

GERMANNA COMMUNITY COLLEGE BOARD

September 10, 2020

MEETING MINUTES # 326

**Held Telephonically Due to a
Declared State of Emergency**

Members Present:

Teri McNally
William Thomas
Sarah Berry
Simon Gray
Lydell Fortune
Ann Tidball
Dr. Melanie Kay-
Wyatt
Dr. Victor Gehman
(Phone)
Manya Rayner
(Phone)

Members Absent:

(None)

Staff Present:

Dr. Janet
Gullickson
Bruce Davis
Dr. Tiffany Ray
Dr. John Davis
Dr. Jeanne Wesley
Laurie Bourne
Lorraine Pendleton
Stacy Stovall
Page Durham
Forrest Smith
Chief Craig Branch
Garland Fenwick
David Swanson
Martha O'Keefe
Cheri Maea
Taylor Landrie

Guests Present:

(None)

REGULAR MEETING

1. Call to Order

Chair Ann Tidball called the meeting to order at 4:30pm

Public Comment – None

2. Approval of Minutes #325, June 11, 2020

Madam chair moved to approve the June 11, 2020 minutes. Motion was seconded by Ms. Teri McNally

Motion was carried.

COMITTEEE DISCUSSION/ACTION

3. Academic Affairs/Workforce/Student Success

Ms. Sarah Berry started by praising everyone responsible for the outstanding enrollment numbers. Ms. Berry spoke on the Virginia Ready initiative and the different programs available for local businesses. She further explained that a student could be awarded up to \$1000 for participating in the program and for completing the certificate. Additionally, Ms. Berry encouraged everyone to donate to the program and to also provide names of businesses that may benefit from participating.

Dr. Janet Gullickson asked Ms. Cheri Maea to provide an update for enrollment.

Ms. Maea attributed part of the increase of enrollment to the Navigate system. Navigate is a system software that is used to help manage the onboarding of students effectively. Once students enrolled in an online platform, it allowed the college to decrease the barriers that were prohibiting student's progress and allowed the college to connect immediately with students, assigning them to different services that would further assist them in enrolling or registering effectively. Students could schedule appointments with an academic advisor, financial advisor or counselor while enrolling for a class. This transformed the process from reactive to proactive; allowing staff to connect with students as soon as they showed interest in enrolling. Navigate allowed them to attend to each student's needs collectively which resulted in increasing conversion rates. Ms. Maea further discussed fall to fall goals and thanked Dr. Gullickson for the opportunity to present to the Board.

Ms. Tidball invited Ms. Stacy Stovall to present the notes that were taken at the Executive/Human Resources Committee.

3. Executive/Human Resources

Ms. Stovall began with discussing the purpose for the Faculty Compensation Study. She explained that the study was conducted in July by Gallagher Surveys and was vital because the institution had been facing many challenges trying to attract qualified talent for certain vacancies. The last study that was conducted was between 2013 – 2016. This year's study allowed the institution to examine how they

compared to their hiring competitors.

Ms. Stovall added that the results of this year's compensation study identified areas for improvement. It disclosed that full time faculty were making 17% below market rates, adjunct faculty were making 3% below market rates and administrative and professional faculty were making 9% below market rates. The goal is to increase wages to market rates for adjuncts and staff who are currently being paid below market. Movement toward this goal will be accomplished as enrollment begins to climb and as funds become available. Ms. Stovall also mentioned that the study is available to the public on the Germanna website. Laurie Bourne reiterated that the goal is to provide increased salaries to correct any misalignments. The Human Resources Department will continue to manage the salary structures provided in the results from Gallagher. Ms. Bourne was pleased to announce that new hires are being paid within the new market rates and increases will continue during annual reviews.

Ms. Tidball added that the committee discussed the Board goals and the input received from the Board members to finalize the goals. The purpose of having these goals is to set expectations for Board members, their responsibilities and to hold each member accountable for being more involved in their contributions to the institution. She would like for these goals to be in effect for the next term. Ms. Tidball moved to approve the Board goals.

