

DANVILLE COMMUNITY COLLEGE

MEETING OF THE COLLEGE ADVISORY BOARD

MONDAY, NOVEMBER 28, 2022
5:30 P.M. – SILVERMAN AUDITORIUM
FOUNDATION HALL

MINUTES NO. 263

The two-hundred and sixty-third meeting of the Danville Community College Advisory Board was held on November 28, 2022, at 5:30 p.m. in Silverman Auditorium.

I. OPENING

A. **CALL TO ORDER:** Because Ms. Toshia Waller, Chair, was delayed in arriving, Ms. Ann Cassada, Vice 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. Ernestine Payne
Ms. Kathryn Roberts
Mr. Kevin Shotwell
Ms. Toshia Waller
Mr. Carlyle Wimbish

Board Member Absent: Mr. John Mead

Also Present: Mr. McKenly Graves, Information
Technology Specialist I
Mr. Shannon Hair, Vice President of
Institutional Advancement and
Development
Dr. Cornelius Johnson, Vice President of
Academic Affairs and Student Services

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Mr. Alonzo Jones, Physical Plant Facilities
Manager

Ms. Faith O'Neil, Director of Marketing and
Public Relations

Mr. Cory Potter, Director of Institutional
Planning, Effectiveness and Research,
Center for Organizational Excellence
and Data Analytics (COEDA)

Ms. Belinda Stockton, Associate Vice
President of Human Resources

Dr. Jerry Wallace, President/Secretary

Ms. Jennifer Wood, Administrative Assistant
to the Vice President of Academics and
Student Service and Recorder

C. **PUBLIC COMMENT:** None

D. **APPROVAL OF MINUTES:** The September 19, 2022, minutes were presented for approval. A motion was made by Ms. Baynes, seconded by Mr. Wimbish, that

THE MINUTES OF THE SEPTEMBER 19, 2022, MEETING BE APPROVED AS PRESENTED.

The motion passed unanimously.

E. **PRESIDENTIAL EVALUATION TIMELINE:** A motion was made by Ms. Cassada, seconded by Ms. Payne, that

THE PRESIDENTIAL EVALUATION TIMELINE BE APPROVED AS PRESENTED.

The motion passed unanimously.

The following Board members were nominated to serve on the Presidential Evaluation Committee: Ms. Brown representing Pittsylvania County, Mr. Shotwell representing Halifax County, and Ms. Waller representing the City of Danville. A motion was made by Ms. Roberts, seconded by Ms. Waller that

THE NOMINEES BE APPROVED TO SERVE ON THE PRESIDENTIAL EVALUATION COMMITTEE.

The motion passed unanimously.

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

- A. **TELEWORK ROLL-OUT UPDATE:** The first round of telework requests have been approved. Supervisors continue to work through the approval process with their employees and Human Resources. Based on interest and eligibility, an estimated 15-20 percent of DCC employees will be teleworking either one day per week or an intermittent basis by January. This helps DCC stay competitive.

- B. **ONE-TIME EMPLOYEE BONUS DECEMBER 1:** Most employees will qualify for the bonus--\$1,000 for full-time employees; and, \$250-\$500 for part-time employees based on hours worked or credits taught. The criteria were a contributor or equivalent rating on recent performance evaluations. The employee must remain working until December 1, 2022.

- C. **BENEFIT CONSULTATIONS AND COMMUNICATIONS:** Ms. Stockton reported the following:
 - 1. In November 2022, the following on-site employee consultations were provided: AFLAC, Corebridge Financial Advisor (*formerly AIG/VALIC*). These will continue for Spring 2023.
 - 2. The Commonwealth Program has begun. This State program provides general tips to State employees in areas, such as mental, physical, and emotional health. Communications are distributed twice a month.
 - 3. DCC Human Resources also consults with employees concerning their benefits.

III. FINANCIAL AND ADMINISTRATIVE SERVICES

- A. **FINANCE UPDATES—GENERAL FUNDS:** Mr. Peters presented the financial report and reminded everyone that funding is sent quarterly. He also noted that salaries account for 23 percent of the budget. He also reported the following:
 - 1. The line item *Transfer Payments* that was up 496 percent year to date was for reimbursed unemployment.
 - 2. Mr. Wimbish inquired as to why the financial data were not provided in the meeting packets. Mr. Peters will email the financials to the Board.

