



**Minutes
Greenville Technical College Area Commission
Joint Use Facility at SCTAC
Classroom 209A**

May 16, 2018

Members Present

David Stafford
Kenneth Southerlin
James Blakely
Dr. Burke Royster
Coleman Shouse
Ray Lattimore
Keith Smith
Hunter Howard
Ray Martin
Dean Jones

Staff Present

Dr. Keith Miller
Dr. Matteel Jones
Dr. Jermaine Whirl
Jacqui DiMaggio
Ann Wright
Wendy Walden
Susan Jones
Eric Bedingfield
Becky Mann
David Clayton

Members Absent

Paul Batson
Jo Watson Hackl

Guests

Keith Munson

Visitors

Brian Craft, Workday

Call to Order and Welcome

Chair Stafford called the meeting to order at 12:15 p.m. and welcomed members of the board, staff, and visitors. Chair Stafford announced that in accordance with the Freedom of Information Act, the press had been notified of the meeting, but no press members were in attendance. Chair Stafford acknowledged that the agenda was posted on the GTC website. Chair Stafford also acknowledged that a quorum of Board members was present.

Chair Stafford stated there was a need to change the agenda, and he asked for a motion to amend the agenda to include:

- 1) Delete the SCATCC and CHE Update
- 2) Add Building and Grounds Committee for two items – one that requires action and approval.

A motion was made by Mr. Shouse to approve the motion. Dr. Royster seconded the motion. The motion passed.

Chair Stafford offered the following introductory comments.

- Chair Stafford acknowledged Dr. Royster and his team's work on the Greenville County School District's strategic planning process. Chair Stafford had the honor of participating in portions of the process. Chair Stafford also received an invitation to attend last week's school district board meeting concerning proposed pathway requirements that will be presented to CHE, and he thanked Dr. Royster for his commitment to GTC.
- Chair Stafford acknowledged the great new Joint Use Facility at SCTAC that was created with help and support from the National Guard and Greenville County Council Chair Butch Kirven. The new facility will educate and prepare students and leaders in the Upstate community.
- Chair Stafford acknowledged Mrs. DiMaggio's outstanding leadership in budgeting that will enable the college to pursue important projects like CMI and the Joint Use Facility.
- Chair Stafford acknowledged Dr. Whirl for the valuable information shared during the Education and Training Review Committee meeting about the work being done to improve student success. Dr. Whirl and his leadership team have made significant course corrections in the math department that will provide a positive success rate and move the needle for student success.
- As a means to evaluate and improve meeting effectiveness, Chair Stafford asked the board to complete the distributed survey at the end of the meeting.

Approval of Minutes

Mr. Southerlin made a motion to approve the April 18, 2018, minutes as submitted. Mr. Smith seconded the motion. The motion carried.

Building and Grounds Committee

Mr. Shouse stated that in committee two items were discussed.

Culinary Hub for Education and Workforce (CHEW) in the West End - Dr. Whirl provided an update on an exciting opportunity presented to him by The Furman Co. in late fall 2016. The concept is to develop a foodie town that also provides a hub with a focus to enhance the workforce development and educational needs of the culinary and hospitality professions.

There would be no academic culinary programs offered at CHEW; therefore, it would not create a conflict of interest with the Northwest Campus Culinary Program. The goal at CHEW would be to create enthusiasm for culinary careers creating a pathway to Northwest Campus. Culinary offerings will include personal interest classes, professional development classes, kid camps, Quick Job Culinary Training for Industry, corporate culinary team building classes, corporate international etiquette, Hospitality and Tourism Management Certificate program (it would be the only one of its kind offered in the Upstate), Management Sanitation certification, college cooking preparation, and Channel 7 Culinary Quick Tips Cooking Show (advertises courses).

CHEW would generate rental income with the usage of the GTC classrooms, auditorium and commercial kitchen. The sources are in the current GTC rental agreement policy.

CHEW would also generate revenue from usage of GTC incubator resources similar to CMI and NEXT, but with culinary resources.

The committee believes it is appropriate to proceed to the next step in the process to provide the developer with a Letter of Intent (LOI) for gathering additional information. Once the LOI has been evaluated, the contract will begin the state approval process. The board will receive updates as they become available.

Mr. Howard recused himself from any discussions relating to this matter because of property ownership in close proximity to the planned hub.

