

OFFICE OF ACADEMIC AFFAIRS

1126 SOLOMON BLATT BOULEVARD, PO Box 327 | BLATT HALL, ROOM 201 | DENMARK, SC 29042
(803) 793-5109



Denmark Technical College Area Commission - Academic Affairs Committee
March 18, 2021 – 10:00 a.m. – 11:15 a.m.
Virtual meeting via Zoom

AGENDA

Dr. Herman Wallace, Chair
Ms. Tia Wright-Richards/Vice President of Academic Affairs
Ms. Jill McDonald, Recorder

Committee on Academic Affairs

Dr. Herman Wallace, Chair
Ms. Tia Wright-Richards, Vice President of Academic Affairs
Dr. A. Clifton Myles, Executive Vice President

- | | | |
|-------------|--|---|
| I. | Call to Order | Rev. Dr. Herman Wallace |
| II. | Invocation | Ms. Leslie Holman-Brooks
Director, Career and Student
Success |
| III. | Opening Comments, Introductions | Chair |
| IV. | Approval of Minutes | Chair |
| V. | New Business | |

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- A. Academic Affairs Overview** Ms. Tia Wright-Richards

- B. Accreditation Update** Ms. Tia Wright-Richards

- C. Academic Affairs Enrollment Initiatives** Ms. Tia Wright-Richards

- D. Projects/Partnerships** Ms. Tia Wright-Richards/
Ms. Carolyn Fortson

- E. Career and Student Success** Ms. Leslie Holman-Brooks

- F. Action Items: New Program Proposals** Dr. Hadi Hamid
Dean of IRT

Ms. Karen Myers
Dean of Nursing

Dr. Danny Swilley
Dean of BCRT/PS

- G. Action Item: 2021 – 2022 Academic Calendar** Ms. Tia Wright-Richards

- VI. Old Business** Chair

- VII. Adjournment** Chair

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Additional Staff in Attendance

Ms. Carolyn Fortson, Dean of Library Services

Dr. Hadi Hamid, Dean of Industrial Related Technologies

Ms. Leslie Holman-Brooks, Director of Career and Student Success

Ms. Rosaland Kenner, Dean of Arts and Sciences

Ms. Karen E. Myers, Dean of Nursing

Dr. Danny Swilley, Dean of Business, Computers, Related Technologies, and Public Services



DENMARK
TECHNICAL COLLEGE

From the Office of Fiscal Affairs

AGENDA

Area Commission Meeting

Date: Thursday, March 18, 2021

Presiding: Mr. Clarence F. Bonnette, Vice President for Fiscal Affairs

Invitees: Mrs. Jamie Wise-McClary, Accounting Manager

Welcome and Introduction

DISCUSSION ITEMS:

1. **Update on Special Funding** (*Mrs. McClary*)
2. **Financial Aid Update(s):**
 - a) Revenue thru February 19, 2021
 - b) Expenditures thru February 19, 2021
 - c) Cash Balances
3. **Auxiliary Services Update:**
 - a) DTC Spirit Store
 - b) Resident Halls
 - c) Cafeteria
4. **Comments / Questions**
5. **Adjournment**

Updates from the Office of Institutional Advancement and Effectiveness

1. Public Information and Marketing

The Office of Public Information and Marketing continues to lead the overall marketing and branding initiative with high impact results in the area of increased exposure for the College; particularly, on social media. Current efforts are strategically focused on driving enrollment while mid- and long-term efforts will expand into initiatives to assist in broadening the recognition of Denmark Technical College as an historically black college. The intent of this more widely recognized designation is to increase the opportunity for fundraising opportunities.

The Office continues to lead the overall branding and marketing efforts of the College and will expand those efforts to include assisting the National Alumni Association and the Denmark Technical College Foundation. This will involve the development of a logos, taglines, and other items that clearly distinguish Denmark Technical College and affiliated entities as well as the design of collateral materials to support mission-focused initiatives, enrollment, fundraising, community awareness and the overall impressions of the College by the public.

Following are examples of recent advertising/marketing materials:



Recent Billboard



Several Examples of On-line Digital Ads

Overall, awareness of and engagement with the College by the public continues to significantly improve as depicted in the below tables.

Table 1 shows the followers across all five social media platforms that are in use at DTC, Facebook, Instagram, LinkedIn, Twitter, and YouTube. While all platforms have shown growth in followers, the jump in Facebook has increased by over 52%.

Table 2 reflects the continuing climb in the social medial engagement, which includes, reactions, comments and shares on Facebook, Twitter, and Instagram platforms.

