

**Minutes**  
**Southwest Virginia Higher Education Center**  
**Board of Trustees Meeting**  
**December 5, 2001**

|                             |                           |
|-----------------------------|---------------------------|
| *Joe Johnson                | Rachel Fowlkes, SVHEC     |
| *William Wampler            | Chris Fields, SVHEC       |
| *Richard Settle             | Angela McNutt, SVHEC      |
| *Phillip Puckett            | Debbie Bourne, SVHEC      |
| *Debbie Kilgore             | Sonia Craig, SVHEC        |
| *Bill Carrico               | Brenda Wilson, SVHEC      |
| *Paul Grinstead             | Jeff Webb, SVHEC          |
| *Jessie McClanahan          | Debbie Hensley, SVHEC     |
| *James Scott                | Eddie Sproles, LB&B       |
| *Paul Blaney, E&H           | Penny McCallum, ODU       |
| *Edith Barnett, ODU         | Carl Clarke, UVA          |
| *Jill Smeltzer, RU          | Ken Smith, UVA            |
| *Phyllis Palmerio, SCHEV    | Mike Cline, UVA           |
| *Lynda Phillips-Madson, UVA | Elizabeth Lowe, UVA-Wise  |
| *Steven Kaplan, UVA-Wise    | Michele Bentley, UVA-Wise |
| *Marcia Adams Gilliam, VCCS | Stephen Greiner, VI       |
| *David Wilkin, VHCC         | Michael Puglisi, VI       |
| *Charles Steger, VT         | Susan Jackson, VT         |
| George Culbertson, UVA-Wise | Ralph Byers, VT           |

**\*Denotes Board Member or Designee**

**WELCOME AND APPROVAL OF MINUTES**

Joe Johnson, Chairman, called the meeting to order.

Minutes from the May 22, 2001 were approved.

Election of new officers – Nominating Committee, Senator Puckett, Debbie Kilgore, and Dr. George Culbertson, recommended Joe Johnson to serve as Chairman, William Wampler as Vice-Chairman, and Debbie Kilgore as Secretary. The recommendations were approved by the full board. The new term will not begin until July 2002.

**FACILITY REPORT**

Eddie Sproles, property manager for LB&B Associates, reported on the progress of several projects currently in operation at the Center. The Center is working with Virginia Highlands Community College on a new entrance marquee, contracted with J.A. Street. The footers have been poured and the foundation is in place. He reported that the marquee should be complete within three weeks, weather permitting.

Mr. Sproles presented the new proposed entrance, related to the Technical Incubator Park. Access to that park will change the entrance and the exit to the Center. The current road will be closed and the new entrance will be at the northeast end of the parking lot. The exit will be located at the southwest end of the parking lot. Mr. Sproles is currently working with Thompson and Litton on the proposed entrance plan. Construction should begin in late spring, early summer of 2002.

Eddie introduced Ken Smith who the director of Facilities Management with the University of Virginia. Mr. Smith reported that he has been working with contractors to develop an agreement concerning the replacement of the window wall. The cost of the replacement will be approximately \$64,000, with all involved contributing. The Center will be responsible for the cost of improvement to the window wall.

### **FINANCIAL REPORT**

Christine Fields highlighted the year- end report for fiscal year 2000-01. Total revenues were \$2.25 million. Total expenses were \$2.05 million, approximately \$200,000 less than revenue. Ms. Fields reported that she is working with Anne Smith at Department of Planning and Budget to have the money re-appropriated.

Ms. Fields reported on the current fiscal year budget report (FY2001-02). She reported the Center has 90% of its total operating revenues of \$2.25 million of which \$780,000 has been used for expenses to date. A new item has been added under the revenue budget. The Center received a \$250,000 Tobacco Indemnification Tuition Assistance Grant from the Tobacco Commission.

Chris reviewed the Operating Budget stating that to date the Center has spent \$139,000 under the Administrative Budget, including personal and non-personal services. She made note of change under the Operation & Maintenance Budget, the dollar amount for management firm staffing has been changed from \$285,000 to \$352,000 due to the an additional night-time cleaning person, a part-time mechanic, and an IT project manager.

