

VIRGINIA HIGHLANDS COMMUNITY COLLEGE BOARD
Thursday, November 8, 2012

The regular bi-monthly meeting (No. 274) of the Virginia Highlands Community College Board was held on Thursday, November 8, 2012. Lunch began at 12:00 noon in NEB 120 followed by the business portion of the meeting at 12:50 p.m. in ADM 123 the College Boardroom.

Members Present

Gary "Bo" Catron, Washington County
Tony Miller, Washington County
Tom Hicok, Washington County
Bill Rush, Smyth County
Ronald Morgan, City of Bristol
Susan Long, City of Bristol
Jamey Rector, City of Bristol

Members Absent

Kimberly Clark, Smyth County
Virgil Wimmer, Washington County

Staff Present

Dr. Ron Proffitt, President and Secretary to the Board
Dr. Hara Charlier, Vice President Instruction and Student Services
Melinda Leland, Dean, Workforce Training and Continuing Education
Christine Fields, Vice President Finance & Administration Services
Laura McClellan, Human Resource Manager
Mary Snead, Accountant
David Matlock, Vice President of Institutional Advancement
Dawn Jessee, Administrative Assistant to President

Attendee

Duffy Carmack, Chief Financial Officer, Southwest VA Higher Education Center

Staff Absent

None

Call to Order

Jamey Rector, Chair, presided and called the meeting to order. Gary "Bo" Catron, representing Washington County, was welcomed as a new board member.

2012-13 Board Organization

Approval of Minutes

Upon motion of Ron Morgan and seconded by Tom Hicok, **the Board unanimously approved minutes of July 12, 2012 (No. 273).**

Public Comments

No public comments were presented.

New Business

Upon motion of Ron Morgan and seconded by Tom Hicok, **the Board unanimously approved:**

- **The 2012-13 Vending Commissions & Student Activity Fee Budget**
- **The Financial Statements (Local Funds) Year Ending June 30, 2012**

Upon motion of Ron Morgan and seconded by Tony Miller, **the Board unanimously approved the transfer of \$6,076.71 from Local Funds to President's Discretionary Fund.**

Upon motion of Ron Morgan and seconded by Bill Rush, **the Board unanimously approved the 2013-14 Localities Appropriation Funds Budget Request.**

Board members Tony Miller and Bill Rush emphasized the importance of always supporting "seed" funds to put back into the college and to always have local funds available to support activities. Per these suggestions, Dr. Proffitt will ensure that an accounting mechanism will be established to notify board members when local funds reach \$1,000 and more funding is required.

Department Updates

Fall 2012 Enrollment

Dr. Hara Charlier reviewed the definition of Full Time Equivalency (FTE)—15 credit hours per semester or 30 credit hours per year. FTE is down 170 students compared to Fall 2011. Regional "sister" institutions are also down as well as VCCS.

Dr. Charlier categorized the "170" student decrease as:

- One third attributed to the change in developmental math courses (56 FTE).
- One third identified as students in the career and technical educational courses from Trade Act that have graduated or are taking on-line courses.
- Approximately 20% are dual enrollment students due to population shifts in the high schools.

Dr. Charlier continued...

Avenues that are being implemented or reviewed to correct this decrease include:

- Possibly changing the developmental math courses from MTE to MTT's, i.e. block scheduling
- Currently putting together additional on-line and late start courses for Spring 2013
- Marketing/PR (Anne Dunham) posting low cost billboards and banners
- Researching the reasons that a group of students (typically with less than 15 credits) are lost from fall to spring enrollment :
 - Cost related
 - Tracking data of dual enrollment students to possibly expand enrollment
 - Conducting a "retention-thon" by contacting students that do not re-enroll in the spring
 - Financial aid not offered in the summer impacts fall and spring enrollment
- The VCCS provides a grant for a Great Expectations Coach and College Success Coaches to assist students with the various challenges faced while attending college.

Board member, Ron Morgan asked the following questions:

Who pays for Dual Enrollment Classes? The students pay a very small portion of the cost.

Are foreign languages offered at VHCC? Yes, French and Spanish are taught on campus and other foreign languages are offered on-line

What does CTE, MTE, and MTT stand for: Career and Technical Education, Math Essentials and Math Technology.

Workforce Training and Continuing Education

Melinda Leland reported that VHCC is currently serving 40 to 50 Trade Act students and 35 On-Ramp students. Board member, Tony Miller, suggested that SAT prep information on VHCC website be located in an area easier to locate and to offer ACT prep classes.

