

CENTRAL VIRGINIA COMMUNITY COLLEGE BOARD MEETING

August 3, 2022

The two hundred and forty-fifth meeting of the Central Virginia Community College Board was held at 4:30 p.m. on August 3, 2022, in the President's Conference Room located in the Appomattox Building.

ROLL CALL

Members Present

Dr. Mac Duis—Bedford County
 Dr. Jeffrey Garrett—Appomattox County
 Dr. Justin Hensley—City of Lynchburg
 Dr. Kenyon Knapp—Bedford County
 Mr. Jeffrey Krantz—City of Lynchburg
 Dr. Clay Stanley—Campbell County
 Ms. Bonnie Svrcek—City of Lynchburg
 Vacant—Amherst County
 Vacant—Campbell County

Members Absent

Mr. Joseph Tucker—City of Lynchburg

Staff Present

Dr. John Capps, President
 Dr. Muriel Mickles, VP for Student and Academic Affairs
 Mr. Lewis Bryant, III, VP for Finance and Administration
 Dr. Cynthia Deutsch, Interim Dean of Institutional Effectiveness
 Mr. David Lightfoot, VP of Information Technology
 Dr. Kris Ogden, Dean of Institutional Effectiveness
 Mr. William Wilkerson, Chief of Police
 Ms. Dianne Sykes, General Administration Coordinator

CALL TO ORDER

Ms. Bonnie Svrcek, Chair, called the meeting to order at 4:30 p.m.

Approval of Minutes No. 244

On a motion by Dr. Garrett, duly seconded, the minutes were approved as written.
 The motion carried unanimously.

PUBLIC COMMENT

None

INTRODUCTION OF NEW BOARD MEMBERS

	<p>Dr. Justin Hensley stated he is a 20-year veteran in higher education information technology administration and recently migrated to the federal and commercial IT space. Before his exit from higher education, he stated he was the Director of Information Security and Infrastructure at University of the Cumberlands and was responsible for the information security program and all infrastructure services.</p> <p>Dr. Hensley stated he is currently a Principal Project Manager at CloudFit Software in Lynchburg where he is responsible for the cybersecurity operations and policy for CloudFit and many of its customers. Additionally, he is an adjunct professor at the Liberty University School of Business and teaches a variety of undergraduate and masters level IT and cybersecurity courses along with being a PhD dissertation reader and chair when called upon to do so.</p> <p>Dr. Hensley stated after a 20-year stint in Kentucky, he now resides in Lynchburg with his wife and four boys.</p> <p>Dr. Kenyon Knapp stated he is the Dean for the School of Behavioral Sciences at Liberty University. He stated he has had a private counseling practice for over 20 years, worked in numerous counseling settings, been a counseling professor for over 25 years, and served as a board member for CACREP (the national counseling accreditation board). He stated he has worked for seven different institutions of higher education and has taught everything from community college to doctoral students. He stated his wife, Ginger, and 5 children keep him grounded, multitasking, and grateful.</p> <p>The remainder of the Board members introduced themselves.</p>
PRESENTATION	
<p><i>ACCESS-Digital Marketing</i></p>	<p>Mr. Tony Pearman, President and CEO of ACCESS, (a full-service marketing communications agency located in Roanoke, VA) gave a presentation on CVCC's new digital marketing plan, new ID and logo. He stated the goal of CVCC's new logo was to show the quality of CVCC and make the logo more sophisticated, unified, clean, and concise. Mr. Pearman stated time was spent talking with students, alumni, faculty, and staff to determine key takeaways. He stated he discovered the most favorable aspect of CVCC was its affordability, and a close second was the quality of the faculty, culture, and facilities.</p> <p>Mr. Pearman stated the marketing IP targeted display included Amazon, OTT (over-the-top)-Reach, YouTube, Meta (Instagram, Facebook), email lists, IP targeting, Google, Twitch (gaming</p>