Greenville Tech Charter High School (GTCHS) Lease – The state has reviewed the subject lease and has made minor changes. The committee made a motion to approve the state corrected lease and eliminate the lease originally approved by the committee to eliminate future confusion. The motion carried.

Finance Report

Mrs. DiMaggio presented the finance report.

Year-to-date revenues are approximately .5% above the year-to-date budget and approximately 1% above the prior year actual. The most significant variances are:

Student revenues are approximately 1% above the budget and the prior year. Summer registration is currently in progress. Summer PELL is available this year causing an increase in summer enrollment. Dr. Jones, Mrs. Simer, and their respective teams have been working diligently to inform students of the opportunity to take advantage of summer PELL.

County revenues are approximately 1% above the budget and approximately 2% above the prior year. The college anticipates being on or slightly above the budget by year end.

State appropriations are above the budget and slightly below the prior year. All state appropriations have been received for the year.

Auxiliary Services continue to lag behind the budget and the prior year. There have been challenges with the competition. A branch campus bookstore on the main campus is expected to open in the fall.

Other revenue has exceeded the budget and is 13% above the prior year. The primary reason for the increase is related to revenue from the Clemson academic contract.

Expenses are approximately 1% above the budget and approximately 3% above the prior year. The most significant variances are:

Instructional expenditures are approximately 1% above the budget and the prior year. Some full-time vacancies have been filled, and there have been significant increases in benefits. There have been increases in this area and decreases in Student Services now that the Divisional Advising Centers are fully integrated into Academics and out of Student Services.

Academic Support is on target with the budget and approximately 4% above the prior year. There have been budgeted increases in the Dean of Health and Wellness and at CMI.

Student Support is 8% below the budget and 1% below the prior year. There were some savings resulting from the canceled call center contract. The new call center started in April, and significant savings have been realized from bringing the call center in-house.

Operation and Maintenance of Plant are below the budget and the prior year. The Foundation decreased the charges that the college pays for the McAlister Square common area. There have also been decreases in payments relating to Brashier Middle College.

Administrative and general expenses are above the budget and the prior year because of the one-time payment to the Department of Education.

Remissions and exemptions are above the budget and the prior year because of the increase in high school students taking advantage of dual enrollment. Cost per student has been increased based on the school year entered, and students will continue to pay that rate for their entire high school career.

Auxiliary services expenses are below the budget because the revenue is also below the budget.

Capital expenses are above the budget and the prior year because of furniture and equipment purchases for the new aviation center. Some of that expense will be reimbursed by the Foundation.

Debt service is on target with expectations.

There was a discussion about the bookstore, the UT building, a Student Success Center, relocation of Admissions to the main campus, and the solution that can be provided by McAlister's and Buck Mickel.

President's Report

Dr. Whirl provided the third quarter update on workforce development activities. (See attached.)

Dr. Miller provided the May update on the SWOT Priority Items 2017-18 Action Plan that developed from the February 2018 retreat. The priority items are also captured in the Institutional Objectives. (See attached.)

Mr. Bedingfield provided a brief update on the Applied Baccalaureate degree. The bill has passed both the House and the Senate. At third reading, the House added an amendment of a bill by the Ways and Means Chairman that creates a coordinating council for workforce development and a pathways initiative that already exists. The pathway initiative is currently a pilot program offered at Tri-County Tech and Central Carolina Tech. The amendment to our bill would bring it statewide; however, the Senate is not in approval of the bill and has not passed it in three years. Because Ways and Means Chair White added the amendment, the bill will now go before a conference committee. Three House members and three Senate members have been selected to serve on the committee. They are working to schedule the first conference committee meeting. The General Assembly is slated to go back into session on May 23 and 24 to take up the budget conference report. The hope is that the conference committee will be scheduled for the morning of May 23, and will adopt the report, sign the report, and then go back to the House

and Senate for one last vote. If that does not happen, the General Assembly goes back into session in June to take up vetoes from the Governor. The conference report could be addressed at that point. There is one final opportunity if the conference report does not make it in June; the General Assembly has slated in its sign and die resolution an opportunity to return in November. If it does not happen in November, the bill will die and start over in January 2019.

