Tri-County Technical College Commission Minutes

Ruby Hicks Board Room, Pendleton Campus

August 7, 2023

Present
Tom Strange, Chair
Leon Harris
Hamid Mohsseni
John Powell
Larry Smith
Al Young
Jim Wanner
Helen Rosemond-Saunders
Jim Kaplan

Present Staff
Dr. Galen DeHay, President
Cara Hamilton, VP Business Affairs
Dr. Amanda Elmore, AVP of Curriculum and Instruction
Karen Potter, Sr. Director of Strategic Communication & Engagement
Grayson Kelly, VP of Institutional Advance. & Business Relations
Linda Jameison, VP Student Support and Engagement
Sarah Shumpert, Organizational Development Strategist
Jenni Creamer, AVP of Enrollment MGT & Educational Partnerships
Kathy Brand, Executive Assistant

Absent: Dan Cooper, Chief of Staff, Chris Marino, Director of Institutional Effectiveness
Meeting Guests: Gayle Arries, Director of Marketing; Courtney White, Director of Development Institutional Advancement

I. CALL TO ORDER
Chairman Strange called the meeting to order and welcomed everyone. He stated that the appropriate notice had been sent to the media as required by the Freedom of Information Act (FOIA).

II. INVOCATION
Commissioner Butch Harris gave the invocation.

III. APPROVAL OF AGENDA
Chairman Strange presented the agenda and asked if there were any changes or additions. Hearing none, the agenda stood approved as submitted.

IV. APPROVAL OF MINUTES
Chairman Strange presented the June 12, 2023, minutes and asked if there were any changes or additions. Hearing none, the minutes stood approved as submitted.

V. BUILDING COMMITTEE REPORT
Committee Chair Harris stated the Building Committee did not meet in July; however, administration provided the following updates:
- The Oconee Hall demo is progressing nicely. No significant obstacles have been identified. The project is on time and within budget.
- Phase I of the chiller loop extension is complete and phase II is progressing nicely. This project is within budget and targeted to be completed by early/mid-September (weather contingent).
- Equipment has been ordered and contractors are being on boarded for the chiller plant expansion which is scheduled for completion in March, 2024.
• Pickens Hall and Anderson Campus design work continues.
• Renovations, upfit and repairs across all campuses are underway for Fall semester.
Committee Chair Harris reported there are no significant issues or concerns to report.
Committee Chair Harris announced a tour of Oconee Hall renovation work will be held immediately following the meeting for those who wish to see the progress to date.

VI. FINANCE COMMITTEE REPORT
Committee Chair Jim Wanner stated the Finance Committee did not meet in July; however, administration provided the following updates:
• Year-end close-out and audit preparations are in process. Preliminary results do not differ from previous financial updates and at this time, the College anticipates favorable FY22-23 financial results.
• The Fiscal Affairs team is working on final HEERF grant fund reporting. All funds have been expended and our students and the College benefited significantly from these Federal COVID relief funds over the past 3 years.
• The College has received the first Employee Retention Credit (ERC) from the IRS in the amount of $1.9 million and expects the second payment of an additional $3.1 million. These funds will be recognized in FY23-24, the year the funds are received.
• The College continues to take advantage of the favorable interest rate environment by investing excess cash in 6-9-month CDs yielding positive non-recurring interest income. Commissioner Wanner stated current College CD investments are around $66 million at rates between 4.94% and 5.57%.
• The business office is processing payments and assisting students in preparation for the Fall semester.
Committee Chair Wanner reported there are no significant issues or concerns to report.

VII. PRESIDENT’S REPORT
• Enrollment Update: Jenni Creamer reported on the Fall 2023 enrollment status. She stated current headcount and FTE is trending above last year with numbers as follows:

<table>
<thead>
<tr>
<th>Headcount</th>
<th>Current Enrollment</th>
<th>% of goal</th>
<th>% of change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall goal 5718</td>
<td>5203</td>
<td>90.9%</td>
<td>3.0%</td>
</tr>
<tr>
<td>FTE 4255</td>
<td>3847.8</td>
<td>90.4%</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

Creamer stated Bridge to Clemson is on track to exceed the 1050 student goal and dual enrollment is up 6% despite increased competition. Hispanic student enrollment continues to increase, currently by 7%, and there is strong competition in the job market for EIT programs.
Brief discussion took place regarding Bridge to Clemson numbers and the competition for dual enrollment. Creamer concluded by stating further updates on enrollment will be reported as the deadlines for Fall approaches.