	<p>platform), and geofencing.</p> <p>Mr. Pearman stated the new website took many hours (thanks to Dr. Ogden, Mr. Lightfoot, and their team) to enter the information, new images, and new layouts. He discussed google analytics and stated it is a tracking tool which shows where those that open the website are located, where they go, and from where they exit. He stated for CVCC from March to July 2022, there were 80K users, 202K sessions, 29.19% bounce rate (Bounce rate is defined as the number of people that come to a website and leave without clicking to any other pages besides the one they first landed on.), and 2 minutes 48 seconds session duration. Mr. Pearman stated for the last 21 days, the users increased 32.3%, sessions increased 27%, bounce rate decreased 55.1%, and the session duration increased to 2 minutes and 49 seconds, as compared to the March-July numbers.</p> <p>Mr. Pearman stated he can't take all the credit but CVCC's enrollment rate is showing one of the highest increases among the VCCS. He stated for the past nine years, there has been a 37% decrease in headcount which can be explained by the economy, recession, and COVID. He stated since the launch of the marketing campaign and before and after the new website there have been increases in the following:</p> <ul style="list-style-type: none"> • 84.89% increase in users • 92.74% increase in new users • 77.34% increase in sessions • 138.12% increase in pageviews • 27.56% decrease in bounce rate <p>He stated this is a new website, and the above numbers will change.</p>
<p align="center">REPORT OF STANDING COMMITTEES</p> <p align="center">FACILITIES AND FINANCE COMMITTEE</p>	
<i>Local Funds Financial Statements</i>	<p>The Local Fund Financial Statements were reviewed and discussed.</p> <p>On a motion by the Facilities and Finance Committee, the Local Fund Financial Statements were approved as presented.</p> <p>The motion carried unanimously.</p>
<i>Local Funds Budget Transfer Requests</i>	<p>The Local Funds budget transfer requests were reviewed and discussed.</p> <p>On a motion by the Facilities and Finance Committee, the Local Funds budget transfer requests were approved as presented.</p>

	The motion carried unanimously.
PRESIDENT'S CABINET REPORT	
<i>Dr. Muriel Mickles</i>	Dr. Mickles reported she had a wonderful experience during her 14-month term as interim president of Danville Community College but is glad to be back at CVCC. She stated as she has just returned to CVCC, Dr. Ogden would be reporting on the Academic, Student Affairs, and Workforce Division.
<i>Dr. Kris Ogden</i>	<p>Dr. Ogden stated she would provide an update for the Academic, Student Affairs, and Workforce Division. She began by discussing enrollment and stated the College is seeing an increase as everyone has worked to meet the demand and expand capacity for the fall semester. She reported in Fall 2019 (pre-COVID) 78% sections were on campus or hybrid; in 2021, 58% were on-campus or hybrid; and in 2022, about 65%. She stated, it is clear, instructional modality must remain flexible.</p> <p>Dr. Ogden reported with the retirement of the Dean of Student Success in May, some positions have been realigned to enhance student support which included:</p> <ul style="list-style-type: none"> • Library and Testing Center now report to the Coordinator of Instructional Technology, Testing, and Media Services (Distance Education). The distance education experience and instructional design expertise will enhance their ability to deliver testing and media services in an increasingly virtual enhanced environment. • Career Services will join the Workforce team to further strengthen relationships with business partners and collaboratively work to strengthen the pipeline of qualified and well-trained employees and to connect them with jobs that support business and industry in the region. • Veteran's Services and Great Expectations will join the Enrollment Management team offering onboarding expertise for veterans and foster youth populations. • Career Coaches now work in alignment with the navigators and counselors, strengthening CVCC's presence and recruiting in the regional high schools that they serve. • The Writing Center continues under the leadership of Matt Latimer and the MALL under the leadership of Chris Carpenter as part of the Arts and Sciences Division with Dr. Cindy Wallin. <p>Dr. Ogden discussed dual enrollment and stated the CTE Academy has at least a 40-student increase in enrollment. She stated overall enrollment of high school students across programs</p>

