

DANVILLE COMMUNITY COLLEGE
MEETING OF THE COLLEGE ADVISORY BOARD
MONDAY, SEPTEMBER 16, 2024, 5:30 P.M.
SILVERMAN AUDITORIUM, FOUNDATION HALL
MINUTES NO. 271

The two-hundred and seventy first meeting of the Danville Community College Advisory Board was held on September 16, 2024, at 5:30 p.m. in Silverman Auditorium.

I. OPENING

- a. Call to Order: Ms. Kathryn Roberts, Chair, called the meeting to order at 5:39 pm and asked that the roll be called.
- b. Roll Call:
 1. Board Members Present: Ms. Baynes, Ms. Cassada, Ms. Martin, Mr. Wimbish, Ms. Roberts, Mr. Kevin Shotwell, Mr. Randy Shackelford, and Ms. Payne
 2. Board Member Absent: Ms. Brown
 3. 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 Administration, Ms. Jessica Dalton, Vice President of Workforce Services, Dr. Jerry Wallace, President & Secretary
 4. Ms. Jennifer Wood, Executive Assistant, President’s Office and Recorder
- c. Public Comment: None
- d. **Action Items:**
 1. Approval of Minutes: The June 17, 2024 minutes were presented for approval. A motion to approve the minutes was made by Sheila Baynes and seconded by Carlyle Wimbish that:
The minutes of the June 17, 2024 meeting were approved. The motion passed unanimously.

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

- a. **Action Item:** Approval of New Additions to the Student Code of Conduct
 1. A motion was made by Carlyle Wimbish, seconded by Ann Cassada, that: *The additions to the Student Code of Conduct be approved as presented.* The motion passed unanimously.
 2. The VCCS has mandated that additional items be added to the Student Code of Conduct. The major themes are: Disruptive acts, violations of laws, regulations, and ordinances, masking to conceal identity, encampment, and applicability. (A copy of the addendum was provided to the attendees.)
- b. Enrollment Management Highlights were provided. Fall 2024 FTE is up by 2.38%.
 1. The 2024 – 2030 Strategic Plan: Access and Opportunity was presented. There are four strategic priorities in the plan: Student Success, Advancing Excellence, Resource Development, and Diversity,

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Equity, and Inclusion. Key Performance Indicators were also provided for each priority to measure success.

2. It was noted that DCC's Strategic Plan was designed to align with the VCCS's strategic plan: Accelerate Opportunity. DCC set goals to show that we are supporting the VCCS initiative. The Strategic Plan was distributed to all attendees.
3. The path to reaffirmation was also discussed. The process involves 14 sections and 75 standards.
4. Monthly meetings have been held to work on reaffirmation, as well as quarterly goal posts established. The next goal post of 70% completion is October 1. The third goal post of 90% completion is December 1. The last goal post of finalizing evidence and narrative clean up is January 2025.
5. Other important dates are:
 - Compliance Certification & Updated Institutional Summary Due – March 1, 2025
 - Offsite Review Conducted – April 2025
 - QEP, Focused Report & Updated Institutional Summary Form Due – August 2025
 - On-Site Review – September – November 2025
 - Response Due if Applicable – February 2026 – April 2026
 - Review by SACSCOC Board of Trustees – June 2026
6. Fall Convocation was a huge success. Advisory Board Chair, Kathryn Roberts welcomed the DCC family to kick things off. Special speaker, Mr. Steve Gilliland entertained the team, but also challenged them to truly make a difference. The entire event was rated extremely favorable by participants. The event drew over 210 attendees throughout the day.

III. HUMAN RESOURCES: Ms. Stockton discussed the following:

- a. The modified summer schedule, provided by Dr. Wallace again this year, allowed staff to work four nine-hour days and leave at noon on Fridays.
- b. HR has been very visible across campus. From setting up a table at the Career Fair, to National Selfie Day, to Fall Convocation, HR is out and about participating and volunteering.
- c. Another fun milestone was recently celebrated, as HR participated in facilitating a baby shower for two expecting staff members.
- d. Results are in from the Great Colleges to Work for Survey. The vast majority of all categories are good at minimum. Overall, there is a 99% improvement of categories. Faculty and Staff gave 2024 DCC a score of 81%, the top tier: Very good to excellent. In 2018, this same score was 61%, in 2020, the score was 63%.
- e. Constructive Dialogue professional development wrapped up with recognition of participators at Fall Convocation. Improved decision-making, increased belonging, social change, and persuasion skills are all key takeaways from the curriculum.
- f. To wrap up the Strength Finders training, top five strengths were distributed at Convocation and are now displayed on employee's desks.
- g. Ongoing staff support sessions now include civility and code of conduct policy review and acknowledgement.
- h. Comparing July 2023 – July 2024: there were more applicants and more positions filled (approximately one per week). There are currently 131 full time staff members and 138 part time staff members.

