

John Tyler Community College
Minutes of Board Meeting #278
November 12, 2020

The John Tyler Community College Board meeting convened at 3:00 p.m. via Zoom, on Thursday, November 12, 2020.

Members Present:

Ms. Tammie Collins, Chair
Mr. Bill Barnes
Mr. Elliot Eliades
Ms. Linda Gholston
Dr. Deborah Marks
Mr. Kenneth Pritchett
Mr. Douglas Smith
Ms. Zelda Tucker-Dugger
Dr. Joseph Tylus
Ms. Ann Williams
Ms. Christine Wilson
Dr. Lisa Winfield

Members Absent:

Ms. Lorie Camp Southall
Ms. Michelle Johnson
Mr. Aubrey Lindsey

Staff Present:

Dr. Edward E. Raspiller, President
Ms. Kara Armstrong, Administrative Assistant to the President
Ms. Rachel Biundo, Vice President of Institutional Advancement
Ms. Heather Busch, Creative Services Manager
Ms. Elizabeth Creamer, Vice President of Workforce Development and Credential Attainment, CCWA
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. 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 – 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 Mr. Pritchett, seconded by Dr. Marks that “THE BOARD APPROVE THE MINUTES OF MEETING NUMBER 277, DATED SEPTEMBER 10, 2020.” The motion passed unanimously.

4. 2021-2022 LOCAL FUNDS BUDGET – Ms. Grinnan (Tab 2)

Ms. Grinnan presented the 2021-2022 local funds budget for approval. She stated the budget amount is \$91, 000, which is the same as last year, along with the same expenditure categories of community information, community activities, and campus development.

A motion was made by Ms. Williams, seconded by Mr. Pritchett, that “THE BOARD APPROVE THE 2021-2022 LOCAL FUNDS BUDGET AS PRESENTED.” The motion passed unanimously.

5. BUDGET REPORT – Ms. Grinnan

Ms. Grinnan presented the budget report ending October 31, 2020. She thoroughly reviewed each fund account and explained the expenditures.

6. STRATEGIC INITIATIVES UPDATE - Ms. Biundo

Ms. Biundo gave an update on the strategic initiatives. She reminded the board of the four key initiatives that were launched this Fall; a new Six-Year Strategic Plan, a new Diversity, Inclusion, and Equity Plan, our Quality Enhancement Plan (QEP), and the task force that was put together to look at the name of the college, as requested by the State Board. She explained that with all of these initiatives, there is the opportunity to look at each with some shared lenses. She also explained that it is a great opportunity to be working on these initiatives at the same time, as it allows us to make sure that they are all aligned around

important, establishing ideas for the college. This includes, our mission and vision, our values, and our commitments as an institution. Shared leadership and coordination models have also been developed so all of these initiatives remain coordinated and each group knows what is happening with the other groups. Ms. Biundo reiterated that a task force has been established for each of the initiatives and all of them will involve stakeholder engagement. Ms. Biundo shared further details about the task forces. She noted that the naming task force has been asked to provide a name recommendation for the institution to the VCCS State Board in March 2021. The strategic planning and diversity inclusion planning will be concluded by the end of the fiscal year and the QEP process is a much longer process. Ms. Biundo stated that she feels it's important that we all remember that these initiatives are not happening in isolation and each of the groups are seeking to gather input and feedback from stakeholders that can bring additional context to the work. She noted that staff, faculty, and students are included in almost all of these efforts and as time moves forward, the College Board, Foundation Board, alumni students and community representatives will be included as well.

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

The following report was given by Ms. Biundo, Ms. Busch, and Ms. Walker.

Since the last update to the board, much has changed and we find ourselves in a very different place. We anticipated completing a successful major gifts campaign, developing a new web site, continuing to leverage our brand work and Next Up strategy and build alumni engagement and annual fund support.

The pandemic has meant that our work has quickly changed, and this update covers the impact of that on communications, student support and engagement, recruitment and retention and fundraising.

