

**DANVILLE COMMUNITY COLLEGE**  
**MEETING OF THE COLLEGE ADVISORY BOARD**  
**MONDAY, JUNE 17, 2024, 5:30 P.M.**  
**SILVERMAN AUDITORIUM, FOUNDATION HALL**  
**MINUTES NO. 270**

The two-hundred and seventieth meeting of the Danville Community College Advisory Board was held on June 17, 2024, at 5:30 p.m. in Silverman Auditorium.

**I. OPENING**

- a. Call to Order: Ms. Ann Cassada, Chair, called the meeting to order at 5:37 pm and asked that the roll be called.
- b. Roll Call:
  - i. Board Members Present: Ms. Baynes, Ms. Brown, Ms. Cassada, Ms. Martin, Mr. Wimbish, and Ms. Payne
  - ii. Board Member Absent: Mr. Kevin Shotwell, Ms. Kathryn Roberts, Mr. Randy Shackelford
  - iii. Cabinet Members Present: Dr. Shannon Hair, Vice President of Institutional Advancement and Development, Dr. Cornelius Johnson, Vice President of Academic Affairs and Student Services, Ms. O'Neil, Director of Marketing and Public Relations, Ms. Stockton, Associate Vice President of Human Resources, Dr. Carl Smalls, Vice President of Finance and Administrative Services, Dr. Jerry Wallace, President & Secretary
  - iv. Ms. Jennifer Wood, Administrative Assistant to the Vice President of Academics and Student Services and Recorder
- c. Public Comment: None
- d. **Action Items:**
  - i. Approval of Minutes: The March 18, 2024 minutes were presented for approval. *Proposal:* Add to the minutes: Kathryn Roberts was appointed as Chair and Ms. Payne was appointed as Vice Chair at the March 18 meeting. A motion was made to make this edit by Mr. Wimbish, seconded by, Ms. Martin.

A motion to approve the amended minutes was made by Mr. Wimbish and seconded by Ms. Martin that:

*The minutes of the March 18, 2024 meeting were approved with edits. The motion passed unanimously.*

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

- a. The Hire to Retire Employee Cycle was presented. The cycle will focus on supporting employee engagement and retention. A graph was presented to show the seven steps in the Retire to Hire Process.
  - i. Building Infrastructure: People- Ms. Stockton shared the HR team expansion that includes Jasmine Brown as the Human Resource Generalist, Heather Osborne as the Payroll

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Specialist, Rachel Rimel as the Talent Acquisition Manager, and Ms. Stockton as the Associate Vice President of Human Resources.

- ii. **Building Infrastructure: Facilities-** The HR space has expanded to include Wyatt 202, offering stations established for assistance with onboarding and other HR needs. Hiring highlights mentioned were as follows: From July 2022 – July 2023, HR conducted 60 confirmed successful searches. This accounts for about 4.6 new hires per month. This increased volume is due to new grants, expanded partnerships, new HR positions, filling positions that have been vacant for an extended time, reorganizing to support growth, and retirements. The newly formed position of Talent Acquisition Manager coordinates the hiring process, follows hiring procedures, works with hiring managers, and search committees for each available position. Search Advocates (VCCS trained) offer support for each search as well.
- iii. **Onboarding and Professional Development:** This phase of the cycle includes HR conducted orientation (including High Performing Team Culture training), employee check-ins, and the newly developed welcome committee. Expanded professional development opportunities have included CDI, Strength finders, Lunch and Learns (i.e. Financial Health in November 2023, Diversity and Inclusion 101 with Bryan Price December 2023, and line dancing (Mental, Physical, Social Health and Wellness) in November 2023).
- iv. **Operations and Compliance:** The Payroll Specialist and HR Generalist work to provide accurate payroll, process state increases, conduct annual reporting, assist with open enrollment, conduct reviews of HR systems, and provide assistance with employee dependent change information.
- v. **Employee Engagement and Recognition:** Examples of employee engagement and recognition include the following: One day per week telework option, Summer Schedule Option – half day Fridays, 16 hours of recognition leave, Volunteer Day in July 2024, and Employee Appreciation Day in March of 2024.
- vi. **Evaluation: Annual Performance Reviewed:** The employee review process runs from July – October annually to ensure we are compliant, and offering employees the support they need to succeed.
- vii. **Separation and Retirement –** The HR team supported six state service retirements from 2022 – 2024. This included not only celebrations but consultations regarding an array of retirement information.

- III. FINANCE AND ADMINISTRATION:** The following updates were provided by Dr. Carl Smalls:
- a. **Action Item:** Approval of the 2024 – 2025 COOP Plan  
A motion was made by Mr. Wimbish and seconded by Ms. Payne that:  
*The 2024 – 2025 COOP plan be approved.* The motion passed unanimously.
  - b. **Web Focus** is a new Financial Reporting System that consolidates reports, and helps with the process of decentralizing the budget (building individual budgets).

