

1                   **TOBACCO REGION REVITALIZATION COMMISSION**

2                   701 East Franklin Street, Suite 501

3                   Richmond, Virginia 23219

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9                   **Education Committee Meeting**

10                  Thursday, May 5, 2016

11                  1:00 P.M.

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14                  Institute for Advanced Learning and Research

15                  Danville, Virginia

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1 **APPEARANCES:**

2 The Honorable Frank M. Ruff, Chairman

3 The Honorable Donald W. Merrick, Vice Chairman

4 Ms. Gayle F. Barts

5 The Honorable Franklin D. Harris

6 Mr. A. Dale Moore

7 Mr. Cecil E. Shell

8 The Honorable Thomas C. Wright, Jr.

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10 COMMISSION STAFF:

11 Mr. Evan Feinman – Executive Director

12 Mr. Timothy S. Pfohl – Grants Program Administration

13 Director

14 Ms. Stephanie S. Kim – Director of Finance

15 Ms. Sarah K. Capps – Grants Program Administrator,

16 Southside Virginia

17 Ms. Sara G. Williams – Grants Program Administrator,

18 Southwest Virginia

19 Mr. Jordan L. Butler – Public Relations Coordinator

20 Mr. Michael Butler – Data Scientist

21 Ms. Stacy Richardson – Executive Secretary

22

23 COUNSEL FOR THE COMMISSION:

24 Ms. Elizabeth Myers, Assistant Attorney General

25 Richmond, Virginia.

1 SENATOR RUFF: I'm going to call the  
2 meeting of the Education Committee to order. And I'll ask  
3 Evan to call the roll.

4 MR. FEINMAN: Ms. Barts?

5 MS. BARTS: Here.

6 MR. FEINMAN: Senator Chafin? (No  
7 response.) Ms. Coleman (No response.) Mr. Harris?

8 MR. HARRIS: Here.

9 MR. FEINMAN: Mr. Merrick?

10 MR. MERRICK: Here.

11 MR. FEINMAN: Mr. Moore?

12 MR. MOORE: Here.

13 MR. FEINMAN: Senator Ruff?

14 SENATOR RUFF: Here.

15 MR. FEINMAN: Mr. Shell?

16 MR. SHELL: Here.

17 MR. FEINMAN: Senator Stanley? (No  
18 response.) Delegate Wright?

19 DELEGATE WRIGHT: Here.

20 MR. FEINMAN: You have a quorum, Mr.  
21 Chairman.

22 SENATOR RUFF: Do I have a motion to  
23 approve the minutes of our last meeting on September 22,  
24 2015?

25 MR. HARRIS: So moved.

1                   SENATOR RUFF: We have a motion and  
2 a second, all those in favor of approving the minutes say aye.  
3 (Ayes.) Opposed? (No response.)

4                   SENATOR RUFF: Thank you. All right, I  
5 think we'll go through the list, Tim.

6                   MR. PFOHL: Thank you, Mr. Chairman.  
7 We've got a large number of requests and as you can see we're  
8 down to fifteen proposals. We cover most of the areas as well  
9 as the advanced manufacturing that support the Centers of  
10 Excellence initiatives. In the FY15/16 competitive cycle, we  
11 received fifteen proposals in March and we've got funding  
12 recommendations for twelve of those proposals and I'll try to  
13 move through this quickly if you'd like and I think we have  
14 quite a few folks prepared to speak.

15                   Starting from the top, Bluefield College is  
16 requesting \$400,000. This would add a third floor to their  
17 science building and they have some design funds. This  
18 would allow them to establish the Masters of Nursing program  
19 and serve other programs. It's a \$2 million project and  
20 Bluefield has \$600,000 committed so far and the request is  
21 \$400,000 to get to the halfway point. The staff is suggesting  
22 due to the cash flow and the operating pro forma that was  
23 provided and some other fundraising opportunities that the  
24 college is pursuing that we table this request and revisit it as a  
25 potential long candidate in the next fiscal year. The staff

1 recommends tabling this request for future consideration of  
2 referral to the VRA loan program once additional fundraising  
3 for the project is complete.

4                   SENATOR RUFF: The way we're going to  
5 deal with this is if anybody objects to the staff's  
6 recommendation then we'll have a conversation as we go  
7 through it. I'm not going to say it each time but that's the way  
8 we'll do it.

