

DANVILLE COMMUNITY COLLEGE
MEETING OF THE COLLEGE ADVISORY BOARD
MONDAY, NOVEMBER 27, 2023
5:30 P.M. – SILVERMAN AUDITORIUM
FOUNDATION HALL

MINUTES NO. 268

The two-hundred and sixty-eighth meeting of the Danville Community College Advisory Board was held on November 27, 2023, at 5:30 p.m. in Silverman Auditorium.

I. OPENING

A. CALL TO ORDER: Ms. Ann Cassada, Chair, called the meeting to order and asked that the roll be called.

B. ROLL CALL

Board Members Present: Ms. Sheila Baynes
Ms. Barbara Brown
Ms. Ann Cassada
Ms. Kathryn Roberts
Mr. Kevin Shotwell
Ms. Toshia Waller
Mr. Carlyle Wimbish

Board Member Absent: Ms. Ernestine Payne
Mr. Randy Shackelford

Also Present: Mr. Shannon Hair, Vice President of
Institutional Advancement and
Development
Dr. Cornelius Johnson, Vice President of
Academic Affairs and Student Services
Ms. Faith O'Neil, Director of Marketing and
Public Relations
Dr. Mark Funkey, Vice President of Workforce
Services
Ms. Belinda Stockton, Associate Vice
President of Human Resources
Dr. Carl Smalls, Vice President of Finance and
Administrative Services
Dr. Jerry Wallace, President/Secretary
Ms. Jennifer Wood, Administrative Assistant to
the Vice President of Academics and
Student Services and Recorder

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Ms. Rachel Rimel, Talent Acquisition Manager

- C. **PUBLIC COMMENT:** None
- D. **APPROVAL OF MINUTES:** The September 18, 2023 minutes were presented for approval. A motion was made by Mr. Wimbish, seconded by Ms. Baynes, that

THE MINUTES OF THE SEPTEMBER 18, 2023, MEETING BE APPROVED AS PRESENTED.

The motion passed unanimously.

- E. **APPOINTMENT OF PRESIDENTIAL EVALUATION COMMITTEE:** The following Board members were nominated to serve on the Presidential Evaluation Committee: Ms. Kathryn Roberts representing Halifax County, Sheila Baynes representing Danville City, and Randy Shackelford representing Pittsylvania County. The new committee will need to appoint a chair. The President's office will send reminders for upcoming items from the Presidential Evaluation Timeline.

II. **HUMAN RESOURCES:** Ms. Belinda Stockton discussed the following:

- A. **TRAINING AND PROFESSIONAL DEVELOPMENT:** Ms. Stockton introduced her team: Rachel Rimel, Talent Acquisition Manager (present at the meeting), and Heather Reagan, Payroll Specialist. The entire team attended a half-day training event on October 26 to learn more about key recent legal matters related to employers and human resources staff. Topics such as affirmative action in higher education, expanded protections for pregnant workers, and coordination between FMLA and ADA were covered.

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- B. PROFESSIONAL DEVELOPMENT:** The Human Resource department hosted the first Lunch and Learn series event on Friday, November 10, focusing on Mental, Physical, and Social Employee Wellness. Brian Price of GTP Wellness Consulting hosted this fun line-dancing event. Another Lunch and Learn event was offered on November 17. This event was hosted by Doug Mosby, VRS Member Outreach Counselor. Education on the VRS retirement plan, and topics such as full or reduced retirement, different payout options, and tracking your retirement account online were provided. Upcoming lunch and learn topics include Diversity and Inclusion Training on December 15 and Disability and Awareness Training, Team Building, Customer Service, and Procurement and Travel Procedures coming in 2024.
- C. PAY UPDATES:** Nursing Faculty members will receive a 5% increase beginning on their December 1, 2023 paycheck. This pay raise, unique to the VCCS, will help to attract and retain Nursing Faculty. All employees will receive a 2% increase beginning on their December 29, 2023 paycheck.

