



**BOARD OF TRUSTEES
MEETING MINUTES
June 01, 2011**

The Board of Trustees of the Southern Virginia Higher Education Center (SVHEC) met, in open session, at 12:00 p.m., on June 01, 2011. The meeting was held in the Hope Room at the Southern Virginia Higher Education Center; Mr. William E. Coleman, Chairman presided.

ATTENDANCE

PRESENT

William E. Coleman
Wanda Jeffress
Dr. Paul Stapleton
John Cannon
Tom Raab
Donald Merricks
Patricia Thomas
Dr. Earle Moore
Dr. Carlyle Ramsey
Nancy Talley
Dr. John Cavan
President Patrick Finnegan
Peter Blake – by speaker phone

Regrets

James Edmunds, II
William Abbott
Dr. Ken Perkins

OTHER ATTENDEES

Mr. Tommy Nelson, HEF Director of Development
Mr. Patrick Kellogg – PDK Fundraising
Ms. Shemar Pucel – PDK Fundraising

SVHEC Staff Members:

Dr. Betty H. Adams
Mrs. Hope Gayles
Ms. Amy Lammerts
Mrs. Patty Nelson
Mrs. Susan Wilborn

AGENDA ITEM: CALL TO ORDER

Mr. Coleman opened the meeting by welcoming everyone and noting that a quorum was present.

Mr. Peter Blake participated via speakerphone.

The Minutes for the March 23, 2011 Board Meeting were approved unanimously by the Board, upon a motion by Dr. John Cavan and seconded by President Patrick Finnegan and duly carried.

Mr. Coleman shared his reflections on the Board Retreat that was held on May 9th at Riverstone commenting that the majority of the Board members were in attendance and that the agenda for the meeting was Board driven. He added there was a lot of value gained from the Board working together as a Board and interacting in this setting thereby forging a better relationship in terms of the duties and responsibilities of the Trustees.

The next item on the Agenda was the re-appointment of the Executive Committee. The Chairman appointed the following Trustees to this committee:

Mr. William E. Coleman
Mrs. Wanda Jeffress
Dr. Paul Stapleton
Dr. John Cavan
Mrs. Nancy Talley

AGENDA ITEM: REPORT BY EXECUTIVE DIRECTOR, Dr. Betty H. Adams

Dr. Adams presented in her report an outline for developing a Strategic Plan for the SVHEC. She noted work has begun on the strategic planning effort and Hope Harris-Gayles was leading the effort with the organization's Rebranding Project noting the Mission Statement of the Center is being examined and focus groups of our Stakeholders have already been conducted. Dr. Adams also added that the Center is timing the "rollout" of the plan with the Commonwealth's Strategic Plan. She explained to the Board that a model she developed would be used in this process. Her model portrays the most important things an institution needs to have in order to achieve its institutional goals adding that of course the Mission is the most important. The other components of this model include Strategic Planning (The Strategic Mission), Operational Planning (The "Means") and Assessment Planning (The "Ends").

Dr. Adams then went on to explain the five (5) phases that the Organizational Rebranding Team would be using to achieve its goal noting that phase I (Exploratory Focus Groups) has been completed. The other phases include:

- Phase II – (June through August) Survey of all Stakeholder Groups
- Phase III – (September) Post Survey Focus Group
- Phase IV – (December) Presentation of drafts to SVHEC Board of Trustees for approval
- Phase V – (January 2012) Roll-out to stakeholders & general public

Dr. Carlyle Ramsey asked Dr. Adams how many people (mainly students) were involved in these Focus Groups. Dr. Adams replied between the sampling that was done with the students and the surveys that will be conducted, more than likely it will involve all the students. Dr. Ramsey then asked if it included both full and part-time faculty with Dr. Adams replying "yes". He then asked if he could have a break down percentage and he was told that Hope Harris-Gayles would provide him with this information.

A copy of this report is attached to the official Minutes and housed in the Executive Director's office.

Agenda Item: Halifax Educational Foundation, Tom Raab

Mr. Raab updated the Board on the Innovation Center stating that they came in around seven hundred dollars (\$700.00) under budget noting that the building as it sits now is paid for. He also noted that the Center needs sustainability funding and the HEF is going to hire a lobbyist to work with State Legislators in the General Assembly to get the money needed from Richmond.

Delegate Merricks added how important it was to do this [hire a lobbyist] noting he is only one person and a lobbyist will have the time and opportunity to contact appropriate legislators to make the case for increased sustainability funding for the Center.

