



**VIRGINIA
PENINSULA**

COMMUNITY COLLEGE

OUR MISSION: YOUR SUCCESS.

President's Report
to the
Local College Board

May 2023

UPDATES FROM THE PRESIDENT

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

In December 2022, a letter of intent was received to provide \$3.5M in funding to support the project. To meet the urgent needs of the Navy and maritime industries, the College is partnering with the contracting entity, BlueForge Alliance, the City of Newport News, the Newport News Economic Development Authority, the Thomas Nelson Education Foundation, and the VCCS System Office to solidify plans and timelines for the project.

The Newport News Economic Development Authority (EDA) has agreed to lead the construction of the college's next workforce development center. This project aligns with the City's Choice Neighborhood Initiative. The new workforce center will complement the Early Childhood Development Center and the Center for Teacher Excellence, enhancing the City's goal to build wealth among its residents while creating new talent pipelines for our industry partners.

Initial planning is underway to include establishing building design requirements and layout. VPCC and Newport News EDA are planning a visit to similar facilities including the new Trades Center in Toano, VA. Concept drawings will then be drafted to guide the actual design and build proposal managed by the Newport News EDA. A meeting between VPCC, Newport News EDA, and Blue Forge Alliance, the organization managing the Federal funding, is planned for May 2023 to address funding questions and required contracts. A memorandum of understanding is then planned with the Newport News EDA to document and formalize all agreements.

Regional Workforce Readiness Mission to Germany

The Hampton Roads Alliance and the Hampton Roads Workforce Council have convened a small delegation of business and higher education leaders to a Regional Workforce Readiness Mission to Germany. Hampton Roads is among the top destinations for international companies looking to establish a presence in the United States. Hampton Roads is home to nearly 200 international companies including many German companies such as STIHL, IMS Gear, Liebherr, Busch Manufacturing, Bauer Compressors, Hermes Abrasives, and INIT. Dr. Brannon will join this group this July to learn more about the German Vocational Education and Training (VET) system. We believe this mission will be the first of many exploratory visits, as we continue building regional collaboration and developing programs to drive economic growth.

The President's College and Community Engagement Activities: April 18 - May 19, 2023

- Dr. Brannon began the LEAD Virginia Curriculum on April 20. The class explored Hampton Roads' assets, including a tour of Newport News Shipbuilding, Fort Monroe, Port of Virginia Norfolk International Terminals, Naval Station Norfolk, Children's Hospital of the King's Daughters, Eastern Virginia Medical School, Offshore Wind Presentations, and the Mariners' Museum.
- On April 23, Dr. Brannon participated in an intimate dinner, hosted by Virginia Commonwealth University. Dr. Brannon was joined by fellow college and university presidents and writers from the Chronicle of Higher Education for *Making the Case: Higher Ed's Value to Virginia*. Dinner conversation focused on how the public views the value of higher education. We discussed which experiences shape the perceptions of those who didn't attend college, or those who didn't graduate. The *Chronicle* is planning its national survey to ask and answer questions like these and others.
- On April 24, the College welcomed Chancellor David Doré to campus. Read more about this visit below in the report from our Chief of Staff.
- On April 26, Dr. Brannon served as the donation "Asker" for Peake Childhood Center's *Rise and Shine Breakfast for the Children*.

- On April 28, Dr. Brannon attended and provided thanks at VPCC’s Annual Faculty Reward and Recognition Celebration.
- On April 28, Dr. Brannon met with members of the System Office and a third-party consultant to kick-off process system-wide process improvements for Human Resource functions. The goal is to identify unnecessary technological redundancy and opportunities to create greater efficiency.
- On May 4, Dr. Brannon and Ada Badgley will meet with Dr. Ellen Davenport, Associate Vice Chancellor for the Virginia Community College System. This meeting aims to identify ways that VPCC can best prepare for the January 2024 General Assembly. This includes taking delegations of our students to Richmond.
- On May 8, Congressman Bobby Scott invited Dr. Brannon to participate in a Roundtable Discussion to share the accomplishments and challenges facing higher education with U.S. Education Secretary Miguel Cardona.
- On May 15, Dr. Brannon will meet with the Educated Citizenry Steering Group that is identifying goals for the Hampton City 2040 Community Plan.
- From May 18–20, Dr. Brannon will travel with the LEAD Virginia Class to Southern, VA (Danville area).
- On May 22, Dr. Brannon will join several University and community college presidents and business leaders **GROWTH4VA: A Campaign** of the Virginia Business Higher Education Council. This team is creating a 4-Point Plan to Transform Virginia into America’s Talent-to-Opportunity Leader.

College is Closed on Friday, May 26, 2023

Governor Youngkin granted Commonwealth employees four hours of recognition leave time on April 7, 2023. Since the announcement was unexpected, the college could not adequately notify students of the early closure, and we would have needed to place limits on which staff could benefit from the time off. Consequently, we decided to grant all VPCC employees four hours of recognition leave on Friday, May 26, 2023 (Memorial Day Weekend).

