



**VIRGINIA
PENINSULA**
COMMUNITY COLLEGE

President's Report
to the
Local College Board

April 2023

UPDATES FROM THE PRESIDENT

April is National Community College Month.

The primary goals of Community College Month are to improve awareness of the economic, academic, and equity advantages of attending community colleges, and to reverse longtime stigmas mistakenly associated with public two-year colleges. Public community colleges are a uniquely American model of education that was designed to guarantee access to affordable, high-quality higher education for all, serving a demographically and socioeconomically diverse population. Community colleges also serve as an onramp to all other higher-level degrees. Community colleges guarantee open admissions for all students. They offer flexibility and support for adult students who must work to support their families. Without community colleges, many American students would not be able to access higher education at all. In short, community colleges were created to serve the needs of their communities, and VPCC strives to do just that.



Chancellor David Doré to Visit VPCC

Dr. David Doré is now Chancellor of the Virginia Community College System, succeeding Dr. Glenn DuBois after 21 years of service. Doré's community college career has been guided by a fundamental belief: every student can succeed if the conditions are right. He has focused his career on serving ethnically diverse and underrepresented student populations to foster culturally responsive and inclusive learning communities in support of open access, equity, and student success. Before becoming Chancellor, David served as President of Campuses and Executive Vice Chancellor at Pima Community College. His professional career has included roles as Dean of Career and Technical

Education, Dean of the School of Business, and full-time faculty member at community college and university. He is a proud graduate of one of the first classes of Head Start and was a first-generation college student. David is active in community leadership and community college advocacy and was a 2017-18 Presidential Fellow of the Aspen Institute's Community College Excellence Program. Dr. Dore is visiting all 23 colleges within his first 60 days. He will visit VPCC on Monday, April 24. Our faculty and staff are excited to share with him what we are most proud of and what makes the Virginia Peninsula unique.

Update on the College's Expansion in the City of Newport News

To meet the urgent needs of the Navy and maritime industries, the College has sought a partnership with the Newport News Economic Development Authority (EDA) to lead the construction of VPCC's next workforce development center. This project aligns with the City's Choice Neighborhood Initiative and the goals of the Brooks Crossing Innovation and Opportunity Center. A new workforce center will complement the Early Childhood Development Center, and the Center for Teacher Excellence, and enhance the City's goal to build wealth among its residents and create a new talent pipeline for our industry partners.

The EDA has experience managing these types of projects and a record of completing such projects expeditiously. Although the VCCS will not manage the construction, the college will adhere to all VCCS reporting and compliance standards.

Dr. Brannon was Accepted to the 2023 Lead Virginia Class

Dr. Brannon has been selected to join a cadre of leaders from around the Commonwealth to participate in this year's LEAD Virginia class. Lead Virginia is a non-partisan group, modeled on the theory of social capital – leveraging the diverse talents of participants to address the Commonwealth's greatest issues. Participants interact directly with local and state leaders to examine each region's unique responses to the issues of Economy, Education, and Health.

Lead Virginia alumni currently serve in hundreds of state and local appointed, advisory, and elected positions throughout the Commonwealth. Governors look to Lead Virginia alumni as a rich resource of citizens with a balanced, statewide perspective for service on gubernatorial boards and commissions. Alumni are transforming their communities through the deep reservoir of talent and expertise they bring to their communities and their Commonwealth.

Governor Youngkin: Focus on Free Speech

Since assuming office, Governor Youngkin has worked with public college and university presidents to ensure that the right to free speech was being promoted, supported, and enforced at all institutions of higher learning. Please see the Governor's most recent communication with the college presidents.



COMMONWEALTH of VIRGINIA

Office of the Governor

Glenn Youngkin
Governor

April 7, 2023

Dear Presidents, Chancellors and Superintendent:

Since Day One, I have set the expectation that Virginia's institutions of higher education will protect and cultivate free speech and inquiry, diversity of thought, and civil discourse. I appreciate your shared commitment to these principles as evidenced by your adoption of the Free Speech and Inquiry statement late last year.

Sadly, the last few weeks have provided several examples of attacks on free speech on college campuses, including one right here in the Commonwealth. The incidents at Stanford Law School and on Virginia Commonwealth University's campus are simply unacceptable.

