



# VIRGINIA PENINSULA COMMUNITY COLLEGE

## President's Report to the College Board

August 17, 2022

## Updates from the President

Welcome to the start of a new year at our newly renamed Virginia Peninsula Community College. Special greetings to our newest Board members; you have joined the college at an incredible time.

As I near the completion of my second year as President, I reflect on the changes that have occurred since I began in January 2021. There is new leadership in the College's key positions and several new partnerships and initiatives with regional business, K-12 leadership, and local government. We have received millions of federal and grant dollars to expand workforce training and make high-quality education and training more accessible. We remain committed to continued examination and improvement as evidenced by the number of college-wide internal audits. We use data to drive decisions and improvements in our organizational processes and procedures and we have increased our presence and participation in the traditionally underserved communities in our area.

While our communities continue to change —whether social, political, technological, scientific, economic, or otherwise—our constituents increasingly rely on us to provide high-quality and relevant education and training that responds to the immediate and future talent needs of the region. I'm proud of how our employees who have navigated through the impacts of the pandemic in ways that have ensured our continued success. We have significant opportunities to expand the footprint of the college in ways that yield greater access to post-secondary education and workforce training for the residents of the Virginia Peninsula.

I look forward to the fruitful year ahead.

*J. Porter Brannon*

### State Board Liaison Program

The Virginia Community College State (VCCS) Board has restarted the Board Liaison program. The goal of the Board Liaison program is to give the members a deeper understanding of the colleges they govern. Each VCCS Board member was given the opportunity to identify two colleges they would like to know better. The two State Board members who expressed an interest in Virginia Peninsula Community College are Mr. Douglas Garcia, State Board Chair and Mr. RJ Narang.



Douglas Garcia of Alexandria, VA was appointed to the VCCS Board in 2015. He currently serves as the Director of U.S. Federal Government Relations for Pearson Education. Prior to Pearson, Douglas, served as Director of Government Relations at the College Board where he built partnerships with government officials to increase college access and opportunities for students. He served as Executive Director of federal relations and outreach for the Hispanic Association of Colleges and Universities. A graduate of James Madison University, he was Assistant Secretary of education for former Governor Tim Kaine. He is a graduate of the University of Virginia's Sorenson Institute for Political Leadership class of 2009.



RJ Narang currently serves as president and CEO of Renegade Technology Systems, Inc., headquartered in McLean, VA. The company provides information technology services to agencies within the federal government. Narang also serves as a board member for Health Systems Agency of Northern Virginia, a non-profit organization that is dedicated to ensuring quality and affordable healthcare facilities for the public at large. An avid member of the Fairfax County Democratic Committee, Narang and a staunch supporter of the Northern Virginia branch of Reading Is Fundamental. Narang graduated from American University in 2002 with a bachelor's degree in criminal justice. He would return to AU to earn his master's degree in public administration in 2018.

## College Expansion in Newport News

In 2021, a review of our enrollment data demonstrated that the Southeast section of Newport News was significantly underserved by the College. Since then, several efforts have been made to embed ourselves in the Southeast community and increase access to higher education and training for the people of Southeast Newport News. These efforts have included:

- An increased number of courses offered at the Southeast Higher Education Center
- Partnership with “What’s Next”, attracting over 1,000 individuals to workforce development open houses
- Partnership with the City of Newport News to provide early childhood education classes and the establishment of a Center for Excellence in Early Childhood Education in the Marshall-Ridley Choice Neighborhood.
- Partnership with the City of Newport News to expand the Coastal Virginia STEM Ecosystem. Virginia Peninsula Community College will pilot a series of STEM camps, designed for rising 10-12 graders from underserved communities. These camps, which are a collaboration between the community college, public schools, and local industries, are designed to introduce youth to STEM careers and grow the STEM talent pipeline.

In July 2022, the College was provided with an opportunity to further expand our footprint and make a capital investment in the City of Newport News. The College currently operates a skilled trades center at the Goodwill Facility in Hampton. Goodwill plans to expand its operations, thus the College must relocate the Skilled Trades Center. This presents an ideal opportunity to establish a College facility in our largest locality, the City of Newport News. Our vision for a facility in Newport News includes:

- Relocating the Skilled Trades Programs, including plumbing, HVAC, facilities management, and welding.
- Expanding course offerings to include maritime and steel trades.
- Expanding course offerings of high-demand short-term allied health programs.
- Exploring the establishment of culinary arts, hospitality, and entrepreneurship programs.

Recent federal grant funding makes establishing a facility in Newport News feasible. College leadership is working with the City to review site proposals with the goal of securing a building by Spring 2023.

## Congressman Robert “Bobby” Scott Visits the Hampton Career Works Center



Virginia Peninsula Community College was the site of a big announcement by Congressman Robert “Bobby Scott” and Kevin Gallagher, senior advisor to U.S. Secretary of Commerce Gina Raimondo. Congressman Scott, who is also (VA-03) House Education and Labor Committee chair, announced \$11 million in new federal funding for the Hampton Roads Workforce Council as part of the American Rescue Plan Good Jobs Challenge grant. Virginia Peninsula CC is one of the grant partners that will help workers access higher-paying jobs and ensure employers have access to qualified candidates. The grant will allow for expanded training labs, new equipment, the development of advanced

curriculum, and the recruitment of participants from historically underserved communities.





The 32 winning projects were selected from a competitive pool of 509 applicants. Through the Community College Workforce Cooperative, Virginia Peninsula College will receive almost \$1M to expand trades training programs. By partnering with the Hampton Roads Workforce Alliance, our community colleges, business industries, and other stakeholders can address local talent needs and increase the supply of trained workers. We will also help individuals from our communities to secure jobs in 15 key industries that are essential to U.S. supply chains, global competitiveness, and regional development.

## Coastal Virginia STEM Hub

The City of Newport News in partnership with Virginia Peninsula Community College (VPCC) respectfully received \$500,000 in each year of the General Assembly biennium budget to support the Coastal Virginia STEM Learning Ecosystem Hub. A STEM Ecosystem encompasses schools, after-school and summer programs, science centers, museums and businesses that together constitute a rich array of learning opportunities.

The COVA STEM Hub is a regional learning ecosystem for the 17 municipalities in the Hampton Roads region. Virginia Peninsula Community College will design a series of STEM camps that should be replicable and scalable by other community colleges in Hampton Roads. The Hub is anchored by the Brooks Crossing Innovation and Opportunity Center, currently a collaborative effort by the City of Newport News, Old Dominion University, and Newport News Shipbuilding to address the needs of a historically underserved community. Virginia Peninsula Community College’s STEM campus ultimately seeks to increase awareness, quality, and quantity of the programs delivered throughout Hampton Roads.