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- B. LOCAL FUNDS UPDATE:** These funds from each locality—Danville, Pittsylvania County, and Halifax County—have a current balance of \$22,591.50.
- C. HEERF FUNDS (CARES ACT):**
1. The College is projected to spend \$3.5 million in HEERF Funds/CARES ACT by the end of June 2023. Two big initiatives are BRIVO and Alertus. Both of these will help DCC in emergency situations and make the campus safer. There is a balance of \$2.2 million.
 2. In response to a question asked by Ms. Brown about the *Enrollment Navigators Salary Cost*, Mr. Peters responded that this is for hiring two additional part-time staff for boosting enrollment.

IV. MARKETING AND PUBLIC RELATIONS: Dr. Wallace reported on the following items in Ms. O’Neil’s absence:

- A. BUS WRAP:** Bus No. 738 is out and about and the College is holding a “Where’s the Bus?” Challenge. In honor of Spring 2023 registration, which opened on November 1, 23 individuals can win a prize by photographing the bus and posting the photo on social media with public settings and tag the Danville Community College page with the hashtag #DCCBUS. The first 23 submitted photos will win a prize!
- B. SPRING ENROLLMENT:** Traditional spring enrollment advertising was used including social media, print, radio, and Registration Event Promotion (social, newspaper, flyers). In addition, new advertising included cable television commercials, commercials at every movie at the theater on Riverside Drive, and the creation of a paper Spring schedule/catalog.
- C. PRESS COVERAGE:** The following press coverage was done from September 15 through November 28:
- Ms. Richie Robinson, DCC Associate Professor of Administrative Technology, Creates ‘Hats for the Homeless’ to Benefit House of Hope
 - DCC Financial Aid Workshop, Walk-in Services Set for November 16
 - Dr. Jerry Wallace: People, Places, and Partnerships
 - DCC Kicks Off Virginia College Application Week with High School Events, Giveaways
 - DCC Partners to Offer EMT Training in Danville
 - DCC Hosts Cybersecurity Competition, Ribbon Cutting
 - DCC’s Seventh President: The First 90 Days

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- DCC Hosts Industrial Maintenance Training Open House
- TRIO EOC Conference and Awards

Nine articles received media pick-ups in ten weeks. The goal is to have DCC featured weekly via social media and/or press coverage.

- D. **SOCIAL MEDIA STATISTICS:** The chart below shows audience growth from September 1 to November 28:

Audience Metrics	Totals
Total Audience	14,709
Total Net Audience Growth	281
Twitter Net Follower Growth	9
Facebook Net Page Likes	25
Linkedin Net Follower Growth	246
TikTok New Follower Growth	1
YouTube Net Subscriber Growth	0

We gained 281 new audience members since the last report.

- E. **RECOGNITION:** Ms. O'Neil was recognized for her hard work in making DCC a recognizable name in our community.

V. INSTITUTIONAL ADVANCEMENT/DEVELOPMENT AND DCC EDUCATIONAL FOUNDATION

- A. **GOLF TOURNAMENT UPDATE:** Mr. Hair reported that the October 7 tournament had 12-13 teams. The entry price was \$1,000 per four-person team. Adding the participants from the fall tournament, there were 26 total teams. Next year, plans are to hold one tournament only. Dr. Wallace's team won third place.
- B. **THE FORTIETH ANNIVERSARY GALA:** This event was held November 5 at The Danville Golf Club. The following alumni received Outstanding Alumni Awards: Gilbert Collins, Tim Barber, Shawn Welch, Vicki Burroughs Francis, and Ken Jones. A \$125,000 commitment for an endowed scholarship in honor of Dr. Michael Moore has been created by the DRchip Oversight Committee. The \$40,000 in 40 days challenge raised over \$50,000.
- C. **DEDICATION OF STUDENT CENTER:** On November 7, the Student Center was dedicated and named after George and Leah Shields.

- D. GRANT UPDATES:** Mr. Hair announced that the Foundation has secured almost \$250,000 in commitments. He also provided the following information:
1. 40th Anniversary Fund (\$50,250 – DCC Educational Foundation Fund Support)
 2. Shelton Short (\$50,000 – Non-STEM-H Scholarships)
 3. Community Foundation of the Dan River Region (\$25,000 – First Phase Approved (Cyber Security Equipment))
 4. Dan River Inc., Endowment (\$21,000 – Student Emergency, Workforce & Nursing Support)
 5. Pruitt Trust (\$20,000 – Welding Program Support)
 6. Davenport Charitable Trust (\$19,500 – Early Childhood Education Support)
 7. VFCCCE Support (\$13,500 – Single Stop and Workforce Credentials Support)
 8. Daly Unitrust (\$10,000 – Scholarships)
 9. Centra (\$10,000 – Food Pantry Support)
 10. Shields Scholarship (\$10,000 – George & Leah Shields Scholarship Support)
- E. COMMENT FROM MS. SHEILA BAYNES:** Ms. Baynes commended Mr. Hair on his ongoing work.

