

VIRGINIA WESTERN COMMUNITY COLLEGE

Local Board Meeting Minutes Minutes No. 241, May 20, 2010

The Virginia Western Community College Local Board was called to order at 11:30 am Thursday, May 20, 2010, in the Natural Science Center by Chairman Dennis Cronk. He welcomed everyone and thanked them for their time and dedication to Virginia Western.

Members Present: Mr. Barry Baird, Roanoke City
Mr. Jerry Burgess, Botetourt County
Mr. Dennis Cronk, Roanoke City.....Chair
Mr. William Hackworth, Roanoke City
Dr. Lorraine Lange, Roanoke County.....Vice Chair
Mr. David P. Mitchell, Roanoke County
Mr. Larry Moore, Franklin County
Ms. Debbie Snead, Craig County
Mr. Joseph Wright, Roanoke City

Members Absent: Mr. Forest Jones, City of Salem
Mr. Joseph Thomas, Roanoke County

Staff Present: Ms. Fredona Aaron, Business Manager
Ms. Amy Balzer, Administrative Assistant
Dr. John Capps, Vice President of Academic and Student Affairs
Ms. Cheryl Miller, Vice President of Financial and Administrative Services
Ms. Kelsey Yardley, Recruitment Coordinator

Guests Present: Mr. James Arend, Educational Foundation Board of Directors, President

I. APPROVAL OF MINUTES

Mr. Burgess made a motion to approve the minutes from the regular meeting of March 18, 2010. Mr. Moore seconded the motion and the motion was approved.

II. COLLEGE REPORTS AND UPDATES

ACADEMIC AND STUDENT AFFAIRS

Dr. Capps introduced Ms. Yardley, Outreach Coordinator for the college. Ms. Yardley explained that current outreach activities are both internal and external. She currently recruits at the eleven feeder high schools in the service region, showing that 29% of high students on average attend Virginia Western following graduation. Salem High School showed the highest VWCC attendance rate, most likely the direct effect of the second year of the Access Program. Information covered during high school visits includes: admissions process and requirements, available programs of study, financial aid, placement testing, and transfer agreements. Ms. Yardley has found that the

most effective means to reach high school students are the recruitment video, student ambassadors, and campus tours. Accompanying her were three student ambassadors recently selected through the new ambassador program, requiring application, essay, and interview. This new program rewards each selected ambassador with a \$1000 scholarship over two semesters for college representation and event assistance both on and off campus. The students introduced themselves and their intended areas of study: Erika Clark – Communication Design, Ismane Fleurant – Science (Health Sciences), and Jacob Equi – Liberal Arts.

Dr. Capps then presented a brief Academic and Student Affairs update:

- Virginia Western students scored above the VCCS average on all 6 measures of the Quantitative Reasoning Core Competency Test given during 08-09 year. This is a marked improvement from the pretest results, which indicates that entering students scored below average on 4 of the 6 measures.
- Results of the Alumni Survey were positive, noting that 100% of the respondents were satisfied with their chosen academic program. Ninety percent of respondents said they recommend Virginia Western to family and friends, and 87% felt like they were fully prepared for employment.
- Virginia Western Academic Scholarships are sponsored by the government localities in the college's service region. These scholarships are awarded to high school graduates who will be attending VWCC in the fall and have demonstrated high motivation and academic achievement. Each scholarship covers tuition for 12 credits per semester for one year. The twelve recipients were listed.

FINANCIAL AND ADMINISTRATIVE SERVICES

Mr. Wright discussed and then presented the following items on behalf of the Finance Committee for Local Board consideration of approval:

- Local Funds Financial Reports (July 1, 2009 – April 30, 2010)

The Finance Committee recommended board approval of the financial reports as presented, and the recommendation was approved unanimously.

Mr. Wright presented the proposed Local Funds budget for fiscal year July 1, 2010 through June 30, 2011 with the following notations:

- Significant adjustment to interest income due to the economic conditions.
- Decrease in bookstore commission revenues due to launching the book rental program. Other inventory ideas are being considered to increase sales to increase commission.
- Parking Fund budget is based on the assumption that the State Board will increase fees as requested. Additional funds will be needed for the new parking lot based on the bids received thus far.
- Individual scholarship revenue from external sources is adjusted downward due to the economic conditions.
- Campus Life Center account has been established to reflect funding for the project as necessary prior to construction. This account also assumes the State Board approval of requested increase in student activities fee.

