

University of the Virgin Islands
Campaign for UVI Case Statement
Approved: March 5, 2016



UNIVERSITY OF THE VIRGIN ISLANDS

CAMPAIGN FOR UVI

Join us to become a part
of the adventure!



HONORING
OUR PAST



CELEBRATING
OUR PRESENT



CREATING
OUR FUTURE

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*As of February 2016

A MESSAGE FROM UNIVERSITY PRESIDENT DR. DAVID HALL

The University of the Virgin Islands (UVI) has been on a challenging journey in the last seven years as we expanded our horizon and elevated our sights to a place called “greatness.” There has been a collective embrace of this quest and we have made enormous strides along the way. I am confident and passionate that UVI will be the best and most effective institution of higher education it can possibly become.

Our overarching purpose is to become a major center of academic excellence, an even more vital force for economic growth, and a catalyst for improving the quality of life for residents across the territory. We have embraced this purpose because we care passionately about the future of the U.S. Virgin Islands, the Caribbean region and all of its people. Yet we cannot do this alone, for greatness is always a collective enterprise. Therefore, I invite you to embrace this purpose and inspire our journey by supporting *Campaign for UVI*, the first comprehensive fundraising campaign UVI has ever undertaken.

As a “comprehensive campaign,” this means we seek annual unrestricted gifts to fund daily operations, and gifts designated to create and sustain our future. The latter include making capital investments in new facilities; growing our endowment; expanding the number of scholarships for bright, deserving students; and building new academic programs essential to the success of our students in today’s more competitive and increasingly global labor market. Our strategic goal is to graduate students who are academically excellent, globally sensitive, entrepreneurially focused, emotionally and spiritually balanced, and willing to serve the world.

To achieve this bold and ambitious goal requires a higher level of involvement and financial support. I need you to do more than give – I need you to create a legacy for yourself and UVI by going beyond your usual support and partnering with us as a volunteer and a donor. Together, we can transform UVI and create a more vibrant and prosperous Virgin Islands. With you by our side, there is no limit to our horizon or our vision. Thanks in advance for your support and generosity.

Dr. David Hall
President

UVI's Past & Present: Prologue to a Glorious Future

Since its founding more than fifty years ago, the University of the Virgin Islands (UVI) has played a vital and ever-growing role in strengthening the economic, cultural and community life of the Territory and the Caribbean.

During UVI's first half-century, the institution has achieved tremendous milestones:

- Graduated over 9,000 students; many of these alumni serve today as respected professionals in the fields of medicine, law, politics, business, the arts and education.
- Enabled thousands of adult learners to advance their careers through occupational and technical training.
- Stimulated a widespread positive impact on the economic vitality of the Territory by:
 - attracting millions of dollars in federal research and education grants
 - investing heavily in both upgrades and new construction of facilities
 - increasing the number of people who come to the Territory each semester to teach, study, and conduct important research.

In addition to fulfilling its core mission as an institution of higher learning, the University supports programs that help the region's people at little or no cost while stimulating the local economy.

- UVI's Small Business Development Center works with the U.S. Small Business Administration to provide essential resources to local entrepreneurs and small business owners.
- The UVI Research and Technology Park attracts high-tech firms and entrepreneurs to the region, generating long-term economic growth.
- UVI's Sports and Fitness Center hosts the renowned Paradise Jam Basketball Tournament, attracting numerous NCAA Division I teams and supporters.
- The University serves as a repository of critical data, both historical and current, which is used frequently to secure essential government funding for the Territory and its people.
- The University's Reichhold Center for the Arts presents annual seasons featuring performances by world-class artists, and provides arts education for local elementary, middle, and high school students.

The University of the Virgin Islands has produced a Pulitzer Prize winner, a mathematician who discovered two new prime numbers, Rhodes and Thurgood Marshall Scholars, National Science Foundation Fellows, and many other noted scientists, accomplished professionals, and heads of state throughout the Caribbean.

Honoring Our Past

In April of 1961, Territorial Governor Ralph M. Paiewonsky used his inaugural address to announce the creation of a college for the United States Virgin Islands. Moving quickly to make good on his promise, Governor Paiewonsky hosted a Conference on Higher Education in July of that same year, at which twenty educators observed and analyzed the Virgin Islands' educational scene, and made recommendations for the creation of the College of the Virgin Islands (CVI).

Two years later, the first campus opened on St. Thomas, on land donated by the federal government. A second campus opened on St. Croix one year later. A third and final site, the St. John Learning Center, opened in Cruz Bay in 2010 in a leased facility.

