

**VIRGINIA WESTERN COMMUNITY COLLEGE**  
**Local Advisory Board Meeting Minutes**  
**Minutes No. 286, September 15, 2022**  
**Natural Science Center (N101) at 11:30am**

Members Present: William Cooper, Franklin County  
John Francis, Roanoke City -- Vice Chair  
Dr. Forest Jones, City of Salem  
Joyce Kessinger, Botetourt County -- Chair  
Dr. Ken Nicely, Roanoke County  
Todd Putney, Roanoke City  
Tim Rowe, Roanoke County

Members Absent: Penny Hodge, Roanoke County  
Granger Macfarlane, Roanoke City  
Dr. Marie Paretti, Craig County  
Beth Quinn, Roanoke City

Faculty/Staff Present: Fredona Aaron, Business Manager  
Amy Balzer, Assistant to College President  
Catherine Ferguson, Hidden Gem Feature  
Dr. Jolene Hamm, Assoc. Vice President, Institutional Effectiveness  
Dr. Milan Hayward, Vice President of Career and Corporate Training  
Erin Leftwich, Staff Senate Chair  
Marilyn Herbert-Ashton, Vice President of Institutional Advancement  
Jennifer Pittman, Assoc Vice President of HR/Interim Dean of IE  
Lisa Ridpath, Vice President of Financial and Administrative Services  
Dr. Robert Sandel, College President /Board Secretary  
Jenni Underwood, Hidden GEM Feature  
Dr. Elizabeth Wilmer, Vice President of Academic and Student Affairs

Guest Present: Edward Dalrymple, State Board Member/VWCC Liaison

**I. WELCOME AND CALL TO ORDER**

Chairman John Francis called the meeting to order at 11:35am. He welcomed guests and thanked Ms. Kessinger for completing her two-year term as board chair. Special mention/welcome was noted on Mr. Rowe for his first in-person meeting. New member Beth Quinn, absent from meeting, was previously welcomed at an orientation lunch and then introduced at the Board Retreat in August. Mr. Francis also noted that quorum was present.

***Ms. Kessinger made the motion to approve the minutes of May 19, 2022 meeting of the Local Advisory Board. Mr. Rowe seconded the motion and the motion was unanimously approved.***

## II. PUBLIC COMMENTS

No public comments

## III. REPORT FROM THE PRESIDENT

Dr Sandel welcomed all back to post pandemic 'somewhat normal' times. He touched on enrollment holding steady for fall semester, with approximately 40% virtual, the new norm. He then had the honor of presenting two of Virginia Western's Hidden Gems who are employees being recognized for having special talents and contributions that make them unique and valuable assets to the College. Highlighted at the meeting were Catherine 'Cathy' Ferguson, Credit for Prior Learning Specialist with the Career and Corporate Training Division; and Jenni Underwood, Financial Services Officer with the Financial and Administrative Services Division. These employees were selected by Dr. Sandel and his Executive Team for standout contributions.

Dr. Sandel then presented the 2022-2023 College Priorities, designed to dovetail the VCCS Priorities and most specifically aligned with the college's strategic plan and the Get REAL Title IX grant. He offered a brief explanation on how these were developed and their outcomes/measurements/projections.

***Ms. Kessinger made the motion to approve the 2022-2023 College Priorities as presented. Mr. Putney seconded the motion and the motion was unanimously approved.***

Dr. Sandel introduced guest presenter, Ed Dalrymple, who is the VCCS State Board Liaison to the college.

Mr. Dalrymple talked about his time on the state board, and shared his experiences with the community college from his perspective as a construction/asphalt business owner in need to quality trained employees, sharing personal stories/examples. He noted the workforce training focus of Virginia's new governor in funding initiatives, short term trainings in workforce and healthcare industries, seen as greatest needs currently in VA. There will be a shift in emphasis on workforce training, certifications, apprenticeships, etc. Mr. Dalrymple also shared a handout explaining state board and local board responsibilities/relationship.

## IV. COLLEGE REPORTS AND UPDATES

### ACADEMIC AND STUDENT AFFAIRS

Dr. Wilmer shared the ASA update to include an update on fall semester enrollment trends as compared to last fall. She then explained the BOLD – Boosting Online Learning Development-an array of professional development trainings being offered this summer to faculty to enhance all aspects of the varied modalities of offerings. She also shared the status of new programming at Western as a result of the RU/JCHS merger, OTA, PTA and Surg Tech.

Dr. Wilmer then presented the Student Conduct Policy for reaffirmation as there have not been any changes in this policy since last reaffirmation.

***After a brief review, Dr. Jones presented the motion to approve the Student Conduct Policy as presented, with no changes from last year. Mr. Cooper seconded the motion and the motion was unanimously approved.***

### **FINANCIAL AND ADMINISTRATIVE SERVICES**

Mr. Cooper, newly appointed Finance Committee chairperson, noted the Finance Committee met immediately prior to the board meeting and after very brief comments had two motions to present on behalf of the Committee.

