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# IMPACT REPORT

*Surprisingly Affordable. Significant Impact.*



## **VIRGINIA'S PRIVATE COLLEGES CONTRIBUTE TALENT TO THE WORKFORCE**

*Virginia's nonprofit private colleges and universities make significant contributions to the state and local economies through the development of talented graduates who meet essential workforce needs. Our college and university graduates enter the workforce prepared to lead as citizens who contribute to improving society by increasing economic productivity, improving health, and reducing crime across the Commonwealth.*



Virginia's Private Colleges are

## INCREASING VIRGINIA'S TALENT PIPELINE



### Providing Access to All Virginians

- Many Virginia private colleges and universities are located in rural areas like Southside and Southwest Virginia, where public four-year institutions have a limited presence.
- More than 88% of these undergraduates receive financial aid.



### Awarding 39,871 Degrees and Awards

- Students are prepared for success by receiving more support and attention with a better student/teacher ratio: 1:11 in private non profit institutions vs. 1:17 for public institutions.
- Most 2024 graduates were at the Bachelor's level (17,664), followed closely by Master's (12,403), then Certificates (3,060), Doctor's – Research/Scholarship (3,356), Doctor's – Professional Practice (3,260), and Associate's (1,270).
- The most popular majors from 2024 graduates were in Business, Management, Marketing, and Related Support Services (6,919), Health Professions and Related Programs (5,356), Education (5,205), Psychology (4,311), and Theology and Religious Vocations (2,853).



### Providing an Estimated \$2.3 Billion Workforce Contribution

- The estimated economic value of the enhanced labor productivity, or increased human capital, that 2024 graduates from Virginia's private colleges and universities carried with them into Virginia's workforce is **\$161.6 million**.
- The estimated stream of economic benefits that enhanced productivity will generate over the time those graduates are active in the workforce is **\$2.3 billion**.
- Virginia's private colleges and universities are meeting a substantial portion of Virginia's critical workforce needs. Their 2024 graduates met more than half of Virginia's annual occupation-driven demand in “high-demand” occupations such as K-12 teachers.

*Virginia's private colleges and universities develop human capital across the entire state to create a qualified workforce that Virginia needs to fuel future economic growth.*

#### VIRGINIA PRIVATE COLLEGES OFFER:

- ✓ **Top workforce-aligned programs: Business, Health Professions, Education, and Psychology**
- ✓ **3 single-sex institutions  
2 historically Black colleges (HBCU)  
1 Hispanic-serving institution (HSI)**
- ✓ **18 colleges with graduate/professional degree programs**
- ✓ **12 Pell-serving institutions (PSI: 37% + Pell enrollment)**



Virginia's Private Colleges shape Virginia's future.

## STORIES BEHIND OUR TALENT PIPELINE

### Eli Bank '22 and Grace Mittl '22

UNIVERSITY OF RICHMOND

Eli Bank and Grace Mittl are the founders of Absurd Snacks, a business they created during their senior year in University of Richmond's Bench Top Innovations course. Both business administration majors, after graduation they chose to continue building the company from their home base in Richmond.

Absurd Snacks are a line of nut-free snack mixes, created to be safe for most individuals with food allergies and sensitivities. They are currently available at many major grocery chains throughout the mid-Atlantic, including Whole Foods, Publix, and Kroger. Last year, Bank and Mittl returned to University of Richmond as the Start-up in Residence at the Robins School of Business, mentoring current students on entrepreneurship.



### Zion Kendall Purvis-Allen '24

VIRGINIA WESLEYAN UNIVERSITY

For Zion Purvis-Allen, success has been built on perseverance, determination, and the strength of the Marlin community. As a first-generation college student from Chesapeake, Zion faced early challenges adjusting to college and balancing the demands of full-time work. When financial setbacks forced him to step away from his studies, he remained determined to return. That resilience paid off. After a year and a half, Zion re-enrolled at Virginia Wesleyan. He graduated with a degree in Comprehensive Liberal Studies and now serves as a First-Year Enrollment Counselor at VWU.

During his time on campus, Zion became a leader with a vibrant presence serving as a resident advisor, Wesleyan ambassador, mailroom staff, and front-desk assistant in the Learning Center. His warm personality and positive outlook made him a recognizable face for students, faculty, and visitors alike. Zion also became a master of time management and was able to enjoy intramural sports and volunteering with Marlin Ministries, where he built relationships across campus and inspired others with his story of perseverance.



### Katherine Haley Vaughan '24

ROANOKE COLLEGE

Katherine Haley Vaughan, of Salem, Virginia, graduated with a bachelor's degree in business administration, a minor in economics and a concentration in global business. She currently works as an analyst with the Federal Reserve Bank in Richmond, Virginia.

Vaughan's incredible involvement at Roanoke included being a member of the Honors Program, serving as both social coordinator and president. She was a founding member and president of Women in Economics, in addition to having been a member of the Academic Integrity Council, ECONLab research group, Undergraduate Economics Reading Group and Collegiate Entrepreneurs Organization. She even found time to work as a subject tutor. She expanded her global perspective with a May Term studying in Ireland and England, and completed three internships—one with Carilion Clinic, one with a public relations firm in D.C. and one with the Lutheran College Washington Consortium.





*Virginia's Private Colleges are*  
**FUELING FUTURE ECONOMIC GROWTH**

*The most significant contribution a college makes to the economy is its graduates. In addition to benefitting an individual, higher education generates societal improvements such as civic responsibility, improved health, reduced crime, and increased economic productivity. Virginia's private non profit colleges and universities provide access to geographically diverse populations across the state that are not readily served by the state's public four-year institutions.*

*Virginia Private Colleges play a valuable and demonstrable role in creating the human capital and qualified workforce that Virginia needs to fuel its future economic growth.*



**Council of Independent Colleges  
in Virginia, Inc.**

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*Virginia*  
Private Colleges

*Appalachian College of Pharmacy | Appalachian School of Law  
Averett University | Bluefield University | Bridgewater College  
Eastern Mennonite University | Emory & Henry University  
Ferrum College | Hampden-Sydney College | Hampton University  
Hollins University | Liberty University | Mary Baldwin University  
Marymount University | Randolph College | Randolph-Macon College  
Regent University | Roanoke College | Shenandoah University  
Southern Virginia University | Sweet Briar College  
University of Lynchburg | University of Richmond  
Edward Via College of Osteopathic Medicine  
Virginia Union University | Virginia Wesleyan University  
Washington and Lee University | George Washington University\**

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