

2016–2017 • ANNUAL REPORT

ROANOKE HIGHER EDUCATION CENTER



ROANOKE
HIGHER EDUCATION
CENTER

WHERE LEARNING MEANS BUSINESS

108 N. JEFFERSON STREET | ROANOKE, VA 24016
WWW.EDUCATION.EDU

MISSION

MISSION

THE ROANOKE HIGHER EDUCATION CENTER PROVIDES CITIZENS OF THE ROANOKE REGION ACCESS TO EDUCATIONAL OPPORTUNITIES THROUGH THE DELIVERY OF WORKFORCE CERTIFICATE PROGRAMS AND LICENSURES, DEGREE COMPLETION PROGRAMS, ASSOCIATE, BACHELOR'S AND GRADUATE DEGREES.

VISION

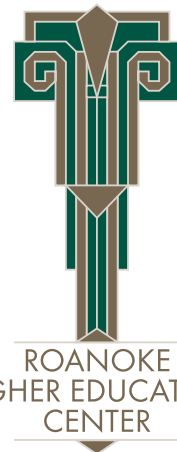
VISION

THE ROANOKE HIGHER EDUCATION CENTER WILL HELP CREATE THE BEST EDUCATED, KNOWLEDGEABLE AND SKILLED WORKFORCE IN THE COMMONWEALTH.

VALUES

VALUES

TO EMBRACE A SHARED VISION OF COLLABORATION AND PARTNERSHIP WITH COLLEGES, UNIVERSITIES, COMMUNITY ORGANIZATIONS, BUSINESSES AND INDUSTRIES.



Roanoke Higher Education Center 2016–2017 Annual Report

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ABOUT THE ROANOKE HIGHER EDUCATION AUTHORITY

The Roanoke Higher Education Authority (RHEA) is a political subdivision of the Commonwealth of Virginia that is governed by a Board of Trustees. RHEA was formed as a non-residential educational institution to stimulate economic growth in the Roanoke region. The Roanoke Higher Education Center functions under the umbrella of the Authority, allowing access to educational opportunities that lead to degrees, certificates, endorsements and workforce skill development. Individuals can earn a GED, associate, bachelor's, master's, or doctorate degree in a variety of fields. The RHEA mission is accomplished through partnerships and collaboration with public and private educational institutions, agencies and the business community.

“...an exceptional array of classes are ideal for working adults...”

The center is unique in the number and type of organizations that have joined forces in one location to expand access to educational resources at every level. Roanoke Valley's citizens, from high school age through retirement age, can find programs that will prepare them to be workforce ready, give them upward mobility opportunities, or provide them with a new career pathway. Educational opportunities are available through a mix of deliveries, such as a traditional classroom setting, computer assisted instruction, or online learning. This diverse delivery and exceptional array of classes are ideal for working adults juggling home, school, family and jobs.

Available for use by outside companies and organizations, the facilities at the center are ideal for training, seminars, professional conferences and meetings. Versatile meeting spaces feature modern technology – including video conferencing – and accommodate groups of up to 100.

The main building of the Roanoke Higher Education Center is located in the former headquarters of the Norfolk and Western Railroad in the heart of downtown Roanoke. One of downtown Roanoke's architectural and historic treasures, this 1931 Art Deco building was renovated and the center opened in August 2000.

In June 2008, the RHEA dedicated the Claude Moore Education Complex (CMEC), another historic renovation project that expanded educational offerings on our campus. CMEC houses Virginia Western Community College's (VWCC) Al Pollard Culinary Arts Program.





MESSAGE FROM THE EXECUTIVE DIRECTOR, KAY DUNKLEY

Dear Community of Friends,

Thank you for making it a remarkable year for the Roanoke Higher Education Center! With the help of our eleven member institutions, who have joined forces in one location, 2016-2017 has been a year of many successes. Highlights include: helping 195 individuals complete an associate, bachelor's, master's or doctorate degree and 316 students earn a GED or gain other skills to help them become

workforce ready; offering more than 300 programs and administering 4,600 exams – many leading to endorsements and credentials; and supporting more than 120 business and community partners holding seminars and meetings at the center.

Among the greatest accomplishments is the \$2 million renovation and expansion of the Clinical Simulation Center (CSC) that serves Radford University, Jefferson College of Health Sciences and Patrick Henry Community College. The CSC also provides a training ground for healthcare agencies such as Lewis Gale Medical Center and Carilion Clinic. This expansion meets the demand to add 600 more students to the 1,000 we already serve.

