

DANVILLE COMMUNITY COLLEGE

MEETING OF THE ADVISORY BOARD

MONDAY, SEPTEMBER 21, 2020

5:30 P.M. – FOUNDATION HALL

SILVERMAN AUDITORIUM

MINUTES NO. 253

The two-hundred and fifty-third meeting of the Danville Community College Advisory Board was held on September 21, 2020, at 5:30 p.m. in Silverman 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
Mr. John Mead
Ms. Kathryn Roberts
Mr. Kevin Shotwell
Ms. Toshia Waller
Mr. Carlyle Wimbish

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
Mr. Brian Jackson, Vice President of
Workforce Services
Mr. Bracken Jones, IT Support

Advisory Board Minutes, September 21, 2020

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

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

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

Others: Dr. Frank T. Grogan

C. **PUBLIC COMMENT:** None

D. **INTRODUCTION OF NEW BOARD MEMBER:** Ms. Toshia Fitzgerald Waller was introduced as a new Board member. She fills the vacancy left by Dr. Frank T. Grogan who completed his term June 30. She is employed in South Boston as a mortician. She attend John Tyler Community College and has a daughter currently attending DCC.

II. PRESIDENT'S REPORT

A. **DCC UPDATE:**

1. Dr. Brian Jackson was introduced as DCC's new Vice President of Workforce Services. He was previously employed by the Southern Virginia Higher Education Center. He also attended John Tyler Community College.
2. Mr. Brad Prillaman has been promoted to Coordinator of Academic Advising. This is a huge benefit for DCC students.
3. **Retirements:** The following employees have announced their plans to retire:
 - a. Ms. Rose Goble, Assistant Professor of Biology, retired September 1, 2020.

- b. Ms. Vickie Taylor, Assistant Professor of Sociology, plans to retire in June 2021 with 50 years of service.
 - c. Ms. Evonda Thornton, Education Support Specialist for the Admissions Office, plans to retire in December.
 - d. Ms. Ruth Whitt, Procurement Officer, will retire October 31.
4. **Faculty Accomplishments:**
- a. Mr. Jeffrey Lynn Massey, was awarded the Adjunct Faculty Member of the Year Award posthumously. He died July 20.
 - b. DCC faculty are excited about online offerings. Ms. Richie Robertson, Associate Professor of Administrative Support Technology, stated, *"Being online has brought more students to some of my classes than I ever had in person."*
5. **Student Accomplishments/Student Voices:**
- a. Kaitlin Merricks and Sara Stephens were selected to become Virginia Dental Hygiene Association Student Delegates. The students will represent the program, as well as the component in which they are located. The student delegates are student members of ADHA (American Dental Hygienists Association) who possess leadership skills and demonstrate an active interest in their professional association.
 - b. HVAC student, Donnie Dalton, was interviewed by the *Danville Register and Bee* about DCC during COVID-19: *"I would rate my college experience in 2020 as a very good one so far. We have in-depth, informative classes with hands on training. Our instructor is very knowledgeable and has found new ways to engage the students amidst the COVID-19 regulations."*
6. **Board Support and Activities:** Dr. Gill Powell thanked the following Board members for their support at the following events:
- a. Ms. Sheila Baynes attended the DCC Educational Foundation Board meeting.
 - b. Mr. Robert David participated in the City of Danville Re-entry Initiative. This plan is to work proactively with people who have had problems in life. DCC is one of two colleges in Virginia that can do Second Chance Pell.
 - c. Mr. John Mead and Dr. Gill Powell gave a demonstration at the recent GENEDGE meeting on the DCC Accelerated Training in Defense Manufacturing (ATDM) Program.

7. **Budget:** Dr. Gill Powell advised that when she began her employment July 1, 2019, the College's budget was 18 cents. The budget increased to \$18,000 and now stands at \$500,000. Employees have worked hard and found efficiencies and ways to spend money more wisely. The CARES Act provided \$1.6 million, which half was paid out to students and the other half can be used by the College. Dr. Gill Powell noted that even though enrollment is down, there have been no layoffs or furloughs.

a. Budget Factors FY 2019-2020

- Ended FY 20 with a strong fiscal position
- Impacts on budget
 - Enrollment
 - Workforce Programming
 - Performance Funding Metrics—Priority Measures
 - New Enrollments First Time in College (FTIC) students
 - Retention and progression of students
 - Competition: Degrees, diplomas, certificates, and transfers
 - FastForward Credentials granted
 - Grant revenues

- b. Local Funds:** Local Funds through June 2020 has a balance of \$16,329 which will be carried over to next year.