In Summer 2023, we plan to offer a series of camps that provide STEM education, career exploration, and hands-on experience throughout our regional businesses. The slide below is the draft proposal for 2023 STEM camps.

<p><b>STEM SUMMER BOOT CAMPS</b></p> <p>Introducing local high school students to STEM disciplines, industries, and employment opportunities in high-demand STEM, particularly the fields where employers are experiencing significant talent shortages. Making connections between the science and the fields.</p>	<p>Virginia State Council for Higher Education’s (SCHEV) alignment of workforce development and secondary education is defined <i>as helping individuals prepare for and obtain meaningful careers while also meeting employer needs. Specifically, the relationship between workforce needs and higher education academic programs to reduce labor market imbalances.</i></p>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">COASTAL VIRGINIA STEM HUB – VIRGINIA PENINSULA</p>  <p>STEEL SKILLED TRADES</p>  <p>ENGINEERING &amp; MECHATRONICS</p>  <p>CYBERSECURITY &amp; COMPUTER SCIENCE</p>  <p>DRONE &amp; UNMANNED AUTOMOTIVE TECHNOLOGY</p>													
<p><b>VIRGINIA PENINSULA COMMUNITY COLLEGE</b></p>	<p>To address the need for increased STEM-ready citizens, Virginia Peninsula Community College will:</p>														
<p><b>Budget FY '23</b> <b>\$100,000</b></p> <p><b>Serving 160-200 Students</b></p> <table border="0"> <tr> <td>- Prog. Coordinator Stipend</td> <td>\$16,000</td> </tr> <tr> <td>- Curriculum Development</td> <td>\$12,000</td> </tr> <tr> <td>- Instructor costs (8)</td> <td>\$20,000</td> </tr> <tr> <td>- Career Exploration</td> <td>\$13,500</td> </tr> <tr> <td>- PT STEM Ambassadors (5)</td> <td>\$27,600</td> </tr> <tr> <td>- Supplies/Equip/Uniform</td> <td>\$5,900</td> </tr> <tr> <td>- Indirect College Costs</td> <td>\$5,000</td> </tr> </table>	- Prog. Coordinator Stipend		\$16,000	- Curriculum Development	\$12,000	- Instructor costs (8)	\$20,000	- Career Exploration	\$13,500	- PT STEM Ambassadors (5)	\$27,600	- Supplies/Equip/Uniform	\$5,900	- Indirect College Costs	\$5,000
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## Call from Chancellor Emeritus, Dr. Dana Hamel



Dr. Dana Hamel, the first Chancellor of the Virginia Community College System, has called several times this summer to share that the work we are doing at Virginia Peninsula Community College is “wonderful.” Dr. Hamel shared that he is very proud of how far the college has come since 1968. Dr. Hamel celebrated his 99<sup>th</sup> Birthday on August 9, 2022. He wanted us to know that he has been cared for by many nurses who graduated from our college. He also shared that our nurse graduates *rave* about our faculty and their experience at the College.

## President's Annual Evaluation

I want to thank the College Board for acknowledging my efforts during my first year as president. The Board placed incredible trust in my ability to lead the college during a time of significant uncertainties. Your kind words regarding my performance and recommended growth opportunities are greatly appreciated. It means a great deal to me that I have earned your confidence, and I look forward to establishing measurable goals, aligned with the College's and the College Board's significant priorities.

## College Board Retreat

The College Board Retreat will take place on Saturday, September 17 from 9:00 AM to 12:00 PM. Breakfast will be available at 8:30 AM. The Retreat agenda will include facilitated discussions related to Board expectations and limitations, Board ethics and conflicts of interest, a FOIA refresher, interactive case study exercises, ice breakers, and College Board Policy Jeopardy®. The location of the retreat will be confirmed and shared in the next few weeks.

## Important Reminders

- **Renaming Efforts:** This academic year, the College Board must complete the process of renaming Wythe and Griffin Halls. Additional information about this task force will be provided prior to the October Board report.
- **The President's Installation:** As part of the College's rebranding efforts, the President's Induction ceremony will take place on Friday, March 24, 2023, followed by a fundraising gala on Saturday, March 25. Additional information regarding both events will be provided later this fall.

## College Events - Save the Date

### Fall 2022

10/1	Alumni 5K Fun Run, on-campus in Hampton at 8 AM
10/15	Truck-N-Treat & Day of Destruction Event, Langley Speedway, from 1-4:30 PM
10/28	State of the College & Employee Awards, Liberty Live Church, from 2-4 PM
11/17	Alumni Wine and Food Pairing Event, on-campus, at 5:30 PM
12/16	Tentative Faculty & Staff End of Term Celebration, on-campus, from 7-11 AM

### Spring 2023

02/23	Scholarship & Donor Reception, Holiday Inn Newport News, at 4:30 pm
03/24	President's Induction, Liberty Live Church, from 12-3 PM
03/25	Fundraising Gala, Marriott Newport News City Center, from 5-10 PM
04/28	Tentative Faculty & Staff End of Term Celebration, on campus, from 11 AM-1 PM
05/12	Spring 2023 Commencement Ceremony, Liberty Live Church, 2-4 PM

## Updates from Academic Affairs - Personnel

### Vice President of Academic Affairs



We are thrilled to announce that following an extensive national search, **Dr. Kerry Ragno** has been selected as Virginia Peninsula Community College's new Vice President of Academic Affairs! Dr. Ragno, who most recently served as the Dean of Arts and Humanities at Tidewater Community College, brings 15 years of community college leadership experience to the role. In addition, with a background that includes curriculum development, teaching, and program administration, her commitment to student success, proven communication skills, and prior accomplishments are perfectly suited to support both the strategic goals of the college as well the continued success of its students as we look to the future.

## Director of Library Services

**Ms. Kady Fortier** joined the College on Monday, July 11, as the new Director of Library Services. Ms. Fortier comes to us from Bryant and Stratton College, where she has served in multiple leadership roles in library and learning resources over the past six years. Most recently, she has served as Market Librarian and Learning Lab Coordinator for the Hampton and Virginia Beach campuses of Bryant and Stratton. Ms. Fortier's academic credentials include a Master of Library and Information Sciences degree from Simmons College in Boston, Massachusetts and a Bachelor of Arts degree in English from the University of Mary Washington in Fredericksburg, Virginia. We look forward to having Ms. Fortier join the Academic Affairs team and to all she will bring to our critically important Library and Learning Resources unit.