A groundbreaking ceremony in April 2017 celebrated the beginning of the renovation and expansion of the Claude Moore Education Complex. This facility houses Virginia Western Community College's Al Pollard Culinary Arts Program. The community college expects to double enrollments from 200 to 400 students. The anticipated completion of this \$6.4 million project is August 2018.

11 INSTITUTIONS
DELIVERING MORE THAN 300 PROGRAMS

Well-educated and skilled workers increase regional prosperity. Meeting the diverse workforce needs of its citizens is what ties the Roanoke Higher Education Center directly to the economic growth of the region. The higher education center provides access to education and training that allow individuals to hone the skills needed to succeed in the jobs of today, tomorrow and beyond!

This report tells a compelling story of our impact and presents a strong case for continued support in making higher learning more accessible and more conducive to meeting the diverse demands of the modern learner. Take a few minutes to read through it to discover how you can be a part of helping the Roanoke Higher Education Center continue to advance the local – and even national – economic competitiveness of the Roanoke region.

Thank you for your support!

Sincerely,

Kay Dunkley

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Tiffany M. Franks, Ed.D.

Delegate Christopher Head

Charles A. Price

Patricia White-Boyd

ROANOKE HIGHER EDUCATION CENTER (RHEC) FOUNDATION BOARD OF DIRECTORS

Senator John S. Edwards – Chair

Kay Dunkley, Ed.D. – President

Sue Gregory, CPA, CFE, CFF – Treasurer

Susan Short, Ph.D. – Institutional Representative

Dana Horan – Secretary

Connie Carmack

Warner Dalhouse

J. Randolph Garrett, III

Frank Martin

Thomas L. McKeon, Ed.D.

Charles A. Price

Michael Wray



MESSAGE FROM THE CHAIR, SENATOR JOHN EDWARDS

I am as proud as ever to be involved with the Roanoke Higher Education Center – a program that I was passionate about when I campaigned for the Virginia State Senate and one that I continue to be enthusiastic about.

The Roanoke Higher Education Center benefits the valley by providing education programs from GED to Ph.D., as well as workforce training programs that advance the level of training and education for our citizens.

When talking to citizens, I am pleased by how many people have thanked me for the higher education center. Many say it gave them an opportunity to do something they could not have done otherwise, like attain an MBA degree while working full time and raising a family. RHEC offers convenient class options at a nearby location on nights, weekends, and online, unlocking new opportunities for residents of the valley.

For lawyers and other professionals in need of annual continuing education credits, the center offers a convenient, nearby facility where they can attend classes rather than arrange a day out of town.

As I look back on what we've accomplished, we started with an empty old Norfolk Western office building that was not being utilized. It was a classic example of art deco architecture and cried out to be preserved. We preserved it by renovating and transforming it into a beautiful high-tech center of higher learning for the 21st century. When the doors opened in 2000, we offered college and graduate degrees and workforce training in a beautiful remodeled building with the latest technology to facilitate learning.

*"It all starts with
having access to a
great education..."*

We recently expanded our nationally accredited Clinical Simulation Lab that allows nursing students hands-on experience on lifelike bodies and receive instruction in person or remotely.

Now we are expanding the Claude Moore Education Complex for culinary arts students. We're quadrupling the number of chef-caliber kitchens to help students excel in obtaining associate degrees in the culinary arts.

Those who know me know my passion to see Virginians prosper and succeed. My team has been working hard to create 21st century jobs and bolster Virginia startups. It all starts with having access to a great education – one that prepares students to excel in careers that are forever evolving.

Learning is a continuous and lifelong process. That's why I'm proud to be involved with the Roanoke Higher Education Center and the educational and economic opportunities it is bringing to the region. Our students deserve it and the future of our region depends on it.

