



**Minutes**  
**Southwest Virginia Higher Education Center**  
**Board of Trustees Meeting**  
**December 9, 2021**

**Call to Order**

Chairman Todd Pillion called the meeting to order and requested of those participating in the meeting via Zoom that they mute their lines unless speaking.

The roll was called by Secretary Steve Ahn. A quorum was present.

**Board Members/Designees Present:**

Steve Ahn, Secretary – in person  
Maria Colobro – in person  
Joshua Ely – in person  
Trisha Folds-Bennett (UVA Wise) – in person  
Senator Travis Hackworth – in person  
Adam Hutchison (VHCC) – in person  
Hannah Ingram – in person  
Delegate Joe Johnson (Emeritus) – in person  
Scott Kemp (SCHEV) – in person  
Lennie Gail Mitcham – in person  
David Olive (Bluefield) (Ex-Officio) – in person  
Susan Parish (VCU) – in person  
Keith Perrigan, Vice Chair – via Zoom  
Senator Todd Pillion, Chair – in person  
Delegate Sam Rasoul – in person  
Sandy Ratliff – via Zoom  
Susan Short (Virginia Tech) – via Zoom  
Donna Stanley (VCCS) – in person

**Board Members/Designees Absent:**

Brian Hemphill (ODU)	Delegate Terry Kilgore
Alex Hernandez (UVA)	Carolyn Lepre (Radford University)
Delegate Chris Hurst	John Wells (Emory & Henry)
Delegate Mark Keam	

**Others Present in Person or via Zoom:**

Amanda Baldwin-Estep (Radford)  
Natalie Blankenship (King)  
Angela Cvetkovski (ODU)  
Mark Eschle (Wize Solutions)  
Jonathan Evans (Apprentice, Wize Solutions)  
Hannah Hietala (SWVHEC)  
Brenda Justus (VT)  
David Matlock (SWVHEC)

Nicky Rahley (SWVHEC)  
Rain Smith (Corporate Image)  
Courtney Stringer (UVA Wise)  
Ramona Taylor (OAG)  
Adam Tolbert (SWVHEC)  
Sonia Vanhook (SWVHEC)  
Alicia Young (SWVHEC)

**Minutes**

Chairman Pillion asked if there was a motion to approve the minutes of the June 10, 2021 meeting.

**Upon motion by Donna Stanley, seconded by Susan Parish, the June 10, 2021 meeting minutes were unanimously approved.**

**Executive Director’s Report**

Prior to delivering his report, Executive Director Matlock urged the trustees to review the academic reports provided in the board materials to learn about current activities of the Center’s college partners, whom he praised for their wonderful work.

**Financial Report**

- Noting that it remains a very efficient and effective state agency, Mr. Matlock reported that since the board’s approval of the budget at the June meeting, the Center had received an additional \$203,000 in General Funds to deal with some insurance, cost of goods and other things, as well as \$9,224 in CARES Act funds, bringing the actual General Fund Revenue to almost \$3.5 million.
- Non-General Fund Revenue is tracking extremely well. Non-General Fund Carryforward Revenue had been projected at \$1.8 million for year end, and actuals are just shy of \$2 million. Of the million dollars in the Maintenance Reserve Fund, Mr. Matlock said that \$600,000-\$700,000 will be spent to finish the window project. Due to the increase in cost of goods and contracting, that project, which had been approved and passed by the General Assembly in a capital improvement bond in Fiscal Year 2020 at \$700,000, will now cost \$1.3 million. The difference in cost

will be covered from maintenance reserve funds. Currently, Total Revenues are right at \$6 million in a \$7 million budget.

- With respect to the breakdown of Non-General Fund Revenue projections, Mr. Matlock was pleased to report that everything is tracking very well and will finish above projections.
- Turning to the Operating Budget, Mr. Matlock informed the board that Total Personal Services are anticipated to come in slightly under budget, and that Total Other Than Personal Services should come in well under budget once again. He said that since COVID, he has been signing all purchase orders of \$100 or greater in order to keep a closer eye on expenses and keep them under control because, although revenue looks good and is tracking well, the Center has lost almost half a million dollars in Non-General Fund revenue over the past two years due to COVID's impact on its conference services division.

Before proceeding, Mr. Matlock invited questions. None were forthcoming.