During the Summer term, the College is only open for a half-day on Fridays. Applying the Governor’s recognition leave allows us to close the college completely. Each employee can take advantage of the recognition time and we have ample time to notify our students.

Dr. Brannon’s External Board and Committee Memberships

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

UPDATES FROM THE CHIEF OF STAFF & DIRECTOR OF STRATEGIC INITIATIVES

Chancellor Doré Visits Campus

On April 24, 2023, the college hosted the new VCCS Chancellor, Dr. David Doré for an on-campus visit. Dr. Doré arrived with Ms. Susan Pollard, assistant vice chancellor for Strategic Communications for an 8 a.m. kick-off with members of the President’s Cabinet. During this quick introductory meeting, cabinet members shared highlights from their areas of responsibility that made them proud, future plans, and “what keeps them up at night.” The group engaged in light questions and answers as the Chancellor got to know our college.



Following this breakfast meeting, Chancellor Doré was given a tour of our Workforce Development Center facilities and lab spaces and saw demonstrations provided by our Virtual Machining and Marine Electrical Trades Training Programs. The next stop was Hampton III for Health Education Highlights. Dr. Doré was immediately immersed as a participant in an EMS team training exercise responding to a woman going into simulated labor. Dr. Doré was able to start an intravenous line, ride in the VPCC training ambulance, and work with our nursing students and faculty to successfully deliver a simulation baby. This appears to be the highlight of his trip and he was quoted saying that it was “one of the best experiences of his life.”

Following the excitement, Dr. Brannon led a campus tour, highlighting the Hampton Campus facilities and providing a flipbook of photos with summary information for the VPCC facilities in Toano, Williamsburg, and Newport News. Additionally, preliminary designs were shared for both the replacement auditorium and the future site for the Center for Teaching Excellence and the Southeast Newport News Trades Center.

A tour of Hastings Hall with highlights of Electrical Engineering Technology Labs, 3D printer Lab, Cybersecurity and Information Technology programming, and Career & Technical Education offerings were next on the list. For each of these highlight segments, students, faculty, and staff were on hand for demonstrations and questions and answers. Dr. Doré was engaged and made genuine connections with our team and students.

To wrap up the morning, we hosted a reception intended to connect with local business, industry, and government leaders. The Chancellor provided brief remarks and took questions from the audience. He was able to address his commitment to student learning and education and workforce development as well as the need for continuous improvement and the use of metrics and data in decision-making. Overall, the event was the start of an excellent relationship for the college and our constituents with the VCCS Chancellor.

Upcoming Calendar Reminders

May 2023

- 12 (Fri) Spring 2023 Commencement Ceremony, Liberty Live Church, @ 2-4 PM
- 15 (Mon) Summer Hours Begin (Mon-Thu 7:30 AM - 5:30 PM, Fri 7:30 AM - 11:30 PM)
- 17 (Wed) Local College Board Meeting, HT Room 110 on Williamsburg Campus @ 5 PM
- 22 (Mon) Summer Term Classes Begin

August 2023

- 16 (Wed) All College Day 8:30-11:30, Convocation 11:30-4:30, and Adjunct Faculty Convocation & Orientation 5-9
- 16 (Wed) Local College Board Meeting, PWDC Conference Room on Hampton Campus @ 5 PM
- 21 (Mon) Fall Term Classes Begin

October 2023

- 27 (Fri) Employee Awards and Recognition Ceremony @ 2 PM

UPDATES FROM COLLEGE CONSTITUENCY GROUPS

In our continued efforts to enhance transparency, communication, and shared governance practices, each Constituency Group is asked to provide reports to the President and College Council. The College's Constituency Groups are responsible for ensuring that each member of the college is represented by a governance group that gives voice to their needs and best interests. Those Constituency Groups include Student Government Association, Faculty Senate, Mid-Level Managers, and College Support Staff Association.

Update from Faculty Senate

JJ Bonavita, Faculty Senate President, has provided a summary of the Faculty Senate's accomplishments for the academic year 2022-23. Please see Appendix A for the full document.

Update from College Support Staff Association

The College Support Staff Associate is consistent, well-managed, and has good participation from members. Throughout the year, they held regular meetings on the third Thursday of each month, provided representatives on all committees where needed, and served as advocates and communicators for and amongst its members.

During those weekly meetings, the CSSA has been diligently reviewing and providing feedback on the President's "Culture of Excellence." They have reviewed the value and priorities presented and considered the behaviors that should be expected of all faculty and staff at the college. They are fully committed to being a part of this process and their input has been invaluable.

On March 10, 2023, CSSA held its first in-person Professional Development Day since 2019. About 50 people attended and participated in several activities to get to know each other and themselves. It was extremely well-received, and they look forward to planning it again for spring 2024.

