

Minutes
Southwest Virginia Higher Education Center
Board of Trustees Meeting
June 10, 2002

Attendance

*Joe Johnson	Carole Seyfrit, RU	Susan Jackson, VT
*William Wampler	Linda Creasey, VIC	Rachel Fowlkes, SVHEC
*Phillip Puckett	Richard Erskine, VIC	Chris Fields, SVHEC
*Paul Grinstead	Dave Smith, UVA-Wise	Angela McNutt, SVHEC
*Jessie McClanahan	Cindy Reed, UVA	Joyce Brooks, SVHEC
*Jack Roper, E&H	Maureen Matson, AG	Debbie Bourne, SVHEC
*Sondra Stallard, UVA	Jill Smeltzer, RU	Sonia Craig, SVHEC
*Edith Barnett, ODU	Ken Smith, UVA	Brenda Wilson, SVHEC
*Phyllis Palmerio, SCHEV	Carl Clarke, UVA	Jeff Webb, SVHEC
*Steven Kaplan, UVA-Wise	Deborah Sproles, UVA	Doug Viers, SVHEC
*David Wilkin, VHCC	Elizabeth Lowe, UVA-Wise	Eddie Sproles, LB&B
*Ralph Byers, VT	Michele Bentley, UVA-Wise	Penny McCallum, ODU
*Douglas Stanton, RU	Patty Foutz, VT	

***Denotes Board Member or Designee**

WELCOME AND APPROVAL OF MINUTES

Joe Johnson, Chairman, called the meeting to order.

Minutes from the December 5, 2001 were approved.

EXECUTIVE DIRECTOR'S REPORT

Rachel Fowlkes reported on the proposed changes to the Bylaws of the Center. Dr. Fowlkes announced that Virginia Intermont College was approved by the General Assembly in the past session as a new partner of the Center. They have been a non-voting partner since 1991. They officially have asked to be a voting partner. The new partnership is reflected in the proposed changes.

Mr. Johnson noted item number 12. Mr. Johnson suggested the Board adopt the Bylaws if all are in agreement, due to the fact no academic issues were involved in the proposed changes. The Bylaws were adopted as changed.

Dr. Fowlkes reported on the enrollment for the College for Older Adults, the program for students 50 and older. The program is very affordable and popular. Mr. Johnson commented that he had

heard many positive reports on the College for Older Adults. Dr. Fowlkes also reported on the enrollment for the Center.

Dr. Fowlkes reviewed the Tobacco Tuition Assistance Program. Last year the Center was awarded \$250,000 for students who attended four year colleges/universities in the Commonwealth of Virginia. Dr. Fowlkes asked Angela McNutt to make a few comments.

Ms. McNutt reported that the Center awarded approximately 450 scholarships. Only 378 awards were claimed. The Center has deduced that the following reasons may have applied: tuition cost exceeded amount of the award, class/registration decision, no need for additional funding to cover tuition. Ms. McNutt noted that the Center's partner institutions benefited greatly from the funding. Mr. Johnson asked that the Tobacco Commission members present announce the decision made at the most recent meeting. Senator Wampler spoke for the committee members. The Commission has set aside an amount of \$1,000,000 for scholarships during the upcoming year. The committee feels that the methodology for distribution should be closely related to that of the past year. Communication is key to the number of eligible recipients. Future funds may grow from other sources in the future and time should be spent with the partnering institutions to spend funds in a more efficient manner. Mr. Grinstead reported that the community college will receive approximately \$400,000. Senator Wampler encouraged the partnering institutions to be creative in ways to utilize other funding that may become available in the future.

Mr. Johnson reported on the Nominating Committee, which will be decided in December. Currently, the committee consists of Senator Phillip Puckett, Debbie Kilgore, and David Wilkin has been elected to the committee.

FINANCIAL REPORT

Christine Fields reported that the Center received a budget reduction from the state in the amount of \$95,000, which brought total operating revenues to \$2.2 million. The Center has exceeded projected revenues for room rentals and special events. Ms. Fields reported the Center will end the year as projected. Last year a contingency fund was established to be used in the event of a budget cut. Due to the fact that the Center did not receive a larger cut, the excess funds in the contingency were used for Building and Special Projects. A new item has been added for renovations to the catering kitchen. Any savings will be utilized for the renovation project. Total operating expenses projected for year end is \$2.2 million. Concerning grants, Ms. Fields reported that money will be left over from each grant but will be unable to report that balance until the next meeting.

