

**LORD FAIRFAX COMMUNITY COLLEGE
BOARD MEETING
MINUTES NO. 249
November 12, 2020**

CALL TO ORDER		
<p>The Lord Fairfax Community College Board convened an electronic meeting in accordance with § 2.2-3708.2 of the Code of Virginia and Chapter 1283 of the 2020 Acts of Assembly to conduct regular business on Thursday, November 12 at 12:00 p.m. The meeting was transmitted virtually via Zoom video and phone conference at https://vccs.zoom.us/j/88196012452 or +1 301 715 8592 (Meeting ID 881 9601 2452). A video recording of the meeting can be viewed by visiting https://lfcc.edu/about-lfcc/college-board/</p>		
Members Present	Kimberly P. Blosser Renard Carlos Michael Czinkota Edwin C. Daley Benjamin C. Freakley Brad A. Hodgson Andrew C. Keller Michael A. Lake Brandon Monk Maryam Tabatabai Michael Wenger	Lord Fairfax Community College Fauquier County Page County Warren County Shenandoah County City of Winchester Shenandoah County Frederick County Frederick County Clarke County Rappahannock County
Members Absent	Mary W. Barton Pamela M. McInnis	Fauquier County Warren County
Others Present	Erin Bishop, SIR managing partner Jeanian Clark, vice president of Workforce Solutions Chris Coutts, provost Fauquier campus and vice president of communications and planning Anne Davis, vice president of academic and student affairs Ashley Hansen, executive assistant to the president Liv Heggoy, associate vice president of institutional advancement Craig Short, vice president of financial and administrative services	
Approval of Minutes No. 248	On a motion made by Mike Lake, seconded by Ed Daley, Minutes No. 248 were unanimously approved.	

NEW BUSINESS	
Introduction of new College Board member, Paul Johnson, representing Page County (Information Item)	Board Vice Chair Mike Wenger introduced and welcomed new College Board member, Paul Johnson, representing Page County who was appointed to fill an unexpired term vacated by Craig Lancto and dated to expire June 30, 2021. Mr. Johnson will then be eligible for reappointment to his first four-year term.

	<p>Mr. Johnson participated with a virtual board orientation session prior to November’s board meeting facilitated by Mike Wenger, board vice chair and Kim Blosser, LFCC president.</p> <p>Paul currently serves as the principal of Luray Middle School. He has held several leadership roles within Page County Public Schools (PCPS) including director of human resources and deputy superintendent for administration, and principal of Page County High School. Prior to PCPS, Paul was the director of student programs and new student orientation, as well as instructor of education and physical education, at Eastern Mennonite University. He was an adjunct instructor at Liberty University. Paul has also served as an athletic coach at both the secondary and higher education levels with PCPS, Randolph Macon Academy, Lynchburg College, and Eastern Mennonite University.</p> <p>This was an information item and required no further action.</p>
<p>LFCC market and brand study interim status report, a presentation by SIR (Information Item)</p>	<p>Erin Bishop, SIR managing partner, presented the information included in the LFCC market and brand study interim status report (Attachment A).</p> <p>This was an information item and required no further action.</p> <p>(Attachment A; 5 pages)</p>
<p>Interim status report on LFCC’s College, Campus and Facility Names Review process (Information Item)</p>	<p>Kim Blosser, Liv Heggoy and Craig Short reviewed their respective portions of the LFCC’s College, Campus and Facility Names Review process interim status report with board members.</p> <ul style="list-style-type: none"> a. <i>College and Campus Names Review Workgroup, Kim Blosser, workgroup chair (Attachment No. 1; 13 pages)</i> b. <i>Facility Names Review Workgroup, Liv Heggoy, workgroup chair (Attachment No. 2; 2 pages)</i> c. <i>Financial Impact Workgroup, Craig Short, workgroup chair (Attachment No. 3; 23 pages)</i> <p>This was an information item and required no further action.</p>
<p>Recommendation to approve <i>Named Spaces in the New Luray-Page County Center</i> (Action Item)</p>	<p>Liv Heggoy recommended the Named Spaces in the New Luray-Page County Center for approval and reviewed Attachment No. 4 with board members.</p> <p>The current naming opportunities policy indicates that college facilities may be named at the discretion of the college president and should be consistent with LFCC’s mission. However, the policy also specifies that the Foundation Board will present a recommendation to the LFCC president, who will present the proposal to the College Board.</p>

	<p>According to the policy, the Foundation Board and the College Board should be assured that the proposed name will bring honor and distinction to LFCC and the philanthropic commitments with the naming will be recognized.</p> <p>During the fundraising campaign for the new Luray-Page County Center, there were no listed naming opportunities for a certain giving level. The recommended named spaces have been proposed in recognition for philanthropic support of the project.</p> <p>On a motion made by Ed Daley, seconded by Renard Carlos, the named spaces in the new Luray-Page County Center were unanimously approved as proposed in Attachment No. 4, with the provision of the LFCC Foundation contacting Blue Ridge and Pioneer banks with the option to name LPCC spaces in honor of an individual. Liv Heggoy will report the banks' responses to the College Board.</p> <p>(Attachment No. 4; 6 pages)</p>
<p>Gift acceptance policies – public institutions of higher education (Information Item)</p>	<p>Liv Heggoy reported on the following:</p> <p>As a result of state legislation that passed this year (HB1529) and a subsequent VCCS policy passed by the VCCS State Board in October, Lord Fairfax Community College and the LFCC Educational Foundation will establish a gift acceptance policy to include a process for accepting gifts that direct academic decision making and for accepting certain gifts of \$1 million or more.</p> <p>HB1529 summary – requires the governing board of each public institution of higher education to establish a policy for the acceptance of terms and conditions associated with any donation, gift, or other private philanthropic support. The bill requires each such policy to include an administrative process for reviewing, accepting, and documenting terms and conditions associated with (i) gifts that direct academic decision-making and (ii) gifts of \$1 million or more that impose a new obligation on the institution of higher education, excluding gifts for scholarships or other financial aid. The bill requires each public institution of higher education to retain documentation of such terms and conditions in compliance with the Virginia Public Records Act and provides that such documentation shall be subject to the provisions of the Virginia Freedom of Information Act.</p> <p>The draft policy will be prepared for approval at the February 2021 board meeting.</p> <p>This was an information item and required no further action.</p> <p>(Attachment No. 5; 1 page)</p>

<p>Recommendation to approve <i>Name Change of Computer Science Career Studies Certificate to Computer Science Generalist Career Studies Certificate</i> (Action Item)</p>	<p>Anne Davis recommended to board members the name change of computer science career studies certificate to computer science generalist career studies for approval. Board members reviewed the curricular change proposal (Attachment No. 6).</p> <p>The term ‘generalist’ is prevalent in the computer science field among employers to differentiate positions that do not require a specialization with those that do.</p> <p>On a motion made by Maryam Tabatabai, seconded by Brad Hodgson, the name change of computer science career studies certificate to computer science generalist career studies certificate was unanimously approved.</p> <p>(Attachment No. 6; 6 pages)</p>
<p>State budget update (Information Item)</p>	<p>Kim Blosser provided the following state budget update:</p> <ul style="list-style-type: none"> • Maintains current level of general funding for the VCCS • Includes an additional \$2 million in one-time funding for FastForward programs • Includes \$15 million in one-time funding for current fiscal year – approximately \$2 million will be used to off-set additional VRS costs (college costs); \$2 million will be allocated to PTAP (part-time tuition assistance) funding, doubling the amount of state funds for part-time students; and remaining \$10.8 million will be distributed to colleges • Includes a one-month health insurance premium holiday in December 2020 for both employee and agency <p>Items included in the approved budget that are planned for the 2021-22 fiscal year:</p> <ul style="list-style-type: none"> • Includes a reduction in the planned health insurance increase for FY22 (with the reduction, there would be a 3.35 percent increase next fiscal year) • Includes a \$1,500 bonus for full-time state employees and \$750 bonus for adjuncts in the second year of the biennium (2021-22), if revenue projections are met • Expect to see the Governor’s introduced 2021-22 budget by mid December 2020 <p>There have been many allocations of CARES Act funds that have come either directly to LFCC, through the VCCS, from localities, or from the Governor’s Office. In spring, 1,007 eligible credit students received an emergency grant in the amount of \$1,150. The college has received funding to support the move to distance learning, to compensate for lost revenue, to compensate for additional costs for cleaning, etc. and other impacts directly related to COVID. Some localities in our service region have given some of their CARES Act funds to the LFCC</p>

	<p>Foundation to provide scholarships to local citizens who have lost jobs or work hours due to COVID.</p> <p>Governor Northam allocated \$23 million to the VCCS for training vouchers to help get Virginians back to work. Individuals must meet a set of criteria to be eligible and must enroll in an eligible program by December 14. Only high –demand (G3 and FastForward) programs are eligible (not transfer programs). Voucher amounts are up to \$1,500 for part-time or FastForward students and up to \$3,000 for full-time students. To date, LFCC has received over 800 inquiries. Students should be directed to lfcc.edu/rev for more information.</p> <p>This was an information item and required no further action.</p>
<p>Nomination process and criteria for recipients of the 2021 College Board Medallion of Recognition (Information Item)</p>	<p>Kim Blosser shared with board members the criteria for recipients of the College Board Medallion of Recognition. Nominees must be national, state or local leaders of business, education or government (elected officials currently holding office are not eligible for nomination); persons from the College’s service area who have made significant contributions to the College; or retiring LFCC employees in good standing, employed by the College for at least 10 years, who made significant contributions during their employment.</p> <p>A listing of all previous medallion recipients to date can be located on the LFCC website. It is requested that board members submit their nominations to the President’s Office by late January 2021 so that nominations can be presented, reviewed and approved at the February College Board meeting</p> <p>This was an information item and required no further action.</p> <p>(Attachment No. 7; 1 page)</p>
<p>Special meeting of the LFCC Board, January 2021 (Information Item)</p>	<p>The LFCC Board will hold a special meeting in January 2021 to review and discuss the final reports and data relative to the LFCC facility, campus and college name review. Board members will be contacted via email to determine the most accommodating meeting date and time. This meeting will be held virtually due to Covid-19 campus mitigation efforts.</p> <p>This was an information item and required no further action.</p>

REPORT OF THE COLLEGE BOARD CHAIRMAN

Board Vice Chair Mike Wenger reported on the following:

Mike Wenger recently participated in LFCC’s instructional technology design camp and emphasized the importance for all board members to understand and be aware of the care and rigor that LFCC faculty and staff put into the instructional design for both the online as well as the in-classroom product. It is apparent that LFCC recognizes the potential that online learning has as part of the post secondary

education world. All board members should feel pride and unequivocal advocacy about the product that LFCC provides.

REPORT OF THE EDUCATIONAL FOUNDATION BOARD REPRESENTATIVE

Michael Lake, LFCC Educational Foundation Board representative, reported on the following:

- The Foundation Board voted to terminate the Subway franchise located in the Student Union at the Middletown campus.
- A grand opening and ribbon cutting ceremony will be held for the new Luray-Page County Center Jenkins Hall on April 23, 2021. Ninety-eight percent of the site work has been completed with 86 percent of the building completed.
- Truist bank recently received a \$35,000 grant to support the Luray-Page County Center.
- The Foundation is exploring a feasibility study on constructing a trades building on the 50 acres of donated land adjacent to the Fauquier campus with an anticipated completion date of summer 2022, which would coincide with the lease expiration on the Vint Hill site.

REPORTS OF THE COLLEGE

President

Kim Blosser, president, reported on the following:

Re-Employing Virginians (REV) Funding

- Governor Northam announced he will be transferring \$23 million in CARES Act funding to the VCCS to help support citizens who have been impacted by COVID-19 and need to be retrained. In the Governor’s press release, he explained: “The new Re-Employing Virginians (REV) initiative will provide scholarships to eligible individuals to enroll in a workforce or community college program in five essential industries, including health care, information technology, skilled trades, public safety, and early childhood education.”

The REV program will provide training vouchers to individuals whose employment has been impacted by COVID-19. Current and prospective students who are interested in determining if they are eligible for one of these vouchers should be directed here: lfcc.edu/rev

Training vouchers are available for eligible full-time, part-time, and workforce students. Full-time students can receive up to \$3,000 and part-time and workforce students can receive up to \$1,500. This is a great opportunity for current or prospective students to receive financial assistance to continue or begin a career.

The eligibility requirements are listed on the website, but please encourage any student or community member who thinks they might qualify to fill out the form. LFCC representatives are ready to respond as soon as individuals submit the form.

	<p>The critical factor for using these training vouchers is the student must be enrolled by December 14. The program/course can begin during the spring semester, but the student must be enrolled no later than December 14 to be eligible.</p> <p>Hazel Hall</p> <ul style="list-style-type: none"> Final funding for Hazel Hall has been approved and the VCCS has released Kjellstrom + Lee to start the bidding process again. All parties involved with this building will begin meeting again, and a new project timeline and construction schedule will be set soon. More frequent updates can be expected now that this building project is moving forward. <p>College updates</p> <ul style="list-style-type: none"> The President will hold a virtual open forum with employees on November 17 at 10:00 a.m. President participating in virtual Veteran’s Day Celebration on November 11 at 5:30 pm. LFCC faculty member, Butch Austin, and Police Officer, Brian Higgins, will be two special veteran discussion panel participants. Join at https://vccs.zoom.us/j/88920506213 The president held a virtual open forum with all LFCC students on October 21, 2020. LFCC’s All College Day 2020 was held October 23 from 8 am – 12 noon in an interactive virtual format focusing on the beginning phase of LFCC’s strategic planning process. LFCC partnered with United Way of the Northern Shenandoah Valley to host a virtual ALICE Awareness and Information Session on November 2. Guest speaker, Nadine Pottinga, CEO/president UW NSV, discussed updated ALICE report findings and highlights of community need in LFCC’s service region.
<p>Workforce Solutions and Continuing Education</p>	<p>Jeanian Clark, vice president of Workforce Solutions, reviewed with board members the <i>Workforce Solutions and Continuing Education Quarterly Performance Update, July – September 2020</i> (<u>Attachment No. 9</u>).</p>

**Fauquier Campus;
Communications and
Planning**

Chris Coutts, provost Fauquier campus and vice president of communications and planning, reported on the following:

Fauquier campus

- The Fauquier Campus continues to thrive, even during the pandemic. Our parking lots are undergoing repairs. Staff are available on campus to assist students and visitors, but all support services have been successfully transitioned online. Nursing, phlebotomy, and a biology lab are meeting on the Fauquier campus and at the Vint Hill Site, while all other classes are virtual.

