

**VIRGINIA WESTERN COMMUNITY COLLEGE**  
**Local Advisory Board Meeting Minutes**  
**Minutes No. 260, March 19, 2015**

The Virginia Western Community College Local Advisory Board was called to order at 11:35a.m. Thursday, March 19, 2015 by Chairman Jerry Burgess.

Members Present:        Jerry Burgess, Botetourt County..... Chair  
                                  Josh Johnson, Roanoke City  
                                  Forest Jones, City of Salem  
                                  Lorraine Lange, Roanoke County  
                                  Granger Macfarlane, Roanoke City  
                                  Jim McAden, Roanoke County.....Vice Chair  
                                  Larry Moore, Franklin County  
                                  Charles Robbins, Roanoke County  
                                  Douglas Waters, Roanoke City

Members Absent:        Mark Lawrence, Roanoke City

Staff Present:            Fred Aaron, Business Manager, Financial and Administrative Services  
                                  Amy Balzer, Assistant to College President  
                                  Angela Falconetti, Vice President of Institutional Advancement  
                                  Cheryl Miller, Vice President of Financial and Administrative Services  
                                  Jennifer Pittman, Associate Vice President of Human Resources  
                                  Robert Sandel, College President, Local Advisory Board Secretary  
                                  Chad Sartini, Coordinator of Financial Aid and Veteran's Affairs  
                                  James Smith, Administrative Officer for Work Solutions  
                                  Reginald Walker, Project Manager, Facilities Planning and Management  
                                  Marla Whiteside, Accountant, Financial Services  
                                  Elizabeth Wilmer, Vice President of Academic and Student Affairs

**I.        APPROVAL OF MINUTES**

*Mr. Moore made a motion to approve the minutes from the regular meeting on January 15, 2015 as presented. Mr. Macfarlane seconded the motion and the motion was approved.*

**II.       PUBLIC COMMENT**

No public comment requested.

**III.      REPORT FROM THE PRESIDENT**

Dr. Sandel provided the campus update to include:

- Craig County representative, Michael Jones, resigned from the Board due to unavailability to attend meetings. A replacement is being sought.
- ASPEN group hosted a national conference in Roanoke using VWCC/Goodwill Industries partnership as a model.
- Enrollment standing at -1%, with VCCS average of -3.5%. Budget for next year will be based on even enrollment.
- STEM building design is underway and projected to break ground in late spring 2017. Parking garage is

- in approval stage, and is desired to be constructed in conjunction with the STEM building.
- College is working with Roanoke City on creating a more collegiate streetscape along Colonial Ave, running through campus.
- Budget is tight; however, the College continues to move forward.
- 2015 graduating class is among the largest in numbers for the College.

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

##### **ACADEMIC AND STUDENT AFFAIRS**

Dr. Wilmer reported on Academic and Student Affairs activity including:

- Focus continues to be on improving retention and graduation rates.
- VWCC chapter of PTK earned a 5 star designation.
- Health Professions continues to explore new specializations and articulation agreements.
- Culinary Arts AAS program has earned 5 year accreditation from ACF. Culinary facility expansion project has been approved by Roanoke City Council and is in the planning process.
- VWCC currently has largest dual enrollment offering in the state.
- Newly purchased catalog software will offer interactive online capability, new features and more efficient behind the scenes production work.

Dr. Wilmer presented the updated 2015 Radiation Oncology Advisory Committee Membership for approval as the final vacancy has been filled.

*Mr. Waters made a motion to approve the 2015 Radiation Oncology Curriculum Advisory Committee as revised. Mr. Moore seconded the motion and the motion was approved.*

##### **FINANCIAL AND ADMINISTRATIVE SERVICES**

Mr. Waters reviewed the Local Fund Financial Reports for the period July 1, 2014 through February 28, 2015 noting the following:

- Local Fund balance as of February 28, 2015 was \$1,389,235.
- Locality contributions do not include Salem City as our request was not funded.
- Vending machine revenues are less than last year due to Subway's contract being based on lease payment rather than commission rate. Subway's lease payments are being recorded in Campus Life Center Fund.
- Construction Fund includes expenses associated with the Dental Clinic and Autoclave renovation. These expenses will be reimbursed by the VCCS with funds from settlement with CJMW. A budget adjustment is requested for the Dental Clinic renovation to support a change order to the project.
- Bookstore commissions are considerably higher than last year due to the new VCCS-wide bookstore contract. An increase in the Starbucks/Smoothie Bar budget is requested to cover additional equipment purchase.
- Parking fund reflects two new accounts to support the Colonial Ave Streetscape Project and the Parking Deck Preplanning Study. The College will be funding initially to move projects forward.
- Individual Scholarship Fund requires a budget adjustment to reflect the amount of scholarships received from external sources.
- Student Activities Fund includes expenses for NJCAA, which has been suspended due to significant needs not identified in advance.
- Campus Life Center Fund shows significant progress toward furniture, fixture and equipment (FFE) purchases for the new Campus Life Center building.

***Mr. Waters presented a motion and second on behalf of the Finance Committee to recommend Board approval of the 7/1/2014-2/28/15 financial reports to include the noted adjustments. The motion was approved unanimously.***

Ms. Miller, together with Mr. Waters, reviewed the proposal to increase the parking fee by .50 per credit hour. The anticipated revenue to be generated as a result of the proposed fee increase is \$417,555, slightly less than the amount proposed for 2014-2015. If approved by Local and State Board for Community Colleges, the fee increase will become effective fall semester 2015.

***Mr. Waters presented a motion and second on behalf of the Finance Committee to recommend Board approval of the .50 increase per credit hour in Parking Fees effective fall semester 2015. The motion was approved unanimously.***

## **HUMAN RESOURCES**

Ms. Pittman shared the VWCC Diversity Plan as a major College-wide initiative led by the Human Resources Division:

- Plan has been strengthened by focusing on being a model for diversity, demonstrating demographic diversity, and enhancing inclusiveness and empowerment throughout the College. Development Committee began planning for a fall of 2016 major gifts campaign.
- Moving forward, the focus will be on recruitment and retention of a diverse employee population.
- Shared the dashboard report as of 2/9/2015 and welcomed feedback, comments and suggestions from the Board and the community.

## **INSTITUTIONAL ADVANCEMENT**

Dr. Falconetti provided the following update on behalf of the Educational Foundation:

- Campaign total as of December 31, 2014 was \$5,469,267.27.
- Development Committee began planning for a fall of 2016 major gifts campaign.
- External focus groups have been scheduled with all College service localities to solicit input as part of the strategic planning process.
- Spring Scholarship Ceremony, CCAP Campaign Celebration and the Michael E. Warner Memorial Golf Tournament were discussed.
- 2015 Slate of Officers for the Educational Foundation was shared as well as new membership.

Dr. Falconetti reported the following for Institutional Advancement:

- Grants Office secured \$2,056,0883 in grant funding from July 1, 2014 –March 15, 2015;
- Marketing Office is planning for the fall 2014 student recruitment campaign;
- IA is leading the development of the College's 2014-2015 strategic plan in coordination with the Strategic Planning Steering Team and IE Office.
- Numerous publications, events, media coverage, and status of social media were reviewed.
- Roanoke Regional Chamber of Commerce's publication, *Portrait of the Roanoke Region-Heart of Virginia's Blue Ridge*, includes a feature on the College including the Fralin Charitable Trust gift.

## **WORKFORCE DEVELOPMENT SERVICES**

Mr. Smith shared the Workforce Solutions update on programs focusing on training in the areas of healthcare, teacher certification and manufacturing. Manufacturing/Industrial Program information included:

- Basic Manufacturing Skills is 116 credit hours and has served 9 students.
- Other programs – Industrial Maintenance Tech, Welding, Manufacturing Production Tech, Manual Machining, and CNC Programming and Machining.
- Employment data on these programs of study along with projections into 2022.
- Listing of local area employers seeking these types of skills.

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


Mr. Burgess reviewed the Board meeting schedule and reminded everyone of Commencement Ceremony on May 15<sup>th</sup>, encouraging all to participate if available. He noted also the next meeting date to be May 21<sup>st</sup> when the 2014-2015 Presidential Goal Outcomes, 2015-2016 Presidential Goals and the evaluation letter the Chancellor will be action items. All Board will receive email communication in early May regarding these outcomes and letter for their review and timely response.

### **VI. MEETING ADJOURNMENT**

With no further business, the meeting adjourned at 12:40p.m.

Minutes submitted by: Ms. Amy Balzer

Minutes Approved by:

  
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Jerry Burgess

5-21-15  
Date