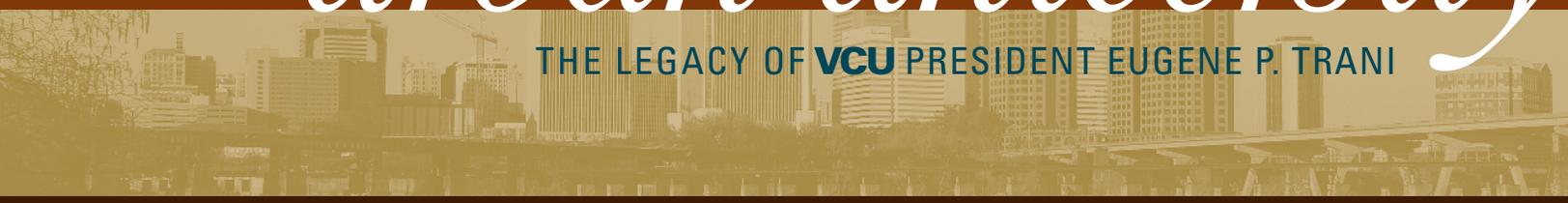


*defining  
the  
urban university*

THE LEGACY OF **VCU** PRESIDENT EUGENE P. TRANI



V i r g i n i a   C o m m o n w e a l t h   U n i v e r s i t y

*1990-2009*



“I believe the

*urban university*  
holds some of the keys to a *new direction.*

And I believe Virginia Commonwealth University exhibits a new direction in action.”

Dr. Eugene P. Trani, 1990  
President, VCU

*19 years.  
1 president.  
1 university.*

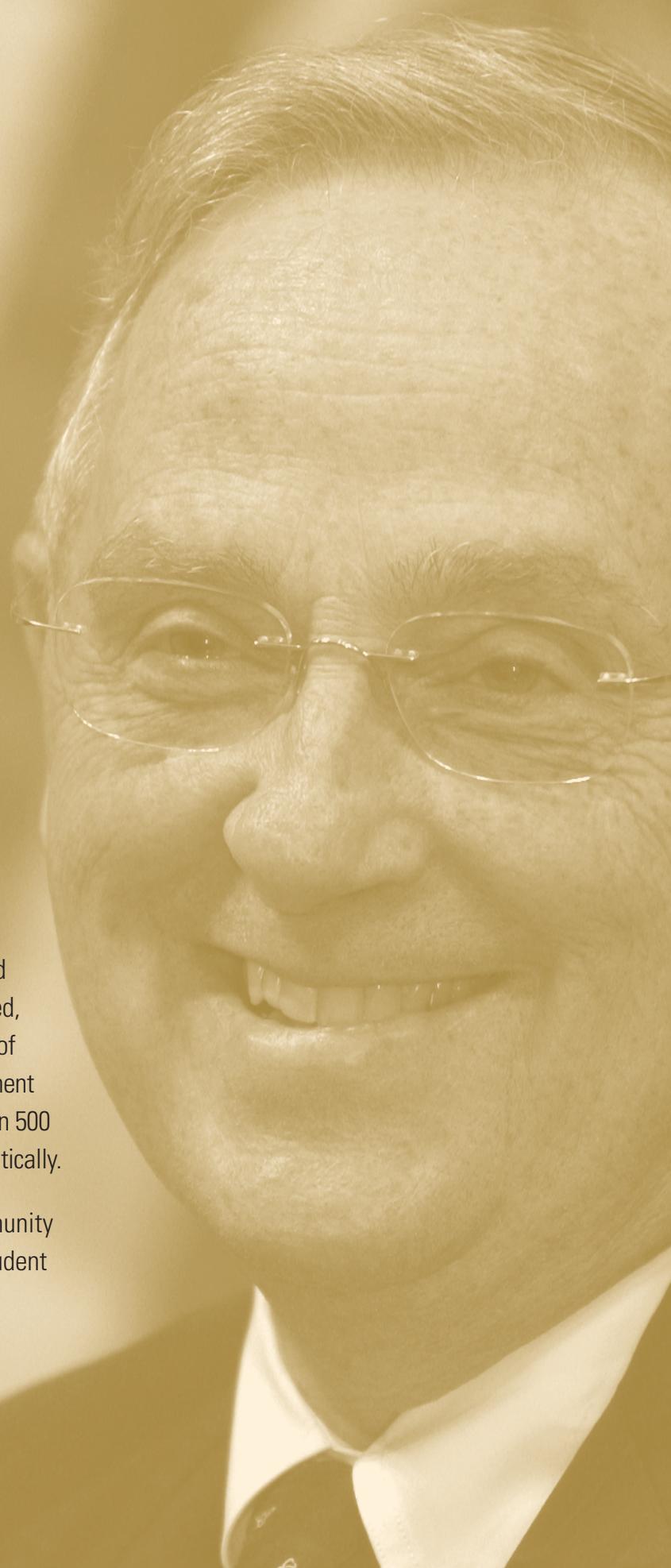
The story begins in 1990 with the appointment of Dr. Eugene P. Trani as the fourth president of Virginia Commonwealth University. He brought with him his proven leadership experience in higher education and, most importantly, a unique vision for VCU.

In his 1991 inauguration address, President Trani shared the opportunity he saw for the urban school set in the heart of Richmond: to make a positive, economic impact on the city and to help redefine the role of urban universities across the nation.

He promoted collaborations throughout his tenure with business partners, neighbors, alumni, philanthropic supporters and city, state and local governments. He encouraged and supported an atmosphere in which the walls between classroom and community became permeable. In turn, VCU's reputation grew both nationally and internationally – applications for admission surged, notable awards lauded the academic excellence of the university's faculty and students, the endowment and unrestricted investments increased more than 500 percent and sponsored research increased dramatically.

Above all, the success of this university-community partnership brought a new dimension to the student experience at VCU and sparked the economic vitality of the Richmond region.

*This is his legacy.*





# *economic impact*

*President Trani believes that higher education institutions in America's cities and metropolitan areas are essentially the land-grant colleges of modern times.*

In part, President Trani's approach to economic development has been inspired by visits to some of the most traditional universities in Europe – such as Cambridge and Oxford – that have reinvented themselves as economic engines for their regions, as well as his study of high-tech development when at University College Dublin.

While VCU has excelled at and often exceeded the typical roles of purchaser, employer and developer that large universities play in their communities, it has vastly broadened that relationship. Together, VCU, the state and the local community strategically identified initiatives that would revitalize the Richmond region.

## **INDUSTRY AND WORKFORCE**

From the start of his tenure, President Trani reached out to government and civic groups – serving at times

as chair of both the Greater Richmond Chamber of Commerce and of Richmond Renaissance, the downtown not-for-profit revitalization group now known as Venture Richmond.

He pursued an idea of a research park in 1991. Then in 1995, the Virginia BioTechnology Research Park became a reality and attracted biosciences companies to the downtown area. The establishment of the research park created the need for a highly specialized, high-tech workforce. In 1996 in response to this need and at the strong urging of business and industry leaders, VCU established a public-private partnership to create the School of Engineering.

The Virginia BioTechnology Research Park and the School of Engineering have now become anchors for the region's future prosperity, helping to create a forward-looking community of energized scholars and researchers. In addition, the influence of the engineering school and the research park led Fortune magazine



to name Richmond one of the 10 most improved places for business in North America.

With additional investments on the university's medical campus – including a nursing education building, cancer research laboratory and a critical care hospital – VCU created a career pipeline and brought research advancements and improved patient outcomes to the health care industry.

## DESTINATION POINTS

The university's commitment to improving its physical landscape spurred retail development in areas surrounding campus. Specifically, VCU's investment in the Broad Street corridor attracted the interest of private developers, whose investments in the area have totaled more than \$100 million. In 2001, Lowe's arrived, followed shortly by Kroger – the first major supermarket to locate in downtown Richmond in more than a decade. Residential developers also followed VCU's trend and converted abandoned garages and ware-

houses into upscale apartments, many contracting with the university to lease only to students. By the mid-2000s, Broad Street began to shape itself into a neighborhood all its own.

Faculty and alumni from the VCU School of the Arts also found opportunity along Broad Street, converting many of the abandoned storefronts into an eclectic row of galleries. Up-and-coming artists – including VCU students – suddenly had a multitude of venues in which they could exhibit their work. Downtown Richmond experienced an influx of gallery-goers, and restaurant owners welcomed a new clientele.

VCU's Stuart C. Siegel Center also drew crowds into downtown, hosting everything from national entertainment acts, concerts and speakers to the university's athletic events to community high school graduations and celebrations. Across the street, national chains opened restaurants and, in 2008, VCU welcomed national bookseller brand Barnes & Noble to campus in a further effort to integrate VCU into the community.



