

TIDEWATER COMMUNITY COLLEGE BOARD

MEETING NO. 315

MAY 12, 2020

Meeting number three hundred fifteen of the Tidewater Community College Board was held via Zoom on Tuesday, May 12, 2020.

Members Present: Barry C. Brown
Dr. Marcia Conston
Paulette D. Franklin-Jenkins
Mark Hugel
Kim McCallum
John D. Padgett
Lynn B. Clements
William (Bill) W. Crow
Cynthia (Cindy) S. Free
James (Jay) N. Lucado
Delceno C. Miles
Charles A. Tysinger

Members Absent: Jerome A. Bynum

Others Present: Curtis K. Aasen, Vice President for Information Systems and Institutional Effectiveness
Marian Anderfuren, Vice President for Communications & Enrollment Management
Matthew J. Baumgarten, Executive Director of Real Estate Foundation/COO of Facilities & Public Safety
Emanuel Chestnut, Interim Provost of Norfolk Campus
Sarah DiCalogero, Chair of Faculty Senate
James Edwards, Interim Provost of Chesapeake Campus
Latesha D. Johnson, Executive Assistant to the President
Sarah (Beth) Lunde, Associate Vice President for Human Resources
Heather McCraig, Associate Vice President for Finance
Corey L. McCray, Interim Executive Vice President for Academic & Student Affairs and Vice President for Workforce Solutions
Phyllis F. Milloy, Vice President for Finance
Michael D. Summers, Provost of Virginia Beach Campus
Michelle W. Woodhouse, Provost of Portsmouth Campus

1. Welcome and Call to Order

Ms. Free, chair, determined the presence of a quorum and called the meeting to order at 4:32 p.m., and welcomed guests.

2. Program Highlight

Dr. Conston invited Ms. Anderfuren and Ms. O'Brien to present the program highlight featuring TCC's Marketing Campaign.

The 2020 Fall/Summer plan leverages television, out-of-home (non-digital billboards), print advertisements, and radio to demonstrate TCC's presence in the community. The college is re-airing the 2018's "*College, Only Smarter*" brand spot on television, with a new call to action around online classes, and an exclusive to the new campaign to measure success of its direction. In addition, there are 22 billboard locations in close proximity to TCC's campuses.

Ms. Anderfuren noted that unprecedented unemployment creates opportunities for community colleges. Part of the marketing plan in response to COVID-19 includes:

- A discussion on diverting some of the planned print and radio spend into developing new creative to respond to COVID-19 in two broadcast spots focusing on:
 1. Workforce training—with an emphasis on helping those who lost jobs due to COVID-19
 2. High school seniors—with additional support on guaranteed transfers

3. Adoption of Consent Agenda

Ms. Free asked the board if there were requests to remove any item(s) from the consent agenda to the full agenda. Hearing none, she asked for a motion to accept the consent agenda. On a motion by Ms. Miles, seconded by Mr. Lucado, the board approved the consent agenda as proposed.

4. Approval of Action Items on Consent Agenda

Referring to tabs 4a and 4f of the meeting packet, the board approved meeting minutes #314 for March 10, 2020, with recommended edits; proposed 2020-21 local fund budgets; auxiliary parking plan for 2020-22 biennium; Norfolk campus capital lease; proposed 2020-21 business and industry advisory committee, with recommended edits, and the proposed CSCS automotive curricula.

5. Curriculum & Student Development Committee Report – Dr. Barry C. Brown, Chair

a. Nothing to report.

6. Finance & Facilities Committee Report – Mr. James (Jay) Lucado, Chair

a. Local Fund Financial Statements for Month Ending March 31, 2020. At the invitation of Mr. Lucado and referring to Tab 6a of the meeting packet, Ms. Milloy provided local fund financial statements reflecting activity for nine months of the fiscal year. She highlighted expenditures for the student activities budget (57%), institutional auxiliary budget (94%), student center budget (82%), and auxiliary services budget (64%). FY19-20 local investments and contributions from each city remained as expected. Investments of \$42 million earned \$617,142 since July 1, 2019.

b. Campus Beautification and Wayfinding. No report provided.

