

**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**

- Enrollment—the spring 2021 report indicates a decrease in enrollment as compared to last spring 2020. Enrollment has decreased approximately 11.5 % with 2402 students compared to 2716 last spring. It appears that most of the decrease can be attributed to COVID-19 related issues.
- Room and Board rates—no increase was proposed to the \$500/semester room rates, but an increase was recommended to the board/meal plan rates as proposed by our food service contractor, Great Western Dining. The 15 meals per week meal plan will be 1745 for the fall and \$1768 for the spring. The difference in cost per semester is due to number of actual meal days in the different semesters. The food service contractor continued to provide quality meals and service. The increase is normal cost increase due to cost of food products and labor as well as Vernon College increase in administrative charge to cover the monthly cost of increased internet Wi-Fi to the residence halls.
- Tuition and Fees for 2021-2022 – The approved tuition and fee increase is based upon:
  - Expected state funding decrease for 20-21 and 21-22 due to slight enrollment decreases in the funding cycle and state revenue decreases available for the state budget due to COVID-19
  - Local tax revenue is projected to be flat for the upcoming budget year
  - Enrollment for fall 2020 did not meet the estimate and therefore projected tuition and fee revenue for 21-22 will decrease. In addition, we will calculate a more conservative enrollment estimate for fall 2021 resulting in a decrease in expected tuition and fee revenue.

The approved rate increase is:

- No increase in Wilbarger county
- No increase in tuition for out-of-district residents, but a \$10/SCH in institutional service fee (ISF) at Century City Center, Skills Training Center, Seymour and all internet courses. The result would be a total cost of \$250/SCH. This would continue pacing these costs at approximately 2/3 of the cost at Midwestern State University.
- No increase to out of district dual credit students
- Strategic Plan --The *Vernon College 2021-2025 Strategic Plan* document 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. The strategic plan was approved at the February 10, 2021 board meeting.
- Tyson Tax Abatement application-- The Vernon College Board of Trustees approved a tax abatement agreement with Tyson Foods. The City of Vernon was the lead entity in negotiating a tax abatement agreement with Tyson. The City of Vernon and Wilbarger County have also approved the abatement request and agreement. The estimated initial value requested to be abated is \$20-25 million. The agreement is for a five-year abatement schedule.
  - Year I of the Agreement (Tax Year 2021): the tax abatement percentage of the value of Eligible Property to be abated is 100%.
  - Year 2 of the Agreement: the tax abatement percentage of the value of Eligible Property to be abated is 80%.
  - Year 3 of the Agreement: the tax abatement percentage of the value of Eligible Property to be abated is 60%.
  - Year 4 of the Agreement: the tax abatement percentage of the value of Eligible Property to be abated is 40%.
  - Year 5 of the Agreement: the tax abatement percentage of the value of Eligible Property to be abated is 20%.
- Sale of 3.41 acre tract of land-- An interested party indicated earlier this year that they would like to buy a parcel of college land adjoining Holiday Inn building and operation. The specific parcel is approximately 3.41 acres, is currently used as wheat land, and is difficult to maintain due to water drainage. Vernon College subsequently published public notice for the sale of the parcel of land. The board approved a submitted bid by Joe Rogers for \$140,001.

### **Instructional Services – Dr. Elizabeth Crandall, Vice President**

- **Deana Lehman** has written three grants asking for \$190,000 for the New Beginnings program.
- **Jeff Feix** virtually attended the Association of Surgical Technologist Educators conference February 11-13.
- **Instructional Services** is working on Summer and Fall schedules.

- **Continuing Education** is working with Burkburnett ISD to offer Firefighter Academy starting Fall 2021.
- **Continuing Education** is working with City View ISD to offer Culinary/Hospitality starting Fall 2021.

## **Student Services**

### **Dean of Student Services Initiatives**

- Housing/Student activities including:
  - Feb. 7th Superbowl event
  - Feb. 10th Valentines Chocolates
  - Feb. 16th Coffee and Hot chocolate night
  - Feb. 17th S'more's night
  - Feb. 18th Snow Day lunch
  - Feb. 18th Movie Night
  - Feb. 25<sup>th</sup> Just Dance Competition
  - Feb. 27th Baseball event (hamburgers & Hotdogs)
- VA/Career Services
  - Certifying Registered Students
  - Cross training staff/completing Required VA webinars
  - Fielding job posting calls from employers
  - Verifying all degree plans are updated
- Dual Credit
  - Work on revamp of dual credit website
  - Creation of Dual Credit New Student Orientation
  - Scheduling ISD meetings for Fall 2021 course planning
  - Working on degree plans for students with 12+ hours
- Testing
  - Testing for TSI2
  - HESI testing
  - Focus 2 interest inventory implementation
  - Helping train area High School Counselors to give the TSIA2
- Dean of Student Services
  - Catalog review
  - Updating Student Organization Fundraising Form created and distributed
  - Completed Employee evaluations
  - TSI Manual Update
  - Honors Program planning

