



**VHCC Board Meeting Agenda
Tuesday, February 10, 2026**

Meeting to occur at 9:00 a.m. in SVHEC room 240:

- I. Call to Order
- II. Minutes – November 12, 2025 (Attachment #1)
- III. Public Comments
- IV. College Updates
 - A. Instruction and Student Services – Dr. Derek Whisman
 - i. Action Item – None
 - ii. Information Item – Enrollment Update (Attachment #2)
 - B. Institutional Advancement and VHCC Foundation – Laura Pennington
 - i. Action Item – None
 - ii. Information Item – IA & Foundation Board Report (Attachment #3)
 - C. Finance and Administrative Services – Chris Fields
 - i. Action Item – None
 - ii. Information Item – Campus Improvement Projects Updates (Attachment #4)
 - D. President’s Office – Dr. Adam Hutchison
 - i. Action Item – None
 - ii. Information Items –
 - 1. Workforce Development Board Report (Attachment #5)
 - 2. Legislative Update
 - 3. Dual Enrollment
 - 4. SACSCOC
 - 5. Campus Master Plan Presentation – SFCS
- V. Board Chair Address
- VI. Adjournment

Lunch – 12:00 p.m.

Attachment #1

VIRGINIA HIGHLANDS COMMUNITY COLLEGE

Meeting Number 340

Wednesday, November 12, 2025

Location: ADM Boardroom

The Virginia Highlands Community College Board convened at 12:00 p.m. on Wednesday, November 12, 2025. Lunch was at noon, and the business portion of the meeting immediately followed at 1:06 p.m. in the ADM Boardroom.

Members Present

Gwen Beattie, Smyth County
Donald Bowman, City of Bristol
Charlie Fugate, Washington County
Pamela Hill, Smyth County
Beth Rhinehart, City of Bristol

Members Absent

Dr. Doug Arnold, Washington County
Don Ashley, City of Bristol
Dan Smith, Washington County
Tonya Triplett, Washington County

Staff Present

Dr. Adam Hutchison, President and Secretary to the Board
Jessie O'Quinn, Executive Assistant to the President
Christine Fields, Vice President of Finance and Administration
Laura Pennington, Vice President of Institutional Advancement
Dr. Derek Whisman, Vice President of Instruction and Student Services

Call to Order

Gwen Beattie called the meeting to order. Shortly thereafter, Chair Don Bowman, arrived and led the meeting.

Approval of Minutes

Board Member Beth Rhinehart made the motion to approve the minutes for August 12, 2025 Minutes No. 339 (with one minor correction). Board Member Gwen Beattie seconded, and the motion carried with all in favor.

Public Comments

There were no public comments.

College Updates

Instruction and Student Services

Vice President Dr. Derek Whisman began by asking the Board for approval of an addition to this year's Citizens Advisory Committee membership. The list was provided in the Board packet for review. Board Member Pam Hill made a motion to approve the new member for the Citizens Advisory Committee membership. Board Member Beth Rhinehart seconded the motion, Charlie Fugate abstained, and it carried with majority vote.

Dr. Whisman presented two new curriculum proposals for approval effective Fall 2026: Hospitality & Tourism Management AAS degree and Medical Coding & Billing AAS degree. The Hospitality & Tourism Management degree would have two pathways, one in Tourism and Hotel Management, the other in Culinary Arts. This degree was developed with regional input, focusing on local needs. It was also designed to allow dual enrollment student who have earned a Culinary Arts certificate to apply those credits at VHCC. The Medical Coding & Billing AAS degree is an expansion from certificate to associate's degree to meet the demand for higher paying, remote jobs. Board Member Gwen Beattie made a motion to approve the two new curriculum proposals. Board Member Charlie Fugate seconded the motion, and it carried with all in favor. These proposals will now be sent to the State Board for approval.

Dr. Whisman also presented to the Board approval to discontinue seven certificate programs. The attachment originally listed eight programs, but Dr. Whisman mentioned Accounting will not be included at this time. The seven certificate programs proposed for discontinuation are:

- A+ Networking
- Web Design Manager
- Engineering (Solar Energy Technology)
- Supervision and Management
- Clerical Studies
- Computer Numerical Controls Machining
- Health Information Technology

He informed the Board that it was the VCCS's recommendation to discontinue these certificates due to low FTE and graduates in the past three or more years. Many times, the programs are outdated or superseded by new offerings. Board Member Beth Rhinehart made a motion to discontinue these seven certificate programs. Board Member Pam Hill seconded the motion, and it carried with all in favor.

Dr. Whisman also provided an enrollment update. We are ending the semester strong with 1326 FTE, an 8% increase in FTE compared to last year.

Institutional Advancement and Educational Foundation

Vice President Laura Pennington provided updates in her division. She shared the recent announcement of the Bristol Promise Program for three years beginning Fall 2026. This is possible due to a grant from the Anne & Gene Worrell Foundation. Other highlights in her department include upcoming requests for student Thanksgiving meal boxes, another successful Golf Tournament raising \$30,000 for our general scholarship fund, and the Aspen Institute naming VHCC as a top 200 U.S. Community College.

Finance and Administrative Services

Christine Fields, Vice President of Finance and Administration, asked for approval of the 2026-2027 Localities Appropriation Fund Budget Request. The total operating budget request is \$160,750. She also included a history of what has been requested and received from the three localities since 2022. Board Member Gwen Beattie made the motion to approve the budget request. Board Member Charlie Fugate seconded, and the motion carried with all in favor.

Ms. Fields also gave a few brief updates of current campus projects, as outlined in the attachment.

President's Office

President Dr. Hutchison began his address to the Board by asking for review and reaffirmation of VHCC's mission statement. He explained that our accreditor, SACSCOC, requires governing boards to regularly review institutional mission statements. Board Member Charlie Fugate made the motion to reaffirm the mission statement. Board Member Pam Hill seconded, and the motion carried with all in favor.

