

# DANVILLE COMMUNITY COLLEGE

## MEETING OF THE COLLEGE ADVISORY BOARD

MONDAY, JUNE 27, 2022  
5:30 P.M. – SILVERMAN AUDITORIUM  
FOUNDATION HALL

### MINUTES NO. 261

The two-hundred and sixty-first meeting of the Danville Community College Advisory Board was held on June 27, 2022, 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. John Mead  
Ms. Kathryn Roberts  
Mr. Kevin Shotwell  
Ms. Toshia Waller  
Mr. Carlyle Wimbish

Absent: Mr. Robert David

Also Present: Mr. Shannon Hair, Vice President of  
Institutional Advancement and  
Development  
Dr. Cornelius Johnson, Vice President of  
Academic Affairs and Student  
Services  
Mr. Alonzo Jones, Physical Plant Facilities  
Manager  
Dr. Muriel Mickles, President/Secretary

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Ms. Faith O'Neil, Director of Marketing and  
Public Relations (*via Zoom*)

Mr. Wayne Peters, Director of Finance

Mr. Cory Potter, Director, Planning,  
Effectiveness and Research

Ms. Connie Wann, Executive Assistant to  
the President

Mr. Chris White, Information Technology  
Specialist I

C. **INTRODUCTION OF DR. JERRY WALLACE:** Dr. Jerry Wallace, DCC's new president, was introduced. He received a bachelor of science degree from Grand Valley State University, a master of business administration from Maryville University, a master of arts degree from Western Michigan University, and a doctorate of education from St. Thomas University. He expressed his appreciation to everyone for their help and support.

D. **APPROVAL OF MINUTES:** Two sets of minutes were presented for approval. A motion was made by Ms. Baynes, seconded by Mr. Mead, that

**THE MINUTES OF THE MARCH 21, 2022, MEETING BE APPROVED AS PRESENTED.**

The motion passed unanimously.

A motion was made by Ms. Baynes, seconded by Mr. Mead, that

**THE MINUTES OF THE MAY 10, 2022, MEETING BE APPROVED AS PRESENTED.**

The motion passed unanimously.

E. **ELECTION OF OFFICERS:** Ms. Kathryn Roberts, Chair of the Nominating Committee, presented the following slate of officers for July 1, 2022-June 30, 2023—Ms. Toshia Waller, Chair; and Ms. Ann Cassada, Vice Chair. There were no nominations from the floor. The slate of officers was unanimously approved.

F. **PUBLIC COMMENT:** Ms. Cheryl Hill, Administrative Assistant to the DCC Vice President of Institutional Advancement and Development, read a letter expressing her appreciation for Dr. Muriel

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Mickles and her accomplishments while serving as the College's interim president.

### **II. HUMAN RESOURCES:** With a number of personnel changes and Dr. Mickles leaving, she gave the following update:

#### **A. POSITIONS:**

1. **Human Resources Specialist:** Ms. Sue Potter has been employed in this position and is working now.
2. **Payroll Specialist:** Ms. Heather Reagan has been employed as a payroll specialist and begins work today.
3. **Associate Vice President of Human Resources:** Negotiations are occurring with a candidate.

#### **B. DATA CLEAN UP:** Ms. Potter is doing a large data clean up in preparation for the Cardinal conversion in October.

### **III. FINANCIAL AND ADMINISTRATIVE SERVICES**

#### **A. FINANCE UPDATES—GENERAL FUNDS:** Mr. Wayne Peters reported that as of June 6, 2022, 82 percent of the budget had been spent.

#### **B. LOCAL FUNDS UPDATE:** Mr. Peters advised that the current balance in the Local Funds Account through June 2022 was \$18,758.50. The local government contributions total \$27, 000.

#### **C. CARES ACT FUNDING:** Following a question from Ms. Kathryn Roberts, Mr. Peters stated that there is \$6 million available that must be spent by June 30, 2023. These funds can be used for hyflex classes, definitive technology, software, etc. With regard to the process of determining what will be purchased, Dr. Mickles advised that the process begins with the Executive Council. These supervisors work with their employees to identify their needs, and then forwards them to the Enrollment Management Team which includes every segment of the College. Recommendations are made based on these results and forwarded to the Executive Cabinet for review with final approval by the President. Mr. Potter also noted that the College is beginning the second year of the Strategic Plan, and purchased requests must include a justification and be linked to a goal in the plan.

