



**ESCC Advisory Board Meeting  
October 12, 2021  
ESCC Room WD130 & Zoom  
5:00 p.m.**

**Present College Advisory Board**

Nick Chuquin, Barbara Coady, Marianne Elabash, Lisa Johnson, Diane King, Katie O'Shea, Willie Randall, Brittany Russell-Taylor, James Shaeffer, Ted Shockley, Charlie Walker, Sheila Walker, Ray Wood

**Present ESCC Staff**

Eve Belote, Judith Grier, Scott Hall, Patty Kellam, Cheryll Mills, Patrick Tompkins, Jay Welch

**1. Call to Order**

The meeting was called to order by College Advisory Board Chair, Ray Wood, at 5:00 p.m. Present members gave a brief introduction to help acquaint new members Diane King and Brittany Russell-Taylor.

**2. Approval of Meeting Minutes from July 13, 2021**

Meeting minutes from 07.13.21 were distributed.  
Meeting minutes were approved – Motion made by Willie Randall, seconded by Nick Chuquin.

**3. Alumni Success Story: Carmie Savage**

Tompkins introduced Carmie Savage, District Manager of Eastern Shore Soil and Water District, who shared her story as a non-traditional college student enrolled in business management, information system technology specialization at ESCC. She expressed gratitude to the devoted staff and faculty that empowered her to graduate with honors in 2002 and become the sole provider for her two daughters. Savage is proud to share that her oldest daughter attended ESCC, transferred to Virginia Wesleyan with ease, and now teaches art at Broadwater.

**4. Academic, Student, and Workforce Education**

**a. Information Item: Workforce Enrollment Report**

Scott Hall reported that FastForward enrollment is up significantly since last year. Despite being the smallest college in the VCCS, ESSC'S FastForward enrollment is higher than at least three other colleges in the system. In addition, enrollment in non-credential, Adult Education, and Integrated Education and Training Grant programs is strong. Workforce

Development has a goal of 100 FastForward enrollees for FY2022. Scott will be updating the board on earned credential data at the next board meeting.

Dr. Tompkins noted that declining workforce credentials is one of four threshold factors that the college is evaluated on annually. He emphasized that Workforce is doing well in increasing those credentials.

**b. Information Item: Academic Enrollment Report**

Judith Grier reported that enrollment headcount is down about 6%, and dual enrollment is down about 7%. Numerous variables could be affecting dual enrollment such as lower high school enrollment. Judith is delving into the numbers to try to identify where and why we are down and will present her findings at the next board meeting.

Dr. Tompkins noted that although academic enrollment is down, full-time equivalent (FTE) is up 14 percent from FY2019. He and Judith emphasized that Workforce Development and Academic Programs are not mutually exclusive. They collaborate, embracing the one-door approach that aligns students with the program that best fits their needs. Students often complete a career and technical (CTE) program before pursuing an academic degree and vice versa.

**c. Information Item: Take Two Program Update**

The Take Two program enables Eastern Shore high school graduates to enroll in 1-2 academic or workforce classes for free. The ESCC Foundation Board funded this program with a generous donation of \$45,000. Students were required to apply for financial aid to ensure they used federal aid dollars before Foundation dollars ("last dollar"). The Take Two summer program's success sparked the program's extension, and the Foundation allocated the remaining \$28,737.15 funds from summer towards funding fall 2021 Take Two.

There is just over \$20,000 in leftover Foundation Funding. Dr. Shaeffer and Patty Kellam will be drafting a letter to the Foundation Board, including the fall report for approval to use these remaining funds to continue Take Two in the spring of 2022.

**d. Information Item: G3 Program Update**

Dr. Tompkins explained that the VCCS sends a weekly report of G3 enrollments and financial aid awards. ESCC has used almost 44% of allocated funding for FY2022. ESCC success coaches follow up with all students awarded G3 aid who are not yet enrolled. New programs in Law enforcement, IT Support, and Webpage Development will be G3 approved for the spring semester. He projects the FY 2022 G3 allocation will be used up through the spring.