## Director for Allied Health

In mid-July, we announced the appointment of **Ms. Jennifer (Jenni) Jones** to the position of Director for Allied Health in the Academic Affairs Public Safety, Allied Health and Human Services academic unit. Jenni's appointment was the culmination of a nationwide search to fill this important position. Director Jones, serving as a member of the PSAHHS leadership team, will be engaged in all aspects of the unit's operational and administrative leadership. Jenni is currently completing her Doctorate Degree and has been conferred a Master of Science Degree in Nursing from Liberty University, a Bachelor of Science Degree in Nursing from the Bon Secours Memorial College of Nursing, and an Associate of Applied Science Degree in Registered Nursing from the College's Nursing Education Program. Jenni has more than ten years of clinical nursing experience and more than five years of nursing education experience and significant previous leadership and customer service experience.

## Welcome New Faculty for Fall 2022

- Melanie Thumm – Nursing (Full-Time)
- Misty Mesimer – Dental Education
- Kelly Tanner – Dental Education
- Paige Greene – Fire and EMS Education
- LeRon Lewis – Fire and EMS Education
- Thomas McKeel – Fire and EMS Education
- Chris Somma – Fire and EMS Education
- Mark Wilkinson – Fire and EMS Education
- Tecorra Crew – Nursing Education
- Logan Gilbert – Nursing Education
- Heather Powers – Nursing Education
- Charlene Smith – Nursing Education
- Kelly Tregembo – Art-Graphic Design
- Danetta Evans – Art- Graphic Design
- Adrianna Hardage – Biology (Full-Time)
- Jessica Richert-Jones – Lab Assistant (Full-Time)
- Jim Rudnicki – Lab Assistant

## Academic Division Accomplishments

### Dual Enrollment

Twenty rising tenth graders from **Hampton City Schools (HCS)** completed a special topics **Geology** class, NAS 95, as part of a summer experience established last year in a partnership between the College and HCS. The immersive five-week course at the College provided hands-on learning, research experience, and field trips to places such as Luray Caverns.

Students earned three college credits and received certificates of completion during a closing ceremony at the Hampton campus on July 28. Parents and family members were on hand for the celebration. Joining Beth Dickens, Interim Dean of Science, Technology, Engineering & Math, and STEM division members were HCS Superintendent Dr. Jeffery Smith, Chief of Secondary School Leadership Dr. Raymond Haynes, and officials representing each of the city's four high schools.

## Public Safety, Allied Health, and Human Services (PSAHHS)

The Early Childhood Education program received National Association for the Education of Young Children (NAEYC) Accreditation. The NAEYC Commission on the Accreditation of Early Childhood Higher Education Programs awards accreditation to early childhood degree programs that demonstrate evidence of excellence by meeting the NAEYC Higher Education Accreditation Standards. The NAEYC accreditation process provides a framework for self-study, external evaluation, and improvement in the quality of teacher preparation programs. The system is committed to continuous improvement and is guided by the Code of Good Practice set forth by the Association of Specialized and Professional Accreditors (ASPA), of which NAEYC is a member. There are currently 181 institutions in 38 states with NAEYC-accredited programs. Virginia Peninsula is excited to be named among them!



## Arts, Business, Humanities, and Social Science (ABHS) Science, Technology, Engineering, and Mathematics (STEM)

The College sponsored an exhibit at **The Nauticus Museum** called, “Drones: Is the Sky the Limit.” The Exhibit allows the visitor to explore the history of Drone technology, from the earliest unmanned flying machines to advanced systems of the 21st century. Visitors may also try their piloting skills in the Drone Zone! This exhibit was made possible by the tireless efforts of our STEM faculty who supported the exhibit’s design and launch. The exhibit reinforces what our faculty teach, including drone use in commercial fields, how drones are used in everyday life, and how they are used in the military. The program combined community outreach and marketing about VPCC’s drone program, and it has been a great success.

**The Virginia Department for Aging and Rehabilitative Services (DARS)** and the VCCS partner to create career exploration and college preparation opportunities for high school students with disabilities. This year, two departments participated in the DARS Program.

1. **Our Graphic Design Faculty** offered a week-long computerized graphic camp for dual-enrolled students attending Phoebus and Bethel high schools in Hampton.
2. **STEM faculty hosted two Summer Academy for Drones.** The first camp (3 days) was for students aged 14 – 16 and the second camp (4 days) was for students aged 16 – 21. The goal for the two camps was to create career exploration and college preparation opportunities around unmanned systems (drones) for students with disabilities. The students will receive a mini drone to take home with them.



## Updates from Institutional Advancement Coordinator of Annual and Alumni Giving

We are pleased to announce the addition of Shante “Tae” Bell to the Development Team. As the Coordinator of Annual and Alumni Giving, Ms. Bell will lead the efforts in raising annual funds and engaging College alumni in support of College initiatives. While new in this role at the College, Tae Bell is not new to our institution. Tae pursued her Associate in Applied Science Degree in Business Management/Marketing, her Business Principles Career Studies Certificate, and her certificates in Fundraising Management, Organizational Development, or Nonprofit Leadership. Tae also served as the Student Government Association President in 2017-2018.

Since graduating from the college, Tae has raised significant funds and served in a variety of leadership roles for several nonprofits on the Peninsula, including the United Way, Network Peninsula, and the Williamsburg Community Action Agency and Community Services Coalition. The Foundation has agreed to fund this position in 2022-23, and we look forward to working with Tae to use her considerable skills to increase the College's fundraising capacity and to reach out to our greatest potential for increasing support for our institution, our alumni.

### **Fundraising and Foundation Update**

The FY22 Annual fundraising goal was \$626,000. The team reached 70% of that goal by raising \$437,679 which is a \$72,073 increase (20%) from FY21. During this last year, we oversaw the fourth largest campaign in the last 10 years and increased our number of donors by 26% over the prior year. We saw the second highest number of gifts in the last 10 years and the average gift has increased by \$50 from the FY21.

The Foundation and Development Team reconnected and reengaged with many individual donors, grant, corporate, and foundation funders, and developed new funder relationships. Efforts to build the number of donors and increase the number of gifts resulted in the second highest number of unduplicated donors in 10 years, which lowered the individual gift average. Grant tracking was improved resulting in more grants being submitted, which helped articulate the College's key initiatives. Corporate gifts grew by more than \$186,000 over the prior year and more than double the annual goal, which shows increased support from corporate partners in the community.

### **New Foundation Board Members**

We have welcomed two new members to the Board in June: A'keen White from Greystone Manufacturing, and Samar Chopra from Langley Federal Credit Union. We will welcome an additional two new Board members appointed in September: Jesse Goodrich from Riverside Health System and Crystal Bright from Dominion Energy.

