



President's Newsletter



Joanne Jaeger Tomblin, President

Let's Keep it Positive!

The economic climate in this country and around the world has been making everyone uneasy and uncertain about the future. Even though West Virginia is beginning to feel some of the effects, we are in a far better climate than most. The next few years will be difficult in terms of our budget here at Southern. We have no way of predicting what will come next or how this will all end up, but it is important for us to keep it positive. Instead of viewing the glass as half empty, we need to view it as half full. These are times we need to market ourselves. We need to encourage our citizens to take advantage of these difficult times and educate themselves through skill sets, training, retraining or attaining a certificate or associate degree. Hopefully this will prepare them for the workforce that will

be needed when the recession ends. Southern has a window of opportunity to place a positive spin on a future that may currently appear gloomy. I believe community and technical colleges, and specifically this college, are key ingredients for whatever the future may hold. To withstand our competition we are going to have to be different, work differently and be flexible in meeting these challenges. We cannot avoid riding through the storm that's coming, but we are well equipped and prepared to come out on the sunny side. We just have to confidently keep moving ahead and we will. This institution and its importance to the success of southern West Virginia are immeasurable.

It's hard to believe we are approaching commencement. Another aca-

demic year has slipped before our eyes. It has certainly been a great year and one of many accomplishments. I want to thank each of you for all you do to make this institution a great place to work, and hope you have a wonderful and productive summer. I want to personally wish those who are retiring best wishes. Many of our long time employees are departing which in itself will present many changes on our campuses in the coming year. To Brenda Baksh, Roy Bolen, Karen Carlton, Jeff Hanichen, Ann McCormick, Donnie Summers, Drema Vance and Connie White, I wish you all the best as you embark on a new phase in your lives. We are losing so many great members of our family as well as much of our history. You have been wonderful members of our

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Message from the President

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staff and faculty who are deeply appreciated by all, but more importantly by our students who have benefitted from your teaching, assistance or just in knowing you. I hope you will find the time to come back, visit us and be our ambassadors. You will all be missed!

I have enjoyed meeting with each of our academic departments in recent months. Since the last newsletter I have met with the Natural Sciences, Math, Business, Criminal Justice, Nursing, Social Sciences, Technology, and Transitional Studies departments. I appreciate all

the faculty who attended and their comments and concerns.

I also want to commend Darrell Taylor for his ongoing work with our Student Government Associations. For the first time in many, many years, our students have been encouraged to initiate student clubs on campus. Newly organized clubs include Campus Crusaders, Bible Study, Film Club and Young Republicans. Additionally, the Williamson Student Government Association began a paper recycling project. The students have asked our faculty, staff, and administration to voluntarily save their paper products and recycle

them in a trash bin provided at the campus. It is their hope that the project will help change attitudes about recycling in the future.

Last but not least, I want to thank everyone who has loyally attended high school visits this year. In recent weeks we have visited Liberty, Tolsia, Williamson and Belfry High Schools. I believe our visits are important and effective. When we return in August, we will be developing the schedule for fall semester visits, and again will invite those who are able to attend to join us.

President's Future Leaders Academy

If you read higher education publications, one of the areas that is discussed quite often is aging faculty, staff and administration. Many of our own employees are approaching retirement age, and these individuals carry experience and history with them, which is lost when they leave. In reviewing all of this, (which by the way is a national demographic), I thought it was time that we begin a process of leadership training and information sharing to better position Southern for the next five to ten years.

This year, I began the President's Leaders Academy for Southern's major administrators. I hope this process will better equip them to lead their individual units and encourage and develop leadership potential of employees reporting

directly to them. This process will be ongoing and develop a life of its own as we move forward in the next several years.

The administrators as a group determined that leadership training needed to go beyond just the administration. We have many new employees and many employees who are leaving us. We determined that a similar process would be advantageous to others at Southern in not only developing their leadership abilities, but also to learn more about the College and the community college system in West Virginia and the nation. The group identified individuals whom they thought would benefit from such a program. These individuals attended a focus meeting during All Governance Day where they learned in more detail

what our Future Leaders Academy will entail and what would be expected of them personally. It is our intent to continue the process with cohorts of employees throughout the next few years, bringing them to a new level of participation and understanding of this institution.

