

DANVILLE COMMUNITY COLLEGE

MEETING OF THE BOARD

MONDAY, MARCH 20, 2017
5:30 P.M. – Wyatt Board Room

MINUTES NO. 237

The two-hundred and thirty-seventh meeting of the Danville Community College Board was held on March 20, 2017, at 5:30 p.m. in the Wyatt Board Room.

I. OPENING

A. **CALL TO ORDER:** Ms. Carrie Ashe, Vice Chair, called the meeting to order and asked that the roll be called:

B. **ROLL CALL:**

Board Members Present: Ms. Carrie Ashe, Vice Chair
Mr. Chris Eastwood
Mr. Richard Hutcherson
Ms. Lisette Jordan
Mr. John Mead

Board Members Absent: Dr. Frank Grogan
Ms. Valdivia Hall, Chair
Mr. Matt Leonard
Mr. Telly Tucker

Also Present: Mr. Scott Barnes, Vice President of
Financial and Administrative
Services
Ms. Kimberly Buck, Public Relations and
Marketing Manager
Mr. Shannon Hair, Vice President of
Institutional Advancement and
Development
Dr. Debra Holley, Vice President of
Academic and Student Services
Dr. Bruce Scism, Secretary and President

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Ms. Elizabeth Spainhour, DCC Educational Foundation Board Representative to the College Board

Mr. Jimmie Tickle, Dean, Division of Business and Engineering Technologies

Ms. Connie Wann, Executive Assistant to the President

Mr. Trevor Metcalfe, Reporter, *Danville Register & Bee*

C. **PUBLIC COMMENT:** None

D. **ACTION ITEMS:**

1. **APPROVAL OF MINUTES (copy attached):** A motion was made by Mr. Mead, seconded by Mr. Hutcherson, that:

THE MINUTES OF THE NOVEMBER 28, 2016, MEETING BE APPROVED AS PRESENTED.

Board approval was unanimous.

II. PRESIDENT'S REPORT

A. **INFORMATION ITEMS:**

1. **BUDGET REDUCTIONS:** Dr. Scism discussed the reduction plan submitted to the VCCS to address the required 4.6 percent reduction for the 23 community colleges. The plan was approved and personnel impacted by the reduction are being contacted. He noted that the FTES in various programs were not enough to sustain a faculty member, and decisions were made based on this fact.
2. **UPDATE ON NEW CURRICULA INITIATIVES:** New curricula initiatives are being built in partnership with the City and businesses in the region, and permission has been given by several area college presidents to market new programs outside of the service region. Portions of the Culinary Arts Program and the Brewing Program will be offered off campus at facilities related to each program, and Cyber Security is opening new opportunities for the College as well. Dr. Scism advised that the

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new programs in the first year would not be able to offset the enrollment decline.

3. **WORKFORCE FUNDING IN VIRGINIA:** Dr. Scism reported that little has been done this year. The College has captured \$20,000 of an available \$4 million. The College needs to be a competitive player next year. Trucks for the Truck Driving Program have been ordered, but not received. Working with Southside Virginia Community College, the program will begin this summer. SACS approval for the competency based enrollment (CBE) programs should be received in June and the program launched in the fall.