- c. Bookstore:** The Bookstore year-end summary showed a net profit of \$16,428.

d. FY 21 Budget Outlook

- Funding Sources: Tuition—36%; State support-36%; and Grants—28%
- State funding is flat.
- Tuition rate is flat.
- Anticipate a decrease in enrollment
- Increase in grant funding
- Increase in Workforce offerings

- e. Change in Salaried Staff vs. Enrollment:** Enrollment has steadily dropped since 2014, but staff has not. Currently, the College has the same number of employees working, but less students. Dr. Gill Powell discussed shifting people. She also noted that some things have gone

online. She discussed the need to sustain the College noting that the Temple Building has not had air conditioning since March. A new unit is \$60,000. The chiller in the Taylor Building was replaced. We also have roofing problems, as well as tree problems (trees need to be removed in some areas for safety reasons). A number of the buildings are not up to code. In order to make DCC a 21st century college, we have to make it functional. We have a lot of old equipment and old technology. If we do not have the infrastructure that new businesses want, we cannot service them. Dr. Gill Powell will continue to share this information with Board members.

8. Facilities Updates:

- a. Renovations in the EIT Building for the Sub-Station Program are almost complete.
- b. Repaving of the parking lots near the EIT Building, Wyatt Building, and the lower level of the Learning Resources Center is complete.
- c. Architectural drawings for the Cyber Security Lab are complete and have been submitted to DEB for review and approval.

- 9. Student Services One-Stop Center:** Dr. Gill Powell advised that DCC students have to go to several buildings to complete the registration process. Plans are to move all administrators in the Wyatt Building to the top floor and use the bottom floor to create a One-Stop Academic Support Center. This will enhance the student experience creating a dynamic, student-focused, school-spirited atmosphere, and Student Services becomes one cohesive onboarding process.

B. DCC EDUCATIONAL FOUNDATION: Mr. Hair reported the following:

1. \$300,000 was received in new scholarship/technology support from the City of Danville and Pittsylvania County governments. He is waiting to hear if \$150,000 will be awarded by Halifax County. These funds will be used this fall and next spring, but must be spent by the end of December.
2. \$10,000 was received from the Community Foundation of the Dan River Region and Anthem Blue Cross to support the Knight's Pantry.

3. **Virtual Scholarship Promotion:** Because of COVID-19, a virtual scholarship reception will be recorded for DCC students and shared with donors in November.
4. **Welding Building Dedication:** The Welding Building will be dedicated later this fall (October/November) at an event where social distancing requirements can be met. The Kiwanis and Lions Clubs donated \$500,000 over two years, and their names are already on the building.
5. **Annual Golf Tournament:** This year's tournament was canceled because of COVID-19.

III. WORKFORCE SERVICES

A. INFORMATION ITEMS:

1. **Morgan Olson:** Dr. Gill Powell joined Governor Ralph Northam for a celebration of Morgan Olson's start of operations at its warehouse in Pittsylvania County. DCC will soon begin providing welding training for their employees.
2. **Department of Defense/ATDM:** DCC is part of the \$1.78 million contract award from the U. S. Department of Defense (DOD). The College will partner with the Institute for Advanced Learning and Research to build an innovative prototype workforce training program to address workforce skill gaps for the Defense Industrial Base. DCC will develop the curricula and hire three faculty and one coordinator for this project.
3. **Virginia Economic Development Partnership (VEDP):** The VEDP was created by the Virginia General Assembly in 1995 to encourage, stimulate, and support development and expansion of the Commonwealth's economy. To accomplish these objectives, the Partnership focuses on business recruitment, expansion, and international trade. This is how DCC contracted with Morgan Olson. When businesses are looking for training, they are funneled to a community college.
4. **GO TEC:** Halifax and Pittsylvania Counties, Danville, and Mecklenburg County classrooms are outfitted with the same pipeline to create early age exposure. It takes students from elementary school through a four-year college.

IV. ACADEMIC AFFAIRS AND ENROLLMENT

A. INFORMATION ITEMS:

1. **Enrollment:** Dr. Gill Powell announced that numbers are still coming in noting that Halifax County High School did not start until September 1. The student headcount is down 14.54 percent compared to this time last year. Dual enrollment is down six percent from this time last year. She stated that we would need a phenomenal spring enrollment.

2. **Academic Affairs:**
 - Successful Shared Services Distance Learning (SSDL) launch.
 - Revisiting G3: There still may be some funding.
 - Schedule Alignment is being reviewed.
 - Holistic student engagement
 - Technical labs open—Faculty and students are very grateful to be open.

V. CENTER FOR ORGANIZATIONAL EXCELLENCE AND DATA ANALYTICS

A. INFORMATION ITEMS:

1. **SACSCOC Fifth Year Review:** Mr. Potter advised that this report is due next year, and we are working to make certain we are in compliance.

2. **Student Outcomes:** These are being reviewed to determine who we are serving.

