Dear Friends:

I’m proud to announce that the Virginia Western Educational Foundation has completed the first-semester enrollment for our newest program, the RCCAP – Roanoke Community College Access Program. With this letter, I’d like to share with you our progress, as well as lessons learned. As with any good pilot program, this one has shown us that there are always unexpected outcomes. Learning from them is the key to moving forward and making it better as we go.

Even though we had 144 students apply to the RCCAP program, we were challenged by the fact that so many students were not prepared for college and needed more than 2 developmental classes (54 to be exact). Or that so many did not submit the required Federal Financial Aid application (45 to be exact). After all the dust settled, we invited 51 students from the two Roanoke City High Schools to attend VWCC tuition-free under this program.

Even though there were some bumps along the way, we have to celebrate this as a major victory for the program and our region.

What we learned through this pilot program is that we need to get in the schools earlier to encourage students to keep up with their work and take classes that will help them prepare for college. Additionally, we learned that we need to start early in instructing parents how to prepare for the financial aid reporting process. This element has always been part of the CCAP program but really tripped up families in the Roanoke City rollout.

As with all good lessons, what you do with the information is the important thing. We learned with the City of Salem College Access Program that even though we stated that every student who applied would be able to go tuition-free, funding simply is not there yet to provide for this. This year we were only able to provide funding to any family that was able to contribute $20,000 or less to their child’s overall education. While this was a great start, there is still a lot of work to be done regarding program funding. Stay tuned for your opportunity to help.

In closing, my hope is that you will get to know the Virginia Western Educational Foundation and get involved. Help us continue to make this positive impact felt across our entire region. Please consider making a donation to support and grow these important programs.

Together we can continue to make powerful changes. Together we can greatly improve the entire region by providing a quality college education to all our children.

Imagine the impact.

Sincerely,

Russell H. Ellis, President
Virginia Western Community College Educational Foundation
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FEATURES

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Honoring one woman’s contribution to her community through the power of education.

14 The Past, Present, and Future of Imaging
With a proud future behind them and an outstanding group of faculty and students, the future for VWCC’s Radiography program is bright.

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BITS & BITES

VIRGINIA WESTERN HONORS
STAFF AND FACULTY

Virginia Western's annual awards ceremony was conducted on November 3, 2009. Sixty-five individuals received service awards in acknowledgement of their years of dedicated service, which ranged from 5 to 35 years (5-year increments).

Cathy Swain, Craig Harris, and Natalie Talbott were the recipients of the Classified Staff Outstanding Achievement Awards. These awards are intended to acknowledge exceptional customer service and significant contributions to Virginia Western.

Ann Moser and Lynn Hurt were the recipients of the J. Andrew Archer Outstanding Faculty Awards. These awards are intended to acknowledge excellence in teaching and administration. They rotate among the academic divisions, counseling services, and the library.

ALUMNI, WE WANT YOUR INPUT!

Virginia Western Community College is conducting a survey of our graduates. This survey is being conducted to help us better address the needs of our current and future students by looking at the experiences that you, our graduates, had during your time here at Virginia Western and after graduation. Your input is extremely valuable to the College. It will be used as feedback to tell us what we do well and what we could improve upon to better serve you and our current students. To complete the survey visit: http://survey.vccs.edu/ss/ wsb.dll/s/41g834 by March 1, 2010. We look forward to hearing from you!
103 area students awarded scholarships for fall 2009 and spring 2010 semester • Total amount awarded is $120,734.66 • Since November 2008, the following scholarships have been established:

Edwin C. Hall Commonwealth Legacy Scholarship • McFarland Endowed (Special) Scholarship • Prestige Motorcycle Club Endowed Scholarship • Col. William Preston Chapter NSDAR Integrated Environmental Studies Scholarship • Social Science Scholarship • The impact that these scholarships have on Virginia Western and its students is tremendous. We thank all of our donors for helping our students to imagine the possibilities for the future through an education here at Virginia Western.

Donors and Recipients at the 2009 Foundation Awards Ceremony
HALL ASSOCIATES

CAREER CENTER CORNER

Question: How can the Hall Associates Career Center help me find a job?