	<p>is strong.</p> <p>Dr. Ogden discussed new programs and program expansion which included the following:</p> <ul style="list-style-type: none"> • Revived an Early Childhood Education program • CDL (commercial driver's license) over 60 students have completed the program since March with classes continuing to fill • HVAC and Electrical required a full-time faculty to be hired <p>Dr. Ogden reported additional full-time faculty positions in math, English, information technology, mechatronics have been hired.</p> <p>Dr. Ogden stated TRIO Student Support Services Program under the guidance of Ms. Evora Baker took their first trip to provide some of our first-generation college students with the opportunity to visit three Virginia Colleges—Old Dominion University, Virginia State University, and the College of William and Mary.</p> <p>Dr. Ogden stated other plans and activities include movie nights on the quad, food pantry, and new clubs and programs. She encouraged everyone to explore the new website to look for these exciting changes and announcements for enhanced programs and services.</p>
<i>Mr. Lewis Bryant, III</i>	<p>Mr. Bryant began his report by stating he is working with Dewberry Architecture to develop the Master Plan and stated he will be presenting this at the upcoming October meeting for review and from there it will be presented to the VCCS State Board and finally to SACS.</p> <p>Mr. Bryant stated CVCC participated in the Joint Legislative Audit and Review Commission (JLARC) in their conducting of a study on dual enrollment. This could potentially result in funding for this program.</p> <p>Mr. Bryant reported the state budget was received in June enabling CVCC to process the raises and compensation adjustment for employees.</p> <p>Mr. Bryant stated he is working on reports for the \$12 million that was received in CARES funding (Coronavirus Aid, Relief and Economic Security), the annual financial closing, and also on the upcoming SACS audit.</p> <p>Mr. Bryant stated, for this next year, \$250K was budgeted for new marketing efforts.</p>
<i>Mr. David Lightfoot</i>	<p>Mr. David Lightfoot began by discussing the College's new digital marketing. He stated from Access' presentation today, CVCC has made marketing a priority, and from all indications,</p>

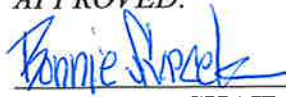
	<p>the marketing efforts are effective.</p> <p>Mr. Lightfoot discussed the importance of cyber security and stated it cannot be understated as the College strives to identify and rectify cyber security vulnerabilities. He reported there are several systems that monitor CVCC's internet-facing and internal systems for vulnerabilities. He stated, thankfully, those vulnerabilities have been few and have been rectified.</p> <p>Mr. Lightfoot stated CVCC's systems are just one aspect of cyber security, but human and business processes are also included.</p> <ul style="list-style-type: none">• The College requires general security awareness training for all faculty and staff.• IT works with the departments to determine if their business processes introduce vulnerabilities. <p>Mr. Lightfoot stated CVCC continues to implement new systems and enhance existing systems to provide better services to students and increase the College's operational efficiency. He stated the classroom optimization and digital catalog systems he mentioned during the February Board meeting are in production. He reported the process has begun of integrating the course information within the digital catalog system with CVCC's Student Information System.</p> <p>Mr. Lightfoot also reported, as equipment deliveries allow, classroom technologies are being upgraded which includes replacing PCs and enhancing the audio/video components.</p>
<i>Dr. Cynthia Deutsch</i>	<p>Dr. Cynthia Deutsch reported recently she along with four others traveled to Orlando, Florida, to attend the SACSCOC Summer Institute conference. She stated the focus of the conference was on QEPs (Quality Enhancement Plan) and compliance issues. She reported each session contained valuable information. Dr. Deutsch stated she has even more confident in CVCC's QEP subject and believes the College is in excellent shape for its reaffirmation.</p> <p>Dr. Deutsch reported the Institutional Effectiveness office has conducted several surveys which included the Graduate Survey and the Community College Survey of Student Engagement (CCSSE) survey. She discussed several findings of the Graduate Survey which showed everything is stable or increasing here at CVCC, more students are employed (50% part-time and 20% full-time), and the number of students completing their programs in two years has increased. Dr. Deutsch discussed the CCSSE survey and reported CVCC scored significantly higher on providing financial support needed for students to continue their</p>

