



2019

Annual Report

IT'S WHAT HAPPENS INSIDE...



ROANOKE
HIGHER EDUCATION
CENTER



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VISION

The Roanoke Higher Education Center, known throughout the Roanoke region as a dynamic learning community of colleges and organizations, responds to the evolving needs of the current and future workforce.

MISSION

The Roanoke Higher Education Center develops partnerships and maintains a state-of-the-art facility that provides citizens of the Roanoke region access to training, certifications and degrees.



RHEC STAFF

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Nguyen Tran
IT SYSTEMS ADMINISTRATOR

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Jessica Yopp
LIBRARY ASSOCIATE & WEBMASTER



Dear Community of Friends,

The 2018–2019 year has been busy and meaningful. I am excited to share highlights that demonstrate our mindset of continuous improvement, commitment to our partner institutions and dedicated service to the citizens of our region.

We conducted focus groups and disseminated surveys to the Center's stakeholders for the development of a 2020–2023 strategic plan. This plan will identify a pathway for the future and give us a blueprint for achieving it. Facility enhancements have been an important focus this past year to support our member institutions' needs and to maintain a friendly and welcoming learning environment. Recruiting new

members and exploring additional program opportunities remained a priority, as well as putting the infrastructure in place to activate the Center's Foundation. We implemented several safety and security measures to reduce risks and ensure a safe and comfortable work environment. We experienced an increase in the number of program completers along with growth in revenues from leases, day rental and testing services.

Now we look forward to 2020, when we will roll out several celebratory activities marking our 20th anniversary and make plans to disseminate the results of an economic impact study. The mission, vision and objectives of our new strategic plan will be put into action, and we are exploring opportunities to expand the footprint of the RHEC campus. Stay tuned! Thank you for your continued support.

Sincerely,

Kay Dunkley



Dear Friends,

Next year 2020 will mark the 20th anniversary of the opening of the Roanoke Higher Education Center. Last year we expanded the popular Al Pollard Culinary Arts program operated by Virginia Western Community College. This year we established kiosks to remember and celebrate the history of Gainsboro, the oldest part of Roanoke, where the program is located. We are now looking to create a green space between the main building and the Claude Moore Education Complex, which houses Virginia Western Community College's Culinary Arts program.

Our 10 college, university and community partners continue to offer more than 200 programs in a variety of fields. These programs lead to GEDs, associate, bachelor's, master's and doctorate degrees as well as programs leading to important licenses and workforce certificates. These programs are having an impact on students in our region seeking better and higher-paying job opportunities.

The success of our adult learners contributes to a more skilled workforce to grow and diversify the Virginia economy. I invite you to peruse the 2019 Annual Report and discover the many highlights of events and programs, as well as the accomplishments of our students.

Sincerely,

John S. Edwards



STUDENT SUCCESS PROFILE: JACQUELINE ISON DUNFORD

JO-JO ON THE GO

THERE ARE LOTS OF REASONS PEOPLE DON'T PURSUE A MASTER'S DEGREE. They have a full-time job. Or they are trying to balance work and relationships. Or there is a health situation that has to be addressed. On her way to earning her Master of Social Work, Jacqueline "Jo-Jo" Ison Dunford faced all these challenges and came out with her degree in hand.

Jo-Jo started her undergraduate studies at Emory & Henry with an eye toward becoming a teacher, but found it wasn't the right path for her. She earned her degree in sociology, and a summer internship with a hospice organization in Augusta, Georgia, opened her eyes to the field of social work. "I loved it," Jo-Jo said. "Working with hospice patients is very emotional and can be sad, but it opens your eyes to how you can have a real impact on people's lives."

After graduation, she landed a job at Phoenix LLC. She worked providing mental health skill building services in the firm's Roanoke and Rocky Mount offices. Although her work ethic earned her a promotion to supervisor, her lack of a master's degree limited the services she could provide. That gave her the push she needed.

"I enrolled in an online course, but it just wasn't for me," said Jo-Jo. "I'm a people person, and I like learning in a place where I can talk to teachers face-to-face and engage with my classmates. Radford University offered a hybrid course that met on Saturdays at the Roanoke Higher Education Center. Financially, I had to work full-time. It was the right place for me."