• Marketing Update: Gayle Arries presented a marketing update stating the College’s top marketing goals currently were to: build and strengthen brand awareness, generate new leads, encourage actions, and educate influencers. Arries reported the targeted audiences include: high school students for dual enrollment, recent high school graduates, recent GED completers, opportunity zone residents, students of color, and incumbent workers. Arries stated current marketing tactics consist of: digital marketing, iContact/email messages, traditional broadcast (radio/TV), newspaper ads, direct mail, and in-person open houses. Arries stated that all programs at TCTC are included, but priority programs for 2023-2024 are: credit CNC, Computer & Information Technology, health professions, university transfer, CCE-certified nurse aide, maintenance reliability technician, and heavy equipment operator. Arries provided examples of marketing tactics and recruiting touch points, then showed the results from tracking Fall 2022 to Fall 2023 enrollment in specific programs. She presented targeted
marketing examples including GED by 2023, Anderson County opportunity zones, and dual enrollment campaign goals. Professionally-produced marketing ads were shown highlighting TCTC marketing. Arries concluded by stating tracking has proven that targeted marketing is impactful. Brief discussion took place on working with Anderson’s United Way to develop relationships that benefit the College and community and how that can be duplicated in our other counties.

- **Community Campus Usage:** Dr. DeHay asked Linda Jameison, who oversees the community campuses, to give an update. Jameison reported that our community campuses are building relationships within the communities. She stated others besides students are using the facilities. Jameison presented lists of the numerous business partners, school districts, hospitals, and community groups that have recently used the Anderson, Oconee, and Easley campuses for various local and state-wide meetings and trainings. Commissioner Powell stated our legislators should be informed of how our campuses are being used in the communities. Commission Harris asked how we filter the usage. Jameison stated no political or religious groups are allowed to use the venues, and there is a process/application for reserving the spaces.

- **SACSCOC Fifth-year Review:** Dr. DeHay explained that every ten years there is a comprehensive review completed by SACSCOC to assure the College is in compliance in all areas. He stated the College submitted its 5-year review and just received the official letter reporting there were no findings in the fifth-year report. DeHay announced that the College has had no findings over the last 15 years which he believes qualifies us for an expedited review. He gave credit to faculty and staff who continuously make sure guidelines are followed and in compliance to all regulations.

- **Fall-to-Fall Success Rates:** Dr. DeHay reported on the fall-to-fall success rates presenting data from 2019-2022 on transferred, graduated, or retained students showing the gap closure among all students as 4% and among minorities students as 7%. He credited community engagement and partnerships, High Impact Practices (HIP), student support services, mentoring programs, and creating a sense of belonging for improving success rates.

### VIII. CHAIR'S REPORT

- **SCATCC Report:** Commissioner Rosemond-Saunders had no SCATCC report since the next meeting will be held September 6, 2023. She reiterated that Tri-County Technical College was the Southern Region Equity Award winner for ACCT and added Dr. Forrest Mahan of Aiken Technical College was the Southern Region CEO Award winner.

- **2024 Meeting Dates:** Chairman Strange presented the 2024 meeting dates for the Commission Board and for Commission committees.

- **Upcoming Events:** Chairman Strange referred to Dr. DeHay regarding upcoming events. Dr. DeHay mentioned the following:
  - August 17 Fall Convocation, 9 a.m. Anderson Hall Event Center
  - September 29 Commission Retreat, McDougald Conference Center, Pendleton
  - October 9-12 ACCT Conference - Las Vegas

- Next Commission Board Meeting will be held Monday, October 2, 2023.

### IX. EXECUTIVE SESSION

With no further business to discuss at this time, the Chair entertained a motion that the Commission move into a brief Executive Session. Commissioner Powell moved, seconded by Commissioner Harris that the Commission move into Executive Session. The affirmative vote was unanimous.

### X. ADJOURNMENT

The meeting was adjourned after the Executive Session at 1:55 p.m.
Tri-County Commission Minutes (August 7, 2023)

Approved: [Signature]
Thomas F. Strange, Commission Chair

Date: 10/2/2023