Answer:

With nearly 1,000 relationships with various employers across the Roanoke Valley, the Hall Associates Career & Employment Assistance Center is the best resource for Virginia Western students and alumni to find employment in the area. With counseling and assessment available to students and alumni, as well as an online job-posting and resume database for those seeking or posting employment opportunities, the Hall Associates Career Center can help you find not just a job, but a career. For more information, visit the Hall Associates Career Center on the top floor of the Student Center here on campus, visit them online at www.virginiawestern.edu/career_center, or call 540-857-7298.

The Hall Associates Career and Employment Assistance Center would be happy to help you create an effective resume. Contact them at (540) 857-7298 or careercenter@virginiawestern.edu. They look forward to hearing from you!
Virginia Western’s faculty and staff contributed over a record-setting $33,000 in support of the fifth annual Employee Giving Campaign, which concluded last fall. This year’s campaign, “Accept the Challenge...GO WESTERN!” saw an increase in both the amount and number of contributions which support the Student Book Fund, the Student Emergency Fund, the Employee Giving Scholarship, the Employee Family Scholarship or scholarships/funds of the employee’s choice. A special thank-you goes to Foundation Board members and local businesses who donated weekly prizes for participants in the campaign.
HELPING STUDENTS REALIZE THEIR DREAMS

In the midst of a historic economic downturn, when philanthropy usually takes a back seat to the bottom line, Access – a full-service advertising, design and public relations firm – continues to impact students and our community by sponsoring the Access Annual Scholarship through the Virginia Western Educational Foundation.

For eight years, Access has provided deserving students in Virginia Western’s Communication Design program an opportunity to follow their dreams of receiving an outstanding education in a field that allows them to combine their creativity and passion with the ability to generate an income.

Steve Huff, Program Head, Communication Design and Fine Arts, compares Communication Design professionals to orchestra conductors who “conduct different elements to bring all the pieces together.” By using three primary elements – typography (the study of letter forms and the proper manipulation of those forms to optimize the visual communication of an idea or concept); photos/illustrations (photos, pictures, drawings); and graphic elements (shapes, colors, sizes and layout) – Communication Design enhances the value of the work.

Leaders in their field and in their support of Virginia Western through the Access Annual Scholarship, Tony Pearman (left) and Todd Marcum (right) are working to ensure the future of their profession through a named scholarship at Virginia Western.
of each element individually to maximize the value of something visually.

Although giving is becoming increasingly difficult for companies and individuals, Access’s support of Western’s Communication Design program is unwavering. The reasons for their continued commitment are simple: “We see the value of the program, which repays dividends to us in the industry and at our own company,” says Tony Pearman, Access Advertising and Public Relations CEO and Chief Creative Officer. In fact, “two phenomenal employees” who are products of Virginia Western work at Access.

With many students working and attending school, they often have fewer resources. “It’s worth the investment to create an opportunity for students who need a little extra help,” says Pearman. “And we think highly of the caliber of students Western’s Communication Design program produces.”

Certainly, the program’s quality reputation has become even more irrefutable. Two students each brought home a gold ADDY award from the American Advertising Federation’s national student awards ceremony held earlier this summer in Washington, D.C. Their awards were two of only 13 gold ADDYs given out at the competition that accepted more than 50,000 submissions from over 1,200 community colleges and four-year schools across the country.

Rebekah Hollins won a gold ADDY for a book she created about Gutenberg and the history of the printing press. Winning the award is an amazing achievement in
its own right, but for someone who never planned on pursuing Communication Design, it speaks volumes about Hollins' commitment to the program and her work – as well as the quality of instruction she's receiving. Hollins, a 29-year-old student who works full-time and had already built a diverse resume, took an intro Communication Design class one summer with no intention of entering the program. She was hooked and enrolled in the program that fall. “I realized I could get a job doing something I’m truly passionate about,” says Hollins. “Communication Design prepared me for a career in graphic design and laid the groundwork for me to continue my education. It gave me the tools I needed to realize my dream.”

“Communication Design gives our more creative students an outlet to be creative in a productive way and shows them their art skills do have a marketable function.”

