



# PATHWAYS TO REGIONAL SUCCESS

Transforming lives and communities



**DCC**

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Danville Community College

EARLY SUCCESS.  
STUDENT SUCCESS.  
LIFELONG SUCCESS.



# MESSAGE

## FROM THE DANVILLE COMMUNITY COLLEGE EDUCATIONAL FOUNDATION BOARD CHAIR

I grew up in a furniture town in North Carolina. I have seen the problems the loss of manufacturing created in that town. And I have seen the problems created when this region lost Dan River Inc., furniture manufacturing and experienced a downturn in tobacco production, almost simultaneously. I saw first-hand how Danville Community College's administration and faculty immediately responded when this three-pronged catastrophe began unfolding. Administrators met with individuals facing layoffs to answer questions, to calm fears and to help them transition to a college environment for retraining, often after 20 to 30 years of employment.

Danville Community College's leadership is again responding to the community's educational needs, determined after extensive meetings with community leaders. To provide area educational needs, the *Pathways to Regional Success* – Major Gifts Campaign is underway. Dollars raised will fund expanded training in *Early Childcare Development*, create *Career Camps* in partnership with K-12, increase *Scholarship Aid*, expand training in *Entrepreneurship*, create a *Center for Creative Arts* and develop a *Center for Lifelong Learning*. The "cradle to beyond retirement" vision, a vision of DCC being present in a child's life from its earliest weeks through its entire career, is apparent in the funding initiatives.

Why should citizens support Danville Community College financially in this \$10 million – *Pathways to Regional Success* – Major Gifts Campaign?

We should support DCC because the College plays a vital role in our community.


Danville Community College educates medical personnel: CNAs, LPNs, RNs, dental hygienists, dental assistants and phlebotomists. The health sciences building, Foundation Hall, located on the DCC campus provides modern classrooms and state-of-art labs for training students to achieve degrees and, hopefully, return to our community hospitals and area medical and dental offices for employment. Each time you go to a medical or dental facility in Danville, Pittsylvania County or Halifax County, you can expect to meet numerous employees trained at Danville Community College. The quality of these graduates is tied to the quality of their classroom training—expensive training with expensive equipment.

There is always a need for well-trained plumbers, electricians, shop mechanics, vehicle mechanics and electronics professionals. What better place to train these people than DCC. Again, when you call a plumber, electrician, mechanic, you want a highly-skilled individual. Often that person started his or her career in a DCC classroom.

As our community progresses, we will continue to need an educated and skilled workforce for the future. My hope is that we can attract industries to this region that will build on former and new industrial sites. We **MUST** train and retrain students with the best equipment to attract these industries with workforce-ready employees. To train, we must have machines, labs, drones, software, hardware, instructional media, medical and dental equipment: all advanced equipment, all costly.

With the *Pathways to Regional Success* – Major Gifts Campaign, children-to-retirees are all part of DCC's educational focus. I urge you, as a parent, grandparent, businessperson, employee or alumni to contribute, no matter how large or small the amount. **WE ARE THE COMMUNITY.** Danville Community College has consistently responded to the community's needs. Now it is the community's turn to support DCC and the *Pathways to Regional Success* campaign initiatives. The \$10 million campaign will help ensure the future of individuals throughout our entire region.

Sincerely,



Elizabeth "Libby" S. Spainhour  
DCC Educational Foundation Board Chair



Elizabeth "Libby" S. Spainhour



Transforming lives  
and communities



ITUTE  
LEARNING AND RESEARCH



DCC  
Danville Community



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*Pathways to Regional Success Co-Chair Committee Members (Left to Right): Eddie Herndon ('78), Valdivia Hall, The Honorable Jessie Barksdale, Elizabeth Spainhour, E. Budge Kent Jr., Shelby Irving ('05) and Doris Wilson*  
*Institute for Advanced Learning & Research – Gene Haas Center for Integrated Machining Lobby*

"As Chairman of Danville Community College's *Pathways to Regional Success* Major Gifts Campaign, I can think of no better way to spend money than to spend it on education. Our most valuable asset in this region is our youth. DCC is already providing superior instruction at the college with excellent outcomes, but those continued outcomes hinge on the college being able to continuously provide multiple training endeavors. An investment at DCC is an investment in the present and the future. I ask you, as citizens, to help fund this campaign to ensure their futures and our region's future."

