**DANVILLE COMMUNITY COLLEGE**

**MEETING OF THE COLLEGE ADVISORY BOARD**

**MONDAY, JUNE 26, 2023**

**5:30 P.M. – AUDITORIUM**

**RCATT**

**MINUTES NO. 266**

The two-hundred and sixty-sixth meeting of the Danville Community College Advisory Board was held on June 26, 2023, at 5:30 p.m. in the RCATT Auditorium.

**I. OPENING**

**A. Call to Order:** Ms. Toshia Waller, 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

Ms. Ernestine Payne

Mr. Kevin Shotwell

Ms. Toshia Waller

Mr. Carlyle Wimbish

Absent: Ms. Kathryn Roberts

Also Present: Mr. Mark Funkey, Vice President of Workforce Services

Mr. Shannon Hair, Vice President of Institutional Advancement and Development

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

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

* Mr. Cory Potter, Director of Institutional Planning, Effectiveness, and Research
* SACSCOC Accreditation Liaison

Mr. Wayne Peters, Interim Vice President of Financial and Administrative Services

Ms. Belinda Stockton, Associate Vice President of Human Resources

Ms. Terri Thompson, State Board Vice Chair and DCC’s Liaison

Dr. Jerry Wallace, President/Secretary

Ms. Connie Wann, Executive Assistant to the President

**C. PUBLIC COMMENT:** None

**D. INTRODUCTION OF SCHOLARSHIP RECIPIENTS:** As salutatorian at Chatham High School, Matthew Scearce received the DCC Board Excellence in Academic Achievement Scholarship which pays his tuition for a full two years while at DCC. He plans to enroll in the Machining Precision Program.

Another recipient of the DCC Board Excellence in Academic Achievement Scholarship is Christopher Buchinsky. He ranked No. 3 in his class at George Washington High School. He could not attend the meeting because he is working at a camp this summer.

**E. INTRODUCTION OF MS. TERRI THOMPSON:** Ms. Thompson is currently the Vice Chair of the State Board for Community Colleges and is DCC’s liaison. She initially planned to attend the Board meeting, but a couple of events were scheduled so she attended them, spent the night, and toured Danville and the campus on June 27. The Educational Foundation presented her with a copy of DCC’s history, as well as a dish garden.

**F. REAPPOINTMENT OF MS. ANN CASSADA:** Dr. Wallace congratulated Ms. Cassada on her reappointment for a second term on the College Advisory Board. Her term will end 2027.

**G. GIFT FOR MR. JOHN MEAD FOR YEARS OF SERVICE ON THE DCC ADVISORY BOARD:** Mr. Mead resigned from the Board March 14 for health reasons prior to completing his second term on the Board. He died on April 19. A celebration of life honoring Mr. Mead was held on June 10, 2023, from 2:00-4:00 p.m. at Master Gage & Tool Co., the company he and his wife owned. Following protocol, Dr. Wallace attended the event and presented the family a pewter pitcher inscribed with his initial and dates of service.

**G. Approval of Minutes:** The March 20, 2023, meeting minutes were presented for approval. A motion was made by Ms. Baynes, seconded by Ms. Payne, that

**THE MINUTES OF THE MARCH 20, 2023, MEETING BE APPROVED AS PRESENTED.**

The motion passed unanimously.

**H. Approval of Minutes:** The April 27, 2023, called meeting minutes of the College Advisory Board Evaluation Committee were presented for approval. A motion was made by Ms. Brown, seconded by Ms. Cassada, that

**THE MINUTES OF THE APRIL 27, 2023, CALLED MEETING OF THE COLLEGE ADVISORY BOARD EVALUATION COMMITTEE BE APPROVED AS PRESENTED.**

The motion passed unanimously.

**i. election of officers:** Mr. Wimbish made a motion that Ms. Ann Cassada be elected chair and Ms. Kathryn Roberts be elected vice chair. The motion was seconded by Ms. Baynes, that

**Ms. Ann Cassada be elected chair and Ms. Kathryn Roberts be elected vice chair for 2023-2024.**

The motion passed unanimously.

**II. HUMAN RESOURCES:** Ms. Belinda Stockton discussed the following:

1. **Salary Increases:** Employees receive a five percent salary increase on July 3.

**B. SUMMER WORK SCHEDULE:**  To reward classified employees for the six percent enrollment increase, they were offered the option of working four nine-hour days and four hours on Friday closing the College at 12:00 Noon.

