

Revitalizing Southern VA through educational access & innovation

# **The Southern Virginia Higher Education Center**

# Institutional Priorities 2010

1. **Adopt a sustainable business model**
2. Solidify 2+2+2 educational pathways for Business of Art & Design programs
3. Continue developing strategies to quantify SVHEC's impact on Southern Virginia
4. Continue improving safety & security measures
5. Continue improving communication with staff, partners, students & stakeholders

## 1. Develop & implement a sustainable business model

- **Revise** partner cost-sharing model
- **Increase** revenue-generating programming
- **Collaborate** with HEF to develop a "fund & friendraising" strategy

# Community-based

- 20+ year track record
- Early community recognition of nexus b/t education & economic development
- 2001 move to new facility, financed & equipped with no state monies
- 2006 state agency designation
- SCHEV Report recommendations expand role to program development & innovation



# Collaborative

- Environment where rural citizens can get an education
- Facilities, technology, support services
- Nine educational partners
- From GED to PhD
- 2009 unduplicated headcount of 3124
- Students from 16 VA counties & 4 cities
- Degree programs – 82%  
Non-degree – 14%  
Dual enrollment – 4%



# Tech driven

- Center for Nursing Excellence: CNA, ADN, MSN, Family Nurse Practitioner
- Advanced manufacturing labs configured in smart factory approach
- 21-station design-industry standard digital MAC lab
- Southern Virginia Educational Network (SVEN)
- Free WIFI and 200 station open computer labs



# Innovative

- Business of Art & Design signature programming
- Modeled after VCU's da Vinci Center & Georgia Institute of Technology
- Focused on Knowledge Economy creative & collaborative skills
- Holistic, project-based
- 2+2+2 educational pathway
- National juried competitions
- International component



# Research & Development

- R&D Center of Advanced Manufacturing & Energy Efficiencies
- Big “D” little “R”
- CCAM & RR tie-in
- Smart Factory approach
- Blacksburg “toy”
- Wine barrel
- Scramjet



# Impact of budget reductions on SVHEC

2008	2009	2010	TOTAL cumulative
3%	10%	10%	23%
\$43,004	\$43,004	\$43,004	\$43,004
	\$194,166	\$215,166	\$215,166
		\$212,675	\$212,675
<b>\$43,004</b>	<b>\$237,170</b>	<b>\$470,845</b>	<b>\$470,845</b>
			<b>Impact of additional cuts in 2011-12</b>
Literacy Coordinator reduced to 10 hrs/wk	Literacy Coordinator funded by NGF-grants	Building owner forgave rent on new lab space	Eliminate 1 FT Operations position
Evening Student Support Specialist reduced to 25 hrs/wk	CREED Program Coordinator eliminated	Eliminated all PT Student Support Specialist positions	Reduce operating hrs: no weekend/early a.m. classes
Non-credit Coordinator position funded w/ tuition-generated NGF	Gave back 2 new positions: Program Coordinator & Marketing Specialist	Moved 1 FT IT position to Student Support	Reduce FT workweek (and salaries) to 36 hrs
	Deferred purchase of Mobile Computer Lab for Workforce Services	25% job sharing of Student Support responsibilities by 2 FT positions in other departments	Eliminate Center for Nursing Excellence
	Non-personnel operating expenses cut	Additional non-personnel operating expenses cut	Eliminate Business of Art & Design Programming
	Executive Director Search funded w/ NGF		Eliminate all Non-credit Programming

# Questions?

Dr. Betty H. Adams  
Executive Director

[bettyadams@svhed.org](mailto:bettyadams@svhed.org)





## SOUTHERN VIRGINIA HIGHER EDUCATION CENTER

Partners	Complete Programs Offered at the SVHEC	Delivery	Enrollment
<b>Business of Art &amp; Design—The SVHEC’s signature programming</b> (offered in partnership with Danville Community College)	Digital Art & Design and Product Design & Development	Face-to-Face	85
<b>Center for Nursing Excellence</b> (Offered in partnership with Danville and Southside Virginia Community Colleges and Old Dominion University)	Nurse Aide, Practical Nursing, Registered Nursing, Bachelor of Science in Nursing, Master’s of Science in Nursing, and the Doctorate of Nursing Practice	Face-to-Face Online	342
<b>Danville &amp; Southside Virginia Community Colleges</b>	<b>7 Associate’s Degrees</b> (Practical Nursing, Registered Nursing, Business Administration, Human Services, University Parallel, Administrative Support Technology, Early Childhood Education)  <b>6 Career Studies Certificates</b> (Digital Art & Design, Product Design & Development, Nurse Aide, Advanced Nurse Aide, Truck Driver Training, and Office Skills)	Face to Face Online	983
<b>Central Virginia Community College</b>	<b>1 Associate’s degree</b> (Medical Laboratory Technology)	Video Conference	1
<b>Southside Virginia Community College Adult Education &amp; Middle College GED Programs</b>	GED Preparation Courses	Face-to-Face	85



## SOUTHERN VIRGINIA HIGHER EDUCATION CENTER

Partners	Complete Programs Offered at the SVHEC	Delivery	Enrollment
<b>Averett University</b>	<p><b>7 Bachelor Completion Degrees</b> (Business Administration, Psychology, Sociology, Criminal Justice, Computer Information Systems, Physical Education-Sports Management, Business Administration-Management Science Concentration)</p> <p><b>2 Master’s degrees</b> (Business Administration, Education-Curriculum &amp; Instruction)</p>	Face-to-Face Independent Study	13; Currently gathering students to begin a new cohort. Averett is the SVHEC’s newest educational partner.
<b>Mary Baldwin College</b>	<p><b>16 Bachelor Completion Degrees</b> (Healthcare, Business Administration, Psychology, Sociology, Religion, History, Asian Studies, Political Science, English, Philosophy/Religion, Communication, International Relations, Arts Management, Marketing Communication, Social Work, Business w/emphasis in Accounting, Business for a Sustainable Future)</p> <p><b>12 Minors</b> (Business, Education, Historic Preservation, Leadership Studies, Marketing, Ministry, Women’s Studies, Public History, Management, Human Resource Management, Peacemaking &amp; Conflict Resolution)</p> <p><b>1 Master’s Degree:</b> (Graduate Teacher Education—General Education or Special Education specialization)</p>	Independent Study Online Face-to-Face Hybrid (Face-to-Face combined with an online component)	149
<b>Longwood University</b>	<p><b>3 Master’s Degrees</b> (Community &amp; College Counseling, Educational Leadership, Literacy &amp; Culture)</p>	Face-to-Face Specific courses may be offered via Video Conference or a hybrid method)	39



## SOUTHERN VIRGINIA HIGHER EDUCATION CENTER

Partners	Complete Programs Offered at the SVHEC	Delivery	Enrollment
<b>Old Dominion University</b>	<p><b>13 Bachelor's Degrees</b> (Criminal Justice, Human Services, Nursing (BSN), Computer Science, Health Sciences, Professional Writing, Communication, Occupation &amp; Technical Studies, Dental Hygiene, Information Systems &amp; Technology, Interdisciplinary Studies, Business Administration, Engineering Technology)</p> <p><b>3 Master's Degrees:</b> Nursing (MSN), Special Education, Occupational &amp; Technical Studies (specialization in Community College Teaching, Business &amp; Industry Training, Career &amp; Technical Education)</p> <p><b>4 Doctorate Degrees:</b> Community College Leadership, Nursing Practice, English, Occupational &amp; Technical Studies (specialization in Technology Education, Career &amp; Technical Education, Human Resource Training)</p>	TELETECHNET (video conference) Online	25
<b>Commonwealth Graduate Engineering Program</b>	<p><b>14 Master's degrees</b> (Design &amp; Manufacturing, Engineering Management, Experimental Methods, Modeling &amp; Simulation, Manufacturing Design, Electrical Engineering, Civil Engineering, Computer Engineering, Systems Engineering, Engineering Administration, Chemical Engineering, Engineering Physics, Nanotechnology, Material Science &amp; Engineering)</p> <p><b>1 certificate</b> (Coastal Engineering)</p>	Video Conference	1



## SOUTHERN VIRGINIA HIGHER EDUCATION CENTER

Partners	Complete Programs Offered at the SVHEC	Delivery	Enrollment
<b>Southside Virginia Coalition with New College Institute and the Institute for Advanced Learning &amp; Research</b>	<b>4 Bachelor's degrees</b> (Social Work, Early Childhood, Motorsports Engineering Technology, Individualized Studies)  <b>1 Master's degree</b> (Social Work)	Video Conference	8

Non-College and Resource Partners		
Virginia Foundation for the Humanities	Southwest Virginia Higher Education Center	Destination Downtown-South Boston
Virginia Tobacco Indemnification & Community Revitalization Commission	Roanoke Higher Education Center	Clarksville Education Center
Longwood University Small Business Development Center	Blue Ridge Arts Council	Virginia Advanced Study Strategies
Longwood University Institute for Teaching through Technology and Innovative Practices	The Prizery	William King Regional Arts Center

# 2010 Institutional Priorities

## For the Southern Virginia Higher Education Center

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### 1. Develop and implement a sustainable business model for SVHEC operations

- **Develop & implement new partner cost-sharing model**
- **Develop new MOU process to correspond with the new partner cost-sharing model**
- **Increase revenue-generating programming**
- **Collaborate with new HEF Director of Development to develop a “fund and friendraising” strategy and to identify specific program-related resource needs going forward**

### 2. Solidify the 2+2+2 educational pathways for the two Business of Art & Design programs

### 3. Continue developing strategies to quantify SVHEC’s impact on Southern Virginia

### 4. Continue improving safety & security measures

### 5. Continue improving communication with staff, partners, students & stakeholders

# Top 10 SVHEC Achievements in 2009

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1. **Foundation laid for a sustainable SVHEC business model** – *this is the only way the SVHEC can survive.*

- **Institutional assessment:** An initial situational assessment made clear the most critical SVHEC priority in 2009 and 2010 is the need to implement a sustainable business model.
- **Planning & Development Committee takes on Partner-Cost-Sharing study:** Committee members provided with background and overview of financial and funding situation; alternative actions identified.
- **Best Practices Study:** Requested a “Best Practices Study” be conducted by Department of Planning & Budget consultants; anticipating full report with recommendations in the next several weeks.

2. **Implementation of signature BA&D programming** – *this is what sets us apart from our educational peers.*

- **Successful BA&D launch:** Successfully launched dual enrollment and community college certificate programs for both BA&D programs. Approval of AAS degrees is in the pipeline awaiting the approval of the Southern Association of Colleges & Schools.
- **Articulation with 4-year partners:** Significant progress has been achieved in developing articulation agreements with 4-year partners. An “international articulation agreement” with Galway-Mayo Institute of Technology (GMIT), Virginia Tech, and the SVHEC is also being developed.
- **National awards:** Students in both programs won top honors in national juried competitions.
- **Martinsville Speedway Clock project:** High profile project opportunities such as the Martinsville Speedway Clock are coming our way as a result of national recognition and deep industry connections of BA&D program coordinators.

