



ESCC Advisory Board Meeting

October 10, 2023

ESCC WD Conference Room 130

Present College Advisory Board Members

Ray Wood, Annette Gray-Thomas, Marianne Elebash, Brittany Russell-Taylor, Nick Chuquin, Barbara Boggs, Willie Randall, Reverend Dr. Lisa Johnson, Ruth Downing-Tankard

Present ESCC Staff Members

Dr. Jim Shaeffer, Dr. Joey Walter, David Branch, Miriam Cornwell, Patty Kellam, Scott Hall, Eve Belote

1. Call to Order

The meeting was called to order by College Advisory Board Chair, Ray Wood, at 5:03pm.

2. Approval of Meeting Minutes from July 11, 2023

Meeting minutes from 07.11.23 were approved – motion made by Willie Randall, seconded by Ray Wood.

3. Project Horizons

Miriam Cornwell, the Project Horizons Coordinator, gave a brief background explanation of what Project Horizons is and what they do. It is a college-track mentoring program for “at risk” middle and high school students. Students who qualify are in grades 7-12 and most are either first generation college students or they are at or below the 200% poverty level. Students are nominated by teachers, guidance counselors, other students, or community members. Right now there are the maximum amount of students allowed in the program. Ray asked what the waiting list currently looks like. Miriam says there are 30 students who have submitted applications to be in the program that are on the waiting list.

Since 2022, students have been taken to ODU, ESCC, the College Fair, ESCC’s Back to School Bash, NASA, and the Onley Community Health Center. Nick asked if the students would be interested in touring the hospital in Onancock. Miriam said that there is a large number of students who are interested in the health care industry, so that would be a great opportunity for the kids.

Students also get individual attention/help in terms of working on college applications, financial aid, resume assistance, SAT waivers, and career exploration help.

Dr. Shaeffer noted that we are targeting an audience that probably didn't have aspirations for college and if they did, they didn't know how to fill those aspirations. He also shared that there are two Project Horizon graduates that are working at ESCC, Kenny Walker and Christina Duffman.

4. ESCC Foundation Board

Patty shared that the foundation scholarships are underway and awards are in progress. She is working with the financial aid team to get these supplemented.

Dr. Billy Greer's family endowed the Dr. William T Greer Scholarship for Deserving Students. There have been 10 gifts so far that amount to \$4,000 for this scholarship.

There are a number of major donor and legacy donor visits in the process.

The foundation hosted a very nice friend-raiser in Cape Charles, with about 63 people in attendance. This was a great opportunity for the leadership team to get updates. They would like to do something similar in Onancock and Chincoteague.

The Foundation's Fall Newsletter is beginning to be worked on.

The Oyster Roast Fundraiser is scheduled for Friday, January 26th in the workforce building. There will be business sponsors and a silent auction.

5. Adoption of the Crisis Emergency Management Plan

The adoption of the Crisis Emergency Management Plan was approved – motion made by Nick Chuquin seconded by Willie Randall.

6. Holiday Schedule 2024 – 2026

Eve noted that ESCC recognizes most of the common wealth holidays but that a few of them we don't take on the actual holiday and instead use it on the week between Christmas and New Years.

The 2024 – 2026 Holiday Schedule was approved – motion made by Brittany Russel-Taylor seconded by Willie Randall.

7. Associate VP of Administration

A full-time business liaison has been hired with the goal of replacing Diane Wheatley, Steven has proven to catch on very quickly. Diane will probably be retiring within a year.

A full-time IT Specialist started in July and is proving to be a good addition to the team.

There are four significant positions in the hiring process.

The website design is moving along, new help has been enlisted for this project.

The Alumni Homecoming celebration was Friday, October 6th on campus. There was an estimate of 150 people in attendance. The Heritage Festival was canceled due to the tropical storm.

Work has been delayed on the workforce HVAC system. David said that they will begin instillation on October 16th and that it should take about a week to get fully installed and completed. It is being completed during fall break so that Scott is able to move his classes over to the main academic building during the repair.

Work has been completed on the maintenance buildings.

David is working on scheduling a variety of different trainings during various times. He invited the board to attend any of the trainings that they would like. David noted that it is hard to get a large group of people in these trainings between classes and everyone working.

Both Eve and Dr. Shaeffer applauded David for all that he and his team do to make campus run efficiently.

8. FY24 Budget

The budget has been balanced. The actuals through September 30th are showing a slight loss. The loss that we are seeing right now is because of a few things that need to be reimbursed from other pots of money.

The receivables have increased dramatically which means that the cash has gone down. There was an entry that came in last year and no one is really sure why that happened.

Eve plans to take a deep dive into this before the next Advisory Board meeting.

There are some unexpected expenses that have come up. For example, the temporary financial aid consultant that was hired due to the loss of Carole Reed. Professional development is also being utilized more than it has been in the past. Additionally, VCCS mandated a new software that was expensive.

9. Career Services

Dr. Walter shared that Linda Baines has been reaching out to students about the University Startups program and the mentorship program. Linda has been hosting different workshops like the Lunch and Learns where she provides students with different resources so that they can be successful.