Communications and Planning

- The Communications and Planning (CAP) team launched LFCC's strategic planning process during All College Day on October 23, 2020. Great feedback and input was received from faculty, staff and administrators about what the college represents to them and what paths LFCC should take in the coming years. One theme that emerged from the discussion was that LFCC provides a caring and supportive environment for students and employees, and cares about the future of our students. CAP will be following up over the next six months through a series of focus groups and surveys with students, faculty, staff and members of the community. The goal is to present a draft strategic plan to the College Board on April 1, 2021, so that board members can provide comments, suggestions and other feedback.
- We are currently working with various departments and offices to redesign and update our college website. The project will continue through early winter. The end result will be a streamlined, clean website that is easy to navigate and helps students find and enroll in academic and training programs. At the same time, we are working with an outside team, SIR, to conduct a study of our brand and how we are perceived in the community. The results of this brand study will help us as we redesign our website, develop a new strategic plan, and hone our marketing strategy.
- College Board members can help with marketing the college. We are excited to announce that LFCC has a new podcast. Check out these stories about students, staff and community friends at [LFCC Podcast](#). The enrollment/marketing landing page for spring 2021 has also been created and can be viewed at lfcc.edu/enroll. The fall student services landing page (formally lfcc.edu/fall2020) has been updated to reflect the spring

	<p>enrollment period. You can access this page at lfcc.edu/spring2021. If you are active on social media, we invite you to share the Course Promo Video featuring Kelli Williams, and the Course Modalities Explained video featuring Dr. Anne Davis. Follow LFCC on social media and share often.</p>
<p>Academic and Student Affairs</p>	<p>Anne Davis, vice president of academic and student affairs, reported on the following:</p> <ul style="list-style-type: none"> • The Preliminary Report for the MLT (med lab tech) accreditor, NAACLS, was marked as compliant in all standards. We still have a lot of work to do, in order to submit the Self Study by April, but this was a huge step. By having the Preliminary Report accepted, it means that the students currently enrolled in the program will be considered to have graduated from a program in “Serious Applicant Status”, which translates to them graduating from an accredited program (Accreditation is officially awarded after they graduate). • Eastern Mennonite University and LFCC signed a transfer agreement that creates a pathway for transfer students to earn a bachelor’s degree in leadership and organizational management in a cohort model that would allow students to take courses at LFCC’s campus taught by EMU. • Cybersecurity is going through accreditation review for ABET. Interviews and virtual visits are taking place during the first week of November. • Two new programs: <ul style="list-style-type: none"> ○ Computational and Data Science (new faculty hired) ○ Cybersecurity Engineering • Two students selected to present at the International Conference on Mobile, Hybrid, and Online learning originally scheduled in Valencia, Spain (now taking place virtually). Their presentation topics are: <ul style="list-style-type: none"> ○ Over the Ramparts: The Emergence of Cyber Warfare in the Modern World ○ Incorporating Cyber Competencies in K-12 • Dual Enrollment – after starting significantly below last year’s enrollment due to the uncertainty of opening dates and schedules at high schools in our service region, the dual enrollment team has worked hard to now be up 1 percent in DE student headcount and up 4 percent in FTE year-over-year comparison from 2019 to 2020. • <i>High School Outreach Productivity Report – Fall 2020</i> (Attachment No. 10)

<p>Development</p>	<p>Liv Heggoy, associate vice president of development and executive director of the LFCC Foundation, reported on the following:</p> <ul style="list-style-type: none"> • Andy Gyurisin has accepted the Development Officer position for the Middletown campus and will begin on November 30. Andy brings great enthusiasm for the mission of LFCC and extensive experience with sales, marketing, customer service and special event fundraising. Since 2015, he has been the creative manager for the Alamo Drafthouse Cinema in Winchester and programming and promotions coordinator for Nerangis Management Corporation. For four years, Andy worked for the Lord Fairfax Small Business Development Center, and his office was at the Middletown campus. • On September 24, the Foundation hosted its first virtual Evening with the Stars event to support the Luray-Page County Center. If you would like to watch the hour-long video program, please visit www.lfcc.edu/stars. A contract with Polar Engraving was signed to create the donor bricks for the rear courtyard at the new center. College Board members will soon receive a pamphlet with information on how to purchase a donor brick. • The Foundation received a \$35,000 grant to support the Luray-Page County Center building campaign from the Truist Foundation. BB&T and SunTrust banks merged to form Truist earlier this year. • There has been an increase in the number of student emergency funds requests this fall.
<p>Financial and Administrative Services</p>	<p>Craig Short, vice president of financial and administrative services, reported on the following:</p> <p>Financial and Administrative Operations Update</p> <ul style="list-style-type: none"> • The initial funding requests for the local budget have gone out to the municipalities. • CARES Act funding, under the Higher Education Emergency Relief (HEER) Fund, for student grants has been fully dispersed. Those direct student payments accounted for nearly half of the grant. Much of the balance of the grant, known as the institutional portion of the CARES Act funding, has also been accounted for as an expense. LFCC has been allocated a total of \$2,435,218 of CARES Act funding to help offset COVID-19 related costs and impacts to students as of 10/26/20. • The Chief Information Officer position in FAS has been filled. This position remains crucial to LFCC during Continuity of Operations Plan (COOP) implementation. It

will also play an important role as we continue to seek innovations in remote delivery of classes and move into the post-COVID-19 Pandemic planning.

- Subway, food kiosks and the Student Union Recreational Fitness Center remain closed.
- Bookstore operations remain mostly online.
- The LFCC Emergency Action Plan COOP implementation remains in effect due to the impact of COVID-19. Teleworking when possible is in effect for back-of-house operations, with face-to-face as well as online/remote delivery of services available for student facing services. Information Technology continues to play a highly visible role in service delivery and will continue to do so in the foreseeable future. The COVID team is holding regular planning meetings to mesh out operational issues for Spring/Summer/Fall and to ensure that LFCC remains in a “ready” posture, in the event of a mandate for a more restrictive environment that resembles the initial phase of the pandemic.
- Open recruitment for two positions in the Business Office and the Director of Facilities are in process.

Facilities and Construction Update

- College-Wide Facilities
Covid-19 related work has taken place at both campuses with a maintenance of cleaning protocols in place. Deep cleaning of restrooms and common areas has been ongoing as we continue through phase III of the Governor’s plan for re-opening. Additional equipment has arrived and placed in service to help with cleaning (electrostatic sprayers, local mobile air filtration units, additional cleaning vendor staff, etc.). Common area furniture improvements such as replacements and re-coverings have been made at both campuses to facilitate housekeeping’s ability to clean and otherwise sanitize them.
- Fauquier Campus
Exterior sidewalk, parking lot and landscaping improvements are in process now in the parking areas of Wolk Hall. The work includes repairs of curb/gutter, remove and replace of certain damaged parking areas and sidewalks, installation of new sidewalk to meet ADA requirements for the barn, asphalt crack chasing and filling, sealant and re-striping of the parking lots. Overall work is expected to be completed by mid-November. HVAC repairs have been made to the backup chiller and

the electrical system adjustments have been made to prevent further outages of Wolk Hall. As of right now, systems are all working as intended. No significant change with the status of Hazel Hall since the last meeting; drawings remain at DEB for permit approval and full funding for the project has been allocated. The timeframe for construction has yet to be established by the VCCS. It was anticipated that the project be given the notice to proceed sometime during this Fall semester. VCCS Project Managers have indicated that they are hopeful that remains to be the case.

- Luray-Page County Center

The construction of Jenkins Hall remains on schedule for completion and move-in this December. Plans are in process now at the LPCC for relocating to their new facility.

- Middletown

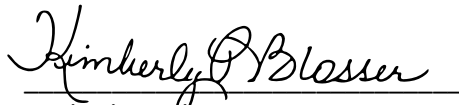
A small partition project for the library is expected to be bid out in November that will facilitate a separation of traffic between testing center and library patrons. Contractors are preparing final proposals on the joint scope of work for the parking and exterior ADA upgrades, and are expected by mid-November as a follow-up to the Fauquier parking and ADA work. HVAC and fire alarm repairs to Fairfax Hall are continuing as remnants from a previously conducted maintenance reserve project. A continuation of the LED light replacement projects in buildings and parking areas is ongoing. A project for the Student Union Building has been initiated to address electrical surges from the incoming utility. Prior surges have caused damage to electronics and operational shutdowns on sensitive HVAC equipment. Facilities Management is currently working with the utility provider to devise a plan and scope of work. Smith Hall addition is in the final review of construction drawings phase and expected to be returned in mid-late November for permitting. For the addition, we are continuing the posture of "once a level of certainty has been reached with COVID-19 financial impacts, we'll be at a decision point on scheduling of construction." A concurrent project generally described as "The Smith Hall Welding lab HVAC improvements" is in the final stage of the review process. Those drawings have been revised as part of the review process and due back to DEB for final review by the end of October with the ability to start the bidding process in early November for this smaller project.

IMPORTANT DATES

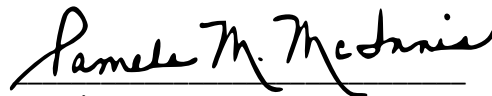
Date	Activity	Time	Location
Tuesday, November 17, 2020	LFCC President's Virtual Open Forum	10:00 a.m.	Virtual; email invitation to follow
Thursday, February 4, 2021	College Board meeting	12:00 p.m.	Virtual meeting via Zoom web and teleconference
Thursday, April 1, 2021	College Board meeting	12:00 p.m.	Virtual meeting via Zoom web and teleconference

ADJOURNMENT

Board Vice Chair Mike Wenger declared the meeting adjourned at 1:44 p.m.

SUBMITTED BY:


Kimberly P. Blosser
President of the College and
Secretary to the Lord Fairfax
Community College Board

APPROVED BY:


Pamela M. McInnis
Chair
Lord Fairfax Community College Board

Copy + Attachments to: All College Board Members and Cabinet members.

Copy of Approved MINUTES NO. 248 (September 3, 2020) filed with Glenn DuBois, Chancellor, Virginia Community College System.



**Lord Fairfax Community College
Brand Assessment Research**

College Board Update

November 2020

OBJECTIVES

Brand Assessment

- Quantify awareness, familiarity, and perceptions of the college.
- Assess performance on conceptual identity elements (mission, vision, values, tagline).
- Assess appeal of communications elements.
- Explore advantages and drawbacks to a potential rebrand.
- Understand stakeholder and community awareness and perceptions of Lord Fairfax, the individual.
- Assess any geographical confusion created by proximity to Fairfax County.
- Uncover and understand stakeholder and/or community support or resistance to inform leadership's decision making regarding a name change.
- Assess student clarity or confusion between town and county campuses.

METHODOLOGY

Two-phased Approach

Phase I: Qualitative: **In Process**

Virtual Community of 15 participants

- ▶ Three-day study, 10/27-10/29
- ▶ Mix of demographics: age, gender, ethnicity
- ▶ Mix of credit and non-credit students

Stakeholder Interviews

- ▶ 10 interviews, 10/22-11/11
- ▶ Faculty, alumni, community leaders, donors, and student leadership
- ▶ Mix of professional and community roles; demographics

Phase II: Quantitative: **Nov.-Dec. 2020**

Quantitative Survey (n=500)

- ▶ 10- to 12-minute online community survey
- ▶ Conducted throughout service region
- ▶ Including current and former students
- ▶ Mix of scientific and convenience sample

**All findings
presented in
January 2021**



PHASE I OVERVIEW

Field Work Complete; Reporting in Progress

Virtual Community Topics:

Day 1:

- ▶ Introductions
- ▶ LFCC experience
- ▶ COVID-19 experience
- ▶ LFCC reputation, internal and external

Day 2:

- ▶ Exploration of name
- ▶ Branding identity elements (including mission, vision, and values)
- ▶ Website evaluation

Day 3:

- ▶ LFCC creative (including viewbook)
- ▶ Website comparison (Shenandoah, Walla Walla, JTCC)
- ▶ Creative development

Stakeholder Interview Topics:

- ▶ Professional and community role; trajectory of relationship with LFCC
- ▶ LFCC performance, strengths, areas for improvement
- ▶ LFCC role in the community
- ▶ Competitive review
- ▶ Mission, vision, values, tagline
- ▶ Name



PHASE II QUANTITATIVE

Topics to Explore

Core Topics:

- ▶ Awareness and familiarity of LFCC and its locations and programs
- ▶ Perceptions of LFCC and its programs
 - ▶ Academic rigor
 - ▶ Workforce training
 - ▶ Community resource
- ▶ Awareness and perceptions of Lord Fairfax, the individual

Phase I Finding Topics (Preliminary):

- ▶ Campus differential
- ▶ Competitive differential
 - ▶ Individualized attention
 - ▶ Barrier reduction
- ▶ Prevalence of legacy community college stigma
- ▶ Branding, values, and tagline awareness
- ▶ Logo appeal
- ▶ Awareness of specific community outreach/service programs



Update from the College and Campus Name Workgroup

The workgroup has met five times and is scheduled to meet again once the branding research study is completed. The workgroup broke its charge into three parts: (1) historical review of Thomas 6th Lord Fairfax; (2) historical review of Middletown and Fauquier campus names; and (3) review of LFCC in terms of the overall brand.

Part 1 – Historical Review of Thomas 6th Lord Fairfax

The workgroup reviewed books and other historical documents related to the man our college is named for. The attachment, Historical Facts, is a summary of what the workgroup found. It is important to note that there isn't a great deal of historical evidence and writing about Thomas 6th Lord Fairfax. What is written is less about his personal life and views on issues and more about the financial and governmental oversight of his large proprietary.

In order to have a consistent way to evaluate Thomas 6th Lord Fairfax, the workgroup developed a rubric, modeled after one that has been used by several universities that have undertaken an evaluation of names, to use as a tool to review the individual. Each of the workgroup members used the rubric to evaluate Thomas 6th Lord Fairfax. A summary of the results includes:

- When asked “was Thomas 6th Lord Fairfax’s behavior especially deserving of honor?”, the respondents indicated either they were unsure (37.5%) or no (62.5%).
- When asked “was Thomas 6th Lord Fairfax’s behavior offensive?”, the respondents indicated unsure (25%), no (12.5%), and yes (62.5%).
- If a respondent indicated the behavior was offensive, a follow up question asked: “was the behavior central to Thomas 6th Lord Fairfax’s life as a whole?”. The survey showed 66.7% were unsure, 16.7% said yes, and 16.7% said no.
- When asked “is there a harmful impact of Thomas 6th Lord Fairfax’s behavior?”, the respondents indicated unsure (12.5%), no (37.5%), and yes (50%).
- Two questions dealt with college history and the community’s identification with Thomas 6th Lord Fairfax. Regarding whether the man, Thomas 6th Lord Fairfax, had a relationship to the College’s history, 75% responded no, and 25% responded yes. When asked if there was a community identification with Thomas 6th Lord Fairfax, 25% were unsure, 62.5% said no, and 12.5% said yes.
- On the final question of whether there was strength and clarity of the historical evidence surrounding Thomas 6th Lord Fairfax, 50% of the workgroup indicated yes and 50% were unsure.