Concerning the upcoming budget year, Ms. Fields noted on the proposed budget report for Fiscal Year 2003, that there is a general fund appropriation increase of approximately \$47,000. A 7% budget cut was also received. A second new item is the Higher Education Equipment Trust Fund. To offset the general fund reduction of 75, the Center proposes to increase the non-general fund revenues generated during fiscal year 2003. This will prevent the elimination of staff and support services. The total projected operating revenue for the upcoming fiscal year is \$2.3 million. On the expenditure side, there is will be an increase in personal services of about \$82,000. Projected year-end is \$1,009,000, and proposed is \$1,091,000. Ms. Fields, reported the Center is proposing to add a wage position to handle student services and career counselor. The Center hopes to collaborate with VHCC and utilize a portion of the tobacco funds to make the wage position more than part-time.

Ms. Fields reported that the Center has been looking for areas where savings could be implemented. Total proposed expenses, excluding personnel, for next year is \$1.2 million, with total operating expenses projected at \$2.3 million. The proposed budget for fiscal year 2003 was approved.

PROGRAM COMMITTEE REPORTS

Jack Roper, representative for Emory & Henry College, reported that Emory & Henry offers Master's degree in English (high school, elementary/middle school, and specialized reading) at the Center. E&H graduated two people with degrees from an existing cohort in summer 2002, and have admitted two new cohorts with 37 people, who will complete coursework in summer 2004. E&H collaborates with UVA and UVA's College at Wise to provide SOL help. In the coming year there are 44 FTE, and 26 people doing various kinds of continuing education.

Penny McCallum reported for Old Dominion University. ODU began with eight students in 1998. Presently, over 90 students are registered. Beginning in the fall ODU will introduce several new programs: a Master's in Community Health, Women's Health Practitioner, and Bachelor of Science in Nursing. Beginning in spring 2003, ODU hopes to begin a Ph.D. program in community college leadership. ODU has presented some workshops, including writing and women's leadership. ODU maintains a very active Student Advisory Committee. The committee implemented a mentor program, in which a current student works with new students to help them adapt to the program.

Jill Smeltzer reported for Radford University. RU cohorts typically have 20 to 45 students. Statistics show a higher registration in 2001 compared to 2002 due to the completion of several programs. Over 115 students have completed programs at the Center since 1997. Summer 2001 graduated 38 students with a Master's degree in Education Leadership. May 2002 graduated 14 students with a Master's degree in Counselor Education. Ms. Smeltzer noted that three of the students in Counselor Education received outstanding awards with Deborah Bourne being asked to deliver the keynote address. RU began a new certificate program, Not-For-Profit Business, this year. Several new certificates in technology are planned as well. This year's Creative Impulse in Therapy conference brought national interest from Brazil.

Carl Clarke, Jr., reported for the University of Virginia. In spring 2002 registration are two courses for middle and high school science teachers, which were funded by a SCHEV grant, called Rethinking the Teaching of Science. The Nurse Practitioner Program was discontinued this year. Mr. Clarke noted as Mr. Roper stated earlier that UVA will be a partner in developing a program for teachers of history. Mr. Clarke expressed sadness at resigning his position as director.

Elizabeth Lowe reported for the University of Virginia's College Wise. UVA-Wise has worked with 150 students in spring 2002. 32 students graduated this year in the fields of accounting, business administration, and nursing. Abingdon students received the Outstanding Achievement awards in accounting and nursing. Approximately 120 students are registered for the summer term. UVA-Wise tries to accommodate students in their requests for certain class formats and certain classes during specific terms. Ms. Lowe welcomes the new provost Dave Smith.

Patty Foutz reported for Virginia Tech. On the average each student is taking one and a half courses per semester. Ten (10) Southwest Virginia students received Virginia Tech master's degrees in May 2002 through this center. VT awards, on the average, 28 graduate degrees per year through

this site. VT is now collaborating with VHCC to develop a pathway to Virginia Tech's College of Agriculture and Life Science undergraduate degree for southwest Virginia students. VT will not offer undergraduate courses in Abingdon, but will make its online courses available to VHCC to prepare their general curriculum associate degree students to transfer to Virginia Tech's main campus. The purpose of the program is to create a feed line into a new Master's program in horticulture which will begin fall 2002. Former estimates on Southwest Virginia students served by Virginia Tech in this area have been exceeded by 25%. New programs are: agriculture and extension education, horticulture.

Linda Creasey and Richard Erskine reported for Virginia Intermont College. VIC extends thanks for the tobacco dollars which benefited the college greatly. Mr. Erskine announced that VIC will begin a Culinary Arts School at the Center. Culinary arts lab classes will be offered at the Center, in collaboration with core classes offered at VIC and VHCC. Four students are currently enrolled, and 15 are expected.

