

DANVILLE COMMUNITY COLLEGE

MEETING OF THE COLLEGE ADVISORY BOARD

MONDAY, SEPTEMBER 20, 2021
5:30 P.M. – SILVERMAN AUDITORIUM
FOUNDATION HALL

MINUTES NO. 257

The two-hundred and fifty-seventh meeting of the Danville Community College Advisory Board was held on September 20, 2021, at 5:30 p.m. in Silverman Auditorium, Foundation Hall.

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
Mr. John Mead
Ms. Kathryn Roberts
Ms. Toshia Waller
Mr. Carlyle Wimbish

Absent: Mr. Kevin Shotwell

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
Mr. Bracken Jones, IT Support
Dr. Muriel Mickles, President/Secretary
Ms. Faith O'Neil, Director of Marketing and
Public Relations
Mr. Cory Potter, Director, Planning,
Effectiveness and Research (*virtual*)
Mr. Brooks Powell, DCC Educational
Foundation Board Liaison
Ms. Cheryl Terry, Dean of Workforce
Services
Mr. Charles Toothman, Vice President of
Financial and Administrative
Services
Ms. Connie Wann, Executive Assistant to
the President

- C. **PUBLIC COMMENT:** Ms. Wann read an email received from Board member Kevin Shotwell:

"I won't be attending the meeting tonight, my daughter tested positive for COVID Friday. She is doing well, but we are all quarantining. I hate that I have to miss because I missed the last meeting due to being on vacation."

"I do want to pass along some very positive feedback from parents in my area. I had several to tell me that when they went to register their child this year that it was very easy and informative. One parent said '*They had their act together.*' Please pass this along to the staff and to the board."

- D. **APPROVAL OF JUNE 21, 2021, MINUTES:** A motion was made by Ms. Waller, seconded by Mr. Mead, that

THE MINUTES OF THE JUNE 21, 2021, MEETING BE APPROVED AS PRESENTED.

The motion passed unanimously.

II. ACADEMIC AFFAIRS AND STUDENT SERVICES

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- A. **2021-2022 LAY ADVISORY COMMITTEES:** Dr. Johnson requested feedback from Board members on the membership of the Lay Advisory Committees. Mr. Wimbish noted the lack of representation from Halifax/South Boston. Dr. Johnson will communicate this information to lead faculty. He and the Dean of Students will meet with the constituents as well. Ms. Kathryn Roberts questioned the employment of Mark Trickey, and Dr. Johnson stated that they will check to make sure it is correct. Another support check will be done after this meeting to make sure all information is accurate. It was noted that the Precision Machining Lay Advisory Committee will meet in October. All committees must meet annually, and send minutes of the meeting to the office of the Vice President of Academics and Student Services for SACSCOC purposes. There is no limit that can serve on a committee. The list of committee will be presented at the next meeting for approval by the Board.
- B. **FALL CONVOCATION:** Dr. Johnson stated that everyone agreed that the convocation was successful. There were 129 in attendance—71 remoted in. It included new employee introductions and awards. Dr. Gunn from SOVAH Health talked with faculty and staff about COVID separating facts from fiction. Dr. Johnson talked about the HOPE survey administered across the VCCS and indicated how many students are suffering from food and housing insecurities. We need to identify ways to tackle these barriers. An evening convocation was also held with 25 percent participation. The hyflex option was appreciated as was the co-sessions concept of single stop and the range of other topics. We look to doing more condensed versions in the spring.
- C. **MINIMESTER BEGINS OCTOBER 18:** Second eight-week courses begin October 18. Course offerings will be expanded to attract larger numbers of students. Some classes will be on line, and some will be face-to-face, but none will be in the evening. Since classes are starting late, we did reach out to students with financial aid, as well as Mr. Hair and REV and CARE. We are constantly trying to improve on these. A calling campaign will be done contacting students who have dropped out. Our FTES are -7.7 percent. Some of the high schools have decided not to participate in dual enrollment; however, some conversations are still being held in this regard to capture some dual enrollment offerings.
- D. **DCC VACCINATION CLINIC—OCTOBER 7:** Dr. Johnson announced that in conjunction with SOVAH and PATHS, DCC will hold a COVID Vaccination Clinic on October 7 from 11:00 a.m.-4:00

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p.m. From 11:00-12:00 Noon, there will be a hyflex environment, and from 12:00-4:00 p.m., individuals can register to take the vaccine. Plans are to do a walk-through tomorrow. Dr. Johnson asked the Board to tell everyone about the event. Our goal is to make the College safer. We can also promote this event along with the clinics coming up in the area middle and high schools.

