

DANVILLE COMMUNITY COLLEGE

MEETING OF THE COLLEGE ADVISORY BOARD

MONDAY, NOVEMBER 15, 2021
5:30 P.M. – RCATT AUDITORIUM
MINUTES NO. 258

The two-hundred and fifty-eighth meeting of the Danville Community College Advisory Board was held on November 15, 2021, at 5:30 p.m. in RCATT's Auditorium.

I. OPENING

A. **CALL TO ORDER:** 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
Ms. Kathryn Roberts
Mr. Kevin Shotwell
Ms. Toshia Waller
Mr. Carlyle Wimbish

Absent: Mr. John Mead
Mr. Charles Toothman, Vice President of
Financial and Administrative
Services

Also Present: Mr. Bruce Cottrill, Associate Vice President
of Human Resources
Mr. Shannon Hair, Vice President of
Institutional Advancement and
Development
Dr. Brian Jackson, Vice President of
Workforce Services

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Dr. Cornelius Johnson, Vice President of
Academic Affairs and Student
Services

Dr. Muriel Mickles, President/Secretary

Ms. Faith O'Neil, Director of Marketing and
Public Relations

Mr. Cory Potter, Director, Planning,
Effectiveness and Research (*virtual*)

Ms. Connie Wann, Executive Assistant to
the President

Mr. Chris White, IT Support

C. **PUBLIC COMMENT:** None

D. **APPROVAL OF SEPTEMBER 20, 2021, MINUTES:** A motion was
made by Ms. Waller, seconded by Mr. Shotwell, that

**THE MINUTES OF THE SEPTEMBER 20, 2021, MEETING BE
APPROVED AS PRESENTED.**

The motion passed unanimously.

E. **APPOINTMENT OF PRESIDENTIAL EVALUATION**

COMMITTEE: The following Board members were appointed to this
committee: Mr. Robert David, Chair; Mr. John Mead; and Mr. Kevin
Shotwell. A motion was made by Ms. Cassada, seconded by Ms.
Roberts, that

**THE PRESIDENTIAL EVALUATION COMMITTEE
BE APPROVED AS PRESENTED.**

The motion passed unanimously.

II. HUMAN RESOURCES

A. **DIVERSITY, EQUITY AND INCLUSION TRAINING:** Mr. Cottrill
reported that all employees are required to complete the Mandatory
State Employee DEI Training: *The Road to Cultural Competency*,
before the Thanksgiving break.

B. **POLICIES AND HANDBOOK DEVELOPMENT:** Mr. Cottrill
announced that Work Ed Consulting has been employed to update the
127 page employee policy manual handbook and revise it to make sure

we are in compliance and that it looks nice. They are going to develop a handbook for faculty and a handbook for staff. Mr. Cottrill advised that everyone will have an opportunity to review the policies. The company has looked at other VCCS colleges, as well as schools outside of Virginia. The new handbooks should be available by January.

III. FINANCIAL AND ADMINISTRATIVE SERVICES

- A. **RESIGNATION:** In Mr. Toothman's absence, Dr. Mickles announced his resignation effective November 29. His last day on campus will be November 19. He has accepted a position with George Mason University.
- B. **FACILITIES UPDATE:** Dr. Mickles announced that the lockers have been removed from the Hill Building and the Cyber Security Lab is almost complete.
- C. **FIRST QUARTER EXPENDITURES:** These expenditures have increased six percent year over year and reflects the five percent salary increase.
- D. **FIRST QUARTER REVENUE:** The State allocation decreased seven percent and tuition increased by four percent.
- E. **LOCAL FUNDS BUDGET REQUEST/APPROVAL:** This information is due to the localities in January. The College is requesting \$27,000. This amount is divided between three localities based on residency of the student population. The College carried forward \$20,094 with a current budget of \$27,000 with no expenses for the current year. That totals \$47,094. The Local Funds Budget for 2022-2023 of \$27,000 was reviewed. A motion was made by Ms. Cassada, seconded by Ms. Baynes that

**THE 2022-2023 LOCAL FUNDS BUDGET BE
APPROVED AS PRESENTED.**

The motion passed unanimously.