The workgroup finished the last meeting with the consensus that if the College was being named today, they would not recommend Thomas 6th Lord Fairfax as the namesake. However, the workgroup felt it was necessary to review the brand research study findings before determining if renaming should be considered.

Part 2 – Historical Review of Middletown and Fauquier Campus names

The workgroup reviewed historical reference documents from state and local college board minutes, reports to the college, and newspaper articles to determine when and why the names were chosen. The eventual consensus was:

- The Middletown campus name came into being once there was a campus in Fauquier County. Up until that point, the Middletown campus was simply LFCC since no other locations existed.
- The Fauquier Campus was primarily referred to from the beginning as the Fauquier County Campus. At times, in state board minutes and other publications, it was referred to as Fauquier (Warrenton) Campus. However, the naming protocols within the VCCS during that timeframe were based on geographic location. Additionally, because the campus is located in the county of Fauquier and not within the town of Warrenton, the campus was named Fauquier Campus.
- A detailed summary of the findings from the search of documents is included in the Historical Notes related to Campus Names attachment.

Part 3 – LFCC Brand Study

The College has hired SIR, a company located in Richmond, VA, that specializes in market research, strategic planning, and corporate communications to conduct a comprehensive brand research study. The goals of the study are:

- To begin the process of a comprehensive brand assessment;
- To understand stakeholder and community awareness and perceptions of Lord Fairfax, the namesake of the individual;
- To assess any geographical confusion created by proximity to Fairfax County;
- To uncover and understand stakeholder and/or community support or resistance to inform leadership's decision making about a name change;
- Complete a comprehensive brand assessment;
- Explore advantages and drawbacks to a potential rebrand; and,
- Assess student clarity or confusion between town and county campuses.

SIR will complete the research study at the end of December and present findings and recommendations to the College Board in early 2021.

Next Steps

The findings and recommendations from the brand research study will be shared with the workgroup. At that time, the workgroup will complete their final report, incorporating both the

history of Thomas 6th Lord Fairfax and the wide-ranging feedback from the stakeholders included in the study.

Update from the College and Campus Name Workgroup

The workgroup met

Historical Facts regarding Thomas 6th Lord Fairfax

- Received the Fairfax proprietary from his maternal grandfather, Lord Culpeper, whose daughter Catherine married the 5th Lord Fairfax.
- Thomas 6th Lord Fairfax kept the Virginia grant and moved to Virginia permanently in 1747.
- Those living on the approximately 5.5million acre proprietary paid ‘quit-rent’ to Thomas 6th Lord Fairfax.
- Thomas 6th Lord Fairfax settled at Greenway Court manor home, which is currently near White Post in Clarke County. He lived there until his death in 1781.
- One of the surveyors of the land was a young George Washington, who Thomas 6th Lord Fairfax befriended.
- Thomas 6th Lord Fairfax became a mentor to George Washington.
- Spent his life as a bachelor and had no heirs upon his death.
- In 1776, the General Assembly passed legislation requiring all freeborn male inhabitants of Virginia above the age of sixteen to take an oath renouncing and refusing all allegiance to George III, his heirs, and successors..... “Recusants” – those refusing to take the oath – would be disarmed and so long as their refusals continued, they were “incapable of holding any office, serving on juries, suing for any debts, electing or being elected, or buying lands, tenements or hereditaments.” Thomas 6th Lord Fairfax could have taken the oath, but he feared Leeds Castle and other British estates could have taken, so he accepted the brand “recusant”.¹
- Accounts in Brown’s biography indicate Thomas 6th Lord Fairfax was treated as a citizen.
- One account in Brown’s book states:
 - Fairfax was ill, so ill in fact that John Randolph, Virginia’s Attorney General, then travelling in England, expressed the opinion that the Proprietor’s recovery was unlikely. Randolph’s words caused spendthrift Robert to perk up, but once again, Lord Fairfax made fools of his would-be buriers. And in February of 1777, he was sufficiently virile to indulge in the Colonial Virginia gentleman’s common, but little-talked-about recreation of bedding down with “a Negro wench”.²
- Thomas 6th Lord Fairfax died December 9, 1781 at the age of 89.
- His will included 97 Negroes, which he bequeathed to Bryan Fairfax and to the Martin nephews, Denny, Bryan, and Philip.³

¹ Brown, S. E. (1965). *Virginia baron: The story of Thomas 6th Lord Fairfax*. Berryville, VA: Chesapeake Book Company.

² Ibid, page 177.

³ Ibid, page 190.

- In Josiah Look Dickinson's book, he includes accounts from settlers and notes:
 - These sources of information should leave us with an impression of Lord Fairfax other than that which has been so often given, of a selfish, overbearing aristocrat. A few items in regard to his attitudes as a citizen during the time of the American Revolution seem to complete any available record. Thomas, the 6th Lord Fairfax, retiring to the wilds of the Shenandoah Valley in Virginia, became the friend of George Washington, the successful defender of the liberties of Englishmen on American soil.⁴

⁴ Dickinson, Josiah Look. (1959). *The Fairfax Propriety: The Northern Necks, The Fairfax Manors, and Beginnings of Warren County in Virginia*. Front Royal, VA: Warren Press.

Historical References to Campus Names of Lord Fairfax Community College

From May 28, 1992 State Board minutes:

7. Request for Exception to Section 2.IX.D.3.a, VCCS Policy Manual - Appointment of Local College Boards

Germanna Community College has requested an exception to Section 2.IX.D.3.a of the VCCS policy Manual - Appointment of Local College Boards. Effective July 1, Fauquier County will become a part of the Lord Fairfax Community College service region leaving Germanna with eight representatives rather than the required minimum of nine representatives. The Committee recommended approval as a temporary measure until one year after the opening of the Fredericksburg Area Campus when another representative will be added.

Chairman Dolan advised that some sort of mechanism should be incorporated in the approval of the exception for monitoring purposes and to re-visit the matter as soon as the campus is in place.

From September 9, 1993 College Board minutes:

Report of the President

2. Fauquier Center – we are working to get 50 acres set aside by the Fauquier Board of Supervisors for the Fauquier Campus. The Chancellor is requesting \$175,000 from the Legislature for planning money for the campus.

From the March 17, 1994 State Board minutes:

Report on General Assembly Actions

Ms. Graham reported on the 1994-96 VCCS Governor's Budget and Amendments for 1994 session. Ms. Graham indicated that every capital project that either was in the house or senate was passed through the Conference Committee. There were three renovation projects: Northern Virginia Community College (Renovate Manassas); Danville Community College (Renovate Old Library); and Virginia Western Community College (Renovate Old Art Building). There was one complete construction project at Piedmont Virginia Community College (Humanities Social Science Building). There were eight planning projects at the individual colleges:

Paul D. Camp Community College (Franklin Renovation); Thomas Nelson Community College (Plan Instruction Support Building); J. Sargeant Reynolds Community College (Facility on the Western Campus); Blue Ridge Community College (Plan Business Technology Center); Wytheville Community College (Learning Resource Center); and Lord Fairfax Community College (Plan Fauquier Campus and Plan Science Building). We received planning monies for the Midlothian Campus of John Tyler Community College and for the Norfolk Campus of Tidewater Community College.

8/25/95

UPDATE OF PLANNING PROJECTS

Fauquier Campus

Sverdrup Facilities, Inc. has made substantial progress on Campus Master Planning (CMP) for the Fauquier Campus which will include a 62,180 square foot building(s), utilities, parking lots for 600 cars, roads, stormwater management facilities, lighting and landscaping. Five meetings involving key members of LFCC's Building Committee, Sverdrup, Fauquier County representatives and VDOT have resulted in the tentative placement of all campus components. Sverdrup Facilities will meet with Dr. Beck, Dean Smith, Mr. Fred Kumpli and other key members of the Building Committee on 9/5/95 to review all work completed on the CMP as of that date. Thereafter, on 9/19/95 the CMP approved by the LFCC Building Committee will be presented to the Fauquier County Board of Supervisors for approval/ modification and approval. We anticipate that the above-noted presentation will be well attended by interested citizens and the press. Finally, the proposed CMP that emanates from the Fauquier County review process will be submitted for approval to both the LFCC Board and the State Board for Community Colleges at their November meetings.

Science Laboratory Building

Burt Hill Kosar Rittelmann Associates is making slow progress planning for the 48,540 gross square foot building proposed for construction on the Middletown Campus during the Commonwealth's 1996-98 Biennium. Planners have been thwarted in completing programming and space allocations within the new building by difficulty encountered in establishing effective communications with the faculty members responsible for the Printing Technology and Horticulture programs. In the meantime, the Project Manager, Mr. Dave Capelli has focused his attention on placement of the Science Laboratory Building relative to the Alson H. Smith Technology Center and determining how the two buildings will interconnect. At present, vital topographic and utility location surveys are being completed by the Alpha Corporation of Sterling, Virginia. Data from the above-noted surveys will be integrated into the design process in September. We now anticipate that a schematic plan showing the Science Laboratory Building's location, the layout of its interior and its relationship to the Smith Technology Center will be presented to the LFCC Building Committee for approval in October. It has not yet been determined whether or not the proposed building plan will be ready for submittal to the LFCC Board for approval at its November meeting.

From the September 28, 1995 State Board minutes:

Amended Six-Year Capital Outlay Plan and SCHEV Capital Recommendations

Ms. Ragsdale presented the Virginia Community College System amended Six Year Plan (Appendix I) and SCHEV's capital outlay recommendations. Institutions of higher education were requested by SCHEV to re-evaluate their Six Year Plans based on analyses completed since the initial submission.

The Chancellor explained to the Board the process developed by State Council for capital outlay recommendations. He noted that State Council has expressed concern regarding construction of the new campuses (Midlothian Campus at John Tyler Community College, Medical Education Campus at Northern Virginia Community College, **Fauquier County Campus at Lord Fairfax Community College**, and the Northern Peninsula Campus at Thomas Nelson Community College) in relationship to justification based on projected enrollment. As a result, the State Council requested further study of the justification for new campuses.

From the March 14, 1996 State Board minutes:

2. Lord Fairfax Community College

Fauquier (Warrenton) Campus Acquisition of Land/Master Site

Plan/Schematic Drawings

During the 1994 Session of the General Assembly, \$200,000 was appropriated to begin planning for the Lord Fairfax Community College, **Fauquier County (Warrenton) Campus**.

In September of 1994, the Fauquier County Board of Supervisors identified a 47 acre track of land, located just south of Warrenton, Virginia, along Routes 15, 17 and 29, for use in developing the **Fauquier Campus of Lord Fairfax Community College**. The property to be conveyed to the Commonwealth of Virginia, State Board for Community Colleges is valued at \$553,200. In March of 1995, an architectural/engineering contract was awarded for the planning of the new Fauquier Campus. Phase I of the contract provides for the completion of a

Comprehensive Master Plan. In addition, this contract provides for the completion of the preliminary design documents for the first phase of this campus, including the construction of a 62,180 gross square foot administration/classroom building, a 600 space parking lot and associated site improvements.

Approval was requested for the acquisition of property for the **Fauquier Campus** of Lord Fairfax Community College for recommendation to the Governor for his consent to accept this gift of land. The Committee agreed not to approve the Lord Fairfax master site plan and schematic drawings until the College conducted another study of the master site plan and schematic drawings and reported their findings to the Facilities Committee.

*A motion was made by Mr. Reid and seconded by Mrs. Bundy that:

"THE STATE BOARD APPROVE THE A C Q U I S I T I O N OF PROPERTY FOR THE FAUQUIER CAMPUS OF LORD FAIRFAX COMMUNITY COLLEGE FOR RECOMMENDATION TO THE GOVERNOR FOR HIS CONSENT TO ACCEPT THIS GIFT OF LAND."

Later in these minutes:

New Campus Funding

Germanna Community College/Fredericksburg Campus

\$400,000 Year One, 6.75 FIE

Lord Fairfax Community College/Fauquier Campus

\$250,000 Year One, 5 FIE

\$250,000 Year Two, 5 FIE

And, from the same minutes:

GOVERNOR	GENERAL ASSEMBLY	STATE BOARD REQUEST
J. Sargeant Reynolds Community College Downtown Campus Phase II Equipment		
\$ 0 1st yr	\$ 275,000 GF 1st yr	N/A
\$805,000 GF 2nd yr	\$ 530,000 GF 2nd yr	
\$805,000	\$805,000	
J. Sargeant Reynolds Community College Western Campus Phase II		
\$0	\$4,500,000 VCBA	\$4,668,261 GF
	\$ 636,554 NGF	\$ 636,554 NGF
	\$5,136,554	\$5,304,815
	21st Century College Trust Fund, VCBA 9(d)	
Lord Fairfax Community College Fauquier Campus		
\$0	\$ 7,196,000 VCBA	\$10,395,413 GF
	\$ 1,701,222 NGF	\$ 1,701,220 NGF
	\$ 9,897,222	\$12,096,633
	21st Century College Trust Fund, VCBA 9(d)	

From the May 16, 1996 State Board minutes:

4. Lord Fairfax Community College Fauquier County (Warrenton) Campus

a. Acquisition of Land/Master Site Plan

It is recommended that the State Board rescind the motion passed at its March 14, 1996 meeting that: "THE STATE BOARD APPROVE THE ACQUISITION OF PROPERTY FOR THE FAUQUIER CAMPUS OF LORD FAIRFAX COMMUNITY COLLEGE FOR RECOMMENDATION TO THE GOVERNOR FOR HIS CONSENT TO ACCEPT THIS GIFT OF LAND."

The Chancellor stated that rescinding the previous motion is a technical correction. The Board must approve the master site plan before its recommendation to the Governor for his consent to accept a gift of land can be forwarded to the appropriate office.

*A motion was made by Mr. Reid and seconded by Mr. Brown that:

"THE STATE BOARD RESCIND THE MOTION PASSED AT ITS MARCH 14, 1996 MEETING THAT: "THE STATE BOARD APPROVE THE ACQUISITION OF PROPERTY FOR THE FAUQUIER CAMPUS OF LORD FAIRFAX COMMUNITY COLLEGE FOR RECOMMENDATION CONSENT TO ACCEPT THIS GIFT OF LAND."

b. Schematic Drawings

This project provides for the completion of the first phase of this campus, including the construction of a 57,825 gross square foot administration/classroom building, renovation of the existing "barn" (approximately 3,000 gross square feet), construction of a 600 space parking lot and associated site improvements. The Facilities committee reviewed the schematic drawings for the aforesaid construction and recommends that the State Board approve the schematic drawings for Lord Fairfax Community College, Fauquier County (Warrenton) Campus.

*A motion was made by Mr. Reid and seconded by Mr. Albro that:

"THE STATE BOARD APPROVE THE SCHEMATIC DRAWINGS FOR LORD FAIRFAX COMMUNITY COLLEGE, FAUQUIER COUNTY (WARRENTON) CAMPUS."

