

**John Tyler Community College
Minutes of Board Meeting #271
November 8, 2018**

The John Tyler Community College Board meeting convened at 3:00 p.m. on the Midlothian Campus, on Thursday, November 8, 2018.

Members Present:

- Mr. William Barnes, Jr., Chair
- Ms. Tracey Gilchrist
- Ms. Linda Hyslop
- Ms. Michelle Johnson
- Mr. Aubrey Lindsey
- Mr. Kenneth Pritchett
- Mr. Doug Smith
- Mr. Joseph Tylus
- Ms. Ann Williams
- Ms. Christine Wilson
- Dr. Mary W. Wilson

Members Absent:

- Ms. Tammie Collins, Vice Chair
- Mr. Greg Cuffey
- Ms. Bekki Morris
- Ms. Zelda Tucker – Dugger

Staff Present:

- Dr. Edward E. Raspiller, President
- Ms. Rachel Biundo, Vice President of Institutional Advancement
- Ms. Heather Busch, Creative Services Manager, Creative Services
- Ms. Kara Carter, Administrative Assistant to the President
- Ms. Nina Sims, Director of Marketing and Sales, CCWA
- Mr. Greg Dunaway, Director of Facilities Operations and Safety
- Ms. Susan Grinnan, Vice President of Administration
- Ms. Brenda Miller, Faculty Association Representative
- Dr. Keri – Beth Pettengill, Director of Institutional Effectiveness
- Ms. Natolyn Quash, Associate Vice President of Financial Services
- Mr. Fred Taylor, Director of Governmental and Administrative Services
- Ms. Holly Walker, Public Relations Manager

1. CALL TO ORDER – Mr. Barnes

The meeting was called to order at 3:10 p.m.

2. PUBLIC COMMENT – Mr. Barnes

There was no public comment.

3. ADOPTION OF THE MINUTES– Mr. Barnes (Tab 1)

A motion was made by Ms. Hyslop, seconded by Dr. Wilson, that “THE BOARD APPROVE THE MINUTES OF MEETING NUMBER 269, DATED JUNE 14, 2018.” The motion passed unanimously.

4. PRESIDENT’S GOALS 2018 – 2019 – Dr. Raspiller (Tab 2)

Dr. Raspiller acknowledged that the goals for 2018-2019 would have come forward at the September meeting, however, due to inclement weather, the meeting was cancelled. He reiterated the layout of the goals for the newer members of the Board. He stated that culture, access and success were the key areas in the goals and they are connected to the strategic plan. Dr. Raspiller advised the Board to visit the website that provides additional information.

A motion was made by Mr. Lindsey, seconded by Ms. Williams, that “THE BOARD APPROVE THE PRESIDENT’S GOALS FOR 2018 - 2019 AS PRESENTED.” The motion passed unanimously.

5. 2019 – 2020 LOCAL FUNDS BUDGET – Ms. Grinnan (Tab 3)

Ms. Grinnan presented the 2019 – 2020 local funds budget. She explained a few minor adjustments that were made from the prior year based on the formula used. The total amount for the approved contributions is \$89,340. This amount has not changed over the past few years.

A motion was made by Dr. Wilson, seconded by Ms. Hyslop, that “THE BOARD APPROVE THE 2019 – 2020 LOCAL FUNDS BUDGET AS PRESENTED.” The motion passed unanimously.

6. APPOINTMENT OF EVALUATION COMMITTEE – Mr. Barnes

Mr. Barnes reiterated the evaluation committee process to the Board. Mr. Barnes appointed Ms. Tammie Collins, Mr. Aubrey Lindsey, and Ms. Christine Wilson to serve on the evaluation committee.

A motion was made by Ms. Hyslop and Mr. Smith, that “THE BOARD APPROVE THE APPOINTMENT OF THE EVALUATION COMMITTEE AS PRESENTED.” The motion passed unanimously.

7. JTCC BOARD POLICY MANUAL APPROVAL – Mr. Taylor (Tab 4)

Mr. Taylor presented the JTCC Board Policy Manual that was reviewed at the June 2018 meeting. He revisited the edits that were made to the policy and asked that the Board vote to approve the updated manual.

A motion was made by Ms. Williams and Mr. Pritchett, that “THE BOARD APPROVE THE JTCC BOARD POLICY MANUAL AS PRESENTED.” The motion passed unanimously.

8. SACSCOC Five Year Self Study – Dr. Pettengill

Dr. Pettengill presented the SACSCOC update regarding the Five Year Self Study. She stated that SACSCOC approved the revised Principles of Accreditation. She explained the major changes that were made; reorganization into fourteen topic areas, less repetition, she listed sections that had been subtracted and a few sections that were added. She noted the areas of focus for the study. She also mentioned a few extras that are required. A few examples are graduations rates, FT/PT ratio by academic program, evidence of seeking improvement and many others that were listed on the handout.

9. STAFF REPORT – Ms. Biundo and Ms. Walker

Ms. Biundo reminded the Board of the update that was given at the previous meeting regarding the branding project. She then presented samples and explained how they were being used to help with recruitment. She mentioned a new micro-site for students to explore and learn more about Tyler. She explained that they are working on targeted recruitment for 25-40 year olds, which is a group that has not been retained well. She mentioned that dual enrollment students is another target recruitment. She stated that a mailing will be going out to parents regarding dual enrollment and the plan is to encourage dual enrollment qualified students to attend Tyler.

