

Eastern Shore Community college Board Minutes

October 16, 2018

The Eastern Shore Community College Board met on October 16, 2018 at 5:45 pm in the Business Workforce Building's Conference Room 130. Prior to the meeting, the Board met with the VCCS Assessment Team for an Information Session on the VCCS Assessment Process at 5 pm.

I. Call to Order

A quorum was present, the meeting was called to order by Co-Chair, Ted Lewis at 6:35 PM.

Present College Board: Paul Bibbins, Barbara Cody, Marianne Elebash, Billy Greer, Aaron Kane, Ted Lewis, Rob Marsh, Bill Payne, Willie Randall, Ted Shockley, Jack Van Dame.

Present ESCC Staff: Eve Belote, Bette Cornell, Annette Edwards, Cheryll Mills, Dr. Kellie Sorey

Present VCCS Assessment Team: Lori Dwyer, Rick Farthing, Catherine Finnegan, Pam Hill, Will Johnson, Jeff Kraus, Chris Lee, Van Wilson.

II. Action Items

Minutes of July 10, 2018

Motion made by Willie Randall to approve Board Minutes from previous meeting of July 10, 2018. Motion seconded by Bill Payne. All members voted in favor of the motion.

Holiday Calendar for 2019

Motion made by Jack Van Dame to approve 2019 Holiday Calendar. Motion seconded by Paul Bibbins.

FY 20 Local Funds Request Distribution

Motion made by Willie Randall to approve FY 20 Local Funds Request Distribution. Motion seconded by Paul Bibbins.

FY 17 Audit

Motion made by Barbara Cody to approve FY 17 Audit. Motion seconded by Willie Randall.

III. Update on SACSCOC Visit

Dr. Sorey noted the first challenge was to prepare for the SACSCOC on-site visit. Dr. Sorey distributed a handout of the SACSCOC Recommendations. She explained the areas of recommendations, noting that we are waiting for SACSCOC to send the final report.

Dr. Sorey noted that ESCC did very well.

IV. President's Report

Dr. Greer told the story about Bill McCarter, an Assistant Professor of English, who shared a touching letter written by one of his students during her first semester at the college. The student, "Daisy" wrote about her life experiences and her dreams to become successful. Dr. Greer explained how essential it is for us to offer the best experience for our students. He informed everyone that the school needs help in attracting students and that he wants to raise money to do so. He mentioned that he plans to reach out to Board Members for their assistance in trying to raise funds. Dr. Greer highlighted the news article on Wallops receiving funds and added Wallops is a fan of the Eastern Shore Community College.

Dr. Greer mentioned the passing of Barry Neville, a beloved teacher and colleague who taught at ESCC for nearly 26 years.

V. Administrator Reports

- A. Eve Belote gave an update on marketing strategies. She noted Bill Lacato's contribution with his social media experience and stats. Eve distributed a handout on Market Data and explained the different ways that are being used; social media, weekly radio advertisement, print coverage and general press releases. Eve mentioned the need to promote certain programs, focus on ways of targeting. Eve noted all the work involved for the SACSCOC members during their visit. Eve mentioned she is transitioning into her new role as Associate VP of Administration and that they are in the process of hiring a new Director of Development. She also noted that they have been working on a budget, looking into Foundation Nominations and exploring on having food service here for the school. Eve announced there would be a fundraiser, an Oyster Roast, in January featuring "Town Mountain," a Bluegrass band.
- B. With regards to the SACSCOC document, Annette Edwards noted there were no findings in Finance and Administration before the on-site visit. Annette invited Joe Habel to give an update on the new building. Joe Habel explained what has been completed and what is left to finish. Joe noted there has been good progress in spite of all the rain and mud, and the date for completion is May 20, 2019. Annette mentioned that the large mural in our current building will be displayed in the new building.
- B. Cheryl Mills gave an update on enrollment, announcing that fall enrollment was up slightly. She distributed a handout, which indicated the needle moved upward a little, but she stated even a small movement upward, it is still a victory for us. Cheryl also noted that Bill Lacato's social media has helped, along with a combination of other things. She believes we are turning things around and moving in the right direction.

There was discussion about marketing tools for adult learners, trends and types of courses to offer to help better serve our community.

- C. Dr. Sorey explained how she has been meeting with faculty, and how faculty want to know how we can change the curriculum, offer better classes. She noted they have been working through policies and structures, they have been holding engaged meetings. Dr. Sorey mentioned the need to find ways to improve the following: Professional Development, Testing Facilities, Guidance for Registration (NEB Navigate), Implementing Scheduling Decisions, Learning Management System, Engage Faculty, Staff and Administrators in trying to help.

VI. Board Committee Reports

No Reports

VII. Meeting Adjourned

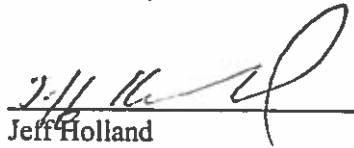
7:55 pm

Prepared by:



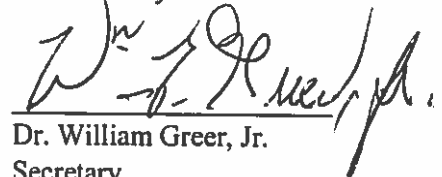
Bette Cornell
Recorder

Approved by:



Jeff Holland
Chairman

Submitted by:



Dr. William Greer, Jr.
Secretary