### **Foundation Next Steps**

The Foundation and College are hosting two friend and fundraising events on campus this fall to engage alumni and increase their affinity and inclination to give back to the College. The Community 5K Run October 1, and BYOB (Bring Your Own Board) Wine Event on November 17.



The Run is a community event for runners to come out and support VPCC and vendors to connect with the community. The BYOB will be a smaller event for up to 100 people to learn to build your own charcuterie board and wines that pair with different cheeses, desserts, and vegetables. These are components of the plan to continue to engage and increase new donors. The College Board is encouraged to register for the Community Day 5k. You can run, walk or volunteer your time. Visit our web page for registration information: <https://www.tncc.edu/5k>

Dr. Brannon has established the goal for our college to raise \$1M in Fiscal Year 2023. During FY23, the Foundation and Development Office is also focusing attention on increasing the gift average to establish a major gift prospect pool. Additional efforts underway include: asking employees to increase their gifts, reaching out to recurring donors to increase gifts, and re-engaging past donors.



## Update Regarding the Spring 2022 Direct Mail Pilot



In May 2022, the Marketing Team was asked to pilot a post-card campaign aimed at re-engaging former dual-enrollment students. This was a relatively low-cost method of reaching out to “known” students in our area who have already achieved success in our college coursework. The pilot was part of a larger enrollment effort that would also reintroduce the college to former students and their families.

For the pilot, 1,010 postcards were mailed to previously dually enrolled in high school and a VPCC course. Of the 1,010 former students:

- 210 were eligible for a full scholarship and received a postcard indicating that they could complete their degree tuition-free
- 800 were not eligible for a scholarship and received a postcard asking them to *Come Back and finish strong*

Of the 210 students eligible for tuition-free education, 10 have enrolled as full-time traditional college students and are receiving the *Finish What you Started* scholarship.

Of the 800 dual-enrolled students who received the *Come Back* postcard:

- 121 visited our web page for additional information.
- 11 individuals completed the online interest form.
- All 11 individuals applied to the college for Fall 2022.
- 4 of the students who applied have enrolled for the Fall 2022 term.

The estimated direct costs of this project was approximately \$800, which is significantly less than the potential revenue yielded from one FTE (full-time equivalent). We will continue to assess the efficacy of this initiative through the Fall enrollment cycle to determine if the pilot will become a standard enrollment initiative.

## Updates from Enrollment Management & Student Success

### Personnel

The Enrollment Management and Student Success division has experienced significant turnover this year. We are currently searching for a Director of Admissions, Coordinator for Disability Services, College Navigator, multiple Academic Advisors, Minority Male Success Fellow, Coordinator for Southeast Newport News Initiatives, a Graduation Specialists, a Registrar/Dean of Enrollment Management, and a Dean for Retention and Student Success. Several searches ended without a viable candidate emerging, and other vacancies that may be folded into different roles at the college include the Testing Center Coordinator, High School Career Coaches, and a Military Affairs Liaison.

This has been a challenging year for the remaining staff. The team has taken on new duties and learned new skills to keep the division moving forward. However, the staff shortage has resulted in our current and potential

students experiencing longer than desired wait times. Our goal is to limit the time our remaining staff has to carry the current workload.

Selection of the Registrar/Dean of Enrollment Management, Dean for Retention and Student Success, and Accessibility Counselor are of the highest priority since the dean positions represent the senior leadership for enrollment management, coordination of records, student conduct, Title IX and ADA matters, while the counselor position is critical to managing daily operations of the Accessibility Services office and student crisis management. The risk of vacant positions or long-term interim personnel with other responsibilities increases the likelihood of errors, ultimately opening the college up to litigation. Other hiring priorities for the division are:

- The Graduation Specialist. This search resulted in a failed search with plans to reopen the week of August 8, 2022.
- College Navigator (recruitment). This search resulted in a failed search, reopened mid-July, and closed July 31, 2022 with applications currently under review.
- The Dean for Retention and Student Success position is awaiting a national posting, which will involve an immediate review of applications to accelerate the selection process.

The Enrollment Management and Student Success Division underwent a three-month audit conducted by enrollment experts from three colleges in the VCCS. Several efficiencies were identified, and the enrollment team began to implement as many as possible considering the loss of key staff. The improvements will continue at a slower pace, until the vacancies are filled.

Considering the significant staff turnover, we are happy to report that the college’s current enrollment (headcount and FTE) is up compared to this point in time during 2021. Virginia Peninsula Community College is the only community college in the Hampton Roads area whose enrollment is trending upward. Maintain this slight increase will end a ten-year enrollment decline. Our current enrollment gains reflect the multiple initiatives and efforts established by the college leadership and implemented by the incredible faculty and staff.

**Fall 2022 Point-in-Time FTE Enrollments Compared with Fall 2021**  
*Compare Dates: August 8, 2022 with August 9, 2021*

College	Fall 2022 Total FTE	Fall 2021 Total FTE	Total FTE Change, N	Total FTE Change, %	Fall 2022 Regular FTE	Fall 2021 Regular FTE	Regular FTE Change, N	Regular FTE Change, %	Fall 2022 Dual FTE	Fall 2021 Dual FTE	Dual FTE Change, N	Dual FTE Change, %
Blue Ridge	1,592	1,431	160	11.19	1,412	1,224	188	15.39	180	208	-28	-13.51
Brightpoint	3,149	2,869	280	9.76	3,065	2,739	326	11.91	84	130	-46	-35.44
Central Virginia	1,777	1,497	280	18.70	1,234	1,024	211	20.58	543	473	69	14.63
Danville	836	939	-103	-10.99	833	933	-99	-10.64	2	6	-4	-63.83
Eastern Shore	218	207	11	5.49	202	200	2	1.14	16	7	9	128.30
Germanna	3,148	3,244	-96	-2.96	2,963	3,084	-121	-3.92	186	160	25	15.67
J. Sargeant Reynolds	2,986	2,678	307	11.48	2,705	2,488	218	8.74	280	190	90	47.18
Laurel Ridge	2,008	1,886	122	6.46	1,854	1,782	72	4.02	155	105	50	48.09
Mountain Empire	840	895	-55	-6.15	779	806	-27	-3.31	61	90	-28	-31.70
Mountain Gateway	369	421	-52	-12.27	353	389	-36	-9.22	16	32	-16	-49.58
New River	1,741	1,751	-11	-0.62	1,495	1,565	-70	-4.50	246	186	60	31.94
Northern Virginia	17,259	16,961	298	1.76	16,584	16,563	21	0.13	675	398	277	69.66
Patrick & Henry	1,102	1,081	21	1.95	903	892	12	1.30	199	190	9	4.99
Paul D. Camp	398	405	-7	-1.84	374	378	-4	-1.04	24	27	-4	-12.90
Piedmont Virginia	1,838	1,740	98	5.61	1,542	1,575	-33	-2.11	296	165	131	79.12
Rappahannock	763	664	99	14.86	736	634	102	16.10	27	31	-3	-10.65
Southside Virginia	1,233	1,167	66	5.67	1,032	860	172	20.06	201	307	-106	-34.64
Southwest Virginia	1,139	1,180	-41	-3.46	1,062	1,112	-50	-4.49	77	68	9	13.28
Tidewater	6,214	7,213	-999	-13.85	5,977	7,010	-1,032	-14.73	237	203	33	16.32
Virginia Highlands	1,198	1,460	-261	-17.91	915	1,189	-275	-23.08	283	270	13	4.86
Virginia Peninsula	2,244	2,163	81	3.72	2,159	2,020	140	6.91	85	144	-59	-41.05
Virginia Western	2,651	2,438	213	8.72	2,610	2,394	217	9.05	40	44	-4	-9.02
Wytheville	915	800	115	14.32	846	749	98	13.04	68	51	17	32.90