Sincerely,

John S. Edwards



EXECUTIVE TEAM



Kay Dunkley, Ed.D.
Executive Director



Dana Horan
Executive Assistant



Sue Gregory
Director of Finance
and Administration



Carla James-Jackson
Sr. Director of Academic
and Student Services

ROANOKE HIGHER EDUCATION CENTER STAFF

Beth Avis
Receptionist

Michelle Brewer
Accountant

Celeste Holland
Receptionist

Deborah Jackson
Educational Testing Assistant

Debra Lawson
Receptionist

Ruth O'Roark
Educational Testing Assistant

Cherie Reich
Library Assistant

Gaven Reinhardt
IT Technician

Jeffrey Repass
Maintenance Specialist

John Rocha, Jr.
Building Superintendent

Cynthia Spahr
Educational Testing Assistant

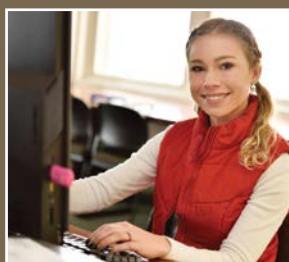
Alexandra Tapia
Receptionist

Alexandra Thacker
Academic Program Assistant

Nguyen Tran
Senior IT Technician

Lori Van Curen
Senior Financial Reporting Analyst

Jessica Yopp
Library Associate



MEMBER INSTITUTIONS

Over 300 programs are delivered by member institutions. Examples include business administration, certified nursing assistant, counselor education, culinary arts, gerontology, local government management, nurse anesthesiology, nursing, social work and teacher licensure. Other partners include TAP – This Valley Works, TAP Head Start, Project Discovery, Roanoke Valley Broadband Authority, VA811, and Seasons & Occasions Cafe.



PARTNER FEATURE: PROJECT DISCOVERY OF VIRGINIA, INC

Creating elegant and simple systems that result in the best possible work environment for colleagues is what drives Bill Scharrer. As planner and grant writer for Project Discovery, his behind-the-scenes work is instrumental in helping low income and first generation higher-education students successfully apply and gain admission to post-secondary education opportunities.

"Education is the silver bullet to eliminate generational poverty," said Scharrer.



Scholarship winners from Project Discovery program at People, Inc of Southwest Virginia.

Top row: Robert Castle, Megan Powers, Michael Nash and Jonathan Thomas

Bottom row: Haley Almaroda, Zoe Helmandollar and Dustin Keith

According to Scharrer, people who go on to attain a degree or diploma statistically live healthier lives, rely on social services less and pay higher taxes. Investing a little bit in each of these students is a win-win for the state and its citizens. More importantly, he calls it a giant win for the students and their families. Scharrer estimated the cost per student of previous federal programs as eight times higher than the cost of the local Project Discovery cost per student. That's why the Roanoke Higher Education Center was the perfect spot for the organization's 2017 relocation.

"The relationships we build with the institutions of higher education located at the Roanoke Higher Education Center will pave the way for success for our students," said Scharrer. "If we start building working relationships between Project Discovery and the partnering colleges and universities here at the center, these schools will see our students as the kind of student they want to recruit and help."

"We take a lot of low-income youth and students who never thought they could go on to any kind of higher education, students who thought it was simply unattainable or not even okay to talk about, and we help them apply and enroll," said Scharrer. "We show them that it's worthwhile – a good investment. But we also show the community that it's a good investment."

*"Education is the silver bullet
to eliminate generational
poverty." — Scharrer*



Having like-minded institutions under one roof was not the only benefit Project Discovery received as it relocated to the Roanoke Higher Education Center. Scharrer cited dramatic operating expense reduction as a result of moving to RHEC facilities because the center provides internet and phone access, utilities and security, as well as janitorial services.



BIKES, BEER AND BRAINS

Nestled in the heart of the scenic Blue Ridge Mountains, the Roanoke Valley is in the midst of an economic and cultural renaissance. This revitalization, including new storefronts, breweries, wineries, restaurants and downtown condominiums, signifies a new chapter in this historic city and represents the ideal destination for anyone seeking a unique blend of charm, arts and culture and outdoor adventures.

Bikes, Beer and Brains, a slogan coined by the Roanoke Regional Partnership, validates the region's commitment to this continued social and economic growth. One of the foundations upon which Roanoke's thriving development is built is education. The expansion of the Virginia Tech Carilion School of Medicine and Research Institute – one of the first medical colleges in the world to combine efforts of a med school with advanced research – is one example of bringing advanced educational opportunities to the valley. The Roanoke Higher Education Center, once the headquarters of the Norfolk and Western Railroad, also plays a central role in raising educational levels of the citizens of the region, preparing the next generation with the tools and resources needed to meet the job demands of the future. We are proud to contribute to the region's economic growth!





CLAUDE MOORE EDUCATION COMPLEX

The Roanoke Higher Education Center secured a bond-funded package of \$6.4 million from the General Assembly to expand the Claude Moore Education Complex, which houses Virginia Western Community College's Al Pollard Culinary Arts Program. This historic facility requires a 7,850-square-foot expansion to create electronic classrooms, office space and new kitchen equipment. The culinary program is not just a training program, but also an opportunity to invigorate an area of the city that was once an iconic cultural center in Roanoke.