Chad Woods took home a national gold ADDY for a poster he designed advertising a fictitious movie. And like Hollins, Woods' original plan did not include Communication Design. But after taking a class and meeting Huff and other professors, Woods' "plan" changed. He switched majors and enrolled in Communication Design. With an Associate in Communication Design degree under his belt, Woods transferred to Virginia Commonwealth University (VCU). “Virginia Western taught me more than just design,” he says. “It helped me as a person.” In the beginning, Woods didn’t take his studies seriously, but under Huff’s guidance, he changed his habits. Woods went from missing deadlines to now aspiring to maintain a 3.5 GPA at VCU in hopes of being accepted into the university’s competitive Mass Communication graduate program.

Huff has seen many lives like Woods’ and Hollins’ changed for the better, which is why he’s so grateful for Access’ support and says, “The scholarship has been life-altering for every student who has received it.” He recalls one student who was “born to do this for a living” but had other commitments. “It would have been a real loss for him not to have continued in this field,” says Huff. “The Access Scholarship kept him in the program. He is entering the workforce because he could stay in Communication Design.”

With an 80% placement rate, Communication Design graduates are entering the workforce – largely because they don’t require on-the-job training.

Melissa Brett, last year’s Access Scholarship recipient, knows firsthand. The ability to land a job as a designer is partly why she pursued Communication Design. Her graphic design job with Roanoke City is helping her pay for transferable classes to earn her bachelor’s degree in education. Brett also knew having the skills to do her own marketing would benefit her when she meets her ultimate goal of operating her own instructional program for at-risk youth.

Brett couldn’t afford to take classes full-time and says, “The Access Scholarship paid for everything I needed, including art supplies, to continue school full-time. It literally made all the difference between me graduating and not graduating on time.”

“The Access Scholarship is one of our best scholarships to date,” says Kay Strickland, Executive Director, Educational Foundation. “It’s a very generous scholarship, covering tuition and books. Because it is merit-based, you know the recipients will be well-prepared in their trade and outstanding contributors to any agency.”

“Access’ corporate social investment is not just about the bottom line,” says Huff. “They don’t cut back because they believe in what they’re doing. That’s something to respect. Their model should be emulated by other people in the industry. I just get the benefit of a front-row seat to see how what they’re doing benefits our students’ lives.”
When most people would be well into their retirement – or at least considering it – Sister Eveline Murray left her parish in Fincastle and headed for Zimbabwe to direct community projects to teach families and volunteer caregivers of AIDS patients how to better care for their ailing loved ones. She funds school fees for children of AIDS victims, sets up sewing schools and piggeries to help rural residents support themselves in a country with over 80% unemployment, and funds bore holes (wells) for clean water in rural communities.

Sister Eveline’s life of service began long before Zimbabwe. She was 13 when she felt called to become a nun. So she left her homeland of Ireland and traveled to France for boarding school to pave the way.

“It’s the only thing she ever wanted to do,” says Sister Eveline’s sister-in-law, Noreen Murray. “She has never looked back and has always been glad she did it.”

Sister Eveline came to the United States to complete her education, which she put to use for more than 20 years teaching math and English in various parochial schools. She earned master’s degrees in theology and pastoral studies before being assigned as pastoral coordinator in Fincastle, VA in 1992 to a small community of Catholics who wanted a church in Botetourt County.

“She has never looked back and has always been glad she did it.”

Sister Eveline has a great way of working with people – drawing a community together and getting them to take ownership of projects,” says Sister Clare McBrien, a longtime friend whose observation could not be more evident. When Sister Eveline left Fincastle in 2003, there was a church, educational building and parish house – all paid for in full!

But acknowledgement of Sister Eveline’s extraordinary efforts spans far beyond Fincastle. While there, she was honored by Pope John Paul with the Benemerenti Medal for her long and exceptional service to the Catholic Church, to families and to the community.

So how else does one honor someone worthy of an award from the Pope? Someone who is so dedicated to others; who has meant so much to so many and who wants nothing; who will give anything she receives to someone who needs it more? The answer: the gift of a named scholarship. That’s why several parishioners who were also employees and retirees of General Electric made donations toward a scholarship in her honor. GE matched their contributions, and Virginia Western allowed them several years to build the endowment. Today, the endowed scholarship supports a deserving student from The Church of the Transfiguration in Fincastle or a student from Botetourt – all while honoring a selfless woman with a love for others and education!