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- i. The hiring process now is comprehensive, transparent, well-documented, and committee-led. There are 30 steps, references and background checks, approvals to post, and approvals to hire.

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

- a. The COOP tabletop exercise held in August was held to test and improve our emergency response plans and procedures. The learning outcomes include the following:
 - Identify gaps and weaknesses
 - Enhance communication and coordination
 - Clarify roles and responsibilities
 - Test procedures and protocols
 - Improve decision-making
 - Train and Educate
 - Develop action plans
 - Build confidence
 - Provide documentation and reporting
 - Strengthen partnerships
- b. The general funds budget was reported. Dr. Smalls noted that we are handling expenditures and cash flow very well. The local funds budget was also reported.
- c. Current capital project plans include:
 - Wyatt Boiler replacement- completed
 - Wyatt Chiller replacement – Pre-bid meeting was held 9/12/24
 - Wyatt Roof replacement – State engineer is submitting drawings for state approval
 - Taylor Chiller replacement – Anticipated install – October 2024
 - Taylor Roof- State engineer is submitting drawings for state approval
- d. Facilities and Maintenance was able to hire a part-time summer intern this year. Engineering student, Jonzell Burns was a great asset to the team!
- e. Oliver Hall's overhaul is complete with new seating.
- f. Landscaping improvements have been made campus-wide, as well as at the RCATT.
- g. VERKADA has now been implemented. This access control system will enhance our security and safety and manage both the camera and access control hardware from one administrative console. The cameras are installed in all buildings, including RCATT.

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

- a. Current marketing campaigns that are coming to an end are the Alumni Spotlights and the Discover the DCC Difference campaigns.
- b. For one week, Katherine Daniel and the PR team took over NCMPR National social media. Faith noted that this led to national recognition.
- c. A few campus initiatives that PR headed up were National Selfie Day, the Swag cab, and the Positive Affirmation yard signs. Dr. Wallace noted that the yard sign campaign was taken from the Chancellor's retreat charge to create a culture of care.

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- d. PR is excited to announce a collaboration with Uncle Al's diner to offer special DCC student meals.
- e. PR continues to hit their one a week goal for pitched stories. The following stories were pitched in the last 13 weeks.
 - DCCEF Hosts Giveaways for Students for Welcome Back Week
 - DCC Business Student Awarded Prestigious Virginia Banking Fellowship
 - DCC Op-Ed with Dr. Jerry Wallace: Strengthening Our Community Through Strategic Partnerships and Leadership
 - Students Named to DCC President's Honors List for Summer 2024
 - Students Named to DCC Vice President's Honors List for Summer 2024
 - Danville Community College TRIO EOC Program to Host FAFSA Blitz During September
 - Danville Community College Kicks Off Academic Year with Exciting Week of Celebrations
 - DCC Op-Ed with Dr. Jerry Wallace: Summer 2024 Events in Full Swing at DCC
 - Danville Community College Graduate Coordinates Successful Backpack Giveaway
 - Danville Community College to Host Enrollment Event Series Ahead of Semester Start
 - Danville Community College Launches Innovative IT Apprenticeship Program
 - Student Completes 16-Week Cybersecurity Training at DCC, Joins PCS as IT Support Tech
- f. Social Media Stats for Q3 include the following: 340,946 impressions, 24,961 engagements, 4,541 post link clicks, 7.3% engagement rate per impression, a total audience of 17,033 and a net audience growth of 351. On average, four new audience members are joining the DCC channels every day.
- g. Upcoming campaigns include: Find the Knight within you and Its not too late: Discover the DCC difference.