I appreciate President Rao's statement on this incident, and I understand that the offenders in this case are not affiliated with the university. However, this event serves as a startling reminder that each of you must be clear that your institutions actively protect free speech by having articulated security protocols and consequences for individuals who disrupt civil discourse and the exchange of ideas between students, faculty, and guests. I ask that each of you hold your students, faculty and staff accountable for their actions when they infringe on the rights of others to express themselves. It is the responsibility of each of you, as leaders, to actively promote a culture of free speech and inquiry on your campus.

As part of your institutional six-year plan presentation, please come prepared to discuss your approach to protecting free speech on your campus. If you have not done so, please update the statutorily required report on your institution's free speech policies as required in §23.1-401.1(D) of the Code of Virginia by April 30. Please also send a copy of all related enforcement policies to Madi Biedermann at madison.biedermann@governor.virginia.gov by the April 30 deadline.

Sincerely,

A handwritten signature in blue ink that reads 'Glenn Youngkin'.

Glenn Youngkin

The President's College and Community Engagement Activities: February 15 – April 13

- Attended the dedication ceremony of The Apprentice School Innovation Lab honoring Ray Bagley
- Attended Newport News NAACP Black History Month Breakfast
- Attended partnership Meeting with President Adelia Thomas from Christopher Newport
- Attended Apprentice School commencement exercises.
- Attended Chancellor's Philanthropy Luncheon
- Provided opening remarks at the Toano Trades Center Ribbon Cutting
- Attended American Association for Community Colleges annual conference.

Dr. Brannon's External Board and Committee Memberships

1. LEAD Virginia, 2023 participant
2. Virginia's Council of Public College Presidents
3. GPAC: State Council for Higher Education for Virginia - General Professional Advisory Committee
4. Academies of Hampton, Steering Committee
5. Greater Williamsburg Chamber, Executive Board/Treasurer
6. Greater Peninsula Now, Board Member
7. Hampton Roads Workforce Council, Board Member
8. VA-NC Alliance, Governing Board
9. Virginia Peninsula Chamber of Commerce, Board Member
10. VCCS: Opportunity 2027 – Strategic Plan Committee Chair for Student Support Services
11. VCCS: Advisory Council to the Chancellor- Personnel Committee Chair
12. Versability, Board Member

UPDATES FROM THE CHIEF OF STAFF & DIRECTOR OF STRATEGIC INITIATIVES

President's Inauguration Ceremony

On March 24, we hosted the inauguration ceremony for our ninth president, Dr. Towuanna Porter Brannon. The inauguration has yielded an overwhelming number of commendations from the community. The support of our local high schools (color guards, steelpan players, and choir) along with the many VPCC volunteers made the event a seamless success. We thank the Local Board for allocating the \$50k needed to make the event special. We strategically invested in items that could be used repeatedly for future events (e.g., Commencement, Convocation, Awards Ceremonies, marketing campaigns, and campus convenings). An overview of the budget can be found below.



Item	Expense	Note
Logistics		
Facility Rental	\$9,600	
PT Event Coordinator	\$6,500	
Promotion		
Save the Date (print & post)	\$904	
Invitation (print)	\$1,076	
Invitation (post)	\$538	
Reception		
Food for Reception	\$1,950	
Florals for Reception & Stage	\$1,010	Reused at the Gala
On-Site Support		
Boxed Lunch	\$1,063	Volunteers, Chorus, Drum Ensemble, Color Guard
Polo Shirts	\$4,403	For volunteers, will be used for commencement and other events where staff "uniform" is needed
Marshall Blazers	\$1,517	For student ambassadors, will be used annually for commencement and other special events
Programmatic		
Mace Medallions (6)	\$4,135	Updated from Thomas Nelson to Virginia Peninsula, will be used annually for commencement
Discipline Gonfalons (8)	\$2,915	Not based on academic divisions, will be used annually for the commencement
Podium Banners (2)	\$392	Updated from Thomas Nelson to Virginia Peninsula, will be used annually for commencement and other special events
Presidential Regalia, Collar, & Hood	\$1,729	Will be used annually for commencement and when Dr. Brannon attends other ceremonies in a Presidential capacity
Presidential Chain of Office	\$1,801	Will be used annually for commencement
Rental Regalia for Faculty	\$781	
Video Production & Photography	\$3,000	Select clips from video footage and photos will be used for marketing and promotion
Extras		
Photobooth & Commemorative Photo Book	\$1,667	Photos will be reused for marketing
Challenge Coins	\$1,784	
Custom Cookies	\$1,500	
Total Costs	\$48,264	