- E. **NURSING PROGRAM INFORMATION SESSION:** Five new nursing faculty have been employed, and an information session will be held on October 19 at 5:30 p.m. Some SOVA colleges will be joining us. Eighteen people have already registered. Individuals can register on the College's website.
- F. **DEAN OF STUDENT SERVICES:** Dr. Geoffrey Colbert has accepted the position of Dean of Student Services beginning his employment on September 27. He has a range of experience.

III. FINANCIAL AND ADMINISTRATIVE SERVICES

- A. **FACILITIES UPDATES—RECENT PROJECTS:** Mr. Toothman discussed the following projects:
1. Sub-Station Program—Renovations in the Engineering Industrial Technology (EIT) Building
 2. Parking Lots—Repaving is complete of the EIT, Wyatt, and lower level of the Learning Resources Center Parking Lots
 3. The Cyber Security Lab is nearing completion.
 4. The Temple and Taylor Buildings are being painted.
 5. New Electronic Whiteboards have been placed in the Temple and Taylor classrooms.
 6. Mulching and landscaping is occurring around campus.
 7. The buildings are being power washed.
- B. **FACILITIES UPDATES—UPCOMING PROJECTS:** Mr. Toothman discussed the following:
1. New roofs are being put on the Temple and Hill Buildings funded by the VCCS.
 2. The hallways in the Wyatt Building are scheduled to be painted.
 3. Renovations are being made to the Hill Building which include the removal of the lockers (grant funded).

4. Focusing on remodeling Admissions and Financial Aid because these are the first two areas students see when they arrive on campus.
 5. New digital billboard and alert system.
 6. New exterior signage.
- C. **BUDGET:** Mr. Toothman state that money was saved last year with people being off campus because of COVID, but with everyone back, expense will go up. We will be using CARE Act money. The Management Team is looking at everything we do. We will need to assess all programs for long-term viability, as well as adding new programs to bring in new revenue. The Bookstore continues to be profitable, and no funding increase was requested for local funds. We carried over approximate \$20,000.

IV. WORKFORCE SERVICES

- A. **INTRODUCTION OF MS. CHERYL TERRY:** Dr. Jackson introduced Ms. Cheryl Terry as the new Dean of Workforce Services. Previously, Ms. Terry served as the Dean of Student Services.
- B. **WORKFORCE ENGINE:**
Current Programs: Several programs are ongoing, such as:
- EMT—South Boston: 21 students
 - Maintenance Mechanics for ABB: 19 students
 - Weekend Welding: 9 students
 - Essel Propack: Fifth cohort to date—9 students. We have trained 39 students generating 78 credential.
 - Buitoni: We will launch a training academy for this employer within the next quarter.
 - Owens-Illinois: We will launch an electrical training program within the next quarter and will start training a group in the Lean Six Sigma Yellow Belt new month.
 - VEDP will be transitioning Morgan Olson training to the College over the next few months, as the company has reached the VEDP targets in both skilled workforce and leadership. We will continue to utilize VEDP trainers to provide leadership training for continuity and hire a skilled workforce. Currently, Morgan Olsen does not have a training manager, which may affect the schedule of events for a transfer.
 - We closed out FY20 with 109.75 percent over last year with enrollment in FastForward and 102.17 percent in WCG.

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- As a division, I am happy to report that we are tracking an increase for WCG Enrollments of 2790.63 percent and an increase for FastForward Enrollments of 644.54 percent over last year at this time.

C. WORKFORCE IMPACT:

- **Graduates:** Since September 2020, WFD has had 578 credit graduates and 383 non-credit graduates.
- **Hires:** We are in the process of pulling hiring data for the most recent calendar year for our graduates.
- **Economic Development:** From an economic development standpoint, we are tracking several new companies who have opted to locate in our region. Tysons, Walraven, Kegerreis to name a few.