VI. ACADEMIC AFFAIRS AND STUDENT SERVICES

- A. ACTION ITEM:** Dr. Johnson discussed the following:
1. **DISCONTINUANCE OF CYBERCRIME INVESTIGATION CERTIFICATE:** The Virginia Community College System (VCCS) defines a viable program to have nine (9) FTE completions. This program from 2019-2021 had an average of one (1) FTE and two (2) graduates. If the discontinuance is approved, the program will close to new enrollments Spring 2023 and end Spring 2025.

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

THE BOARD APPROVE THE DISCONTINUANCE OF THE CYBERCRIME INVESTIGATION CERTIFICATE AS RECOMMENDED.

Approval was unanimous.

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

1. DCC is number one in the VCCS for Spring Enrollment compared to last Spring with a 47.37 percent increase. It was noted that this was a collaborative effort.
2. It was noted that DCC uses a verification approach for enrollment and financial aid to prevent fraud.
3. DCC is adding career counseling and will hold a career fair in the Spring.
4. **ENROLLMENT MANAGEMENT**
 - a. **CONNECTION**
 - Enrollment Navigators - 187 prospects contacted
 - FAFSA Nights – 117 students completed the FAFSA
 - b. **ENTRY**
 - Spring 2023 Applications – 111 new student applications
 - c. **PROGRESS**
 - Early Alert Cases – 1,352
These cases are identified when a student is exhibiting concerning behavior, and faculty raise a flag for intervention via Navigate or Canvas.
 - Monthly College Wide Advising Meetings
 - Advising Services – 151 appointments, 127 students served
 - Success Coaching – 129 students served
 - Faculty Workshops – A seven workshop series is being held by the LRC to better equip faculty to be more effective and to prepare them for upcoming hyflex offerings.
 - d. **COMPLETION**
 - Forty nursing students graduated in May 2022. Thirty-nine have taken the NCLEX; 30 passed which equals a 76.9% pass rate.
 - e. **TRANSITION**
 - Career/Transfer Coaching – 19 students served
5. **THE IDEA FAIR** was held on November 15 and was supported by the Launch Place. Ms. Baynes asked if this event is growing. The answer was yes. We had new schools this year and more participants than ever before. Ms. Brown asked how students find out about this event. Dr. Johnson noted that administration and counselors at all local schools are contacted. The award ceremony is scheduled for December 9.

6. **TIMELY MD—MENTAL HEALTH + WELL-BEING:** This program is tentatively set to launch in January 2023. This is a VCCS initiative that will allow unlimited access to TalkNow (an on demand mental and emotional support service). It also allows for up to three scheduled appointments, a referral system, and access to online videos and self-care. Ms. Cassada asked how students will know about this program and what happens after the three visits if the student needs additional support. The Timely MD link will be embedded in Canvas and Navigate upon launch. There will also be a media campaign. After three visits if it is determined that the student needs more support, they will be referred to a local source.

VII. FACILITIES AND PHYSICAL PLANT UPDATE: Mr. Alonzo Jones, Facility Manager, provided the following updates on the campus:

- A. Mr. Jones began by recognizing the team of three that maintains the College's grounds and landscaping.
- B. The Wyatt Building renovations have added much needed office space. The Business Office will have renovations completed over the holiday break.
- C. The RCATT fire damages have been repaired.
- D. The Financial Aid Office renovation is complete.

VIII. WORKFORCE SERVICES: Dr. Wallace discussed the following:

- A. **AVIATION MAINTENANCE TECHNOLOGY PROGRAM:** Dr. Wallace reported that DCC administration will meet regarding the Aviation Maintenance Technology Program this week. An ad for a director's position for this program will be posted this week. We are seeking to create partnerships with Piedmont Airlines and Caesars Casino for this endeavor.
- B. **EXPANSION OF PRISON PROGRAM OFFERINGS:** There are 25 students enrolled (*electrical, HVAC, custodial maintenance*) at the Green Rock Correctional Facility. Also, a new partnership has been created with Halifax Correctional Unit #23.

