

**Brightpoint Community College
Board Meeting Minutes
November 10, 2022**

The Brightpoint Community College Board meeting convened at 3:00 p.m. on the Midlothian Campus, on Thursday, November 10, 2022.

Members Present:

Elliot Eliades
Linda Gholston
Michelle Johnson
Bernard Lundy
Deborah Marks
Kenneth Pritchett, Chair
Douglas Smith
Joseph Tylus
Ann Williams
Christine Wilson
Lisa Winfield

Members Absent:

William Barnes
Tammie Collins
Aubrey Lindsey
Lorie Camp Southall

Staff Present:

Edward E. Raspiller, President
Kara Armstrong, Assistant to the President
Rachel Biundo, Vice President of Institutional Advancement
Heather Busch, Creative Services Manager
Bill Fiege, Vice President of Learning and Student Success
Susan Grinnan, Vice President of Administration
Larry Olanrewaju, Faculty Association Representative
Keri-Beth Pettengill, Director of Institutional Effectiveness
Fred Taylor, Director of Governmental and Administrative Services
Natolyn Quash, Associate Vice President of Financial Services
Holly Walker, Public Relations Manager

1. CALL TO ORDER – Kenneth Pritchett

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

2. PUBLIC COMMENT – Kenneth Pritchett

There was no public comment.

3. ADOPTION OF THE MINUTES – Kenneth Pritchett (Tab 1)

A motion was made by Ann Williams, seconded by Deborah Marks, that “THE BOARD APPROVE THE MINUTES OF MEETING DATED SEPTEMBER 8, 2022 AS PRESENTED.” The motion passed unanimously.

4. ACADEMIC PROGRAM – NAME CHANGE – Bill Fiege (Tab 2)

Dr. Fiege presented the academic program proposal. He is seeking approval to revise the current program name from “Fundamentals of Criminal Justice” to “Foundations of Criminal Justice.” This will be effective for spring 2023. The proposed program name change is a result from the statewide G3 initiative. The G3 peer group chose the name to be implemented on a VCCS basis and it has been implemented in some form in thirteen VCCS colleges.

A motion was made by Elliot Eliades, seconded by Deborah Marks, that “THE BOARD APPROVE THE ACADEMIC PROGRAM – NAME CHANGE TO FOUNDATIONS OF CRIMINAL JUSTICE AS PRESENTED.” The motion passed unanimously.

5. 2023-2024 LOCAL FUNDS BUDGET – Susan Grinnan

Ms. Grinnan presented the 2023-2024 local funds budget. She noted the amount that was approved for 2022-2023. She is seeking approval for the 2023-2024 budget to be increased to \$95,000.

A motion was made by Deborah Marks, seconded by Michelle Johnson, that “THE BOARD APPROVE THE 2023-2024 LOCAL FUNDS BUDGET AS PRESENTED.” The motion passed unanimously.

6. APPOINTMENT OF EVALUATION COMMITTEE – Ken Pritchett

Mr. Pritchett announced that Ms. Deborah Marks, Ms. Christine Wilson, and Ms. Michelle Johnson have agreed to be appointed for the President’s evaluation committee.

A motion was made by Elliot Eliades, seconded by Joseph Tylus, that “THE BOARD APPROVE THE APPOINTMENT OF THE EVALUATION COMMITTEE AS PRESENTED.” The motion passed unanimously.

7. BUDGET REPORT – Susan Grinnan

Susan Grinnan presented the local funds budget ending October 31, 2022. She thoroughly reviewed each account and explained the expenditures.

8. EDUCATIONAL FOUNDATION REPORT – Rachel Biundo

Ms. Biundo reported on how the Foundation has impacted students. In FY22, there were 204 scholarships, totaling \$268,000 and FY23, year-to-date, there have been 158 scholarships, totaling \$282,418. The Foundation has supported 90 students with critical emergency assistance grants in FY22, totaling more than \$34,000 and in FY23, year-to-date, they have supported 58 students with grants totaling more than \$21,000. There was more than \$6000 for faculty grants and resources in FY22. They have not been awarded yet for FY23. Ms. Biundo shared the impact the Foundation has had on programs at the college. She reported there was more than \$700, 000 raised for expansion of Brightpoint and CCWA’s healthcare pathways and nursing scholarships and more than \$3.1 million raised for Brightpoint and CCWA’s pharmaceutical manufacturing programs. Ms. Biundo then shared the Foundation’s focus areas; build an alumni program; increase the number of individual donors; expand relationships with local business and industry; and leverage current grant environment to fund large priority projects.

9. CREATIVE SERVICES & PUBLIC RELATIONS REPORT – Heather Busch, Holly Walker, & Rachel Biundo

Ms. Busch reported on the college’s brand and visual identity during the Becoming Brightpoint process. She explained that the college’s brand did not change, however, the college’s identity did evolve. A new college logo was developed and the college’s color palette was tweaked. Ms. Busch

shared the components about the new logo. The books represent wisdom gained through education, the various colors and shades represent diversity, the points coming together represent community, and the orange/yellow arrow pointing up represents upward mobility out students gain through education and is a more literal nod to Brightpoint. Ms. Busch explained that in telling the Brightpoint Story, the college relies on student and alumni successes and these stories have been shared on the website. She also showed publications that have been created and showed the brand video.

Ms. Walker gave a report on the Awareness Campaign. She stated that the objective is to drive brand awareness and consideration of Brightpoint Community College. The primary audience are the adult college intenders and the secondary audience are area business and industry leader. The timeline for this is August through November 2022. She explained that there were multiple media strategies, including broadcast television, streaming TV, outdoor billboards and digital ads. She explained that a lot was learned and then put into the registration advertising that began last week.

10. PRESIDENT'S REPORT – Ted Raspiller

Dr. Raspiller gave an update on the SACSCOC reaffirmation site visit. He reminded the Board that the visit occurred just after the last College Board meeting in September. He is extremely pleased to report that we only had three recommendations and those were due to the auditor of public accounts not sending the reports to the college before the visit. He is very confident that it will result in a ten-year reaffirmation of accreditation. Dr. Raspiller gave a brief update on the 2023 legislative agenda. He explained that it is still in flux but will likely have more information to share by the first of the year. He reminded the Board about JLARC, the independent group that works for joint legislature. In 2017, they stated that largest issue is that community colleges need more advisors. More money will be asked for to expand on that. Dr. Raspiller explained that since before COVID, there has been a significant number of students with mental health problems. There will be a request for additional funds to help. Dr. Raspiller gave a pharmaceutical manufacturing update, noting that it is getting a lot of attention. He explained that now that there is the Build Back Better grant and many agencies, from Richmond to Petersburg engaged, he feels there

will be more progress in enrolling. Dr. Raspiller asked for Dr. Fiege to give a brief update on fall 2022 enrollment. Dr. Fiege stated that it is going well and enrollment is up about 2% in FTE, which above the system average. He noted that there has been growth in dual enrollment since last year. He explained that more students are wanting to attend classes in person and are excited to be back. He noted there is about 55-60% that are still taking one online course. Dr. Raspiller noted that the college's Veteran's Day Ceremony will be held on November 11, 2022 at 11:00 a.m. at the Chester Campus. He also noted the dates of the upcoming theater production, Legacy of Light, that will be at the Lynn Theatre.

11. ADJOURNMENT – Kenneth Pritchett

Before adjourning, Mr. Pritchett introduced Mr. Lundy, the new Board member from the City of Petersburg. Dr. Raspiller welcomed him.

The meeting adjourned at 4:20 p.m.

Respectfully submitted:

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

Kenneth Pritchett
Chair of the Brightpoint Board