



ESCC Advisory Board Meeting

July 25, 2022

ESCC Room WD130

Present College Advisory Board

David Bowles, Nick Chuquin, Marianne Elebash, Lisa Johnson, Diane King, Willie Randall, James Shaeffer, Sheila Walker, Ray Wood

Present ESCC Staff

Linda Baines, Eve Belote, Judith Grier, Scott Hall, Patty Kellam, Cheryl Mills

1. Call to Order

The meeting was called to order by College Advisory Board Chair, Ray Wood, at 5:04 p.m.

2. Approval of Meeting Minutes from April 12, 2022

Meeting minutes from 04.12.22 were approved- motion made by Willie Randall, seconded by Nick Chuquin.

3. Academic, Student, and Workforce Education

a. Information Item: Workforce Enrollment Report

Scott Hall reported that ESCC, the smallest college in the VCCS, ranked third highest in percentage increase and ninth highest in numerical increase for enrollment. Workforce served 840 students in FY2022, a significant increase from FY2021. FY2022 Fastforward enrollment was up 52 percent, with 131 students. There were 173 students enrolled in non-credentialing classes. The Adult Education enrollment headcount was 307, a 1 % increase from FY2021. Workforce Investment (WIOA) served 26 individuals.

Demographics

Scott noted that Adult Education and WIOA students are predominantly Black or African American, Hispanic and White. There are significantly more female students, particularly among the White student population. Traditional workforce students are predominantly Black or African American and White.

Student Progress

The state target in Adult Education student performance is an increase in measurable skills of 38% between the learner's initial test and their final test. Adult Education has the highest score it has ever had at 34.91 % Workforce is running its highest number of Integrated Education and Training (IET) classes that serve students with specific barriers in preparing them to enter into a credential program. IET includes courses such as healthcare fundamentals, provide learners instruction in a variety of areas including medical terminology, Northstar digital literacy, financial literacy, CPR certification, resume writing, interview skills, and so forth, in order to provide them a broader

educational foundation before they begin their credentialing class. Nursing professor Peggy Bennett has witnessed improved performance with the addition of the healthcare IET; 8 of the 9 students in her cohort passed, and one student has yet to take the exam.

b. Academic Enrollment Report

Judith Grier reported that the AY2021-2022 headcount and FTE were down from the previous year. Enrollment fluctuates, but currently, FTE is up almost 10.5%, and headcount is up 10% compared to the VCCS, with overall FTE up 5.25% and headcount up 4%. Judith gave the board time to review her reports and ask questions.

c. Contact to Career Report

Linda Baines explained that *Contact to Career* provides all ESCC learners a workplace-based learning experience. In partnership with University Startups, ESCC will offer employability course works and mentorships to include career assessments and interviewing skills.

Information Item: Foundation Report

Patty Kellam reported the ESCC Foundation awarded \$289,458 in scholarships to 282 students for the academic year 2021-2022. There was a slight decline in scholarships from the previous year due to a decline in enrollment. In the academic year 2019-2020, \$84,876 in scholarships were awarded to 109 students.

ESCC Foundation approved \$36,000 for Take Two CY2022 scholarships. We enrolled 41 students for Summer 2022 and were able to roll the balance of approximately \$16,000 into the fall for Take Two.

New Scholarships for 2022-2023 include the following:

- Commonwealth Chesapeake Company - \$2,500 for Arcadia HS graduate studying STEM
- Exmore Rotary - \$1,000 for Rev. Harry and Mrs. Catherine D. Crandall Scholarship for Northampton HS graduate
- Soroptimists – recently donated \$500 to continue their scholarship for FY23
- Donations in memory of Robin Rich-Coates are directed to the Robin Rich-Coates Opportunity Fund Scholarship: 26 donors contributed \$4065

Grants Update

- Patty reported that the VA Foundation for Community College Education (VFCCE) awarded \$80,000 to supplement RVHI scholarships and wraparound services. These funds help students stay enrolled by assisting with non-academic needs.
- VFCCE FY23 RVHI grant awarded \$75,000 for High School Career Coaches, tuition and other aid.
- David Landsberger funded University Startups for five months @\$2,997/month (out of 15 months) for a total of \$14,985.
- United Way awarded \$1,860 for Healthy Snacks to address food insecurity.
- Walmart awarded \$1,000 for healthy snacks.
- ESVA Community Foundation will apply for \$50,000 for ESCC website redesign.

- We are working with Hanover Research to explore grants for Contact to Career and other programs

Patty gave a Legacy Update; 10 individuals included the Foundation in their estate plans. More information on bequest giving is on our website.

Patty shared that Project Horizons' new coordinator, Miriam Cornwell, started in April and works three days a week. ESCC hosted a party on 6/29/2022 to celebrate PH graduates and encourage participation; 26 were in attendance. They are working with agency ESAAA to rebuild the program post-Covid and cultivating partnerships with local groups: 4-H, YMCA, Boys & Girls Club.

The Foundation Spring/Summer 2022 Newsletter mailed on 6/28/2022 to 1,772 households and businesses. Patty is delighted to announce the Foundation received 14 gifts totaling \$9750.

d. Information Item: TCC Service Level Agreement

Dr. Shaeffer explained that the Associate in Applied Science Nursing program is offered by Tidewater Community College at ESCC. A new MOU was signed in June 2022, and TCC will now use its Equipment Trust Fund (ETF) to purchase equipment for the RN program at ESCC, which frees up our EFT. TCC and ESCC can share cost when mutually agreed. ESCC will provide support services and will pay for the Nursing pinning ceremony. The agreement will be reviewed and renewed annually.

