

VIRGINIA WESTERN COMMUNITY COLLEGE
Local Advisory Board Meeting Minutes
Minutes No. 275, May 16, 2019

Chairman Joshua Johnson called the Virginia Western Community College Full Local Advisory Board to order at 11:35am on Thursday May 16, 2019. He welcomed guests and College senate representatives. Mr. Johnson acknowledged the exemplary College Board service provided by three exiting members: Jim McAden, Mark Lawrence and Karen Hiltz. Pleased to see such great Board representation at Graduation on May 10th.

Members Present: Dr. Sam English, Roanoke County
 Dr. Karen Hiltz, Franklin County
 Josh Johnson, Roanoke City -- Chair
 Dr. Forest Jones, City of Salem
 Joyce Kessinger, Botetourt County -- Vice Chair
 Granger Macfarlane, Roanoke City
 Jim McAden, Roanoke County
 Dr. Ken Nicely, Roanoke County

Members Absent: John Francis, Roanoke City
 Mark Lawrence, Roanoke City
 Dr. Marie Paretti, Craig County

Faculty/Staff Present: Amy Balzer, Assistant to College President
 Amanda Decker, Workforce Development Solutions
 Marilyn Herbert-Ashton, Vice President of Institutional Advancement
 Rachelle Koudelik-Jones, Dean of Institutional Effectiveness
 Jennifer Pittman, Associate Vice President of Human Resources
 Lisa Ridpath, Vice President of Financial and Administrative Services
 Dr. Robert Sandel, College President
 Jeff Strom, Faculty Senate Representative
 Lindsey Weston, Staff Senate Chair
 Dr. Elizabeth Wilmer, Vice President of Academic and Student Affairs

I. APPROVAL OF MINUTES

Dr. Hiltz made a motion to approve the minutes of the Jan/Mar 2019 meeting as presented. . Dr. English seconded the motion and the motion passed.

II. PUBLIC COMMENT

No public comment.

III. REPORT FROM THE PRESIDENT

Dr. Sandel shared the College update:

- Graduation Ceremony was wonderful, large crowd, great student presenters.
- Farewell to Jim McAden, Mark Lawrence and Dr. Karen Hiltz will depart board June 30th
- Enrollment struggles are system-wide, all colleges are digging deep for solutions/new ideas

- Reviewed the 2017-2019 Goals Assessment making mention of the continuing efforts to increase applicant pool and commitments to attend, and emphasizing retention and completion.
- 2019-2020 College Priorities were presented with three main areas of focus being Enrollment Management; Administrative Strength and Leadership Innovation. The charge is for everyone to be innovative and think outside the box, and remove barriers making access easier.
 - Board members shared thoughts and ideas on possible ways to increase enrollment, many of which are currently underway: increase online learning options, student focus groups, tracking/interviewing students that did not choose VWCC, increasing offerings with heavy enrollment, matching offerings with area demographics, refresher training and certificate offerings via Workforce Development.

Dr. English made a motion to approve the 2017-2019 Goal Assessments and the 2019-2020 College Priorities as presented. Mr. McAden seconded the motion and the motion passed.

IV. COLLEGE REPORTS AND UPDATES

ACADEMIC AND STUDENT AFFAIRS

Dr. Wilmer thanked those that participated in the graduation ceremony and noted many new initiatives underway for the summer to report back on in September. Dr. Wilmer requested a motion to discontinue AAS in IST: Web Programmer due to low number of students declaring this degree as well as limited employment opportunities for graduates within our region.

Ms. Kessinger made a motion to discontinue the AAS in IST: Web Programmer program as noted above. Dr. Jones seconded the motion and the motion passed.

FINANCIAL AND ADMINISTRATIVE SERVICES

Ms. Ridpath reviewed the Local Fund Financial Report for the period of July 1, 2018 through April 30, 2019 with the following notations:

- Local Fund balance as of 4/30/19 was \$7.8 million. Revenues and Expenditures are as expected.
- Budget adjustments were requested to increase the Construction Fund Interest Income Revenue by \$25,000 due to higher return on investment and to increase the Student Activities Miscellaneous Revenue by \$500 to align with programmatic activities.

