DANVILLE COMMUNITY COLLEGE

MEETING OF THE ADVISORY BOARD

MONDAY, JUNE 15, 2020 5:00 P.M. – FOUNDATION HALL

MINUTES NO. 252

The two-hundred and fifty-second meeting of the Danville Community College Advisory Board was held on June 15, 2020, at 5:00 p.m. in Foundation Hall.

I. OPENING

A. <u>CALL TO ORDER:</u> Mr. Carlyle Wimbish, Chair, called the meeting to order and asked that the roll be called.

B. ROLL CALL

Board Members Present: Ms. Sheila Baynes

Ms. Barbara Brown Ms. Ann Cassada Mr. Robert David Dr. Frank Grogan Mr. John Mead Ms. Kathryn Roberts

Ms. Kathryn Roberts Mr. Carlyle Wimbish

Board Members Absent: Mr. Kevin Shotwell

Also Present:

Mr. Bruce Cottrell, Associate Vice President

of Human Resources Dr. Jacqueline Gill Powell, President/Secretary

Mr. Shannon Hair, Vice President of Institutional Advancement and

Development

Dr. Debra Holley, Vice President of Academic and Student Services

- Mr. Cory Potter, Director, Planning, Effectiveness and Research
- Ms. Elizabeth Spainhour, Foundation Board Liaison
- Mr. Jimmie Tickle, Assistant Vice President of Workforce Services and Technical Studies
- Mr. Charles Toothman, Vice President of Financial and Administrative Services
- Ms. Connie Wann, Executive Assistant to the President
- C. INTRODUCTION OF NEW BOARD MEMBER: Mr. Robert David was introduced as a new Board member. He will be completing the second term of Mr. Telly Tucker, who resigned December 2019. He is employed by the City of Danville as Youth and Gang Violence Prevention Coordinator. He has a Bachelor's degree in Business Administration, a Master's degree in Counseling, and is pursuing his doctorate degree.
- D. PUBLIC COMMENT: The Mayor of the City of Danville, Mr. Alonzo Jones, spoke. He shared things that are going on in Danville and invited attendees to attend a City Council meeting, which meets the first and third Tuesday every month. He also discussed the recent casino meeting. The selection had been narrowed down to four and one stood out and they chose the Schoolfield site. He also discussed the ad in the local newspaper run by the second place group encouraging people to back the White Mill. He explained that the initial meeting included the Mayor, Dr. Tiffany Franks, and Caesars' representatives and was scheduled on the day of the announcement. He sent out an apology to Dr. Gill Powell for leaving her out of the meeting. He also noted her participation in the George Floyd event held June 14.
- E. <u>RECOGNITION OF RETIRING BOARD MEMBER</u>: After completing two four-year terms on the Board, Dr. Grogan is retiring. He will be invited to a future meeting to be further recognized.

II. PRESIDENT'S RECOGNITIONS

- A. <u>NEW EMPLOYEES:</u> The following "New Knights" were introduced:
 - 1. Mr. Bruce Cottrill, Associate Vice President of Human Resources
 - 2. Ms. Faith O'Neil, Director, Public Relations and Marketing
 - 3. Mr. Willie Sherman, Business Faculty
- B. <u>DCC KNIGHTS RETIREMENTS</u>: The following individuals were recognized for their years of service to the College:
 - 1. Ms. Lisa Johnson-Knight, Business Manager, Business Office/Financial and Administrative Services
 - 2. Ms. Rose Goble, Assistant Professor of Biology
 - 3. Ms. Lynn Turner, Dental Hygiene Coordinator
 - 4. Mr. David Bonebright, Professor of Marketing and Business Management
 - 5. Ms. Ann Taylor, Human Resources Analyst
 - 6. Dr. Carl Amos, Accessible Services Coordinator
 - 7. Dr. Debra Holley, Vice President of Academic and Student Services
- C. <u>FACULTY AND STAFF ACCOMPISHMENTS</u>: The following individuals were recognized:
 - 1. Mr. Josh Worthley, Metrology Instructor, earns NIMS Certification.
 - 2. Mr. Bobby Roach, sweeps Print Advertising for DCC in National Council for Marketing and Public Relations Awards.
 - 3. Ms. Richie Robertson, Associate Professor of Administrative Support Technology, made and distributed masks for frontline healthcare workers.
 - 4. Mr. Willie Sherman, Instructor of Business, collaborates with local entrepreneur organizations.
 - 5. Mr. Steve Carrigan, Assistant Professor of Information Systems Technology, was chosen to work with Virginia Tech in cybersecurity.

