

DANVILLE COMMUNITY COLLEGE
MEETING OF THE COLLEGE ADVISORY BOARD
MONDAY, March 17, 2025, 5:30 P.M.
SILVERMAN AUDITORIUM, FOUNDATION HALL
MINUTES NO. 273

The two-hundred and seventy third meeting of the Danville Community College Advisory Board was held on March 17, 2025, at 5:30 p.m. in Silverman Auditorium.

I. OPENING

- a. Call to Order: Ms. Kathryn Roberts, Chair, called the meeting to order at 5:30 pm and asked that the roll be called. Ms. Ernestine Payne made a motion to start the meeting, 2nd by Ms. Ann Cassada
- b. Roll Call:
 - i. Board Members Present: Ms. Cassada, Mr. Carlyle Wimbish, Mr. Kevin Shotwell, Mr. Randy Shackelford, Ms. Kathryn Roberts, Ms. Barbara Brown, and Ms. Ernestine Payne
 - ii. Board Member Absent: Ms. Toshia Martin, Ms. Sheila Baynes
 - iii. Cabinet Members Present: Dr. Shannon Hair, Vice President of Institutional Advancement and Development, Dr. Gabriel Olmstead, Interim 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 Administration, Mr. Chad Younger (filling in for Jessica Dalton), Vice President of Workforce Services, Dr. Cornelius Johnson, Interim President, Ms. Jennifer Wood, Executive Assistant, President's Office and Recorder
 - iv. Other persons present: Dr. David Klocek, Ms. Liz Cervantes, leisha Majors, Tom Canupp, Dr. Jeffery Fields, Mr. Chad Younger
- c. Public Comment: None
- d. Action Items:
 - i. Approval of Minutes: The November 18, 2024 minutes were presented for approval. A motion to approve the minutes was made by Mr. Wimbish and seconded by Ms. Brown. *The minutes of the November 18, 2024 meeting were approved.* The motion passed unanimously.
- e. The following persons were appointed to serve on the nominating committee for Board Chair and Vice Chair:
 - i. Halifax County: Carlyle Wimbish
 - ii. Danville City: Toshia Martin
 - iii. Pittsylvania County: Ann Cassada

II. Introductions: Dr. Johnson introduced the new Interim Vice President of Academic Affairs and Student Services, Dr. Gabriel Olmstead. Dr. Johnson also introduced two champions of the SACSCOC Reaffirmation project: Dr. David Klocek and Ms. Liz Cervantes.

III. Human Resources: The following updates were provided by Belinda Stockton:

- i. Belinda noted that the Human Resources team has attended numerous recruitment workshops and outreach events including: Inclusive Hiring Workshop 1/30, and Virginia Has

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Jobs on 3/5. They also plan to support the Student Career Fair on 3/27, and the Veteran's Job Fair on 5/7.

- ii. The Talent Acquisition team has filled 13 positions as of March 12. They have also selected or have final references for three additional positions, and are in final interviews or in the reference stage for another six positions. Lastly, interviews are in progress for six additional positions.
- iii. The team continues to expand on new employee onboarding. The onboarding process now (payroll, benefits holidays, systems) includes a new employee orientation (State, VCCS policies, procedures) and a welcome event (welcome kits, ice breakers) with the President.
- iv. Belinda and team led the employee recognition day blitz on March 6. They delivered donuts, flowers, and goody bags across campus.
- v. HR was proud to announce that Belinda has completed 60 hours of HR training for the SHRM-Senior Certified professional 3-year re-certification requirements to maintain the credential.
- vi. Belinda has also completed 10 hours of training for the Veterans at Work certificate.
- vii. Belinda also recognized Rachel Rimel, who is in her 4th consecutive year as a board member for the southside chapter of SHRM (Society of Human Resources Management Association), and has transitioned all DCC employment applications to the online applicant tracking system.

IV. ACADEMIC AFFAIRS AND STUDENT SERVICES: Dr. Gabriel Olmstead discussed the following:

- a. Enrollment Management Highlights
 - i. Pre-Collegiate Phase – How are we serving our high school population?
 - (a) Early College Events are held on a regular basis including engagement events for Cohorts 2 and 3, and an information session for cohort 4. Cohort 4 is in the process of recruiting and conducting interviews with Danville Public Schools. The cohort 2 completion ceremony is scheduled for May 14, celebrating the achievements of 38 students. The early college students also planned and executed the Martin Luther King event held on campus.
 - (b) The following two positions are in the final stage of hiring: Early College Program Specialist and Pre-Collegiate Coach.
 - ii. Connection Phase: How are we creating connections with prospective students?
 - (a) The TRIO EOC program partnered with Virginia College Advising Corp and higher education centers to provide FAFSA workshops for 117 high school seniors.
 - (b) The TRIO team has also supported 324 prospective students and 162 continuing students since September 2024. This includes 245 students from the Pittsylvania County and Danville region, and 140 students from Halifax County.
 - iii. Progress Phase: What are we doing to support student retention?
 - (a) Academic Advising has increased total appointments by 60.7% and distinct student appointments by 53.5%.

