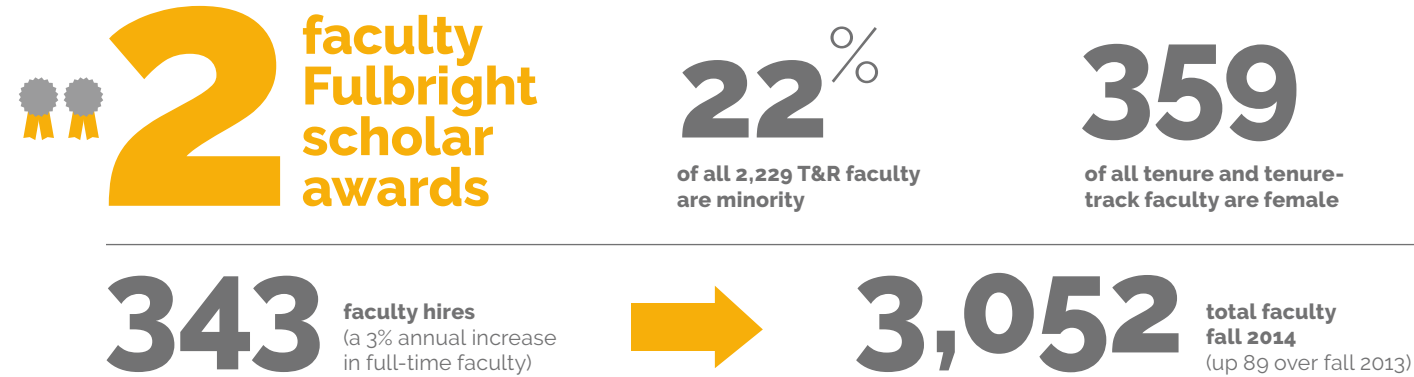
86.5% First-year retention rate (based on fall 2013 cohort)

83% Freshmen enrolling in 15 or more credits per semester.
Transfer students = **47%**

Total number of living alumni:
174,573 Rams

Source: VCU Insights, Banner SIS/ODS

Faculty excellence and growth



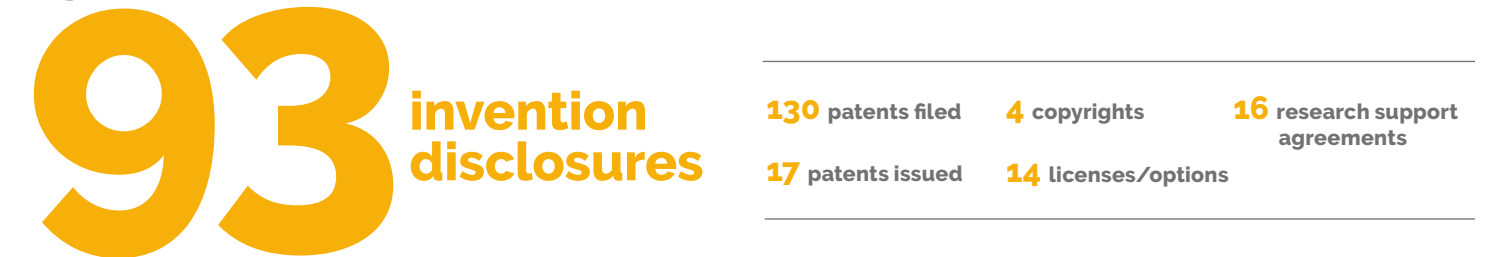
Institutional advancement



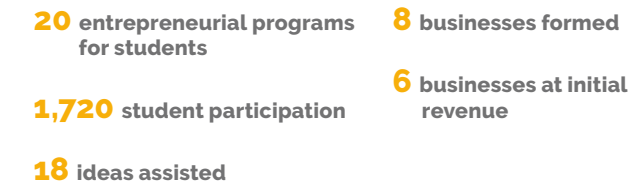
Research and innovation



Faculty innovation



Student innovation



Human health

#**1** hospital
in Virginia
U.S. News & World Report

#**1** for leadership
and innovation
in safety and quality improvement,
2014 AHA-McKesson Quest for Quality Prize

AA- S&P rating, with
a stable outlook

Aa3 Moody's rating, with
a stable outlook

VCU Health System financial statement*

(in thousands for fiscal year ending June 30)

Total operating revenue: **\$2,242,157**

Supplies, purchased services and other expenses: **\$488,875**

Nonoperating revenues and expenses: **\$76,360**

Depreciation and amortization: **\$67,097**

Salaries, wages and benefits: **\$885,579**

Medical claims expense: **\$629,404**

**includes VCU Health System components: MCV Hospitals, MCV Physicians, Virginia Premier Health Plan, Children's Hospital of Richmond at VCU, University Health Services (UHS) and UHS Professional Education Programs*



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GRIT. URBAN. DIVERSITY. ACCESS.



A VCU University Relations publication
an equal opportunity/affirmative action university 001650-01