



ESCC Advisory Board Meeting

April 12, 2022

ESCC Room WD130

Present College Advisory Board

David Bowles, Nick Chuquin, Barbara Coady, Marianne Elebash, Lisa Johnson, Diane King, Glenn Muhle, Willie Randall, Brittany Russell-Taylor, James Shaeffer, Charles Walker, Ray Wood

Present ESCC Staff

Eve Belote, Judith Grier, Scott Hall, Patty Kellam, Cheryl 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 for faculty speaker Zhenqiang Li.

2. Approval of Meeting Minutes from January 11, 2022

Meeting minutes from 01.11.22 were approved- motion made by Nick Chuquin, seconded by David Bowles.

3. Academic Faculty Introduction and Background: Zhenqiang Li

Dr. Patrick Tompkins introduced Assistant Professor of Mathematics Zhenqiang Li. Zhen Li explained how she uses individualized instruction and positive student engagement to cultivate a culture of achievement.

4. Academic, Student, and Workforce Education

a. Information Item: FastForward Programs

Dr. Tompkins explained that FastForward programs are short-term credential courses designed to provide training for jobs in high-demand industries. The FastForward program offers tuition assistance to eligible learners for 2/3 the cost of a workforce program. Upon enrollment in the program, the student is responsible for paying 1/3 of the cost of tuition. For each WCG student who completes the program, the VCCS reimburses ESCC for the second 1/3 of the cost of tuition. After program completion, students must test for the associated industry-recognized credential. When the student reports the credential to the college, ESCC is reimbursed for the last 1/3 of the cost of tuition.

In recent years, some funding, such as the \$35 million state-funded G3 program, has become available to support students who cannot afford their 1/3 portion of the cost of tuition.

b. Information Item: Workforce Enrollment Report

Scott Hall reported 111 FastForward enrollments, an increase of 32 enrollments from last year. ESCC ranks in the upper half of the system in both numerical increase and percentage change. There's a total of 120 FastForward enrollments for FY2022 with 61 students credentialed. There is a backlog due to CDL testing with the DMV. Credential numbers will go up once ESCC is certified as a testing center. There's a total of 122 enrollments in non-credentialing courses and 199 Adult Education Enrollments. Workforce Investment (WIOA) is serving 26 clients.

Dr. Shaeffer noted that our on-campus commencement is May 11 at 6:00 p.m., and all completers from GED to associate's degree are encouraged to walk.

c. Information Item: Academic Enrollment Report

Judith Grier reported that as of March 28, 2022, headcount and full-time equivalent (FTE) are down, but dual enrollment is up. She noted that this drop is not unique to ESCC, as overall FTE is down 5.2% across the system. She mentioned that Cheryl Mills explained that a shift in guidance from high school counselors and coaches might be influencing dual enrollment. Advanced Placement (AP) courses used to be heavily promoted, but now there seems to be an emphasis on dual enrollment courses, which award credit at successful course completion.

5. Information Item: Finance and Administration Report

Eve Belote explained that through February 2022, there is approximately \$150,000 in revenue over expenses. The college has drawn down CARES funding to cover large expenses. Revenue from tuition and fees is lower due to fewer enrollments (FTEs) and later invoicing of dual enrollment. The increase in personnel expenses is due to new positions and a 5% increase instituted by the General Assembly in the last budget.

ESCC will be requesting 3Q and 4Q funding from counties. There are extra expenses due to 50th Anniversary events and commencement. Eve will be closely monitoring operating costs this coming year. There has been a dramatic increase in utility costs; Electric bills increased by \$2,000 per month for January and February. Dr. Shaeffer emphasized a conservative approach to next year's budget, explaining that the college builds its budget based on a conservative estimation of FTEs. The budget is shared with the college 3 or 4 times a year. Being transparent with the enrollment and finances is part of the YES! culture.

6. Information Item: Foundation Report

Patty Kellam reported that the ESCC Foundation elected four new board members in January to serve three-year terms: Karen Downing, Darrien Jamar, Barbara Parker, and Marcus Riley. The Scholarship Donor and Recipient Luncheon is Friday, April 29 at 11:30 a.m. to 1:00 p.m. in Workforce Atrium and Great Hall. The luncheon is a more budget-friendly event to replace the dinner event originally scheduled for May 13. There is no attendance charge, and there will be several speakers and a short video with student testimonials.

The ESCC Foundation is in the process of awarding scholarships for spring 2022. Foundation scholarships continue to be critical to helping students enroll and complete. They provide important funding for students that are ineligible for free programs and financial aid.

Patty thanked the 2022 Oyster Roast sponsors. The net income from the Oyster Roast was \$72,176. There's \$100,000 committed for scholarships from the Walker Family Scholarship for 2022-23; 2023-2024 priority is for DACA and Undocumented students, then for demonstrated need. The ESCC Foundation received \$30,000 over five years: \$5,000 annually to endowment and \$1,000 annually unrestricted for five years.