As the Roanoke region continues to blossom into a travel and tourism destination, the need for more individuals to be trained in hospitality and food service cannot be overstated. This expansion is an example of how the Roanoke Higher Education Center partnered with Virginia Western Community College in response to this workforce need. The program accommodates 200 students, with the intent to double enrollment in the next few years. Certificates are awarded in many areas, such as baking and pastry making, cake decorating, and professional catering.

Photo above, left, banners of artwork from David Ramey, Sr. on the fence surrounding the expansion of the Claude Moore Education Complex – Copyright, The Roanoke Times, republished by permission.

CLINICAL SIMULATION CENTER

The Clinical Simulation Center (CSC), located on the first floor of the Roanoke Higher Education Center (RHEC), is operated by the School of Nursing in Radford University's Waldron College of Health and Human Services. The center is used to train nursing students from Radford University, Jefferson College of Health Sciences and Patrick Henry Community College.

The CSC recently expanded by 1,800 square feet and underwent additional renovation of 2,800 square feet of the existing 4,800-square-foot space. The teaching and learning space now includes hospital simulation rooms, clinic rooms, debriefing rooms, video spaces, a room for standardized patients and an apartment in which home health scenarios occur. The renovation increases the number of students who can experience a range of clinical simulation exercises featuring either standardized patients, or actors, and hi-fidelity simulators, or manikins. The CSC expansion also increases the potential for valuable interprofessional education opportunities for students from physical therapy, occupational therapy and social work disciplines.

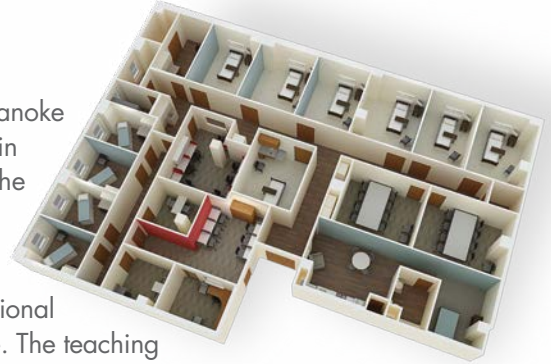
"The Clinical Simulation Center at the RHEC shows the strong partnership between the higher education center and Radford University. It also reflects our commitment to serving the needs of our workforce and addressing an area that will soon experience a huge jump in job growth," said RHEA Executive Director Dr. Kay Dunkley.

During 2016-17, more than 1,000 students used the CSC. With the expansion, the space will allow an additional 600 to be served. In 2014, the CSC became the first simulation center in Virginia to earn accreditation from the Society for Simulation in Healthcare. The CSC is now one of 64 accredited simulation centers in the nation and only two in the Commonwealth of Virginia.

Cindy Cunningham, CSC director, explained that experiences ranging from simple to complex are simulated in the center's hospital, outpatient clinic or community environments to heighten critical thinking, communication, and collaboration skills.

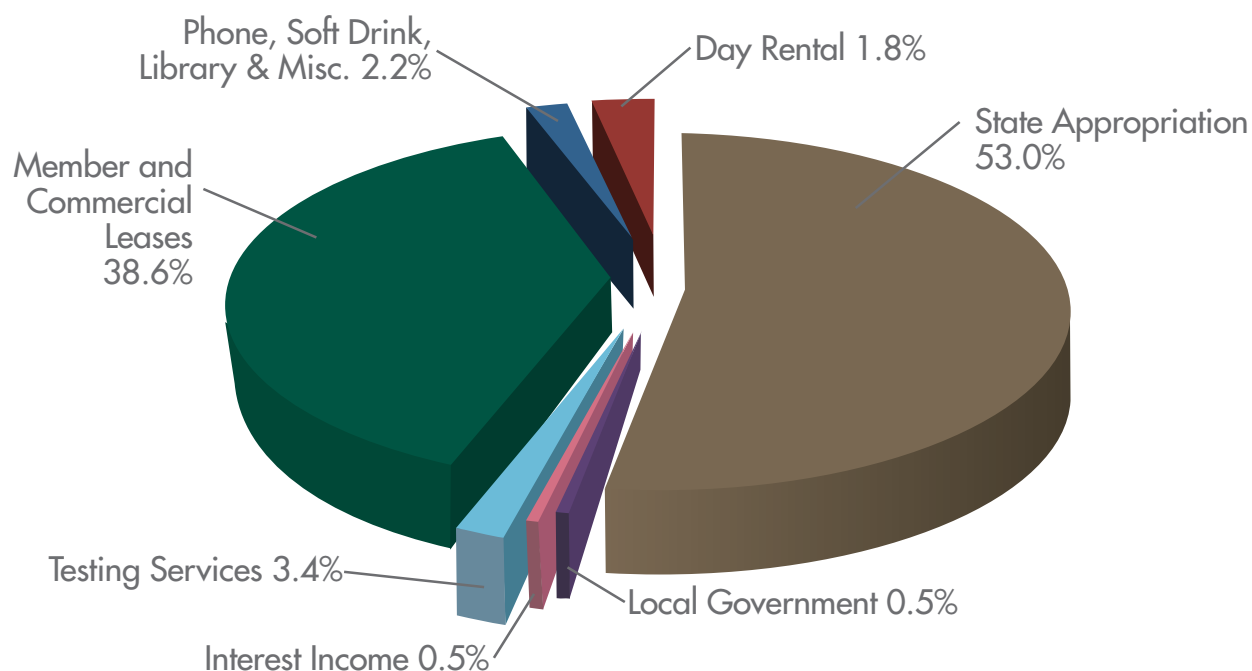
"Before nurses go into the field, they have been exposed to a full range of experiences in simulation and thoroughly debriefed by faculty through the CSC. Nursing can be overwhelming and intense and we want them to be confident because of this rigorous preparation," Cunningham said.

