

**John Tyler Community College**  
**Minutes of Board Meeting #282**  
**November 4, 2021**

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The John Tyler Community College Board meeting convened at 3:00 p.m. on the Midlothian Campus, on Thursday, November 4, 2021.

Members Present:

Ms. Tammie Collins, Chair  
Ms. Linda Gholston  
Mr. Aubrey Lindsey  
Dr. Deborah Marks  
Mr. Kenneth Pritchett  
Mr. Douglas Smith  
Ms. Lorie Camp Southall  
Ms. Zelda Tucker-Dugger  
Dr. Joseph Tylus  
Ms. Ann Williams  
Ms. Christine Wilson  
Dr. Lisa Winfield

Members Absent:

Mr. William Barnes  
Mr. Elliot Eliades  
Ms. Michelle Johnson

Staff Present:

Dr. Edward E. Raspiller, President  
Ms. Kara Armstrong, Assistant to the President  
Ms. Rachel Biundo, Vice President of Institutional Advancement  
Ms. Heather Busch, Creative Services Manager  
Dr. Bill Fiege, Vice President of Learning and Student Success  
Ms. Susan Grinnan, Vice President of Administration  
Mr. Chip Kramer, Director of Facilities Operation and Safety  
Ms. Dana Newcomer, Contract Training Coordinator, CCWA  
Dr. Larry Olanrewaju, Faculty Association Representative  
Dr. Keri-Beth Pettengill, Director of Institutional Effectiveness  
Ms. Natolyn Quash, Associate Vice President of Finance  
Ms. Fred Taylor, Director of Governmental and Administrative Services  
Ms. Holly Walker, Public Relations Manager

1. CALL TO ORDER – Ms. Collins

The meeting was called to order at 3:00 p.m.

2. PUBLIC COMMENT – Ms. Collins

There was no public comment.

3. ADOPTION OF THE MINUTES– Ms. Collins (Tab 1)

A motion was made by Ms. Ann Williams, seconded by Dr. Deborah Marks, that “THE BOARD APPROVE THE MINUTES OF MEETING NUMBER 281 DATED SEPTEMBER 9, 2021.” The motion passed unanimously.

4. ACADEMIC PROGRAMS – Dr. Fiege (Tab 2)

Dr. Fiege presented the following programs for approval:

*New -Funeral Services Director, AAS*

The college currently offers a Funeral Service Associate of Applied Science degree with full accreditation from the American Board of Funeral Service Education (ABFSE). The proposed major varies from the current AAS degree in that it eliminates seven science courses. Those courses are Embalming I and II and associated laboratory classes, Microbiology, Chemistry, Restorative Art I and II, Anatomy for Funeral Services. It replaces those with courses that are necessary for the successful practice of funeral directing and management of the funeral home facility. The additional courses include Computer Applications and Concepts, Public Speaking, Ethics, and a funeral service seminar course. There will also be a Survey of Embalming and Disposition course that is intended to provide an overview and basic understanding of the embalming process. The program and the courses selected were approved by the Funeral Service Advisory Board held in December 2020.

*Updating - CIP Code for Architectural Engineering Technology, Associate of Applied Science (AAS)*

During the past academic year, JTCC reviewed its technical programs and corresponding CIP Codes. Upon review, the college noted that the current CIP Code for Architectural Engineering Technology AAS (**04.0901 - Architectural Technology/Technician**) was not accurately aligned to the spirit, academic content and career and education pathways of the degree. JTCC proposes updating to the more appropriate and accurate CIP Code of: **15.0101: Architectural Engineering Technology/Technician.**

Updating CIP Code 04.0901 Architectural technology/Technician to CIP Code 15.0101 Architectural Engineering Technology/Technician will more accurately

represent the career tracks of the program to ensure alignment with the curriculum and learning outcomes. There are no substantive changes to the curriculum. Existing students enrolled in the Architecture Engineering Technology AAS program will not be impacted by the intended change of CIP Code. JTCC anticipates that the new CIP Code will become effective by the spring 2022 semester. Since there will not be any substantive changes to the academic program, all resources (student, physical and faculty) will be unaffected as a result of the implementation of this proposed CIP Code change.

*New - Pharmaceutical Manufacturing, CSC*

This program is geared toward students who have a high school diploma and prepares students for a career as a process technician for a biotechnology, pharmaceutical, or chemical manufacturing company. Students who complete this are eligible to take more non-credit courses and obtain the BioNetwork Capstone Certificate in Biomanufacturing at Wake Tech and several other community colleges. In summary, the proposed CSC Pharmaceutical Manufacturing will help meet the regional need for entry-level Pharmaceutical Manufacturing Technicians, a need that is expected to double over the next few years. The proposed program is initially being partially supported financially by a grant from GoVirginia, and there is a regional commitment as well as support from the College leadership for the establishment of the proposed program. Having a thriving Pharmaceutical Manufacturing cluster in Petersburg, supported by workers who get trained by the proposed program, will be transformational for the Petersburg community and its vitality. Furthermore, this sector will help address and alleviate the growing shortage of prescription medications.