GOAL 1: Improve Board service - Commit to accountability, integrity and visibility

Actions:

- Commit to attend all Board meetings and commencement ceremonies, and at least two other events/activities this term
- Attend local Board of Supervisors meeting with GCC representative each term
- Contact Board of Supervisors members for any feedback they might have to improve Germanna
- Attend local School Board meeting with GCC representative each term
- Contact/engage School Board members for any feedback they might have to improve Germanna

GOAL 2: Support Diversity - Embrace and reinforce a culture that values and promotes equity, diversity and inclusion.

Actions:

- Ensure Board meetings promote an environment for open, frank dialogue where all voices are welcome
- Offer a Board representative to the TRHT initiative task force
- Present TRHT initiative to local communities/BOS/School Board
- Ensure that policies align with TRHT goals before approval
- Request diversity and equity data as needed

GOAL 3: Support GCCEF and Advocate for GCC - Partner and strengthen relationship between the College Board and GCCEF to support fund-raising capacity. Represent the interests and needs of GCC in our local communities

Actions:

- Visibly lobby our BOS for an increase in resource allocations
- Donate financially according to individual means. Donations may be for on-going programs, special events, ticket purchases, etc.(Goal = \$1000 annually per member with 100% participation)
- Promote and support Germanna Cares and Gladys P. Todd Academy in local communities with presentations at local functions
- Identify among personal contacts individuals who could be potential donors or future GCCEF Board members. Provide names to GCCEF.
- Use personal connections with non-profit and corporate organizations to advocate for grants/donations for GCC

GOAL 4: Support Workforce Development - Support cutting edge Workforce Development opportunities

Actions:

- Each Board member to create a list of business contacts and promote our programs to them
- Review WF Advisory Committee list and recommend experts, using our contacts and connections.

GOAL 5: Assess Performance of the Board

Actions:

- Recognize that the GCC Board wants to maximize its contribution and ensure its work is meaningful for both the organization and individual members. Annually evaluate Board performance against the above goals and use lessons learned to develop plans to improve effectiveness next term.

Motion seconded by Ms. Teri McNally. Motion carried.

Ms. Tidball invited Mr. Bruce Davis to discuss the plans for the 50th Anniversary Celebration.

Mr. Bruce Davis began with greetings from Grandpa Tom. He mentioned that Grandpa Tom has met his goal of raising \$30,000 for the Germanna Cares Program. He also mentioned that the campaign in celebration of the 50th Anniversary is: "Honoring Our Past and Creating Our Future." The celebration will begin with a series of historical videos about Germanna, Give Day, a golf tournament and a virtual gala celebrating 50 years of existence.

Mr. Davis also discussed the details for Give Day. He mentioned that the fundraising goal is \$300,000 and the focus is to raise funds for the Germanna Guarantee Program, Gladys P Todd Academy and the

Germann Cares Program. Different affinity groups have been created by each department to help encourage participation on Give Day and all groups have been assigned captains with many different tasks. He encouraged everyone to participate by donating to the various match programs that are currently available.

Furthermore, Mr. Davis mentioned that the foundation has been able to award 25% more of student's financial aid because of the revision of the Endowed Scholarship Award. He added that compared to other institutions foundations, who are currently struggling to raise money, Germanna is doing well.

Dr. Gullickson added that in addition to all the initiatives available for giving, estate planning is also an option by adding the college as a beneficiary to your life insurance policy. She believes that helping people understand that you don't have to be a millionaire to give is also important.

4. Finance/Facilities

Dr. Victor Gehman moved to approve the local financials through August 31st, 2020. Motion was carried.

Ms. Tidball thanked the committee for providing the COVID-19 presentation prior to the meeting, as it was helpful to further explain the budget. She invited Dr. Gullickson to present.