Mr. Reid noted a correction in the background information on Lord Fairfax Community College, Fauquier County (Warrenton) Campus, Acquisition of Land/Master Site Plan/Schematic Drawings. On line four, page 198, it should read:

"An additional \$7,196,000 in 21st Century College Trust Funds was appropriated during the 1996 Session of the General Assembly to fully fund the design and construction of this project." It should not have read:

"An additional \$1,756,000 in 21st Century College Trust Funds was appropriated during the 1996 Session of the General Assembly to fully fund this design and construction of this project."

From the July 18, 1996 State Board minutes:

2 . Lord Fairfax Community College Fauquier County (Warrenton) Campus

Acquisition of Land/Master Site Plan

Vice Chair Ratliff reported that during the 1994 Session of the General Assembly, \$200,000 was appropriated to begin planning for the Lord Fairfax Community College, Fauquier County (Warrenton) Campus. An additional \$7,196,000 in 21st Century College Trust Funds was appropriated during the 1996 Session of the General Assembly to fully fund the design and construction of this project. In September of 1994, the Fauquier County Board of Supervisors identified a 47.4176 acre track of

land, located south of Warrenton, Virginia, along Routes 15, 17 and 29, for use in developing the Fauquier Campus of Lord Fairfax Community College. The property to be conveyed to the Commonwealth of Virginia, State Board for Community Colleges is valued at \$553,200. In March of 1995, an architectural/engineering contract was awarded for the planning of the new Fauquier Campus. The project will include the construction of a 57,825 gross square foot administration/classroom building, renovation of the existing "barn"

(approximately 3,000 square feet), construction of a 600 space parking lot and associated site improvements.

*A motion was made by Mr. Daniel and seconded by Mr. Leftwich that:

"THE STATE BOARD APPROVE THE ACQUISITION OF PROPERTY FOR THE FAUQUIER CAMPUS OF LORD FAIRFAX COMMUNITY COLLEGE FOR RECOMMENDATION TO THE GOVERNOR FOR HIS CONSENT TO ACCEPT THIS GIFT OF LAND. THIS APPROVAL IS CONTINGENT UPON THE FAUQUIER COUNTY BOARD OF SUPERVISORS' AGREEMENT TO COMPLY WITH THE STATE BOARD'S RECOMMENDATIONS. (APPENDIX V) IT IS FURTHER RECOMMENDED THAT THE STATE BOARD DELEGATE AUTHORITY TO THE CHANCELLOR TO NEGOTIATE THESE RECOMMENDATIONS WITH THE FAUQUIER COUNTY BOARD OF SUPERVISORS AND TO APPROVE THE ASSOCIATED MASTER SITE PLAN."

Later in the minutes

LORD FAIRFAX COMMUNITY COLLEGE FAUQUIER COUNTY CAMPUS

ACQUISITION OF LAND

STATE BOARD FOR COMMUNITY COLLEGES. BECOMMENDATIONS

- The existing crossover and entrance should be closed and relocated to the Route 17 Business and Route 15/29 intersection. This will require the installation of a traffic signal, construction of a connector road to the present service road, and upgrading of the service road.

Although the traffic safety impact may be limited, the aesthetic impacts persist. Even the very best landfill operations have unpleasant odors, noise, and litter problems. Thus, the likelihood of these problems occurring at the LFCC campus is very high. This results in an unattractive access to the Community College. Some of the landfill operations will likely be in view of the campus. Although tree screening is planned, the landfill property will require an eight foot chain link fence to prohibit access during the off hours.

- The layout for the tree screening, its length, width and plant materials should be finalized by the Fauquier County Board of Supervisors and reviewed and agreed to by the VCCS.
- The appearance of the gated entrance to the landfill should also be addressed since this will be seen by everyone driving into the campus.
- Additionally, recycling facilities, hazardous material receptacles for motor oil, paint, etc., truck scales, and potentially truck washing facilities will all be located along the proposed access road. It is recommended that the Fauquier County Board of Supervisors work closely with the VCCS to ensure that proper screening, litter control, and decisions regarding the location of truck scales, recycling facilities, hazardous material receptacles, truck washing stations, and other peripheral landfill operations are incorporated into the landfill expansion.
- Further, the actual route of the road into the landfill should be agreed to by the VCCS and the Fauquier County Board of Supervisors.

1996 – 1999 College Board Minutes

On the agenda for each meeting was “Update on the Fauquier Campus”, which detailed the progress being made on hiring employees, recruiting students, and construction of the new building.

Dr. Kim Lewis, Professor of English, researched and wrote a history of LFCC through the first 25-years. I emailed and asked her a question related to campus names and this was her response:

Our College's founders gave us the name "LFCC" because they were simply following the VCCS protocol of naming campuses after locations (NOVA's Manassas Campus, for example), and colleges after a region or local identity.

Unlike Central Virginia Community College and Piedmont Community College, our College couldn't easily be named after a region since our region covers a little bit of everything in northern Virginia except NOVA. Of course, the name "Lord Fairfax" and the regular use of his crest are now being hotly debated.

I have no official documentation on the campus naming process. This what I gathered from interviews when I was writing the College's history:

In the early days, there was no "Middletown Campus." It was just LFCC.

Fauquier became known as the "Fauquier Campus" because the campus is located in the county, outside Warrenton's city limits. Plus, because so many of the donors lived south of the campus, it was also prudent to focus on the county's name rather than the city's name. Moreover, LFCC's

Work Force Services and NOVA were always in a tug of war about which College got which account. The name "Fauquier" seemed to address that LFCC wasn't moving in on NOVA territory, by doing training for Manassas companies that had Warrenton offices.

For the first years of Fauquier's existence, the campus was such a "hole in the wall" -- little more than a barn -- that no one would have considered having an official campus naming ceremony. By the time we had a real facility, the name "Fauquier Campus" had become the norm.

Initially, there was LFCC and the Fauquier Campus. Textbook deliveries and lab supplies went to the real LFCC, which happened to have a Middletown address, and then traveled over the mountain to Fauquier. When WINC announced that LFCC was closed for bad weather, they always meant Middletown -- not that campus to the east.

President John J. "Ski" Sygielski started differentiating the two campuses by calling one the Fauquier Campus and the other the Middletown Campus. That's when our stationery, business cards and signage reflected that we have two named campuses.

Interesting note: I did look back at old letterhead and it wasn't until the end of the 1990's / early 2000's that the letterhead had both campus names/addresses at the bottom. Until then, the top of the letterhead had LFCC with a Middletown address and the bottom stated: "Serving the counties of Frederick, Shenandoah, Warren, Page, Clarke, Rappahannock, Fauquier, and the City of Winchester".

To: Lord Fairfax Community College Board

Date: November 4, 2020

From: Liv Heggoy, Chair of the Workgroup for Building and Facility Names

Re: Report

The workgroup for building and facility names met five times to review the named spaces outlined below. The workgroup does not recommend any changes.

MIDDLETOWN CAMPUS

Fairfax Hall

- Fredy and Klara Kummli Lounge
- Warren B. French, Jr. Distance Learning and Technology Wing
- Dolores Sekel Art Atrium
- Water Garden Outside Library (“This water garden was designed and installed by Professor Cynthia D. Marston and LFCC horticulture students. Donated by Mr. and Mrs. Paul Wolk, May 1997”)
- Toxopeus Welcome Center
- Tom and Sharon Byrd Board Room
- Dr. Cheryl’s Patio
- Larry and Robin Helsley Meeting Room (pending installation, glassed room next to patio)

Paul Wolk Library

- Testing Center (Small plaque: “The Learning Assistance Center is dedicated in honor of Jesse and Rose Loeb Fauquier County April 28, 1995”)

Alson H. Smith Hall

- McCoy Theatre (William McCoy, LFCC’s first president)
- Kathy Kanter Dental Hygiene Clinic

Science and Health Professions Building

- Thermo Fisher Chemistry Lab

Corron Community Development Center

- Marion Park Lewis Atrium
- Carl and Emily Thompson Conference Center
- American Woodmark Foundation Executive Board Room
- BB&T Board Room
- Henkel Harris Work Suite

Student Union

- William Moore Dietel Bookstore
- Evan Humbert Fitness Center
- Carmeuse Classroom 118
- Garland Snapp Drive

The Lodge (modular units – Mountain Vista Governor’s School and Adult Basic Education offices)

Fauquier Campus and Luray-Page County Center – next page

FAUQUIER CAMPUS

Paul and Sheila Wolk Hall

- Rose Loeb Center
- Harvey Pearson Student Success Suite

Bob G. Sowder Library

- Paris Room
- Remington Room

Outside

- William Hazel Water Garden
- Dr. Cheryl's Pavilion (installation is pending)

Eleanor C. and William A. Hazel Hall (to be completed in 2022)

- Barkman Family Conference Room
- Fauquier Health Simulation Lab
- Wise Nursing Skills Lab
- Andrew Stofan Engineering Lab
- Fauquier Bank Board Room
- Oak View Bank Fabrication Lab
- Katherine Johnson Classroom (first floor)
- Meridian Financial Partners Student Lounge

LURAY-PAGE COUNTY CENTER

- Russell A. and Rodney A. Jenkins Hall (to be completed in Dec 2020)
- Classrooms and other spaces – discussions are in process

Lord Fairfax Community College

Financial Impact of Potential Name Changes Working Group



October 13, 2020

Rachel A. Dodson, Jeanian Clark, Aaron Riddle, Whitney Miller, Barry Orndorff, Christine Myrtle, Ed Daley, Ben Freakley, Pam Mcinnis, Mike Wenger, Michael Lak

Executive Summary

On July 16, 2020 the VCCS State Board passed a resolution “Reviewing the Appropriateness of Community College Facility Names”. As a result, the State Board asked local advisory boards of each of the 23 colleges within the VCCS to review the appropriateness of its college, campus(es), and facilities names, and report back on or before the March 2021 meeting of the State Board with changes it has made and recommendations regarding college and campus names that should be changed by the board.

In response to that resolution, Lord Fairfax Community College (LFCC) has undertaken a three-pronged approach with the creation of separate working groups. The first group to examine the college and campus names, a second group to examine the college building and facility names and the third group to assess the potential organizational and financial impacts to changes that could be recommended. What follows below is the summary of the Financial Impacts group.

Given the hypothetical nature of the charge of the financial impacts working group, a potential cost “range” has been developed. A minimum estimate of probable cost has been established that represents likely costs to be incurred by LFCC regardless of any outcomes of the other two groups, assuming some change has taken place. Likewise, a potential maximum estimate of probable costs based on the “highest-cost impact” scenario, whereby a wholesale renaming of the college, campuses and spaces may take place has been developed on the high end. Acknowledging that scenario is considered to be unlikely, the estimated costs are presented in such a way as to provide an “order of magnitude” for realistic outcomes. The eventual costs are likely to land somewhere in between, and on the lower end of the developed scale. The established range for the “Building and Space Changes” is \$8,600-\$66,350. The established range for a “College Name Change” is \$115,400-\$297,950.

This report outlines the basis of those estimates and is accompanied by additional recommendations regarding the financial impact of any name changes to the college and/or facilities.

Narrative

Initially, the Financial Impact Working Group sought to collectively identify potential cost implications of resultant recommendations of the other two groups. As explained further below, research of similarly situated schools that have undergone name change scenarios revealed that LFCC is well situated, by comparison.

For example, the vast majority of information on similar scenarios indicated that marketing, branding and name recognition impacts are likely to be a primary driver of costs. LFCC is currently undergoing a strategic planning exercise that already includes a third-party study of branding, marketing and web-presence changes. A significant portion of costs associated with any name changes may likely be absorbed as part of that ongoing process and incremental in nature. Out of an abundance of caution, and based on the experience of others [John Tyler Community College](#), we have included an estimate of \$100,000 for costs associated with their procurement of Brand Federation; a network of consultants that specialize in marketing and branding.

Another example of significant costs incurred by other institutions were with auxiliary functions. Primarily driven by athletics, costs associated with name changes appeared to be a primary driver for many of the other schools. LFCC does not currently have an athletics program. Other auxiliary functions are not branded in such a way as to be impacted by name changes in any significant way, beyond minor facilities modifications. Dining and vending are relatively small operations by comparison to other institutions, serve less as profit centers for the school and act more as a service for students, faculty and staff. As such, they are marketed separately and apart from Lord Fairfax Community College on both campuses and will remain unaffected by college or facility name changes.

Facilities, including information technology related changes appear be the lion's share of the potential costs beyond those already discussed. The working group identified a series of potential costs as they related to both working groups with respect to interior and exterior signage and web platform changes to the SIS, AIS, HRMS, space management and the LFCC Website changes that are unrelated to marketing or branding.

An itemized list of those potential costs is shown in this report for use in establishing an “order of magnitude” potential ranging from the lowest end to the highest. It is assumed that once recommendations have been made from the other two working groups, a more narrowly tailored estimate of probable cost can be developed.

Other considerations and recommendations by the working group as it relates to the financial impact of name changes include:

- Any work done towards the current strategic planning effort underway with Dr. Coutts include contingencies for potential name changes.
- Upon final determination of any name changes, the working group should reconvene to construct a plan for moving forward to avoid an “ad-hoc” approach to avoid inefficiencies and otherwise ensure that a rationally developed hierarchical approach is taken that includes a timeline for implementation.
- For purposes of this group, the term “short term” refers to those items that can be accomplished in six months or less and “long term” for items taking six months or longer, or those tasks that are ongoing for an undefined period of time.
- For items that are less visible to the public, such as lease agreements, contracts, inter-collegiate cooperative agreements, etc. we recommend LFCC take an approach of attrition and a long-term perspective in order to minimize costs and administrative effort. For items that are public facing, such as marketing, stationary, signage, web presence, etc. we recommend LFCC address in the short-term so as to take full advantage of any marketing or branding efforts.

