

This monthly report is intended to provide the Vernon College Board of Trustees, Vernon College Foundation Board members, as well as college faculty and staff, with updated information regarding significant college activities, issues, and accomplishments.

College Governance – Dr. Dusty R. Johnston, President

- The spring 2019 enrollment report indicates a slight increase in enrollment as compared to last spring 2018. Enrollment has increased approximately 1.1% with 2775 students compared to 2744 last spring. As we have discussed previously, we have increased marketing and recruiting efforts the past two years, but we face a decrease in service area population, a decrease in graduating high school seniors in the service area, low unemployment in the service area, and competition for high school dual credit enrollments
- The Vernon College Board of Trustees approved to close Sheppard Learning Center as an off-campus instructional site offering 25-49% credit hours Sheppard Learning Center is listed with SACSCOC as an off-campus instructional site in which the institution offers 25-49% credit hours for a diploma, certificate, or degree. In the last five (5) semesters, minimum enrollment in courses has not been reached in any courses offered at Sheppard Learning Center. Students have the opportunity to enroll in courses at nearby Century City Center, Skills Training Center and/or via Distance Education. No “teach-out” plan is required due to the availability of general education components of the Associate in Arts and Associate in Science available offerings at nearby locations (within 15 minutes) and via Distance Education. In addition, no certificate or A.A.S programs have been offered at Sheppard Learning Center that would require a “teach-out plan”. Faculty or staff will not be adversely affected by the closure of Sheppard Learning Center. The action will be effective July 1, 2019 to meet SACSCOC expected timelines.
- The Vernon College Board of Trustees also approved the *Vernon College 2019-2023 Strategic Plan* document, which incorporates all components of the long-range strategic planning process to communicate the College’s goals, objectives, initiatives, actions, assessment methods, outcomes, and the resource allocation process to internal and external constituents. Consistent review and approval, as well as availability of the document, provides the assurance of transparency and the opportunity of feedback to all constituents including but not limited to students, faculty, staff, administration, the Board of Trustees, elected officials and the Vernon College service area
- Bookstore operations have been cited as a future challenge for the College. The need to explore different approaches to Vernon College bookstore operations in an effort to increase revenue, efficiency, and effectiveness have been discussed over the past few years. One option that several small schools have gone is to contract out the bookstore operations. This is being explored with several different companies. No decisions have been made at this time. Any future decisions will result from a request for proposals process.
- The Vernon College Board of Trustees approved the tuition and institutional service fee rates for 2019-2020 beginning with the 2019 fall semester—no increases in residency based tuition and a \$10 per semester hour credit increase in the institutional service fee (ISF) for classes taught at Century City Center, Skills Training Center, and online/internet classes. Vernon College has only three revenue sources: tuition and fees, district taxes, and state funding. Vernon College is currently an economic choice to students in regard to tuition and fees. In comparison to Midwestern State University, Vernon College’s recently approved tuition /fee cost for a Wilbarger County student taking classes in Vernon is approximately 31% of the tuition/fee cost at MSU. The cost to a non-Wilbarger County student taking all classes at CCC or Internet in Wichita Falls is currently approximately 69% of the MSU cost.

Instructional Services – Dr. Elizabeth Crandall, Vice President

- **Jeff Feix** attended the AST Educator’s Conference in Phoenix, AZ February 7th to 9th. The conference is held annually for ST educators to receive ST instructor continuing education credits necessary for programmatic accreditation. In addition to a motivational keynote speaker, breakout sessions were attended, and vendors were on hand with surgical technology educational products. The organization that delivers the Certified Surgical Technologist exam provided updates on changes to the exam that became effective January 1, 2019.
- Continuing Education would like to welcome our new Health Careers instructor at Vernon High School **April Maldonado**.
- **Nina Feldman, Donnie Kirk, and Dr. Elizabeth Crandall** worked the Home and Garden show on February 24, 2019.
- **Law Enforcement Academy** has returned to STC and all work is complete in the building.

- **Mike Hopper** taught a professional development on drug trends at the Vernon Campus on February 5th for over 50 staff and faculty.
- **Chris Kirby, Dean Johnston, Tammy Majewski, Paula Whitman, Christina Hoffmaster, and Ariel Tart** attended the Annual TCCTA Conference in Austin, Texas February 28th through March 2nd
- **Jennifer Hatley** attended the second meeting for the NIGP Grant, regarding the first year outcomes, in Austin, Texas February 25-27.
- **Elisha Wehrwein and Angela Ward** attended TCCTA and CCET to get updates on TDLR and PST for new teaching methods in Houston February 23rd- March 2nd.
- **Judy Ditmore and Michelle Downes** delivered Meals on Wheels for Instructional Services on Wednesday, February 20th.