Table 3 depicts the reach, or how many times College posts have been seen, on both Facebook and Twitter between July 2020 and January 2021. Between these two platforms, posts have had over 34,000 views in the month of January.

Social Media Followers

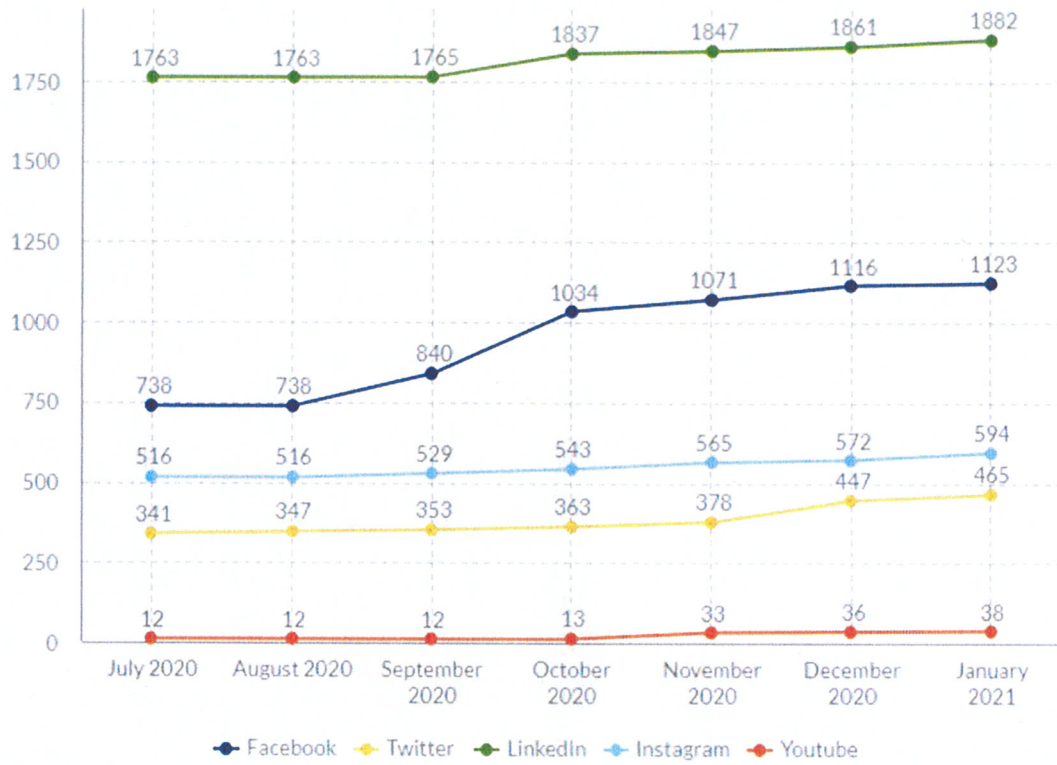
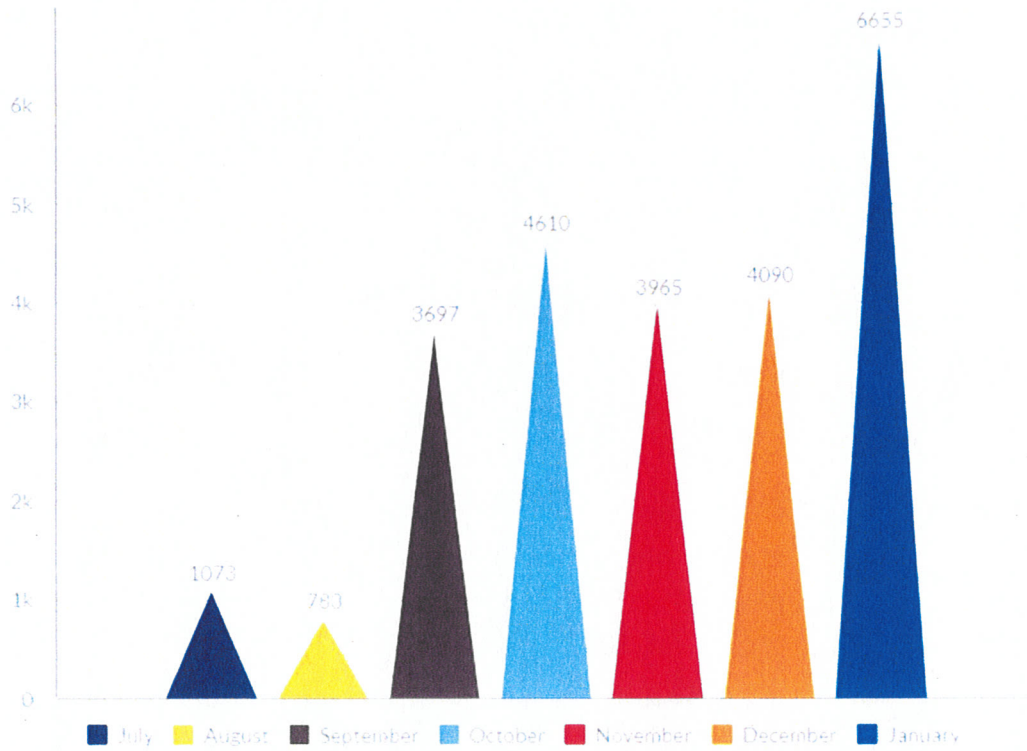
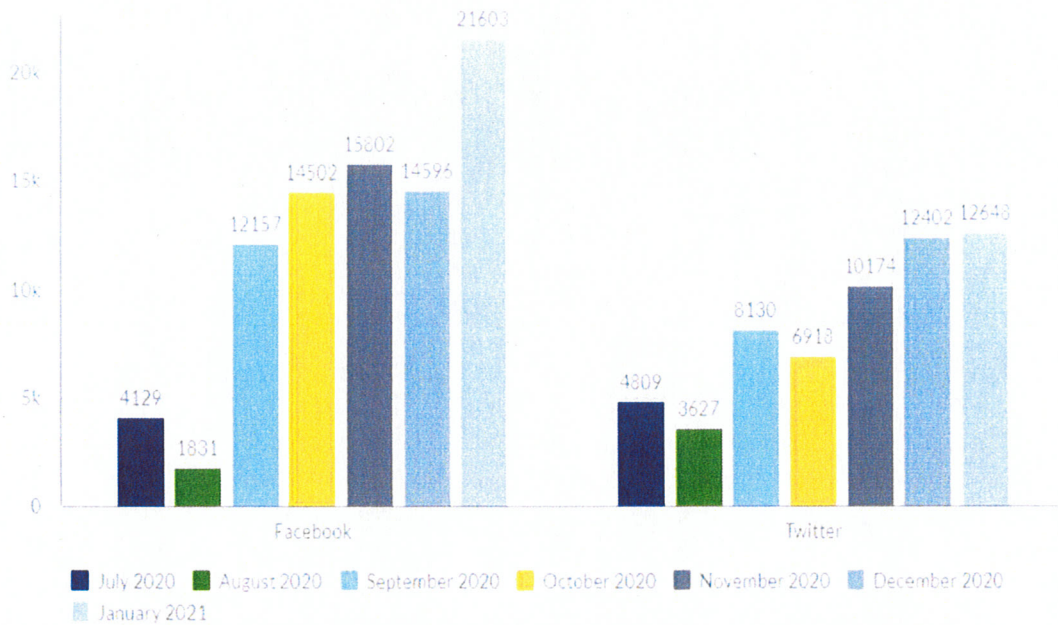