Ms. Fields noted an adjustment to the approved Building Improvement and Special Projects line from \$79,500 to \$16,000. These funds are being set aside as a contingency fund to prepare for upcoming budget reductions. The total expenditures for the Operation & Maintenance Budget to date was \$255,000. Chris reported that if the contingency fund is not needed due to a smaller than anticipated budget cuts, the Center will use the remaining funds for small projects such as additional partitions in the Grand Hall, new carpet, equipment upgrades and other such items. The total expenditures year-to-date are \$780,000.

Angela McNutt reported on the Tobacco Indemnification and Community Revitalization Grant, which provided \$250,000 in tuition assistance for Virginia students. The Center collaborated with local farm service agencies to send notifications to 18,000 residences in southwest Virginia. 570 applications were returned to the Center with 450 determined eligible to receive a \$500 scholarship. The students are attending colleges across the state of Virginia, including the Center's partner institutions. Fifty students attend at the Center.

Senator Wampler commented that he felt the grant has helped students in this area tremendously, especially those students who would not have otherwise pursued a college degree. Senator

Wampler suggested that the Center develop a model to assess the need in the area for refunding or a larger amount of funding. He suggested that a career counseling option or a requirement to insure the students are on the right path might prove beneficial.

### **EXECUTIVE DIRECTOR'S REPORT**

Rachel Fowlkes reported that tax dollars from the state are helping the employment in the area, especially the Center. There are 18 FTE positions allotted at the Center, twelve of which are state funded and filled. In addition, there are eight state wage positions and LB&B employees eight full-time positions and three part-time positions to do the maintenance and conference support. A total of fifty-seven people work at the Center. Rachel reported that in the past year there have been 1,213 events in the building. Annually, over 600 courses are offered with sixty-three degree options at all levels as well as classes for the College for Older Adults for those age 50 and older.

Rachel reported to the board a new project, an E-commerce assistance center, called MerchantPoint. The project was developed to help local businesses develop an E-commerce presence. The Center is currently working with thirteen businesses. She reported that the goal of MerchantPoint is to aid businesses in moving into the 21<sup>st</sup> century. The synergy of the Center's computer science degrees, new businesses, and internship opportunities leads to growth.

Rachel reported that the Center submitted its 2002-04 biennium budget request to the Department of Planning and Budget in August 2001. She highlighted three of the decision packages submitted: (1) to develop the Center's Information Technology program, add a second network engineer to the staff, and upgrade the security on the computer system, (2) to upgrade video-conferencing equipment in our labs and new computers, (3) to provide maintenance, add partitions in the Grand Hall, replace some carpeting, and painting as needed.

Dr. Fowlkes presented Dr. George Culbertson a framed photograph of the Center. Dr. Culbertson will be retiring from the University of Virginia's College at Wise. Rachel thanked him for his 10 years of service to the SVHEC.

### **HIGHER EDUCATION EQUIPMENT TRUST FUND REPORT**

Phyllis Palmerio, director of the State Council on Higher Education in Virginia (SCHEV) reported on the Higher Education Equipment Trust Funds for the SVHEC. Phyllis reported that the Center had been inadvertently left out of the appropriations during the previous biennium. She reported that the SCHEV is recommending \$200,000 annually in HEET funds for the 2002-04 biennium.

### **MARKETING AND SPECIAL EVENTS REPORT**

Debbie Bourne, director of Facilities and Special Events, reported on the Center's marketing highlights. Some of the publications that have featured the Center in the past few months are: The Convention South Directory, Virginia Business, Blue Ridge Travel Association of Virginia, and the Highlander magazine. Newspaper distribution covers Washington County, Smyth County, Wytheville, Coalfield Progress, Virginia Mountaineer, and Lebanon County News, for a total of almost 45,000 in distribution. Debbie played a videotape of a television advertising spot

that has been featured on WCYB. The television advertisement highlights degree programs and conference services at the Center.

Ms. Bourne reported on the daily events in the building. On an average day at the Center there are 23 classes, 4 events, and 2 video-conferences. On a typical week there are approximately 140 classes, 75% of which require technical support. She also reported that there were approximately 1200 events held at the Center during 2001. Ms. Bourne reported that 2001 reflects a 31% increase over 2000. Debbie provided an overview of room utilization as follows: 20 general classrooms available, not including computer classrooms and science lab, before 4:00 pm, 11 rooms are in use, at 4:00 pm and after, 23 rooms are in use. Debbie reported that the Center has had 1200 events in 12 months thanks to the scheduling abilities of Sonia Craig and Brenda Wilson.