About 50% of Eastern Shore HESI admissions test takers achieve a score high enough to be eligible for admission; this success rate has held steady over the last five years. Eastern Shore HESI test scores have increased since the implementation three years ago of a comprehensive HESI review program. Shaeffer emphasized that our nursing faculty give freely of their time and have strong relationships with our students.

e. Take Two Program Report

Dr. Shaeffer explained that the Take Two program allows Eastern Shore high school graduates to enroll in one or two ESCC academic or workforce classes for free. Students are required to apply to financial aid so that Take Two would be a "last dollar" scholarship program. There is \$6,654.20 in rollover funds from this past summer. The program has generated 154 student enrollments in 1,212 credit hours and realized a Funding-to-Revenue ROI of 329%.

f. Direct Enrollment

Dr. Shaeffer explained that in effort to remove barriers for students, ESCC is dispensing of placement tests for recent high school graduates for the 2022-23 academic year. High school GPA and high school math course completion is used to place students into newly created remedial English and math courses, college level courses with newly created remedial co-requisite courses, or college level courses. For those who graduated from high school more than 6 years prior, advisors and students work together to identify the most

appropriate course placement. Judith Grier noted that a small number of students that receive funding through the military will still need to take placement tests.

4. Information Item: TCC Service Level Agreement

Eve Belote explained that ESCC entered into a Service Level Agreement (SLA) with Tidewater Community College (TCC) as a result of the reboot plan. Eve emphasized that we have a good relationship with TCC, and they don't want to take over ESCC. We signed a new agreement for the three-year period July 1, 2022 through June 30, 2025. TCC provides most HR services and provides enhanced support in non-student facing academic, student support, workforce and other operational programs. For the first three-year period, the fee was \$232,000. For the next three years, it has been decreased to \$175,000 based on TCC'S experience.

5. Information Item: Budget Report

Eve reported as of May 2022, revenue is over expenses. The higher education general fund state allocation was higher. Dual enrollment was down slightly in Accomack and at Broadwater. Our FTE of 381 was higher than the budgeted 350. There were workforce increases and CARES reimbursements for lost revenue due to lower enrollment in fall 2022 compared to fall 2021. Personnel expenses increased due to new positions and 5 % pay increases, as well as higher insurance premiums.

Eve emphasized they are conservative in creating the budget. The FY23 budget is based on 350 FTEs and will look similar to FY22. There has been some resignations recently and hiring is a challenge as we do experience wage compression

6. Action Item: Parking Plan

The college must submit an auxiliary plan for the 2023-24 biennium to the Chancellor no later than June 30. Motion to accept the plan made by Nick Chuquin seconded by Diane King.

7. Information Item: President's Report

a. Strategic Plan

Dr. Shaeffer explained that ESCC updates its strategic plan every 5 years. The five-year plan aligns with the VCCS Opportunity 2027 while reflecting the unique needs of our community. We have taken a bottom up, top down approach; chairs have been working with teams to clarify measurable outcomes for each goal. The strategic plan will be presented to the Advisory Board in October for approval.

b. Bomb Threat Response

Dr. Shaeffer reported that ESSC, along with numerous colleges across the Tidewater Region, experienced a bomb threat on Tuesday, July 12 at 1:15 pm. The response was textbook. The building was quickly evacuated and K9s from Norfolk searched the building thoroughly. No explosive device was found.

c. Interim Chancellor

Dr. Shaeffer announced that Sharon Morrissey in the interim chancellor of the VCCS. He emphasized that she is a friend of our college and that she is working to repair the relationship between the VCCS and the governor.

d. Wallops Flight Facility Visit

A team from ESCC and ODU visited WFF to present briefs to Wallops government and contract leadership and tour laboratories and facilities on June 29, 2022. It was a meaning full trip that increased our understanding how we can support Wallops in supplying a highly trained workforce with a broad range of education and skills.

e. Lab School

The Virginia General Assembly in 2022 provided \$100 million for the College Partnership Laboratory School Fund. This fund will be used to support planning and implementation grants for lab schools. Lab Schools are a partnership between a higher education institution and school division(s). ESCC is engaged in discussions on the possibility of submitting a planning grant proposal to establish the Eastern Shore Lab School.

f. VCCS State Board

Dr. Shaeffer Dr. Shaeffer gave a brief overview of his presentation to the VCCS State Board, explaining that the picture book resulted from learning that the VCCS boardroom lacked the technology to show a slide deck. He noted that the last time he was in that room was when he was an ESCC presidential candidate. Once appointed, Chancellor Glenn DuBois shared his goal of making ESCC a model institution for a sparsely populated area with a great deal of poverty.

The chancellor's challenge reframed how Dr. Shaeffer looked at his role and he presented his journey as ESCC President during the refresh. He emphasized that ESCC has stabilized enrollment and finances. ESCC met the threshold for enrollment in high-demand non-credit credentials. Dr. Shaeffer reported that we have yet to hear if we are out of the refresh.

8. Meeting adjourned: 6:37 pm

Prepared by:

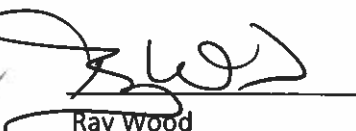
Approved by:

Submitted by:



Raven Maxim

Recorder



Ray Wood

Chairman



Dr. James Shaeffer

Secretary