

2014/2015 Accomplishments

Access

VCCS Goal: Increase the number of individuals who are educated and trained by Virginia's Community Colleges by 50,000 to an annual total of 423,000, with emphasis on increasing the number from underserved populations by at least 85,000 individuals.

Business, Engineering and Industrial Technology Division:

- Expand program availability by offering courses in various formats and schedules (Accelerated Fast Track; hybrid and online) Adventure Tourism and Outdoor Recreation; Advanced Manufacturing.
 - Advanced Tourism and Outdoor Recreation program-The course [RPK 160 – Wilderness First Aid] was offered Fall and Spring semesters as hybrid courses. There was an online component and a classroom/ experiential component that met on a weekend (Friday, 6PM to 10PM, Saturday 9AM TO 6PM) Fall 2014 had 7 participants while Spring 2015 had 13 participants [86% increase]. Repeated Archery and Fly Fishing classes
 - Advanced manufacturing career studies certificate in Precision Machining and Mechantronics developed with help of local and regional employers. Program approved by Curriculum and Instruction Committee in May 2015 and continues through the approval process in Summer 2015
- Offer Plugged In VA Cohort (Welding, carpentry, machine technology or mechatronics).
 - **Summer 2014** offered three welding cohorts with 35 participants with 30 completers [86% success rate]. **Spring 2015** started cohorts in March: Welding cohort with 18 participants and Carpentry with 10 participants. Cohorts will end in September 2015. Cohorts run as 7 month Fast Track programs using hybrid classes
- Expand program and course offerings in adventure tourism and outdoor recreation and educate the public on potential employment opportunities.
 - Hosted Merit Badge College in March 2015 with 68 adult and youth participants from the Sequoyah and Blue Grass Councils which offered seven merit badges which offered an opportunity to educate an interested public in adventure tourism and opportunities in field

Dean of Student Success:

- Increase secondary education use of the Virginia Wizard via Career Coaches.
 - Public schools having Career Coaches for the full academic year saw the use of Virginia Wizard/career assessments for their schools increase by 28%
- Continue Student Level Tracking of Career Coach Services
 - Career Coaches using the CMS database for tracking served 1,732 students and the major areas where services were provided were Post-Secondary Training; Career Plan Started/Reviewed; Dual Enrollment; Financial Aid/Scholarships; Career Assessments Started/Reviewed

Distance Learning and Instructional Technology:

- Support online and traditional students via an Online Advisement service, while monitoring transcripts for quality control and student issue resolution.
 - Responded to 1,506 on-line advisement inquiries since February 2014 with 214 hour turnaround even on weekends and “down time”
- Serve students in the Testing Center and maintain the integrity of the testing passwords and student identity.
 - Served 11,215 students [duplicated headcount] in the Distance Learning Testing Center since July 2014 and upgraded verification security procedures at the center
 -

Great Expectations [GE]:

- Continue to expand the program, stay involved in community service projects and undertake projects which increase self-esteem of students involved in Great Expectations
 - Joined with Tazewell County Social Services to provide duffle bags, stuffed animals and blankets to individuals needing these items
 - Participated in community events such as 4th of July festival
 - Collected over 6,500 Christmas cards for troops serving overseas with participation from SWCC community, students from area schools, and through participation in the Honaker Christmas parade
 - Great Expectation students [former foster care participants] promoted by event participation, monthly meetings, 2 SWCC GE students served on Great Expectation Leadership Committee and 3 SWCC GE graduates participated in VCCS Graduation Recognition Event

Health Technologies, Humanities, Mathematics, Natural Science and Social Science Division:

