

**DANVILLE COMMUNITY COLLEGE**  
**MEETING OF THE COLLEGE ADVISORY BOARD**

**MONDAY, MARCH 15, 2021**  
**4:30 P.M. – OLIVER HALL**  
**TEMPLE BUILDING**

**MINUTES NO. 255**

The two-hundred and fifty-fifth meeting of the Danville Community College Advisory Board was held on March 15, 2021, at 4:30 p.m. in Oliver Hall, Temple Building.

**I. OPENING**

**A. CALL TO ORDER:** Mr. Carlyle Wimbish, Chair, called the meeting to order and asked that the roll be called.

**B. ROLL CALL**

Board Members Present: Ms. Sheila Baynes (via Zoom)  
Ms. Barbara Brown  
Ms. Ann Cassada  
Mr. Robert David  
Mr. John Mead  
Mr. Kevin Shotwell  
Ms. Toshia Waller  
Mr. Carlyle Wimbish

Absent: Ms. Kathryn Roberts

Also Present: Mr. Bruce Cottrell, Associate Vice President  
of Human Resources  
Dr. Jacqueline Gill Powell,  
President/Secretary  
Mr. Shannon Hair, Vice President of  
Institutional Advancement and  
Development  
Dr. Brian Jackson, Vice President of  
Workforce Services

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Dr. Cornelius Johnson, Vice President of  
Academic Affairs and Student  
Services

Mr. Bracken Jones, IT Support

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

Mr. Brooks Powell, Foundation Board  
Liaison

Mr. Jimmie Tickle, Assistant Vice President  
of Workforce Services and Technical  
Studies

Mr. Charles Toothman, Vice President of  
Financial and Administrative  
Services

Ms. Connie Wann, Executive Assistant to  
the President

Ms. Lanie Davis, Report from Chatham  
*Star Tribune*

Reporter from *Danville Register & Bee*

Absent: Mr. Cory Potter, Director, Planning,  
Effectiveness and Research

Others: Dr. Frank T. Grogan  
Dr. Al Roberts, Past President of Southside  
Virginia Community College  
(*President's mentor*)

**C. PUBLIC COMMENT:**

1. Mr. Brooks Powell
2. Dr. Frank Grogan

**D. APPROVAL OF NOVEMBER 16, 2020, MINUTES:** A motion was  
made by Ms. Cassada, seconded by Ms. Waller, that

**THE MINUTES OF THE NOVEMBER 16, 2020, MEETING BE  
APPROVED AS PRESENTED.**

The motion passed unanimously.

**E. OTHER:** Dr. Frank Grogan was presented with a gift from the  
College for his service on the Advisory Board. The COVID outbreak  
delayed this presentation.

## II. PRESIDENT’S REPORT

A. **HUMAN RESOURCES**: Mr. Cottrill reported the following:

1. **New Knight Introductions:**

- a. Dr. Cornelius Johnson was introduced as the College’s new Vice President of Academic Affairs and Student Services. He comes to Danville from Dallas, Texas.
- b. James Hubbard—Faculty, Additive Manufacturing
- c. Alonzo Jones—Facilities Manager
- d. Diana Pace—HR Analyst 1
- e. Chris White—IT Specialist 1
- f. Stephanie White—Student Success Coach
- g. Ferren Pannell—Faculty, Nursing
- h. Jemail Foster—ATDM Recruitment Specialist for DoD Project
- i. Alice Walker—Director of Finance

2. **DCC Knight’s Retirements:** Mr. Ronnie Pannell, Director of the TARE Program, retired in February 2021.

3. **Automation of HR Functions:** The following programs are being put into place to improve the services provided by HR:

- a. Applicant Tracking Automation—PeopleAdmin
- b. New Employee Onboarding Automation—Avature
- c. Payroll/Contract Automation—Cardinal
- d. Internal Controls in Development for Compliance

4. **COVID-19:** A public COVID-19 dashboard has been added to the Danville.edu website and is updated regularly. Weekly “*Health Check*” reminders continue to be sent to faculty, staff, and students. DCC has had 19 cases to date—11 students and eight employees. VDH conducted contact tracking and found no risk of exposure to other students, faculty, or staff.

