

Maryville College – Maryville, TN

- Undergraduate, residential, liberal arts college
- Founded in 1819
- 1,000 students
- \$100M endowment
- \$38M annual budget
- Focused on location/region & proximity to Great Smoky Mountains National Park



MARYVILLE
— **COLLEGE** —
IN THE GREAT SMOKY MOUNTAINS

Bryan Coker Presidency

- Began July 2020
- Major focus on College's differentiators & distinctiveness – for us, that's largely about ***location, location, location***
- Strategic initiatives largely linked to differentiators & distinctiveness
- Established key new position: Executive Director of Strategic Initiatives
- President's goal of all new strategic initiatives being budget neutral or budget enhancing
- Secured \$1.5M in gifts, largely from Board members, for general strategic initiatives fund
 - New initiatives such as: Complete rebranding campaign, Establishment of Maryville College Downtown Center, etc.



New Strategic Initiatives

New Academic Major: Hospitality & Place/Regional Identity

All startup costs covered through major gifts (\$1.5M) from industry partners (this funding is in addition to the general strategic initiatives fund):

- **RT Lodge** (Maryville, TN) & **The Swag** (Waynesville, NC)
- **Blackberry Farm** (Walland, TN)
- **Blount County Chamber Partnership** (Blount County, TN) – *Hotel occupancy tax revenue*

Some other new initiatives funded through major gifts:

- “Scots in the Smokies” Program
- Established new position: Director of Environmental & Sustainability Initiatives



TM

Status Report or “How’s it going...?”

- Change management challenges
- Learning how to accept & spend new funds
- Embracing philosophy of “a rising tide raises all ships”
- Balanced budgets
- Steadily increasing enrollment
- Record number of new student applications & deposits for Fall 2023 (based on YTD comparisons)
- ***Stay tuned!***



MARYVILLE COLLEGE

— IN THE GREAT SMOKY MOUNTAINS —

PHILANDER SMITH COLLEGE

**FINANCIALLY SUSTAINABLE STRATEGIES
FOR SMALLER COLLEGES**

**RODERICK L. SMOTHERS, SR., PH.D.
PRESIDENT
PHILANDER SMITH COLLEGE**



**PHILANDER
FORWARD** philander.edu

PHILANDER SMITH COLLEGE

STRATEGIC PLAN PROGRESS REPORT / MAY 2018

THE FORWARD VISION



PHILANDER SMITH COLLEGE 10-Year Long Range Strategic Plan

"PSC will be ranked in the top 10 percent of HBCUs by US News and World Report and re-gain its status as a premier private Historically Black College."

The 10-Year Long-Range Strategic Plan for Philander Smith College 2016-2026 identifies five (5) Strategic Objectives and six (6) Philander Forward Initiatives for achieving this vision.

FROM THE OFFICES OF INSTITUTIONAL EFFECTIVENESS AND PLANNING
AND INSTITUTIONAL RESEARCH

PHILANDER FORWARD



Ranked #7 among HBCUs, by U.S. News and World Reports, with the Highest Four-Year Graduation Rate.



UNCF
A mind is a terrible thing to waste®

Designated the fastest growing HBCU among the 37 UNCF Colleges and Universities.



15:1

STUDENT/FACULTY
RATIO



1,000

ENROLLED
STUDENTS



20

NUMBER OF
MAJORS



3.0

AVERAGE
G.P.A.