	<p>education. She stated CVCC scored 69.7% compared to the 53.9% benchmark institutions. She stated this is result of CVCC providing emergency funds, CARES Act funds, Community Connections' food pantry, G3, and the financial aid team.</p>
Chief William Wilkerson	<p>Chief William Wilkerson reported on the following projects:</p> <ul style="list-style-type: none"> • Officer raises have been approved with Human Resources • Working on required training prior to the start of the school year for the IMT team (Incident Management Team), required by the state • Hired a full-time officer, now screening applicants for a dispatcher position • Planning a Safety Day for October 26th on CVCC campus • Planning a functional active shooter training with Lynchburg PD Tact team, fire department: October 18th is the scheduled date during fall break • Body worn cameras have arrived and been implemented • Established a Building Coordinators' program (help with fire drills, etc.) with five volunteers to start <p>Chief Wilkerson discussed on-going projects and stated:</p> <ul style="list-style-type: none"> • Cameras for Lot 1 (student parking) • Outdoor Emergency notification system • Installation of cameras for satellite properties • Purchase work phones for officers for 24-hour connection
Dr. John Capps	<p>Dr. Capps stated everyone is delighted to have Dr. Mickles back at CVCC. He stated Dr. Mickles began working here as a work study student and worked her way up to vice president. He stated she was just as successful at Danville Community College while working as their interim president by raising morale and improved operations.</p> <p>Dr. Capps stated Dr. Ogden did an exceptional job as the interim vice president in Dr. Mickles' absence. He stated that Dr. Deutsch was very successful filling in for Dr. Ogden during a pivotal time prior to the College's reaffirmation.</p> <p>Dr. Capps reported Ms. Jodi Gillette will be the new Executive Director of CVCC's Educational Foundation. He stated she previously worked as the Director of Lynchburg City Schools Foundation.</p> <p>Dr. Capps discussed the renovations of Amherst/Campbell Halls and stated the College has received the appropriation to proceed to the next phase which is detailed planning. He stated the cost of the renovations will be reviewed again, and those costs will no</p>

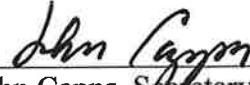
	<p>doubt have increased. He stated plans are also to renovate the bottom floor of the Framatome Building to be used for HVAC, carpentry, plumbing, and electrical.</p> <p>Dr. Capps distributed a brochure for the CVCC Workforce Solutions' schedule and reported the College is looking forward to expanding programs. He stated, in only a short time, CDL has become one of the most popular programs. Dr. Capps stated CVCC will be partnering with Centra on a nurse's aid program. He reported the CTE Academy will be expanding its STEM offerings.</p> <p>Dr. Capps stated Summer Academies were once again offered here at CVCC which can hopefully align the younger students with career paths.</p> <p>Dr. Capps reported there will be even more emphasis on mathematics for students as that is the focal point for the College's QEP. He stated math presents the foremost stumbling block for students.</p> <p>Dr. Capps reported on possible external initiatives which include the Centra College of Nursing to help their students, Jubilee Center to expand their programs, and work with Framatome on a NSF grant application to create an innovation hub for nuclear energy.</p> <p>Dr. Capps stated the College is currently involved with Virginia Tech on a Build Back Better grant to build a transportation hub in Central and Southwest Virginia.</p> <p>Dr. Capps reported the College is working with the Lynchburg Regional Business Alliance and Virginia Career Works to engage in a comprehensive workforce development analysis to identify the job needs in Central Virginia and who is providing the training.</p> <p>Dr. Capps gave a homework assignment for the October Board meeting which was to discuss "what's next for Virginia's community colleges" as they were created to meet the unmet needs of the state. Ms. Svrcek asked the Board members to be prepared to discuss this at the upcoming October meeting or ideas could be emailed to Dr. Capps at any time.</p>
CHAIR'S REPORT	Ms. Svrcek commended Dr. Capps and his team for all their hard work in achieving all their accomplishments. She again welcomed the two new Board members and thanked them for their willingness to serve.
OLD BUSINESS	None
NEW BUSINESS	None

ADJOURNMENT	There being no further business, the meeting adjourned at 6:15 p.m.
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APPROVED:



CHAIR



Dr. John Capps, Secretary

10-25-22

DATE