Greetings from Leadership

Letter from Karen

I am proud to share with you New College Institute's (NCI) annual report to the community. I am pleased to report that we have made great advancements in serving as a rural innovation center for workforce training, certification, and educational programs.

This has been a year of remarkable advancements and growth at NCI. From new partnerships with leading Virginia universities, to first-of-their kind economic growth commitments, to tremendous advancements in virtual efforts, we have been on a journey of learning and innovation. All of these activities in the face of, and often in response to, the increased needs presented by COVID-19.

In this report, we seek to provide you a glimpse of what the dedication and hard work of our Board of Trustees, staff, faculty, industry and university partners, students, and broader community leaders has accomplished.

It is my sincere pleasure to share this update with you and thank you for your support. We are grateful to have had a good year at NCI, and I am confident that many more will follow.

Karen Jackson
Interim Executive Director, New College Institute
Letter from Board Chair

New College Institute (NCI) continues to open new possibilities and pathways for individuals and communities in Southern Virginia. We are proud to partner with our K-12, higher education, and industry partners to work each day to create new educational opportunities for our citizens that will not only create a ready workforce pipeline for the economic revitalization of our region, but also will provide real financial opportunities that will help to greatly improve the lives of our students.

During the past four years, NCI has reaped the benefit of having an energetic and results-oriented Board of Directors, as well as a staff with the "can-do" spirit required to implement the new and innovative educational programs that you will discover in this Annual Report. These programs are truly "game changers" for our students and for Virginia businesses, both locally and throughout the Commonwealth.

New College Institute has taken a giant leap forward in educational innovation, and we could not have done it without the expert leadership of our Interim Executive Director, Karen Jackson.

Together, we have made numerous accomplishments, including, but not limited to:

- Hosting the region's first virtual cyber patriot camp with more than 50 middle and high school participants from across the nation.
- Launching a collaboration with Amazon Web Services (AWS) to offer cloud practitioner training.
- Purchasing the Baldwin Building and completing a building-wide multi-million dollar technology upgrade.
  - Offering Radford’s Cyber Security Certificate Program.
  - Leading the way in Virginia with The Mid-Atlantic Wind Training Alliance.

Our affiliations with Virginia’s universities and community college system continue to flourish, and we are committed to further strengthening our essential relationships with Virginia businesses.

But, this is only the beginning! You can expect even more great educational programs to come to NCI in the very near future based upon these mission-critical partnerships.

Because of your support, we are able to reach more students, establish new and innovative educational programs, be responsive to the needs of business, and strengthen our regional economy.

Thank you for your continued support of NCI.

Senator William M. Stanley
Board Chair

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Janet Copenhaver,
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CUSTOMER SERVICE TEAM
Stacey Davis,
Customer Service Receptionist
Shane Guy,
Customer Service Receptionist
Terresa Leopold,
Customer Service Receptionist
Joni Wade,
Customer Service Receptionist
About NCI

NCI is dedicated to being a rural innovation center for workforce training, certification, and educational programs. We are proud to create opportunities for more people, from more backgrounds, to find the workforce training and education they need to advance their careers.

We offer best-in-class training and education for cutting-edge careers ranging from cybersecurity to social work, from business to education, and telehealth to renewable energy. As new opportunities and industries arise, NCI develops partnerships that create pathways to entry.

With online programs and on-site classes located in Martinsville, NCI offers flexible opportunities that advance education and career goals and provides guidance and support to achieve success.

We foster unparalleled opportunities to attain the education and career skills needed to succeed and prosper in today's rapidly changing economy.
The Purchase of the Baldwin Building

The New College Foundation and New College Institute were thrilled to be able to finalize the purchase of the Baldwin Building to the Commonwealth of Virginia this year.

Home to the New College Institute and Martinsville-Henry County Economic Development Corporation and Visitors Center, the Baldwin Building is a state-of-the-art facility for conferences, community events, and home to premier training for cutting-edge industries.
The sale of the 52,000 square foot Baldwin facility generated $7.5 million in proceeds for the New College Foundation. Funding for the building was accomplished through grants from The Tobacco Region Revitalization Commission, federal and state grants, the Harvest Foundation, as well as private corporate and individual donations.