- D. **BUDGET**: Mr. Shotwell requested a report showing available funds and amounts that have been spent or encumbered. Ms. Roberts asked that in addition to information requested from Mr. Shotwell, that the projected uses of funding be provided. Dr. Mickles advised that Board members would be receiving these types of reports after the Vice President of Financial and Administrative Services' position is filled.

### IV. MARKETING AND PUBLIC RELATIONS

- A. **MARKETING INITIATIVES**: Ms. O'Neil reported that

1. **DIRECT MAIL**: 53,000 postcards were mailed to the service region with a July 5 mailbox date. She noted that the QR Code allows ROI tracking, and there was a two percent conversion rate.
2. **SOCIAL MEDIA**: The Summer/Fall 2022 Social ads had 37,000 impressions, 827 clicked to the website, and ROI tracking was available through the Next Steps Form. There were 10 program promotion videos that were promoted weekly with a huge response. Ms. O'Neil also worked with Mr. Hair to advertise scholarships.
3. **PRESS COVERAGE**: The following events received print coverage from the four area newspapers and the *Caswell Messenger*:
  - Commencement
  - Nursing DAISY Award
  - Naming New President
  - Cyber Security Grant
  - Presidential Forums
  - NSA Validation for Cyber Security Program
  - Finalists for Presidency
  - Tyson Foods Partnership
  - DCC Open House
  - Summer and Fall Registration
  - Diversity and Inclusion PTK Panel
4. **HILL ART INSTALLATIONS**: Ms. O'Neil reviewed photographs showing the changes made that were colorful and student focused. The lockers have been removed and the hallways are bright.
5. **WAYFINDING SIGNAGE**: All of the campus directories have been replaced with a redesigned map.

6. **VIRTUAL TOUR (Danville.edu/virtualtour)**: Danville Community College has launched the institution's first ever online Virtual Campus Tour. The interactive tour features multimedia touchpoints that viewers will experience as they traverse the DCC campus, including embedded videos introducing some of the College's instructors, and a fully voiced tour guide. Ms. O'Neil and Mr. Bobby Roach, DCC's Public Relations and Marketing Specialist III, did this project on their own. It was a ton of work, and the cost was \$400. The tour is developed in a 360-degree format, which allows viewers to click and drag to look around any space they are exploring, similar to Google Street View. The virtual tour covers student-facing areas of the college campus, like admissions, the student center, the library, and a variety of hands-on lab areas, classrooms, outdoor spaces, and more.

Ms. Baynes stated that she wanted to share something that was on the DCC website, but it would not allow her to do so. She wanted to copy the information from the website and post it in Facebook. Ms. O'Neil said that she would check to see what might have happened.

### V. DCC EDUCATIONAL FOUNDATION

- A. **SCHOLARSHIPS**: Mr. Hair announced that 11 graduating students were awarded between \$25,000-\$40,000 in scholarships to be used at their transfer institutions. He also advised that there are 139 scholarships awarded annually totaling \$500,000-\$600,000. To date, he has 195 scholarship applicants, but 100 have not completed the required paperwork. He is reaching out to these students and asked Board members to let people know that scholarships applications are still being accepted.
- B. **NAMING THE STUDENT CENTER**: Mr. Hair reported that Ms. Leah Shields made a donation to the College in the memory of her husband, George. Mr. Hair is in the middle of designing the lettering for preliminary approval.
- C. **2021-2022 FUNDRAISING EFFORTS**: Mr. Hair reported that 2018-2019 was the last year of the Gifts Campaign, and \$1.5 million was raised. This academic year \$1.3 million was raised totaling \$16 million in assets.