### **Student Success**

- New Student Orientation Update:
  - The information previously presented (steps from application to enrollment) is now available through the automated New Student Checklist. The icon/link is located on the VC homepage: <https://www.vernoncollege.edu/new-student-checklist>
  - The revised New Student Orientation will be available April 1. Students will be sent an invitation via the email address they listed on the application. Renee Ritchie keeps the list of students who have applied and need NSO. The three primary components of NSO are Student Success Pathways, Communications, and College Expectations.
- Working on Title III Strengthening Institutions Annual Performance Report for Grant Year 5 (final report).
- Conducted Striving to End Probation Status (STEPS) sessions for students on probation.
- Conducted Academic Coaching sessions for students referred by faculty through proactive "Early Alerts."
- Continuing to develop protocols and resources for Student Wellness/Counseling.

### **Admissions, Records, and Recruiting Initiatives**

- Certified THECB Fall 2020 End of Semester Reports
- Working with Ivy Qwarels and Michelle Alexander on Blackbaud/Academic Works uploads
- Submitted Volleyball, Baseball, and Softball athletic eligibility
- Successful Immigration and Customs Audit

- Submitted Certification of Nursing Graduate Report
- Correcting POISE date for AVISO implementation
- Set to “GO LIVE” with Parchment diplomas and transcripts on March 8, 2020
- Scheduling admission and scholarship application workshops

#### **Financial Aid Initiatives**

- Continued submission of Pell, Direct Loan, and Title IV Program Disbursements to the Department of Education for allocation purposes.
- Continued processing of 2020 - 2021 and 2021 - 2022 Free Application for Federal Student Aid (FAFSA) and packaging to eligible applicants.
- Completed staff evaluations and reappointment requests.
- Completed and posted the February 2021 Financial Aid Blog.
- Calculated and submitted 2021-22 Cost of Attendance figures to the THECB.
- Reviewed the Vernon College FY 2018 Draft Cohort Default Rate.
- Awarded and requested Texas Educational Opportunity Grant funds from the THECB.
- Completed and submitted Governor’s Emergency Education Relief (GEER) TEOG monthly report.
- Completed and submitted 2021-2022 VC Catalog revisions.
- Completed the Financial Aid Integrated Postsecondary Education Data System (IPEDS) Survey.
- Continued processing of Spring 2021 Early Alerts

#### **Safety and Security Initiatives**

- Prepared the officer schedules for the month of March. All home sports games have officers schedule to be present during the times they are playing.
- All Fire, Safety, and Clery Reporting are up to date.
- All officers’ daily logs are complete and have been looked through. No issues at this time.
- Officers are constantly monitoring mask and social distancing rules and regulations.
- New servers for the cameras have arrived and are in the process of being installed.

### **Finance/Administrative Services/Physical Plant – Mindi Flynn, Vice President**

#### **Business Offices**

- Liquidated Spring Financial Aid Monies
- Set up billing information for Spring II classes
- Working with RBS to renew AT&T contracts
- Mindi Flynn attended a TACC webinar on formula funding.
- Training new hire, Ashley Burnham, at CCC
- Ann Schultz did building checks during ice storm and helped with flooding issues.
- Ann issued keys to those who had to relocate and worked with DCs on new faculty access.
- Shelly Mason submitted 1099s to the IRS.
- Mindi Flynn attended the TACCBO spring meeting.
- Completed monthly COVID-19 cost study
- Filed state sales tax
- Paying bills and employees, per usual

#### **Facilities**

- Vernon
  - Ray and Paul completed pool painting.
  - Pool filter media as changed and repairs made to filters.
  - The enclosure was completed around the freezer/cooler.
  - Lyle painted walls in gym lobby.
  - Work has begun replacing on replacing AC units on D bldg.
  - Ray and Paul have begun renovation on the Bi-Fork bldg.
  - Ray and Lyle made repairs to frozen pipes.
  - Cleaning and sanitizing daily
- Wichita Falls
  - Completed cosmetology renovation.
  - Working with ServiceMaster to restore all areas affected by winter storm.
  - Cleaning and sanitizing daily and nightly.