The acquisition allows NCI the flexibility and autonomy to become a rural innovation center and catalyst for non-traditional economic development opportunities in alignment with the economic priorities of the Commonwealth.

“Virginia’s purchase of the NCI Building on the historic Baldwin Block, a goal of the NCI Board of Directors in its long-term strategy for the continued success of NCI, has finally been achieved. This purchase agreement now solidifies the Commonwealth’s permanent commitment to economic diversification and educational attainment. Virginia created NCI in 2004 as a promise to the people of Southside Virginia to provide an innovative way of providing educational and workforce training as a part of its economic revitalization strategy—today Virginia just reaffirmed that promise.”

—Senator William M. Stanley, Board Chair
Corporate & Workforce Training... Now in a Virtual World

The impact of the COVID-19 pandemic on the Virginia economy is far-reaching, and thousands of Virginians need to find new employment and learn new skills, primarily through online platforms and opportunities.

To respond to these needs and assist people to upgrade their career-specific skills, NCI quickly reshaped its in-person trainings and certification classes so that they could be effectively conducted in a virtual format. NCI created distance learning opportunities that offer a variety of certification programs, such as cloud computing, cybersecurity, telemental health, and advanced manufacturing.

“My experience with NCI prepared me for the world through the instruction and the internship I received. The flexibility was a perfect fit for my working schedule.”
—Michael Esdaile, Accountant, Hooker Furniture

“NCI provided me with an opportunity to progress personally and professionally. The re/Start program allowed me to lay a new foundation in my life that will support my goals for years to come.”
—Blaine Aird, graduate of AWS re/Start program

AWS Re/start

This year brought an exciting new collaborative effort with Amazon Web Services (AWS). Working with AWS, NCI is providing free, virtual courses in cloud computing. Upon completion, participants are able to apply for entry-level cloud roles, such as cloud operations, site reliability, infrastructure support, and technical adjacent business support functions. NCI’s Martinsville program joins Boston, Newark, San Jose, San Francisco, New York City, and Washington DC in offering AWS re/Start training.

The first AWS re/Start cohort Fall 2020 and the second cohort began in December. We look forward to offering this program on a quarterly basis.

Telehealth

2020 was a standout year for telehealth. In fact, NCI’s Southside Telehealth Training Academy and Resource Center (NCI STAR Telehealth) course completion rate increased more than 100%.

NCI’s STAR Telehealth program trains participants from 40 different states and countries. The telehealth program works with participants working in a range of roles, including physicians, nurses, paramedics, social workers, licensed professional counselors, IT specialists, and health care administrators.

Participants gain knowledge and skills on the use of video-conferencing technologies in the clinical setting skills and remote patient monitoring in the home setting.
Cyber Security Certificate Program—Radford University

In partnership with NCI, Radford University offers an Online Cybersecurity Certificate Program. Virginia has 36,000 job openings in cybersecurity. Radford University’s IMPACT program offers a virtual training program in cybersecurity.

IMPACT is a first-of-its-kind program among four-year public institutions in Virginia that offers a cybersecurity certificate program delivered online in an asynchronous, self-paced manner.

Manufacturing

NCI’s Center of Advanced Manufacturing provides technology education, manufacturing training, and consulting services that contribute to continuous workforce and technology development and business success.

NCI’s advanced manufacturing team partners with companies of all sizes access the training and pipeline development needed to remain economically competitive.

TempO Rapid Commercialization

NCI partners with Old Dominion University Institute for Innovation & Entrepreneurship to deliver programming to help government contractors and subcontractors develop commercial lines of business.

The TempO Rapid Commercialization program offers government contractors, sub-contractors, and those dependent on federal spending the opportunity to become more sustainable and ready to adapt to changes in federal contracts and appropriations.