## **Initiatives in Southeast Newport News**

While Newport News is the largest city in our service area, the Southeast section has been significantly underserved by the College.

- In the Spring of 2010, the Southeast Center served 400 students. In Spring 2020, the Southeast Center served 33 students. A student enrollment decline of 91%.
- In 2011-2012, we enrolled 1,027 residents from the Southeast community. In 2020-2021, we enrolled 293 from the Southeast community. A decline of 71.5% over the ten-year period.
- Overall college enrollment is down 49% since 2012 however, enrollment declines are significantly higher among Southeast residents.

The college has not been able to impact this community the way we know we can. We have a renewed vision to provide individuals with programs, courses, short-term skilled trades training, and customized workshops that prepare individuals for high-demand jobs and economic mobility opportunities.

## **Activities Since February 2022**

- Hosted Community Partners Kickoff Breakfast
- Interim Dean appeared on the Hampton Roads Show
- Hosted College Open House at the Southeast Higher Education Center
- Increased Fall 2022 course offerings by 40% at the Southeast Higher Education Center
- Hosted focus groups, at the following community-based organizations, to better understand the educational and training needs of the southeast community
  - C. Waldo Scott Center for H.O.P.E (Helping Our People Emerge), July 2022
  - What's Next Program, August 2022
  - Hampton Roads Community Action Program, August 2022

## **Community Engagement Events Planned for Fall 2022**

- Southeast Community Career Fair - September 21, 2022, Ivy Baptist Church
- Southeast Community Clergy Engagement Breakfast October 2022
- Southeast Jumpstart Recruitment October 2022

Reestablishing a presence in the Southeast Newport News Community, rebuilding trust, and better understanding the educational and training needs of the community was the college's first goal. We will review enrollment data in Fall 2022 to determine if we are serving more members of the Southeast Newport News community. During academic year 2022-2023, we will design community recruitment and engagement efforts that allow the college to identify direct correlations between our activities and enrollment growth goals.

## **Expanding Athletics**

In Spring 2022, the College Board supported our request to expand athletics with the hire of a new, full-time, athletics Director and the establishment of 6 new teams over the next three years. The new Director of Athletics began working with us on July 25. Dr. Brannon has agreed to a System Office audit to ensure that we are scaling athletics programming on sound infrastructure. The Student Activities and Athletics Coaching staff will also receive additional training on Title IX and budgeting.

The Athletics Director is searching for a Head Volleyball, Head Softball, and Head Men's Basketball Coach. An athletics Open House was held in June. The second will be held on Thursday, August 11, allowing prospective student-athletes to enroll. The College is confirming the use of a school gymnasium to hold weekly volleyball and basketball practices during evening hours. Additional Athletics interest meetings will be held in late August.

We are working with BSN Sports to develop a sponsorship agreement with Under Armor that will reduce the costs of team equipment, uniforms, apparel, and marketing for the athletics department. Finally, we are meeting with Dean Paul Long regarding the use of the College Annex which will allow students a consistent workout facility, access to equipment that could be utilized to help enhance athletic performance, as well as serve as office spaces for coaches. The Annex can also as a centralized location for cheerleader practice.

## Updates from Workforce Development

### Collaboration with *What's Next*

*What's Next* is a grassroots job training program started by Dr. Ashby Kilgore, former Newport News Schools Superintendent, and VCCS State Board Member and John Eley, III member of the Newport News School Board. The program focuses on providing access to education and short-term job training for residents in Southeast Newport News. The program also helps local employers in industries struggling to fill vacancies in high-demand jobs.



Our college has been attending the *What's Next* programming since Summer 2021. The attendees have grown from approximately one dozen per session to as many as 370 attendees in more recent sessions. College staff attends the *What's Next* Open Houses, sharing information regarding short-term workforce programming and available funding. Since fall 2021, 67 students have enrolled in workforce training programs and 1 student has enrolled in traditional credit-bearing courses. Commercial Driving is the most popular course. We currently have 150 *What's Next* attendees seeking access to our CDL programming. Those attendees must complete the Virginia Department of Motor Vehicles CDL permit process prior to registering for the CDL class. Other popular programs include facilities management, welding, and allied health.

### James City County Trades Training Center

In January of 2021, the College was awarded approximately \$1.7 million through the Strengthening Community College training grants program. Virginia Peninsula CC was one of 11 community colleges across the country selected for a grant. The grant is intended to build the capacity of community colleges to meet labor market demand for a skilled workforce. The college elected to expand the footprint of our skilled trades training from offered in Hampton to Williamsburg and James City County. The new Center is located at 236 Industrial Blvd in Toano. The Center will open in January 2023. At full scale, the Center will provide training in welding, CNC machining, carpentry, and masonry.



## Updates from Institutional Research & Effectiveness

### Thrive 2024 Strategic Plan Update

The College is continuing to implement its Thrive 2024 strategic plan. The most current information about the Thrive 2024 strategic plan and its associated action plans can be found on the College website ([www.vpcc.edu/research/college-planning](http://www.vpcc.edu/research/college-planning)).