D. DOD ATDM PROGRAM:

- **Completion Ceremony:** The first cohort will be completing the program on September 24 with a total of 29 students with several hundred credentials awarded across welding, metrology, and precision machining. A ceremony will be held on September 24 at Hunt and Company to celebrate the accomplishments of the group. The Institute is handling the invitations for the event.
- **Recruitment:** Based on a recruitment meeting held today, ATDM anticipates having 40 enrolled for the November start. Additive Manufacturing has 12 students; CNC has eight students; and welding has 13 students. Classroom schedules have all been worked out with the various program departments.
- **The Next Start Date:** The budget for this program based on current spending will exceed \$30,529 on November 1, to which we will use our indirect contract funds to cover. This is based on the current per student expenditure of \$4,333. Our current contract has us locked in until December 2022. Please keep in mind that we will be adding Additive Manufacturing which is an expensive program.

E. GRANTS

- **Cybersecurity Grant:** Dr. Jackson reported that we have an ask in front of the Appropriation Committee, presented by Senators Kaine and Warner, for \$3 million to stand up a short-term cyber security program. According to our source in Washington, D.C., we should hear from this ask sometime in December, based on the current political climate.
- **FAA Aviation Mechanics Grant:** Dr. Jackson advised that we are awaiting the FAA Award Notice, which should take place by late October. We feel good that we will receive the award, but of course, it is not guaranteed. Dr. Jackson will be traveling to Blue Ridge Community College with Mr. Michael Duncan to meet with the leadership of the Aviation Maintenance program, which we plan to duplicate.
- **Economic Development Administration (EDA) Grant:** On September 24, Dr. Jackson will lead a regional call to launch the FY 2021 American Rescue Plan Act Good Jobs Challenge application. This

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grant focuses on building training programs that meet employers' existing and emerging skills needs and help workers enter quality jobs and advance along their chosen career path. The grant will provide wrap-around services to those enrolled in the program. EDA encourages efforts to reach historically underserved populations and areas, communities of color, women, and other groups facing labor market barriers, such as a person with disabilities, disconnect youth, individuals in recovery, individuals with past criminal records, including justice-impacted and reentry participants, serving trainees, participating in the SNAP, TANF and WIC, veterans and military spouses.

F. Roadblocks

- **Instructors:** Finding new instructors across the board.
- **Facilities:** The need for a dedicated building to support the growing workforce programs; otherwise, we are landlocked.

V. PUBLIC RELATIONS AND MARKETING

- A. **Marketing Initiatives:** Ms. O'Brien discussed recent marketing initiatives including the photo of students who won the Early Bird Tuition Promotion being awarded gifts cards to the Castle Bookstore for paying their tuition in full by July 28. They were randomly chosen. She also had copies of ads for the weekend welding program, the Alum Spotlight featuring Paul Mabe, whose name was submitted by Mr. John Mead, one of our own Board members. She discussed the advertisement for the minimester to begin October 18. She is doing a full-page ad in South Boston and she also mailed 54,000 postcards. She reported that 350 people filled out forms on the website. Others called dedicated phone lines and there was exterior signage.
- B. **Campus Art Installations:** She discussed vinyl banners to be placed on the end of some of the buildings on campus. They are 11 X 30, and if this goes well, other buildings will be done. We will also be doing some interior art as well.

VI. HUMAN RESOURCES

- A. **GOVERNOR'S VACCINE MANDATE:** Mr. Cottrill announced that on September 1 the governor's announcement, and Executive Directive No. 18, "Virginia will require its state workers to show proof that they are fully vaccinated or be tested for COVID-19 every week." Mr. Cottrill reported that 208 documents have been submitted. Only 37 are

unvaccinated. Today was the first day of the weekly testing. Take home kits were ordered and submitted through a portal. Mr. Cottrill stated that he does not know how long this process will continue. In answer to a question, he replied that the College pays for the test because it is a condition of employment.