**e. Information Item: VCCS Opportunity 2027 Dashboard**

Judith Grier presented an overview of the new strategic plan for the VCCS, *Opportunity 2027*. The plan is comprised of three pillars: Equity in Access, Equity in Learning Outcomes

and Equity in Success. The Opportunity 2027 Dashboard Report infographics provide a snapshot of where we are and the foundation for ESCC's upcoming strategic planning activities.

**f. Information Item: Minority Serving Institution**

Dr. Tompkins reported that ESCC does not meet the technical definition of a Minority Serving Institution (MSI). The VCCS conducted an analysis of all 23 colleges and determined that only Northern Virginia Community College meets the technical definition of an MSI.

Dr. Tompkins noted an ongoing outreach initiative directed towards African American men and our Hispanic population. Student coaches are developing affinity groups.

ESCC is also in the process of hiring a new career coach. Career coaches work with our dual enrollment students to promote learning opportunities and help students achieve successful outcomes in college access and completion.

**g. Information Item: Program Promotion Timeline**

ESCC has vigorously marketed the college through print, radio, billboards, and social media, restoring its stature in the community. Dr. Tompkins noted that our marketing has primarily focused on the YES! brand, student access, student success and affordability. ESCC is now rolling out a strategy to market specific programs. We are increasing student influencer and alumni visibility to help students visualize their goals and align them with our pathways.

**5. Information Item: Finance and Administration Report**

**a. FY21 Budget Update**

Eve Belote reported that the fiscal year 2021 ended with an excess of revenue over expenses of over \$450,000. This excess of revenue is partly due to higher enrollment than budgeted (407 FTEs actual vs. 350 FTEs budget) which accounts for approximately \$200,000 in increased tuition revenue. In addition, state / VCCS funding was \$128,000 higher than budget due to various adjustments and additions made by the System Office. Personnel expenses were 13% lower than budget and 4% lower than FY20. Other direct costs were 4% under budget and 1% over FY20.

Eve noted that we will carry approximately \$460,000 forward to FY22. The goal is to place \$200,000 in our educational reserve fund, and the \$260,000 will come back to us in cash that we must use for one-time expenses, i.e., not recurring operating expenses. We tentatively plan to spend this on upgrading HVAC in the Workforce building and a website redesign.

Dr. Shaeffer noted that ESCC is not out of the refresh, but he anticipates the refresh will be lifted if Workforce enrollment remains strong throughout FY22. ESCC is prioritizing future strategic planning to continue to serve the Eastern Shore.

**b. FY22 Budget Update**

Eve Belote reported that the fiscal year 2022 (FY22) budget was prepared based on the FY21 budget and FY21 actual data through April 2021. Although there was an increase in FTEs in FY21 over FY20, the decision was made to hold the FTEs (tuition revenue) for the FY22 budget flat to the FY21 budget due to concerns surrounding the pandemic's impact on enrollment.

**c. Grant Strategy**

ESCC is contracting with Hanover Research Solutions to assist in finding and winning large grants at the Federal and state level.

In 2016 ESCC received a \$365,000 National Science Foundation for grant for the Technical Scholars Program. We contracted with Hanover Research Solutions on that effort because then, as now, we did not have anyone on staff with the expertise or capacity to pursue grants of that magnitude.

ESCC will work with Hanover over the next two years to pursue grants in four areas. The top priority is sustainable funding for Contact to Career, a new program with two-year seed funding from the ESCC Foundation and from federal CARES allocations. The other three grant priorities are student support, curriculum, and the expansion of dual enrollment.

In curriculum, ESCC aspires to expand healthcare and hospitality programs to provide businesses a pipeline of skilled employees. In dual enrollment we need to widen the circle to a more diverse population of students through tuition support and in helping more high school teachers earn graduate credits required to teach college courses.

In these four areas Hanover will prospect numerous grants, help identify which to pursue, and then largely write the proposal.

**d. Agency Risk Management & Internal Control Standards (ARMICS) Review**

Eve Belote explained that the Agency Risk Management and Internal Control Standards (ARMICS) is a directive issued by the Comptroller of Virginia requiring state agencies and institutions to annually assess internal control systems in order to provide reasonable assurance of the integrity of fiscal processes. To demonstrate that internal controls are established and fully functioning, an agency must meet minimum requirements for documenting and assessing activities applicable to significant fiscal processes, accounting administration, the general ledger, and information systems.