Dr. Hutchison also discussed the Campus Master Plan. SFCS has remained actively engaged in advancing our master plan, holding multiple Zoom meetings with the President's Cabinet to ensure steady progress. They continue to focus on optimizing space utilization and updating infrastructure. SFCS has been asked to present at the February Board meeting to share their findings. The February meeting is expected to run longer to accommodate this presentation, and Dr. Hutchison encouraged board members to consider scheduling options that work best for them.

Lastly, Dr. Hutchison provided the Workforce Development report that Shannon Mutter included in the packet, including FastForward enrollment data. Dr. Hutchison commented that Ms. Mutter has done a great job in significantly broadening the work of certain programs such as CDL, construction trades, and other industries. Also, the EMT program has moved to the Workforce Development side.

Board Chair Address

Board Chair Don Bowman reminded the Board members that they have been invited to the annual VHCC Holiday Luncheon on December 12.

Adjournment

Board Member Gwen Beattie made a motion to adjourn the meeting. Board Member Beth Rhinehart seconded, and the Board unanimously approved adjournment at 2:30 p.m.

Submitted By: _____
Dr. Adam Hutchison, President

Approved By: _____ Date _____
Don Bowman, Chair

Attachment #2

Spring 2026 Point-in-Time FTE Enrollments Compared with Spring 2025

Compare Dates: February 2, 2026 with February 3, 2025

College	Spring 2026 Total FTE	Spring 2025 Total FTE	Total FTE Change, N	Total FTE Change, %	Spring 2026 Regular FTE	Spring 2025 Regular FTE	Regular FTE Change, N	Regular FTE Change, %	Spring 2026 Dual FTE	Spring 2025 Dual FTE	Dual FTE Change, N	Dual FTE Change, %	Spring 2025 Final FTE	Spring 2025 Final FTE Change, N	Spring 2025 Final FTE Change, %
Blue Ridge	1,962	1,935	26	1.35	1,689	1,706	-17	-0.98	273	230	43	18.72	1,867	95	5.07
Brightpoint	4,938	4,541	396	8.73	3,899	3,680	219	5.95	1,039	862	177	20.59	4,450	488	10.96
Central Virginia	2,003	1,927	75	3.91	1,396	1,306	90	6.91	607	621	-15	-2.39	1,905	98	5.14
Danville	1,189	1,209	-20	-1.64	865	874	-8	-0.95	323	335	-12	-3.44	1,238	-49	-3.98
Eastern Shore	520	498	22	4.43	273	282	-9	-3.24	247	215	31	14.48	506	14	2.80
Germanna	4,654	4,412	242	5.48	3,692	3,547	145	4.10	961	865	96	11.13	4,295	358	8.34
J. Sargeant Reynolds	4,991	4,677	315	6.73	4,106	3,672	434	11.81	885	1,004	-119	-11.84	4,658	333	7.16
Laurel Ridge	2,353	2,226	127	5.71	2,052	1,934	118	6.11	301	292	9	3.04	2,813	-460	-16.36
Mountain Empire	1,220	1,187	33	2.77	829	783	46	5.93	391	404	-14	-3.36	1,180	40	3.40
Mountain Gateway	468	391	77	19.82	285	263	22	8.30	183	128	56	43.60	418	51	12.15
New River	2,104	2,141	-37	-1.72	1,502	1,470	33	2.22	602	672	-70	-10.36	2,124	-20	-0.93
Northern Virginia	26,676	25,467	1,209	4.75	22,708	21,856	852	3.90	3,967	3,610	357	9.89	25,088	1,588	6.33
Patrick & Henry	1,290	1,242	48	3.84	873	873	1	0.08	417	370	47	12.73	1,234	56	4.53
Paul D. Camp	599	634	-36	-5.62	403	388	15	3.74	196	246	-50	-20.40	633	-35	-5.46
Piedmont Virginia	2,351	2,371	-20	-0.85	1,772	1,791	-19	-1.04	579	581	-1	-0.25	2,256	95	4.23
Rappahannock	1,491	1,383	108	7.82	785	742	42	5.67	707	641	66	10.31	1,375	117	8.48
Southside Virginia	1,879	1,753	126	7.19	1,024	989	34	3.48	855	764	92	11.99	1,721	158	9.16
Southwest Virginia	1,377	1,359	18	1.31	1,156	1,128	29	2.53	221	232	-11	-4.60	1,362	15	1.09
Tidewater	8,842	8,762	81	0.92	7,437	7,598	-161	-2.12	1,405	1,164	241	20.74	8,762	80	0.92
Virginia Highlands	1,176	1,171	5	0.47	862	807	55	6.82	314	364	-50	-13.63	1,178	-2	-0.14
Virginia Peninsula	3,259	3,070	189	6.16	2,535	2,375	160	6.72	725	695	29	4.24	3,285	-26	-0.79
Virginia Western	3,090	2,995	95	3.19	2,472	2,324	148	6.39	618	671	-53	-7.90	2,965	125	4.23
Wytheville	1,308	1,293	15	1.19	856	821	35	4.31	452	472	-20	-4.23	1,306	3	0.20
VCCS	79,741	76,646	3,096	4.04	63,473	61,209	2,264	3.70	16,269	15,437	832	5.39	76,620	3,122	4.07

The purpose of this report is to compare enrollments on the day the report is run with enrollments from the previous year at the same point in the semester. Changes from year to year may be due to a number of factors other than actual increase/decrease in enrollment, such as changes in college registration dates, or when colleges enter dual enrolled students into SIS, etc. Daily/weekly fluctuations in enrollment are typical throughout a semester. These are preliminary numbers. We urge caution in their interpretation.

Current term data shown in this report come from SIS Query as of the morning the report was run. Prior year data come from SAS data files built the previous year, also from SIS. Only credit enrollments are included. Audit enrollments are excluded.

Questions about this report should be directed to Dr. Catherine Finnegan, Assistant Vice Chancellor for Research & Reporting, at cfinnegan@vccs.edu.