D. <u>STUDENT ACCOMPLISHMENTS</u>:

- 1. Phi Theta Kappa—All Virginia Team Award:
 - Ann Toon—3.8 Grade Point Average
 - Dorian Elliott—4.0 Grade Point Average
- 2. Camryn Lewis was accepted in the Phi Theta Kappa International Scholar Laureate Program.
- 3. Frida Hernandez was awarded the Prestigious Gates Scholarship from Amherst College.

- 4. Tyler Tharpe was awarded the Prestigious NASA Internship.
- 5. DCC hosted and won the State Manufacturing Trades Competition: Jeremiah Williams, Madison Quails, Josh Campbell, Charles Smith, Brantley Riddle, Dylan Hardy, Tim Robertson, and Adele Ratcliff.

E. <u>INSTITUTIONAL ACCOMPLISHMENTS</u>: The following items were noted:

- 1. There was a 12.44 percent increase in credit applications in Fall 2019 (1,880) compared to Fall 2018 (1,672).
- 2. There was a 4.97 percent increase in FTE for Fall 2019 (1,712) compared to Fall 2018 (1,631).
- 3. There was a .57 percent increase in non-dual enrollment headcount for Fall 2019 (1,755) compared to Fall 2018 (1,746).
- 4. There was a 4.9 percent increase in enrolled credit hours at the Southern Virginia Higher Education Center (SVHEC) in 2019-2020 (1,669) compared to 2018-2019 (1,591).
- 5. There was a 1.5 percent increase in graduates in 2019-2020 (615) compared to 2018-2019 (606).
- 6. There was a 25 percent increase in awards conferred in 2019-2020 (910) compared to 2018-2019 (730). This was the highest number of awards conferred in an academic year since 2015-2016 (876).

III. FINANCIAL AND ADMINISTRATIVE SERVICES

A. INFORMATION ITEMS:

- 1. General Funds: Mr. Toothman reported on the General Fund Revenues and Expenditures through May 30, 2020. He noted that reimbursement through FEMA will help with expenses.
- 2. Local Funds Update: Mr. Toothman reported on the Local Funds Budget through May 30, 2020. The total local government contribution totals \$27,000. The current balance is \$17,954.
- 4. FY 21 Budget Outlook: Mr. Toothman noted at this time the state allocation is strong, but noted this could change after the first quarter. We are expecting a three-five percent reduction in state funds. All colleges, two and four-year schools will take the same cut. There should be an increase in grant funding, and other potential sources of funds are:

- CARES \$1,604,222
- **HEERF \$802,111**—This amount has been received and distributed to students. A small amount has been reserved based on applications.
- GEARS
- **HEROES**—This program will provide additional funding for higher education, but is currently stuck in the Senate waiting approval.
- **FEMA**—The College can be reimbursed for things associated with COVID-19.

Mr. Toothman advised that a contingency plan has been developed, and we anticipate an enrollment increase in the fall. He also noted the following areas where cost savings can occur:

- Reduced utilities costs
- Elimination of all discretionary spending
- Reduced printing costs
- Switched Internet providers and realized substantial savings
- Salary savings from vacant positions—As positions become vacant, a review of where jobs are needed is done. Some things have become automated.
- Elimination of all discretionary travel.
- 5. Facilities Update: Mr. Toothman reported on the following project updates:
 - The Sub-Station Program renovations in the EIT Building are almost complete.
 - Repaying of the EIT, Wyatt and lower level Learning Resources Center parking lots are scheduled to begin June 15.
 - The Cyber Security Lab architectural drawings are complete and have been submitted to DEB for review and approval. It was noted that DCC has the only NSA Certificate in the state.

IV. INSTITUTIONAL ADVANCEMENT/DEVELOPMENT

A. <u>INFORMATION ITEMS</u>:

1. Pathways to Regional Success: Mr. Hair reported that the College's second Major Gifts Campaign has been completed. To date, \$10,360,300 has been raised. An announcement will be made at a later date.