The program highlights how to develop scalable ideas, services, and products into commercial market revenue generators and determine if there is a viable commercial business model for an idea, product, or service.
Mid-Atlantic Wind Training Alliance

On October 14, 2020, Governor Ralph Northam announced the formation of the Mid-Atlantic Wind Training Alliance led by NCI. The newly-created Alliance, is Virginia’s first offshore and onshore wind workforce training collaborative to offer industry-required certifications critical to the operations and long-term maintenance of wind projects in Virginia and beyond.

NCI partnered with Centura College and the Mid-Atlantic Maritime Academy to offer courses certified by the Global Wind Organization (GWO) and the National Center for Construction, Education, and Research (NCCER).

“Building a strong wind energy workforce will give the Commonwealth a significant competitive advantage in attracting onshore and offshore wind projects. There is currently massive potential for offshore wind up and down the East Coast, and we look forward to working with our partners across Virginia and in neighboring states to grow this industry and reap the tremendous economic benefits for our communities, especially those that have been historically disadvantaged.”

—Governor Ralph Northam

Images by David Kidd
NCI is the first facility in the Commonwealth to be GWO certified to offer BST and BTT and only one of three sites in North America to offer BTT.

Basic Safety Training provides participants with basic knowledge and skills to enable them to work safely in the wind turbine industry. This course covers First Aid, Fire Awareness, Working at Heights and Manual Handling.

Basic Technical Training consists of three modules, the BTT Electrical Module, the BTT Mechanical Module and the BTT Hydraulic Module.

*Image by David Kidd*
University Programs

In 2020, NCI established several new partnerships with leading Virginia colleges and universities and renewed commitments with our long-term partners.

Together with these institutions, NCI offers innovative and flexible ways for students to attain skills and credentials they need to succeed in new and emerging fields. During the pandemic, many of these partner institutions transitioned to online and distance learning.

Four New Partnerships

Bluefield College
Master of Arts in Counselor Education

NCI partners with Bluefield to promote access to graduate level training in Counselor Education in both clinical mental health and school counseling. The Master of Arts in Counselor Education program focuses on the development of highly-skilled mental health professionals that provide comprehensive mental health care to people in need.

Students have access to flexible programming options, online and hybrid delivery with intensives held on-campus in Bluefield and at NCI.

University of Virginia
Bachelor of Interdisciplinary Studies

NCI was pleased to form a new partnership with the University of Virginia this year. Our efforts together have focused primarily on the UVA’s Bachelor of Interdisciplinary Studies (BIS). This is an online degree program designed for adults seeking a flexible program to complete their undergraduate degree while balancing work and family commitments.

Radford University
Master of Science in Strategic Communications

This year brought an exciting new partnership with Radford. The graduate degree allows students to prepare for careers across various areas of expertise and industries, ranging from government, to industry, to education. The course work includes a wide range of communications from public relations, political communication, training and development, and interactive media and analytics, etc. Coursework is completed via online instruction or streamed via interactive video to NCI.
**William & Mary**

**Center for Online Learning at The Raymond A. Mason School of Business at William & Mary**

This year, NCI was honored to launch a new partnership with William & Mary’s Raymond A. Mason School of Business. This new strategic partnership provides online learning opportunities for those pursuing business education in the southern Virginia region and beyond.

**Ongoing Partnerships**

**James Madison University**

**Master’s Degree in Education**

Through NCI’s relationship with JMU, qualified candidates can participate in a Master’s Degree in Education. Participants are prepared for leadership positions in school and district offices and ready to undertake critical roles of interpreters, facilitators, and initiators of educational change leading to effective schools and increased student achievement for all children.

**Longwood University**

NCI partners with Longwood to offer a Bachelor’s in Elementary Education & K–6 Licensure, Bachelor’s in Middle School Education, and Bachelor’s in Social Work.

**Virginia Tech**

**Educational Leadership Doctoral Program**

Working with the Virginia Tech Educational Leadership Doctoral Program, NCI helps prepare aspiring educational administrators. Graduates leave with the skills they need to lead ethically, initiate school reform, investigate issues in educational policy, communicate with diverse constituents, and improve the learning and prospects of all K–12 students.
NCI-Hosted Sessions

Bill Bolling—Senior Lecturer

The Honorable Bill Bolling, former Lieutenant Governor (2006-2014) and State Senator (1996-2005), became NCI’s first Senior Lecturer. He teaches a non-credit courses on Virginia Government and Politics (virtually) at NCI.