The group is working on our Staff Expertise Guide which will serve as a searchable database to find staff with the areas of expertise needed. It will include regular job responsibilities, as well as additional skills and certifications. There have been 32 responses so far, and they are working to build a Microsoft Access database to contain the information.

The CSSA is currently in the process of electing leadership positions for the academic year 23-24. Once leaders are elected, they will begin working to define and solidify their plans and goals. At present, they have brainstormed a few ideas that are under consideration.

- 1) Host a monthly department orientation. This will be an opportunity for departments to showcase their faculty and staff, who they are, and what they do for the college.
- 2) Conduct a poll for Professional Development Day 2024. To ensure staff gets the most out of this experience, they plan to poll staff to see what professional development sessions are desired and needed before planning begins.

Update from Mid-Level Managers

Throughout the spring semester, Dr. Brannon has engaged our group of Mid-Level Managers in a professional development leadership series. The goal is to strengthen our leadership capacity and encourage collaboration and teamwork. The group met every three weeks, and discussion topics included: the role of college leadership, our Myers-Briggs personality types, negotiation and creating convincing arguments through data and metrics, creating a culture of excellence, and discussion of the recent VCCS-generated SWOT analysis. Additionally, a simple survey was conducted to understand better this group's development and training needs and those they supervise.

During the semester, an election was held. Mary Kanani, dean of enrollment & registrar, and Marc Vernon, director of financial aid, scholarships, and military & veterans services, were selected as the next leaders of the group. The task that they take on is not an easy one. Our mid-level managers, many of whom are new to their roles at VPCC, must balance "leading from the middle" and strive to meet the pressures of their supervisees and those they report. The balancing act requires the continuous development and simultaneous application of knowledge, skills, and abilities to enable a culture of excellence at the college.

While they are new to their roles, they have not yet developed a full or clear plan for the academic year 2023-24. However, Dr. Brannon and Ada Badgley, chief of staff & director of strategic initiatives, are committed to investing in this essential group of college leaders. Ms. Badgley will work closely to provide support and receive feedback to help determine the next steps.

UPDATES FROM ACADEMIC AFFAIRS

Bridges to the Baccalaureate Program

We are happy to announce that seven VPCC Biology students/alumni have been awarded competitive (and paid) summer research internships at VCU as part of the Bridges to the Baccalaureate Program (BTB) funded by a grant from the National Institutes of Health.

The BTB program, which partners with VPCC, Brightpoint, and Virginia Commonwealth University, is designed to provide students from populations underrepresented in the sciences (including minoritized racial and ethnic groups, students with disabilities, and those from disadvantaged backgrounds) with hands-on experiences in many aspects of biomedical research, encouraging retention in STEM and successful transfer pathways to 4-year degrees.

2023 Cohort

Hadley, Catherine - VPCC
Morris, Caroline - VPCC (Dual Enrollment)
Oben, Richard - VPCC
Yimer, Emily - VPCC

2022 Cohort awarded a second year of funding

Doswell, Kenneth - VPCC
Jacob, Jeanette - VPCC, now at ODU
Patel, Priya - VPCC, now at VCU

More information on the program can be found here: <https://biology.vcu.edu/academics/undergraduate/dream-to-goal-summer-research-program/>

Curriculum Updates

The Career Studies Certificate in Early Childhood Program Management will be discontinued after the 23-24 catalog year. Enrolled students will be contacted and offered a teach-out plan. The program has had low enrollment because it is not required for employment or licensure in the state of Virginia.

Nursing Program Graduates Excel

Three of seven Accelerated Clinical Education (ACE) Program graduates at Bon Secours were VPCC December 2022 nursing program graduates. ACE is a highly competitive 12-week program for new nursing graduates to prepare for an RN bedside role. Congratulations to our VPCC graduates.

- Danielle Moore
- Robin Steele
- Katianne Jean-Baptiste

More information on the program can be found here:

<https://careers.bonsecours.com/us/en/job/R145674/Registered-Nurse-RN-New-Grad-ACE-Behavioral-Health-Med-Surg>

Faculty Publications

Math professor Dr. Sathish Indika published a study in AIMS Press in April. The article, titled, *“Modeling the spread of COVID-19 in spatiotemporal context”* used data provided by the Virginia Department of Public Health to illustrate the changes in trends of the total cases of COVID-19 since they were first recorded in the state.

Read more here: <http://www.aimspress.com/article/doi/10.3934/mbe.2023466>

UPDATES FROM THE DIRECTOR OF DEVELOPMENT

The newly appointed Executive Director of the Educational Foundation, Tracy Ashley, met with the current Foundation Board leadership to identify critical areas of focus for the board. The result of that meeting is a focus on Board succession, Board member recruitment, and Board giving. We have strong board leadership that wants to be involved with the college and continue to see the Foundation grow financially and in industry-based members.

The Development team had a full-day retreat at the beginning of May to discuss breaking down barriers and map plans for funding priorities in the next fiscal year. The FY24 goal for Individual, Corporate, and Foundation giving is \$700,000.

