**DANVILLE COMMUNITY COLLEGE**

**MEETING OF THE COLLEGE ADVISORY BOARD**

**MONDAY, SEPTEMBER 18, 2023**

**5:30 P.M. – SILVERMAN AUDITORIUM**

**FOUNDATION HALL**

**MINUTES NO. 267**

The two-hundred and sixty-seventh meeting of the Danville Community College Advisory Board was held on September 18, 2023, at 5:30 p.m. in the Silverman Auditorium.

**I. OPENING**

**A. Call to Order:** Ms. Ann Cassada, 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

Ms. Kathryn Roberts

Mr. Randy Shackelford

Mr. Kevin Shotwell

Ms. Toshia Waller

Mr. Carlyle Wimbish

Also Present: Mr. Tom Canupp, Information Technology Manager

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

Dr. Jerry Wallace, President/Secretary

Ms. Connie Wann, Executive Assistant to the President

**C. PUBLIC COMMENT:** None

**D. WELCOME NEW BOARD MEMBER:** Mr. Randy Shackelford was welcomed as the College’s newest Board member. He is a graduate of Old Dominion University with a B.S. in Mechanical Engineering and DCC in Engineering and one year of drafting and design. He works as a mechanical engineer, Senior Manager of Technical Services, Vice President, General Manager and field support of various manufacturing facilities and skilled trades companies. He is also a past member of the DCC Precision Machining Technology, Integrated Machining Technology and Dimensional Inspection/Metrology Lay Advisory Committee (six years). He served two years on the DCC Welding Lay Advisory Committee.

**E. REAPPOINTMENT OF MR. KEVIN SHOTWELL:** Dr. Wallace congratulated Mr. Shotwell on his reappointment for a second term on the Board from July 1, 2023, to June 30, 2027.

**F. WELCOME DR. CARL SMALLS AND DR. DAVID KLOCEK:** Dr. Wallace introduced Dr. Smalls, DCC’s new Vice President of Finance and Administrative Services, and Dr. David Klocek, our new Director of Institutional Planning, Effectiveness and Research. Dr. Smalls began his employment on September 11 and holds a Doctor of Education degree from Kansas State University, John E. Roueche Center for Community College Leadership and has participated in programs at Harvard University’s John F. Kennedy School of Government. With an impressive background in higher education and a strong track record in assessing and enhancing institutional effectiveness, Dr. Klocek brings a wealth of knowledge and expertise to DCC. He served as Director of Assessment and Evaluation at the University of Virginia College at Wise from 2014 through 2022. He was vice dean of Academic Affairs, as well as Faculty Chair at the Institute of World Politics, a specialized graduate school of international politics and national security, from 2005-2012. He earned his PhD from Georgetown University in 2002 and was an intelligence officer in the CIA during the last 1980s and worked on Eastern European matters. In his new role at the College, Dr. Klocek will play a critical role in advancing the Colleges’ mission and strategic goals.

**G. NEW FACULY AND STAFF WERE WELCOMED:**

|  |  |
| --- | --- |
| **President's Office (2)​** | New Hires:  Mark Funkey, VP Workforce (Jan.); Dr. Carl Smalls, VP Finance & Admin. Services (Sept)​ |
| **Human Resources (1)**​ | New Hire: Rachel Rimel, Talent Acquisition Manager (March)​ |
| **Public Relations and Marketing (2)**​ | New Hires: Kat Daniel, Marketing Specialist (January); 1 Part-Time​ |
| **Institutional Advancement & Foundation (1)**​ | New Hires: Cheryl Terry, Dean, Middle College (July); Plus 1 Full-Time Promotion​ |
| **Finance and Administration (6)**​ | New Hires: 3-Information Technology, 2-Maintenance, 1-Grant Account​ |
| **Workforce Services (16)**​ | Supervisor Hire: Chad Younger, Director of Workforce (June)​ |
| **Academic Affairs & Student Services (30)**​ | Supervisor Hires: Cathy Pulliam, Dean of Student Services (July); Melissa Mann, Dean of CTE (Sept); Dr. David Klocek, Director of Institutional Effectiveness and Research (May)​  7 Full-Time Faculty: 2-Nursing, 2-Automotive, HVAC, English, Aviation​ |

**H. Approval of Minutes:** The June 26, 2023, meeting minutes were presented for approval. A motion was made by Ms. Baynes, seconded by Mr. Wimbish, that

**THE MINUTES OF THE SEPTEMBER 18, 2023, MEETING BE APPROVED AS PRESENTED.**

The motion passed unanimously.

