



**VIRGINIA  
PENINSULA**  
COMMUNITY COLLEGE

President's Report  
to the  
College Board

December 7, 2022

## New Branding

When the State Board for Community Colleges approved the new college name, College leadership considered engaging an external marketing firm to create the college's new logo, seal, and tagline. Instead, Dr. Brannon designated that role to our talented internal marketing and design team, led by Michelle Shonk. Over 20 years ago, Michelle was a single mother of three small children who was also taking classes at Virginia Peninsula Community College. Michelle worked part-time in the computer lab while earning her associate degree. Shortly after earning her degree, she was hired for a full-time position in our Marketing Department where she now serves as the College's media manager and graphic designer. How apropos to have the new brand be created by an alumna whose life was changed by the college.

## What should you know about the new brand items?

### Official Logo



### Official Tagline

**Our Mission: Your Success.**

### Official Seal



## The Name

The College name, Virginia Peninsula Community College, firmly connects the College to our service area and creates local pride for the College within the greater community. To promote brand identity and consistency, and to reinforce the new name we will refer to the College as Virginia Peninsula or VPCC.

## The Logo

The new logo is an abstract of a bridge. Bridges are strong structures with an appealing aesthetic that evokes much symbolism. A bridge unites and is vital for safe transport between two points. As the inspiration for our new logo, the bridge represents connection, support, access, progress, and stability – all of which we strive to provide or inspire as part of the higher education experience and as a good neighbor and community resource.

## The Tagline

The College's new tagline is *Our Mission: Your Success*. An assertive, modern, relatable, and memorable statement, this conveys the true Virginia Peninsula Community College experience. It emphasizes that our mission remains the same despite the name change - *changing lives and transforming the community through diverse, inclusive, and equitable education and workforce training, excellent support and services, and innovative partnerships*.

## The Seal

The seal depicts a rendering of the Virginia Peninsula overlaid on the map of Virginia. Like our new name, this updated seal more readily ties us to the six communities we serve and underscores our role in developing first-class talent for the Commonwealth.

## UPDATES FROM THE PRESIDENT

### Capital Presence in The City of Newport News

Virginia Peninsula Community College seeks to relocate our Center for Building and Construction Trades, currently located at the Goodwill Center in Hampton, to the City of Newport News. We additionally seek to expand our maritime skilled trades training programs to Newport News. Our expansion into Newport News will better support local employer partners with talent pipeline issues. We plan to offer training programs to include shipbuilding/ship repair occupations, commercial and residential construction trades, infrastructure-related occupations; allied health; business, and information technology.

In partnership with the City of Newport News, the college has identified land near the **Marshall-Ridley Neighborhood** which is also near the Choice Neighborhood Redevelopment site. As part of the Choice Neighborhood initiative, plans to establish a VPCC Center for Teacher Excellence in Early Childhood Education are underway. Adding a Skilled Trades Center, near the Center for Excellence, is an ideal way for the college to increase educational access within our largest locality. The training programs offered are those that lead to family-sustaining wages in high-demand professions.

The center would be a public/private partnership between the College and the City of Newport News. However, we will also seek support from private businesses and local industry leaders. We seek to develop a steel frame building, like the new Skilled Trades Center, in Toano, VA. However, the building's façade will complement the look of the Center for Excellence (both pictured below).



*Pic 1: Toano Site - Steel Frame Building*



*Pic 2 Center for Excellence Façade*

We are working with the City Manager and her team to design the following:

- Steel frame building with facade appropriate for revitalization area
- Large rollup doors (12'W X14'H), minimum 2, in the rear of the building
- Total square footage – 15,000
  - o Industrial shop space for trades training – 9,000 square feet
  - o Classroom (6), Office (5), Restrooms – 6,000 square feet
- Expandable to 20,000-25,000 square feet as programs grow

The timeline for the college to vacate the Goodwill Trades Center was extended through May 2023. The Cabinet is working on a short-term relocation plan; however, the long-term goal remains to establish a skilled-trades site in the City of Newport News.

## State of the College

Dr. Brannon held the second annual State of the College address in late October. This event is an effort to improve communication, increase transparency, and recognize the service and efforts of our employees.



During the event, each Cabinet Member reports on significant matters of interest to all employees, including enrollment, the budget, facility improvements, and curriculum changes. Over 150 employees and college Board members attended this year's *State of the College*.

## William & Mary Community College Leadership Presentation



The College Cabinet welcomed a group of graduate students from the College of William & Mary who are enrolled in a community college leadership course. The course focuses on the community college's development and structure: its history, purpose, characteristics, social function, organization and administration, curriculum, faculty, and students.

During this three-hour interactive presentation, Cabinet members shared information related to the open-access mission of community colleges, our student demographics, supporting basic needs, our funding model and fundraising initiatives, articulation agreements, and workforce development initiatives. We also discussed how the pandemic impacted community college faculty, staff, and students. We ended by sharing advice for any students seeking a leadership position in a community college.

## LEAD Williamsburg – Education Day

LEAD Greater Williamsburg is a community immersion program that provides opportunities for recognized and emergent leaders to collaborate on issues of importance to the region. November 10



was *Education Day* for the LEAD Greater Williamsburg Class #2. They had opportunities to explore various educational organizations and ended their day at Virginia Peninsula Community College. We provided a drone flight demonstration along with a presentation from Dr. Kerry Ragno, Dr. Adrienne Cosby, and Dr. Porter Brannon called *The Magic of Community Colleges*.





## “Tea with Dr. B”

The College will host the second session of the President's Leadership Series, called *Tea with Dr. B*. The series includes a variety of conversations that are designed to better understand topics that are important to our faculty, staff, students, and our local community members. On November 30, Mr. Mike Petters will join Dr. Brannon to discuss how his childhood, education, and altruism shaped his life's goals and accomplishments. He will also discuss with our attendees how the giving of their time, talent, and treasures can have immeasurable effects.

