

# TIDEWATER COMMUNITY COLLEGE BOARD

## MEETING NO. 300

NOVEMBER 14, 2017

Meeting number three hundred of the Tidewater Community College Board was held on Tuesday, November 14, 2017, in the Student Center on the Chesapeake Campus.

**Members Present:** Edna V. Baehre-Kolovani Jerome A. Bynum  
Paulette D. Franklin-Jenkins Cynthia (Cindy) S. Free  
James (Jay) N. Lucado Connie A. Meyer (teleconference)  
Delceno C. Miles John D. Padgett  
Dwight M. Parker Linda D. Ridenour  
Terri N. Thompson

**Members Absent:** Lynn B. Clements John M. Murray

**Others Present:** Curtis K. Aasen, Director of Institutional Effectiveness & Interim Vice  
President for Information Systems  
Marian Anderfuren, Interim Vice President for Institutional Advancement  
Matthew J. Baumgarten, Executive Director of Real Estate  
Foundation/COO of Facilities & Public Safety  
Jennifer Black, Administrative Assistant, Science, Technology, Engineering  
& Mathematics  
Jeffrey S. Boyd, Provost of Norfolk Campus  
Daniel T. DeMarte, Executive Vice President for Academic & Student  
Affairs & CAO  
James Edwards, Dean, Chesapeake Campus  
Latesha D. Johnson, Executive Assistant to the President  
Sarah (Beth) Lunde, Associate Vice President for Human Resources  
Corey L. McCray, Vice President for Workforce Solutions  
Phyllis F. Milloy, Vice President for Finance  
Robert D. Moore, Director, Department of Economic Development, City of  
Portsmouth  
Lisa B. Rhine, Provost of Chesapeake Campus  
Diane Ryan, Dean, Chesapeake Campus  
Beno Rubin, Director of the Regional Automotive Center  
Thomas Stout, Dean, Chesapeake Campus  
Michelle W. Woodhouse, Provost of Portsmouth Campus  
Curt Wynn, Director of Marketing, Public Affairs and Communications

**1. Welcome and Call to Order**

Ms. Thompson, chair, determined the presence of a quorum and called the meeting to order at 4:30 p.m.

**2. Program Highlight**

Dr. Baehre-Kolovani had invited Dr. James T. Roberts, Superintendent of Chesapeake Public Schools to present the program highlight which focused on "Tidewater Community College-Chesapeake City Public Schools Partnership. In Dr. Roberts' absence, Dr. Anita James, Assistant Superintendent for Curriculum and Instruction, presented on his behalf.

Chesapeake Public Schools (CPS) has enhanced their partnership with Tidewater Community College during the last five years. The partnership is expanding Dual Enrollment (DE) and College & Career Pathway Programs with students earning high school credits and college credits simultaneously. Each College & Career Pathway has at least three courses that are part of a degreed program, which include College English Composition, Environmental Science, and Computer Systems Technology. Classes were added to allow students to get their GED such as General Studies Certificates, Social Science courses leading to Transfer Degrees, and Mechatronics which began a couple of years ago. Each year, Dual Enrollment (DE) offerings are increased over time. Scholarships for tuition and supplies are being provided for students in Mechatronics, Welding, and other DE programs. Partners are seeking various options to expand to a more diverse population. TCC provides Career Readiness Certification (CRC) to CPS students with an Individual Student Alternative Education Plan (ISAEP).

CPS/TCC collaborate on an ongoing basis throughout the year to build the partnership and to expand programs. There are Middle & High School Career Fairs, DECA Competitions, Pathway Parent Meetings, and a TCC Day. Dr. Beno Rubin, Director of the Regional Automotive Center, has been very instrumental in coordinating the Auto Body Courses that are housed at the Chesapeake Career Center. TCC received a \$25,000 grant for the Auto Body facility.

The No Child Left Behind Act was reauthorized and is now called the Every Student Succeeds Act (ESSA). Beginning in January 2018, students must show they are college and career ready. The proposed College and Career Readiness Index requires 85% of students obtain one of the following: 1) pass DE, IB, or AP courses, 2) work-based learning experience, or 3) CTE Courses. Expanding Dual Enrollment Courses and Career Pathways using a tiered pathways model will help with school accreditation. Future possibilities with the CPS/TCC Partnership includes: more pathway options, more dual enrollment options, virtual classes, additional facilities sharing and flexible usage, and instructor credentialing assistance.

**3. Adoption of Consent Agenda**

Ms. Thompson 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. Miles, seconded by Mr. Parker, the board approved the consent agenda as presented.