Jo-Jo enrolled in the three-year program with the encouragement of her family. Her boss, Phoenix co-founder Rochelle Bower, enrolled in the Master of Social Work

(MSW) program with her, and the two motivated each other. During Jo-Jo's graduate studies career, she planned her wedding, worked a full-time job, completed two separate internships requiring more than 1,000 hours of service, relocated to the New River Valley, and changed jobs. But the biggest challenge came when she got a message that her aunt's health was failing.

Her aunt had received a kidney transplant nearly two decades before, and that kidney was shutting down. Without another kidney transplant, her aunt would face a life of constant dialysis and severe limitations. Jo-Jo has a close bond with her family and had lived with her aunt for a time as a child while her mom recovered from an automobile accident.

"There was never any question in my mind," Jo-Jo said. "If I was approved, I was going to be her donor." Three months

later she found herself in a hospital at the University of Tennessee donating a kidney to her aunt. Three weeks later, she was back on the job. She also continued her classwork with a passion and did her quantitative data project on the emotional stress of living organ donors. Her degree was conferred on August 4, 2018. She was married later that month, seven months after donating her kidney.

"As I went through the hooding ceremony, it hit me that I made it this far and graduated. It's a feeling that's really hard to describe," said Jo-Jo. "I'm the first one in my family to have received a graduate degree. It felt so good it didn't seem real."

"I owe so much to my husband and the family for support. I could feel how proud

my family was of me. The support of the professors and the people I went through the program with was phenomenal."

Jo-Jo is flourishing in a profession she loves. New River Community Services hired her as a case manager in 2016. She moved to a position as a community support professional for the Program of Assertive Community Treatment (PACT) and became a clinician after earning her master's. Today, she's a clinical supervisor, and she's working to become a licensed clinical social worker. And her aunt is doing fine.

"Earning my MSW was a lot of hard work and it was very challenging, but I pushed through," said Jo-Jo. "I wanted my master's degree, and I got it."



Chelsea Hartman Photography

SAVE THE DATE

JOIN US for
ROANOKE HIGHER
EDUCATION CENTER'S
TWENTIETH ANNIVERSARY
CELEBRATION



SATURDAY, JUNE 20, 2020
6:00PM at the
ROANOKE HIGHER
EDUCATION CENTER

ROANOKE HIGHER EDUCATION CENTER

IT'S WHAT HAPPENS INSIDE:
CELEBRATING TWO DECADES OF PROGRESS, PURPOSE AND PEOPLE
TICKET INFO | EDUCATION.EDU/ANNIVERSARY



RENOVATIONS: PUTTING OUR BEST FOOT FORWARD

We are continually reevaluating our facility. In 2019, several enhancements were made to the Roanoke Higher Education Center.

SECURITY DESK

The safety and security of our students, faculty and guests has always been a priority for the administration at the Roanoke Higher Education Center. Our new security desk leverages new technology to allow security personnel to monitor the building while providing a welcoming space for people seeking information or directions.



SEASONS & OCCASIONS CAFÉ AND CATERING

Sometimes there's no time to stop for coffee or a sandwich on the way to RHEC when juggling the responsibilities of work and education. Seasons & Occasions Café offers a modern, cheerful place to refuel the body before or after class.


LIBRARY

Our library received a refresh that included more comfortable study spaces, easier access to technology and cheerful finishes.



LACTATION ROOM

The modern lactation suite includes two private rooms and a generous area for family or siblings to relax.

QUALCOMM THINKABIT LAB

MAKES
LEARNING A
HANDS-ON
EXPERIENCE.



Lesa Hanlin, Ed.D.
Executive Director,
VT Roanoke Center

You're a sixth grader. You haven't really thought about what you're going to do after school, much less with your life. There's a field trip — *great* — that beats another day in class. You board the bus and make your way to the Roanoke Higher Education Center. You're led to the seventh floor, and the door opens to reveal colorful beanbag chairs. You sit down. And everything changes.



Don Pizzullo, PMP
Senior Program
Manager

The Qualcomm Thinkabit Lab combines the expertise of Qualcomm's model with Virginia Tech's rich resources to create an inclusive STEM environment for students. It creates hands-on experiences that can open the door to new worlds of possibilities.

