

# Bryan Price

Washington and Lee University • Office of Accreditation & Institutional Research • Lexington, VA 24450 • bprice@wlu.edu • 540.458.8316

---

## EDUCATION

---

Master of Education, 1994

Education Administration-Higher Education Concentration, *The College of William & Mary*

Bachelor of Arts, 1985

History, *Christopher Newport University, Newport News, VA*

---

## UNIVERSITY EMPLOYMENT HISTORY

---

Assistant Provost of Accreditation & Institutional Research, Washington and Lee University, September 2012 – Present;

Associate Vice President for Institutional Research & Effectiveness, Virginia Wesleyan University, August 2007 – 2012; Director of Strategic Planning, May 2011 – 2012

Director of University Analysis, Reporting, & Assessment, Salisbury University, 1999 – 2007

Director of Institutional Research and Evaluation, West Liberty University, 1997 – 1999

Director of Institutional Research, Eastern University, 1995 – 1997

---

## PROFESSIONAL EXPERIENCE

---

**Assistant Provost of Accreditation & Institutional Research**, Washington and Lee University, VA, 2012 – Present

- Lead all SACSCOC accreditation initiatives, including substantive change, self-study, interim-report, compiling compliance evidence, narrative, and coordinating institutional visits;
- Accreditation Liaison to the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC);
- Oversight of institutional effectiveness efforts in support of SACSCOC accreditation;
- Ensure annual reporting to IPEDS, State of Virginia (SCHEV) (excluding financials and EEO/AA reports), annual accreditation reporting to SACSCOC, and Student Clearinghouse research;
- Conduct peer data comparisons and analyses, and reports on the same;
- Edit the annual production and publication of institutional fact books, including online versions;
- Ensure the completion of annual survey updates/reporting to US News and other external groups for the University's inclusion in regional and national publications;
- Present and discuss institutional trends and survey results to various audiences, including President's Council, administration, and various committees;
- Chair Institutional Review Board for Research with Human Subjects (2013 – Present);
- Member President's Council, Provost's Academic Council, Faculty Administrators Evaluation Committee;
- Department web manager;
- Led institutional assessment efforts from 2012 – 2020;
- Managed the Annual Survey of Alumni, National Survey of Student Engagement (NSSE), Student Satisfaction Inventory™, Annual Senior Survey, and other institutional surveys: 2012 – 2020;
- Supervise two research analysts (1 F/T, 1 P/T) and two student research assistants.

**Associate Vice President for Institutional Research & Effectiveness, and Director of Strategic Planning, Virginia Wesleyan University, VA, 2007 – 2012**

- Coordinated College assessment and institutional effectiveness efforts, including co-chaired the Academic Effectiveness Committee;
- Directed the institutional research activities that support administrative and academic leadership;
- Chaired the Strategic Planning Steering Committee (SPSC); collaborated with and facilitated the planning meetings of the SPSC, conducted environmental scans, and measured annual progress;
- Ensured the annual completion and editing: IPEDS, State of Virginia (SCHEV) reporting (excluding financials and EEO/AA reports), annual accreditation reporting to the Southern Association of Colleges and Schools, Student Clearinghouse research, and NCAA;
- Conducted peer data studies and analyses; completed annual reports on the same;
- Oversaw and/or reported research on the Annual Survey of Alumni, National Survey of Student Engagement (NSSE), CIRP Freshman Survey, CUPA and AAUP salary surveys, Student Satisfaction Inventory™, and other institutional surveys;
- Edited the annual production and publication of institutional fact books, including online versions;
- Ensured the completion of annual survey updates/reporting to US News, Princeton Review, and other external groups for the University's inclusion in regional and national publications;
- Presented and discussed institutional and higher education trends to various audiences, including, Administration, Faculty, and multiple institutional committees;

**Director University Analysis, Reporting, & Assessment (UARA), Salisbury University, MD, 1999-2007**

- Directed annual external and internal accountability and planning programs, including:
  - Managing For Results (a state performance management program);
  - Accountability Report to the Maryland Higher Education Commission (MHEC);
  - University Peer Performance Reports; and,
  - Triennial Student Learning Outcomes Assessment Report to the MHEC.
- Directed institutional effectiveness and assessment functions, including:
  - Conducted/presented faculty salary analyses and studies, including CUPA (Data OnDemand) and AAUP peer comparisons, as well as regression analyses by school and rank;
  - Coordinated alumni surveys, National Survey of Student Engagement (NSSE), CIRP Freshman Survey, CUPA and AAUP salary surveys, accreditation self-study surveys, Delaware Study, and other institutional surveys; and,
  - Annually updated and published ten-year enrollment models/projections;
- Co-coordinated annual Academic Program Reviews;
- Chaired the Middle States Periodic Review Report 2000-01; Co-chaired the Middle States Self-Study 2003-06;
- Chaired University Strategic Planning Team (SPT), 2002-03;
- Collaborated with the president, provost, and vice presidents to author testimonials and white papers to the State legislature, governmental agencies, and other external stakeholders;
- Ensured annual reports and ad hoc studies, including space utilization studies, met the official protocols and deadlines of the University System of Maryland, the Maryland Higher Education Commission, the Department of Budget and Management, and the Department of Legislative Services;
- Editor, SU Fact Books;
- Web Manager: UARA and University Planning websites;
- Member University Space Committee; and,
- Supervised IR Manager, Research Analysts, IR Specialist, and up to three student research assistants.

