Branding Campaign Update
As previously reported, the College has contracted with the nationally recognized and award-winning educational marketing firm BD&E Associates in Pittsburgh, PA, to assist with developing a branding campaign, advertising buys, and development and placement of new TV and print ads. Mr. Jeff Flick, President and CEO of BD&E, made an initial report to the College Board in September 2013. Based on feedback from the College Board and college community, Mr. Flick presented his final recommendations to include the identity signature for Thomas Nelson (The Peninsula’s Community College); the brand line (Success. It’s closer than you think.); and a revised logo. Mr. Flick provided the creative rationale for the revised logo: symbol inspired by steel sculpture on campus; asymmetrical components are diverse; directional attributes suggest multiple paths/outcomes; bold elements exude positive energy and strength; abstract design open for interpretation. Board members discussed and asked questions about various components of the rebranding. Comments were provided by faculty and student representatives. Board members indicated their sense to proceed with the new branding. Vice President Callaway stated that the roll-out is planned to occur in late spring and early summer.

2013-2014 Fact Card
Copies of the 2013-2014 Fact Card were disseminated to Board members.

Enrollment Report
Dr. Daniel Lufkin, Vice President for Student Affairs, reported the enrollment numbers.


2013 Legislative Agenda and Visits
President Dever reported that the legislative visit to the General Assembly with Thomas Nelson students and Board members went well. The groups from Thomas Nelson met with the Peninsula delegation members and their staffs. He thanked College Board members Ms. Gergely, Mr. McMillan, and Ms. Reese and State Board member Ms. Ellis for their participation.

President Dever reviewed the status of legislative items of direct concern for Thomas Nelson. The college’s number one priority—securing funding to initiate detailed planning services to replace the existing 1968-era Diggs-Moore-Harrison building complex on the Hampton Campus—was not included in the Governor’s Introduced Budget (nor were any other capital projects for higher education). Senator Norment and Delegate BaCote submitted budget amendments for this project, and all members of the Peninsula delegation signed on as co-patrons. The College’s second priority—continuation of funding to plan an Advanced Integrated Manufacturing Center—was included in the Governor’s Introduced Budget.
Meetings with Localities
Mr. Charles Nurnberger reported that due to inclement weather, the annual localities luncheon with the districts had been cancelled. He conveyed that he personally delivered to each locality a packet of information that covered a complete overview of how Thomas Nelson was making use of the local contributions. He reported that the reactions to the reports were favorable.

Status of SACS Reaffirmation Accreditation
President Dever announced the dates of the SACSCOC Advisory visit to Thomas Nelson (September 3-4, 2014) by Dr. Claudette Williams, Vice President, SACSCOC.

The College’s reaffirmation team continues with work on completing the Compliance Certification and identifying topics for the Quality Enhancement Plan (QEP). The onsite visit by the Reaffirmation Committee has been scheduled for November 10-12, 2015.

College Events Calendar
A copy of the Thomas Nelson Calendar of College Events was distributed. Ms. Elliott will continue to email event notices and send updates as they occur. President Dever reported that Governor Terry McAuliffe has accepted his invitation to serve as speaker at the Commencement Ceremony on May 15, 2014.

Old Business

College Awards at Commencement
The Thomas Nelson Medallion and the Dana B. Hamel Award have been presented during the College’s past commencement ceremonies. These awards are given by the College Board to individuals who are considered to be worthy recipients.

- **The Thomas Nelson Medallion Award**
The Thomas Nelson Medallion Award is intended to recognize outstanding individuals who have made extraordinary contributions toward advancing the mission of TNCC. Awarded by the President at the College’s annual commencement exercises, The Thomas Nelson Medallion Award honors citizens who exemplify the spirit and highest ideals of Thomas Nelson-Patriot, Soldier-Statesman and Governor.

- **The Dana B. Hamel Award**
The Dana B. Hamel Award is intended to honor individuals for their commitment to public service; to fostering access to higher education; and promoting an understanding of the role of workforce development as an essential part of our mission. Presented by the President at the College’s annual commencement exercises, this award is named in honor of Dr. Dana B. Hamel, the first Chancellor of the Virginia Community College System, and an individual who personifies the attributes associated with this recognition.
CLOSED SESSION
Mr. Albert Louer read the following motion: Madam Chair, I move that the Board of Thomas Nelson Community College, in accordance with Sections §2.2-3711-10 and §2.2-3711.A of the Code of Virginia, will convene in closed sessions for the discussion or consideration of honorary degrees or special awards and for the purpose of discussing specific personnel matters of the college. The motion was seconded and passed.

RECONVENE TO OPEN SESSION
Mr. Albert Louer read the following motion: Madam Chair, I move that the Board of Thomas Nelson Community College, having finished all appropriate discussions in accordance with Sections, §2.2-3711-10 and §2.2-3711.A of the Code of Virginia, shall end the closed session and return to open session. The motion was seconded and passed.

Certification for closed session:
By roll-call vote in open session, the following members in attendance at the closed session of the TNCC Local College Board on February 26, 2014, certify that to the best of their knowledge (i) only public business matters lawfully exempted from open meeting requirements under Sections, §2.2-3711-10 and §2.2-3711.A of the Code of Virginia, and (ii) only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed or considered in this closed session.

Roll call: Ms. Christine Gergely, Mr. Bruce Goodson, Father Ralph Haines, III, Mr. Robert Harper, Mr. Albert Louer, Mr. John W. McMillan, Jr., Mr. Augustus Owens, Ms. Carol Scheid, Mr. Leonard Sledge and Ms. Elizabeth S. Tai. All members affirmed the certification.

The Thomas Nelson Community College Board approved the following proposals by a unanimous vote.

- The Dana B. Hamel Award recipient, Mr. Danny Hunley, Vice President of Operations, Newport News Shipbuilding
- The Thomas Nelson Medallion Award recipient, Dr. Ashby Kilgore, Superintendent, Newport News Public Schools
- $25,000 Housing Supplement for the President (a letter of endorsement from the College Board Chair will be forwarded to Chancellor DuBois for his consideration)

New Business
There was no new business.