- 2. <u>Fundraising Updates</u>: Mr. Hair reported that the DCC Educational Foundation raised approximately \$1,900,000 for AY 19-20 (July 2019 to June 2020):
 - Student Success
 - Scholarships
 - Welding Program
 - HVAC Program
 - Middle College Program
 - Childcare Center Support
 - Food Pantry Support
 - Launched the Support A Knight COVID-19 Pandemic Fund

V. ACADEMIC AND STUDENT SERVICES

A. <u>INFORMATION ITEM</u>:

- 1. Enrollment Report: Dr. Holley provided the following data regarding enrollment:
 - Student Full Time Equivalent (FTE) Comparison Summer 2020—364; Summer 2019—379: 3.96 decline
 - Student Full Time Equivalent (FTE) Comparison Fall 2020—445; Fall 2019—727: 3.96 decline

She noted that 15 of the 23 colleges' enrollments are lower than DCC's. The start of registration was delayed because of the COVID-19 outbreak. Students are calling, and advisors are contacting students. We are expecting students from four-year colleges to enroll at DCC if their school offers courses totally online. There could be a decrease in CTE, but we are working on this. Summer Session started totally online. Hopefully in the next few weeks, we will be able to bring students back to campus to complete lab work. Plans are to do the same for Fall. Tutoring and advising are being done using Zoom. Connectivity is a big issue in Halifax County. Legislators are being requested to increase broadband.

VI. WORKFORCE SERVICES

A. INFORMATION ITEMS:

1. Renovations: Mr. Tickle reported that Dominion Power will be on campus the week of June 15 to install equipment. This will allow DCC to offer non-credit electrical training. The

Automation and Robotics area will be ready in Spring 2021 if not in the Fall. This will have state-of-the-art equipment that is being used in current facilities.

2. Certifications: Mr. Tickle announced that Mr. Herb Hardy and Mr. John Keatts had received AWS certifications. Mr. Butch Kendrick completed the Automation and Robotics and FANUC – Handling PRO Intro Plus (RoboGuide – Instructor Led Virtual Training (24 hours).

VII. CENTER FOR ORGANIZATIONAL EXCELLENCE AND DATA ANALYTICS

A. INFORMATION ITEMS:

- 1. <u>Strategic Plan</u>: Mr. Potter advised that final reports on the various strategies are due June 15 and will be aggregated in July. These will be used in planning for the next three-year plan.
- 2. Southern Association of Colleges and Schools Update:

 DCC's compliance with the 22 standards for the Fifth-Year
 Interim Report are diligently being analyzed and 16 of 22
 standards have confirmed compliance with 15 months to go.
 Important Dates: Fifth-Year Interim Report:
 - October 15, 2020 Receive Notice from SACSCOC President
 - September 15, 2021 Fifth-Year Interim Report Due
 - December 2021 Review by the Committee on Fifth-Year Interim Reports

A question was asked—will the State have an issue with this not being revised by July 1? Mr. Potter responded that all the required plans have been submitted to the VCCS and SCHEV. The next three-year strategic plan is in the design stage, and we have strategies that we are working toward.

3. <u>DCC Facts</u>: Mr. Potter reviewed data from the 2019-2020 academic year. This information can be accessed at https://www.danville.edu/facts-and-figures

VIII. HUMAN RESOURCES

A. INFORMATION ITEMS:

- Introduction: Mr. Bruce Cottrill, the College's Associate Vice 1. President of Human Resources, was introduced to the Board. He formerly resided in Charleston, West Virginia, and was employed right before the COVID-19 shutdown. Mr. Cottrill studied at West Virginia University (WVU) from 1998 to 2004, where he earned a Bachelor of Arts degree in history and a Master of Science degree in industrial relations. He most recently served as interim vice chancellor for human resources with the West Virginia Higher Education Policy Commission and the West Virginia Council for Community and Technical College Education, which function similarly to the Virginia Community College System (VCCS) and State Council of Higher Education for Virginia (SCHEV). In addition to other duties, he plans to conduct a complete review of all policies and procedures for DCC, as well as improve professional development options.
- 2. Review and Update Policies and Procedures: Mr. Cottrill plans to conduct a full review of the College's policies and procedures. The policies are dated with most language pulled directly from the VCCS Policy Manual.