**Director of Institutional Research and Evaluation, West Liberty University, WV, 1997—1999**

**Director of Institutional Research, Eastern University, PA, 1995—1997**

## SIGNIFICANT ACCOMPLISHMENTS

---

- At Washington and Lee University, (W&L), initiated and coordinated the development of an Institutional Effectiveness data warehouse, including automation to modernize reporting processes. This has led to the partition of our Fact Book into two volumes with enrollment, admissions, and student success data published to campus users no later than November 15 of each academic year (approximately 4-8 weeks post-census);
- Successfully coordinated and authored W&L's Substantive Change to Offer Virtual Learning (2020);
- Successfully led W&L's Decennial SACSCOC Reaffirmation – reaffirmed December 2019;
- W&L Reaffirmation Committee Co-Chair (2017 – 2019);
- W&L Chair, Institutional Review Board for Research with Human Subjects (2013 – Current);
- After appealing for seven years to establish a representative university-wide assessment team, W&L's first Assurance of Learning (AOL) committee was founded through a joint effort by the Associate Director of Assessment and the Assistant Provost (2019-20);
- At W&L, implemented the SPOL – Strategic Planning Online integrated strategic management software with a focus on the accreditation platform (2017);
- W&L Academic Affairs SACSCOC Response Team – collaborated in the design and implementation of programmatic modifications to bring the University into compliance with SACSCOC accreditation standards (2017-18);
- W&L Fifth-year Interim Report Co-Chair (2013-15);
- Virginia Wesleyan University (VWU) Academic Effectiveness Committee (Co-Chair, 12/2010 – 9/2012): in collaboration with faculty colleagues, created and instituted a committee to design and manage the academic effectiveness efforts for all educational programs and educational support services at Virginia Wesleyan University;
- VWU Interim Report Task Force (Co-Chair: 08/2010 – 09/2011): in collaboration with a faculty colleague, defined the scope of the project, identified the deliverables, delegated assignments, authored seven sections, and edited the remaining sections of Virginia Wesleyan University's Fifth-Year Interim Report to SACSCOC;
- Served on VWU's Administrative Council as one of several executive advisors to the President (and institutional leaders). Maintained an objective role and voice consistent with the position and responsibilities of an Institutional Research professional. Brought information to the attention of institutional leaders and provided objective analyses and interpretations of both internal and external trends. Served in the same capacity at West Liberty University and on the President's Advisory Team at Salisbury University (SU);
- Foundations of Excellence® in the First College Year Task Force (8/2005 – 09/2006): Participated as a steering committee member on a joint academic-administrative collaboration to review and improve the first-year experience for all new students but particularly freshmen. The effort culminated in a report and series of recommendations intended to enhance the foundational year experience for all SU students;
- SU Tuition Restructuring Task Force (2/2006 – 5/2006); with three senior and mid-level administrative colleagues, reviewed, analyzed, and evaluated alternative tuition models that had the potential to foster change at Salisbury that would be comparable to that experienced by Miami University (Oxford, Ohio). The Task Force prepared several tuition models but recommended that the University retain its current tuition structure;
- Co-chair SU Self-Study Steering Committee (12/2003 – 5/2006): in collaboration with a representative group of faculty, administrative, and staff colleagues, served on the Salisbury University decennial Self-Study Steering Committee, coordinating all survey and data collection efforts, authoring the Institution's Institutional Effectiveness response, and participating on the "Planning, Resource Allocation, and Institutional Renewal" Work Group; additionally, served as co-editor of the final document and coordinated the Institution's response to the Visiting Team;
- Chair: SU Strategic Planning Team (SPT) (4/2002 – 9/2003); facilitated the effort to redefine Salisbury University's goals, objectives, and priorities through 2008. The SPT consisted of 20 members, including the Executive Staff, a representative of the academic deans, the Long Range Academic Planning

- Committee of the Faculty Senate, staff, and students; facilitated 2 planning assemblies engaging 50 campus representatives and 1 planning workshop engaging 125 campus participants;
- Co-developer: in conjunction with four faculty colleagues and a campus web developer, designed the Salisbury University Interactive Assessment Web Database;
  - Chair: Periodic Review Report (PRR) Taskforce for the Five-Year Middle States Accreditation Review (5/2000 – 6/2001); authored sections on leadership, shared governance, external accountability, the planning process, technology, enrollment analysis, fiscal analysis, the next five years, and the executive summary; report editor;
  - Facilities Master Plan Steering Committee (5/2002 – 5/2003);
  - Author, annual SU Accountability Reports to the Maryland Higher Education Commission (MHEC): 1999 – 2007;
  - Co-author, A Handbook of Student Learning Assessment, First Edition Salisbury University Academic Assessment Committee, January 2002;
  - Worked collaboratively with four faculty colleagues to conduct the January 2002 University-wide Assessment Workshop for over 175 participants;
  - At West Liberty University (WLU), under presidential directive, reviewed and rewrote the College's ten-year Self-Study Report to the Higher Learning Commission. This effort precluded the College from pursuing an extension in the scheduled site visit and, coupled with strong institutional academic programming and administrative leadership, subsequently led to reaffirmation of accreditation;
  - At WLU, directed the annual operational planning efforts whereby the campus community developed objectives to support the institutional strategic goals;
  - At WLU, facilitated the institutional planning retreat (1998) whereby 40 faculty, staff, administrative, and student representatives assessed institutional progress, collegially refined annual operational plans, strengthened campus consensus, and delegated ownership of specific objectives within the operational plan; and,
  - At WLU, Chair, College Assessment Committee