## Staffing Updates

Effective November 25, 2022, Barbara Mason will assume the role of Executive Assistant and Project Manager for the President. Barbara has over 20 years of experience working in higher education – at both the community college and university levels. Before assuming her current role as Administrative Assistant to the Vice President for Academic Affairs, Barbara served in administrative roles with VPCC's Admission and Enrollment Services areas, the college's Nursing Department, and Old Dominion University. Barbara has served on several governance committees, and she volunteers annually to support commencement, convocation, and faculty, staff, and student events. Barbara is high-performing, team-oriented, and student-centered. This is evident by how frequently Deans, directors, faculty, staff, Cabinet, and Board members have relied on Barbara for accurate guidance and direction. I am excited to have her on my team and look forward to all we will accomplish, together

## Dr. Brannon's External Board and Committee Memberships

- Greater Williamsburg Chamber, Executive Board, and Treasurer
- Hampton Roads Workforce Council, Board of Directors
- Virginia Peninsula Chamber of Commerce, Board
- VA-NC Alliance, Governing Board
- VCCS: Opportunity 2027 – Strategic Plan Committee Chair for Student Support Services
- VCCS: Advisory Council to the Chancellor- Personnel Committee Chair
- Versability (As of January 2023)

## COLLEGE EVENTS - SAVE THE DATE

### Fall 2022

- 12/13 Faculty & Staff End of Term Celebration, HT Campus 8:30-10 AM  
12/14 Faculty & Staff End of Term Celebration, Hampton Campus 8:30-11 AM

### Spring 2023

- 01/18 President's Leadership Series: Ms. Tanyika Mobley, Diversity, Equity & Inclusion Officer at the VA Dept of Behavioral Health & Developmental Services. The event will occur at the Peninsula Workforce Development Center 3 PM 3 PM  
02/15 President's Leadership Series: Ms. Whittney Guyton-Journey to Entrepreneurship, at the Workforce Center at 3 PM  
02/23 Scholarship & Donor Reception, Holiday Inn Newport News, at 4:30 pm  
03/24 President's Inauguration, Liberty Live Church, from 12-3 PM  
03/25 Fundraising Gala, Marriott Newport News City Center, from 5-10 PM  
05/12 Spring 2023 Commencement Ceremony, Liberty Live Church, 2-4 PM

**UPDATES FROM ACADEMIC AFFAIRS**

**Fall Visit to Virginia Institute of Marine Science**

Dr. Jennifer Martin and Professor Jean Frank, accompanied by Dr. Kerry Ragno, visited the W&M Virginia Institute of Marine Science with a group of 12 science students on October 21-23. The students and faculty investigated biodiversity on Virginia’s Eastern Shore using the practical application of classroom concepts. The students collected samples in marshes, on barrier islands, and in mud flats.



**Transfer VA Degree Selection and Next Steps**

Thirty-seven staff and faculty gathered on Friday, October 28<sup>th</sup> to discuss and select the degree plans that will replace program specializations. Program specializations are being discontinued by the VCCS as part of the Transfer Virginia Initiative. They are being replaced by statewide degree plans which may include specific pathways (sets of specific courses that students would be advised to take to match a transfer institution’s requirements) or Majors to smooth student transfer from community college to university. The degree plans also have CIP codes that best align with regional and national transfer and employment data.

Using data provided by VPCC’s Office of Institutional Effectiveness, the faculty subject matter experts reviewed program health, transfer, and labor market data for current degree plans and specializations. New degree plans are proposed to be implemented between the fall of 2023 the and fall of 2025 as follows. Regular updates will be made to the CISS committee regarding progress. See the proposed changes in red as shown in the chart below.

VPCC’s <b>DRAFT</b> Transfer Framework Transition Plan						
Kerry Ragno						
Current Transfer Program			Proposed for Implementation No Later than Fall 2025			
Curriculum Code	Degree or Specialization	CIP	Degree or Pathway	CIP for SCHEV and IPEDS	CIP Internal	Implementation Term (Fall 2023, Fall 2024, or Fall 2025)
648	Liberal Arts AA	24.0103	Liberal Arts AA	24.0103	24.0103	No change

648-04	Music specialization	24.0103	Music pathway of Liberal Arts AA	24.0103	50.0901	2024
648-05	Theatre Performance specialization	24.0103	Theatre pathway of Liberal Arts AA	24.0103	50.0501	2024
213	Business Administration AS	52.0201	Business Administration AS	52.0201	52.0201	No change
880	Science AS	30.0101	Science AS Potential pathways in Chemistry, Biology, Physics, and Geology	30.0101	30.0101	2025
880-01	Computer Science specialization	30.0101	Computer Science AS	11.0701 or 30.0101	11.0701	2023
880-02	Education specialization	30.0101	Education AS Potential Pathways in Elementary and Special Education	13.0101	13.0101	2025
880-03	<del>Math Education specialization</del>	30.0101	<del>Math pathway of Education AS or Teaching Specializations (more for arts) or Secondary Ed pathways of Education AS</del>	<del>13.0101</del>	<del>27.0101 or 13.1206 or 13.1205</del>	
831	Engineering AS	14.0101	Engineering AS Pathways in Electrical, Computer, Mechanical, Civil, Biomedical, and Chemical Engineering	14.0101	14.0101	2023
620	Health Sciences AS	51.0000	Health Sciences AS	51.0000	51.0000	No change
340	Information Technology AS	11.0103	Information Technology AS	11.0103	11.0103	No change
882	Social Science AS	45.0101	Social Sciences AS	45.0101	45.0101	No change
882-01	<del>Education specialization</del>	45.0101	<del>Education AS or Elementary Education pathway under Social Sciences AS</del>	<del>13.0101 or 45.0101</del>	<del>13.0101 or 13.1202</del>	

### Commission on Dental Accreditation Report

The dental hygiene program was required to submit a report to CODA (Commission on Dental Accreditation) on November 15<sup>th</sup> to update the Commission on progress toward addressing three standards of accreditation that were not met due to staffing turnover in the summer of 2022. The report was submitted as required, with two of the three standards being successfully met before the submission. The third standard, regarding hiring a full-time faculty program head, is being addressed at this time.



## UPDATES FROM INSTITUTIONAL ADVANCEMENT

### Building Name Change Preliminary Timeline

During the October College Board meeting, the Chair charged the College and Facilities Task Force to continue the work on renaming Griffin and Wythe halls by the Board's recommendation in February 2021. Dr. Jarrett asked the previous Task Force Co-chairs, Ms. Izabela Cieszynski, and Dr. Cynthia Callaway to convene the Task Force to provide naming options to the College Board by the February 2023 meeting. The initial meeting of the reconvened Task Force is scheduled for Thursday, December 8, at 4:00 PM. Members of the Task Force include several College Board members who served on the previous Task Force, as well as newly appointed members, and representatives from the various College faculty, staff, and student governance groups. As with other College Board Committee meetings, Task Force meetings will be public meetings, required to be held in person, noticed in advance, and accessible by the public to attend.