Spring 2026 Point-in-Time Headcount Enrollments Compared with Spring 2025
 Compare Dates: February 2, 2026 with February 3, 2025

College	Spring 2026 Total HC	Spring 2025 Total HC	Total HC Change, N	Total HC Change, %	Spring 2026 Regular HC	Spring 2025 Regular HC	Regular HC Change, N	Regular HC Change, %	Spring 2026 Dual HC	Spring 2025 Dual HC	Dual HC Change, N	Dual HC Change, %	Spring 2025 Final HC	Spring 2025 Final HC Change, N	Spring 2025 Final HC Change, %
Blue Ridge	3,654	3,511	143	4.07	2,710	2,752	-42	-1.53	944	759	185	24.37	3,507	147	4.19
Brightpoint	9,885	8,876	1,009	11.37	6,652	6,072	580	9.55	3,233	2,804	429	15.30	8,878	1,007	11.34
Central Virginia	3,470	3,241	229	7.07	2,398	2,191	207	9.45	1,072	1,050	22	2.10	3,251	219	6.74
Danville	1,977	2,010	-33	-1.64	1,211	1,219	-8	-0.66	766	791	-25	-3.16	2,146	-169	-7.88
Eastern Shore	836	782	54	6.91	425	437	-12	-2.75	411	345	66	19.13	815	21	2.58
Germanna	8,459	7,957	502	6.31	5,760	5,562	198	3.56	2,699	2,395	304	12.69	7,957	502	6.31
J. Sargeant Reynolds	9,041	8,346	695	8.33	6,646	5,981	665	11.12	2,395	2,365	30	1.27	8,397	644	7.67
Laurel Ridge	3,989	3,972	17	0.43	3,208	3,143	65	2.07	781	829	-48	-5.79	5,369	-1,380	-25.70
Mountain Empire	1,931	1,881	50	2.66	1,172	1,095	77	7.03	759	786	-27	-3.44	1,883	48	2.55
Mountain Gateway	862	755	107	14.17	420	399	21	5.26	442	356	86	24.16	854	8	0.94
New River	3,614	3,717	-103	-2.77	2,312	2,277	35	1.54	1,302	1,440	-138	-9.58	3,828	-214	-5.59
Northern Virginia	51,072	48,436	2,636	5.44	35,591	34,258	1,333	3.89	15,481	14,178	1,303	9.19	48,957	2,115	4.32
Patrick & Henry	1,795	1,710	85	4.97	1,213	1,176	37	3.15	582	534	48	8.99	1,773	22	1.24
Paul D. Camp	1,075	1,183	-108	-9.13	588	597	-9	-1.51	487	586	-99	-16.89	1,195	-120	-10.04
Piedmont Virginia	4,715	4,868	-153	-3.14	3,068	3,132	-64	-2.04	1,647	1,736	-89	-5.13	4,741	-26	-0.55
Rappahannock	2,714	2,558	156	6.10	1,307	1,256	51	4.06	1,407	1,302	105	8.06	2,560	154	6.02
Southside Virginia	3,378	3,158	220	6.97	1,954	1,856	98	5.28	1,424	1,302	122	9.37	3,145	233	7.41
Southwest Virginia	2,161	2,132	29	1.36	1,576	1,536	40	2.60	585	596	-11	-1.85	2,142	19	0.89
Tidewater	16,248	15,822	426	2.69	11,795	12,071	-276	-2.29	4,453	3,751	702	18.72	15,960	288	1.80
Virginia Highlands	1,954	2,035	-81	-3.98	1,329	1,248	81	6.49	625	787	-162	-20.58	2,119	-165	-7.79
Virginia Peninsula	5,602	5,441	161	2.96	3,885	3,765	120	3.19	1,717	1,676	41	2.45	6,178	-576	-9.32
Virginia Western	5,768	5,689	79	1.39	4,140	3,902	238	6.10	1,628	1,787	-159	-8.90	5,742	26	0.45
Wytheville	2,041	2,062	-21	-1.02	1,217	1,170	47	4.02	824	892	-68	-7.62	2,115	-74	-3.50
VCCS	146,241	140,142	6,099	4.35	100,577	97,095	3,482	3.59	45,664	43,047	2,617	6.08	143,512	2,729	1.90

The purpose of this report is to compare enrollments on the day the report is run with enrollments from the previous year at the same point in the semester. Changes from year to year may be due to a number of factors other than actual increase/decrease in enrollment, such as changes in college registration dates, or when colleges enter dual enrolled students into SIS, etc. Daily/weekly fluctuations in enrollment are typical throughout a semester. These are preliminary numbers. We urge caution in their interpretation.

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Spring 2026 Point-in-Time Credit Hours per Student Compared with Spring 2025
 Compare Dates: February 2, 2026 with February 3, 2025