The Finance Committee recommended board approval of the Local Fund proposed budget for fiscal year July 1, 2010 through June 30, 2011 with the caveat that these proposed budgets are subject to change based on the State Board's decision on requested fee increases. The recommendation was unanimously approved.

Ms. Miller presented the 2010-2011 and 2011-2012 Parking Plans for the college as reported on the forms required by the VCCS. The FY 2011 form reports the same figures as on the proposed budget. The FY 2012 projects funds needed for maintenance and signage of parking areas.

The Finance Committee then recommended board approval of the 2010-2011 and 2011-2012 Parking Plans for the college, and the recommendation was unanimously approved.

EDUCATIONAL FOUNDATION

Mr. Arend updated the board on the following:

- The Foundation is preparing for its second major gifts campaign, to be overseen by John Harlow and Associates. Mr. Ellis and Mr. Lanford have agreed to co-chair the Campaign Committee. The goal is \$7 million to fund the Community College Access Program. The campaign will run for approximately five years in hopes of funding all five localities.
- The annual giving campaign is beginning now, and all board members are encouraged to participate, with a 40% increase in donation over last year if possible.
- 2010-2011 will likely see 25% growth for Salem CCAP recipients, and Roanoke City can expect the same. The Franklin County CCAP can accommodate approximately 50 students with the current funds.

III. PRESIDENT'S REPORT

Dr. Sandel reported to the board on the following:

- Outcomes for the 2009-2010 President's Goals, highlighting the fact that VWCC exceeded the enrollment goal by over 4%, the number of graduates has increased by 15%, and dual enrollment has experienced a 7% increase over the previous year.
- The President's Goals, for 2010-2011, which have been developed alongside the Chancellor's Goals and *Achieve 2015*, the new VCCS strategic plan.
- Update on the status of the new Science and Health Professions Building, noting that ground breaking date is August 2010. A construction management firm has been selected to oversee the project and guarantee cost containment.

Mr. Wright made a motion to approve the 2009-2010 goals assessment and the 2010-2011 President's Goals, and a second to the motion was made by Mr. Moore. The motion carried unanimously.

IV. REPORT FROM THE CHAIR

Mr. Cronk presented the nominations from the Executive Committee for the 2010-2012: Chair, Dr. Lorraine Lange, and Vice Chair, Mr. Forest Jones. The new officers will take seats effective July 1, 2010 through June 30, 2012.

Mr. Baird made a motion to approve Lorraine Lange as Chair and Forest Jones as Vice Chair of the Local Board for 2010-2012. Mr. Mitchell seconded the motion and the motion passed unanimously.

Mr. Cronk acknowledged Mr. Baird representing Roanoke City and Mr. Thomas representing Roanoke County for their eight years of service on the Local Board. They have provided valuable support and leadership to the board and are greatly appreciated.

Dr. Lange also noted that this is the last meeting that Mr. Cronk will chair, and thanked him for his time and dedication to Virginia Western and the College Board.

V. REGULAR MEETING ADJOURNMENT

Mr. Cronk thanked everyone for attending and noted that the next meeting is September 16, 2010, at 11:30 am in the Natural Science Center. The July meeting is cancelled due to lack of agenda items. The regular business meeting adjourned at 12:45pm.

VI. CLOSED SESSION

The Local Board Members met in closed session to review Dr. Sandel's annual evaluation letter from Chairman Cronk to be submitted to the Chancellor as part of his presidential review. This letter was provided electronically to all board members prior to the meeting.

Mr. Wright mentioned that he would like to see this letter be a group effort next time, and Dr. Lange agreed that a new procedure for composing the letter could be discussed next year.

Mr. Baird made a motion for board approval of Dr. Sandel's evaluation letter to the Chancellor. Mr. Burgess seconded the motion and the motion passed unanimously.

Minutes submitted by: Ms. Amy Balzer

Minutes Approved by:

Dr. Lorraine Lange, Chair

Date