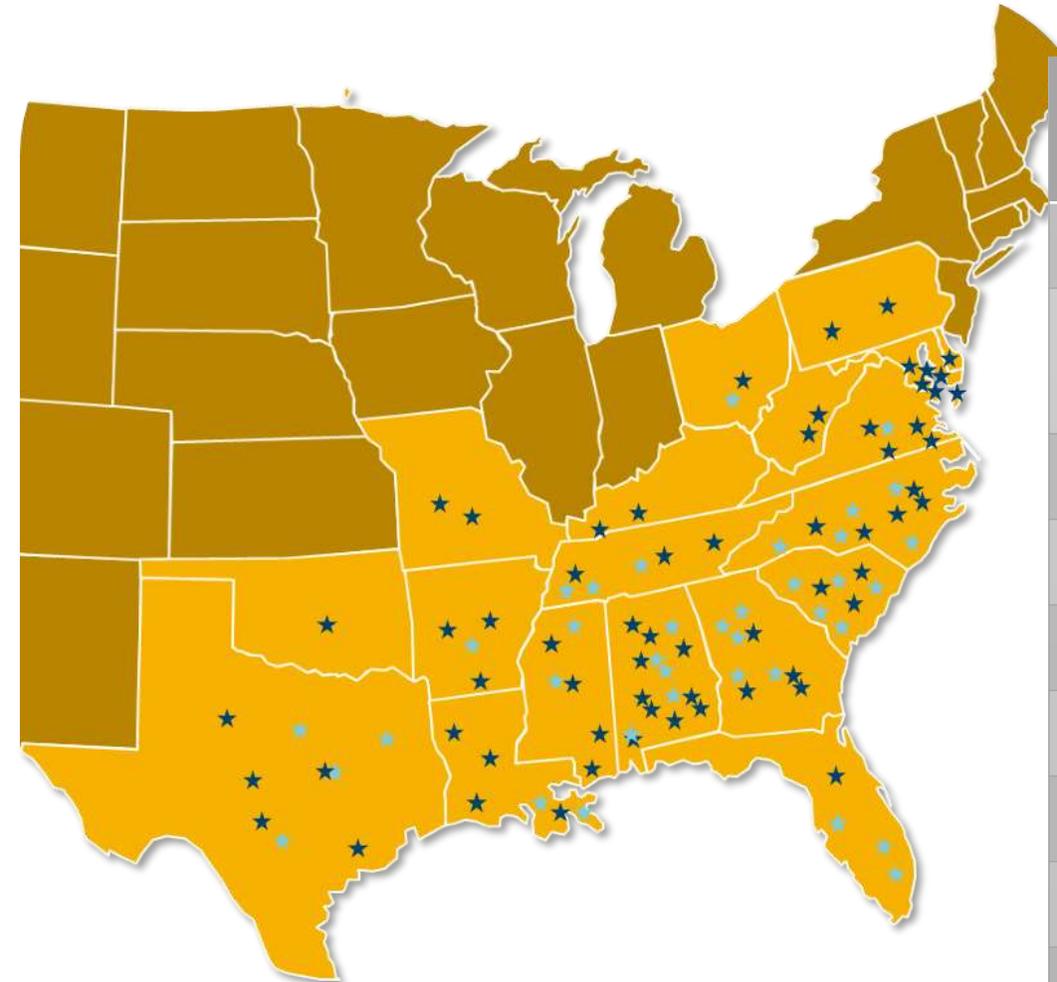


26

STUDENT
ORGANIZATIONS

PHILANDER SMITH COLLEGE