Evolving to meet new needs brought on by the pandemic

The team worked closely with departments across the college to assist with planning and communicating the college's response to the pandemic. Pandemic response planning meetings began in March and continue to be held 1 – 2 times week. The teams helped guide communications and assisted with emails; built a new section of the website (www.jtcc.edu/covid-19); posted messages on social media posts; and created signs posted when the campuses reopened.

The team also worked with college employees to find ways to help students stay connected to the college and college life, even when the campuses were closed. Social media was leveraged heavily. Short, selfie-style videos were created by

employees; student success stories were shared; and important updates and messages were posted.

Celebrating our Students/Commencement

The pandemic also impacted one of the highlights of our academic year - commencement. Since we could not do an in-person event, we shifted our focus to a digital celebration. We created digital resources for students, including customizable grad announcements and photo frames and animated GIFs to be used over a weeklong celebration on social media that led up to what would have been our in-person commencement celebration.

The team also created a video featuring students who had applied to be speakers at graduation, as well as faculty and staff. Video can be seen at www.jtcc.edu/commencement.

Recruitment

Digital events

Summer and fall recruitment required a shift in focus from school visits and in-person events to digital events and support. New projects with Student Engagement included:

- Virtual Information Sessions – Sessions are held at a variety of times throughout the week via Zoom. Attendees can connect with recruiter and get questions answered.
- Career Discovery Week Series – The series features Zoom sessions with recruiters who talk briefly about why Tyler is a smart choice and faculty who can speak to what it is like to study in a specific major Tyler. Those interested can attend live to ask questions or watch on demand on YouTube.
- Zoom Orientation – The college already had an online, self-paced orientation, but we stood up a Zoom version of orientation, so students could interact with staff and each other via video.

We also asked our student ambassadors for ideas about what they would find helpful as a prospective student doing COVID. They suggested – and implemented – how to videos that walk new students through key tasks like setting up a myTyler account and registering for classes.

Ambassadors also went live on the college's Instagram account for a Q&A session. The goal of all this work is to give prospective students multiple ways to connect with us virtually and get started at Tyler.

News and Advertising

The team also worked to connect to the community through news releases; news stories on www.jtcc.edu; and paid-for ad campaigns that utilized radio, ads in community newspapers and digital advertising. Digital ad campaigns were developed to promote the new Maymester, as well as summer and fall registration. These campaigns targeted traditional college-age students, parents of traditional-age college students, and adult learners with the goal of letting them know about Tyler and the programs and resources available to them. The team constantly monitors the performance of these ads, as trends in viewership, engagement, and interest have been evolving as the pandemic continues.

Retention

The team continued to work to connect students to support services, many of which were changing during the pandemic, through website updates, social media messages and email communications.

Examples include helping the library promote technology loans and supporting three virtual fall career fairs in the fall, which drew 480 total attendees.

Student Support – Foundation

In order to provide increased direct support to students, the Foundation secured private philanthropic grants and gifts that provided technology assets that could be loaned to students and emergency funding to assist students in overcoming financial challenges that threatened their ability to persist in their education.

The Foundation was able to provide approximately \$20 thousand in support to procure laptops, hot spots and web cams. The Foundation has distributed more than \$50 thousand in emergency funds since March 20, 2020 to 147 students.

COVID-19 has forced the Foundation to think about relationships with donors differently since we cannot visit with them in person. Especially with major gift donors and regular supporters, this personal interaction is so important to making sure donors have confidence in our ability to steward their gifts well. For fundraisers, this takes the most important tool out of the box.

Some of the activities the Foundation has focused on include

- Phone (stewardship/thank-a-thon)
- Email (updates and solicitations)
- Virtual (stewardship/meetings between donors and scholars)
- Exploring other virtual events for engagement of donors and alumni

The pandemic has also underscored the Foundation's focus on developing sources of unrestricted funding so that the Foundation can respond more quickly to urgent student and college needs. For example, a large part of our emergency fund support was funded by unrestricted assets and unrestricted gifts to the Foundation. The Foundation will continue to work toward raising awareness of the importance of unrestricted giving.