III. FINANCIAL AND ADMINISTRATIVE SERVICES: The following updates were provided by Dr. Carl Smalls:

- A. FINANCE UPDATES—GENERAL FUNDS:** Dr. Smalls reported positive financial updates as he sees the college moving in the right direction with more revenue coming in, and more effective expense management. The overall general funds total indicates that as a college we are \$869,834 ahead of the projected budget through 10/31/2023.
- B. LOCAL FUNDS UPDATE:** This fund with dollars from each locality—Danville, Pittsylvania County, and Halifax County—has a current balance of \$17,535. Of the current expenditures, one-third was spent on the DCC sponsored Otter Bots game, and two-thirds was transferred to the President's discretionary fund. In answer to the question raised by Ms. Baynes, *will the remainder of the local funds be used*, Dr. Wallace noted that we have several upcoming projects that the funds will be dedicated to supporting.
- C. HEERF FUNDS (CARES ACT):** The balance in the HEERF fund is \$777,203. Several IT items will be purchased with the remaining dollars. One of which is an upgrade to our security system. The current surveillance system requires separate monitoring in each building. By upgrading to a new Meraki system, we can monitor the entire campus with one device.
- D. FACILITIES AND PHYSICAL PLANT:** Dr. Smalls reminded the group that the mandates for facilities are: keep things operating, keep things safe,

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and keep things looking nice. Following these guidelines, the items below have been completed:

1. Removal of tree and replacement of sidewalk at Foundation
2. Hill building roof replacement
3. Temple Building roof replacement
4. Magnolia tree trimming

Carpet replacement in Oliver Hall and adjoining rooms 108 and 109 will take place during Spring Break.

The question was raised, *will DCC receive any support from the Casino for campus upgrades?* Dr. Wallace answered by stating that the casino and city initially proposed funding for campus beautification as a site of interest for those who frequent the casino. As of yet, we have not received any funds. Mr. Hair and Dr. Wallace are continually looking for information on how to request and/or apply for funds. As of yet, the city has not shared with us how we can apply for this money.

E. INFORMATION TECHNOLOGY: The Information Technology Department is going through a transformation. The following items are being addressed:

1. An on-call schedule to provide evening and weekend IT support. (Already implemented)
2. Set up a new Meraki wi-fi system.
3. Install a new Veeam back up system for our campus servers.
4. Complete cross-training for all IT staff.

The question was raised by Ms. Cassada, *how is the IT team embracing the departmental changes?* Dr. Smalls stated that the team realizes the importance of the much-needed changes and are enthusiastic to become a more efficient and professional department.

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IV. MARKETING AND PUBLIC RELATIONS: The following updates were provided by Ms. Faith O'Neil:

- A. SPRING ENROLLMENT:** Spring enrollment began on November 1, 2023. The Spring 2024 Class Schedule booklets are currently being printed. 6,000 copies will be distributed via mail, and placed in local offices, businesses, and agencies. The booklets will include the academic calendar, new Workforce Services flyers, and dates of upcoming events. Distribution should take place the week of December 15.
- B. SOCIAL MEDIA IMPACT REPORT:** Ms. O'Neil reported a 273% increase in impressions, a 65.1% increase in engagements, and a 39.6% increase in post link clicks as compared to last year. Overall, our social media audience has grown by 10% over last year.
- C. DESIGN PROJECTS:** The Student Services staff helped to design wall-coverings for behind the check-in desks in their area. The decals have been installed and bring color and excitement to the entire room.
- D. MARKETING INITIATIVES:** Faith reported 13 new pitches in 10 weeks. We are on target for our goal of one pitch per week. The following new media pickups were conducted:
- DCC Hosts First Annual 'Elected Officials Day'
 - DCC and SVHEC Forge Partnership to Launch Three New Training Programs in South Boston
 - Danville Community College Establishes Apprenticeship Program, Names Coordinator
 - DCC Featured in Public Television Documentary Series 'Viewpoint with Dennis Quaid'
 - Danville Community College Educational Foundation Secures Grant for CDL Class B Training
 - DCC Gives Back with Supply Drive for House of Hope Homeless Shelter
 - Averett University and Danville Community College Forge Partnership to Empower Instructional Paraprofessionals in Early Childhood Education
 - DCC Hosts 2nd Annual CyberKnight Showdown Cybersecurity Competition
 - Op-Ed with Dr. Jerry Wallace: Community Partnerships and Achievements at Danville Community College
 - DCC to Host 2nd Annual 'All Citizens Job & Resource Fair' with Area Partners
 - Danville Community College Educational Foundation Receives Largest Bequest To-Date to Benefit Students
 - Enrollment Continues Upward Trend for DCC Fall Semester
 - DCC's Second 8-week Classes Begin October 16