- F. **APPROVAL OF CHANGE IN LOCAL BANK SIGNATURE CARDS (attachment):** A memorandum from Mr. Toothman to Dr. Mickles requesting that his name be removed from the signature cards for the Bookstore, Federal, and Local Funds accounts that the College has at American National because of his resignation from

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Danville Community College was reviewed. A motion was made by Ms. Roberts, seconded by Mr. David, that

THE REQUEST FROM MR. TOOTHMAN TO HAVE HIS NAME REMOVED FROM THE SIGNATURE CARDS FOR THE BOOKSTORE, FEDERAL AND LOCAL FUNDS ACCOUNTS THAT ARE WITH AMERICAN NATIONAL BANK BE APPROVED AS REQUESTED.

The motion passed unanimously.

- G. **CARES ACT FUNDING:** Ms. Roberts asked about how the CARES Act money was going to be spent. Dr. Mickles noted that this information was not readily available, but she would follow up on it. She discussed the three-year average used by the VCCS for funding each college. She also requested the Board's help in increasing our enrollment.

IV. DCC EDUCATIONAL FOUNDATION

- A. **DEDICATION OF WELDING BUILDING:** Mr. Hair thanked everyone who attended the dedication ceremony for the Welding Building on November 15 at 4:00 p.m. He noted that hundreds of credentials have been produced in this area.
- A. **MAJOR GIFTS CAMPAIGNS:** Mr. Hair reported that the first major gifts campaign raised \$7 million, which equated to \$10,000 being raised daily for 24 months, and the second one had a \$10 million goal, which was raised in 30 months and averaged over \$11,000 daily. He noted the Foundation was not in a campaign mode currently, but continues to raise money. In fact, \$830,000 has been raised since July 1 because of what the Board is doing in the community. This averages \$6,000 every day since the beginning of the new academic year. Additional projects that have been funded include: The Knights Food Pantry, which will cover food for the students for the next two years, and funding for new equipment has also been raised recently. Mr. Hair stated that because of these investments and scholarships, approximately \$2 million are provided back to the College annually from the Foundation.
- C. **HOLIDAY GATHERINGS:** Mr. Hair announced that the Foundation will hold two holiday events in December in Foundation Hall—one for faculty and staff and another for Board members,

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friends of the College and donors. The date is December 9, and the faculty/staff event will be from 11:00 a.m.-1:00 p.m. The second event will begin at 6:00 p.m.

- D. **40th ANNIVERSARY CELEBRATION:** Mr. Hair announced that in January the Foundation would begin celebrating its 40th anniversary.

V. ACADEMIC AFFAIRS AND STUDENT SERVICES

- A. **CURRICULUM COMMITTEE UPDATE:** Dr. Johnson reported that the Curriculum Committee met last week and plans to meet once a semester. The last time they met was in 2019. They will be looking at program viability (*a report received from the VCCS*), entailing FTES and completion numbers.
- B. **DISCONTINUANCE OF ACCOUNTING PROGRAM:** Dr. Johnson stated that no students have enrolled in this program since 2017. The program has been characterized as inactive but not closed. Students will be referred to the Business Administration and Business Management Programs which are transfer programs, and students will be able to pursue a four-year degree. A motion was made by Ms. Baynes, seconded by Ms. Cassada, that

THE ACCOUNTING PROGRAM BE DISCONTINUED AS RECOMMENDED.

The motion passed unanimously.

- C. **LAY ADVISORY COMMITTEES:** Following review of the updated Lay Advisory Committees, a motion was made by Ms. Baynes, seconded by Ms. Brown, that

THE UPDATED LAY ADVISORY COMMITTEES FOR 2021-2022 BE APPROVED AS PRESENTED.

The motion passed unanimously.

- D. **NURSING PROGRAM ACEN ACCREDITATION:** Dr. Johnson introduced Dr. Jim Emerson, Program Director of Nursing, and discussed DCC's ACEN status. Dr. Johnson shared with the Board that colleges have two years to address six standards. DCC was challenged in putting its best foot forward in meeting these standards due to changes in leadership, COVID, etc. Dr. Emerson hired a consultant through the assistance of the DCC Foundation and sought consultation regarding the

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option of withdrawing candidacy from the Virginia Board of Nursing and ACEN. The VBON and ACEN both recommended withdrawing candidacy and reapplying. Dr. Emerson noted once we withdraw our current submission for ACEN accreditation, we can reapply and begin the two-year process again. In response to the question what are the current enrollment numbers for the nursing program, Dr. Emerson stated we have 46 senior RNs and six LPNs ready for graduation. In January 2022, we have 40 RN students and 13 LPN students.

