

Make Advocacy Work

Chancellor's Retreat · August 6, 2026

MAURICE JONES

SENIOR VICE CHANCELLOR FOR STRATEGIC PARTNERSHIPS

Affordable

2025–26 Full-Time In-State Undergraduate Total Charges

Institution Type	Charges	Amt Increase	% Increase
Baccalaureate Institution Average			
Tuition and Mandatory E&G Fees	\$10,521	\$211	2.0%
Mandatory Non-E&G Fees	\$5,346	\$201	3.9%
<i>Tuition and All Mandatory Fees</i>	<i>\$15,867</i>	<i>\$412</i>	<i>2.7%</i>
Room and Board	\$13,671	\$486	3.7%
Total Charges	\$29,538	\$898	3.1%
Virginia Community College System			
Tuition and Mandatory E&G Fees	\$5,035	\$147	3.0%
Mandatory Non-E&G Fees	\$14	\$0	0.0%
Total Charges	\$5,049	\$147	3.0%
All Public Institutions’ Average			
Tuition and Mandatory E&G Fees	\$9,987	\$205	2.1%
Mandatory Non-E&G Fees	\$4,859	\$181	3.9%
<i>Tuition and All Mandatory Fees</i>	<i>\$14,846</i>	<i>\$386</i>	<i>2.7%</i>
Room and Board	\$13,750	\$455	3.4%
Total Charges	\$27,787	\$815	3.0%

Notes:
(1) Includes Richard Bland College.
(2) Average charge for the majority of students at each institution, excluding tuition differentials.

Students Transferring from Virginia Community College System in the Fall and Spring of the Designated Year

Student Group	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
a. Total Transfers	13,228	12,666	12,595	11,848	11,564	11,608
b. Men — Total	5,936	5,651	5,564	5,156	5,054	5,038
c. Women — Total	7,292	7,015	7,023	6,692	6,506	6,554
d. Majority Students — Total	7,306	6,910	6,927	6,319	6,176	6,083
e. Majority Students — Men	3,373	3,179	3,148	2,821	2,813	2,746
f. Majority Students — Women	3,933	3,731	3,774	3,498	3,360	3,322
g. Students of Color — Total	5,922	5,756	5,668	5,529	5,388	5,525
h. Students of Color — Men	2,563	2,472	2,416	2,335	2,241	2,292
i. Students of Color — Women	3,359	3,284	3,249	3,194	3,146	3,232

Where did they Transfer?

Institution	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
Public Institutions						
Christopher Newport University	127	122	124	109	110	122
George Mason University	3,517	3,428	3,485	3,326	3,155	3,188
James Madison University	710	662	658	682	677	587
Longwood University	154	128	155	103	116	107
Norfolk State University	245	267	209	185	181	157
Old Dominion University	1,962	1,909	2,017	1,761	1,781	1,655
Radford University	547	571	518	551	555	615
University of Mary Washington	313	313	320	242	282	274
University of Virginia	435	457	494	484	451	560
University of Virginia's College at Wise	75	52	93	47	47	60
Virginia Commonwealth University	1,653	1,509	1,561	1,509	1,354	1,351
Virginia Military Institute	18	15	15	5	5	8
Virginia State University	122	126	114	142	137	108
Virginia Tech	801	756	812	772	793	823
William & Mary	86	94	102	126	100	103
Total Public Four-Year Institutions	10,765	10,409	10,677	10,044	9,744	9,718

Private Institutions	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
George Washington University	195	166	144	123	92	79
Averett University	45	35	36	46	56	82
Batten University	39	65	47	29	38	31
Bluefield University	90	86	49	24	31	19
Bridgewater College	27	26	25	39	26	29
Christendom College	2	4	0	3	1	1
Eastern Mennonite University	55	56	35	27	19	23
Emory & Henry College	28	27	25	29	23	42
Ferrum College	24	18	28	18	16	25
Hampden-Sydney College	2	2	3	5	3	2
Hampton University	28	44	25	6	21	29
Hollins University	17	18	15	9	10	6
Liberty University	967	991	850	856	883	844
Mary Baldwin University	103	24	1	69	85	67
Marymount University	173	170	164	139	113	102
Randolph College	23	13	19	13	10	16
Randolph-Macon College	26	32	23	24	20	25
Regent University	223	207	178	144	142	242
Roanoke College	43	54	50	43	35	44
Shenandoah University	88	92	90	57	80	69
Southern Virginia University	12	6	3	5	8	4
Sweet Briar College	6	8	9	7	5	4
University of Lynchburg	55	49	46	52	45	48
University of Richmond	37	34	31	20	22	24
Virginia Union University	17	9	0	16	36	33
Washington and Lee University	0	0	0	1	0	0
Total Private, Four-Year Institutions	2463	2257	1918	1804	1820	1890

