

**VIRGINIA WESTERN COMMUNITY COLLEGE**  
**Local Advisory Board Meeting Minutes**  
**Minutes No. 290, September 21, 2023**  
**Natural Science Center ~ 11:30am**

Members Present: Valerie Brown, Roanoke City  
John Francis, Roanoke City -Chair  
Penny Hodge, Roanoke County  
Joyce Kessinger, Botetourt County  
Dr. Ken Nicely, Roanoke County  
Todd Putney, Roanoke City  
Tim Rowe, Roanoke County

Members Absent: William Cooper, Franklin County  
Dr. Forest Jones, City of Salem -Vice Chair  
Dr. Marie Paretti, Craig County  
Dr. Beth Quinn, Roanoke City  
Dr. Robert Sandel, College President/Board Secretary\*

Faculty/Staff Present: Fredona Aaron, Financial Services Business Manager  
Amy Anguiano, Administrative/Professional Faculty Senate Chair  
Dr. Jolene Hamm, Assoc. Vice President, Institutional Effectiveness  
Marilyn Herbert-Ashton, Vice President of Institutional Advancement  
Randy Holley, Assoc Vice President of Human Resources  
Shelley Lyons, Hidden Gem Feature  
Adam O/Neal, Staff Senate Chair  
Lisa Ridpath, Vice President of Financial and Administrative Services  
Brian Roberts, Faculty Senate Chair  
Jamie Snead, Marketing & Strategic Communications Director  
Dr. Elizabeth Wilmer, Vice President of Academic & Workforce Solutions  
Kevin Witter, Facilities Planning Director

**I. WELCOME AND CALL TO ORDER**

Chairman John Francis called the meeting to order at 11:30am noting quorum was present. He welcomed guests, board members, college staff, college Gem, and new senate chairs for the 2023-2024 academic year. Mr. Francis shared that Dr. Sandel was not present today and would be represented by Dr. Elizabeth Wilmer. Mr. Francis also noted that the Annual Local Board Retreat, hosted earlier in the week, was very productive and all required work was completed. He then introduced newly appoint Roanoke City Representative, Valerie Brown.

***Ms. Kessinger made the motion to approve the minutes for the May 18, 2023 meeting of the Local Advisory Board. Mr. Putney seconded the motion and the motion was unanimously approved.***

## **II. PUBLIC COMMENTS**

No public comments

## **III. REPORT FROM THE PRESIDENT**

Dr. Wilmer had the honor of presenting Virginia Western's Hidden Gem for September, Shelley Lyons, the administrative officer for Grants Administration. Gems are employees recognized for having special talents and contributions that make them unique and valuable assets to the College, and are selected by Dr. Sandel and his executive team. Ms. Lyons is a VWCC graduate and very versed in grant writing. She collaborates with staff/faculty to generate numerous grant funded projects/activities for the college.

## **IV. COLLEGE REPORTS AND UPDATES**

### **ACADEMIC AND WORKFORCE SOLUTIONS**

Dr. Wilmer then shared the AWS update to include:

- Current enrollment up 1.7%, very positive after past years of struggling. Dual Enrollment is on a positive trend also.
  - enrollment shift to in person (45%) and greater on campus presence. Modalities are watched closely during enrollment to add/remove sections based on student demand and faculty availability.
- One Door Project-restructuring occurred over the summer – merger of the workforce division and Academic Affairs. All students will enter in one door for all onboarding, advising needs and support needs.
  - Changed role for Dr. Wilmer to VP of Academic and Workforce Solutions and Amy White to Dean of STEM and Workforce Solutions.

Dr. Wilmer then shared the VCCS has changed Policy 5.1.0 for how programs that fall under an AA or AS degree are classified. This change moves programs that previously had specializations under them to having majors under them and allows for the creation of several new SCHEV approved AS programs. The purpose behind this change was to clarify and define the CIP Codes used to classify programs to better track graduates from these programs.