In 1972, the College was awarded Land-Grant status by the U.S. Congress, enabling the establishment of an Agricultural Experiment Station (AES) on St. Croix and creation of the Cooperative Extension Service. Working with the U.S. Department of Agriculture, the College helped to develop the *Senepol* breed of cattle, which has since proved successful in many other countries around the world. The AES Aquaculture Program has been developing tilapia production systems since 1979. The program offers practical, hands-on aquaponics workshops each spring semester and is offered to interested students, entrepreneurs and farmers alike.

In 1979, the Reichhold Center for the Arts hosted its inaugural season. In more than 30 seasons since its opening, the Center has presented many world-class artists, including Itzhak Perlman, Ray Charles, Sarah Vaughan, the Puerto Rico Symphony Orchestra, and the Alvin Ailey Dance Company. Beginning in 2001, the Center began its signature summer program for local high school students, the Youth Moviemaking Workshop. Many of these students, who received training in video production and related skills, have since gone on to major in Film and to work for Disney and other noteworthy employers.

In 1986, the college changed its name to the ***University of the Virgin Islands*** (UVI) to reflect the growth and diversification of its academic curricula, community and regional services, and research programs. That same year, the U.S. Congress named UVI one of America's Historically Black Colleges and Universities (HBCUs), the only institution of higher education outside the continental United States to hold this distinction.

In 2012, UVI celebrated its Golden Jubilee and proudly embarked on its second half-century of great achievements for the Territory and its people.

Celebrating Our Present

A BEACON OF ACADEMIC EXCELLENCE

The University consists of five schools and colleges:

- College of Liberal Arts and Social Sciences
- College of Science and Mathematics
- School of Business
- School of Education
- School of Nursing

Together, these schools and colleges offer 38 Bachelor and Associate degree programs, as well as Master degree programs in seven distinct disciplines. As the institution looks to the future, UVI will offer a Ph.D. in Creative Leadership for Innovation and Change.

Of the 2,331 students enrolled in the Fall 2014 semester (170 in graduate programs):

- More than 90% of students come from the Territory;
- Approximately 64% of undergraduates are full-time;
- Approximately 70% of all students are of African descent;
- 7% are Hispanic;
- 70% are female;
- 6% of entering freshmen in 2014 originate from the U.S. mainland, eastern Caribbean, and countries around the world.

More than 350 administrative and support staff members serve this diverse student body.

Of the more than 100 full-time faculty at UVI, 44% have achieved tenure. Additionally, UVI has 125 part-time faculty. The student/teacher ratio at UVI is 11:1.

In addition, UVI is home to thirteen research centers and service units that make a significant contribution to improving the lives of the people of the Territory and the wider Caribbean region:

- The Caribbean Exploratory Research Center
- The Caribbean Green Technology Center
- The Center for the Study of Spirituality and Professionalism
- The Virgin Islands Caribbean Cultural Center
- The Center for the Study of Alternative and Complimentary Medicine
- The UVI Institute of Leadership and Organizational Effectiveness
- The Agricultural Experiment Station
- The Cooperative Extension Services
- The Virgin Islands Experimental Program to Stimulate Competitive Research
- UVI Community Engagement and Lifelong Learning
- The Virgin Islands University Center for Excellence in Developmental Disabilities
- The Small Business Development Center
- The Virgin Islands Environmental Resource Center on St. John

UVI MAKES A SIGNIFICANT CONTRIBUTION TO THE ECONOMIC VITALITY OF THE U.S. VIRGIN ISLANDS

It is always difficult to quantify an academic institution's overall economic contribution to its region. However, UVI recently commissioned Appleseed, an economic development consulting firm based in New York City, to undertake an economic impact analysis. Its report, submitted in June of 2014, clearly indicates that UVI has had, and continues to have, a substantial and positive impact on the fiscal health of the Territory and the Caribbean region as a whole.

The report noted many key indicators of the institution's impact and success:

- In the fall of 2013, UVI employed approximately 790 people (excluding students), 61% full-time.
- Wages and salaries paid by the University in fiscal year 2013 totaled nearly \$30.2 million.
- Off-campus spending by students and by visitors to UVI in fiscal year 2013 directly and indirectly accounted for:
 - 152 FTE jobs in the U.S. Virgin Islands
 - \$3.97 million in wages and salaries
 - \$18.29 million in Territory-wide economic output

The analysis also predicts that during the next five to ten years, UVI's contribution to the ongoing development of the economy of the U.S. Virgin Islands is likely to be even greater than it is today. Over time, the cumulative impact of recently established academic programs (such as the Bachelor's degree in Tourism and Hotel Management) will increase as more and more graduates of these programs enter the Territory's workforce. In addition, new programs being planned by the institution could have similar impacts.