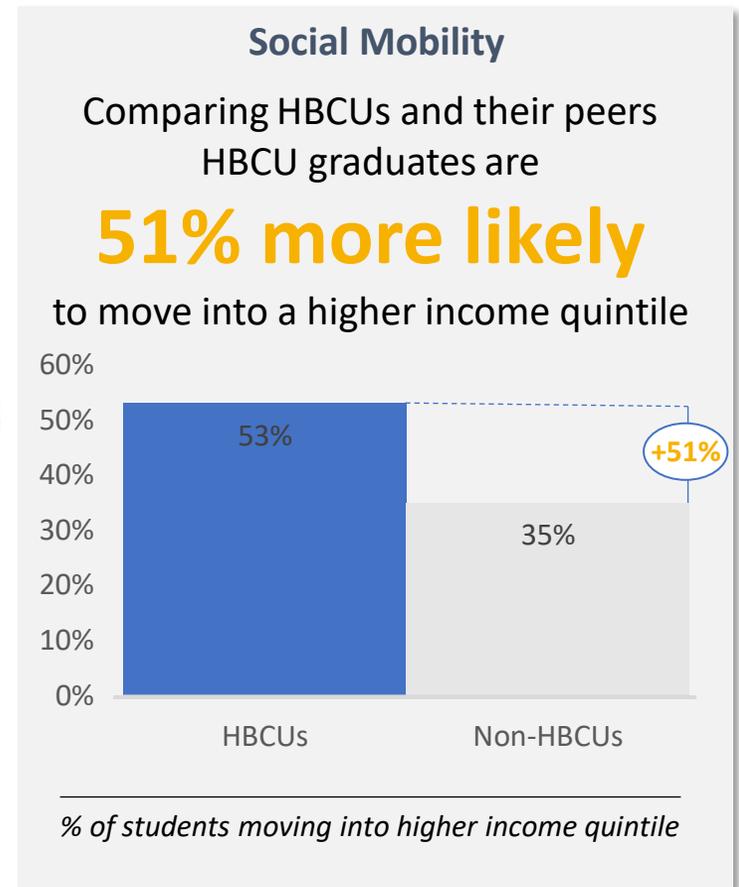
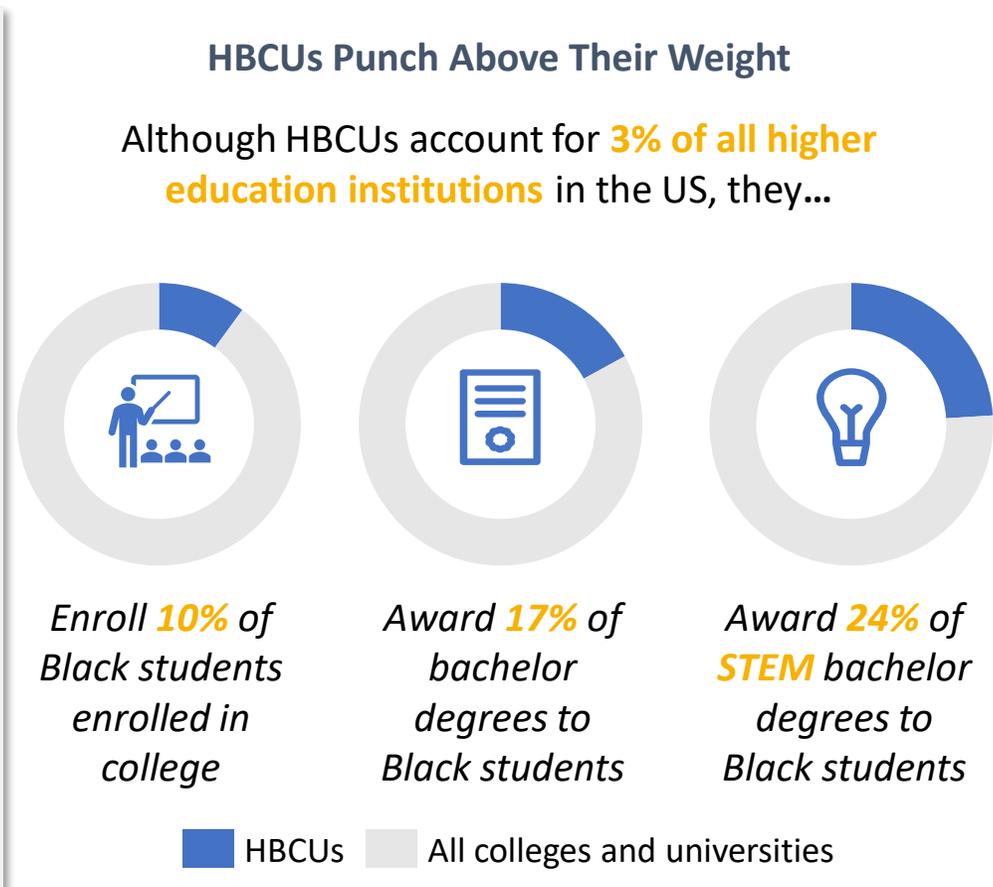