B. **ADMINISTRATIVE SERVICES**

Mr. Toothman discussed the following:

1. **Budget Update:** We are half way through the year, and 46 percent of the allocations have been spent. It will be tight getting through the end of the fiscal year.
2. **Stimulus Funding:** The following statistics were provided:

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- a. CARES Act (HEERF 1)
- b. \$802,111 Institutional Funds (not spent)
- c. \$802,111 Financial Aid (\$211 balance)
- d. Corona Virus Release Fund: \$336,000 (spent)
- e. Corona Virus Response and Relief Supplemental Appropriates Act: \$3,591,706--\$802,111 of this award must be used as financial aid.

3. **Facilities Upgrades:** New signs, new paint, new Public Relations and Marketing office, and new roofs—Hill and Temple to be completed by August.

In response to a question, Mr. Toothman advised that a list of priorities is being evaluated to us received funding, and also that different pots of money have different deadlines for spending. One of the possible uses is to update classrooms bringing them into the 21<sup>st</sup> century. Mr. Mead asked about the profits from the Bookstore. Mr. Toothman replied that as enrollment drops, profits also drop. The Bookstore is currently operating on a minimal amount. Mr. Mead noted that no information was ever provided in this regard when questioned at a past meeting. Mr. Toothman noted that a number of factors go into determining the budget. The VCCS uses a blended budget formula. We receive funding based on the size of the College. Workforce is helping balance the budget and is a separate fund. To answer another question, Board members were advised that there is a game plan. Dr. Johnson is meeting with faculty to identify what they need in their classrooms. It was also noted that because of the age of some of the buildings, IT will have to look behind the walls to make certain that new technology can be supported. Another item is professional development. Faculty have asked for training and are looking at what they need. Funding received in March has to be spent by 2024.

- C. **EDUCATIONAL FOUNDATION:** Mr. Hair discussed the following items:

1. **Grant Submission Updates:** Since July 1, 2020, over \$700,000 in grant requests have been successfully awarded to the DCC Educational Foundation:
  - a. **Daly Unitrust:** \$10,000 for scholarships and food pantry.
  - b. **Gene Haas Foundation:** \$40,000 for scholarships

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- c. **JTI:** \$50,000 for Middle College (\$50,000 was awarded for programs support)
  - d. **Community Foundation of the Dan River Region:** \$25,000 for the purchase of equipment for the Graphic Imaging Program
  - e. **Virginia Region Revitalization Commission:** \$315,000 for STEM-H and Workforce Training scholarships
  - f. **Knights to the Rescue:** Pittsylvania County \$150,000 awarded for purchase of laptops for 300 DCC students who reside in Pittsylvania County; City of Danville \$100,000 for purchase of laptops for 200 DCC students who reside in the City of Danville.
  - g. **Carrington Trust:** \$25,000 awarded for child care scholarships
2. **Foundation in Action:** The Foundation has provided additional student support as referenced below:
- a. **Support-A-KNIGHT Fund** aims to support DCC students who have been directly impacted by the COVID-19 pandemic. From food to utilities, the Support-a-Knight fund is used to help meet the basic needs of those students who have experienced job loss, or other emergencies, directly related to COVID-19.
  - b. **DCC Student Emergency Fund** provides scholarships and pays for books.
  - c. **Knights to the Rescue (Technology Promotion):** See C.1.f.
3. **DCC Educational Foundation Annual Report 2019-2020:** Mr. Hair reviewed this document noting that it was being mailed this week. Copies were distributed to all Board members.
4. **Upcoming Activities Update:**
- a. **Welding Building Dedication:** pending
  - b. **Outstanding Alumni Reception** will be postponed until 2022.
  - c. **Foundation Golf Tournament:** A decision will be made in the next few weeks.
- D. **INSTITUTIONAL EFFECTIVENESS:** In Mr. Potter's absence, Dr. Gill Powell discussed the following items:

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1. **SACSCOC Fifth Year Review:** A handout on the Quality Enhancement Plan (QEP) was distributed to Board members and reviewed. Approval of this report makes sure that the College can continue to award degrees. The report will be an overview of everything we do at the College. Dr. Gill Powell will meet one on one with Board members to bring them up to speed as work on the report progresses.
2. **Institutional Effectiveness Activities:**
  - a. **SACSCOC Fifth Year Review**
  - b. **Ensuring Data Integrity** (*continued*)
  - c. **Strategic Planning:** In Mr. Potter's absence, Dr. Gill Powell will be working on the Strategic Plan and will be calling the Board members has the plan is fine tuned.

