

PRiME

*an initiative of the
United Nations Global Compact*



Sharing Information on Progress 2026

Batten University

September 2026

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About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“*The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).*

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

”

Principles of PRME



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



Practice

We adopt responsible and accountable management principles in our own governance and operations.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.





Getting Started

This section provides foundational information about Batten University, including key details and basic institutional data.

Mission

An inclusive community grounded in the liberal arts and sciences and dedicated to scholarship, service, lifelong learning, and environmental stewardship, Batten University inspires students to build meaningful lives through engagement in Coastal Virginia's dynamic metropolitan region, the nation, and the world.

Vision

Batten University is Coastal Virginia's Premier University of the Liberal Arts and Sciences.

Strategy

Strategy

Batten University's academic strategic plan, "Forging our Future: Building on Strength 2020-2030," is an interactive document with the University's 10-year Facilities Master Plan, which was developed in 2016 utilizing a space utilization study and facility condition assessment.

<https://www.vwu.edu/about/president-and-leadership/strategic-plan/strategic-plan-booklet.php>

Strategy Alignment

Strategic Alignment

Virginia Wesleyan University's strategic priorities strongly align with advancing sustainable development, promoting the common good, and delivering quality education. Here is how:

1. Sustainable Development

Environmental Stewardship: Virginia Wesleyan University is committed to protecting biodiversity and promoting sustainability through responsible campus resource management and partnerships with eco-conscious organizations.

LEED-Certified Facilities: The Greer Environmental Sciences Center is a LEED Gold-certified building that supports energy efficiency, water conservation, and sustainable materials use.

<https://www.vwu.edu/about/sustainability/>

Investment Strategy: The Batten Honors College endowment is invested in environmentally friendly ways, supporting a low-carbon and regenerative economy.

<https://www.vwu.edu/about/president-and-leadership/strategic-plan/strategic-plan-booklet.php>

2. Common Good and Social Responsibility

Community Engagement: Virginia Wesleyan University collaborates with regional partners like the Virginia Aquarium and Chesapeake Bay Foundation to foster environmental justice and social equity.

Ethical Conduct: The university emphasizes ethical behavior and social responsibility across its operations and academic programs.

https://www.hrpdcva.gov/DocumentCenter/View/14232/030223-REC-03_Presentation-Virginia-Wesleyan-University-Sustainability-Initiatives-PDF

Inclusive Education: Virginia Wesleyan University prioritizes equity and inclusion, especially for historically underrepresented racial and ethnic groups, ensuring diverse voices are valued in the campus community.

3. Quality Education

Transformative Liberal Arts Experience: VWU blends personalized learning with modern technology to prepare students for global challenges.

Hands-On Learning: The curriculum includes interdisciplinary research and study-away opportunities that expand students' perspectives and skills.

Lifelong Learning: VWU supports adult learners and promotes agile thinking to meet the demands of a rapidly evolving global economy.

<https://issuu.com/virginiawesleyancollege/docs/vwustrategicplan30>

Institutional History

History



Batten University officially adopted its current name on July 1, 2026. While the institution's name has evolved, its history, mission, and commitment to academic excellence remain unchanged. The story of Batten University began more than six decades earlier as Virginia Wesleyan College.

The concept for Virginia Wesleyan College began in 1959 when Methodist minister Joseph S. Johnston proposed a four-year, private college—the first of its kind in South Hampton Roads. Within two years of planning, the school had a name, a charter, and an expanding body of supporters from the Methodist Church (now the United Methodist Church) and the regional business community. Chartered in 1961, Virginia Wesleyan College first opened its doors to students in 1966. Virginia Wesleyan College received full accreditation in its first year of eligibility, enjoyed steady enrollment gains, and attained membership in the selective Virginia Foundation for Independent Colleges. The College held its first commencement in May 1970, graduating 41 pioneering students. Since then, the institution has grown to approximately 1,600 undergraduate students, serves more than 5,000 learners annually across all programs, and is home to a network of more than 10,000 alumni.

Rooted in the liberal arts tradition and its Methodist heritage, the college provided a broad academic foundation while cultivating productive and engaged citizens. An enhanced curricular model, implemented in 2011, expanded opportunities for experiential learning, connecting theory to practice and linking the classroom to the world.

In 2016, the institution reorganized its academic program into three schools—the Susan S. Goode School of Arts and Humanities, the Joan P. Brock School of Mathematics and Natural Sciences, and the Birdsong School of Social Science. The Jane P. Batten Honors College was also established that year, followed by the D. Henry Watts School of Professional Studies in 2018, the Global Campus, and the Jane P. Batten & David R. Black School for International Studies at Lakeland Japan.

Effective with the 2017-18 academic year, the State Council of Higher Education for Virginia authorized Virginia Wesleyan College to become Virginia Wesleyan University. The transition reflected significant institutional achievements, including the restructuring of the academic program, creation of the Batten Honors College, completion of a comprehensive campus master plan, and advancement to Level III accreditation with the Southern Association of Colleges and Schools Commission on Colleges, allowing the University to expand its graduate and online offerings.