Mr. Raab then informed the Board of HEF's Fundraising Campaign that is underway noting that Mr. J. R. Griffin, a member of the Foundation Board will be the Chair of this project. He then introduced the fundraising group that had been chosen out of eight candidates; PDK fundraising headed by Patrick Kellogg and Shemar Pucel. Mr. Kellogg gave a brief overview of his plan to raise money for the Center noting that about 80% of fundraising consists of fundamentals, research, planning and organization with only 20% actually asking for money. The short-term funding needs will be addressed along with the long-term goals to build up capacity. He noted this will be done through an effective model on all levels.

Mr. Coleman asked if there was a timeline for getting the initial goal off of the ground. Mr. Kellogg replied that a 6 – 12 month goal is being established with some results to report by September or October.

Agenda Item: Old Business

Patty Nelson, Chief Financial Officer gave an update on the Lake Country Distance Education Center noting their internet had been connected to our internet bandwidth. The next step would involve working with SVCC to bring programs to the LCDEC.

Mrs. Nelson also updated the Board on the 501 (c) 3 application process noting the formal application has not been filed; it would be 6 months before it would be finalized but would be retroactive to July 1, 2011.

Hope Harris-Gayles, Communication Manager gave an update on the revisions of the Bylaws sharing with the Board that initial typos and glaring mistakes have been corrected. Pending further

direction from the Board, Mrs. Harris-Gayles informed that the Staff Committee had concluded their work and is now turning it over to the Board for the significant rewrites that are needed.

Agenda Items: New Business

Dr. Carlyle Ramsey updated the Board on newly established Danville Community College's Free Enterprise Center. He explained that Mr. Richard Barkhouser, a businessman in the Danville community, had given a substantial gift towards the endowment of this Center. Dr. Ramsey added that the Free Enterprise Center would be used to strengthen the existing business curriculum of the college, provide tech assistance to small businesses in the region, not to duplicate or compete with partners, and recruit interns from the area Universities to write histories of businesses. He also explained they would invite speakers to come in and conduct workshops for students and businesses with the first speaker being Steve Moore from the Boston Journal scheduled to speak on October 6th.

The Chairman then recognized Mrs. Wanda Jeffress, Vice-Chair who provided background information on a Broadband Initiative Grant Proposal disclosing that she was a member of the Board of Directors for the Mid Atlantic Broadband Company. She made a request for this program to be introduced here at the SVHEC. She explained it was a 2 (two) year grant proposal and after 2 (two) years, it could possibly be renewed, if not, it would be up to the locality to identify on-going funding. She stated that the proposed grant will support a part-time staff position. Mrs. Jeffress requested support in housing this program within this Center, if possible.

Dr. Betty Adams asked what the application deadline was for this with Mrs. Jeffress replying sometime in October.

Dr. Ramsey suggested that a mobile unit may be more beneficial for those in the remote areas.

Mrs. Jeffress also explained this was a private fund grant through the Technology Development Fund out of Washington, DC. The grant pays for connectivity, the part time position and the computers. She added the computers would be tracked to see what they were being used for.

Approval for Mrs. Jeffress to pursue this initiative was approved unanimously by the Board, upon a motion by President Patrick Finnegan and seconded by Paul Stapleton and duly carried.

Agenda Items: Other Business

The Chair then recognized Dr. John Cavan who had been appointed to Chair the Board's Nominating Committee. The other two Committee Members are Mrs. Patricia Thomas and Dr. Ken Perkins.

Dr. Cavan, on behalf of the Committee, recommended that the names of William E. Coleman and Dr. Earle Moore be submitted to the Governor for consideration in re-appointment to the Center Board for another four-year term, commencing on July 1, 2011.

The Chairman then opened the floor for any other recommendations and/or nomination. There were none.

Upon motion by Mr. *Paul Stapleton* and seconded by Dr. *Carlyle Ramsey* and duly carried that the names of *William E. Coleman* and Dr. *Earle Moore* be submitted to the Governor as the Trustee's nomination for re-appointment...

Mr. Coleman and Dr. Moore expressed their gratitude for the Trustee's support and vote of confidence.

There being no further discussion or business, the Chairman declared the meeting adjourned at 1:16 P.M.



Handwritten signature of William E. Coleman in cursive script, written over a horizontal line.

Mr. William E. Coleman, Chairman



Handwritten signature of Susan Wilborn in cursive script, written over a horizontal line.

Susan Wilborn, Board Clerk