REMINDER: UPCOMING COLLEGE EVENTS

April 2023

- 13 (Thu) James City County Trades Center Grand Opening, 236 Industrial Blvd. in Toano @ 9 am
- 19 (Wed) Local College Board Meeting, Peninsula Workforce Development Center in Hampton @ 5 pm
- 20 (Thu) Faculty and Staff End of Year Celebration, Gators Courtyard on Hampton Campus @ 11:30 am-1:30 pm
- 20 (Thu) Dental Pinning, Peninsula Workforce Development Center on Hampton Campus @ 5-6 pm
- 24 (Mon) Chancellor Doré Visits, Reception in Library on Hampton Campus @11:30 am-12:30 pm
- 25 (Tue) Faculty and Staff End of Year Celebration, HT Room 110 on Williamsburg Campus @ 12-1 pm
- 26 (Wed) Nursing Pinning, Peninsula Workforce Development Center on Hampton Campus @ 5-6 pm

May 2023

- 12 (Fri) Spring 2023 Commencement Ceremony, Liberty Live Church, @ 2-4 PM
- 15 (Mon) Summer Hours Begin
- 17 (Wed) Local College Board Meeting, HT Room 110 on Williamsburg Campus @ 5 PM

UPDATES FROM ACADEMIC AFFAIRS

G3 Innovation Grant Award

Virginia Peninsula Community College will receive \$250,000 to implement our Get a Skill, Get a Job, Get Ahead (G3) Innovation project. The funds will be used to equip two classrooms (one each at the HT and Hampton campuses) with interactive immersive projection. Immersive projection, submersing simulation, also known as projection mapping, is a technology that merges the physical reality with a digital or simulated reality encompassing digital projection, video projection, and/or photos with sound, light, and odors, to transport students into any place, time, and/or reality utilizing all surfaces in a 360-degree format.

These systems will support a minimum of four G3 designated programs (Administration of Justice, Fire Science, Emergency Medical Services, and Nursing) in two main high-demand employment sectors, public safety, and allied healthcare. Immersive technology is state-of-the-art technology that supports a wide array of learning, simulation, and sensory-reality-altering opportunities, that allow an institution to repurpose a learning space (without the need for renovation) for use by multiple programs, as well as emergency preparedness response and recovery, and community and partner collaboration. See [Immersive Features](#).

Accreditation

The VPCC EMS-Paramedic Program was awarded initial accreditation by the Commission on Accreditation of Allied Health Education Programs (CAAHEP) on March 17, 2023, after a site review last December by the Committee on Accreditation of Educational Programs of the Emergency Medical Services Professions (CoAEMSP). The next program evaluation will occur no later than 2028. The Commission acknowledged the college's commitment to programmatic quality.

Successful Perkins Site Visit

The Carl D. Perkins Career and Technical Education (CTE) Programs: The Perkins Act makes postsecondary career and technical education funds available to accredited institutions. Regular program monitoring is

designed to focus on continuous program improvement and student achievement. A CTE Civil Rights review and monitoring also occurs regularly. VPCC conducted a Perkins Act Self-Assessment last fall and hosted a site visit on March 16 and 17, 2023 to assess compliance with the Perkins Act. No compliance issues were identified, and the VCCS representatives conducting the visit provided many accolades regarding CTE program offerings, student support, and community relationships. Feedback on potential focus areas and program enhancements was also shared and will be incorporated into next year's Perkins proposal.

UPDATES FROM THE DIRECTOR OF DEVELOPMENT

Educational Foundation, Development, and Alumni Engagement

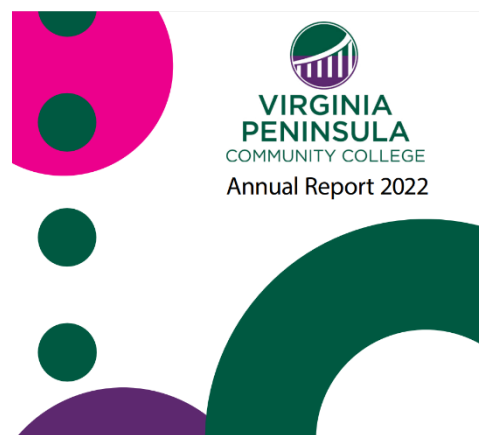
Michelle Manfred has joined the development team as the donor prospect researcher and donor engagement coordinator. She will support the development team in prospecting alumni as potential donors. In addition, she will help improve our donor stewardship process and manage scholarships and student emergencies.