3. **Construction of a clearer institutional story** – *this is what will win over partners, supporters, students, and \$\$.*

- **The SVHEC story is compelling.** The fact that we are “different” (innovative, tech-driven, collaborative, entrepreneurial) makes us stand out from the traditional, bureaucratic higher education crowd. It is important that we bottle and “sell” this story in order to attract fiscal and intellectual support among our partners, community, legislators, the TIC, etc. Over the past year, a number of institutional white papers have been developed to clearly lay out our unique positioning in the educational market, and a new web site design is set to be revealed in the spring.
- **Economic impact study commissioned:** An economic impact study was commissioned in December, which will put numbers to our story by quantifying the impact our institution has on the region.

4. **Quantification of outcomes** – *this provides hard evidence of our substantial impact on the region.*

- **Re-focusing of CREED staff:** It is vital that we quantify SVHEC outcomes. For that reason Catherine Stevens, who was originally brought on board under the CREED grant, has been tasked with developing an accurate and reliable system for collecting, tracking and reporting student and client outcomes. In short order, Catherine has established good working relationships with her community college, IALR, and NCI counterparts.
- **Initial use of data:** SVHEC stakeholders have been bowled over when presented with our enrollment numbers – almost 3,000 unduplicated headcount in 2008, about the size of a small community college. The high percentage (87%) of SVHEC community college students has ramification for eventual changes to partner cost-sharing. We are also in the process of tracking “access” numbers e.g. computer usage, WIFI usage, etc.
- **Online survey software:** It is equally important that we gather qualitative (satisfaction) data; therefore, instruments have been designed to gauge student, staff, and client satisfaction with SVHEC services and facilities. These instruments will be utilized beginning this spring.

## 5. **Improved communication & rapport with internal & external stakeholders** – *this is what will keep people apprised of, attracted to, and connected with our progress, impact, and agenda.*

- **One-on-one interviews:** From January- March 2009, approximately 100 one-on-one interviews were conducted with staff, partners, trustees, HEF staff, and regional leaders. These interviews in combination with a document and financial review were instrumental in developing a situational (SWOT) analysis and determining 2009 Priorities: Funding & Sustainability, Communication & Partner Relations, Enrollment Management & Growth, and Safety/Security.
- **Appointment of Communication Manager:** Because communications was identified as an area in need of improvement, Hope Harris-Gayles was tasked with managing all SVHEC communications including the web page, flat panels, newsletter, and PR notices to local newspapers. Hope also conducts all tours and oversees the Staff-Partner Advisory Council and the newly formed Student Advisory Council.
- **Weekly Directors Meetings:** Weekly, agenda-driven meetings are conducted with Directors, the Communication Manager, and a Staff-Partner Advisory Council representative to discuss and reach consensus on ongoing projects and current issues.
- **Regular “Messages from the Executive Director:”** Regular email messages updating SVHEC staff and partners on current and upcoming events, issues and the rationale for sensitive decisions commenced in January. 14 messages were distributed in 2009.
- **Monthly Leadership 2020 Meetings:** In collaboration with the Halifax County Chamber and the Strategic Plan 2020, I meet monthly with the Halifax and South Boston Town Managers, IDA Director, Halifax County Superintendent of Schools, Water Service Authority Director, and the Halifax County Manager to discuss current topics, collaborate, and troubleshoot and resolve common issues.
- **Quarterly meetings with Southside Higher Education Consortium partners IALR & NCI:** Beginning January 2010, the executive directors of the Southside Higher Education Consortium will meet on a monthly basis, rotating meetings between various centers.

## 6. **Completion of Innovation Center Design Review**

- **SVHEC centerpiece:** The Innovation Center will become the centerpiece for SVHEC’s focus on innovative workforce services and programs. The facility and the services

and programs (BA&D) that reside in the building have already attracted the attention of regional, national, and international industry representatives and research institutions.

- **Design review “challenge”:** A significant amount of time in 2009 – weekly marathon meetings and multiple site visits across the state – was invested in developing the Space Review Plans for the Innovation Center with SVHEC and HEF staffs and architects. Entering into this exercise with an unclear and ill-defined programming plan made for a unique challenge, which we nonetheless managed to overcome thanks to unparalleled collaboration, commitment, and focus.

## 7. Planning, Completion & Ribbon-cutting for BA&D Lab

- **Just-in-time completion:** Simultaneously coordinating two major construction projects on opposite ends of campus was a challenge in 2009, but the SVHEC, HEF, Burton Construction, and Pape- Cole team was successful in completing the BA&D lab build-out in a very short period of time – just in time to begin *Product Design & Development* dual enrollment and community college classes. Having high school dual enrollment students onsite is vital to initiating their entry, success, and persistence in the 2+2+2 BA&D educational pathway.
- **Increased awareness of BA&D programming:** The “early opening” of and ribbon-cutting event for the BA&D lab was important in helping SVHEC staff and trustees, HEF board members, partners, students, and the community to visualize and understand the innovative nature and significance of our signature programming, which will eventually be housed in the new Innovation Center.

## 8. International collaborations

- **Galway-Mayo Institute of Technology (GMIT):** In 2009, a Memorandum of Understanding (MOU) was signed with GMIT in Letterfrack, Ireland, which has led to the SVHEC’s hosting of two GMIT graduate interns this year, with another intern scheduled to arrive in January 2010. These interns were instrumental in helping bring the *Product Design & Development* program online. And while the value of the cultural exchange for our students, staff, partners, and community has been remarkable, the association has more importantly sparked a unique collaboration that is establishing an international articulation agreement between SVHEC, GMIT, and VT. A contingent of VT faculty will visit GMIT in March to continue developing the curriculum, a trip the SVHEC executive director has been invited but us hesitant

- to join due to the current budget situation. GMIT is an excellent fit for the SVHEC in that the institution has advanced manufacturing, R&D, and energy efficiencies foci.
- **Missler Software of Evry, France:** Missler Software, maker of TopSolid—a leading Computer Aided Drafting/Computer Aided Machining (CAD/CAM) software – established the first *USA/TopSolid Training Institute* at the **SVHEC** in 2009. Missler donated almost \$1 million in software and site licenses that were matched with a Tobacco Commission grant to up-fit the training center that is housed in the recently opened Business of Art & Design Lab. This unique collaboration establishes the **SVHEC** as the only U.S. educational training facility for TopSolid. In the months to come, training events will bring individuals from across the United States to the Commonwealth for a one-of-a-kind training experience. Additionally, this partnership has expanded the **SVHEC**'s workforce training efforts to provide access to the high level training regional and statewide corporations require remaining competitive.

## 9. Revenue-generating private/public collaborations

- As increasing federal accountability standards further diminish the ability of traditional educational institutions to respond quickly to the growing demand for on-time and flexible training, the **SVHEC** is developing needs-based and revenue-generating programming outside the traditional academic paradigm. Strategic public/private partnerships with industry and professional associations are making ventures like the *USA/TopSolid Institute* and (planned) *Industrial Coatings Training Center* a reality. Additional non-traditional, revenue-generating collaborations are planned in 2010 and beyond.

## 10. Tobacco Commission recognition of the SVHEC R&D Center for Advanced Manufacturing & Energy Efficiencies

- While the Tobacco Commission established and funded **five** “Energy Centers,” then-Representative Clarke Hogan negotiated a unique configuration that split the Energy Center monies between a *Modeling & Simulation Energy Center*, housed at Riverstone, and the *R&D Center for Advanced Manufacturing and Energy Efficiencies*, which will be housed in the SVHEC Innovation Center. In 2009, the Tobacco Commission recognized SVHEC R&D projects already underway by awarding \$1.375M in sustaining operating funds.

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The Southern Virginia  
Higher Education Center's  
**Innovation Center**

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*A summary of the Innovation Center initiative and its utility  
to Southern Virginia*

The Southern Virginia Higher Education Center  
820 Bruce Street  
South Boston, Virginia  
County of Halifax

August 17, 2009

The Southern Virginia Higher Education Center (SVHEC) was established in 1986 to help the community make the transition from an historical economic dependence on farm and factory-based jobs to more sustainable 21<sup>st</sup> century industries and occupations. It is a progressive community-based institution dedicated to transforming the economy of Southern Virginia by retooling the workforce through education. The SVHEC currently partners with eleven colleges and universities to provide access to 75 degree programs, including literacy, high school dual enrollment; and associate, bachelor, masters, and doctoral level credentials. The SVHEC serves as a clearinghouse or broker of education by providing the access and environment – facilities, technology, and support services – in which learning can occur. In 2009 the SVHEC served more than 3,300 Virginians from 16 counties and four cities in the region. Without SVHEC resources and partnerships many in the area would have limited or no access to higher education.

### ***SCHEV report encourages the SVHEC to expand its educational role***

A recent State Council of Higher Education for Virginia (SCHEV) report encouraged the SVHEC to move beyond its role of simply brokering education to assume a more active function developing new programs. In a 2006 report assessing the higher education needs of Southern Virginia, SCHEV recommended that the SVHEC (1) collaborate with K-12 and existing institutions of higher education to foster a “college-going culture” in Southern Virginia and (2) develop new degree programs that utilize local assets to advance regional economic development. Using a \$1.5M Virginia Tobacco Indemnification and Community Revitalization Commission (TIC) grant in 2007, SVHEC staff vetted these recommendations by analyzing economic and demographic data; reviewing the current economic and educational literature; visiting and benchmarking college and community-based sites across the nation; and hosting a regional conference for collaborative and creative exchange. The resulting degree programs establish a bold, proactive approach to the regional need for knowledge-economy workers trained in the fundamental skills of innovation, creativity, collaboration, problem solving, and critical thinking: Digital Art & Design and Product Design & Development.

### ***The SVHEC develops new Innovation Center programs and R&D Center***

The newly developed programs and associated Research and Development (R&D) Center will be housed in *The Innovation Center*, a 46,000 square foot former tobacco warehouse gifted to the Halifax Educational Foundation (HEF) for use by the SVHEC. While the cost of renovating the building is covered by a \$6M TIC grant and \$4+M in historical tax credits, operating funds must be obtained so that the use

of the facility can commence. With a December 2010 completion date, *The Innovation Center* will be home to two innovative “2+2+2 educational pathway” programs and will feature a R&D Center for Advanced Manufacturing Technology and Energy Efficiencies. The 2+2+2 concept is directly focused on building a college-going culture among Southern Virginia’s historically farm and factory-based workforce. For generations a formal education was not required to participate and thrive in these jobs. Consequently “getting an education” was not considered necessary or important. This attitude has been passed down over time culminating in low educational attainment and progress, a critical impediment in today’s knowledge-based economy. The SVHEC 2+2+2 pathway establishes a seamless, directed, and integrated educational conduit commencing with junior and senior-level high school dual enrollment courses, leading to a 2-year community college applied associate’s degree (AAS), and concluding with a bachelor’s degree (BS).

The first 2+2+2 pathway program, Digital Art & Design, will be unlike anything else in the Commonwealth in its emphasis on the creation and command of new media technologies. The second program, Product Design & Development, will feature a R&D Center for Advanced Manufacturing Technology and Energy Efficiencies. Using a “Smart Factory” approach and working in tandem with the R&D Center, the Product Design & Development program will leverage the human capital of the SVHEC’s regional and international educational partners, its state-of-the-art design and production facility, and its unique cohort of product design and development students who will be exposed to hands-on learning and real-world projects that contribute to regional economic development. Industries around the region will have a resource to help solve product design issues, create new products or components, and lower manufacturing costs through technological efficiencies.