New programs at Virginia Western that are the result of the policy change:

- AS: Computer Science (New)—was AS in Science: Computer Science Specialization
- AS: Health Science (New)—was AS in Science: Health Science Specialization

***Mr. Putney made the motion to approve the new programs listed above as a result of the VCCS Policy 5.1.0 changes. Ms. Hodge seconded the motion and the motion was unanimously approved.***

Programs that are moving from a specialization to a major only:

- AA in Liberal Arts: Fine Arts Major -- was AA in Liberal Arts: Fine Arts Specialization
- AS in Science: Agriculture Major—was AS in Science: Agriculture Specialization
- AS in Science: Biotechnology Major—was AS in Science: Biotechnology Specialization
- AS in Science: Integrated Environmental Science Major—was AS in Science: Integrated Environmental Science Specialization
- AS in Science: Mathematics Major—was AS in Science: Mathematics Specialization
- AS in Social Science: Education Major--was AS in Social Science: Education Specialization
- AS in Engineering: Computer Science Major—was AS in Engineering: Computer Science Specialization
- AS in Engineering: Engineering Construction Major—was AS in Engineering: Engineering Construction Specialization

***Ms. Kessinger made the motion to change the specializations listed above to majors as a result of the VCCS Policy 5.1.0 changes. Mr. Putney seconded the motion and the motion was unanimously approved.***

Discontinued programs that are the result of this policy change:

- AS in Science: Computer Science—replaced with AS: Computer Science
- AS in Science: Health Science—replaced with AS: Health Science
- 3 Pre-admission programs (placeholder programs):
  - o General Studies Undecided- replaced by AS in General Studies
  - o Engineering Pre-Admission- replaced by the AS in Engineering
  - o Engineering Computer Science Pre-Admission - replaced by either AS in Computer Science or AS in Engineering: Computer Science Major.

Discontinued Program- not a result of the policy change:

- CSC in Culinary Arts: Professional Catering

***Mr. Putney made the motion to approve the discontinued programs listed above as a result of the VCCS Policy 5.1.0 changes. Mr. Rowe seconded the motion and the motion was unanimously approved.***

## **FINANCIAL AND ADMINISTRATIVE SERVICES**

Ms. Ridpath, as delegated by Committee Chairman Mr. Cooper shared that the Finance Committee had reviewed the Local Fund Financial Report for the period of July 1, 2022 through

June 30, 2023. No adjustments were proposed as the Local Advisory Board Finance Committee prefers for the fiscal year-end budget to remain “as is” for historical reference. Overall, fee-based revenues for the fiscal year came in stronger than enrollment projections and activity-based revenues came in as expected. Expenditures came in as expected with a little delay on one project due to the unexpected stormwater subsidence. Federal Higher Education Emergency Relief Funds (HEERF) ended as of June 30, 2023 and the college fully expended its entire award allocation prior to the state deadline. For 2022-23 local fund revenues collected totaled \$2,169,046 and expenditures totaled \$3,836,114. The fund balance as of June 30, 2023 was \$9,239,502 for all local funds.

***Mr. Francis shared the motion and second on behalf of the Finance Committee to recommend approval to the Local Advisory Board for the fiscal year 2023 Local Fund Financial Reports for the period of July 1, 2022 through June 30, 2023 as presented. With no further discussion or objections, the motion was unanimously approved.***

Ms. Ridpath shared that the committee received an overview of Local Fund Budget for Fiscal Year 2024, effective July 1, 2023 through September 8, 2023. The fund balance was \$8,264,219 for all local funds. Any needed revisions/adjustments to the proposed FY2024 budget will be addressed at the January 2024 meeting.

***Mr. Francis shared the motion and second on behalf of the Finance Committee to recommend approval to the Local Advisory Board for the proposed fiscal year 2024 Local Fund Financial Reports for July 1, 2023 through September 1, 2024 with noted adjustments. With no discussion or objections, the motion was unanimously approved.***

The Finance Committee requested that Ms. Ridpath share this brief update at the full board meeting on the college’s FY2024 budget outlook and the use of HEERF funds. She reported that all HEERF funds were fully expended by the federal grant deadline of June 30, 2023, for strategic one-time purposes allowed through federal guidelines. The college did not utilize HEERF funds to support on-going operational expenditures. The use of HEERF to cover lost revenue allowed the college to strategically position itself moving forward and focus on student support services to assist students throughout the pandemic. Enrollment is trending positive and looks strong for 2023-24. Ms. Ridpath reported the college’s fiscal position is solid and well-planned looking towards the future with no concerns given current enrollment trends.