IX. PUBLIC RELATIONS AND MARKETING

A. INFORMATION ITEMS:

1. Introduction: Ms. Faith O'Neil, the College's new Director of Public Relations and Marketing, was introduced to the Board. O'Neil was formerly employed by Sentara Halifax Regional Hospital, where she worked as senior manager of customer development and marketing. Specializing in crisis communications, media relations, and strategic planning, she is a native of Southern Virginia and attended both DCC and Southside Virginia Community College. She lives in South Boston and holds a Master of Business Administration degree from Liberty University and a Bachelor of Science degree in communications from Old Dominion University.

- 2. Summer and Fall Enrollment Campaign: Ms. O'Neil reported that this campaign would target the following demographics: local high school 2019 and 2020 seniors; students who have applied but not enrolled; and, prospective students. Digital targeted ads, press releases, social media, email messages and text messages will be used to reach these populations, as well as personal phone calls.
- 3. "Honoring Our Graduates" Video: Selfies were submitted by graduates, faculty, and staff and posted to social media accounts. Some featured inspirational messages and signs.
- 4. <u>Graduate Lists</u>: A full list of all graduates and their awards have been posted to social media. The President and Vice President Honors Lists have been published in local papers, on social media and on the Danville.edu website.
- 5. <u>UKnighted: 6 Feet Apart: Post COVID-19</u>



<u>Communication Plan</u>: The following plan has been developed for the return to campus:

- a. Robust messaging to communicate return to campus.
- b. Branded posters and floor decals to remind of social distancing
- c. Branded virtual "Welcome Back" event for faculty and staff
- d. Dedicated logo featuring Knight with mask
- e. Branded giveaway items (masks, sanitizer) featuring logo
- f. Campaign target groups: Students, faculty, staff, visitors/prospective students

IX. PRESIDENT'S REPORT

A. <u>INFORMATION ITEMS</u>:

- 1. Year End Review: The following events were noted:
 - a. Governor Ralph Northam visited DCC twice. On September 4, 2019, DCC hosted a Statewide Workforce Development Listening Tour which focused on addressing the Commonwealth's workforce, business, and education needs.

The second visit centered on ending driver's license suspensions for unpaid court fines and costs which went into effect on July 1, 2019. Also, as a convenience to patrons, members of the Division of Motor Vehicles were available.

- b. Hired new High School Career Coaches
- c. Hosted Amazon, Sumitomo Fiber Optic Fusion Training
- d. Hosted State Manufacturing Trades Competition
- e. Hosted Knight Vision 2020 Kickoff
- f. Hosted first DCC Advisory Board Retreat (included College Advisory Board and the Educational Foundation Board)
- g. Joining with VA Economic Development Project
- h. Collaborated with Institute for Advanced Learning and Research
- Supporting Danville's commitment to Reinventing our Communities Efforts
- j. Partnering with Southern VA Higher Education Center
- k. Associated with Southern Regional Alliance
- 1. Connected to Go Tech Initiative
- 2. <u>Knights Activities and Accomplishments</u>: The following events were noted:
 - a. DCC Nursing Programs Ranked Top in State: #1 Associate
 Degree and #5 LPN Program
 - b. DCC Offers 'Single Stop' Program for Enhanced Student Access to Public Benefits
 - c. Opened Knights' Pantry
 - d. Supportive of The Center for Community Engagement and Career Competitiveness
 - e. Successfully automated payroll through VCCS Shared Services Center (SSC)
 - f. Successfully adopted new hiring system through VCCS Shared Services Center
 - g. Received top tier rating for purchasing processes and timeliness per SSC
 - h. New home for Public Relations & Marketing Department
- 3. <u>COVID-19 and Beyond</u>: Danville Community College (DCC) established a COVID-19 Operations Task Force on March 18, 2020. The team is comprised of the following college personnel:
 - Dr. Jackie Gill Powell, President
 - Charles Toothman, Vice President of Administration

- Jimmie Tickle, Associate Vice President, Workforce Development
- Bruce Cottrill, Associate Vice President, Human Resources— Backup Contact Person
- Paul Fox, Dean of Arts, Sciences, and Business
- Faith O'Neil, Director of Public Relations and Marketing
- Cory Potter, Director, Institutional Research—Lead Contact Person
- Cheryl Terry, Dean of Student Services
- Howard Graves, Coordinator of Counseling Services/Threat Assessment Officer
- Justin Nichols, Research Analyst and Assessment Coordinator

Purpose Statement: To initiate remote operations and monitor the status of COVID-19 in the DCC service area. Additionally, to review and interpret guidance from federal and state entities to provide DCC Executive Leadership with a recommendation and plan to safely return to campus when it is feasible to do so.