- E. ENROLLMENT MANAGEMENT EFFORTS:** Dr. Johnson announced that there are 12 faculty on this committee—six from Workforce and six from Arts, Science, and Business, along with other critical roles in the College. The new advising center consisting of two full-time academic advisors has had a successful launch, as it has been booked with student appointments consistently since the opening in October. An open house is scheduled for November 17 inviting local high schools students to learn about our programs, take a tour of the campus, with on the spot application assistance. We will continue to coordinate and offer events and efforts like this to contribute to our enrollment and the success of students. Board members were asked to please spread the news.
- F. IDEA FAIR 2021—NOVEMBER 16:** Dr. Johnson advised that Dr. Willie Sherman, one of DCC's business faculty, has coordinated this event for college and high school students to showcase their innovative ideas much like the show Shark Tank. We have 38 students from Pittsylvania County, 10 from Danville, and 30 from DCC. It was noted that funding for the event was limited to these specific localities.
- G. THE SINGLE STOP PROGRAM:** Dr. Johnson responded to Ms. Baynes question about the status of this program. He discussed the VCCS initiatives of direct enrollment and the student onboarding redesign currently being championed by DCC. Hopes are to implement the direct enrollment model in Fall 2022, and the onboarding redesign in Spring 2023. There is also a lot of new placement mechanisms coming down the pike. Direct enrollment will allow a student enroll in a supportive developmental English or math class while concurrently taking the college level English or math class. DCC is in the Phase 3 grouping of this model along with other colleges across VCCS. Colleges in Phase 1 and 2 of this model have reported to be very successful.

VI. WORKFORCE SERVICES

- A. DIRECTOR OF AUTOMATION AND ROBOTICS:** Dr. Jackson announced that as of October 25 Mr. Jeremy Smith was employed as Director of Automation and Robotics. He is from Virginia Tech and is working on his doctorate. The first class will begin in the Spring.
- B. AVIATION MAINTENANCE PROGRAM:** Dr. Jackson reported on his recent trip to Blue Ridge Community College with Michael Duncan. With the growing interest in Danville, our program will put us on the map. Teaching can begin now online. Dr. Jackson is waiting to hear from the FAA about awarding DCC \$500,000 for this program.
- C. CYBER SECURITY PROGRAM UPDATE:** Dr. Jackson is waiting to hear if the College will receive \$850,000 for a short-term cyber security program. Senators Caine and Warner submitted a request on DCC's behalf, and DCC was the only one from Danville to have an ask from the Appropriations Committee. We will be working with the same consultant assisting our Human Resources to ask for \$5 million.
- D. ATDM UPDATE:** Dr. Johnson announced that this is the eleventh day of training for the current cohort and students are in labs. This group has a lot more females as well as more minorities.
- E. TYSON:** DCC will be training 175 maintenance mechanics. They only operate under CCR. The students will be trained now and moved to other plants until the new plant here is ready.
- F. PROJECT SETTLEMENT:** This business is looking at the mega site. Danville has made it to the second round and is waiting to see if we can move to the next level. This will be a major lift bringing 5,400 jobs.
- G. AVIATION:** Dr. Jackson explained that this will be a two-year program. Funds are available through the FastForward Program. The State provides two-thirds of the student cost, and when the student graduates, the College receives the remaining one-third. We have \$700,000 ready to be drawn down.
- H. ESSEL PROPACK:** Cohort 6 is training now. DCC has had 56 people go through this program which guarantees the trainee a job upon successful completion. The retention rate is 75-78 percent.

VII. CENTER FOR ORGANIZATIONAL EXCELLENCE AND DATA ANALYTICS (COEDA)

- A. **SACSCOC UPDATE:** Mr. Potter advised that the Five-Year Report has been received by SACSCOC. They will review it, and in December, they will advise us of the next steps.
- B. **STRATEGIC PLAN:** Mr. Potter advised that the plan is now being linked to initiatives.
- C. **SHARED SERVICES DISTANCE LEARNING:** Mr. Potter advised that all three of his employees are DCC graduates. Most recently, Tamela Adams, a 2021 graduate from DCC's information technology program, joined the College as its new online student coordinator. She will be responsible for overseeing the College's participation in the Shared Services Distance Learning Program which allows students to enroll in fully online courses offered by other Virginia community colleges through DCC. Students benefit tremendously from taking SSDL classes because they can continue progressing toward completion of their degree requirements when certain classes they need are offered at times that conflict with their schedule or when they are unavailable at DCC. We are going to surpass last year's numbers. Seventy-five percent of the courses rate as passing with a "C" or better.