- C. **BUILDING TRADES (*Residential Construction*)**: This is a much needed program that the College can respond to right now. We have six partners of support: Burton Construction, Blair Construction, Habitat for Humanity, Danville Neighborhood Development Authority, Virginia Apprenticeship Department, and Health Collaborative.
- D. **NON-CREDIT PROGRAMS:**
1. **EMT Program—22 enrolled**
Danville (*Danville Area Training Center*)
South Boston (*Southern Virginia Higher Education Center*)
 2. **Advanced EMT Program to begin January 2023.**
 3. **Cybersecurity:** Offered in Danville, South Boston, and coming soon to the Pittsylvania Career and Technical Center
 4. **Truck Driving:** A simulator will have to be purchased, and the cost is \$110,000. The College has a commitment from Pittsylvania County, and we will be looking for a location in the 2023 Spring Semester.
 5. **Non-traditional Construction Program:** Plans are being made to offer a non-traditional construction program soon that will be offered in the evenings.

IX. **CENTER FOR ORGANIZATIONAL EXCELLENCE AND DATA ANALYTICS (COEDA):**

A. **ACTION ITEMS:**

1. **PROPOSED NEW MISSION STATEMENT:** Mr. Cory Potter stated that the current mission statement reads:

Danville Community College is committed to providing quality comprehensive higher education, workforce programs and services to promote student success and enhance business and community development.

Based on a survey of the Advisory Board and the Executive Council, 93 percent (27 of 29 respondents) believe the mission statement accurately reflects the current scope of institutional activities at DCC. Comments received are listed below:

- Community development should be changed to community partnerships. This implies that business would give back to

DCC and partner with us regarding future needs, expansions of offerings and such. Development stresses a one way giving of DCC to all other business and community areas.

Partnerships appears to be a better vocabular word.

- Too long, not memorable, and does not stand out. DCC offers opportunities to make your dreams come true at a price that is affordable.

Below is the proposed new Mission Statement:

Danville Community College is committed to providing quality comprehensive higher education, workforce programs and services to promote student success and enhance business and community development *partnerships*.

Ms. Baynes made a motion, seconded by Ms. Cassada,

**TO APPROVE THE NEW MISSION STATEMENT
REPLACING THE WORD *DEVELOPMENT* WITH THE
WORD *PARTNERSHIPS*.**

Approval was unanimous.

2. **PROPOSED NEW VISION STATEMENT:** Mr. Cory Potter stated that the current vision statement reads:

"DCC will be the college of choice in our region for exemplary educational programs and services."

Based on a survey of the Advisory Board and the Executive Council, 86 percent (25 of 29 respondents) believe the vision statement accurately reflects DCC's goals for the future. There were three proposed new vision statements:

- DCC will be a leader in workforce development. DCC will continue to provide programs to meet the needs of our community and our region. DCC will invest in building relationships outside our region that need employees and offer to provide the training they need.
- DCC is a leader in educating and training a workforce for the future. DCC will offer programs to companies that will train their workforce on industry changes. DCC will be a leader in implementing programs to provide skills and knowledge for

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multiple age groups. DCC will be a pipeline for employers in need of a skilled workforce.

- DCC will be the college of choice in our region for exemplary educational programs and services while responding to the community's workforce and economic needs.

The proposed new vision statement presented for approval is:

"DCC will be the college of choice in our region for exemplary educational programs and services *while responding to the community's workforce and economic needs.*"

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

THE NEW VISION STATEMENT BE APPROVED WITH THE ADDITION OF *WHILE RESPONDING TO THE COMMUNITY'S WORKFORCE AND ECONOMIC NEEDS.*

Approval was unanimous.

- B. INFORMATION ITEM:** Mr. Potter discussed the new web-based *Fact Book* found at danville.edu/facts

X. PRESIDENT'S REPORT

- A. ENROLLMENT:** Dr. Wallace advised that DCC is experiencing a leveling trend after COVID as opposed to many colleges whose enrollment is still plummeting.

- B. INTERNAL DCC CONNECTIONS:** Dr. Wallace noted the following internal DCC connections:

1. Meeting on October 5 with Virginia Secretary of Education Aimee Guidera to advocate for the needs of DCC.
2. Attended Phi Theta Kappa Fall Induction Ceremony on October 14.
3. Attended DCC Nursing Club Health Fair on October 17.
4. Participated in the DCC Halloween Contest for students and employees on October 31.
5. Cabinet Challenge Continues...
6. Faculty Equipment Requests – All faculty in the Arts, Science, and Business Division and Workforce Services

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7. All College Meeting held on November 14 and the next one scheduled for December 20 which will include DCC retirees' recognition.
8. Staff Social Committee - College Holiday Gathering scheduled for December 20.
9. DCC participating in Holiday Parades – Employees, Students and Advisory Board Members