*New -Web Design, Graphics Specialization, AAS*

In 2019, the Visual Arts Department went through the process of converting the Visual Arts, Graphic Design Specialization AAA to the Web Design AAS. This change was motivated by two major factors. First, Web Design is a growing industry that requires a 2-year degree and has a tremendous amount of student interest. Second, the Graphic Design industry, while rooted in the Visual Arts, was adapting, requiring individuals to have at least a minimal amount of coding and user interface experience. This program is for students who intend to pursue careers in graphic design. Program coursework allows students to learn techniques specific to computer-generated design and imagery, explore all stages of print-based publication, and learn to design and manage web-based platforms. Students are required to prepare portfolios of their work.

A motion was made by Ms. Chris Wilson, seconded by Dr. Deborah Marks, that  
“THE BOARD APPROVE THE FUNERAL SERVICES DIRECTOR AAS,

PHARMACEUTICAL MANUFACTURING CSC, WEB DESIGN, GRAPHICS SPECIALIZATION AAS, AND UPDATE THE CIP CODE FOR ARCHITECTURAL ENGINEERING TECHNOLOGY AAS AS PRESENTED.”  
The motion passed unanimously.

5. 2022-2023 LOCAL FUNDS BUDGET – Ms. Grinnan (Tab 3)

Ms. Grinnan presented the 2022-2023 local funds budget and noted that there was no increase from the previous year. Ms. Grinnan is seeking approval for the amount of \$91,000 for the next fiscal year.

A motion was made by Dr. Deborah Marks, seconded by Mr. Aubrey Lindsey, that “THE BOARD APPROVE THE 2022-2023 LOCAL FUNDS BUDGET AS PRESENTED.” The motion passed unanimously.

6. BUILDING AND STREET RENAMING – Ms. Biundo

Ms. Biundo gave a recap of the becoming Brightpoint process. During the October 19 meeting, the task force reviewed the building and street names for consideration. After two rounds of voting, the task force agreed on the following names for recommendation;

Chester Campus:

Bird Hall becomes Beacon Hall  
Godwin Hall becomes Discovery Hall

Midlothian Campus:

T Building becomes Trailblazer Hall

Chester Campus:

John Tyler Drive becomes Brightpoint Drive

Midlothian Campus:

Tippecanoe Trail becomes Brightpoint Way  
Tippecanoe Lane becomes N. Brightpoint Way  
Gardiner Court becomes Trailblazer Way  
Greenway Crossing becomes Lantern Lane  
Peacemaker Court becomes Radiant Road

A map was presented to show the changes.

A motion was made by Ms. Ann Williams, seconded by Ms. Zelda Tucker - Dugger, that "THE BOARD APPROVE THE BUILDING AND STREET RENAMING AS PRESENTED." The motion passed unanimously.

7. APPOINTMENT OF EVALUATION COMMITTEE – Ms. Collins

Ms. Collins asked for volunteers for the President's Evaluation Committee. Mr. Ken Pritchett, Dr. Deborah Marks, and Ms. Zelda Tucker-Duggar volunteered and were appointed to the committee.

A motion was made by Mr. Aubrey Lindsey, seconded by Ms. Chris Wilson, that "THE BOARD APPROVE THE APPOINTMENT OF THE EVALUATION COMMITTEE AS PRESENTED." The motion passed unanimously.

8. BOARD POLICY MANUAL REVISION – Mr. Taylor

Mr. Taylor presented the revised policy manual. He noted the policy was last updated in 2018 with minor changes. However, due to updates to the VCCS policy manual, the new updates are much more substantial as the sections of the college policy manual need to reflect the VCCS policy. Mr. Taylor reviewed the changes. He noted that the college name will need to be updated in the policy and by the February meeting, there will be approval to do so. He stated that if there are any questions, please let him know before February.

9. BOARD SELF-EVALUATION – Dr. Raspiller

Dr. Raspiller announced that the Board will complete a self-evaluation. He explained that this is an opportunity to help better support the board. The self-evaluation will be anonymous and will be submitted electronically. He stated that he will send it out next week and it will need to be completed by Thanksgiving so that it can be presented at the February meeting.

10. BUDGET REPORT – Ms. Grinnan

Ms. Grinnan presented the budget report ending September 30, 2021. She thoroughly reviewed each account and explained the expenditures.