Alumni Coordinator, Shante Bell, held her first Alumni Council meeting. They voted for the members of the Executive Council. The Executive Council will meet on April 25, 2023, to create an alum recruitment and fundraising plan.

The Inauguration Gala was a fantastic event, hosting over 225 attendees and garnering 12 sponsors. Newport News Shipbuilding was the lead sponsor. Other sponsors included Langley Federal Credit Union, Riverside Health System, Towne Bank, City of Hampton, City of Newport News, City of Williamsburg, Camp Community College, and Inner Peace Coalition. The gala raised almost \$10,000 and positive feedback has been received from all over the Commonwealth.

UPDATES FROM THE DIRECTOR OF MARKETING & COMMUNICATIONS

The 2022 Annual Report is now available.



In collaboration with the College's leadership team, Virginia Peninsula Community College's marketing team produced an annual report to summarize the institution's activities and accomplishments over the past year.

The marketing team worked collaboratively with the college's administration to gather information and data required for the report. We worked with faculty and staff members, leadership, students, and the development team to collect stories, statistics, and financial reports for the final publication. We focused on highlighting the College's achievements in the areas of academics, research, community engagement, and financial sustainability.

The final report is posted online and shared via social media. Additionally, 400 printed copies of the report for \$1,756.08. Over 300 were sent out to internal and external stakeholders in March.

Marketing Strategy for Dual Enrollment Students

Since the 2022 focus on Dual Enrolled students, we continue to target enrollment messaging to that student population. Social media is a powerful tool for reaching younger audiences in this demographic. We are creating social media graphics/videos for the college and post regular updates about dual enrollment opportunities, success stories, and other relevant information. We are also working to run targeted social media ads to reach high school students and their parents.

Additionally, we will encourage current dual enrollment students to share their positive experiences with their peers. This can help generate buzz and increase interest in the program. Word of mouth is one of the most powerful and trusted forms of advertising. We have started to run streaming television ads through WVEC and geofencing display ads to target the homes of “education-interested” households with high school students. We will be measuring web traffic to the website, views through streaming television, social media engagement, and form fills to determine if the campaign is effective.

UPDATES FROM ENROLLMENT MANAGEMENT & STUDENT SUCCESS

College Chapter of Phi Theta Kappa

For the fourth consecutive year, our chapter of Phi Theta Kappa earned the five-star distinction, the highest possible, along with a handful of other awards, including two for its prestigious “Honors in Action” research project. VPCCs ‘Honors in Action’ project won second place in the region; our region consists of 50 chapters from 50 colleges from the Commonwealth and West Virginia. Special recognition goes to Dr. Valerie Burge-Hall and Dr. Adrianna Hardage, the co-advisers for VPCC’s chapter of Phi Theta Kappa. The college will host the 2023 induction ceremony on April 17 at 7 p.m. at the Peninsula Workforce Development Center. **This year the college received the following Phi Theta Kappa Awards:**

- Distinguished chapter: Fourth place
- Distinguished chapter for Honors in Action (Nostalgia as Play theme): First place
- Distinguished Honors in Action project (all themes): Second place
- Distinguished chapter member: Shane Smith
- Distinguished chapter officer: Lewis Silverman, president, fourth place
- Five-star Chapter Recognition

Ballroom Dance Team Wins Big



Virginia Peninsula Community College’s ballroom dance team earned 15 first-place awards during an April 1 competition at the University of Maryland. The team also won two second-place awards at Bam Jam and had three divisions overall wins. Competing for the first time, newcomer Lawren Speight took division overall wins in the highly contested Rhythm Newcomer 1 & 2 divisions, won the Rookie/Vet competition, and placed first in Latin Cha Cha and Rumba Newcomer 1 & 2 divisions. Returning member Kaitlyn McFadden swept all three dance disciplines in the Bronze Rhythm division giving her the division’s overall win. McFadden also placed first in the Bronze Latin division in Cha Cha and Rumba.

Another newcomer, Trevor Herring, who has been dancing for a few short months, reached the semifinals in two of his three divisions. Team Advisor Pam Roberts called Herring’s performance “a huge accomplishment in a big competition such as this.” The team competes four times a year – twice each semester. However, noted Roberts, Bam Jam is its first and only competition this season. They will be training over the summer to prepare for “a very competitive season” next fall.

