

**John Tyler Community College**  
**Minutes of Board Meeting #275**  
**November 14, 2019**

---

The John Tyler Community College Board meeting convened at 3:00 p.m. on the Chester Campus, on Thursday, November 14, 2019.

Members Present:

- Mr. William Barnes, Chair
- Ms. Tammie Collins, Vice Chair
- Ms. Linda Gholston
- Ms. Linda Hyslop
- Ms. Michelle Johnson
- Mr. Aubrey Lindsey
- Mr. Kenneth Pritchett
- Ms. Lorie Camp Southall
- Dr. Joseph Tylus
- Ms. Ann Williams
- Ms. Christine Wilson
- Dr. Mary Wilson

Members Absent:

- Mr. Greg Cuffey
- Mr. Douglas Smith
- Ms. Zelda Tucker-Dugger

Staff Present:

- Dr. Edward E. Raspiller, President
- Ms. Rachel Biundo, Vice President of Institutional Advancement
- Ms. Kara Carter, Administrative Assistant to the President
- Ms. Elizabeth Creamer, Vice President of Workforce Development and Credential Attainment, CCWA
- Mr. Greg Dunaway, Director of Facilities Operations & Safety
- Dr. Bill Fiege, Vice President of Learning and Student Success
- Ms. Susan Grinnan, Vice President of Administration
- Ms. Brenda Miller, Faculty Association Representative
- Dr. Keri-Beth Pettengill, Director of Institutional Effectiveness
- Ms. 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 3:05 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 274, DATED SEPTEMBER 12, 2019.” The motion passed unanimously.

4. FEBRUARY BOARD MEETING DATE CHANGE – Dr. Raspiller

Dr. Raspiller stated the preapproved date for the February Board meeting needed to be changed due to a timing conflict with a VCCS event. The Board was given the options of February 6 and February 27. The Board decided on February 6.

A motion was made by Ms. Wilson, seconded by Mr. Cuffey, that “THE BOARD APPROVE FEBRUARY BOARD MEETING DATE CHANGE AS PRESENTED.” The motion passed unanimously.

5. 2020-2021 LOCAL FUNDS BUDGET – Ms. Grinnan (Tab 2)

Ms. Grinnan presented the 2020-2021 local funds budget. She is requested the board approve the budget in the amount of \$91,000. She noted the \$1,660 increase from the prior year, which was due to some changes that include enrollment, location changes, etc. She explained that these changes may cause incremental increases over the next few years.

A motion was made by Mr. Lindsey, seconded by Dr. Wilson, that “THE BOARD APPROVE 2020-2021 LOCAL FUNDS BUDGET AS PRESENTED.” The motion passed unanimously.

6. APPROVAL OF BUS STOP AT CHESTER CAMPUS – Mr. Dunaway (Tab 3)

Mr. Dunaway stated that the College is working with GRTC to reestablish a bus stop at the Chester Campus. This will allow travel up to Richmond City and back. Mr. Dunaway explained the approval process will take a few months and installation is planned for July 2020. Additionally, Mr. Dunaway stated he will

discuss with GRTC the possibility for a transfer for Dinwiddie County and the City of Petersburg.

A motion was made by Dr. Wilson, seconded Mr. Lindsey, that “THE BOARD APPROVE THE BUS STOP AT THE CHESTER CAMPUS AS PRESENTED.” The motion passed unanimously.

7. NAMING SPACE ON CHESTER CAMPUS – Ms. Biundo

Dr. Raspiller reminded the Board that any time we want to do a naming at the college, we will bring it before the Board for approval. Ms. Biundo stated the college received a \$1.3 million grant from Altria for an industrial lab. Ms. Biundo is requesting the Board approve recognizing Altria for generosity. She believes it was the largest gift the Foundation has received. Dr. Raspiller noted that naming the lab after Altria was not a part of the deal with Altria.

A motion was made by Ms. Hyslop, seconded Mr. Lindsey, that “THE BOARD APPROVE THE NAMING SPACE ON CHESTER CAMPUS AS PRESENTED.” The motion passed unanimously.

8. STAFF REPORT – Ms. Biundo / Ms. Walker

**Brand Execution:**

Creative Services continues to implement the brand research and strategy in support of recruiting and retention efforts, student experience and campus environment projects, business engagement materials and web site development.

**Foundation Activities:**

The Next Up campaign continues.

Goals included:

- Raising financial support. Financial highlights include:
  - Total raised so far:
  - Parson’s match achieved – had to raise \$300,000 to get \$150,000
  - New Talley challenge – Will match next \$25,000 raised
- Awareness: Many tours, companies came for hard hats, machining event, meetings and visits
- Board participation: Board members engaged in bringing new prospects to campus, in visits with prospects, and in solicitations
- The public phase kicked off with a launch party on Oct. 23. It will be followed by direct mail, web presence, e-mail communication.