11. VCCS RISING STAR AWARD FOR WORKFORCE PROFESSIONALS – Ms. Newcomer

Ms. Dana Newcomer is representing Elizabeth Creamer. She presented some background on the VCCS Rising Star Award. She announced that Bruce Peterson

was awarded. She stated that Mr. Peterson rewrote the curriculum, maintained lab spaces and planned new labs. He also dramatically improved credential attainment. It was noted that Ms. Newcomer was the award recipient in 2019.

Mr. Lindsey recommended the College Board sign two resolutions at the next meeting to award Ms. Newcomer and Mr. Peterson to recognize them for their ongoing commitment to excellence in workforce training and for receipt of the 2019 and 2021 Chancellor's Rising Star Award.

12. INSTITUTIONAL ADVANCEMENT UPDATE – Ms. Biundo, Ms. Walker, Ms. Busch

Ms. Biundo, Ms. Walker, and Ms. Busch gave the following Institutional Advancement update.

**Naming Work**

Over the past year, the team has been heavily involved in the college's renaming work.

- Currently, members of the team are leading or assisting with the discovery project, which seeks to formally capture all places where names need to be changed; identify opportunities to improve processes and delivery of information; assess risks; and develop timelines and budget for implementation.
- Team members are leading naming communications planning and execution to promote the college's new name and to share information about the name implementation. This work takes into consideration all of the college's stakeholder groups.
- Team members are leading projects focused on the college's brand. Our overall brand will not change. However, a new logo is under development and updates to our brand guidelines will be made.

**Website Relaunch**

The college's website is the institution's most powerful marketing tool. In late June 2021, the Creative Services team relaunched a new site. This launch, known as Phase 1, focused on the goals of:

1. Primary audience: prospective and current students
2. Bring academic programs to the forefront
3. Streamline the navigation for ease of use
4. Improve search results, both on the site and on Google
5. Create a flexible design that allows us to incorporate more storytelling/resources
6. Mobile-friendly, responsive design

7. Build on the success of the college's brand and Next Up campaign

Some features of the new site:

- The major finder, which is accessible on the homepage, allows users to easily search and explore programs.
- Highlights the college's impact on students, alumni, businesses, and the community thanks to a site design that allows us to call attention to and add stories, quotes and photos.
- Showcasing training and workforce by highlighting our CTE programs, business partnerships and CCWA, as well as promoting the college's value to local employers.

**Working to Connect to our Students**

The team continues to work with departments across the college to find ways to connect with students where they are. There is an ongoing need to find ways to reach students on campus as well as remotely. The team assists with developing new projects, such as a new virtual tour which is currently being built; reviewing ongoing outreach efforts; and promoting class format and student services options, as well as activities and events.

**Foundation Updates**

The Foundation continues to focus on supporting our students.

- The need for emergency assistance has increased since the start of the pandemic, and since March 24, 2020, the Foundation has awarded \$96,640 to 254 students.
- Scholarships are also an important support for our students. This year, the Foundation awarded \$243,810 in scholarships to 169 students.

In addition to its work to support students, the Foundation is also focusing on business relationships and strategies through:

- The creation of a new business partnership program developed with Career Services.
- A new college-wide effort to collaborate on business partnership strategies.

The Foundation is also working on further development of its individual donor base and alumni participation.

To thank donors and to highlight the impact their gifts have on our students and institution, the Foundation shares an annual impact video. This year's video may be found at <https://youtu.be/F-5YUAH-Is8> .

13. PRESIDENT’S REPORT – Dr. Raspiller

Dr. Raspiller gave an update on the 2022 legislative session. He stated that community college has been fortunate to have a lot of support in Richmond. He noted that \$35,000,000 has been asked for to building a skilled trades center at Chester. This will provide hands-on laboratory space. He reported that part of the VCCS ask is for the expansion of nursing programs across the board, noting that Tyler will be starting an LPN program.

Dr. Raspiller reported on the PEER Consortium, which is now referred to as Career Education Consortium. He stated that starting next week, he and Dr. Fiege will visit with each superintendent in the k-12 districts to promote dual enrollment classes.

Dr. Raspiller reported on the CARESA funds, which are federal funds to help offset COVID expenses, drop in enrollment, etc. This is funding for the institution and students. These funds have expanded to international and DACA students.

Dr. Raspiller reminded the Board of the Tyler 21 meetings. Now that there is a new strategic plan, the meetings are now Opportunity 2027. He explained that all managers meet with leadership every other month to review the dashboard and discuss different goals.

Dr. Raspiller noted that the Veterans Day ceremony will be held on November 11 at 11:00 a.m. on the Midlothian Campus.

14. ADJOURNMENT – Ms. Collins

The meeting adjourned at 4:55 p.m.

Respectfully submitted:

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Edward E. Raspiller, Ed.D.  
Secretary of the Board  
President of the College

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Ms. Tammie Collins  
Chair of the JTCC Board