"Qualcomm Thinkabit Lab is an experiential field trip," Lesa Hanlin, Ed.D., executive director of Virginia Tech's Roanoke Center, said. "The students aren't just going to a museum where they can see things but not touch them. They are fully immersed in STEM activities that allow them to explore and create."

The lab was opened in April of 2019 and has hosted 290 students from throughout the region. Now beginning its first full year of operation, more than 1000 students are expected in school year 2019–2020. Students from Roanoke Valley, Franklin County and Carroll County are already scheduled for visits.

According to Senior Program Manager Don Pizzullo, PMP, students are given a name lanyard when they arrive and are taken to the Qualcomm World of Work (QWOW). There they sit in colorful beanbag chairs and are encouraged to

evaluate their strengths, interests and values to help them define potential career interests as they are told about potential careers at Qualcomm. The concepts of connectivity and the Internet of Things (IOT) are explained as well as the design process. Students are then split into groups and encouraged to come up with their own problems and solutions.

Students are then guided to the Qualcomm Thinkabit Lab, where they learn about coding, experiment with servos and Arduino microcontrollers and are instructed on the basics to create projects on their own. With the supervision of instructors, they build a technology-enabled project that combines interactive learning in science, technology, engineering and math along with art-inspired creativity. The lab offers a wide variety of materials with which to work.

"Virginia Tech is a land-grant institution, and our motto is *Ut Prosim* (That I May Serve). At Qualcomm Thinkabit Lab, kids learn to think. They learn that failure is okay," Pizzullo said. "We love seeing kids get genuinely excited about learning."

Other activities during the day include a human circuit exercise and a card deck that allows students to get detailed information about careers, educational expectations and compensation. Students are encouraged to take home cards detailing careers they may be interested in to spark conversation at home.



I LOVE USING TECHNOLOGY AND EXPLORING WHAT WE CAN DO WITH IT.



"We're excited to build on our partnership with Virginia Tech by opening this lab in Roanoke, Virginia," said Angela Baker, director of corporate responsibility at Qualcomm. "As a global company that's spearheading the Invention Age, without barriers to invention, we believe that helping to support the world's next generation of innovators and increasing access to STEM are critical."

The Qualcomm Thinkabit Lab at Virginia Tech's Roanoke Center is completely self-supported. The lab pays not only for its own operation but also for transportation and lunches for the students. Financial donations and gifts of supplies are welcome.

To learn more about the Qualcomm Thinkabit Lab at the Virginia Tech Roanoke Center, visit vtrc.vt.edu/thinkabit or contact Lesa Hanlin at 540-767-6100 or lesa@vt.edu.

MEMBER INSTITUTIONS



DABNEY S. LANCASTER
COMMUNITY COLLEGE

DABNEY S. LANCASTER COMMUNITY COLLEGE

Dabney S. Lancaster Community College (DSLCC) partnered with the Roanoke Higher Education Center (RHEC) to expand its Massage Therapy program. The college strives to keep programs and services financially and geographically accessible for all students, with locations in Clifton Forge, Buena Vista and Roanoke. Special tuition assistance programs are offered for students of the DSLCC Massage Therapy program at the RHEC.



JAMES MADISON UNIVERSITY

James Madison University (JMU) has been a member of the RHEC since 2008, and offers a variety of credit and non-credit programs. Currently, the Master of Education and graduate certificate in Educational Leadership are running multiple cohorts. Various online graduate and undergraduate programs, as well as non-credit programs, such as Passport to Retirement, are also available at RHEC.



MARY BALDWIN UNIVERSITY

Mary Baldwin University (MBU) was one of the charter members of the RHEC. Today that close partnership continues. Men and women are able to complete a bachelor's degree in a dozen majors, including business, social work, criminal justice, healthcare administration, psychology and teacher licensure through the Post-Baccalaureate Teacher Licensure program. In addition to undergraduate degrees, MBU Online offers 12+ online graduate and certificate programs, such as a social-benefit-focused MBA and a doctorate of occupational therapy for working professionals.



