



## **Greenville Technical College Board**

### **MINUTES**

Wednesday, November 16, 2022

Center for Manufacturing Innovation, Multipurpose Room

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#### **Members Present**

Paul Batson  
James Blakely  
Jo Hackl  
Hunter Howard  
Dean Jones  
Ray Lattimore, Chair  
Ray Martin  
Dr. Burke Royster  
Coleman Shouse  
Keith Smith  
Kenneth Southerlin  
Dave Stafford

#### **Members Absent**

#### **Staff Present**

Eric Bedingfield  
Jacqui DiMaggio  
Julie Eddy  
Susan Jones  
Becky Mann  
Dr. Keith Miller, President  
Dr. Larry Miller  
Lauren Simer  
Wendy Walden  
Ann Wright

#### **Guests**

Keith Munson, Board Attorney

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Chair Lattimore called the meeting to order at 12:15 p.m. and welcomed board members, staff, and guests. Chair Lattimore announced that the press had been notified of the meeting in accordance with the Freedom of Information Act. Chair Lattimore acknowledged that the agenda was posted on the GTC website, and a quorum of board members was present.

#### **2023 GTC Area Commission Calendar**

Chair Lattimore announced there would not be a December Joint Board meeting. President Miller will provide the Legislative Delegation and County Council with an annual update via video.

Chair Lattimore presented the 2023 GTC Area Commission calendar for approval and noted that the December 2023 meeting would be optional. Ms. Hackl made the motion to approve the 2023 calendar as presented. Dr. Royster seconded the motion. The motion carried.

## **Approval of the Minutes**

Ms. Hackl made a motion to approve the September 21, 2022, minutes and the October 5, 2022, minutes as amended. Dr. Royster seconded the motion. The motion carried.

## **Finance Report**

Mr. Southerlin asked Ms. DiMaggio to provide the October financial report. Total revenues are 4% above the year-to-date budget and 9% above the prior year actual. Total expenses are 5% above the year-to-date budget and 16% above the prior year actual. (The full report is available in BoardEffect.)

## **Building and Grounds Committee Report**

- **Duke Energy Easement for Northwest Campus**

Mr. Smith made a motion on behalf of the committee to approve a Duke Energy easement for a voltage regulator installation in line with existing overhead utility lines at the Northwest Campus. There being no discussion, the motion carried.

- **Sale of Buck Mickel Center**

Mr. Smith made a motion on behalf of the committee to approve an offer for the Buck Mickel Center property, located at 216 S. Pleasantburg Drive, to East Link Academy, a Mandarin Immersion School and a member of the SC Public Charter School District. The proposed purchase price is \$6.1 million and includes a 120-day due diligence period. After a brief discussion, the motion carried.

## **Education and Training Review Committee Report**

- **New Certificate in Applied Science, Advanced Auto Body Repair**

Mr. Jones made a motion on behalf of the committee to approve a new certificate program that is slated to start Fall 2023. There being no discussion, the motion carried.

## **Marketing, Recruitment, and Enrollment Committee Report**

Mr. Martin informed the board that Ms. Simer and Dr. Knowles developed a new format for future Marketing, Recruitment, and Enrollment Committee meetings. The new structure will provide current information using KPIs (Key Performance Indicators). (The full report is available in BoardEffect.)

Mr. Martin asked Ms. Simer to provide a brief update on the market research study. The college hired a marketing research firm to conduct a comprehensive market assessment and enrollment trend analysis research study. The objective was to allow the college to grow enrollment and enhance its reputation. Recommendations include prioritizing retention, elevating opportunities for transitions, and engaging targeted market strategies. As next steps, the President's Cabinet will identify opportunities for implementing recommendations, GTC's spring marketing campaign will incorporate suggestions, and an RFP will be posted to include a logo and brand refresh.

## **President's Report**

- **Capital Campaign**

Ms. Wright provided an update on the capital campaign. The campaign has reached a milestone of \$6,550,974.

- President Miller addressed the handout with the SC Technical College System legislative priorities to be presented to the General Assembly.

- **Commencement**

Fall Commencement is Friday, December 16, 2022, at the Greenville Convention Center, at 10:00 a.m.

- **Administration Building 123 Update**

The Administration Building 123 will be vacant at the end of December for upgrades to windows, carpeting, restrooms, HVAC, and the executive board room. Occupants will temporarily relocate to other buildings or campuses. The renovation is estimated to take six to twelve months.

- **SACSCOC Reaccreditation**

The reaccreditation process went very well, and a favorable outcome is expected. The college has three straightforward recommendations and no recommendations on the critical criteria. The SACSCOC board will make the final decision for reaccreditation in June 2023.

- **Ransomware Update**

As information only, the FBI informed the college that they might be making inroads in identifying the ransomware attackers; the information could go public because of the investigation into new details.

### **SCATCC Update**

Mr. Shouse provided the SCATCC update. The SCATCC board will meet on December 7, 2022. The SCATCC Day of Learning will be held on February 1, 2023, at the Palmetto Club in Columbia.

### **CHE Update**

Mr. Batson provided the CHE update. CHE met for two days in Charleston to discuss the agenda items for 2023.

Mr. Batson also provided a brief overview of the sessions he attended at the October ACCT Leadership Congress in New York, i.e., IT/cybersecurity, retention, and diversity. Mr. Batson stated that the college already has in place much of the proactive information shared.

### **Old and New Business**

There being no other business, Mr. Batson made a motion to adjourn. Mr. Shouse seconded the notion. The meeting adjourned at 1:15 p.m.