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- (b) 1,512 students were targeted through the Navigate system. 986 were enrolled equating to a rate of 65.2%.
 - (c) Navigate has also allowed for enhanced reporting capabilities in the Advising Office. The team has also implemented a kiosk system to capture foot traffic.
- iv. Completion Phase: How many students are earning meaningful credentials? The following statistics were shared:
 - (a) Transfer Students: Spring (SP), Summer (SU), Fall (FA) 2024: 250 degrees awarded
 - (b) CTE Students: SP, SU, FA 2024: 42 degrees awarded
 - (c) Total Credentials: SP, SU, FA 2024: 779 meaningful credentials awarded.
- b. DCC will hold their commencement exercises on May 17, 2025 at 10 am at Averett's North Campus.
- c. One of the VCCS Initiatives right now is the education and implementation of Artificial Intelligence (AI). The VCCS AI Vision Statement is as follows: As a transformative leader in education and workforce development, the Virginia Community College System (VCCS) will embrace the ethical use of AI to reduce barriers and enhance student learning, enable faculty and staff, foster collaborative industry partnerships, and increase operational efficiency to empower our students with the knowledge and skills relevant to their futures. Dr. Jeffery Fields and Dr. Gabriel Olmstead are serving on this initiative. They currently lead monthly meetings on campus. Ms. Roberts asked if faculty have access to programs to determine when AI is being misused. Dr. Olmstead noted that the system called Turn It In is available. She noted that there are limitations. She stated that perhaps we need to change how we assess students, and teach students how to ethically use AI. Dr. Fields reiterated that we have to prepare our students for AI expectations in the workforce.
- d. To enhance accessibility, the Department of Justice has revised the regulation implementing Title II of the Americans with Disabilities Act (ADA) to include the adoption of WCAG 2.1 Level AA standards (web content accessibility guidelines). The effective date is June 24, 2024 and the deadline for compliance is April 1, 2026.
- e. To ensure online quality assurance, the VCCS-EDLT Workgroup, comprised of distance learning professionals from across the state, came together in March 2022 to:
 - Develop a collection of tools that could support colleges seeking an external review of their fully online degree programs
 - Provide a system-wide approach to ensuring quality in online programming
 - Offer resources to institutional leaders as they work to ensure their distance learning students have the same opportunities and support as their face-to-face students.

First reviews will be conducted in July 2025 / **Learn more:** <https://edlt.vccs.edu>
- f. The following upcoming events were mentioned:
 - (a) Spring Blood Drive: March 25, 2025 9 am – 1 pm (Student Center)
 - (b) Annual Career Fair: March 27, 2025 11 am – 2 pm (Temple building, Oliver Hall)
- g. Dr. Olmstead introduced the new Dean of Arts Sciences and Business, Dr. Jeffery Fields. With a background in Cybersecurity, service as an Assistant Professor at Wytheville Community College, and Assistant Dean at Patrick & Henry Community College, he is well-equipped for this role. He also comes

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with experience in leadership in accreditation, implementation of new software and processes, expansion of early college and dual enrollment programs, and program development.

- h. The Aviation program is quickly developing. The DCC team attended the Virginia Aviation Business Association (VABA) legislative reception in Richmond on January 29, 2025. This event was also attended by our chancellor, Dr. David Dore', Greg Campbell (DOAV), Dr. Jennifer Penland (STEM Education Specialist), Chris Runion (VA House of Delegates), and other military authorities, educators, and business leaders.
- i. CTE Pathways are continually growing! DCC and GROC Correctional Center signed an MOU on December 10, 2024 to continue offering programs to justice-impacted individuals. This agreement is being used as a model across the VCCS and will be presented at the 2025 New Horizons Conference. Currently the following programs are offered: Electrical, Custodial Maintenance, Drafting-Survey, Drafting-CAD, and AC/Refrigeration
- j. DCC continues to support empowering women in higher education. Dean Mann and Sharon Harris (TRIO Director) attended the ACE Virginia's Women's Network Senior Leadership Seminar. Dean Mann also serves as the Virginia Women's Network in Higher Education institutional representative and VP of Workforce Services, Jessica Dalton was recently nominated to join the 2025 Senior Leadership Seminar Cohort.