Estimate of Probable Costs

- See attached spreadsheet

Exhibits

- Exhibit 1 State Board Resolution
- Exhibit 2 List of Named Spaces at LFCC
- Exhibit 3 Photos of LFCC Signage and Physical Plant Branding
- Exhibit 4 Discussion of College and Building Names from LFCC June Board Meeting

Related Links

<https://www.progress-index.com/story/news/2020/09/14/john-tyler-cc-not-use-tax-dollars-name-change-study/3463266001/>

<https://www.insidehighered.com/digital-learning/article/2019/03/13/university-maryland-university-college-will-change-name-and>

<https://www.whsv.com/content/news/Virginia-school-named-for-Confederate-general-to-be-renamed-488429241.html>

<https://www.whsv.com/content/news/After-20K-donation-3-schools-change-Confederate-names-487931241.html>

<https://www.whsv.com/content/news/Cost-of-renaming-R-E-Lee-High-School-488554141.html>

Title	Sub-Title	Unit Cost	Ea	Total Cost	Required Cost	Long Term or Short Term	Comment
Marketing				\$165,800			
	Marketing Research Vendor	\$100,000	1	\$100,000	\$100,000	Long term	Marketing and logo design costs, setup costs,
	Graphic Design	\$0	1	\$0			Dependent upon approach; in-house versus
	Freebies/Giveaways/Marketing	\$2,500	1	\$2,500		Short term	incremental cost increase only
	Printing and materials	\$2,500	1	\$2,500		Short term	incremental cost increase only
	Name Tag Production	\$8	1000	\$8,000		Short term	Includes labor; may be outsource initially
	Apparel Costs	\$20	720	\$14,400		Short term	
	Disposals	\$2,500	1	\$2,500		Short term	estimate based on inventory
	Employee Uniforms	\$2,500	1	\$2,500		Short term	Initial setup costs only
	Licence Agreements	\$750	10	\$7,500		Short term	Estimate of 10 logos/watermarks
	Bookstore Related Costs	\$5,000	1	\$5,000		Short term	Rebranding, promotions, etc.; costs may be
	Bookstore Disposal Costs	\$2,500	1	\$2,500		Short term	
	Police Uniform Costs	\$5,000	1	\$5,000		Short term	Uniform re-development
	Vehicle Branding Costs	\$1,200	4	\$4,800		Short term	
	Facilities Vehicle Branding Costs	\$0	1	\$0		Short term	No facilities vehicles are branded
	Diploma Cover	\$5	1000	\$5,000		Short term	Whitney to check with Winona for cost and who gets them; may not be new costs
	License Plate Process	\$45	80	\$3,600		Short term	Process can take up to 2 years; unclear on costs
Facilities				\$103,750			
	Exterior Wayfinding Signage	\$500	17	\$8,500		Short term	
	Exterior Building ID Signage	\$1,250	11	\$13,750		Short term	Building Signs only
	Interior Signage	\$3,000	2	\$6,000		Long term	
	Monument Signage	\$4,500	1	\$4,500		Long term	Subway Signage
	Fire Alarm Changes	\$125	40	\$5,000		Short term	
	Security System Changes	\$125	20	\$2,500		Short term	
	VDOT related signage	\$3,500	15	\$52,500		Long term	Based estimate from Steven Mack
	Digital Signage Changes	\$5,000	2	\$10,000		Long term	CS to call Holiday Signs in Chester, VA for
	Flags	\$250	4	\$1,000		Short term	
Web				\$20,400			

	SIS Changes	\$125	40	\$5,000	\$5,000	Long term	Timeand effort; +- \$3,000
	AIS Changes	\$125	40	\$5,000	\$5,000	Long term	
	HRMS Changes	\$125	40	\$5,000		Long term	
	Space Management	\$45	40	\$1,800	\$1,800	Short term	Tammy and Rads to advise
	LFCC Website Changes	\$45	80	\$3,600	\$3,600	Short term	Aaron with content changes
	LFCC Domain Changes			\$0		Long term	\$1,000 for domain costs; labor costs email changes; REVIEW FOR COSTS WITH IT
	Digarc Academic Catalog Change Costs	\$45	0	\$0		Short term	CM to get an estimate; contract allows one change per year
Legal fees and costs				\$8,000			
	Foundation Costs	\$200	40	\$8,000			
	Contract changes	\$200	40	\$8,000		Long term	Estimate Only

**Total
Potential
Costs**

\$297,950 \$115,400



Reviewing the Appropriateness of Community College Facility Names

WHEREAS, the mission of Virginia's Community Colleges and their shared dedication to the principles of diversity, equity, and inclusion demand we examine the names regularly facing our students, faculty, staff, and supporters on their community college journey and determine if those names are consistent with that mission and those values; and

WHEREAS, demonstrations are inspiring institutions in Virginia and beyond to examine, and in many cases exorcise, symbols of systemic racism that have existed in plain sight for years; and

WHEREAS, we feel a responsibility to join that broader conversation and focus a high level of scrutiny on the names that adorn our facilities; and

WHEREAS, the State Board for Community Colleges has authority to determine the names of community colleges and college campuses; and

WHEREAS, the State Board has delegated authority to local college advisory boards to approve the names of on-campus facilities,

NOW, THEREFORE, BE IT RESOLVED that the State Board ask the local advisory boards of each of our 23 colleges to review the appropriateness of its college, campus(es), and facilities names, and report back on or before the regularly scheduled March 2021 meeting of the State Board with facility name changes it has made and recommendations regarding college and campus names that should be changed by the State Board.

July 16, 2020

LORD FAIRFAX COMMUNITY COLLEGE
MIDDLETOWN CAMPUS
Fairfax Hall
<ul style="list-style-type: none"> • Fredy and Klara Kummli Lounge • Warren B. French, Jr. Distance Learning and Technology Wing • Dolores Sekel Art Atrium • Water Garden Outside Library (“This water garden was designed and installed by Professor Cynthia D. Marston and the Lord Fairfax Community College horticulture students. Donated by Mr. and Mrs. Paul Wolk, May 1997”) • Toxopeus Welcome Center • Tom and Sharon Byrd Board Room • Dr. Cheryl’s Patio • Larry and Robin Helsley Meeting Room (pending installation, glassed room next to patio)
Paul Wolk Library
<ul style="list-style-type: none"> • Testing Center (Small plaque: “The Learning Assistance Center is dedicated in honor of Jesse and Rose Loeb Fauquier County April 28, 1995”)
Alson H. Smith Hall
<ul style="list-style-type: none"> • McCoy Theatre (William McCoy, LFCC’s first president) • Kathy Kanter Dental Hygiene Clinic
Science and Health Professions Building
<ul style="list-style-type: none"> • Thermo Fisher Chemistry Lab • Lecture Hall
Corron Community Development Center
<ul style="list-style-type: none"> • Marion Park Lewis Atrium • Carl and Emily Thompson Conference Center • American Woodmark Foundation Executive Board Room • BB&T Board Room • Henkel Harris Work Suite
Student Union
<ul style="list-style-type: none"> • William Moore Dietel Bookstore • Evan Humbert Fitness Center • Carmeuse Classroom 118 • Garland Snapp Drive
The Lodge (modular units – Mountain Vista Governor’s School and Adult Basic Education offices)
See p. 2 for Fauquier Campus and Luray-Page County Center.

FAUQUIER CAMPUS
Paul and Sheila Wolk Hall
<ul style="list-style-type: none"> • Rose Loeb Center • Harvey Pearson Student Success Suite
Bob G. Sowder Library
<ul style="list-style-type: none"> • Paris Room • Remington Room
<i>Outside</i>
<ul style="list-style-type: none"> • William Hazel Water Garden • Dr. Cheryl's Pavilion (installation is pending)
Eleanor C. and William A. Hazel Hall (to be completed in 2022)
<ul style="list-style-type: none"> • Barkman Family Conference Room • Fauquier Health Simulation Lab • Wise Foundation Nursing Skills Lab • Andrew Stofan Engineering Lab • Fauquier Bank Board Room • Oak View Bank – Fabrication Lab • Katherine Johnson Classroom (first floor) • Meridian Financial Partners Student Lounge
LURAY-PAGE COUNTY CENTER
<ul style="list-style-type: none"> • Russell A. and Rodney A. Jenkins Hall (to be completed in Dec 2020) • Classrooms and other spaces – discussions are happening now, related to donations to the capital campaign



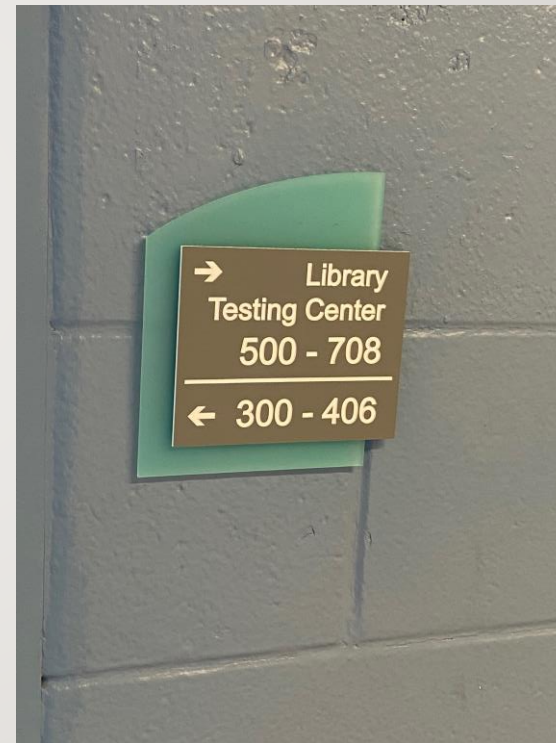
CAMPUS SIGNAGE AND FACILITIES BRANDING OVERVIEW

TYPICAL INTERIOR BUILDING SIGNAGE (NON-BRANDED)

INTERIOR SUITE SIGNAGE



INTERIOR DIRECTIONAL SIGNAGE



CLASSROOM SCHEDULE SIGNAGE



INTERIOR SPACE ID LETTERING



ATYPICAL INTERIOR BRANDED SIGNAGE



INTERIOR CUSTOM GLASS DECAL

EXTERIOR CUSTOM GLASS DECAL



CORRON INTERIOR ROOM IDENTIFICATION SIGNAGE



WORKFORCE BRANDED MATERIAL STANDS AND BULLETIN BOARD



STUDENT UNION BOOKSTORE & FITNESS CENTER NAMING



INTERIOR BUILDING EQUIPMENT

INTERIOR FIRE ALARM PANEL



INTERIOR DIGITAL DISPLAYS

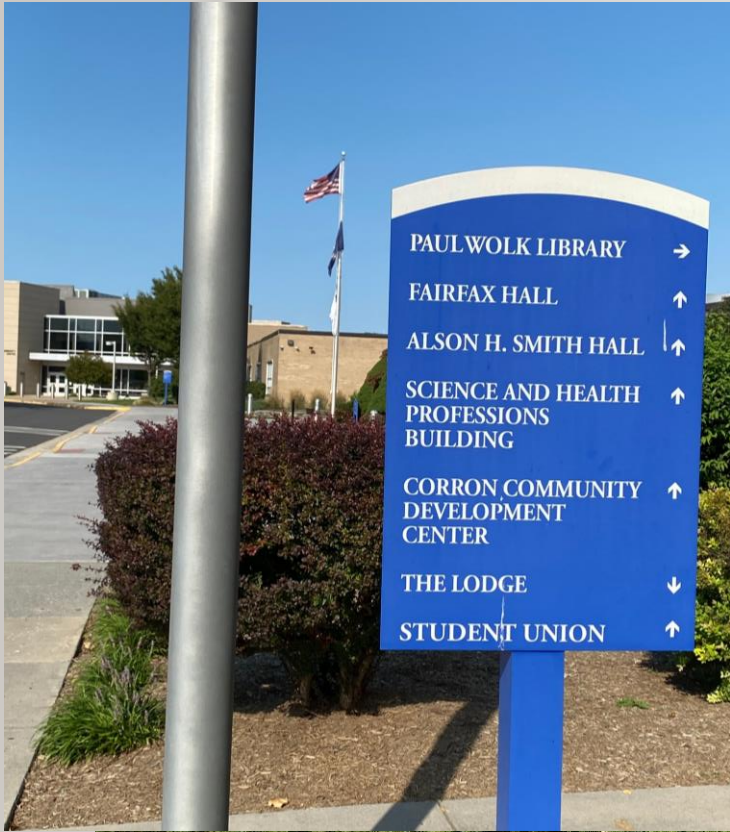


EXTERIOR SIGNAGE

BUILDING SIGNAGE



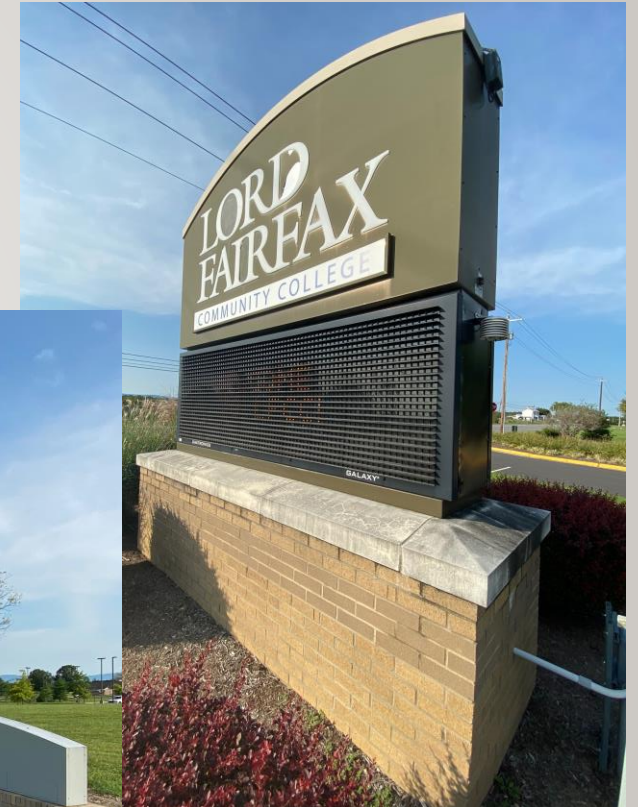
WAYFINDING



STREET SIGN



MONUMENT SIGNS



BRANDED VEHICLE



BRANDED FLAG



Plan for Discussion of College and Building Names
In Response to State Board Resolution – “Reviewing the Appropriateness of
Community College Facility Names”
Report due to State Board by March 2021

Policy Manual: 2.09 D.3.h.c

The college board shall submit its recommendations to the State Board for a name for the community college and each campus of a multi-campus college. In the name of each community college shall be included the phrase "Community College." The college board shall be authorized to provide names for any facilities on the college campus.

Each college shall adopt procedures regarding the naming of major facilities on its campus(es). The procedures may provide for naming on the basis of significant service, but should also provide incentives and recognition for private sector giving to support the college. Recognition for private sector giving should typically occur after the gift has been received rather than on a prospective basis.

A current copy of the procedures should be provided to the Office of Facilities Management Services.

Individuals are not eligible for a naming award if they are currently employed at the college or elsewhere within the Virginia Community College System, are serving on the local college board, or serving on the State Board for Community Colleges. In addition, per the Code of Virginia, no college building, park, road, bridge, or other structure shall be named after a sitting member of the General Assembly. A separation from such employment or service of at least one month is a prerequisite for consideration for eligibility of an award.

What We're Being Asked (copied from the Chancellor's email and pasted below)

Having served students for more than 50 years now, some sense of tradition is to be expected across our colleges. However, our shared mission and our shared dedication to the principles of diversity, equity, and inclusion require us to take a close look at the names regularly facing our students, faculty, staff, and supporters on their community college journey and *ask ourselves if those names are consistent with that mission and those values.* (Kim added emphasis)

As policy above states, the State Board is responsible for the names of our community colleges and campuses. A college's local advisory board is responsible for on-campus facility names. In other words, your local board could change the name of the John Doe Academic Building or Jane Doe Street that runs through the middle of campus. However, it would be up to the State Board to rename John Doe Community College or its Jane Doe Campus.