For more information on how you can honor someone special while helping students, contact the Virginia Western Educational Foundation at (540) 857-6020 or visit us on the web at www.virginiawestern.edu/foundation.
Since the first class of students was admitted to Virginia Western Community College to take part in the brand-new program in 1972, the Radiography program has produced not just well-trained graduates in their particular field, but has formed a family (over 500 strong) across the Roanoke Valley, the state, and even the country. “When they graduate, we don't let them go; they continue to work with our students in a clinical setting,” states Shirl D. Lamanca, Program Head for Radiography and Interim Dean of Mathematics, Natural Science & Health Technology at VWCC. “We work side by side with our graduates and current students in a clinical setting, and that is a familiarity we use to our advantage.”

As one of the many programs in Health Technology that Virginia Western offers, the Radiography program uses a selective admission process due to the rigorous nature of the program — rigors that even the graduates of the program work to uphold. “Our graduates know we don't give students slack, and they also have a high expectation of our students, which enhances their education,” states Lamanca. On average, the Radiography program welcomes 24 new students into their program every fall into the five-semester program. Utilizing both on-campus and clinical instruction sites, the students work with former graduates all the way from the Program Head, herself a 1974 graduate of the program, to graduates in the clinical setting.

Due to the quality graduates the program has produced since the first class graduated in 1974, the Radiography program ensures a strong reputation across the Roanoke Valley and even nationally for producing highly qualified technologists. Oftentimes used as a “model” program, it is the past successes of faculty and students that have set up the program for a very bright future as well. The Radiography program recently welcomed its newest addition to the program, new energized x-ray unit “that is the exact same thing they see in a clinical setting, which ensures a smooth transition to a clinical setting and eventually a job,” says Lamanca. Similar to a small unit found in hospitals, students practice their skills by using tissue-equivalent “phantoms” to produce x-rays upon which they are graded. “Our graduates are ready to work in a hospital setting, medical center, doctor's office, and imaging centers after successfully sitting for the National ARRT Registry Examination,” states Lamanca, an exam in which Virginia Western has excellent pass rates.

Through the combination of excellent professors and teaching, innovative and state-of-the-art technology both on campus and in clinical settings, and the continued interaction of graduates with current students, the Virginia Western Radiography program has produced and will continue to produce some of the best technologists in the country.
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BITS & BITES

New Students “Discover” Virginia Western

Virginia Western began a new program last summer geared toward helping new students make the transition from high school to college. The program was named Discover, as the program allowed students to discover the campus, its resources, financial aid information, student activities, faculty expectations, career discovery and academic advising. Discover allowed students and their supporters (parents, grandparents, etc.) the opportunity to meet with faculty and staff and to gain a sense of comfort with the college campus before the start of classes. Four sessions were offered, with 513 students and supporters attending. Sixty-four members of the faculty and staff assisted with the sessions. While this was the inaugural offering of Discover, the Discover program figures to become an integral part of the transition into college life in the future.

VIRGINIA WESTERN IMPLEMENTS PROGRAM FOR STUDENTS

PRISMM, or the Project for Retention and Increased Success in Mathematics through Modularization, is a modular approach to Virginia Western’s current MTH 3 (Alg. I) and MTH 4 (Alg. II) developmental courses. Designed to assist students in completing the parts of MTH 3 and MTH 4 with which they are having difficulty and to succeed in passing developmental math courses, PRISMM is a new and innovative approach to teaching developmental math courses that will give students the encouragement they need to continue in college to meet their educational goals. For more information on this program, contact the Natural Science and Mathematics Division at 540-857-7273.
2009 Tech Summit

More than 200 area high school and community college students took the opportunity to learn more about potential careers in engineering, science, and technology on Tuesday, October 13, 2009 at Virginia Western Community College’s Third Annual Technology Summit. These students were able to explore a diverse array of career pathways, ranging from HVAC and robotics to rapid prototyping and web design. Business partners had displays set up to encourage interest in the fields of advanced technology, engineering technology, integrated technology, information technology, and environmental science.