Old and New Business

- Dr. Royster provided an update on the Nominating Committee. The committee has not met to fulfill the responsibility to present a new slate of officers and extended the deadline to respond to Friday, May 18, 2018.
- Dr. Royster stated that the Greenville County School System had 787 students from all 1400 students that took dual credit courses in the fall at a 90% success rate (C or better) which equates to 2125 credit hours. This was a tremendous gain for the school system in the number of students engaging and the number of credit hours being earned.

The next board meeting will be held on June 20, 2018, at the Barton Campus.

There being no other old or new business, Mr. Shouse made a motion to adjourn. Mr. Jones seconded the motion. The motion passed.

The meeting adjourned at 1:31 p.m.

Greenville Technical College
Workforce Development Activities
3rd Quarter (January-March)

**COMPLETED PROJECTS
(SAMPLE)**

Academic Programs:

- Medical Scribe in partnership with GHS
- Advanced Medical Assistant in partnership with GHS

Non-Credit Programs & Corporate Training:

- Supervisory Training
- Leadership Training
- Lean Six Sigma
- Heart Saver FA/CPR/AED
- Heavy Equipment Operating Training
- Crane & Rigging Training
- Maintenance & Accident Investigation Training
- Supplemental Welding Training
- GD&T, SPC, Blueprint Training
- Computer Training (Office 365)
- CPIM/Forklift/Quality Training
- NCCER Accredited Training Education Facility (ATEF) approval underway

**FUTURE WORKFORCE
PROGRAMS**

Academic Programs:

- Applied Baccalaureate Degree
- Teacher Education
- Hospitality & Tourism
- Cyber Security
- Barbering
- Long-Term Care (Post-Acute) Certificate
- Healthcare Administration
- GCS/GTC Aviation Academy (Dual Enrollment)
- BMW Auto Technology Repair Program

Non-Credit Programs:

- 6 new Chiropractic CE Programs.
- 1 new Optician CE Programs.
- Aspire Higher Leadership Women's Development Program.
- Advanced Marketing Sales-Solution Selling Program
- GTC Fellows Program (Summer 2019)



SWOT Priority Items 2017-18
Action Plan
May 2018 Update

Priority Item and Action	Success Indicators																			
A. Non-credit / credit pathways for students	Status																			
<p>1. Fully launch web based, pathways for all credentials grouped according to GCSD’s six clusters and linked between the two partners. Update: The six clusters have been identified and are ready for publication on the GTC Website. Academics is working with marketing on implementing the pathways information on the new GTC website.</p> <p>2. Fully institutionalize Prior Learning Assessment, with marketing, policies, procedures and practices in place. Update: PLA has been institutionalized but not heavily marketed. Our area is exemption earned through International Baccalaureate, Advanced Placement, College Level Examination Program, and other credit by exam for non-traditional education. Second most is professional certifications.</p> <p>3. Realign current EDCT as transition coordinator to effectively convert non-credit students to credit. Update: EDCT has established a full-time transition coordinator to assist with the efforts of converting non-credit students into credit bearing programs. Staff are working across the two student information systems (EDCT / GTC) to effectively track students. In the interim, the OIT/IE/IR dept. manually data matches students in Colleague with information provided through EDCT’s AceWare System. So far we’ve been able to identify 62 students that have been in both a credit and non-credit program. This continues to be a high priority.</p>	<p>a) All credentials have pathways available via web</p> <p>b) 20% increase in number of PLA applications</p> <p>c) 75 students converted *</p>	<p>a) Pathways complete; will be available on new website this summer.</p> <p>b)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: black; color: white;"> <th colspan="2">2015FA-2016SU</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">PLA Courses Awarded</td> <td style="text-align: center;">427</td> </tr> <tr> <td style="text-align: center;">PLA Credits Awarded</td> <td style="text-align: center;">1549</td> </tr> </tbody> </table> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: black; color: white;"> <th colspan="2">2016FA-2017SU</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">PLA Courses Awarded</td> <td style="text-align: center;">448</td> </tr> <tr> <td style="text-align: center;">PLA Credits Awarded</td> <td style="text-align: center;">1306</td> </tr> </tbody> </table> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: black; color: white;"> <th colspan="2">2017FA-2018SP</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">PLA Courses Awarded*</td> <td style="text-align: center;">370</td> </tr> <tr> <td style="text-align: center;">PLA Credits Awarded*</td> <td style="text-align: center;">1171</td> </tr> </tbody> </table> <p>*2017-2018 data collection continues until June 30, 2018.</p> <p>c) 62</p>	2015FA-2016SU		PLA Courses Awarded	427	PLA Credits Awarded	1549	2016FA-2017SU		PLA Courses Awarded	448	PLA Credits Awarded	1306	2017FA-2018SP		PLA Courses Awarded*	370	PLA Credits Awarded*	1171
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B. Dual Credit / Dual Enrollment																				
<p>1. Build out “meta majors” concept (modeled after Fall 2017 Berea High efforts) for with-in High School Early College and develop offerings for Career Centers. Update provided in Institutional Objectives</p>	<p>a) Exceed target for Early College Enrollment *</p>	<p>a) Did not meet for fall, realignment and new hire to support area. On track to exceed targets for spring 2018</p>																		