In the coming weeks and months, the College will be engaged in the following major actions and activities related to the Plan:

- Reporting on Year 1 Action Plans, including detailed descriptions of outcomes and next steps
- Developing Year 2 Action Plans, to include carry-over items from Year 1 and new items to advance the goals of the Plan
- Recommending modifications and adjustments to the Plan, to potentially include extending its duration

In addition, work continues on two major initiatives that have been identified to help advance the College with its overarching strategic goal centered on Diversity, Equity, and Inclusion. For the first initiative, the College is working closely with community leaders and stakeholders from Newport News to enhance educational access for members of the Southeast Newport News community. These efforts are being led by the College's new Interim

Dean for Community Partnerships and Student Success, Keisha Samuels, and are being supported by a College taskforce and a community advisory board. The second initiative is focused on better serving minority male students, a group that is historically less likely to be retained and to graduate from the College. Hiring is currently underway for a new position at the College to lead this work. Both initiatives are being supported by funding from the Educational Foundation, and the College is researching additional funding opportunities to further reinforce the programs and elevate their success.

### **SACSCOC Accreditation Update**

Following the successful completion of the Fifth-Year Interim Report to the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC), the College is now focused on long-term efforts to prepare for its upcoming Reaffirmation of Accreditation in 2026. Based on recommendations from the College's Institutional Effectiveness Committee, areas of focused work for the 2022-23 academic year will include the following:

- Policy Review and Updates (Administrative Procedures Manual, College Catalog, etc.)
- Detailed Review of New SACSCOC Standards Not Covered in Fifth-Year Interim Report
- Process Updates on Faculty Credentials Record Keeping
- Improvements to Academic Program and Student Support Service Assessment Processes
- Preliminary Consideration of Next Quality Enhancement Plan (QEP) Focus Area

Additional preparatory work will continue into the 2023-24 year and will then transition to more substantial writing and evidence gathering later in that year. The College's major written report to SACSCOC (the Compliance Certification) will be submitted in Spring 2025, and the On-site Review Committee will visit the College in Fall 2025. Final decisions regarding reaffirmation will be made at the SACSCOC Board of Trustees meeting in June 2026.

In addition to these long-term preparations for reaffirmation, the College was also successful over this past summer in seeking and receiving approval from SACSCOC for the addition of Phoebus High School as an approved off-campus instructional site. That approval will allow the College to continue to build upon its partnership with Hampton City Schools and its Academy of the College Experience (ACE) model.

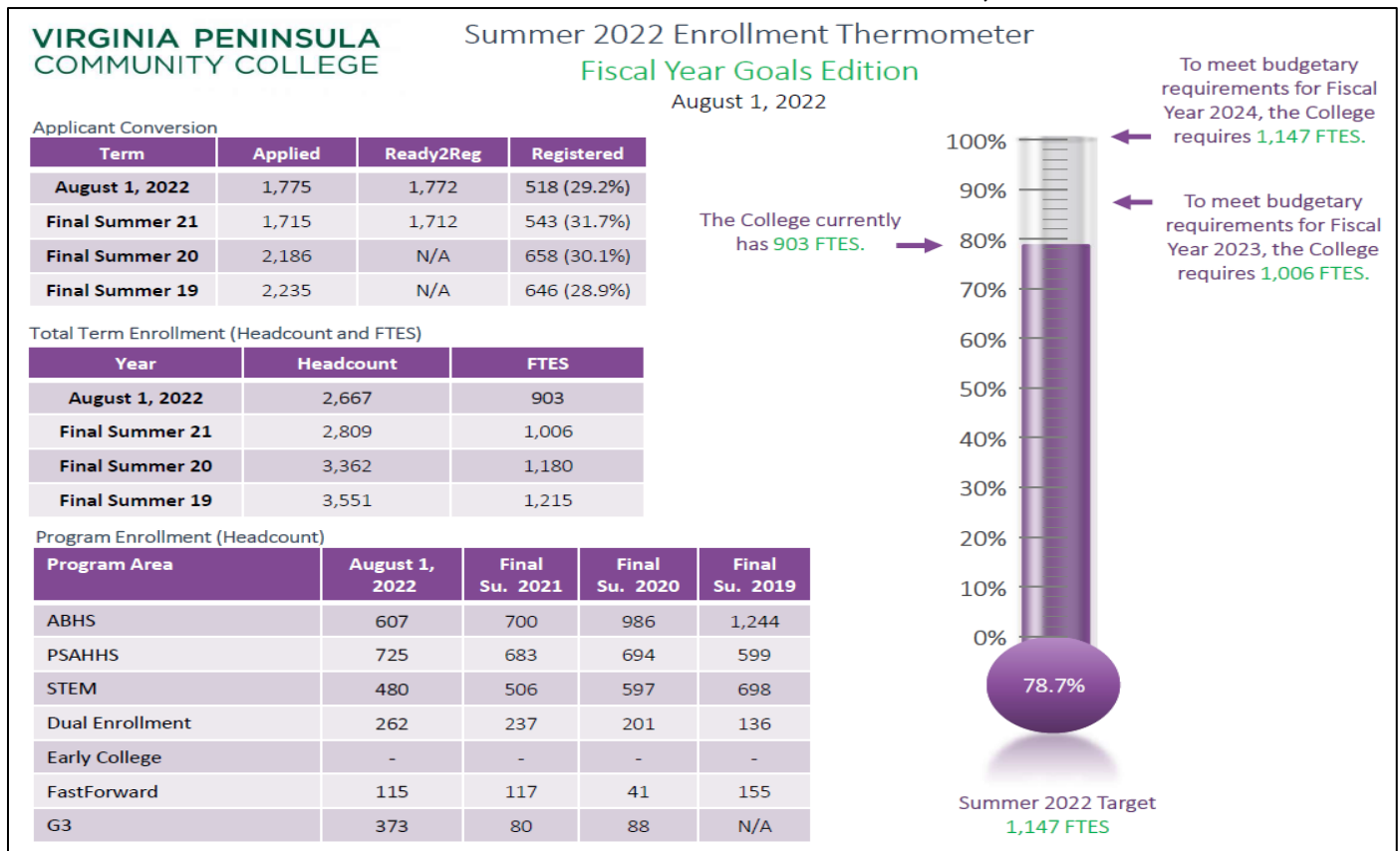
### **Enrollment Update**

The College ended the 2021-22 academic year with 8,987 total students (headcount) and 3,756 full-time equivalent students (FTES). When compared to the prior year, these numbers represent a decline of 6.9% in headcount and 8.6% in FTES. The College is actively engaged in both recruitment and retention strategies designed to address the decline and transition back to enrollment growth. The Summer 2022 term is complete, and enrollment numbers ended below the prior year and well below the growth goal target. Final FTES will likely be near 903, which is 10.2% below Summer 2021 and at 78.7% of the two-year enrollment growth goal.

