

**DANVILLE COMMUNITY COLLEGE**  
**MEETING OF THE COLLEGE ADVISORY BOARD**  
**MONDAY, MARCH 18, 2024, 5:30 P.M.**  
**SILVERMAN AUDITORIUM, FOUNDATION HALL**  
**MINUTES NO. 269**

The two-hundred and sixty-ninth meeting of the Danville Community College Advisory Board was held on March 18, 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 5:30 pm and asked that the roll be called.
- b. Roll Call:
  - i. Board Members Present: Ms. Sheila Baynes, Ms. Barbara Brown, Ms. Ann Cassada, Ms. Kathryn Roberts, Mr. Kevin Shotwell, Ms. Toshia Waller, Mr. Carlyle Wimbish, and Ms. Ernestine Payne
  - ii. Board Member Absent: Mr. Randy Shackelford
  - iii. Cabinet Members Present: Mr. Shannon Hair, Vice President of Institutional Advancement and Development, Dr. Cornelius Johnson, Vice President of Academic Affairs and Student Services, Ms. Faith O'Neil, Director of Marketing and Public Relations, Ms. Belinda 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
  - v. Special Guests: Ms. Kim Baldrige, Habitat for Humanity and Ms. Lydia Davis, DCC Student
- c. Public Comment: Ms. Kim Baldrige with Habitat for Humanity thanked Dr. Johnson, Jennifer Wood, Faith O'Neil, Cathy Pulliam, Shannon Hair, and Dr. Wallace for their help with painting one of the habitat houses on March 12. She also noted that there will be other volunteer opportunities coming soon.
- d. Addendum: Ms. Lydia Davis won the DCC Poet Laureate contest. She is in her second semester at DCC. She graduated from Chatham High School. She plans to attend a four-year university to pursue a career in counseling. She will attend the VCCS-wide competition in April in Charlottesville. She read her winning poem to the board.
- e. Action Items:
  - i. Approval of Minutes: The November 27, 2023 minutes were presented for approval. A motion was made by Ms. Baynes, seconded by Ms. Roberts, that:

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*The minutes of the November 27, 2023 meeting be approved as presented. The motion passed unanimously*

- ii. Appointment of Nominating Committee for Board Chair and Vice Chair.

*The following persons were nominated:*

- 1. Mr. Wimbish will represent Halifax County.
  - 2. Ms. Brown will represent Pittsylvania County.
  - 3. Ms. Toshia Waller will represent Danville City.
- iii. Ms. Kathryn Roberts is appointed to serve as the Chair of the DCC Advisory Board beginning July 1, 2024. Ms. Ernestine Payne is appointed to serve as the Vice Chair of the Advisory Board beginning July 1, 2024.

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

- a. HR has expanded their space into Wyatt 202. This will be a multi-purpose area where employees can onboard and enter time and leave. This will also be a great space for open enrollment, benefits, meeting areas, and interviews. There are two cubicles available for meetings. The room has a white board and a flip.
- b. Professional Development Updates:
  - i. Diversity and Inclusion training was held in December 2023 with Brian Price. This was the third lunch and learn.
  - ii. Employee orientation has also expanded. HR has collaborated with Dr. Johnson to add information to orientation sessions regarding how we actually “work” at DCC.
- c. Diversity projects:
  - i. Several DCC employees attended an Intentional Inclusion Training in March 2024. Topics included accessible facilities and workspaces and accommodations for nursing mothers.
  - ii. The Diversity committee meets every other month and has been partnering with several campus events including Black History month events and Martin Luther King events.
  - iii. The Diversity Opportunity and Inclusion Report was submitted in March 2024 to the VCCS Diversity office. The following goals were identified: Access and Success, Welcoming and Respectful Culture, and DOI Infrastructure and Training.
- d. Employee Engagement and Culture:
  - i. We are participating in the 2024 Great Colleges to Work for Survey.
  - ii. Washington National was on campus in February. They visited college-wide locations for three days.
  - iii. Two HR staff assisted with Career Readiness workshops to get students ready for the upcoming career fair.