### Educational Foundation, Development, and Alumni

- The Educational Foundation has raised \$142,000 to date. The Development Team is working with the College's corporate partners to secure Annual Partnerships for next year and focusing on End of Year gifts.
- In partnership with Peake Childcare Center and the What's Next Foundation, the Foundation applied to the "Accelerating Change Together" grant - funded by BayPort Credit Union, Newport News Shipbuilding, and Ferguson, for, \$500,000 over three years. Funding was also requested to support the Center for Teaching Excellence in Early Childhood Education and to provide a workforce pathway for participants of the *What's Next* program. What's Next is a partnership between VPCC and members of the local community who wished to connect more residents of Newport News to job training in high-demand fields.
- The Foundation received a gift from Newport News Shipbuilding of \$78,000, which is funding two part-time positions to assist in moving potential workforce students recruited by the *What's Next* Program to enrollment in classes.
- In September 2022, the Foundation Board endorsed an Annual Partnership Package of sponsorship opportunities, since there are many new event options for the community to support at the College, including Athletics, Community Engagement, Workforce Development, Summer Camps, Alumni, and Presidential Leadership Speaker Series.

As part of this new initiative, the Development team has secured an annual partnership sponsorship from Riverside Healthcare System that begins in January 2023.



The image shows a digital form for Virginia Peninsula Community College's Annual Partnership Opportunities. At the top, there is a photo of the college building and the text "VIRGINIA PENINSULA COMMUNITY COLLEGE ANNUAL PARTNERSHIP OPPORTUNITIES". Below this, a green banner reads "ANNUAL PARTNERSHIP PACKAGES PLEASE SELECT YOUR PARTNERSHIP LEVEL". There are four options: Platinum \$25,000, Gold \$10,000, Silver \$7,500, and Bronze \$5,000. A second green banner says "PARTNERSHIP OPPORTUNITIES PLEASE SELECT EVENTS YOU ARE INTERESTED IN AND A SPECIFIC LEVEL PER OPPORTUNITY". The form lists three categories of events: Alumni Events, Summer Camps, and Presidential Leadership Speaker Series, each with four sponsorship levels (Presenting, Gold, Silver, Bronze) and their respective amounts. Below the event lists are input fields for Name, Address, City/State/Zip, Email Address, Day Phone, and Evening Phone. A "Thank you!" message with a QR code and the text "Your support will make a difference." is displayed. At the bottom, it says "Please make checks payable to: Thomas Nelson Educational Foundation, Inc. Online giving available at www.vpcc.edu/donate" and "Your contribution is tax deductible to the extent provided by law." A small photo of a graduate in a cap and gown is visible in the bottom right corner of the form.

- Development Director, Tracy Ashley and the Development Team hosted an educational Wine and Cheese event on Thursday, November 17. The Sommelier, Crystal Cameron-Schaad, is the owner and lead educator at Crystal Palate Wine & Gourmet. She provided a historical perspective on the Spanish wine industry, and a tutorial on various types of Spanish grapes, wines, and fermentation processes. Cameron-Schaad was accompanied by a representative from Graze Charcuterie who provided instruction on assembling a creative Charcuterie Board. More than 60 guests registered to attend, and the event brought many new guests to the campus for the first time. Events like this are part of the college's strategy to reconnect with alumni and present the college in new and innovative ways to our community and partners.



### Communications and Marketing Rebranding

The Marketing and Communications team created and has now unveiled the College's new visual identity to accompany the new name, Virginia Peninsula Community College. On November 1, after collecting data from surveys, presentations, and suggestions from the College Board, the College chose the following visual representations for the new brand:

Official Logo



Official Tagline

**Our Mission: Your Success.**

Official Seal



### Brand Implementation

During the week of November 7 – 11, the Communications and Marketing Team conducted a soft rollout of the brand and shared the brand story with the public. This included updating the communications plan, social media graphics, website, advertisements, and branding guidelines. A press release was shared with the media to announce the new brand, and a video to explain the brand was produced and posted on our website and social media.

All media partners/advertisers have also been informed and they have been provided with the new logo and tagline. The team sent email blasts to the community, alumni, students, faculty, and staff about the new brand decision. Full implementation of the logo and branding has already started and will be an ongoing process through the year 2023. Board Members will receive new business cards at the next Board meeting.

The team is rolling out two new videos to continue to introduce the new brand. The team will continue to work with campus partners to update signage, forms, files, swag, digital marketing, etc. The team will begin the process of trademarking the new logo this month.

### Update from the Alumni Coordinator



Ms. Shantae Bell joined the college in June 2022 and has hit the ground running. She is reconnecting with our alumni, our community, and our faculty and staff in ways that are demonstrating an immediate return on investment. Ms. Bell and the Development team hosted the Community 5K Race on October 8, after being moved from October 1, due to weather. Sentara Williamsburg was the Presenting Sponsor. \$3, 803 net was raised by the event. Over 78 runners registered, and the College has committed to hosting the race again next year and Sentara has committed to being the 2023 sponsor.

Ms. Bell has launched an alumni and employee giving campaign in recognition of ***Giving Tuesday***, the largest global giving day of the year. A goal of \$5,000 has been set and the Alumni Council will match all employee gifts now until November 29, 2022.

Pictured above is Mr. Ryan Boyd - a successful federal contractor working in the nation's capital. He has a master's in business administration from American University, ad a bachelor's degree in entrepreneurship from Norfolk State University. He spent a year at the University of Houston studying business administration, and a year at Virginia Peninsula Community College, studying business and information technology. In January 2012, Mr. Boyd earned a scholarship from the College's Educational Foundation to complete his education. Now, he is paying it forward by providing \$600 scholarships to two students who are transferring to a Historically Black College or University. We will continue to engage alumni as partners who help *change lives and transform communities*.

## UPDATES FROM ENROLLMENT MANAGEMENT & STUDENT SUCCESS

### ACADEMIC ADVISING

#### Retention / Student Success Updates

The interim Director of Academic Advising reconvened the Quality Enhancement Program (QEP) Committee along with the Student and Faculty Mentoring Team. The mentors will collaborate with Faculty Senate to develop ideas for how all faculty can serve as student mentors.