College	Spring 2026 Total Credits per Student	Spring 2025 Total Credits per Student	Total Credits per Student Change, N	Total Credits per Student Change, %	Spring 2026 Regular Credits per Student	Spring 2025 Regular Credits per Student	Regular Credits per Student Change, N	Regular Credits per Student Change, %	Spring 2026 Dual Credits per Student	Spring 2025 Dual Credits per Student	Dual Credits per Student Change, N	Dual Credits per Student Change, %
Blue Ridge	8.05	8.27	-0.22	-2.61	9.35	9.30	0.05	0.55	4.33	4.54	-0.21	-4.54
Brightpoint	7.49	7.67	-0.18	-2.37	8.79	9.09	-0.30	-3.29	4.82	4.61	0.21	4.59
Central Virginia	8.66	8.92	-0.26	-2.95	8.73	8.94	-0.21	-2.32	8.49	8.88	-0.39	-4.40
Danville	9.02	9.02	0.00	0.00	10.72	10.75	-0.03	-0.29	6.33	6.35	-0.02	-0.29
Eastern Shore	9.32	9.54	-0.22	-2.31	9.64	9.69	-0.05	-0.50	9.00	9.37	-0.37	-3.90
Germanna	8.25	8.32	-0.07	-0.78	9.62	9.57	0.05	0.52	5.34	5.42	-0.08	-1.39
J. Sargeant Reynolds	8.28	8.41	-0.12	-1.47	9.27	9.21	0.06	0.62	5.54	6.37	-0.82	-12.95
Laurel Ridge	8.85	8.41	0.44	5.26	9.60	9.23	0.37	3.96	5.78	5.28	0.50	9.37
Mountain Empire	9.48	9.47	0.01	0.11	10.62	10.73	-0.11	-1.02	7.72	7.72	0.01	0.07
Mountain Gateway	8.15	7.77	0.38	4.95	10.19	9.90	0.29	2.89	6.21	5.37	0.84	15.66
New River	8.73	8.64	0.09	1.08	9.75	9.68	0.07	0.68	6.94	7.00	-0.06	-0.86
Northern Virginia	7.83	7.89	-0.05	-0.66	9.57	9.57	0.00	0.01	3.84	3.82	0.02	0.64
Patrick & Henry	10.78	10.90	-0.12	-1.07	10.80	11.13	-0.33	-2.98	10.74	10.39	0.36	3.43
Paul D. Camp	8.35	8.04	0.31	3.86	10.28	9.76	0.52	5.33	6.03	6.30	-0.27	-4.22
Piedmont Virginia	7.48	7.31	0.17	2.37	8.66	8.58	0.09	1.03	5.28	5.02	0.26	5.14
Rappahannock	8.24	8.11	0.13	1.62	9.00	8.87	0.14	1.54	7.53	7.38	0.15	2.08
Southside Virginia	8.34	8.33	0.02	0.21	7.86	7.99	-0.14	-1.71	9.01	8.80	0.21	2.40
Southwest Virginia	9.56	9.56	-0.00	-0.05	11.00	11.01	-0.01	-0.07	5.67	5.83	-0.16	-2.81
Tidewater	8.16	8.31	-0.14	-1.73	9.46	9.44	0.02	0.18	4.73	4.65	0.08	1.71
Virginia Highlands	9.03	8.63	0.40	4.63	9.73	9.70	0.03	0.31	7.54	6.93	0.61	8.75
Virginia Peninsula	8.73	8.46	0.26	3.10	9.79	9.46	0.32	3.42	6.33	6.22	0.11	1.75
Virginia Western	8.04	7.90	0.14	1.77	8.96	8.93	0.02	0.27	5.70	5.63	0.06	1.10
Wytheville	9.62	9.41	0.21	2.23	10.55	10.52	0.03	0.28	8.24	7.94	0.29	3.67
VCCS	8.18	8.20	-0.02	-0.30	9.47	9.46	0.01	0.11	5.34	5.38	-0.04	-0.65

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Attachment #3

Institutional Advancement & VHCC Foundation

College Board Report Highlights · February 2026

Report Contents:

- Resource Development/Fundraising
- Sponsored Programs
- Marketing and Public Relations
- Upcoming Dates and Events

The Entire IA Division Office Moved in December and January!!! MarCom Team is in LRC, and Resource Development Team (and the VHCC Foundation) is in ADM.

❶ Resource Development/Fund Raising:

Advanced Technology Center

The college and VHCC Foundation are working with Burwil on engineering and contracting for the addition of cranes and climate cooling for the Diesel and Welding programs labs.

Foundation Scholarships and Student Support

- The VHCC Foundation opened the application portal for private scholarships for students on January 23rd – with a May 15th deadline for first consideration. The Foundation also manages external scholarships/sponsorships, and supports/manages all or part of the three Promise Programs. The scholarship application is a requirement for not only the private scholarships but also as an eligibility requirement for the Promise Programs.
- The 2025 VHCC Foundation’s Giving Tuesday raised an additional \$4,000.00 for the Helping Hands Student Emergency Fund! This important resource helps needy students for things like books/access codes, uniforms, testing fees, utilities, rent, and food. Additional support is provided for students through the Phil Station Food Depot, the College Express transportation program, and other efforts.
- At the December 2025 VHCC Holiday Luncheon, approximately 100 pounds of food and personal hygiene items were donated by employees, retirees, and the college and Foundation boards to be distributed to students via the Phil Station Food Depot.

Other Highlights

- Many from the VHCC Family volunteered for the United Way-Food City Celebrity Bagging event just before Thanksgiving – along with the “famous” VHCC Wolf!
- Resource Development Team attended the VCCS Institutional Advancement Conference in Richmond. President Hutchison and Laura Pennington also attended the President’s Academy.
- Other programs and services supported or managed by the VHCC Foundation include the Wolf Grounds Coffee Shop, Arts Array, and the VHCC Discount Program.

② Sponsored Programs (Grants, Contracts & Categorical Funding):

- Recent Awards: SCHEV Hunger Free Campus (\$14,881.00).
- Pending Applications: National Science Foundation (Regional STEM initiative with UT and Virginia Tech); and US Department of Energy (Energy Storage Pilot Demo Program with BVU, EarthEn, and Energy DELTA Lab); United Company Foundation (to provide additional support to the Worrell Foundation's Bristol Promise Program) establish a promise program for the City of Bristol, VA).
- Post Award Work: Post-award management is taking place on close to 20 different grant, contract, and categorical funding awards (single year and multi-year awards).
- Staffing Note: Tiffanie Bishop has been hired as the college's Grant Writer/Sponsored Programs Officer. She started on January 12th and will be a great addition to the college's resource development team!

③ Marketing and Public Relations:

Please see report attachments for data and analytics.

Top Marketing & PR Highlights

- VHCC faculty member, Tommy Bryant, was recognized in January as VHCC's Teacher of the Year at the Washington County (VA) Chamber of Commerce Annual Awards Luncheon.
- Media coverage of the following: Appalachian Housing Partners collaboration; and VCCS Food Pantries feature. Work is being completed on a release regarding the renaming of the LRC to honor a recent gift from the Bill Gatton Foundation.
- VHCC launched a new version of its AI Chatbot on our website. This iteration includes "generative AI features" using curated VHCC sources to provide personalized and accurate answers to inquiries.
- The MarCom Team is working with the VHCC IT Department on launching a new voice service/telephone platform called MS Teams. This is a VCCS enterprise implementation that is expected to go live in March 2026.
- The enrollment campaign for Spring-Summer-Fall is underway! The MarCom Team is building off the "Everyone Starts Here" campaign brand with several waves and flights of print, outdoor, cable, broadcast, digital, radio, social, etc. Promotion of the mini-mester (seven week #2) session will also be included.
- The Spring semester is full of many planned campus and off-campus activities and events for which the MarCom Team will provide professional promotion and coverage. In addition, several high-value community sponsorships and advertising will be pursued.
- Continued development of a unified student experience for VHCC students using various tools, including Salesforce, Marketing Cloud, Mogli (texting platform), Navigate, Canvas, etc.
- Work continues toward compliance with Federal Title II accessibility requirements (April 2026).
- A strategic planning, system improvement and engagement coordination effort is continuing which should improve overall management and maximize impact of marketing and communication efforts (i.e. policy development, brand mgmt. guide, cross-campus calendaring, system upgrades).