**E. ACADEMIC AFFAIRS AND STUDENT SERVICES:** Dr. Cornelius Johnson discussed the following:

1. **Enrollment** is down 15 percent and dual enrollment is down 12 percent. In relation to the other 22 VCCS colleges, the majority are facing declines in enrollment.
2. **Enrollment Management Strategy:** This strategy will encompass the student's life cycle:
  - a. Pre-Collegiate
  - b. Connection
  - c. Entry (onboarding students)
  - d. Progress
  - e. Completion
  - f. Transition (employment outcomes)
3. **G3: Get Skilled, Get A Job, Give Back:** This program has a stackable credential framework and gives the student three years to attain the credentials. Programs offered by DCC in the essential workforce are:
  - a. Healthcare (11)
  - b. Information Technology (27)
  - c. Manufacturing and Trades (45)
  - d. Public Safety (2)
  - e. Early Childhood Education (2)
4. **SmartPath—Dual Enrollment Rebrand:** This VCCS-led rebrand of dual enrollment is scheduled to begin April 2021.

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DCC will use it to increase exposure, increase enrollment, and increase equity.

5. **Robotics and Automation:** In response to a question from Mr. Mead, it was noted that the Robotics and Automation Program has been launched in partnership with the Southern Virginia Higher Education Center, but has been put on hold because of COVID-19. The \$3 million provided by Danville Regional Foundation to purchase equipment went to the Institute, not DCC. The full grant hasn't been spent and included curriculum development. This will be a program in Fall 2021 at RCATT. The renovation of the lab has been completed.
6. **Transfer Virginia Initiative:** This VCCS project will engage stakeholders, develop program maps with a sequence of classes to improve student success rates, streamline articulation agreements, create models for dual admissions, and close the equity gap ensuring all students are helped.
7. **Graduation—May 15, 10:00 a.m.** The program will be virtual and will include pre- and post-activities. More information will be forthcoming.

F. **WORKFORCE SERVICES:** Dr. Brian Jackson discussed the following:

1. **Enrollment of workforce students** has increased 453 percent across the campus.
2. **Workforce in Action:**
  - a. **Emergency Medical Technician** started February 2 with 22 students. This program is being partnered with the Southern Virginia Higher Education Center.
  - b. **EPL Training Academy** is scheduled for March 11, 2021.
  - c. **Morgan Olson Training Academy**—pending
  - d. **Morgan Olson Leadership Training**—pending
  - e. **Women in Welding** started February 27 with nine students.
  - f. **NCCER Electrical Level 1** started February 24 with six students. Dr. Jackson advised that he has recently completed training to be a NCCER Master Trainer.

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3. **Workforce Impact: Project Rebuild** was launched and graduated eight students. The next cohort will be scheduled in the evening to attract the working population. Two coaches have been employed for **Re-Employing Virginia (REV)**, and **REV utilization** has 41 students.
4. **Workforce Services Partnerships:** Feeding America Southwest Virginia, Habitat for Humanity, Mountain Valley Pipeline, and Southside Tennis Program for Youth.
5. **Department of Defense ATDM Contract:** A request has been made for a second round of funding for the DOD ATDM Project by the Institute who is the prime contractor, and the last faculty member has been employed for the DoD Program. However, potential concerns include:
  - a. Newport News Shipbuilding has laid off 314 employees.
  - b. The outside Machinist Trainee Program
  - c. The next round of ATDM hiring
  - d. Partnering with Northern Virginia Community College
  - e. Opened Naval Community College
6. **Danville Economic Development Projects:** The following projects have been launched and announced: Aerofarms, ELP Global, Morgan Olson, Rage Plastics, and Buitoni. Other projects include Project Green (Danville ED), Project Solomon (Danville ED), Project Clear (Danville ED), Project Stilton (Danville ED), Project Spectrum (Danville and Pittsylvania County ED), Project Installation (Danville and Pittsylvania County ED), and Project Ignite (DCC). It was noted that Halifax County is undergoing some changes, and when completed, we plan to begin meeting with them.
7. **Grants in Progress: Potential Funding Impact \$9,256,835:**
  - a. FAA Aviation Maintenance Technical Workers Workforce Development Grant
  - b. USA AFRL Future Scholars for Science, Technology, Engineering and Mathematics (STEM) Workforce Development Programs
  - c. National Defense Education Program (NDEP) for Science, Technology, Engineering, and Mathematics (STEM) and Biotechnology Education, Outreach, and Workforce Initiative Programs and Enhanced Civics Education
  - d. Science and Technology for Advanced Manufacturing Projects (STAMP)



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e. Congressional Cyber Security Grant.