The SVHEC’s newly developed *Innovation Center* programs and R&D Center will provide three key assets to Southern Virginia:

1. Train a large workforce in the fundamental skills needed in the knowledge economy;
2. Create an industry-education partnership that will uniquely prepare business and industry to be leaders in the manufacturing renaissance;
3. Prepare and poise the region to be a global leader in the emerging advanced technology and energy economies.

***Providing the fundamental skills needed in the knowledge economy***

In the perfect marriage of design, technology, advanced manufacturing, and engineering, these programs will engage and prepare students for productive roles in the knowledge-based economy.

Based on sound research, the rigorous curriculums place a premium on real world consultation, collaboration, and application. The Digital Art & Design track will engage the extensive use of hardware and software to train students in the creation and manipulation of computer graphics, animation, video, and sound. In so doing, students will immerse themselves in the design process, and will hone their skills of critical thinking, problem solving, and creativity.

The Product Design & Development curriculum will focus on advanced manufacturing and engineering in the study and development (from conceptualization to manufacturing) of products, with an initial concentration on the wood products industry. Courses will teach a number of core concepts including creativity, design, form and function, project management, commercially focused innovation, and research. The curriculum will place a strong emphasis on Computer Aided Drafting (CAD) concepts and software, and Computer Aided Machining (CAM) technologies.

Throughout their years of study, students in the separate disciplines will be presented with a series of design challenges that will force cross-curriculum collaboration. Because the knowledge based economy requires an increasingly large amount of inter-industry and inter-national collaboration, students in both academic tracks will work with each other and with industry partners to solve a “real world” challenge presented to them. Not only will students gain necessary skills in communication and teamwork, but they will also experience the consistent application of classroom knowledge and techniques.

In developing the Digital Art & Design and Product Design & Development programs, the SVHEC leveraged its 20+ years of experience in building partnerships with regional educational institutions to create the “2+2+2 Educational Pathway.” This innovative educational model establishes a seamless pathway guiding students from the last two years of high school to two years at the community college and on to the final two years at a four-year college or university. Minimally, the first four years of the “2+2+2” model will be completed at *The Innovation Center*. Current educational partners include Halifax County High School, Danville City Schools, Pittsylvania County Schools, Danville Community College, Virginia Tech, and Galway-Mayo Institute of Technology in Letterfrack, Ireland. In addition, Mecklenburg County Public Schools and Longwood University have expressed an interest in establishing a partnership. Articulation agreements with the community college and four-year college partners will allow students to seamlessly transition from one stage to the next with all earned credits intact. Just as promising, is the built in emphasis on applicable workplace skills so that students may step off the path

at any point and possess a marketable, in-demand skill set that will provide immediate entry into the workforce.

Today, 11<sup>th</sup> and 12<sup>th</sup> grade students at partner Halifax County High School have started along the educational pathway with initial courses in Digital Art & Design and Product Design & Development (leveraging the recent establishment of the first Virginia-based WoodLinks, USA site in Halifax County High School). During the 2008-2009 academic year, 46 students have taken courses with that number expected to double in the 2009-2010 academic year. Students continuing along the educational pathway towards post-secondary training will seamlessly transition into the Digital Art & Design or the Product Design & Development Associate's of Applied Science degree track with Danville Community College.

***Prepare business and industry to be leaders in the manufacturing renaissance***

The R&D Center for Advanced Manufacturing Technology and Energy Efficiencies, to be housed in *The Innovation Center*, will foster a strong industry-education partnership that will allow business and industry to lead in the renewal of highly skilled, technologically advanced American manufacturing. For industry to compete globally, businesses must have support from higher education in solving the issues associated with innovation inefficiencies. Private firms are challenged to act independently to capture all of the economic benefits arising from new technologies, new products or new business models through their own investment in human capital and hard assets.

Regional industry-educational research partnerships established for the promotion of R&D and innovation activities that lead to technology commercialization will yield multiple benefits, including the implementation of best practice processes by existing firms, and the creation of entrepreneurial start-up firms. The current challenge of each firm independently staying at least current, if not ahead of the R&D and innovation curve, will be considerably reduced, and the economic benefits proven to be associated with the implementation of product innovation, process innovation, and organizational innovation will significantly strengthen the competitive position of the partnering firms.

In keeping with the strong collaborative environment of *The Innovation Center*, the R&D Center for Advanced Manufacturing Technology and Energy Efficiencies will operate in an "open lab" environment that promotes a merging of imagination and engineering. Such an open culture, predictably, will lead to the establishment of geographic industry clusters that will enable firms to take advantage of common resources (chief among them a highly skilled workforce trained in a complex, in-demand skill set). Even at this early stage, several firms, including multinational giants Herman Miller,

Delmac Machinery Group, and Missler Software of Evry, France have expressed strong interest in *The Innovation Center's* R&D component.

***Poise the region to be a global leader in the emerging energy economy***

In addition to the strong research and development conducted for advanced manufacturing technology, similarly strong R&D in energy efficiencies will be carried out in *The Innovation Center*. A multitude of events including, greater national and international attention to the global climate crisis, unprecedented spikes in consumer energy costs, and a new presidential administration that places energy innovation as a priority, are coming to a perfect convergence in the creation of an energy driven economy. *The Innovation Center* is primed to leverage the region's existing assets and place Southern Virginia at the apex of this emerging market niche. Because energy innovation cannot exist without consistent R&D, the creation of industry clusters with an *Innovation Center* nucleus (similar to the advanced manufacturing geographic industry clusters) is all but certain.

In a true example of leadership in the energy economy, *The Innovation Center* will be renovated according to the standards of the Leadership in Energy and Environmental Design (LEED). Once completed, the 46,000 square foot former American Tobacco Warehouse will be a LEED certified 21<sup>st</sup> century edifice housing the academic programs and research & development that will position southern Virginia as a global leader.

***Summary***

The SVHEC's *Innovation Center* will provide three key assets to the region: the essential training in the fundamental, core skills for the knowledge-based economy; the critical research and development needed to prepare business and industry for an advanced manufacturing renaissance; and the research and innovation needed to capitalize on the emerging energy economy. This bold approach will give Southern Virginia and its workforce the competitive edge in the knowledge-based and energy-driven economy, and will, through research, development, and innovation, serve as a resource for and attractor of new business and industry.

# How the **SVHEC** is Leveraging *Virginia Tobacco Indemnification & Community Revitalization Commission* Funds to Innovate and Sustain Workforce Education

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## TIC as catalyst

Over the past decade, the *Virginia Tobacco Indemnification & Community Revitalization Commission* (**TIC**) has been a vital catalyst in sustaining and growing the innovative workforce education efforts of the *Southern Virginia Higher Education Center* (**SVHEC**), a unique model of how different agencies and localities can successfully collaborate to use state funds efficiently and effectively. With **TIC** grants and unflagging community support, the **SVHEC** has moved beyond simply serving as a broker of education to developing a non-traditional, demand-driven educational paradigm. We are now positioned to re-conceptualize what education looks like in the 21<sup>st</sup> Century. This would have not been possible without **TIC** funds, which have allowed the **SVHEC** to build an educational infrastructure from which a groundbreaking effort to redefine how education is packaged and paid for in the New Economy is being launched. The **TIC** has been and continues to be a key driver in our advancement and has contributed to the following institutional milestones:

1. Solidifying base facility infrastructure
2. Developing innovative demand-driven programming
3. Acquiring sophisticated technologies in support of programming
4. Attracting a pool of talented, creative, and visionary team members
5. Cultivating private/public partnerships advancing future sustainability

## Background

For twenty years the Southern Virginia Higher Education Center (**SVHEC**) has been a progressive community-based institution dedicated to transforming the farm and factory-based economy of Southern Virginia by using education and innovation to retool the workforce. Early on community leaders recognized the critical role that education and educational access would play in rebuilding the economy and lobbied the Commonwealth to establish a traditional institution of higher learning in the area. Unsuccessful in their efforts and unwilling to take “no” for an answer, the **SVHEC** – then known as the Continuing Education Center – was established in 1988 as a unique and non-traditional grassroots community collaborative. In 2005, the Continuing Education Center became a state agency and was renamed the **SVHEC**. From its first location in a trailer behind the local high school, the **SVHEC** has grown

to support eleven educational partners that in 2009 served an annual student population of almost 3,000 from 16 Virginia counties and 4 cities. Students attend classes in a state-of-the-art repurposed tobacco warehouse that houses some of the Commonwealth's most sophisticated digital, simulation, and advanced manufacturing technology. In twenty years of service, the **SVHEC** has established itself as a virtual "one-stop educational shop" where students have access to 75 degree programs spanning a comprehensive range of options: literacy/GED, high school dual enrollment; and associate, bachelor, master, and doctoral degrees. In 2010 the **SVHEC** will engage regional stakeholders in rededicating its focus on workforce development by zeroing in on demand-based programming that qualitative and quantitative data identify as being critical to preparing regional workers for current and future jobs.

### Facility infrastructure

*TIC funds have contributed to the SVHEC's ability to successfully renovate, equip, and operate its current (and future) facility.*

Donated by a local benefactor, the **SVHEC's** current building, a re-purposed tobacco warehouse, was completely renovated and equipped in 2001 *without* state funds. Undeterred by consultants who advised that an effort to raise renovation funds would be unsuccessful, the current facility became a reality thanks to **TIC** funds in combination with a successful capital campaign by the Halifax Educational Foundation (HEF), a \$1.75 million local bond referendum passed with 75 percent voter approval, and grants and donations from various other stakeholder groups. Another former tobacco warehouse has recently been donated and is currently undergoing an historical renovation that is again being financed, thanks to a **TIC** grant and historical tax credits, with no state monies. These projects allow rural, low income, and educationally-challenged students access to state-of-the-art labs and classrooms where some of the Commonwealth's most sophisticated digital, simulation, and advanced manufacturing technology is now housed. Renovating and establishing the educational and technological infrastructure for our current and future base of operations would not have been possible without **TIC** Education Committee, Economic Development Committee, and Special Projects Committee grants:

- **2001:** **SVHEC** Technology & Furnishings for the initial move into the current facility
- **2003:** Build out of Advanced Technology Lab
- **2004 & 2006:** Parking lot expansion and West Wing build out of administrative suite, classrooms, Berneche Conference Room, bathroom and student lounge.(2 phases)
- **2007:** Build out of Center for Nursing Excellence

- **2008:** Innovation Center Renovation

### **Innovative, demand-driven programming**

*TIC funds have made it possible for the SVHEC to expand into developing innovative, demand-driven programming, which is opening doors to unique national and international collaborations, many of which have revenue-generating potential.*

Until recently the **SVHEC** has primarily functioned as an educational broker by providing the *environment* – facilities, technology, and support services – that makes “getting an education” possible for rural and economically-challenged constituents. A recent State Council for Higher Education in Virginia (SCHEV) report, however, expanded the **SVHEC’s** role to include *program development and innovation*. In a January 2006 *Report on the Analysis of Education Demand in Southside Virginia and Recommendations for Action*, SCHEV recommended that the **SVHEC** (1) work with K-12 and existing higher education institutions to build a “college-going culture” in Southside and (2) strengthen regional economic development by introducing new higher education degree programs that capitalize on local assets.