② Upcoming Dates/Events:

- March 16 Mini-mester 7W2 Begins
- March 18 Advising and Open Enrollment for Fall/Summer Begins
- May 4-8 Final Exams
- May 7 Pinning Ceremonies for Health Programs
- May 8 Graduation Ceremonies

** Check out the College Calendar for Complete Listing (including Arts Array) **

Be sure to follow, like and share us on our social media channels:



Website Data/Analytics

Three Years of Data:

Jan. 1, 2025 to Jan. 1, 2026
Pageviews: 898,595
Sessions: 499,817
Total Users: 203,556
New Users: 195,984

Jan. 1, 2024 to Jan. 1, 2025
Pageviews: 879,364
Sessions: 426,762
Total Users: 156,051
New Users: 152,848

Jan. 1, 2023 to Jan. 1, 2024
Pageviews: 861,578
Sessions: 423,690
Total Users: 157,910
New Users: 155,929

Definitions:

- Pageviews count every instance of a page being loaded in a browser.
- Sessions represent a user's interaction with the website within a specific time frame. Sessions time out after 30 minutes.
- Total Users represents the total number of unique individuals who interact with the website during a specific period.
- New Users refers to the count of unique visitors who have never interacted with your website or app before within the selected date range.

Social Media Data/Analytics
(August 1, 2025 – January 28, 2026)

See attached reports.

Definitions:

Reach: The total number of unique individuals who saw your content. If one student looks at a post five times, the Reach is still just 1.

Views: The total number of times your content was displayed on a screen. If that same student looks at a post five times, the views are 5.

3-Second Views: The number of times a video played for at least 3 seconds. The 'Stop-the-Scroll' metric. This tells us our thumbnail or opening line successfully grabbed their attention.

1-Minute Views: The number of people who stayed for at least 60 seconds (or the full video if it's shorter). This is our high-intent audience.

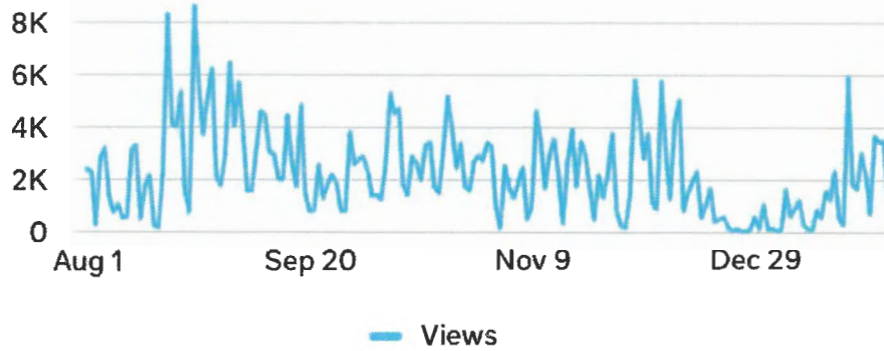
Instagram Social Media Metrics
Virginia Highlands Community College
August 1, 2025 - January 28, 2026