*During the last quarter of Dr. Trani's presidency, the national spotlight was focused on the roles universities played in the health of their cities and VCU took center stage for its efforts in fostering university-community partnerships.*

The university received national recognition in 2006 from the Carnegie Foundation for the Advancement of Teaching for its initiatives within the community. The selection for the Community Engagement Classification recognized VCU and 75 other U.S. colleges and universities that promote community engagement as a central focus of their missions. In addition, the Carnegie Foundation selected VCU as one of 62 institutions of higher learning nationwide that demonstrated a commitment to community engagement in the classroom and to partnerships and outreach beyond the boundaries of campus.

### **DEVELOPING A NATIONAL MODEL**

VCU received national coverage for its innovative programs toward city enhancements and revitalization in 2002 when CEOs for Cities – a high-powered alliance of mayors, corporate executives, university presidents and experts on inner-city development – released a report in collaboration with the Initiative for a Competitive Inner City. The report praised President Trani and VCU for strong leadership, focus on economic development and success in working with the Richmond community, and they singled out VCU and Columbia University as national models for the urban university in the 21st century.

In a 2006 study directed by Evan Dobbelle, president and CEO of the New England Board of Higher Education, VCU ranked eighth among institutions promoting urban revitalization and nurturing partnerships

with their localities. Dobbelle's list commends universities for their strong positive contribution of careful strategic planning and thoughtful use of resources that have dramatically strengthened the economy and quality of life of their neighboring communities.

**The Carver neighborhood.** Since 1990 when President Trani arrived at VCU, his vision for a shared urban community with the city of Richmond has served as the basis and integral foundation for VCU's neighborhood-university relationships such as the Carver-VCU Partnership.

Over the years, this initiative attracted major federal and foundation grants that support student learning and faculty scholarship, as well as assisted in the revitalization of urban neighborhoods. In 1997, the U.S. Department of Housing and Urban Development awarded the Community Outreach Partnership Center grant that would help formalize VCU's partnership with the Carver community. Through faculty expertise, student service and volunteer coordination, VCU and the community worked together at the neighborhood elementary school to expand services for both parents and children to enhance health and social programs available to residents; to draw on the expertise of VCU faculty to prepare a community development plan; to involve faculty from VCU's arts and business schools in economic-development initiatives, including job training; and to provide community policing in the area. More than a decade later, Carver continues to partner with VCU and takes



# community engagement

an active role in identifying its community's critical needs, including issues of youth violence prevention and early childhood development.

**Health care.** VCU launched the Center on Health Disparities in 2005, demonstrating the university and VCU Health System's commitment to safeguarding the health of all Central Virginia residents. The center aims to eliminate disparities in health outcomes and improve health care through collaborative research, innovative education and training programs and coordinated care.

## SERVICE

Early in his tenure, President Trani established the Community Service Associates Program to pair VCU faculty with the nonprofit community on special projects. Today, the Division of Community Engagement has supported faculty from more than 50 different academic units on more than 250 community-based projects in partnership with about 175 different organizations. The Service-Learning program, an offshoot of the faculty program, provides VCU students with opportunities to learn in real-world settings and to make a difference.

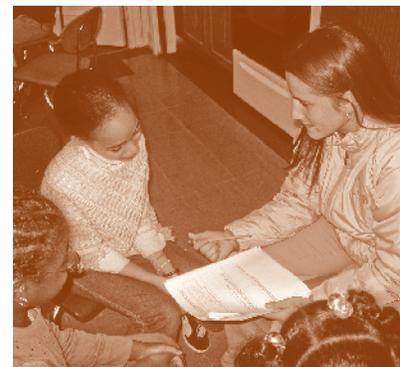
**Acts of caring.** The 40 Acts of Caring initiative – launched in 2008 in honor of VCU's 40th anniversary – recognized the role of faculty in connecting their teaching and research missions to community needs. The program recognized 40 projects where VCU faculty and students have taken initiative outside of the classroom to make unique contributions locally, nationally and globally. They represented 22 units from all parts of the university and included volunteer efforts, community-based research and service-learning projects.

**Honor roll.** For three straight years, VCU made the grade as one the universities named to the President's Higher Education Community Service Honor Roll. The honor roll, established in 2006, is the highest federal recognition colleges and universities can achieve for service-learning and civic engagement. It is sponsored by the President's Council on Service and Civic Participation and the U.S. departments of Education and Housing and Urban Development.

## LIFELONG LEARNING

VCU initiated a multitude of programs to bring the community – children and adults – to campus. Each summer, VCU's Outreach Programs opens the university to rising sixth-, seventh- and eighth-graders in Richmond-area schools to experience college life. From designing fashions to canoeing the James River to building robots, these courses offer students the chance to use some of VCU's most advanced studios, laboratories and technologies. Another program, the Commonwealth Society, provides college-level courses on a variety of topics, from creative writing to bird migration to worldwide travel for learners of all ages.

Most recently, VCU opened the Mary and Frances Youth Center to offer youth in the Richmond community a wide range of life skills, mentoring, academic and athletic programs. The 5,400-square-foot center – funded by a private, \$1.5 million donation from Genworth Financial executive Michael Fraizer and his wife, Elizabeth Royer Fraizer – serves as home to Lobs & Lessons. This collaboration with local civic associations provides an after-school program that promotes the learning of tennis and life skills inside and outside the classroom to serve students throughout their educational years and beyond.





## *Total construction*

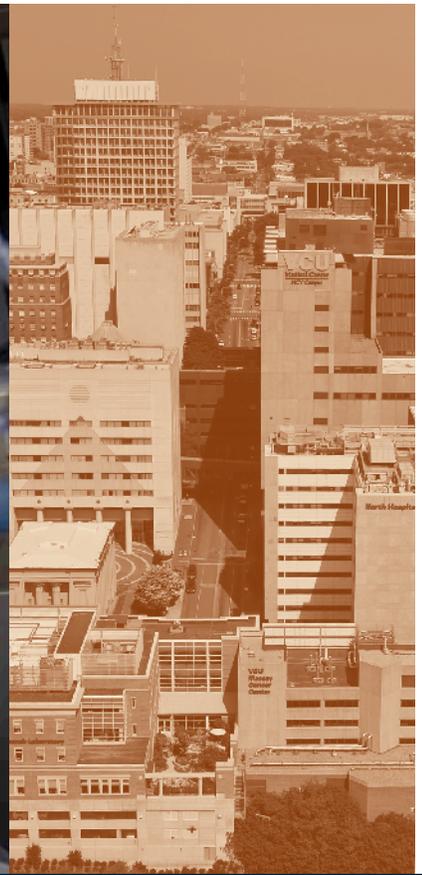
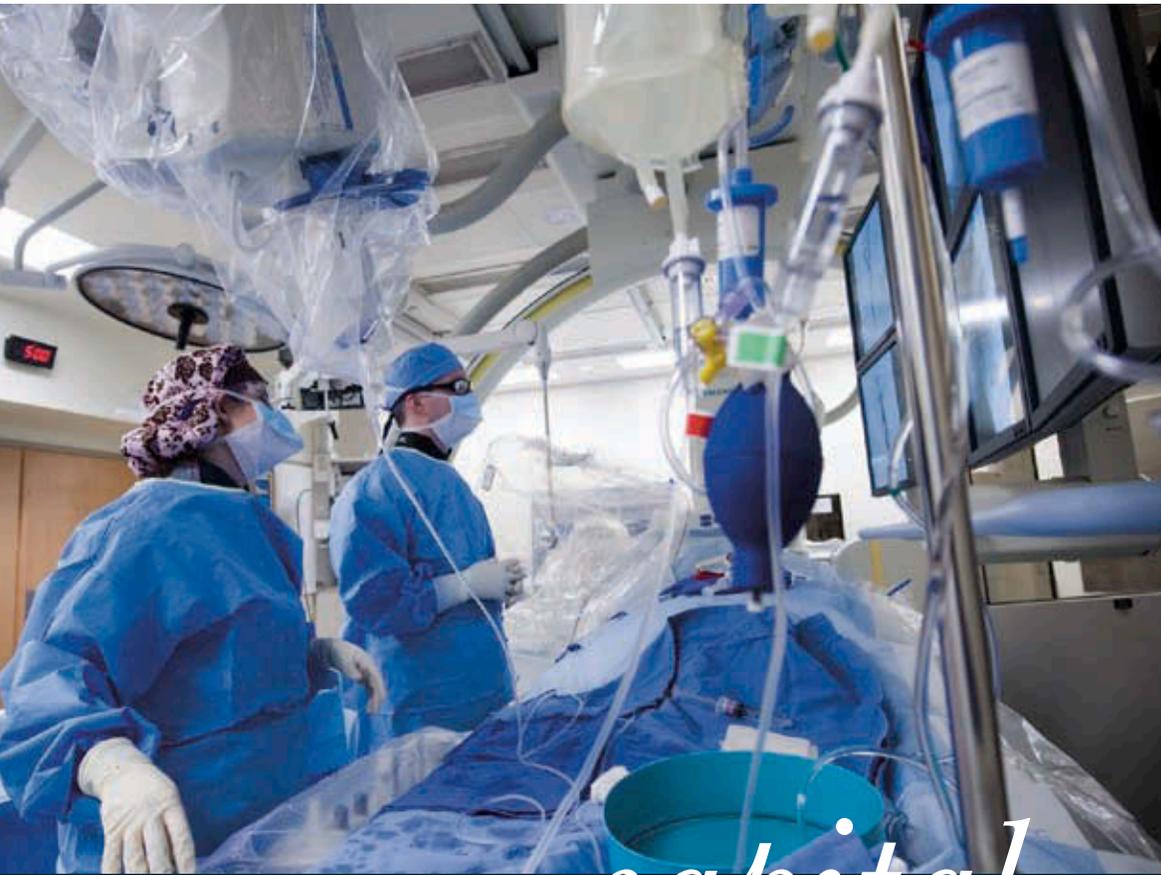
*\$1.2 billion for the university*

