

**VIRGINIA WESTERN COMMUNITY COLLEGE**  
**Local Advisory Board Meeting Minutes**  
**Minutes No. 287, January 19, 2023**  
**Natural Science Center (N101) at 11:30am**

Members Present: William Cooper, Franklin County  
John Francis, Roanoke City -- Vice Chair  
Penny Hodge, Roanoke County  
Joyce Kessinger, Botetourt County -- Chair  
Dr. Ken Nicely, Roanoke County  
Granger Macfarlane, Roanoke City  
Dr. Marie Paretto, Craig County  
Todd Putney, Roanoke City  
Tim Rowe, Roanoke County  
Beth Quinn, Roanoke City

Members Absent: Dr. Forest Jones, City of Salem

Faculty/Staff Present: Amy Balzer, Assistant to College President  
Katelyn Burton, Administrative/Professional Faculty Senate Chair  
Amanda Decker, Career and Corporate Training  
Crystal Hall, Career and Corporate Training  
Dr. Jolene Hamm, Assoc. Vice President, Institutional Effectiveness  
Marilyn Herbert-Ashton, Vice President of Institutional Advancement  
Randy Holley, Assoc Vice President of Human Resources  
Tonya Judd, Hidden GEM Feature  
Erin Leftwich, Staff Senate Chair  
Jason Reid, Hidden Gem Feature  
Lisa Ridpath, Vice President of Financial and Administrative Services  
Dr. Robert Sandel, College President /Board Secretary  
Jamie Snead, Marketing/Strategic Communications Director  
Dr. Elizabeth Wilmer, Vice President of Academic and Student Affairs  
Kevin Witter,

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

**I. WELCOME AND CALL TO ORDER**

Chairman John Francis called the meeting to order at 11:30am. He welcomed guests, board members, college staff, and state board member Mr. Ed Dalrymple. Special mention/welcome was noted on Dr. Quinn for first in-person meeting. Mr. Francis also noted that Dr. Jones had a school conflict and meeting quorum was present.

***Dr. Nicely made the motion to approve the minutes for the September 2022 meeting of the Local Advisory Board. Dr. Paretto seconded the motion and the motion was unanimously approved.***

## II. PUBLIC COMMENTS

No public comments

## III. REPORT FROM THE PRESIDENT

Dr Sandel shared the following update:

- College is working with local legislators, receiving support saying they hear us;
- Thanked state board liaison Ed Dalrymple for attending our meetings and taking our concerns and requests back to Richmond ;
- Leadership by Dr. Wilmer and college deans is effective and focusing on the right things, making good things happen;
- Onboarding process has been revamped and improved;
- VWCC is consistently a top performer in VCCS with concentration on adult learners and CPL;
- New Chancellor will be in place April 2023, and is a strong advocate for CPL and underserved populations;
- Educational Foundation is having remarkable success in fundraising efforts;
- Introduced new key staff members, Randy Holley, Associate Vice President of Human Resources, and Jamie Snead, Director of Marketing/Strategic Communications.

Dr. Sandel 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 were Jason Reid, Marketing's content graphic designer among many other hats, and Tonya Judd, Arboretum/greenhouse/horticulture technician and point of contact. These employees were selected by Dr. Sandel and his Executive Team for their standout contributions.

Dr. Sandel then presented the 2022-2023 Emeritus nominations as selected by the appropriate senates: Cathy Swain, Staff Senate; Carol Rowlett, Administrative and Professional Faculty Senate; Robert Crawford and Dr. Gary Dent, Teaching Faculty Senate. After a brief discussion on each nominee, Dr. Sandel asked for approval.

***Mr. Cooper made the motion to approve the 2022-2023 Emeritus candidates as presented. Ms. Hodge seconded the motion and the motion was unanimously approved.***

Dr. Sandel closed with mention of the recent and tragic loss of a special staff member and friend, our Dean of Students. Mental health issues are real and many resources have been provided to the college community during this sad time.

## IV. COLLEGE REPORTS AND UPDATES

### ACADEMIC AND STUDENT AFFAIRS

Dr. Wilmer shared the ASA update as follows:

- online enrollment has jumped after first of year with a variety of modalities being offered and chosen;

- All in-person support services have opened back up and students are on campus!;
- Mental health has been a concern with recent events, and our services are being utilized;
- We have had very successful accreditation visits for new programs and reaccreditations;
- Shortened session classes will be added in Fall 2024 as programming will allow;
- Various new health professions programs and partnerships are being created and grant funding options being explored. These are in direct response to local hiring needs.