Danville Community College will continue to operate out of an abundance of caution as we follow the latest guidelines from the Centers for Disease Control and Prevention (CDC) and the Virginia Department of Health (VDH). In addition, we will follow all mandates issued by the federal government, the Commonwealth of Virginia, and the Chancellor of the Virginia Community College System. Danville Community College began remote operations on Monday, March 23. As articulated by Governor Ralph Northam on June 11, 2020, in anticipation that conditions at the state, regional and local levels are conducive to an institution of higher education conducting in-person instruction and on-campus educational operations in academic year 2020-21, that institution must, by July 6, 2020, submit a campus reopening plan for state compliance review. Danville Community College submitted its reopening plan on June 23, 2020. As of Friday, July 24, 2020, the plan has been reviewed by the State Council of Higher Education for Virginia and has been found to be compliant in containing the required components of the 'Higher Education Reopening Guidance,' which was developed in consultation with the Virginia Department of Health. The plan is located on the College's website and can be located at this link:

https://www.danville.edu/coronavirus

Funding Opportunities Due to COVID:

- CARES Act~~1.6M
 - \$800K distributed to students Week of June 6th
 - \$800K additional institutional funds yet to come
- HEROES Act~~waiting for congress to pass
- FEMA Monies for approved reimbursable expenditures
- RAWA Relaunching America's Workforce Act
 - Restart of TAACCCT grant program with revisions
- State Funding Opportunities
- VCCS Funding Opportunities

Transition to Teleworking: A policy, plan, and guidelines were developed to facilitate telework. Large scale efforts were made to ensure all employees remained on the payroll. Actions to successfully shift to full remote operations during the pandemic prevented layoffs and furloughs for spring.

Actions and Activities:

- Moved all instruction to an online/virtual format
- Closed campus buildings and now providing all services remotely
- · Hosted drive thru food/groceries and gift cards giveaway
- Allowed deferment of payment for tuition
- Created a COVID-19 Resource page
- · Received funding for more food distribution
- Created online orientation course
- Offered campus tutoring sessions via Zoom conferencing
- Delayed backing out students for non-payment to the day before classes start
- Extended scholarship application (graduation and foundation) due dates
- Providing virtual student activities to engage with students
- Recognizing 2020 graduates with a special video photo montage
- Launching a Support—A-Knight emergency fund through the DCC Foundation [money goes directly to student(s)]
- · Instituted additional employee benefits for employees
- · Provided technology equipment to those in need
- Created telework plans for all full-time and part-time employees
- · Prevented the need for layoffs or furloughs for Spring
- Conducted virtual zoom sessions for faculty and staff
- Trained faculty and staff on Zoom
- Accepted Donated Face Shields
- Provided comprehensive resource page for faculty
- · Converted parking lots into free community WiFi Hub
- Donated medical equipment to SOVAH Health

4. Knight Vision for the Future—Actions and Activities

- Continue Conservative Fiscal Practices
- Research Alternative Funding Sources Opportunities
 - o Grants
 - o Partnerships
 - o Economic and Workforce Training Opportunities
- Fully Implement Online Academic and Workforce Options
- Hire Vice President of Workforce Development
- Hire an Academic Advisor
- Continue partnering with local, regional, and national entities
- Continue to make improvements to campus
- MOST CRITICAL ACTION: Increase enrollment

X. ACTION ITEMS

A. <u>APPROVAL OF CURRICULA:</u>

- 1. Pre-Allied Health Advanced Nurse Aide Career Studies
 Certificate: Dr. Holley stated that this program prepares
 students to be certified nurse aides but also has foundational
 courses for other health care professions, such as practical nursing,
 registered nursing, dental hygiene and radiologic technology.
- 2. <u>Foundations of Criminal Justice Career Studies</u>
 <u>Certificate:</u> This program was created by faculty across the state as part of the G3 stackables.
- 3. <u>Cyber Security Technician Career Studies Certificate:</u> Dr. Holley stated that this program is a condensed version of the certificate program, has no new courses, and is a G3 opportunity.
- 4. Quality Control Career Studies Certificate: This program was developed to allow students to complete a lower level Career Studies Certificate (17 Credits) before advancing on to the Dimensional Inspection Career Studies Certificate (29 Credits). It also provides a pathway for advanced training.