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

1. **yEAR IN rEVIEW—hIRING SNAPSHOT (july 2022 to Date:** See IG.

**B. CURRENT INITIATIVES:**

**1. Employee Benefits**

a. Employee Wellness Resources Communication—Convocation and email.

b. State Employee Appreciation Day—Washington Commanders versus Giants Football Game

c. VRS (VA Retirement System) representatives on campus this fall to present and meet with employees individually.

**2. COVID-19**

a. Monitoring cases at DCC ad sharing CDC guidance.

b. Watching for directives from the Governor/State.

**3. Classified Staff Performance Management**

a. Annual Reviews with an October 24 Completion Date

**III. FINANCIAL/ADMINISTRATIVE SERVICES/FACILITIES AND PHYSICAL PLANT:** Mr. Wayne Peters, Director of Finance, discussed the following.

1. **fINANCE UPDATES—GENERAL FUNDS:** We are two months into the financial year with an $18.3 million budget.
2. **FINANCE UPDATES—LOCAL FUNDS:** Of the $27,000 provided to the College by the three localities we serve, $4,349 has been spent. Tickets to a Danville Otterbuts baseball game were purchased for faculty and staff and one guest using these funds. 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.

**C**. **FINANCE UPDATES—HEERF FUNDS (CARES ACT):** The budget left in this account is $5.9 million and will run through June 2024. A question was raised about the sustainability of positions using these funds. Funding one full-time and one part-time position using these funds allows the College to obtain data and information while looking for funding.

**D.** **IT DEPARTMENT:**

**1. Information Technology FY 2023**

a. Replaced Palo Alto Firewall

b. Installed Core Network Switch

c. Upgraded AV systems in 20 classrooms

d. Replaced two Hyper-V Host servers

e. Deployed approximately 200 PCs

**2. Information Technology FY 2024**

a. Implemented IT Evening Schedule

b. Install new Meraki WiFi network

c. Install new Veeam Backup system for campus servers

d. Complete Cross Training for all IT staff

**E.** **FACILITIES AND PHYSICAL PLANT**

**1**. Wyatt 202 will be converted to office space for Human Resources and will be paid for using CARES ACT funding.

**2.** The Temple Building roof project is underway.

**3**. Dead trees have been removed around Foundation Hall.

**IV. MARKETING AND PUBLIC RELATIONS**

**A. MARKETING INITIATIVES**

**1.** **Second Eight-Week Session:** Ms. O’Neil reported that every ads would be launched next week in local papers, social media, and radio.

**2.** **Name the Knight:** College has a new mascot and is holding a contest to name “the Knight.” The costume is high quality and will arrive in a couple of weeks. Forty suggestions for names have already been made. The Executive Committee will select the top three names and students will vote on the final one.

**3.** **One Great Thing About DCC Campaign:** Faculty, staff, and students have been requested to submit “One Great Thing About DCC.” Ms. O’Neil advised that it would be nice to have a submission from members of the College Advisory Board.

**4.** **Alumni Spotlight:** Ms. O’Neil said that she has received great content, and her department won a VCCA Award for this project.

**5.** **Media Pickups and News:** Fifteen stories were pitched in 12 weeks; Annual update: 60 stories pitched in 52 weeks.