V. FINANCE AND ADMINISTRATION: The following updates were provided by Dr. Carl Smalls:

- a. Dr. Smalls discussed the following mandates of the Finance and Administration Division:
 - i. Safety: DCC will be receiving the 2024 Outstanding Safety Achievement Award from the Commonwealth of VA Department of State Police for having the least number of preventable accidents in the category of 100K-500K total miles driven.
 - ii. Engage: The Finance and Administration Division's employees will volunteer at God's storehouse during April and May.
 - iii. Functioning and Safety: According to the Center for Organizational Excellence and Data Analytics, "people (faculty, staff, and students) are satisfied with DCC's facilities overall." (70% approval rate). Dr. Smalls noted that customer service is always a priority for his team.
- b. The General Funds were presented showing a remaining total of \$9,251,641 (July 2024 – February 2025).
- c. Local funds were presented showing a balance of \$7,226.
- d. Capital Project Plans are as follows:
 - **Wyatt Chiller Replacement** –Delivery scheduled for June 1, 2025
 - **Taylor Chiller Replacement** – Prebid scheduled for March 26, 2025, bids due April 15, 2025
 - **Wyatt Roof Replacement** – To be scheduled
 - **Taylor Roof Replacement** – Bidding process will begin following chiller replacement
 - **RCATT Roof Repair and Recoat**- Anticipate April/May 2025 (dependent on weather conditions)
 - **Campus-wide- Electronic Access Controls**- awaiting vendor's submission to Division of Engineers and Buildings (DEB) for review
- e. Information Technology Updates include:

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- (a) Teams Voice Migration: This project consists of replacing the current Cisco system with Teams Voice.
- (b) Network Infrastructure including switch replacements and upgrading fiber connections to 10 GB in campus buildings.
- (c) Engineers are working on hardware specs for submission to architects for access control. This will allow for card entry, rather than key entry.

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

- a. The Marketing team has headed up a brand refresh: 'This Could Be You' campaign. This includes social media and print ads for Summer and Fall, and two billboards. She noted that WFS programs were included in the graphics, as well as updated shapes and designs. Email headers were also re-designed to reflect the 'This Could Be You' campaign.
- b. There are also two new and improved bus wraps featuring career pathways.
- c. Campus improvements include new signage at the left and right entrances of Temple and new directional signing at the Library and Math Lab.
- d. Another campaign, 'A Community Like No Other' is being used for signage and swag.
- e. The public relations and marketing team has also taken on the task of developing a new Intranet site (within SharePoint) just for employees. This site will house a huge array of resources for faculty and staff, and will serve as a central site for storage of data such as meeting minutes.
- f. The following social media stats were shared: **(Total Across All Channels): (2/1/25 - 2/28/25)**
 - i. **Impressions (75,685):** The total number of times our content was displayed on users' screens, regardless of whether they interacted with it. This measures overall visibility and reach.
 - ii. **Engagements (5,085):** The total number of interactions with our posts, including likes, comments, shares, and clicks. This indicates how actively users are interacting with our content.
 - iii. **Post Link Clicks (629):** The number of times users clicked on links within our posts, directing them to additional content such as our website or event pages. This reflects interest in learning more.
 - iv. **Engagement Rate (6.7%):** The percentage of people who interacted with our content after seeing it, calculated by dividing engagements by impressions. A higher rate indicates strong audience interest and connection. The Higher Education Industry Average for this stat is 0.5% - 5.57% with high performing targets landing at rates above 4%.

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

- a. Community and State-Wide Collaboration: Dr. Hair attended the Halifax County Schools Education Foundation Meeting. Dr. Hair was invited to this event to provide resources and information to help them recreate their Foundation. Dr. Hair was also invited to attend the LEAD Virginia Curriculum Meeting. Dr. Hair is a former graduate of LEAD Virginia. In May, DCC will invite 50 – 60 persons to our campus to host the Southern Virginia Session for The Virginia Rural Leadership Institute (VRLI).
- b. College and Community Support: The DCCEF team has participated in the following events:

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- i. Emergency Fund and Hot Spot Stories (\$1,300) The Foundation has been able to provide these dollars to pay rent, help with Internet issues, and other emergencies. Since COVID, the team has spent about \$100,000 in emergency funds.
- ii. Food Pantry Support (\$5,500) The DCC Educational Foundation funds the Food Pantry 100%.
- iii. God's Storehouse Empty Bowls Fundraiser (\$1,000) The DCCEF supported the God's Storehouse fundraiser with a \$1000 sponsorship.
- c. Dr. Hair also supported the Student Legislative Visit to Richmond in February. He provided lunch for the entire group and helped the team with easy access parking due to his relationship with the hotel. Dr. Hair also noted that the group of students enjoyed this opportunity to travel outside of Danville and enjoy a meal at a nice restaurant.
- d. Dr. Hair provided the following fundraising snapshot: 2nd Quarter Totals (12/31/24) Total Income: \$250,619.50, Net Income: \$792,855.25, Total Value: \$20,126,878.70, Grant Success: 8/8 - 100% \$480,000 (Scholarships, Food Pantry, Early Childcare, Workforce Credentials & Nursing Support)

VIII. WORKFORCE SERVICES:

- a. Chad Younger reported on Workforce Services (WFS) in the absence of Jessica Dalton. The following classes are currently being offered in WFS: Certified Nursing Assistant, Certified Clinical Medical Assistant, CompTIA A+, CompTIA A+ (virtual), CompTIA Network+, CompTIA Network+ (virtual), CompTIA Security+, CompTIA Security+ (virtual), Auto Desk-CAD-Revit. Fast Forward training offerings include: EMT, IMEI Level 1, IMEI Level 2, NCCER, and Welding. There is a 6.7% increase in student enrollment for Non-Credit Workforce Programs from 2024. These increases and expansions of WFS programs align with the DCC Strategic Plan.
- b. The following Continued Education Courses are currently being offered: Basic Computer and Basic Excel Courses, Hospitality and Tourism, Serve Safe Food Handler/Food Manager, Forklift Training, Electrical Code Update, Plumbing Code Update, Basic Rider Course (Motorcycle), Leadership Training, First Time Homeowner Classes, Conflict Resolution Leadership Training, and Cost Benefit Analysis Training.
- c. The Diesel Technology Program will launch Summer of 2025.
- d. The WFS team has partnered with the Marketing team to advertise their programs and events.
- e. The team has held their second personal enrichment course, Urban Line Dancing. This event held on February 26 was a great success. They are excited to bring other personal enrichment classes to the college.
- f. WFS hosted another Cybersecurity Completion Ceremony.
- g. The DCC team was invited to participate in a Cybersecurity Lunch and Learn with the Danville Pittsylvania Chamber of Commerce at the Institute.
- h. The team continues to build on partnerships with the K-12 sector. This is an early recruitment opportunity for DCC.
- i. Jessica Dalton attended the General Assembly visit in February and invited our partner from Tyson, and our KTL apprentice.
- j. Jessica also hosted the Spring Convocation event in January and the WFS team supported a concurrent session for staff and faculty to learn more about WFS.

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- k. The WFS team continues to participate in Professional Development opportunities, including: WDAC (Workforce Development Advisory Council), Talent Pipeline Management, and Leadership Southside.
- l. WFS has represented DCC at the Christmas Parades, the Caesars grand opening, the Danville Rotary Club Meetings, and the Sovah new Emergency Department grand opening.
- m. The team continues to grow partnerships with the Halifax Chamber of Commerce, Rogers Heating and Cooling, Hitachi, Tyson, and Walraven.
- n. Ms. Barbara Brown asked how the Cybersecurity program is going. Dr. Fields noted that the Cybersecurity program now is in its 7th cohort. The completion rates have increased with each cohort. The rates for exam completion are also increasing. (There are currently 24 students in the program.) There is now a virtual option and an evening option. Chad Younger noted that the students will also participate in a field trip to view industries that would hire our students.
- o. Ms. Cassada asked about our apprenticeship program. Chad Younger noted that we have two apprentices now. One with KTL Enterprises, one with DCC. There are several other apprenticeships in process.

