

REPORT TO BLUE RIDGE COMMUNITY COLLEGE TRUSTEES

July 11, 2016

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GENERAL ADMINISTRATION DIVISION

Marketing & Communications

An E-flyer marketing applying for admission to BRCC has been uploaded to the Henderson County Public Schools electronic newsletter "Peachjar" for six high schools: West, North, East, Hendersonville, Brevard, and Rosman.

Three new signs have been installed at the TEDC building to more clearly direct guests/visitors to the Blue Ridge Conference Hall.

Police and Public Safety

The Mass Violence Exercise was completed on May 12. The exercise offered some excellent practical lessons and opportunities for improvement. Twenty employees received the S.A.F.E. training while the Mass Violence Exercise was taking place. We have had extremely good feedback from faculty/staff regarding this training. The College has held several additional trainings since May and is on track to provide S.A.F.E. training to over 100 employees by the end of summer.

INSTRUCTION DIVISION

Since January, a total of 95 students have completed their high school equivalency diplomas through BRCC. On June 9, 35 of those HSE graduates walked across the stage in our spring ceremony.

**ECONOMIC AND WORKFORCE DEVELOPMENT/
CONTINUING EDUCATION (EWD/CE) DIVISION**

Overall, EWD/CE Division was up by 23 FTE for Spring Semester 2016 when compared with Spring 2015. Enrollment was up in Law Enforcement and Emergency Services and down in Occupational Extension and Personal Enrichment courses - those courses typically advertised in the EWD/CE Schedule

Industry Visits

Recruiting visit at MPS on June 28. Visits scheduled for Meritor, Raumedic, Continental, Eaton, Kyocera, Rhythm and Brews Concert and Fletcher Town Hall. Staff will continue to schedule visits from a list of 27 businesses identified.

Small Business Center

The College's Small Business Center hosted the 2016 WNC Branding Summit on June 2, 2016. This year's conference included insider tips and best practices from branding experts to create a new brand or clarify an existing brand for greater success in 2016.

NCWorks Career Center

Blue Ridge Community College and Transylvania County NCWorks Career Center hosted a job fair for the North Carolina Department of Safety on June 20. The Job Fair was held at the Transylvania County Campus and community members seeking employment were encouraged to attend. Representatives from the Department of Public Safety were on site to discuss career opportunities including correctional officer, RN, LPN, food service officer, case manager, and maintenance staff.

STUDENT SERVICES

Registrar/Enrollment Management/Counseling

Emails sent to students through our computer system's "Communication Management" process through Ellucian will now have a much more professional appearance thanks to an update which allows HTML formatting and BRCC logo inclusion.

The registrar's office is now running the "automated" process for Multiple Measures evaluation. Students who have graduated from a NC high school within the last 5 years, have an unweighted G.P.A of 2.6 or higher, and who have completed a fourth level math beyond Algebra II will now be considered ready for college-level work in math and English and exempt from developmental level courses.

The Campus Tour registration has been updated on the BRCC webpage and our new BRCC Student Ambassadors have begun giving campus tours during the summer.

Recruiting/High Schools

Twenty high school students completed the young filmmaker's camp the week of June 13. The students were able to learn about writing, scripting, shooting, and editing their own films. The students presented their work at the end of the week. Plans are already underway to enhance the camp next summer, and possibly add drama students as actors.

In partnership with Henderson County Public Schools the College hosted several summer camps:

- Career Academy for Educators June 20- June 23. A group of HCPS high school and middle school teachers and counselors, spent the week touring Henderson County's many manufacturing facilities.
- Young Engineers Camp I - 21 High School and Middle School Students focused on hands on engineering activities
- Young Engineers Camp II - focus on robotics, built trebuchets, learned programming basics of PLCs

In partnership with Transylvania County Public Schools the College hosted a Career Academy for Educators June 13-1. The three-day professional development workshop is designed for Transylvania County public educators to better understand the ongoing changes in the local economy and workforce. Fifteen businesses and non-profit agencies participated.

MC Gaylord, Rita Blythe, and Marcia Stoneman represented BRCC at the annual Mills River Day event on Sunday, May 22. BRCC information and promotional materials were distributed.

Rob Rhodes set-up a recruitment tent at the White Squirrel Festival in downtown Brevard over Memorial Day weekend. Along with providing information on BRCC programs and handing out promotional materials, Student Ambassadors designed and facilitate a game for children, "Are You Smarter than a College Student."

On Thursday, May 19, forty-five high school students from local area high schools participated in the annual "Student Recruit Student" Campaign. In addition to the students who were referred by classmates already taking advantage of Career and College Promise (CCP) classes while in high school, there were several high school administrators and teachers present from the Henderson County Public Schools as well as faculty, staff, and student assistants from Blue Ridge Community College. The students were divided into 5 groups with each group rotating between alternative transportation/light-duty diesel, automotive systems, collision, engineering, machining and welding. A pizza lunch, provided by the Blue Ridge Educational Foundation, was served in the Gallery. Following lunch Alan Williams, Senior Human Resource Manager at Continental Automotive, served as guest speaker.