Using part of a 2007 \$1.5 million **TIC** Southside Partnership for Technology-Enabled Education grant, **SVHEC** staff and key partners spent 18 months vetting the SCHEV recommendations: analyzing regional economic, educational, and demographic data; reviewing the current literature; conducting benchmarking visits at community-based organizations across the country; and hosting a well-attended regional conference. An over-arching theme in the research indicated that today’s workforce requires students versed in creative thinking skills to succeed in work and life. Knowledge Economy workers not only require an understanding of the “what” and “how” as explored in traditional academic subjects (science, math, and technology), but also an understanding, awareness, and appreciation of the “why.” This has given rise to **SVHEC’s** “signature” *Business of Art & Design* programs:

- **Product Design & Development:** The Product Design & Development curriculum prepares students with a comprehensive understanding of the ways in which the method, measure and language of design drive the practice of business and the process of innovation. The applied associate’s degree (AAS) curriculum emphasizes ways in which collaborative design thinking and strategies can partner with business process to establish sound decision in innovative product development. The technologies used to produce “proof-of-concept” products will consist of the most advanced CAD/CAM systems. This approach will proactively support workforce development and performance

improvement within business and industry. There is a desperate need to fill these jobs in manufacturing and within the related service sector as well as prepare students with the opportunity to pursue advanced degrees leading to career options in high technology industries.

- **Digital Art & Design:** A skills-oriented, project-based AAS curriculum synthesizing broad principles of design with specific techniques using the latest technology to create effective visual communication solutions, Digital Art & Design students will be prepared to transfer to four-year degree programs and/or to begin careers in digital design industries. Employment and career opportunities include: computer graphics artist, graphic designer, brand developer/communications manager, layout artist, video production, web and interactive design, photography, multimedia artist, and animation.

These programs use 21<sup>st</sup> Century creative applications and technology to develop the skills necessary for exploring the “why” while preparing students for design-oriented and creative careers through real-world, project-based learning and collaboration. *Business of Art and Design* programs foster a college-going culture by establishing a unique 2+2+2 educational pathway that draws students into the college pipeline early and eliminates barriers along the way. The 2+2+2 pipeline begins with junior and senior-level high school dual enrollment courses that lead to a 2-year community college AAS degree, which in turn articulates to a bachelor’s degree (BS) at a senior-level institution. At any point along the pipeline, students are able to “step off” with employable and marketable skills. In 2009, our inaugural year, national recognition for student projects has produced local, state, national, and international collaborations and affiliations, many of which have significant revenue-generating potential.

### Acquisition of technology

TIC funds have allowed the SVHEC to provide students, educational partners, and the community with unprecedented access to technology and connectivity that they otherwise would not have. The access is critical to preparing a workforce equipped to function in a technology-driven economy.

**Southern Virginia Education Network:** (SVEN): TIC funds have provided the staffing and network infrastructure necessary to build and implement the SVEN, a private and affordable regional network. SVEN allows a five-partner coalition to leverage resources to procure a singular large internet gateway that allows regional educational content to be shared electronically between partners. This technology is vital to opening up educational access in rural Southern Virginia.

**Center of Nursing Excellence (CNE):** Launched in September 2008, the CNE establishes a complete nursing career pathway from Certified Nursing Assistant (CNA) to Associate Degree in Nursing (ADN)

through Master of Science in Nursing (MSN) and Family Nurse Practitioner. The CNE prepares healthcare workers using simulated patient environments that replicate hospital settings. Simulated settings include Home Health Care, Intensive Care and ER; Birthing and Newborn; and a 5-bed Basic Skills Lab. The CNE facility build-out was made possible by **TIC** funding and has also allowed the acquisition of advanced CNE equipment and provided operating funds for **SVHEC** staff that support multiple partner nursing education programs as well as education and training for community health care providers. Since January, 144 students and healthcare professionals have utilized the CNE facility.

**Digital Art & Design/MAC Lab:** **TIC** funds have outfitted a 21- station Apple MAC Lab for *Digital Art & Design* students. The lab is fully equipped with design-industry standard hardware and software including Adobe Photoshop, Illustrator, and iMovie. Twenty-nine additional stations (for a total of fifty stations) will be available when the new *Innovation Center* comes online next year. In a 2009 competition sponsored by Layers Magazine, a nationally distributed professional publication, *Digital Art & Design* dual enrollment students designed CD covers for its spring edition. Student Stephen Woltz's design was selected tops in the competition, resulting in a positive journal write-up for both student and program.

**Business of Art & Design (BA&D) Lab:** When early demand for the *Product Design & Development* program resulted in equipment and lab needs well in advance of renovation plans for the new building, the **TIC** again came to our aid. With **TIC** support, the **SVHEC** was able to build-out an un-renovated portion of its current facility to open a 7,000 sq. ft. laboratory housing \$1.5M in classical and advanced woodworking machinery that includes a 12-seat computer classroom. The new building will house a full complement of advanced manufacturing equipment using a smart factory approach. Launched in fall of 2008, *Product Design & Development* student projects have already received national recognition. In July 2009, a team of **SVHEC** high school dual enrollment students won the Association of Woodworking & Furnishings Suppliers (AWFI) Fresh Wood Student Competition. Highlighting outstanding construction design achievements by students, the AWFI competition is the largest competition of its kind. Exposure from this achievement has lead to several exciting public/private collaborations, which are detailed in the Sustainability section (below).

**R&D Center for Advanced Manufacturing Technology:** **TIC** funds are being used to renovate a second **SVHEC** building, *The Innovation Center*, which will house Workforce Services, Business of Art & Design programs, and the R&D Center for Advanced Manufacturing Technology. \$1.375 million in **TIC** funds has also been dedicated to ensure that R&D Center operations can begin immediately. The R&D Center will

assist regional industries in solving product design issues, creating new products or components, and lowering manufacturing costs through technological efficiencies. Using a “Smart Factory” approach the R&D Center will work in tandem with the *Product Design & Development* and *Digital Art & Design* programs, leveraging the human capital of the **SVHEC**’s regional and international educational partners, its state-of-the-art design and production facility, and its unique cohort of design and development students who will be exposed to hands-on learning and real-world projects that contribute to regional economic development.

### Recruitment of key team members

TIC funds have allowed the SVHEC to recruit and attract to rural Southern Virginia a pool of talented, creative, and visionary practitioners and thinkers. These individuals are drawn to the SVHEC’s progressive and unique TIC-funded projects and represent key team players that comprise the human capital that will sustain the SVHEC over time.

The **SVHEC** has only been successful in acquiring permanent funding for one of the positions listed below – the Network Administrator position. A vigorous lobbying effort is currently underway to acquire funding for the remaining positions. Failure to retain this vital human capital will seriously curtail progress on the innovative projects described in this document and cripple SVHEC operations.

**Network Administrator:** TIC funds associated with the Southern Virginia Education Network (SVEN) made it possible to hire Chris Morris, a graduate of the Danville/Pittsylvania County Public School Systems. A talented Network Administrator who received his training from Danville Community College, Chris was recruited from Dan River Mills Inc., in Danville, VA, a textile manufacturer relocated from Southside after being purchased by an overseas company. Chris keeps the SVEN operational and provides network and general IT support for more than 200 SVHEC personal, classroom, and laboratory computers.

**Program Coordinator, Product Design & Development Program:** With funds from a TIC Southside Partnership for Technology-Enabled Education grant, the SVHEC recruited David Kenealy to create and implement one of two of the SVHEC’s signature programs, the *Product Design & Development* program. David’s professional career includes comprehensive experiences within each area of the design/build process. David strategically transitioned in and out of education by taking various and extended sabbaticals that allowed him to stay current on product design and development methodology as practiced within the global residential furniture industry. On faculty at Rockingham Community College, he established a successful product design and development program for the North Carolina Community College System. As Director of QA, Engineering and Sample-Making for Maitland-Smith, Inc., whose primary manufacturing operation is based in Cebu, Philippines, David focused on putting into place an

intra-department, collaborative approach to the product development process. David has also served as Plant Manager for Highland House Furniture, based in Mandawa, India.

**Lab Technician, Product Design & Development Program:** Months before graduating from David Kenealy's Rockingham Community College program, Clint Johnson was offered a position with Old Biscayne Designs, an international furniture manufacturing facility producing high-end home furnishings. Spear-heading a new division that could design and build custom ordered furniture, Clint's efforts provided the company with an important competitive edge. Thereafter, Clint started his own custom woodworking company, Nostalgic Revival, working closely with the Historic Preservation Society in Americus, GA, where he focused on the revitalization of historic area homes. Clint closed the doors to his business to follow his mentor, David Kenealy, and joined the **SVHEC** in August of 2008, as an instructor in the pilot year of the new *Product Design and Development* program. He currently works with dual enrollment and community college students, assisting them in the development of their skills as professionals and educating them on how to become valuable assets to local economy.

**USA/TopSolid Institute Instructor:** Hailing from Seattle, WA, where he performed high-end landscaping with one of the area's most prestigious firms, Kevin Chrystie also studied under David Kenealy at Rockingham Community College, where he learned to craft museum quality furniture pieces. Upon graduating with honors, one of his creations, "The Game Table," was accepted out of 150+ pieces to the Design Emphasis student competition at the Atlanta International Woodworking Fair (IWF). He then joined the team of craftsmen at Brooks Millwork, in Greensboro, NC, where he helped create distinctive pieces of architectural millwork. Recruited by mentor David Kenealy, Kevin joined the effort to get the *Product Design & Development* curriculum off the ground in 2008. He focuses on schooling students in how to incorporate and utilize Advanced Manufacturing and CAD/CAM/CNC technologies into the shop. Upon recommendation of Missler, Inc., Kevin is diversifying his talents to include the launch of the nation's first TopSolid Training Institute and providing CAD/CAM instruction for regional workers.

**Program Coordinator, Digital Art & Design Program:** A lifelong resident of the New River Valley, *Digital Art & Design* program coordinator Ben Capozzi turned down a teaching position at his alma mater, VPI, to come to the **SVHEC** in 2008. With a background that includes an award-winning stint as a comic book publisher, digital media instructor for the Educause award-winning Faculty Development Institute, and freelance brand design consultant for Papa John's Pizza Inc, Capozzi's eclectic skills have spelled success in the classroom for Halifax County youths with student work being published nationally in the industry trade magazine "LAYERS," juried participation in Kate Englebrecth's international THE GIRL PROJECT, and Awards of Excellence from the Printing Industry of Virginia. From just 15 high school students in the fall of 2008, *Digital Art & Design* courses have grown to serve more than 162 high school and adult students over the past 12 months with more than 226 anticipated by the end of spring 2010. Capozzi's connections with Virginia Tech have also enabled the SVHEC to further its partnerships there, as well as forge new ties with nearby Longwood University and Danville Community College.