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- iv. An Employee Appreciation Event was held on March 1. Donuts were distributed campus-wide. There was also a gift card raffle and Jersey Mike coupons for employees.
- v. Connie Wann's retirement was supported and celebrated in December of 2024. This was an example of how HR assists with the retirement process for DCC employees.
- e. Human Resource Collaborative Work:
  - i. HR worked with Dr. Johnson to provide a Constructive Dialogue Facilitator Training Session. This session held on February 19, 2024 and was the official kick off of the Perspectives curriculum. This curriculum will focus on strategies for active listening and empathetic communication. All employees will be eligible to participate.
  - ii. Expanded New Faculty and Staff Orientation kicked off with the new Staff Support session on March 11. This included team building, communication workflow review, and governance review.
  - iii. HR is also working with Dr. Johnson to provide customized Strength Finder Sessions. The sessions have already started and continue through March: 2/28 – Finance and Administration, 3/11 AA and SS Leadership Team, 3/29 AM Staff, 3/29 PM Faculty. Dr. Wallace noted that he feels that our college is top of line in the VCCS regarding Professional Development.

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

- a. First 100 days' report: Dr. Smalls provided a report ranging from September 11, 2023 to December 2023 of items accomplished within his department. He identified five key areas:
  - i. Operational Efficiency: To improve operational efficiency, Dr. Smalls focused on creating a good rapport with his team. He participated in 44 meetings in his first 100 days with the goal of obtaining the necessary information to move his team forward. With important timely tasks in the works, he focused immediately on working with the leaders of Information Technology and Emergency Management.
  - ii. Communication and relationship building:
    - 1. Dr. Smalls wanted to be sure and address the three questions that teams have when a new leader comes on board: Do you care about me? Can you help me? and Can I trust you?
    - 2. Dr. Smalls spent a lot of time with Dr. Johnson as he serves a huge portion of the college to learn about DCC.
    - 3. Dr. Smalls and team also created a newsletter to engage and inform DCC staff.
  - iii. Technology and Systems:

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1. DCC has 37% hyflex classrooms. The VCCS requirement is 10%. This allows students to see the virtual participants as well as the virtual student to see the entire classroom.
- b. Ethical Leadership: Dr. Smalls noted that persons do what they see you do. Therefore, it has been important for work to continue to develop the culture of integrity.
- c. The next 100 days:
  - i. Financial Stewardship: Dr. Smalls would like to decentralize the budget to better align with DCC's strategy.
  - ii. Strategic Planning: This involves working to make sure the team is audit-prepared.
  - iii. Compliance and Risk Management: The team will work to ensure complete compliance and understand how to take calculated risks.
  - iv. Community Engagement: DCC employees are given 16 hours of community service. Dr. Smalls hopes to work towards an external event to utilize these hours. The team served 186 participants during a campus-wide Hot Chocolate Event. This offered the team the opportunity to interact with faculty, students, and staff. With a 91% approval rating, the team noted that it felt good to do something for others.
  - v. Professional Development and Team Activities: The entire Finance and Administration team participated in a customized Strength Finders Session on February 28.
- d. Finance Updates:
  - i. Dr. Smalls noted that the picture of eight months of operation shows that DCC is in good financial health. DCC came in at 12.5 million, under budget by 1.2 million. He also noted that Financial Aid does not post until after withdrawal dates, producing a lag period in the numbers reported. Eventually revenues will catch up with the budget. The budget shows DCC is being efficient and managing expenses well. The question was asked – why did we have a \$200K difference in contractual services? Dr. Smalls explained that this includes janitorial, landscaping, and security and that DCC always budgets up 5% to accommodate price changes.
  - ii. Local funds has a remaining balance of \$10599. Funds will be used for the upcoming DCC Night at the Otterbots game on Saturday, June 22 at 7 pm.
  - iii. CARES Act/HEERF Fund: The line item DOE \$710,268 exists because of timing on the new security system. Because DCC will not have the security system in place to be invoiced and paid by the cut off date for CARES, DCC had to give these dollars back to DOE. However, DCC will gain these dollars back from a different source. (DCC was offered a one-year extension, but cannot get further extensions).
- e. Facilities and Physical Plant: The goals for this team are to keep things operating, safe, and looking nice. Some of the items completed include:
  - i. All lighting on the bridges have been completed.

