

BOARD OF GOVERNORS

BRIDGEVALLEY COMMUNITY AND TECHNICAL COLLEGE

MINUTES

SEPTEMBER 11, 2020

A meeting of the BridgeValley Community and Technical College Board of Governors (BOG) was held on Friday, September 11, 2020, at 9:00 a.m. via video conference.

Board members present: Mark Blankenship, Barry Crist, Jane Harkins, Pamela Hyde-Wines, Andrew Kennedy, Andrea Petry, Kent Wilson and Daniel Wright. Board members absent: Sally Cline and Srini Matam. Also in attendance were President Bellinger and BridgeValley faculty and staff.

I. **Call to Order**

Vice Chair Wright called the meeting to order at 9 a.m.

II. **Roll Call**

Roll was taken by Amy Moore noting that a quorum was present.

III. **Approval of Minutes**

Kent Wilson moved to approve the meeting minutes of August 7, 2020. Jane Harkins seconded the motion. Motion carried.

IV. **Academic Affairs**

a. **Entrepreneurship Programs**

Dr. Peter Soscia and Dean Kelly Grose presented an update on the Entrepreneurship programs. Dr. Soscia discussed the program goals and how they relate to the program(s). He stated the whole point is for someone to conceptualize a product or service and market that project or service efficiently. The first year of the program is designed to provide all the subject skills to get the student ready to operate a business.

Dean Grose stated that BridgeValley received an ARC grant in the amount of \$25,000 for curriculum develop and to hire a program recruiter. A recruiter has already been hired.

Programs to be offered in Spring 2021 are: Rental Property Management; Custom Furniture Business; Music Industry Entrepreneurship; K9 Training & Kennel

Management; and Culinary Arts & Restaurant Management. Of these programs, the K9 Training & Kennel Management program is the only one operational at this time. There are 15 students in the program. This program is attracting students outside of the state as well. All programs will be unique to BridgeValley because entrepreneurship is being embedded into the programs.

Mark Blankenship suggested that students be taught the administrative side of running a business.

Dean Grose informed the Board that they do have an Advisory Board, which is a combination of service and product providers and asked if they have recommendations for members to the Board send them to Amy Moore.

V. Reports

a. CCA Conference Update

Crystal Berry with 25th Hour Communications stated that BridgeValley will host the CCA Fall Conference on November 4 and 5, which will be fully virtual. This conference is suitable for college presidents, executive staff and leadership. The conference will have nine presentations over the two-day conference.

b. Marketing Update

Crystal Berry with 25th Hour Communications provided an update on marketing efforts for BridgeValley. She discussed the marketing and communications goals. The campaign for Meet the Majors kicked off to promote the majors. It also was a good lead into our working adult campaign. Current advertising will include high school football ads, various newspapers, flyers in water bills, tv ads and local radio. Will do a push for spring enrollment.

c. President's Report

Dr. Bellinger reported, in previous meetings, that we would be slightly up or flat in enrollment. She reports today that we are up by 2.5% in enrollment.

We have had seven students and four employees test positive for COVID. Dr. Bellinger asked Kent Wilson to speak regarding the nursing students. Kent Wilson stated that we have four nursing students and one clinical manager who tested positive for COVID. However, the COVID was not acquired through the clinicals. He also informed the Board that Thomas Hospital said that if Kanawha County goes to "red", they would halt all student clinicals.

Dr. Bellinger stated that we are still pursuing the idea to present the Master Plan.

We are proceeding with the Capital Campaign.

Commencement will be held on May 15 and will be virtual.

VI. Additional Board Action and Comments

VII. Upcoming Dates to Remember

- a. November 3 — Election Day (Campus Closed)
- b. November 4 & 5 — CCA Conference
- c. November 12 — Last Day of Classes
- d. November 14-20 — Final Exam Week
- e. November 21-January 24 — Winter Recess
- f. November 26-29 — Thanksgiving Recess (Campus Closed)
- g. January 18 — Martin Luther King Day Recess (Campus Closed)
- h. January 25 — First Day of Classes
- i. April 29 — Last Day of Classes
- j. May 8-14 — Final Exam Week
- k. May 15 — Commencement (will be virtual)

VIII. Next Meeting

Friday, November 6, 2020
9 a.m.
Via Microsoft Teams

IX. Adjournment

There being no further business, the meeting was adjourned.

Sally Cline

_____, Sally Cline, Chair

Kent Wilson

_____, Kent Wilson, Secretary