

TIDEWATER COMMUNITY COLLEGE BOARD

MEETING NO. 329

SEPTEMBER 20, 2022

Meeting number three hundred twenty-nine of the Tidewater Community College Board was held at the Portsmouth Campus Student Center on Tuesday, September 20, 2022.

Members Present: Barry C. Brown
Lynn B. Clements
Cynthia (Cindy) S. Free
Dr. Kirk Houston, Sr.
Kim McCallum
Jerome A. Bynum
Dr. Marcia Conston
Ron Green
James (Jay) N. Lucado
Charles A. Tysinger

Members Absent: Lindsey Anderson, William (Bill) Crow

Others Present: Curtis K. Aasen, Vice President for Information Systems and Institutional Effectiveness
Christopher Bryant, Vice President of Institutional Advancement
Sarah DiCalogero, President's Advisory & Planning Council Chair
Latesha D. Johnson, Executive Assistant to the President
Sarah (Beth) Lunde, Associate Vice President for Human Resources
Heather McCraig, Vice President for Finance
Tiffanye Sledge, Chair of Faculty Senate
Tamara S. Williams, Vice President for Workforce Solutions
Michelle W. Woodhouse, Vice President for Academic Affairs & Chief Academic Officer

1. **Welcome and Call to Order**

Ms. Clements, chair, determined the presence of a quorum and called the meeting to order at 4:05 p.m., and welcomed guests.

2. **Program Highlight**

Dr. Conston invited Ms. Williams and Mr. Aasen to present on TCC's Economic Impact Study as the featured program highlight.

TCC's five-year strategic plan, *Innovate 2026*, outlines the need for an economic impact study to measure the college's economic influence. The report will be used for marketing, outreach, and development. Chmura Economics & Analytics (Chmura) was contracted to assist with the analysis. The study elements included: 1) the region's economic health; 2) TCC's economic impact (operations, capital expenditures, and student impact); 3) fiscal impact; and 4) alumni impact.

According to the study, over the past two decades, employment growth in the TCC service region grew at an average rate of 0.1% per year, slower than the state average of 0.4% and the national average of 0.3%. As of the first quarter of 2021, the average annual wage per worker in the TCC areas was \$53,387. This was lower than both the state average of \$64,488 and the national average of \$63,393. In FY2020-21, TCC's total economic impact was \$221.1 million (operations \$201.5 million; capital expenditures \$14.3 million; and student spending \$5.4 million). The college's fiscal impact totaled \$163,183 (local government) and \$3,130,110 (state government). TCC's alumni impact reflected 82,012 graduates since 1970; 10.4% of the regional workforce are TCC alumni; TCC educated an estimated 27.1% of all adults in the service region with some college, certificates, or associate degrees; \$714.0 million increased wages; and an additional \$35.8 million in state income taxes.

3. Adoption of Consent Agenda

Ms. Clements inquired 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. McCallum, seconded by Mr. Bynum, the board approved the consent agenda as presented.

4. Approval of Action Items on Consent Agenda

Referring to Tabs 4a and 4b of the meeting packet, the board approved Meeting Minutes #327 for May 10, 2022, and Meeting Minutes #328 for August 9, 2022.

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

a. **Academic Affairs Update** – Dr. Woodhouse reported on Dual Enrollment (DE), one of the academic initiatives for 2022-23. She noted that the DE headcount increased 48.6% (2,074) and FTE increased 45% (221). Dual enrollment increased 60.2% in Chesapeake, 98.8% in Norfolk, 13.7% in Portsmouth, 26.9% in Virginia Beach, and 52.4% at the Regional Automotive Center. New projects and course offerings this year will include: child development; preschool childcare development associate; welding; Uniform Certificate of General Studies (Virtual Virginia); cybersecurity and network foundations; and veterinary assistant.

b. **Workforce Solutions Update** – Ms. Williams reported on industry collaborations with three businesses. The Port of Virginia provides ongoing safety training and OEM training; short-term and extended training; and the port is building a workforce pipeline (future apprenticeship model). Rivers Casino has 280 students enrolled in its dealer's school. The training started in August, creating a workforce pipeline. The casino will also train for all operations. TCC's cohort model for the Amazon career pathway will consist of solar technicians and clinical medical assistants. Ms. Williams also shared that 36 students (16 are Virginia Challenge Youth students) will graduate from the Jobs Skills Program (JSTP). The graduation will be held September 21, 6:00 pm at the Roper Theatre.