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**E. Budge Kent Jr.**  
**American National Bank & Trust,**  
**Senior Officer Trust Dept., Retired**

"Danville Community College plays a vital role in our community. Earning an associate degree beyond high school means advanced income for homes, travel, children's enrichment and retirement security. Beyond the specific career training available, the Entrepreneurship Center, a part of the *Pathways to Regional Success* Major Gifts campaign will be a major force in training individuals in how to develop businesses. Students will learn how to transform logical ideas into business operations, which again will add to their incomes. Our community is progressing, but we need an educated and skilled workforce for the upcoming 20 years. To have that workforce, we must, as community members, continue to provide our children the skills to live productive and comfortable lives."

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**Elizabeth Spainhour Danville**  
**Community College Educational**  
**Foundation Board Chair**

"While Danville Community College is a publicly operated community college, state funding formulas continue to decrease as students' education costs continue to escalate. The *Pathways to Regional Success* Major Gifts Campaign for DCC is vitally important because of this continuing decline in state revenue. To close that funding

gap, citizens must make sure the DCC Educational Foundation is able to provide increased scholarship dollars to offset state funding reductions. Increased dollars will make college affordable for area high school graduates as well as for returning adults seeking advanced training or career changes."

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**Eddie Herndon**  
**Area Vice-President, First Citizens Bank**

"Danville Community College has served as an open door to a better life for generations of working-class students at a bargain price compared to other sectors of higher education. As a former board member and local citizen, I constantly see how DCC plays a key role in helping students increase their employability and achieve their career goals. I am excited that our *Pathways to Regional Success* Major Gifts Campaign will enhance the academic and economic potential of every student who attends Danville Community College."

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**Jessie L. Barksdale Former**  
**Pittsylvania County Board of**  
**Supervisors Chairman Federal**  
**Aviation Administration,**  
**Retired**

"Almost everyone in this region has a connection to Danville Community College, whether it is as an alumni, parent, neighbor or co-worker. DCC has touched thousands of us. The *Pathways to Regional Success* Major Gifts Campaign is an investment in the region. A Major Gifts Campaign donation will provide funds for youth, high school graduates and returning adults as state funds decrease. Encompassing Early Childcare, Career Camps, Arts and Scholarships, an investment in the *Pathways to Regional Success* will make it possible for many students to pursue careers and obtain a college degree that they thought was impossible. First-time college students will become highly skilled and employable, competing for upscale salaries."

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**Shelby Irving**  
**Fire Marshal, City of Danville**

"As a former educator in Danville's public schools and as a campaign co-chair for the *Pathways to Regional Success*, Danville Community College's Major Gifts Campaign, I encourage community members to support DCC's funding needs. Education is one of the most important means of investing in our community. Dividends that accrue are evident and numerous at DCC. These dividends include preparing a diversity of learners to build bright futures with life-changing opportunities, providing a viable college option by offering affordability and accessibility and providing local businesses' needs by developing comprehensive courses that enhance workforce development. Students graduate workforce ready with vital skills that keep businesses in our city but also attract new businesses, including high wage employers."

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**Doris Wilson**  
**Danville City Schools; Retired Educator**

"Having served on the Danville Community College Board representing Halifax County for several years, I am familiar with college operations and needs. I know how administration and faculty consistently recruit students, provide scholarships and help students complete degrees under difficult circumstances. All areas related to education leading to college: pre-kindergarten, middle-school guidance and high school career counseling make lasting impacts in the lives of students, faculties and communities. Families and businesses in this region value education. Raising money to support DCC in the *Pathways to Regional Success* Major Gifts Campaign is a positive I encourage all citizens to help achieve."

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**Valdivia T. Hall**  
**Assistant Superintendent,**  
**Halifax County Public Schools**  
**Past Danville Community College**  
**Board Chair**



# OUR LEGACY & OUR FUTURE

By act of the Virginia General Assembly, Danville Technical Institute officially became Danville Community College on July 1, 1966, serving Danville City, Pittsylvania County and Halifax County, drawing students from a 45-mile radius and beyond. In 1968, Virginia Polytechnic Institute – Danville Division merged as a part of Danville Community College. Initially, the four primary curricula were Business Management, Secretarial Science, Data Processing and Pre-Teacher Education. The addition of Electronics, Air Conditioning, Automotive Technology, Machining, Textile Management and Accounting added more options. The addition of these program offerings prompted the expansion of college facilities.