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c. The DCC Budget Calendar for 2025 Fiscal Year was shared (see below):

Date	Function	Department Responsibility
1/30/24	Share with President budget worksheet for discussion with Budget Committee	VP of Finance
1/30/24	Receive WebFocus licenses	VP of Finance/Finance Director/Bus. Mgr
2/5/24	Budget Training in WebFocus - rescheduled for 2/12/24	VP of Finance/Finance Director/Bus. Mgr
2/12/24	Budget Training in WebFocus	VP of Finance/Finance Director/Bus. Mgr
2/13/24	Discuss the role of the Budget Committee	VP of Finance/Finance Director
2/29/24	Final date to submit complete/signed Position Descriptions for ALL Full-Time Staff Position Requests	Associate VP of Human Resources/VP of Academic Affairs & Student services
3/6/24	BUDGET COMMITTEE WORK SESSION Set 2024-25 Salary & Benefit recommendations	College Budget Committee College Budget Committee
3/11/24	Final date for recommendation of New Programs & Services for 2024-2025	VP of Academic Affairs & Student Services
4/1/24	BUDGET COMMITTEE WORK SESSION	College Budget Committee
4/15/24	Salary data to Finance Director	Associate VP of Human Resources
4/22/24	Review of General Operational Fund with President	VP of Finance/Finance Director
5/6/24	BUDGET COMMITTEE WORK SESSION	VP of Finance/Finance Director
6/6/24	Check-in session with President	VP of Finance/Finance Director
7/31/24	BUDGET REVIEW with President	VP of Finance/Finance Director
8/31/24	Budget balanced and uploaded into AIS	Finance Director
9/6/24	Final budget submission into AIS	Finance Director

d. The Big Four Commonwealth of Virginia Enterprise Systems-HR, AIS, Cardinal, and EVA work together to map budgets and correctly code employees.

e. The General Fund Revenue and Expenditures for AY24 were shared. Dr. Smalls shared an example: Tuition Revenue Timeline Recognition for AY24 to demonstrate the lag we often see in budget reporting. See below:

<b>Tuition Revenue Timeline Recognition</b> 2023-2024 Academic Calendar					
Academic Terms	Sessions	Classes Begin	Last day to Withdraw w/Full Tuition Refund	Revenue to DCC	
				Starts	Time Lag in Days*
<b>Fall Semester 2023</b>					
	16 Week	8/21/2023	9/7/2023	10/31/2023	71
	1st - 8 week	8/21/2023	8/28/2023	10/31/2023	71
	2nd - 8 week	10/16/2023	10/24/2023	12/31/2023	76
<b>Spring Semester 2024</b>					
	16 Week	1/8/2024	1/25/2024	3/31/2024	83
	1st - 8 week	1/8/2024	1/16/2024	3/31/2024	83
	2nd - 8 week	3/11/2024	3/18/2024	5/30/2024	80

\* Number of days revenue received from start of term

f. **Action Item:** Approval of Local Funds Budget – AY25

A motion was made by Ms. Baynes and seconded by Ms. Martin that:

*The 2024 – 2025 COOP plan be approved.* The motion passed unanimously.

It was mentioned that DCC should possibly seek additional funds to reflect the impact we are making on the community (i.e. Pinnacle Award).

g. Dr. Smalls shared the HEERF Fund (CARES Act) budget and noted that we have utilized our CARES funding.

h. Several Capital Project Plan items have been completed and/or are in process. These include the Wyatt Boiler replacement, the Wyatt Chiller replacement, the Wyatt Roof replacement, the Taylor Chiller Replacement, and the Taylor Roof replacement.

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- i. Other maintenance projects include blind replacement in the Taylor and Temple buildings, carpet replacement in Oliver Hall, and seating replacement in Oliver Hall.
- j. In the Information Technology department, wifi updates have enabled DCC to know who is on campus, network switches have been installed to make things faster, and cameras have been installed that have increased power. New furniture and cubicles have been installed in the library to offer a more professional appearance. The team also deployed 84 VDI thin clients in campus computer labs, allowing for remote work on computers.
- k. Dr. Smalls also shared his monthly newsletter: The Extra Degree.