6. Finance & Facilities Committee Report – Dr. Kirk Houston, Chair

a. **Final Local Financial Statements for Year Ending June 30, 2022.** At the invitation of Dr. Houston, Ms. McCraig provided the final local financial statements for the year ending June 30, 2022. She highlighted balances for the student activities budget (\$1.9 million); institutional auxiliary budget (\$18.1 million); student center budget (\$16.5 million); and the

auxiliary services budget (\$9.8 million). The capital maintenance reserve fund is \$9.5 million. Local investments and contributions from Chesapeake, Norfolk, Portsmouth, and Virginia Beach remained as expected.

- b. Local Fund Financial Statements for Month Ending July 31, 2022. Ms. McCraig provided the local financial statements for the month ending July 31, 2022. Due to the timing of bond payments for the student centers and certain encumbrances charged on an annual basis, the revenues were very low, as well as the expenditures. Local investments and contributions from Chesapeake, Norfolk, Portsmouth, and Virginia Beach remained as expected. The average yield on investments of \$49.7 million earned \$12,415 since July 1st.
- c. Final Financial Report for 2021-22. Ms. McCraig noted that revenues for 2021-22 are \$111.6 million, which represents tuition & mandatory fees, grants & contracts, local appropriations, student fees, general funds and other income. Expenditures remained at \$105 million. Financial Aid is \$45.3 million for 2021-22. Federal grants, state grants, and scholarships represent free aid that goes to students.
- d. State Operating Budget- Fiscal Year 2022-23. The State Operating Budget currently has a \$1 million reserve.
- e. Space Utilization Study. The college is preparing to perform a space utilization study in preparation for the ten-year master planning process. This study establishes a college-wide knowledge base for space as TCC embarks on the master plan. It also enables the college to right-size classrooms by improving room utilization rates, which improves justification for additional space or renovated spaces. In addition to building conditions, capital funding decisions are based on space utilization rates. The State Council of Higher Education in Virginia (SCHEV) tracks this information for all state institutions.

7. Advocacy Committee Report – Ms. Kim McCallum, Chair

The Advocacy committee met September 19 and set a meeting schedule for 2023. Mr. Bryant reported that four delegates visited TCC campuses between June and September—three local delegates as well as a former speaker of the Virginia House of Delegates. Delegate Ann Ferrell Tata and one of her staffers, who is a TCC alum, toured the Virginia Beach Campus in June, as well as Delegate Karen Greenhalgh. Delegate Jackie Glass, a Navy veteran, toured the Norfolk campus. Eileen Filler-Corn, who represents the 41st House District in Northern Virginia and served as the 56th Speaker of the House toured the Virginia Beach campus. Ms. McCallum also shared that Delegate Glass will serve as speaker for the Workforce Job Skills Training Program graduation on September 21, 2022.

8. Educational Foundation Liaison Report – Ms. Cynthia (Cindy) Free

Ms. Free invited Mr. Bryant to provide the Educational Foundation report. Mr. Bryant reported that the Educational Foundation refined its branded talking points to serve the college and advance the vision of TCC. The Ed Foundational Board completed its six-month goal to expand board membership, by adding five new members, and conducted a board retreat. Mr. Bryant shared that the college engaged in a staff and employee giving initiative: TCC Proud (Proud of my Purpose). A goal was set to ask 131 donors for \$57,000. Institutional Advancement is expanding its staff team to be more aligned with college needs and overall philanthropy models.

The college is aggressively directing its growth with the expansion of the Skilled Trades Academy and the new Visual Arts Center.

9. Real Estate Liaison Report – Dr. Kirk Houston

Dr. Houston invited Dr. Conston to provide an update for the Real Estate Foundation Board. Dr. Conston shared that the following initiatives are moving forward:

- Continuing the delisting efforts of the Suffolk property;
- Complete the rezoning process;
- Prepare counter offer and reach agreement with the Hampton Roads Sanitation District (HRSD) on sale and easements by December 2022;
- Complete design of primary roadway in agreement with HRSD and the City of Suffolk; and
- HRSD pipeline construction scheduled for January 2023. However, the land purchase /easement agreement between HRSD and the REF must be accomplished.