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C. Community's perception of GTC's breadth and depth		
<p>Build connections and communities throughout the service region to increase the college's visibility, strengthen the network that promotes the college's image and continually elevates the community's awareness of the college's programs and services by:</p> <ol style="list-style-type: none"> 1. Scaling up the summer Counselor Connect Institute into programming throughout the academic year; and increase engagement with high school and middle school students by redesigning open house events to spotlight specific academic programs. <p>Update: Scale up of counselor connect includes year-long events; First annual <i>Community Fest</i> has been implemented spotlighting program areas.</p> <ol style="list-style-type: none"> 2. Enhance outreach and recruiting efforts by reinstating the Presidential Ambassador program through a new partnership with Financial Aid's federal College Work Study program. <p>Update: Ambassador Program has been reinstated with 13 new Ambassadors.</p> <ol style="list-style-type: none"> 3. Build relationships with corporations and foundations in Greenville through service on Advisory Boards; create an Advisory Committee Agenda template for all Advisory Committee meetings; and review current membership rosters and attendance records for all Advisory Committees to ensure that active membership is representative of local business and industry. <p>Update: Advisory Board Committee representation and meeting process is under review. To advance the relationships with corporations and foundation sin Greenville, the VP of Learning has spoken or published an article with 30 organizations during the Spring 2018 semester, including</p>	<ol style="list-style-type: none"> a) Increase # of events b) Increase # of student ambassadors c) Revised Advisory Committee Handbook and reaffirmation of all committee memberships d) Increase # of Early College enrollment* e) Increase enrollment headcount* f) Increase # of officially accepted students who register for class* 	<ol style="list-style-type: none"> a) The Vice Presidents have taken 75 opportunities to promote the college at the local, state, and national level through presentations, speaking engagements, board affiliations, or published articles during the spring semester alone. (see item C.3 for VP of Learning and Workforce Development specific list.) b) 13 new Ambassadors for 2018 c) The handbook is in the VP of Learning and Workforce Development's office for review. It will be completed this summer with full implementation for fall 2018 d) See B.a. above e) Fall decrease by 1%; spring 2% preliminary f) Fall increased number over prior year, but not the % target; spring met and slightly exceeded % target as well as number increased.