#### Special Programs

Mr. Antonio Dill-Word was selected to lead the college's Minority Male Success Initiative, *The Shop*. He



is currently designing programmatic efforts to increase the retention of African American and minority males. Within his first three weeks, Mr. Dill-Word has:

- informed students of the program during classroom visits, as well as the College’s Trunk or Treat, Pop Up Closet, and Alumni Council meetings.
- established the mission, vision, goals, and bylaws of the program
- created a calendar of academic, social, and cultural events
- recruited advisory board members
- initiated a social media campaign
- created an internal and external network of program supporters and potential partners

## ATHLETICS

### Welcome to the Lady Gators Basketball Team

The College’s efforts to expand athletics programming required us to ensure parity between the number of male and female teams. Our new Athletics Direct, Chris Moore, accepted the challenge and quickly our women’s basketball and cheer teams. The Women’s Basketball Team will kick their season off at Richard Bland College. Coach Stagg revived the program after two sequential years of not being able to fill a roster.



Mr. Moore has also partnered with a Phoebus High School graduate who is pursuing a career in photography. The young man is responsible for most of the professional images that our Athletics Department uses in social media campaigns. We are proud to offer this career-building opportunity to a member of the community and proud of Mr. Moore’s entrepreneurial leadership.

### Women’s Volleyball

The Women’s Volleyball played in their last match on November 19th. The Women’s Volleyball competed in the New South Athletic Conference Tournament and received the Trailblazer award for being the 1st Women’s Volleyball Team at Virginia Peninsula Community College. Two volleyball players made the All-Academic Team which is recognized for their hard work in the classroom as a student-athlete. The women are currently maintaining a minimum GPA of 3.0. The college is committed to ensuring that educational goal attainment remains the primary focus of our athletes.

**VIRGINIA PENINSULA  
COMMUNITY COLLEGE**

*"I was originally kind of bummed that I couldn't automatically go to my first choice school, but now I see that it was really a blessing in disguise because I got to meet and play with a great team. Honestly Virginia Peninsula Womens Volleyball has made my (fairly short) time here so much fun. I'm absolutely honored that I got to be apart of the first LADY GATOR team and laugh, grow, and play together. Thank you guys from the bottom of my heart for everything each of you have given me.  
Once a gator always a gator!"*

**-Hannah Sweazy**

I am particularly pleased to share these kind words from volleyball player, Hannah Sweazy. *"Once a Gator, always a Gator"*. Her sentiments demonstrate the school spirit, school pride, and sense of identity that results from college athletics.



The Interim Director of Academic Advising, Dr. Valerie Burge-Hall, and the Academic Advising team has established several initiatives to ensure that athletes are in good academic standing. Most recently, the Advising team collaborated with the Athletics department in an effort that led to 63% of all being registered for Spring 2023 classes before the Thanksgiving break.

Our Baseball Team is under new leadership. They have already played two double-header scrimmages against The Apprentice School and Virginia State University. They were able to win all four games. This is quite an accomplishment considering that The Apprentice School won the Small College World Series this past year. Our Baseball team also collaborated with the William & Mary football team to raise funds that cover the operational costs of operating a successful athletics program. During the fall semester, they raised nearly \$10,000.

While winning games is important to our athletes, retention and degree completion is the college's primary goal. Mr. Chris Moore continues to collaborate with the Academic Advising department to ensure that all athletes are registered for Spring 2023 by December 9, 2022. He is also collaborating with Mr. Dill-Word encouraging all minority male athletes to join "The Shop" (Minority Male Success Initiative). This will provide another layer of support to students who have the highest risks of attrition.

### **Southeast Newport News Enrollment Initiative**

The Interim Dean for Community Partnerships continues to develop and assess appropriate programming, for the Southeast Education Center (SEC) located at the Achievable Dream School. In fall 2022, 87 students enrolled at the SEC compared to 16 students enrolled in Fall 2021. The students attend courses Monday-Thursday at the SEC in Human Services, English, and Student Development. Course schedules are currently being developed for Spring 2023. Beginning in Spring 2023, two new training programs will be offered at the Southeast Center - Emergency Medical Technician training and Phlebotomy training. These are high-demand programs, previously only offered in Hampton and Williamsburg.

The Center for Teaching Excellence in Early Childhood celebrated the groundbreaking with the City of Newport News on October 25, 2022. Planning for the center continues with the City of Newport News, Newport News Public Schools, and Peake Early Childhood Education Center. Programmatic Advisory Board Members have been identified and will begin meeting in February 2023. Community programming continues to thrive at the Southeast Center. The *What's Next* Initiative was hosted in October and November to enroll students in WFD programs and VPCC credit options that are available.

### **ADMISSIONS, RECORDS, & REGISTRATION**

The Enrollment Management department consists of three areas of responsibility: Admission, Records & Registration, and Graduation. Although the department was down 3 positions in the last year, in the month of October, we welcomed 2 new staff members: a Registrar and Dean of Enrollment Management and a Graduation Specialist.

- Campus tours are scheduled through December 19th with prospective students. Over 100 students are expected to participate.
- The Admissions team visited seven local schools for College Career Day, Senior Planning Day, and Virginia College Week. Collected 65 prospective students
- The Registrar's team received requests from over 300 students, who plan to graduate in Fall 2022.

The Information Center has experienced an 11% decline in incoming calls. While the Information Center still receives over 2,500 calls received each month, we are cautiously optimistic that the 11% decline in phone calls is a result of efforts to streamline the student and prospect experience, and to make more information and services available from our website.

The Information Center is making it a priority to ask all callers if they are enrolled. If the student or prospective student is not enrolled, they walk students through the enrollment process. This may be reducing the frequency of calls. In January 2023, VPCC will deploy a Chatbot. Chatbots are computer programs designed to simulate conversation with human users, especially over the internet. The Chatbot will provide 24 hours per day – 7 days per week support to anyone seeking information about the college. This will be incredibly helpful to the enrollment team and the call center staff.

## **GREAT EXPECTATIONS**

The Great Expectations program helps Virginia’s foster youth complete high school, gain access to a community college education, and transition successfully from the foster care system to living independently. Currently, there are 15 Great Expectations students enrolled at VPCC, with one (1) student scheduled to graduate in fall 2022 and another for spring 2023. Great Expectations continues to support our May 2022 graduates by providing coaching and occasional financial support such as enrollment fees, books/supplies, and emergency assistance. One student is attending Virginia Wesleyan University and the other is attending Old Dominion University. To support retention, Great Expectation personnel is conducting ‘check-in’ calls and scheduling appointments to assist students with spring 2023 registration. Great Expectation recruitment efforts consisted of the following: on November 17, 2022, serving on a panel of foster care providers discussing how to support foster care youth. The event titled “Cultivating Courageous Kids: Restoring the Spirit of Community & Family sponsored by Project Life and the Newport News Department of Human Services targeted an audience of potential and current foster care parents. Later in November, the GE Coach will facilitate an information session for the York County Department of Human Services Foster Youth Program to recruit additional students.