Instagram Views

Views ⓘ

Export ▾

407.7K ↑ 2.1K%



Instagram Reach

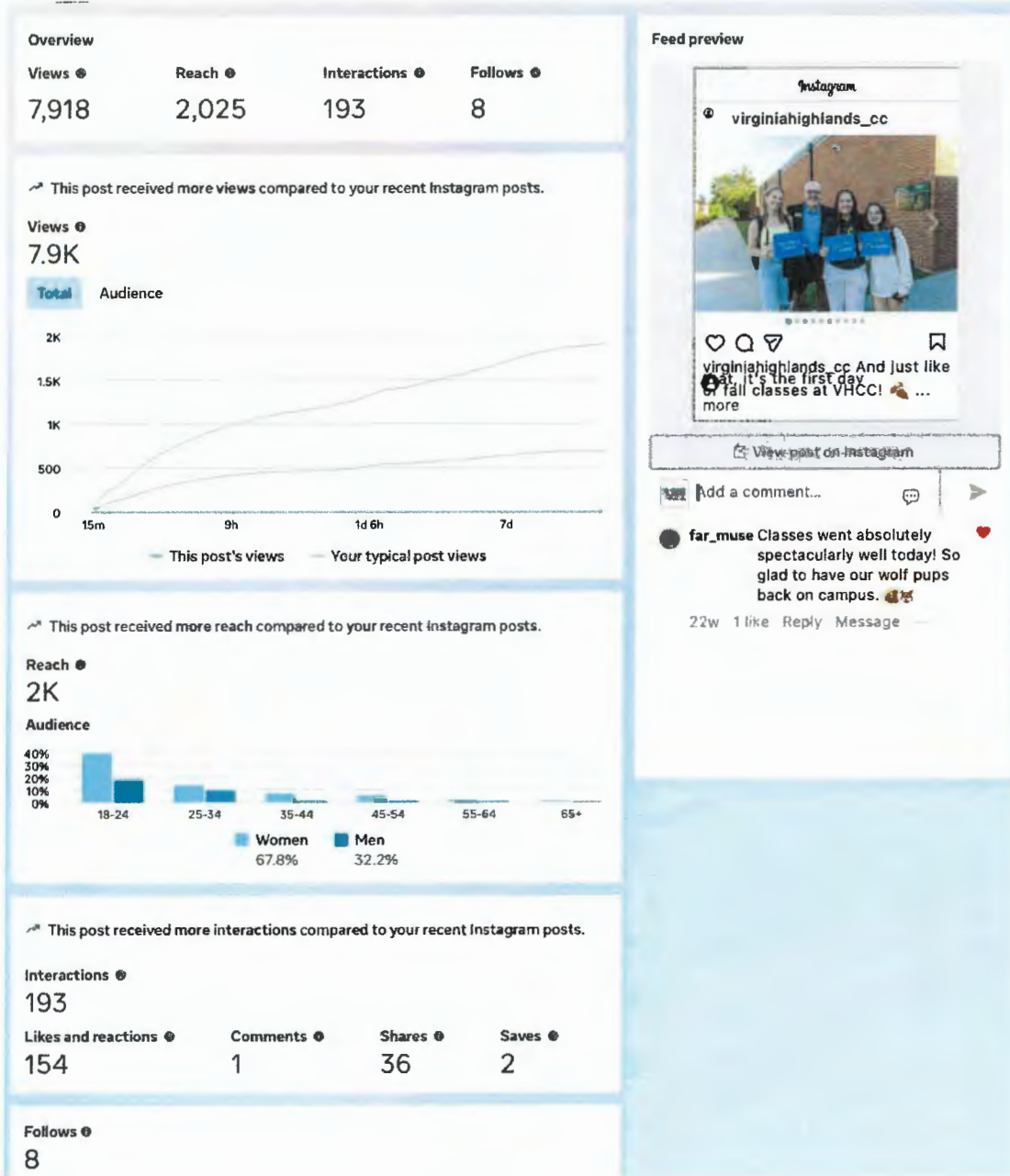
Reach ⓘ

Export ▾

23.5K ↑ 6.5%



Instagram #1 Most Viewed Post



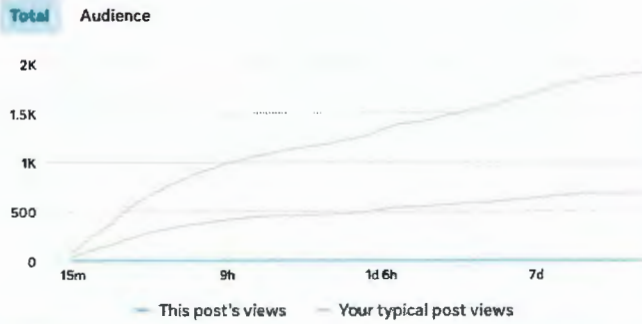
Instagram #2 Most Viewed Post

Overview

Views ● **Reach** ● **Interactions** ● **Watch time** ● **Follows** ●
3,357 **1,862** **140** **9h 44m** **4**

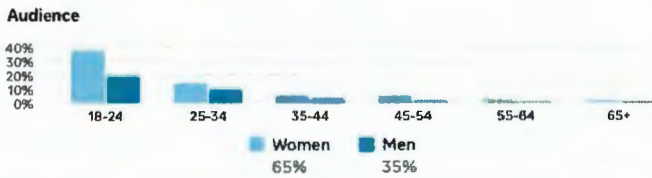
↗ This reel received more views compared to your recent Instagram reels.

Views ●
3.4K



↗ This reel received more reach compared to your recent Instagram reels.

Reach ●
1.9K



↗ This reel received more interactions compared to your recent Instagram reels.

Interactions ●
140

Likes and reactions ● **Comments** ● **Shares** ● **Saves** ●
93 **3** **40** **4**

Follows ●
4

Feed preview

Instagram

@virginiahighlands_cc

virinihighlands.cc The news is spreading... College Night is just one week away, and it's your chance to see more

View post on Instagram

Add a comment...

@juliansummer !
Your debut role!
21w 1 like Reply Message

destinyjamison_@rj_wells__omg
21w 1 like Reply Message

advancedgraphicinstallations Hey @mckinley.tucker_ 🌟
20w 1 like Reply Message

Instagram Audience – Total Follows

Audience

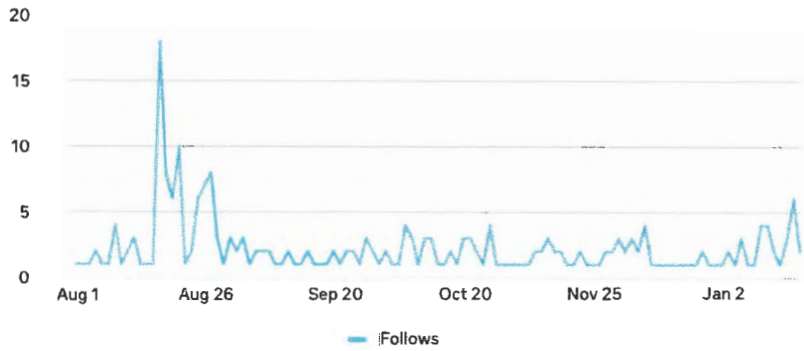
Demographics **Trends** Potential audience