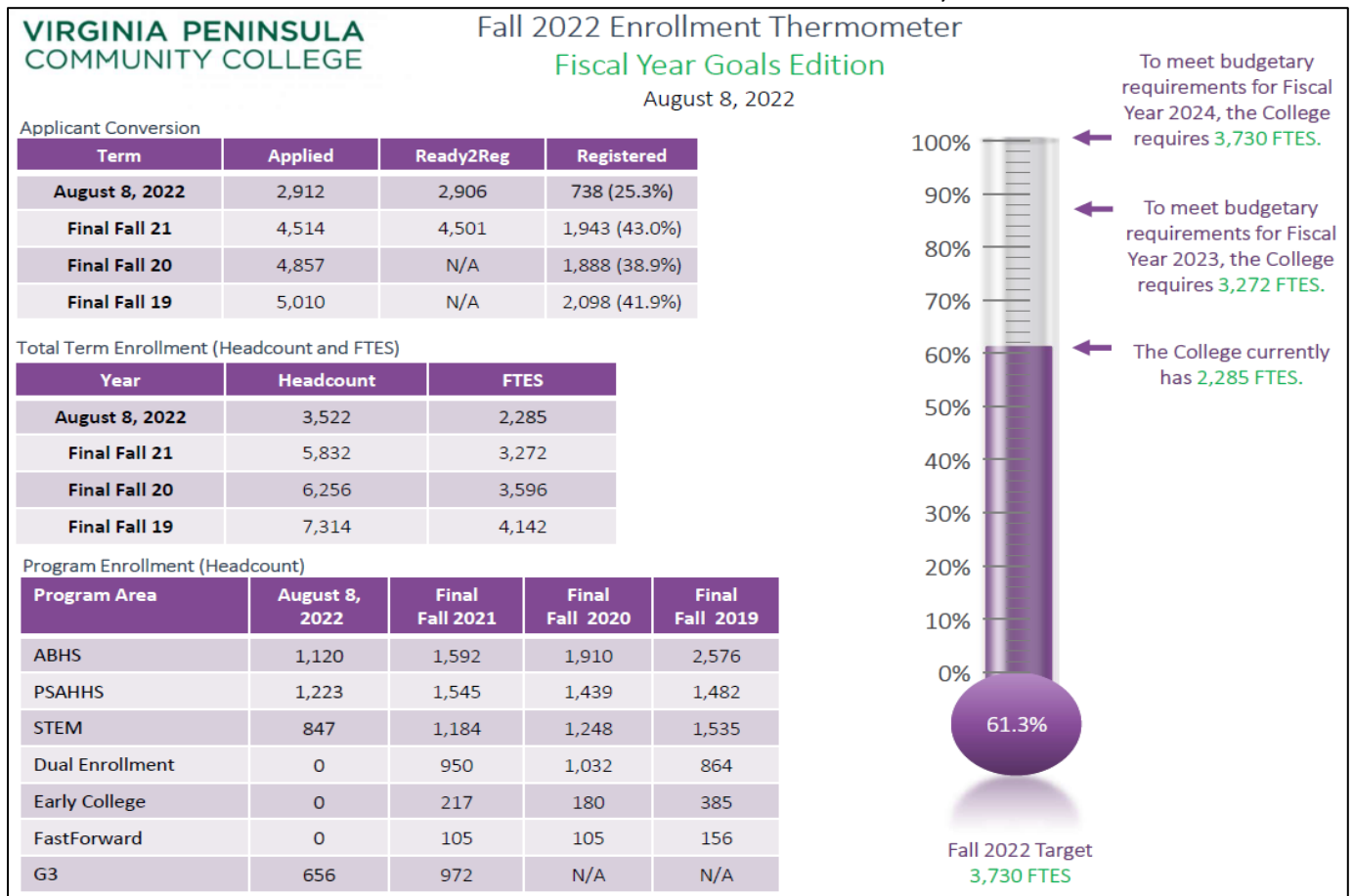
Projections for Fall 2022 are more positive, with current trends indicating that FTES will likely end close to or slightly above Fall 2021 levels. The College has experienced ten consecutive years of substantial enrollment declines, and Fall 2022 has the potential to end that extended trend. For the current 2022-23 academic year, the College is monitoring enrollment numbers relative to a two-year enrollment growth goal that would place the institution in strong financial standing. That two-year goal seeks to increase FTES enrollment by 14% over the 2021-22 year, or to approximately 4,282 overall FTES by the 2023-24 year.

To help engage the College community in the work of enrollment and provide them with regular updates on enrollment numbers and projections, the Office of Institutional Research and Effectiveness has launched a new enrollment data portal. The portal is updated weekly with enrollment thermometer reports that highlight progress relative to the two-year enrollment goals, enrollment summary reports that provide detailed comparisons to prior years, and Virginia Community College System (VCCS) enrollment reports that highlight the College's standing relative to all other colleges in the VCCS. The reports are available to all employees of the College. Additional reports and resources will be added throughout the year.

## SUMMER 2022 ENROLLMENT THERMOMETER – AS OF AUGUST 1, 2022



## FALL 2022 ENROLLMENT THERMOMETER – AS OF AUGUST 8, 2022



## Updates from Finance, Facilities, and Administration

### Statewide Salary Increases

Thanks to the new state budget approved by lawmakers and signed by the governor, Virginia state employees who were employed as of April 10, 2022, and in good performance standing as of their last evaluation will receive a five-percent salary increase. The five-percent increase applies to classified staff, full-time, and adjunct faculty. Also, as allowed by state budget language, VCCS will extend the five-percent increase to our part-time P-14 colleagues. Employees will see the increases on different dates, depending on their employment status.

- 12-month faculty and classified workers in good standing will see the change in their August 1 paycheck.
- Less than 12-month faculty will see the change in their September 1 paycheck.
- Adjunct faculty will see the change in their September 9 paycheck.
- Wage employees will see the change in their August 12 paycheck.

### Finance

As projected, the College will have a very healthy surplus/carryforward from FY22 into FY23. This is a result of scaled back spending, not filling vacancies, and CARES Act funding. The final numbers are being calculated and will be available soon. Our Accounting Division is completing Year-End reporting with the System Office. To date, the process has gone smoothly and should be complete by the end of September. Mr. Carpenter thanks those that were able to respond to the Agency Risk Management and Internal Control System Standards (ARMICS) survey (for financial accountability). **ARMICS certification is due September 30, and we are on track to meet that deadline.**

### Facilities

Office space was identified for faculty displaced due to Templin offline. Individuals are being notified and will utilize their new office space when they return for the fall semester. There is limited specific information on our major building projects. Each (Templin, Hampton IV, and the new Diggs/Moore/Harrison replacement building) are in some stage of plan review at various government oversight organizations. All are moving forward, but progress is slow and this phase of planning is largely out of our control.