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- ii. Dr. Smalls walks the campus continually to see how the campus looks. The team will continue to clean up some of the lower brush to make the campus safer.
- iii. The Hill building floors have been stripped and cleaned.  
Ms. Baynes also complimented the golf carts and the usage in the parade.
- f. Information Technology: Some of the updates in this area include:
  - i. New projectors and screens have been installed in Oliver Hall, as well as mic pods and a confidence monitor. The confidence monitor allows for the camera to follow the speaker. Automatic screens have also been installed.
  - ii. DCC has completed the first phase of Alertus. The beacon system has been installed. The next step will be to integrate Ever Bridge for alerts to reach cell phones and off-campus.  
Ms. Baynes noted that she is very impressed with all of our efforts in this department.

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

- a. Summer and Fall enrollment ads have been developed with the goal of calling out differentiators of DCC. The goal is to identify what makes DCC special and put this message out to the public. Summer and Fall booklets will be distributed by April 1. Faculty interviews have also been added to the social media campaign.
- b. 18 news releases went out over the last 16 weeks. The team is continuing to surpass the goal of one per week. DCC has also gained 500 new followers.
- c. Dr. Wallace and Faith are wrapping up 'Ace the Mighty' book tour. They visited 22 schools, with about 2500 students impacted. They left behind coloring pages at each school. Now they are going back to the schools for a pizza party for the winner of the coloring contest. Dr. Wallace received a wonderful thank you note that read as follows: Thank you again so much for treating my class to a pizza party! ...My class was thrilled! We appreciate you and everything DCC does with our youth and community to ensure we raise an educated, successful, and kind generation. We are going to read Ace the Mighty Conquers Knight School again this afternoon! ... This entire tour made a wonderful impact on the community. DCC donated 50 copies to the Rotary Club.
- d. Campus Branding and Art: The marketing team is replacing all of the small flags on the light poles with new designs and new taglines. The new tagline will be: A community like No Other, featuring real DCC students and DCC apparel. The art panels in Temple are finished. The Temple building panels are in progress. Ace the Mighty and Knighty the Mighty have been added to these panels.
- e. Meta is a Social Media Marketing Professional Certificate. Both Kat and Kathy, from the Marketing team are about half way through the program.

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Ms. Baynes complimented the Public Relations and Marketing department on the content of the book and how it relates to students.

**v. INSTITUTIONAL ADVANCEMENT/DEVELOPMENT AND DCC EDUCATIONAL**

**FOUNDATION:** The following updates were provided by Mr. Shannon Hair:

- a. Real Estate Foundation: Gentry Locke was hired to finalize the amended agreement. A final document was created and submitted to the VCCS. The VCCS has approved the document and it has now been sent to the System Office for final approval. This approval is on the docket for the March 20 meeting. The first project involving the Real Estate agreement is CDL. The DMV should provide approval at any time. DCC wants to move forward with CDL-B as soon as possible. DCC could potentially offer the classes as soon as Fall. DCC hopes to also get approval for CDL-A under the same umbrella, allowing DCC to keep all of the funding. There are already more than 70 students in this program. Most students do not pay for their tuition due to many funding opportunities. Dr. Wallace wanted to see a new city, county, and Halifax project. The Halifax project has already been completed. The city project, CDL, is in process and will be under the Real Estate Foundation. The next goal will be a county project, also under the real estate foundation.
- b. The 2023 Fundraising total was an impressive \$4,372,231.75. Always seeking funding opportunities, at the 2023 annual holiday party, the Foundation did a 4-minute text ask and raised \$6000.
- c. Following with Dr. Wallace's vision of professional development across campus, Shannon put together a presentation about the function of the Advancement office vs the DCC Educational Foundation. Explaining what they do and how they do it, Shannon was able to show the distinctions between the two. He expanded this training by offering a lunch and learn with over 30 participants. Shannon also presented each cabinet member with a book titled Unlock the Hidden Leader to show his appreciation for the DCC Leadership team.
- d. The Suds, Swine, and Song Fundraiser will be held at Motley's Mill. This year, the event will be held twice- Friday night, August 2 and a Saturday night, August 3. The goal for the event will be 400 attendees. The goal for the event will be \$100,000. Shannon is working on sponsors, bands, and logistics. Since this event is for two dates, the Foundation will not hold the golf tournament this year