David Lord and Pauline Sturgill, who are recent graduates of the Chancellor's Leadership Institute, will be assisting me in the development of this program, which will begin during the fall 2009 semester.

In conjunction with the President's Future Leaders Academy, I will be meeting with all College employees in random groups throughout the upcoming year to discuss a variety of topics including leadership.

Commencement and Pinning Ceremonies

Plans for our 2009 commencement and pinning ceremonies are well underway. Pinning is scheduled for Friday, May 15, 2009 beginning at 6:00 p.m., and Commencement will begin at 10:00 a.m. on Saturday, May 16. Both events will be held at the Coalfield Jamboree Theater in downtown Logan. Our Commencement Committee has been working hard to organize the event which will include more participation by our students this year.



Our featured commencement speaker is Secretary of the West Virginia Department of Education and the Arts, Kay Goodwin. Secretary

Goodwin serves on the West Virginia Higher Education Policy Commission, West Virginia Humanities Council, and the Prepaid College Tuition Board of Trustees. She also serves as Chair of the Promise Scholarship Board of Control, as well as numerous other prestigious committees. She was named a Distinguished West Virginian and Outstanding Alumna of West Virginia University and is the recipient of five honorary doctoral degrees. I encourage all of our faculty and staff to be a part of these great events.

Mike Baldwin Named 2009 Employee of the Year



We were very excited to present the **2009 Employee of the Year** award to Mike Baldwin. Mike has been a consistent representative and supporter of the College, known for his willingness to serve, no matter the time of day or week. Mike is a man of integrity and patience, and one we can count on to get the job done. He is well respected by his colleagues and has been recognized by community leaders.

He recently received the Community Service Award from the Williamson Kiwanis Club and was recognized last fall by Williamson Mayor Darrin McCormick for a historical project entitled, "A Century of Memories" completed with long-time newspaper reporter, Charlotte Sanders.

At Southern, Mike has served on many committees during his 30 years of service. He currently serves as the Classified Staff representative on Southern's Board of Governors.

A New Respect for Community Colleges

The following article is a commentary by Gene A. Budig taken from the March 22, 2009 edition of *The Charleston Gazette*.

Many college and university presidents live to debate subjects with peers, often deciding nothing but the need for further discussion.

While Gordon Gee, the bow-tied president of Ohio State University (OSU), the largest state university in the country, understands and respects the fundamental role of debate and discussion on the campus, he revels in action and studied risk-taking, the kind the average citizen often embraces.

At 65, he has spent 28 of his 65 years making a difference as a college president, thinking outside the box on a wide variety of subjects that might vary from the future of the humanities to athletics, from trends in business and industry to the rebirth of international agriculture, from the central importance of being able to write well to the modern-day role and application of foreign languages.

In a recent speech at the annual American Council on Education (ACE) annual conference in Washington, D.C., Gee jumped into deep water by announcing that his university—with some 58,000 students—is committed to unprecedented bonding with community colleges.

Gee said: “I am utterly impatient. I am a bit odd. I am somewhat evangelical. But I am not crazy.” One cannot overstate the importance of the two-year-college. Half of all undergraduates in the U.S. soon will be enrolled at these expanding campuses, as Gee pointed out.

Gee noted that OSU is committed to a new pipeline to medical college program that will enroll greater numbers of traditionally underrepresented students in medical studies. He is

partnering with Columbus State Community College on the pilot.

“Students of great promise and an interest in practicing general medicine are identified early,” Gee said at the ACE conference. “The initiative involves not just rigorous and easily transferable course work, but also early mentoring and extensive support for academic achievement.”

The program took form when Gee and Gaston Caperton, president of the College Board, explored the possibilities of building creative and enhanced partnerships.

“I am especially proud that Ohio State is the first major state university to develop such a program, but one program is simply the beginning,” Gee said. “Fully integrated programs with community colleges in a variety of areas must move from the periphery to the core of our activities.”

Gee and Caperton believe that building medical expertise is “essential to the long-term economic health of America. No community can attract business and industry without able general practitioners. The issue is a national one and it is not going away.”