9                   MR. PFOHL: The second request is from  
10 Central Virginia Community College Educational Foundation  
11 requesting \$30,331 to purchase the installation of a patient  
12 simulator mannequin for its respiratory therapy technology  
13 program. The program prepares students for employment as  
14 respiratory care practitioners and for registry by the national  
15 board for respiratory care. Your committee supported this  
16 program about four or five years ago and there were several of  
17 these very modest requests to purchase a patient simulator, a  
18 mannequin. Right now there is 52 competencies related to  
19 patient conditions and students and they're trying to  
20 accomplish that through clinical rotations. Clinical rotations  
21 are primarily at Sentara Health owned locations in Lynchburg  
22 and Bedford County and Prince Edward County and  
23 Pittsylvania County. That can be accomplished much quicker  
24 on a patient simulator and there is good numbers on job  
25 openings for respiratory therapists and there is an interest in

1 support of this equipment. Staff recommends an award of  
2 \$30,331.

3                   The third request is from Cumberland  
4 County for the ACT Work Ready Community Initiative  
5 requesting \$30,000. The county seeks to enhance workforce  
6 readiness through innovative national initiative ACT Work  
7 Ready Community. This is to utilize the national career  
8 readiness certification, which is a nationally recognized  
9 credential for validation of soft skills and core skills of the  
10 county's workforce as an economic development tool for  
11 attracting companies to the county. This is a regional effort  
12 that the Commission has funded in the past. The staff  
13 suggests in the interest of Cumberland County it may be more  
14 appropriate for consideration as a regional initiative of the  
15 Virginia's Growth Alliance or of Southside Virginia Community  
16 College. We're concerned about supporting a single county for  
17 a credential program and suggesting a preferred model for  
18 Commission support is a regional program, so staff  
19 recommends no award. That's a \$30,000 request.

20                   Moving next to Emory & Henry College  
21 for the Interprofessional Clinical Simulation Lab request for  
22 \$300,310. This is to create a Interprofessional Clinical  
23 Simulation Lab. Funds are requested to assist with outfitting  
24 the lab to be located in the school of health sciences. There's  
25 a lot of details here about the number of patients and the

1 simulator rooms that are involved in this request. The staff  
2 would point out it's very well-matched with other  
3 commitments. Based on the fact that the request shows  
4 significant high wage jobs in the area in the various health  
5 disciplines listed here as well as the matching funds, this  
6 request is one of the top five proposals in this grant cycle. The  
7 staff believes this is a project that is a viable candidate for  
8 financing through the VRA Loan Program, assuming a loan  
9 can be made through an eligible entity such as the county  
10 IDA. The staff recommends referral to the VRA Loan Program  
11 for credit analysis and that \$300,310 be reserved for transfer  
12 to the VRA to fund a potential loan.

13 Had a conference call with Emory &  
14 Henry leadership in recent days and talked about the loan  
15 program. One of the things about a loan program with the  
16 VRA and that concerned the, talking about the administrative  
17 costs of the loan program and credit analysis and so forth.  
18 Emory & Henry is on a very tight timeline to get the facility up  
19 and running by August when students return. The program  
20 will admit their first cohort of 25 in August of 2016 and the  
21 27-month program will admit a cohort of 30 in May of 2017.  
22 The College then came back with a revised request \$221,590,  
23 which they hope to have funded as a grant once the  
24 Commission approves this request and then they can  
25 purchase equipment immediately and can have it available in

1 August so when classes start. If you have any questions for  
2 Emory & Henry, those folks are here.

3 SENATOR RUFF: Tim, you changed that  
4 figure?

5 MR. PFOHL: Well, I think as you say,  
6 this was one of the top proposals and the amount requested  
7 we thought would be considered a loan candidate and folks  
8 that enrolled on campus. So I think as a grant and I know the  
9 Commission is interested in the loan program either as a grant  
10 or a loan.

11 SENATOR RUFF: Referring to the  
12 summary, I'm not sure where that figure fits in.

13 MR. PFOHL: The College gave us a very  
14 lengthy revised budget with some equipment removed.

15 MR. MERRICK: That would be my  
16 question, Mr. Chairman. The fifteen requests for funding,  
17 does that include the \$300,300?

18 MR. PFOHL: The \$1,483,000.

19 MR. MERRICK: My question is, can you  
20 fund this with the funds you have?

21 MR. PFOHL: I prefer to let the college  
22 speak to that.

23 SENATOR RUFF: Let's pass this by and  
24 we'll get back to it.

25 MR. PFOHL: In carrying on with the list.

1 The next one is from Medical Solutions Academy, Practical  
2 Nursing Program at Medical Solutions Academy requesting  
3 \$15,000. This is a first-time applicant to the Commission, a  
4 nonprofit established in this community and they're seeking to  
5 start up the practical nursing program. They've asked for  
6 \$15,000. Not being familiar with the Medical Solutions  
7 Academy, I did a little research on them and they're certified  
8 by SCHEV. They are currently offering several nursing  
9 programs and have an established relationship with Danville  
10 Community College that offer the programs. The Academy  
11 provided an update on the status of their application  
12 submission to the Virginia Board of Nursing. They have  
13 requested through the Virginia Board of Nursing to have this  
14 program approved. Right now, they're graduating  
15 approximately 150 students annually. They've reduced their  
16 request because they went ahead and purchased some  
17 equipment and their reduced request to the Commission is  
18 \$6,814 and the staff recommends approval of that award. We  
19 felt that once we had a better understanding of the Academy's  
20 track record and its capability to offer this program, the staff  
21 is of the opinion that this first time applicant can provide  
22 significant return on investment with in demand LPN  
23 graduates needed by area healthcare employers. So as I said,  
24 the staff recommends an award of \$6,814.