OLD DOMINION UNIVERSITY

Old Dominion University offers more than 100 online programs through the RHEC. These programs have the same content and rigor as on-campus offerings and are taught by the same faculty. Depending on the class, courses are offered in either a synchronous (live) web-based conferencing or asynchronous online format. Students may complete general education requirements of their coursework through the Virginia Community College System at Virginia Western Community College, and the remaining coursework can be completed through ODUOnline. Old Dominion's commitment to quality in online degrees results in satisfied students — 95% were satisfied or very satisfied with the quality of instruction in their major.



RADFORD UNIVERSITY

Radford University is a charter member of the RHEC, and delivers approximately 75 credit courses at junior, senior and graduate levels and serves as a primary teaching site for the Radford University School of Nursing. Radford University also administers the Clinical Simulation Center, authorized by the State Council of Higher Education and serving regional health care teaching agencies.

MEMBER INSTITUTIONS

The Radford University School of Nursing (SON) hosts the largest undergraduate day program at the RHEC. With nearly 100 junior- and senior-level students each semester, the Radford University SON is housed on the RHEC third floor and offers the baccalaureate nursing upper division program. Radford's SON students based at the RHEC have a 95% pass rate on the NCLEX (National Council Licensure Examination).



REGION 5 ADULT EDUCATION

Roanoke Valley – Alleghany Region 5 Adult Education works with local school divisions and community partners to offer GED® Preparation and Basic Academic Skills Classes in Alleghany County, Botetourt County, Covington City, Craig County, Roanoke City, Roanoke County and Salem City. The RHEC is a prime location for both GED and English classes, as well as serving as a GED Enrollment & Orientation hub for the region. Currently, the RHEC is the only GED testing facility in the area and is used by all of Region 5's students. All classes are free to adult students seeking to earn a GED credential or improve their English language skills.



TAP — THIS VALLEY WORKS

TAP's education and career development arm, This Valley Works, provides services such as dropout prevention, job training and job placement. This Valley Works serves more than 1,500 young people and adults every year.



VIRGINIA COMMONWEALTH UNIVERSITY

The Department of Nurse Anesthesia offers a Doctor of Nurse Anesthesia Practice (DNAP) degree program at Virginia Commonwealth University's main campus in Richmond, as well as at three distant locations — including the RHEC. The curriculum in Roanoke is identical to the Richmond campus, as classes are offered synchronously in real time to all sites through two-way video conferencing, web-based tools and face-to-face on-site instruction. Additionally, the program features local intensive clinical training and high-fidelity simulation education. The department has graduated more than 30 students from the RHEC since 2011.



VIRGINIA TECH

The Virginia Tech Roanoke Commonwealth Campus Center has been a part of the Roanoke community since 1989 and was one of the founding institutions at the RHEC's current location. VT's Roanoke locations have served over 54,000 students and community members through an array of credit and non-credit offerings. VT currently offers customized professional development, training programs, conference planning, and graduate and certificate opportunities for students throughout the region.



MEMBER INSTITUTIONS



VIRGINIA TECH COMMUNITY PARTNERS

In the spirit of *Ut Prosim* (That I May Serve), Virginia Tech Community Partners support professionals and agencies in the community, working with infants, children, adolescents, adults and seniors, to conduct outreach and research activities to enhance the translation of new knowledge into practice in ways that positively impact the population.



VIRGINIA WESTERN COMMUNITY COLLEGE

With the growing demand for chefs in the region, Virginia Western Community College (VWCC) answered the call in partnership with RHEC. The Center received a bond-funded investment of \$6.4 million from the General Assembly to renovate and expand the Claude Moore Education Complex (CMEC) that houses Virginia Western's Al Pollard Culinary Arts Program. The CMEC is located across from RHEC's main building, and this construction project created an additional 7,800 square feet for three new kitchens and provided renovated office and classroom space. Individuals can earn an A.A.S. in Culinary Arts and career studies certificates in culinary arts and baking and pastry, all accredited by the American Culinary Federation.



NEW SECURITY VAN AND SHUTTLE

Parking lots on Henry Street and Shenandoah Avenue are free for students but are a short distance from the Roanoke Higher Education Center. The free parking is a great value for students, as parking fees can add up over time and be a hidden expense in education.

In 2019, we rolled out an enhancement to our safety process by purchasing a six-seat van that allows security to shuttle students to and from their vehicles. This is a service our students appreciate, especially after dark or in inclement weather.