Dr. Shaeffer shared that if anyone is interested in learning more about the mentorship program he will make a presentation about a grant that ESCC just received. He also noted that they are always looking for more mentors for the program.

10. Workforce Development Performance Report

FastForward enrollments are at 52% which is an increase of 20% as of last year. Scott set the goal of 200 enrollments for the year, there are currently 60 enrollments. Dr. Shaeffer noted that the FastForward program is an important program since it was the threshold of when ESCC got out of the reboot. Scott anticipates to have at least 20 new FastForward classes. He has already submitted 7 FastForward classes for approval.

Scott noted that workforce encompasses adult education which has also blown up this fall. The state department of education assigned every adult education program a goal for students served, our goal was 173 and we are now up to 246 adult education students. The bulk of those students are ESL students. We use an online program for ESL students and every year we buy 200 licenses and this year we've had to purchase an additional 100 licenses so far.

The open WIOA position is moving forward. There is grant funding for a new FastForward Coach position which was filled by an internal candidate. There is an existing FastForward Coach position which has closed and the search committee will meet next week to review and discuss.

Dr. Shaeffer asked if Scott would be up for giving a tour of the classrooms that he plans to modify at the next meeting and he said yes.

11. Enrollment Report

Fall FTE is up and Dr. Walter is hoping for even more with the second eight weeks. There is a chance that spring enrollment will take a hit, but Dr. Walter is hopeful that this won't be the case and that instead the numbers will continue to go up.

Willie asked what the marketing strategy is to get people in the door. Dr. Walter said that Bill posts about 10 things a day on Facebook encouraging people to attend various events. Dr. Walter also noted how welcoming campus always is with someone there to greet people coming in. He says that this sets the stage and welcomes people in.

Dr. Shaeffer said that additional marketing tactics include us having a presence in the newspaper and events that we host including the Registration Rally. Dr. Shaeffer also noted that the Career Coaches that are in the high schools help tremendously with getting students through the doors.

12. President's Report

Dr. Shaeffer thanked the board members who were able to attend this meeting, he said that he appreciates their dedication to the college and the community.

Dr. Shaeffer shared that there are is a dwindling amount of students who are graduating from high school. The cliff is real and it is stark on the Eastern Shore. We hired an outside consultant to walk us through having a plan for our recruitment. The consultant did a number of things that included looking at demographics and then looking at the market shares. The growing market is 25 years and older. Dr. Shaeffer said that rather than waiting around for the cliff to come, they are actively looking for ways to recruit new students.

Some great progress has been made with the aerospace academy. They are looking at a possible November submission for the grant. There has been nothing but support from the Virginia Department of Education.

Last week, Dr. Shaeffer received notice that ESCC received a Strengthening Institutions grant. The total grant is \$1.8million that is given over a five year period.

Dr. Shaeffer shared that it was a very successful homecoming event that happened on Friday, October 6th. He also shared that Robin Rich-Coates was honored at the homecoming event with a tree planted for her and a plaque added to the LRC.

Meeting Adjourned 6:38pm.



AGENDA ITEM DETAILS

Meeting ESCC College Board, January 9, 2024
 Subject Update on ESCC Foundation
 Type Information

BACKGROUND

By connecting donors to the college’s programs, Eastern Shore Community College Foundation raises funds, increases visibility and strengthens partnerships among the College, individual donors, businesses, and state and local communities.

1. ESCC Foundation disbursed \$109,384.70 in scholarships to 90 students for Fall 2023. We anticipate serving a comparable number for Spring 2024 and will award in Summer 2024 as well.

Fndn Scholarships Disbursed Fall 2023	# Students	Total
Walker Family Scholarships	7	\$ 11,798.37
Ratcliffe Scholarships	15	\$ 32,365.04
Johnsen Presidential Scholars	5	\$ 15,000.00
Various ESCC Foundation Scholarships	52	\$ 44,113.73
ESCC Fndn Emergency	5	\$ 2,868.92
Take Two	4	\$ 2,830.64
Project Horizons	2	\$ 408.00
Total Fall 2023 as of 12/19/2023	90	\$ 109,384.70
<i>Total Fall 2022</i>	<i>137</i>	<i>\$ 149,733.65</i>
<i>Total Fall 2021</i>	<i>146</i>	<i>\$ 151,472.09</i>


2. Grants Update

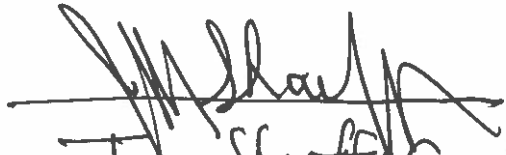
- \$10,000 from David & Melody Landsberger for Workforce Scholarships
- \$25,000 request submitted to Perdue Foundation for Adult Ed program
- United Way grant due Jan. 31. Will ask for Healthy Snacks support.

3. Oyster Roast Fundraiser for Scholarships: Friday, January 26 at 5:00 – 8:30pm in Workforce

- Roasted oysters, steamed clams, chowder, plus BBQ and sides
- Craft beer, wine, sodas, with live music by Brandon Bower Trio

1-9-2024


Ray Wood
Chair


Jim Shaffer
President