Follows ⓘ

251 ↑ 45.9%

Messaging contacts ⓘ

29 ↓ 40.8%



Followers breakdown

Aug 1, 2025 - Jan 28, 2026

Unfollows ⓘ

87 ↑ 40.3%

Followers ⓘ

Lifetime

2,074

Facebook Social Media Metrics
Virginia Highlands Community College

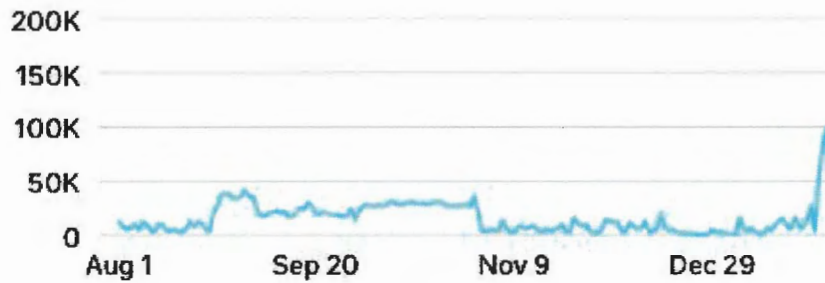
August 1, 2025 – January 28, 2026

Facebook Views

Views ⓘ

Export ▾

2.8M ↑ 12.7%



Views

Facebook 3-second views

Views ⓘ

2.8M ↑ 12.7%

3-second views ⓘ

22K ↑ 54.2%

1-minute views ⓘ

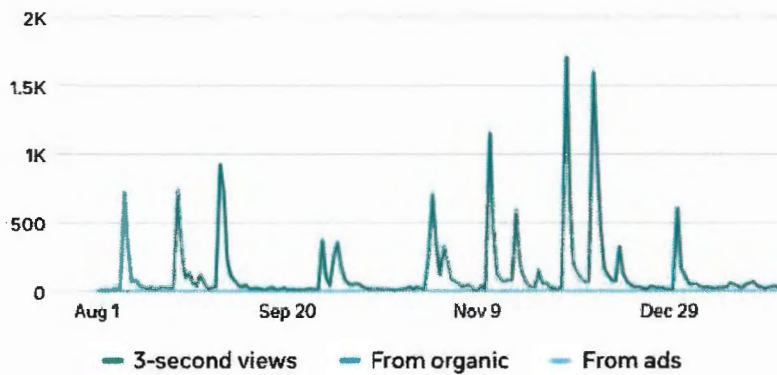
1.3K ↓ 39.7%

Content interactions ⓘ

17.3K ↓ 24.5%

Watch time ⓘ

6d 3h ↓ 8%



3-second views breakdown

Aug 1, 2025 - Jan 28, 2026

Total

22,048 ↑ 54.2%

From organic

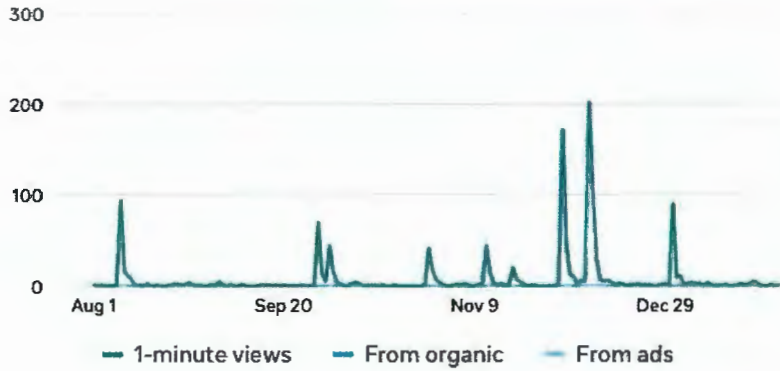
22,048 ↑ 54.2%

From ads

0 0%

Facebook 1-minute views

Views ● 2.8M ↑ 12.7%
 3-second views ● 22K ↑ 54.2%
 1-minute views ● 1.3K ↓ 39.7%
Content interactions ● 17.3K ↓ 24.5%
Watch time ● 6d 3h ↓ 8%



1-minute views breakdown

Aug 1, 2025 - Jan 28, 2026

Total
 1,301 ↓ 39.7%
From organic
 1,301 ↓ 39.7%
From ads
 0 0%

Facebook #1 Most Viewed Post

Overview

Views ●	Viewers ●	Interactions ●	Link clicks ●	Follows ●
32,835	15,985	146	16	36

↗ This post received more views compared to your recent Facebook posts.

Views ● 32.8K

Total Audience

↗ This post received more interactions compared to your recent Facebook posts.

Interactions ● 146

Likes and reactions ●	Comments ●	Shares ●	Saves ●
138	0	8	0

Link clicks ● 16

Follows ● 36

Feed preview

Virginia Highlands Community...
 Published by Nicole Boothe ●
 August 25, 2025 ●

And just like that, it's the first day of fall classes at VHCC! 🍂 ... See more

138 15

Like Comment Share

Comment as Virgi...

View post on Facebook

Facebook Audience – Total Follows

Audience

Demographics **Trends** Potential audience

Follows ⓘ

631 ↑ 16.4%

Returning viewers ⓘ

27 ↓ 60.3%

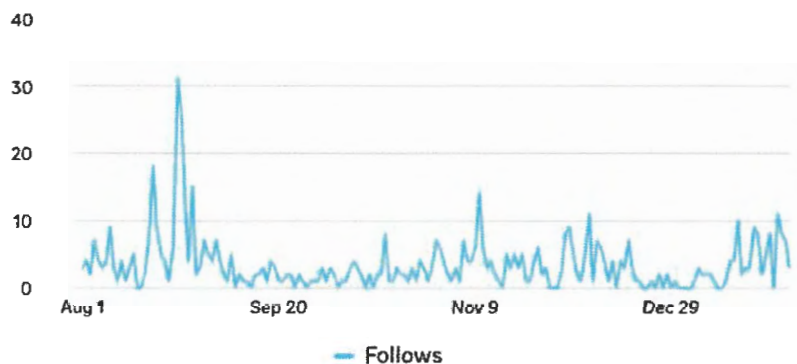
Engaged followers ⓘ

0 0%

Messaging contacts ⓘ

11 ↓ 42.1%

Based on last 28 days



Followers breakdown

Aug 1, 2025 – Jan 28, 2026

Unfollows ⓘ

128 ↓ 3%

Net follows ⓘ

503 ↑ 22.7%

Followers ⓘ

Lifetime

8,887

Facebook Top Content Formats

Top content formats

Export

Published content

Based on up to 200 pieces of content

+22.1% vs. Feb 1, 2025 - Jul...

Photos 133

Videos 15

Stories 12

Reels 3

Links 2

Text 1

Views

+12.7% vs. Feb 1, 2025 - Jul ...

Links 1,251,680

Videos 522,232

Multi photo 469,756

Photos 456,804

Stories 29,780

Others 21,757

Reels 12,440

Text 2,103

Live 561

Content interactions

-24.5% vs. Feb 1, 2025 - Jul...