**Research & Development Specialist:** A Mississippi native, Catherine Stevens holds a B.A. in International Affairs from Sweet Briar College and the Master of Science in Public Health, focusing on Health Policy, from the University of North Carolina at Chapel Hill School of Public Health. She served as Projects

Manager for the Program on Health Professions at the Cecil G. Sheps Center (Chapel Hill, NC), a nationally recognized social sciences research center. Catherine has developed a data collection and management unit in support of SVHEC institutional assessment, grant writing, and academic research critical to the organization's mission. The newly formed Research Data Collection and Management unit (RDCMU) is also building a central repository of economic, educational, and demographic data for the southern region of Virginia. Ms. Stevens' role in the RDCMU is to assist the Directors in developing the institutional assessment framework, including identifying appropriate metrics and developing data collection systems. She also collects, manages, and analyzes data, and disseminates analytical findings to support southern Virginia school systems, communities, cities/towns, and counties for program development and revitalization planning.

**Lab Simulation Specialist & Manager, Center of Nursing Excellence (CNE):** Holding a master's degree in nursing, Cindy Crew brings years of valuable experience as registered nurse, nurse manager, and nurse instructor. One of the only individuals in the region certified to develop, teach, and train utilizing the CNE simulation equipment, Cindy recently received advanced simulation training at Fort Hood, Texas. She is dedicated to her profession and is always learning about new developments and technological advancements in the field.

**On-site Coordinator, Tobacco Commission Loan Forgiveness Program:** The TIC Loan Forgiveness Program makes it possible for students in the region to pursue a Bachelor's or Master's degree in any field and then return to Southside and work in any field. With the nearest coordinator's location at Abingdon's Southwest Education Center, SVHEC students found it hard to complete the application process; consequently, Southside funds were not being fully expended. Upon request, the TIC placed Paul Farrar at the SVHEC to serve as the Southside On-site coordinator, increasing student access to aid. All funds are now being utilized.

## Sustainability

In addition to providing vital funds for educational staff, equipment, and infrastructure, TIC grants have also given rise to private/public partnerships that otherwise might not have been developed. Many of these collaborations have led to cost-savings and the development of sustainable, revenue-generating programming.

1. **Southern Virginia Education Network (SVEN):** Five state organizations working together to buy internet connectivity is more cost effective than if each agency procured it individually. The Southern Virginia Education Network (SVEN) is a coalition of SVHEC, New College Institute, The Institute of Advanced Learning and Research, Institute for Teaching through Technology and Innovative Practices (an outreach of Longwood University), and the Southern Virginia Regional Technology Consortium (13 public K-12 school districts). SVEN collaboratively built a private regional network with funds provided by the TIC. Collectively the coalition procures a singular large internet gateway. SVEN allows regional educational content to be shared at the highest quality.

2. **Planned Coatings Program:** A collaborative effort between the **SVHEC**, the Halifax County Industrial Authority, the University of Northern Iowa, and the for-profit company American Wood Finishing Institute (AWFI) to host a February 2010 training event in coatings and coatings applications. The partnership and training will have a direct impact on both the public and private sectors of Southern Virginia. The training event will bring attention to the innovative educational programs available in Southern Virginia, draw interest in a new coatings program at the **SVHEC**, and will utilize virtual reality process training at the Modeling and Simulation Center based at the Riverstone Technology Park in South Boston, VA.
3. **Wine Barrel Commercialization:** A partnership between the **SVHEC**, Virginia Tech, and DB Global, LLC in the development of a new and innovative wine barrel. The project, part of Virginia Tech's New Product Development and Commercialization Grant Program, will result in a new product design that will enable one of the Commonwealth's small manufacturers to compete more aggressively in the global marketplace. This public/private partnership will highlight the innovative thinking and creativity that symbolizes the **SVHEC's** *Business of Art & Design* programming, and the tangible assets organizations receive from collaboration with higher education.
4. **WoodLINKS Chair Commercialization:** A tentative agreement between the Halifax Educational Foundation, the **SVHEC**, and Old Dominion Woodworks to manufacture a limited production runs of the **SVHEC's** *Product Design & Development's* award-winning chair design. The chair, developed by high school WoodLINKS students in the program's pilot year, was the national class project winner during the American Wood Finishing & Suppliers Fresh Wood Student Competition held in July 2009. If the project proceeds, a fourth international partner, Galway-Mayo Institute of Technology in Letterfrack, Ireland will become a part of the collaborative effort and will assume a physical presence in South Boston, VA.
5. **Martinsville Speedway Clock:** A formal agreement between the **SVHEC** and the Martinsville Speedway will engage high school WoodLINKS and community college *Product Design & Development* students in the design and engineering of a grandfather clock to be given to the Speedway's March 2010 race winner. The clock, once produced by Ridgeway Clocks in Martinsville, has been outsourced to China in the recent past. This partnership, therefore, holds special significance: Not only does it present students with a project based, real world design challenge, but it also marks the resurgence of manufacturing in Southern Virginia.

6. **USA/TopSolid Training Institute:** Partnership between the **SVHEC** and France based software company Missler Software to establish the USA/TopSolid Training Institute at the **SVHEC**. Missler Software makes TopSolid—a leading Computer Aided Drafting/Computer Aided Machining (CAD/CAM) software. Through this partnership the **SVHEC** has been designated as the only U.S. educational training facility for TopSolid. In the months to come, training events will bring individuals from across the United States to the Commonwealth for a one-of-a-kind training experience. Additionally, this partnership has expanded the **SVHEC**'s workforce training efforts to provide access to the high level training regional and statewide corporations require remaining competitive.
7. **Riverstone Design Studio:** The **SVHEC** is partnering with the Halifax Industrial Development Authority to establish the Riverstone Design Studio at the Riverstone Technology Park in South Boston, VA. The Design Studio will serve as an internship site for students in the **SVHEC**'s *Digital Art & Design* program. These students will develop conceptual abilities, problem-solving skills, and the technical know-how that is required in a fast paced, competitive work environment. The experience will prepare students for the job market by allowing them to work with real world clients who bring real world design challenges.
8. **Business of Art & Design:** The **SVHEC** has developed the *Business of Art & Design* curricula in collaboration with the Halifax County Public Schools, Danville Community College, Virginia Tech, and the Galway-Mayo Institute of Technology in Letterfrack, Ireland.

## Conclusion

While **TIC** funding has obviously been critical to the **SVHEC**'s distinctive institutional development, the **SVHEC** recognizes that, by design, the **TIC** was never intended to be a permanent source of operational revenue. Therefore, **SVHEC** staff and trustees have worked with the Halifax Educational Foundation (HEF) over the past year to develop a sustainable institutional business model that will more effectively support operations going forward. While the current state budget shortfall will make acquiring additional state (or partner) funding difficult in the near term, **SVHEC** leaders are keenly aware that these changes are necessary to establish a sustainable fiscal framework. Progress to date includes the following:

- **Best Practices Review:** Upon **SVHEC** request, the Department of Budget & Planning (DPB) is conducting a “Best Practices” study of **SVHEC** operations. A thorough and comprehensive review

of SVHEC development, funding, partner relationships, and organizational challenges, a full report with recommendations is anticipated in early 2010.

- **Partner Cost-sharing Study:** Since early fall, a committee of **SVHEC** Trustees has been examining the current **SVHEC** partner-cost sharing model. Pending recommendations of the Best Practices Review, the committee anticipates adjusting the partner cost-sharing model to reflect a more equitable sharing of costs between the **SVHEC** and its educational partners.
- **New HEF Director of Development:** On recommendation of the **SVHEC** executive director, the HEF is conducting a search for a Director of Development. A new position, this individual will work closely with the **SVHEC** team to establish current and future resource needs and develop requisite fundraising, “friendraising,” and grant writing revenue streams.
- **Revenue-generating programming:** As increasing federal accountability standards further diminish the ability of traditional educational institutions to respond quickly to the growing demand for on-time and flexible training, the **SVHEC** is developing needs-based and revenue-generating programming outside the traditional academic paradigm. Strategic public/private partnerships with industry and professional associations are making ventures like the USA/TopSolid Institute and (planned) Industrial Coatings Center a reality. Additional non-traditional, revenue-generating collaborations are planned in 2010 and beyond.



*Advancing the region by developing educational partnerships and opportunities*

## **Business of Art & Design Lab Ribbon Cutting Ceremony**



**Pictured (left-right):** Clint Johnson (SVHEC Technician in the Product Design & Development program), Senator Frank Ruff, Jr., Aubrey Houghton (Chair, Halifax Educational Foundation, Inc.), Bobby Howard (Chair, SVHEC Board of Trustees), Dr. Betty Adams (SVHEC Executive Director), Dr. Carlyle Ramsey (President, Danville Community College), Dr. Paul Winistorfer (Dean of the College of Natural Resources at Virginia Tech), Larry Clark (Deputy Superintendent for Halifax County Public Schools), Mayor Carroll Thackston (Town of South Boston), The Honorable William Fitzgerald (Chair, Halifax County Board of Supervisors), Kevin Chrystie (SVHEC Technician in the Product Design & Development program).

On Friday, October 9, 2009, the Southern Virginia Higher Education Center (SVHEC) held a ribbon cutting ceremony for its new Business of Art & Design Lab. The Business of Art & Design Lab is a 7,000 square foot renovation housing a half million dollars in state-of-the-art manufacturing equipment for the Product Design & Development program, one of two signature *Business of Art & Design* programs offered at the SVHEC through Danville Community College (DCC). The facility is also home to the nation's first USA/TopSolid Institute, which will bring industry representatives from across the country to the South Boston facility for training.

The ribbon cutting ceremony began with a welcome from SVHEC Executive Director Dr. Betty Adams. Following Dr. Adams' welcome, Mr. Bobby Howard, Chair of the SVHEC Board of Trustees, The Honorable William I. Fitzgerald, Chair of the Halifax County Board of Supervisors,

**820 Bruce Street, South Boston, VA 24592**  
**Phone: 434.572.5400 Toll Free: 1-800-283-0098 FAX 434-572-5462**  
**[www.svhed.org](http://www.svhed.org)**



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and The Honorable Carroll Thackston, Mayor, Town of South Boston, extended warm greetings to those in attendance.

Local and state dignitaries, The Honorable Frank M. Ruff, Jr., Virginia Senator, 15<sup>th</sup> Senatorial District Member, Virginia Tobacco Indemnification and Community Revitalization Commission, The Honorable Clarke N. Hogan, Virginia Delegate 60<sup>th</sup> District Member, SVHEC and Halifax Educational Foundation Board of Trustees, J. Aubrey Houghton, Chair Halifax Educational Foundation, Dr. B. Carlyle Ramsey, President Danville Community College and SVHEC Board of Trustees, and Larry Clark, Deputy Superintendent, Halifax County Public Schools delivered special remarks about the Business of Art & Design Lab and its benefits to regional workforce development. Several speakers spoke about the regional collaboration and partnerships that had made the Lab possible.



