



Greenville Technical College Board

MEETING MINUTES

Wednesday, November 17, 2021

Student Success Center, Community Room

Members Present

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

Members Absent

Staff Present

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

Guests

Grant Burns, State Tech Board
Keith Munson, Rimon Law (Zoom)

Chair Shouse called the meeting to order at 12:17 p.m. and welcomed board members, staff, and guests. Chair Shouse announced that in accordance with the Freedom of Information Act, the press had been notified of the meeting though no representatives from the media were in attendance. Chair Shouse acknowledged that the agenda was posted on the GTC website, and a quorum of board members was present.

Approval of the Minutes

Ms. Hackl made a motion to approve the September 15, 2021, minutes as amended. Mr. Lattimore seconded the motion. The motion carried.

Approval of the 2022 Area Commission Board Calendar

Chair Shouse made a motion to approve the 2022 Area Commission board calendar. The motion carried.

Finance Report

Mr. Southerlin asked Ms. DiMaggio to present the financial update for October 2021.

Total revenues are 1% below the year-to-date budget and 6% above the prior year actual.

Student revenues are 1% below the year-to-date budget and 4% above the prior year actual. Fall curriculum enrollment was below projections; however, the college started Spring Semester registration in October and is experiencing healthy enrollment numbers.

County revenues are above the prior year actual and the year-to-date budget. The majority of county revenues are received in the first three quarters of the calendar year. The college expects to meet or exceed the annual budget.

State appropriations are on track with the year-to-date budget. The college budgeted for a slight increase due to the mandated state salary increase. The budget will exceed the state allocation because the salary increase was higher than projected and because the system received an increase in funding.

Auxiliary services revenue has shown a slight uptick due to the new, more convenient bookstore location on the main campus and the opening of the Barton Bistro.

Other revenues are below the budget and the prior year actual. This results from the timing of some payments, decreased revenue from some of the academic units, and a one-time allocation of \$2 million that the college will receive when the Foundation sells student housing.

Total expenses are 3% below the year-to-date budget and 1% below the prior year actual.

Instructional expenses are slightly below the budget and very close to the prior year actual. The college has experienced a higher than normal level of resignations in this area that has offset the salary increase.

Academic support is slightly below the budget and above the prior year actual. There has been a resignation in this area that has offset salary increases.

Student support is below the budget and slightly above the prior year actual. There were more vacancies in this area than expected.

Operations and maintenance of plant is below the budget and the prior year actual because of some vacancies in this area and the timing of some utility payments.

Administrative and general expenses are very close to the budget and the prior year actual.

Technology expenses are below the budget but within the normal range. This early in the fiscal year, there tends to be a fluctuation because of software licensing agreements.

Remissions and exemptions are below the budget and above the prior year actual. There has been an increase in early registration of high school students, which immediately goes to remissions and exemptions.

Auxiliary services expenses are below the budget and the prior year actual primarily due to inclusive access.

Capital expenditures are below the budget and the prior year actual because the college has been spending state funds for equipment whenever possible.

Debt service payments are not due until April, and there has been no activity in that area.

Auxiliary Services Revenue and Expenses Update

As requested in the September meeting, Ms. DiMaggio provided an overview of bookstore and auxiliary services revenues and expenses over the last five years. One of the most significant improvements made for service to students is to bring Amazon-type lockers onto the main campus; the lockers are now on all branch campuses where students can order books and pick them up the next day. The lockers serve a dual purpose as part of Caring Corner. Students can request needed food and pick items up from a locker using an access code, allowing them to receive help anonymously.

Factors that influence auxiliary services include a reduction in enrollment impacting bookstore sales; a significant increase in competition, especially with Amazon; an increase in inclusive access that has lowered margins while allowing students to save over \$2.4 million; facility upgrades paid for by the bookstore; and one-time costs associated with opening the café.

Institutional CARES and HEERF Funds Update

As requested at the September meeting, Ms. DiMaggio provided an update on student CARES and HEERF funds received from the federal government. The college received \$19.1 million in funds directly distributed to students. Over the past four semesters, \$16 million was distributed and approximately \$7 million was distributed to students on November 16, 2021. The last \$3.1 million will be awarded during Spring Semester.

The college has received over \$27 million in funds and has spent \$6.2 million to date. Lost revenue funds were offset; there was a significant increase in technology spending for laptops; and there are many projects in the works for the remaining funds. Funds were also used to write off balances for students who could not pay their balances but wanted to come back to school.

Ms. DiMaggio explained lost revenue. If the revenue average over the last three years was lower due to COVID's impact on tuition and student attendance, the college was allowed to use the federal funds to make up for lost revenue. The majority of the \$2 million allocation went into auxiliary services in 2020. The college is reviewing other opportunities to use the 2021 allocation in the best possible manner. The college had a positive year in 2020, and some of the surplus money went into the plant fund.