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- D. **HILL BUILDING RENOVATIONS:** Mr. Hair reviewed these renovations noting that CARES Act funding provided \$100,000 for floors and tables.
- E. **KNIGHTS PANTRY:** Mr. Hair reported that a recent student survey indicated 60 percent of our students have a food insecurity. In an effort to address this, the DCC Educational Foundation, in partnership with DCC's office of Academic Affairs and Student Services, hosted a DCC Knights Food Pantry Distribution Event for currently enrolled DCC students on April 5. Donors including Centra Health Foundation, Womack Foundation and Anthem Blue Cross/Blue Shield Foundation, through the support of the Virginia Foundation for Community College Education, provided over \$20,000 in funding this academic year for the DCC Knights Food Pantry. The DCC Knights Food Pantry was established to combat food insecurity among current DCC students.
- F. **GOLF TOURNAMENT:** Mr. Hair announced that the Foundation will have two golf tournaments this year. The entry fee increased and the sponsor changed. Funding from this event provides scholarships for students. The next tournament is scheduled for October 7.
- G. **SECOND ANNUAL SUDS, SWINE, SIPPIN' & SONG EVENT—AUGUST 5, 2022:** Mr. Hair distributed a handout containing information about this event. It will be held at Atkinson Farms and run from 5:30 p.m. to 10:00 p.m. For an additional cost, attendees can participate in the separate VIP Bourbon and Chocolate Tasting. All proceeds support the Educational Foundation.

## **VI. ACADEMIC AFFAIRS AND STUDENT SERVICES**

- A. **INFORMATION ITEMS:** Dr. Johnson discussed the following:
1. **COMMENCEMENT:** He thanked the Board member for their participation in this event. Two hundred thirty-four students participated with 39 volunteers.
  2. **STUDENT COMPLETION DATA:** The College will be conducting a degree audit to determine if students are eligible for other credentials.
  3. **INTRUSIVE ADVISING:** Until this year, the College has relied on faculty to advise students. Currently, we have two advisors and three success coaches who will be learning how to advise students. Two additional advisors will bring the total to seven.



4. **ENROLLMENT:** The summer enrollment was up 7.62 percent, and DCC was listed fifth in FTE and seventh in headcount out of the 23 colleges.
  
5. **DCC ROCKS (REGISTRATION-ORIENTATION-COMPUTER-KNOWLEDGE-AND-SUPPORT):** Dr. Johnson explained that at a DCC ROCKS Registration Session, a student will take a campus tour, participate in a MyDCC workshop, meet with an advisor, and receive their student ID and parking permit. The remaining sessions will be held on July 15 and 29, August 12 and 19.

**B. ACTION ITEMS:**

1. **APPROVAL OF 2022-2023 STUDENT GOVERNMENT ASSOCIATION BUDGET:** Following discussion, a motion was made by Ms. Cassada, seconded by Mr. Mead, that

**THE 2022-2023 STUDENT GOVERNMENT ASSOCIATION BUDGET BE APPROVED AS SUBMITTED.**

The motion passed unanimously.

2. **APPROVAL OF 2022-2023 STUDENT ACTIVITIES FEES ACCOUNT:** Following discussion, a motion was made by Ms. Baynes, seconded by Mr. Mead, that

**THE 2022-2023 STUDENT ACTIVITY FEES BUDGET BE APPROVED AS SUBMITTED.**

The motion passed unanimously.

**VII. WORKFORCE SERVICES**

- A. **CYBER SECURITY GRANT FROM DEPARTMENT OF LABOR:** Danville Community College's (DCC) Cybersecurity Center of Excellence has been awarded an \$850,000 grant from the United States Department of Labor to create the DCC Cybersecurity Short-term Training Initiative. In earning this grant from the Federal government, the College will develop a virtual program, certified by the Department of Homeland Security and the National Security Agency, providing a 16-week training program of cybersecurity experts. The 16-week program would permit the College to offer 60 students the opportunity to

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complete a certificate program in Cybersecurity Studies. Specifically, the program would:

- Enable graduates to identify security risks to computing resources
- Assess threats and develop countermeasures aimed at protecting data and assets
- Develop networking and security solutions,
- Balance business concerns and design infrastructure including devices and protocols.

Graduates of the program would be eligible for employment with the more than 400 cybersecurity positions available within two hours of Danville. The \$850,000 grant is the result of support from Senators Mark Warner and Tim Kaine for this important project.

### **B. OTHER UPDATES:** Dr. Mickles noted the following:

1. Two adjuncts are being employed for Cybersecurity to support a new 16-week training program.
2. Two adjuncts are being employed to teach Industrial Maintenance classes for Tyson Foods. Training will start at the end of June to train 80 people.
3. The Industrial Maintenance training for Hitachi in South Boston is ongoing.
4. The Automation and Robotics Career Studies Certificate Program has been revived. This enables high school students to earn a credential and then continue to DCC's Technical Studies Associate in Science Automation and Robotics Program.
5. Non-credit and FastForward CNA classes are ongoing.
6. FastForward EMT and CDL classes in South Boston are ongoing.
7. FastForward CompTIA A+ classes start June 27.
8. The online Six Sigma-Yellow Belt and OSHA 30 classes held for Owens Illinois are finishing this month.
9. The CAPE grant (\$239,324) has been renewed for July 1, 2022 to June 30, 2023.
10. We are waiting for the release of the SCALE UP application renewal.