**Standing Room Only:** Many community leaders, members, and supporters were in attendance at the ribbon cutting.

Dr. Paul Winistorfer, Dean, College of Natural Resources, Virginia Tech, delivered the keynote address. He spoke of the Business of Art Lab as a “testament to vision, passion, and partnership at all levels,” and as an investment in the future of the workforce of Southern Virginia. Following Dr. Winistorfer’s address, Dr. Adams expressed appreciation to the speakers for their time, dedication, and efforts in the funding, renovation, and equipping of the Business of Art & Design Lab. All of the guest speakers took part in cutting the ribbon to mark

the grand opening of the Business of Art & Design Lab. Following the ceremony, the Lab was open to tours and guests attended a reception sponsored by Mr. Bobby Howard and the Bank of Charlotte County.

The establishment of the Business of Art & Design Lab is a collaborative effort between the SVHEC, the Halifax Educational Foundation (HEF), and the Tobacco Commission. The HEF provided the funds to purchase the woodworking machinery and equipment, while funds from the Tobacco Commission were used for construction costs. The collaborative effort has resulted in a high-tech, high-quality educational space for the region’s students.

Construction on the facility was completed as of August 24, just three months after



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construction began. The state-of-the-art Business of Art & Design Lab houses traditional woodworking equipment as well as hi-tech machinery for the Product Design & Development program. The centerpiece of the lab's woodworking machinery is the high-performance 3-axis Computer Numerical Controlled (CNC) Router. The router works in conjunction with Computer Aided Design/Computer Aided Manufacturing (CAD/CAM) software to bring the drawings into reality. This gives Product Design & Development students the unique ability to manufacture everything from traditional furniture and cabinetry pieces up to advanced 3D sculptures.

In addition to the equipment, the Business of Art & Design Lab contains student



**USA/TopSolid Training Institute:**

workspaces, office space, and the USA/TopSolid Training Institute. The USA/TopSolid Training Institute includes a 12 seat computer lab loaded with Missler Software's TopSolid integrated CAD/CAM software. Missler Software, based in France, has developed TopSolid into a leading software application for the design, production, and manufacturing of furniture and other wood products. Missler Software has entered into a partnership with the SVHEC, making the Center the only U.S. educational training site for TopSolid. This partnership will expand the SVHEC's

workforce services offerings, and will provide access to the skills and training needed to maintain a highly skilled regional workforce.

"The Business of Art & Design concept is a progressive, innovative approach to higher education. This new Lab is a real head-turner," said SVHEC Executive Director Dr. Betty Adams. "It is amazing and is certain to be an important catalyst for regional economic development."

Plans for a Business of Art & Design Lab public open house are underway and will be announced at a later date. Students are currently enrolled in the Product Design & Development program, and registration for spring courses will begin in November.

The Southern Virginia Higher Education Center is advancing the region by providing educational connections and opportunities. For more information about the SVHEC or the Business of Art & Design Lab visit [www.svhed.org](http://www.svhed.org), email [info@svhed.org](mailto:info@svhed.org), or call 434-572-5440 and toll-free 1-800-283-0098.

# Southern Virginia

## For the Record

**Bassett Furniture Industries Inc.** will close its fiberboard facility in Bassett by the end of the year with a loss of 45 jobs. The move was made because of the decline in demand for the medium-density fiberboard. (News release)

**Danville** was named to the 2010 Smart21 list by the Intelligent Community Forum. The list highlights 21 communities in 13 countries recognized for facilitating broad-band growth. Two other Virginia communities, **Bristol** and **Arlington County**, made the list. (Danville Register & Bee)

**Danville Community College** opened its wood products technology lab. The facility will train students in advanced wood manufacturing as well as partner with local employers for training workers. (Danville Register & Bee)

The **Danville Regional Foundation** announced plans to fund a regional analysis of the impacts of uranium mining. The state is pursuing its own study, but the foundation seeks an independent socioeconomic examination of the impact of mining and long-term waste management on the area. **Virginia Uranium Inc.** has long sought approval to mine and mill a 119-million-pound uranium ore deposit at Coles Hill in Pittsylvania County. (Danville Register & Bee)

**JTI Leaf Services**, a Japanese tobacco firm, will open a facility in Danville to procure and process American tobacco. The company will hire 39 full-time and 150 seasonal employees. The 256,000-square-foot facility will serve as the company's head office, as well as a receiving and storage operation. (Danville Register & Bee)

**Martinsville** launched a Wi-Fi wireless Internet network in the downtown area for businesses and consumers. Much of the uptown area is covered, including the municipal building, post office and New College Institute. The service will have a three-hour limit for users within a 24-hour period. (The Martinsville Bulletin)

**New College Institute** of Martinsville plans to offer a bachelor's degree in entrepreneurship within a few years. NCI seeks \$150,000 from the state to get the program off the ground. The Martinsville-Henry County area has lost 12,000 manufacturing jobs since 1997. (The Martinsville Bulletin)

# Wood design program gets national attention

As he entered his senior year at Halifax County High School in fall 2008, McKenzie Stevens was anxious about his job prospects. That changed when he began taking courses through WoodLINKS, a dual-enrollment project offering Halifax students courses from the Southern Virginia Higher Education Center's Business of Art and Design program.

The coursework introduced Stevens to wood design, engineering and manufacturing. Ten months later, Stevens and fellow WoodLINKS student John Barry won first place in the Fresh Wood Student Competition in Las Vegas with their original design: a modern version of the Queen Anne side chair.

The award, sponsored by the Association of Woodworking and Furnishings Suppliers, is one of several developments that have raised the visibility of the higher education center's Wood Product Design and Development curriculum. It is one of two academic tracks within the Business of Art and Design program. The concentration, which provides a foundation in design, engineering and building, is available to 11<sup>th</sup>- and 12<sup>th</sup>-grade high school students as well as the center's college students. Stevens and Barry are now full-time students at the South Boston-based center, pursuing associate's degrees in applied science.

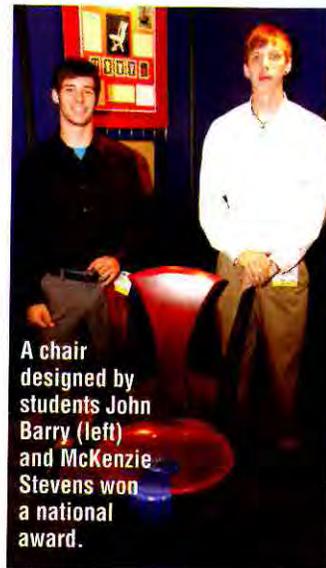
"Through this program, students can get good funda-



The Southern Virginia Higher Education Center recently opened an Advanced Manufacturing Lab for its Business of Art & Design program.

Photos courtesy Southern Virginia Higher Education Center

mental exposure and applied experience in these areas and then start to pursue them directly into the work force or go on to a four-year college," says David Kenealy, director of the Wood Product Design and Development program.



A chair designed by students John Barry (left) and McKenzie Stevens won a national award.

Since October, Business of

Art and Design students have been studying in a new 7,000-square-foot lab, complete with high-performance equipment from France-based Missler Software, an education center partner. This semester, 10 high school and college students are working on a high-profile project. Martinsville Speedway is allowing them to design and produce one of its famed trophy clocks, which are presented to winning drivers. The grandfather clocks, once made locally by Ridgeway Clocks, have been produced overseas since the company relocated.

"It's a fabulous partnership," says Kenealy. "It gives us exposure and our students an opportunity to work on a real-life design challenge and bring this project back to Virginia. We have a lot of pride in being able to do that." VB

## People

**Kevin Keys** received a second U.S. patent for a laser printable patient identification band with over-laminate for image protection and color-coding option. Keys is president and owner of Maddyzack Inc. Marketing Services in Danville. He received his first patent

in 2001 for a foldable information card with a pocket for storage. (Danville Register & Bee)

The late **Elizabeth Beckwith Nilsen** bequeathed \$31 million to Chatham Hall, a private girls' school in Chatham. Mrs. Nilsen, who died in October 2006 at age 92, was a 1931 graduate of the

school. It is the largest gift in the school's history and boosts the endowment to \$51 million. (Danville Register & Bee)

**Sekar Sundararajan** resigned as executive vice president of operations, Hooker Furniture Corp., Martinsville. He plans to return to private consulting work. (News release)



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## WoodLINKS Students Win 1<sup>st</sup> Place at Las Vegas Competition



L-R: Clint Johnson (WoodLINKS Instructor), McKenzie Stevens, John Barry, and Kevin Chrystie (Product Design & Development/WoodLINKS Instructor)

It was a gamble that paid off. Last fall, when the Southern Virginia Higher Education Center (SVHEC) partnered with Halifax County High School to bring the WoodLINKS, USA program to the county, it was part innovation and part experiment. Could new teachers be successful with a new curriculum with students who'd never experienced anything like it before? Ten months later with a class project that is a work of art and a first place finish in a national competition, there is no doubt that the bet on WoodLINKS was the right move.

July 14-18, recent high school graduates John Barry and McKenzie Stevens travelled to Las Vegas with their WoodLINKS instructors, Clint Johnson and Kevin Chrystie to compete in the Association of Woodworking and Furnishings Suppliers (AWFS) Fresh Wood Student Competition. The competition is the largest of its kind, and highlights outstanding construction and design achievements by students. The competition was stiff as the HCHS students competed against students from across the United States. But it was Barry & Stevens who came out on top, winning first place honors in the High School

Class Project category. "It was the best feeling I ever had in my entire life. Ever. Nothing else even comes close," said John Barry. "I have to agree with John," said Barry's partner in the class project, McKenzie Stevens. "When we heard our names called I was overwhelmed with happiness. It was an emotional day," he said.

The awards for the Fresh Wood Student Competition were handed out at the AWFS Awards Dinner that included leaders and CEO's in the wood industry. "After the awards were handed out," recalls instructor Kevin Chrystie, "there were many people that came by and



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congratulated both John and McKenzie on their achievement. It was really wonderful to be there to witness their future unfold before their eyes.”

“I can’t express how proud we are of them,” said WoodLINKS instructor Clint Johnson. “To see your students have an achievement like this is a great feeling for an instructor and really positive for the program itself,” he said. For their part, the students credit their WoodLINKS instructors for making their success possible. “If they hadn’t worked with us I don’t think I would’ve succeeded or even been in the class,” said McKenzie.

“Our instructors deserve a lot of the credit. They had a real big influence on us,” said Barry. “Before this class I had a completely different career planned. I was going to work with wildlife conservation and go to college in Alaska. I had a plan, but these guys changed it up a whole lot for me—and I’m glad they did,” he continued.

The students’ contest entry, “The Chair: A Vehicle for Collaborative Learning,” is a beautiful originally designed chair that is a modern take on the Queen Anne Side Chair. “When you look at drawings of the evolution of the Queen Anne Side Chair you see the backrest becoming a separate entity and the legs becoming more curved through the years,” said WoodLINKS instructor Clint Johnson. “Our chair fits in with the established style but with our own twist,” he said. That twist is what earned the student’s top honors in the Fresh Wood Competition and is bringing national attention to the Halifax County program.