As you probably know, we are not alone in bringing scrutiny to our own facility names. The College of William & Mary – America's second oldest college – is reviewing its facility names. Students and faculty at Washington & Lee are calling for the college to change its name, and VMI alumni are demanding a review of the institution's Confederate symbols. And those are just some examples from across Virginia.

As our resolution states, we share a mission to serve all Virginians and we share the values of diversity, inclusion, and equity. The question your local boards will have to determine is whether the names adorning your facilities support, or conflict with, those shared values.

Plan for Addressing the Resolution

- President works with College Board Chair and Vice Chair to identify steps in the overall review process; Local College Board members will review the process and will review and approve the final report to be sent to the State Board.
- President, working with the Chair and Vice Chair, will create three college working groups to review the following areas:
 - (1) College and campus names; (2) Building and room names, including the local college naming policy; and (3) financial impact
 - President will provide each college working group a charge and timeline to do their work
 - College working groups will meet via Zoom or other technology
- A status report from each working group will be presented to the College Board at their September meeting.
- A full report of analysis and recommendations will be provided to the College Board as an action item at their November meeting.
- Should name changes be recommended for any building or rooms for which the College Board has delegated authority, the local Board will take action on those no later than the February 2021 board meeting, and will include those changes in the final report to the State Board for Community Colleges.
- Should a college or campus name change be recommended, the President will work with the College Board to establish a process to undertake the recommendation of a new name.

Timeline

- By July 31, 2020 = establish membership on three college working groups and set first meeting date
- August 1 – October 15, 2020 = college working groups meet as needed to complete work.
- By August 21 = interim status report due from each working groups to be included in College Board meeting on September 3.
- By October 23 = final analysis and recommendations report from each working group is due.
- By November 4 = complete draft of the Reviewing the Appropriateness of Community College Facility Names Report to be included for action at the College Board's November 12 meeting.
- By March 2021 = College Board will take action on any building or space names that were recommended.
- By March 2021 = College Board will approve a process for recommending a college or campus name change, if needed.
- By March 2021 = the final report and all changes or recommended changes will be submitted to the State Board for Community Colleges.

LORD FAIRFAX COMMUNITY COLLEGE
P.O. Box 47
Middletown, VA 22645

TO: Kimberly Blosser, President
FROM: Liv Heggoy
AVP Development and Executive Director, LFCC Foundation
DATE: November 4, 2020
SUBJECT: Recommended Item for College Board Agenda

The following item is recommended for the agenda of the next College Board meeting:

Information Item: _____
Action Item: X
Agenda Item Title: Recommendation to approve Named Spaces in the New Luray-Page County Center
Attachments: LFCC Naming Opportunities Policy 14001

The current naming opportunities policy (attached) indicates that college facilities may be named at the discretion of the college president and should be consistent with LFCC's mission. However, the policy also specifies that the Foundation Board will present a recommendation to the LFCC president, who will present the proposal to the College Board.

According to the policy, the Foundation Board and the College Board should be assured that the proposed name will bring honor and distinction to LFCC and the philanthropic commitments with the naming will be recognized.

During the fundraising campaign for the new Luray-Page County Center, there were no listed naming opportunities for a certain giving level. The following named spaces have been proposed, in recognition for philanthropic support of the project:

Board Room
Blue Ridge Bank

Trades Lab
Pioneer Bank

Computer Lab

Kenny and Deb Painter

Deborah Painter retired in 2015 as Norfolk Southern Corporation's Executive Vice President of Planning and Chief Information Officer, after a 37-year career with the railroad. She serves on the Board of Trustees of Agnes Scott College and is a commissioner for the Norfolk Airport Authority. Previous board service includes the Chrysler Museum of Art. Kenneth is a pilot and a volunteer with Angel Flight Mid-Atlantic (AFMA) a nonprofit organization with over 500 volunteer pilots to transport patients to specialized medical care. The Painters have a home in Luray.

Science Lab

Fred and Michele Fielding

Before his retirement, Fred was the Senior VP for Government Operations at Oshkosh Truck, now Oshkosh Corporation. The company designs and builds specialty trucks, military vehicles, truck bodies, airport fire apparatus and access equipment. Michele owned a small company, specializing in marketing and business development. They have had a residence in Page County for over 35 years and have lived in the county full-time for 14 years. They are active in the Page County community and are generous supporters of several local organizations. Fred is a member of the Luray Rotary Club and served on the capital campaign for the new Luray-Page County Center.

Health Sciences Lab

Claude Moore Charitable Foundation

To learn more about the foundation and Dr. Claude Moore, please visit:

<https://claudemoorefoundation.org/about-dr-moore/>

Testing Center

Blue Bell Foundation

In 1986, the VF Corporation – the largest publicly held apparel company at the time, including Lee jeans – acquired Blue Bell Holdings, the second largest maker of jeans and casual wear, including Wrangler jeans. According to the foundation's web site, the Blue Bell Foundation "supports a variety of charitable causes that improve the quality of life of the people within the Wrangler and Red Kap communities and the communities where former Blue Bell operations existed." Luray used to be home to a vibrant Wrangler/VF Jeanswear plant but went through several rounds of downsizing, until local manufacturing ceased in 2003.

Upstairs General Classrooms

Luray Caverns. The 3 classrooms would be called Classroom A, B, and C.

Student Commons

Valley Health

Listed below are the top donors to the Luray-Page County Center Building Campaign:

\$200,000 and Above

Blue Ridge Bank
Claude Moore Charitable Foundation
County of Page
Jenkins Family
Russell A. and Elta R. Jenkins
Town of Luray

\$100,000 - \$199,999

Blue Bell Foundation
Luray Caverns Corporation
Kenny and Deb Painter
Pioneer Bank

\$50,000 - \$99,999

Boxley Organization McDonald's/ Luray
Fred C. and Michele M. Fielding
William B. Holtzman
Luck Companies Foundation
Racey Engineering, PLLC/Pat & Chris Racey
Valley Health System



Policy No.	14001
Effective Date	April 2008
Revision Date	
Revision No.	
Approved:	John J. "Ski" Sygielski
Date:	April 2008

Naming Opportunities Policy

1.0 Purpose

To provide guidelines for the Lord Fairfax Community College (LFCC) Educational Foundation Inc. in naming buildings, classrooms, campus grounds or scholarship funds.

2.0 Revision History

This policy was approved on March 14, 2008.

3.0 Applicability

This policy applies to Foundation Board members, College Board members and College employees.

4.0 Policy

- The naming of a College building or campus grounds may be appropriate when significant gifts are made to the Foundation and/or when individuals are being recognized through their service to the College, community and nation.
- College buildings may be named at the discretion of the Foundation Board and College Board. Other College facilities may be named at the discretion of the College president. Decisions that are made must be consistent with LFCC's mission.
- The monetary contribution levels for facility naming opportunities are available on the LFCC Web site. These giving levels will be reviewed and updated as needed by the Foundation Board.
- The Foundation is responsible for maintaining a record of funds, named buildings, classrooms and prominent common areas.
- Funds, buildings, classrooms and prominent common areas may be named in honor of individuals or organizations that positively impacted LFCC and/or the community.
- Individuals who are current LFCC or Virginia Community College System (VCCS) employees, members of a college board within the VCCS and/or serve on the Virginia State Board for Community Colleges must be separated from such employment and/or service for at least one month to contribute funds to name a building or facility.

- Upon receipt of the donor's gift, a formal recommendation is forwarded by the Foundation Board to the College president for approval. The recommendation should include the exact space to be named, name to be used, type of designation, and public recognition to be generated. The College president shall present the proposal to the College Board.
- When assigning a name to a building, classroom, common area or scholarship, the merits should be carefully considered to ensure that the individual or organization meets the highest values and societal standards. Prior to approval, the Foundation Board and College Board should be assured of the following:
 - The proposed name will bring honor and distinction to LFCC.
 - The philanthropic commitments associated with the naming shall be recognized.
- The Foundation Board and College Board reserve the right to:
 - Require that a background check be performed on the donor or honoree
 - Develop and determine the content and frequency of all public announcements associated with the donation
 - Approve the color, design and size of all physical markers that recognize the honoree or donor, ensuring their consistency with other campus signage
 - Determine the maintenance required for all named facilities and/or recognition markers
 - Require that named facilities include their primary function within the name (i.e., Fredy and Klara Kummli Student Center)
- Recognition is approved by the executive director of the Foundation. After consultation and approval, appropriate College offices are contacted by the executive director of the Foundation for implementation of the naming agreement.
- Facilities and scholarship funds will maintain the name of the specified individuals or organizations unless:
 - The building is significantly renovated or demolished.
 - The donor commits an act that has the potential of bringing dishonor to the College or community.
 - The organization is no longer in existence.
 - The scholarship fund has a zero balance.
 - The primary function of the named building or facility has changed.
- If the name of a facility or scholarship fund is not maintained for one or more of these reasons, the donor(s) will be informed of the change(s) in a letter signed by College president, College Board chair and/or Foundation Board chair and/or in a face-to-face meeting. In addition, a physical reference to the former name of the facility will be placed near the facility.
- To have a name removed from a facility or fund, there must be a majority vote of the Foundation Board and College Board.
- The College Board reserves the right to change the primary function of a named building or facility as needed to meet the needs of the College.

5.0 Definitions

- **Prominent common areas** include any public area that is accessible to all students.

- An **endowed scholarship** guarantees that a scholarship will be awarded to one or more student each year, in perpetuity. An endowed scholarship can be made in the form of a pledge from one to five years in length. The endowed scholarship funds will be invested, and the interest that accrues will create an annual income. The scholarship will not be awarded until it is fully endowed.

6.0 Responsibilities

The Foundation Board and College Board must adhere to this policy when reviewing, granting or rejecting approval of a named facility or fund.

7.0 Sanctions

Individuals who fail to comply with the terms of this policy will be subject to disciplinary action, as determined by their immediate supervisor.

8.0 Interpretation

Authority for interpretation of this policy rests with the College president and vice president of college advancement.

10.0 Authority/Reference

The Office of College Advancement staff developed this policy based, in part, on the Campus Facility Naming Policy and Procedure System developed by Virginia Western Community College, Virginia State Board for Community Colleges Policy Manual and State University of New York's Naming Opportunities on State University Campuses Policy.

LORD FAIRFAX COMMUNITY COLLEGE
P.O. Box 47
Middletown, VA 22645

TO: Kimberly Blosser, President

FROM: Liv Heggoy
AVP Development and Executive Director, LFCC Foundation

DATE: November 4, 2020

SUBJECT: Recommended Item for College Board Agenda

The following item is recommended for the agenda of the next College Board meeting:

Information Item:

Action Item:

Agenda Item Title: Gift Acceptance Policies – Public Institutions of Higher Education

As a result of state legislation that passed this year (HB1529) and a subsequent VCCS policy passed by the VCCS State Board in October, Lord Fairfax Community College and the LFCC Educational Foundation will establish a gift acceptance policy to include a process for accepting gifts that direct academic decision making and for accepting certain gifts of \$1 million or more.

The draft policy will be prepared for approval at the February 2021 board meeting.

HB1529 Summary

Governing boards of public institutions of higher education; acceptance of terms and conditions associated with donations, gifts, and other private philanthropic support. Requires the governing board of each public institution of higher education to establish a policy for the acceptance of terms and conditions associated with any donation, gift, or other private philanthropic support. The bill requires each such policy to include an administrative process for reviewing, accepting, and documenting terms and conditions associated with (i) gifts that direct academic decision-making and (ii) gifts of \$1 million or more that impose a new obligation on the institution of higher education, excluding gifts for scholarships or other financial aid. The bill requires each public institution of higher education to retain documentation of such terms and conditions in compliance with the Virginia Public Records Act and provides that such documentation shall be subject to the provisions of the Virginia Freedom of Information Act.

VCCS Policy

This policy applies to any donation, gift or other private philanthropic support:

- a. that directs academic decision-making, or
- b. is in the amount of \$1,000,000 or more and imposes any new obligations on the Virginia Community College System, excluding scholarships or other financial aid.

For the Virginia Foundation for Community College Education, a gift review committee shall be established and composed of the following individuals:

- a. Vice Chancellor for Institutional Advancement
- b. Senior Vice Chancellor for Academic and Workforce Programs
- c. Senior Vice Chancellor for Administration, Technology, and Finance
- d. Director or Head (s) of the relevant senior management area(s), if applicable.

For the educational foundations that have been established for each community college, a gift review committee shall be established by the President of the college in coordination with the Chair of the college's educational foundation, to include but is not limited to, the President, the Chair of the educational foundation, and a representative from the department or academic area which will be the beneficiary of the donation, gift, or other private philanthropic support.

1. The gift review committee shall review all terms and conditions associated with the provisions of the gift to confirm that such terms and conditions do not violate existing VCCS policies or are inconsistent with the Virginia Community College System's mission of access and affordability.
2. The gift review committee will make a recommendation to the Chancellor regarding the acceptance of the terms and conditions. The Chancellor may accept the committee recommendation or not. The Chancellor's decision will be final; however, if the Chancellor does not accept the committee's recommendation, the Chancellor will explain his decision in writing.
3. The Office of Institutional Advancement will maintain a copy of all terms and conditions for accepted donations, gifts, and other private philanthropic support to the Virginia Foundation for Community College Education under this policy. The educational foundation at each college will maintain a copy of all terms and conditions for accepted donations, gifts, and other private philanthropic support that is applicable to the college. A copy of said documentation for either the Virginia Foundation for Community College Education or the college's foundation shall be subject to public review, if requested, in accordance with the provisions of the Virginia Freedom of Information Act.
4. The memorandum of understanding currently in existence between each college and its educational foundation shall be modified to incorporate this policy.

LORD FAIRFAX COMMUNITY COLLEGE
173 Skirmisher Lane
Middletown, VA 22645

RECOMMENDATION FOR COLLEGE BOARD

TO: Kimberly P. Blosser, President
FROM: Anne P. Davis, Vice President of Academic and Student Affairs
DATE: October 14, 2020

The following item is recommended for the November 12, 2020 College Board meeting agenda:

Information Item: OR Action Item: X

Item Title for Agenda: C&I Proposal #301 – Computer Science Career Studies Certificate name change to Computer Science Generalist Career Studies Certificate

Initiating Administrator’s Recommendation: Adding the word “generalist” to the Computer Science (Generalist) Career Studies Certificate in order to make it easier to distinguish between the A.S. in Science: CS Specialization and the CS Career Studies Certificates. The term “generalist” is prevalent in the computer science field among employers to differentiate positions that do not require a specialization with those that do.