SWOT Priority Items 2017-18
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Priority Item and Action	Success Indicators										
<p>hosting our first annual Economic Outlook Event with the Federal Reserve Bank of Richmond. (Publications are highlighted with an asterisk): Ten at the Top, Greenville Rotary Club, Greenville Tech Charter HS, Better Business Bureau, SC Restaurant & Lodging Association, Greenville News*, GSA Business*, Senior Living*, USC Moore School of Business CIBER, Greenville Health System, SC Department of Commerce, Upstate Alliance, Hosted our first International Trade Expo with the US Department of Commerce, Carolina Code School, Junior Achievement, SC Codes, Itology Conference, Greenville Literacy Association, Emory University, Governor McMaster Roundtable Discussion with Business Leaders (Greenville), Leadership Greenville- Education Day, Minority Economic Development Institute, Furman University’s OLLI, RECAP, RECON Veterans Organization, Simpsonville Elementary, Manufacturing Alliance Association, Christ Church Episcopal School (w/Dr. Jones), Anderson University College of Business.</p>											
<p>D. Reposition GTC’s brand image to grow market share</p>											
<p>1. Redesigned Marketing & Recruiting strategies to targeted audiences Update: Website redesign launch May 4th to include responsive website. With new strategic plan, additional focus group input will set the direction for targeted marketing strategy aligned to strategic imperatives.</p> <p>2. Rebranding GTC’s Service Excellence approach aligned with new marketing campaign Update: All print and web collateral aligns with recruitment service excellence messaging.</p> <p>3. Increase access to GTC through cohort specific programs to include a redesigned and rebranded “Late Start” term, a piloted Weekend College, and E-Campus approval through SARA. Update: Complete</p>	<p>a) Increase credit and non-credit market share #'s</p> <p>b) Increase enrollment headcount*</p>	<table border="1"> <thead> <tr> <th></th> <th style="text-align: center;">2015-16</th> <th style="text-align: center;">2016-17</th> </tr> </thead> <tbody> <tr> <td>Credit</td> <td style="text-align: center;">3.31%</td> <td style="text-align: center;">3.17%</td> </tr> <tr> <td>Non-Credit</td> <td style="text-align: center;">2.77%</td> <td style="text-align: center;">2.44%</td> </tr> </tbody> </table> <p><i>While market share has gone down in both credit and non-credit, this is a lagging indicator. It will take several months (24-36) of applying action to demonstrate a shift in this indicator.</i></p> <p>b) See C.e. above</p>		2015-16	2016-17	Credit	3.31%	3.17%	Non-Credit	2.77%	2.44%
	2015-16	2016-17									
Credit	3.31%	3.17%									
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Priority Item and Action	Success Indicators	
E. Job placement services		
<p>Redesign and elevate the college’s career services to help GTC students leverage the power of the college network by including a streamlined integration between EDCT and credit opportunities, and establishing a tighter integration with the employer community through the following actions:</p> <ol style="list-style-type: none"> 1. Embed the new Oregon software into the web tool for career pathways. <p>Update: See A.1. above</p> <ol style="list-style-type: none"> 2. Enhance the application for admission with focused questions about applicant employment status and goals; and scale up and institutionalize the current career services monthly report. <p>Update: Scale up complete. Infographics, trend data, and student success measures of “offers and hires” added to monthly Management Team report.</p> <ol style="list-style-type: none"> 3. Work with advising, enrollment services, alumni relations and EDCT to expand career services activities and events to higher visibility locations, establishing a satellite presence at the ARC, and establishing career advisor experts for each academic division. <p>Update: Career Services Counselors rotate bi-weekly to all satellite campuses, including Buck Mikel and CMI. Counselor “pop-up shops” are aligned with campus job career fairs to provide career counseling services. Career Center relocated to the ARC.</p>	<ol style="list-style-type: none"> a) Increased utilization of existing services and tools (i.e., one-one-one and group career counseling, career assessments, Career Coach, STEM Premier, and Career Central Online Job Board) b) Increased graduate placement rates c) Develop non-credit to credit pathways* 	<ol style="list-style-type: none"> a) Career Services initiated 15,826 contacts with students, graduates, and employers in 2016-17 via multi-modes (Online, face to face, etc.) With 2 months remaining this fiscal, contacts are slightly below prior year at 12,151. b) Grad placement has been level at 81% last two years; 2016-17 data will be available mid-September. c) See 1.c. above



SWOT Priority Items 2017-18
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May 2018 Update

Priority Item and Action	Success Indicators	
F. Corporate training strategy		
<p>1. Academic Affairs and EDCT will partner to create a curriculum warehouse for rapid response in meeting employers' needs, specifically focused on Skilled Trades and Healthcare for 2017. Update: On Schedule.</p> <p>2. EDCT has developed a formal corporate training strategy to launch June 6th; includes sponsoring GSHRM, new corporate training website, and marketing campaign. Update provided in Institutional Objectives</p>	<p>a) Complete curriculum, syllabi, and program learning outcomes for medical scribing, welding, mechatronics, and CNC.</p> <p>b) Increase # of corporate partnership agreements signed*</p>	<p>a) The curriculum warehouse is on schedule. Medical scribe, mechatronics and CNC are completed. We're currently working on welding.</p> <p>b) 1 MOU signed to date; 3 pending</p>

*Success indicators noted with a * are also located on the 2017-18 Institutional Objectives*