VIII. MARKETING AND PUBLIC RELATIONS

- A. **SPRING ENROLLMENT ADVERTISING:** Ms. O'Neil reported that spring enrollment has been kicked off with a lot of fan fair. Ads are in print and online. She is also working on program spotlights so the community knows what we have to offer.
- B. **ART INSTALLATIONS:** Ms. O'Neil showed a photo of the art piece mounted on the side of the Hill Building. Lighting will be added. She has received two more designs for the Temple Building. Indoors, she noted that the Wyatt Building has wooden alcoves, and the goal is to make them look interesting and different. She is working with Take Forms, who does all the signage in the Halifax Regional Hospital. Using our photographs, they have started producing pictures for the alcoves that will be backlighted. She also has a company that does decals or large format photos.
- C. **STUDENT HIGHLIGHTS:** Ms. O'Brien stated that Mr. Mead had sent her information on a graduate that she highlighted in a

newspaper article and has sent her two more names. She asked Board members to submit names of students they know that could be highlighted.

IX. PRESIDENT'S REPORT

- A. VISION AND MISSION STATEMENT:** Dr. Mickles reminded the Board that previously they had voted down a revision presented by Dr. Debra Holley. Since that time, Dr. Holley has retired and the College closed for COVID, so the Mission Statement below was presented to the Executive Council, which they approved, and then to the Executive Cabinet, which they approved.

MISSION STATEMENT: Danville Community College is committed to providing quality comprehensive higher education, workforce programs and services to promote student success and enhance business and community development.

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

APPROVE THE MISSION STATEMENT AS PRESENTED.

The motion passed unanimously.

Dr. Mickles advised that the Vision Statement did not change:

VISION STATEMENT: Danville Community College will be the college of choice in our region for exemplary education programs and services.

A motion was made by Ms. Cassada, seconded by Ms. Waller, to

REAFFIRM THE VISION STATEMENT AS PRESENTED.

The motion passed unanimously.

- B. CHANCELLOR'S SEARCH UPDATE:** Dr. Mickles announced that a special search committee has been created and includes board members, college presidents, students, and representatives from other State agencies. The search has been announced, and they are getting feedback from key search documents. The search committee reviews

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all applicants and selects those to be interviewed. A new chancellor should be appointed by the summer of 2022.

- C. **PRESIDENTIAL SEARCH UPDATE:** Dr. Mickles stated that this search will begin in January. The VCCS will have a statewide search committee. Background checks will be done, and once certified, the finalists will visit the College where they will meet with faculty, staff, students, community members, and the College Advisory Board. The Chancellor will review feedback and appoint a new president by the end of Spring Semester.
- D. **DCC VICE PRESIDENT OF FINANCIAL AND ADMINISTRATIVE SERVICES SEARCH:** Dr. Mickles announced that the position is being advertised.
- E. **VCCS ONBOARDING INITIATIVE:** Dr. Mickles advised that the System has been looking at how private colleges register students. She noted we have lost many students in the application process. About 23 employees, which includes the management team, have completed the search advocate program. It was held daily for a week from 8:00-10:00 a.m. and provided information on what it takes to do a fair equitable search.
- F. **BOARD RETREAT:** Dr. Mickles asked Board members to think about having a retreat, maybe in the spring depending on COVID.
- G. **SIGNATURES FOR AMERICAN NATIONAL BANK:** Dr. Mickles and Mr. Wimbish signed papers for the bank removing Mr. Toothman's name from those accounts.
- H. **EXPRESS REGISTRATION:** Dr. Mickles mentioned plans to hold an express registration on a Saturday. More information will be provided as plans are made.
- X. **IMPORTANT DATES:**
- Thanksgiving Break: 12:00 Noon, November 24-26
 - Annual Holiday Luncheon: Date to be determined
 - Holiday Break: December 23-31
 - Spring Semester Classes Begin: January 10, 2022
 - MLK Holiday—College Closed: January 17, 2022
 - Spring Break: March 7-11, 2022
 - Next Meeting—March 21, 2022

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There being no further business, the meeting adjourned at 7:20 p.m.

Respectfully submitted,



Muriel Mickles, Ed.D.
Interim President