7. Advocacy Committee Report – Mr. Jerome Bynum, Chair

- a. Committee Update. In the absence of Mr. Bynum, Ms. Anderfuren provided the report. The committee met on April 20, 2020. She briefed them on the College Anywhere Campaign, the impact of COVID-19, the CARES Act, and the president’s inauguration.

8. Education Foundation Liaison Report – Ms. Delceno Miles
The Educational Foundation Board had its annual meeting last month. The nominating committee elected new officers—Ms. Delceno Miles, board chair and Mr. Andrew (Andy) Hodge, board vice chair. New committee chairs were also elected. An executive committee meeting will be held in June. The board will continue to support the mission of the college and collaborate with Dr. Conston and the President’s Cabinet.

9. Real Estate Liaison Report – Mr. John Padgett

The committee had a virtual meeting to review a litigation matter. At the request of Mr. Padgett, Mr. Baumgarten provided a brief update.

10. Discussion & Approval of Action Item(s) Removed from the Consent Agenda

- a. Nothing to report.

11. President’s Report

- a. Spring/Summer Enrollment. At the invitation of Dr. Conston, Mr. Aasen provide an update on spring/summer enrollment. He reported that the 2019-20 FTE is down -9.5% and -10% student headcount (spring). The difference in the decline rate between FTE and student headcount is attributed to the +0.05 average credit load. COVID-19 had an impact on summer enrollment. It is down -24.7% and -25% respectively in FTE and student head count.
- b. COVID-19 Update. Dr. Conston reported that TCC’s faculty and staff responded quickly and efficiently in transitioning to remote learning. The Office of Information Systems (OIS) department worked diligently to ensure faculty had the needed resources to facilitate on-line teaching. However, many students did not have access to the internet. Therefore, the OIS staff designated hotspots at each campus so that students could drive up and connect to the colleges Wi-Fi. In addition, TCC’s computer club is continuing its refurbished computer program, giving students in need desktop computers that have been donated. Dr. Conston meets with her Cabinet twice a week to discuss a reopening plan as the college enters into phase one. Several Town Hall meetings were held for faculty, staff, and students. Also, the VCCS System office established a task force, “*Beyond the Pandemic*” to focus on the academic needs of the students and faculty.
- c. Joint Board Reception. The reception was scheduled for June 23, 2020. However, it will now be held on October 27, 2020.

12. Chair's Report & Announcements

- a. **Presidential Inauguration Update.** At the March board meeting, Ms. Free reported that Dr. Conston's inauguration was tentatively scheduled for October 23, 2020. However, it will be postponed to Spring 2021 due to the uncertainty around COVID-19 and the economic fallout.

- b. **Report on Board Nominating Committee.** Ms. Free invited Ms. Miles to give the report of the Nominating Committee. The committee, comprised of Lynn Clements, William Crow, Paulette Franklin-Jenkins, Charles Tysinger, and Ms. Miles as chair, met on March 24, 2020 to develop a slate of officers for 2020-22.

The committee voted unanimously to advance Cindy Free to a two-year term as board chair and Lynn Clements to a two-year term as board vice chair. Both terms will commence on July 1, 2020. Ms. Miles invited discussions, of which there were none. On a motion by Dr. Brown, seconded by Mr. Crow, the board elected the slate of officers.

- c. **Proposed 2020-21 Board Meeting Schedule.** The board reviewed the proposed 2020-21 board meeting schedule. After some discussion, the proposed September 8, 2020 date was changed to September 15, 2020. On a motion by Ms. Miles, seconded by Mr. Crow, the board approved the amended meeting schedule.

13. Adjournment

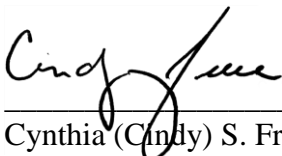
There being no further business to come before the board, Ms. Free adjourned the meeting at 5:38p.m.

Respectfully submitted,



Marcia Conston, Ph.D.
Secretary to the Board

APPROVAL



Cynthia (Cindy) S. Free
Chair