## **SINGLE STOP**

Single Stop connects students to resources to help overcome barriers to success. This can include limited access to food, lack of healthcare insurance, emergencies, or other unplanned expenses.

The Single Stop staff is available to assist with accessing benefits and resources. At VPCC, the Single Stop program currently has 260 active cases, of which 49 profiles have been completed since the beginning of the Fall 2022 semester. Continued support services are rendered to students at VPCC, coordinated by our Care Team, in which 316 individuals were served by the Food Pantry during the month of October, as well as the Pop-Up Clothing Closet event (donated clothes for students to receive) was held November 7th, 8th, and 9th.

## **OFFICE OF ACCESSIBILITY SERVICES**

This fall, the Office of Accessibility Services provides accommodation support to 353 students. Students are eligible for several accommodations that allow them to achieve in their academic pursuits.

## TRiO

TRiO Student Support Services (SSS) is a college success program that serves only 160 students a year who plan to earn an associate degree at Virginia Peninsula and transfer to a four-year college or university. TRiO provides personalized advising, transfer planning, personal and leadership development, and a supportive community focused on empowering students to succeed at Virginia Peninsula and transfer prepared to succeed in a bachelor's degree program. This Fall, only 115 students are enrolled. To meet program outlines, there must be 160 students enrolled by August 31, 2023

To recruit additional students, TRiO leadership partnered with faculty and thus far visited 18 classes to promote the program and encourage students to apply. To date, retention efforts have yielded sixty-five percent of active TRiO students enrolled for spring 2023 (74 out of 115 students). Other TRiO updates are as follows: TRiO visited W&M this fall, and a total of 12 students participated; CNU and W&M representatives visited VPCC. A total of nine students met with the representatives; TRiO will be taking students to Chrysler Hall in Norfolk on December 15 to see the Hip Hop Nutcracker play, and the search process to fill the TRiO counselor's position is underway.

All areas of Enrollment Management and Student Success were tasked with ensuring that personnel receives compliance training and professional development. To date, staff has attended the AHEAD Conference (Association on Higher Education and Disability). The Interim VP for Enrollment Management and Student Success, Interim Title IX Coordinator, Deputy Title IX Coordinator, and Athletic Director attended a two-day ATIXA Title IX Foundations training. Lastly, with 65 students in attendance, the Interim Title IX Coordinator facilitated a Title IX and Hazing training for student-athletes on October 14, 2022. The division will have an all-day professional development session on Friday, December 2, 2022, to discuss student recruitment, retention, and completion goals. In addition, there will be conversations around setting a new culture for the division and how to collaborate and ensure appropriate, accurate, effective, and efficient processes and procedures.

## OFFICE OF STUDENT LIFE: ON CAMPUS AND IN THE COMMUNITY

- **Trunk or Treat:** The Student Veterans of America (SVA) co-sponsored a community A Trunk or Treat event in the parking lot in front of Harrison Hall on October 28<sup>th</sup>, with participation from the following groups: Ballroom Dance Club, Phi Theta Kappa, Cheerleaders, and Army Recruiters. The event offered five decorated car trunks filled with candy and treats, face painting, cookie decorating, games, and a DJ with fun and spooky music.
- **Domestic Violence Awareness:** A Domestic Violence Awareness program co-sponsored with the Interim Title IX Coordinator was held on October 21 at the Hampton campus. The event included presentations from two local speakers, a table for students to paint t-shirts to promote violence awareness, and an information table provided by *Transitions Family Violence Services*. 23 students participated in one or more aspects of this event.
- **Bus Passes:** WATA Bus passes are now on sale at a \$5 discount at the Historic Triangle campus Bookstore. The passes are sold for \$40. The order for HRT bus passes is being processed.
- **Blood Drive:** A Blood Drive was held in collaboration with the *American Red Cross* on October 31 at the Hampton Campus. A total of 22 pints of blood were collected and have the potential to benefit 66 families in the Peninsula.
- **The Presidential Ambassador Program.** Michelle Manfred coordinates the Student Presidential Ambassador Program and provides students with professional development and opportunities to

volunteer in ways that support the college's key initiatives (e.g. Community 5k, Langley Day of Destruction, and donor receptions). Students selected as Presidential Ambassadors also meet with Dr. Brannon for leadership development. In November, the Ambassadors also met with members of the President's Cabinet to discuss several challenges and opportunities related to executive leadership.

- **Community Service Scholarships:** There are 15 students signed up to participate in the Community Service Scholarship program. Participants can volunteer for 10 hours in the community or 15 hours on campus to earn a \$100 tuition scholarship. In addition, 5 Student Ambassadors have earned scholarships during the fall semester.
- **Pumpkin Decorating and Scary Movie:** An event featuring Pumpkin painting and carving was offered at the Historic Triangle campus on October 26 and the Hampton Campus on October 31. The events included the movie *The Conjuring: The Devil Made Me Do It*, hot cocoa, spiced cider, and candy treats. Many of the Hampton Campus students left donated their pumpkins for a tabletop display in Gators.
- **Video Gaming:** A series of popular current video games were purchased and are made available for students to check out from the Library at the Historic Triangle campus. Students can play the games on the PS4 and Xbox systems that are available in the Room 106 Lounge.
- **Rock Painting:** Rock painting stations have been set in place in the Wythe Hall Gallery and Room 106, Historic Triangle campus since the summer semester. Students enjoy the opportunity to relax and paint at their leisure, and many have brought in additional rocks to paint and donated their rocks to remain on display.

## UPDATES FROM WORKFORCE DEVELOPMENT

### Completing the New Skilled Trades Center

Outfitting of the new Trade Center in James City County is nearing completion. The facility is located at 236 Industrial Blvd., Toano, VA 23168, and is approximately 8,000 square feet. Program equipment, supplies, and furnishing deliveries are underway. The welding booth and exhaust system installation are scheduled for December. The facility owner and builder expect final occupancy approval by the end of December after completing some remaining wiring for the welding area and VPCC equipment installation. The first courses are on track for delivery in January 2023. The new Trade Center Coordinator, Patrecia Gary, joined the VPCC Workforce Development team in November and is making immediate contributions to the project.