*\$427.4 million for the health system*

*\$69 million at the VCU School of the Arts at Qatar*

*\$518 million at the Virginia BioTechnology Research Park*





# capital construction

*Most of the development identified in the university's 1996 master site plan had been completed by 2003. As President Trani looked to the future, he clearly saw a need to create a plan that would serve as a blueprint for growth and development through the year 2020.*

In 2004, the VCU Board of Visitors adopted VCU 2020, the revised master site plan. It focused on VCU's two main campuses – including initiatives at the medical center and the Virginia BioTechnology Research Park – as well as its satellite locations in Northern Virginia, Charles City County, Va., and Doha, Qatar. With community and state support, President Trani led VCU in a \$1.2 billion investment that bolstered the university's infrastructure and he earmarked an additional \$1 billion for new academic, medical, student housing, recreation and parking facilities.

## **MCV CAMPUS**

Efforts on the MCV Campus centered on renovation improvements to academic spaces, as well as the redevelopment and expansion of the clinical facilities of the VCU Health System. Significant resources also

supported the construction of new educational and research facilities, including the School of Nursing building and the Molecular Medicine Research Building.

## **MONROE PARK CAMPUS**

The university's master site plan outlined major construction and renovation projects within VCU's academic core, including classrooms, laboratory and library facilities, residence halls, a dining center and student gathering spaces. The construction of the Sports Medicine Building, two new parking decks – including a bookstore, welcome center and art studios – the Siegel Center, a fine arts building and two residence halls along a six-block stretch of West Broad Street also transformed the context and environment of the Monroe Park Campus.

# capital construction

**1993**

## **"N" Deck**

- \$11.8 million
- 1,045 spaces
- Bookstore and child care center

**1995**

## **VCU Medical Center at Stony Point**

- \$25.5 million
- 45,500 square feet
- More than 25 clinical specialties, including women's health and cancer

**1996**

## **Hermes A. Kontos Medical Sciences Building**

- \$23.7 million
- 124,825 square feet

**1998**

## **School of Engineering West Hall**

- \$26.9 million
- 147,000 square feet
- Includes \$11.1 million, 27,000-square-foot Wright Virginia Microelectronics Center

## **West Broad Street Parking Deck**

- \$13 million
- 1,100 spaces
- 30,000-square-foot bookstore
- 3,500-square-foot Welcome Center

**1999**

## **Stuart C. Siegel Center**

- \$31.4 million
- 190,000 square feet
- 7,500-seat Alltel Pavilion

## **School of the Arts Fine Arts Building**

- \$15.7 million
- 114,000 square feet

**2001**

## **Ackell Residence Center (see #1)**

- \$13.4 million
- 400 beds

## **Eugene P. and Lois E. Trani Center for Life Sciences**

- \$28.8 million
- Four stories, 132,000 square feet
- 17 undergraduate instructional laboratories
- 3,000-square-foot rooftop greenhouse

## **Sports Medicine Building**

- \$7 million
- 30,000 square feet

**2002**

## **Gateway Building (see #2)**

- \$61 million
- Nine levels, 200,000 square feet

## **Bowe Street Parking Deck**

- \$11 million
- Five stories, 440 spaces
- 30,000 square feet of art studios and an athletics weight training room

**2003**

## **Broad and Belvidere Student Apartments**

- \$17.2 million
- 412 beds
- Four-story parking deck with 197 spaces

## **Gladding Residence Center addition**

- \$6.6 million
- 172 beds

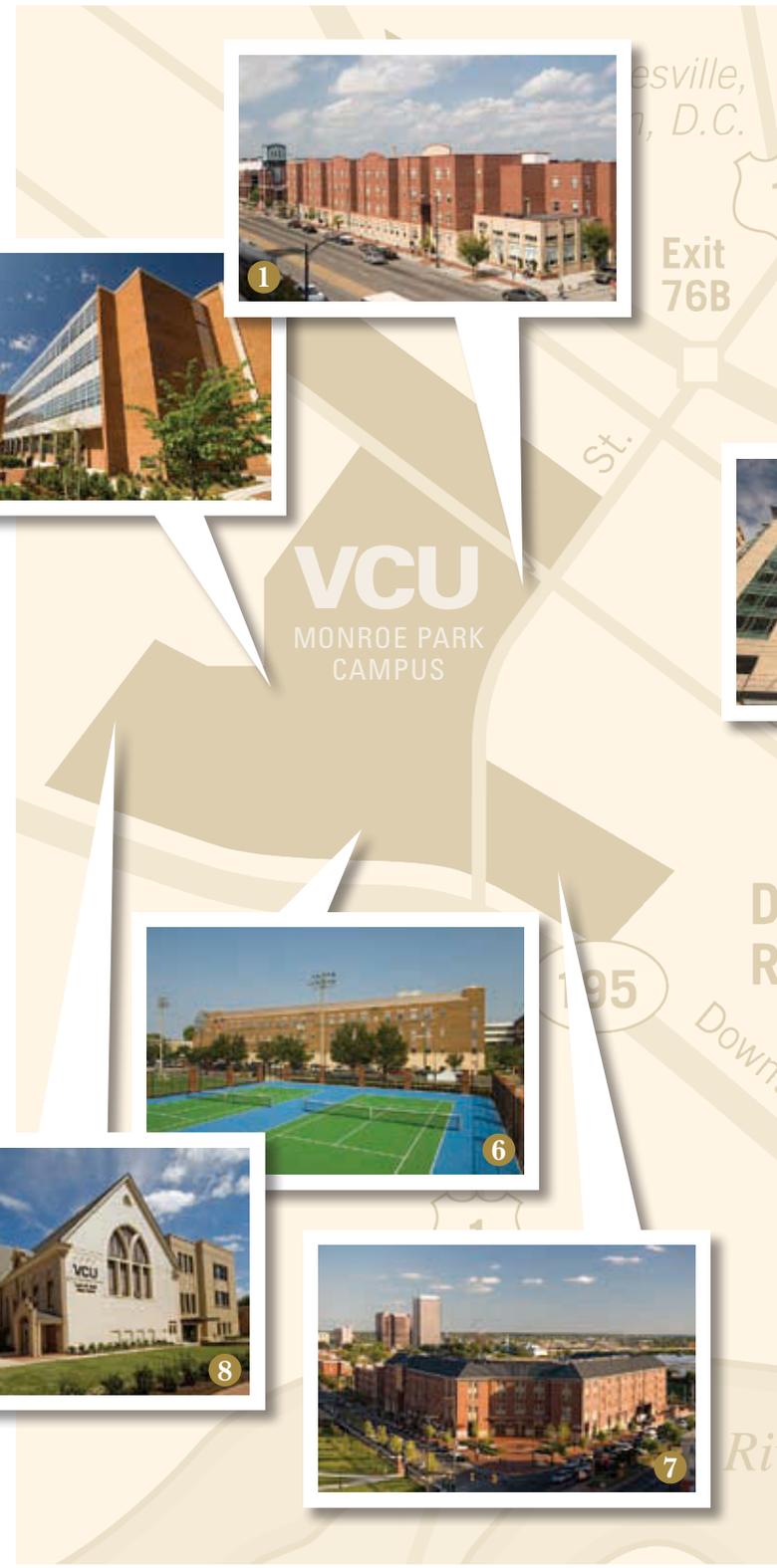
**2004**

## **University Student Commons Phase III**

- \$10.1 million
- 39,000 square feet

## **Shafer Court Dining Center**

- \$18.1 million
- 57,000 square feet
- Seats 1,100 on two floors





5



2



9



4



10

**2005**

**Brandt Hall**

- \$28 million
- 640-bed, high-rise freshman dormitory

**Goodwin Research Laboratory**

- \$42.2 million
- 80,000 square feet

**2006**

**Hibbs Hall (see #3)**

- \$10.6 million renovation
- Classrooms, computer labs and advising offices

**8th Street Parking Deck**

- \$16.6 million
- 1,000 spaces

**Hunton Student Center (see #4)**

- \$6 million renovation
- Three stories

**2007**

**School of Nursing (see #5)**

- \$17 million
- Four stories, 70,000 square feet
- 150-seat auditorium, classrooms, research space, laboratories (including clinical simulation laboratory) and community outreach nursing center