To date, Development activities have raised \$241,554, and are awaiting notification on another \$185,000 in grant applications awards. In April, we received \$9,000 from Virginia Natural Gas to support Drone Instruction in Agriculture conservation. These funds will allow students to gain experience using Drones in farm conservation projects. Additionally, we received \$8,850 from the Virginia Foundation for Community College Education and Sentara, to support student emergency assistance for healthcare students.

The Vice President of Academic Affairs, Dr. Ragno, and Tracy Ashley met with Claude Moore Foundation to reassess their grant funding for Certified Nursing Assistant (CNA) and Certified Medical Assistant (CMA) Dual Enrollment classes. Dr. Ragno and the Dean of Health Sciences have created a pathway for high school students taking courses that will provide a direct acceptance to our nursing program. We have withdrawn CNA and CMA as Dual Enrollment options but will continue to work with K-12 CTE counselors to encourage the new nursing pathway.

Employee and Leadership Giving

This Fall, we will relaunch the employee giving campaign and seek a corporate sponsor to match gifts raised by our faculty and staff. The Development team hopes to share with our staff that 100% of the college’s leadership gives to the Education Foundation. In that vein, we seek to meet the 100% leadership-giving goal before the end of FY2023.

We encourage each Education Foundation Board member, Local College Board member, and College Cabinet member who has not yet contributed to donate to the Education Foundation today. Currently, 63% have contributed. The following link will direct you to our donation webpage. A gift, of any size, will inspire our faculty and staff to do the same. <https://www.vpcc.edu/foundation/alumni/donate.html>

Alumni Engagement

Our Annual Giving and Alumni Coordinator, Shante Bell, is working closely with our newly formed Alumni Council on strategies for improving alumni engagement, communications, and giving. The Executive Committee met for the first time in April and has started to formulate an action plan to

- Deliver alumni and donor communications that are streamlined, personalized, and coordinated.
- Build mutually beneficial relationships that inspire loyalty, volunteerism, and financial support.
- Develop programs that our alumni value.
- Help strengthen our institution's reputation by involving alumni in meaningful activities that advance our mission.
- Gather data on VPCC alumni's contributions to the workforce.

The Executive Committee of the Alumni Council will present the first draft of the plan on May 25. Ms. Bell has also been actively participating in student activities with our Spring graduates to better understand future alumni needs and engage students before they leave our campus, as well as connecting with local alumni business owners to keep them informed about engagement opportunities and events. Engagement leads to giving and is vital to donor cultivation and stewardship.

Regarding alumni giving, Ms. Bell is currently focusing on three main areas:

- Retaining current alumni donors by strengthening our donor stewardship program.
- Obtaining new donors through what she refers to as "engaged giving."
- Creating opportunities to encourage current donors to increase their gifts with legacy programs and improve recognition and visibility.

Development Department's Staff Update

The Department added two new staff members. Michelle Manfred, donor engagement and prospect research coordinator, joined the team in March. Ms. Manfred's focus will be to steward current and future donors, help the development staff identify new donors and grant prospects, and streamline several vital processes and procedures. Terry Wagner, grant program manager, joined the team in May. She has been with the college for over ten years overseeing state and federal grants. Terry will continue in this capacity as well as contributing to writing private grants. She brings critical development knowledge to the team, especially in grant writing.

Foundation Name Change

The Educational Foundation's lawyer is preparing the final paperwork to submit to the State Board for approval of the name change to Virginia Peninsula Community College Educational Foundation.

UPDATES FROM MARKETING & COMMUNICATIONS

Expanding the College's Virtual Footprint

Last year, Virginia Peninsula Community College engaged in a brand awareness campaign that was designed to increase visibility and interest in the College among high school students and adult (non-traditional) learners in the region. We created campaigns that highlighted the benefits of attending VPCC, such as affordable tuition, flexible scheduling, personalized instruction, dual enrollment, workforce opportunities, and diverse academic programs. We heavily targeted the Gen Z population. Members of Gen Z are more racially and ethnically diverse than any previous generation, and they are on track to be the most well-educated generation yet. They are also digital natives who have little or no memory of the world as it existed before smartphones. Also, smartphone ownership has become a nearly ubiquitous element of teen life: 95% of teens now report they have a smartphone or access to one. These mobile connections are in turn fueling more-persistent online activities: 45% of teens now say they are online on a near-constant basis. (Pew Research)

The marketing team saw significant growth in the College's digital footprint due to our focus on rebranding efforts and telling the Virginia Peninsula story in new ways through our digital channels. Also, the College generated considerable digital media traffic due to the interest in our new Trade Center in Toano and the excitement surrounding the inauguration and gala for our 9th President, Dr. Porter Brannon. We also worked with faculty, staff, and leadership to highlight programs, benefits, and events.