Photos 6,688

Multi photo 5,872

Others 2,246

Videos 1,554

Links 411

Stories 228

Reels 161

Text 89

Live 26

Attachment #4

TO: VHCC Local Board
FROM: Christine Fields
DATE: January 29, 2026
SUBJECT: Campus Improvement Projects – Status Update

Please find below an update on current campus improvement initiatives, including timelines, funding sources, and project statuses:

Ongoing Campus Improvement Projects

1. **Patio Renovation – II**
 - *Status:* In Progress
 - *Details:* Design is complete for Phase II. Pergola engineering drawing are pending final approval from VCCS and the Division of Engineering and Buildings.
 - *Funding:* Special Projects (State Funds)
 - *Estimated Cost:* \$500,000 (includes design, renovation, furnishings, and equipment)
2. **Comprehensive Campus Master Plan**
 - *Status:* In Progress-Final Phase
 - *Details:* SFCS is actively collecting existing as-builts and conducting a full facility assessment, including mechanical, electrical, and plumbing (MEP) systems. Held
 - *Funding:* State Funds
 - *Estimated Cost:* \$310,000
3. **Nursing Simulation Lab Renovation (Workforce Pipeline Capital Funds)**
 - *Status:* In Progress
 - *Details:* Submitted to Department of Engineering for review and approval.
 - *Anticipated Start:* Spring/Summer 2026
 - *Estimated Cost:* \$1.1 million
4. **LRC Facility – Pre-Planning Phase**
 - *Status:* In Progress
 - *Details:* SFCS has been begun work on this initiative along with the work of the Master Plan to assess renovation feasibility.
 - *Funding:* State Funds
 - *Estimated Cost:* \$210,000
5. **VCCS Maintenance Reserve Projects**
 - *Status:* In Progress
 - *Projects:*
 - a. **Exterior Door Replacement:** Six campus buildings will receive new exterior doors. Work began late May 2025 with replacement of garage bay doors.

Exterior door replacement is currently underway with substantial completion in February 2026.

b. Asbestos Abatement: Work in ISC was completed early August 2025 and abatement completed in NEB in early August. MEC abatement and NEB terrazzo repair/replacement took place during December 2025/January 2026. Substantial completion in March 2026.

c. OTC HVAC Replacement: Redesign of existing 2-pipe system to a more efficient 4-pipe system. Pending award and notice to proceed from the VCCS. Anticipated start: May 2026.

d. ADA Restroom Renovations: Planning phase underway to modernize restrooms in ADM, ISC, MEC, OTC, and NEB.

- e. Roof Replacement/HVAC Repair-ADM, ISC, MEC. VCCS is working with an A&E to begin initial evaluation and planning.

6. **ISC Science Lab Renovation Feasibility Study**

- *Status*: Planning Phase
- *Details*: Coordination with VCCS to identifying qualified A&E firm to assess and redesign two science labs in ISC.
- *Funding*: State Funds

7. **NEB Facility – Pre-Planning Phase**

- *Status*: Planning Phase
- *Details*: Coordination with VCCS to determine A&E professionals for a feasibility study on renovating and expanding the NEB building.
- *Funding*: State Funds
- *Estimated Cost*: \$250,000

Attachment #5

Board Report

February 2026

Transportation

- Aviation Ground School with Highlands Aero – moved start date to February
- CDL – one class scheduled in January – 4 students
- Motorcycle Safety – first class scheduled for February 21-22

Healthcare

- Advanced EMT will start in January 2026 – Full enrollment
- Basic EMT – starts March 9
- Phlebotomy – Full enrollment, starts March 2
- Certified Nurse Aid – 17 enrolled, started in January
- Billing & Coding – Full enrollment (15), starts March 12

Trades/Manufacturing Programs Update

- Plumbing Level 1 – starts March 2, 3 students enrolled and need at least 8 to run the class
- Heavy Equipment Operator Level 2 – full enrollment (5), starts March 2
- Welding Level 4 – Ongoing at the Washington County Skills Center with full enrollment at 5 students. Another class starts in May in the VHCC welding lab.

Ed2Go

- 10 total completions since November 1 – explore a Career in Medical Coding, Certificate in Brain Health, Explore a Career in Medical Assisting, Leadership Suite, GED, Veterinary Assistant, Conversational Japanese, CompTIA Network, and Photography with Digital Camera

Customized Training

- Virginia Coalfield Economic Development Authority – Microsoft Excel
- Berry Home Center – Microsoft Outlook and One Drive Training

Programs Under Development

- Police Academy Basic Law Enforcement – up for Fast Forward approval in March
- Paramedics
- Customer Service Certification with Food City
- Workzone Flagger & OSHA 10 Certification with the Abingdon Regional Jail

Small Business Development Center (SBDC)

Cindy Fields

The Virginia Highlands Small Business Development Center ends 2025 with individual businesses counseled at 170. Approximately 440 businesses in the VHCC SBDC service area have registered as new businesses. The SBDC Center has focused on outreach to all of these registered businesses, to provide resource updates related to tax laws, human resources, raining opportunities and funding. The focus for 2025 has been to utilize all resources to identify potential new businesses that are not aware of the SBDC program. This will continue to be a focus in the new year. As part of Southwest Virginia SBDC's, our center also has access to the Capital Pathways Program, which offers financial and accounting services to SBDC clients through a CPA at no charge during 2026 to build financial literacy and capacity. Financial Institution Partnerships continue to drive customer referrals and capital impact in our service area. The impact collection phase for 2025 begins in January with final metrics for 2025 available after March 2026



NCCER Plumbing - Level 1 & Core Craft Skills

Master the basic concepts to prepare for entry-level employment in the plumbing industry. This course is intended for students interested in entering the plumbing industry, and it can help you get a foot-in-the-door for a helper or apprentice position. Your new career starts here!

Course Fee:

- 💰 Course Fee/Out-of-State: \$2,697.00
- 💰 FastForward Price: \$899.00
- 💰 Financial Assistance Price: \$89.90

Program Length: 14 Weeks

Upcoming Program Date: March 2, 2026

Course Meets: Monday, Tuesday &
Wednesday, 5:00pm to 9:30pm

Ready to Start Now?



Call Us
(276) 739-2445

Or, visit our website



www.vhcc.edu/nccer-plumbing-level-1core-craft-skills

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& Continuing Education
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