4. **PELL-INCARCERATED PERSONS:** Mr. Jimmie Tickle discussed the programs underway at Green Rock Correctional Facility in Chatham, River North Correctional Center in Independence, Virginia, and Pocahontas State Correctional Center in Pocahontas, Virginia. Mr. Tickle advised that SACSCOC approval to offer the programs for River North and Pocahontas should be received in the next few weeks with anticipated start to those programs in the Fall 2017. Green Rock's Second Chance Pell Program is a three-year grant program. DCC was one of two community colleges in Virginia to receive this award. It is targeted toward inmates who are within five years of release. Programs at Green Rock are offered in five technical areas: Air Conditioning and Refrigeration, Building Trades Technology – Custodial Building Maintenance, Drafting & Surveying (CAD concentration and Surveying concentration) and Building Trades Technology - Electrical. There is more planning to do for potential programs in the IT area, but there is an opportunity for future expansion. Every participant goes through the DCC application process and receives FAFSA verification prior to enrollment. There are 45 students currently in the program, and by May, 12 will complete approximately 352 credits. Mr. Tickle advised that the population at the other two prisons have fewer inmates who would qualify for the 2nd Chance Pell program. All of the technical programs offered at the correctional centers have high quality programs. Fall Semester the College took in approximately \$7,000 for 48 credits; 362 credits totals approximately \$53,000; and, the summer may be a little less—another 300 credits totaling approximately \$56,000, for a total of \$117,000. Mr. Tickle noted that turnover will be constant as many inmates are transferred to other

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facilities or qualify for the VADOC re-entry programs. There are five instructors that teach morning and afternoon classes which consist of four hours each. Following a question about assistance upon their release, Mr. Tickle advised that the Department of Corrections provides a re-entry program within the prison system to assist inmates when they are released.

Dr. Scism complimented Mr. Tickle for his work in the area of new programs.

B. ACTION ITEM:

1. APPROVAL OF PROFESSOR EMERITUS STATUS FOR MR. MICHAEL GILES, ASSOCIATE PROFESSOR OF GRAPHIC IMAGINING TECHNOLOGY:

Following a review of the recommendation for Mr. Giles, a motion was made by Ms. Jordan, seconded by Mr. Eastwood, that:

PROFESSOR EMERITUS STATUS BE AWARDED TO MR. MICHAEL GILES, ASSOCIATE PROFESSOR OF GRAPHIC IMAGINING TECHNOLOGY, AS RECOMMENDED.

Board approval was unanimous.

III. FINANCIAL AND ADMINISTRATIVE SERVICES

A. INFORMATION ITEM:

1. FACILITIES UPDATE:

- a. Mr. Barnes announced that the renovation on the EIT Building is going well. They are beginning to put in new walls and rebuild the space. In November, moving back into the building will begin with plans to start classes in January.
- b. The site for the Welding Building is a month or so behind, but this delay should not prevent us from occupying the building by the final dates set.

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- c. Also renovation is taking place on the exterior of the Temple and Taylor Buildings. Workers have been here a month and will probably be here another month.
- d. Renovation of the old bridge, which dates back to 1972, is being planned. The first visit will be to develop a drawing to resurface the bridge.

B. ACTION ITEM:

1. **APPROVAL OF DCC CONTINUITY PLAN AND EMERGENCY OPERATIONS PLAN (APPENDIX G):** Mr. Barnes advised that this document is reviewed annually and updated by April 1. He asked that the Board accept the document as presented, and he will submit it.

A motion was made by Mr. Eastwood, seconded by Mr. Mead, that:

THE DCC CONTINUITY PLAN AND EMERGENCY OPERATIONS PLAN (APPENDIX G) BE APPROVED AS PRESENTED.

Board approval was unanimous.

2. **RETIREMENT OF MR. SCOTT BARNES:** Dr. Scism announced that Mr. Barnes has submitted his notification of plans to retire effective June 30, 2017. He commended him for his service to the College and thanked him for his leadership.

IV. ACADEMIC AND STUDENT SERVICES

A. INFORMATION ITEM:

1. **ENROLLMENT UPDATE:** Dr. Holley announced that the enrollment is down 10.5 percent and that all VCCS colleges' enrollments are down except one. She discussed the development of career pathways for students in dual enrollment classes which gives students and parents a visual of what they can do. They will be used starting with eighth-grade students.