Student Services – Dr. Jim Nordone, Vice President

- **Student Success/Title III Initiatives**
 - Attended DREAM 2019 – Achieving the Dream Annual Conference February 19-22, Long Beach, California. The conference focused on emerging strategies for critical issues such as equity, improving student success, increasing capacity for data analysis, program evaluation, and student-centered, data-informed decision making.
 - Kicked-off Student Success Pathway: Student Experience professional development series with an overview of tutorial services at Vernon College.
 - Presented eight Student Success Series trainings to students via classroom visits and online modalities.
 - Continued working on Title III Annual Performance Report for Grant Year 3 (Due Date: March 11, 2019).
- **Student Activities/Housing Initiatives**
 - Super Bowl Party (2/3 – 20 students).
 - Held Student Government (SGA) Meeting (2/7 - Century City Center).
 - Grammy's Watch Party (2/10 – 6 students).
 - Held Student Government (SGA) Meeting (2/11 - Vernon).
 - Ping Pong Night (2/19 – 10 students).
 - Valentine Cookie Decorating Contest (2/14 – 12 students).
 - Held Student Government (SGA) Meeting (2/21 - Vernon).
 - Held two separate National Society of Leadership and Success (NSLS) Orientation Sessions (2/21 @ Century City Center for 24 students; 2/22 @ Vernon for 6 students).
 - Oscars Watch Party (2/24 – 9 students).
 - Held Student Government (SGA) Meeting (2/25 - Century City Center).
 - Held Black History/Diversity Day (2/26 & 2/27 – Vernon & Century City Center. More than 250 students participated in Black History/Diversity Quiz).
 - Blood Drive at Century City Center (2/28).
 - Intramural Dodgeball (2/28 – 8 students).
 - Mandatory Room Inspections (2/28).
 - Held one Leadership Training Day for the National Society of Leadership and Success (NSLS) (2/28 @ Century City Center for 24 students).
- **Career Services Initiatives**
 - Updated Employment Job Board (2/4).
 - Attended EMS Advisory Committee meeting (2/4).
 - Continued working on upcoming ADN Nursing Job Fair (scheduled for March 14 at Century City Center, 9:00 a.m. to 12:00 noon).
 - Posted Blue Cross/Blue Shield Claims Technician jobs to Job Board (2/12).
 - Met with David Ivey, Transition Unit Supervisor at Blue Cross/Blue Shield with regard to his interest in recruiting VC students for entry-level positions, as well as tuition assistance opportunities (2/13).
 - Posted Reasoner Petroleum Office Assistant job to VC Job Page (2/15).
 - Created and disseminated mass email to students with undecided majors (2/15).
 - Posted Workforce Solutions Job Fair information to VC Facebook page and VC Job Board (2/22).
 - Georgia Pacific meeting with supervisor Craig with regard to recruiting electricians for Acme, Texas (2/25).
 - Posted Project Manager position to VC Job Board (2/28).
 - Posted Sears Appliance Repair Service Technician position to VC Job Board (2/26).
- **General Student Services Initiatives**
 - Held Crisis Management team meeting (2/13).

