

**AIKEN COUNTY COMMISSION FOR TECHNICAL  
AND COMPREHENSIVE EDUCATION  
AIKEN TECHNICAL COLLEGE**

**February 14, 2022  
5:15 p.m.**

**President's Conference Room 102  
Ashley Little Administration Building**

**MEETING MINUTES**

**CALL TO ORDER**

**NOTIFICATION OF COMPLIANCE WITH THE SOUTH CAROLINA FREEDOM OF  
INFORMATION ACT**

**ROLL CALL**

**Present:**

Mr. Joe Lewis  
Mr. Bill Windley  
Mr. Ed Romero  
Mr. Alvin Padgett  
Ms. Keyatta Priester  
Mr. Mike Uhle  
Mr. Charlie Hartz

**Not Present:**

Mr. King Laurence  
Mr. Daniel Lloyd  
Mr. Stuart MacVean  
Ms. Teresa Haas

**Also Present:**

Dr. Forest Mahan  
Dr. Vinson Burdette  
Mr. Andy Jordan  
Ms. Mechelle English  
Ms. Sylvia Byrd

## **APPROVAL OF MINUTES – January 10, 2022**

Ms. Keyatta Priester made the motion, seconded by Mr. Bill Windley, to approve the minutes of the January 10, 2022 meeting as presented. The motion passed unanimously.

### **A. Administrative Services – Mr. Andy Jordan**

#### **1. COVID-19 Testing Site on Campus**

Summary of Issue: The South Carolina Department of Health and Environmental Control requested the College be a site for public rapid COVID-19 testing. The testing will begin on campus on February 16 in the parking lot 10 area. DHEC will conduct testing seven days a week from 9:00 a.m. to 5:00 p.m. DHEC will reassess the testing program in 90 days. USCA is currently the only other rapid testing site in the county.

Action Taken: None taken.

#### **2. 300/400/500 Building Demolition Letter**

Summary of Issue: The 300, 400, 500/600 buildings on campus are vacant and deteriorating. The buildings are fully depreciated. To move forward with the demolition of the buildings, the Commission reviewed a draft letter to the Office of the State Engineer approving their demolition, effective February 14, 2022. The letter states that the College will utilize the land where the buildings stood for future green and outdoor learning spaces.

Action Taken: Mr. Windley motioned to approve the letter on behalf of the Building & Finance Committee. The motion passed unanimously.

#### **3. Fiscal Year 2021 Single Audit**

Summary of Issue: Preparation of the FY21 Single Audit covering financial aid is delayed due to pending federal and state regulatory guidelines. Mr. Jordan expects the Single Audit to be finalized and presented for Commission approval at the March meeting.

Action Taken: None taken.

### **B. Academic and Student Affairs – Dr. Vinson Burdette**

#### **1. Enrollment Update**

Summary of Issue: The Commission received an update on spring term enrollment, down 2% from last spring. As of today, enrollment is at 1,777 students. New student applications are still high. Term III enrollment begins soon. The College is highly focused on fall 2022 enrollment. The College will implement items from the Enrollment Management Consulting Report to increase marketing, public relations, and other resources to boost enrollment. One item involves targeted

campaigns to all high school seniors in Aiken County Public Schools. The College is also developing campaigns for adult students and veterans.

Action Taken: None taken.

## **C. Advancement – Ms. Mechelle English**

### **1. Creative Services Partnership**

Summary of Issue: Inspired by the College's 50<sup>th</sup> Anniversary and existing plans to update College signage and branding, the College interviewed outside creative agencies to provide objective assessments of internal and external marketing strategies. The College contracted World Design Marketing (WDM) for one year with an option to renew. WDM has worked with several two-year colleges. WDM has visited the campus twice and is preparing a list of recommendations for the College to consider. The College will apply WDM recommendations to enhance marketing efforts for high school students, adult learners, and veterans with a focus on recruitment and retention.

Action Taken: None taken.

## **D. Human Resources – No Report**

## **E. Office of the President – Dr. Forest Mahan**

### **1. College Update**

Summary of Issue: Last week, the South Carolina Senate Finance Committee approved moving the DOE-SRS Settlement dollars forward to the full Senate. Some of the settlement funds will go to counties across the state, but Aiken County still fared well. The settlement includes \$1.5M for the ATC Welding Lab, and funding for the new Nursing building was increased to \$9.5M, considering the increased cost of construction. The settlement also provided \$30M for the new Aiken County Career and Technology Center plan to relocate to the ATC campus. The Aiken County School District may also allot funds to the new Career Center.