The primary goal of the Marketing Department is to expand the College's virtual footprint and produce the following benefits:

Increased visibility: We increase our visibility to potential students who may not have found us otherwise. With more people seeing our content, there is a higher likelihood that they will engage with it and ultimately come back to browse more pages, request more information, or visit the campus before enrolling.

Competitive advantage: In the digital age, everyone is online, and it can be challenging to stand out from the competition since students are bombarded with thousands of messages every day. Investing in an expanded virtual footprint can give us a competitive advantage by increasing our reach, brand awareness, and credibility among prospective students.

Greater reach: We can reach a wider audience across different online platforms, including social media, our website, and search engines. This leads to increased traffic, higher engagement, and ultimately more interest in the College. More organic search traffic leads to a higher ranking on the Google SERPs (Search Engine Results Pages), which makes it easier for students to find our pages when they submit queries through Google or any other search engine.

Improved student engagement: An expanded virtual footprint also improves prospective student engagement by providing more opportunities for interaction, such as through social media conversations. This can lead to higher student satisfaction (for current and prospective students) and brand advocacy. Increased engagement is also the way social media algorithms use to judge the quality of our content. The more people engage with a post, the more the social media platform will show more of our content to their social networks.

In summary, investing in an expanded plan to increase our virtual footprint can help us increase our visibility, reach a wider audience, stand out from the competition, and ultimately cost-effectively grow our audience. As more potential students recognize VPCC as a valuable higher education and training option, they are more likely to enroll.

Social Media Statistics Breakdown

Impressions, click-throughs, and engagements are important metrics used in digital marketing and advertising to measure the performance of online campaigns. Here's what each term means:

- **Impressions:** This is the number of times an ad is displayed to a user on our website or social media platform. An impression is counted every time an ad is loaded and appears on a user's screen, whether or not the user interacts with it.
- **Click-throughs:** This is the number of times a user clicks on an ad and is redirected to our website or landing page. Click-throughs are a measure of how effective an ad is in driving traffic to our website.
- **Engagements:** This refers to any interaction a user has with an ad, such as clicking on a link, watching a video, liking, commenting, or sharing the ad. Engagements are a measure of how engaging and relevant an ad is to our target audience.

By analyzing these metrics, we can evaluate the effectiveness of our ad campaigns and make data-driven decisions to optimize future/current campaigns.

Below you will find a statistical comparison of VPCCs virtual footprint. We have compared the first quarter of 2022 to the first quarter of 2023.

Social Media:

- Impressions have grown by 24.6% from 522, 738 to 651,119.
- Engagements have grown by 24.07% from 16,270 to 20,187.
- Click-throughs have grown by 162.7% from 2,167 to 5,693.

Website:

- New Users to the college website have increased by 69.30% from 166,103 to 281,344.
- Sessions have increased by 17.65% from 463,272 to 545,038.
- Pageviews have increased by 29.17% from 2,061,808 to 2,663,193.
- Pages per session have increased by 9.79% from 4.45 to 4.89.

UPDATES FROM WORKFORCE DEVELOPMENT

Update on the Skilled Trades Move from Hampton’s Goodwill Center

The lease for Virginia Peninsula Community College’s Center for Building and Construction Trades, currently located at the Goodwill Center in Hampton, will end in July 2023. Programs currently offered at this location include Electrical, Facilities Maintenance, Heating, Ventilation, and Air Conditioning (HVAC). After reviewing various options including new leased space, Workforce Development is now making plans to relocate these programs to VPCC’s Hampton Campus in summer/fall 2023. The long-term goal remains to deliver these programs from the planned facility in Southeast Newport News. However, the initial relocation to the Hampton Campus will allow the programs to continue until the new facility is open while avoiding the added operational cost associated with a new lease agreement. Current plans would outfit a new Workforce Electrical Lab in PWDC, secure a training mockup for Facilities Maintenance which would also be delivered from the PWDC, would co-locate Workforce HVAC with the academic HVAC lab space in Hastings Hall.

Program Expansion

The new Workforce(non-credit) FastForward and G3 programs approved in the past year are:

Program Title/Credential Name	Awarding Entity
Work Zone Flagger	Virginia Department of Transportation
Carpentry Level 1	National Center for Construction Education and Research (NCCER)
Masonry	National Center for Construction Education and Research (NCCER)
Core Standalone	National Center for Construction Education and Research (NCCER)
Marine Trade Training: Welding Level 1	Virginia Ship Repair Association (VSRA)
Marine Trade Training: Welding Level 2	Virginia Ship Repair Association (VSRA)
Marine Trade Training: Welding Level 3	Virginia Ship Repair Association (VSRA)
Marine Trade Training: Electrical Level 1	Virginia Ship Repair Association (VSRA)

MTT programs are expanding as part of the HR STRONG pilot effort with the HRWC and VSRA in 2022/23. This expansion continues with support from the EDA Good Jobs Challenge Grant led by the HRWC. VPCC’s focus is on MTT Welding, and MTT Electrical, and plans to add MTT Structural Fitting as soon as facility space is available. This Structural Fitting program is planned for the new SE NN facility funded by SIB.