Track Record

Alumni leading the way.



David Elmore
Founder & CEO of Financial
Management Inc.
BRCC Alum



Darren Connor
COO at Dewberry
DCC Alum
(VFCCE Board Member)



Wiley "Bif" Johnson
President and CEO of
Hurt & Proffitt
CVCC Alum
(VCCS Board Member)



Michelle Franklin
Chief Nursing Officer
at Carilion
VWCC Alum



John Asbury
CEO of Atlantic Union Bank
NRCC Alum



Michael O'Kane
Founder + retired CEO of
Evolver, Inc.
NVCC Alum
(VFCCE Board Member)



Derek Tomek
Site Manager, Clinical
Engineering, TRIMEDX
ESCC Alum



Andrea Copeland
President & CEO of
Charlottesville Regional
Chamber of Commerce
PVCC Alum



Nicole Dockery
Hospital President,
Sentara Halifax
PHCC Alum



Joey Rogers
President, Rogers Heating
+ Cooling
DCC Alum



Tonya Byrd
Dominion Energy
TCC Alum



Mike Paris
Bureau Manager, City of
Norfolk
TCC Alum



Mitch Kennedy
COO of Ballad Health
Holston Valley
MECC Alum

Impact

- 48% of all public undergraduates in Virginia (over 230,000)
- Over 80% of students stay in Virginia
- Almost 100,000 minority students
- Over 350,000 degrees, certificates and credentials in the last 10 years
- Close to 60,000 high school students received college credit through dual enrollment
- FastForward students earn industry recognized credentials in 6-12 weeks
- +\$12k more per year for associate degree earners

Advocacy in Action

Legislative Advocacy

- **Build Relationships**
Engage legislators year-round; understand their biographies and priorities
- **Share Your Why**
- **Be Prepared**
Bring data, student stories and clear asks
- **Get Folks on Campus**
- **Recognize (Gratitude)**
- **Stress Return on Investment**
- **Honor Commitments and Report Outcomes**
- **Make Meaningful Asks**



Advocacy in Action

Private Sector Advocacy



- **Build Relationships**
Engage executives year-round; understand their biographies and priorities
- **Share Your Why**
- **Be Prepared**
Bring data, student stories and clear asks
- **Get Folks on Campus**
- **Recognize (Gratitude)**
- **Stress Return on Investment**
- **Enlist CEOs to Talk to Other CEOs**
- **Honor Commitments and Report Outcomes**
- **Make Meaningful Asks**



Lead and Own the VCCS Story

60th Anniversary of VCCS and 10th Anniversary of FastForward



It's All About Our Students

A low-angle shot of three young women walking towards the camera in a bright, modern university hallway. The woman on the left is wearing a mustard yellow sweater and distressed jeans. The woman in the middle is wearing a dark green shirt and blue jeans, holding a tablet. The woman on the right is wearing a brown jacket and dark jeans. In the background, other students are visible sitting at tables, and the ceiling features large, curved wooden panels and modern lighting fixtures.

WE ARE VIRGINIA'S
LARGEST
HIGHER EDUCATION SYSTEM

Questions & Answers

Let's continue the conversation. The VCCS is ready to partner — with legislators, employers and community leaders — to advance Virginia's future.

Connect With Us

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Key Takeaways

- Advocacy is a year-round discipline — not a seasonal activity
- Our students, alumni and employer partners are powerful messengers
- Everyone is an ambassador for the entire system
- Big asks, made early and often, drive transformational results