* DCC Welcomes Dr. Carl Smalls as VP, Finance & Administration​
* First Short-term Cyber Security Training Cohort Kicks Off at DCC​
* Op-Ed with Dr. Jerry Wallace: New Beginnings and Continued Momentum​
* DCC Boosts Employee Professional Development with Constructive Dialogue​
* DCC Educational Foundation Annual Suds Fundraiser Sees Major Success​
* Early College Program Numbers More Than Triple at DCC​
* DCC Launches Literacy Project at Chamber Morning Brew Event​
* VCCS Board Vice Chair Visits Danville Community College​
* Jo Wimbish Memorial Scholarship Established at DCC​
* GWHS Student Achieves Third-in-Class, Receives Full-Ride Tuition Scholarship to DCC ​
* Chatham High Salutatorian Chooses DCC, Receives Full-Ride Tuition Scholarship​
* DCC Welcomes Dr. Carl Smalls as VP, Finance & Administration​
* DCCEF Golf Tournament​
* NCLEX Pass Rates​
* Second 8-Week Courses​

**6.** **Social Media Reach:** Ms. O’Neil advised that the Social Media reach is up 370 percent over this time last year.

**7.** **Historical Timeline in Temple Building:** Ms. O’Neil announced that they were moving to the second floor of the Temple Building where they plan to use a “Then and Now” theme for pictures on the walls.

**8. Ace the Mighty:** Dr. Wallace and Ms. O’Neil have visited 719 elementary and Head-Start students promoting the new book and literacy.

**Pittsylvania County Book Tour**:​

Brosville Elementary - 84​

Union Hall Elementary -64​

Mt. Airy Elementary-53​

Gretna Elementary - 180​

Southside Elementary - 80​

Chatham Elementary - 105​

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**City of Danville:​**

HeadStart Program - 153​

**Halifax County is to be added**.

**9. VCCA Awards presented at the VCCA Conference to the Office of Public Relations and Marketing:**

* Alumni Spotlight Videos 1-7​

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* Second Eight-week Campaign​

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* Summer/Fall Enrollment Campaign​

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* Op-Ed: Celebrating Resilience and Success: A Look Back with Dr. Jerry Wallace​

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* Historical Timeline Panels​

**10. New Part-time Employee:** Ms. Kathy Nguyen has been employed by the Office of Public Relations and Marketing. She is a recent graduate of George Mason University where she earned her Bachelor of Arts degree. She is also a VCCS alum, graduating from Patrick and Henry Community College in 2020. She has a valuable mix of marketing experience, including social media management, Google Business, and content creation.

1. **ACADEMIC AFFAIRS AND STUDENT SERVICES**

**A. ENROLLMENT REPORT: FALL 2023:**

**Fall 2023 1472 FTE**

**Fall 2022 1369 FTE**

**%Change: 7.52%**

**B. ACTION ITEMS:**

**C. ENROLLMENT MANAGEMENT HIGHLIGHTS:**

**1. How are we serving our high school population?**

**COHORT 2022 COHORT 2023**

Early College 18 students 54 students

Dual Enrollment 973 students 803 students

**2. How are we creating connections with prospective students?**

**OUTREACH AND RECRUITMENT—ACTS OF SERVICE**

|  |  |  |
| --- | --- | --- |
| **OUTREACH EVENT ​** | **DATE​** | **NUMBERS​** |
| **Piedmont Regional Governor School Tour**​ | June 20 & June 27​ | 36 Prospects​ |
| **TRIO College Prep & CTA**​ | June 22 & August 10​ | 35 Prospects​ |
| **Caesars Virginia Benefits Day**​ | June 29th ​ | 55 Prospects​ |
| **Open House GWHS & HCHS**​ | August 1 & August 16 ​ | 70 Prospects ​ |
| **Pigg River Community Center Outreach Day**​ | June 24​ | 200 Prospects ​ |
| **DHRA Housing Outreach**​ | July 7 – August 4​ | 50 Prospects ​ |
| **Shiloh Baptist Church**​ | August 5​ | 15 Prospects ​ |

**3. Onboarding of New Students:** Entry Phase

|  |  |  |  |
| --- | --- | --- | --- |
| **ACTION​** | **FALL 2023​** | **FALL 2022​** | **% CHANGE​** |
| **DCC COLLEGE APPLICATION**​ | **922 Total Admissions Apps​** | **652 Total Applications​** | **41% Increase ​** |
| **FEDERAL PELL**​ | **$7.9 Million Awarded for Pell​** | **$6.2 Million Awarded  for Pell​** | **27% Increase​** |
| **STATE AWARDED GRANTS**​ | **$1.9 Million Awarded in State Grants​** | **$1.8 Million Awarded in State Grants ​** | **5.5% Increase​** |
| **DIRECT LOANS**​ | **$502k in Direct Loans​** | **$270K in Direct Loans​** | **85% Increase​** |
| **DCC ROCKS PARTICIPANTS**​ | **673 DCC ROCKS Participants ​** | **586 DCC ROCKS Participants​** | **14% Increase​** |

