I. Call to Order and Welcome – Delegate Les Adams, Chairman

II. Roll Call – Melanie Ingram, Administrative Assistant

III. Brief overview of NCI’s mission and the Committee’s charge and purpose – Delegate Les Adams and Dr. Leanna Blevins, Executive Director

IV. Brief overview of past and present challenges and future opportunities
   A. Outreach for community development and academic preparedness – Steve Keyser, Coordinator of Community Engagement
   B. Outreach for student services – Sammy Redd, Coordinator of Student Services
   C. Marketing and Public Relations – Autumn Morris, Director of Communications and Marketing
   D. Recruitment – Dr. Leanna Blevins

V. Mapping a plan for the future
   A. What is needed by board members to make informed decisions?
   B. What is needed by staff members to better execute roles?
   C. What are areas to be researched and explored to improve NCI?
   D. What are the “low hanging fruit” that can be accomplished quickly?
   E. Other

VI. Next Steps
   A. Meeting date and location
The Educational Outreach Committee of New College Institute met Monday, March 27, 2017 at 11:30 a.m. in the conference room of Adams & Fisk Law Firm located at 2 North Main Street, Chatham, Virginia.

MEMBERS PRESENT

Delegate Les Adams, Delegate Danny Marshall, and Ms. Treney Tweedy

MEMBERS ABSENT

Ms. Gracie Agnew and Ms. Tanya Foreman

OTHERS PRESENT

Dr. Leanna Blevins, NCI’s Executive Director; Mr. Richard Crouse, Legislative Assistant to Senator Bill Stanley, NCI’s Chairman of the Board; Mr. Steve Keyser, NCI’s Coordinator of Community Engagement; Ms. Autumn Morris, NCI’s Director of Communications and Marketing; Mr. Sammy Redd, NCI’s Coordinator of Student Services; and Ms. Melanie Ingram, Administrative Assistant.

CALL TO ORDER AND WELCOME

Delegate Les Adams, Chair, called the meeting to order and welcomed the group.

ROLL CALL

Ms. Ingram called the roll and announced the presence of a quorum.

BRIEF OVERVIEW OF NCI’S MISSION AND THE COMMITTEE’S CHARGE AND PURPOSE

Delegate Adams distributed and reviewed in detail a copy of NCI’s duties and responsibilities as mandated in §23.1-3111 of the Code of Virginia. A copy of this document is attached to these minutes.

A copy of a portion of the Budget Amendments – HB1500 (Conference Report) entitled NCI Restructuring resulting from the General Assembly’s 2017 Session was also distributed and reviewed. This amendment was approved by the conference committee and has been presented to the Governor for his signature. The General Assembly will reconvene on April 5 to consider the Governor’s amendments and vetoes. Delegate Adams indicated changes could still possibly be made to the amendment. A copy of this document is attached to these minutes.

Dr. Blevins reminded the Committee of its responsibilities as described in NCI’s Bylaws. She read the excerpt below from NCI’s Bylaws to the group.
The Educational Outreach Committee shall oversee efforts in marketing and communications, educational special events, experiential learning, community outreach and engagement, student retention and safety and security.

Dr. Blevins then formally introduced the three outreach staff members present and provided a brief historical summary of NCI’s outreach program.

- Sammy Redd’s outreach is Student Services. His expertise is in the areas of financial aid and assisting students in “connecting the dots” with college preparedness and enrollment.

- Steve Keyser’s outreach is drawing community members into NCI and taking NCI into the community in a broad sense.

- Autumn Morris’s outreach is providing communication and marketing tools for NCI. Autumn also supervises NCI’s experiential learning program.

In 2006, New College Institute hired Steve Keyser and Sammy Redd to actively reach out into the community to convey the message that postsecondary education is valuable and attainable. Their mission was to begin to change the culture to one that values higher education.

To provide committee members with additional history, copies of NCI’s first Outreach Report covering the period from November 2006 to December 2007, and the 2008 report, were distributed.

OUTREACH FOR COMMUNITY DEVELOPMENT AND ACADEMIC PREPAREDNESS

Mr. Keyser described the various programs he manages at NCI, as listed below.

- Non-Credit Lecture Series – these events are typically held at noon and provide lifelong learning opportunities for adults. Topics vary and include subjects such as Seasonal Allergies presented by Memorial Hospital; history of the National Park Service; and the history of Martinsville and Henry County.