- Increase Enrollment from Underserved Populations
 - ❖ Foster youth, minority, veterans, male gender, non-GED completers
 - Increase recruitment activities by program directors targeted toward underserved populations
 - The division has worked closely with Great Expectations, the Diversity Committee, Veteran’s Upward Bound and PluggedIn to recruit underserved populations. We are working on creation of an environment of inclusion for all students. Faculty have participated in international symposiums through the NEH Bridges program. That program has hosted international speakers and events like the China Open Forum with former President Jimmy Carter
 - Offer MTE in a classroom format in addition to the lab format
 - MTE students in the traditional classroom were more successful than those taught in the lab in modules 1-5 with a 5% to 53% difference in success rates. In module 6, students in the lab had a 61% success rate while those in the traditional classroom had a 60% success rate
- Educational Programs
 - ❖ Conduct needs assessment
 - Conduct needs assessment for Medical Assisting and Cosmetology Programs
 - Both were put on hold for budget reasons. However, needs assessment for Massage Therapy was conducted. Area employers surveyed indicated little or no interest

- ❖ Develop a least two (2) new academic programs (degree, certificate, or career studies certificate) that respond to emerging, critical workforce needs, particularly in STEM-related areas (science, technology, engineering, and mathematics)
 - A certificate in Substance Abuse Counseling was developed and 30 students are enrolled in the program. Another cohort begins in fall 2015
 - The Technical Studies degree in Agribusiness was deleted and made a specialization of the AA&S in Science
- ❖ Career Studies Certificate will be developed based on the results of the community workforce needs assessment
- ❖
 - Increase Enrollment in Postsecondary Programs such as Plugged In VA
 - Ran cohorts in Crime Scene Technology, Paraoptometric and Phlebotomy in 2014-2015. A total of 37 students were enrolled
 - Offer curricula for Crime Scene Technology, Para-optometric Technician and Phlebotomy to be used with Plugged In cohorts
 - Revised curriculum in Crime Scene Technology, Paraoptometric and Phlebotomy in 2014-2015 as needed
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Learning Assistance Center:

- Continue to administer the Virginia Placement Test and other designated specialized testing to all incoming SWCC students and provide preparatory materials and training sessions.
 - 2,134 Virginia Placement tests which determine need for developmental studies courses administered from July 2014 to April 2015.

Vice President of Academic and Student Services:

- Expand Joint Initiatives, Increase Export of Course Offerings via Shared Services Distance Learning through NOVA
 - Northern Virginia Community College increased the number of classes offered to SVCC and SWCC offered BUS 100 to students at Blue Ridge Community College and Northern Virginia Community College
- Explore possibility of offering the Emergency Management and Planning Specialization in the ADJ AAS through Shared Services
- Increase Financial Aid recipients by 5 percent
 - Redesigned standing committees to include Scholarship Committee which refined criteria for award and redesigned online application
 - Offered Financial Aid Workshops both On and Off Campus
 - Number of recipients increased from 3,150 to 3,719 an 18% increase.

Affordability

VCCS Goal: Maintain tuition and fees at less than half of the comparable cost of attending Virginia's public four-year institutions, and increase the annual number of students who receive financial assistance and scholarships by 36,000

Business, Engineering and Industrial Technology Division:

- Implement open educational resources in 2 additional courses.
 - Information Literacy [ITE 119-3credits] updated in Summer 2014 as OER class using VCCS grant and had 7 students in Fall 2014 class and 8 students in Spring 2015 class. Student savings estimated at \$2,100 and classes had 94% success rate
 - Wilderness First Aid [RPT 160-2credits] implemented as OER course had 7 students in Fall 2014 class and 13 students in Spring 2015 class. Student savings estimated at \$88 and classes had success rate of 84%
 - BEIT has 15 classes which have been implemented as OER.

Foundation:

- Continue to fund at least 500 scholarships to students attending SWCC.
 - The SWCC Educational Foundation awarded 500 students with foundation, external, NSF and Tobacco (AIMS) scholarships for the academic year of 2014-15.
 - The *No Limits* Campaign provided additional scholarship monies to fund non-traditional, “special” circumstances, and gap-funding opportunities for students

