

**Virginia Western Community College**  
**Local Advisory Board Meeting Minutes**  
**Meeting No. 298, September 18, 2025**  
**Natural Science Center, N101, at 11:30am**

Members Present: Valerie Brown, Roanoke City  
Lesley Carter, Franklin County  
Penny Hodge, Roanoke County  
Kate Lawrence, Botetourt County  
Dr. Ken Nicely, Roanoke County  
Todd Putney, Roanoke City - Chair  
Dr. Beth Quinn, Roanoke City -Vice Chair  
Tim Rowe, Roanoke County  
Chad Scott, Roanoke City  
Jason Wheller, Craig County

Members Absent: Vacant, Salem City

Faculty/Staff Present: Dr. Laura Treanor, President  
Amy Balzer, President's Office  
Bernadette Battle, Vice President of Student Affairs  
Carrie Duckwall, President's Office  
Dr. Jolene Hamm, Associate Vice President of Institutional Effectiveness  
Marilyn Herbert-Ashton, Vice President of Institutional Advancement  
Mishawn Merchant, Student Spotlight  
Pittman, Assoc Vice President of Human Resources/ A&P Faculty Senate Chair  
Lisa Ridpath, Vice President of Financial and Administrative Services  
Jamie Snead, Director of Marketing and Strategic Communications  
Bryan Walke, Staff Senate Chair  
Dr. Elizabeth Wilmer, Vice President of Academic and Workforce Solutions  
Kevin Witter, Director of Facilities, Planning and Development

**I. WELCOME AND CALL TO ORDER**

Chairman Putney called the meeting to order at 11:35am in Natural Science Center, welcoming all including new senate chairs and student spotlight. He then welcomed Dr. Laura Treanor as the new president for VWCC and shared a few personal comments regarding her selection and the excitement she brings to the college. New board members, Dr. Jason Wheeler representing Craig County and Kate Lawrence representing Botetourt County, were introduced. Mr. Putney noted that Dr. Forest Jones has resigned from the Board due to conflicts.

Mr. Putney presented the May 15, 2025, meeting minutes for approval.

***Ms. Brown made the motion to approve the minutes for the May 15, 2025, meeting of the Local Advisory Board. Ms. Hodge seconded the motion, and the motion was unanimously approved.***

## II. PUBLIC COMMENTS

No public comments

## III. STUDENT SPOTLIGHT

Mishawn Merchant was recognized as a dedicated student in the Nursing Program (3.3GPA), a TRIO participant, and a Fralin Scholar. She brings a well-rounded perspective to her academic life, balancing family responsibilities, personal interests and her pursuit of a professional career in Nursing. She touts Virginia Western for being affordable and offering a wealth of resources to empower and enable to reach their goals.

## IV. REPORT FROM THE PRESIDENT

Dr. Treanor thanked everyone for their warm welcome to the college.

- Shared her personal and professional self-introduction including ties to the Roanoke area.
- Shared a formal welcome and provided professional background summaries for the two new board members. Dr. Jason Wheeler of Craig County with a background in education; and Ms. Kate Lawrence of Botetourt County, who is a large-scale farmer.
- Offered information on what drives her, LISTEN is the theme underway sharing a schematic for internal/external listening engagements, and ‘Catch the VIBE (Visionary Innovation for Bold Engagement)’, the new tagline and structure for institutional strategies that will be deployed in waves in the coming year.
- Noted changing the meeting format and content to be very intentional in creating space for advisory board members to share thoughts and feedback on the ideas and directions being considered. The goal is to balance keeping the board informed and hearing their perspectives on where things are headed.
  - To help facilitate this dialogue, a dedicated discussion item/question will be added to the agenda moving forward and the agenda will be streamlined to ensure that VP updates are more intentional, focused and purposeful. This effort will also assist in time management of the meetings.

## V. COLLEGE REPORTS AND UPDATES

### INSTITUTIONAL EFFECTIVENESS

Dr. Hamm presented the VWCC 25-26 Focus Goals as provided in the meeting packet:

- Shared that these priorities were developed by the VCCS with careful attention to the needs of our students, the strength of our academic programs, and the college’s role in supporting our community.
- Noted also that these priorities represent a clear, strategic direction —focusing on student success, strengthening workforce partnerships, expanding equitable access, and ensuring that we continue to be a trusted resource for education and training in our region.

***After a brief discussion, Ms. Brown presented the motion for board approval of the VWCC 25-26 Goals as presented. Dr. Quinn seconded the motion, and the motion was unanimously approved.***

Dr. Hamm then presented the College Mission for annual reaffirmation per SACSCOC:

- Virginia Western’s mission reflects our commitment to student success, academic excellence, workforce development, and service to our community. The college mission remains relevant and

serves as an important guide for decision making and priorities. By reaffirming the mission, we ensure that our work remains grounded in the values and direction that support both our students and our region.