C. EXTERNAL DCC CONNECTIONS: Dr. Wallace discussed the following:

1. Second Annual Danville Police Department Car Show on October 8 - AW
2. Danville Divine Nine Fraternities/Sororities Meet & Greet for Dr. Wallace on October 23 – AW
3. SVHEC in South Boston hosted a welcome ceremony for Dr. Wallace at the SVHEC on October 25
4. Dr. Wallace and Dr. Johnson surprised a fourth grade student at Kentuck Elementary with prizes since he selected DCC for his drawing project.
5. DCC Educational Foundation Golf Tournament on October 7 and the Fortieth Anniversary Gala held November 5 – AW
6. Richmond Prison Consortium Meeting
7. American Association of Community Colleges Commissioner Meetings November 2-4
8. Virginia HIRE Education Conference November 9-11 (presenter)
9. People and Places Tour – Legislative Representation November 30

D. FUTURE PROJECTS: Dr. Wallace informed the College Advisory Board members of the following items:

1. Infrastructure Builds: Promotion of faculty and staff, budget proposals – budget training, recruitment department, middle college, workforce department and safety/emergency response
2. DCC Golf Carts
3. Grants: SCHEV – \$100,000, G3 - \$250,000
4. Building Trades/Construction: \$3 to \$5 million
5. Truck Driving
6. Viewpoint with Dennis Quaid – DCC selected to receive national recognition, Chancellor Morrissey
7. Virginia Business Magazine Top 100 to meet in 2023
8. Cabinet Projects – Aspen Prize top community college in Nation, Viewpoint, Truck Driving Simulator, Faculty Support – Student

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Recruitment, Professional Development – High Performing/Strength Finders

XI. EXECUTIVE SESSION

At 7:15 p.m., Ms. Brown made the following motion, seconded by Ms. Baynes:

MADAM CHAIR, IN ACCORDANCE WITH SECTION 2.2-3711(A) (3) OF THE CODE OF VIRGINIA, I MOVE THAT THE DANVILLE COMMUNITY COLLEGE ADVISORY BOARD CONVENE IN CLOSED SESSION TO DISCUSS MATTERS RELATING TO PERSONNEL.

ROLL CALL:

Shelia Baynes	<u> X </u> Yes	<u> </u> No
Barbara Brown	<u> X </u> Yes	<u> </u> No
Ann Cassada	<u> X </u> Yes	<u> </u> No
John Mead	Absent	
Ernestine Payne	<u> X </u> Yes	<u> </u> No
Kathryn Roberts	<u> X </u> Yes	<u> </u> No
Kevin Shotwell	<u> X </u> Yes	<u> </u> No
Toshia Waller	<u> X </u> Yes	<u> </u> No
Carlyle Wimbish	Absent	

At 7:25 p.m., Ms. Brown made the following motion, seconded by Ms. Cassada:

MADAM. CHAIR, THE BOARD OF DANVILLE COMMUNITY COLLEGE HAS CONCLUDED ITS CLOSED SESSION AND IS HEREBY IN OPEN SESSION. WE WILL NOW TAKE A ROLL CALL VOTE THAT WILL BE INCLUDED IN THE MINUTES CERTIFYING THAT TO THE BEST OF EACH MEMBER’S KNOWLEDGE, ONLY PUBLIC BUSINESS MATTERS LAWFULLY EXEMPTED FROM OPEN MEETING REQUIREMENTS UNDER THE FREEDOM OF INFORMATION ACT AND ONLY SUCH PUBLIC BUSINESS MATTERS AS WERE IDENTIFIED IN THE MOTION BY WHICH THE CLOSED MEETING WAS CONVENED WERE HEARD, DISCUSSED, OR CONSIDERED IN THE MEETING BY THE COLLEGE BOARD.

ROLL CALL:

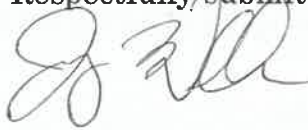
Shelia Baynes	<u> X </u> Yes	<u> </u> No
Barbara Brown	<u> X </u> Yes	<u> </u> No
Ann Cassada	<u> X </u> Yes	<u> </u> No

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John Mead	Absent	
Ernestine Payne	<u> X </u> Yes	<u> </u> No
Kathryn Roberts	<u> X </u> Yes	<u> </u> No
Kevin Shotwell	<u> X </u> Yes	<u> </u> No
Toshia Waller	<u> X </u> Yes	<u> </u> No
Carlyle Wimbish	Absent	

There being no further business, the meeting adjourned at 7:30 p.m.

Respectfully submitted,



Jerry Wallace, Ed.D.
President and Secretary