## Updates from Director of Strategic Initiatives

### Name Change Implementation

The process to physically implement the name change across our many departments, technology platforms, and partner agencies was smooth and uneventful. This full-college effort involved great coordination and information sharing. The most obvious changes are signage and decals both on and off campus. John Mason, Interim Director of Facilities, Planning & Capital Outlay swiftly and thoroughly managed this process and we are excited to see the physical changes. However, many behind-the-scenes updates required as much skill and communication. Successful updates to technology platforms from the primary website and social media accounts to Canvas and Peoplesoft were a joint effort between system office and local-campus staff. Financial and legal changes were made smoothly to ensure no gaps in payroll or financial assistance packages occurred.

This process was managed with a focus on high-risk and high-priority changes. The most important factor was ensuring that there was no gap in service to students. We now focus on the lower-risk areas which were initially categorized as low to medium priority. This includes updates in the library, internal-facing documents, and policy and procedure reviews. One focus we have encouraged in this work is a desire to resist the urge to simply update the name. That would certainly make the process quicker. However, our goal is to make things better. As we review, we will assess through the lens of our new college size and staffing patterns, through our re-affirmation of diversity and inclusion, to our commitment to shared governance, and with a focus on efficiency and effectiveness. This will mean that changes take time but are done thoughtfully and collaboratively.



Image 1: Main sign at Hampton Campus, installed week of June 27, “revealed” on July 12.

Image 2: John Mason awaiting the signal to release the sign covering during the July 12 reveal event.

Image 3: Highway sign installed by VDOT week of August 1.

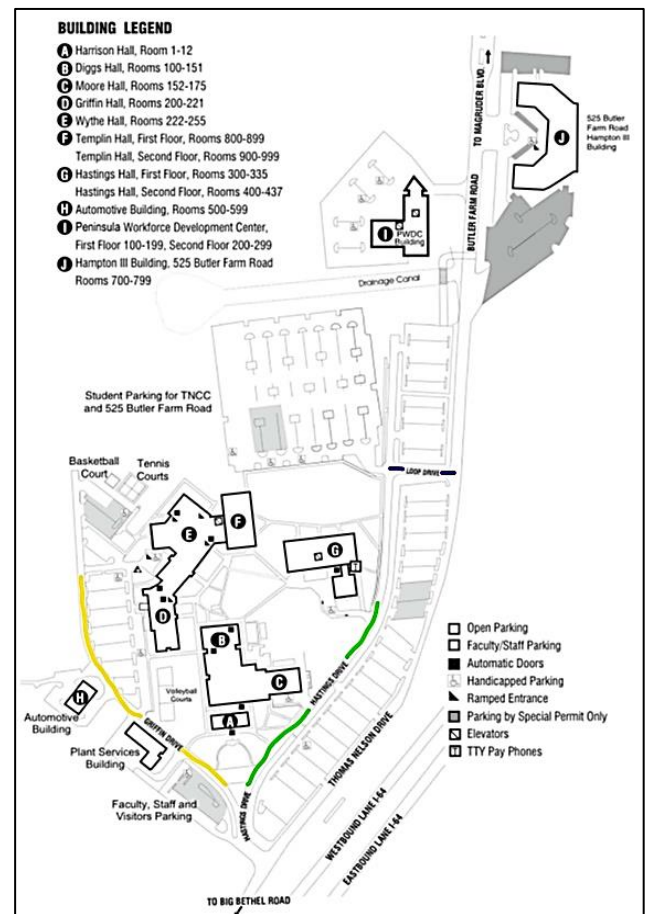
Image 4: Main sign at Historic Triangle Campus, installed week of June 20.

Image 5: Decals on fleet vehicles, updated week of June 20.

## Renaming Campus Building and Campus Streets

Other updates that will take time are changes to our street names and building names. As part of the renaming process, the recommendation was made to change the names of Griffin Hall and Wythe Hall. That process will be part of a larger campaign and will follow the College’s Facility Naming Policy and Procedures. Additionally, we desire to update the name of Griffin Drive to follow the logic associated with renaming Griffin Hall. As there are only three on-campus street names, we would like to also rename Hastings Drive (note: Hastings Hall was not on the list of recommended name changes) and Loop Drive. In an effort to step away from names that could potentially cause harm, we hope to follow the lead of our HT Campus which is situated on “Opportunity Way.”

- Griffin Drive (marked in yellow) will become Success Drive
- Hastings Drive (marked in green) will become Transformation Way
- Loop Drive (marked in purple) will become Achievement Lane

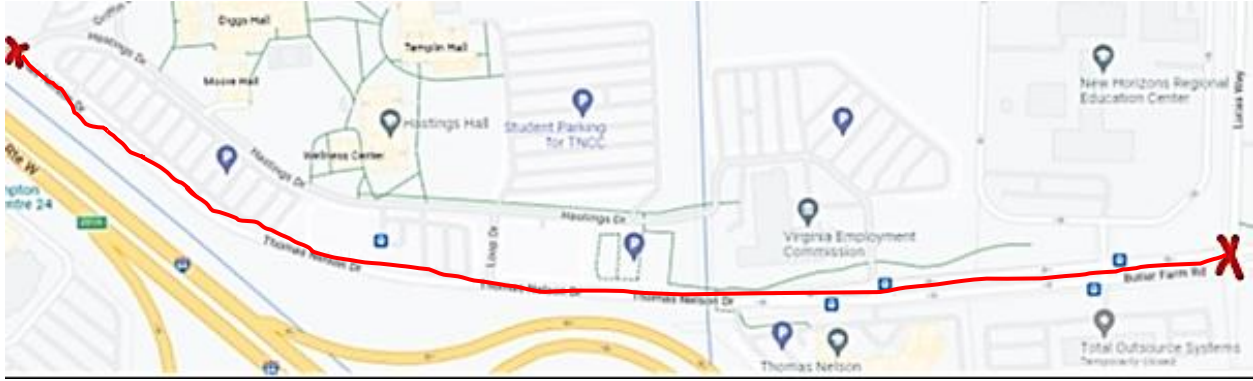




## Renaming City Streets

Efforts are underway to petition the City of Hampton to rename a portion of Thomas Nelson Drive and Butler Farm Road to become College Drive (see picture below between the red X marks). This would update the address of our main campus, the Peninsula Workforce Development Center, Hampton III, and Hampton IV.

Before the renaming can occur, the owners and operators of New Horizons Regional Education Center and the rental office building we are calling Hampton IV must formally support the road's name change. We have conducted initial outreach to both entities.



Respectfully submitted,

*J. Porter Brannon*

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Dr. Towuanna Porter Brannon