Three to five other large states are likely to follow soon with a medical community college pipeline initiative. Specifically, the project goals are:

- Develop an effective means of identifying community college students who show early promise of completing the bachelor’s degree in critical science, technology, engineering and mathematics (STEM) fields, and who have an interest in graduate/professional school, specifically medicine.
- Develop an advising infrastructure at community colleges and four-year institutions that assist these

students in preparing for transfer and beyond.

- Provide sufficient financial aid to ensure that students may attend college on a full-time basis.
- Provide students, through summer internships, undergraduate research projects and the like, with an understanding of the scope and range of graduate/professional education in critical-need areas, such as STEM and medicine.
- Enroll a significant number of students from underrepresented groups in medical schools.

The first phase of the program at OSU has focused on medicine, permitting a unique partnership to guide more community college students to medical school and other health care professions.

The College Board hopes to foster programs to train a new generation of leaders in essential professions such as engineering, medicine and technology.

It is my hope that Gordon Gee, who has held more university presidencies than any other American, will continue his well-known constructive agitation within the academy and that his good-natured manner will produce even more progress for the common good in the years ahead.

Budig is an adviser to the College Board. He is a former president of three major state universities, past president of Major League Baseball’s American League and a recipient of the 2008 American Association of Community Colleges Alumni Award.

Mystery Shopping Uncovers Holes in Customer Experience

The following article is by Matthew Dembicki, as published in the March 31, 2009 edition of *Community College Times*.

KANSAS CITY, Mo. — About three years ago, the Kentucky Community and Technical College System (KCTCS) embarked on a “mystery shopping” study to see how well its 16 member institutions and 67 campuses were responding to students’ questions via phone and e-mail.

The leaders of the system and its colleges anecdotally heard that several of their institutions were doing a poor job in promptly replying to such queries or providing the correct answers. The results of the study proved it.

The surveyers—who posed as prospective students and asked questions about enrollment, specific programs, online courses, financial aid and transferring to four-year institutions—were able to get answers in the first call to the colleges less than half the time. Only a third of the time did someone at the college answer the phone on a first attempt. And nearly 60 percent of the time students were sent to voice mail.

Even after five attempts to reach someone on the phone, 43 percent of callers had to leave a voice message.

When students calling the colleges asked for material to be sent, 12 percent of representatives did not send materials even though they said they would. And 22 percent flat out said they would not send the material.

E-mail queries fared worse. Nearly two thirds of the e-mails never received a reply.

Even the company conducting the research was stunned.

“They were appalled,” said Terri Giltner, director of marketing and communications at KCTCS, who presented the information at the National Council for Marketing & Public Relations (NCMPR) annual conference.

The initial 2006 mystery shop—which is common among fast-food companies and banks to gauge customer service—prompted KCTCS to develop a formal mystery shop study that added campus visits to phone calls and e-mails. The system also crafted a plan to improve the quality of service. It installed a call center—based on one established at Cuyahoga Community College (Ohio)—and initiated a customer

service initiative that includes regional customer service training sessions for all admissions and recruiting personnel.

It also created a formal, ongoing mystery shopping program to assess customer service.

In addition, KCTCS is currently developing a standardized customer service policy and procedures and a customer service rewards program for employees.

The results from the system’s efforts to improve customer service show significant improvements between the initial research in 2006 and the first formal shop study in 2007 (It held two “shops” in 2007 and three in 2008.) About 75 percent of phone calls were answered on the first attempt, compared to 45 percent in the initial study. And 66 percent of e-mails received a response, compared to 36 percent during the first shop. By the most recent shop in December 2008, 80 percent of e-mails received a response, with more than half getting one the same day.

KCTCS did tell its colleges about the early shops beforehand. But it did not inform them of the more recent shops. As a result, there was a spike in improvement initially, then it dropped a little, but it has climbed up to higher rates, according to data.

The ratings for e-mail, phone and site visits were all above 70 percent in recent polls, indicating colleges are using the data to improve their services, Giltner said.

But 70 percent isn’t good enough, she said.

“At KFC, if we didn’t get in the 90s, it was a failure,” said Giltner, who was employed at the fast-food company before working in the governor’s office and then KCTCS.

There are areas for improvement. The newer data show that college representatives don’t listen well to students. Shoppers felt representatives were rushed, interrupted them, not interested and directed them to the Web rather than answer questions. In some cases, the representative refused to give their names to the surveyers.