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B. ACTION ITEMS:

1. **APPROVAL OF STUDENT ACTIVITY FEE INCREASE** (*copy attached*): Dr. Holley advised that resulting from a loss of staff from enrollment declines, student activities have been added to the P14 Transfer Coordinator and that position could be at risk next year if enrollment does not remain consistent with this year. Also, with the loss of our full-time Counselor/Activities Director, there has not been a lot of time to devote to student activities provided in the past and reflected in the budget. Additionally, counseling services have been impacted because of the additional athletic responsibilities of the counselor assuming these duties. The additional \$0.50 per credit increase will generate at the current enrollment rate approximately \$31,500 which can be used to pay for the Student Athletic Director part-time position for 29 hours per week. The Student Senate has also approved this request. It was noted that the last increase was four years ago and that historically DCC has been on the low end of fees compared to the other VCCS colleges.

A motion was made by Ms. Jordan, seconded by Ms. Hutcherson, that:

THE \$0.50 PER CREDIT INCREASE IN THE STUDENT ACTIVITY FEE BEGINNING FALL SEMESTER 2017 BE APPROVED AS REQUESTED.

Board approval was unanimous. This also has to have approval from the State Board for Community Colleges.

2. **PROGRAM DISCONTINUANCES** (*copies attached*): Dr. Holley advised that the programs being discontinued are being replaced by other programs.

Following review of the programs, a motion was made by Mr. Eastwood, seconded by Mr. Mead, that:

THE FOLLOWING PROGRAMS BE DISCONTINUED AS RECOMMENDED:

- a. **PRODUCT DESIGN AND DEVELOPMENT AAS
TECHNICAL STUDIES DEGREE**
- b. **ADVANCED NURSE AIDE CAREER STUDIES
CERTIFICATE**

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Board approval was unanimous.

3. **NEW PROGRAM REQUESTS** (*copies attached*): Mr. Tickle discussed the programs addressing new and upcoming possibilities. He noted that the three Building Trades Technology Career Studies Certificates can be offered in the prisons and will be incorporated under one umbrella. The Building Trades Technology—Carpentry Career Studies Certificate is on hold because of the renovation of the EIT Building. The Plumbing, Masonry and Metal Arts Career Studies Certificates are targeted toward the young entrepreneurs. He also noted that the Career Studies Certificates blend in with other programs.

Following review of the programs, a motion was made by Mr. Hutcherson, seconded by Ms. Jordan, that:

THE FOLLOWING PROGRAMS BE APPROVED AS RECOMMENDED:

- a. **ADVANCED DATABASE DEVELOPMENT CAREER STUDIES CERTIFICATE**
- b. **BUILDING TRADES TECHNOLOGY—CARPENTRY CAREER STUDIES CERTIFICATE**
- c. **BUILDING TRADES TECHNOLOGY—PLUMBING CAREER STUDIES CERTIFICATE**
- d. **BUILDING TRADES TECHNOLOGY—MASONRY CAREER STUDIES CERTIFICATE**
- e. **CYBER SECURITY TECHNICIAN CAREER STUDIES CERTIFICATE**
- f. **METAL ARTS CAREER STUDIES CERTIFICATE**

Board approval was unanimous.

V. PUBLIC RELATIONS AND MARKETING

A. INFORMATION ITEMS:

1. **NEW CATALOG**: Ms. Buck gave a presentation on changes to the new catalog, marketing initiatives, and web site redesign. She noted that the redesign of the catalog will make it more user friendly and that feedback had been received from students and faculty. The catalog is being printed locally and

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should be ready in April. In response to a question regarding transfer agreements with other colleges being printed in the catalog, Ms. Buck advised that there are more than 40 colleges throughout the region that have transfer agreements with DCC, and we want to make students aware of their resources.

2. **MARKETING INITIATIVES:** Ms. Buck discussed DCC's marketing channels—news releases, Piedmont Shopper (every other week), Evince, Showcase Magazine, etc. There is a lot of focus on social media—Facebook ads (economical), and Twitter. She distributed copies of ads that spotlighted students which also serve as a morale booster. Currently, pictures are being taken and data collected for new program brochures with input from faculty. There will be a huge rollout for the new programs.
3. **WEBSITE REDESIGN:** Ms. Buck announced that a contract has been signed with HD Web Studio to redesign the home page and the Become A Student page in April/May. The RFP process for the full website will occur this summer. Each new program will have its own page. Focus groups with students have been conducted, and the feedback has been provided to the website designers.