Mr. Wimbish asked if any funding had been requested or received from the Casino. Dr. Gill Powell reported that she is listening to what Caesar's wants. They have indicated a need for aviation technicians. She is working with Dr. Tiffany Franks, President of Averett University, to build a 2x2 program. Blue Ridge Community College has a program and are working with them. Averett will take over the on ground operations. The program is scheduled to start in the fall of 2022. They will have to deal with the Federal Aviation Administration.

**G. PUBLIC RELATIONS AND MARKETING:** Ms. Faith O'Neil discussed the following:

1. **Marketing Campaigns:** The REV Marketing Initiative has been advertised on social media, in local papers, on the Danville.edu website, and continues through December 2021. The 2<sup>nd</sup> Chance Semester Campaign is live now. Classes begin March 15, and the campaign ends on March 19. The classes run for eight weeks.
2. **Media Mentions:** The total mentions in January through February 21 were 56: 53 were local, one was state-wide, and two were national. The national mentions were the Nursing Program being number one in the State, and the employment of Dr. Cornelius Johnson. The top stories were Women in Welding, Pop-up Food Pantry, Vaccine Clinics, Vice President of Academic Affairs and Student Services, Laptop Giveaway, and Second Chance Semester.
3. **Digarc—Acalog Online Catalog:** The College will be transitioning from a paper catalog to an online platform in 2021-2022. There will be one more paper catalog, and it went to press last week. The cost for the new version is less than the printed version, and it can be updated anytime. This program is used by 16 VCCS colleges. Committees and sub-teams are managing the project.

**H. PRESIDENTIAL OVERVIEW:** Dr. Gill Powell discussed the following:

1. **In Memoriam Edward "Lee" Falls (February 27, 1953-March 5, 2021):** Mr. Falls who worked in Maintenance passed away unexpectedly at his home the evening of March 5. The College is working on a tribute to him to be presented to his family.

2. **Student Accomplishments:**
  - a. **DCC Nursing students** have assisted with several COVID-19 vaccination events held across the City of Danville. This has helped them get their clinical hours.
  - b. **A team of DCC students—Trent Oswald—Integrated Machining Technology (IMT); Chase Smith, IMT graduate; Adam Ilconich, IMT; and Koby Carter, Welding—are finalists in the Project MFGTM National Challenge** this month, a skilled trades competition for a chance to win scholarships, prizes and title of national champion. The team will be featured in the upcoming pilot episode of Clash of Trades to celebrate National Welding Month in April. The students will compete in a two-day challenge March 15 and 16, 2021, at DCC, with a film crew on site to capture the event. The team, along with three other teams from across the country, advanced to the national competition after rigorous judging in complex advanced manufacturing skills. Teams work together in a challenge that mirrors the real-world, hands-on skillsets needed to succeed in advanced manufacturing. The pilot episode of Clash of Trades will premiere on YouTube April 20, 2021, at 8 p.m., when the national champion will be revealed.
3. **Food Bank:** DCC, PATHS and Feeding Southwest Virginia held a community-wide pop-up food bank on February 5 serving 1,200 local individuals.
4. **Board Recognition—Bigger Than Black and Blue:** This book was written by Vice Chair Robert David, co-authored by City of Danville Police Chief Scott Booth. The book is available on Amazon.
5. **Civil Rights Audit—April 21 and 22 (*all day*):** Under the VCCS approved targeting plan, DCC has been identified as one of two VCCS colleges to undergo an on-site (*virtual*) Civil Rights Audit this academic year. The review consists of four primary components:
  - a. Pre-visit survey of faculty and students to target specific areas for interviews
  - b. Document review of school policies and printed material
  - c. Interviews with designated community college administrators and students

d. A tour of the campuses and facilities (*to be conducted later*)

6. **Fall 2021 Full Reopening:** A date is being determined to have all faculty and staff return to campus. Plans are to have students return to campus at a 100 percent capacity on the first day of Fall Semester.