Ms. DiMaggio provided a detailed explanation for the Promotional line item. The grant requires offering promotional activities to encourage vaccination. This year, the college had an event to enable students to get vaccinated and put money aside to assist more this year. The suggestion was to change the name from Promotional to Proactive Measure for Mitigating the Virus as referred to in the grant requirements.

Projects that are in the works that the federal funds afford include \$1.8 million for Wi-Fi upgrades; \$5 million to cover tuition not covered by Governor McMaster's scholarships in order to have no tuition costs for students for Spring Semester; additional COVID supplies; replacement of the small 50-year-old elevator in the UT building to allow for social distancing; replacement of HVAC units with higher efficiency units; \$300,000 for online course upgrades; voice over internet protocol telephone systems that will help improve remote working efficiency should the need arise; a dashboard; and other facility upgrades. This is a basic plan for the remainder of the institutional fund. However, the college has to work through the state procurement process.

President Miller announced that Ms. DiMaggio and her finance team received the Government Finance Officers Association Certificate of Achievement for Excellence in Financial Reporting for the tenth consecutive year.

Finance Committee

Mr. Southerlin made a motion on behalf of the committee to approve the spring and summer 2022 tuition and fees with no increase in tuition and fees. The motion carried.

Building and Grounds Committee

Mr. Smith made a motion on behalf of the committee for approval to sell a small piece of property adjacent to the retention pond on Pleasantburg Drive that is part of McAlister Square. The motion carried.

President's Report

President Miller provided highlights on the following:

- Greenville Tech Foundation Report – the Foundation experienced an all-time high fund balance of \$18 million primarily due to the performance of stock market investments and adding to the endowed funds.
- Governor McMaster announced Workforce Scholarships for the Future as a \$17 million pilot for Spring 2022 to build a pipeline of skilled and ready workers to meet the immediate needs of business and industry and future employer needs across South Carolina. The program will cover tuition and some required fees at the state's 16 technical colleges for South Carolina residents enrolled in a high-demand field. Colleges also have the flexibility of waiving college tuition for transfer degrees (AA and AS). GTC opted to waive; however, other funds are being used to cover AA and AS tuition. The governor also plans to ask the General Assembly to set aside \$124 million to continue this initiative for two years for the State Tech System.
- Commencement is December 17, 2021, at the Greenville Convention Center; however, it will not include all staff or the whole board. Chair Shouse will offer the benediction and invocation and represent the board. Students can invite a limited number of guests.
- Ms. Simer provided an update on marketing and branding. The college is engaging a third party to conduct a comprehensive Marketing, Recruitment, Enrollment Assessment. It will consist of two separate services. The first will be an analysis of market conditions to evaluate GTC's ability to service the needs of its stakeholders; evaluation of our recruitment tools, processes, gaps, and opportunities; and an exhaustive enrollment assessment. The second component is to develop updated messaging, branding, and creative presence for all promotional collateral and social media, including a value proposition aligned with the college's mission and vision.
- Ms. Wright provided a student housing update. The Foundation is working to finalize the purchase agreement this week, and then the due diligence will begin with an anticipated close in early 2022.

State Technical College Board Update

Mr. Grant reiterated that many of the conversations at State Tech are centered on Governor McMaster's workforce scholarship program.

South Carolina Association for Technical College Commissioners (SCATCC) Update

Chair Shouse stated that the next SCATCC meeting is December 1, 2021, when the group will begin work to refocus the mission to improve its advocacy role in the state. It will be an extended meeting with a leader present to help start the process.

Commission of Higher Education (CHE) Update

Mr. Batson provided a brief CHE update. CHE met on November 4, 2021.

- CHE approved several new programs. Examples include Ph.D. in medical biophysics, genetic counseling, coaching education, data and communication, neuroscience, and health information management. One of the most popular programs in South Carolina is cybersecurity.
- Some regulations were approved that make it easier for students to get money. CHE extended the Palmetto Life Scholarship, Palmetto Fellows, and Life Scholarship programs to include technologies programs.
- Two capital projects were approved, but 15-18 projects are coming up in December.

Performance and Evaluation Committee

Ms. Hackl made a motion on behalf of the committee to move into Executive Session to discuss personnel and compensation matters related to senior college executives. The motion carried.

The meeting went into Executive Session at 1:19 p.m.

The meeting reconvened at 1:39 p.m. No action was taken in the executive session, and no other topics were discussed.

Ms. Hackl made a motion on behalf of the Performance and Evaluation Committee that the board adopt the proposal submitted by the committee regarding communication with the Agency Head Salary Commission. The motion carried unanimously.

The December 15, 2021 meeting will be a joint board meeting with County Council and the Legislative Delegation at the Student Success Center in the Community Room at 11:00 a.m.

There being no old or new business, the meeting adjourned at 1:42 p.m.