25 The next request is from Mountain

1 Empire Community College for their Healthcare Simulation  
2 Access Program. Their request is for \$72,309. Funds are  
3 requested to continue the establishment of a healthcare  
4 simulation laboratory on the campus of Mountain Empire.  
5 This will serve Registered Nurses, LPNs, respiratory therapy  
6 and other allied health programs. That may sound familiar to  
7 you because last year your Committee recommended an  
8 award of \$370,000, which is a reduction of the requested  
9 amount. This Phase 2 request application was expected by us  
10 in order to complete the lab. Recently, the Appalachian  
11 Regional Commission provided a grant of \$100,000 for this  
12 project, which will serve as a second phase. Because this lab  
13 will serve existing programs, there does not appear to be any  
14 net increase in enrollment numbers and credentials. The  
15 primary benefit of this project is reduced travel time for  
16 students who currently must drive an hour or more each way  
17 to the lab at the VHCC in Abingdon. That's part of the  
18 program for nursing in Southwest Virginia. Presumably, the  
19 establishment of this facility will allow greater retention and  
20 completion by the healthcare students. Despite the lack of  
21 increase in credentials, there is strong argument that  
22 simulation laboratories such as this one are a critical resource  
23 for nursing programs and for students who are in demand by  
24 regional healthcare employers. The staff is therefore  
25 recommending a grant of \$72,309.

1 Patrick Henry Community College  
2 Foundation is requesting just under \$100,000, \$99,977 for  
3 the introduction of a physical therapist assistant program.  
4 Funding for startup costs associated with introducing a  
5 physical therapist assistant program, PTA is a growing field in  
6 the Patrick Henry service area with high demand projected  
7 through 2024. PHCC requests two years of funding to assist  
8 the startup phase of the program, including obtaining  
9 licensure and accreditation, development of the curriculum,  
10 creation and approval of the degree and development of  
11 recruitment and communication activities around the new  
12 educational opportunity. PHCC anticipates that the program  
13 will be self-sustaining through student enrollment after the  
14 development period. We were provided figures of annual  
15 salaries for PTAs in the Martinsville area and anticipating 54  
16 new positions in several years. Salaries are anticipated at  
17 \$58,000 and some jobs pay up to \$72,000 for a clinical  
18 partners. A detailed equipment list for items requested was  
19 provided. Funds are also requested for a portion of the costs  
20 for the PTA program coordinator during the first year, which  
21 will be necessary for receiving program accreditation. This  
22 program initiates a program not currently available in the  
23 service area and aligns directly with education objectives for  
24 well-paying STEM-H employment in the region. As such, it  
25 was one of the top scoring proposals in the staff review and

1 therefore the staff recommends a reduced award slightly of  
2 \$94,350.

3                               Next up is Radford University School of  
4 Nursing RN to BSN program, a request for \$300,000. This is  
5 an online program and the purpose of the program is to  
6 increase the number of nurses with Bachelor degrees and  
7 improve access to healthcare licensure track for  
8 undergraduate nursing students to an online delivery system.

9                               Commission funds are requested for  
10 three years of support for full time faculty coordinator for the  
11 program. The position will be based at the Southwest Virginia  
12 Higher Ed Center to market the program to students across  
13 the entire Tobacco Region and to advise and support Region  
14 students enrolled in the program. A small amount of the  
15 request will be used for travel \$15,000 and for marketing  
16 materials \$9,000. Matching funds are provided by the  
17 university for rent at the Southwest Higher Ed Center. Also,  
18 some matching funds for scholarship programs. Additionally,  
19 staff clarified that Radford University funded a full time onsite  
20 coordinator at the Higher Ed Center until that person's  
21 retirement last year and no replacement has been hired. The  
22 Radford site coordinator for nursing at New College Institute  
23 in Martinsville is no longer being funded by the University.  
24 There are programs available to Tobacco students at the  
25 Higher Ed Center including Old Dominion and King



1 attract students from the region to the Southside Virginia  
2 Community College's Associates Degree nursing and the  
3 Danville College nursing programs.