***After a brief discussion, Mr. Rowe presented a motion to reaffirm the college mission as presented. Ms. Brown seconded the motion, and the motion was unanimously passed.***

Dr. Hamm encouraged the board members to review the locality impact fact sheets included in the meeting packet. Dr. Quinn shared appreciation for the data included on the fact sheets. Mr. Putney thanked Dr. Hamm for her hard work compiling data for various board requests and presenting it in a manner that everyone can understand.

## **FINANCIAL AND ADMINISTRATIVE SERVICES**

Ms. Ridpath noted the Finance Committee met immediately before the full board meeting to vet the local fund reports.

Ms. Hodge then presented the 2024-2025 local funds report noting local funds balance as of June 30, 2025 was \$11.3 million. Revenues and expenses were in line with projections. She then reported the 2025-2026 local funds fund balance on 9/9/2025 was \$11.2, with no adjustments for this first quarter. Revenue budget adjustments related to enrollment will be brought to the board in January 2026 if needed.

***Ms. Hodge presented the motion and second on behalf of the Finance Committee for Local Advisory Board approval of the FY 2025 Local Fund Financial Report for the period of July 1, 2024 through June 30, 2025; and FY 2026 Local Fund Financial Report for the period of July 1, 2025 through September 9, 2025, including noted adjustments. Ms. Brown seconded the motion, and the motion was unanimously approved.***

Mr. Putney reminded the board that all members are invited to attend the Finance Committee should they desire to do so. He also encouraged all to review the additional financial materials provided in the meeting packet. The VWCC Projects Update is very thorough and displays the many capital projects underway.

## **STUDENT AFFAIRS**

Ms. Battle shared the Student Affairs Update touching on points in the meeting packet:

- Enrollment totals for 2025 Summer were 3.9% headcount and 4.1 FTE; 2025 Fall enrollment numbers showing strong increase over last year at this time, 13.4% headcount and 10.9% FTE.
  - Attributes the strong enrollment trend to a direct outcome of strategic planning, deliberate actions, and shared commitment across the college to expanding access, supporting student success and strengthening community partners.
- Virginia Western formally transitioned to the new, unified Code of Student Conduct, becoming one of the first colleges in the system to adopt this important change. All VCCS institutions are now implementing the same code of conduct. This initiative reflects the chancellor's vision for a one system approach. This will hold VWCC students to the same conduct standards as their system peers and will benefit from a clear, consistent framework of rights and responsibilities.
  - Dr. Treanor noted this is part of the unified approach for policies and procedures that the chancellor is working toward systemwide.
- Ms. Battle shared that the full SA report can be referenced in the meeting packet.

## INSTITUTIONAL ADVANCEMENT

Ms. Herbert-Ashton provided the Institutional Advancement Update touching on points provided in the meeting packet:

- As of June 30, 2025, the total liabilities and net assets of the Educational Foundation were \$40.7 million. Total investments at market are \$38.7 million.
- The Legacy of Vision annual campaign closed on June 30, 2025, totaling \$4,418,493.80.
- As of June 30, 2025, cash gifts, pledges, and promises intended for the Virginia Western Forward Fund total \$17,145,166.73.
- Shared gratitude to the Local and Foundation Board members for their support of the gala in honor of Dr. Sandel. A capacity gathering of community college leadership, local and state government representatives, Local and Foundation board members, and business and philanthropic leaders in attendance.
- 200+ students have received assistance from the Student Emergency Fund for 2024-2025 AY.
- The TRIO grant was renewed for 5 years, providing funding of \$1,750,715.
- Encouraged all to see the packet for samples of Marketing's great work. They continue to collaborate with departments across campus to create promotion pieces and marketing strategies.

## ACADEMIC AND WORKFORCE SOLUTIONS

Dr. Wilmer shared the AWS update touching on the following points noted in the meeting packet:

- Roanoke Valley Alleghany Region 5 Adult Education funding has been restored, so VWCC will run GED and ESL Bridge classes.
- The VCCS has finalized the financial models for 2025-2026. Currently UCGS classes taught in high school are at no cost to the student (per recent legislation). Non-UCGS (transfer and CTE classes) taught in the high schools cost the student \$44.17 per credit hour. Classes taught at VWCC in-person will be a full tuition and fees.
- The FY25 Workforce Pipeline Allocation has been received by participating colleges in the Go Virginia Region 2 (NRCC, VWCC, CVCC) for the AAS Paramedic Program. The program will start in Fall 2026
- 10 new faculty members have been hired.
- New workforce development programs with great interest are Sterile Processing and CNA.
- 20 students earned Fast Forward certification in the CCMA program at the Envision Center. This program is partnered by Carilion, VWCC and the Workforce Investment Board.

## **VI. DICUSSION ITEMS**

Dr. Treanor announced that the **Board Self-Evaluation Survey** will be shared by Mr. Putney shortly after the meeting. This is a yearly requirement of SACs accreditation, but more importantly, designed to provide an opportunity for leadership to reflect on the goals of the Local Advisory Board and the degree to which they have been achieved. This will serve as a guide for setting the board goals for the new year.

Dr. Treanor then announced that the **Translating Opportunities Institutional Assessment** will also be provided to the board members by Dr. Treanor for participation. This is a self-assessment tool designed to