Attachment(s): Approved C&I Proposal #301



Curricular Change Proposal

Preparer: Please consider the following categories that typically raise questions at the Curriculum and Instruction Committee review. Comment briefly, in writing, on any that apply to your proposed changes, and be prepared to elaborate at your presentation. For new programs and or specializations, also complete the Instructional Program Proposal Criteria form.

New (courses/programs/prerequisites)

Revised

Discontinue

Proposed by:	Melissa Stange
Email address and contact no.	mstange@lfcc.edu ; 540-868-7003
Date:	September 2, 2020
Program(s) Affected:	Computer Science Career Studies Certificate
Semester Change to Take Affect:	Fall 2021

1. Summary of proposed curricular change (please include a copy of the current and revised catalog to show curricular changes for all programs this proposal affects):

- A. Rename the certificate to Computer Science Generalist Career Studies Certificate**
- B. To change the order courses are taken to allow completion in two semesters**
- C. To remove CSC205 as requirement**
- D. To remove CSC298 as requirement**
- E. Add two CSC Electives**
- F. Correct the number of credits for CSC298 in catalog**
- G. Update the total credits to reflect all possible credits**

2. Rationale for proposed change:

A. To make it easy to distinguish between the A.S. in Science: CS Specialization and the CS Career Studies Certificates. Students and staff are getting confused between the two. Adding the word “generalist” to the Career Studies Certificate makes it clearer for all. The term “generalist” is prevalent in the computer science field among employers to differentiate positions that do not require a specialization with those that do.

B. The Career Studies Certificate is designed with starting in the summer. The redesign would allow for completion without a summer requirement. This is possible because all the core courses are being offered both Fall and Spring now. This will make the Career Studies Certificate more attractive to students who want summers off before transfer or entering the work force. CSC200 will be taken at the same time as CSC201.

C. K-12 Educators and some students transferring after only one (1) year at LFCC, need to take CSC208 or CSC210 instead of CSC205. Changing this to be an elective would allow for the Career Studies Certificate to better meet the needs of the student. This flexibility will reduce having to fill out course substitution forms also.

D. CSC298 may not be the best option for a student who is transferring after just a year at LFCC or requested by an employer. Allowing them to take any of the CS courses not already listed within

the Career Studies Certificate will make the Career Studies Certificate more adaptable to the student's/employer's needs. This will avoid writing course substitutions.

E. Adding two CSC Elective will allow students the flexibility to select two Computer Science courses that will best suit their needs to transfer or enter the work force. Since all CSC courses may be feed into the A.S. in Science: CS Specialization. The A.S. in Science: CS Specialization actually has two CSC Electives also, so making this change matches the Career Studies Certificate and the A.S. in Science: CS Specialization even more.

F. CSC 298 is listed as a (https://catalog.lfcc.edu/preview_course_nopop.php?catoid=3&coid=806) 3 credit course, per the VCCS course description (<https://courses.vccs.edu/courses/CSC298-Seminar%20and%20Project>) it is actually a 1-5 credit course. We have offered this as a 1 and 3 credit class to date. In the 2019-20 catalog the course description read correctly with the 1-5, but in the 20-21 online catalog it was changed to 3 credits. This really is correcting/reverting back to what it was in 2019-20 catalog.

G. The current certificate shows 17 credits, with 3 being CSC298. However, CSC298 should be listed as 1-5 credit course. Additionally, with the change in "C" a& "D" above, some of the remaining CSC courses are more than 3 credits. So, the total credits should be listed as 17 – 21 credits.

3. Impact of the proposed change on the following:

- A. Transferability and/or employability: **N/A**
- B. Personnel / Instructional load **N/A**
- C. Scheduling of classes **N/A**
- D. Overall credit hours in the program(s) **17-21**
- E. Instructional resources **N/A**
- F. Facilities **N/A**
- G. National, state, or regional associations **N/A**
- H. SACS accreditation / substantive change **N/A**
- I. Any students currently enrolled in the program (if applicable) **Yes**

4. Input from curriculum advisory committee(s) (and other persons "in the field"):

The Advisory Committee for Computer Science had previously approved all the CSC courses within the catalog, we are not modifying any courses. Based on the VDOE requirements we better align for more K-12 educators to earn their required undergraduate courses to get their CS add-on licensure.

5. Examples from other colleges (if appropriate):

<u>Melissa Stange</u>	<u>September 1, 2020</u>
Signature of Proposer	Date

6. Comments/Support by Dean:

<u>la Gomez</u>	<u>9/1/2020</u>
Signature of Dean	Date

7. Comments/Support by other Academic Deans where there will be an impact on another division and/or campus (**if appropriate**):

During the deans review, a question was raised regarding the title of generalist. Professor Stange provided substantial evidence to support that the term "generalist" is prevalent in the computer science field among employers to differentiate positions that do not require a specialization with those that do. Further questions were raised about acceptability of any CSC course as an elective. Professor Stange also provided clarification that indeed all electives were suitable for the career studies certificate.

<u>Deans Review Meeting</u>	<u>September 1, 2020</u>
Signature of Dean	Date

8. Comments/Support by Vice President of Academic and Student Affairs:

Dr. Anne P. Davis
Signature of AVP

September 4, 2020
Date

This proposal, as stated and in terms of potential impact on other academic programs, has been reviewed by the Curriculum and Instruction Committee and the following action recommended:
Approved Disapproved Effective Date of Change Summer 2021

Sam Dillender
Signature of C&I Chair

September 18, 2020
Date

Action by Vice President of Academic and Student Affairs:

Approved Disapproved

Dr. Anne P. Davis
Signature of Vice President

September 18, 2020
Date

Curriculum Action Routed to President for Review:

Dr. Kimberly P. Blosser
Signature of President

October 8, 2020
Date

FOR INTERNAL USE ONLY:

Proposal Number Assigned: **301** Date: September 1, 2020

Curriculum Code Affected/Assigned (if new): _____



LORD FAIRFX COMMUNITY COLLEGE
Course Catalog Request Form

ADD ___ DELETE ___ UPDATE ___X

Please use the VCCS Master Courses when completing this form.

Term course will take effect: Fall 2021 When typically offered Fall & Spring

Subject: CSC Course #:

Course Title: Seminar and Project

Credits 1-5 Credits for lecture 1-5 Credits for laboratory (clinical)

Contact hours: Lecture 1-5 Laboratory Total contact hours 1-5
(Lecture is 1:1 and Lab is 1:2 or 1:3 depending on the discipline, i.e., a health science course is 3 contact hours for every credit hour offered as a lab.)

Course Description (If a new course to be added to SIS or the existing VCCS course description changes, enter the course description below.)

VCCS description is below:

Requires completion of a project or research report related to the student's occupational objectives and a study of approaches to the selection and pursuit of career opportunities in the field. May be repeated for credit. Variable hours. 1-5 credits

Prerequisite(s) for this course:

None

Is this a VCCS required prerequisite? Yes No

Requested by: Date: August 27, 2020

Approved by Dean: Date:

Approved by VP: Date:

Please return this form to the Office of the Vice President of Academic and Student Affairs.

Office Use Only

Entered in LFCC Catalog by: Date:

Entered in SIS Course Catalog by: Date:

Form Revised: 3/7/14 by S. Cooley

Current Catalog Page

Computer Science Career Studies Certificate (221-246-01)

Certificate Curriculum

First Semester (Summer)

- [CSC 200 - Introduction to Computer Science](#) 3 cr.

Semester Total: 3 Credits

Second Semester (Fall)

- [CSC 201 - Computer Science I](#) 4 cr.

Semester Total: 4 Credits

Third Semester (Spring)

- [CSC 202 - Computer Science II](#) 4 cr.
- [CSC 205 - Computer Organization](#) 3 cr.
- [CSC 298 - Seminar and Project](#) 3 cr.

Semester Total: 10 Credits

Program Total: 17 Credits

Proposed Catalog Page

Computer Science Generalist Career Studies Certificate (221-246-01)

Certificate Curriculum

First Semester (Fall)

- [CSC 200 - Introduction to Computer Science](#) 3 cr.
- [CSC 201 - Computer Science I](#) 4 cr.

Semester Total: 7 Credits

Second Semester (Spring)

- [CSC 202 - Computer Science II](#) 4 cr.
- CSC Elective I* 3-5 cr.
- CSC Elective II * 3-5 cr.

Semester Total: 10-14 Credits

Program Total: 17 - 21 Credits

* Any remaining CSC course listed within the catalog will be able to meet this requirement. Please consult with transfer institution, employer, advisor, or CS faculty.

**LORD FAIRFAX COMMUNITY COLLEGE
CRITERIA FOR THE COLLEGE BOARD
MEDALLION OF RECOGNITION**

1. National, State, or local leaders of business, education, or government. Elected officials currently holding office are not eligible for nomination.
2. Persons from the College's service area who have made significant contributions to the College.
3. Retiring LFCC employees in good standing employed by the College for at least 10 years who made significant contributions during their employment.
4. Others as may be determined by the College Board.

A listing of all Medallion of Recognition recipients to date is located on the LFCC website at www.lfcc.edu/about-lfcc/awards/medallion-of-recognition/

Written nominations should be submitted to Ashley Hansen at ahansen@lfcc.edu by January 15, 2021.

Reports of the College

College Board meeting No. 249

November 12, 2020

a. Kim Blosser, president

Re-Employing Virginians (REV) Funding

- Governor Northam announced he will be transferring \$23 million in CARES Act funding to the VCCS to help support citizens who have been impacted by COVID-19 and need to be retrained. In the Governor's press release, he explained: "The new Re-Employing Virginians (REV) initiative will provide scholarships to eligible individuals to enroll in a workforce or community college program in five essential industries, including health care, information technology, skilled trades, public safety, and early childhood education."

The REV program will provide training vouchers to individuals whose employment has been impacted by COVID-19. Current and prospective students who are interested in determining if they are eligible for one of these vouchers should be directed here: <https://lfcc.edu/rev>

Training vouchers are available for eligible full-time, part-time, and workforce students. Full-time students can receive up to \$3,000 and part-time and workforce students can receive up to \$1,500. This is a great opportunity for current or prospective students to receive financial assistance to continue or begin a career.

The eligibility requirements are listed on the website, but please encourage any student or community member who thinks they might qualify to fill out the form. LFCC representatives are ready to respond as soon as individuals submit the form.

The critical factor for using these training vouchers is the student must be enrolled by December 14. The program/course can begin during the spring semester, but the student must be enrolled no later than December 14 to be eligible.

Hazel Hall

- Final funding for Hazel Hall has been approved and the VCCS has released Kjellstrom + Lee to start the bidding process again. All parties involved with this building will begin meeting again, and a new project timeline and construction schedule will be set soon. More frequent updates can be expected now that this building project is moving forward.

College updates

- The President will hold a virtual open forum with employees on November 17 at 10:00 a.m.
- President participating in virtual Veteran’s Day Celebration on November 11 at 5:30 pm. LFCC faculty member, Butch Austin, and Police Officer, Brian Higgins, will be two special veteran discussion panel participants. Join at <https://vccs.zoom.us/j/88920506213>
- The president held a virtual open forum with all LFCC students on October 21, 2020.
- LFCC’s All College Day 2020 was held October 23 from 8 am – 12 noon in an interactive virtual format focusing on the beginning phase of LFCC’s strategic planning process.
- LFCC partnered with United Way of the Northern Shenandoah Valley to host a virtual ALICE Awareness and Information Session on November 2. Guest speaker, Nadine Pottinga, CEO/president UW NSV, discussed updated ALICE report findings and highlights of community need in LFCC’s service region.

b. Jeanian Clark, vice president of Workforce Solutions and Continuing Education

- *Workforce Solutions and Continuing Education Quarterly Performance Update, July – September 2020 (Attachment No. 9)*

c. Chris Coutts, provost Fauquier campus; vice president of communications and planning

Fauquier campus

- The Fauquier Campus continues to thrive, even during the pandemic. Our parking lots are undergoing repairs. Staff are available on campus to assist students and visitors, but all support services have been successfully transitioned online. Nursing, phlebotomy, and a biology lab are meeting on the Fauquier campus and at the Vint Hill Site, while all other classes are virtual.

Communications and Planning

- The Communications and Planning (CAP) team launched LFCC’s strategic planning process during All College Day on October 23, 2020. Great feedback and input was received from faculty, staff and administrators about what the college represents to them and what paths LFCC should take in the coming years. One theme that emerged from the discussion was that LFCC provides a caring and supportive environment for students and employees, and cares about the future of our students. CAP will be following up over the next six months through a series of focus groups and surveys with students, faculty, staff and members of the community. The goal is to present a draft strategic plan to the College Board on April 1, 2021, so that board members can provide comments, suggestions and other feedback.