Simulation scenarios are controlled by evidence-based, peer-reviewed programs that are developed by the CSC staff to reflect current best practices and replicate situations that may confront nurses in practice. Simulations are followed by guided reflections or debriefing sessions with faculty. Debriefing rooms feature smart boards and have audiovisual capabilities to support videos of the student-patient interactions.



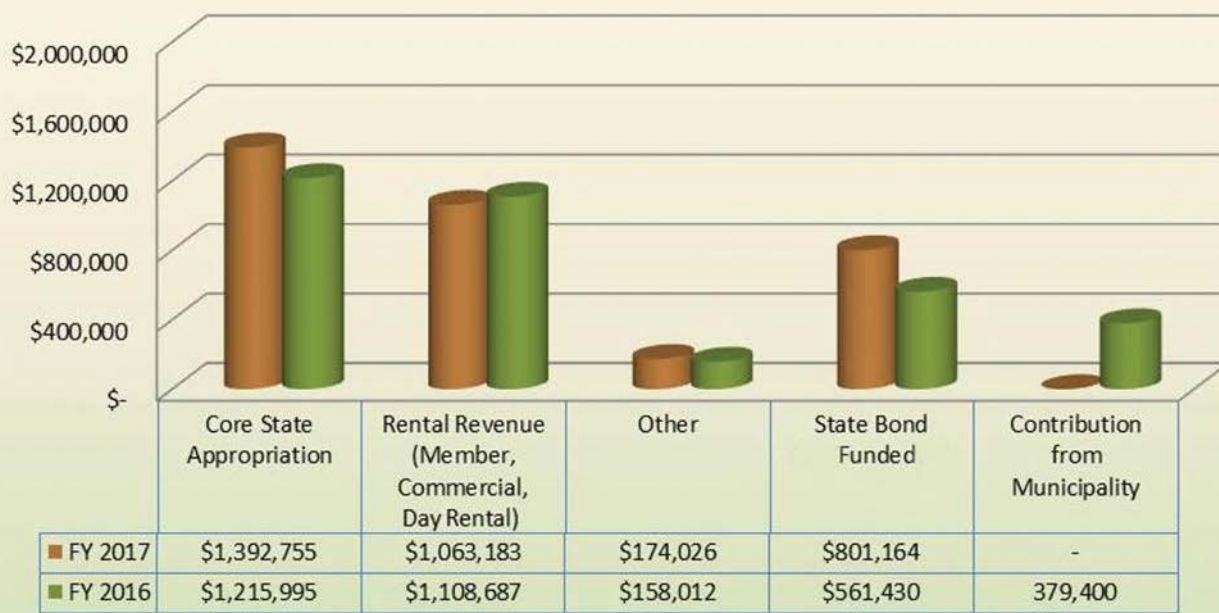
REVENUE FISCAL YEAR 2017

\$2.63 MILLION



NOTE: state bond funding of \$801,164 is excluded.

ALL REVENUE SOURCES FISCAL YEAR 2017-2016



All revenue sources total \$3.43 million (2017) and \$3.42 million (2016).

PROGRAM COMPLETIONS FY 2017 vs. FY 2016

Total number of program completions rose in FY 2017 with the greatest increase in workforce training.

