

Educational Outreach Committee Meeting
New College Institute
Benjamin R. Gardner Board Room
191 Fayette Street, Martinsville, VA
June 7, 2017
10:00 a.m.

- I. Call to Order and Welcome – Delegate Les Adams, Chairman
- II. Roll Call – Melanie Ingram, Administrative Assistant
- III. Approval of March 27, 2017 Meeting Minutes – Melanie Ingram, Administrative Assistant
[pages 1 – 4]
- IV. Update on Outreach for Community Development and Academic Preparedness – Steve Keyser,
Coordinator of Community Engagement **[pages 5 – 14]**
- V. Update on Outreach for Student Services – Sammy Redd, Coordinator of Student Services
[pages 15 – 18]
- VI. Update on Marketing and Public Relations – Autumn Morris, Director of Communications and
Marketing **[page 19]**
- VII. Mapping a plan – Leanna Blevins, Executive Director
- VIII. Next Steps
 - A. Meeting date and location

New College Institute
Educational Outreach Committee
June 7, 2017

The Educational Outreach Committee of New College Institute met Wednesday, June 7, 2017 at 10:00 a.m. in the Benjamin R. Gardner Board Room of the Building on Baldwin in Martinsville, Virginia.

MEMBERS PRESENT

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

MEMBERS ABSENT

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. Evan Feinman, Executive Director of the Virginia Tobacco Region Revitalization Commission; 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.

APPROVAL OF MARCH 27, 2017 MEETING MINUTES

On motion by Delegate Marshall, seconded by Ms. Agnew, the minutes of the March 27, 2017 meeting were approved.

UPDATE ON MARKETING AND PUBLIC RELATIONS

Ms. Autumn Morris, Director of Communications and Marketing, announced the new "Why NCI" marketing campaign. The campaign goal is to promote awareness of NCI and share with students, employers, and the community the programs NCI provides. Student testimonials on NCI's website, YouTube videos, television commercials, and billboard advertisements will be utilized to support the campaign. The committee viewed a commercial planned for broadcast on WSLS and WDBJ (Roanoke television stations) and potentially Comcast.

A discussion was held concerning data collection methods via NCI's website and FaceBook page.

Chair Les Adams then summarized the discussion with three points. NCI must remember its market region; NCI must take advantage of new opportunities with data analytics on social media; and NCI must capture information when individuals visit NCI's website to further develop data expansion and tracking.

Ms. Morris directed the members to a document entitled "Data Management System Research & Recommendations" (page 19 of the committee package). She reviewed the key desired features and two possible platforms of such a system and indicated she has also held discussions with the Southern Virginia Higher Education Center and the Institute for Advanced Learning and Research. She did not make a recommendation for the purchase of a data management software system as there is not a clear platform that provides all the features and functions needed by NCI. Ms. Morris stated she would prefer to discuss data collection methods with NCI's college and university partners before deciding to purchase a system.

Ms. Agnew referenced a data collection system used by most K-12 school systems in Virginia. She pointed out that this system could be customized and encouraged Ms. Morris to further research the availability of customization of the two programs referenced on page 19.

UPDATE ON OUTREACH FOR COMMUNITY DEVELOPMENT AND ACADEMIC PREPAREDNESS

Mr. Steve Keyser, Coordinator of Community Engagement, referenced the 2016 – 17 Educational Outreach Report included in the committee packet. This report details NCI's outreach efforts in the community.

Mr. Keyser has also implemented the use of survey and evaluation forms to collect data from individuals participating in these events. Committee members were provided sample copies of these documents.

UPDATE ON OUTREACH FOR STUDENT SERVICES

Mr. Sammy Redd, Coordinator of Student Services, thanked the committee for its challenge at the last meeting to collect more data. He referenced the Student Satisfaction Inventory Questionnaire included in the committee materials. He plans to customize such a questionnaire to use in the fall and follow up with a post-assessment in the spring to gauge improvements.

MAPPING A PLAN

Dr. Leanna Blevins referenced language in the General Assembly's Budget Bill directing NCI to broadly map a plan for the future. Outreach and communications is critical in academic success.

Dr. Blevins reminded the committee of the Longwood University Board visit and tour of NCI tomorrow (June 8) and the upcoming visit by the House Appropriations Committee on June 27 at 3 p.m. She is also working with the other regional higher education centers in preparation for a presentation to SCHEV on July 27.

Discussions continue with potential and current academic partners for the establishment of Memorandums of Understanding.

Yesterday, Senator Stanley and Dr. Blevins traveled to James Madison University (JMU) and had a very productive meeting with the Dean of Engineering. A draft Memorandum of Understanding has been

sent to JMU. Dr. Blevins is hopeful that this MOU will be accepted and executed prior to the House Appropriations Committee visit to NCI on June 27.

Delegate Marshall asked when NCI could expect to begin classes once an MOU is signed. Dr. Blevins explained that classes do not start immediately. For example, JMU will explore various degree-completion programs and then announce a start date for classes.

Chair Adams asked for an update on programs discussed at NCI's last Board of Directors meeting.

Dr. Blevins provided the following:

- Conversations continue with VCU; they have received a draft MOU from NCI
- Discussions continue with Longwood University in the fields of cybersecurity and nursing.
- Still pursuing an affiliation with the Virginia Online Network through Old Dominion University and George Mason University
- Continue to work with UVA to grow NCI's telehealth program
- A roll out of NCI's partnership with the Virginia Manufacturers Association (VMA) is expected soon
- NCI has a signed contract with the Wendell Scott Foundation. This contract includes a summer camp opportunity. A community event is planned for late July to include documentaries and conversations surrounding the life and career of NASCAR's first African-American driver, Wendell Scott.

Chair Adams mentioned the idea of a name change in the future and encouraged everyone to keep this thought in mind.

NEXT MEETING

The committee will meet again in the fall. Ms. Ingram will provide a Doodle poll later in the summer to set a date and time.

There being no further business to come before the committee, the meeting adjourned at 11:25 a.m.