Debbie reported that Conference Services has recently started a guest satisfaction/customer service survey. The survey results yield: first visit - 25%, repeat customers - 75%, location - 49%, fees - 20%, services - 31%. 76% are outstanding comments about the facility, 19% rate the Center as excellent, and 5% as good.

Ms. Bourne reported that \$89,000 was received during fiscal year 1999-2000 for conferences and special events. Compared to FY 2000-2001, \$109,542 was collected, reflecting a 23% growth in a two-year period.

## **PROGRAM COMMITTEE REPORTS**

Carl Clarke presented the report for Emory & Henry College. Emory & Henry College offers a master's degree in English/Language Arts and in addition does a series of courses and workshops under an agreement that E&H has with the Southwest Virginia Public Education Consortium. E&H is serving teachers in southwest Virginia, primarily in Smyth, Washington, and Wythe County. E&H looks forward to a new era with cooperation from the partner institutions. There are currently 90 students enrolled in graduate courses in Wythe, Washington, and Smyth counties; several of the courses were provided at the Center. It is estimated that 46 students received the Tobacco grant funding.

Carl Clarke reported for the University of Virginia. Mr. Clarke introduced Lynda Phillips-Madson, new to the School of Continuing and Professional Studies at the University of Virginia. Her role is as associate dean for academic affairs. Ms. Phillips-Madson will be exploring creative ways to serve southwest Virginia, to extend the University's reach in this area, to find partnerships. Carl reported the highlight for the fall program at UVA was the Celebration of Children's Literature, a one-day workshop for teachers and librarians, held in October at the Center. This year was a record year for the workshop with 230 participants from six states. UVA offers a master's degree in Reading Instruction in Tazewell, Virginia. Twelve students were accepted and paired with a small group in Augusta County, becoming a cohort. One course will be online and one will be onsite. Mr. Clarke reported that 22 college faculty and administrators will complete two years of coursework this spring in the doctoral program in Higher Education.

Penny McCallum reported for Old Dominion University. ODU students have benefited from the Tobacco grant funding. ODU operates a unique program; classes are taught via satellite

technology. Twenty bachelor's degrees and eight master's degrees are offered at the Center. Classes are taught seven days a week. The Center is very supportive with staff taking classes as well. This semester there were 78 courses, 234 registrations, 691 credit hours. Last year the distance-learning program from ODU graduated 500 people. The first graduates from the Medical Technology programs will graduate this year; ODU site at the Center is one of four sites that offer this program.

Jill Smeltzer reported for Radford University. She reported that 64 RU students benefited from the Tobacco grant funding, 9 of which are attending at the Center. RU offers mostly cohort programs at the graduate level and one bachelor's degree in Foods & Nutrition. Jill reported that since 1997 RU has graduated 100 students. 19 students graduated in May 2001, 17 of them are still residing and working in southwest Virginia or northeast Tennessee. 38 students will complete a master's in Educational Leadership this month. She informed the Board that there are 66 new students this year and that RU will offer a new program, which is a certificate program for non-profit agencies.

Dr. Fowlkes noted that the Center is serving a 12 county area and 11 students out of state.

Elizabeth Lowe reported for the University of Virginia's College Wise. UVA-Wise is working with over 150 students in 35 classes at the Center. Elizabeth reported the greatest enrollments are in Business Administration, Accounting, Nursing, and Psychology. Ten students are attending on Tobacco grant funding, 8 of which are new to the Center. Two students will graduate in December from the Computer Science degree program. These students are the first students who have completed all course work at the Center. Elizabeth introduced the new chancellor at UVA-Wise, Dr. Steve Kaplan.

Susan Jackson reported for Virginia Tech. In fall 2000 two new cohorts started with 44 new students enrolled/. Susan reported that 107 VT students are attending on Tobacco grant funding, 14 are pursuing their graduate studies at the Center. She reported that VT is discussing new programs in environmental studies and horticulture. Susan reported that from January 2001 through November 2001, 89 participants attended the VT Center for Organizational & Technological Advancement, which are professional development workshops.

With no further discussion the meeting was adjourned.