1. **ATDM GRANT REORGANIZATION:** Fifteen ATDM instructors were notified their positions are moving from DCC to IALR effective August 1. They will officially be laid off July 31. Ms. Stockton advised that the VCCS has a three-month severance package based on years of service and salary including 12 months health insurance and life insurance. If they choose not to accept employment by the IALR, they will receive the severance package. DCC was the subcontractor for this grant, so it was a wash. This is customized training and they were trainees, not students.
2. **SUMMER INITIATIVES—EVALUATIONS AND TRAINING:**  Ms. Stockton advised that the following training would occur this summer:
3. Administrative Faculty Reviews
4. ​Supervisor Training via SHRM.
5. DCC Hiring Process Training; and
6. Navigating New State Requirements: re Minimum Job Requirements—Effective July 1, 2023, State agencies will not be allowed to require a degree as a requirement of classified positions. Dr. Johnson noted that this was true for wage employees as well. For those teaching certain classes, they will have to be hired as adjunct faculty.

**III. FINANCIAL/ADMINISTRATIVE SERVICES/FACILITIES AND PHYSICAL PLANT:** Mr. Wayne Peters, Interim Vice President of Financial and Administrative Services, discussed the following:

1. **fINANCE UPDATES—GENERAL FUNDS:** We are trending well with the budget. We are in a very strong position as we go into the last month of the fiscal year. He is projecting a small surplus at the end of 2023.
2. **FINANCE UPDATES—LOCAL FUNDS:** Of the $27,000 provided to the College by the three localities we serve, $9,409.13 has been spent. Dr. Wallace announced that he is planning a Cabinet Retreat in September and will use some of the balance of this account to cover expenses. One reason for the $17,590.87 balance is because we are using CARES Act money and some positions were not filled so that money was saved.

**C**. **FINANCE UPDATES—HEERF FUNDS (CARES ACT):** The College has spent $4.7 million of this funding. Funding is available through October 30 this year, and an extension can be given if necessary.

**1**. Mr. Peters noted that the Alertus System and the Brivo Access Control System have been purchased using this money.

**2.** Three golf carts were purchased—one for Student Services, one for Security, and one for the President’s Office—to be used for tours, ADA compliance, dignitaries and visitors, and faster response time for security.

**3**. Exploratory work on the ventilation and draining issues at RCATT has been corrected.

**4.** Quotes are being taken for the repair/replacement of the roofs of the Temple and Hill Buildings. The Wyatt Building is in the plan, as well as Foundation Hall.

**IV. MARKETING AND PUBLIC RELATIONS**

**A. MARKETING INITIATIVES**

**1.** **Summer and Fall Enrollment**: Ms. O’Neil reported that every semester we are marketing enrollment.

* Print Advertising (*Danville Register & Bee, Showcase Magazine, Gazette Virginian*​)
* Radio Advertising (WAKG, WHLF, WBTM)​
* Commercial Video Advertising (Comcast Cable, Streaming Platforms, Local Theaters)​
* Social Media Advertising (Facebook, Instagram, Twitter, LinkedIn, YouTube) ​
* 4,000 printed class schedules distributed in mailboxes across the region​

**2.** **Campus Upgrades:**

* A wall wrap has been installed in the Main Wyatt Building entrance.
* A Student Center barrier sign has been installed. It is removable, and we have an additional sign to be used.
* Branded DCC Golf Carts

**3.** **Media Pickups and News:** Nineteen DCC news stories were pitched across the last 12 weeks with ALL stories being published across multiple media platforms—1.58 weekly average.

* Celebrating Resilience and Success: A Look Back with Dr. Jerry Wallace​
* DCC Educational Foundation Awards More Than $100k in First Scholarship Round​
* DCC President Dr. Jerry Wallace Receives Prestigious PACE Award​
* Students Named to DCC President’s Honors List for Spring 2023​
* Students Named to DCC Vice President’s Honors List for Spring 2023​
* Danville Community College Announces Commencement Speaker​
* Op-ed with Dr. Jerry Wallace: Finishing the Semester Strong​
* Students Named to DCC President’s Honors List for Fall 2022​
* Students Named to DCC Vice President’s Honors List for Fall 2022​
* Danville Community College Dental Hygiene Students Achieve 100% Clinical Boards Pass Rate​
* DCC Launches New Grant Program to Reduce Poverty and Remove Barriers​
* Op-ed with Dr. Jerry Wallace: Marching Toward Success!​
* Danville Community College Announces 2023 Career Fair, Connects Students and Alumni with Industry Recruiters​
* Danville Community College Partners with River District Consulting Group to Provide Professional Development for Faculty and Staff ​
* DCC Hosts Inaugural ‘Workforce Viewpoint’ Event for Local Business and Industry Partners​
* DCC Hosts Spring Fling: A Day of Fun, Food, and Community Building​
* DCC to Host Community-wide Open House on April 5​
* Danville Community College Hosts ‘Knight for a Day’ to Showcase Programs and Career Pathways to Local High School Seniors​