The college continued to expand and, in 1982, the Danville Community College Educational Foundation, Inc., was established with zero assets. Currently, the Foundation has approximately \$10 million in total assets to fulfill its mission of continued support for Danville Community College. In accordance with that mission, the DCC Educational Foundation has overseen the establishment of hundreds of endowed scholarships and the creation of an endowed faculty position. It is also responsible for the promotion of faculty and staff professional development through funding opportunities and has provided funding to strengthen academic programs and encourage cultural activities. Funding provided by the Foundation has been vital in the construction of new facilities and the purchase of new state-of-the-art equipment to keep pace with technological changes.

During the college's first major gifts campaign, *The Power of One*, which concluded in 2012, the community invested over \$7.5 million in scholarships, faculty and staff professional development, state-of-the-art equipment and local and regional economic development needs. As our community needs have advanced over the last six years, many may ask, "How can Danville Community College support these evolving needs?" We believe the answer lies in support of the college's new \$10 million major gifts campaign – *Pathways to Regional Success*, which will fund Early Childcare Development, Middle School Career Camps, Student Scholarships, Entrepreneurship Training, Creative Arts and a Center for Lifelong Learning.







**1890** – Danville Military Institute's **original building, the "Castle"** on Danville Community College's campus was constructed through donations from community members. The building became home to Danville Technical Institute in 1938. By 1946, it also held classrooms for Virginia Polytechnic Institute – Danville as well as rooms for students and instructors.



**2009** – Foundation Hall, a Health Sciences instructional building and DCC's Educational Foundation offices, was constructed and completed where DMI's building, known as the "Castle," once stood. The construction of Foundation Hall, underwritten by a grant from the Danville Regional Foundation, underscored local ongoing commitment to advancing health science education at Danville Community College.

# EARLY SUCCESS

## TRACI'S STORY

### PROMOTING EARLY CHILDCARE DEVELOPMENT

"It is my pleasure to be able to serve our community as Program Director of Early Childhood Education at Danville Community College. DCC is where I began pursuing my passion for educating young children. I am absolutely thrilled to continue this work with DCC students as they fulfill their own educational journeys. I am excited to see students who are eager to learn about the value of work in the childcare field," says Traci Daniel. The Carrington Childcare Center, located beside Foundation Hall on the Danville Community College campus, provides care for up to 50 children, ages two months to five years, while also providing training for students enrolled in the Early Childhood Education curriculum.

The Carrington Childcare Center employees are all graduates of DCC's two-year Early Childhood Education program. They developed age-appropriate learning experiences while caring for each child and helping college student interns understand their future responsibilities for toddler, preschool and infant classrooms. The state-licensed childcare center is a part of the Virginia Quality Rating Program and is continually evaluated for its care, instruction and improvement goals.

Promoting early childcare development is one component of the *Early Success* initiative of the major gifts campaign – *Pathways to Regional Success*. Your investment in this initiative will allow Danville Community College to partner with *Smart Beginnings Danville Pittsylvania* at the local and state levels to increase the educational attainment of providers of early childhood education and to provide funding for facility expansion.



"I am excited to see students who are eager to learn about the value of work in the childcare field."

– Traci Daniel,  
Assistant Professor  
Program Director of Early  
Childhood Education



We invite you to explore the initiatives in our *Pathways to Regional Success* Campaign. Each initiative came from you – our stakeholders, business leaders, and community partners through a series of community summits and individual interviews. Our working goal for this campaign is \$10,000,000.

### INITIATIVE ONE: EARLY SUCCESS

Danville Community College is dedicated to helping build successful lives, successful businesses and successful communities. We know to be a successful DCC student and, eventually, to build a rewarding career, learning must begin at an early age. At DCC, we are committed to helping young people experience early educational success by creating the right learning foundation. We are also dedicated to achieving this in partnership with our K-12 partners. To achieve this goal of *Early Success*, DCC has developed two initiatives for which we seek your support:

## EARLY CHILDCARE DEVELOPMENT

**TARGET GOAL: \$1,000,000**

DCC's goal is to expand the college's Carrington Childcare Center, creating a regional resource for children and parents throughout our service area by working with regional and state partners such as Smart Beginnings Danville Pittsylvania and our local school districts. Investing in this initiative will help us endow an early childcare development specialist position for our Childcare Center and help us expand both the physical facility and the available programs.