There's \$15,000 earmarked for *Contact to Career* to fund University Startups for five months. The Landsberger Foundation funded Chess Club at \$1,170 for spring 2022. A grant for \$3,500 for healthy snacks to address food insecurity was submitted to United Way in February. A grant for \$5,000 for healthy snacks was submitted to Walmart in March. The college continues to work with Hanover Research to explore funding for Contact to Career and other programs. Dr. Shaeffer is meeting with Julie Badger of the ESVA Community Foundation to explore options to apply for the next \$50,000 grant.

The Foundation newsletter will go out this summer to 1,600 households and businesses.

Commencement is May 11 at 6:00 p.m. on campus under a tent.

There are two applicants for the Project Horizons Coordinator position. An offer was made yesterday. The program targets seventh through twelfth grade high-risk, high-potential youth and provides resources, guidance, pathways to college, and an endowment of 2 years of free tuition at ESCC if they graduate from high school.

Invitations went out today for an end-of-the-year celebration at President Shaeffer's home on Friday, May 6, from 4:00 to 6:00 p.m. This event allows college community, faculty, and staff to connect.

7. Information Item: President's Report

Dr. Shaeffer provided an overview of our new program *Contact to Career*. The strategy of this program is to engage vigorously with students from their first contact with the college and provide wrap-around services through to employment or transfer. *Contact to Career* will match students with internships and award credit for work experience. We have \$180,000 for four years of funding. University Startups ESCC is teaming up with University Startups to advance our Contact to Career Program. University Startups is a company out of Georgetown that provides access to college preparation, internships, experience, and new career opportunities through an entrepreneurship-focused program. Their team shares our passion for serving the underrepresented and underserved and is prepared to modify their program to provide personalized services that meet ESCC's specific demands. University Startups will help recruit and train mentors, provide career services, and offer online courses, including a social entrepreneurship course embedded into other programs. The ESCC campus is mask-optional and mask-friendly. The ESCC five-year strategic planning is going well, and engagement is strong. The college continues collaborating with Hanover Research to explore and win large grants at the Federal and State level.

Dr. Shaeffer expressed the desire to start an athletics program; a soccer program would be a great resource to diversify and retain students. To start, ESCC needs a donor to provide \$80,000 to hire an athletic director.

Dr. Shaeffer, Dr. Tompkins, and Scott Hall attended Rocket Lab's Groundbreaking Ceremony. Ted Mercer, CEO and Executive Director of VA Space has personally visited our campus twice to discuss their workforce needs, externships, year-round internships, and branding ESCC as an aerospace college. Dr. Shaeffer emphasized that ESCC and ODU have strong relationships with NASA Goddard, NASA Wallops, and VA Space, noting that 20% of VA Space employees are ESCC graduates. Dr. Shaeffer is hoping to work with the Virginia Economic Development Partner on branding ESCC as an aerospace college. There is a virtual career exploration event with NASA WFF and ESCC on Tuesday, April 26, from 6:00 to 7:30 p.m.

8. Action Item: CLOSED MEETING - President's Annual Evaluation

- a. Motion to convene in a closed meeting: In accordance with Section 2.2-3711(A) (1) of the Code of Virginia, Mr. Willie Randall moves that the Advisory Board convene in closed session to discuss matters relating to specific officers, appointees or employees of the state board regarding the performance of President Dr. James M. Shaeffer.
- b. Reconvene in an open meeting: the Advisory Board has concluded its closed session and is hereby in open session. A roll call vote was taken to certify that to the best of each member's knowledge (i) only public business matters lawfully exempted from open meeting requirements under the freedom of information act and (ii) only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed or considered in the meeting by the public body. Motion to reconvene made by Willie Randall, seconded by Barbara Coady.

9. Recognition of outgoing Board members Glenn Muhle, Barbara Coady, and Ted Shockley.

Dr. Shaeffer and Ray Wood thanked outgoing members for their participation and dedication over the years and honored them with certificates and a small gift.

Meeting Adjourned 6:15 p.m.

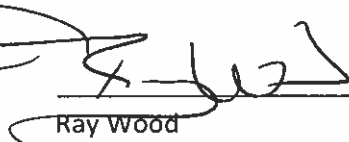
Motion to adjourn made by Willie Randall, seconded by David Bowles.

Prepared by:



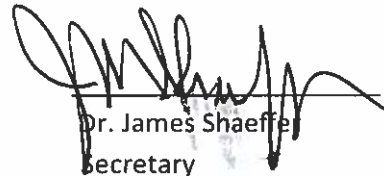
Raven Maxim
Recorder

Approved by:



Ray Wood
Chairman

Submitted by:



Dr. James Shaeffer
Secretary