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

- a. Dr. Hair provided the three S's of success: Support, showcase, and significance. He noted that you cannot have success without the intertwining of the three traits.
- b. Support: The office of institutional advancement/foundation provided student gas gift cards and DCC bookstore t-shirts to students on the first day of classes.
- c. Showcase: Dr. Hair noted that the People and Places tour has been revisited with VP Dalton. He noted that they visited six locations on their first tour and each industry asked for training for their employees.
- d. Significance: The largest annual fundraiser, Suds, was very successful.
- e. Dr. Hair also represented the college at the Chancellor's retreat.
- f. Past, present, and future updates were provided. For AY24 the foundation raised approximately \$4 million.
- g. Presently, the foundation is working on scholarships and awards.
- h. The future includes CDL/building trades, development, and grant submission.

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VII. WORKFORCE SERVICES:

- a. VP Dalton discussed her attitude of gratitude. She noted that the welcoming spirit of the college, the board, and the community. She noted that opportunities like Leaderships Southside, the Chancellor's retreat, and Convocation have allowed her to network, create partnerships, and make DCC home.
- b. There have been several celebrations in workforce including the Cybersecurity completion ceremony, and the Certified Clinical Medical Assistant Completion Ceremony.
- c. VP Dalton also noted 20 different connections/reconnections with area industries.
- d. Current/upcoming class offerings include EMT, AEMT, CCMA, CNA, CDL-A, Industrial Maintenance Electrical, OSHA 10, ServeSafe Food Handler and Food Manager, and Cybersecurity.
- e. Next steps for workforce services include: Community engagement, professional development, job and resource fair, Cyber Lunch and Learn, Apprenticeships, recruitment, and class offerings. VP Dalton has a monthly meeting to find out her team members top five initiatives.
- f. The workforce department continues to focus on connection, implementation, follow-up, and deliverables. VP Dalton noted that the signing with Dr. David, Project Imagine last week will be a huge deliverable for DCC and WFS.

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

- a. President Wallace welcomed new Board officers: Kathryn Roberts, Chair, and Ernestine Payne, Vice Chair.
- b. Welcome back week was full of activities for the entire campus including: Fall Convocation, Slush Truck, Movie Knight, Positive Affirmation Yard Sign distribution, information/snack tables, and Swag Cabs.
- c. Dr. Wallace has been involved in numerous campus engagement activities including: Charcuterie Chat (welcoming new employees), DCC night at the ball field, Selfie Day, Cosmetology Completion Ceremony, Chancellor's Retreat, DCC Rocks, and Habitat for Humanity volunteer event.
- d. In the community, Dr. Wallace has engaged in many activities including: Project Imagine Collaboration Signing, Dolly Parton Imagination Library and United Way interview, AACC PASI, DPS Adult Education Graduation, DCC Foundation Fundraiser (SUDS), the Virginia International Raceway IMSA, and the VA Economic Development Partnership meetings.
- e. Some upcoming items that Dr. Wallace is focusing on are: Serving as the Board Chair for the Genedge VSMA, a joint event with Reynolds College to celebrate National Hispanic Heritage Month, a building/construction trades collaboration signing involving P&HCC, SVCC, VCCS, and DCC, MOU signing with Greenrock, Retirement party for Dr. Betty Adams with SVCC and the SVHEC, and advancement in Aviation.
- f. Dr. Wallace reiterated the improvements in the Great Colleges to Work For survey. The overall climate of the campus has greatly improved.
- g. Also noted was the focus on the new strategic plan and how it aligns with the strategic plan from the VCCS.
- h. Dr. Wallace also noted that we will hold another board retreat in 2025.

IX. UPCOMING EVENTS:

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- September 23, 2024: Hispanic Heritage Event, Dr. Pando, Student Center
- October 9, 2024 8:30 am – 10:30 am: Retiree Breakfast, RCATT
- October 14, 2024 9 am – 2 pm: Dr. Dore's Campus Visit, Region 3 Construction Trades Collaboration Signing
- October 14, 2024 2 pm – 4 pm: Retiree Celebration – Dr. Betty Adams, SVHEC
- October 28, 2024 5 pm – 7 pm: Elected Officials Day
- November 14, 2024 10 am – 4 pm: Job and Resource Fair

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

Respectfully submitted,

Jerry Wallace, Ed.D.
President