- Summer camps are held at NCI and are targeted to middle school students. This year’s camps are: Engineering for Boys; Engineering for Girls; and Programming for Your World: Coding Camp.

- Collaborates to develop and recruit for Teacher Recertification programs

- Coordinates and attend career fairs

The group asked questions, discussed, and provided marketing suggestions to increase participation in these activities.

NCI staff members were encouraged to develop a method to track and communicate with individuals attending events at NCI. A data system is essential to enable the identification of popular topics and interests, which could then be used to gauge the need for new programs, etc.
Dr. Blevins advised the group that data collection and analysis has been added to the Chief Academic Officer position.

OUTREACH FOR STUDENT SERVICES

Mr. Redd described his role as the Coordinator of Student Services and provided a handout which is an overview of his position responsibilities. He shared that one of his primary goals is to create enthusiasm for higher education. Once the student is engaged and interested in pursuing a degree, he works alongside the student to assist navigating financial assistance options, completing forms for enrollment, and providing general support/guidance throughout the individual’s college career.

Discussion again turned to access to student contact information to enable communication with students during their college career and after graduation. Dr. Blevins reminded the group that students taking classes in our building are technically students of the degree-granting institution and not NCI. Treney Tweedy recommended that as contracts are negotiated with the degree-granting institution a clause be added to allow NCI access to student information.

MARKETING AND PUBLIC RELATIONS

Ms. Morris described her role as the Director of Communications and Marketing. Since her employment, NCI has been in a time of transition. From a branding perspective, NCI does not have a clear, concise description of “who we are.” Ms. Morris indicated that once a clearer direction is identified, she is prepared to initiate a branding campaign.

In the meantime, her current projects include managing NCI’s social media sites – Facebook, Twitter, and website. Past and current marketing initiatives have included television advertising, YouTube commercials, billboards, newspaper advertising, trade show activities and some targeted marketing by zip code. The tagline “Stay Close, Go Far” is used in all advertisements.

Delegate Marshall expressed his belief that NCI’s image needs to be improved. In the last 12 months, NCI’s reputation has suffered. He encouraged staff to constantly look for methods to let others hear of all the good things going on at NCI. Dr. Blevins advised the group that she has met with the editor of The Martinsville Bulletin to discuss printing the academic and outreach news and felt the meeting was productive.

After further discussion, Delegate Marshall asked Autumn Morris to present a marketing plan to the NCI Board next week outlining how NCI can get positive messages out to the community.

RECRUITMENT

Dr. Blevins reported that several approaches have been utilized to increase enrollment of students; however, none of them have been wildly successful. Over the last 10 years, the most successful recruitment method has been by faculty-in-residence and interrelated outreach efforts. She believes recruitment should be approached with our university partners.

Due to time constraints, the group did not address the agenda items relating to mapping a plan.
Delegate Adams thanked the participants for their presentations. He stated that the two most important needs identified in the meeting are data development and a branding campaign. Delegate Adams asked members and staff to begin to think of a new name for New College as well as an idea for a naming campaign.

Ms. Ingram was directed to send a Doodle poll to members to determine the committee’s next meeting date. The suggested timeframe is early to mid-June.

Treney Tweedy asked if community advisory groups had been utilized in the past. Dr. Blevins indicated they had been but were not active at this time. Ms. Tweedy suggested we consider re-engaging such groups.

There being no further business to come before the group, the meeting adjourned at 1:11 p.m.
Code of Virginia
Title 23.1. Institutions of Higher Education; Other Educational and Cultural Institutions
Chapter 31. Educational Authorities, Centers, Institutes, and Partnerships

§ 23.1-3111. (Effective October 1, 2016) New College Institute established; duties

A. New College Institute (New College) is established as an educational institution of the Commonwealth in the area of Henry County and the City of Martinsville.

B. New College shall:

1. Seek to diversify the region's economy by engaging the resources of other institutions of higher education, public and private bodies, and organizations of the region and Commonwealth;

2. Serve as a catalyst for economic and community transformation by leveraging and brokering resources that support economic diversity;

3. Facilitate development of the technology and trained workforce necessary for new economic enterprises to flourish, using the resources available from collaborating educational institutions;

4. Expand educational opportunities in the region by providing access to degree-granting programs, including undergraduate, graduate, and professional programs, through partnerships with private institutions of higher education and public institutions of higher education, the public schools, and the public and private sectors;

5. Encourage and coordinate the development and delivery of degree programs and other credit and noncredit courses with a focus on statewide and regional critical shortage areas and the needs of industry. Such programs and courses shall include needed adult education and workforce training; and

6. Serve as a resource and referral center by maintaining and disseminating information on existing educational programs, research, and university outreach and technology resources.