Paul Stapleton, Superintendent of Halifax County Public Schools, had words of praise for the students and the collaboration that made WoodLINKS possible. “On behalf of the Halifax County School Board, I would like to congratulate John Barry and McKenzie Stevens for representing our Halifax County High School WoodLINKS program and winning first place with their creative and innovative piece of furniture, ‘The Chair.’ Our high school Building Trades instructor Warren Penick was pleased to share his shop area and work collaboratively with Clint Johnson, Kevin Chrystie, and David Kenealy over the course of this past year in the design and development of ‘The Chair.’ Under the direction of these four instructors, a class of high school students have successfully implemented the WoodLINKS concept and received dual enrollment college credit through Danville Community College. The amazing success of this first-year program is a direct result of a collaborative partnership with





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the Southern Virginia Higher Education Center, Danville Community College, Virginia Tech, WoodLINKS, Inc., and Halifax County Public Schools," he said.

The chair is described as a vehicle for collaborative learning because of its cross-curriculum nature and the opportunities it offers for students to incorporate multiple skills into one project. "This was a collaborative learning adventure. This is a cross-curriculum process that incorporates engineering, problem-solving, English skills and more," said Dr. Melanie Stanley, Director of Academics for Halifax County Public Schools. Already the WoodLINKS instructors have their eye on a competition for next year that will involve even more students from even more curriculums. "It becomes a process of students learning from other students," Dr. Stanley stated.

This competition experience will stay with Barry and Stevens for the rest of their lives. While they were nervous at first, they agree that it was inspiring to see so many people who share their passion and talent for woodworking. "It was such a great experience. We got to meet at least a hundred people who have a huge influence in the woodworking world. It was great for exposure and getting to know the woodworking industry," said Barry. The exposure to the HCHS WoodLINKS program and the students will only grow as plans to take the chair on a regional tour get underway this fall.

John Barry and McKenzie Stevens will continue their training by enrolling in the DCC Product Design and Development curriculum at the SVHEC this fall. The program is now enrolling adult students for fall classes. Those interested should speak with the Community Colleges office at the SVHEC by calling 434-572-5440 or toll-free 1-888-283-0098.

Current high school students who would like to experience the success of John Barry and McKenzie Stevens are encouraged to speak with Dual Enrollment Coordinator Shawn Haws and their guidance counselor about registering for the Building Trades course this fall.

## Trophy clocks will return to Southside



From left, student Christopher Wade of Hillsborough, N.C., Martinsville Speedway President Clay Campbell and David Kenealy of the Southern Virginia Higher Education Center are seen Sunday at the speedway.

Monday, October 26, 2009

By JOHNNY BUCK – Martinsville Bulletin Staff  
Writer

Officials at Martinsville Speedway think it is time to bring the grandfather clock trophy back to Southside Virginia.

Track president W. Clay Campbell announced Sunday that the speedway has entered into a partnership with the South Boston-based Southern Virginia Higher Education Center (SVHEC) to produce the trophy timepiece, which has been awarded to Martinsville's Sunday race winners for more than four decades.

"We are (as) excited about this as we have been about anything in a long time," Campbell said in a news release. "Our trophy clocks have long been the one trophy all drivers aimed for. Now, it's going to be more than a clock — it's going to be a work of art."

The first trophy clock went to Fred Lorenzen in 1964, and like all but one of its successors, that timepiece was made by Ridgeway Clocks.

Martinsville's signature award lost its local connection several years ago, however, after Howard Miller Co. bought Ridgeway Clocks and moved its production facility.

Under the new agreement, high school and community college students in the SVHEC's Wood Product Design and Development Program will build one speedway clock each semester, according to David Kenealy, the director of the department of product design and development at SVHEC.

"We're in a pilot year of a program in product design and development. That's a very sophisticated body of work. We take students through the design process, through the engineering process and then all the way through the manufacturing process, where they have a tangible product at the end of that," Kenealy said. "And the opportunity to do a real-world project like the Martinsville Speedway clock, bring it back to Virginia, we certainly have a lot of pride in helping to do that, too."

Each clock will feature carvings and designs that clearly link it to Martinsville Speedway. For example, the first trophy clock designed by SVHEC will have the speedway's logo in the hood and the familiar paper-clip outline of the track's racing surface carved into the back of the timepiece.

Campbell said that clock will be awarded to the winner of the Goody's Fast Pain Relief 500 on March 28, 2010.

In the past, winning drivers have often ordered duplicate clocks to give to family members, crew chiefs and race team owners. Similar orders now will be filled by the Martinsville-based Wooden Creations Inc., a woodworking company owned by Eric Gilbert.

Source: <http://www.martinsvillebulletin.com/article.cfm?ID=21072>



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For more information contact:

Hope Harris-Gayles

Communications Manager

[hopegayles@svhed.org](mailto:hopegayles@svhed.org)

434-572-5446

## SVHEC Hosts International Interns



*SVHEC Interns from Letterfrack, Ireland, Paul Flynn and Marie Rafferty.*

The Southern Virginia Higher Education Center (SVHEC) is proud to announce the placement of two international interns in its Product Design and Development Program. Marie Rafferty and Paul Flynn of Letterfrack, Ireland will be completing a five-month internship at the SVHEC and living in South Boston. Rafferty and Flynn are third year students at the Galway-Mayo Institute of Technology (GMIT)-Letterfrack where they are majoring in Furniture Production and Technology and Furniture Design and Manufacturing respectively. While at the SVHEC, the interns will complete several Product Development and Design projects and will work with the dual enrollment WoodLINKS, USA students

at Halifax County High School. Rafferty and Flynn will also assist in the setup of the temporary Product Design and Development program space at the SVHEC. This space is currently being renovated, and will house the program until the former American Tobacco Warehouse is completed.

For the interns, Halifax County is their first look at American life, and so far they like what they see. "Everything has been really good," said Rafferty. "Everyone has been so nice and welcoming."

Letterfrack is a small village on the west coast of Ireland founded by Quakers in the 1800s. The Galway-Mayo Institute of Technology-Letterfrack has approximately 200 students and is known internationally for its furniture program. The SVHEC's connection with GMIT began fall 2008 when Product Design and Development Coordinator David Kenealy travelled to Letterfrack with Dr. Paul Winistorfer, Virginia Tech Professor of Wood Science and newly named Dean of the VT College of Natural Resources, and Greg Porfido, CFO of Mark Richie Design in New Hampshire. Kenealy, working with his Letterfrack counterpart Patrick Tobin,

**820 Bruce Street, South Boston, VA 24592**

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excitedly worked out an opportunity for the SVHEC to host two interns. Rafferty and Flynn were the two talented students selected to complete their internship in the United States.

“We’re very pleased to have Marie and Paul with us,” said Kevin Chrystie, instructor in the SVHEC Product Design and Development Program. “They bring a strong set of skills, and have been able to jump right into what we’re doing. It’s refreshing to know that even in different parts of the world the design and manufacturing processes are quite similar,” he said.

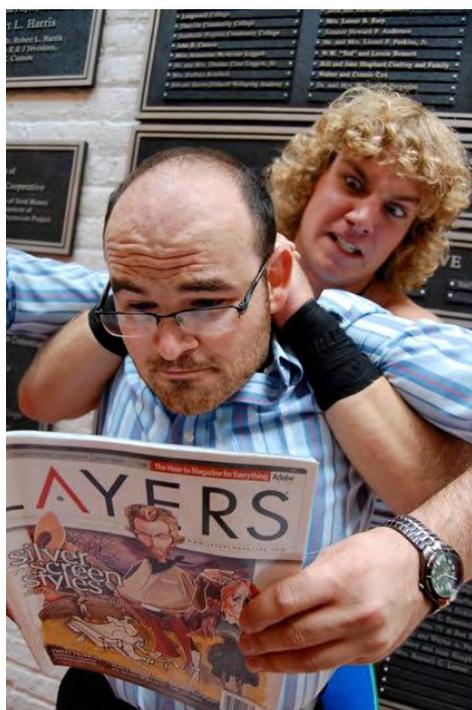
The GMIT internship program gives students an opportunity to experience how business and industry work, and to apply the skills they’ve learned during their studies. The SVHEC’s Product Development and Design program will give Rafferty and Flynn a unique opportunity to work with high school students and adults, and to see the continued development and growth of the curriculum. “I’m really impressed with the program,” said intern Paul Flynn. “What they’re trying to do is brilliant, and the plans are very impressive. The plans for the whole center will have people talking worldwide,” he said.

The Southern Virginia Higher Education Center is advancing the region by providing educational opportunities and connections. For more information about the SVHEC, visit [www.svhed.org](http://www.svhed.org) or contact Communications Manager Hope Harris-Gayles at [hopegayles@svhed.org](mailto:hopegayles@svhed.org) or 434-572-5446.



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## Dual Enrollment Graphic Design Student Featured in National Design Magazine



**Read It!** Amateur Wrestler & Graphic Design student Stephen Woltz “encourages” Coordinator and Instructor Ben Capozzi to view his featured design.

Stephen Woltz looks like an all-American teenager, but when he steps into the wrestling ring his opponents fear him. With chokeholds and flying leaps, he has made a name for himself on the independent amateur wrestling circuit in North Carolina. Using that same fire and determination, Woltz has also distinguished himself as a student in Halifax County High School’s Graphic Arts class held at the Southern Virginia Higher Education Center. His original design is featured in the July/August issue of “Layers” magazine.

“Layers” magazine is a national design publication that covers the latest trends in design and the Adobe Creative Suite® programs. Each month the magazine issues a design makeover challenge that presents designers with an opportunity to submit their redesign of existing products. Digital Art & Design Coordinator Ben Capozzi lobbied for the magazine to consider students in his Graphic Arts class as a single design firm that could participate in the challenge, and the magazine agreed. Their challenge was to redesign a CD cover for the blues/rock/jazz multi-instrumentalist Terry Shaw.

“This is 21st-century learning and practice in the classroom,” said Capozzi. “The students had a real-world challenge with no single ‘right’ answer. They had to really think, and that can be frustrating, but they all rose to the challenge,” he said. Former student Stephen Woltz agreed that the experience was a valuable one, “The project was really fun and it was good to do something with an actual client instead of just learning concepts. Working with a client was a really good experience as a designer in the real business world.”

With limited time, the class worked together and individually to create a single design that would be a class entry. Recent Halifax County High School graduate Stephen Woltz’s design was selected to represent the class. “Having my design accepted felt good but it was also unexpected for someone like me without a lot of experience. I was overwhelmed with appreciation,” he said. Woltz is beginning his freshman year at Virginia Tech where he is



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**Before and After:** On the left is the original or “before” CD cover. On the right is Stephen Woltz’s CD cover makeover.

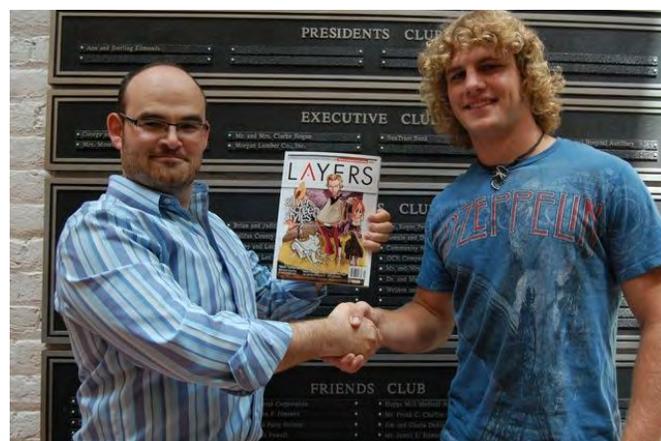
majoring in Communication. Woltz’s program of study was directly influenced by SVHEC Digital Art & Design Instructor Ben Capozzi and the dual enrollment Graphic Arts class he took at the SVHEC during his senior year of high school.