4                   The request primarily consists of  
5 personnel and contractual marketing costs for a three year  
6 period to local school district students and adults in order to  
7 recruit them to enroll in Southern Virginia Community College  
8 nursing programs. The proposal cites a lack of properly  
9 prepared applicants for these nursing programs, more than  
10 180 unfilled nursing positions in the project area and aims to  
11 increase enrollment by 140 annually and credential graduates  
12 by seven annually. SVCCS confirmed that the capacity can be  
13 expanded to serve additional students assuming additional  
14 clinical facility and cites can be secured. All personnel costs  
15 are for existing positions, with funds requested for two current  
16 staff to devote five in one person's case and fifteen in another  
17 of their time to the project. And with a current part time  
18 outreach coordinator who is working 24 hours a week to be  
19 increased to full time with the Commission funds for three  
20 years. The AHEC reports the outreach coordinator makes  
21 approximately 100 outreach trips per year meeting with 400  
22 students and adults in 2015. The position also entails  
23 significant follow-up with prospective nursing students to help  
24 them prepare properly for college coursework.

25                   Staff suggests that funding support



1 completing the program of study will receive industry  
2 recognized credentials. The IT Academy will assist in the  
3 process of attracting, retaining and providing job candidates  
4 for employers such as ATOS, the contractor for the Microsoft  
5 Data Center in Mecklenburg County, thus increasing the  
6 ability of local citizens to participate in the global economy.

7                   The majority of grant funds are requested  
8 for renovations and infrastructure buildout for startup of a  
9 second IT Academy in the current underutilized, specifically in  
10 this location. That is the Lake County Advanced Knowledge  
11 Center in South Hill. The Commission provided a \$440,000 to  
12 Southern Virginia Higher Education Center in 2015 to support  
13 establishing the IT Academy at its location in South Boston.  
14 The IT Academy in South Hill is expected to support 45  
15 students per semester with an estimated 75 credentials  
16 resulting annually. The project is well leveraged and  
17 identified. This will be accessible to counties in the region, of  
18 course. This proposal received one of the top five scores in the  
19 grant cycle. And the staff recommends an award of \$104,943.

20                   Next is Southwest Virginia Higher  
21 Education Center Foundation Clinical Laboratory Scientist  
22 requesting \$175,599. This is for Phase II. This program is in  
23 conjunction with Virginia Commonwealth University to offer a  
24 Bachelor of Science degree in the clinical laboratory sciences.  
25 Students receive their instruction via two-way synchronous

1 education and clinical training in local hospitals in  
2 conjunction with VCU. Students are eligible to sit for  
3 certification as a clinical laboratory scientist. The program  
4 began in 2013 by equipping a lab, hiring an instructor and  
5 recruiting students. With the Commission support of  
6 \$500,000 this was for three years of salary support and  
7 equipment and materials. This is a request for three years to  
8 support the program. The current proposal requests support  
9 on a sliding scale with Tobacco funds providing 75% support  
10 in year one, fifty in year two and 25 in year three and the  
11 balance coming from VCU. The program has moved a little bit  
12 slow coming out of the gate and there's currently five or six  
13 students enrolled and that's one senior, four juniors and three  
14 part-time students. Initially, the first grant Commission  
15 supported twenty students per year and reality has proven  
16 otherwise. Now, we're told a more realistic range is thirteen to  
17 fifteen and that will be in the school year beginning this fall. I  
18 think the thirteen to fifteen would be a more sustainable  
19 model. The staff is therefore recommending we anticipate a  
20 higher enrollment in the upcoming school year and the  
21 program could be self-sustaining sooner than the three year  
22 period that is requested. We're suggesting fifty percent of the  
23 costs to the end of the 2017 calendar year. That's subject to a  
24 one to one match. Total cost would be \$86,212.50 or half  
25 \$43,106.25 by the Commission and that's through the end of

1 the 2017 calendar year and that's the recommendation,  
2 \$43,106 to support half the cost to fund the program for the  
3 remainder of the 2017 calendar year.

4                   Next, Virginia Advanced Study Strategies,  
5 VASS Rural Math Innovation Network requesting \$250,000.  
6 This is a portion of the required fifty percent match for a \$3  
7 million grant from the U.S. Department of Education for the  
8 upcoming grant application cycle. This upcoming cycle we're  
9 investing in innovation or I-3 fund to development and  
10 implement the Rural Math Innovation Network. Support from  
11 the Commission has helped establish a pilot program in the  
12 six regional localities and that's the Rural Math Initiative. And  
13 this Commission has supported those things in the past,  
14 advanced placement and networking for professional  
15 development several years ago. The Commission funded that  
16 first pilot phase with a \$1 million education grant and there  
17 was \$2.7 million of federal funding in the first round through  
18 the federal I-3 program. VASS anticipates committing a \$3  
19 million proposal in the coming months and this could help  
20 expand the Rural Math Network in the Tobacco Region school  
21 districts. The program, along with VASS services, would be a  
22 professional development network for math teachers. We  
23 thought that was a benefit. We spoke to VASS about getting  
24 the National Career Readiness Certificate testing for some of  
25 the students. That development would be that through the