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

- A. **SACSCOC UPDATE:** Mr. Potter advised that the Five-Year Report has been submitted. Twenty-two standards plus the QEP which was about advising were addressed. It will be reviewed by SACSCOC in December. Once approved, it will be available on the website.
- B. **2020-2021 FAST FACTS:** This document was reviewed with the Board.

VIII. DCC EDUCATIONAL FOUNDATION

- A. **SUDS, SWINE, SIPPIN' & SONG EVENT:** Mr. Hair announced that over \$40,000 was raised. Next year's event is scheduled at the same time and place. Proceeds go to scholarships.,
- B. **GRANT WRITING/SUBMITTAL SUCCESSES:**
 - 1. **Centra:** \$10,000 for food and better housing; \$8,000—61 percent have encountered home or food insecurity
 - 2. **Shelton—Nursing:** \$25,000
 - 3. **Wire Housing:** \$15,000
 - 4. **Direct Equity Inclusion**
- C. **RESCHEDULED GOLF TOURNAMENT:** Mr. Hair announced that the October tournament is being moved to May 20 and another one will be done in October.
- D. **WELDING BUILDING DEDICATION:** This event is being planned for the afternoon of November 15. Members of the Lions and Kiwanis will speak.

- E. **40TH ANNIVERSARY OF THE DCC EDUCATIONAL FOUNDATION (2022)**: Mr. Hair announced that the rest of this year and all of next year we will be celebrating this anniversary.
- F. **FOUNDATION ENDOWMENT GROWTH ANNOUNCEMENT**: Mr. Hair stated that in past years he delivered 36 poinsettias to donors and received \$3,000 in donations. Yesterday he received a phone call from a donor who made a \$100,000 gift to the College which will go into the endowment.

IX. **PRESIDENT'S REPORT**

- A. **STATE OF THE COLLEGE**: Dr. Mickles announced that all the critical positions have been filled. Classes are up and running. The grounds are in good shape.
- B. **PRESIDENTIAL SEARCH UPDATE**: Dr. Mickles announced that we asked the VCCS to give us a reprieve. As of January 2022, the search process will begin. Mr. Wimbish and Mr. David will represent DCC on the VCCS Search Committee. The VCCS has also requested that a student serve on the Committee. Dr. Capps and Dr. Porter Brandon will serve as Co-Chairs of the VCCS Search Committee. Dr. Mickles also noted that Chancellor DuBois is retiring at the end of June.
- C. **CHANCELLOR'S RETREAT**: Dr. Mickles stated that this event was an excellent experience. The information was very interesting and engaging. During the second part of the retreat everyone came together and shared the Chancellor's Strategic Plan. The event also had dynamic speakers.
- D. **ACCREDITATIONS AND CERTIFICATIONS**: Dr. Mickles listed the following activities that are due in the next couple of weeks:
- Financial Aid Audit
 - Financial Aid Recertification
 - ARMIS Certification
 - VCCS Direct Enrollment Visit
 - Civil Rights Audit
 - Nursing Site Visit

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- E. **RENAMING THE TEMPLE BUILDING:** Dr. Mickles announced that this topic will be brought back to the table and will be an inclusive process.
- F. **SEARCH ADVOCATE TRAINING:** Dr. Mickles explained that these individuals are trained to serve on search committees to make certain that processes are done correctly. We have about 20 individuals participating. The training is in October.

X. ACTION ITEMS

- A. **APPROVAL OF LAY ADVISORY COMMITTEES:** Following review of these committees, it was the consensus of the Board to bring them back to the table in November for another review and approval.
- B. **APPROVAL OF STRATEGIC PLAN:** Following review of the proposed 2021-2023 Strategic Plan, "Do. Create. Collaborate.", a motion was made by Mr. Mead, seconded by Ms. Roberts that

THE 2021-2023 STRATEGIC PLAN BE APPROVED AS PRESENTED.

The motion passed unanimously.

C. **IMPORTANT DATES:**

- November 2—Election Day: Holiday—College Closed
- Next Meeting—November 1, 2021

There being no further business, the meeting adjourned at 7:30 p.m.

Respectfully submitted,



Muriel Mickles, Ed.D.
Interim President