**Mary and Frances Youth Center (see #6)**

- \$2.5 million
- 5,400-square-foot building, two tennis courts and basketball court

**James W. Black Music Center (see #8)**

- \$5.9 million
- 300-seat recital hall, classrooms, faculty studios and student practice rooms

**2008**

**Critical Care Hospital (see #9)**

- \$168 million with an additional \$24 million under construction
- 15 levels, 367,000 square feet
- 232 adult patient beds

**Monroe Park Campus Addition**

- \$228 million
- 240,000-square foot complex on 11 acres
- Phase I includes \$155 million
  - 125,000-square-foot Snead Hall, home to the School of Business
  - 115,000-square-foot School of Engineering East Hall, including the da Vinci Center for Innovation in Product Design and Development
  - 27,000-square-foot VCU Brandcenter
  - 689-space Jefferson Street Parking Deck
  - 408-bed Cary and Belvidere Residential College (see #7)

**2009**

**Monroe Park Campus recreation center**

- \$46.7 million, 100,000-square-foot addition to the renovated 25,000-square-foot Cary Street Gym
- Swimming pool, fitness rooms, basketball courts, gymnasiums and climbing wall

**School of Engineering Health and Life Sciences Laboratory**

- \$13.5 million
- 25,000 square feet

**Molecular Medicine Research Building (see #10)**

- \$71.5 million
- Eight stories, 125,000 square feet
- 75-seat auditorium with teleconference facilities
- Multipurpose seminar space
- State-of-the-art research labs, supporting 48 principal investigators

**W. Baxter Perkinson, Jr. Building**

- \$21 million, 55,000-square-foot School of Dentistry addition
- Classrooms, clinics and laboratories

**MCV Campus Recreation Center**

- \$15.6 million addition to the Recreation and Aquatic Center
- 31,000 square feet

**VCU**  
MCV CAMPUS

Downtown  
Richmond

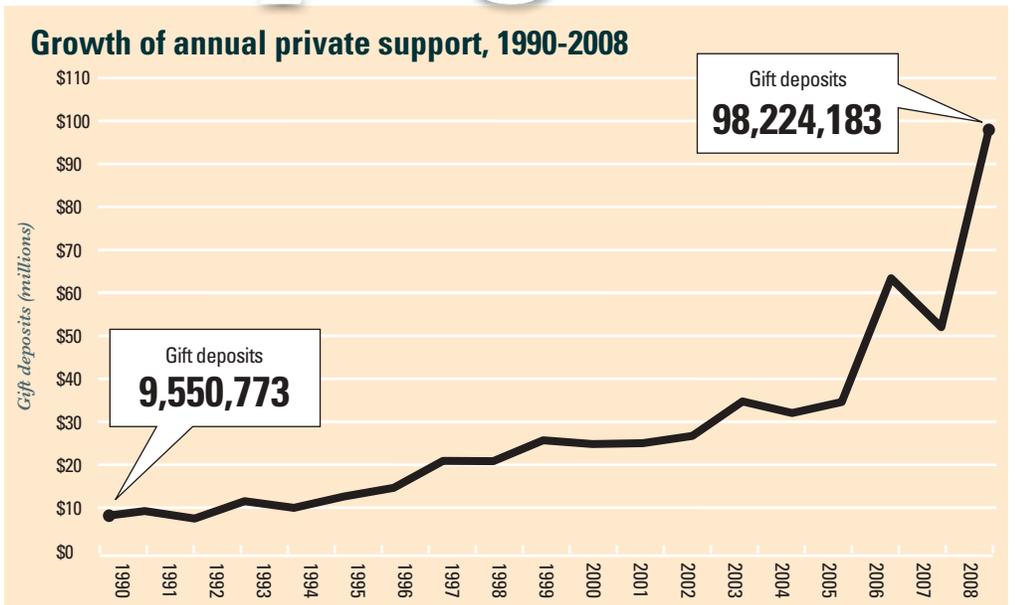
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# capital campaigns



Photo: Bruce Berryhill



*Twice during his presidency, Dr. Trani called on alumni and community leaders to support fundraising campaigns for the university. They answered with overwhelming generosity.*

### **PARTNERS FOR PROGRESS**

At the close of the first campaign in 1999, more than 56,000 alumni and friends had contributed \$167.8 million to increase student scholarships and endowed faculty chairs, establish new interdisciplinary centers and institutes, create new programs, and construct and renovate facilities for students as well as research.

### **CAMPAIGN FOR VCU**

In September 2007, President Trani celebrated the success of the largest capital campaign in VCU's history – announcing a record \$410,341,216 raised. Approximately 67,000 individuals and organizations contributed to the success of the following eight university initiatives.

**War on cancer.** The Campaign for Massey provided the funding and facilities necessary to help support the extraordinary research of the VCU Massey Cancer Center's nationally recognized scientists, with the 2006 opening of the \$42.2 million, 80,000-square-foot Goodwin Research Laboratory. The facility, funded in part by a generous gift from William H. and Alice T. Goodwin, features a 3,000-square-foot healing garden.

**School of Nursing.** The U.S. Bureau of Labor Statistics reported in 2005 that the nation will need an additional 1.2 million registered nurses by 2014. VCU answered this critical need with the 2007 opening of the School of Nursing education building. The \$17 million, four-story facility – partially funded by \$3 million in private gifts – boasts a clinical learning center where students are trained to provide care on high-tech patient simulators. The building also houses a 150-seat auditorium, research laboratories and a community outreach nursing center.

**Business and engineering.** The shared space for the VCU schools of Business and Engineering was the brainchild of local business leaders William H. Goodwin and Steven A. Markel, who also spearheaded the engineering and business campaign efforts, respectively, lending leadership and personal philanthropic support. The four-story business building, Snead Hall, includes a 200-seat auditorium, a café and a joint career center. The second building for the engineering school, East Hall,

features enhanced laboratory and research space. In addition, the new da Vinci Center program coordinates creative projects with other VCU schools, including the School of the Arts.

**Endowed scholarships.** For years, VCU has maintained a mission of access and a commitment to affordability, and campaign efforts continued this charge with the establishment of 250 new endowed scholarships, offering students of all socioeconomic backgrounds the additional opportunity to succeed in an accessible and affordable way.

**Translational research.** Gifts to the university's campaign helped to foster partnerships and a more vigorous atmosphere for translational research. These additional funds provided new opportunities for communication and collaboration between bench researchers and physicians – as demonstrated by the VCU Pauley Heart Center team, which performed the first artificial heart implant on the East Coast.

**Life sciences.** Rather than train students in specific fields of science, VCU Life Sciences takes a systems approach. Gifts to the campaign helped pave the way for teaching integrated life sciences. In particular, the latest gift from Inger Rice – \$2 million – funded the education and research headquarters at the VCU Rice Center, dedicated in honor of her late husband, Ambassador Walter L. Rice.

**VCU Honors College.** Within the past five years, the VCU Honors College has undergone a major enhancement, with the introduction of an honors undergraduate research program, a significant curriculum expansion, the creation of new student organizations and the establishment of the National Scholarship Office. The college also plans to increase the number of study-abroad opportunities for honors students, especially with VCU's partner universities.

**Art and culture.** Generous donations to the campaign have helped the VCU School of the Arts upgrade its facilities while enhancing the region's cultural atmosphere by hosting creative collaborations with some of the world's top artists. In addition, fundraising efforts helped to enhance the school's music program with an updated center that includes a recital hall, faculty studios and student practice space.



# concrete collaborations



*In 2005, President Trani, community leaders and state officials launched the construction of the 11-acre, \$228 million Monroe Park Campus Addition, the largest project in the history of VCU.*





Civic and business leaders worked hand in hand with university officials in planning this new campus, and within three years of its groundbreaking, Phase I opened on the tract of land located east of Belvidere Street between Main and Canal streets. Facilities included new buildings for the schools of Business and Engineering, the VCU Brandcenter, a residential college and a parking garage.

### **BUSINESS AND ENGINEERING**

The idea to house business and engineering under one roof came from local business leaders who believed that students from the disciplines should be as connected in studies as they are in the workplace. The new complex will enable the schools of Business and Engineering to increase enrollment by 2,000 students over the next few years.