1 County requesting \$49,652. This was supported previously  
2 with a Phase I grant of \$100,000 and this was for an  
3 equipment lab to teach Biology 101 and 102. This additional  
4 equipment will be required to teach anatomy and physiology,  
5 which is Biology 101 and 102. These courses include the  
6 entire range of healthcare professions, which include nursing,  
7 therapy, radiology, pharmacy, lab technician and so forth.  
8 The proposal indicates modest annual enrollment numbers  
9 eighteen with the hope that it's always increasing. This will  
10 help especially the Franklin County students. They provide  
11 strong evidence of the need for nursing graduates in the  
12 VWCC service area. Outcomes are conservative in terms of  
13 students and credentials. As a direct result of the two  
14 additional classes, these are courses that could be obtained at  
15 two other sites within thirty miles but this request provides an  
16 affordable and accessible option for students in the  
17 Commission's target area of STEM-H training with strong  
18 employment demand in the region. Staff therefore  
19 recommends an award of \$49,652 for the requested  
20 equipment.

21 Last, Wytheville Community College  
22 requesting \$250,000 for the Innovative Advanced  
23 Manufacturing Center at Wytheville Community College. This  
24 is to transform the current machine shop at the college into an  
25 advanced precision machining center that comprises

1 advanced manufacturing teaching technology and includes  
2 precision and automated machining, welding and  
3 mechatronics. These are the three skills that were identified  
4 by the Boston Consulting Group as part of our focus. The  
5 \$250,000 is necessary to purchase equipment to update and  
6 expand the existing machine technology. Matching funds are  
7 committed from the college's VCCS equipment trust fund  
8 allocation for '16 and '17 and a VCCS grant. Students will  
9 receive a number of different national certifications and the  
10 COE advanced manufacturing. We anticipate forty students  
11 in machine technology earning 88 credentials. Sixty students  
12 in the welding earning forty credentials. And forty students in  
13 mechatronics earning forty-five credentials annually. The  
14 Commission provided \$110,000 for the purchase of updated  
15 equipment for the machine technology program and also  
16 grants for the Southwest Virginia Advanced Manufacturing  
17 Center of Excellence project. As a result of that COE  
18 alignment, the demonstrated demand from employers, the  
19 Committee matching funds and the outcome numbers, this is  
20 the highest scoring proposal in this grant cycle. Therefore,  
21 staff recommends an award of \$250,000 for the requested  
22 equipment purchases.

23 SENATOR RUFF: Does any member have  
24 any questions about these proposals? I'm going to ask that  
25 three of them come out of the block; #3163, #3164 and #3167.

1 Is there a motion on the rest of the block?

2 DELEGATE WRIGHT: I move that we  
3 accept the block.

4 SENATOR RUFF: It's been moved and  
5 seconded, the rest of the proposals be accepted in a block.  
6 Any further discussion? All in favor say aye. (Aye.) Opposed?  
7 (No response.) Two with the conflict #3164, Southern Virginia  
8 Higher Ed Center, do I have a motion on that?

9 DELEGATE WRIGHT: I move we accept  
10 the staff recommendation.

11 SENATOR RUFF: It's been properly  
12 moved and seconded, #3164 be approved. All those in favor  
13 say aye. (Aye.) Opposed? (No response.) I'll abstain from  
14 that.

15 DR. ADAMS: Can I say something before  
16 you do that?

17 SENATOR RUFF: You want to withdraw  
18 your motion? All right.

19 DR. ADAMS: My name is Betty Adams.  
20 I'm Executive Director of the Southern Virginia Higher  
21 Education Center. I want to talk just briefly about the grant  
22 to do recruiting for nurses in southern Virginia. It's  
23 interesting that ten years after the Tobacco Commission was  
24 instrumental in helping education capacity to confront a  
25 nursing shortage in southern Virginia. The region once again

1 is facing a nursing shortage. There is need for skilled nurses  
2 at all levels, CNA, PNs and RN. They are compelling. The  
3 numbers that they need are compelling. Also, the urgency. I  
4 was contacted yesterday by a senior administrator at our local  
5 hospital wanting to sit down with my staff and figure out what  
6 are we going to do to help this nursing shortage. We have  
7 folks from our community college, Southern Virginia  
8 Community College contacted by their hospital, can you help  
9 us what you used ten years ago to recruit students into the  
10 nursing program.