Table 1

Social Media Engagement - Facebook, Instagram & Twitter



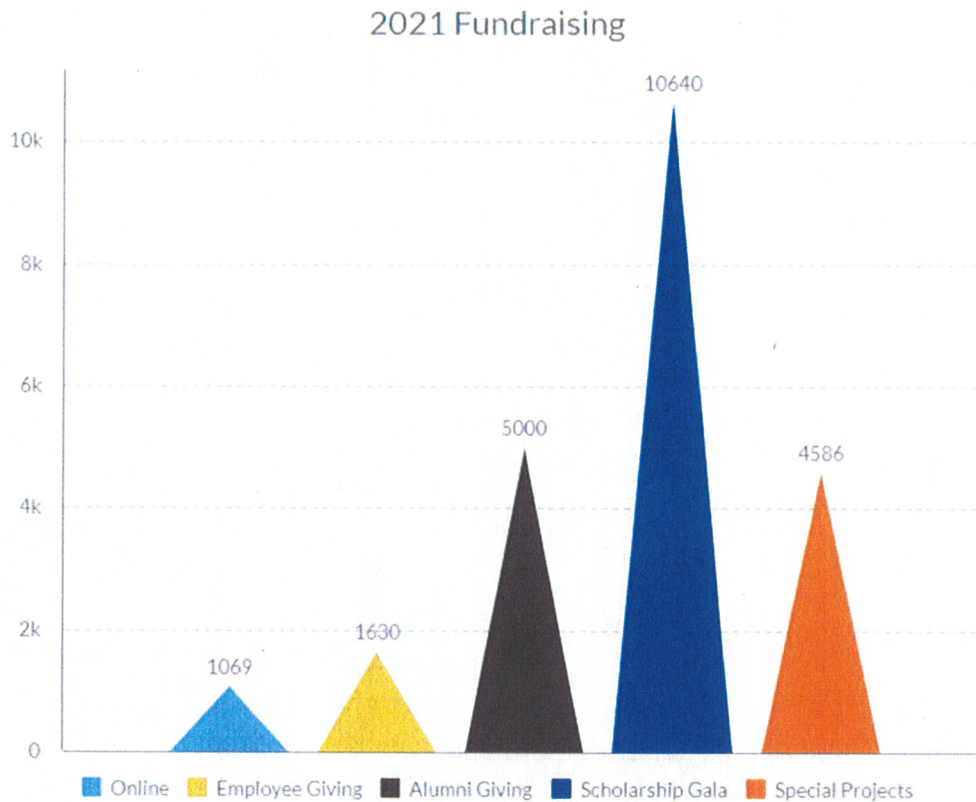
Twitter & Facebook Reach



2. Advancement and Alumni Relations

Advancement

COVID-19 has limited the ability of the College to seek and secure the levels of funding desired more effectively. A five-year, \$2.5 million target has been established as the fundraising goal for the College equating to \$500,000 per year over the course of the campaign. The College ended 2020 having raised \$261,000 (including \$89,000 in equipment donations from Apple, Inc.) To date, the College has raised \$23,000 as shown below.



To facilitate a more structured and aggressive approach to fundraising, the College has been working with an external consultant, on a pro bono basis, over the past several months. We anticipate this engagement will convert to a nine-month contractual arrangement effective March 1. From this engagement, a comprehensive fundraising plan will be developed and initiated.

Alumni Relations

The College continues to enjoy incredible support from the National Alumni Association and affiliated chapters. The College is exploring a new approach to working collaboratively with the Alumni Association to more effectively assist with expanding membership and engagement.

Denmark Technical College Foundation, Inc.

The College continues its efforts to work to establish a relationship of trust with the current Foundation Board membership. The Foundation has been supportive of several college initiatives including the purchase of a 12-passenger van and the general financial support of several students. However, a more robust approach to fundraising and a more structured and focused entity is necessary to support the intended efforts of the College to expand and increase fundraising. Consequently, the College is investigating the start-up a new non-profit entity to complement the existing Foundation. This new entity would be focused on securing major gifts for the College.

Institutional Effectiveness

The College continues the implementation phases of Planning & Self-Study and Via platforms from Watermark Insights, Inc. to facilitating the process of assessment, accreditation, and measurement of student learning outcomes. The introduction of this product will fully automate the program assessment process for the College and will vastly improve the College's ability to monitor student success while the student is enrolled and following graduation.

Human Resources Management

Turnover in the Human Resources Manager position has significantly impacted human resources services. A new Human Resources Manager, Ms. English Britton, joined the team on February 16, 2021, and brings nearly five years of state government experience to the table. She has been charged with completely revamping the Office of Human Resources to ensure best-in-class compliance and customer service through creative talent acquisition and retention, timely performance evaluations, current and accurate position descriptions, auditing personnel files to ensure audit standards are met and maintained, delivering accurate and timely human resources data to leadership, and completing all required state and federal reporting in a timely manner.

The Office of Human Resources continues to be instrumental in monitoring and responding to COVID-19 employee related issues on campus including the establishment of an on-site COVID-19 testing station which to date has conducted over 362 employee tests with two positive results (one of the two was deemed a false positive). COVID-19 prevention processes and protocols continue to significantly limit the instances of COVID-19 on campus.



**Division of Student Affairs
Area Commission Meeting
March 18, 2021**

Dr. Lamar J. White, Vice President for Student Affairs, Presiding

Invitees:

- Ms. Ms. Jamecia Murray, Director of Admission & Recruitment**
- Ms. Vanessa Childs, Director of Financial Aid and Veterans Affairs**
- Ms. Ra'Sheeda Robinson, Nurse of Health & Wellness**
- Ms. Taylor Helton, Director of Student Activities & Upward Bound**

Welcome

Introduction

Student Service Overview Innovation, Best Practices, Efficient Systems	Dr. Lamar J. White
Admission and Recruitment	Ms. Jamecia Murray
Residence Life	Dr. Lamar J. White
Financial Aid/Default Management	Ms. Vanessa Childs
Health Services	Ms. Ra'Sheeda Robinson
Student Leadership & Engagement	Ms. Taylor Helton
Upward Bound	Ms. Taylor Helton

Questions

Adjournment