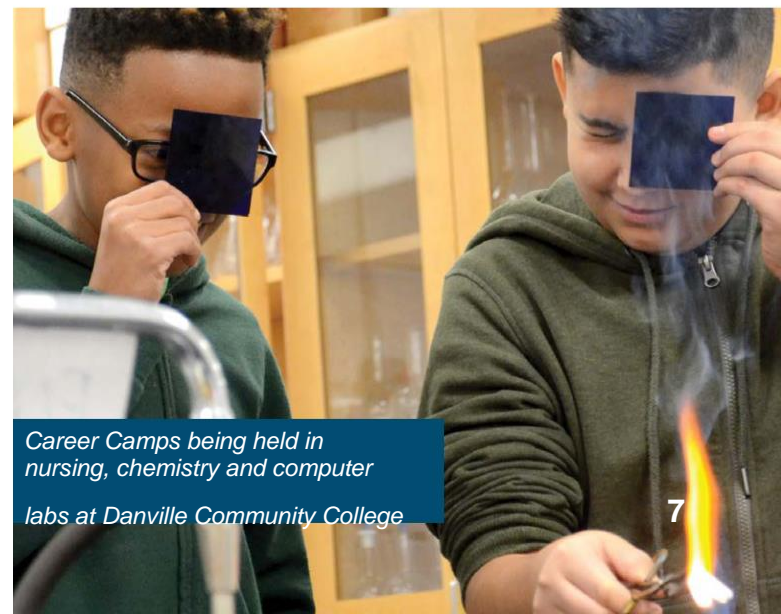
## CAREER CAMPS AT DCC IN PARTNERSHIP WITH REGIONAL SCHOOL DISTRICTS

**TARGET GOAL: \$1,000,000**

Studies suggest that by the time middle school students reach high school they are often confused about an eventual career path and the post-secondary options available to prepare them for these careers. Research also indicates that allowing middle school students (i.e. 6th, 7th and 8th grades) to experience career options leads to better choices and satisfaction post high school. Your investment in this initiative will assist DCC in funding a variety of summer career camps for these students while focusing on local career options.



*Carrington Child Development Center  
Martha Tucker (retired), Assistant Professor of Early Childhood  
and Reading, center, reads to a classroom of children*



*Career Camps being held in  
nursing, chemistry and computer  
labs at Danville Community College*

# STUDENT SUCCESS

## RICK'S STORY

### PROMOTING ENTREPRENEURSHIP TRAINING

Rick Barker explains, "I left DCC over 30 years ago to work with my dad at Danville Office Supply where I decided what I enjoyed most is selling. This began 15 years of employment as a sales representative for International Paper, where I learned many aspects of the paper and packaging business. In 2007 I quit my comfortable job for the risks of creating my own packaging company to focus on high-service oriented customers. "Today, Supply Resources, with multiple locations and our affiliated brands—SRI Global, Lynchburg Public Warehouse and Rick Barker Properties—provide employment to many, creating custom packaging and logistics solutions."

As an alumni who has remained in the region and pursued his career locally, Barker explains, "DCC holds a special place in my heart because it was there that my life changed for the better. Before I arrived at DCC, I was not an especially good student, had no focus, and was not known for any achievement. When I left DCC, I was sufficiently inspired to imagine that with my introduction to business, I could do anything."

Promoting entrepreneurship training is one component of the *Student Success* initiative of the major gifts campaign – *Pathways to Regional Success*. Your investment in this initiative will allow Danville Community College to foster a spirit of free enterprise in the community by assisting with the creation of new businesses or the expansion of existing businesses that will increase job opportunities in our service region.