## College Effectiveness – Betsy Harkey

### Institutional Effectiveness

- Annual Action Plans for 2021-2022 were finalized by the end of January. The combined plans were made available for committee review and approval by mid-March. Note that approval dates were changed due to inclement weather and to ensure adequate time for committees (Facilities, Technology, Personnel, and Institutional Improvement) to review and discuss the plans.
- The *Vernon College 2021-2025 Strategic Plan* was reviewed and approved by the Board of Trustees during their February meeting. Thank you to the members of the College Effectiveness Committee for your diligence in this process. For a copy of the document please contact Betsy Harkey.
- Data was sorted from POISE on February 4<sup>th</sup> for the *2021 Spring and Spring I Count Day Snapshot*. The document will be available in early March. The Snapshot is shared with members of the Student Success Data and College Effectiveness Committees as well as the Board of Trustees. If you are also interested in receiving a copy of the document please contact Betsy Harkey.
- Betsy Harkey delivered Meals on Wheels on February 24<sup>th</sup>.

### Institutional Advancement – Michelle Alexander

- Preparation for the 20<sup>th</sup> Annual Vernon College Foundation On-line Auction is underway. The auction will be held March 9-11, 2012. Funds raised from the auction are matched 1:1 with funds from our Vernon College General Fund and used for Departmental Grants. The more money raised, the more funds available for these grants. If you do not have an auction account, it is simple to create. Contact Callee Serrano at [cserrano@vernoncollege.edu](mailto:cserrano@vernoncollege.edu) if you have questions and/or have items to donate. Bid High, Bid Often!
- Work continues on the Title III Fifth Year Annual Report and the Texas Higher Education Foundation Annual Report.
- Callee Serrano participated in the Texas Association of Community College Foundations Virtual Annual Conference
- Michelle Alexander participated in the CASE and Hope Center for College, Community and Justice webinar, “Community College Emergency Aid Programs: Planning Beyond CARES” and The Hope Center’s webinar, “Lessons from Scaling Emergency Aid at Amarillo College and the Alamo College District”

### Marketing – Holly Scheller

- Attended the Massage Therapy Advisory Committee
- Volleyball Game Shoot
- Softball Game Shoot
- Graphics and posts for upcoming games
- We had the news come out to shoot for the Military to RN program
- Distributed Presidents Report
- Redesign of the Website for career coach and available positions for students
- Created several ads to promote, baseball, softball, scholarships, veterans benefits.
- Met to discuss on plan how to reach more nontrads that are unemployed. “Yes You Can!” Campaign.
- Oversaw Social alerts and posting
- Research on our posts and a deep dive into insights on FB
- Doodly and Promo videos to promote scholarships
- Posting of our CTE/CE program videos on FB
- Working with Delilah on a live FB event
- In Clubhouse and checking if this is a good space for the college.

### Quality Enhancement/Professional Development – Dr. Donnie Kirk

- **QEP Highlights**
  - **Spring 2021 QEP Faculty Training Course.** The Spring 2021 workshop runs February 12 through April 09 for faculty within the Department of Communication. The current cohort just completed Unit One of the 4-unit workshop. Participants will meet at the Karat Bar and Bistro March 15 for a working luncheon progress report. During the course finale, participants will formally present their newly created IBL lesson plans suitable for implementation in the Fall 2021 term.
  - **Spring 2021 QEP Committee Session.** The Spring 2021 QEP Committee met on Friday, February 26 to cover issues related to the continued promotion, implementation, and assessment of the QEP.
  - **Community College Survey of Student Engagement (CCSSE).** Vernon College will disseminate the 2021 [Community College Survey of Student Engagement](#) (CCSSE) during the Spring 2021 term. The CCSSE is a well-established tool that helps institutions focus on good educational practice and identify areas in which they can

improve their programs and services for students. Administered during the spring to mostly returning students, CCSSE asks about institutional practices and student behaviors that are highly correlated with student learning and retention. CCSSE serves as a complementary piece to the Survey of Entering Student Engagement (SENSE), with a more broad focus on the student experience. **Status:** The CCSSE will launch on March 22 electronically. All eligible VC students 18+ will be enrolled in a Canvas course containing the survey link. In addition, the survey link will be made available via the VC Website and all VC social media platformers. The CCSSE will be available to students through May 12, 2021.