VI. INSTITUTIONAL ADVANCEMENT/DEVELOPMENT

A. INFORMATION ITEMS:

1. **SCHOLARSHIP UPDATE:** Mr. Hair reported that the new initiative of awarding scholarships monthly has been extremely successful. \$45,000 was awarded in February. The committee is meeting monthly and contacting students within 30 days.
2. **FEASIBILITY STUDY UPDATE:** Mr. Hair advised that members of the community have been interviewed, and he anticipates receiving responses next month to look at another Major Gifts Campaign.
3. **FUNDRAISING UPDATE:** Mr. Hair reported that since the fall, \$700,000 has been raised in new money. He noted the following:
 - \$80,000 gift for Artspace

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- \$400,000 for Welding Building and renovation of the EIT Building
- \$35,000 for Career Coaches
- \$25,000 for Child Care
- \$50,000 for Middle College

He discussed the unrestricted funds used to pay for things that the College cannot afford, such as NCLEX exams for nursing, drones, new dental equipment, child care, Justice Club activity, Poetry Slam, students to attend various events, and faculty training at Mitutoyo.

4. **OUTSTANDING ALUMNI EVENT—FRIDAY, APRIL 21:** Mr. Hair asked everyone to add this date to their calendars. In the past, DTI and VPI alumni have been recognized, but this year in honor of the 50th Anniversary, only DCC alumni will be selected. Invitations are being sent to Dr. Arnold Oliver and Dr. Carlyle Ramsey, past presidents, and to Dr. Dana Hamel, the first VCCS Chancellor. The program will take place in Oliver Hall at 6:00 p.m.

VII. IMPORTANT DATES

- A. **SERVICE AWARDS LUNCHEON:** May 9, 12:00 Noon, Oliver Hall
- B. **GRADUATION:** Saturday, May 13, 10:00 a.m., Averett's North Campus
- C. **NEXT MEETING:** June 19, 2017

VIII. EXECUTIVE SESSION

At 6:50 p.m., Mr. Hutcherson made a motion, seconded by Ms. Jordan, that

MS. VICE CHAIR, I MOVE THAT THE BOARD CONVENE IN CLOSED SESSION TO DISCUSS THE ANNUAL EVALUATION OF THE PRESIDENT OF DANVILLE COMMUNITY COLLEGE PURSUANT TO THE PERSONNEL EXEMPTION AT SECTION 2.2-371(A)(1) OF THE CODE OF VIRGINIA.

ROLL CALL:

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Carrie Ashe	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Chris Eastwood	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Frank Grogan, III, DDS	Absent	
Valdivia Hall, Chair	Absent	
Richard C. Hutcherson, Jr.	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Lisette Jordan	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Matt Leonard	Absent	
John Mead	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Telly Tucker	Absent	

At 7:05 p.m., Mr. Hutcherson made a motion, seconded by Mr. Eastwood, that

THE 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 CONVENED WERE HEARD, DISCUSSED, OR CONSIDERED IN THE MEETING BY THE COLLEGE BOARD.

ROLL CALL:

Carrie Ashe	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Chris Eastwood	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Frank Grogan, III, DDS	Absent	
Valdivia Hall, Chair	Absent	
Richard C. Hutcherson, Jr.	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Lisette Jordan	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Matt Leonard	Absent	
John Mead	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Telly Tucker	Absent	

A motion was made by Mr. Eastwood, seconded by Mr. Mead, that

“THE PRESIDENT’S EVALUATION BE APPROVED AS PRESENTED.”

Board approval was unanimous.

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There being no further business, the meeting adjourned at 7:15 p.m.

Respectfully submitted,

Bruce Scism
President

Attachments