**VIII. CENTER FOR ORGANIZATIONAL EXCELLENCE AND DATA ANALYTICS (COEDA)**

- A. **SACSCOC UPDATE:** Mr. Potter advised that the Fifth-Year Interim Report has been cleared by SACSCOC. The 10-year accreditation reaffirmation is due in 2026. In the next month, in-service type training will be made available for leaders so they know what data needs to be collected for the 10-year report.
- B. **2021-2022 FAST FACTS:** Mr. Potter advised that this one page front and back document can be found on the website at [danville.edu/facts-and-figures](http://danville.edu/facts-and-figures).

**IX. FACILITIES UPDATE:** Mr. Alonzo Jones, Facility Manager, provided the following updates on the campus:

- The Financial Aid office has been remodeled. These employees have been working upstairs in the Wyatt Building during this time.
- The fire at RCATT was caused by a lightning strike. Approval has been received to repair the damages.
- The Cybersecurity lab is complete.
- The Hill Building remodel is complete.
- A lightning strike earlier today melted an IPS and affected the telephones. The Internet connection is about to be restored.

**X. PRESIDENT'S REPORT**

- A. **2022 COLLEGE BOARD SCHOLARSHIPS:** Dr. Mickles reviewed the list of scholarship recipients:

1. **2022 DCC Board Recognition of Achievement Scholarships (received \$400 each)**

- Blake Hughes, Dan River High School
- Molly Estes, Chatham High School
- Parker Davis, Tunstall High School
- Kyra Coleman, Gretna High School
- Taniyah Watson, George Washington High School
- Madison Laughorn, Galileo Magnet High School
- Thomas Pitt, Halifax County High School

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2. **2022 DCC Board Academic Excellence Scholarships (*receive full tuition scholarship*)**

- Skylar Glodeck, Gretna High School
- Tatiana Holland, George Washington High School
- James Saunders, Halifax County High School

3. **Peyton Sellers Champion Award (\$1,000)**

- Hayden Scolpini, Dan River High School

Board members also received copies of the thank you notes from the scholarship recipients.

**B. COLLEGE BOARD MEMBERS:** Dr. Mickles announced that Ms. Barbara Brown and Ms. Kathryn Roberts have been reappointed for another four-year term. Also, with Mr. Robert David's resignation, Ms. Ernestine Payne has been appointed to complete his term.

**C. CATALYST AWARD FOR ASSESSMENT PRACTICES AND INSTITUTIONAL EFFECTIVENESS BY ANTHOLOGY:** Dr. Mickles announced that DCC's Center for Organizational Excellence and Data Analytics (COEDA) team has been named the winners of the *Catalyst Award for Assessment Practices and Institutional Effectiveness by Anthology*. Founded in 2005, the annual Catalyst Awards recognize and honor innovation and excellence in the Anthology global community of practice, where millions of educators and learners work every day to redefine what is possible when leveraging technology. The COEDA team included:

- **Cory Potter**, Director of Institutional Planning, Effectiveness, & Research
- **Justin Nichols**, Research Analyst and Assessment Coordinator
- **Mark Rutledge**, Information Systems Specialist
- **Tamela Adams**, Online Student Coordinator

Catalyst Award winners are selected by a cross-functional team of Anthology experts and represent the very best in their field. The Catalyst Awards were expanded when Anthology and Blackboard combined in 2021. Mr. Potter will travel to Orlando, Florida, to accept the team's award on July 11-14 at the Anthology Together EdTech Event.

**D. EXPRESSIONS OF THANKS:** Dr. Mickles thanked the Board for their support during her 13 months as interim president. Mr. Wimbish also thanked the Board for their support during his three years as Board Chair.

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There being no further business, the meeting adjourned at 7:17 p.m.

Respectfully submitted,

A handwritten signature in black ink that reads "Muriel Mickles". The signature is written in a cursive, flowing style.

Muriel Mickles, Ed.D.  
Interim President