The Executive Summary for a Regional Workforce Center Feasibility Study is as follows:

- No overwhelming data to support a workforce center
- Does suggest that a workforce center would be beneficial
- There are current programs that need a location or are "in need"
- Suggests that manufacturing programs should be made shorter term to get people back to work sooner
- The issue of sustaining a workforce center is great. VHCC is currently reviewing training programs, cost, location, and how to accomplish.

If Board Members have any suggestions and or comments after reviewing the Feasibility Study results, please send them to Melinda Leland or Dr. Proffitt.

Board member, Bill Rush, suggested a marketing effort to increase awareness of the salaries for trade jobs, i.e. electricians and masonry workers. Melinda Leland reported that the Southwest Virginia Alliance for Manufacturing (SVAM) organization is developing a strategic plan to market these types of careers and provide a pathway to students.

Institutional Advancement
Educational Foundation

David Matlock provided the Institutional Advancement division monthly report:

- Anne Dunham, VHCC Public Relations/Marketing & Alumni Director, was the recipient of a Virginia Community College Association first place writing award for an alumni profile of a VHCC science graduate.
- A grant has been submitted to place a Career Coach in local middle school in need
- Approximately 400 responses have been received for the Noel-Levitz Student Satisfaction Survey. The goal is 1,000 responses. If any board member needs assistance in completing, please contact David Matlock.
- The Tobacco Commission Grant of \$400,000 was awarded to VHCC for student scholarships.
- The Richard Leigh Music Festival to be held on May 18, 2013, will provide funds for Great Expectations (foster) program.

Finance and Administrative Services

Construction Projects Update

Christine Fields, VP of Financial & Administrative Services reviewed the following:

- Construction of the VHCC Cadaver Lab will begin the week of November 12, 2012.
- All grading for the parking lot project should be completed by week ending November 16 and paving completed by first of December.

Personnel Report

Laura McClellan, Human Resource Manager, reviewed the following personnel report:

New Hires:

- Criss Golden, Great Expectations Coach
- Renee V. Stanley, Amanda Robbins, Amy Hampton and Anita Coe, Nursing Faculty
- Katherine Stephens, Nursing Simulation Lab Facilitator
- Joyce Horn, Housekeeping
- Nathanael McClure, College Success Coach

Promotions:

- Debbie Puckett, College Success Coach

Resignations:

- Faith Sturgill, Nursing Faculty

Current Recruitment:

- Upward Bound/Educational Talent Search Advisor

Annual Conflict of Interest filings will be offered on-line effective this year. Laura McClellan will send an email to all board members in early December with details and a copy of last year's filing.

Status of 2012-13 Localities Appropriation Funds Budget

Mary Snead provided the Board with the status of the 2012-2013 Localities Appropriation Funds budget. All localities are on track with allocated funding.

2012-2013 Budget Status

Dr. Proffitt reported that he had met with Faculty and Staff to review the status of the 2012-13 budget. Items reviewed included (a) a shortfall of \$150,000 from state funding based on a complicated formula of FTE across the VCCS and (b) the current drop in FTE students. The current 2012-13 budget can sustain these two factors. Adjustments will have to be made going forward into the 2013-14 and 2014-15 budgets to withstand projected \$400,000 and \$800,000 deficits respectively. Dr. Proffitt encouraged all faculty and staff to make suggestions prior to January budget submittal deadline. It is very likely that personnel cuts will have to be made and these decisions will not be made in a "tunnel" or vacuum. Dr. Proffitt's mission is to look at the past ten years of enrollment related to funding and determine at what level the college can "live" and make one-time decisions instead of riding a funding "roller-coaster." The goal is to achieve this by looking at areas of growth, retraining and shared services.

The development of a Speaker's Bureau is in place for VHCC representatives to visit localities, local clubs/organizations, and high schools to present current projects and activities on campus.

Old Business

No old business was presented.

Board Discussion

Board member, Ron Morgan, commented that VHCC was highly admired for its activities.

Board member, Tom Hicok, suggested that VHCC look at the possibility of establishing an Amphitheatre on campus due to available land space, proximity to Heartwood and location on Crooked Road. David Matlock will present this to the Foundation Board.

Board member, Tony Miller, suggested that VHCC work with high schools to establish more stream lined process for obtaining transcripts for dual enrollment credits. Dr. Charlier reported that Stacey Thomas, Dual Enrollment Coordinator, is working with high school counselors and this will be reviewed.

Next Meeting Reminder

The next College Board meeting will be on Thursday, March 14, 2013 with lunch at Noon followed by the formal meeting.

Adjourn

Upon motion of Ron Morgan and seconded by Bill Rush, the VHCC College Board meeting adjourned at approximately 2:55 p.m.