We have developed a regional infrastructure-related offering to support the road construction industry – Heavy Civil Construction. This program bundles NCCER Core and Work Zone Flagger while incorporating heavy civil content. Camp, Tidewater, and Virginia Peninsula Community Colleges (CCWC) collaborated on this project with

Allan Myers and the Hampton Roads Utility and Heavy Contractors Association. VPCC plans to deliver in the calendar year 2023. Programs will ramp up in the James City County Trades Center as well to include Welding (currently AWS offerings), Carpentry (NCCER), Masonry (NCCER), and CNC Machining (NIMS). Allied Health programs are robust and we are actively working to expand offerings and enrollment at all campuses.

UPDATES FROM INSTITUTIONAL RESEARCH & EFFECTIVENESS

Enrollment Thermometer Update - Spring 2023 and Academic Year 2022-2023

As of April 24, 2023, there were 5,818 students enrolled for the Spring 2023 semester. The credit hours of those 5,818 students totaled 3,112 full-time equivalent students (FTES). That FTES number is 3.7% lower than the total FTES from Spring 2022 (3,233). No major change 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 1,713 students, which is 22.1% higher than the Spring 2022 total.

Based on final numbers from Summer 2022 and Fall 2022, and preliminary numbers from Spring 2023, the College is likely to end the 2022-2023 academic year with 3,694 FTES. That number would represent an overall FTES decline of 1.7% from the prior academic year.



Spring 2023 Enrollment Thermometer Fiscal Year Goals Edition

April 24, 2023

Applicant Conversion

Term	Applied	Ready2Reg	Registered
April 24, 2023	2,677	2,656	717 (26.8%)
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%)

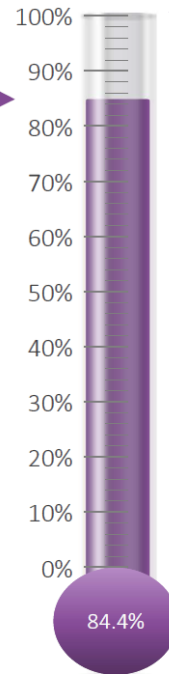
Total Term Enrollment (Headcount and FTES)

Year	Headcount	FTES
April 24, 2023	5,818	3,112
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	April 24, 2023	Final Spring 22	Final Spring 21	Final Spring 20
ABHS	1,392	1,400	1,647	2,332
PSAHHS	1,299	1,580	1,410	1,447
STEM	1,096	1,092	1,147	1,391
Dual Enrollment	1,713	1,405	1,549	1,198
Early College	197	209	167	326
FastForward	142	120	163	191
G3	750	899	N/A	N/A

The College currently has 3,112 FTES.



Enrollment Thermometer Update - Summer 2023 and Fall 2023

Registration is also now underway for the Summer 2023 and Fall 2023 terms, and the College is regularly tracking enrollment numbers and reporting on progress toward its enrollment goals. Initial FTES enrollment goals for the 2023-2024 academic year are based on the need for 7% growth to balance the Fiscal Year (FY) 2024 budget. It should be noted, however, that the Commonwealth’s FY 2024 budget has not yet been finalized, and that there is potential in that budget for additional monies to come to the College and reduce the need for enrollment growth. The College is continuing to monitor and will update its enrollment goals once the Commonwealth’s budget is finalized.

As of April 24, 2023, there were 1,627 students enrolled for the Summer 2023 semester. The credit hours of those 1,627 students totaled 669 full-time equivalent students (FTES). That FTES number is 2.9% lower than it was on the most comparable day in the Summer 2022 registration cycle. However, it should be noted that the Summer 2023 term is scheduled to begin one full week later than in Summer 2022, allowing additional time for students to register between now and the start of classes.

Fall 2023 is still very early in its registration cycle. However, early enrollment data suggest a strong priority registration period for current students. The College will continue to monitor enrollments for the fall closely and will provide a more complete update in the next report to the Board.



Summer 2023 Enrollment Thermometer Fiscal Year Goals Edition

April 24, 2023

Applicant Conversion

Term	Applied	Ready2Reg	Registered
April 24, 2023	1,226	1,223	294 (24.0%)
Final Summer 22	1,775	1,772	518 (29.2%)
Final Summer 21	1,715	1,712	543 (31.7%)
Final Summer 20	2,186	N/A	658 (30.1%)

Total Term Enrollment (Headcount and FTES)

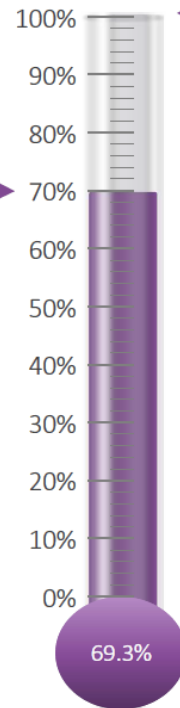
Year	Headcount	FTES
April 24, 2023	1,627	669
Final Summer 22	2,669	902
Final Summer 21	2,809	1,006
Final Summer 20	3,362	1,180

Program Enrollment (Headcount)

Program Area	April 24, 2023	Final Summer 22	Final Summer 21	Final Summer 20
ABHS	491	607	700	986
PSAHHS	518	725	683	694
STEM	348	480	506	597
Dual Enrollment	23	262	237	201
Early College	-	-	-	-
FastForward	2	115	117	41
G3	223	373	80	88

The College currently has 669 FTES.