Dr. Wilmer provided the list of proposed 2023 Curriculum Advisory Committees membership rosters. These committees provide a vital link between the college and community by providing essential feedback and input into our programs of study to ensure that the curricular components remain current and pertinent to the community needs.

***After a brief review, Dr. Paretto presented the motion to approve the 2023 Curriculum Advisory Committees as presented. Mr. Cooper seconded the motion and the motion was unanimously approved.***

### **FINANCIAL AND ADMINISTRATIVE SERVICES**

Mr. Cooper, Finance Committee chairperson, noted the Finance Committee met immediately prior to the board meeting and vetted the local fund reports fully. He then presented the following motion on behalf of the Committee.

***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 December 31, 2022 to include noted adjustments as presented. With no discussion or objection, the motion was unanimously approved.***

### **HUMAN RESOURCES**

Mr. Holley began with the College on January 10<sup>th</sup> and said it's a privilege to be there. He has family that attended VWCC and is a proponent of community college education. He is working to support his staff and the college in the many transitions implemented by SSC recently. He looks forward to working with everyone at the college.

### **INSTITUTIONAL ADVANCEMENT**

Ms. Herbert-Ashton shared the following Institutional Advancement Update:

- Foundation net assets totaling \$26.4million;
- This year was first since inception of CCAP program that to accept and fund all eligible students (30% overall in participants), 644 accepted. First year students had 55% increase and is a testament to marketing and CCAP coaching efforts;
- Dr. Sandel has been recognized with an endowed scholarship established by the Newbern Foundation;
- Current legacy giving discussions have the potential to raise revocable giving to an overall total of more than \$18.5 million;
- \$2,848,142.68 in grants in FY 21.22;
- The Marketing Department is now fully staffed and ready to make an impact with creating effective strategies to increase enrollment for the fall semester. Ms. Jamie Snead hired as the new director of

marketing and strategic enrollment and brings talent and collaborative approach.

## **INSTITUTIONAL EFFECTIVENESS**

Dr. Hamm shared the following Institutional Effectiveness Update:

- Status of the Compliance Certification as being finalized with a February 15<sup>th</sup> or sooner mailing date;
- Successful SACS visit in October with the full approval of the Surgical Technology Program, and that Several of our business programs were reaccredited by the Accreditation Council for Business Schools and Programs and received accolades for analyzing student learning outcomes!;
- College is in year two of the Get REAL grant paired with the Strategic Plan, focusing on adult learners and underserved populations
  - In process are mapping of career pathways, community outreach efforts, credit for prior learning implementation, governance workgroups utilizing feedback from assessments, ESL plan for pathway and success. Just a few of the many initiatives underway;
- Annual MLK Day of Service offered a variety of community service projects for faculty and staff resulting in 534 volunteer hours served;
- Stay tuned for the next Book Club reading, *Crucial Conversations*, to be shared and scheduled.

## **CAREER AND CORPORATE TRAINING**

Ms. Decker presented the Career and Corporate Training Update as follows:

- The full-time healthcare team member has been hired and CCMA enrollment is full for spring;
- Recruitment still underway for corporate training position, which is a large revenue generator through training contracts;
- CCT recently gained Fast Forward approval for SHRM exam prep and currently working on growing healthcare course offerings with increased staffing in place;
- Established a new partnership with MECC to accommodate/manage the increased hours and training required for Pharmacy Technician Program;
- Tour Your Future events began in the fall semester, transporting community members through the site/process of enrolling, visiting the instruction sites and equipment for various programs, and then to campus to learn of support services in place to assist the students. Due to popularity, a second tour was scheduled in November to focus on the 'gatekeepers', those making the referrals to the education and training programs;
- Lastly, over 10,000 spring catalogs were mailed in December and many more distributed to libraries and business partners.

## **V. REPORT FROM THE CHAIR**

Mr. Francis noted the calendar of future meeting dates as provided and encouraged all to participate in the commencement ceremony on May 12<sup>th</sup>.

State Board liaison, Ed Dalrymple added that the new chancellor plans to visit all 23 community colleges in his first 90 days. Dr. Dore becomes the VCCS Chancellor in early April.

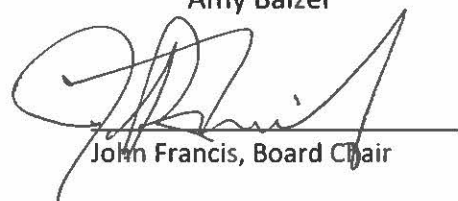
**VI. MEETING ADJOURNMENT**

***With no further business, Mr. Francis adjourned the meeting at 1:05pm***

Minutes submitted by

Amy Balzer

Minutes Approved by

  
John Francis, Board Chair

3/16/23  
Date