Dual enrollment students come to the SVHEC five days a week for instruction in digital art, design, and new media. In only its second year of dual enrollment courses, the program’s enrollment has gone from 15 students in one class its first semester to 42 students across two classes.

Starting this fall, a Career Studies Certificate from Danville Community College in Digital Art & Design is available at the SVHEC for adults as well. This five course, 16-credit hour curriculum includes classes in multimedia, web and video design, computer graphics, and creative thinking. Currently there are some 35 adult students in Digital Art & Design program classes. Students may register for these classes until August 28<sup>th</sup>.

“This certificate is the next step in the development of our full digital art & design program at the SVHEC, and will provide students who earn the certificate with entry-level skills for a range of design, communications, and multimedia opportunities,” said Capozzi. “There’s nothing like this in the region – we’re using state of the art equipment in an innovative classroom and curriculum – and students will not be disappointed.”

Having been a part of the inaugural class, Woltz agrees and highly recommends the graphic arts class at the SVHEC. “Even if you’re not looking into it for a future career the class is worth taking. It gave me the opportunity to work with real clients on multiple occasions, and also it’s just really fun.”



Mr. Capozzi congratulates Mr. Woltz on his Layers Magazine feature.



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The current issue of "Layers" magazine is available on newsstands. It may also be viewed online at [www.layersmagazine.com](http://www.layersmagazine.com).

The Southern Virginia Higher Education Center is advancing the region by developing educational partnerships and opportunities. For more information about the DCC Digital Art & Design program at the SVHEC visit [www.svhed.org](http://www.svhed.org), email [info@svhed.org](mailto:info@svhed.org), or call 434-572-5440 and toll-free 1-800-283-0098.



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For More Information:

Hope Harris-Gayles, Communications Manager

[hopegayles@svhed.org](mailto:hopegayles@svhed.org)

434-572-5446

### **Los Angeles Graphic Artist Speaks to Digital Art & Design Classes at the SVHEC**



Los Angeles based graphic artist, Alan Hurt, recently spoke with students in the Digital Art & Design program at the Southern Virginia Higher Education Center (SVHEC). Digital Art & Design is offered in partnership with Danville Community College. On January 28, Hurt spoke with community college students in the Creative Thinking class, and on January 29, he spoke with high school students in the dual enrollment Introduction to Multimedia course.

Hurt was born and raised in Brooklyn, New York, but has deep local roots. His mother, Florence Hurt, is from Scottsburg, and he spoke of spending many memorable summers as a child in Halifax County. He attended Pratt Institute in Brooklyn, and is a trained graphic designer. Hurt told the students that his works encompasses anything related to design including fashion, industrial design, painting, and architecture. He told students in the Creative Thinking class that the course was important because it will allow them to work in mediums beyond their training.

During his time with students, Hurt covered several topics including the importance of collaboration and the need to combine creativity with good business sense. "It's not only important to be creative, but also to have control over what you create," he stated. He also shared that although he is based in Los Angeles as a freelance designer, he works closely with business partners in New York and Washington, DC. "Being creative is a lonely business, but that said it's also a business of collaboration." He shared several examples of using technology to work with clients and business partners located thousands of miles away.

Hurt impressed upon students that art is a business, and that it is possible to make a living at it. As an example, he pointed out that while the recent blockbuster movie "Avatar" is a James Cameron film, there are more than 1500 other people listed in the credits. "Those people are you," he said. Digital Art & Design Coordinator Ben Capozzi agrees this is a message students

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need to hear, “Globally, hundreds of thousands of professionals work in creative industries and there are real and well-paying jobs out there for folks with imagination, drive, and talent.”

Hurt encouraged students to hone their craft by travelling because “seeing different places gives your work a different flavor,” and to learn from artists they admire. “Think critically about the work of those you admire. Study their work to find out what they’re doing that you aren’t. If there’s a subject you don’t like, approach it with the attitude of ‘What can I learn from this,’” he said.

Students in the Creative Thinking class have been studying Daniel Pink’s book [A Whole New Mind](#), and Hurt’s lecture reinforced many principles for them. “The point of the Pink book, and indeed the heart of our vision in the Business of Art & Design at the SVHEC, is that creativity is a competitive advantage in business as much as pricing, location, or any other traditional consideration,” Capozzi said. “Our mission is to cultivate creative human capital to transform our region. Alan is living, breathing, working proof it can be done –not a textbook abstraction. We can’t wait for him to come back!”

The Digital Art & Design program is a part of the Business of Art & Design initiative at the Southern Virginia Higher Education Center, and is offered in partnership with Danville Community College. To learn more about the program, visit [www.svhed.org](http://www.svhed.org) or call 434-572-5566 or toll free 1-800-283-0098.



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For more information contact:

Hope Harris-Gayles

Communications Manager

[hopegayles@svhed.org](mailto:hopegayles@svhed.org)

434-572-5446

### **First ACLS Course Offered at the SVHEC'S Center of Nursing Excellence**

The Southern Virginia Higher Education Center's Center of Nursing Excellence (CNE) is now the training facility for Halifax Regional Health Systems' American Heart Association's Advanced Cardiac Life Support (ACLS) certification course. This training and certification is required for healthcare professionals who treat life-threatening cardiac events (including physicians, physician assistants, nurse practitioners, nurses, paramedics, Fire/EMT, and respiratory therapists). The eight hour course provides participants with the skills needed to assess and manage actions for 10 core cases that can lead to cardiac arrest. Recently, 12 students completed the ACLS training using the state-of-the-art facility and equipment available in the recently opened CNE.

The full day of class included ACLS videos, lectures by Dr. Terrence Truitt, and break-out sessions led by instructors Kirby Saunders, HRHS Emergency Management Education Coordinator, Dorothy Satterfield, RN, HRHS Cardiac Rehabilitation, and Christy Harrell, RN, HRHS Intensive Care Unit. The CNE Associate Director Cindy Crews, MSN, RN, CNE, facilitated the use of the lab, technology, and simulation manikin. ACLS trainees spent the afternoon participating in simulated cardiac arrest codes, where they practiced the entire process of assessing, responding to, and managing a code. For this training, the CNE's high fidelity simulation manikin, Sim Man, simulated a patient experiencing cardiac arrhythmias requiring life saving measures and treatments with medications, oxygen, artificial airways, and defibrillations. Sim Man is able to simulate breathing, chest rises and falls, a heart beat, pulse, and he is able to speak. "Sim Man and the realistic simulations he provides, allows trainees to practice their whole range of skills in a controlled environment without fear," said Cindy Crews. Kirby Saunders echoed her statement, "It was just like treating a real person. The realism was wonderful," he said.

As soon as the simulated cardiac codes were complete, training participants were able to review and evaluate their techniques and receive essential critiques and feedback from instructors. Participants and instructors were able to view and debrief the simulated code and

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medical procedures with the CNE's newly installed digital audio and video playback equipment funded by the Tobacco Commission and the Halifax Educational Foundation.

"We used to review cardiac rhythms on a small 4" Zoll defibrillator monitor. Now being able to review on a 46" inch LCD screen allows us to see the detail and understand the rhythms—what they are and why they occurred," Saunders said. Saunders went on to emphasize how vital it is for healthcare professionals to understand cardiac rhythms.

Having the Center of Nursing Excellence as an ACLS training facility has greatly enhanced the training of regional healthcare professionals. "Our delivery method is 100 times better. We went from a concrete building with metal folding chairs and a manikin on a table, to a setting that, as far as tools and equipment, is just like a clinical setting. I can't say enough about it." Saunders said. Course evaluations indicate that training participants agreed with Saunders with comments that "the simulation was outstanding," and that the CNE is the "best training facility I've ever seen." Saunders continued, "One gentleman told me it was the best class he's ever attended—ACLS or otherwise. Already the word is getting out and registrations for our next class are way up."

"I am ecstatic to be able to work with HRHS to offer this level of simulation technology that will enhance the clinical practice of our healthcare professionals," said Cindy Crews. "During the 'Mega-Codes' I watched the actions of the providers and was truly amazed that this 'simulated environment' felt as real as being in code situations in the ER or ICU."

The ACLS training will be offered at the CNE once per quarter. The next training for new certifications will be May 23<sup>rd</sup>. To register for the training contact Kirby Saunders at 434-517-3930 or [william.saunders@halifaxregional.com](mailto:william.saunders@halifaxregional.com).

The Center of Nursing Excellence is an initiative of the Southern Virginia Higher Education Center. For more information about the CNE contact Associate Director Cindy Crews at 434-572-5561 or [cindycrews@svhed.org](mailto:cindycrews@svhed.org).



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For more information contact:

Hope Harris-Gayles

Communications Manager

[hopegayles@svhed.org](mailto:hopegayles@svhed.org)

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### **Virginia Jones becomes first ODU Ph.D Student to finish at the SVHEC**



Virginia Jones has officially completed her doctoral studies through Old Dominion University at the Southern Virginia Higher Education Center (SVHEC). She becomes the first student to complete an ODU Ph.D program at the SVHEC.

Dr. Jones completed her studies in Occupational and Technical Studies with an emphasis in Career and Technical Education. She began the ODU program Fall 2006 and attended classes at the SVHEC and online. “The Southern Virginia Higher Education Center provided a nurturing environment in which to take courses, complete examinations, and chat with others in the program,” said Dr. Jones.

“ODU is very pleased to partner with the SVHEC to offer many degree programs that are otherwise hard to find in our area, including the doctoral program that Virginia just completed,” said David McMillan, ODU Site Director, at the SVHEC. “That she completed her degree in only three years speaks highly of Dr. Jones’ abilities and determination, and we’re glad to celebrate this milestone with her,” he said.

Old Dominion University currently offers more than 30 Bachelor’s, Master’s, and Doctorate degree programs at the SVHEC. Classes taught at ODU’s main campus in Norfolk are broadcasted live to students at the SVHEC, allowing local students to see and hear the instructor and fully participate in the classes. Other courses are offered online or through live Internet videostreaming. “Our course delivery methods allow students to have the benefits of an education earned through an internationally-respected university without taking them away from their local communities,” McMillan said.

“Without the partnership of ODU and the SVHEC, I would have never achieved my dream of obtaining a doctorate in education. I am proud to tell others in the community that I completed my degree with the help of the SVHEC,” said Dr. Jones.

Jones, Halifax County Public Schools Data Analyst, plans to continue to work with Halifax County Public Schools in providing the best educational opportunities for students. She is also teaching graduate level courses for Mary Baldwin College.

**820 Bruce Street, South Boston, VA 24592**

**Phone: 434.572.5400 Toll Free: 1-800-283-0098 FAX 434-572-5462**

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