

DANVILLE COMMUNITY COLLEGE
MEETING OF THE COLLEGE ADVISORY BOARD

MONDAY, JUNE 21, 2021
5:30 P.M. – SILVERMAN AUDITORIUM
FOUNDATION HALL

MINUTES NO. 256

The two-hundred and fifty-sixth meeting of the Danville Community College Advisory Board was held on June 21, 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 (via Zoom)
Ms. Barbara Brown
Ms. Ann Cassada
Mr. John Mead
Ms. Kathryn Roberts
Ms. Toshia Waller
Mr. Carlyle Wimbish

Absent: Mr. Robert David
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. 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

Ms. Neftali Cabrales, Reporter from
Chatham Star Tribune

**C. CONFERENCE CALL WITH CHANCELLOR GLEN DUBOIS RE
HIRING OF NEW PRESIDENT:**

Dr. DuBois advised that it will take approximately eight months to bring someone on board. He requested that three DCC Board members be appointed to serve on the VCCS Search Committee and to clear their calendars when the interview dates are determined. They are Mr. Carlyle Wimbish, Mr. Robert David, and Ms. Ann Cassada. Mr. Wimbish also added Mr. Brooks Powell, Chair of the DCC Educational Foundation. Ms. Malinda Carter, VCCS Associate Vice Chancellor for Human Resources, and Ms. Victoria Waldron, VCCS Human Resources Manager, will be DCC's HR consultants. The first step is to survey the vision of the college community, and identify three objectives to be accomplished in the next three to five years. The composition of the Search Committee will include deans from other community colleges, members of the Advisory Board, and a faculty member from another college. All others will be drawn from the 22 community colleges and the System Office. The job announcement will be advertised in a number of well-known publications including the *Chronicle of Higher Education*. We are trying to recruit women and minorities because we want the leader to look like the community they serve. Ms. Carla Kimbrough is the VCCS Diversity and Strategic Recruitment Manager. Many applications will be received, and the Search Committee will bring about ten applicants in for interviews that match up on paper. Board members who have been fully vaccinated

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for COVID will come to the VCCS for two days. The candidates will be interviewed individually by the Chancellor after which the finalists' references will be checked as well as credit and criminal backgrounds. The System Office will cover the costs.

Then the finalists, along with their spouses/significant others, will come to the campus to be interviewed by faculty, staff, students, business leaders, etc. A dashboard will be created and shared with the College Board, as well as the results from the community survey. Board members should look at the candidates' strengths and weaknesses and will then be asked to share their views on each candidate.

Dr. DuBois advised that he will be emailing the survey noting that the more that complete it, the better.

The call ended at 5:50 p.m.

- D. **REAPPOINTMENTS:** Mr. Wimbish announced that he and Ms. Sheila Baynes have been reappointed to the Board for second four-year terms.
- E. **PUBLIC COMMENT:** Mr. Jimmie Tickle announced his retirement on June 30 with seven years of service to the College.
- F. **APPROVAL OF MARCH 15, 2021, MINUTES:** A motion was made by Mr. Mead, seconded by Ms. Cassada, that

THE MINUTES OF THE MARCH 15, 2021, MEETING BE APPROVED AS PRESENTED.

The motion passed unanimously.

- G. **ELECTION OF OFFICERS:** Mr. Mead, Mr. Shotwell, and Ms. Waller served as the Nomination Committee with Mr. Mead as Chair. Mr. Mead, noting the current challenge of hiring a new president, stated that the committee recommended that the Board continue with the current officers: Mr. Carlyle Wimbish as Chair (*third time*) and Mr. Robert David as Vice Chair (*second time*). Nominations were taken from the floor, and Ms. Sheila Baynes nominated Mr. Robert David as Chair and requested that the Board return to the rotation of a Board member from each jurisdiction serving as chair annually. A motion to close the nominations was made by Ms. Cassada, seconded by Ms. Brown. A vote was taken by a show of hands, and Mr.

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Wimbish received the majority vote. So for 2021, Mr. Wimbish will again serve as chair and Mr. David will serve as vice chair.

II. FINANCIAL/ADMINISTRATIVE SERVICES

- A. **GENERAL FUNDS**: Mr. Toothman advised that he anticipates finishing this fiscal year in a strong and more streamlined position. He noted that there were no layoffs during the pandemic. In response to a question by Ms. Roberts, he replied that the figures did not include HEERF or CARES Act funding. CARES Act money will not be given to the College until July 1, and HERF funding will be expended later in the year. This information can be found on the federal government website.

- B. **LOCAL FUNDS UPDATE**: Mr. Toothman noted that these funds were not totally expended due to the closure because of COVID.

- C. **FISCAL '22 BUDGET OUTLOOK**: Mr. Toothman announced that the State has awarded a five percent salary increase for all staff and HEERF funding will be available. The tuition also will remain the same. A question was asked regarding the tuition free community college, but Mr. Toothman advised that legislature in this regard has not passed.