PARTNERS

PROJECT DISCOVERY

Project Discovery is a postsecondary access program currently offered through 24 partner agencies throughout Virginia in grades 4 to 12. Project Discovery encourages students to stay in and graduate high school and provides resources and tools for students to successfully make the transition to postsecondary education.



ROANOKE VALLEY BROADBAND AUTHORITY

The Roanoke Valley Broadband Authority (RVBA) is a regional partnership started by local business leaders and four local municipalities, including the city of Salem, the city of Roanoke, Roanoke County and Botetourt County, to invest in the development of the region's first open-access fiber-optic internet network. The RHEC serves as a Point of Presence (PoP) for the Broadband Authority.



SEASONS & OCCASIONS CAFÉ

Located on the second floor of the Center, Seasons & Occasions Café provides a valuable service to our students, faculty and staff by offering breakfast, lunch and dinner during the week and offering morning hours on Saturday. Seasons & Occasions also provides catering services for private gatherings and corporate events.



TAP HEAD START

Total Action for Progress (TAP) has had a presence at the RHEC since we opened. TAP offers 25 different programs that provide families and individuals with jobs, education and safe places to live. The headquarters of TAP Head Start and Early Head Start, which provides education and care for 1,100 children each year, is located in the RHEC.



VIRGINIA 811

Virginia 811, the commonwealth's underground utility protection service, maintains an auxiliary location at the RHEC to ensure the ability to provide 24/7 services during times of emergency or maintenance at their primary facility.



The staff of the Roanoke Higher Education Center strives to provide members the best service and educational environment possible. In addition to a modern, functional, physical facility, we offer online resources to allow members access to event schedules, website traffic statistics, staff contacts, telephone and voicemail guidelines, crime reports, IT support, access card requests and more.



AL POLLARD GALA

The local restaurant scene owes a great deal to Al Pollard, a local restaurateur who helped launch Corned Beef & Co. along with other groundbreaking local eateries, including 419 West and Frankie Rowland's Steakhouse. Pollard died suddenly in 2006.

To honor his memory, the Al Pollard Memorial Golf Tournament & Gala funds scholarships that aspiring line cooks and chefs use to further their culinary careers. The 13th gala event was held September 22, 2018 at the Claude Moore Education Complex on the campus of Roanoke Higher Education Center.



OVER THE EDGE

What happens inside at the Roanoke Higher Education Center is amazing. But what happens over the edge might give you chills.

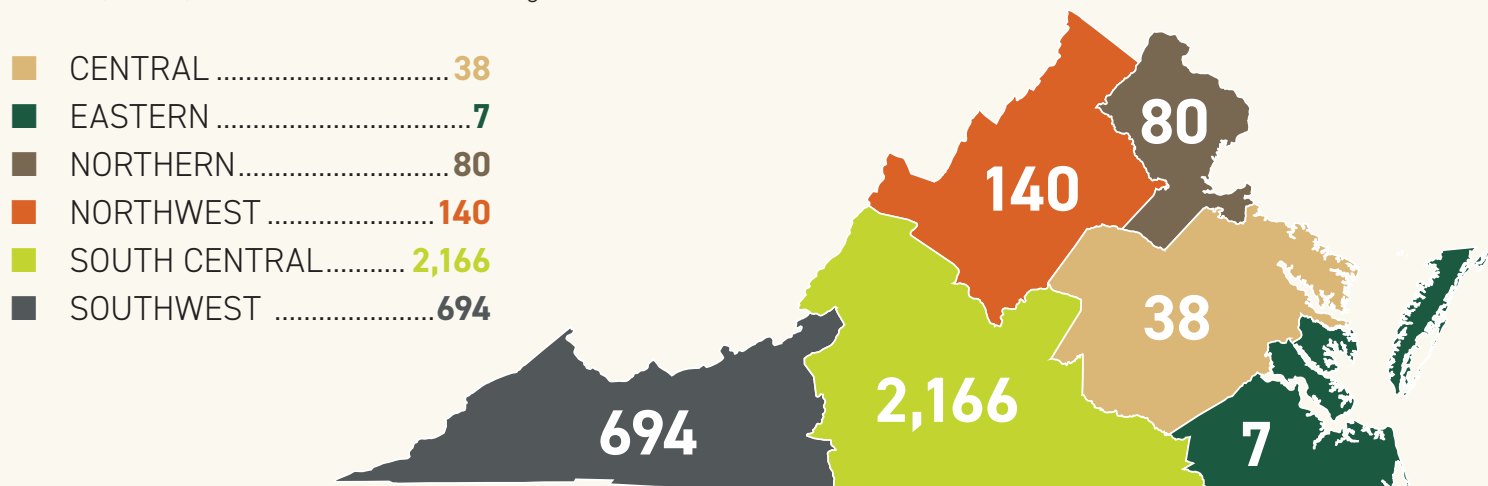
Big Brothers Big Sisters provides children facing adversity with strong and enduring, professionally supported, one-on-one mentoring relationships that change their lives for the better. The Roanoke Higher Education Center hosted Big Brothers Big Sisters of Southwest Virginia's Over the Edge fundraiser, where donors pledged \$1,000 or more for the privilege to rappel down 10 floors and take in stunning views of the Roanoke Valley (and confront their fear of heights). The event, hosted May 18, raised \$35,314 for the organization.