**4.** **Social Media Reach:** From March 21 to June 25, we had the largest growth seen on LinkedIn and Facebook attributed to engagement initiatives like giveaways (Facebook) and momentum from administration posts (LinkedIn). The total new follower growth was +318.

**5.** **Graduation Upgrades:**

* + - New ceremonial mace *(the old one is on display in the LRC).*
    - Congratulation yard signs for all graduates.

**6.** **Design Projects:** Ms. O’Neil advised that a history timeline panel has been designed for the Temple Building. This is one of seven panels and hand designed from scratch to be installed in the Temple Building hallway. She noted that if this project had not been done in-house, the cost would be $15,000.

**7.** **Community Engagement—Children’s Book:** Ms. O’Neil announced that she and Dr. Wallace have finished the children’s book with Ace as the main character—*Ace The Mighty Conquers Knight School*. He is attending night school and facing some challenges. It has been written on a third-grade level. The illustrator is Robert Ullman. The wizard is Professor Emeritus B. Carlyle Ramsey. The intent of the book is to reach the K-12 population. Bookmarks will also be available. Each classroom will receive a book, and all students will receive a bookmark. The printed book should be here by mid-October.

1. **ACADEMIC AFFAIRS AND STUDENT SERVICES**

**A. RECENT PROMOTIONS:** Dr. Johnson reported that Ms. Cathy Pulliam is the new Dean of Students after serving as interim for a year. Also Dr. David Klocek is the new Director of Institutional Effectiveness. He previously worked for Virginia Wise as Director of Institutional Effectiveness and has SACS experience.

**B. ACTION ITEMS:**

* 1. **ATTACHMENT 3—APPROVAL OF STUDENT GOVERNMENT ASSOCIATION 2023-2024 BUDGET:** The $4,000 total is the same as last year.

**ATTACHMENT 4—APPROVAL OF THE EXPENDITURE OF STUDENT ACTIVITIES FEES 2023-2024:** The various categories were reviewed broken down to identify activities in which students are involved.

Ms. Cassada made a motion, seconded by Mr. Wimbish, that

**THE STUDENT GOVERNMENT ASSOCIATION 2023-2024 BUDGET BE APPROVED AS SUBMITTED AND THE EXPENDITURE OF STUDENT ACTIVITIES FEES FOR 2023-2024 BE APPROVED ALSO.**

The motion passed unanimously.

**2. New Coordinator of Student Activities:** Mr. Karl Staten has been employed as Coordinator of Student Activities. His salary and fringe benefits are paid from the Student Activities Fees Account.

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

**Mr. Staten’s salary and benefits be paid from the Student activities fees account.**

The motion passed unanimously.

Ms. Baynes asked a question about the Student Emergency Disaster Relief line item. Dr. Johnson replied that the funding is for professional development for those who serve as officers. Everything that the SGA does is for the students.

**C. ENROLLMENT REPORT REGULAR FTE:** Dr. Johnson reported that FTE for Fall 2023 was 594 and Fall 2022 it was 494, a 20.08 percent increase. DCC is sixth out of the 23 colleges. These numbers do not include any dual enrollment or early college students since they have not been registered yet.

**D. ENROLLMENT MANAGEMENT HIGHLIGHTS:** We are attempting to measure everything we do that supports the student’s life cycle. Students are aware of degree plan and complete it in a timely manner. The leadership group hasn’t been discussed.

**1. How are we creating connections with prospective students?** Spring Semester 2023 Outreach and Recruitment—476 students connected—***Knight for a Day*** held March 24, 2023, where all programs were discussed, and ***Open House*** held April 4, 2023.