5. President's Report, Dr. Janet Gullickson

Dr. Janet Gullickson started by giving praise to Mr. David Swanson for the presentations that were provided prior to the meeting to help further explain the financial budget. She added that Mr. Swanson has been very helpful, explaining and answering questions and working with Cabinet regarding the institution's budget. Dr. Gullickson also mentioned that Ms. Peggy Lane, VCCS Board chair of the committee of Academic Affairs and Workforce, invited her, Dr. Wesley, and Dr. Ray to present on the innovative efforts that the institution has implemented for its continued success in an online world. She added that she was invited to be a member of the Board of Visitors for the Marine Corps University and her membership is pending based on the results of the background check.

Dr. Gullickson also mentioned that the decision to continue operations online for the Spring Semester will be finalized soon. During a recent poll using feedback from classified staff, it showed that over 80% of classified staff agreed that operations should continue online, knowing what we know now. At the request of the Chancellor, the decision will not be announced until the VCCS makes an announcement.

Dr. Gullickson concluded her report by inviting the Board to the All-College Convocation on October 2nd, 2020, and asked Ms. Pendleton to send out the invite to the Board members. She further went into the details of convocation, explaining the theme of the event, the focus and encouraged the Board to attend if able.

At the request of Ms. Tidball, Dr. Gullickson asked Dr. Wesley to provide an update on Truth & Reconciliation. Dr. Wesley began by stating that the Truth and Reconciliation team had introduced the draft vision and goals to every constituent group at the institution. The team has collected

feedback in order to finalize the current draft vision and goals. Once a new draft has been created and presented to leadership, they will visit the constituents again for additional feedback that will help shape the new vision and goals for the institution. Dr. Wesley added that the Truth & Reconciliation team goal is to include the feedback from the constituent groups in the institutions overall strategic plan. Ms. Tidball thanked Dr. Wesley for the update.

Dr. Gullickson also spoke on the plans for commencement. She mentioned that it will be held virtually on December 15th, 2020, and there will be opportunities for students to have photo shoots on campus as well as opportunities for students to provide video vignettes. She added that Lord Fairfax hosted a similar event and it was very successful. Ms. Maea added that yard signs will also be available for every graduate as an additional way to celebrate. Dr. Gullickson mentioned that there will be a pre-recorded, separate pinning ceremony on that day for the Health Technologies.

6. Chair Report, Ms. Ann Tidball

There was no report from Chair Tidball however, she proposed the idea of having the next Board meeting at the Daniel Technology Campus. She asked the Board to consider the proposal and to provide feedback. Chair Tidball added that she currently serves on a board in Culpeper and they've started to meet in a large hall with open spaces to allow social distancing and it worked very well. She expressed that the need for human interaction is vital and she'd like the Board to consider meeting in person for those who may be comfortable. Dr. Kay-Wyatt mentioned that she's also a part of another board that has started meeting in person in a similar fashion. Chair Tidball suggested that everyone monitor updates of the COVID-19 virus leading up to the end of October to better decide the location for the next meeting.

Chair Tidball moved to adjourn the meeting.

Motion was carried.

7. Adjournment

The meeting adjourned at 5:11pm.

2020-2021 Committee Appointments Executive /

Executive/Human Resources

Ms. Ann Tidball, Chair
Mr. Simon Gray, Vice chair
Ms. Manya Rayner, Treasurer
Dr. Janet Gullickson, Secretary
Ms. Laurie Bourne, Staff
Mr. Bruce Davis, Staff

Finance/Facilities

Dr. Victor Gehman, Chair
Mr. William Thomas
Dr. Melanie Kay-Wyatt
Dr. John Davis, Staff
Mr. Garland Fenwick, Staff
Mr. David Swanson, Staff

Academic Affairs/Workforce/Student Success

Ms. Sarah Berry, Chair
Mr. Lydell Fortune
Ms. Teri McNally
Dr. Jeanne Wesley, Staff
Dr. Tiffany Ray, Staff

DRAFT