3. **Ensuring Data Integrity**

4. **Aligning Curriculum Pathways**

VI. HUMAN RESOURCES

A. INFORMATION ITEMS:

Advisory Board Minutes, September 21, 2020

1. **Onboarding Process:** A new internal onboarding process is being developed.
2. **In-depth credentialing review** of employee files for SACS five-year review.
3. **Employment Contracts:** The process has begun to automate employment contracts in an effort to increase security and ease of use.
4. **Adjunct Payroll:** The Human Resources Office is preparing to switch to the Cardinal System for adjunct payroll in October 2021.
5. **Positions:** Four positions have been posted in relation to the DOD project.

VII. PUBLIC RELATIONS AND MARKETING

A. INFORMATION ITEMS:

1. **Marketing Campaigns Update:**
 - a. Total spent from May through August: \$3,500
 - b. Total leads generated via campaign: 102
 - c. Total conversions to enrollment: 37
 - d. Total credit hours attributed to campaign: 133
 - e. Total revenue generated: \$20,881
 - f. Total net revenue generated: \$17, 381
2. **Second Chance Semester:**
 - a. Classes begin October 19.
 - b. Goal is to increase fall enrollment
 - c. Offers popular general classes online
3. **Unity Matters:** DCC supported the Unity Matters event in Danville to celebrate the 57th anniversary of Martin Luther King Jr.'s "I Have A Dream" speech during the march on Washington, D.C. in 1963.

4. **Danville Police Department:** DCC hosted the Danville Police Department's overview of how their officers were trained in de-escalation tactics earlier this month.
5. **Brand Standards Guide:** This guide will protect our logo and will bring the College into compliance.

VIII. COLLEGE-WIDE INITIATIVES

A. INFORMATION ITEMS:

1. **Institutional Accomplishments:**
 - a. 12.44% increase in for credit applications in Fall 2019 (1,880)
 - b. 4.97% increase in FTE for Fall 2019 (1,712) compared to Fall 2018
 - c. .57% increase in non-dual enrollment headcount for Fall 2019 (1,755) compared to Fall 2018 (1,746)
 - d. 4.9% increase in enrolled credit hours at Southern Virginia Higher Education Center in 2019-2020 (1,669) compared to 2018-2019 (1,591)
 - e. 1.5% increase in graduates in 2019-2020 (615) compared to 2018-2019 (606)
 - f. 25% 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).
2. **COVID-19:** Revisions were made on August 20, 2020, to maintain compliance with the first in the nation standards created by the Virginia Department of Industry and Labor (DOLI). Revisions include:
 - a. Public COVID-19 dashboard added to the Danville.edu website.
 - b. Exposure assessments were completed by job task.
 - c. An Official Statement was provided to all contractors working on campus about staying away from campus when ill.
 - d. Weekly "Health Check" reminders are sent to faculty, staff, and students.

Advisory Board Minutes, September 21, 2020

- e. There have been five cases to date at DCC—two students and three employees. VDH conducted tracing and found no risk of exposure to other students, faculty, or staff.
3. **DCC 2023 Strategic Plan—Do. Create, Collaborate.**
Strategic Priority 1: Student Success
Strategic Priority 2: Advancing Excellence
Strategic Priority 3: Financial Stability
Strategic Priority 4: Diversity and Inclusion
4. **Search for Vice President of Academic and Student Services:** The position has been posted and an active search has begun. To date, there are 13 applicants. DCC's first position profile to support recruitment for this role has been developed. Interviews will be conducted as quickly as possible. Dr. Gill Powell noted that three full days will be committed to the interview process, and participants are required to attend all meetings. She asked that if any two College Board members would like to serve on the Search Committee to let her know immediately. Ms. Cassada and Ms. Brown volunteered.
5. **Campus Beautification:** Updated lettering has been placed on aging buildings, and school spirit banners have been placed around campus.
6. **Caesars Casino Planning:** The referendum will be voted on by the citizens of the City of Danville in November. If passed, they will have additional workforce training needs with an emphasis on improving technological readiness. The College is in a good place to receive resources; however, we cannot do much until the public votes.

IX. ACTION ITEMS

- A. **Approval of June 15, 2020, Minutes:** A motion was made by Mr. Mead, seconded by Ms. Baynes, that

THE MINUTES OF THE JUNE 15, 2020, MEETING BE APPROVED AS PRESENTED.

The motion passed unanimously.

Advisory Board Minutes, September 21, 2020

A question was raised about approval of the November 24, 2019, Board minutes. These minutes were approved by the Board in January 2020 at the Board Retreat.

- B. **Approval of Student Government Association Budget 2020-2021:** Following review of the proposed budget, a motion was made by Ms. Baynes, seconded by Ms. Cassada, that

THE STUDENT GOVERNMENT ASSOCIATION BUDGET FOR 2020-2021 BE APPROVED AS PRESENTED.