A motion was made by Ms. Cassada, seconded by Ms. Brown, that

THE PRE-ALLIED HEALTH ADVANCED NURSE AIDE CAREER STUDIES CERTIFICATE, FOUNDATIONS OF CRIMINAL JUSTICE CAREER STUDIES CERTIFICATE, CYBER SECURITY TECHNICIAN CAREER STUDIES CERTIFICATE, AND THE QUALITY CONTROL CAREER STUDIES CERTIFICATE BE APPROVED AS PRESENTED.

The motion passed unanimously.

B. <u>ELECTION OF OFFICERS</u>: The Nominating Committee consisting of Dr. Grogan, Ms. Brown, and Ms. Roberts appointed by Mr. Wimbish nominated Mr. Wimbish to serve another year as Chair. The rotation of localities was discussed. Ms. Baynes nominated Mr. Robert David to serve as chair. Ms. Cassada made a motion, seconded by Mr. Mead, to close the nominations. After voting by secret ballot, Mr. Wimbish was elected Chair, and Mr. David was elected Vice Chair.

XI. IMPORTANT DATES

A. Next Meeting: September 21, 2020

VIII. EXECUTIVE SESSION—PRESIDENT'S EVALUATION

At 7:15 p.m., Dr. Grogan made the following motion, seconded by Mr. Mead:

MR. CHAIR, IN ACCORDANCE WITH SECTION 2.2-3711(A) (1) OF THE CODE OF VIRGINIA, I MOVE THAT THE BOARD CONVENE IN CLOSED SESSION TO DISCUSS MATTERS RELATING TO THE PRESIDENT'S EVALUATION.

ROLL CALL:		
Shelia Baynes	X Yes	No
Barbara Brown	$\underline{\hspace{1cm}}$ X $\underline{\hspace{1cm}}$ Yes	No
Ann Cassada	$\underline{\hspace{1cm}}$ X $\underline{\hspace{1cm}}$ Yes	No
Robert David	$\underline{\hspace{1cm}}$ X $\underline{\hspace{1cm}}$ Yes	No
Frank Grogan, III, DDS	X Yes	No
John Mead	$\underline{}$ X $\underline{}$ Yes	No
Kathryn Roberts	$\underline{\hspace{1cm}}$ X $\underline{\hspace{1cm}}$ Yes	No
Kevin Shotwell	$_absent_Yes$	No
Carlyle Wimbish	$\underline{\hspace{1cm}}$ X $\underline{\hspace{1cm}}$ Yes	No

At 8:50 p.m., Dr. Grogan made the following motion, seconded by Ms. Roberts:

MR. CHAIR, THE BOARD OF DANVILLE COMMUNITY COLLEGE HAS CONCLUDED ITS CLOSED SESSION AND IS HEREBY IN OPEN SESSION. WE WILL NOW TAKE A ROLL CALL VOTE THAT WILL BE INCLUDED IN THE MINUTES CERTIFYING THAT TO THE BEST OF EACH MEMBER'S KNOWLEDGE, ONLY PUBLIC BUSINESS MATTERS LAWFULLY EXEMPTED FROM OPEN MEETING REQUIREMENTS UNDER THE FREEDOM OF INFORMATION ACT

AND ONLY SUCH PUBLIC BUSINESS MATTERS AS WERE IDENTIFIED IN THE MOTION BY WHICH THE CLOSED MEETING WAS CONVENED WERE HEARD, DISCUSSED, OR CONSIDERED IN THE MEETING BY THE COLLEGE BOARD.

ROLL CALL:		
Shelia Baynes	X Yes	No
Barbara Brown	X Yes	No
Ann Cassada	X Yes	No
Robert David	X Yes	No
Frank Grogan, III, DDS	X Yes	No
John Mead	X Yes	No
Kathryn Roberts	X Yes	No
Kevin Shotwell	_absent_ Yes	No
Carlyle Wimbish	X Yes	No

There being no further business, the meeting adjourned at 9:00 p.m.

Respectfully submitted,

Jacqueline Gill Powell, Ed.D.

President