V. INSTITUTIONAL ADVANCEMENT/DEVELOPMENT AND DCC EDUCATIONAL FOUNDATION

- A. GRANT ACTIVITY:** Mr. Hair reported that 11 grants have been submitted, with 10 already awarded, and 1 pending. The range of awards is \$5,000 - \$233,081. The total grant award amount is \$603,914 (from July 1, 2023 – November 27, 2023) These dollars will be used for scholarships, the food pantry, workforce credentials, and program support (Welding, CDL Class B, and Early Childhood)
- B. THE LARGEST TO-DATE BEQUEST TO DCC:** On September 19, 2023, the DCC Educational Foundation received the largest bequest to-date from the John A. Bostian and Iris P. Bostian Estate. This gift was in honor of their son, a former DCC student in the Air Conditioning and Heating Program. The approximate \$3 million gift will be used to create the Joseph A. Bostian Scholarship – B.E.S.T. Promise Program. (Building Excellent Students Today) Because of this donation, every eligible scholarship applicant will get an award beginning next year.
- C. ANNUAL POINSETTIA DROP:** The Annual Poinsettia deliveries to our donors and community partners will take place from November 27 – December 2, 2023. The Educational Foundation will also host a holiday gathering on December 13, 2023.
- D. REAL ESTATE FOUNDATION:** The DCC Educational Foundation is in the final stages of securing a contract with Gentry Locke to establish a LLC. The final stage consists of establishing bylaws, policies, and procedures, and signing the contract. This should come to fruition this academic year. The Foundation also hopes that this will lead to future college partnerships with Gentry Locke. Ms. Roberts asked if a new board will be created for the Real Estate Foundation. Mr. Hair noted that we will not be a separate 501-C, therefore a new board will not be created. However, they do hope to add several realtors to the existing board.

VI. ACADEMIC AFFAIRS AND STUDENT SERVICES

- A. ACTION ITEM:** Dr. Johnson discussed the following:
1. **PROGRAM TITLE CHANGE-PRE-ALLIED HEALTH ADVANCED NURSE AIDE:** The Pre-Allied Health Advanced Nurse Aide program requires several extra components to be classified as “Advanced”. At this time, we are unable to provide the additional components. The Curriculum Committee has approved the program title to change to Pre-Allied Health Nurse Aide. This will satisfy the necessary requirements and compliance items for the program. The Academic Affairs Department now seeks approval from the College Advisory Board.

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A motion was made by Mr. Wimbish, seconded by Ms. Roberts, that

THE BOARD APPROVE THE PROGRAM TITLE CHANGE TO PRE-ALLIED HEALTH NURSE AIDE.

Approval was unanimous.

B. ACTION ITEM: Dr. Johnson discussed the following:

1. **2023 – 2024 LAY ADVISORY COMMITTEE ROSTERS:** The 2023-2024 Lay Advisory Committee Rosters have been reviewed and updated by the respective academic department. The Academic Affairs Department now seeks approval from the College Advisory Board of the 2023 – 2024 rosters. Note: The Advisory Board noted a few edits needed to the committees. The edits have been processed. The approval requested will include the edits recommended.

A motion was made by Ms. Baynes, seconded by Ms. Waller that

THE BOARD APPROVE THE 2023-2024 LAY ADVISORY COMMITTEES WITH NOTED EDITS.

Approval was unanimous.

C. INFORMATION ITEMS: Dr. Johnson discussed the following:

1. **EARLY COLLEGE-SUPPORTING OUR HIGH SCHOOL STUDENTS:** Early College now has two cohorts, with a total of 54 students. Vice President Johnson and the Advising and Enrollment Teams recently hosted three group sessions to support these students. Various items including establishing a growth mindset, instead of a fixed mindset, comparing life with a degree versus life without a degree, and tuition savings were discussed. The students were also made aware of accessibility services offered at DCC. Danville Public Schools offered similar support sessions, followed by one-on-one sessions with each student at DCC. Through these support sessions, we were able to retain all students except one. Lastly, conversations took place with the Early College Faculty. Ms. Cassada raised the question *Are the Early College Students in separate classes, or are they combined with other DCC students?* Dr. Johnson responded that as of now they are in separate classes to ensure they get the support needed.
2. **CONNECTION PHASE:** Six outreach events have been held already this semester. Financial Aid efforts in August and September led to 1,989 touches. TRIO events at Gretna High School, Halifax High School, RPA Rapid Response, South Boston Harvest Festival, and

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Halifax County College Fair resulted in interactions with over 240 student prospects.