Mr. Macfarlane presented the motion and second on behalf of the Finance Committee requesting Local Advisory Board approval of the Local Fund Report for the period of July 1, 2018 through April 30, 2019 as presented. All in favor with no discussion.

Ms. Ridpath presented Local Fund Budget for Fiscal Year 2020, effective July 1, 2019 through June 30, 2020. The budget is based upon no fee increase and conservative enrollment projections.

Mr. Macfarlane presented the motion and second on behalf of the Finance Committee requesting Local Advisory Board approval of the proposed 201-2020 Local Fund Budget from July 1, 2019-June 30, 2020. All in favor with no discussion.

M. Ridpath requested a temporary infusion of local funds to cover unexpected water damage in Fralin Hall until insurance proceeds are received from the Division of Risk Management. An extensive amount of cleaning and repairs are needed to ensure the safety of the building and its occupants.

Mr. Macfarlane presented the motion and second on behalf of the Finance Committee, requesting Local Advisory Board approval to authorize up to \$500,000 in local funding as float, if needed, to cover expenses related to the Fralin Center for Science and Health Professions flooding incident on April 28, 2019 until insurance proceeds are reimbursed by the Commonwealth of VA.

Ms. Ridpath and Mr. Witter shared an overview of current projects as provided in the meeting packet.

HUMAN RESOURCES

Ms. Pittman shared that the Annual Diversity and Inclusion Report and the Workforce Planning and Development Reports will be finalized over the summer. She also highlighted communication and inclusion efforts made over this past academic year i.e. open forums; Leadership Coffee Talks; President's Listening Tour; and Strategic Planning Summit.

INSTITUTIONAL ADVANCEMENT

Ms. Herbert-Ashton shared the Institutional Advancement update:

- As of March 2019, total liabilities and net assets of the Educational Foundation are \$21.3 million
- 425 applicants have successfully completed CCAP application process for Fall 2019
- VWCC's Education Foundation ranks 5th in assets among the 23 community colleges in VA
- Virginia Western Fast Forward Endowment Fund: unrestricted fund with goal of \$15 million
- Marketing presented an online digital campaign testing audience responses to two new themes with taglines. Learn More>Earn More received the better response over Never Stop.
- New TV marketing campaign conceived for fall featuring an adult learner and traditional student going through their first day of classes.
- Please refer to the booklet for the many exciting things going on in Institutional Advancement.

WORKFORCE DEVELOPMENT SERVICES

Ms. Decker shared the WDS update, noting:

- Kiwanis Club and Goodwill working with WDS to support machining/industrial maintenance students
- CAN program rollout pending Board of Nursing site visit in late summer
- Thus far in 2019, added 200 credentials toward Chancellor's Achieve 2020 goal
- Secured site license agreement with Berglund Automotive to use Franklin Road vacated dealership building to offer Safety/Shop Practices, Overview of Automotive Systems, and VA Safety Inspection classes.

V. REPORT FROM THE CHAIR

Mr. Johnson noted the provided calendar of meetings and the date of Graduation 2020. He then explained the departure of Dr. Hiltz creates a vacancy on the Finance Committee beginning 7/1/19. He moved forward with the nomination of Dr. Jones to be considered for appointment to the Finance Committee.

Dr. Hiltz made a motion to appoint Dr. Forest Jones to the VWCC Local Advisory Board Finance Committee effective July 1, 2019. Dr. English seconded the motion and the motion passed.

Mr. Johnson requested approval of the chair's letter of affirmation to the Chancellor based on the 2017-2019 Goals Assessment. This letter, upon approval, will be included as part of the President's annual performance evaluation with the Chancellor.

Mr. McAden made a motion to approve the chair's letter to the Chancellor. Dr. Jones seconded the motion and the motion passed.

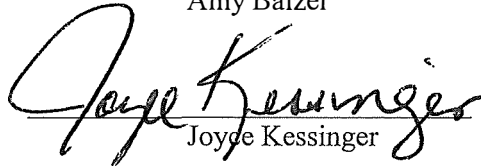
VI. MEETING ADJOURNMENT

With no further business, the meeting adjourned at 12:45pm.

Minutes submitted by:

Amy Balzer

Minutes Approved by:


Joyde Kessinger

9-19-19

Date