Giltner noted that at most of the colleges, student workers often answer the phones, and they may be not properly trained to answer calls.

In terms of e-mails, 20 percent of queries still don’t receive a reply of any kind. The study observed that students find it difficult

to find a contact person at the colleges Web sites and by default send e-mails to the Webmaster—which further reduces the chances of a reply.

Jefferson Community & Technical College, one of the participating institutions, was initially pleased to see its query response rates were high, said Lisa Brosky, the college’s director of public relations and marketing. But a look at the reports showed that students were being given the wrong information, she said, prompting the college to beef up training in those areas.

The study also looked at four-year and for-profit education institutions in the state, as well as a few community colleges in other states. They fared about the same, Giltner said.

Other community colleges around the U.S. have also tried mystery shopping, with push-back in some cases. A couple of attendees of the NCMPR session said they provided similar informal data to their presidents, who said they already know their colleges did a poor job answering students’ questions and “didn’t want to hear it,” were not interested in it because of other pressing matters or said it was the students’ responsibility to find that information, not the college’s job.

In a recent mystery shop at one two-year college, a college representative was text-messaging the entire time while speaking to a student surveyor during a visit to the college campus. When college officials informed the office in question, staffers said they didn’t know about the mystery shop and felt it was unfair.

Other colleges have also heard from staffers in admissions and other offices saying the practice is unfair.

Giltner and others at the conference session disagreed, arguing it provides a true snapshot of the gaps in customer service. KCTCS isn’t punishing employees but rather rewarding those who do a good job, she said.

“We use it as a tool, not as a stick,” she said. “Mystery shopping doesn’t work when you do it that way.”

National Safety Council's Defensive Driving Course

As mentioned during "All Governance Day", **all** Southern employees are required to take the National Safety Council's Defensive Driving Course for West Virginia Board of Risk and Insurance Management (WVBRIM).

The on-line driver safety training course must be completed by all of our employees by April 30, 2009. If you do

not complete the course, you will not be permitted to drive a state vehicle or to be reimbursed for travel expenses. If you supervise employees who do not have access to a computer, please make sure you provide them access to complete the test.

Please send a copy of your Certificate of Completion to Melissa Creakman in the Finance Office, and to your department/unit head. Completion of the Driver's Course by our employees has a direct effect on the College's insurance premiums. If you have any questions, please contact our Chief Financial Officer, Sam Litteral.



Meeting with Concord University

In recent weeks, Southern officials met with officials of Concord University to discuss the development of 2+2 programs, and specifically the delivery of a Teacher Education program at the Wyoming/McDowell Campus.



This would be similar to what is currently offered at our Williamson Campus through Marshall University. New Concord President, Dr. Gregory Aloia, is very interested in a cooperative arrangement between the two institutions.

Chancellor's Leadership Institute

Pauline Sturgill and David Lord recently completed the Chancellor's Leadership Institute. A culmination luncheon was held at Stonewall Resort and Conference Center in Roanoke, West Virginia, where participants received certificates of

completion. Both Pauline and David will assist the President with Southern's Future Leaders Academy that is scheduled to begin in Fall 2009.



Thanks for the Memories . . . 2009 Southern Retirees



Southern hosted its annual Employee Recognition Luncheon on April 3rd at the Logan Campus. Employees from all campus locations were recognized for their years of service beginning with 5 years through 35 years. Thirteen college employees will be retiring this year and were presented with a certificate of appreciate and a gift. Pictured are l-r, President Joanne Jaeger Tomblin, Ann McCormick, Donnie Summers, Connie White, Drema Vance, Brenda Baksh, Roy Bolen, and Patricia Clay, Human Resources Administrator. Retirees not pictured include Margaret Briles, Karen Carlton, Jeffrey Hanichen, Tina Kinser, Leona Faye Tackett, Tammie Thompson, and John Tomblin.

Five Years of Service Award Recipients



Pictured l-r: President Joanne Jaeger Tomblin, Cindy Crigger, Dr. Lisa Haddox-Hesson, Jaime Crum, Geoffrey Saunders, Jennifer Dove, Delores Marcum, Tehseen Irfan, and Patricia Clay, HR Administrator. Not pictured: Suzette Felty, Steven Lacek, and Cathy Smith-Cox.