**4. Progress Phase: Actions Towards Student Retention**

**Student Retention Efforts**

|  |  |  |
| --- | --- | --- |
| **RETENTION STRATEGY ​** | **DATE​** | **STAT​** |
| **Single Stop**​ | June 9 & July 16​ | 60 Students​ |
| **Early Alert**​ | June – August 31​ | 279 Cases ​ |
| **Walk-In-Wednesdays**​ | June 1 – August 28​ | 247 Students ​ |
| **Advising Appointment**​ | June 1 – August 31​ | 705 Students ​ |

**5. Completion Phase: Celebrating the Completion of Our Students**

**HOW MANY CREDENTIALS WERE COMPLETED DURING THE SUMMER?**​

|  |  |  |
| --- | --- | --- |
| **CREDENTIAL ​** | **SUMMER 2023​** | **SUMMER 2022​** |
| **CSC**​ | 44​ | 43​ |
| **Certificates**​ | 29​ | 35​ |
| **Diplomas**​ | 16​ | 25​ |
| **Degrees**​ | 31​ | 30​ |
| **Total Awards**​ | 120​ | 133​ |
| **Student Headcount**​ | 84​ | 96​ |

**6. Transition Phase: How Are We Preparing Students for Their Next Step?**

**a.** Transfer Fair held September 13, 2023

**b.** We are working to make certain that students are taking the right classes.

**D. AVIATION MAINTENANCE AND TECHNOLOGY UPDATE:** Preapplication Statement of Intent (PASI) submitted September 12, 2023, and we are preparing for Phase 2. All paperwork has to be submitted when they contact us, and there are five phases. Phase 4 is a visit from AA, and Phase 5 is graduation and approval of the College as a site. Blue Ridge Community College and Averett University will continue to work with us.

1. **WORKFORCE SERVICES:**
2. **GENERAL UPDATES:**

**1**. **Fast Forward:** Additions to offerings and enrollment increases.

**2.** **DCC Cyber Security Short-term Training Initiative:**  First Training Class and Rural Empowerment Partnership

**3.** **Apprenticeships:** New Coordinator—Mr. Barry Richmond; Revamp and restart; ELEVATE Conference

1. **CUSTOMIZED TRAINING:**

**1.** dcl, emt, Certified Medical Assistant, Maintenance Mechanic I

**2.** **EBI:** Industrial Maintenance and Robotics

**3.** **Comfort Systems: HVAC, Exploring Plumbing**

**C. WORKFORCE SERVICES HIRING:**

**1.** New Apprenticeship Coordinator: Mr. Barry Richmond

**2.** New Workforce Success Coach: Paul Burnette

**3.** New Full-time Industrial Trainger: TBA

**4.** New Part-time Industrial Trainer: Mr. Frank Smith

**5.** Second Workforce Career Coach: Interviewing soon.

**6.** Cyber Security Grant New Positions:

* New Full-time IT/Cyber Trainer: In Process
* New Part-time IT/Cyber Trainer: Hari Sirigibathani

**D. COMMUNITY EDUCATION UPDATE**

**1.** Training and Marketing Plan

* Completely redesigned web presence in line with VCCS Career Pathway Model.
* New, revamped flyers for every training
* New online program pages for every training
* Roll out on October 1

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

**A. GRANT UPDATES**

|  |  |  |  |
| --- | --- | --- | --- |
| **GRANT** | **SUBMITTED** | **AMOUNT** | **PROGRAM** |
| Tobacco Commission Competitive Education Grant | 7/28/23 | $205,000-$230,000 | CDL B Program |
| Shelton Hardaway Short Trust | 9/14/2023 | $50,000 | Non-STEM Scholarships |
| Anonymous Gift | Received 8/20/23 | $150,000 | Non-credit Healthcare Programs |
| Davenport Trust | Deadline to submit 10/1/23 | $100,000 | Earl Childhood |

**B. COLLEGE AND PROGRAM SUPPORT UPDATES**

**1.** **DCC kNIGHTS’ fOOD PANTRY:** $8,000 was spent on new stands, cloth tote bags, food and bus tokens.

**2. Air Conditioning and Refrigeration (HVAC):** $30,000 was spent on new tools for second year HVAC students.

**3.** **Registered Nursing Professional development:** $6,000 was spent for all RN faculty to attend the ACEN 2023 Standards and Criteria Accreditation Course.