FISCAL YEAR 2019 TEST-TAKERS BY REGION

The Roanoke Higher Education Center offers proctoring for graduate school exams, distance-learning students and industry-specific tests. The Testing Center is located in room 413.

The RHEC Educational Testing Center 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. CLEP, DSST, GED, MAT, ParaPro, Praxis, and distance exams are among the tests administered at RHEC.



SPOTLIGHT: HOSTING EVENTS, BUILDING COMMUNITY

Each year, the Roanoke Higher Education Center plays host to scores of events and meetings ranging from small gatherings of supporters of the arts to multi-floor gatherings with hundreds of guests. The common thread in all these events is that it allows us to play a role in the community.

RHEC rental facilities are available for meetings, events, and retreats both small and large — up to 200 people (when groups are divided into multiple rooms, including the largest room, which accommodates 100 people).

For information about day rentals at the Roanoke Higher Education Center, call 540-767-6013 or email reservations@education.edu.

FISCAL YEAR 2019 DAY RENTAL STATISTICS



225
EVENTS

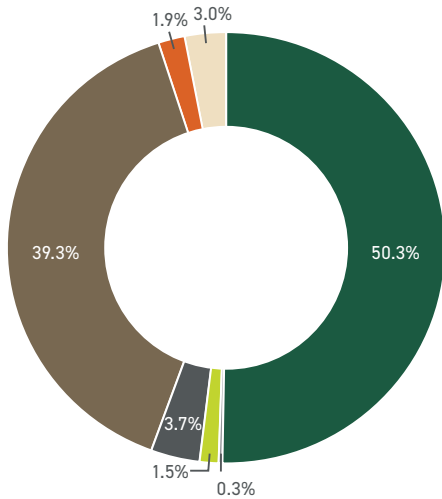


7,906
PEOPLE
SERVED



86
UNIQUE
ORGANIZATIONS

FISCAL YEAR 2019 BUDGET INFORMATION



Revenue for Fiscal Year 2019 Grand total all sources = \$4.64 million

Nonoperating revenues total \$1.53 million:

State Appropriation	50.3%
Local Government	0.3%
Interest Income	1.5%

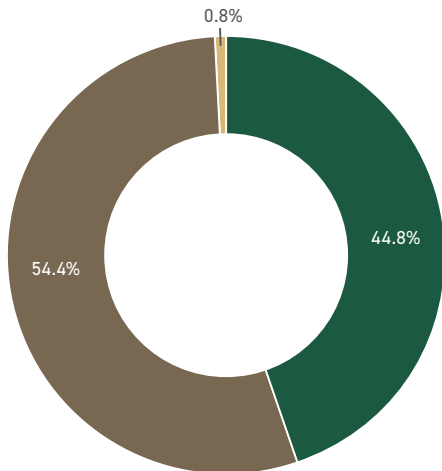
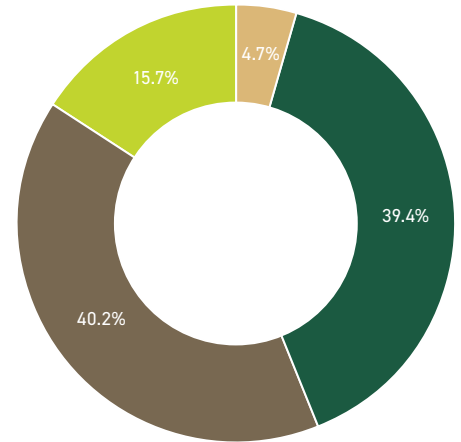
Operating revenues total \$1.41 million:

