

## Workforce Solutions Governance Committee Minutes

**Date:** February 20, 2017

**Time:** 1pm

**Location:** Center for Workforce Solutions

### **Attendance:**

**In attendance:** Dr. Corey McCray (Ex Officio); Lisa Peterson (Ex Officio); Emily Richardson; (Ex Officio); Todd Estes (Ex Officio); Heather Kitsis (Norfolk); Batanya Gipson (CMVE); Calvin Scheidt (CMVE); Christopher Fairbanks (Portsmouth); Kristina Bezanson (Chesapeake); Sylvia Ross (Norfolk); Richard James (Portsmouth); Matthew Woods (Portsmouth); Thomas Stout (Chesapeake); Leona Davis-Daniels (WFS)

**Absent:** Leslie Boughton (Ex Officio); David Steinhauer (Portsmouth); Bonita Volker (Norfolk); Barbara Murray (Virginia Beach); Casey Clements (VA Beach); David Lee (VA Beach); William Pearsall (Chesapeake); Laura Burnham (District); Chris Blow (CMVE); Michael Lyle (VA Beach)

**Guests:** Lucy Hundley, District Marketing Project Manager

### **I. Call to order**

The Workforce Solutions Committee meeting was called to order by Batanya Gipson at 1:02pm.

Batanya Gipson announced that she contacted Curt Wynn's office (Office of Public Affairs, Communications & Marketing) for assistance with the charge to develop a marketing campaign for the college, both internally and externally.

### **II. Guest speakers**

Lucy Hundley, District Marketing Project Manager, Office of Public Affairs, Communications & Marketing. Lucy suggested that a primary focus should be to target marketing on social media, TCC website, intranet, and email.

Dr. McCray explained that the reason for marketing internally is to make sure that TCC employees are aware so that they can speak to what Workforce Solutions does and take advantage of what Workforce has to offer for themselves, and their network of contacts, as well as to promote the various course offerings. At present, Workforce is using the marketing brochure that Lucy designed, and also suggested doing something more specific on an as needed basis. The purpose is to drill down and get the areas of interest that would offer a shorter route and period of time to remain on the same trajectory of career path for completion.

Batanya Gipson added that in previous meetings, the suggestion was to present and/or participate in Provosts and Deans meetings as well as Faculty Development.

Lucy Hundley suggests creating something that would address a broader perspective for a longer period of time; allowing for the same communications and/or conversation. CRM was created to make sure that everyone is speaking the same language and addressing concerns of potential students with like situations; information will be available to users, and counselors will provide a response.

Lisa Peterson added that Sharepoint would allow for the fliers to be stored for the Information Center, and others to retrieve as needed.

Lucy Hundley added that the Information Center will primarily address the concerns of current, and the Prospect Team, headed by Jennifer Perkinson, Recruiting Marketing Specialist, will assess prospective and new students, elevate the customer service to the new student. CRM will allow for each campus to have a certain number of licenses, whereas, information is collected, and captured to enter into the database; the intention is to prevent the loss of a prospective student, allowing the Prospect Team to follow up, and redirect them to the appropriate office.

Kristina Bezanson expressed the need for Faculty to be properly trained and informed on the prospect as well as the Information Center.

Matthew Woods discussed the need to get the direct contact information rather than for someone to provide general information as it is currently on the college's website; there's another space beyond the general information that allows for more specific contact information.

Sylvia Ross suggested that Fred Stemple, Learning Institute, be included in on any correspondence to Faculty to increase awareness; she followed up with stating that there needs to be a plan in place to present an overview of what's being offered on Workforce Solutions' webpage.

Dr. McCray added that the goal was to make the webpage more intuitive, but most people would pick up the phone. For most inquiries, the general information to be provided in response to what Workforce Solutions does is as follows: "Workforce Solutions provides a shorter route to obtaining entrance into a career or enhance professional skills for promotion opportunities, as well as continuous opportunities for career learning.

Batanya Gipson suggested that Dr. McCray assign a primary person to contact within Workforce to get in front of those at the college for presentations and faculty meeting. Dr. McCray agreed, and emphasized the need to get in on the big stage.

### **III. Minutes**

Richard James made a motion to accept and approve minutes for 12/12/16 as written; Sylvia Ross properly seconded the motion; minutes were approved by the committee w/corrections.

### **IV. Reports**

#### A. Officer Reports:

Batanya Gipson provided the following PAPC Meeting Review for 2/3/2017:

- ⊕ The Classified Association Committee will be hosting the Classified Professional Development Day on 3/9/17 at the Chesapeake Campus Student Center.
- ⊕ Instruction Committee is hosting the Scientific Reasoning Workshop on 3/31/17 at the Norfolk Campus Student Center.
- ⊕ The Internal Relations Committee and Diversity & Inclusion Committee are working on an awards/recognition program for compliance with state handbook.
- ⊕ The PAPC proposal to introduce the General Education Shared Governance Committee was disseminated for committee review; respond with any feedback by 2/22/17

#### B. Committees – None

#### C. Reports from Subcommittees – None

### **V. Open business**

#### A. The Bylaws are still being revised; nothing more to report.

### **VI. New business**

A. Look at the charge for the noncredit to credit crosswalk as the committee incorporates the Advanced Standing Committee as members of the WFS Governance Committee; Thomas Stout and Calvin Scheidt suggest that there's a publication already in place; Dr. McCray asked to review any information already published. The Advanced Standing Committee reviews certifications w/competencies annually, and Faculty awards the qualifying credits. Thomas Stout to provide the Advanced Standing procedures.

### **VII. Other**

Recommendations for changes to the Bylaws should be available prior to the next PAPC Meeting in April 2017.

Review the attached Advance Standing Policy for further discussion in the next meeting

### **VIII. Next meeting**

Monday, April 17, 2017 @ 1pm; Workforce Solutions, Conference Rm #105

## **IX. Adjournment**

Todd Estes motioned to adjourn the meeting @ 3:02pm, and properly second by Calvin Scheidt

Submitted by  
Leona Davis-Daniels, Secretary