Rita Blythe is working with WCCA on the "Picture Yourself in Technology" campaign. WCCA is planning a meeting for their clients participating in the "Self-Sufficiency" fund. The funds can

be used for education and/or housing. Ms. Blythe is also working with the Boys & Girls Club regarding summer visits. One visit will be with females about the “Picture Yourself in Technology” campaign with Sharon Suess. The other will be with sophomores-seniors for CCP.

Financial Aid

BRCC staff members attended the award ceremonies at six high schools in Henderson and Transylvania County and recognized 27 graduating high school seniors as BRCC scholarship recipients receiving a total of \$54,327 as they enter BRCC this Fall. More will be awarded as the Financial Aid and Scholarship Committee completes the process over the next couple of weeks. We began the summer with 261 scholarships to award totaling \$372,627. We have 52 scholarships remaining totaling \$70, 460 left to award.

Spring 2016 Satisfactory Academic Progress results: 923 students received some type of financial aid - 759 are still in Satisfactory status and 7 are meeting requirements of their Academic Plan (83.0%); 90 students will be on Financial Aid Warning their next semester (9.8%); 57 students are now on Financial Aid Suspension (6.2%); 9 students failed to meet their Academic Plan and are now Terminated (1.0%); 1 student has reached Maximum Time Frame and is no longer eligible (.1%).

The Financial Aid Department has started an early intervention measure to help cut down on students having to repay financial aid funds due to withdrawing. In the past, students have cited that they were not able to re-enroll the next semester because they could not repay reversed aid from a previous semester. Letters are being sent out to students who have withdrawn from some but not all classes for the summer term warning them of the negative consequences of withdrawing. Students are encouraged to complete at least one enrolled course so that they will not owe aid back to the college.

BLUE RIDGE COMMUNITY COLLEGE EDUCATIONAL FOUNDATION

Financial Update

Contributions total \$691,011 for the 2015-2016 fiscal year. Investment returns are 5.73% and 5.54% for the trailing three and five years, respectively. At June 30, 2016, assets of the Foundation were \$10.4 million.

In 2015-2016, the Foundation awarded \$765,548. This includes scholarships of \$388,571 and other direct student financial assistance (work-study and emergency grants and loans) of \$6,765; student recruitment and summer camps \$12,543; library \$6,519; support of endowed chair positions \$50,698; equipment/tools for Computer-Integrated Machining Technology and Fine Arts - Art \$101,151 and \$27,337, respectively; other program support \$32,279; College marketing \$6,841; faculty and staff development of \$51,800; faculty/staff awards and recognition \$6,032; wellness for employees \$2,646; bond referendum \$2,966; and in-kind grants to the College of \$69,400.

Major Gifts

Gary and Kathleen Harris donated 577 shares of Vanguard Total Stock Market Index Fund valued at \$29,375.07 to serve as the initial contribution to establish the Harris Family Scholarship Endowment Fund. The purpose of the Fund is to provide scholarship support for a student pursuing a career in the skilled trades.

Continental Automotive pledged \$10,000 to fund four \$2,500 Continental Automotive Systems Scholarships for the 2016-2017 academic year. The Continental Automotive Systems Scholarship is awarded with first preference to a graduating senior in each of four Henderson County high schools (East, North, West and Hendersonville) or the Balfour Education Center, not otherwise financially capable of participating in the Mechatronics Engineering Technology Associate in Applied Science Degree program or if necessary Computer-Integrated Machining, Mechanical Engineering Technology, or Electronics Engineering Technology Associate in Applied Science Degree programs.

Should one or more scholarships remain unawarded, the award may be made to more than one graduating senior from a Henderson County high school or the Balfour Education Center, a student who is a resident outside of Henderson County, or a previous high school graduate or its equivalent.

The Hendersonville Lions Foundation gifted \$11,000 as an additional gift to their already established Hendersonville Lions Vision and Hearing Scholarship Endowment Fund. This scholarship is awarded with preference to a student pursuing studies toward eye care, eye research, hearing, or other health-related areas.

2016-2017 Scholarships

To date, more than 267 Blue Ridge Community College Educational Foundation scholarships, totaling \$437,359.31, are available for 2016-2017 curriculum students. The College's Financial

Aid and Scholarship Committee is meeting on a regular basis to award these scholarships. In addition, \$8,611.54 is available for continuing education students for a total of \$445,970.85.

Trustees and Directors Social

Plans are underway for the Trustees and Directors Social and Annual Fundraising Kickoff. Please save the date of Monday, September 12, from 4:30-5:30 in the afternoon. Weather permitting, we will gather on the lakeside patio of the Patton Building. Patton 150 is the rain location. Invitations will be forthcoming.