- **Community College Faculty Survey of Student Engagement (CCFSSE).** Vernon College will disseminate the [2021 Community College Faculty Survey of Student Engagement](#) (CCFSSE) during the Spring 2021 term. Developed in response to demand from the community college field, the Community College Faculty Survey of Student Engagement (CCFSSE) elicits information from faculty about their perceptions regarding students' educational experiences, their teaching practices, and the ways they spend their professional time—both in and out of the classroom. Offered as a companion to the CCSSE student survey, CCFSSE is an online census survey that invites all faculty teaching CCSSE-survey eligible courses at participating colleges to contribute their front-line perspectives on student engagement. With a flat-rate fee regardless of college size, CCFSSE is an affordable way to create a faculty data set for comparison with student data. Perhaps more importantly, CCFSSE provides colleges with an effective way to invite faculty into a college-wide conversation about student engagement and success while spurring interest in their CCSSE survey results. **Status:** The Center for Community College Engagement will send out the invitation to faculty to participate the Community College Faculty Survey of Student Engagement (CCFSSE) on Monday, April 5, 2021. All faculty members with valid email addresses listed in the submitted Course Master Data File will be sent invitations for participation. The survey will conclude on May 12, 2021.
- **Professional Development Highlights**
  - **Spring 2021 PD Committee Session.** The Spring 2021 Professional Committee met on Friday, February 26 at 11:00AM via Microsoft Teams. The committee session covered issues related to the continued promotion, implementation, and assessment of in-house PD at Vernon College. Events for the remaining Spring 2021 calendar items were discussed as well as the upcoming Fall 2021 calendar.
  - **Spring 2021 In-house Professional Development Calendar is posted.** The Spring 2021 In-house [Professional Development Calendar](#) is now posted via the [Professional Development tile](#) on the [Faculty and Staff Page](#). Many activities and events are included—a little something for everyone! Webinars, workshops, and on-demand development opportunities are offered by Association of College and University Educators, NISOD, Achieving the Dream, ERS, The Chronicle of Higher Education, SafeColleges, and Starlink. In addition, employees may investigate upcoming events by clicking on the organizational icons for TCCTA, the Gardener Institute, AAC&U, League for Innovation in the Community College, the National Organization for Student Success, and ISTE. Updates occur monthly.

## **Human Resources – Jackie Polk**

- Personnel
  - Hires
    - Trent Troxell, Assistant Baseball Coach – Vernon (January 4)
    - Michael Ellerkamp, Technology support Specialist (February 1)
    - Ashley Burnham, Evening/Sat PBX Operator/Admin Assistant – CCC (February 1)
  - Retirements
    - Douglas Anthony, Custodial Tech – Vernon (February 26)
    - Jim Anthony – Grounds Supervisor (March 31)
    - Scott McClure – HVAC Instructor (May 15)
    - Rhonda Fore – Health Occupations – Burkburnett (August 31)
  - Resignations
    - Sabre Sharp, AND Admin Assistant – Vernon (February 3)
    - Sonya Roberts – LVN Instructor (May 31)
  - Accepting applications for:
    - Assistant Volleyball Coach - Vernon
    - Part-time Fitness Center Front Desk – CCC
    - Biology Adjunct – Both CCC and Vernon position
  - Interviews:
    - Fire Fighter Academy – Burk ISD
    - Classified III, Faculty Assistant Nursing – AND/LVN-Vernon
- Annual Professional Reviews are being completed

## ERP/SIS/Cybersecurity – Ivy Harris

- Reviewed ADA requirements for online course materials
- Ensured ADA requirements for accessibility
- Participated in three Cybersecurity webinars
- Begin completing the Cybersecurity quarterly report
- Working on the Title III Annual Report for GY5
- Investigated accessibility standards to ensure compliance
- Retrieved data from Poise and verified data format for Aviso
- Preparing for go-live of SIS program additions

## Athletics

- **VOLLEYBALL**
  - Although coming up short in the win column the volleyball program continues to show team improvement.
  - Only one more home match after tonight to come out and show support.
  - Gearing up for the second round of conference.
- **SOFTBALL**
  - Overall record 16-1
  - Ranked 9<sup>th</sup> in the nation
  - Coach Talley reached 100 career wins as first -time head coach
  - Conference play begins March 10<sup>th</sup>
- **BASEBALL**
  - Overall record 7-6
  - Huge wins against solid team from Seward County CC
  - Conference play begins March 10<sup>th</sup>
- **RODEO**
  - Competed in first spring rodeo at Odessa College
  - Blaine Carroll made short go in breakaway
  - March 18<sup>th</sup>-20<sup>th</sup> will travel to Muleshoe, TX to compete in ENMU rodeo

## DRJ Comments

- Due to the lower fall and spring enrollment, we are working with a very conservative approach to the current budget. The planning process for 2021-2022 is nearly complete and we are beginning the early stages of the budgeting process for 2021-2022. This will be a tough budgeting year and every position that comes open will be thoroughly evaluated prior to posting for the position. Our goal will be to reduce positions when possible and reallocate assigned duties. Vernon College has been awarded over \$3 million from the CRRSAA and we are continuing to review guidance from the Department of Education, but it does seem we will be able to use some of it to offset revenue loss from decreased enrollment due to COVID-19.
- I appreciate the thorough evaluation and suggestions for improvement that I received from the Vernon College Board of Trustees in the February 10 executive session and the confidence they place in me by extending my contract to August 31, 2024.
- Please contact me with any input or questions at:
  - [drj@vernoncollege.edu](mailto:drj@vernoncollege.edu)
  - Office – 940-552-6291 ext. 2200
  - Cell – 940-261-0060