- o Continued working on Honor's Program for spring 2019 (scheduled for April 25).
- o Continued working on Catalog edits for Student Services division.
- o Continued working on Student Handbook revisions.
- o Completed Student Services division Annual Performance Evaluations and made reappointment recommendations to Dr. Johnston.
- o Completed Annual Plans for Student Services division for upcoming academic year.
- o Began working on next fiscal year's budget for Student Services division.
- o Updated Student Services webpage information.
- o Held initial collaborative meeting with Wayland Baptist University (2/27).
- **Admissions, Records and Recruiting**
 - o Certified Fall 2018 End-of-Semester Texas Higher Education Coordinating Board (THECB) reports (CBM002, CBM008, CBM00S, and CBM0E1).
 - o Locked Winter 2019 Integrated Post-secondary Education Data System (IPEDS) Federal reports (graduation rates, admission numbers, and outcomes measures).
 - o Continued working with U4SM with regard to Student Information System.
 - o Activated "Campus Connect" for purposes of online student registrations for Spring II 2019 semester.
 - o Recruiting Efforts: Individual Tours at Century City Center (4); Individual Tours at Vernon (4); Group Tours with Archer City and Goldburg; Seven Scholarship Workshops; Region 9 GED Presentation; Cafe Con Leche Road-to College Presentation.
 - o Dual Credit High School Visits: Wichita Falls ISD Go College at Century City Center; Burkburnett; Archer.
 - o Participated in Military Roundtable Event hosted by Wichita Falls Chamber of Commerce.
 - o Participate in Veterans Affairs webinar on First Quarter Fiscal Year 2019.
- **Financial Aid and Veterans Affairs**
 - o Certified Fall 2018 End-of-Semester Texas Higher Education Coordinating Board (THECB) reports (CBM002, CBM008, CBM00S, and CBM0E1).
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Finance/Administrative Services/Physical Plant – Garry David, Vice President

- **Business Offices**
 - o Christie Lehman disbursed \$1.7 million in financial aid funds.
 - o Shelly Mason & Tisierra White delivered Meals on Wheels.
 - o Mindi Flynn attended Dr. Johnston's Lunch and Learn Leadership class.
 - o Margaret Kincaid finished 1095s.
 - o Garry David attended the Spring TACCBO meeting in Austin.
- **Bookstores**
 - o Preparing to enter Summer adoptions, pricing snacks and refilling the store.
 - o Working on Spring book returns and ordering supplies for Fall.
 - o We are processing returns, processing name badges for Continuing ED classes, book counts, stocking shelves with supplies, assisting students.
- **Facilities**
 - o Wichita Falls
 - We have been in the process of moving everything back into the flooded area at Skills.
 - We have striped and waxed the floors in the classrooms and offices at Skills and reinstalled data and electrical lines in the offices.
 - Installed new ceiling tiles in room 400 and set it back up with tables and chairs for the nursing group.
 - Repaired some of the lights at Skills.
 - Split up some of the outlets in Debbie office area so they don't trip the breaker.
 - Replace ballast and bulbs in several rooms at CCC.

- o Vernon
 - Ray Carr built net standards for volleyball to practice using the pool and a trailer for the portable welder.
 - Lyle Bonner and Paul Frommelt repaired a fuel line issue on the Bobcat loader.
 - Lyle also built platforms for volleyball and replaced a glow plug in bus 2
 - Jesse Urquizo, Josh Cook and Jimmy Dennis sprayed yards and trimmed trees and shrubs.
 - Joey Lama and his crew cleaned and sanitized the athletic dorm after flu cases were reported

College Effectiveness – Betsy Harkey

- **SACSCOC** – Final edits and preparations are underway for submitting the QEP non-compliance response for 7.2.e. Thank you to Drs. Kirk, Beauchamp, and Crandall for providing leadership to this important step. Also thank you to all who reviewed, submitted questions/edits, and provided input throughout the process. The goal is to have the response in the mail to SACSCOC before Spring Break.

-Substantive Change –

- o Following recommendation/approval through Academic Council, College Effectiveness Committee, and the Board of Trustees, a notification letter was mailed to SACSCOC on February 11, 2019, requesting official approval for closure of the off-campus instructional site identified as Sheppard Learning Center (SLC) as an instructional site effective July 1, 2019. Currently, SLC is on file with SACSCOC to offer 25-49% credit hours. Although classes have been offered at SLC they have not met minimum enrollment in the last five (5) semesters. It is an expectation of SACSCOC that notification be provided in this type of situation.
- o The Paramedic Program – Certificate was approved by SACSCOC for temporary deactivation in February 2017. The process has begun to submit a Substantive Change to SACSCOC to reactivate the program.

Approval of instructional locations, programs, etc. is a requirement of the Department of Education. It has many tentacles but is most aligned with student related financial aid. SACSCOC is charged with ensuring locations, programs, etc. are approved hence the Substantive Change policy and process. Thank you to Dr. Crandall and all of Instructional Services for staying on top of the Substantive Change requirements and timelines.