**Snead Hall.** The 125,000-square-foot new home to the School of Business integrates traditional classrooms and faculty offices with contemporary features, including a fully functioning capital markets and trading room, collaborative learning space, a center for corporate education, an auditorium, tiered case study classrooms and team-building breakout rooms, as well as a student commons with café and career services center shared with the engineering school. In 2007, the building was named in honor of VCU School of Business alumni Thomas G. Snead Jr. and Vickie M. Snead.

**East Hall.** The 115,000-square-foot expansion of the School of Engineering features additional laboratory and research space, classrooms and faculty

offices. One of the more programmatically exciting additions, the da Vinci Center for Innovation in Product Design and Development, promotes collaboration among engineering, business and art students to work entrepreneurially on product development projects for major corporations and government organizations.

### **VCU BRANDCENTER**

Richmond's Central Belting Building serves as the new home for the VCU Brandcenter, formerly known as the Adcenter. The 27,000-square-foot building, designed by the internationally renowned architect Clive Wilkinson, combines the historic footing with a contemporary addition that reflects the creative nature of the top-ranked graduate advertising program.

### **PARKING**

The new Jefferson Street Parking Deck brought an additional 689 spaces to campus. Located across the street from the Snead and East halls complex, the deck conveniently allows direct access onto the westbound Downtown Expressway.

### **APARTMENTS AND DINING OPTIONS**

The Cary and Belvidere Residential College opened in August 2008. This 408-bed addition to VCU's housing options includes two- and four-bedroom apartments for students, and two two-bedroom faculty apartments, a number of study rooms and a large courtyard for recreation. In addition, the ground floor features a full-scale Chili's restaurant, Starbucks coffee store and a market with prepared foods.

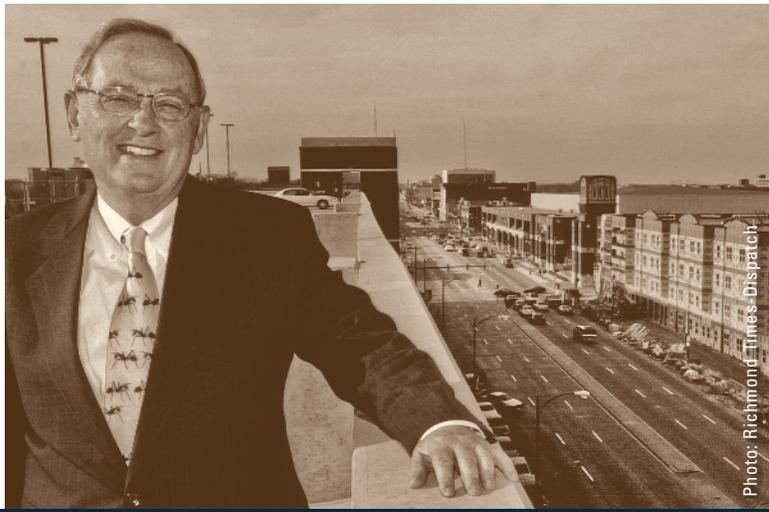
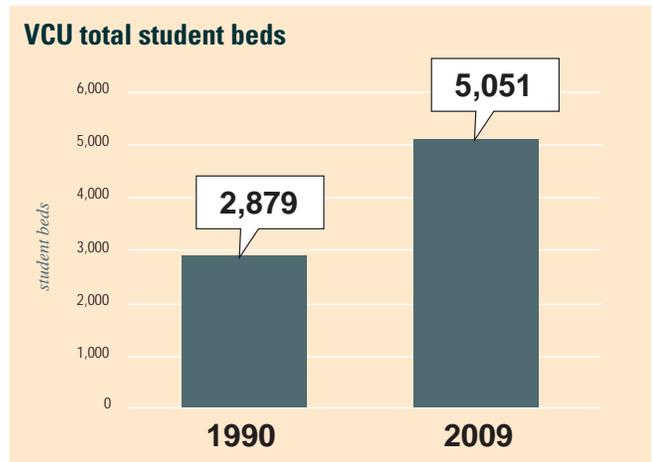


Photo: Richmond Times-Dispatch





# student life

*VCU 2020 Vision for Excellence – the strategic plan initiated in 2006 under President Trani’s leadership – emphasized the importance of embracing a world-class student experience and laid the groundwork for more housing and recreational space at VCU.*

## RESIDENCE LIFE

In the span of seven years, the addition of five residence halls – Broad and Belvidere Student Apartments, a third phase of the Gladding Residence Center, the Ackell Residence Center, RAMZ Hall and the Cary and Belvidere Residential College – to the Monroe Park Campus extended the campus living experience to more than 1,500 of VCU’s sophomores, juniors and seniors, who prior to 2001 had only a few on-campus housing options.

VCU opened another residence hall – Brandt Hall – in 2005 to help accommodate the record number of freshmen enrolling at the university. This companion to Rhoads Hall serves as home for more than 600 freshmen each year and features suite-style rooms and bay windows that offer an expanded view of West Franklin Street and Monroe Park. In 2006, more than 170 honors students moved into the renovated West Grace Street Student Housing.

## GATHERING ON CAMPUS

The 2004 opening of the Shafer Court Dining Center on the Monroe Park Campus served as another example of VCU’s student-centered philosophy put into action.

VCU became one of the first universities in Virginia to place the dining center’s kitchen completely in the open, meaning that food preparation – from mixing ingredients and chopping vegetables to applying final touches – takes place in front of the students. One year later, the new dining center earned a gold citation as among the best educational buildings for interior design from the American School & University magazine. The building’s open design created an atmosphere for student activity where people would be comfortable dining using their meal plan but also lingering over coffee with friends.

**University Student Commons.** The University Student Commons originally opened its doors in 1984, but less than a decade later President Trani celebrated another opening with the addition of Phase II. The investment in the home to the university’s student organizations and activities symbolized VCU’s mission to improve student life outside the classroom. Then in 2004, the Commons opened a third phase – a 39,000-square-foot addition – that featured a new ballroom and 16,000 square feet of renovated space, including a theater and food court. The evolution of the Commons’ space also expanded the university’s ability to diversify educational, social,

# student life

cultural and recreational programs for the entire VCU community, allowing students, faculty and staff to make use of personal time as an integral part of the college experience.

**Hunton Student Center.** In January 2007, VCU celebrated its past and future with the grand reopening of the Hunton Student Center. The event marked the completion of a \$6 million renovation project to turn the 166-year-old former Baptist church into a convenient gathering place on the MCV Campus for the university community. The refurbished, three-story center now serves as the first student commons for the MCV Campus and includes food service plus space for recreation, lounging, studying, small group meetings and offices for student government and student affairs staff. The renovations for this modern student facility were accomplished while still preserving the historical features of the building, such as original church pews, staircases and ceiling medallions.

## RECREATION ON CAMPUS

In 2009, VCU plans to open the new, world-class Monroe Park Campus recreation center. The facility will include a new, 100,000-square-foot, \$46.7 million addition to the 25,000-square-foot Cary Street Gym, which also will be renovated. The new center will

provide the kind of contemporary and accessible recreational opportunities that students expect from a major university.

The recreation center is the outgrowth of the past two master site plans. Preliminary designs for the new facility reflect the best-practice program standards in higher education, where 70 percent of institutions have multi-activity centers with pools. Besides a swimming pool, the new recreation center will include several fitness rooms, basketball courts, gymnasiums and even a climbing wall.

**Stuart C. Siegel Center.** The \$31.4 million Siegel Center provides about 190,000 square feet for intercollegiate athletics and student recreation use. Since its opening in 1999, the 7,500-seat center has served as a venue for such diverse events as the NBA Players Association camp, championship competitions for the Virginia High School League, graduation ceremonies for 24 area high schools and numerous concerts and presentations. In addition, the center hosts the annual FIRST Robotics Competition, a national challenge for high school students, working with professional mentors, to design, build and race robots.

## SCHOOL SPIRIT

The Siegel Center serves as a major site to watch school spirit in action as Rams fans cheer on the volleyball team and the men's and women's basketball teams. In 1999, the men's basketball team began garnering national attention in the new venue, and since then students, alumni and community friends continue to pack the center. In the span of six years, the men's team was crowned regular season champions four times and received three NCAA tournament bids. This record helped to solidify the VCU Rams as a powerhouse among the mid-major conferences. In 2009, the women's basketball team received their first NCAA tournament bid.

**Ram Spirit Fest.** One of the most popular and well-attended events each year is the Ram Spirit Fest – formerly known as RamMadness. More than 4,500 students pack VCU's Siegel Center to celebrate the VCU athletic teams and kick off the men's and women's basketball season.