Dr. Conston also reported that the Development Committee met with Mayor Duman and City Manager Al Moor to provide them with an update on the Suffolk property. She also noted that a few of the President’s Cabinet members will present at the upcoming TCCREF board retreat on October 13th.

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

- a. Nothing to report.

11. President’s Report

a. Enrollment Update. Dr. Conston invited Mr. Aasen to provide an enrollment update. To date, Full-time Equivalent (FTE) is down -8.6% and student headcount is down -7.3% from last year. Key metric rates for first-time-in-college (FTIC) students decreased -1.9%; new-student applications increased +47.6%; and average credits increased +2.0%. Spring-to-Fall re-enrollment decreased by -541 students. Dual enrollment increased in FTE (+52.5%) and student headcount (+47.3%). Mr. Aasen presented a chart of the Virginia Community College System (VCCS) enrollment for Fall 2022, noting TCC’s declines in FTE enrollment (-8.6%) and student headcount (-7.3%).

b. General Updates. Dr. Conston provided the following updates:

- Delceno Miles resigned from the College Board to assume the interim role on the Virginia Beach City Council. Dr. Conston and Ms. Clements attended the swearing-in ceremony.
- Dr. Conston and Mr. Bryant are scheduled to meet with the Norfolk City Council for a major ask from the City of Norfolk in support of the Visual Arts Center.
- Dr. Conston attended a joint SCHEV and Council of Presidents (COP) meeting, where the Secretary of Education, Aimee Guidera, spoke. Ms. Guidera mentioned that the administration will have a series of road trips within the next six months, to include visiting the universities and all community colleges. The focus of the administration is keeping tuition flat for all institutions and student life issues

centered on mental health and college life preparedness. Dr. Conston noted that the governor holds quarterly meetings with the COP. The next meeting is October 26.

- In addition to Ms. McCallum's update, Dr. Conston shared more legislative priorities. She noted the following:
 - The second short session will be held January 11 – February 25;
 - The VCCS is preparing items for the general assembly;
 - The governor's budget will be introduced December 15; and
 - Priorities for TCC include the Walker building and funding for the 5% salary increase.
- Dr. Conston met with Delegate Angelia Williams-Graves and toured the Walker building. She also met with Delegate Barry Knight, along with the interim Chancellor, Dr. Sharon Morrissey, to discuss the colleges legislative priorities
- In mid-August, Dr. Conston and Ms. Williams met with Dr. Latitia McCane, President of the Apprentice School to explore opportunities of a partnership.
- The president met with Cathie Vick, Virginia Port of Authority, to discuss increased training for the port.
- Dr. Conston also met with Dr. Scott Miller, President of Virginia Wesleyan University, to collaborate on our new program, Tidewater Promise.
- Lastly, Dr. Conston shared that she wants to maintain a focus on enrollment management. The Institutional Advancement staff is working aggressively to award all scholarships. Since last week, the college has awarded 338 scholarships, totaling \$338,000. However, we received over 3,000 applications. Dr. Conston acknowledged that we need to be more aggressive with awarding scholarships.

12. Chair's Report & Announcements

- a. General Updates. Ms. Clements reported that Dr. Conston nominated her to participate in the VCCS listening session, as a business and community leader, to learn what Virginia needs most in the next chancellor. Participants were asked two questions; "*Why should someone apply to be the next chancellor?*" and "*What would you look for in someone to be a leader of higher education in Virginia?*" All who participated were informed and had great input.

Announcements:

- ODU's presidential inauguration will be held October 20-22, 2022.
- The Hampton Road Chamber 2022 State of the Region Address is October 4, 2022 at the Norfolk Waterside Marriott.
- The last board meeting for the year is scheduled for Tuesday, November 15, 4:00 p.m. in the Green District Administration building.

13. Adjournment

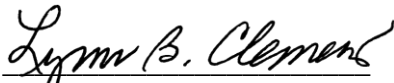
There being no further business to come before the board, Ms. Clements adjourned the meeting at 5:54 p.m.

Respectfully submitted,



Marcia Conston, Ph.D.
Secretary to the Board

APPROVAL



Lynn B. Clements
Chair