Day Rental & Training Initiatives	3.7%
Member & Commercial Leases	39.3%
Phone, Vending, Library & Misc.	1.9%
Testing Services	3.0%

Capital Funded Revenues

Total \$1.70 million:

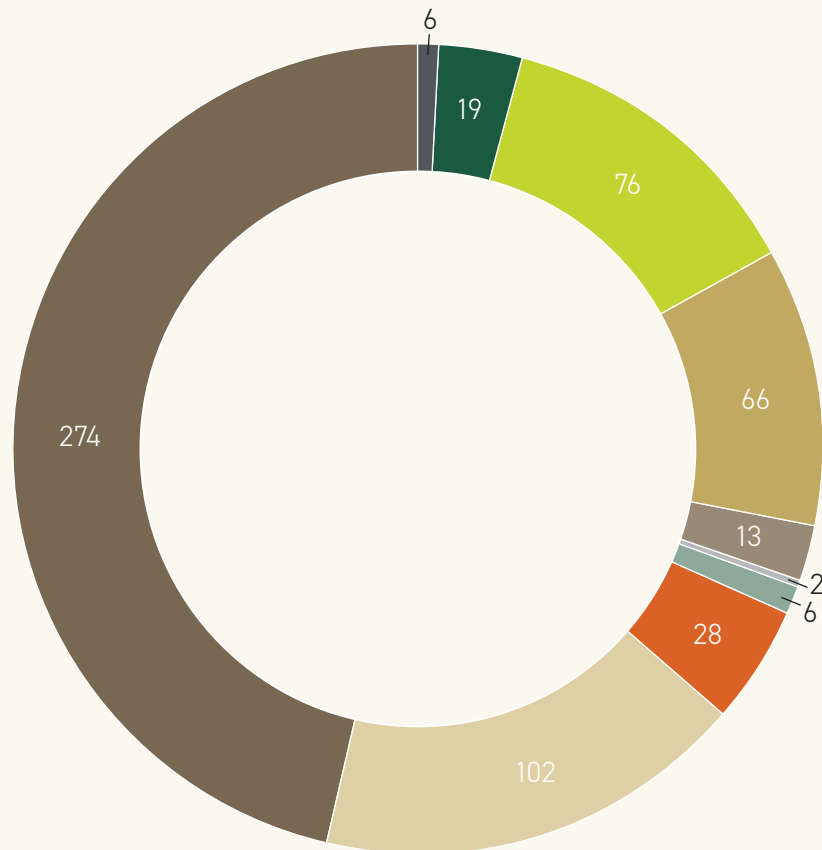
Higher Education Equipment Trust Fund (HEETF)	4.7%
Capital Maintenance Reserve (CMR)	39.4%
Capital Outlay Claude Moore Education Complex (CMEC)	40.2%
Capital Outlay Clinical Simulation Center (CSC)	15.7%



Expenses for Fiscal Year 2019 Grand total all sources = \$2.63 million

Personnel Services Operating	44.8%
Other Operating	54.4%
• Facility Services (35.8%)	
• Finance and Administration (6.2%)	
• Academic and Student Services (7.1%)	
• Information Technology (5.3%)	
Non-operating	0.8%

PROGRAM COMPLETION



PROGRAMS COMPLETED BY STUDENTS FY 2019

Doctoral	6
Post-Master's	19
Master's	76
Bachelor's	66
Associate	13
Post-Baccalaureate/ Teacher Licensure	2
Teaching Endorsements	6
Certificates	28
Workforce Training	102
Non-Credit	274





108 North Jefferson Street
Roanoke, VA 24016
540-767-6161 | education.edu

HOURS:	Mon-Fri	7:00am-10:30pm
	Saturday	7:00am-6:00pm
	Sunday	Closed

ROANOKE
HIGHER EDUCATION
CENTER