3. **ONBOARDING:** 204 admission applications for Spring 2024 have been received for the first two weeks of registration. Last year at the same time, we had 111 applications.

4. **PROGRESS PHASE:** For this phase of enrollment management one important goal is to keep our students engaged. The following student activities have been held this semester so far:
 - i. Blood Drive, September 27
 - ii. 2nd Annual Cyberknights Competition, October 6 (17 competitors from Pittsylvania County Schools)
 - iii. Pink & Powerful Walk for Breast Cancer, October 18 (115 participants)
 - iv. World Mental Health Day with a mindfulness activity and Timely Care promotion, October 10
 - v. Community Health Education Fair, October 16 (27 Nursing Students hosted this event)
 - vi. Fall Festivities and student Halloween contest, October 31(over 200 participants)
 - vii. First Generation College Day, November 8
 - viii. Veteran’s day Celebration, November 9 (50 participants)

The other important goal under the Progress Phase is student retention. See below the retention strategies implemented and their success rates:

RETENTION STRATEGY	DATE	STAT
Distance Learning Orientation	Summer 2022 vs Summer 2023	Summer 2022 –78% Summer 2023 – 84%
Tutoring	Summer 2022 vs Summer 2023	Summer 2022 – 189 appts Summer 2023 – 245 appts
Early Alert Touches	September 2023 – October 2023	1087 Cases
Advising by Appointment	September 2023 – October 2023	Fall 2022 – 151 appts Fall 2023 – 309 appts

Dr. Johnson noted that tutoring has increased by 30% from last year. The Early Alert system, which entails reaching out to students who have been flagged by their instructors as being at risk, has led to an increase of 104% in advising appointments.

5. **ENROLLMENT REPORT:** DCC currently ranks second in the VCCS for increased headcount from last year with a 9.5% increase. We are also up 8.72% in total FTEs, with a ranking of fourth in the VCCS.

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VII. **WORKFORCE SERVICES:** Dr. Mark Funkey discussed the following:

- A. CYBERSECURITY COHORT COMPLETION:** The first Cybersecurity cohort is almost complete. Each student in this cohort has grant-covered tuition, and receives a stipend. The group traveled to Northern Virginia on November 3 and 4 to tour two facilities. This trip, along with several other employers have presented career opportunities to the students. There will be a Completion Ceremony on December 4, 2023 for the first cohort. The new cohort will start in January and we already have eight students enrolled. The program consists of in-person classes on Monday and Tuesday evenings from 5:00 pm – 8:00 pm as well as an online component. Because of the partnerships from this cohort, IT Serve (a Rural Empowerment group) has reached out to the DCC Educational Foundation and donated \$25,000 to help cover the costs of the students. Ms. Brown inquired about the stipend for the students. Dr. Funkey noted that the current stipend is \$15 per hour for up to 20 hours per week.
- B. APPRENTICESHIP PROGRAM AT DCC:** Barry Richmond has been hired to help kick-off the Apprenticeship Program at DCC. Mr. Richmond and Mr. Younger, Director of Workforce Services attended training on October 24 and 26 to kick off this program for DCC. In addition, several Leadership Team members attended the ELEVATE conference in Nebraska from November 12 -15. It was noted that the Apprenticeship Program is a paid program for students that not only benefits the student, but also the employer.
- C. CDL CLASS B PROGRAM:** DCC was awarded \$233,000 by the Tobacco Commission to support the new DCC Class B CDL program and site. The grant will support a modular classroom and a new truck driving simulator. The proposed site would be large enough to later support Class A, and move our classes from Martinsville, saving about \$1,000 per participant.
- D. SVHEC GROWING PARTNERSHIP:** DCC signed three new MOUs with SVHEC supporting new programming to be offered at SVHEC in South Boston. This will help us to develop a 50/50 partnership with SVHEC. The new programs are:
1. Certified Clinical Medical Assistant (CCMA)
 2. Emergency Medical Technician (EMT)
 3. Maintenance Mechanic Level 1 (MM1)
- E. FAST FORWARD PROGRAM:** The Fast Forward Program continues to be a successful program for DCC, allowing us to stand up more programs. The challenge is that of the VCCS's 11 million dollars, and a 5-million-dollar boost, the funds are practically depleted. In January of 2023, DCC had 37 Fast Forward Training offering options. Since March or 2023, DCC has

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submitted 28 additional new offering options. Ten of the submitted offerings have been approved to date, with 19 under review. Once all are approved, DCC will have 65 total offerings. Most of the 19 under review are tied to Carpentry and Building Trades.