• Data Update –

- The Student Success Data Fact shared with the Board of Trustees during their February 13, 2019 meeting was an Enrollment Update by Amanda Raines. In addition to enrollment counts, she reviewed how enrollment is tied to student success through our strategic planning components such as access and completion.
- An agenda item on March 1, 2019 for **Student Success Data Committee** was to begin thinking about additional or edited Key Performance Indicators of Accountability and related Benchmarks. This is a goal we set for exploration once the bulk of the SACSCOC Reaffirmation process was completed. It is fun to move to something new!
- The [Spring and Spring I 2019 Count Day Snapshot](#) is ready! You will find that a bit more information is provided regarding Dual Credit. We have not had a Snapshot for the last couple of semesters and it is great to once again have it on the priority list.
- In lieu of a face-to-face meeting, the **College Effectiveness Committee** finalized 2019-2020 Annual Plans, reviewed QEP response, and reviewed/voted to approve Substantive Change for Paramedic Program-Certificate. This is a great committee who had an extra busy month.
- Anna Martin and Betsy Harkey delivered Meals on Wheels on February 6, 2019.

Institutional Advancement – Michelle Alexander

- Michelle Alexander co-presented Grant Writing 101 at the Annual Texas Association of Community College Foundation Conference February 14 in Austin.
- Michelle presented Federal Funding Task Force Update at the Annual CASE District IV Conference, February 25 in Grapevine.
- Callee Serrano also attended the Annual CASE District IV Conference in Grapevine.
- Callee has been gathering items for the Vernon College Foundation On-Line Auction, March 12-14. Bid high and bid often.
- Monica Wilkinson met with John Hirshi and Fox Hill staff to plan Wichita Falls Spring Long Table event set for Monday, May 20 2019

- February 2, 2019 – 1st annual Local Wine Fest at Wichita Falls Farmers’ Market was a huge success. The weather was beautiful. We had over 20 vendors including 7 wineries participating. Over 2,000 were in attendance for the event. A fall 2019 wine event was added to the calendar as a result of the interest from the public.
- The Wichita Falls Farmers Market Association met in February to finalize applications to the Texas Department of Agriculture to become a Go Texan member and certified farmers’ market.
- Monica met with Crane West throughout the month to finalize the design of promotional items in preparation for the 2019 Texoma Home and Garden Show. Items purchased included gel pens, cutting boards, measuring spoons, magnetic calendar of events and rack cards.
- Monica met with Angie Weiss and Taylor Offutt, nutritionists from the Wichita Falls Area Food Bank and Sarana Glenn (child nutritionists) and Carie Richardson (chef) with WFISD and Chartwells to discuss nutrition education possibilities for our community. It was decided that a joint outreach event would be held at the Wichita Falls farmers’ market in July of 2019.
- Monica and market manager Meredith Buckley worked with Crane West on a social media campaign to educate the public on local farmers for Love Your Farmer Day on February 16, 2019. A different farmer was featured in a Facebook video each day of the week. Informational boards of the farms were displayed at the Saturday market.
- Scott and Linda Poenitzszh owners of Horseshoe Bend Winery and James Hanger owner of OG Cellars Winery attended the Texas Wine and Grape Growers Association Conference in San Marcos, TX February 21-23, 2019 on grant farmer scholarships.
- Vernon College sponsored Room 5 – the Farmers’ Market Room at the 2019 Texoma Home and Garden Show February 23-24, 2019. Dr. Lisa Crandall, Dr. Donnie Kirk, Christina Feldman, Debbie Richard, Teresa Reese, Erika Collee, and Meredith Buckley helped with the kids’ craft area in room 5 and with the informational table for the Red River Valley Local Food Promotion Project. The show was busy as usual and many contacts were made and email addresses were collected. The project also sponsored the Noble Foundation’s small vegetable specialist Steve Upson in Room 8 who gave several presentations on raised bed gardening in recycled tires.