**B. EVENTS UPDATES**

**1. Third Annual Suds, Swine, Sippin’ and Song Event—MAJOR SUCCESS**

**2. 24th Annual DCC Educational Foundation Golf Tournament—scheduled October 13, but canceled for lack of participation**

**3. DRMC Retiree Thanksgiving Luncheon/Food Drive—November 8**

**4. Staff “Thank You” Thanksgiving Giveaway—November 15**

**C. TRAVEL**

**1. Chancellor’s Retreat, Roanoke, VA—August 7-9**

**2. AACC Future Presidents Institute—September 10-12**

**3. LEAD Virginia (Remaining meetings in October and November 2023**

**D. DCC Educational Foundation Real Estate, LLC**

1. **PRESIDENT’S REPORT**
2. **SHINING DCC BOARD MEMBERS:**

* Welcome **Randy Shackelford**!
* New Role: Board Chair **Ann Cassada**!
* Congratulations to **Toshia Martin Waller** *“Mortician of the Year”*
* Congratulations to **Kathryn Roberts** appointed to Longwood University Board of Visitors
* Thank You Meeting of the Boards/VCCS Chancellor’s Retreat: **Ernestine Payne, Barbara Brown, and Carlyle Wimbish**
* Thank you **Sheila Baynes** for attending Rotary, parades, community engagement

**B.** **COLLEGE COMMUNITY—INTERNAL AND EXTERNAL**

**1. Professional Development**

**a. Executive Council:** Mission, Core Values, Leaderships, Brand Awareness

**b.** Lunch and Learn

**c.** Team Building

**d.** Convocation: Constructive Dialogue

**2. Engagement**

**a.** Otterbots Game—DCC Knight

**b.** All College Meeting (monthly)—September 19, raffle, presentations

**c.** Retiree Breakfast October 4

**d.** Bus Wrap #2

**e.** Middle College—GED to Degree, Reclaim and Retrain

**3. Ace, the President’s Pup**

**a.** Morning Brew: Links Coffee House—Collaboration with Danville Pittsylvania County Chamber of Commerce

**b.** Book Tour: Collaboration with Pittsylvania County Schools and Danville Public Schools

**c.** Ace’s Request: National Night Out, School Visits, Welcome

**d.** Elementary Coloring Contest

**C.** **DANVILLE REGIONAL FOUNDATON GRANT:** Dr. Wallace discussed these proposed plans. The facility, located in the Gretna Industrial Site, will house the following programs: Construction/Building Trades (credit/non-credit), Diesel Technology (Mechanic) and CDL Truck Driving Class A and B.

**D. UPCOMING EVENTS:**

* DCC Cabinet and Advisory Board Retreat—September 27-28, 2023, Berry Hill, South Boston, VA
* Presentation to VCCS Foundation Board—September 29, 2023
* Dr. Wallace presented at Association of Community College Trustees—September 11, 2023
* Patrick and Henry Community College leadership collaboration meeting held October 16, 2023
* SVCC leadership collaboration meeting held Fall 2023
* DCC Elected Officials Day scheduled for November 6, 2023

1. **ACTION ITEMS**

**a. date for next college advisory board meeting:** Since the next meeting date falls during the week of Thanksgiving, a motion was made by Ms. Brown, seconded by Mr. Payne, that

The next meeting of the Advisory Board be held on Monday, November 27.

The motion passed unanimously.

**B. MOTION TO ADJOURN MEETING:** A motion was made by Ms. Waller, seconded by Ms. Roberts, to adjourn the meeting. The motion passed unanimously.

The meeting adjourned at 8:00 p.m.

Respectfully submitted,

Jerry Wallace, Ed.D.

President and Secretary