## Virginia Talent Pipeline Project Career Discovery Day & Project MFG Welding Competition

VPCC hosted the US Navy Virginia Talent Pipeline Program Career Discovery and Recruiting Event on November 16<sup>th</sup>. The event offered local career and technical education students an opportunity to learn about great careers directly from local employers in the shipbuilding and ship repair industry. Employers had an opportunity to engage in one-on-one discussions with students, representing a great recruiting opportunity. Students could participate in employer tours throughout the day at Advex, Fairlead Boat Works, and Newport News Shipbuilding.

VPCC also hosted the Office of the Secretary of Defense's Industrial Base Analysis and Sustainment Programs' Project MFG maritime-focused welding competition as part of the day's events. The competition, held in the PWDC welding lab, included 30 welders from local high schools and trade programs.

Special guests included Bill Ermatinger, (Retired) EVP and Chief Human Resource Officer, Huntington Ingalls Industries, Gene Garland, a representative from Senator Warner's Office, Fred Pasquine, President of Fairlead Boat Works, and Mr. Matt Sermon, Executive Director of the Program Executive Office Strategic Submarines. Over 200 secondary and postsecondary students participated in the event along with 19 employers, 18 training providers, two facilitating organizations (the Hampton Roads Workforce Council and Newport News Shipbuilding), the U.S. Navy, and TMG.



### What's Next

The **What's Next** grassroots community outreach initiative continues to be a tremendous success. The initiative was developed by John Eley, Newport News School Board member, and Dr. Ashby Kilgore, State Board for Community Colleges member and retired Newport News Public Schools superintendent. The Virginia Peninsula Community College Workforce Development division partners with the What's Next initiative to provide Peninsula residents with information on short-term occupational training and academic program opportunities available at the College.

**What's Next** strives to recruit, enroll, train, and help place participants in great jobs. VPCC Workforce Development representatives attend open house information sessions twice a month to support these objectives. What's Next recently added four staff positions to assist with these information sessions and to help support participants as they explore potential training opportunities. Once ready to enroll, What's Next staff facilitates engagement with the college and then provides support during and after training completion. Additional services include resume writing assistance and job placement. Within the past year, 94 students recruited through What's Next completed or are currently enrolled in training programs for Manufacturing and Trades, Allied Health, Information Technology, and Commercial driver's Licenses preparation (CDL).

WHAT'S NEXT PROGRAM PARTICIPANT STATUS REPORT NOVEMBER 16, 2022					
<u>PROGRAM</u>	<u># COMPLETED</u>	<u># ENROLLED</u>	<u>TOTAL</u>		
A+ Certification	1	2	3		
CDL	21	8	29		
CMA	1		1		
CMAA	4		4		
CNA		1	1		
Facilities Maintenance	3	4	7		
HVAC		1	1		
Pharmacy	1		1		
Phlebotomy	19	16	35		
Plumbing	1		1		
Welding	11		11		
<b>TOTAL:</b>	<b>62</b>	<b>32</b>	<b>94</b>		

## UPDATES FROM HUMAN RESOURCES

### Strategically Filling Staff Vacancies

Staffing changes often require leadership to adjust staffing and business processes to reduce the impact these changes have on our students. Our faculty and staff have remained resilient in the wake of these changes. They remain committed to our mission of changing lives and continue to be intentional in providing a culture of caring on campus. We are thankful for their commitment to the success of our students. We also want faculty and staff to know that help is on the way! Over the past several months, the President's Cabinet has been evaluating opportunities for reorganization that will allow us to increase capacity and effectiveness. Throughout this process, the President's Cabinet has consulted with Deans, Directors, and Mid-Level managers to assess division and departmental effectiveness and needs. Each person has been asked to examine processes to identify opportunities to better serve our students and our community. This assessment and evaluation inform our hiring decisions; while there is still work to be done, leadership has identified a list of staffing priorities that are critical to the success of the college. Over the next several weeks, you will begin to see vacancies posted on our website and social media outlets. We encourage you to review the announcements and share them with your professional circle.

### Telework Focus Groups

COVID-19 caused unprecedented changes in the daily lives of many people worldwide, with many working from home for the first time. Many supervisors and employees expressed the realization of increased productivity and other efficiencies gained during the pandemic. While others share that remote work limits staff's ability to provide robust support to students and their colleagues. The shift to remote work is having a lasting impact on what many leaders and employees view as valuable employee retention tools and morale boosters. To consider how the College will integrate remote work into our staffing practices, the Human Resources department conducted a series of focus groups to solicit feedback on telework processes. Participants representing various departments provided input on several prepared questions in one-hour sessions that took place. Human Resources will use the information gathered during these sessions to revise and refine procedures for telework. The revised procedures will be shared with college leadership for review and feedback during our December College Council meeting.



### Employee Awards Ceremony

Each year, the college hosts an Employee Awards Ceremony to honor the service and exemplary contributions of our great faculty and staff. This year, the ceremony was part of the State of the College event on October 28<sup>th</sup>. We celebrated 45 service award recipients from one year to 45 years of service, representing a total of 622 combined years of service to the Commonwealth of Virginia.

This year we gave special recognition to three individuals: Susan Stainback, Assistant Professor/Nursing with 45 Years, John Mason, Interim Director of Facilities, Planning & Capital Outlay with 35 Years, and Geraldine Newson, Sr. Admissions Specialist, with 30 Years. In addition to the years of service awards, presentations are also made in the following award categories:

**Gator Great Customer Service Award** – Individuals that receive this prestigious award are those who demonstrate integrity, commitment, and service to the College. This year’s awards were presented to Angela Brightmon, Opal Nichols, Pamela Roberts, Paulette Temple, and Christopher Wallace.

**Outstanding Employee Award** – The Educational Foundation sponsors five awards to be given to highly contributing faculty and staff. The award recipients have made significant contributions in support of the College’s mission. This year’s awards were presented to Stephanie Cruz, Mechatronics/Adjunct Faculty, Maggie Haley, Dual Enrollment Coordinator, Keisha Matthews, Administrative Assistant & Education Support Specialist/STEM Division, Paul Long, Dean for Public Safety, Allied Health, and Human Services, and Amanda Maule, Instructional Faculty/Mathematics.

**Classified Support Staff Association (CSSA) Person of the Year** – The CSSA presents this award each year to an individual actively involved in the association. This year’s award was presented to Michelle Shonk.