- D. **FACILITIES UPDATE**: Mr. Toothman noted the following improvements:
 - 1. **Hill Building**: New roof and interior renovations.
 - 2. **Temple and Taylor Buildings**: New paint and technology upgrades; new furniture for classrooms.
 - 3. **Wyatt Building**: Preliminary plans for Admissions Office and Financial Aid Office.
 - 4. **Lockers**: A question was raised about the removal of lockers in the buildings, and Mr. Toothman advised that they are looking at removing them in the Hill Building, but for the time being, they will remain in Temple and Taylor.

III. ACADEMIC/STUDENT SERVICES

- A. **APPROVAL OF STUDENT GOVERNMENT ASSOCIATION 2021-2022 BUDGET**: Dr. Johnson reviewed this information and requested Board approval. A motion was made by Ms. Baynes, seconded by Mr. Mead that

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THE STUDENT GOVERNMENT ASSOCIATION 2021-2022 BUDGET BE APPROVED AS PRESENTED.

The motion passed unanimously.

- B. APPROVAL OF EXPENDITURES OF STUDENT ACTIVITIES FEES 2021-22:** Dr. Johnson reviewed these data and requested Board approval to expend funds for the coming academic year. A motion was made by Ms. Brown, seconded by Ms. Baynes, that

APPROVAL BE GIVEN FOR EXPENDING THE STUDENT ACTIVITIES FEES FOR 2021-2022.

The motion passed unanimously.

- C. ENROLLMENT UPDATE:** Dr. Johnson advised that the College has had an increase, but there is still a ways to go.

Enrollment Update Comparative Snapshot

Fall 2021		Fall 2020
Headcount—582	13.9% Change	Headcount—511
FTE—444	19% Change	FTE—373
RH*—525	4.17% Change	RH—504
DC—43	714.% Change	DC--7

*Regular Headcount

- D. FALL 2021 REGISTRATION STRATEGY:** Dr. Johnson advised that we are pursuing new, returning, and stop out students with a uniform script, e-mails, and text messaging. We are working to develop a page on the website listing the different modalities available to students. DCC ROCKS will be held both face-to-face and virtually this year. We are also offering group and one-on-one advising. We are creating an advising center so students can be advised within 24 hours. The website will also guide students through registration. Ms. Baynes noted the staff has been very helpful to her when she registered for a class. Dr. Johnson noted that we are trying to do focus groups of people who have gone through the registration process. We want to create soft language and uniform delivery of our services.

IV. PUBLIC RELATIONS AND MARKETING

- A. **FALL ENROLLMENT MARKETING INITIATIVES:** Ms. O’Neil noted that enrollment marketing depends heavily on enrollment management. She is taking a hard look at print marketing. She advised during the second or third week in July a direct mail piece will be going to every household in the service region. On the back of the piece is information on how to enroll. She is continuing with social media and local media about summer enrollment. She has sent a document to the President for approval that has the modality and online classes.

- B. **ACALOG IMPLEMENTATION:** Ms. O’Neil stated that the catalog will be online, will be searchable, and will be very comprehensive. They are in the final stage of making pages on the website seamless.

- C. **PROGRAM SPOTLIGHT:** Ms. O’Neil stated that the public doesn’t know everything we offer. She has made agreements with the *Gazette Virginia* and the *Danville Register and Bee*, and beginning July 1 stories will run every other week. She has also asked Mr. Hair to do one on available scholarships. When a question was raised about using the *Star Tribune*, she advised that the other two papers had much better rates. She estimated that she spent \$1,800 a month in this regard. It was noted that student testimonials send a strong message, and Ms. O’Neil asked that she be contacted with names and contact information for students who could be featured in an article. She also noted that when papers receive press releases, they have the option of picking it up or not. Usually they do pick them up, but it may not be as quick as we would like.

V. INSTITUTIONAL PLANNING, EFFECTIVENESS AND RESEARCH

- A. **SACSCOC UPDATE:** Mr. Potter advised that every ten years DCC is reaccredited by SACSCOC, and every five years an interim report has to be submitted. He reported that we are in the process of refining the draft of the interim report which is due September 15. It will be reviewed by SACSCOC in December. More information will be available at the fall meeting.

VI. WORKFORCE SERVICES

- A. **THANKS TO MR. JIMMIE TICKLE:** Dr. Jackson thanked Mr. Tickle for his assistance over the past ten months.
- B. **GROWTH OF PROGRAMS:**
1. **Emergency Medical Technology Program:** Dr. Jackson announced that in South Boston we are getting ready to launch the second class of the Emergency Medical Technology Program with 20 students. Seven students just completed the first class.
 2. **Essel Propack Training:** Students completing this program are guaranteed a job. There are 12 students in the current cohort.
 3. **ABB Training:** Dr. Jackson announced that on July 6, 22 students from ABB will go through a maintenance mechanic program designed specifically for ABB.
- C. **NEW DEAN OF WORKFORCE SERVICES:** Dr. Jackson announced that following interviews, Ms. Cheryl Terry has been selected as the new Dean of Workforce Services effective June 25. She has a history of workforce services and has been a long time DCC employee.
- D. **DOD GRANT:** On June 7, the first cohort was launched with 35 students. It was noted the welding portion of the program has to operate in the evening. All staff positions have been filled. Now, we are waiting for the DOD to notify us of what the next step will be.
- E. **CYBER SECURITY GRANT:** Dr. Jackson reported that we are working to secure a \$1.8 million Congressional Cyber Security grant, as well as other grants.
- F. **CIVIL RIGHTS AUDIT:** Dr. Jackson announced we are ready for the audit scheduled in October. Documentation will be updated as needed.
- G. **MANUFACTURING CHALLENGE:** DCC students won first place in the Manufacturing Challenge held in the spring. The first place price was \$35,000.