PROGRAM TYPE	NUMBER OF STUDENTS COMPLETING PROGRAMS FY 2017	NUMBER OF STUDENTS COMPLETING PROGRAMS FY 2016
Doctoral	7	11
Post-Master's	4	9
Master's	83	50
Bachelor's	51	95
Associate	11	17
Post-Baccalaureate/ Teacher Licensure	4	1
Certificates	35	25
Workforce Training	316	75
TOTAL	511	283

CONFERENCING SERVICES

The Roanoke Higher Education Center allows businesses and industries, community organizations, and partner institutions an opportunity to conduct meetings and seminars in our space at reasonable prices.

During 2016-17, the higher education center hosted **120 EVENTS** that brought in over **7,000 INDIVIDUALS** to the center.



FROM 2016-2017
7,000 INDIVIDUALS
120 EVENTS

Groups included: Virginia Continuing

Legal Education, Virginia Dept. of Alcoholic Beverage Control, Virginia Dept. of Taxation, The Roanoke Regional Partnership, Carilion Clinic, and Medical Facilities of America.

EDUCATIONAL TESTING CENTER

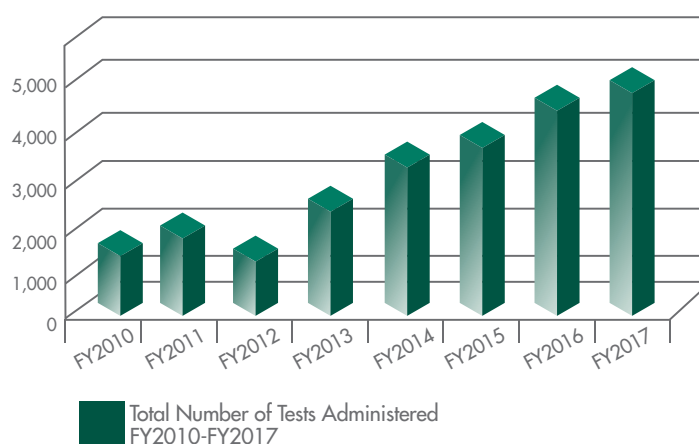
Located on the fourth floor of RHEC, the Testing Center offers proctoring for graduate school exams, national standardized tests, distance-learning examinations, prior learning assessments, licensing exams, and other industry-specific tests. The 22-seat computer-based testing lab is a member of the Consortium of College Testing Centers (CCTC), a national group of college and university test centers that support distance learning by offering secure, comfortable testing conditions.

*In FY 2017,
testing services
generated nearly
\$90K in revenue*

BREAKDOWN OF STANDARDIZED TESTS ADMINISTERED July 1, 2016 – June 30, 2017

Assessment Systems	4
Castle Worldwide	233
CLEP	128
DSST	26
Distance Exams (CBT)	66
Distance Exams (PBT)	21
Institute of Brewing and Distilling	2
ISO Quality Testing	160
Kryterion	85
Miller Analogies Test (MAT)	46
MCAT	3
Microsoft Office Suite (MOS)	2
PAN (TD Testing)	428
ParaPro Assessment	36
Pearson Vue	1,315
Praxis (CBT)	1,088
Prov	14
PSI	767
TOEFL	2
VCU	45
LSAT (PBT)	142
MPRE (PBT)	30
ISACA	7
TOTAL	4,650

TOTAL NUMBER OF TESTS ADMINISTERED FY2010 – FY2017



The Testing Center, which is open from 9 a.m. to 5 p.m. Monday through Friday and select Saturdays, offers tests that serve a wide variety of industries, from medicine and education to brewing and distilling.

Partnerships continue to grow with major testing organizations such as College Board, Comira, Educational Testing Services (ETS), ISO-Quality Testing, PAN, Pearson VUE, Prometric and Western Governor's University (WGU).

During FY 2017, the center administered 4,650 exams, a 7.4 percent increase over 2015-16, and generated nearly \$90K in revenue – 20 percent more than projected.

ROANOKE HIGHER EDUCATION CENTER FOUNDATION

The Roanoke Higher Education Center Foundation is a 501(c)(3) educational foundation dedicated to enhancing the mission of the Roanoke Higher Education Authority. The Foundation is established to provide financial support to the Authority, its partner institutions and students, in order to provide scholarships, capital improvements and instructional enhancements; to communicate to the public activities and programs of the Authority; and to assist, improve and expand its educational mission as may be necessary and desirable as authorized by law.