11                   The difference between the nursing  
12 shortage now and ten years ago is capacity. Ten years ago, we  
13 didn't have capacity and we didn't have the programs and  
14 facilities and people that we have now. Now, we have capacity  
15 but we don't have enough people and we don't have enough  
16 people in these programs. Some cases, schools are closing or  
17 consolidating their facility in these nursing programs. They're  
18 experiencing some enrollment decreases and that amounts to  
19 not having the funds or resources to do this recruiting. The  
20 grant you have in front of you builds on the recruiting effort  
21 that is already underway in Southern Virginia Higher  
22 Education Center or the Area Health Education Center or  
23 AHEC. The funds that we're asking for as Tim mentioned to  
24 increase the AHEC coordinator position for a full time position  
25 but also a large amount of the funds being asked for are

1 targeted to development this marketing effort in collaboration  
2 with the community college partners. And I know we wanted  
3 to use these billboards and I understand what Tim is saying  
4 it's not clear whether the billboards are effective. If anybody  
5 has driven around the region, all hospitals and health centers  
6 are using billboards. It's what we used years ago and it's very  
7 effective. What we can do is partner with the hospitals and  
8 use billboards they're already paying for but use the Tobacco  
9 Commission funds through this grant to redesign the  
10 billboards.

11 While we respect the staff's  
12 recommendation, we do believe we need an additional \$50,000  
13 beyond the \$100,000 that's been approved to achieve our  
14 goal. In fact, the money would be used for that critical need.  
15 This is a critical need and there's plenty of support and the  
16 outcome of this will affect the quality of life and have an  
17 impact in southern Virginia.

18 SENATOR RUFF: Any questions? All  
19 right, thank you.

20 Is there a motion to approve Virginia  
21 Technical Institute #3157. It's been properly moved and  
22 seconded that #3157 be approved. All those in favor say aye.  
23 (Ayes.) Opposed? (No response.)

24 We've got two, Emory & Henry, come on  
25 up.

1 UNIDENTIFIED: You were asking  
2 specific questions.

3 MR. MERRICK: My question has to do  
4 with the County hiring the \$300,310 now that's been reduced  
5 to what?—

6 MR. PFOHL: 221.

7 MR. MERRICK: That \$300,000 is  
8 sufficient, do we have the money to do that? We understand  
9 what you're doing. I move that we support the revised amount  
10 for Emory & Henry College.

11 DELEGATE WRIGHT: I'll second that.

12 MR. PFOHL: \$221,590.

13 SENATOR RUFF: It's been properly  
14 moved and seconded. I'm going to push you on that, did you  
15 make that recommendation or did you just throw it out there.

16 MR. PFOHL: That is the revised  
17 requested amount from the College, \$221,590. They gave us a  
18 very thorough list.

19 SENATOR RUFF: That's not question.  
20 The recommendation.

21 MR. PFOHL: I think the staff  
22 recommendation is a loan but it gives it tremendous value  
23 grant or loan.

24 DELEGATE WRIGHT: Mr. Chairman, I  
25 may not have understood but I thought the staff

1 recommendation, I just wanted to clarify that. My question is,  
2 is that a loan or a grant that you recommend.

3 MR. PFOHL: We prefer a loan.

4 MR. FEINMAN: We prefer a loan but it  
5 does sound as though that the amount of time to go through  
6 the loan process, they have to get these cohorts in in August.  
7 While it's still our view that our preferred option will be a loan,  
8 there is circumstances here; timing is critical. We're  
9 comfortable with a grant in that amount. We sat down and  
10 went through this thoroughly. It might be impossible to do  
11 the loan in the timeframe that we're working with. So in that  
12 case, while we say a loan would be great and if we'd had this  
13 six months ago but the grant looks like the best bet now.

14 MR. MERRICK: Well, tuition and costs  
15 but I'm saying that in my view when you figure in how many  
16 students you've got –

17 SENATOR RUFF: I understand all that  
18 but if you all have calculated this in as a loan –

19 MS. LOWE: Mr. Chairman, I'm not a  
20 member of this Committee but I'm familiar with the program  
21 and I'm familiar with Emory & Henry somewhat but in  
22 southwest Virginia this would certainly be an economic  
23 impact, especially in Washington and Smyth Counties.

24 Also, as you know the slowdown in coal  
25 has really affected the area. People don't realize how this

1 could affect all of southwest Virginia. I believe they've had like  
2 more than 300 students graduate and I can give you some raw  
3 numbers but I can tell you that there's probably a \$20 million  
4 investment and you're probably talking about 300 jobs that  
5 can benefit from this program. I do understand the Tobacco  
6 Commission and the various programs. This can really affect  
7 our area, so this is very important to get started on this  
8 process.