Dr. Mahan and Ms. Priester attended the SC Association of Technical College Commissioners (SCATCC) Commissioner Orientation on February 2 in Columbia, SC. The program highlighted student successes from ATC. Ms. Priester is the 2022 Vice-Chair. Dr. Mahan invited ATC Commission members to learn more about getting involved with the SCATCC. Last week, Dr. Mahan and Ms. Priester also attended the national Association of Community College Trustees (ACCT) Legislative Summit in Washington, D.C. and met with US Congress members. Other members from the SC Technical College System also attended. ATC and the SCTCS are looking to be more involved in the federal processes related to program or tuition funding, and federal grants.

To help enhance College recruitment efforts and meet employee work-life balance expectations, ATC will implement a volunteer telecommuting pilot modeled after Trident Technical College that follows

State policy. Employees in eligible positions must meet several State criteria to telecommute and may telecommute up to two days a week. The College lost one employee who could telecommute elsewhere, and telecommuting will provide savings to the College. Feedback from employees is very positive. All ATC employees have a work-issued tablet or laptop and secure VPN access for telecommuting.

The College is looking at the recommendations received in the Enrollment Consultant Report (ECR), especially strategic investment in College resources. The College received over one million dollars in COVID-19 relief funds, and the College has a healthy reserve. The College is investing in personnel and messaging to prospective students. The ECR recommended outsourcing all social media outreach to students by purchasing a Customer Relations Management system (CRM), which would also help with student retention. ATC's most significant loss of students has occurred in enrolled students not returning. Executive Staff and the Student Success Team are evaluating outsourced CRMs expected to cost one to two million dollars. The ECR found the College relationship with students to be too transactional. The CRM will modernize processes still done manually and allow more time for personnel and messaging to build relationships with students. Ms. Priester asked if any funds will address mental illness assistance and childcare for students and employees. Dr. Mahan replied the College may apply for grants to assist with childcare and additional supports. Dr. Burdette clarified there are two outsourced tools the College is investigating: A Retention Success Management System and an automated recruitment marketing system to incoming students. Ideally, there is a recruitment CRM and a retention CRM implemented at the same time. Ms. Priester asked what is the College doing with available funds to reach students in more rural areas through schools, libraries, a satellite campus, or internet access. Dr. Mahan replied HEERF and other COVID-19 funding have restrictions on use. Dr. Mahan will mention rural internet needs at the upcoming County Council dinner. There are opportunities to explore childcare partnerships and transportation as well. Dr. Burdette added the College posted positions for a Director of Student Success and a Student Wellness and Accessibility Manager. Ms. English added the TRIO Upward Bound grant would support low-income students at Ridge Spring-Monetta and Midland Valley High Schools with internet hotspots and transportation to campus, in addition to academic support.

Mr. Alvin Padgett requested a legislative bill number related the DOE-SRS settlement to reference when calling elected officials. Commission members should voice their support for ATC and the Career and Technology Center.

Dr. Burdette announced his retirement from the College after eleven years with ATC and almost 30 years with the State. He is taking a position with North Georgia Technical College to be closer to family. Dr. Burdette's last day will be April 1, 2022. Dr. Mahan thanked Dr. Burdette for his work with the College and the Commission congratulated Dr. Burdette

Mr. Joe Lewis addressed the Commission, reminding them of cuts the College experienced funding and program cuts in the past. The College is in a unique position now with the availability of federal and state money. Mr. Lewis called upon the Commission to provide input in the 2022-2027 Strategic Plan to leverage funding for the College.


Action Taken: None taken.


## 2. Upcoming Events


- February 15, 2022 - Dynamic Dialogues Film Screening - The Blinding of Isaac Woodard, 6:00 p.m., ATC Amphitheater
- February 22, 2022 – Aiken County Council Dinner, 5:30 p.m., ATC CEAM Building
- March 14, 2022 – Commission Meeting
- April 11, 2022 – Commission Meeting
- May 3, 2022 – Commencement, USCA Convocation Center
- May 9, 2022 – Commission Meeting
- June 13, 2022 – Commission Meeting
- July 2022 – No Meeting


**F. Executive Session** – There was no Executive Session.

Ms. Priester made the motion, seconded by Mr. Padgett to adjourn the meeting. The motion passed unanimously. The meeting adjourned at 6:15 p.m.

  
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Joe Lewis, Chair

  
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Keyatta Priester, Secretary

  
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Date Approved

  
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Date Approved