**Special Recognition** – We also recognize the special achievements and contributions of our faculty and staff who have earned additional degrees, certifications, and licenses, an employee who have been included in Who’s who Among America’s Teachers, and faculty and staff who have published books, and articles. This year, we were delighted to recognize the following individuals: Peter Berquist, Janice Hoffman, Paul Long, Keisha Matthews, Jason Moulenbelt, Nicholas Pierce, Shalon Van Tine, and Dr. Glenda Watkins.

## UPDATES FROM INSTITUTIONAL RESEARCH & EFFECTIVENESS

### Thrive 2027 Strategic Plan Update

Following approval at the October 2022 meeting of the Local College Board, the College has proceeded with updating its strategic plan documents and resources to reflect the extended timeline and the new name, Thrive 2027. The new materials are available at [www.vpcc.edu/about/strategic-plan](http://www.vpcc.edu/about/strategic-plan).

In addition, the President’s Cabinet and each Cabinet unit have completed work on establishing Year 2 Action Plans for advancing the Thrive 2027 strategic plan in the 2022-2023 academic year. The plans are aligned with the goals and objectives of the strategic plan and establish specific timelines and responsibilities for completing key work in support of those goals and objectives. The Year 2 Action Plans are published on the College website at [www.vpcc.edu/research/college-planning](http://www.vpcc.edu/research/college-planning).

The College is also working now to finalize definitions, baseline data, and target levels for the indicators of achievement for the Thrive 2027 strategic plan. The indicators of achievement are listed below:

- Increasing Applications and Applicant Conversion
- Building Enrollment
- Increasing Access to Programs and Courses
- Increasing Retention Rates
- Increasing Completion Rates
- Closing Equity Gaps in Student Outcomes
- Deepening and Diversifying College Partnerships
- Improving Employee and Student Experience
- Retaining Highly Skilled and Capable Employees
- Engaging in the Work of Diversity, Equity, and Inclusion

Once this work is completed, regular updates will be provided regarding performance on these indicators and the extent to which the College is moving toward target levels.



## Enrollment Thermometer Update

As of November 14, 2022, there were 5,928 students enrolled for the Fall 2022 semester. The credit hours of those 5,928 students totaled to 3,348 full-time equivalent students (FTES). That number has now exceeded the total FTES from Fall 2021 (3,272) and is demonstrating progress toward the College’s two-year fall enrollment growth goal of 3,730 FTES. No major changes in Fall 2022 enrollment are expected between now and the end of the term. Fall 2022 will represent the end of an eleven-year trend of declining fall enrollment for the College.

Contributing to the strong Fall 2022 enrollment numbers was substantial year-to-year growth in dual enrollment students. Fall 2021 ended with 950 dual enrollment students, while Fall 2022 is currently at 1,200 students. Without this dual enrollment growth, overall student headcount would have been down slightly for Fall 2022 and FTES enrollment would have been essentially flat when compared to Fall 2021.



## Fall 2022 Enrollment Thermometer Fiscal Year Goals Edition

November 14, 2022

### Applicant Conversion

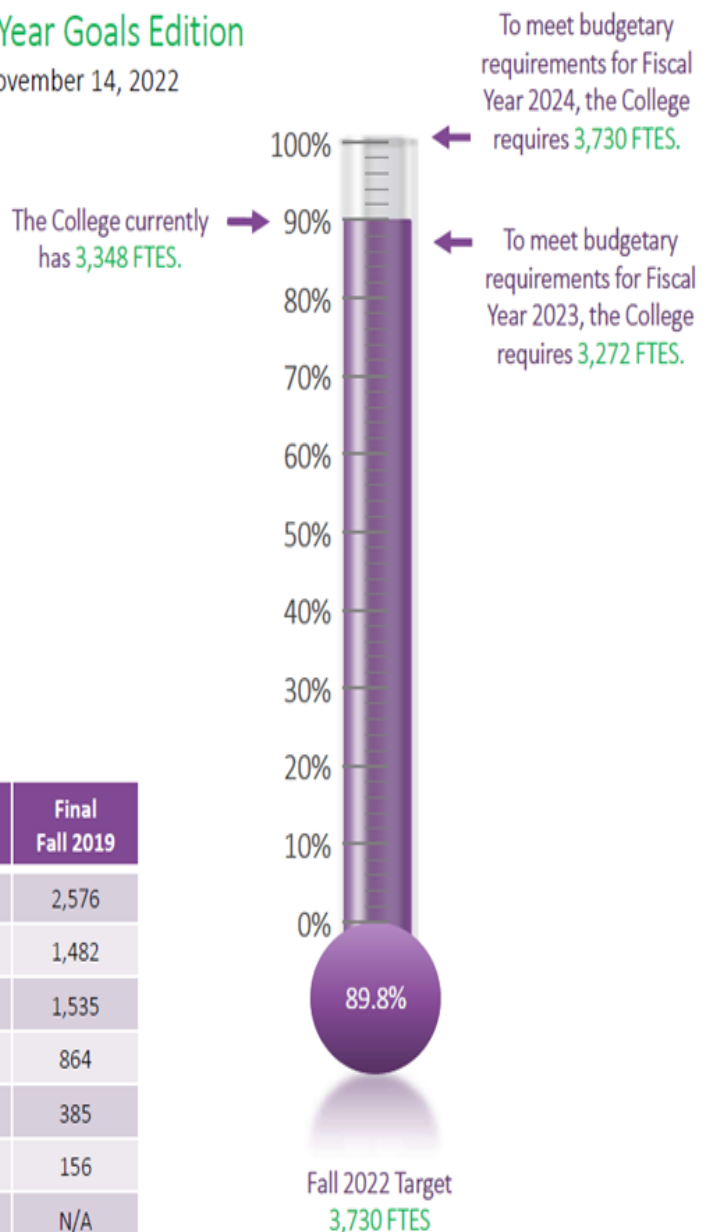
Term	Applied	Ready2Reg	Registered
Nov. 14, 2022	4,815	4,760	2,069 (43.0%)
Final Fall 21	4,514	4,501	1,943 (43.0%)
Final Fall 20	4,857	N/A	1,888 (38.9%)
Final Fall 19	5,010	N/A	2,098 (41.9%)

### Total Term Enrollment (Headcount and FTES)

Year	Headcount	FTES
Nov. 14, 2022	5,928	3,348
Final Fall 21	5,832	3,272
Final Fall 20	6,256	3,596
Final Fall 19	7,314	4,142

### Program Enrollment (Headcount)

Program Area	Nov. 14, 2022	Final Fall 2021	Final Fall 2020	Final Fall 2019
ABHS	1,546	1,592	1,910	2,576
PSAHHS	1,518	1,545	1,439	1,482
STEM	1,170	1,184	1,248	1,535
Dual Enrollment	1,200	950	1,032	864
Early College	201	217	180	385
FastForward	124	105	105	156
G3	875	972	N/A	N/A



Enrollment for Spring 2023 is now underway as well. As of November 14, 2022, there were 2,267 students enrolled for the Spring 2023 semester. The credit hours of those 2,267 students totaled 1,439 FTES. While still early in the enrollment cycle, November 14 enrollment numbers are 7% higher in student headcount and 10% higher in FTES than at the same point in Spring 2022 registration. These data suggest that Spring 2023 is likely on track to exceed enrollment numbers from Spring 2022 and continue the College's recent trend of modest enrollment growth for the current academic year.