Vice President, Institutional Advancement

- Write grants which will help keep college affordable.
 - Obtained funding in the amount of \$440,000 for student scholarships from Virginia Tobacco Commission
 - Obtained funding for twenty-six S-Stem Scholars through National Science Foundation grant
- Obtain funding for Adventure Tourism and Outdoor Recreation Program equipment and supplies.
 - While unsuccessful in obtaining funding for this program Institutional Advancement grant efforts generated \$8,570,992 in grants
- Obtain funding for Advanced Manufacturing or Industrial Maintenance program expansion/updates.
 - Obtained VA Tobacco Commission competitive grant in conjunction with BEIT Division to offer Advanced Manufacturing training through SVAM Center of Excellence
- Obtain funding for professional development.
 - Obtained funding for professional development
- Obtain funding for Student Success initiatives.
 - Obtained funding for salary for Graham High School Career Coach
 - Obtained funding for career planning initiatives
 - Obtained funding to produce TV commercial on female student success
 - Obtained \$2.5 million Department of Labor grant, in conjunction with BEIT Division to create and equip PluggedIn VA programs in Welding, Mechatronics, Machine Shop and Carpentry

- Obtain funding for student scholarship – see item under Affordability.
- Obtain funding for faculty externships.
 - Got funding for externships

Health Technologies, Humanities, Mathematics, Natural Science and Social Science Division:

- Continue to offer nursing scholarships each worth \$3,000 through the HRSA Nursing Workforce Diversity grant which gives priority to males and minorities meeting the 2.5 GPA, outstanding financial need, taking at least 12 credit hours and willing to actively participate in all program activities
 - 30 nursing scholarships were awarded
- Explore Financial Aid Funding for Non-credit Workforce Instruction
 - Funds were allocated through the foundation for noncredit training
- Greater Usage of Open Educational Resources[OER]; Reduction of Textbook Costs
 - Science faculty developed a lab manual to be purchased at a reduced price in the bookstore.
- Explore possibility of offering one degree totally using OER
 - Currently this is not feasible for any program in the division. We are offering an OER course in MTH 126.

Student Success

VCCS Goal: Triple the number of students graduating, transferring or completing a workforce credential to 91,173, including tripling the success of students from underserved populations to 39,393.

Business, Engineering and Industrial Technology Division:

- Improve student engagement in division activities and events.
 - Established the Epsilon Pi Tau Delta Nu Chapter in Spring and five students joined the honor society and additional faculty member

- Southwest Adventure Team [SWAT] active throughout the fall semester participating in Bridge Day,, hiking to the channels, holding a campout and campfire cookout involving the ten members of the team
- Held soft skills meeting in April 2015 with Michael Wade of Chick-fil-A presenting to 47 attendees
- Retention rate of 75% in all division programs.
 - Fall to Fall Retention in divisional programs was 49.5% which is slightly below the 53.2% for all program placed students
- Meet SCHEV program viability graduation goals.
 - SCHEV did not release new statistics this year
- Host a career fair and opportunity showcase related to division programs.
 - Held Career Fair and Opportunity Showcase in April 2015 with 4 employers registered with firms directly related to divisional programs of study—two cancelled due to scheduling conflicts and had 41 confirmed division students participating in the event
- At least 80% of graduates earn either bronze, silver, or gold on the Career Readiness Certificate.
 - 23 students tested for the Career Readiness Certificate and 91% earned at least a Bronze – 4 [17%] earned a Bronze; 12 [52%] earned a Silver; 5 [22%] earned a Gold

Dean of Student Success:

- Adult Career Coaches--Increase number of profiles created by Adult Learners in the Virginia Education Wizard by 7%
 - Oct 2013 – May 2014 – 350 profiles created; *Oct 2014 – May 2015 - 78 profiles created
Note: Grant Support Ending
- Adult Career Coaches--Increase number of career plans created by Adult Learners by 7%
 - Oct 2013 – May 2014 – 386 career plans created; Oct 2014 – May 2015 - 88 career plans created Note: Grant Support Ending
- Experiential Learning/Employment Managers--increase number of Adult Learners who become gainfully employed by 5%
 - Oct 2013-May 2014 – 90 became employed; Oct 2014- May 2015 15 became employed—Note: Grant Support Ending