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

- a. Dr. Johnson shared steps to help develop DCC as a leader college. Dr. Johnson recognized his leadership team and the Executive Council by treating them to a holiday luncheon.
- b. DCC continues to support events that are parallel with our mission statement. The Saturday Registration event was held in January to offer support services to students who may not be able to come to campus during regular business hours. The Knight Spotlight recognition was held for the first time at Spring Convocation in January 2025. This initiative allowed recognition of employees from each division of the college.
- c. Dr. Johnson recognized the huge college accomplishment of completing Goal Post 1 of SACSCOC Reaffirmation. He gave the following background information regarding reaffirmation:
Steps in the process: (DCC has completed the first three steps.)
 - i. Preparation and Planning
 - ii. Compliance Certification (Mar 1)
 - iii. Quality Enhancement Plan – Submitted for Early Review
 - iv. Off-Site Committee Review & Report (Late April/Early May)
 - v. Advisory Visit by SACSCOC Vice President – July 8–10
 - vi. On Site Committee Review (Sept 29 – Oct 2)
- d. Dr. Johnson also mentioned several College Infrastructure Actions including:
 - i. SACSCOC Reaffirmation Adjacent Projects (e.g. College Policy Manual, Employee Intranet)
 - ii. New Employee Orientation/Onboarding Program
 - iii. Welcome Committee Events
 - iv. Re-establish the Classified Steering Committee
 - v. Shared Governance-President Bi-Monthly Meetings with Constituent Group Leads (CFAC, FS, CSC)
- e. VCCS News and Updates include:
 - i. Dual Enrollment: Two new bills (House bill 1087, Senate bill 627) have been signed stating that each college must offer to all high school students the Passport (16) or the UCGS (31

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hours). This bill was signed into law, but was not funded. Right now, DCC can cover only two of the UCGS blocks. (This is common for most colleges.) The challenges will be to find qualified instructors. DCC does not charge for Dual Enrollment. VCCS will adopt a phased in approach.

- ii. State of Affairs in Higher Education: State and Federal: Each college has been tasked with evaluating all programming for Title VI violations. DCC has reviewed the website and is complying.
- f. Dr. Johnson also noted that the college continues to support connections, partnerships, community, and engagements. Partnership and Program Expansions include:
 - i. Aviation Maintenance Program – DCC is working with Blue Ridge to assist with meeting FAA and SACS requirements.
 - ii. DCC/Green Rock Partnership Signing – Dr. Johnson has led the initiative to overhaul the GROC partnership. All instructors are not adjunct faculty and are paid accordingly.
 - iii. Hyundai Signing – This new partnership will allow for electric vehicle training for our students.
 - iv. Averett partnership meetings are scheduled to continue to build on this partnership.
- g. Community Connections include:
 - Southern Virginia Higher Education Center Board of Trustees
 - SOVAH Health Board of Directors
 - Institute for Advanced Learning and Research Board
 - Danville Police Department Collaboration
 - IALR/Aviation
 - Legislative Reception
 - CTE Caucus
 - VCCS President Meetings
 - Danville Development Council Board
 - DCC Educational Foundation Board
 - Senator Roundtable
 - Uncle Al's
- h. Campus Engagement includes the Holiday Party and Light the Campus event in December, and the monthly All-College meetings. Ms. Sheila Baynes presented with Barry Richmond on the Riverview Rotary at the last all-college meeting.
- i. DCC celebrated their own with the following events:
 - i. Spring Convocation 2025: Convocation has become an expectation from the faculty and staff to boost comradery, provide recognition, and build excitement for the college.
 - ii. Capital Event, Feb 2025: The student trip to Richmond was an informative, engaging, and fun event for the students and chaperones.
 - iii. Apprenticeship Signing Event: The KTL Apprenticeship Signing event was held in November 2024.
 - iv. Phlebotomy Ceremony: Dr. Johnson gave the welcome speech at the Phlebotomy ceremony in December.

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- v. Nursing Pinning Ceremony: Dr. Johnson provided the welcome at the Nursing Pinning Ceremony in December.
- vi. Employee Appreciation Day: The small acts of care across campus brought smiles to everyone's face.
- j. Ms. Cassada asked for an update on the Presidential Search. Ms. Roberts noted that they hope to have a President in place by July 1. Final applicants (around 10) will interview in Richmond 4/7 – 4/10. The pool will then be narrowed down to 3 - 5 for on campus interviews, sometime in May.
- k. Upcoming Events include:
 - Retiree Breakfast (Student Center) March 19 8:30 am
 - Retirement Reception for Dr. Fox (Student Center) March 24 3:00pm
 - Annual Career Fair, (Oliver Hall) March 27, 11:00 am
 - CTE Signing Day (Oliver Hall), (Oliver Hall) April 10
 - Early College Completion Ceremony, (Oliver Hall) May 14, 6:00pm
 - Commencement, (Averett) May 17, 10:00am

There being no further business, the motion to adjourn was made by Carlyle Wimbish, seconded by Ann Cassada. With a unanimous vote, the meeting adjourned at 7:46 p.m.

Respectfully submitted,

Cornelius Johnson, Ed.D.
Interim President