**"No one accomplishes  
anything meaningful  
without the help of  
others. We are all  
beneficiaries of others  
who have been willing  
to help in our time of  
need."**

**– Rick Barker,  
President & CEO,  
Supply Resources**



## INITIATIVE TWO: STUDENT SUCCESS

In order for college students to effectively pursue their career goals, they need to be successful in preparing for that goal. This means they need to complete their chosen degree and/or certificate programs. Even though DCC is one of the most affordable regional postsecondary options, affordability is still a major challenge for many students. DCC understands that many of our students, alumni and community members would like to expand their skills and create and grow a new business. Our goal is to help past, current and future DCC students be successful, both at DCC and in life. To help promote *Student Success*, DCC has developed two initiatives for which we seek your support:

## EXPAND OUR SCHOLARSHIP PROGRAM

**TARGET GOAL: \$1,000,000**

DCC's goal is to provide available scholarship funding to community members who are committed to success that will allow them to attend the college at little-to-no cost. Expanding scholarship offerings to students in programs that are essential to regional economic development is our priority. Finally, we want to grow our individual scholarship endowments to ensure additional funding for future students. Your investment in this initiative will allow DCC to succeed on all three fronts. We would be excited to talk to you about options available to help provide this critical student financial support

## THE CENTER FOR ENTREPRENEURSHIP

**TARGET GOAL: \$3,000,000**

DCC plans to establish a center for entrepreneurship with the goal of creating and growing new businesses, industries and jobs for our region. The Center for Entrepreneurship will assist DCC students and other community members with building the skills needed to create a business vision, produce product prototypes, create successful business and operational plans and understand the necessary steps to secure financing. Establishing new successful businesses is a key component in continued regional economic development. Studies show most local business leaders are committed to hiring and promoting local talent. Your investment in this initiative is also an investment in our future economic and workforce development.



**Welding Building, Fabrication Lab**  
*Banks Family (Daughter, '15, Mother, '15 and Father, '77) Sinatra Isaac Isaiah Banks Jr Memorial Scholarship and Webb Family (Lessie Emerson Webb and Fred Webb Jr, '80) Fred Webb Welding Scholarship*



*Supply Resources, Inc. Headquarters Lobby Rick Barker ('81), President and CEO, Supply Resources, Inc. and Serial Entrepreneur*



# LIFELONG SUCCESS

## ALLEN & JOSEPH'S STORY PROMOTING LIFELONG LEARNING

Twenty-two years ago, Allen Rogers, after working 14 years in maintenance, took his 401K and invested it in himself. "I quit employment and went to Danville Community College full-time studying Heating and Air Conditioning," says Allen. Graduating in 1996, Allen initially worked for a manufacturer in Timberlake, NC, while also starting his business after hours. "I bought an old van to carry equipment and tools," Allen explains. Within a year, he was working only for himself, eventually installing heat pumps in manufactured homes for a Raleigh company. Rogers Heating & Cooling has grown over the years from three to eight employees.

One extra employee was his son, who began working weekends. "I grew up in the business toting tools. I knew early on that one day I would be involved," says Joseph Rogers. That desire led Joseph to follow in his father's footsteps, enrolling at DCC in HVAC. While at DCC, from 2008 to 2010, Joseph was elected president of the National Technical Honor Society and was also a member of the first Leadership Team. "When I graduated, I told Mark Bryant, HVAC instructor, that I wanted to gain training in commercial HVAC. He helped with my introduction to TRANE in Danville. I stayed in commercial for five years before joining my dad's business while also seeking ways to give back to the community." That giving back desire led to Joseph being elected to the Halifax County Board of Supervisors.

Promoting lifelong learning is one component of the *Lifelong Success* initiative of the major gifts campaign – *Pathways to Regional Success*. Your investment in this initiative will allow Danville Community College to provide lifelong learning opportunities in order to foster the continuous development and improvement of the knowledge and skills needed for employment and personal fulfillment for individuals within our service region.



"We have to give  
students, young  
and old the  
training to find  
lifelong careers.  
Promoting careers  
is promoting  
communities."

– Joseph Rogers,  
Business Owner  
Rogers Heating & Cooling

### INITIATIVE THREE: LIFELONG SUCCESS

People of all ages continue to look for ways to contribute to the community, grow new skills and pursue new opportunities. It is DCC's vision and mission to provide that ongoing support and service for these stakeholders wherever they are in their careers. To help provide opportunities for *Lifelong Success*, DCC has developed two initiatives for which we seek your support:

## THE CENTER FOR CREATIVE ARTS

**TARGET GOAL: \$1,000,000**

The City of Danville, Halifax and Pittsylvania Counties are experiencing growth in the arts – both as a means of expression and as business opportunities. More individuals are expressing interest in expressive arts such as painting and sculpting and in creative arts such as building musical instruments, blacksmithing and beer and wine making. DCC is seeking partners to assist in creating a Center for Creative Arts which we believe will allow community members to explore and grow new artistic skills, provide new tourism opportunities and facilitate the development of new small businesses in our region.