Additionally, programs at UVI such as the Caribbean Green Technology Center, which is collaborating with New Generation Power on the development of solar energy facilities, can be further catalysts for the continuing development of the Territory's economy.

STRATEGIC VISION

The *Campaign for UVI* germinates from the University's current strategic plan, *Pathways to Greatness 2012-2017*. The strategic plan has one overarching goal: to make UVI a cornerstone of academic excellence and unparalleled operational effectiveness, while enhancing the significant economic contribution UVI currently makes to the U.S. Virgin Islands and the region.

Pathways to Greatness 2012-2017 focuses on strengthening UVI resources and capabilities in six core areas:

1. Academic Quality and Excellence
2. Student Development and Success
3. Community Engagement and Globalization
4. Ensuring a Modern and Safe University Environment
5. Organizational and Human Development
6. Financial Sustainability and Growth

Part of this strategic vision is guaranteeing access to higher education for more young people in the Territory, the Eastern Caribbean, and the mainland US. In addition to maintaining low tuition and associated costs, and providing generous scholarship aid, the University offers:

- Summer programs, including bridge programs for current high school graduates, the Entrepreneur Business Institute, and Youth Moviemaking Workshop;
- Programs throughout the regular school year, such as University Bound and Junior University, to intervene early with at-risk students in the local schools having the skills needed to graduate from high school and succeed at higher education;
- Close monitoring and support for current UVI students via the Center for Student Success.

A Pillar of the Community

UVI also enriches the community by offering arts, sports and entertainment for the people of the Territory and welcomed visitors alike.

The Reichhold Center for the Arts at the University of the Virgin Islands is a 1,196-seat amphitheater that annually hosts a wide range of concerts and performances, enriching the cultural and social life of the people of the Virgin Islands.

[Henry H. Reichhold PHOTO]

Henry H. Reichhold (July 1901 - December 1989) was Chief Executive Officer of Reichhold Chemicals, Inc.

Henry Reichhold had a passion for the Virgin Islands, dividing his time between St. Thomas and the mainland for many years. He supported higher education in the Territory and was elected to the original Board of Overseers at the College of the Virgin Islands in 1962. He made substantial donations to the development of the college itself, endowed the beautiful arts center which proudly bears his name, and contributed \$3.5 million to finance the cost of construction through the Reichhold Foundation.

The UVI Sports and Fitness Center serves as host for the renowned Paradise Jam Basketball Tournament, an annual NCAA Division I event, held every November during the Thanksgiving recess. To show their Buccaneer spirit, UVI fans traditionally wear the school colors of blue and white at these and other sports events.

Creating Our Future

To keep pace and succeed in the high-tech and increasingly interconnected world of the 21st century, UVI must position itself to meet the realities and embrace the opportunities these trends present. To serve our students, the University must be nimble and ready to respond to the new realities that will shape the future of the higher education landscape and the ever-more-competitive global employment market.

To that end, UVI has begun *Campaign for UVI* to help support its current and newest initiatives, to build on our past achievements as a center of intellectual dynamism in the Territory and the Caribbean region, while positioning UVI as a destination university known for dynamic programs and performance. The Campaign aims to provide students, faculty, and staff alike with ongoing opportunities to improve and advance their skills and knowledge.

The *Campaign for UVI* goals are intended to support three areas of excellence as we create an even more vibrant future for the University of the Virgin Islands:

- **Support for Students, Faculty, and Excellence In Teaching**
- **Facilities and Infrastructure**
- **Campus Programs**

Support for Students, Faculty, and Excellence in Teaching

Endowed Professorships and Chairs: These endowed positions honor esteemed scholars who deserve recognition for their achievements and ensure them the support necessary to pursue significant research and provide high quality teaching. These positions represent a tradition and standard of excellence that are distinguishing attributes of a great university. They support a more diverse curriculum and inspire and challenge students to achieve greatness. ***\$5,000,000***

Endowed Research and Discovery Fund: Research support is a primary factor in faculty development and retention, as well as a driver of discovery and opportunity for the benefit of the University and wider world. This endowment will support faculty investigators and fuel promising research activities, including how students learn STEM concepts and skills, and environmental sustainability. ***\$2,250,000***