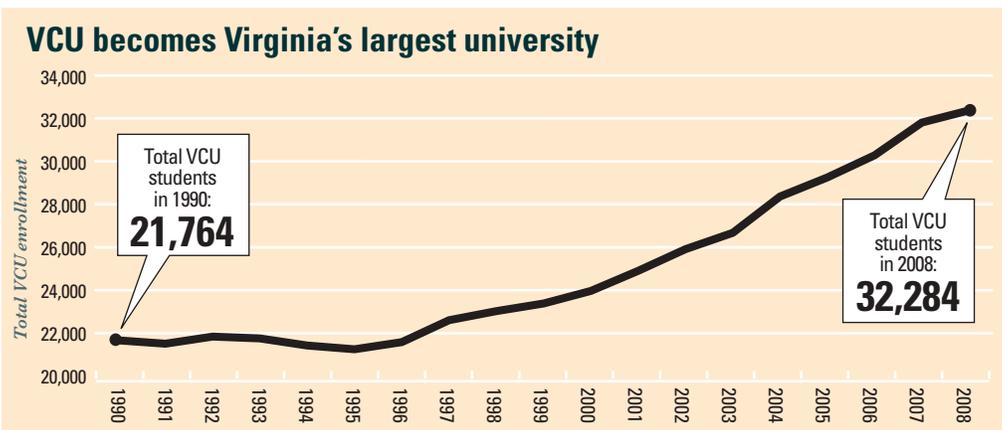


Photo: Scott Brown





# enrollment



*The fall of 2006 marked a major milestone for students at VCU. They now attended Virginia's largest university – the first four-year institution in the Commonwealth to enroll more than 30,000 students – and one of the most diverse universities in the country.*

That same year, the record-breaking 3,540 freshman class benefited from several new initiatives that redefined the first-year experience at VCU.

### **FIRST-YEAR EXPERIENCE**

The establishment of the VCU Compact and the University College in 2006 guaranteed resources dedicated to the success of VCU's first-year students, many of whom are first-generation college students.

Advantaged with a central location in Hibbs Hall and armed with a comprehensive list of programs – advising, Writing Center, Campus Learning Center, orientation, new student programs – the UC received top marks from freshmen for the guidance and sense of community it provided in its inaugural year.

Surveys of first-year students in the spring reflected an overwhelmingly positive response – for instance, 92 percent rated advising “good to excellent” and 96 percent rated Writing Center consultations as “very good” or “excellent.” In addition, the retention rate for first-year students was the highest it had ever been between the fall and spring semesters.

**Summer Reading Program.** As part of the UC's birth, VCU also developed a summer reading program to introduce incoming students to the university's academic and intellectual culture through a common reading experience.

Discussion groups for the program's first selection, “Freakonomics: A Rogue Economist Explores the Hidden Side of Everything” by Stephen J. Dubner and Steven D. Levitt, attracted large turnouts. Students indicated that the book served as a fitting introduction to college life, inspiring energetic debate with their new peers and a willingness to look at everything a bit differently. In the second year, incoming students were given a copy of “Nickel and Dimed” by Barbara Ehrenreich, and were required to attend one of the small-group discussion sessions on the book held during orientation and then continued their discussions online throughout the summer using Facebook.

**Academic advising.** An expanded academic advising program is central to the UC's mission, pairing each incoming student with an academic adviser for guidance during the opening month of school, as well as throughout each semester. This new requirement introduced freshmen to the advising system, VCU policies and procedures, and the services at the UC. These sessions also provided a comfortable setting for students to discuss any academic struggles and to develop strategies for pursuing their specific educational and career goals.

### **HONORS COLLEGE**

In 2006, the university elevated the status of its Honors Program to that of a college to meet the growing needs of VCU's academically talented undergraduate students. That same year, the Honors College relocated to its current home in the West Grace Street Student Housing, and established a living-learning community where students could exchange ideas with fellow honors students and faculty.

**Undergraduate research opportunities.** The Honors College initiated research programs for its students to further develop their research and writing skills; to participate in undergraduate research conferences and cultural and educational activities separate from the traditional classroom experience; and to learn strategies for publishing research and applying to graduate school.

**Scholarships.** The college also opened the National Scholarship Office, offering VCU students and alumni the opportunity to compete for prestigious national and international scholarships, including Goldwater and Fulbright awards. In 2008, VCU became one of only eight U.S. universities to have four Goldwater Scholarship recipients. In 2009, VCU celebrated its fifth Fulbright scholar.



# academics

*While enrollment continued to boom, so did the national rankings of the university's graduate programs. In 2009, 26 VCU programs garnered top marks.*

U.S. News & World Report ranked VCU's sculpture and nurse anesthesia programs No. 1 for the second consecutive year. The magazine also ranked VCU's School of the Arts as the No. 1 public university – fourth overall – among graduate visual arts and design programs.

## **ADDITIONAL ACCOLADES**

**Interior design.** The VCU Department of Interior Design received rankings in three categories in DesignIntelligence's annual publication, America's Best Architecture and Design Schools, released in April 2008. The graduate interior design program ranked No. 4 in the South and No. 6 in the nation as determined by regional and national firms respectively. The undergraduate program earned the No. 5 spot in the South as ranked by regional firms. These rankings illustrated the department's success in teaching students professional skills and in integrating high-tech advances in design with the traditional hand-drawn techniques that have long been in favor.

**Advertising and branding.** The VCU Brandcenter, originally the Adcenter, was named one of the world's 60 best design schools by Business Week magazine in 2007. According to the publication, the rankings highlight the growing role the schools play in supplying creative managers to corporate and nonprofit organizations. Two years earlier, the VCU Adcenter was named the No. 1 graduate advertising program in the country by Creativity magazine.

## **INNOVATIVE AND UNIQUE PROGRAMS**

**Forensic science.** In 2007, VCU became one of two U.S. universities to receive accreditation in both its undergraduate and graduate forensic science programs. That year, the bachelor's degree – the first in Virginia – received the award from the American Academy of Forensic Sciences, a 6,000-member professional society dedicated to the application of science to law. Previously, the master's degree received its accreditation in 2006 from the Forensic Science Education Programs Accreditation Commission, an arm of the larger organization.

**Media, art, and text.** The Ph.D. in Media, Art, and Text program at VCU officially launched Aug. 21, 2006, becoming the first doctoral degree of its kind in the nation and a model for future graduate programs of this interdisciplinary nature. The unique curriculum addresses the cultural phenomenon of new media and incorporates studies that overlap the School of the Arts, the School of Mass Communications and the Department of English. It balances theory and application as related to a variety of industries, including journalism, politics, publishing, the arts and the Internet.

**Homeland security and emergency preparedness.** In 2005, the State Council of Higher Education for Virginia approved a Bachelor of Arts in homeland security and emergency preparedness, making VCU the first major research university in the country to offer such a program. VCU faculty partnered with several federal and state agencies – including the U.S. Department of Homeland Security, the FBI and the Virginia Department of Emergency Management – to design the curriculum that addresses a broad range of topics, including counter-terrorism, public budgeting and legal and constitutional questions. Two years later, VCU established a master’s program, addressing the nation’s critical need to serve professionals already in the fields of homeland security and emergency preparedness.

**Sport leadership.** VCU faculty and staff worked with an advisory board boasting internationally recognized coaches, ESPN broadcasters, professional athletes and league officials to develop a graduate program in sport leadership in response to a growing regional and industry need. The program enrolled its first students in 1999 and 10 years later continues to prepare sports industry leaders with hands-on experience in everything from negotiating sponsorships and contracts to managing athletic venues.

**Biomedical engineering.** The fall of 1998 marked the first time college students in Virginia could pursue a bachelor’s degree in biomedical engineering. Faculty in the department developed the clinical rounds requirement cooperatively with physicians and administrators at the VCU Medical Center, so that students – including freshmen and sophomores – could gain the opportunity to learn how medical technology fits into patient care and how doctors and nurses used that technology.