## THE CENTER FOR LIFELONG LEARNING

**TARGET GOAL: \$3,000,000**

Business and community leaders, as well as our alumni and other stakeholders, are partnering with DCC to provide new program options and services for workers in mid-to-late careers desiring to learn a new skill or, perhaps, even change careers. The Center for Lifelong Learning will provide an opportunity for community workers to learn new skills, earn credentials which can eventually lead to a degree or certificate, and be prepared to respond to new career opportunities. Your investment in this initiative can help create a more vibrant, creative and responsive workforce and enhance the quality of life through the region.



*DCC student creating a metal art and metal art sculptures located on campus*



*Electronics Lab, Regional Center for Advanced Technology and Training (RCATT)*

*Adult students using the latest electronics technology*



# MESSAGE

## FROM THE VICE PRESIDENT OF INSTITUTIONAL ADVANCEMENT & DEVELOPMENT

Now that you have reviewed the information contained in this document, why should you support Danville Community College's *Pathways to Regional Success* Major Gifts Campaign?

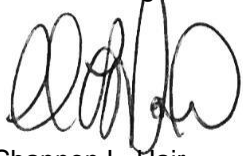
The significant loss of textile and tobacco jobs in our region forced the community to find a way to re-invent itself. While we have made great progress toward that goal, our region still faces significant challenges. In order to attract new businesses or to support existing business expansion, an educated and skilled workforce must be available. The goal of DCC's *Pathways to Regional Success* Major Gifts Campaign is to provide educational tools essential for success.

Generations of families in our region worked in Dan River Mills or grew and harvested tobacco throughout Southside. These individuals possessed a strong work ethic, had learned a skill that was needed in these industries, and because of this, were prosperous. While the face and focus of our region has changed, the need for job training and skills has not. If we are to continue to attract national and international businesses, we must provide the educational tools necessary for success beginning in early childhood, continuing through K-12 and college and into adulthood.

Through the *Pathways to Regional Success* Major Gifts Campaign, DCC intends to build pathways with early childhood and K-12 providers to ensure our children are being taught the skills they need to be successful in college careers. The college also plans to build a pathway to meet financial needs of our current and future students by creating additional scholarship funding. In conjunction with our business and industry partners, this campaign will also design pathways to provide skilled workforce training to meet current employer demands. As present industry needs change or as new business and industry locate in the college's service region, DCC intends to offer the latest in opportunities for emerging job requirements.

In order to build these pathways, funding is a constant need. We are asking community members for their support by making an investment in our future through the *Pathways to Regional Success* Major Gifts Campaign at DCC.

Warmest Regards,



Shannon L. Hair  
Vice President  
Institutional Advancement & Development



Shannon L. Hair ('98)



Transforming lives  
and communities



PLEDGE FORM

RECOGNITION

FREQUENTLY ASKED QUESTIONS

## THERE ARE PLENTY OF **WAYS TO GIVE**

### **GIFTS OF CASH**

An outright cash/check gift to the Danville Community College Educational Foundation. These gifts can also be made as a pledge paid over a period up to five years as a method for yearly contributions or contributions toward an eventual endowed scholarship.

### **PAYROLL DEDUCTION**

The payroll deduction plan is available to staff and faculty at Danville Community College.

### **GIFT SECURITIES**

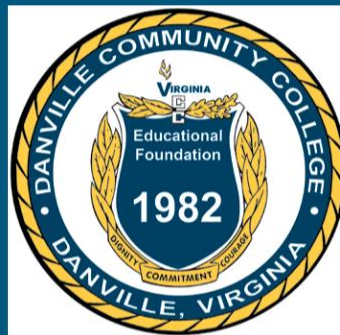
Appreciated stock or securities given to the foundation have the added advantage of giving a donor the ability to deduct the appreciated market value without paying the capital gains tax.

### **TESTAMENTARY GIFTS**

Naming the DCC Educational Foundation in your Will and designating the gift to be given. Creating a Charitable Trust Agreement with the Foundation as a beneficiary.

## **Dr. Jacqueline Gill Powell**

President



## **Shannon L. Hair**

Vice President of Institutional  
Advancement & Development

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