### I. VCCS OVERVIEW

1. **Budget:** State lawmakers adopted a budget that will provide free access to community college for thousands of Virginians, help the VCCS hire badly-needed student advisors, and provide a raise to faculty and classified staff. Per Dr. Glenn DuBois, *“It’s probably the best community college budget I’ve seen in my lifetime.* Mr. Shotwell asked for a report that shows funds and how they have been spent. Dr. Gill Powell advised that she can provide a web site that will provide this information.
2. **Dr. Jill Biden:** First Lady Jill Biden is campaigning for free access to community college and training program, saying the schools will be an important part of the Biden administration efforts to rebuild the national economy. *“We have to get this done. And we have to do it now,”* she said during a virtual legislative summit.
3. **Strategic Plans:** The following were discussed. It was noted that equity is in all three plans. Board members will begin to hear and see how we blend equity in everything we do.
- a. **SCHEV Strategic Plan: “Pathways to Opportunities”**  
Goal 1: **Equitable**  
Goal 2: Affordable  
Goal 3: Transformative
- b. **VCCS Strategic Plan: “Race to Equity”**  
**Goal: The VCCS will achieve equity** in access, learning outcomes, and success for students from every race, ethnicity, gender, and socioeconomic group.
- c. **DCC’s Strategic Plan: “Do, Create, Collaborate”**  
Goals:
  - Student success
  - Advancing excellence
  - Financial stability
  - **Equity** and inclusion

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### **J. APPROVAL ITEMS:**

1. **Continuity of Operations Plan (COOP)** (*copy provided at meeting for review*): This plan is reviewed and updated annually and has been approved by the VCCS. A motion was made by Mr. Mead, seconded by Ms. Cassada, that

**THE CONTINUITY OF OPERATIONS PLAN BE APPROVED AS PRESENTED.**

The motion passed unanimously.

2. **Naming Change Recommendation:** All buildings in the State of Virginia had to undergo a review of their namesakes. During the Board's September and November meetings, members were presented with results from the research conducted by the DCC committee assigned to complete this task. The Board agreed with the findings and recommended the renaming of the Temple Building on the DCC campus. No new name was recommended at this time. A letter to Chancellor DuBois was signed by Mr. Wimbish, Mr. Robert David, and Dr. Gill Powell. (*copy attached*)

3. **Professor Emeriti Recommendations:** The following retiring faculty were recommended by Dr. Paul Fox, Dean of the Division of Arts, Science, and Business, and Dr. Gill Powell for the title Professor Emeriti: Ms. Cathy Barrett, Ms. Rosanne "Rose" Goble, and Ms. Vickie Taylor. A motion was made by Ms. Cassada, seconded by Mr. Mead, that

**MS. CATHY BARRETT, MS. ROSANNE "ROSE" GOBLE, AND MS. VICKIE TAYLOR BE AWARDED THE TITLE OF PROFESSOR EMERITUS UPON RETIREMENT.**

The motion passed unanimously.

4. **Appoint Nominating Committee for Board Chair and Vice Chair:** Mr. Wimbish appointed Mr. John Mead, Mr. Kevin Shotwell, and Ms. Toshia Waller with Mr. Mead serving as chair.
5. **Appoint Presidential Evaluation Committee:** Mr. Wimbish appointed Ms. Ann Cassada, Mr. Robert David, and Ms. Katheryn Roberts with Ms. Cassada serving as chair.

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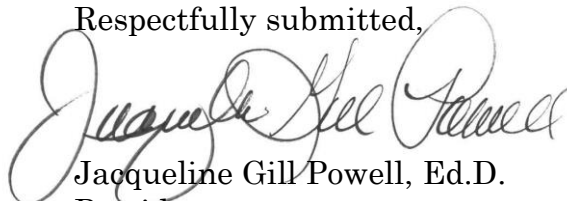
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### K. Other:

1. **Important Dates:**
  - a. Graduation: May 15, 10:00 a.m. (virtual)
  - b. Next Meeting: June 21
2. Ms. Cassada requested an update on the meeting with the nurses scheduled for March 18.
3. **Foundation Meeting Update:** Mr. Wimbish, as the self-appointed liaison for the College Advisory Board to the Educational Foundation Board, reported that the information from the last Foundation meeting was covered in Mr. Hair's presentation.

There being no further business, the meeting adjourned at 6:20 p.m.

Respectfully submitted,



Jacqueline Gill Powell, Ed.D.  
President