## TOP-RANKED GRADUATE AND FIRST-PROFESSIONAL PROGRAMS

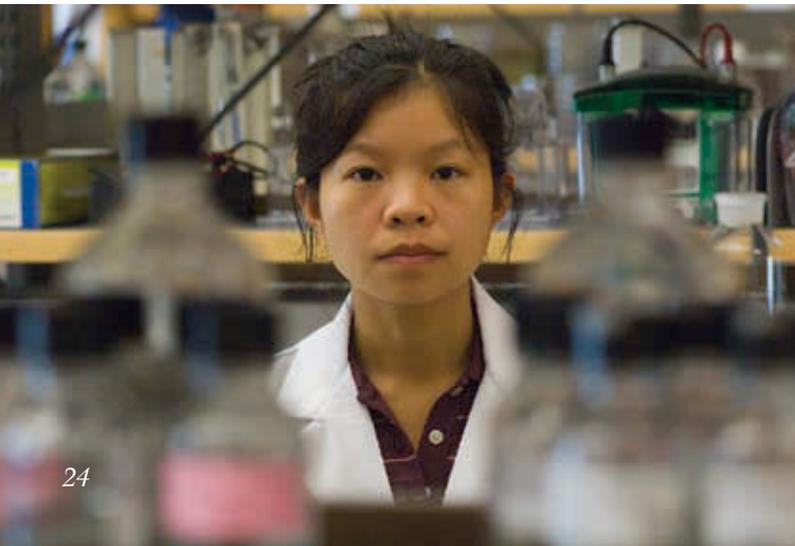
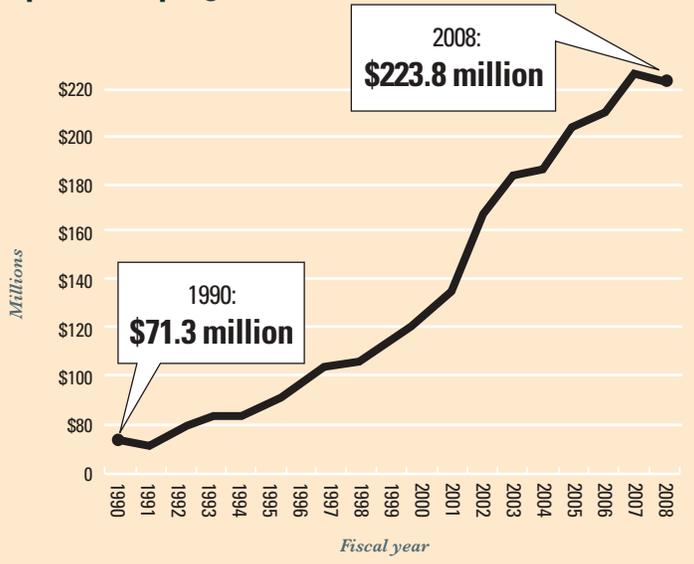
U.S. News & World Report, April 2009

	Current ranking	Last ranked
<b>School of the Arts</b>		
Master of Fine Arts	4th	2008
Sculpture	1st	2008
Fiber Arts	4th	2008
Graphic Design	4th	2008
Glass	5th	2008
Painting and Drawing	8th	2008
Multimedia/Visual Communications	9th	2008
Ceramics	12th	2008
Printmaking	17th	2008
<b>School of Allied Health Professions</b>		
Nurse Anesthesia	1st	2007
Health Services Administration	4th	2007
Occupational Therapy	13th	2008
Rehabilitation Counseling	13th	2007
Physical Therapy	24th	2008
<b>School of Social Work</b>		
Social Work	14th	2008
<b>School of Education</b>		
Education	38th	2009
Teacher Preparation	Top 50	2008
<b>School of Nursing</b>		
Nursing	47th	2007
<b>School of Medicine</b>		
Drug and Alcohol Abuse	16th	2008
Community Health	18th	2003
Women’s Health	18th	2008
<b>School of Pharmacy</b>		
Pharmacy	21st	2008
<b>School of Dentistry</b>		
Dentistry	13th	1993
<b>College of Humanities and Sciences</b>		
Creative Writing	50th	1997
Public Affairs	57th	2008
Clinical Psychology	57th	2008



# research

## Sponsored programs awards



*VCU owes much of its research success to the growth of its infrastructure and the innovative work of its researchers collaborating across the university's two campuses.*

VCU researchers across all disciplines have been recognized for their groundbreaking studies, leading to discoveries and inventions that ultimately improve our quality of life and further the understanding of the world around us. From VCU professor John Fenn receiving the 2002 Nobel Prize in Chemistry to a groundbreaking study that applies theatrical techniques to physician training, faculty and their accomplishments place the research spotlight on VCU.

### **SPONSORED PROGRAMS**

External research funding at VCU increased more than 200 percent throughout Dr. Trani's presidency – from \$71 million to \$227 million in awards and contracts. The VCU schools of Medicine and Nursing both achieved significantly higher rankings in medical research funding during the 2007-08 academic year, despite declines in federal support. The medical school moved from No. 59 in 2007 to No. 53 in 2008 in the National Institutes of Health rankings of 126 schools of medicine. The nursing school moved from No. 23 in 2007 to No. 19 in 2008, out of 82 ranked schools of nursing – higher than any other nursing school in Virginia.

### **LABORATORY SPACE**

During President Trani's tenure, VCU added 414,000 square feet of laboratory space to the university's research enterprise in several new facilities, including the following:

**Center for Life Sciences.** Opened in November 2001, the Eugene P. and Lois E. Trani Center for Life Sciences brought together a university-wide initiative to support research in systems biology and foster interdisciplinary research and instruction. The \$28.8 million facility features a rooftop greenhouse, a 20-tank aquatics facility, 17 undergraduate instructional laboratories and specialty laboratories for the study of genetics, molecular biology, bioinformatics, ecology, environmental science, botany, physiology and microbiology.

**Rice Center.** Thanks to the generous gift from Inger Rice in 2000, VCU announced the establishment of the Inger and Walter Rice Center for Environmental Life Sciences in Charles City County. The 342-acre living laboratory promotes hands-on learning along

the banks of the James River for faculty, students and the community. Facilities include a research pier as well as a \$2.6 million education building that opened in 2008 – becoming the first building in Virginia to earn LEED platinum certification, the highest sustainability rating possible. In 2009, the Rice Center served as the foundation of a partnership in conservation biology between VCU and The College of William and Mary.

**Goodwin Research Laboratory.** The Goodwin Research Laboratory at the VCU Massey Cancer Center opened in spring 2006. The 80,000-square-foot building design promotes collaborations and serves as a hub of cancer discoveries for more than 175 researchers.

**Molecular medicine research.** Opened in April 2009, the 125,000-square-foot Molecular Medicine Research Building expands VCU's medical sciences research capabilities, featuring laboratories that support 48 principal investigators.

### **BIOTECHNOLOGY IN VIRGINIA**

In 1991, VCU, the City of Richmond, the Commonwealth of Virginia and business and industry leaders launched a new initiative – the Virginia BioTechnology Research Park – to invest in and advance the biosciences industry in Virginia. Soon after, VCU established the Office of Technology Transfer to protect and commercialize its inventions. By 2007 this new revenue stream generated \$2.7 million in licensing agreements.

The growth of the BioTech Park spawned a unique mix of start-ups, nonprofits and commercial ventures. Today, the BioTech Park occupies more than 1.2 million square feet. Its nine buildings house 2,000 researchers and more than 50 biosciences companies, institutes affiliated with the VCU Medical Center, and major state and national medical laboratories and organizations involved with forensics, testing of biotoxins and the management of the nation's organ transplantation process.

In 2006, President Trani received the Community Leadership Award from the Association of University Research Parks, recognizing him as the driving force that brought the BioTech Park from concept to reality. In addition, the Greater Richmond Technology Council and the Virginia Biotechnology Association honored him for his leadership in advancing life sciences.

*Through a unique multidisciplinary approach to individualized care, research of life-changing treatments, education of practitioners and community members, and construction of modern facilities, VCU continues to build on its mission to provide thousands of Virginians the best medical care in the safest environment possible.*



### CARE FOR THE COMMUNITY

As president and chair of the VCU Health System Authority Board of Directors, Dr. Trani envisioned a partnership between VCU's clinical mission and the greater health care community. The VCU Health System established more than a dozen satellite primary and specialty care facilities throughout the region, which provide better access to the health system's physicians and services.

**VCU Medical Center at Stony Point.** In 1993, VCU opened an ambulatory care center in one of Richmond's suburbs. Since then, the VCU Medical Center at Stony Point transitioned its focus to specialty services, including the Women's Health Center. Stony Point offers a wide array of sophisticated outpatient care for all ages, from specialty physician services to new diagnostic techniques, treatments, clinical trials and health education. Stony Point also hosts a branch of VCU's Massey Cancer Center, including nationally known medical and surgical cancer specialists and state-of-the-art facilities for diagnostic testing, treatment and radiation therapy.

**Virginia Coordinated Care.** President Trani's plan also included better access to primary care for those patients who could not afford health care or insurance. The result was the Virginia Coordinated Care for the Uninsured program, a partnership with community physicians to provide the public more effective and less costly primary care as well as to improve the health status of the Richmond population.

### MODERN PRACTICES

Beginning with the 2002 opening of the Gateway Building, the VCU Medical Center underwent a renaissance and modernization of its clinical and education facilities.

**Gateway Building.** The \$61 million Gateway Building serves as the hospital's front door and provides an important link between inpatient and outpatient care. Most notably, the facility allows room for consolidating and expanding patient services that were previously located in various areas throughout the VCU Medical Center.

**Critical Care Hospital.** In 2008, the VCU Medical Center launched a new era in how seriously ill and critically injured patients receive treatment when it opened Virginia's only hospital devoted solely to critical care. The innovative, state-of-the-art facility includes intensive care units for surgical trauma, neonatal, burn center, cardiac, neurosurgery, medical respiratory and oncology patients. It also features da Vinci robotic operating rooms and expanded emergency care.