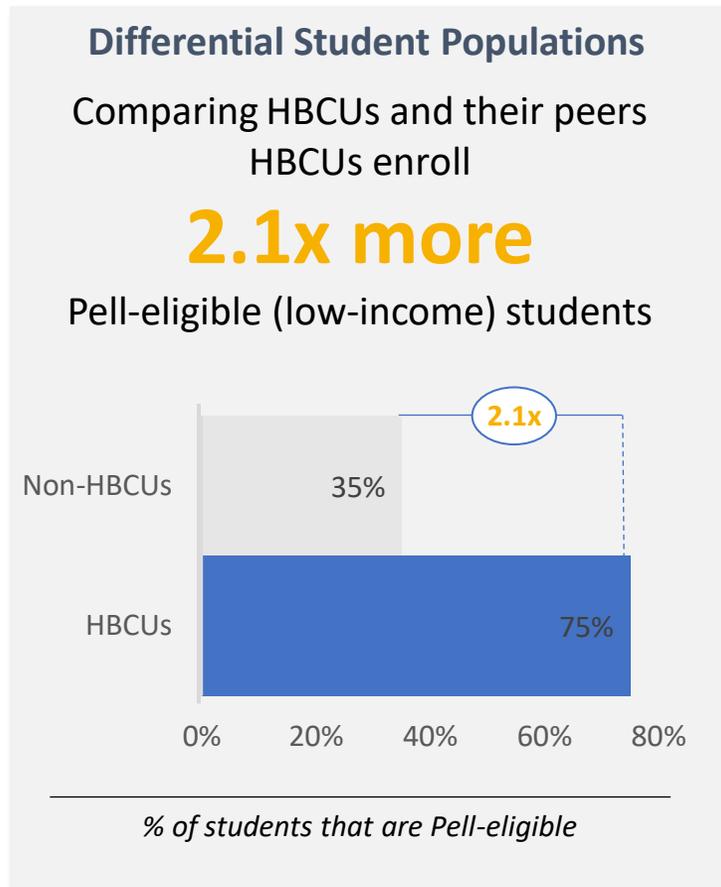
Where are HBCUs, who do they serve, and what are their outcomes?