- We are currently working with various departments and offices to redesign and update our college website. The project will continue through early winter. The end result will be a streamlined, clean website that is easy to navigate and helps students find and enroll in academic and training programs. At the same time, we are working with an outside team, SIR, to conduct a study of our brand and how we are perceived in the community. The results of this brand study will help us as we redesign our website, develop a new strategic plan, and hone our marketing strategy.
- College Board members can help with marketing the college. We are excited to announce that LFCC has a new podcast. Check out these stories about students, staff and community friends at [LFCC Podcast](#). The enrollment/marketing landing page for spring 2021 has also been created and can be viewed at lfcc.edu/enroll. The fall student services landing page (formally lfcc.edu/fall2020) has been updated to reflect the spring enrollment period. You can access this page at lfcc.edu/spring2021. If you are active on social media, we invite you to share the [Course Promo Video](#) featuring Kelli Williams, and the [Course Modalities Explained](#) video featuring Dr. Anne Davis. Follow LFCC on social media and share often. [Facebook](#), [Instagram](#), [Twitter](#), [Spotify](#), [YouTube](#).
- Several press releases have ran lately. Here is a sample:

https://www.rappnews.com/features/therapp/the-rapp-for-oct-1/article_c8ef4db2-037f-11eb-a72e-a7d86f6d6ceb.html

https://www.nvdaily.com/nvdaily/business-news/article_5a535b45-87b4-5e74-a8cc-bde751e599ca.html

https://www.fauquiernow.com/fauquier_news/article/fauquier-5-friday-fauquier-factoids-students-at-lfcc-campus-10-2020

https://www.nvdaily.com/nvdaily/program-available-to-help-hispanic-community-find-jobs/article_8056318a-fbcf-5dc5-8e90-97f4a5b5c9b9.html

https://www.winchesterstar.com/winchester_star/athlete-spotlight-james-wood-boys-cross-country-runner-jimmy-burdock/article_4b2b8aff-7365-559c-b93e-d2ec78771b21.html

https://www.fauquier.com/news/fauquier-county-community-briefs/article_bfecc4ee-0800-11eb-8adc-f3420f5bd817.html

https://www.nvdaily.com/nvdaily/business-news-oct-10/article_b0ca487c-9f47-52ce-b73b-434c67f2e560.html

https://www.winchesterstar.com/winchester_star/berry-global-wants-to-be-an-employer-of-choice/article_86313a3c-d26b-5b3e-8d85-1169fc166aa4.html

d. Anne Davis, vice president of academic and student affairs

- The Preliminary Report for the MLT (med lab tech) accreditor, NAACLS, was marked as compliant in all standards. We still have a lot of work to do, in order to submit the Self Study by April, but this was a huge step. By having the Preliminary Report accepted, it means that the students currently enrolled in the program will be considered to have graduated from a program in “Serious Applicant Status”, which translates to them graduating from an accredited program (Accreditation is officially awarded after they graduate).
- Eastern Mennonite University and LFCC signed a transfer agreement that creates a pathway for transfer students to earn a bachelor’s degree in leadership and organizational management in a cohort model that would allow students to take courses at LFCC’s campus taught by EMU.
- Cybersecurity is going through accreditation review for ABET. Interviews and virtual visits are taking place during the first week of November.
- Two new programs:
 - Computational and Data Science (new faculty hired)
 - Cybersecurity Engineering
- Two students selected to present at the International Conference on Mobile, Hybrid, and Online learning originally scheduled in Valencia, Spain (now taking place virtually). Their presentation topics are:
 - Over the Ramparts: The Emergence of Cyber Warfare in the Modern World
 - Incorporating Cyber Competencies in K-12
- Dual Enrollment – after starting significantly below last year’s enrollment due to the uncertainty of opening dates and schedules at high schools in our service region, the dual enrollment team has worked hard to now be up 1 percent in DE student headcount and up 4 percent in FTE year-over-year comparison from 2019 to 2020.
- *High School Outreach Productivity Report – Fall 2020 (Attachment No. 10)*

Important Student Services Dates for Spring

Activity	Date
Schedule goes live	Wednesday, Oct 21
Special Populations Register	Wednesday, Oct 28
Current Students Register	Monday, Nov 2 nd
New Students Register	Monday, Nov 9 th
Tuition Deadline	Tuesday, Dec 8 th
Yes/No Campaign	Tuesday, Dec 8 th
1 st Drop (registration up through Dec 7 th)	Monday, Dec 14 th
2 nd Drop (registration Dec 8 th and beyond)	Wednesday, Jan 6 th
14W/7W1/5W1 classes start	Tuesday, Jan 19 th
Final 14 week Drop	Wednesday, Jan 20 th
Last day to add/drop 14 week	Thursday, Jan 21 st
12 Week Drop	Monday, Jan 25 th
12W classes start	Monday, Feb 1 st

e. Liv Heggoy, associate vice president of development; executive director of LFCC Educational Foundation

- Andy Gyurisin has accepted the Development Officer position for the Middletown campus and will begin on November 30. Andy brings great enthusiasm for the mission of LFCC and extensive experience with sales, marketing, customer service and special event fundraising. Since 2015, he has been the creative manager for the Alamo Drafthouse Cinema in Winchester and programming and promotions coordinator for Nerangis Management Corporation. For four years, Andy worked for the Lord Fairfax Small Business Development Center, and his office was at the Middletown campus.
- On September 24, the Foundation hosted its first virtual Evening with the Stars event to support the Luray-Page County Center. If you would like to watch the hour-long video program, please visit www.lfcc.edu/stars. A contract with Polar Engraving was signed to create the donor bricks for the rear courtyard at the new center. College Board members will soon receive a pamphlet with information on how to purchase a donor brick.
- The Foundation received a \$35,000 grant to support the Luray-Page County Center building campaign from the Truist Foundation. BB&T and SunTrust banks merged to form Truist earlier this year.
- There has been an increase in the number of student emergency funds requests this fall.

f. Craig Short, vice president of financial and administrative services

Financial and Administrative Operations Update

- The initial funding requests for the local budget have gone out to the municipalities.
- CARES Act funding, under the Higher Education Emergency Relief (HEER) Fund, for student grants has been fully dispersed. Those direct student payments accounted for nearly half of the grant. Much of the balance of the grant, known as the institutional portion of the CARES Act funding, has also been accounted for as an expense. LFCC has been allocated a total of \$2,435,218 of CARES Act funding to help offset COVID-19 related costs and impacts to students as of 10/26/20.
- The Chief Information Officer position in FAS has been filled. This position remains crucial to LFCC during Continuity of Operations Plan (COOP) implementation. It will also play an important role as we continue to seek innovations in remote delivery of classes and move into the post-COVID-19 Pandemic planning.
- Subway, food kiosks and the Student Union Recreational Fitness Center remain closed.
- Bookstore operations remain mostly online.
- The LFCC Emergency Action Plan COOP implementation remains in effect due to the impact of COVID-19. Teleworking when possible is in effect for back-of-house operations, with face-to-face as well as online/remote delivery of services available for student facing services. Information Technology continues to play a highly visible

role in service delivery and will continue to do so in the foreseeable future. The COVID team is holding regular planning meetings to mesh out operational issues for Spring/Summer/Fall and to ensure that LFCC remains in a “ready” posture, in the event of a mandate for a more restrictive environment that resembles the initial phase of the pandemic.

- Open recruitment for two positions in the Business Office and the Director of Facilities are in process.

Facilities and Construction Update

- College-Wide Facilities
Covid-19 related work has taken place at both campuses with a maintenance of cleaning protocols in place. Deep cleaning of restrooms and common areas has been ongoing as we continue through phase III of the Governor’s plan for re-opening. Additional equipment has arrived and placed in service to help with cleaning (electrostatic sprayers, local mobile air filtration units, additional cleaning vendor staff, etc.). Common area furniture improvements such as replacements and re-coverings have been made at both campuses to facilitate housekeeping’s ability to clean and otherwise sanitize them.
- Fauquier Campus
Exterior sidewalk, parking lot and landscaping improvements are in process now in the parking areas of Wolk Hall. The work includes repairs of curb/gutter, remove and replace of certain damaged parking areas and sidewalks, installation of new sidewalk to meet ADA requirements for the barn, asphalt crack chasing and filling, sealant and re-stripping of the parking lots. Overall work is expected to be completed by mid-November. HVAC repairs have been made to the backup chiller and the electrical system adjustments have been made to prevent further outages of Wolk Hall. As of right now, systems are all working as intended. No significant change with the status of Hazel Hall since the last meeting; drawings remain at DEB for permit approval and full funding for the project has been allocated. The timeframe for construction has yet to be established by the VCCS. It was anticipated that the project be given the notice to proceed sometime during this Fall semester. VCCS Project Managers have indicated that they are hopeful that remains to be the case.
- Luray-Page County Center
The construction of Jenkins Hall remains on schedule for completion and move-in this December. Plans are in process now at the LPCC for relocating to their new facility.
- Middletown
A small partition project for the library is expected to be bid out in November that will facilitate a separation of traffic between testing center and library patrons. Contractors are preparing final proposals on the joint scope of work for the parking and exterior ADA upgrades, and are expected by mid-November as a follow-up to the Fauquier parking and ADA work. HVAC and fire alarm repairs to Fairfax Hall are continuing as remnants from a previously conducted maintenance reserve project. A continuation of the LED light replacement projects in buildings and parking areas is ongoing. A project for the Student Union Building has been initiated to address

electrical surges from the incoming utility. Prior surges have caused damage to electronics and operational shutdowns on sensitive HVAC equipment. Facilities Management is currently working with the utility provider to devise a plan and scope of work. Smith Hall addition is in the final review of construction drawings phase and expected to be returned in mid-late November for permitting. For the addition, we are continuing the posture of “once a level of certainty has been reached with COVID-19 financial impacts, we’ll be at a decision point on scheduling of construction.” A concurrent project generally described as “The Smith Hall Welding lab HVAC improvements” is in the final stage of the review process. Those drawings have been revised as part of the review process and due back to DEB for final review by the end of October with the ability to start the bidding process in early November for this smaller project.

QUARTERLY PERFORMANCE UPDATE

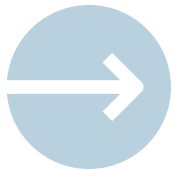


FY21Q1: JULY - SEPTEMBER 2020

Welcome to the second quarterly LFCC Workforce performance update. The WSCE team has undertaken the development of a communication instrument for our college leadership staff in an effort to keep you informed and engaged in WSCE strategic initiatives, performance outcomes, and in general “good to know”

things we are working on for the college and in our community! This quarter marks the start of the 2021 fiscal year and the first quarter initiatives occurring for the 3-month period of July 1, 2020 through September 30, 2020.

HIGHLIGHTS



CARES Funding Scholarships for COVID Impacted Residents

- LFCC Workforce Solutions, in partnership with the Town of Luray, Fauquier County, and Shenandoah County have been able to establish COVID-19 scholarships for citizens of each locality with our Lord Fairfax Community College Foundation. Using CARES funding, these dollars will provide limited scholarship opportunities for residents who were financially impacted by COVID-19 to take Workforce Solutions Career Preparation classes. Scholarships are available to all locality residents and will cover 75% of tuition up to \$2,000 per resident for the Workforce Solutions Career Preparation classes taken before June 30, 2021. Registration must occur no later than December 11, 2020.



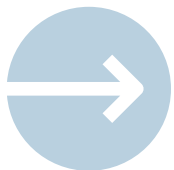
Launch of Workforce Classes at the New Luray-Page Center

- The WSCE team is excited to launch a series of workforce classes at the Luray Page Center starting in January 2021. Classes scheduled for the new location include Heavy Equipment Operator, Phlebotomy, Medical Assisting, and HVAC for the Winter/Spring 2021.



NC3 – Adopting the new Mechatronics Curriculum for Advanced Manufacturing and Industry 4.0

- Advised by employers and encouraged by our desire to support the regional economy, the Workforce team will be implementing a 3-year phased-in build-out of a robust new Advanced Manufacturing program. In migrating to this new curriculum, we will be able to build a series of stackable FastForward funded eligible programs for students and employers. In addition to continuing to offer evolving topics such as mechanical systems, fluid power, electrical fundamentals, PLCs, and robotic fundamentals, the program will now allow us to build additional pathways to support more advanced training in areas such as RFID, applied robotics, 3D modeling, applied mechanical systems, and cybersecurity in manufacturing systems. A significant amount of new equipment will be invested in the program and the program itself will be featured in the new Smith space addition on the Middletown Campus.



Workforce Coach

- We are currently in the process of hiring a Coach for Workforce. Our previous Coach, Sherry Pinto, accepted a promotion to the Operations and Registrations Manager in the WSCE unit last Winter. Due to COVID-19 and the state hiring freeze, we have been unable to backfill the much needed position until now.

ADDITIONAL UPDATES & INITIATIVES

Our Corporate Training (CT) team successfully launched our first ever customized on-site plumbing program in September. We were contacted by Powell's plumbing regarding our open enrollment Plumbing Level 1 course, currently offered only at our Vint Hill site. The company desired to have a program nearby, but LFCC lacks the facilities in the Middletown area to provide the full-scale program. Through the Corporate Training team, we were able to conduct a needs analysis and collaborate with Powell's to offer the full NCCER credential Plumbing 1 program at their location and on their schedule to 11 of their staff members. We can customize various aspects of our training programs, including location, time, curriculum, and instructor expertise to meet the unique business goals and budget of the organization. Aligning with the current FastForward Plumbing Level 1 course, we were able to stretch the training budget of the business and offer the training at 66% off for 9 of the 11 VA resident staff members.

Our Leadership Institute program is in its 9th year as a flagship cohort program tailored to current and emerging leaders in local industry. Through a team-based interactive collaboration, this institute takes a deep dive into 16 leadership and managerial topic areas. This year's cohort was slated to start in April 2020, which had to be postponed until September 2020. Through intense marketing efforts including free webinars and nurturing campaigns, we were able to generate new leads and interest and increase our enrollments from 14 enrollees in April to 25 individuals by September 2020. Even more exciting, we already have 5 participants registered for the next cohort starting April 2021!



HIGH SCHOOL OUTREACH OFFICE

Fall 2020
as of 10/28/20

School Division	Unduplicated Totals		Productivity Report											
	Headcount	Credits	(Students may be enrolled at more than one place. These numbers may not equal the Unduplicated Totals.)											
			High School Enrollment	High School Credits	Governor's School Enrollment	Governor's School Credits	Trades Academy Enrollment	Trades Academy Credits	EMT Academy Enrollment	EMT Academy Credits	On-Campus Enrollment	On-Campus Credits		
Clarke County														
Clarke County High School	129	815	118	591	6	81	3	51	1	9	14	83		
Culpeper County														
Culpeper County High School	11	148			11	148								
Eastern View High School	16	208			16	197					3	11		
Fauquier County														
Fauquier High School	195	1204	178	906	22	274					7	24		
Kettle Run High School	155	1087	146	714	29	367					2	6		
Liberty High School	94	568	81	375	15	188					2	5		
Frederick County														
James Wood High School	261	2279	244	1922	21	255	3	51	1	8	8	43		
Millbrook High School	248	2190	237	1896	21	254			1	6	11	40		
Sherando High School	255	2561	244	2264	12	151	2	34	1	9	21	103		
Harrisonburg City														
Harrisonburg High School	12	149			12	149								
Page County														
Luray High School	111	780	106	689	4	55					9	36		
Page County High School	118	906	116	749	4	51					21	106		
Rappahannock County														
Rappahannock County High School	55	409	45	205	9	117					17	87		
Rockingham County														
Broadway High School	10	133			10	133								
East Rockingham High School	7	94			7	94								
Spotswood High School	6	81			6	81								
Turner Ashby High School	7	85			7	85								
Shenandoah County														
Central High School	105	674	98	450	13	173			1	6	7	45		
Stonewall Jackson High School	103	903	100	728	6	83					16	92		
Strasburg High School	102	728	94	543	6	78					22	107		
Warren County														
Skyline High School	146	1066	133	814	13	153	2	34			7	65		
Warren County High School	71	502	46	174	16	211	1	17	3	21	16	79		
Winchester City														
John Handley High School	209	1651	202	1441	10	121	3	51			9	38		
Private Schools:														
Chelsea Academy	1	4									1	4		
Eukarya Christian Academy	8	55									8	55		
Fresta Valley Christian School	20	130	10	38							18	92		
Front Royal Christian Academy	4	15	4	12							1	3		
Legacy Christian Academy	3	23	2	6							2	17		
Mountain View Christian Academy	2	5									2	5		
Randolph-Macon Academy	20	78	20	78										
Wakefield Country Day School	4	16	4	16										
Home Schooled	59	434									58	428		
Totals for Fall 2020	2,547	19,981	2,228	14,611	276	3,499	14	238	8	59	282	1,574		
Totals for Fall 2019	2,519	19,258	2,191	14,181	276	3,416	8	136	7	52	293	1,473		
Change	28	723	37	430	0	83	6	102	1	7	-11	101		