Merit and Need-Based Scholarships and Grants: The University is a primary source of educational opportunity, committed to ensuring access for all motivated students regardless of their economic circumstances. While Federal and other financial aid is available for eligible undergraduate students, UVI scholarships and grants are vital to ensuring that academically talented and deserving students can continue to enrich the UVI experience and succeed in reaching their goals. ***\$2,000,000***

Facilities and Infrastructure

STEM Fund: The STEM fund will support new equipment and infrastructure needs for enhancements and restructuring of the manner in which STEM (science, technology, engineering, and mathematics) courses are taught. ***\$1,200,000***

Computer and Computational Science Laboratory Enhancement: This includes creation of a dedicated space with applicable equipment and materials to support interactive experiences that facilitate learning. ***\$500,000***

Etelman Planetarium: Renovation and re-configuration of a space that can accommodate the University's portable planetarium and telescope, which currently has no "home" on campus, while supporting informal science education opportunities for the broader community as well. ***\$500,000***

Library Learning Center: To reduce commute times for St. John and East End St. Thomas students, UVI's Information and Technology Services will partner with the Charles W. Turnbull Regional Library to enable them to take courses via video conference. This will attract more students from these areas to enroll at UVI. ***\$500,000***

St. Croix Multi-Purpose Center: This new facility will provide appropriate and flexible space for University and community programming. The proposed facility will include a student activities center, gymnasium, wellness center, faculty offices, classrooms, and laboratory space. It will also serve as a venue for commencement exercises and other special events. ***\$6,250,000***

Reichhold Center for the Arts: This internationally recognized theatre consistently attracts sold-out audiences. Continued renovation will help the Center serve its audience, drawn from the University and the overall community, and will help the facility become self-sustaining. ***\$2,500,000***

Community Engagement and Lifelong Learning (CELL): CELL provides programs and services for USVI residents that support occupations in high-demand and emerging industries. To increase CELL's capacity to serve the community, several equipment and infrastructure needs must be funded. ***\$500,000***

Campus Programs

UVI Goes Green: Establishing an effective system of environmental management accountability includes resurfacing of the main road through campus in accordance with the best environmental practices. This project builds on UVI's improving record of responsible compliance with environmental and safety regulations, and will also reduce annual maintenance costs and hazardous conditions for both cars and pedestrians. **\$1,300,000**

Campus Life/Student Support: Several areas of student life will benefit from additional support. **\$500,000**

The *Honors Program* would gain its own dedicated meeting space where students can host guest speakers and networking sessions, and provide funding to offer students who have completed three years of the program the opportunity to study abroad.

Brothers with a Cause addresses the imbalance of gender and low enrollment of males at the University. This is a concerted effort to attract more male students, and provide tools and assistance to help them succeed. It expands academic support programs, including peer tutoring, and includes a public relations campaign that projects a positive image of male achievement for boys. The program also provides mentoring for junior high and high school boys and promotes the creation of male organizations on campus.

Sisters with Purpose is a student-run organization working to make UVI a comfortable, helpful, and empowering place for women, focusing on creating and developing opportunities for sisterhood and networking. Meeting the needs and challenges of the University's female students (among whom the mean age is 26) is the goal of this initiative.

The *Athletics Program* attract many male students to UVI and supports retention among these students. Student-athletes contribute significantly to the overall school spirit and sense of community. Increasing scholarships for student-athletes will be central to the effort to enroll and retain these students and enable their achievements.

Unrestricted Funds for Innovation: Unrestricted gifts provide the university with the flexibility to respond to opportunities as they arise. **\$2,000,000**

Campaign Priority

Cost

Support for Students, Faculty, and Excellence in Teaching \$9,250,000

Endowed Professorships and Chairs.....	\$5,000,000
Endowed Research and Discovery Fund.....	\$2,250,000
Merit and Need-based Scholarships and Grants	\$2,000,000

Facilities and Infrastructure \$11,950,000

STEM Fund	\$1,200,000
Computer & Computational Science Laboratory.....	\$500,000
Etelman Planetarium Renovation.....	\$500,000
Library Learning Center.....	\$500,000
St. Croix Multi-purpose Center	\$6,250,000
Reichhold Center for the Arts	\$2,500,000
Community Engagement and Lifelong Learning (CELL)	\$500,000

Campus Programs \$3,800,000

UVI Goes Green.....	\$1,300,000
Campus Life/Student Support (<i>Honors Program, Brothers with a Cause, Sisters with Purpose, Athletics</i>)	\$500,000
Unrestricted Funds for Innovation	\$2,000,000

CAMPAIGN GOAL TOTAL \$25,000,000

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