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

- a. DCC kicked off the new year with Spring Convocation. Ms. Cassada was recognized for her inspiring welcome at this event. Ms. Cassada read her welcome to the group. The theme for DCC for this year is Moving Forward Together. The event included many fun activities, covered the upcoming decennial review, and the reveal of Knighty the Mighty. Faith noted that in October of last year DCC named the mascot – Knighty the Mighty. The Knighty the Mighty video was played for the group, where students, faculty, and staff were asked if they knew the name of the mascot.
- b. Student Activities –
  - i. On February 7 and February 14, DCC took students to visit our state legislators and Chancellor Dore'. Students were able to witness a legislative session during the visit. Students met Danny Marshall.
  - ii. Dr. Wooten spoke to students, staff, and faculty during a Martin Luther King, Jr. event held in the Student Center. Wooten spoke on how you carry out change in your community. Students were given prompts to participate in table discussions.
  - iii. Also, during Black History Month, several Curators for Change events occurred. The Movement, a documentary covering the civil rights movement in Danville was shown in Oliver Hall. Three persons that were featured in the documentary and one of the producers were present. There were 112 persons in attendance. Many students communicated that they did not know this history of Danville. DCC also hosted Dr. Minus from Southside College via Zoom to discuss persons who have made a difference regarding Black History.
  - iv. The I Belong Poetry and Visual Arts Event was held on Feb 23, 2024. Dr. Garcia did a fantastic job hosting this event. DCC had the most participants in the VCCS. The winner of the event will go to Charlottesville to compete at the VCCS level.
  - v. The Idea Fair, where students can share their entrepreneurial ideas will be held on Wednesday, March 27.
  - vi. To celebrate Women's History Month, a women's leadership panel is scheduled for March 22, 2024. Dr. Angela Hairston, Dr. Tiffany Franks, and Shelby Irving will be the panelists. Special guest Isaiah Smalls, from the Miami Herald will be the moderator. DCC will honor a few internal leaders during this event as well,
  - vii. Dr. Mickles will be the keynote speaker on March 25, for the last women's history event.
  - viii. The Career Fair is scheduled for March 28 with 34 employers already signed up.
  - ix. The Etiquette Dinner will be held on Tuesday, April 23. This event teaches professional behavior during an event like a business meal and relatability, or how to market yourself. This will be held at the Danville Golf Club this year and is financed by the Barkhouser Free Enterprise Center. This group also funds the Idea

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Fair. These opportunities are at no cost to the college.

Mr. Wimbish noted the importance of events like the etiquette dinner and how this teaches our students how to present themselves and teaches awareness of those around them. Ms. Roberts also noted that she believes this is a wonderful opportunity and she is glad to hear that DCC provides this event.

- c. Enrollment Management - Pre-Collegiate Phase: This phase defines how DCC is serving our high school students.
  - i. Early College will have 18 graduating students with an Associate of Arts and Science in Liberal Arts degree in May 2024. They also earn their UCGS which gives them 18 credit hours that will transfer to any university in VA.
  - ii. The Cohort 1 completion ceremony will be held May 8 at 6 pm.
  - iii. Cohort 2 students will be starting their second year in Fall 2024.
  - iv. Cohort 3 will begin classes at DCC starting Fall 2024
- d. How is DCC connecting with prospective students?
  - i. Professor Hawker spoke to students at the Career and Technical Academy at SVHEC on March 5 regarding the Electrical and Electronics programs. Professors Graham and Wright spoke to dual enrollment students at Halifax County High School regarding the Graphic Imaging Technology Program.
- e. Entry Phase: This phase involves onboarding of new students. Less applications have been submitted in Fall 2023 versus Fall 2022. However, it should be noted that fraudulent applications have decreased due to checking ip addresses. DCC has seen a 7% increase in the amount of applicants that do enroll. Advising appointments are up 16.4%, indicating that the team is engaging more students. Advising center appointments are up 30%.
- f. The completion phase: DCC had a 42% increase in total awards and an increase CSCs by 20%. This comes from a deliberate approach to stackable credentials. Certificate and Diploma numbers are down. This comes from a growth in Workforce Services, where they do not earn the credentials. This is something that is being addressed nationally.
- g. Commencement is scheduled for May 11, 2024. Board members should arrive by 9:15. About 500 students will graduate. Spring enrollment is up 4.85%.