### **Key Performance Indicators**

Reminding the trustees that he had promised to provide them with a report on the metrics that he tracks as far as key performance indicators for financial matters once the books had been closed out for the previous fiscal year, Mr. Matlock referred them to the comprehensive compilation of that data included in the financial section of the board folders. Covering the years from 2011-2021, four-year averages were highlighted in the report. Mr. Matlock pointed out that the data reflects that the Center peaked in Non-General Fund Revenue at nearly a million dollars in 2019, and then for three months of COVID fell to \$836,000 for 2020 and \$653,000 in 2021, revealing lost revenue of \$400,000 directly attributable to the financial toll COVID has taken. The data demonstrates that Carryforward Revenue has been building, and Mr. Matlock said that some of those funds would be spent during the next year as the Center grows academic programs with its partners.

In conclusion, Mr. Matlock assured the trustees that the numbers are great, that the Center is very efficient, very effective, revenue is trending upward again, and expenses are well under control. He gave the credit to the good people comprising the great team accomplishing great things at a great place.

Before continuing, Mr. Matlock invited questions. None were forthcoming.

## **Marketing Department Presentation**

Mr. Matlock introduced a five-minute video produced by himself and Sean Webb from the Center's marketing department that featured several current students in various Center programs. Via the informative video, trustees were treated to the first-hand stories of the students' journeys, the educational and career pathways that led them to the Higher Education Center, and their gratitude and appreciation for the opportunities they have been afforded by the Center and its academic partners in furthering their educations and careers while also allowing them to remain close to home, family and friends.

At the conclusion of his report, Mr. Matlock invited questions. None were proffered.

## **Virginia Rural Information Technology Apprenticeship Program**

In introducing a presentation on the Virginia Rural Information Technology Apprenticeship Program, Mr. Matlock told the trustees that the entire time he has lived in Virginia he has heard about the wonderful shipbuilding apprenticeship program in Norfolk. He explained that some time ago, working with some business and industry leaders, Senator Ben Chafin and Delegate Terry Kilgore drafted legislation that was passed and signed into law into the Code of Virginia by the current Governor in the summer of 2019 to create a rural Virginia apprentice program for IT. Because of COVID, the program was not funded in FY2020, but in the General Assembly session, thanks to the senators and delegates supporting it, the Center received a million dollars to launch the program this summer. Calling it a great program, Mr. Matlock declared that it would be a game changer for the region. Although he has not seen the current Governor's budget for the next fiscal year, he said he is optimistic that the apprenticeship program is in the budget once again, and that there is belief in Richmond that the program has value for southwest Virginia.

Mr. Matlock introduced Alicia Young, administrator on behalf of the Center for the program; Mark Eschle, Vice-President of Operations for Wize Solutions, a corporate participant in the program, and Jonathan Evans, a current apprentice with Wize Solutions through the program; and Rain Smith with Corporate Image, the company assisting with marketing the program.

The group delivered an interesting and informative presentation covering the different aspects of the apprenticeship initiative, from the application

process to marketing the program. At the conclusion of the presentation, the trustees engaged in a lively discussion.

### **HR/Administration Report**

Adam Tolbert, Senior Director of Administration, reminded trustees of the required filing of Conflict of Interest Statements, due by February 1st. Mr. Tolbert notified board members that Kathy Hietala, the Center's coordinator for board members, would be sending instructions for filing to citizen members at the beginning of the new year.

### **Appointment of Officer Nominating Committee**

Chairman Pillion announced the appointment of the following members to serve as the Officer Nominating Committee:

- Lennie Gail Mitcham, Citizen Member
- Terry Kilgore, Legislative Member
- Adam Hutchison, Education Member

### **Public Comments**

No public comments were received.

### **Closing Remarks**

In his closing comments, Chairman Pillion expressed appreciation to the Higher Ed Center for opening its doors as a vaccination site for southwest Virginians who chose to be vaccinated. He commended the Center as a great community partner for that as well as many other things, especially the educational opportunities it provides for citizens of the region.

Trustees were requested to hold **Thursday, June 9<sup>th</sup>** for the next scheduled full board meeting.

A motion to adjourn was requested. **Delegate Sam Rasoul made the motion; the motion was seconded by Maria Colobro, and the meeting was duly adjourned.**