	UNCF Network	Other HBCUs	All HBCUs
# of Institutions	37	64	101
Undergraduate Student Enrollment	50,158	205,594	255,752
AA student population	84%	72%	78%
Pell-eligible population	77%	76%	77%
Graduation Rate	31%	30%	31%
Credentials Awarded	8,853	43,249	52,102
AA Credentials Awarded	7,660	30,422	38,082
% of All AA Credentials	1.5%	5.9%	7.4%
% of All AA BAs	3.9%	12.1%	16%

Are HBCUs effective at serving underserved populations relative to their better-resourced counterparts?

Many of the 300,000 students who attend HBCUs annually come from excluded communities and may not have gone to college if not for HBCUs' unique, supportive environments.



PHILANDER SMITH COLLEGE

HBCUs Make America Strong:

THE POSITIVE ECONOMIC IMPACT OF HISTORICALLY BLACK COLLEGES AND UNIVERSITIES



#HBCUsMatter



Underwritten by C&S Foundation

HBCUs PUNCHING ABOVE THEIR WEIGHT

A State-Level Analysis of Historically Black College and University Enrollment and Graduation

#HBCUStrong



UNCF Frederick D. Patterson Research Institute



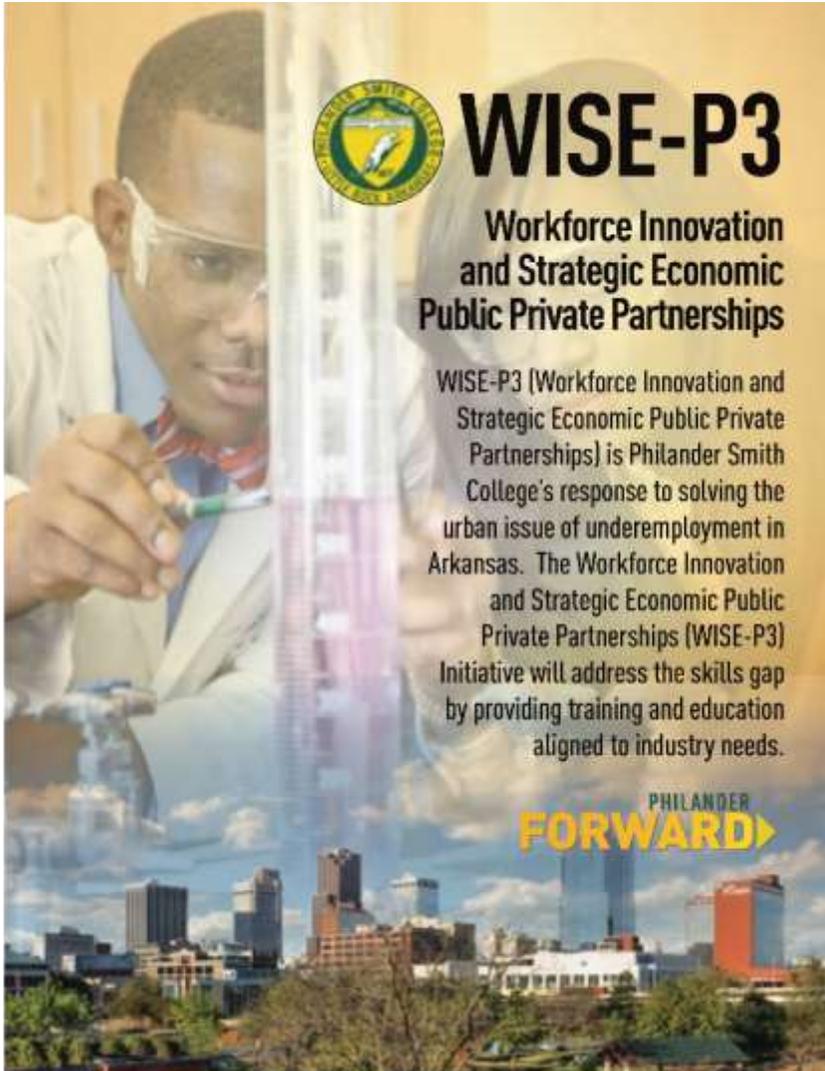
HBCUs TRANSFORMING GENERATIONS:
Social Mobility Outcomes for HBCU Alumni



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MITCHELL COLLEGE
Mobility Rate = Access Rate x Success Rate
FORWARD philander.edu