Recruitment and Retention Efforts and Accomplishments

- VPCC continues to increase in-person high school student engagement. Recruitment efforts have included presentations and visits to the following local high schools: Phoebus, Kecoughtan, Hampton, Achievable Dream, and Woodside High School. In addition, scheduled campus tours are available to prospective students and parents.
- Males and Minority Males Focus: Since the inception of The Shop, 35 students have joined this enrichment program. Students participate in study sessions that are offered 4 days a week. The students and their mentors have traveled to Washington, DC to visit the National Museum of African American History and Culture. The Shop has also facilitated social capital skills workshops like *investments and budgeting* that help students learn about creating wealth.
- The Office of Accessibility Services implemented a new mid-term check-in program to gauge progress and assess needs for coaching and tutoring. Sessions were held on March 14 and 20. While response and participation rates were low, staff will reassess marketing methods, delivery mode, as well as program days/times to garner higher student attendance.
- The Great Expectations Program (focused on supporting students who were raised in foster care) received \$23,688 from the General Assembly. Funding will be allocated to support current recruitment, coaching, and mentoring programs.
- Effective Fall 2023, Virginia Peninsula Community College will become a member of the National Junior College Athletic Association.

UPDATES FROM HUMAN RESOURCES

Campus-Wide Professional Development

In March, the Human Resources team presented its very first Professional Development Week. This professional development opportunity consisted of hybrid sessions for supervisors and employees. We offered dynamic training sessions on a variety of topics that included conflict resolution, change management, and more. Each session came equipped with interactive role plays, challenge activities, and more. Supervisors and staff rated the DHRM’s grievance process, conflict resolution, and Bias and Discrimination training as their favorite sessions.



Welcome, New Human Resources Teammates

Tasha America recently returned to the Human Resources team as the new Compensation Analyst. In this role, Tasha will work collaboratively to update employee work profiles (EWP), and job descriptions; classify and reclassify positions, and review compensation actions by VCCS and DHRM guidelines. Tasha will also provide support to college employees regarding the application of human resource policies, guidelines, procedures, and best practices.

You may remember Tasha as she served in this role from 2021-2022. Recently, Tasha served as a Faculty Recruitment Coordinator for William and Mary University. Before serving in state government, Tasha served in the United States Air Force for over 20 years, specializing in Human Resource programs and functions such as career counseling, employee relations, and training and development.

Janeen Fortune joined Human Resources as the new Human Resources Office Manager. In this role, Janeen will assist in serving the faculty and staff as the “face” of the Human Resources office. Leading from experience, Janeen comes to us with over 15 years of experience in management. Recently, Janeen served as the Admissions Coordinator for Bryant and Stratton College. When she is not working, Janeen enjoys traveling and amusement parks.

Tammy Richardson joined Human Resources as a Talent Development Specialist. In this role, Tammy will assist in working with employees and supervisors in all things Talent Development. Tammy comes to us with over 15 years of higher education and business management experience specializing in student affairs, employee relations, and recruitment. When she is not working, Tammy enjoys concerts, the NY Giants, roller skating, cooking, and drawing.

UPDATES FROM WORKFORCE DEVELOPMENT

Now Open: Skilled Trades Center in James City County

The Trade Center in James City County is now open for business! Welding classes began in February 2023 and Carpentry courses are enrolling now for April 2023. We are thrilled to bring affordable and accessible skilled trades training to the upper end of VPCC’s service region and to continue strengthening our partnerships with local employers and Williamsburg/James City County Schools. We currently have 10 welding students beginning the second course cycle in the facility and anticipate enrollment growth as we solidify course schedules and recruitment strategies.

The Trade Center hosted a Ribbon Cutting Ceremony on April 13 to officially launch our programs. Attendees included state and local officials, the Peninsula Regional Education Program, Williamsburg/James City County Public Schools, York County Public Schools, James City County Economic Development, Virginia Economic



Development Partnership, Greater Williamsburg Chamber of Commerce, Hampton Roads Workforce Council, the Virginia Ship Repair Association, and Newport News Shipbuilding. The opening of the new facility is part of VPCC’s Accelerating and Enhancing Career Education Programs (AECE) \$2,050,925 project - \$1,686,258 (82%) funded through a Federal USDOL-ETA grant and \$364,667(18%) through non-federal resources.