Since the last update, the Foundation completed its campaign, meeting all goals: financial support, community awareness and board engagement. The pandemic has really posed a challenge to maintaining momentum post-campaign. The Foundation is crafting a new case for support that will tell the story of Tyler's emerging initiatives and ongoing priorities in a way that will engage the community and our partners.

8. PRESIDENT'S REPORT– Dr. Raspiller

Dr. Raspiller stated there were a few updates he wanted to share with the Board. He stated the special legislative session ended a couple of weeks ago and the higher education budget was left untouched. He explained there was additional funding received. He stated that \$30 million was given to the VCCS for a program called REV, Re-Employing Virginians, and the target group for this program are those who have been laid off or otherwise lost their job due to the pandemic. He further explained the REV program. Dr. Raspiller stated that we are now preparing for the spring legislative agenda. He explained the VCCS will have one more meeting with the President's next month and then that will be deployed. Dr. Raspiller noted that there is a push on dual enrollment. He reminded the Board what dual enrollment means. He noted that the Department of Education and the K-12 group is supporting the endeavor. Dr. Raspiller moved on to discuss the CARES Act funding that was received. The institution received \$3.4 million with \$1.7 million that was sent to students in the form of financial aid and the other \$1.7 million was used for the COVID preparation; masks, additional signage, and plexiglass, for example. Dr. Raspiller stated that our campuses are open and we have about 25% of our students on campus. He mentioned the focus is on labs and classes where hands-on experience is needed, for example the hospital simulation center in Bird Hall and our welding classes.

Dr. Raspiller commended Ms. Grinnan for her leadership, as well as the amazing Facilities group, that continue as essential employees and are on campus every day. There have been ten COVID cases that have been reported. Dr. Raspiller clarified that these cases are not necessarily people who came on campus with COVID.

Dr. Raspiller commented on the 10% drop in enrollment. He explained the enrollment drop was anticipated and the college financially planned for this to happen. He assured that the college will be okay and it's "all hands-on deck" for recruitment and retention in the spring.

Dr. Raspiller asked Dr. Fiege to give a brief update on some changes within Learning and Student Success. Dr. Fiege explained a few position realignments within the department. He noted there will be more in person classes offered in the spring. He also stated that the payment plan for students has been revised. He mentioned the student help center, that the Center for Teaching and Learning has already put into place, giving the students one location for students to get assistance.

Dr. Raspiller reminded the Board about the reaccreditation process with Southern Association of Colleges and Schools Commissions on Colleges (SACSCOC) that is conducted every ten years. One of the several components to that is the Quality Enhancement Plan (QEP). Dr. Raspiller asked Dr. Pettengill to give an update. Dr. Pettengill explained the last focus group will be meeting tomorrow and there have been fifteen focus groups altogether. The Office of Institutional Effectiveness (OIE) is compiling the information from the focus groups because the QEP is expected to be based on ongoing and broad-based evaluation. The goal for the QEP is if multiple areas of the college can be utilized to move student success and improve student outcomes, that is the intention. The QEP is a five-year process and culminates in the fifth-year impact report to SACSCOC.

Dr. Raspiller stated that there is still an ongoing struggle to meet the need for skilled trades, however, our work continues and hopes to have a better update at the next meeting. Dr. Raspiller mentioned a few places were secured in the new maintenance building in Chesterfield County, for us to hold training. He asked Ms. Creamer for an update. Ms. Creamer explained that Chesterfield County is setting up a large facilities maintenance site and are willing to give the use of one or two of the bays to CCWA and John Tyler Community College for training. Chesterfield County is open to working with school divisions, adult education, unemployed or underemployed adults, etc. Ms. Creamer noted that she and Dr. Fiege are planning on setting up a meeting with school division partners to see

how we can move into the space. She noted that she has been hearing more about employers that want to share space, lend equipment, and figure out ways to work with us collaboratively to create pathways for future workforce.

9. ADJOURNMENT – Ms. Collins

The meeting adjourned at 4:30 p.m.

Respectfully submitted:

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

Ms. Tammie J. Collins
Chair of the JTCC Board