

New College Institute  
Executive Committee Meeting  
June 29, 2018

The Executive Committee of New College Institute met Friday, June 28, 2018 in the Benjamin R. Gardner Board room of the Building on Baldwin in Martinsville, Virginia.

**EXECUTIVE COMMITTEE MEMBERS PRESENT**

Delegate Les Adams, Delegate Danny Marshall, Senator Bill Stanley, and Naomi Hodge Muse. Janice Wilkins participated by electronically.

**MEMBERS ABSENT**

None

**Others Present**

Dr. Leanna Blevins, NCI Executive Director

Ms. Melany Stowe, NCI Assistant Director of Academics and Communications

Ms. Christina Reed, NCI Assistant Director of Finance and Operations

Ms. Mandy McGhee, NCI Finance and Operations Analyst

**CALL TO ORDER AND WELCOME**

Senator Stanley welcomed NCI's executive committee members and called the meeting to order at approximately 12:05 and gave a brief purpose of the meeting to review and approve FY19 budget.

**ROLL CALL**

Ms. McGhee called the roll, noting the presence of a quorum.

**Finance and Operations Update**

Christina Reed started her financial update noting the end of FY18 and successfully closing the fiscal year utilizing most all FY18 appropriation.

Christina Reed's financial presentation included reviewing a proposed budget for fiscal year 2019, acknowledging the \$600,000 increase in the appropriation from the Commonwealth of Virginia to New College institute. Ms. Reed outlined budget categories including, not limited to, Academic Contracts, Salaries, Office Supplies, Media Services, and travel, lodging and meals for a total of \$2,589,059.00.

Delegate Marshall questioned the monies budgeted for Academic Program Contracts nearly doubled and asked how the monies were going to be spent.

Dr. Leanna Blevins provided a brief description of the budget category, Academic Program Contracts and includes pipeline development, summer camp activities, academic preparedness and academic contracts. NCI's Executive Director reiterated that NCI no longer uses an old academic model, currently contracts executed are classified as volume discount pricing with various public and private partners, like revenue sharing agreements. However, NCI has flexibility to charge partners for usage of classroom space, technology, and, etc.

NCI Board Member, Naomi Hodge Muse questioned how that turns into an increase.

Dr. Leanna Blevins further explained NCI generally invests in the faculty time and curriculum development in years one and two of the respective partnership. We negotiate agreements that may include paying and or sharing cost to have faculty members in Martinsville to deliver face-to-face instruction, recouping cost in year 2 of partnership.

Delegate Marshall questioned the \$200,000 increase in salaries and wages, when we pay for colleges for faculty, it comes from Academic Program contracts. Dr. Blevins replied the salaries line item are for NCI employees and all positions focus efforts in respective academic areas of focus. Dr. Blevins explained, the increase would also enable NCI to negotiate bring a mobile shipbuilding lab to Martinsville, expand experiential learning programs and opportunities, and a placeholder for Online Virginia Network, as well as other costs for opportunities to deliver learning experiences in this region.

Senator Stanley led a brief conversation about the Online Virginia Network and courses could be offered by ODU and JMU would be "gut courses" in college but can obtain credits, considering Online Virginia Networks course credits are transferrable, it helps fills in the gaps and allows students to take the course at home. Dr. Blevins added it was very rarely a clean "2+2" and students sometimes do not meet admission requirements with academic partners. Delegate Marshall discussed adding National Institute for Metalworking Skills (NIMS) to local precision machining programs to better prepare students entering programs and workforce. Senator Stanley mentioned opportunities to embed credentials to better prepare students while increasing eligibility into respective courses, connecting job readiness for improved student outcomes.

NCI's Executive Director presented the board with a detailed list of James Madison University partnership activities and other strategies to solidify discussion to partner with NCI. In other academic news, Dr. Blevins, discussed the Mental Health Counseling Licensure, adding CSB can't fully respond well to community needs because of shortage of qualified employees, and how successful a recent discussion with RU Pres. Hemphill in meeting these needs. Dr. Leanna discussed efforts and on-going work to enter into an agreement to offer Mental Health Counseling Licensure.

Senator Stanley anticipates a lot of money going toward marketing and asked NCI's leadership team to help him understand why there is only \$30,000 dollars earmarked for marketing.

Delegate Danny Marshall also stated, he would like to see additional detail and measurable results, so they can return to General Assembly and describe how the tax dollars was used for ROI.