## Spring 2023 Enrollment Thermometer Fiscal Year Goals Edition

November 14, 2022

### Applicant Conversion

Term	Applied	Ready2Reg	Registered
Nov. 14, 2022	1,104	1,101	209 (18.9%)
Final Spring 22	2,443	2,435	722 (29.6%)
Final Spring 21	2,586	N/A	749 (29.0%)
Final Spring 20	2,626	N/A	828 (31.5%)

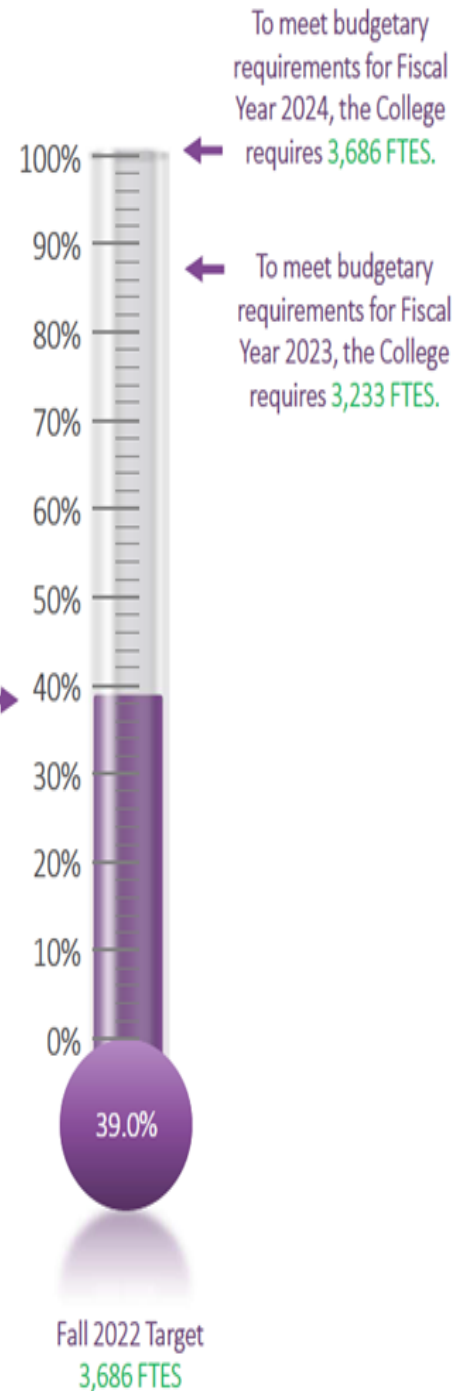
### Total Term Enrollment (Headcount and FTES)

Year	Headcount	FTES
Nov. 14, 2022	2,267	1,439
Final Spring 22	5,872	3,233
Final Spring 21	6,239	3,442
Final Spring 20	7,081	4,012

### Program Enrollment (Headcount)

Program Area	Nov. 14, 2022	Final Spring 22	Final Spring 21	Final Spring 20
ABHS	698	1,400	1,647	2,332
PSAHHS	689	1,580	1,410	1,447
STEM	507	1,119	1,147	1,391
Dual Enrollment	83	1,405	1,549	1,198
Early College	193	209	167	326
FastForward	0	120	163	191
G3	365	899	N/A	N/A

The College currently has 1,439 FTES.



Note: The College is currently reviewing its Fiscal Year 2024 targets of 3,730 FTES for Fall 2022 and 3,686 FTES for Spring 2023 to align them with more recent financial projections for that year. These numbers may change in future thermometer reports.

## UPDATES FROM FINANCE, FACILITIES, AND ADMINISTRATION

### Facilities Update

The replacement of the Hastings Hall roof along with updating the HVAC system is underway. Completion of both projects is expected by February 2023.

Work continues to prepare the Hampton IV building for spring 2023 classes and to relocate the college administration and those displaced by the collapse of the Mary T. Christian Auditorium. There have been some construction delays, and the final decision, regarding our ability to move into Hampton IV by January of 2023, will be made in early December. If sufficient work is not completed by early December, we will need to wait until summer to hold our first classes in the building.

In an ongoing effort to provide healthy environments for work and education, VPCC continues to conduct air quality testing of campus buildings. In our most recent results, received in November, three of the thirty-four areas tested were above the baseline spore count. Each of the areas has received deep cleaning from a contracted cleaner and we will continue to monitor and test those areas going forward. Consultation with air quality experts confirms that the cause of elevated spores in the three areas is most likely moisture from leaking roofs. As the roof project progresses at Hastings Hall and Annex, we expect improvements in air quality.

### Budget Updates

A discussion on the various College funds was provided at the *State of the College* event in October 2022. Employees learned about each of the five major funds and how each can be used. The information was well received several employees stated their appreciation for the information and the transparency.

### Veteran's Day/Week Recognition

Events were held during the week of Veteran's Day honoring veterans at the College and throughout the community. The Military and Veteran's Services Team did an outstanding job with events scheduled for each day of the week with a signature event held on Thursday evening recognizing and honoring veterans at the College.

## UPDATES FROM THE DIRECTOR OF STRATEGIC INITIATIVES

In addition to coordinating several of the college's significant initiatives, Ada Badgley volunteered to support the office of the president and the College Board while we searched for a new Executive Assistant. Ada has also been coordinating the Presidential Inauguration and co-leading the new employee engagement committee. I would like to formally recognize and thank her for her untiring efforts and dedication to our continuous improvement.

Respectfully submitted,



Dr. Towuanna Porter Brannon