BUILDING RENOVATION REPORT

Ken Smith reported the renovations that will be made to Le Café. A large area in Le Café will be converted to a teaching kitchen for the VIC Culinary Arts program. The construction should be completed by the beginning of classes in October. Dewberry & Davis has been working with the Center to develop the plans for renovation. Due to plumbing the kitchen will be remodeled from the ground up. A glass wall will be inserted so that customers may see inside the kitchen and students and faculty will be able to view the seating area. Mr. Smith suggested an increase in the contingency fund in the event that extra expenses occur. Dr. Fowlkes announced that a local company is considering a partnership with the Center and VIC to utilize the Culinary Arts program.

FACILITY REPORT

Eddie Sproles, property manager for LB&B Associates, reported some accomplishments and improvements to the Center. The marquee is up and running after approximately a year and a half of meetings and construction. A glare problem has been noticed and is being corrected. Installation of motorized screens is in process in the back of the Grand Hall. The window curtain wall is being replaced as well. Concerning the new entrance road to the Technology Park, Mr. Sproles reported that plans have changed the original plan. A meeting will take place soon to discuss this change.

TECHNOLOGY REPORT

Jeff Webb reported for the Information Technology Department. Mr. Webb highlighted the web development the Center has been working on. The biggest project at the present is Farm2Market, mostly funded through a Tobacco Commission grant. Farm2Market is currently working with local vendors to promote products online. The website is www.farm2market.org. MerchantPoint, the Center's E-commerce project, continues to work with local southwest Virginia businesses: Universal Spa Products, the Male Ego, the Foot Doctor, Doors and More, Logan Creek Designs, Owens Realty, Greer Jewelers and more. Senator Wampler commented that he feels we are headed in the right direction concerning technology and web development. The Center is contracting students to work with MerchantPoint, offering the generation of tomorrow new jobs.

MARKETING AND SPECIAL EVENTS REPORT

Debbie Bourne, director of Facilities and Special Events, reported on the Center's marketing highlights. The Center recently published a new market campaign: Meet, Convene without travel. This campaign was designed to promote video-conferencing at the Center. Newspaper inserts in spring, summer and fall go to approximately 45,000 residents. In recent graduation editions the Center presented a full-page advertisement of degrees offered. Some of the magazines who the Center currently advertises with are: Virginia Group Tour/Meeting Director, Mid-Atlantic Meeting Planning Guide, Virginia Society Association of Executives, Convention South, Business Journal, and Virginia Business. Sonia Craig is working with local TV stations to post our events online. Brenda Wilson continues to keep the marquee up-to-date as well as report to the local newspapers and television stations day-to-day events. The Center recently gave certificates to students to give to their employers. This certificate entitled the recipient to utilize the Center at a 50% discount.

Ms. Bourne reported that January-March events brought 299 events with over 12,000 participants, and 203 organizations, which is a 31% increase in that quarter in comparison to 2001. April-June projects 380 events, 30,000 participants, and 210 organizations. Ms. Bourne reported a revenue comparison of \$88,000 for fiscal year 2000 and \$109,000 for fiscal year 2001, and \$140,000 to date for fiscal year 2002. Some event highlights are: open houses which promote degrees offered, Attorney General Kilgore's Pre-Inaugural Dinner, Governor Mark Warner's Pre-Inaugural Dinner, Judge William's Retirement, Berry's Home Show, Abingdon Mower, Internet Conference, Garden Faire, SW VA Technology Council, Seminar for Older Persons, New Horizons, TRIAD, Chamber Expo, Highlands Jazz Festival, Creative Impulse in Therapy, and more. The art wall on the second floor continues to provide a diverse medium of quality artwork, provided by VHCC, Charles Goolsby, and Greg Finney, to name a few.

Dr. Fowlkes reported that both the terms of Richard Settle and Jim Scott are expiring. Richard Settle has served on the Board of Trustees for two consecutive terms, as the secretary of the Board, and in addition to that he has aided in a grant from Bell-Atlantic to equip the Science Lab of the Center. Jim Scott has served one term. The governor could reappoint him, but the Center has not been notified of the action.

Sondra Stallard of the University of Virginia made a presentation. On behalf of the University of Virginia Ms. Stallard commended Carl Clarke, Jr. for his "face in southwest Virginia" and the sixteen years of service he has provided to the university.

Dr. Fowlkes presented each board member with a portfolio in appreciation of a job well done.

With no further discussion the meeting was adjourned.