To meet budgetary requirements for Fiscal Year 2024, the College requires 966 FTES.



Summer 2023 Target
966 FTES

Note: The Summer 2023 target is based on preliminary financial information for Fiscal Year 2024. The target will be reassessed and may be revised once the state budget is finalized and additional information is available.

UPDATES FROM FINANCE, FACILITIES, AND ADMINISTRATION

Finance

The College began collecting federal Covid-19 related financial assistance (CARES) in 2020, with the first of three assistance awards. Carens funding expires on June 30 of this year. We are pleased to report that we have spent all our student assistance funding and are on pace to spend nearly all our Institutional assistance. A total of nearly \$13,000,000 has been awarded to students over the past three years in the form of grants and debt relief. Institutional funds in the amount of more than \$16,000,000 will have been spent on reimbursements for lost revenue related to the pandemic; network/electronic software and hardware; Wi-Fi upgrades; physical equipment; personal protective equipment; and other items related to preventing the spread of Covid-19. Additional information on our use of federal assistance can be found on our website at CARES Act | Virginia Peninsula Community College (vpcc.edu).

Military and Veterans Services (MVS)

Military & Veteran Services is establishing a formal partnership with William & Mary to build a more substantial pathway for our military and veteran-affiliated students (transfer program). Additionally, MVS developed and is launching a dedicated Military/Veteran Student Orientation (transition from active-duty service to civilian student life program) called “INDOC” (short for Indoctrination, which is a common military term used for similar transitions.)

Facilities

There are several projects underway, including the near occupancy of Hampton IV, additional movement on the Diggs, Moore, and Harrison replacement building, movement on the Templin Hall auditorium rebuild, and others. An update on these projects and early work on the FY24 10-Year Master Plan will be shared at the May meeting.

Additionally, we the System Office have provided the following timeline for other VPCC Capital & Maintenance Projects.

Create Date	Project Type	Campus	Project Name	Project Status	Estimated Begin Construction	Estimated Completion	Completion Date
09/23/20	Capital	Hampton Campus	VPCC-H (TNCC-H) Replace Diggs-Moore-Harrison Complex	Design	07/01/25	7/1/2027	
11/13/20	Maintenance Reserve	Hampton Campus	TNCC-H Replace Light Heads Parking Lots 7-11	Close-Out Phase			
12/17/20	Local (Non-Capital)	Hampton Campus	TNCC-H Peninsula Workforce Development Center Code Analysis	Closeout			
01/19/21	Local (Non-Capital)	VP Multiple Campuses	TNCC Install WIFI in Multiple Parking Lots	Close-Out Phase			
02/01/21	Maintenance Reserve	Hampton Campus	TNCC-H Replace Rooftop Condensing Unit #2	Close-Out Phase			
03/23/21	Maintenance Reserve	Hampton Campus	TNCC-H Install Fiber Optic Line into VEC Server Room	Close-Out Phase			

03/29/21	Local (Non-Capital)	Hampton Campus	TNCC-H Divert Rain Water from Sidewalk	Closeout			
03/31/21	Local (Non-Capital)	Hampton Campus	VPCC-H (TNCC) Replace Roof, HVAC, and Demolish Greenhouse at Hastings Hall	Construction			04/30/23
04/08/21	Local (Non-Capital)	Hampton Campus	VPCC-H Repair Templin Hall Auditorium Roof Collapse	Awaiting Funding	09/01/23	12/30/2024	
06/08/21	Local (Non-Capital)	Hampton Campus	TNCC-H Replace Roof Top Units at PWDC	Construction			06/30/23
11/09/21	Capital	Hampton Campus	TNCC-H Replace Rooftop Units on Templin Hall	Awaiting Funding		12/30/2024	
03/16/22	Local (Non-Capital)	Hampton Campus	TNCC-H Hampton Campus Highway Sign Renaming	Closeout			
05/19/22	Local (Non-Capital)	Hampton Campus	TNCC-H 2022 MS4 Program Compliance Assistance	Closeout			
06/14/22	Local (Non-Capital)	Hampton Campus	VPCC-H Replace HVAC System Hampton III	Design	12/01/23	7/1/2024	
09/27/22	Local (Non-Capital)	Hampton Campus	VPCC-H Templin Hall Swing Space	Construction			
03/07/23	Local (Non-Capital)	VP Multiple Campuses	VPCC Repair Pavement and Drainage	Design			
03/07/23	Local (Non-Capital)	Hampton Campus	VPCC Replace Finishes and Furnishings (PWDC Makeover)	Design			

Respectfully submitted,



Dr. Towuanna Porter Brannon

End of Year Faculty Senate Report to the VPCC College Board

This year has been tremendously productive for the Faculty Senate. The Senate takes its charge from the concerns of the Faculty, and every year we convene an all-faculty forum to discuss the state of the College and concerns of the Faculty. We have come a long way from where we were in August.