To learn more about the Tech Summit, contact Leah Coffman or Terry Drumheller in the Business, Engineering & Technology Division of Virginia Western Community College by calling 540-857-7272.

NEW ALUMNI

Welcome to the newest members of the Virginia Western Alumni Association! Join your fellow classmates in making a lasting impact on your alma mater by joining the Alumni Association today. Visit www.virginiawestern.edu/alumni for more information.

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<tbody>
<tr>
<td>Philip Leslie LeCroy, 1981</td>
<td>Michael Womack, 1988</td>
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<td>Heidi Holody McClintic, 1998</td>
<td>Garry Lee Wright, 1983</td>
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in memory of Nadine Ingram
Ms. Cheryl B. Henry
Sarah Higgins -e
Mr. Grady Hill -e
J. Lee Hipp -e
Kathy P. Holland -e
Ms. Margaret S. Holland
Mr. & Mrs. Gary Houff -e
in honor of Gary Houff, Sarah Houff
& Callie Houff
Cathy A. Hubbard
Steve Huff -e
Ms. Mildred Huffman -e
Lyn Hursey -e
Mr. David Hutchins
Carly Johnson -e
in honor of Paul and Connie Johnson
Johnny Johnson -e
Ms. Brenda L. Jones
Charles H. Judge
Kathlyn Killian
Jennifer Kurtz -e
Ann F. Layne -e
Mr. Robert L. Leftwich
Judy Lienhardt -e
Shirley S. Long -e
Mike Lucas -e
Amy Chambers Maiolo -e
Tony Maiolo -e
Scott MacRae
Mr. Charles O. Markham, Jr.
Constance W. McClain, M.Ed.,
RTR -e
in memory of Preston B. Maydon, MD
Lewis A. Menefee
Ms. Elisabeth A. Miller
Laura Milliman -e
Ms. Dawn C. Moses
Ms. Sally E. Morley
Mr. & Mrs. Johnny E. Murray, Jr.
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Judy Nunn -e
Joel & Emily Pack
Rhonda N. Perdue -e
Rose Peters -e
Mr. & Mrs. Jeffery L. Poff -e
John D. Price -e
Joyce and Randy Rakes
Jeff Rakes -e
Ms. Barbara Raintree
Jim Ramsdel -e
Pat Rhodes -e
Martha Richardson -e
in memory of Shannon Crouse
Jerry J. Schaefter
in memory of my son,
Jerry John Schaefter
Chasity Schaffer -e
Bryan Schaubach -e
Ms. Denise Schuh -e
Bonny Simpson -e
in memory of Mason Metz
Richard S. Skelly -e
Mrs. Angela T. Stanfill
in honor of Ed and Glennia Hall
Christine Stanley -e
Cathy Swain -e
Rebecca Talbot -e
Natalie Mace Talbott -e
Susan C. Taylor -e
in memory of Rachel Rakes Hager
Tazza
Rick and Sue Terrell
Ms. Belinda Thomas
Claire Thomas, CPS -e
Mr. & Mrs. Paul R. Thomson, Jr.
in memory of Paul R. Thomson, Sr.
Brenda Tilley -e
Tong’s Thai Too
Ms. Tina Trudeau -e
Mrs. Tara Vance -e
Ms. Vickie V. Vandergrift
Deborah Q. Weeks -e
in memory of Margaret Hollandsworth Quesenberry
Felicia White -e
Joanie White -e
in honor of Mr. Cecil White
Mrs. Bonnie V. Whitley -e
Edna Whittier
Dianne L. Williams -e
Melissa Williams -e
Michael H. Williams
Ms. Suzanne L. Williamson
Gracie M. Wilson -e
Kevin G. Witter -e
Mr. Richard W. Woods
Holly A. Woodson -e
Mr. Lionel T. Woody -e
Pamela D. Woody -e
in memory of Leon Hooper
 Peggy A. Woody
Barbara Wright -e
Mrs. Janice A. Young
-e denotes VWCC employee
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