FOUNDATION GOALS:

1. To support the Roanoke Higher Education Center's strategic vision and broaden its base of support.
2. To enhance continuous learning experiences, create facility improvements, and expand opportunities by cultivating partnerships and maximizing resources with fiscal integrity.
3. To promote new ideas of entrepreneurship and continuous improvement of programs, degrees, certificates, and endorsements.
4. To develop and maintain a level of support of the Roanoke Higher Education Center on an ongoing basis.
5. To listen and respond to the needs of the community as it concerns talent development and job growth.
6. To create partnerships with businesses and industries in support of developing human capital and contributing to the economic vitality of the community.
7. To demonstrate sound management of philanthropic resources.
8. To provide the Authority and Center with a measure of excellence.

AREAS OF FINANCIAL NEED:

The Foundation has three areas of financial need: operational, capital, and endowment.

- **OPERATIONAL:** Unrestricted funds utilized for everyday use to address the needs of day-to-day operations.
- **CAPITAL:** Involves changes in the Center's physical plant, such as renovations and upgrades that are not funded through state, higher education equipment trust, or capital maintenance reserve funding.
- **ENDOWMENT:** Establish a permanent fund to benefit operations or to support a specific program.

SUGGESTIONS FOR FUNDRAISING PROJECTS:

- Create a certification or endorsement training program that aligns with business and industry needs and potential job growth
- Develop a GED test prep program
- Establish a leadership development simulation laboratory
- Create a comprehensive academic student success center
- Purchase a canopy for the Claude Moore Education Complex
- Award scholarships
- Renovate the 4th floor student lounge
- Make improvements to the library
- Provide exterior signage



STUDENT FEATURE: KIM TUCKER

"At first, I was apprehensive about going to college as an older adult and I wasn't sure if I was in the right place," said Kim Tucker, quality assurance analyst at Wells Fargo and an undergraduate student at Mary Baldwin University. "Once I met and interacted with the staff at the higher education center and at Mary Baldwin University, I knew I was in the right place.

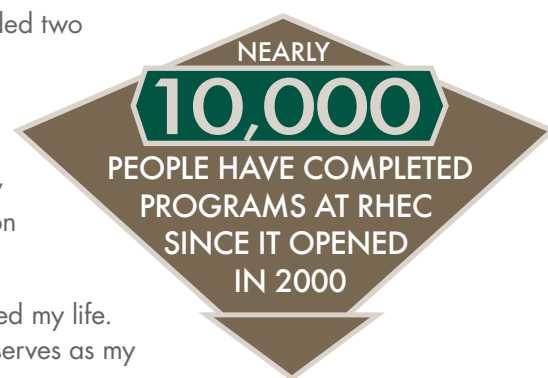
"One major reason for my hesitancy in taking college classes was whether or not I could balance school and also raise my two daughters," Kim said.

Nonetheless, she made the plunge, choosing a business degree with an emphasis in sustainability.

"As time progressed and I gained more confidence in my abilities, I added two minors: human resources management and marketing."

Reflecting on her educational journey, Kim says she would not have chosen to do things any other way. Attending college classes and working at the same time helped in many ways. She was able to apply best practices in her day-to-day job while gaining a greater appreciation for lifelong learning. Kim is expected to graduate in May 2018.

"I have met so many great people at RHEC that have positively impacted my life. Sharon Barnes, director of Mary Baldwin University's Roanoke Center, serves as my advisor and she has guided me along the way."



STUDENT FEATURE: NARGIS NOORZAD, CNA GRADUATE

Nargis Noorzad received her Certified Nurse Aid (CNA) courses and training at the Roanoke Higher Education Center and is now looking at affordable ways to get her nursing degree. This is happening while she works at Carilion Clinic in its progressive care unit (PCU). Nargis holds a bachelor's degree in nursing from her home country of Afghanistan, but is faced with the challenge of re-educating herself according to US healthcare standards.

"Having all of these universities in one place is really helpful," said Nargis. "Students can go to the Roanoke Higher Education Center and take classes as well as use the library resources and computer lab."

She was disappointed at first to learn that she had to take a refresher course before securing employment in the US. After all, she had already worked as a nurse for four years in her native country. But after enrolling in the CNA class, she realized there was value, especially in raising her level of awareness of the cultural differences between Afghanistan healthcare practices and those of the US.

"For example, as a female nurse, I didn't provide care for male patients in my home country, but in the US, we care for all patients. My classes at the higher education center prepared me to make this shift," she said.



STUDENT FEATURE: LISA NEWELL

"Education is the one career that trains and inspires others," said Lisa Newell, school principal at Rocky Mount Elementary. However, her own higher education aspirations were put on hold after high school.