2006, cc. 808, 842, § 23-231.30; 2016, c. 588.
2017 Session

Budget Amendments - HB1500 (Conference Report)

Bill Order » Item 249 #1c

NCI Restructuring

Item 249 #1c

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<th>Education: Higher Education</th>
<th>First Year - FY2017</th>
<th>Second Year - FY2018</th>
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<td>New College Institute</td>
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Language

Page 226, line 46, strike "$3,490,544" and insert "$3,590,544".

Page 227, strike lines 13 through 21 and insert:

'\text{C. 1. The Governing Board of the New College Institute shall be authorized to seek an agreement with the New College Foundation and other non-governmental parties to acquire the Building on Baldwin for the amount not funded by the Virginia Tobacco Indemnification and Community Revitalization Commission, the federal government through the U.S. Economic Development Administration, the Appalachian Regional Commission, other federal monies, or local government. }

2. If agreement on acquisition of the Building on Baldwin cannot be reached, the Governing Board of the New College Institute, with the assistance of the Department of General Services (DGS), is further authorized to plan for the construction or acquisition of a new facility. Priority will be given to options utilizing existing state property. The Governing Board and DGS may partner with local community colleges and/or local governments to this end.

D. 1. Out of this appropriation, $100,000 from the general fund in the second year is designated for the New College Institute to develop a five-year plan for future growth and development. The Governing Board of the New College Institute shall be authorized to contract with public and private colleges and universities to deliver programs that lead to degrees, certificates or credentials that maximize meeting the needs of the citizens of the region. It is the intent of the General Assembly that the first two years of any program and workforce training be conducted / delivered by any public two-year institutions as determined by the Governing Board of the New College Institute. New College Institute shall also review options to work collaboratively with local community colleges. The plan shall also include mechanisms to address growing the pipeline for post-secondary education while working in consultation with local school boards. The goals of the Harvest Foundation shall be considered in the development of this five-year plan.

2. Baccalaureate and higher degrees shall be conducted / delivered by public or private 4-year colleges and universities as determined by the Governing Board of the New College Institute. Subject to the conditions of D.I., George Mason University and Old Dominion University shall provide access of its program portfolio to the New College Institute through the Online Virginia Network.

E. The New College Institute and the State Council of Higher Education for Virginia shall evaluate options for alternative pricing that result in lower charges for programs and courses offered to citizens of the region attending the New College Institute. The options shall not be limited to increased subsidy, financial aid or creating a new delivery model for citizens of the Commonwealth. The New College Institute and the State Council of Higher Education for Virginia shall report their findings to the Chairmen of the House Appropriations and Senate Finance Committees prior by December 1, 2017."

Explanation

(This amendment provides $100,000 from the general fund in the second year for the purposes of the New College Institute researching and developing a five-year plan. The amendment also updates the language to provide some additional stipulations for the plan.)
VIRGINIA STATE BUDGET

2017 Session

Budget Bill - HB1500 (Introduced)

Item 249

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Authority: Discretionary inclusion Title 23.1, Chapter 31, Article 4, Code of Virginia.

A. It is the intent of the General Assembly that the New College Institute, the Institute for Advanced Learning and Research, and the Southern Virginia Higher Education Center coordinate their activities, both instructional and research, to the maximum extent possible to best meet the needs of the citizens of the region, to ensure effective utilization of resources, and to avoid unnecessary duplication. The three entities shall report annually by October 1 to the Secretary of Education and the State Council of Higher Education and the Department of Planning and Budget on their joint efforts in this regard.

B. The requirements of § 4-5.05 shall not apply to this appropriation.

C. 1. The Governing Board of the New College Institute shall develop a comprehensive plan to provide higher education degree and certification programs in accordance with its mission and shall review options to achieve stated goals.

2. Options shall include, but not be limited to: continued operation as an independent public entity with the existing operating structure and partnering with one or more public and/or private entities offering degree or certificate completion.

3. For options regarding partnering with other entities, such proposed agreement, if any, shall detail the plan of operational guidance and funding mechanisms and shall be subject to the approval of all governance boards impacted.