9 SENATOR RUFF: Thank you. Any  
10 further discussion? We had a motion and a second. All in  
11 favor say aye. (Ayes.) Opposed? (No response.)

12 All right, back to Southern Virginia  
13 Higher Ed Center, #3164. What is your response to the visual  
14 and support-wise for your comments?

15 MR. PFOHL: Yes, the staff  
16 recommendation is for \$100,000 having an outreach  
17 coordinator full time and support travel as well as marketing  
18 costs for a two year period.

19 SENATOR RUFF: You heard Dr. Adams'  
20 response.

21 MR. PFOHL: Yes. We've had some  
22 conversations with the Higher Ed Center staff and we talked  
23 about marketing strategies and talking about billboards.  
24 Eight billboards in thirteen counties is only going to deliver a  
25 very brief exposure. And I understand what they're saying but

1 they were going to hire a consultant to help them design and  
2 work on a marketing strategy and we've made our  
3 recommendation, cut a little tight on that. We've encouraged  
4 them to look at more options like social media and other  
5 materials.

6 MR. FEINMAN: We looked into these  
7 billboards and there's a lot of speculation concerning that.  
8 There seems like if they're really that committed, there could  
9 be some other answers as opposed to billboards.

10 SENATOR RUFF: My concern in talking  
11 to the various nursing programs is that a lot of kids coming  
12 out of high school are not prepared because they've avoided  
13 math and science and I'm not sure how billboards can help  
14 that persuade them. Do you want to respond?

15 DR. ADAMS: Senator Ruff, regarding  
16 about the billboards not getting the students in, when you're  
17 marketing especially in careers like nursing, you not only need  
18 to reach out to the students, but you need to reach out with a  
19 message to the people around those students like parents and  
20 grandparents to encourage them to get into these careers.  
21 Marketing is not inexpensive and with the \$100,000, \$75,000  
22 of that would go toward personnel, leaving about \$25,000 for  
23 marketing for a thirteen county area. I believe completely that  
24 we need to come up with a more cost effective but we believe  
25 more than \$25 and that's why we asked for \$50 to do

1 adequate marketing.

2 SENATOR RUFF: Thank you. Are there  
3 any questions?

4 DR. ADAMS: Thank you.

5 SENATOR RUFF: Do we have a motion?  
6 Well, there's no motion, do we have a motion for the original  
7 matter?

8 DELEGATE WRIGHT: I move we accept  
9 the staff's recommendation.

10 SENATOR RUFF: It's been moved and  
11 properly seconded that the staff's recommendation on #3164  
12 be approved. Any further discussion? All in favor say aye.  
13 (Ayes.) Opposed? (No response.) All right, thank you all. All  
14 right. The next action is loan scholarship revisions.

15 MR. FEINMAN: We have three issue  
16 before us. Please come forward.

17 MS. ABBOTT: Hi, my name is Brittany  
18 Abbott and I'm a Southside Virginia resident, Halifax County  
19 and I was born and raised there. My grandfather was from  
20 Halifax County and was a tobacco farmer and I learned that  
21 agriculture was very important for my entire life. I went to  
22 school and graduated and to further my education, I applied  
23 for a Tobacco scholarship and I received it three out of four  
24 years.

25 SENATOR RUFF: Speak into the

1 microphone please. Was it a scholarship or how was that?

2 MS. ABBOTT: It was a forgivable loan,  
3 now it's a scholarship so I got it before that. It was from 2009  
4 to 2010 and then '10 to '11 and '11 to '12. I received \$7,685  
5 to help further my education and I'm so thankful for that. It  
6 allowed me to get my Bachelors of Science in Biology and  
7 allowed me to set my goals higher and I went to get a graduate  
8 education. I went to Townsend University outside of  
9 Baltimore and received a Master's in Forensic Science. After  
10 Baltimore, I came back home in Southside Virginia. I moved  
11 back and got a job with the Virginia Department of Agriculture  
12 at the Lynchburg Animal Health Lab. My first job was as a  
13 tech, so I was really helping the veterinarians to do autopsies  
14 on animals and that helped the health department figure out  
15 what they could do to help them figure out how they could  
16 prevent further loss to the herd of animals. The majority of  
17 our business is farmers involving agriculture. I did that for  
18 about a year. I'm currently the dairy microbiologist at the lab;  
19 milk, ice cream and water. My number one client is --- milk  
20 cooperative, Virginia Tech. And that involves about 2500  
21 dairy cows. On average, I do about 500 milk samples per  
22 week just for them.