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

- a. Dr. Wallace and Chad Younger are working together to cover the Vice President of Workforce Services role until the replacement is hired.
- b. The latest VCCS reports show that DCC is up 44 persons, or 24.5% in Fast Forward Enrollments. DCC has 169 G3 students versus 87 last year. Fast Forward total headcount is 205 students versus 117 last year equaling a 75% increase. This indicates that advising is working and success coaches are effective.
- c. Workforce Services just kicked off the second Cybersecurity cohort. A new instructor was just on boarded. Dr. Wallace visited the class and reviewed the mission statement and



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the students and instructors shared fun facts. The visit allowed for open dialogue regarding the program.

- d. DCC is building their own apprenticeship starting with the IT staff. Barry Richmond will build internally then will work on internships outside of DCC. The next one will be truck driving.
- e. CDL-A continues to be a successful program. CDL-B is coming soon!
- f. VCCS presidents voted to change college classifications from seven categories to four. DCC will move to level two.
- g. DCC is hiring their first full time, twelve-month Industrial Maintenance Trainer. This person will be able to service the new NCCER Electrical Level 1, Maintenance Mechanic Level 2, and Maintenance Mechanic Level 3. A full time person will allow DCC to visit industries to create partnerships.

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

- a. The Danville Public Schools Promise Proposal, funded by the casino, will allow for Danville Public School students to attend DCC at no charge. Dr. Wallace spoke with Dr. Hodges regarding their SEED program. Dr. Wallace and Dr. Johnson presented this information to Danville Public Schools to encourage an affirmative vote on approving the DPS Promise Proposal. The vote was approved. This will be a great pathway from DPS to DCC.  
Ms. Roberts asked if DCC is going to stand up any programs that will connect with the casino? Right now the only identified needs from the casino are from the IT and Criminal Justice programs.
- b. Hospitality has just been added to G3. This program is very ground level for right now.
- c. Dr. Wallace's Employee Appreciation event was held on January 11 in the morning and the afternoon. Employees played games, and enjoyed snacks, fellowship, and prizes.
- d. Dr. Johnson and Dr. Wallace attended a roundtable with senator Kaine. They discussed Workforce Services and how community colleges are not credited for these programs.
- e. As a part of community engagement, Dr. Wallace attended the ribbon cutting at the hotel Holbrook.
- f. Dr. Wallace also traveled with DCC students to Richmond to attend a General Assembly session on February 7. Dr. Dore' stayed with the DCC group the entire time.
- g. If the Real Estate Foundation is approved on March 20, the proposed new CDL driving site will move to the next stage.
- h. Dr. Wallace and Faith have finished the Halifax County portion of the book tour.
- i. Dr. Dore is pulling the Presidents together. He has asked each President to provide a 5-year plan.
- j. Dr. Smalls will serve on the President search committee for New River Community College.
- k. Dr. Dore has asked Presidents to share their best practices during their weekly meetings.
- l. Dr. Wallace met with Jeff Haley, a Danville native, who now serves on the VCCS board.

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- m. The DCC impact study reports that DCC has made an \$118 million total impact to the community. The full study is available on the DCC website.
- n. The next DCC retiree breakfast will be held on April 3 from 8:30 am – 10:30 am in the Student Center. All board members are invited.
- o. Faith and Dr. Wallace will present a concurrent session at the New Horizons conference in April on the Ace the Mighty Book Tour.
- p. The Vice President of Workforce Services position is in the first round interview stage.
- q. A candidate has been selected for the President's Executive Assistant position and an offer is to be extended.

Mr. Wimbish asked if DCC has intentions of starting any athletic programs? Dr. Wallace noted that the VCCS will not pay for sports. VCCS is potentially moving away from adding new athletic programs.

**IX. UPCOMING EVENTS:**

- a. Retiree Breakfast: April 3, 2024 8:30 am – 10:30 am
- b. New Horizons Conference: April 10 – 12, 2024
- c. All – College Meetings: March 19 & April 16, 2024 at 11 am
- d. VFCCE Chancellor's Philanthropy Luncheon: March 22, 2024 10:30 am
- e. Classes End: April 29, 2024
- f. Exams: April 30 – May 6, 2024
- g. Graduation: May 11, 2024 – Averett's North Campus
- h. Summer Classes Begin: May 20, 2024
- i. Next Advisory Board Meeting: June 17, 2024

There being no further business, the motion to adjourn was made by Mr. Wimbish, seconded by Ms. Waller. With a unanimous vote, the meeting adjourned at 8:07 p.m.

Respectfully submitted,



Jerry Wallace, Ed.D.  
President