UPDATES FROM INSTITUTIONAL RESEARCH & EFFECTIVENESS

Enrollment Thermometer Update

As of March 27, 2023, there were 5,821 students enrolled for the Spring 2023 semester. The credit hours of those 5,821 students totaled 3,113 full-time equivalent students (FTES). That FTES number is 3.7% lower than the total FTES from Spring 2022 (3,233). No major changes in Spring 2023 enrollment is expected between now and the end of the term. It is likely that Spring 2023 headcount enrollment will end close to or just below the Spring 2022 headcount total, and that Spring 2023 FTES will end approximately 3-4% below the Spring 2022 FTES total.

Substantial growth in high school dual enrollment students has helped partially offset more considerable enrollment declines for other student groups. The high school dual enrollment headcount for Spring 2023 is currently 1,711 students, which is 21.8% higher than the Spring 2022 total.



Spring 2023 Enrollment Thermometer Fiscal Year Goals Edition

March 27, 2023

Applicant Conversion

Term	Applied	Ready2Reg	Registered
March 27, 2023	2,616	2,595	725 (27.7%)
Final Spring 22	2,443	2,435	722 (29.6%)
Final Spring 21	2,586	N/A	749 (29.0%)
Final Spring 20	2,626	N/A	828 (31.5%)

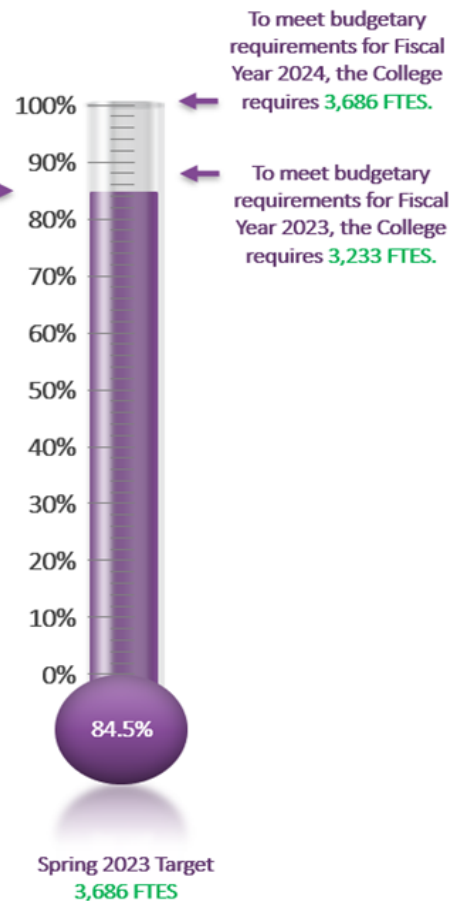
Total Term Enrollment (Headcount and FTES)

Year	Headcount	FTES
March 27, 2023	5,821	3,113
Final Spring 22	5,872	3,233
Final Spring 21	6,239	3,442
Final Spring 20	7,081	4,012

Program Enrollment (Headcount)

Program Area	March 27, 2023	Final Spring 22	Final Spring 21	Final Spring 20
ABHS	1,382	1,400	1,647	2,332
PSAHHS	1,301	1,580	1,410	1,447
STEM	1,098	1,092	1,147	1,391
Dual Enrollment	1,711	1,405	1,549	1,198
Early College	197	209	167	326
FastForward	132	120	163	191
G3	751	899	N/A	N/A

The College currently has 3,113 FTES.



UPDATES FROM FINANCE, FACILITIES, AND ADMINISTRATION

Finance

As presented at the end of the second quarter, the College remains in a good position to end the fiscal year with a healthy surplus. We expect funds to be carried over to the next fiscal year to help with any potential shortfall in student enrollment that may arise. The State has yet to approve a budget for the next fiscal year, which creates difficulties in preparing a State Fund budget for FY24. We are developing several scenarios for budgeting, which will allow us to move quickly to get a budget in place once the State makes final decisions.

Facilities

Dr. Brannon and VP Carpenter met with the VCCS staff leading to efforts to (a) rebuild the Mary T. Christian Auditorium, (b) construct the new Administration/Academic building that will replace Diggs, Moore, and Harrison Halls, (c) replace the HVAC systems in Hampton III, and (d) replace the HVAC and roof of Templin Hall. Since three years have passed since we finalized the usage of the new Administrative Building, Dr. Brannon will meet with the cabinet to confirm that the original space designations remain ideal for current and future use. The System Office staff will provide an official timeline for the projects that will be shared in the May 2023 Board Report.

Respectfully submitted,



Dr. Towuanna Porter Brannon