The Senate worked to ensure campus safety by following up on elevator inspections and leading a conversation about the size and composition of the campus police force. The administration has eagerly engaged us over these issues, and forward progress is being made, as additional security officers are being hired and safety measures are reviewed and updated.

The Senate also engaged the deans and cabinet in a discussion surrounding the availability of supplies around campus. We were able to collaborate with the administration to create supply caches in every building at the Hampton campus and at the Historic Triangle campus.

Hiring adjunct faculty was a major issue, and representatives of the Senate took part in a task force to revise the adjunct hiring process with a goal of new adjuncts being hired within 60 days of the need being identified. This new process was finalized this month.

As faculty returned to the campus en masse, it became difficult to know who to go to with issues. Rampant departures and unfilled vacancies left us understaffed, with many staff members holding multiple positions. We collaborated with the CSSA and they began work on a reference tool that will make it easier for faculty to navigate the administrative and student challenges that we face regularly.

Another major issue that surfaced during the Faculty Forum was inconsistencies between divisions. Efforts to standardize many of the processes in place across Academic Affairs are underway. Additionally, the VPCC policy manual is under a major, three-phase review and re-write. This work is being performed collaboratively by faculty, staff, and administrators from across the College, and the goal is an updated policy manual and a separate procedure manual by the beginning of the 2024-2025 Academic Year.

There were many concerns with the way in which courses were being scheduled and discrepancies between divisions. We began a conversation with Academic Affairs, and this led to a scheduling summit in January, hosted by Dr. Ragno. As our overall scheduling strategies are still shifting, this conversation is ongoing as we move together towards a comprehensive scheduling strategy that is student centered and efficient.

Communication and shared governance have been an ongoing priority for the Senate. We have worked tirelessly and collaborated closely with the CSSA, the Shared Governance Committee, and with the administration to promote shared governance and decision-making across the College. As Dr. Brannon's new administration solidifies, we are achieving real and lasting progress towards a more transparent and collaborative organization. A formal shared governance structure exists through College Council and representation on the various committees and projects is leading to meaningful input of all parties. While communication and shared governance have both improved, these concepts are aspirational and will require continuous dedication from all parties involved if they are to be fully realized.

The Senate also took part in numerous major projects this year. We set out to re-write the Faculty Handbook, combining the full time and adjunct handbooks, neither of which had been revised in years. A draft has been submitted and is being reviewed by Academic Affairs. We organized a workshop for faculty on serving as a

student champion and aiding retention by supporting our students outside of the classroom. We also organized this year's full-time faculty promotional workshop. We created a draft Culture of Excellence document that is being reviewed by Dr. Brannon. We sought to increase representation of our adjunct faculty, and sponsored awards for adjunct faculty this year. Finally, we are beginning to review and revise the Full-Time Teaching Faculty Development, Evaluation, Reward and Recognition plan and the teaching faculty promotional process.

While there is much work left to be done, I am extremely proud of the work the Faculty Senate has done this year. It has truly been an honor to serve such a hard-working, dedicated, brilliant, and passionate group of professionals.

As the Semester ends, and attentions begin to shift towards summer plans, I wanted to take a moment and celebrate our accomplishments. I also wanted to set the stage for our work in the fall, in the hope that we can capture some momentum. As always, our focus will continue to be advocating for every faculty member. We will continue to work towards breaking down silos and barriers to communication and collaboration. We have forged a strong working relationship with the administration that we hope to continue to leverage to address the needs of the faculty. We have also worked effectively with our colleagues across the College, especially the CSSA. We will continue to review and revise the Faculty Development, Evaluation, Reward and Recognition plan, the promotional process, and our VPCC policies. Enrollment has turned a corner, but we need to continue to look at ways to boost enrollment and support healthy programs. We should continue to support and assist the CTL as a powerful force for positive change, communication, and professional development at the College. Great strides have been made this year with the OVN grant towards professional development of faculty and towards achieving diversity, equity, and inclusion at VPCC. This work needs to continue. I am excited about the future of VPCC and the Faculty Senate. Thank you for a great year!

Respectfully,

A handwritten signature in black ink, appearing to read "JJ Bonavita". The signature is written in a cursive, flowing style.

JJ Bonavita

Faculty Senate President