**Post-campaign areas of focus include:**

- Building unrestricted revenue to support a broad range of needs at the college
- Explore additional corporate/business sponsorship opportunities
- Building base of individual donors
- Building a more robust alumni engagement strategy

- Continuing to implement learnings from scholarship program assessment

The Foundation will be sending out its annual Impact Report this fall.

### **Digital Advertising:**

The Public Relations and Creative Services teams continue to expand and refine the college's use of digital advertising. These online campaigns allow us to better focus our paid-for advertising efforts. Currently, our digital campaigns target three audiences: traditional college-age students, parents of college-age teens, and non-traditional age/adult learners. We also specifically target our ads to reach those within Tyler's service region. These ads run on social media and on various web sites, and they can be seen on desktop computers and mobile devices. We are seeing great engagement with our video ads, our ads that appear on social media sites, and our direct e-mails.

### **Supporting a Culture of Excellence:**

In support of Tyler's culture of excellence, the Public Relations Office has been involved in two long-term projects:

- The Tyler Experience is a program designed to help our employees build and expand their customer-care skills to ensure we provide outstanding service and assistance to our students, visitors and each other. The program includes three online training modules. The first two have been completed and are in use, and development of the third module is underway.
- Navigate is a technology platform that supports a positive student experience, by guiding students through the onboarding steps, reminding them of important to-dos, connecting them to their advisors, and helping them stay on track so they persist and complete.

### **Grand Opening Event:**

The college will be celebrating the grand opening of the renovated Bird Hall and Nicholas Center and the new William H. Talley, III Center for Workforce Development on December 6 at 3:00 p.m. Please remember to RSVP by November 21.

9. VCCS CIVIL RIGHTS REVIEW BOARD MEMBER SURVEY – Dr. Pettengill
  - Dr. Pettengill explained that every year the VCCS selects two colleges for a Civil Rights Review. This year, John Tyler Community College and Lord Fairfax Community College were selected. Dr. Pettengill asked the Board to complete the survey they were given at the start of the meeting. An internal group from the VCCS will conduct the review and there will be a two day, deep dive in January 2020.
10. BUDGET REPORT – Ms. Grinnan
 

Ms. Grinnan presented the budget reports for the month ending on October 31, 2019. She thoroughly reviewed each account and explained the expenditures.

11. PRESIDENT'S REPORT – Dr. Raspiller

- First and foremost enrollment is up 3.4% and this is very exciting for us! He thanked the faculty and staff in helping achieve this. Dr. Raspiller also thanked Mr. Aubrey Lindsey for attending the Chancellor's Retreat a day early and noted the remarks from the Chancellor that were given at the start of the retreat.
- Dr. Raspiller mentioned the Workforce Education Institute event that was held yesterday, explaining it is usually an Education Summit but this year, employers were invited as well and about 150-160 attended.
- Dr. Raspiller noted the Economic Impact Study handout and stated the full report can be found on the website. He noted the most refreshing information for him was 80% of students stay in the service area after they graduate. This tells him we have the right mix of classes and programs to prepare them for local jobs.
- Dr. Raspiller noted that he and a group have presented to the Charles City County Board of Supervisors and Chesterfield County Board of Supervisors on two separate dates.
- Dr. Raspiller stated the legislative agenda for 2020 include several features.
  - He noted the Coaching Virginia handout. This is to fund more advisor coaching to help get student into a major and through the major.
  - Amazon HQ2 – The state committed to the technology talent pipeline and JTCC is on point as one of the community colleges that will transfer to universities.
  - He reminded the Board about FastForward credentials. Participants will only have to pay a third of the cost for certain classes.
  - Dr. Raspiller mentioned a bit about G3 (Get Skilled, Get a Job, and Give Back.) While still unsure of what the initiative is, we think it will focus on a way to pay for people to come and study the high demand credentials. As it unfurls, we will keep the Board members in the know so there is no confusion.
  - A request for a 2% salary increase for this year and the following year.
- The construction has just about been completed on the Chester Campus. The focus is on a few punch list items but all should be complete by December 6, 2019.
- Dr. Raspiller noted there was an all day Health Care and IT Summit in October that was held on campus. We will share more information as it gets developed.
- Dr. Raspiller noted the Machining Event that was held in October on campus.
- Finally, Dr. Raspiller stated that nothing would thrill him more than if all of the Board could attend the December 6 Grand Reopening event on the Chester Campus.

12. ADJOURNMENT – Mr. Barnes

The meeting adjourned at 4: 20 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