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

- a. Ms. O'Neil shared the teams current marketing campaigns for Summer leading into Fall.
- b. PR and Marketing has had 12 Media pick-ups in the last 12 weeks:
  - Danville Community College Educational Foundation Extends Scholarship Due to Federal Financial Aid Delays
  - Danville Community College Educational Foundation Announces Executive Director Doctoral Completion
  - Danville Community College Takes Home Coveted Pinnacle Award
  - DCC Brings Specialized Industrial Maintenance Training to SVHEC in South Boston
  - Danville Community College Welcomes Jessica Dalton as Vice President of Workforce Services
  - DCC Graduates More Than 550 Students in 2024 Commencement Exercises
  - DCC Hosts Inaugural Career & Technical Education Signing Day for Incoming Students
  - Senator Frank Ruff to Receive Honorary Degree from Danville Community College
  - DCC Op-Ed with Dr. Jerry Wallace: Fostering Community Bonds through Innovation and Collaboration
  - Enrollment for Summer and Fall Classes Opens on April 1 at Danville Community College
  - Danville Community College's Economic Impact Study Reveals Substantial Contributions to Regional Economy
  - Danville Community College Educational Foundation Announces 4th Annual Suds, Swine, Sippin' & Song Fundraiser Event
- c. The wiffle ball and tailgating Marketing and PR-Led Event was held in April. This well attended event was great fun for faculty, staff, and students and resulted in an overwhelming win for the student team led by Dr. Wallace.
- d. Campus Beautification projects included new banners on 100 light poles and college wraps in Taylor.
- e. The PR and Marketing department has had several earned media opportunities. This means that outside media came to DCC to request coverage rather than DCC pitching stories. These stories have included Ace the Mighty in the Danville Register and Bee and the Richmond Times, and DCC Graduate Profiles in the Danville Register and Bee. Dr. Hair noted that one of the graduate profiles included a report on a gift that enabled every first-year HVAC student to receive a tool bag worth \$1800.
- f. PR and Marketing employees Katherine Daniel and Kathy Nguyen completed several Meta and Social Media Credentials.

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**V. INSTITUTIONAL ADVANCEMENT/DEVELOPMENT AND DCC EDUCATIONAL FOUNDATION:** The following updates were provided by Dr. Shannon Hair:

- a. The 2023 – 2024 Academic Year Fundraising Totals were presented. The total foundation value as of 6/17/24 is approximately 19 million dollars.
- b. The DCC Educational Foundation Real Estate, LLC account was setup last week. The Foundation is now working to finalize the lease agreement. Utilities will be brought to the site. Dr. Hair hopes the city will cover the utility costs. Almost the exact same CDL simulator that is set up at the RCATT will also be set up in the new facility. This allows for students to build their hours and achieve credentials, when certain situations are not available for on the road training (i.e. snow, other weather conditions). The site is 7 acres. Vehicles are still needed for the program.
- c. Connections, Conversations, and Cities is a new title to report several events that the Foundation has participated in including the VCCS Philanthropy Lunch, AACC Annual Conference, VFCCE, VMA, Hourigan, Lead VA-2024 Class, VA Chamber, VRLI-2024 Class, and meetings with the VCCS Board Member Ed Dalrymple. Dr. Hair noted the importance of these partnerships and connections to build relationships within the state.
- d. The 4<sup>th</sup> Annual Suds, Swine, Sippin’ and Song Event is coming August 2 and 3. The Foundation team has already sold 150 tickets and has secured \$60,000 in sponsorships.

**VI. ACADEMIC AFFAIRS AND STUDENT SERVICES:** The following updates were provided by Dr. Cornelius Johnson:

- i. **Action Item:** Approval of Lay Advisory Committees AY25  
A motion was made by Ms. Payne, seconded by Ms. Martin, that: *The Lay Advisory Committee Rosters for AY25 be approved as presented.* The motion passed unanimously.
- ii. **Action Item:** AY Student Activities Budget  
A motion was made by Ms. Brown, seconded by Mr. Baynes, that: *The Student Activities Budget for AY25 be approved as presented.* The motion passed unanimously.
- iii. **Action Item:** SGA Budget  
A motion was made by Ms. Brown, seconded by Mr. Baynes, that: *The Student Government Association for AY25 be approved as presented.* The motion passed unanimously.
- iv. Enrollment Management Highlights were provided beginning with the Pre-Collegiate Phase. The inaugural Early College cohort resulted in 17 graduating students in May of 2024 receiving an AA & S in Liberal Arts. This represents an 89% graduate rate. 10 of these students graduated with honors. A completion ceremony was held on May 8.