23 SENATOR RUFF: Can you speak into  
24 that mike please?

25 MS. ABBOTT: Then there's in Lynchburg

1 the Westover Dairy. The issue is unfortunately the lab is  
2 located 250 feet from 460, Route 460, the dividing line  
3 between Lynchburg and Campbell County, so I'm faced with  
4 the issue of having to pay back the loan simply because of the  
5 location of the lab. I can look out my window and see cars  
6 driving by on 460. So I'm asking for forgiveness because I feel  
7 I did exactly what the Commission wanted. I was educated in  
8 Southside Virginia and then I came back to Southside and of  
9 course I am helping the local economy by working here and it  
10 directly impacts Virginia agriculture. I work with dairy  
11 farmers on a daily basis and because of 250 feet, I hope you  
12 understand this is a unique situation and I know people might  
13 say well, you got the money and I did that. Agriculture is very  
14 important to me and I'm employed by the state and work in  
15 agriculture and I promote agriculture and I'm asking you all to  
16 consider that and essentially for forgiveness. Thank you. I  
17 am living in Halifax County.

18 SENATOR RUFF: I'm not sure we can  
19 reach a conclusion today, but we've heard what you said and  
20 we've got to look at this in the context of everybody else. I for  
21 one, I know we've had conversations with close personal  
22 friends and in my case my own son had a similar situation but  
23 we'll try to figure out something.

24 MS. ABBOTT: Okay, I appreciate that  
25 and I know it's a unique situation but I just thought in my

1 case, I did exactly what the Commission wants. Because of  
2 250 feet, a technicality it's caused me to pay that back.  
3 Thank you.

4 SENATOR RUFF: Any questions? All  
5 right. Delegate Marshall?

6 DELEGATE MARSHALL: I moved over  
7 here and I'm here this afternoon to introduce you to Ed Mills  
8 on behalf of his daughter Molly Mills, who received some  
9 funds several years ago. Mr. Mills cannot stand so I'm going  
10 to take the mike to him.

11 MR. MILLS: Thank you, Delegate  
12 Marshall. I have a letter I'd like to read. My daughter Molly  
13 graduated from Averett University in 2011 and at that time we  
14 took out her to our doctor's office and she became sick and  
15 the doctor referred her to the Piedmont Community. At that  
16 time she was found to be and we applied for SSI and we were  
17 turned down the first time. Then in 2014, she was approved.

18  
19 NOTE: Mr. Mills reads a letter to the Committee.

20  
21 MR. MILLS: She has seizures and  
22 bipolar and anxiety and migraines and disorders. I have to  
23 apologize. I can't stand so I'll have to sit here. Along with that  
24 profound mental retardation, I'm referring to her Tobacco  
25 scholarship loan. She has so many medical bills, so I'm

1 asking you for consideration of that to relieve her of those  
2 bills.

3 DELEGATE MARSHALL: Mr. Chairman,  
4 Mr. Mills is asking for consideration as a hardship to relieve  
5 her and also it's already gone into collection. So we'd like to  
6 freeze the collections until the Committee can make a decision  
7 if you're going to give the family a hardship consideration.

8 SENATOR RUFF: We won't be able to  
9 take action on this today but I'll ask Evan to put on hold the  
10 collection process and we'll continue this and discuss this and  
11 get back with everyone. Thank you. Evan, do you have some  
12 other revisions?

13 MR. FEINMAN: There's two things we  
14 need to talk about.

15 SENATOR RUFF: We may have to call  
16 another meeting.

17 MR. FEINMAN: We can do that, Mr.  
18 Chairman. But the first matter is in our newly approved  
19 budget, there is a 25% reduction in the scholarship amounts  
20 for the incoming cohorts. The question before this Committee  
21 is, will we serve a smaller number of people or will we reduce  
22 the awards 25% so we can serve as many people.

23 SENATOR RUFF: I would ask you to put  
24 on a sheet the two scenarios so we can deal with those and  
25 we'll come up with something prior to the full Commission

1 meeting.

2 MR. FEINMAN: All right.

3 SENATOR RUFF: Is there any other  
4 public comment? If not, then we're adjourned. Thank you all  
5 for coming.

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7 PROCEEDINGS CONCLUDED.

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24 CERTIFICATE OF THE COURT REPORTER

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1 I, Medford W. Howard, Registered Professional  
2 Reporter and Notary Public for the State of Virginia at large,  
3 do hereby certify that I was the court reporter who took down  
4 and transcribed the proceedings of the **Tobacco Region**  
5 **Revitalization Commission Education Committee meeting**  
6 **when held on Thursday, May 5, 2016 at 1:00 p.m. at IALR**  
7 **in Danville, Virginia.**

8 I further certify this is a true and accurate  
9 transcript, to the best of my ability to hear and understand  
10 the proceedings.

11 Given under my hand this 18<sup>th</sup> day of May,  
12 2016.

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19 My Commission Expires: October 31, 2018.

20 Notary Registration Number: 224566