Leanna Blevins recounted discussions with House Appropriations staff, who indicated, priority for programs versus marketing. Additionally, the said increase in salaries includes a policy advocate, and marketer. However, we can't hire marketers before new programs are added, or begin marketing for

programs until we secure those agreements. Delegate Marshall agreed and cited enrollment growth in a regional Precision Machining program example and added, it takes time.

Dr. Blevins led a brief discussion on existing efforts to collaborate with Patrick Henry Community College, Danville Community College, various local and regional high schools, and other methods to build a student pipeline as part of a collective impact to target potential students. Dr. Blevins cited using other Higher Education centers to reach maximum potential, discussed the minimum number of seats per program and using technology to expand access across not only Southside, but Southwestern Virginia.

Senator Stanley referred to Online Virginia Network's (OVN) website that includes a course catalog and a discussion about marketing efforts. Melany discussed new marketing efforts and targeting students.

Melany Stowe commented on admission statistics of area students accepted into engineering programs and said we are exploring the best option for students and employers.

Senator Stanley spoke of executing a dream to reality, to execute the dream successfully, do not accept failure as the norm and leave a legacy.

Senator Stanley discussed a cash offer payable to New College Foundation (NCF) to buy the Baldwin Building, retaining \$383,000 dollars in New College Institute's budget to adjust for maintenance expenses. Senator Stanley said New College Foundation (NCF) could use the money to fund scholarships to break cycle of poverty and grow the economy.

NCI's Executive Director, Leanna Blevins discussed potential fundraising and scholarship models that she is happy to share with NCF regarding free and reduced tuition significantly benefiting students in this region and beyond.

On motion by Senator Stanley to approve the budget as presented by Ms. Christina Reed, upon further understanding of how the money is spent at the full board meeting and will support ratification at that time.

All executive committee members voted in favor of the budget as presented by Christina Reed and thanked her for your hard work.

Dr. Blevins discussed James Madison University (JMU) updates and provided a list of events to include target completion dates. Leanna continued her presentation by explaining the recent James Madison University focus group, included a participation rate was nearly 20, consisted of a luncheon and 2-hour meeting, very positive feedback. Currently, planning next steps to include a broader survey to reach more regional employers.

Melany Stowe indicated the industry response was good, would like to see it grow. Melany Stowe offered to share the respective survey with the board, stated she estimates to send survey in Fall 2018. She further added, anticipates searching within a 75-mile radius using D&B software. D & B software includes positions and names of decision makers in organizations. Dr. Blevins added NCI is already working with the Chamber of Commerce and other Higher Education Centers to connect with students.

Delegate Marshall, used an example of Timmons, engineering company based in North Carolina that anticipates a need of 300 electrical engineers to make electronic chips. One of the five sites in the world

that uses redundant electricity. Delegate Marshall also mentioned Solomon and agreed to share information with Dr. Blevins to send customized survey to these types of businesses.

Christina Reed presented the APA's finding of internal control review and noted new procedures. Internal control is every 3 years, findings identified expand existing policies and procedures to provide more detail on fixed assets.

Christina indicated this is advisory, not mandatory, it was a review and continue strengthening policies and procedures.

Leanna Blevins also advised the executive committee of the succession planning report due today.

Leanna provided the current organization chart and agreed to share employee work profiles with Delegate Marshall.

Leanna Blevins shared news with the board regarding Senator Janet Howell's scheduled visit to NCI July 12, 2018 and a brief discussion ensued about how/who to showcase the area to Senator Janet Howell. Senator Stanley suggested the local healthcare delivery system, telehealth, local government officials, public educators, etc.

Melany Stowe discussed the ceremony held at Radford University (RU) the previous day executing the agreement allowing NCI to offer its Cybersecurity Program using the IMPACT model to include program options for working professionals, citing this is an example of volume pricing agreement.

An update was provided about CAFM, NCI recently hired Ralph Schultz, and noted progress made to join the Association of International Metallizers, Coaters, and Laminators (AIMCAL) and other industry organizations to begin promoting advanced film training which will generate revenue for sustaining the program and position, said Dr. Blevins.

Delegate Marshall refereed the group to page 2 section A of the Budget Bill language.

Dr. Blevins indicated this was an annual report, noted the report was completed annually with collaboration with other Higher Education Centers and offered to share the report with the board.

The group was then referred to Section C of same Budget Bill language.

Senator Stanley briefly discussed the old offer from the Commonwealth of Virginia to purchase the building and similar language in the new Budget Bill HB5002, and concluded, if NCF refused future potential offers from the Commonwealth of Virginia to purchase the building, then NCI will have to some hard decisions about the building.

There being no further business to come before the executive committee meeting, the meeting adjourned at 2:19 p.m.