"At age 18, I married and soon thereafter had two children," said Lisa. "My own children were a high priority and I simply could not attend college using the traditional path."

Despite deferring her education, Lisa has now earned a bachelor's degree in psychology with teacher licensure from Mary Baldwin University, a master's degree in Curriculum and Instruction from the University of Virginia, and a doctorate in Educational Leadership and Policy Studies from Virginia Tech; all through classes offered at or through the Roanoke Higher Education Center.

Lisa credits online programs and those that met in the evening or once a month instead of several times a week, for helping her to achieve her scholarly aspirations as she worked and raised a family. Lisa feels having access to classes from three top Virginia universities was extremely beneficial. As a working professional, attending classes in downtown Roanoke afforded her the opportunity to balance the demands of work, home and school.

Lisa's view on the facilities at the Roanoke Higher Education Center carries extra weight, since she's now an education expert. She found the state-of-the-art facilities at the higher education center to be conducive to learning. "The study carrels on the fourth floor worked well for small group collaboration and independent studies," said Lisa. "The classrooms offered flexible seating in a comfortable environment."

Modern facilities aren't the only reason Lisa saw value in an education through the higher education center. "The support staff and professors are stellar individuals," she said. "So many people at the center had a positive impact on me."

"The Roanoke Higher Education Center made acquiring an education possible for me," said Lisa. "I've enjoyed a rewarding career with Franklin County Public Schools that may not have been possible without a local venue that offered an education in a nontraditional route."

So what's next for Lisa? "I hope to teach adjunct classes at the higher education center one day and give back to the community that inspired me," she says. "I hope to pay it forward and help others find their way to a rewarding career in education."



Lisa Newell receives a braille birthday card from a blind student.



Lisa Newell assists at lunch as a "grand friend" on Grandparents Day.



Lisa Newell enjoys McTeacher night at McDonald's. Staff and volunteers worked behind the counter, earning 20 percent of the evening's sales.

LOOKING TO THE FUTURE

While we are pleased with many accomplishments during 2016-2017, we look to the future. The message is clear from this annual report that the Roanoke Higher Education Center is a key driver for developing human capital in the Roanoke region. In order to achieve increased and sustainable results:

THE CENTER SHALL UNITE IN A STRATEGIC WAY WITH OUR ELEVEN COLLEGES AND COMMUNITY PARTNERS TO:

- Speak to the objectives of the GO Virginia, Region 2, Growth and Diversification Plan (August 2017) that identifies four industry clusters of job growth for the region, to include manufacturing, life sciences and health care, food and beverage packaging, and technology and IT.
- Face head on the initiatives outlined in The Virginia Plan for Higher Education: An Annual Report 2016, conducted by the State Council of Higher Education in Virginia (SCHEV). This report outlines initiatives and measures of how the Commonwealth of Virginia can become the best educated state in the nation by 2030.
- Review Virginia's Blue Ridge Works Local Workforce Plan (2016) to investigate existing and emerging industry sectors, determine career pathways and develop the endorsements and credentials needed for creating productive workers.

THE EXECUTIVE TEAM OF THE HIGHER EDUCATION CENTER WILL FOLLOW THE GOALS OF THE STRATEGIC PLAN TO:

- Expand the Educational Testing Center to increase seat capacity and incorporate larger testing space for individuals with special needs.
- Establish a comprehensive student success center to include tutoring, math and writing support and assistance with test preparation.
- Develop new programs in the areas identified by the reports listed above.
- Build stronger relationships with businesses and industries.
- Create short-term learning experiences such as workshops, seminars and certification programs.
- Renovate the second floor entrance and reception space to increase visibility of safety and security and to provide quality customer service in greeting our students and visitors.
- Remodel the fourth floor student lounge.

AGENCY GOALS

1. Increase economic growth in the Roanoke region by providing access to education and training opportunities related to current and future job growth.
2. Provide academic testing services for workforce credentialing and certificate programs.
3. Provide training, conferencing facilities services, meetings, and teleconferences for business, industry, partnering institutions, and the community at large.

The center's accomplishments are possible through the continued support and creative collaborations of our partners and stakeholders. We know we have our work cut out for us to stay current and to keep pace with the ever-changing jobs of the future. But we also know that together, we can move forward, open new doors and change lives.



ROANOKE HIGHER EDUCATION CENTER

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540.767.6161

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RHEC Hours of Operation

Monday – Friday	7:00 AM – 10:30 PM
Saturday	7:00 AM – 6:00 PM
Sunday	Closed