- Experiential Learning/Employment Managers—increase number of Adult Learners who successfully complete Employability Skills Training by 10%
 - Oct 2013-May 2014 – 90 became employed; Oct 2014- May 2015 - 15 became employed—Note: Grant Support Endingd
- Increase the number of On Ramp participants enrolled in credit classes by 5%
 - 10 of those students were enrolled in Credit courses – grant had decreased funding.
- Increase the number of On Ramp participants enrolled in non-credit classes by 8%
 - 1 was enrolled in a non-credit mining electrical class. Again, this client did not finish the class and grant funding was cut
- Focus on increasing number of students completing certifications, licensure, and degrees
 - The President’s goal of a 5% increase of participants enrolled in credit classes was not met, but FTE productivity was up because students taking more credits
 - The President’s goal of a 8% increase of participants enrolled in non-credit classes was not met in part because industries generating non-credit classes continue to suffer from the recession
- Enhance Veterans Services
 - Faster turnaround of getting military transcripts has improved veterans ability to determine course needs to complete program
 - Improved policies for determining equivalency of military courses, experience and testing options to earn credit
 - Increased veteran recruitment by 19.4%
 - Veteran upward Bound students have retention rate of 93.5%
 - Increased financial aid counseling to veterans from 72.6% to 89.2% of population pool
 - Veterans Resource Center expanded access to veterans’ spouses and dependents

- Partner with Post-Secondary to Enhance College Readiness.
 - Career Coaches at five area high schools in effort to assist students preparing for college encouraged students to take practice tests before taking Virginia Placement Test [VPT] to improve test results and need for tutoring and referred 97 students for supportive services
 - Shared content of English and mathematics of the VPT with high school counselors and teachers and kept them informed of changes to the VPT
 - College staff met with high school Dual Enrollment Counselors to encourage students to take a mathematics course in their senior year to facilitate success in assessment testing
 - Several high schools started VPT testing with 10th grade students rather than waiting until students are in their senior year to allow remediation to begin sooner
- Continue to Focus on “Front Door” Initiatives.
 - Students surveys on accessibility and customer service indicate approval of changes of which personnel will be at front counter in Admissions
 - Use calendar to ensure counselor on duty to serve students received positive responses from students
 - Cooperative effort under leadership of Vice President of Academic and Student Services, Academic Deans, Faculty and Student Services administered the CCSSE instrument in Spring 2015

Health Technologies, Humanities, Mathematics, Natural Science and Social Science Division:

- Utilize the mobile simulation center to offer opportunities for skills upgrade to area healthcare providers
 - The mobile simulation center was not used this year.
- Offer Plugged-In cohorts Paraoptometrics, Phlebotomy and Crime Scene Technology
 - Ran cohorts in Crime Scene Technology, Paraoptometric and Phlebotomy in 2014-2015 and a total of 37 students were enrolled
- Continue to expand the role of the Nursing Transition Specialist
 - 258 individual study sessions and 68 group sessions were facilitated by the Nursing Retention Specialists with a semester to semester retention rate for students who participated in the program offered by NRS of 92.8%

- Explore the possibility of study abroad for summer 2015
 - Brian Wright led a group tour of Italy in late May 2015.

Learning Assistance Center:

- Continue to provide academic, study skill and career needs assistance for instructors and students.
 - 10,193 [duplicated headcount] students and instructors were served from July 2014 to April 2015

Upward Bound:

- Continue to enhance the initiatives such as Robotics to demonstrate the possibilities open to students pursuing post-secondary educational goals.