Marketing – Holly Scheller

- Began design of the Scholarship Program (including photo shoot of students holding “thank you” sign)
- Ordered Pennants for Chamber Gift
- Enrollment Increase Work Group met and submitted recommendations
- Website Redesign Team met and is now into Draft 2 of design
- Culinary Academy Program Video has been shot and will be edited to be used as a recruitment tool
- Designed flyer for Cosmo Hair Show Event, April 11, 2019 at the Wellington

Quality Enhancement/Professional Development – Dr. Donnie Kirk

- **“Success through Inquiry” Quality Enhancement**
 - **“Success through Inquiry” QEP Plan SACS-COC Accreditation Reaffirmation Recommendation Response.** Fully amended, the QEP Recommendation Response (a nine-page report complete with an amended 99-page QEP proposal) was loaded into Compliance Assist by [Betsy Harkey](#) on April 28 for final review. For a complete picture of all requirements regarding your institutional QEP initiative, please consult Section 7.2 of the latest edition of the [SACS-COC Resource Manual](#) (pg. 58-60).
 - **QEP Planning/Implementation Committee March 01 Session.** The combined QEP Planning/Implementation Committee met on Friday, March 01. During general business reporting, Donnie Kirk thanked attendees for approving the content contained in the *QEP Recommendation Response* (sent out to a combined 54 member committee with 35 total affirmative responses—garnering a 65% approval). In addition, and at the behest of the SACS-COC visiting teams’ recommendation, the committee approved [Steven Underhill](#) as CTE QEP Committee Co-chair. Finally, the committee discussed methods for sustaining QEP momentum for the 5-year mission.
 - **Community College Survey of Student Engagement Refresh (CCSSE Refresh): Spring 2019.** Vernon College is set to administer the Community College Survey of Student Engagement (CCSSE) during the Spring 2019 term. In preparation for the survey administration, the VC Spring 2019 course master file was submitted to the Center for Community College Engagement early February, whereby a sampling of courses was produced. The sample of courses to be surveyed along with the CCSSE instrument itself arrived late February. Faculty were officially notified via [Dr. Elizabeth Crandall](#) of the CCSSE administration process on February 26. Individual instructors whose courses will be surveyed will be notified by March 08 by [Donnie Kirk](#). CCSSE survey commences April 01 through April 12. See a copy of the CCSSE survey instrument [here](#).

- **Vernon College Professional Development**
 - **February 2019 Professional Development Highlights.** Highlights from February 2019 in-house professional development programming include:
 - **February 05:** *Disturbing Trends in Alcohol and Drug Abuse*
 - **February 05:** Vernon College Department Spotlight! February Feature: *Dr. Monica Wilkinson, Project Coordinator, Red River Valley Local Food Expansion Project.*
 - **February 05:** [NISOD Webinar](#): *Practical Strategies for Supporting English-as-an-Additional-Language Students.*
 - **February 08:** *TechSmith Relay Lecture Capture/TechSmith FUSE (mobile app)*
 - **February 12/13:** Student Success Pathways: Student Experience Series. February Feature: *VC Tutoring Programs, presented by Amber Hunsaker.*
 - **February 15:** Faculty Roundtable Series: “Canvas Course Redesign” Session.
 - **February 19/20:** Self-care Series with Dr. Scott Hamilton (Session 1 of 3).
 - **February 23/24:** Arts Alive! Home & Garden Festival 2019.
 - **February 27:** [Community Trainings](#): February Session: *Recognizing and Preventing Unhealthy Teen Relationships.*

Human Resources – Haven David

- Personnel
 - Hire: April Maldonado – Health Occupations Instructor, Vernon (February)
Cristiano Garcia – Custodial Technician, CCC (March)
 - Retirement: Sharron Shelton – Testing Coordinator (March)
Robert Johnson – Supervisor of Buildings and Grounds, WF (April)
- Annual Professional Reviews being completed.

ERP/SIS/Cyber Security – Ivy Harris

- **ERP/SIS**
 - Submitted additional demographic data to U4SM
 - Continued configuration discussion with U4SM
 - Facilitated the weekly U4SM update meetings throughout the month
 - Facilitated the online U4SM training throughout the month of January
- **Cyber Security**
 - Continued screen visibility audits in the Osborne Administration Building
 - Distributed the “Stay Smart, Be Safe” campaign graphics on the Vernon Campus and Century City Campus
 - Continued to educate the faculty and staff on new email procedures
 - Coordinated cybersecurity measure for email security

DRJ Comments –

- I appreciate all of the effort to meet the needs of Vernon College students. As we continue to work on the 2019-2020 budget, resource allocation to ensure student success and institutional improvement will be top priorities.
- I want to express my appreciation to Michael Ruhl, Sharron Shelton, and Robert Johnson for their contributions to Vernon College. I wish them enjoyment in their retirement.
- Please enjoy the upcoming spring break and return ready to finish the semester in strong fashion.
- Please contact me with any input or questions at:
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