**4. Approval of Action Items on Consent Agenda**

Referring to Tab 4a of the meeting packet, the board approved Meeting Minutes #299 for September 12, 2017 (attached).

**5. Curriculum & Student Development Committee Report – Mr. Dwight M. Parker, Chair**

- a. Capacity Building Grant for Construction Trades. At the invitation of Mr. Parker, Dr. McCray followed up on information reported by Jeff Ainslie, President of Ainslie Group, and Carol R. Curtis, President of Noah Enterprises, Inc. at the September meeting. There is an urgency to fill the skills gap in the construction industry. Most recent statistics show that 41% of small businesses have difficulty filling skilled jobs in this area. There are people who need jobs and jobs that need people. Areas of high demand include carpenters, HVAC, plumbers, welders, construction pipe layers, project managers, roofers, framers, and electricians. A \$341,000 capacity building grant was awarded to TCC this year to fill some of the gaps. The construction industry wants to focus on all areas due to urgent needs.

The Virginia Workforce Coalition is working with TCC to help identify construction needs and recognize programs that speak to our regions demand. Through the Virginia Workforce Development Coalition, information is relayed relative to occupational needs in the workforce and with the use of grants and partnerships, students can earn industry certifications and career studies certificates, as appropriate, to gain employment.

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

- a. Routine Financial Statements for Month Ending September 30, 2017. At the invitation of Mr. Lucado, Ms. Milloy provided the routine financial statements reflecting activity for three months of the fiscal year. Referring to Tab 6a of the meeting packet, she highlighted expenditures with the Institutional Auxiliary Budget (79%), Student Center Budget (32%), and the Auxiliary Services Budget (31%), noting that bond payments are for parking garage and lot, and Student Centers. Local investments and contributions from Chesapeake and Norfolk remained as expected. However, contributions from Portsmouth and Virginia Beach were not yet received. The average yield on investments of \$40.5 million was 0.78%. The interest earned year-to-date is \$80,136.
- b. Student Financial Aid Cohort Default Rate. Directing the board to Tab 6b of the meeting packet, Ms. Milloy noted that TCC's three-year (2012, 2013, and 2014) default rates continue to fall below the 30% maximum. Within the Virginia Community Colleges, TCC's default rate is in the lower percentile at 18.5%.
- c. Audit Report for Year Ended June 30, 2016. Directing the board's attention to Tab 6c of the meeting packet, Ms. Milloy indicated that the Commonwealth of Virginia's Auditor Public Accounts performs annual audits of the college. There were no findings in both the Single Audit (performed on all federal funds) and the Comprehensive Commonwealth of Virginia Auditor of Public Accounts audits.
- d. Real Estate Foundation Update. Referring to Tab 6d of the meeting packet, Dr. Kolovani briefly apprised the board of a facility development that will be a co-location for TCC's Visual Arts and Culinary Arts Programs in Norfolk. Eight weeks ago, a decision was made

to move the Visual Arts Program from Portsmouth to co-locate it with the Culinary Arts Program in Norfolk, once the new building is constructed. Some exciting developments have taken place that corresponds with the city's new master plan for particular areas.

Mr. Baumgarten remarked that the City of Norfolk is considering to redevelop the Greyhound Bus site. Conversations ensued, and it was suggested that the site would be a great place for TCC's Culinary Arts Program and a combined arts facility. Another facility, owned by Mr. Doug & Mrs. Pat Perry, was also offered for TCC's use. TCC's plan, which is in the early stages, is to grow the Culinary Arts Program from two kitchens to five kitchens and bring combined arts, photography, visual arts, graphics, and digital arts to the Neon District. The college received a letter from the City of Norfolk approving the project and authorizing the City Manager to begin discussion and negotiation. Consequently, the proposed opening date for the Visual Arts/Culinary Arts Program is the summer of 2020. The college is going through the Real Estate Foundation due to capital bonding and the project was presented before the State Board for approval.

Mr. Baumgarten presented a demolition video of the Suffolk property. The City of Suffolk will allocate \$1,000,000.00 in its budget next year for the early developmental studies of the waterfront property. The college located a site on Airline Blvd., Portsmouth VA, to house its Building Trades Technology Initiative. The building is metal, 20,000 sq. ft. with 2,400 sq. ft. of office space, has a loading dock, and is privately owned. The Real Estate Foundation Board is examining the building as an investment. The board authorized the college's approval to negotiate with the owners. Revenue received through training will result in a sustainable financial future of the building.