PHILANDER SMITH COLLEGE

FINANCIALLY SUSTAINABLE STRATEGIES



STRATEGIC ADVOCACY

PUBLIC PRIVATE PARTNERSHIPS

TARGETED GRANTSMANSHIP



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STRATEGIC ADVOCACY

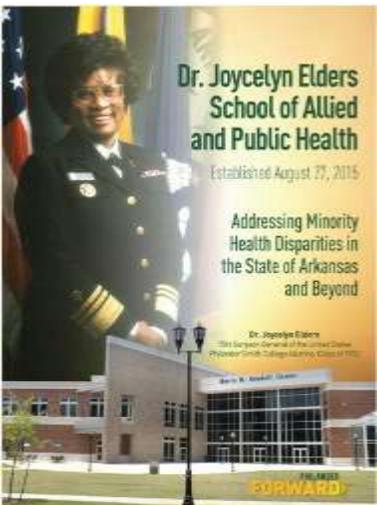
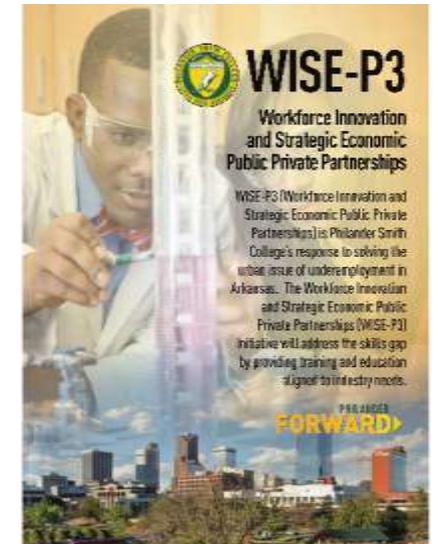
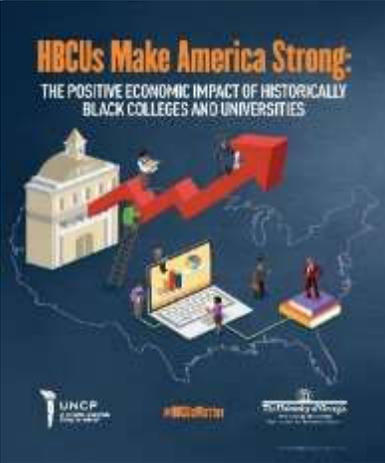
\$1 Million /Year for AR's HBCUs

PUBLIC PRIVATE PARTNERSHIPS

\$5 Million for New Workforce Initiative

\$10 Million for New Allied Health Initiative

TARGETED GRANTSMANSHIP



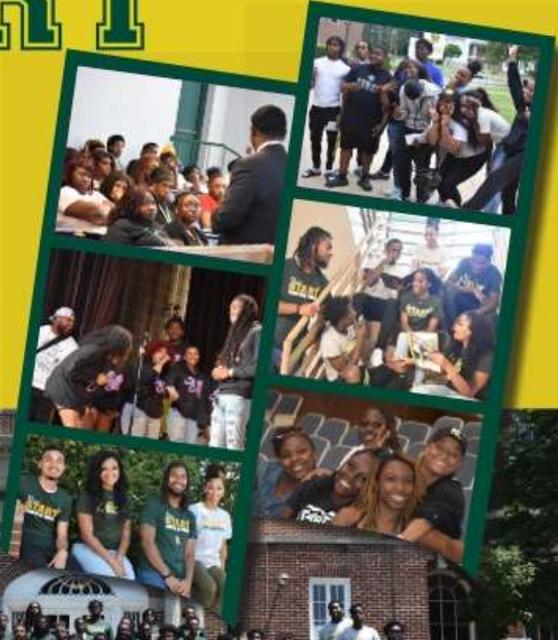
PHILANDER SMITH COLLEGE



JUNE 16 - JULY 27
2023

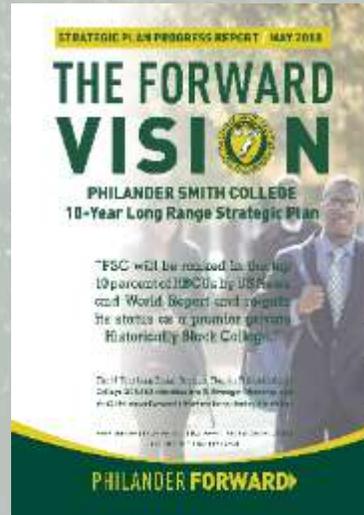
START

SUMMER BRIDGE PROGRAM



PHILANDER
FORWARD

“And, if you think education is expensive wait until you see how much ignorance costs in the 21st century.”
President Barak Obama



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