The motion passed unanimously.

- C. **Approval of Expenditures of Student Activities Fees:** Following review of past and proposed expenditures, it was noted that any balance remaining at year end rolls over. A motion was made by Ms., Cassada, seconded by Ms. Baynes, that

THE APPROVAL OF EXPENDITURES OF STUDENT ACTIVITIES FEES FOR 2020-2021 BE APPROVED AS PRESENTED.

The motion passed unanimously.

X. IMPORTANT DATES AND ANNOUNCEMENTS

- A. **Chancellor's Summit:** Dr. Gill Powell announced that this year's Chancellor's Summit would be virtual and take place on October 14-15. The topic is *Razing Our Monuments: Race to Equity*. The Chancellor invites our community college leaders, their teams and community partners to join him virtually for "A Conversation on Race: The Road Ahead." Fliers containing registration information were distributed, and Board members were asked to notify Ms. Wann if they would like to attend.
- B. **Next Meeting:** Board members were reminded that the next meeting is scheduled for Monday, November 16. A poll was taken to either have the meeting via Zoom or in person. The majority of the members preferred to have the meeting in person (*five individuals*).
- C. **Recognitions:** Chairman Wimbish recognized Dr. Tom Grogan, a past Board member, who was in attendance. He also recognized Ms. Roberts on her recent appointment to the South Boston IDA.

Advisory Board Minutes, September 21, 2020

XI. EXECUTIVE SESSION—REAL ESTATE (*Ms. Roberts left the meeting before the Executive Session began.*)

At 7:05 p.m., Ms. Baynes made the following motion, seconded by Mr. Mead:

MR. CHAIR, IN ACCORDANCE WITH SECTION 2.2-3711(A) (3) OF THE CODE OF VIRGINIA, I MOVE THAT THE DANVILLE COMMUNITY COLLEGE ADVISORY BOARD CONVENE IN CLOSED SESSION TO DISCUSS MATTERS RELATING TO REAL ESTATE.

ROLL CALL:

Shelia Baynes	<u> X </u>	Yes	<u> </u>	No
Barbara Brown	<u> X </u>	Yes	<u> </u>	No
Ann Cassada	<u> X </u>	Yes	<u> </u>	No
Robert David	<u> X </u>	Yes	<u> </u>	No
John Mead	<u> X </u>	Yes	<u> </u>	No
Kathryn Roberts—left meeting	<u> </u>	Yes	<u> </u>	No
Kevin Shotwell	<u> X </u>	Yes	<u> </u>	No
Toshia Fitzgerald Waller	<u> X </u>	Yes	<u> </u>	No
Carlyle Wimbish	<u> X </u>	Yes	<u> </u>	No

At 7:55 p.m., Ms. Baynes made the following motion, seconded by Ms. Cassada:

MR. CHAIR, THE ADVISORY 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 CONVENE WERE HEARD,

Advisory Board Minutes, September 21, 2020

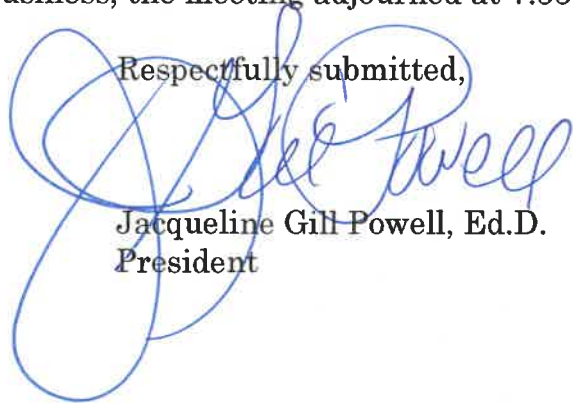
DISCUSSED, OR CONSIDERED IN THE MEETING BY THE ADVISORY COLLEGE BOARD.

ROLL CALL:

Shelia Baynes	<u> X </u> Yes	<u> </u> No
Barbara Brown	<u> X </u> Yes	<u> </u> No
Ann Cassada	<u> X </u> Yes	<u> </u> No
Robert David	<u> X </u> Yes	<u> </u> No
John Mead	<u> X </u> Yes	<u> </u> No
Kathryn Roberts	<u> </u> Yes	<u> </u> No
Kevin Shotwell	<u> X </u> Yes	<u> </u> No
Toshia Fitzgerald Waller	<u> X </u> Yes	<u> </u> No
Carlyle Wimbish	<u> X </u> Yes	<u> </u> No

There being no further business, the meeting adjourned at 7:55 p.m.

Respectfully submitted,



Jacqueline Gill Powell, Ed.D.
President