The process begins with an internal control assessment survey conducted in coordination with the Virginia Community College System (VCCS) System Office. The survey is distributed to a representative sample of 18 individuals responsible for the oversight of significant fiscal

processes and sensitive records. Results are compiled and analyzed as part of the assessment process, with areas needing additional attention documented including a course of action for improvement.

Testing is performed by a review of records for significant fiscal processes such as payroll, accounts payable, accounts receivable, cash receipts, cash disbursements, and hiring/termination of employees.

Eve is happy to report the results of the 2021 ARMICS review revealed no significant or insignificant weaknesses in ESCC's internal controls systems.

## **6. Information Item: Foundation Report**

### **1. Contact to Career**

ESCC Foundation approved funding year two at cost of \$175,000 (2022-2023).

### **2. ESCC Foundation Scholarship Update**

We are in the process of awarding scholarships for the 2021-22 academic year. Scholarship donors will be updated in November once financial aid is finalized. We anticipate awarding around \$350,000 for the academic year, comparable to FY21.

New Scholarships for 2021-22:

- a. Reverend Harry W. and Mrs. Catherine D. Crandall Scholarship (Endowed) - awards tuition and fees annually to a graduate of Northampton High School to attend ESCC full-time (up to \$4,800).
- b. Miss Lucille Memorial Nursing Assistance Scholarship— awards \$500 to a Nursing Assistant student for tuition and fees.

### **3. Grant Updates**

- Wallops Contractors Association - \$10,000 for scholarships
- PNC Foundation – \$5,000 for mobile hot spots for students
- Anthem through VFCCE - \$4,000 to address food insecurity
- Landsberger Foundation – \$1,035 for Chess Club

### **4. Development activities are focused on ESCC's 50th Anniversary.**

\$45,500 has been committed for 2021 sponsorships, plus four with levels TBD. Additionally, we have three businesses that committed to \$75,000 in sponsorships over five years, starting in 2021. Sponsorship opportunities are still available.

### **50th Anniversary Sponsors**

Anonymous
Wilbanks Smith & Thomas

Eastern Shore Rural Health
David Landsberger
Valkyrie Enterprises
Taylor Bank
Willie Randall - Edward Jones
Weichert Mason-Davis
Dave Griffith - Griffith Seafood
PNC Bank
Atlantic Union Bank
RRMM Architects
Maureen Lawrence
Jackie Chatmon & Bill Payne
Eastern Shore Signs
Dr. Jim and Peggy Shaeffer
LJ Kellam Construction
Rachel Kellam
John Fiege, CFP
Peter Bale
Wayne Bell
Betsy & Ace Seybol

**Total Committed \$45,500**

The Foundation will celebrate ESCC’s 50th Anniversary with three events:

**Homecoming and Ribbon Cutting - Friday, October 22, 2021: 11:30 a.m. -2:30 p.m.**

- Chancellor Glenn Dubois will join for official ribbon cutting of new building
- Dr. Shaeffer will sign an MOU with NASA
- Student ambassadors will lead tours
- Local elected officials will attend
- Bagged lunch will be served
- Event is free and open to the public

**50th Anniversary Oyster Roast – Friday, January 28, 2022: 5:00-9:00 p.m.**

- Oyster Roast fundraiser with live music by Jaw Sinnet
- Proceeds support scholarships and services for students

**Major Donor Dinner – Friday, May 13, 2022**

- Under tent used for Commencement. No charge.

**5. Fall Foundation Newsletter**

This will mail in October to 1,600 households to provide an update on the college and Foundation.

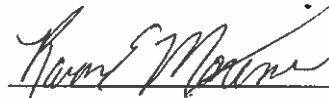
**Meeting Adjourned: 6:40 p.m.**

Motion to adjourn made by Willie Randall, seconded by Ted Shockley.

Prepared by:

Approved by:

Submitted by:



Raven Maxim  
Recorder



Ray Wood  
Chairman



Dr. James Shaeffer  
Secretary