- F. ALL-CITIZENS JOB AND RESOURCE FAIR:** The Second Annual All-Citizens Job and Resource Fair was held at the Danville Community Market on November 1, 2023. The fair registered 615 participants, up from around 350 last year. 110 vendors participated in the event, up from 90 last year. Vendors represented Danville, Martinsville, Pittsylvania County, Halifax County, and parts of North Carolina. Danville Public Schools reported they hired nine people from the event. Morgan Olson requested on the day of the event, an extended time to accommodate their employees. The DCC team, and most vendors were willing to pivot and extend the event to 6 pm. The TARE program also got lead cards from 50 individuals at the event.

VIII. PRESIDENT'S REPORT : The President reported on the following items:

A. VCCS UPDATES: The President attended the following VCCS events:

- 9/27: VCCS Educational Foundation Presentation
- 10/10: ACCT Leadership Congress Presenter: Las Vegas
- 10/27: PVCC President Dr. Jean Runyon Inauguration
- 11/9: Elected Officials Day
- 11/27: Richmond: Dr. Morrissey Retirement Reception

B. COMMUNITY ENGAGEMENT UPDATES: The President participated in the following community engagement events:

- 10/3: Southside National Night Out
- 10/4: DCC Retiree Breakfast
- 10/16: Hosted P&HCC Leadership Team at DCC
- 10/25: Wendell Scott Foundation: Legendary Conversations with Richard Petty
- 11/1: All Citizens Job and Resource Fair
- 11/2: Southern Virginia Higher Education Center Training Agreement Signing
- 11/11: Danville Fashion Week: The HAUS of Fashion
- 11/17: IALR Podcast guest Dr. Wallace
- 11/21: Meeting with SOVAH Health CEO Steve Heatherly

C. COLLEGE CONNECTIONS: The President participated in the following college connection activities:

- 9/28: Early College Backpack Pop-Up
- 10/4: Averett University Leadership Meeting at DCC: Reverse Transfer
- 10/16: Cybersecurity Month: Ace visits students and gives out prizes

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- 10/21: Cruzin' for Humanity Car Show
- 10/31: Halloween Costume Contest
- 11/9: Veterans World Freedom Day
- 11/12 – 11/14: ELEVATE Apprenticeship Conference

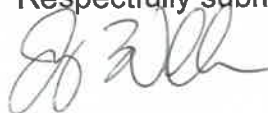
D. LITERACY PROJECT: 'ACE THE MIGHTY' BOOK TOUR: Dr. Wallace, along with Faith and Ace will visit almost every elementary school in our service area as part of promoting literacy. The tour has been a huge success already. The 30-minute session at each school includes an opportunity for Dr. Wallace to interact with the students, a book reading of "Ace the Mighty Conquers Knight School", written by Ms. O'Neil and President Wallace, as well as a chance to meet and pet our own DCC pup, and star of the book, Ace. Coloring pages for a coloring contest are also left behind. They will be returned to DCC and winners will be honored with a pizza party.

E. UPCOMING EVENTS: DCC continues to engage our faculty, staff, students and community by planning monthly events. The list below includes some of our events for December:

- Saturday, December 2nd - South Boston Christmas Parade
- Sunday, December 3rd – City of Danville Christmas Parade
- Wednesday, December 13th – DCC Educational Foundation Holiday Gathering
- Friday December 15th – Holiday Door Decoration Competition (Winners Announced)
- Monday, December 18th – Connie Wann Retirement Party DCC Student Center @ 2:00pm
- Tuesday, December 19th – DCC Holiday Celebration (Registration Requested)
- 11:00am All College Meeting & Retiree Recognition
- 12:00pm All College Holiday Party Location: Danville Conference Center, 149 Piney Forest Rd., Danville, VA 24540

There being no further business, the motion to adjourn was made by Ms. Waller, seconded by Ms. Roberts. With a unanimous vote, the meeting adjourned at 7:35 p.m.

Respectfully submitted,



Jerry Wallace, Ed.D.
President and Secretary