## **HUMAN RESOURCES**

Mr. Holley shared a brief update to include that expanded recruitment efforts and rising applicant interest are realizing larger qualified applicant pools and decreased time to fill vacancies. Attrition at the college is stabilizing and human resources has facilitated the hiring of 41 new full-time, non-adjunct employees since May 1, 2023. Police Officer vacancy remains.

## **INSTITUTIONAL ADVANCEMENT**

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

- Educational Foundation net assets are \$28.7 million with market trending upward
- Annual Campaign has raised \$747,448 toward the goal of \$1,264,000.
- Celebrating milestone of CCAP's 15<sup>th</sup> year with \$10 million in scholarships impacting 4000 students with Anniversary/Alumni Homecoming CCAP Family Day, 9/23/2023.
- Naming opportunity for STEM building is under donor consideration.
  - Foundation gifts are a testament to the Foundation team, active and engaged Foundation Board and Dr. Sandel.
- Total Grant Funding for 2022-2023 was \$2,630, 056. Gem Shelley Lyons is the best grant writer in the area.
- Fall Marketing Campaign well underway. Ms. Jamie Snead, new Marketing Director, is well received across campus and collaborates with areas for idea generation and branding of all marketing materials.
- LED signage along Colonial Ave programmed with focus on driving enrollment and enhancing experience for the campus community.
- Events process is being overhauled under the lead of Ms. Snead.

## **INSTITUTIONAL EFFECTIVENESS**

Dr. Hamm shared Institutional Effectiveness Update:

- Noted that IE has provided board members with QEP narrative and swag in preparation for SACS COC visit Oct 1-5, 2023.
  - Preparing for the visit is very labor intensive, cumulative process.
  - Special thanks to Mr. Francis and Ms. Kessinger for willing to be interviewed by the SACS Committee.
- Annual affirmation of the college's mission, vision, values and goals are required per SACS Dr. Hamm shared a review of these with the group noting that there have been no revisions in the past year.

***Ms. Hodges made the motion to reaffirm the College Mission, Vision, Values and Goals as provided and reviewed. Mr. Rowe seconded the motion and the motion was unanimously approved.***

- Strategic Plan update was shared noting areas of success, progress underway and areas of improvement needed.
  - Dr. Nicely inquired on benchmarks and comparisons both internally and within VCCS on retention and graduation.

**V. REPORT FROM THE CHAIR**

Mr. Francis noted the calendar of future meeting dates as provided and asked all to note the date of graduation and plan to participate.

Mr. Francis then asked the Board members to share their vote of affirmation on the Memo for the Record of board self-evaluation and goals setting completion at Annual Retreat on September 12, 2023.

***Mr. Putney made the motion to approve the affirmation Memo for the Record as provided to the board members. Ms. Kessinger seconded the motion and the motion was unanimously approved.***

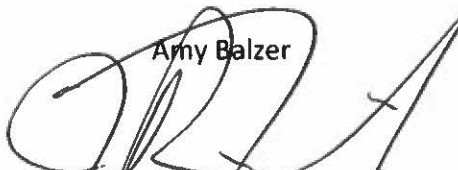
Mr. Francis requested approval of the 2023-2024 Local Advisory Board Member Handbook as reviewed and edited in the annual retreat on September 12, 2023. Marketing is currently creating a cover for the handbook. Also requiring approval are the minutes from the annual retreat as provided the board members.

Mr. Putney made the motion to approve the 2023-2024 Local Advisory Board Handbook and the minutes for the Annual Retreat on September 12, 2023. Ms. Brown seconded the motion and the motion was unanimously approved.

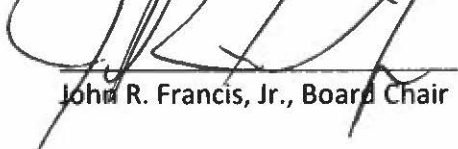
**VI. MEETING ADJOURNMENT**

***With no further business, Mr. Francis adjourned the meeting at 12:55pm***

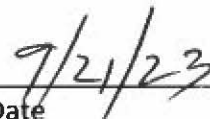
Minutes submitted by:

  
Arny Balzer

Minutes Approved by:

  
John R. Francis, Jr., Board Chair

Date

  
9/21/23