Ten Years of Service Award Recipients



Pictured l-r: President Joanne Jaeger Tomblin, Christopher Lawson, Larry D-Angelo, Pauline Sturgill, Judy Curry, Rachel Baisden, Geraldine Hagy, Stella Estep, Paula Maynard, and Patricia Clay, HR Administrator. Not pictured are Kimberly Lusk, Calisa Pierce, Charles Puckett, Russell Saunders and Vicki Workman.

Fifteen Years of Service Award Recipients



Pictured l-r: President Joanne Jaeger Tomblin, Sandra Podunavac, Melinda Saunders, Guy Lowes, Ron Lemon, and Patricia Clay HR Administrator. Not pictured, Drema Elswick.

Twenty-five Years of Service Award Recipients



Pictured l-r: President Joanne Jaeger Tomblin, E. Rodney Scaggs, Ron Hamilton, Christine Browning, Pat Miller, and Patricia Clay, HR Administrator. Not pictured, Roger Watson.

Thirty Years of Service Award Recipient



Pictured l-r: President Joanne Jaeger Tomblin, Drema Vance, and Patricia Clay, HR Administrator. Not pictured, Albert Prater.

Thirty-five Years of Service Award Recipient



Pictured l-r: President Joanne Jaeger Tomblin, C. Lynn Earnest, and Patricia Clay, HR Administrator.

Classified Staff Leadership 2009-2010



Debbie Dingess
Board of Governors
Classified Staff Representative



Kimberly Maynard
Chair
Classified Staff Council



Teri Wells
WV Advisory Council of Classi-
fied Employees Representative

Faculty Senate Leadership 2009-2010



George Morrison
Board of Governors
Faculty Representative

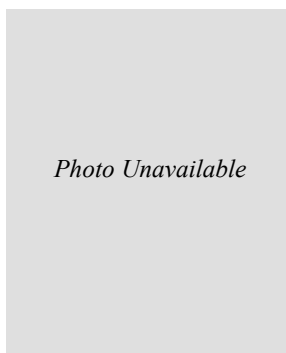
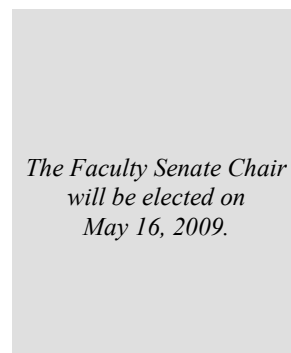



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Chuck Puckett
WV Advisory Council of Faculty
Representative



*The Faculty Senate Chair
will be elected on
May 16, 2009.*



Southern
SOUTHERN WEST VIRGINIA
COMMUNITY AND TECHNICAL COLLEGE

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Questions about the *President's Newsletter* should be directed to Emma Baisden, Assistant to the President, at 304.896.7402, or by e-mail: Emmab@southern.wvnet.edu



If you have specific questions regarding issues or events at the College, please e-mail or call my office by the 15th of each month.

Dates to Remember

MAY

- 8 WV Council for Community and Technical College Education Meeting, Charleston, WV, 9:00 a.m.
- 9-15 Final Exam Week
- 15 Allied Health Pinning Ceremony, Coalfield Jamboree Theater, 6:00 p.m.
- 16 Commencement, Coalfield Jamboree Theater, 10:00 a.m.
- 19 Final Grades Due
- 21 President's Administrative Retreat, Chief Logan Lodge and Conference Center
- 21 G.E.D Graduation Ceremony, Savas-Kostas Theater, 6:00 p.m.

Employee News

- Congratulations to Merle Dempsey on the completion of his Education Doctorate at the Marshall University Graduate College.
- Congratulations to Geoffrey Saunders who will graduate this semester from Marshall University with a Master of Teaching (MAT), and from Liberty University Baptist Theological Seminary with a Master of Arts in Religion and Pastoral Counseling (MAR).
- Congratulations to Mitzie Paynter who transferred to the position of Administrative Secretary, Sr. in the Allied Health Department on February 16, 2009.
- Congratulations to Joshua Workman who was hired as Financial Aid Assistant II at the Williamson Campus on February 16, 2009.