Vice President of Academic and Student Services:

- Implement at least two of the recommendations set forth by Noel Levitz analysis to reduce the decline in enrollment and enhance student success
 - Realigned staffing in Financial Aid Office
 - Joint Initiative with Virginia Highlands Community College by sharing Financial Aid Director
- Continue on-going dialog with secondary partners concerning College Readiness
 - Met with dual enrollment coordinators and explained new policy requiring high school students to take Virginia placement Test

Workforce

- **VCCS Goal: Increase the number of employers providing training and services to 13,000, with a particular focus on high-demand occupational fields**

Community, Workforce and Economic Solutions:

- Survey Employers in 3 industry sectors to determine the need for college courses, programs, training/retraining
 - Surveyed the Insurance Industry and found there is a need for entry level agents. We are offering an Insurance Pre-licensing course and testing for the VA Property and Casualty License Exam. We surveyed the Manufacturing Industry at Manufacturing Summit and found that their main needs are being met by the Southwest Virginia Advance Manufacturing Center of Excellence. The BEIT Division, led by James Dye, is also working on implementing the Manufacturing Technician 1 certificate program as well. CWES has also partnered with the Virginia Tourism Corporation to survey the area tourism industry and created a regional training program for hospitality/customer service.
- Conduct at least one Industry Roundtable/Summit.
 - Conducted the Manufacturing Summit and Manufacturing E3 Peer-to-Peer Roundtable
- Enhance Economic Development recruitment and outreach initiatives through SBDC, PTAC and CWES.
 - SBDC, PTAC, and CWES have conducted several recruitment and outreach initiatives to include: Four Seasons Women's Conference, SBIR Training for Economic Developers, Hospitality/Tourism Training, Entrepreneur Challenge Workshops, Selling to the Government Workshop, International Trade Seminar, Manufacturing Summit, and Manufacturing E3 Peer-to-Peer Roundtable.
- Increase by 6% the number of employers served with a particular focus on high-demand occupational fields through college credit and noncredit courses, customized training, layoff aversion and other outreach efforts.
 - Change in administrator created uncertainty about what the goal referred to and it was not attempted
- Meet or exceed target set by VCCS for Career Readiness Certificates
 - We are partnering with companies now to see if they are interested in offering the Career Readiness Certificate. As in the past many firms are resistant to using this assessment tool We have not met this target.

- Implement Workforce Enterprise System
 - We are currently implementing the VCCS Workforce Enterprise System and see it as an asset in helping us plan and offer programs going forward.

Health Technologies, Humanities, Mathematics, Natural Science and Social Science Division:

- Develop at least one Career Studies Certificate in response to the results of the Employer Survey
 - Duane Farthing developed a CSC in Agribusiness that is fully transferable to Virginia Tech
- Continue to develop relationships with healthcare agencies to provide non-credit training opportunities
 - Connie Davis has developed train the trainer courses for CNA instructors in southwest Virginia. These are offered on an as needed basis
- Use the mobile simulation lab for at least five off-campus sites to provide employee training
 - No visits were made. Bluefield College is considering the mobile lab for clinical use.
- Investigate the possibility of adding the Career Readiness Certificate [CRC] as an additional assessment measure for health care related programs
 - After investigation, the CRC is not a good measure of success for health care related programs. It could be used as an ancillary measure, however.
- Participate in the writing of HRSA grant to support the Substance Abuse Career Studies Certificate
 - Gwen Slone wrote and submitted the grant to HRSA. The grant was funded and the certificate is currently being offered. The initial cohort completes in August 2015

Resources

VCCS Goal: Raise at least \$550 million in gifts and grants to support the mission of Virginia's Community Colleges.

Foundation:

- Create an economic database of new and current donors.
 - Raiser's Edge, I wave Pro and Foundation Search software programs were purchased and used to establish a database of new & current donors
- Identify 25 new donors to create funding for new scholarships.
 - 25 New donors were identified through the *SWCC No Limits* Campaign to fund new scholarships and/or endow current scholarships
- Begin preliminary planning for a campaign specifically for the Ralph Stanley School of Bluegrass and Mountain Music at SWCC.
 - A preliminary ask was made to Ralph Stanley regarding funding for the Ralph Stanley School Bluegrass and Mountain Music at SWCC and is currently under review by the family

SWCC Management Goals

Business, Engineering and Industrial Technology Division:

- Continue implementation of Faculty Evaluation system.
 - Three BEIT faculty members completed their 5 year evaluations and all BEIT faculty completed annual goals and objectives and classroom observations
- Implement digital signage in building and classrooms to keeps students informed on relevant class, program, division and college information.
 - Digital signage equipment (3) was ordered in November 2014 and received in April 2015. Signage will be installed in Summer 2015 and be available for students in Fall 2015
- Program student recruitment.
 - Issued 20 plus press releases; issued web site updates; held Merit Badge /College with 68 participants; held Business Contest with 102 participants from 9 area high schools; faculty participated in High School Senior visits; BEIT faculty participated in Family Day

Distance Learning and Instructional Technology:

- Continue the Faculty Technology Institute training series and expand faculty use of Blackboard.
 - Offered sessions on Blackboard, Instructional Technology, VDEN Instructor Training, Atomic Learning Course Implementation, and Open Education Resources as well as two on-line course sessions in Introduction to Blackboard [ITE 198] with a total of 51 participants [duplicated headcount]
- Provide classroom and event support for the SWCC campus and community for cultural and instruction events with effective technology and efficient communications channels.
 - Supports 10 Electronic/VDEN compressed video classrooms at SWCC and satellite locations
 - Provides event support for an average of 10 events per month for community and college sponsored activities

Learning Assistance Center:

- Survey faculty regarding the desired focus areas for specialized workshop offerings in the Learning Assistance Center and offer at least one workshop a semester.
 - 8 specialized workshops were offered from July 2014 to April 2015
 - Survey will be administered at Fall 2015 Faculty Technology Institute to determine if faculty have additional areas of interest

Off-Campus:

- Providing academic outreach directly to off-site students to increase their awareness of the benefits and services available to SWCC college students
 - Folders with on-campus services were handed out to high school students. Emails with descriptions of on-campus services were sent to both dual enrollment and off-campus site students
 - Presentation by SWCC Librarian at pre-service concerning student support services available in the library and on-line
- Continuation of activity to have uniformity between On-Campus, Dual Enrollment and Off-Campus materials
 - Efforts are ongoing to ensure uniformity. Continuing to work with instructors to have syllabi in SWCC template and reviewing materials used in classes
 - Will be meeting with dual enrollment coordinators to review expectations and renew MOU

- Off-Campus faculty and students will be required to use SWCC college email and Off-Campus faculty will be required to establish a presence on Blackboard
 - Classes in Blackboard offered to both dual enrollment and off-campus instructors. Atomic Learning materials available to all. Worked with school systems to have SWCC email available to dual enrollment students and instructors.
- Working with Mountain Mission School in Grundy, VA to better meet their needs
 - Conversation continues for possibility of establishment of dual enrollment classes at the Booth Center
- Studying the feasibility of establishing a Friday College at the Booth Center for high school juniors and seniors
 - Conversation continues for possibility of establishment of dual enrollment classes at the Booth Center

Risk Management:

- Continue to collaborate with local, state and federal agencies to prepare, respond, recover and mitigate from any regional emergency initiatives or incidents.
 - One of six community colleges selected to host the VEMA Family Assistance Center Training.
 - The only community college with a Certified School Risk Manager (CSRM) through the National Insurance Alliance
 - One of two community colleges with a Certified Emergency Manager (CEM) through the International Association of Emergency Managers
 - The only community college to participate in the EM Professional Program Basic Academy -VDEM L101
 - Assisted Russell County Emergency Management with the establishment of a county Community Emergency Response Team (CERT)

Vice President of Administration and Finance:

- Leverage VCCS Purchasing Volume
 - Southwest entered into a group purchase with the other 22 community colleges and the VCCS system office in FY15 for microcomputer purchases. Year 1 was extremely successful with documented savings exceeding \$500K for the VCCS. SWCC will participate again in FY16.

- Explore Bookstore Options
 - Southwest along with 16 additional community colleges entered in to a contract with Follett Bookstores for the bookstore operations on our campuses. This was a win for our students as well as the colleges, book cost were lowered for our students and the commission rate to the college was increased.

- Review and Revise Master Plan
 - We selected three architect and engineering firms to be interviewed by a SWCC workgroup. The interviews will take place and a selection will be made before August 1, 2015.

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6/15/2015