**2. How many students are we helping along the way?**

|  |  |  |  |
| --- | --- | --- | --- |
| **Progress Phase: Fall 2022 Snapshot** | | | |
| **All Tutees** | **% of Tutees Passed with A, B, C** | **% of Active Tutees Passed with A, B, C** | **% of General Student Population Taking Same Courses Passed with A, B, C** |
| **156** | **104/67%** | **76%** | **52%** |

**This data will be shared with faculty so they will be**

**aware that tutoring is effective.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Completion Phase: Commencement 2023** | | | |
|  | **AY23** | **AY22** | **% Change** |
| **Awards** | **744** | **761** | **-2.2%** |
| **476 Graduates AY23** | | | |

* **Transition Phase: How are we preparing students for industry? Career Fair held April 26, 2023, with 50 employers and over 142 students. The College is looking at ways to allow employees to create profiles, collect applications and obtain tracking software.**

**E. LAUNCH PROCESS OF NEW PROGRAM—AVIATION MAINTENANCE AND TECHNOLOGY**: Components of the Launch:

1. FAA—Five Phase Process—has to be completed to start program. Depending on the FAA, we are looking to start the program in 2025. Members of the City of Danville joined them on the visits so they could see what is needed.

2. VCCS Process for New Programs

3. SACSCOC Substantive Change

Dr. Johnson and Dr. Klocek visited Blue Ridge Community College to look at their program and processes. They employ two faculty and one staff member with 25 students. It takes one year to complete the classroom portion of the program attending classes from 8:00 a.m. to 5:00 p.m. They also visited Guilford Technical College which has 13 instructors with 250 students. The two-year program runs summer, fall and spring.

1. **WORKFORCE SERVICES:**
2. **ROUNDTABLES UPDATE:** Mr. Funkey discussed the viewpoint held at the Danville Golf Club providing us the opportunity to meet with local employers to determine their needs. A second event was held in South Boston; both events went well. A follow-up survey may be done to capture information from those who were unable to attend. Mr. Hair also discussed Middle College.
3. **TRAINING PROGRAMS UPDATE:**

**1.** the **CDL Simulator** was showcased on June 26. The sixth cohort has been started with six students. Twenty-one students have completed the training and 19 have earned a CDL.

**2.** **Welding Training:** The May cohort had nine students and the July cohort starts July 10.

**3.** **Clinical Medical Assistant (SVHEC):** This program starts January 2024.

**4.** **Human Resources Training:** A lot of companies are trying to promote within, but do not have training. This is needed in the community as well as the College.

**5.** **Industrial Maintenance Training (SVHEC):** EBI has requested training in Industrial Maintenance, Robotics, as well as Leadership Training.

**6.** The Challenge is identifying training to be offered that will interest the community.

**C. CYBERSECURITY GRANT:** The grant had not been fully accepted and had to be rewritten with the Danville Pittsylvania County Chamber as a partner. DCC will receive $750,000 for equipment, new personnel, and curriculum development.

**D.** **PERSONNEL UPDATE**

**1.** Mr. Chad Younger has been employed as the new Director of Workforce Services.

**2.** Ms. Abby Karavanic is the new administrative assistant for Workforce Services.

**3.** Apprenticeship Coordinator—Ten applications have been received.

**4.** Twelve-Month Trainer—Position still open.

**5.** Two FastForward Success Coaches—The Interview Committee is reviewing the applications.

**E. GENERAL INFORMATION**

**1.** Holding bi-weekly meetings.

**2.** Growth and excitement—Industry Training and Community Education

**3.** Communication

**4.** Marketing Planning—Gathering information for new brochures and fliers.

1. **INSTITUTIONAL ADVANCEMENT AND DEVELOPMENT/DCC EDUCATIONAL FOUNDATION**

**A. History of the college:** Mr. Hair presented a copy of DCC’s history to Ms. Ms. Terri Thompson, State Board Vice Chair and DCC’s Liaison.

**B. College support provided ay 22-23:**

* General Student Scholarships            ​
* Precision Machining Scholarships​
* DCC Knights Food Pantry                    ​
* Early Childhood Program​
* Middle College                                     ​
* 40th Anniversary Fund​
* Welding Program                                 ​
* Workforce Credentials​
* HVAC Equipment
* Program Equipment (Nursing & CDL Sim)

**C. INSTITUTIONAL ADVANCEMENT AND DEVELOPMENT UPDATES:** Since July 1, 2022, the DCC Educational has a 90 percent success rate on grant submissions (19/21), with over $400,000 of the overall total shown below raised tied to grant requests.​ Total Grant/Funding Support Raised To-Date *(July 1 to June 26, 2023)*: ​

$625,000 *(over $1,700 raised daily for 361 consecutive days)​*

**1.** **Inaugural Workforce Viewpoint 2023, March 28, Danville Golf Club:** Over 125 attended representing over 100 businesses and industries. DCC’s leadership spoke about our new industry response, the College’s upcoming Career Fair. The DCC Educational Foundation presented the first DCC Industry Partner Award to Hitachi South Boston.