***Mr. Cooper presented the motion on behalf of the Finance Committee to recommend approval to the Local Board for the fiscal year 2022 Local Fund Financial Report for the period of July 1, 2021 through June 30, 2022 as presented and to support using HEERF to recover lost revenue where allowed under guidance from the Federal Dept of Education. With no discussion or objection, the motion passed unanimously.***

***Secondly, Mr. Cooper presented the motion on behalf of the Finance Committee to recommend approval of the fiscal year 2023 Local Fund Financial Report for the period of July 1, 2022 through September 1, 2022 to include noted adjustments as presented. With no discussion or objection, the motion was unanimously approved.***

### **HUMAN RESOURCES**

No Report

### **INSTITUTIONAL ADVANCEMENT**

Ms. Herbert-Ashton shared updates to include Foundation net assets totaling \$26.5million and this year was first since inception of CCAP program that to accept and fund all eligible students (30% overall in participants). First year students had 55% increase and is a testament to marketing and CCAP coaching efforts. Legacy giving initiatives could raise \$18.4 million. She highlighted the Hall Center for Business naming, a multigenerational gift from the very special Hall family. All were invited to the Gazebo Celebration on Sept 25<sup>th</sup>. Lastly Ms. Herbert-Ashton noted \$2,848,142.68 in grants funded 6/1/2021-6/30/2022 and that even with two vacant positions, the Marketing Team has not missed a beat with creating effective strategies to increase enrollment for the fall semester. A lot of talent and collaboration.

### **INSTITUTIONAL EFFECTIVENESS**

Dr. Hamm began the Institutional Effectiveness update with a reminder of the strategic plan's mission, vision, values and goals as they tie into the college priorities.

***Mr. Putney presented the motion to reaffirm the College's Mission, Vision, Core Values and Institutional Goals as presented. Mr. Rowe seconded the motion and motion was unanimously approved.***

Dr. Hamm shared a PowerPoint, 2022 Strategic Plan Performance Indicator Updates, explaining the parallels and timelines of the Strategic Plan and the Get REAL grant. These indicators highlight the goals under each pillar and the college's progress toward meeting them. There are areas of strength and areas needing improvement. These indicators are in constant measure and comparison so that initiatives may be reviewed

to improve performance in areas that are lacking. The final slide, Overall Takeaways and Next Steps, shared the summaries for the indicators and identified focus points for new strategies moving forward.

**CAREER AND CORPORATE TRAINING**

Dr. Hayward presented the update for CCT by sharing two articles on corporate training authored by him. CCT staff are out in the community drumming up business and training contracts in this post-pandemic time. Things are moving in a positive direction for his area, many good things are happening, many incentives to keep the training programs going.

**V. REPORT FROM THE CHAIR**

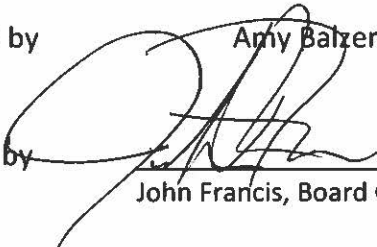
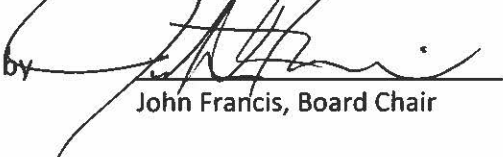
Mr. Francis confirmed the Local Board had fully completed their self-evaluation and goal setting exercises at the Annual Board Retreat on August 31, 2022. He provided the signed letter as documentation for the record. He also noted the calendar of future meeting dates as provided in the meeting packet.

Mr. Francis then shared that he and Mr. Putney were invited to participate on a zoom call collecting information/input for the new Chancellor’s Search. It was apparent the thinking is that the community college system has the colleges, resources, talent and leaders in place so does not need to be reinvented, just need someone ‘drive it’.

**VI. MEETING ADJOURNMENT**

Note: Dr. Sandel shared that Jennifer Pittman was leaving the college for private industry and will be greatly missed. She has been with the College for nearly 8 years. He wished her best on her journey.

***With no further business, Mr. Francis adjourned the meeting at 1:28pm.***

Minutes submitted by  Amy Balzer  
Minutes Approved by  John Francis, Board Chair

1/19/23  
Date

# VIRGINIA WESTERN

Memo for the Record  
August 31, 2022

This memo is intended to document that the Local Advisory Board completed their 2021-2022 self-evaluation and 2022-2023 goals setting exercise during Closed Session of their Annual Board Retreat on August 31, 2022.

Thank you,

A handwritten signature in black ink, appearing to read 'John Francis', written over a large, stylized circular flourish.

John Francis  
Chairman  
VWCC Local Advisory Board