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- v. As part of the Connection Phase, DCC Hosted “Knight for a Day” on April 19 and 20 with 128 students visiting our campus.
- vi. The first CTE Signing Day was held on April 18 and 19. DCC hosted over 300 students, and signed 52 to attend DCC.
- vii. The Progress Phase includes several student retention efforts, including a priority registration campaign resulting in a 39.7% enrollment rate. Also, tutoring appointments increased by 51% leading to an 82% success rate for actively tutored students.
- viii. Student retention efforts included several student engagement events in the Career and Technical Education Department including the 4<sup>th</sup> Annual Aluminum Car Derby Race in April and the Flow Cell Capstone Project in March.
- ix. Student retention efforts in the division of Arts Sciences and Business included the Student Etiquette dinner in April, the PTK induction ceremony in May, and the Idea Fair in April.
- x. The Completion Phase of the Enrollment Management Plan was highlighted with the following data: 9.9% increase of CSC’s and 16.6% increase of degrees for Spring 2024 as compared to Spring 2023. There were 297 participants at graduation this year as compared to 238 last year.
- xi. A career fair was held in March as part of the Transition Phase. 40+ employers and 100+ students participated.
- xii. Enrollment Report highlights included a 25.90% increase for Fall 2024 and a 11.97% increase for Summer 2024.
- xiii. Reaffirmation 2026 has kicked off. This huge undertaking includes 14 sections and 75 standards. Reaffirmation is our opportunity to show that the college is running according to SACSCOC guidelines. DCC has created goal posts to strive for 90% completion by December. We will be reaffirmed in June of 2026.

**VII. WORKFORCE SERVICES:** Dr. Wallace discussed the following:

- a. The WFS Personal Enrichment Course program has kicked off with the Microsoft Excel Training and Microsoft Word Training Courses.
- b. The Cybersecurity Program, a partnership with the Chamber, is going well. A full-time trainer has been hired – Dr. Jeffrey Fields – to support this program.
- c. The Apprenticeship Program has been kicked off with an internal opportunity with our IT staff. McKenly Graves is our first DCC apprentice. Barry Richmond is working with external partners for future opportunities.

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

- a. Dr. Wallace recognized the two past Board Chairs – Ms. Ann Cassada and Ms. Ms. Martin for their service over the last two years.
- b. Dr. Wallace recognized the Board for their involvement in DCC events and community events including the retiree breakfast, pre-commencement dinner, and the annual Chamber celebration.
- c. Internal events that were highlighted were the Retiree Breakfast, God’s Pit Crew Tour, 1<sup>st</sup> pre-Commencement dinner, and the Welcome Committee. Upcoming events include the Movie Knight on July 18.

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- d. External events that are coming up include the DCC Otterbots game June 22, and an employee volunteer outing on July 16.
- e. Dr. Wallace and Faith created an end of the year op-ed, student edition that is posted on the website.
- f. Recent legislative changes require free dual credit. DCC was already free, so the legislation will not hurt financially. Only 5 of the 23 colleges will not be impacted.
- g. The VMSDEP program is growing and wants to include a wider range of military dependents.
- h. Faith and Dr. Wallace hosted a concurrent session at New Horizons on the Ace the Mighty Book Tour.
- i. The system office staff has been restructured. The new Chief of Staff is Craig Herndon. The following two positions are open: Sr. Vice Chancellor of Academics and Workforce and the Sr. Vice Chancellor of Finance and Administration.
- j. The Women in Leadership Panel was held in March that highlighted internal and external women in leadership.
- k. Jessica Dalton has been hired as our new VP of WFS and will begin on July 1.
- l. Dr. Wallace attended the AACC Conference and Commissioner Meeting, New Horizons, and NCORE.
- m. The first annual CTE signing day and the first Early College Completion Ceremony were huge successes.
- n. Dr. Wallace was the keynote speaker at the SOVAH Health employee day on May 13.
- o. Dr. Wallace has attended numerous community events including the Dairy Daddies game and the Food Truck Rodeo.
- p. The SVHEC MOU signing was held on May 20. Four MOU's were signed.
- q. A bonus was provided to cabinet members based on their seniority at the college. The cabinet had not been recognized in several years so Dr. Wallace wanted to provide this thank you for their continued hard work and commitment to growing DCC.
- r. Several cabinet members will attend Leadership Institutes in the coming months.
- s. Dr. Wallace recognized the DCC team for winning the Pinnacle award. This coveted award from the Chamber has been highly recognized in the community.

**IX. UPCOMING EVENTS:**

- a. June 19 – Juneteenth, College Closed
- b. Second Session Summer Classes begin June 26
- c. June 26 – Sundae Funday 1 – 2 pm (Student Center)
- d. July 4 – Independence Day, College Closed
- e. July 16 – God's Pit Crew Volunteer Event 10 – 12, 2 -4
- f. July 18 – Summer Movie Knight 6 pm - until
- g. July 31 - Summer Classes end
- h. August 21 - Fall Semester begins
- i. September 2 – Labor Day, College Closed
- j. September 16 – Advisory Board Meeting

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There being no further business, the motion to adjourn was made by Ms. Martin, seconded by Ms. Payne. With a unanimous vote, the meeting adjourned at 8:05 p.m.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "J. Wallace". The signature is written in a cursive style with a blue dot above the letter "i".

Jerry Wallace, Ed.D.  
President