**2. Inaugural Thirsty Thursday Social, April 6, 2023, Factory Street Brewing Company:** Over 40 attended this event representing business and industry from the Halifax County and South Boston areas. DCC’s leadership spoke about our new industry response, the College’s upcoming Career Fair, and recognized Hitachi South Boston as the first DCC Industry Partner Award.

**3.** **Key Hire and Promotion:** Ms. Cheryl Terry has accepted the position of Dean of Middle College and Strategic Partnerships. She has over 15 years with the College. Middle College is being reimaged working with the City of Danville’s Adult Education Program. Ms. Terry was the first director of Middle College. A lot of funding has been received annually from JTI. It was noted that the Alliance for Excellence Program would also be returning to campus.

Ms. Cheryl Hill was promoted to Coordinator of Institutional Advancement.

**4. Endowment Gift Announcement—Jo Wimbish Memorial Scholarship:**  This scholarship was established by her two sons, Randy and Robert, surprising their father, Mr. Carlyle Wimbish, a member of the Advisory Board and former chair. The scholarship will be awarded to one incoming freshman or sophomore from Halifax County. The recipient must maintain a 2.5 grade point average while attending DCC and is eligible to reapply. The first award will be made Fall 2023.

1. **PRESIDENT’S REPORT**
2. **THANKS TO THE BOARD:** Dr. Wallace expressed his appreciation to the Board for being more visible and to the Executive Cabinet teamwork and professional development:

**1. DCC ADVISORY BOARD MEMBERS**

* President’s Evaluation Committee—Ms. Barbara Brown, Mr. Kevin Shotwell, and Ms. Toshia Waller
* Board Chairs: Mr. Carlyle Wimbish and Ms. Toshia Waller
* Increased engagement—Thirsty Thursday, Scholarships, 40th Anniversary DCCEF, Chamber Event

**2. DCC Executive Cabinet**

* Stepping up to the Challenge
* Teamwork
* Professional Development

**B.** **ADMINISTRATOR ON DUTY:** Dr. Wallace established a system where administrative coverage for the College would be available when he was away from the College for a period of time. There were no issues until the last day, and the power went out.

**C.** **DR. DORé’S VISIT:** The Open Forum was well attended. Dr. Wallace presented the Chancellor with a clock with the time set at 1 o’clock indicating that DCC wants to be No. 1. By 2028, DCC will be in the top 150 colleges in the region.

**D. TOP FIVE DCC EXECUTIVE CABINET ACCOMPLISHMENTS AND GOALS 2022-2023:**

* Student Success
* Campus Culture
* Improved Infrastructure *(Brivo and Alertus Access Control Systems)*
* Renewed Community Engagement
* Philanthropy

**E. TOP THREE DCC EXECUTIVE CABINET FUTURE INITIATIVES 2023-2024:**

* Strategic Growth
* Innovation: Establish new partnerships with school divisions to explore CTE Academy at DCC.
* Quality Assurances

**F. UPCOMING PROGRAMS AND PARTNERSHIPS:**

* Construction/Building Trades *(new building/location—Option 1: 1103 Goodyear Boulevard—20,000 square feet; Option 2: 810 Industrial Avenue—18,000 square feet)*

Dr. Wallace advised that that the area is 2,000 homes short. Once the Casino is completed, the number will increase to 6,000. A grant with the Danville Regional Foundation is completed and just has to be submitted. The space will be leased back to them.

* Aviation Maintenance Technician *(new building/location*)
* CDL Truck Driving Class B: We are working with Encore to get started, as well as exploring other sites in the County.
* Reverse Transfer Agreement with Averett University: We are looking for two- and four-year schools to partner together. We are already working with Averett. All of DCC’s programs can be minors, and Averett students can take their general education courses with DCC.
* SVHEC Expanded Programming: The SVHEC has asked us to expand programs. Dr. Johnson is working on the credit side, while Mr. Funkey is doing non-credit.

**G. HIRE Virginia:** Dr. Wallace advised that this is the old policy and Nos. 5 and 6 will be moved and apprenticeship will be added. All presidents are on the Board. This aligns with everything we are doing in workforce. The Board will be provided with talking points about this plan.

There being no further business, the meeting adjourned at 7:40 p.m.

Respectfully submitted,

Jerry Wallace, Ed.D.

President and Secretary