Bolling’s course includes a discussion of Virginia’s unique political history and the people and circumstances that have had a significant impact on Virginia over time. The course also covers a review of the structure and operation of state and local government in Virginia, as well as consideration of some of the important issues currently facing Virginia’s state government.

eSports

With the goal of bringing attention to careers in Science, Technology, Engineering, and Math (STEM), NCI advertised on the car of Martinsville-native and iRacing driver Josh Williams, spotter for the NASCAR Cup and winner of the first Replacements 100 Esports race.
Community Engagement

NCI is dedicated to being active and engaged in the local community.

Essential to this is NCI’s commitment to meeting the changing community needs. As the pandemic radically altered the way everyone lives and works, NCI quickly pivoted to ensure we continued to be responsive and to support our community during these trying times.

COVID-19 Response

One cannot talk about activities in 2020 without discussing COVID. The pandemic caused great disruptions in all areas of our community from education, the economy, and social connection.

It is part of the fabric of NCI to serve the needs of our community as they evolve and change. As COVID-19 changed our daily lives in 2020, we are provide to share that NCI was able to quickly pivot in a variety of ways to help the community respond and adapt.

Parenting During Pandemic

Parenting can be stressful during normal times, but during a pandemic is particularly difficult.

To assist parents, NCI partnered with Piedmont Community Services to offer a webinar with counselor Jessica Butler, LPC who shared tips of how to help parents cope with the additional stresses, to discuss it with their own children, and to take care of their own mental health.

Face Shields

Recognizing that NCI had the technology to produce protective barriers designed to fit over N-95 masks, our team partnered with international manufacturer, Canon, Virginia to make hundreds of face shields for frontline workers in local health care facilities. With the help of The Health Wagon to identify organizations in need, NCI shipped more than 2600 face shields throughout Southern and Southwestern Virginia.
Career Exploration—K–12 Programs

NCI knows that career exploration needs to start well before college and adulthood. We provide a variety of opportunities for K-12 students to explore the wide range of career opportunities available and help them understand the education needed to reach their goals. NCI seeks to create a college-going culture by hosting a variety of programs and events throughout the year that empower students to make informed decisions as they apply and pay for college. Our programs explain the college application process, how to choose the right educational institution and path, and introduce financial aid resources.

CyberPatriot Camp

NCI was pleased to virtually host the first annual CyberPatriot CyberCamp for middle and high school students over the summer, and our students earned top honors.

Students from across the country engaged in this interactive program where they learned the importance of cybersecurity and how to protect their personal devices and information from outside threats. The week concluded with a national championship where NCI’s student campers ranked in the top 10 percent, and one student placed 10th out of 558 students.

Virtual College Tours

When prospective college students’ plans to visit potential colleges were put on hold indefinitely, NCI created an easy-to-use online tool. The Virtual College Tours map brings virtual tours of 24 Virginia colleges and universities to the fingertips of prospective students and families. The virtual tours take participants around college campuses, residential halls, classrooms and more.
Robotics

NCI’s winning robotics team the STAGS (Students Technologically Advancing for Greater Success)—continued its successful efforts. The program pairs local high school students with adult mentors from a variety of occupations, including engineers, programmers, CAD operators, teachers, and pharmacists. Mentors volunteer their time to create “real world” scenarios for students. The team has received multiple district and regional honors and is a 6-time FIRST World Championship Qualifier.

Pop-Up Summer Camp and Book Give-aways

This year, COVID precluded NCI from hosting our regular in-person camps and school visits to give out books and supplies. Recognizing the importance of keeping our kids learning and engaged, we were determined to find alternative methods. By shifting effort to drive-thru style events, NCI successfully distributed books, art, and STEM activities to local families to support young learners.