Ms. Walker listed the college's various social media accounts and explained that the team has worked hard to bring in the new branded look on the social media posts. She also explained that Tyler has started to expand our footprint with digital paid-for advertisements. She stated that Tyler still does paid-for advertising in the more traditional media and noted that we make sure that we are represented in local newspapers. She stated that we are still doing radio advertisement but no television advertising. Lastly, Ms. Walker expressed that she would like for news releases that are sent to out to be shared with others.

Rachel reviewed the additional handouts that were given to the Board. She expressed that the goal is to fulfill the brand promise of improving the student experience. She mentioned a module training that was presented to the faculty and staff during our Founders Day event. It was created to help the faculty and staff understand how to assist each other, our peers, our students, and our visitors. It brought attention to the need for communication. Ms. Biundo also discussed EAB Navigate, a new technology for the college. The technology helps to identify and eliminate barriers to the student's progress and helps to contact students who are in most need of support. It helps advisors to stay in touch with their advisees, help when it comes to Financial Aid. Ms. Biundo explained that EAB will also allow notes to be entered so students will not have to constantly repeat themselves each time they meet with someone throughout the college. Ms. Biundo mentioned that the Creative Services team are preparing to do a website audit and will implement brand accessibility standards. Ms. Biundo shared the Foundation's scholarship outcomes. She stated that \$333,600 in scholarships were given to 163 students. There is now a focus on increasing awards as there were qualified students that had to be turned away due to not having enough scholarships.

10. BUDGET REPORT – Ms. Grinnan

Ms. Grinnan presented the budget reports for the month ending on October 31, 2018. She thoroughly reviewed each fund account and explained the expenditures.

11. PRESIDENT'S REPORT – Dr. Raspiller

Dr. Raspiller mentioned the partnership between JTCC and Altria. Altria awarded the college \$1.33 million. Altria is very excited to support manufacturers in the community and were willing to make the large gift to expand our capacity. He stated that is signals the confidence that Altria has in the college as well as other business industries.

Dr. Raspiller asked Mr. Dunaway to give an update on the Chester Campus renovations. Mr. Dunaway briefly described the scope of the project. He stated that there has been significant progress since the beginning of the summer. He reiterated the new additions that are being made to Bird Hall and the Nicholas Center. He stressed that it is critical that Bird Hall open for fall 2019. He explained that the reopening of the Nicholas Center is slated for the first week of September 2019. He stated that a lot of the demolition has been completed and within the next few weeks, the new interior walls will be built.

Dr. Raspiller asked Mr. Taylor to give a Real Estate Foundation update. Mr. Taylor reiterated the plans to the Board. He stated that no start date has been confirmed yet for the construction. He noted that there is another project slated for the Chester Campus and will provide further details when they become available. Mr. Taylor also gave a legislative update. He explained that this year will be a short session for the General Assembly and it is not a primary budget year. He stated that the VCCS's "big ask" is to increase funding for the Fast Forward program. He noted that it has been extremely successful.

Dr. Raspiller stated that in July, Drs. Dana Hamel, founding Chancellor of the VCCS and Tom Hatfield, founding President of JTCC visited the Midlothian Campus for a tour and to have lunch with college leadership.

Dr. Raspiller stated that Prince George held a meeting to discuss the Statewide Initiative for Rural Broadband. He noted that our group, from JTCC and CCWA were the only group invited to speak at the event and they gave a demonstration.

Dr. Raspiller gave a brief overview of our Founders Day event that was held at the Cultural Center of India.

Dr. Raspiller mentioned the Chancellor's Retreat that was held in mid-October at the Founder's Inn and Spa in Virginia Beach. He noted that Ann Williams, College Board representative from the City of Hopewell was able to attend. Ms. Williams gave an overview of her experience at the retreat. She explained that it was nice to spend the time to get to know the staff more and learn what they are accomplishing. Dr. Raspiller noted that the retreat is open each year to Board members who would like to attend.

Dr. Raspiller mentioned the Community Profile cards that were at each Board members seat. He explained that they are full of rich data regarding enrollment and locality information.

Dr. Raspiller announced two upcoming events. The Dark Side of the Moon will come to the stage of the Lynn Theatre this month with six performances by our Theatre program. He also announced that the Veteran's Day program will be held on Monday, November 12, 2018 at 11:00 a.m. on the Midlothian Campus.

Dr. Raspiller stated that each year the Chronicle of Higher Education conducts a study on Great Colleges to Work For. He explained the data is from a sampling of employees who are asked questions from different categories. He announced that JTCC made the list and made honor roll. Dr. Raspiller also mentioned a new program is being created to enhance communication throughout the college. He will share more information as it becomes available.

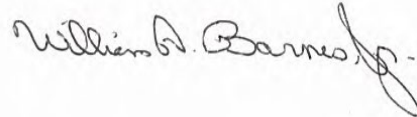
12. ADJOURNMENT – Mr. Barnes

The meeting adjourned at 5:00 p.m.

Respectfully submitted:



Edward E. Raspiller
Secretary of the Board
President of the College



Mr. William A. Barnes, Jr.
Chair of the JTCC Board