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- H. **PROJECT REBUILD**: Dr. Jackson announced that currently an instructor is being sought. Students who advanced to the electrical program have finished and can now be employed as a Level I CCR Electrician.

VII. HUMAN RESOURCES

- A. **COMPLIANCE REVIEW/POLICY CLEANUP**: Mr. Cottrill announced that DCC policies are outdated. He is working with Work Ed Consulting on a contract that is open and others can join when they see fit. Plans are to have the update completed and a handbook for classified staff and faculty on the College's website.
- B. **STATEWIDE PAY INCREASE JULY 1**: Mr. Cottrill announced that presidents, classified staff, and 12-month employees will see the pay increase on July 1. The effective date for nine-month teaching faculty is August 16, and they will see the increase in their August 30 paycheck. Adjunct faculty will see the increase September 10 which becomes effective August 21. The raise for wage employees is effective June 18, and they will see the increase in the July 16 paycheck.
- C. **CONTINUED HIRING AND RECRUITMENT FOR OPEN POSITIONS**: Mr. Cottrell reported that over the last three months 28 people completed the onboarding cycle and are now employed. Some of them are student workers or adjunct faculty. Another 13 are scheduled for July—nine faculty and four classified with 13 in the queue. Dr. Mickles has approved an emergency hire to help with this process. Dr. Jim Emerson is our new Director of Nursing, and we are still recruiting for three full-time nursing instructors. We are also talking with industry partners.

VIII. INSTITUTIONAL ADVANCEMENT/DEVELOPMENT

- A. **FUNDRAISING/GRANT SUCCESSES**: Mr. Hair announced that the Foundation was approaching \$14 million in endowment. Over the last 12 months, the Foundation has received \$725,000. He noted the donation from J. T. Minnie Maude used to renovate the Temple Building over the next six to eight months.
- B. **FIRST ANNUAL SUDS, SWINE, SIPPIN' AND SONG**: Mr. Hair discussed this event being advertised in *Evince*. It will be held at

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Atkinson Farms on August 6 from 5:30-9:30 p.m. Tickets will be on sale in July.

- C. WELCOME FOR DR. MICKLES:** On June 22, from 5:30-7:30 p.m. in the Student Center, there will be a welcome reception for our interim president, Dr. Muriel Mickles. He noted that 125 people have been invited to attend.

- D. 2021 GOLF TOURNAMENT:** Mr. Hair announced that the golf tournament is scheduled for October 8, and he has received bids from Danville Golf Club and Tuscarora.

- E. DEDICATION OF WELDING BUILDING:** Mr. Hair announced that this event will take place sometime in October.

- F. OUTSTANDNG ALUMNI RECEPTION:** Mr. Hair advised that this program will be held in April 2022.

IX. PRESIDENT'S REPORT

- A. INTERIM PRESIDENT'S GOALS:** Dr. Mickles complimented her cabinet and the hard work they are doing. Currently, they are meeting once a week as a group, as well as individually when needed. She noted that her focus is on student success. She also wants transparency—tell the truth with open communication. She uses shared governance and wants to hear from every constituency. She also noted the importance of integrity. She believes in inclusion and equity for individuals we serve. Her goals include a safe opening—People should continue to wash their hands, and wear masks if not vaccinated. She also want to help keep the College moving forward—Let students know we are here.

- B. OPPORTUNITY 2021 STRATEGIC PLAN:** Dr. Mickles explained to the Board that this document (*all received a copy*) is the strategic plan approved by the State Board for Community Colleges. The Chancellor is calling for a new six-year strategic plan laser focused on eliminating gaps across Virginia's 23 community colleges. The strategic goal is supported by five supporting goals, each with detailed strategies and objectives for the first biennium. Dr. Mickles advised that the College's onboarding process will be reviewed to streamline it for students, and faculty and staff professional development will also be reviewed. The class schedule will be reviewed looking at adult students who need evening classes.

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- C. CHANCELLOR’S RETREAT:** Dr. Mickles announced that the Chancellor’s Retreat is scheduled for August 3-4 in Roanoke. Individuals can participate in person or virtually. The Chancellor’s Annual Meeting of the Boards is scheduled for August 2-3, and participants are invited to attend the Retreat as well. Dr. Mickles will send the information to Mr. Wimbish and Mr. David as the Board Chair and Vice Chair are invited to attend.
- D. RENAMING TEMPLE BUILDING:** Dr. Mickles stated that the Board needs to determine a process for renaming the Temple Building that will include the Board, faculty, staff, and students. This will be finalized at the next meeting.

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

Respectfully submitted,

Muriel Mickles, Ed.D.
Interim President