The next transformational chapter came in 2026, when the University became Batten University and welcomed Sentara College of Health Sciences (established 1892) into the institution. Together, these milestones expanded Batten's academic portfolio while reinforcing its longstanding commitment to innovation, environmental stewardship, workforce development, and preparing students for lives of purpose.

The institution's first 50 years are chronicled in *Wisdom Lights the Way: Virginia Wesleyan College's First Half-Century* (Donning Company Publishers), written by University Archivist and former Dean of the College Dr. Stephen Mansfield.

Throughout its history, the institution has been led by four presidents: Joseph S. Johnston (1965–1966), Lambuth M. Clarke (1966–1992), William T. "Billy" Greer Jr. (1992–2015), and Scott D. Miller (2015–present).

Graduates & Enrollment

2025 Statistics	Number
Graduates	287
Faculty & Staff at the University	312
Faculty & Staff at the Institution	312
Student Enrollment at the University	1978
Student Enrollment at the Institution	1978
Undergraduate Attendance	1871
Masters-Level Postgraduate Attendance	107

Degrees Offered

Associate Programs

 Associate of Arts (A.A.)
  Associate of Applied Science (A.A.S.)

Bachelor Programs

 Bachelor of Science (B.Sc. or B.S.)
  Bachelor of Arts (B.A.)
  Bachelor of Fine Arts (B.F.A.)

Masters Programs

 Master of Business Administration (M.B.A.)
  Master of Education (M.Ed.)
  Master of Arts (M.A.)

 Master of Fine Arts (M.F.A.)



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

Letter of Commitment



September 14, 2026

Dr. David Steingard
Head, PRME Secretariat
Foundation for the Global Compact
685 Third Avenue, 12th Floor
New York, NY 10017

Dear Dr. Steingard:

Batten University is proud to renew its commitment to the Principles for Responsible Management Education (PRME), which we first formally endorsed in February 2009. As an initiative of the United Nations Global Compact, PRME plays an important role in advancing responsible management education and preparing future leaders for responsible and sustainable business.

Batten University, and our Management, Business, and Economics Department in particular, reaffirm our support of the seven principles and our responsibility to share with other PRME institutions information regarding our progress in implementing those principles and our plans for continued progress in achieving the goals of the PRME initiative. Our progress and plans are described in the accompanying SIP report.

Please note that Dr. Charmaine Wilson is our contact person for any SIP comments or questions. She can be contacted at cwilson@batten.edu or 757-455-3239.

Sincerely,

Scott D. Miller, Ph.D.
President of the University
sdmiller@batten.edu

Institutional Engagement

76% - 100%

of faculty at Batten University actively contribute to our work with PRME, advancing responsible management education, or addressing sustainable development challenges through their work.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Who Champions Responsible Management Education at Our Institution

- ❖ Individual leader
- ❖ Interdisciplinary efforts across parent organization
- ❖ Senior leadership office
- ❖ Centralized sustainability office



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Courses that support RME

Batten University reports 1 course in 2025 that support responsible management education and sustainable development goals.

Financial Management | MBE 322

In this course students learn to apply analytical tools to making strategic financial decisions that add value to the shareholder. Students will learn to use financial statement analysis tools, value long-term securities, relate risk and return, perform financial forecasting, evaluate assets and portfolios, determine the firm's cost of capital and design an optimal financial structure.

Topics include mathematical analysis of operating and financial leverage, the cost of capital, management of working capital, and sources of money and capital.





Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

Research vs Research for RME/Sustainable Development

9 Peer-reviewed articles were published by Batten University from this past calendar year. **vs** **4** Peer-reviewed articles were published by Batten University from this past calendar year in support of RME.

Research Funding

In 2025, Batten University was awarded funding for research that is:



Local



Regional



National



International

Socializing Research

In 2025, Batten University contributed research findings to:

- ❖ Community organizations
- ❖ Government and policy makers
- ❖ Industry and business networks
- ❖ International media
- ❖ Local media
- ❖ National media



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

Institutional Partnerships

- ❖ AASHE (Association for the Advancement of Sustainability in Higher Education)

Student Organization Partnerships

- ❖ PRME Students
- ❖ Campus Crusade for Christ
- ❖ Hillel International
- ❖ UNESCO Student Initiatives



Practice

We adopt responsible and accountable management principles in our own governance and operations.

Institutional Policies and Practices

- ❖ AASHE STARS report
- ❖ Accreditation body recommendation documents
- ❖ Campus operations guides
- ❖ Climate action plan

Policy Documents Related to RME and/or Sustainability

Sustainability

View document  Download document 



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.



Engagement Opportunities

Batten University offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Boards and advisory committees
- ❖ Annual reports
- ❖ Community events and consultation forums
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Open faculty and student meetings and town halls
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions

Communication Audiences

Batten University communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Alumni and donors
- ❖ Boards and advisory committees
- ❖ Business and industry partners
- ❖ Chamber of commerce and local communities
- ❖ Faculty and staff
- ❖ Government and policy makers



SIGNATORY

Batten University



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United States of America



Website

<https://www.vwu.edu>