**School of Nursing.** VCU celebrated the opening of its \$17 million, state-of-the-science building for the School of Nursing in the spring of 2007. The facility includes research space, a clinical learning center with patient simulators, a community outreach nursing center, and large classrooms and faculty offices.

**School of Dentistry.** Slated to open on the heels of President Trani's retirement, the four-story School of Dentistry addition — named in honor of alumnus and former VCU Board of Visitors Rector W. Baxter Perkinson Jr., D.D.S. — will house research laboratories, classrooms, conference facilities, dental clinics and faculty offices.

**School of Medicine.** VCU received a \$70 million commitment from the Commonwealth of Virginia during the 2008 General Assembly session to help build phase one of the School of Medicine's new facility.



# medical center

## INOVA HEALTH SYSTEM

In 1999, VCU established a partnership between its School of Medicine and the Inova Health System in Fairfax, Va., to offer third- and fourth-year medical students on-site education at the system's flagship hospital. In fall 2007, VCU's Inova Campus expanded to include third- and fourth-year students in the School of Pharmacy, making it the site of the first pharmacy school in Northern Virginia. By the next year, the School of Medicine's Inova Campus moved into a new home on the first floor of the Claude Moore Health Education and Research Center.

## PUBLIC HEALTH

In 2004, the State Council of Higher Education for Virginia approved VCU's initiative to develop a School of Public Health, which would be the first in the Commonwealth of Virginia. Four new department chairs have been recruited, creating the foundation for the school. Currently the departments, which will move to VCU's School of Public Health, are in the School of Medicine and they are working collaboratively toward the eventual establishment of the new school.

Most recently, President Trani partnered with The College of William and Mary President W. Taylor Reveley III to establish the Health Policy and Law Initiative. The collaboration brings together faculty and students from the two academic institutions to conduct research, provide public service and offer joint degree programs that focus on solving topical problems in health policy, law and bioethics.

## EXCELLENCE AT WORK

Rated among "America's Best Hospitals" by U.S. News & World Report, the VCU Health System also

gained recognition for several of its services and initiatives – including the region's first on-site adult day care program and tuition waivers for staff and their dependents.

**Cardiac care.** In 2006, a cardiac surgery team at VCU's Pauley Heart Center performed the first artificial heart implant on the East Coast, becoming one of three hospitals in the U.S. and seven others worldwide certified to implant the TAH-t device. Then in 2008, a Thomson Reuters study identified the VCU Medical Center as one of the top 100 U.S. hospitals – one of only two in Virginia – that set the nation's benchmarks for cardiovascular care.

**Magnet status.** In 2006, the American Nurses Credentialing Center awarded the VCU Health System the Magnet status. The designation is the highest honor and level of recognition the group awards to nursing excellence in national and international health care. The award promotes excellence in 14 rigorous standards that touch all aspects of nursing, from the quality of patient care to nursing education and leadership.

**Best employer.** In 2008, for the third year in a row, the health system received the Greater Richmond Area Employer of Choice award. It also received the Alfred P. Sloan Award for Business Excellence in Workplace Flexibility. Also in 2008, Working Mother magazine named the organization one of the nation's 100 best companies for working mothers, marking the fourth time the health system has received that honor.





# international connections

*President Trani's efforts to internationalize VCU's campuses have led to the establishment of major partnerships around the world, significant increases in international enrollments at VCU, and greater opportunities for VCU students to study abroad.*

By 2009, VCU developed partnerships with 16 universities – 13 with academic medical centers – that go significantly beyond the usual study abroad opportunities. They are institutional, long-term, learning- and research-intensive agreements whereby participating universities send their faculty and students to VCU, and VCU does the same.

These 16 partnership universities are committed to collaborating with VCU over the years to come, as students and faculty alike are keenly aware of the importance of working and competing in the global marketplace.

- Beijing Foreign Studies University
- Curtin University of Technology
- Fudan University
- Indian Institute of Technology-Kharagpur
- Moscow State University
- Postgraduate Institute of Medical Education and Research-Chandigarh

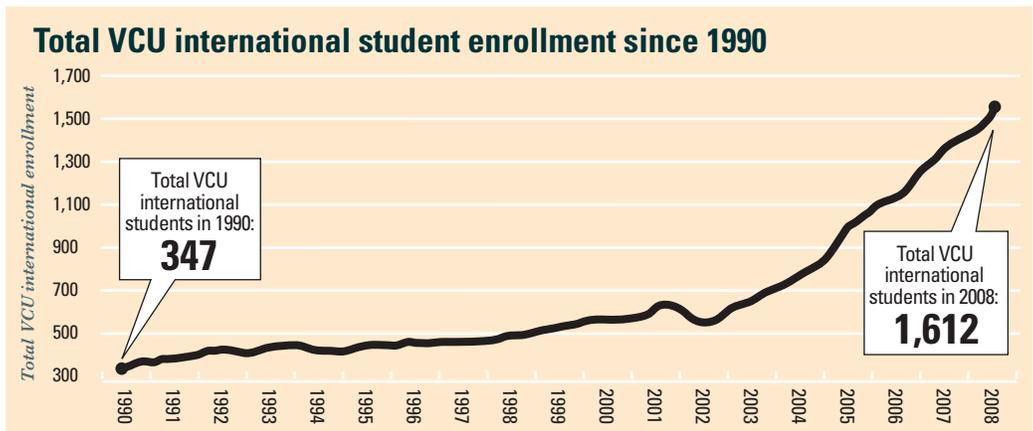
- Qatar Foundation for Education, Science and Community Development
- St. Petersburg State University
- The Hebrew University of Jerusalem/Hadassah Medical Center
- University of Córdoba
- University of Guadalajara
- University of KwaZulu-Natal
- University of Messina
- University of Oxford
- University of São Paulo
- University of the West of England

## **SCHOOL OF THE ARTS IN QATAR**

VCU became the first university from the U.S. to operate a campus in Qatar. The Shaqab College of Design Arts – founded by VCU and the Qatar Foundation for



Photo: VCU School of the Arts



Education, Science and Community Development – opened its doors in the fall of 1998 to provide the highest level of design education and training for the citizens of Qatar, the Arabian Gulf region and beyond.

Then in 2002, the branch campus opened in Education City in Doha, replacing the Shaqab College of Design Arts. President Trani believes the success of VCU in Qatar is a testament to the wisdom of global outreach in higher education. The program has flourished, now offering students the opportunity to earn Bachelor of Fine Arts degrees in graphic design, fashion design or interior design through a comprehensive four-year curriculum.

Qatar students reflect a diversity of countries: Australia, Bahrain, Brazil, Canada, Denmark, Egypt, Germany, India, Iran, Iraq, Jordan, Kuwait, Lebanon, Namibia, New Zealand, Oman, Pakistan, Palestine, Peru, the Philippines, Qatar, Sudan, Syria, Turkey, the United Kingdom and the U.S.

The school's 2008 fall enrollment totaled 209 students with 38 full-time faculty members, and included an all-female student body until the fall of 2007, when it enrolled its first male students. VCU School of the Arts in Qatar has graduated nearly 250 students since its first commencement exercises were held in 2002.

### TOP WORLD UNIVERSITY

Ranked among the world's top 200 universities according to a survey by Shanghai Jiao Tong University, VCU attracts students from nearly 100 countries around the world. These students help create a unique experience by sharing their customs, culture and perspective with the university community and the greater Richmond area.

For 17 years, VCU has sponsored the world's largest French film festival outside of France. Attendees from around the world have traveled to Richmond to view feature, short and documentary films, including several North American premieres. The goal of the festival is to introduce the American public to French films and to provide the audience with an opportunity to engage the actors and directors in a question-and-answer session following each film.

Since the mid-1990s, the VCU Intercultural Festival has celebrated the university's diversity. Today it involves more than 30 student clubs and attracts thousands of festival-goers from the entire Richmond community. This all-day event on the Monroe Park Campus features performances, exhibits, VCU student art shows, international cuisine from area restaurants, fashion shows, parades, dance lessons and children's activities.



“One of the achievements I am proudest of is the

*wonderful  
collaborations* with the greater community:

our business partners, our neighbors, our alumni, city, state  
and local governments and our philanthropic supporters.”

Dr. Eugene P. Trani, 2008  
President, VCU  
President and Chair, VCU Health System  
Chair, Virginia BioTechnology Research Park,  
Authority and Corporation

*exemplary leadership.  
strategic vision.  
commitment to innovation.*

President Trani led the VCU community on a 19-year journey to elevate the university's stature among the nation's pre-eminent universities.

The Virginia legislature celebrated his legacy in 2009 with a resolution honoring his progressive vision for Virginia and its higher education goals and recognizing VCU's role as a catalyst in the academic, economic and cultural life of the Richmond region and beyond.





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