

TIDEWATER COMMUNITY COLLEGE BOARD

MEETING NO. 316

AUGUST 13, 2020

Meeting number three hundred sixteen of the Tidewater Community College Board was held via Zoom on Thursday, August 13, 2020. The meeting constituted the boards 2020-21 work session.

Members Present: Barry C. Brown
Lynn B. Clements
William (Bill) W. Crow
Cynthia (Cindy) S. Free
Kim McCallum
John D. Padgett
Jerome A. Bynum
Dr. Marcia Conston
Paulette D. Franklin-Jenkins
Mark Hugel
Delceno C. Miles
Charles A. Tysinger

Members Absent: James (Jay) N. Lucado

Others Present: Curtis K. Aasen, Vice President for Information Systems and Institutional Effectiveness
Marian Anderfuren, Vice President for Marketing & Communications
Matthew J. Baumgarten, Executive Director of Real Estate Foundation & Facilities
Elizabeth Briggs, Faculty Senate
Karen Campbell, Interim Vice President for Student Affairs
Latesha D. Johnson, Executive Assistant to the President
Sarah (Beth) Lunde, Associate Vice President for Human Resources
Heather McCraig, Interim Vice President for Finance
Tamara S. Williams, Interim Vice President for Workforce Solutions
Richie Windley, Chair of President's Advisory & Planning Council
Michelle W. Woodhouse, Vice President for Academic Affairs & Chief Academic Officer

1. Welcome and Call to Order

Ms. Free, chair, determined the presence of a quorum and called the meeting to order at 4:32 p.m.

2. Discuss Purpose of Work Session

Chairwoman Free stated that the purpose of the work session was to focus on the board's role within the context of the college's Strategic Plan; to effect communication as an advisory board representing the respective municipalities, and to reach consensus on board goals for 2020-21.

a. **Discuss Proposed 2020-21 College Board Working Priorities**

Ms. Free provided an overview of the board's working priorities and addressed its importance relative to the college's priorities. Mr. Padgett suggested modifications to include enrollment as a top working priority because of its importance to the college. After some discussion, Chairwoman Free called for a motion on the proposed 2020-21 Working Priorities. On a motion by Ms. Miles, seconded by Mr. Crow, the board agreed to defer adoption of the working priorities until the September 15, 2020 board meeting.

3. **COVID-19**

Dr. Woodhouse provided an update on TCC's COVID-19 reopening plan. In June 2020, Governor Northam issued Higher Education Reopening Guidance for Virginia institutions of higher education to provide plans for offering in-person instruction and reopening its campuses for the 2020-21 academic year. TCC's plan consists of responses to four areas: 1) repopulation of campuses; 2) monitoring health conditions to detect infection; 3) containment to prevent spread of disease when detected; and 4) shutdown considerations if necessitated by severe conditions and/or public health guidance. Dr. Woodhouse noted that a college-wide team is taking several measures to safely repopulate campuses.

4. **Summer/Fall Enrollment**

Mr. Aasen reported that COVID-19 significantly impacted TCC's enrollment. The FTE and student headcount for 2020 Summer decreased -18.3% and -17.8% respectively. It was difficult to make a comparison for the Fall 2020 cumulative daily FTE enrollment because we did not run the enrollment cancellation report. The ratio of classes that were full was much smaller than in previous years. Therefore, not running the report allowed us to reward more scholarships and work with students to receive financial aid and secure classes.

5. **Enrollment Task Force**

Dr. Conston established an Enrollment Task Force to identify the internal and external factors impacting TCC's enrollment. The ETF members solicited the college community on improving enrollment and received 144 suggestions. They reviewed those suggestions and identified 20 themes to clearly understand the enrollment obstacles faced by our students. Dr. Campbell highlighted a few of the recommendations to include: 1) identify and remove unnecessary holds which impede the enrollment process, 2) centralize the coordination of and responsibility for all campaigns, 3) review scholarship disbursements and opportunities to ensure maximum dollars are awarded to students, 4) explore an option to include a five-week mini-term between fall and spring terms to target students who are home for winter break, and 5) investigate offering shorter-term classes and more 12-week classes. The ETF also made recommendations regarding technology.

To effectively implement the recommendations, Dr. Conston considered the organizational structure and created a new Dean of Enrollment Management position to focus on enrollment growth. She also created a Vice President for Student Affairs position to guide college-wide prospecting, onboarding, financial aid, domicile and advising efforts. To ensure consistency and streamline processes, Dr. Conston aligned student services with academic affairs by assigning

each student services dean responsibility for specified areas. A Strategic Enrollment Management Committee, chaired by the Dean of Enrollment Management, will continue to identify and explore enrollment growth strategies. Outreach initiatives include call campaigns, scholarships, and marketing.

6. President's Report

a. Staff Changes/Interim Appointments

Dr. Conston addressed the organizational structure changes to Academic & Student Affairs and Workforce. As such, effective July 1, 2020: Dr. Michelle Woodhouse was named Interim Vice President for Academic Affairs and Chief Academic Officer; Dr. Karen Campbell was named Interim Vice President for Student Affairs; and Ms. Tamara Williams was named Interim Vice President for Workforce. Under Dr. Campbell's leadership, a new structure was implemented to better serve our students. This new structure provides: clarity; direction; transparency; and a consistent and collaborative, college-wide approach to ensure that students have similar experiences at each campus.

b. Community College Workforce Council (CCWC)

The Community College Workforce Council, comprising of TCC, PDCC, and TNCC, was initiated by the Chancellor. This consortium will work with large corporations to develop a pipeline of students to fill skilled-labor workforce needs. Training contracts for VSRA and Huntington Ingalls Industry will be within the direct purview of the CCWC. An executive director will be hired to collaborate with the large industries. Dr. Conston noted the consortium will not take away from TCC's workforce initiatives. However, it will enhance the work that the college is doing.

c. College Convocation

Dr. Conston invited the board to attend the virtual Fall 2020 Convocation on Thursday, August 20 at 9:00 AM.

7. Chair's Report & Announcements

a. Information Packet

- The 2020-21 Standing Committees reflects the committee assignments and chairs.
- The 2020-21 Meeting Schedule/Upcoming Events reflects updates.
- The 2020-21 Board Membership Roster reflects updates to the board as it currently stands.

Ms. Free reminded the board of its next regularly scheduled meeting on Tuesday, September 15th at 4:30 p.m. via Zoom.

The Chancellor's Virtual Summit is October 14 & 15. Ms. Johnson will provide additional information soon.

8. Adjournment

There being no further business to come before the board, Ms. Free adjourned the meeting at 6:40 p.m.

Respectfully submitted,

Marcia Conston

Dr. Marcia Conston
Secretary to the Board

APPROVAL

Cindy S. Free

Cindy S. Free
Chair of the Board