#### **7. Advocacy Committee Report – Ms. Linda D. Ridenour, Chair**

Ms. Ridenour informed the board that the Advocacy Committee will no longer meet the day of the board meeting. However, the committee will meet the 2<sup>nd</sup> Monday of every other month. The next meeting is December 11<sup>th</sup> at the Green District Administration Building.

- a. Growth4VA (Higher Ed. Advocacy). At the invitation of Ms. Ridenour, Ms. Anderfuren elaborated on the working priorities for 2018. One of the priorities is the upcoming General Assembly visit. A resolution was created to recognize the college for its 50<sup>th</sup> Anniversary. On TCC's behalf, Senator John Cosgrove will take the resolution to the General Assembly. The goal is to have the board visit the General Assembly the same day the resolution is voted upon.

Ms. Anderfuren briefly discussed Growth4VA, a Higher Ed Advocacy Campaign that is currently taking place in VA. It is an 18-month program, October 2016 – March 2018, of the Virginia Business Higher Education Council. Growth4VA held a Higher Ed Day and invited gubernatorial candidates to discuss their plan of support for higher education. The campaign has four strategies for growth and opportunity to include: 1) Make Virginia the Top State for Talent; 2) Become Known as the Home of Innovators & Entrepreneurs; 3) Prepare Virginians for Great Jobs and Great Lives; and 4) Provide Affordable Access for All Virginians.

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

- a. Nothing to report.

**9. President's Report**

- a. Fall Enrollment Report (w/Mr. Aasen). Dr. Kolovani invited Mr. Aasen to give the enrollment update. Fall Enrollment is -5.7% from the previous year. Although it continues to decline, the rate of decline has slowed somewhat, which puts enrollment down -32.9% from the peak during the recession. Mr. Aasen emphasized that TCC is funded on FTE Enrollment, not Headcount Enrollment. However, there is a similarity. Fall Semester Headcount Enrollment is down -4.7% from the prior year. The FTE, which is based on a number of credits, is declining at a faster rate than the actual number of students. This puts enrollment down -28.9% from the peak during the recession. Most of our enrollment comes from returning students, which is 51% demographics. First-time-in-college (FTIC) students is 15% and considered the most critical demographics.
- b. Recruitment Task Force Update. Mr. Curt Wynn, Director of Marketing, was invited to give the board an update on Recruitment. The Recruitment Task Force was established August 2017. A prospect team was launched to focus on customer service, capture data, take appointments, and make proactive outbound calls. Upgrading TCC's marketing collateral is a huge initiative. The new strategy calls for significant upgrades in current materials to professional looking marketing materials. The college's Customer Relations Management Software (CRM) categorizes our enrollment funnel, allows for automated communication with prospects/applicants based on behaviors, interests, and status in system, and provides case escalation and communication mechanisms for follow-up communication. Significant upgrades are also being made with Digital Marketing.
- c. Update on Major Gifts Campaign. In the interest of time, Dr. Kolovani deferred this item to the January 2018 meeting.

**10. Chair's Report & Announcements**

- a. Review Section 2.2 of TCCB Policies and Procedures Manual w/By-Laws. At the September 2017 board meeting, a question was asked regarding the delineation between the board's role, the President's role, and the staff. Ms. Thompson noted that board must stay within its scope of authority. She provided board members with a handout, "Hands-On Versus Hands-Off", from the book *Boards That Make a Difference* by John Carver. Ms. Thompson suggested that the board members review the document in its entirety at their leisure. However, she pointed out that the College Board By-Laws specifically states the board's roles and responsibilities. Ms. Thompson emphasized that the president and staff are responsible for executing the goals of the college, and accountability by the board of Dr. Kolovani is through the evaluation process.

**11. Adjournment**

Ms. Thompson encouraged participation in the college's Commencement Exercises on Monday, December 18<sup>th</sup>, at 6:00 p.m. in the Ted Constant Convocation Center. She also noted that the

board's first meeting in the New Year is scheduled for Tuesday, January 23, 2018, in the Green District Administration Building.

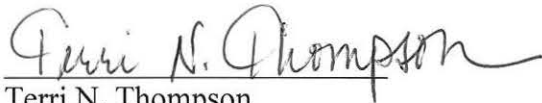
There being no further business to come before the board, Ms. Thompson adjourned the meeting at 6:55 p.m.

Respectfully submitted,



Edna V. Baehre-Kolovani, Ph.D.  
Secretary to the Board

APPROVAL



Terri N. Thompson  
Chair