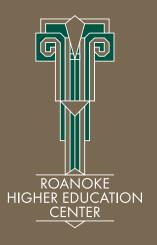


Answering the call for local education and training opportunities...

It's what happens inside.





Dear Community of Friends,

The 2022–23 year was filled with many accomplishments and we are excited to share the highlights in this year's annual report.

Most importantly, we send words of gratitude to Senator John S. Edwards for his steadfast leadership while serving as the Chair of the Board of Trustees of the Roanoke Higher Education Authority for the past 23 years. His passion and guidance have fueled our successes and accomplishments. Thank you, Senator Edwards, for the role you played in establishing the Center. We appreciate your vision and your influence to create a place where colleges, universities, and workforce agencies can come together to serve the educational needs of this region.

During 2024, we will roll out our new five-year strategic plan and unveil the results of our regional workforce review. Improvements and renovations to the interior and exterior will also take place, so stay tuned. Thank you for your support.

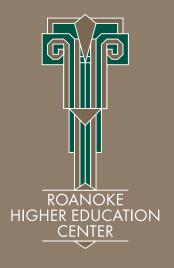


VISION

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.



ROANOKE HIGHER EDUCATION AUTHORITY **BOARD OF TRUSTEES**

INSTITUTIONAL MEMBERS

Sarah K. MacDonald	James Madison University
Timothy L. Channell	Radford University
Annette M. Lewis	TAP — This Valley Works
Paula H. Song	Virginia Commonwealth University
Susan Short	Virginia Polytechnic Institute & State University
Veronica P. Shuford	Virginia State University
Amy White	Virginia Western Community College

STATE AGENCY MEMBERS

Lee Andes	State Council of Higher Education for Virginia
Robert H. Sandel	Virginia Community College System

MEMBERS APPOINTED BY THE VIRGINIA GENERAL ASSEMBLY

John S. Edwards	Senate of Virgini
Sam Rasoul	Virginia House of Delegate

MEMBERS APPOINTED BY THE GOVERNOR OF VIRGINIA

Elda Stanco Downey	Roanoke, VA
Katherin Elam	Roanoke, VA
G. Lyn Hayth III	Troutville, VA
Shatenita Horton	Roanoke, VA
Tracy Harper Nester	Roanoke, VA

RHEC LEADERSHIP

Kay Dunkley	Executive Director
Carla James	Senior Director of Academic & Student Services
Jeremiah McMillan	Director of Facility Services
Lori Van Curen	Director of Finance & Administration

























CELEBRATING BOARD CHAIR Senator John S. Edwards

Senator John S. Edwards, the first and only Chair of the Board of Trustees of the Roanoke Higher Education Authority, will be retiring at the end of the year following a 28-year career in the Senate of Virginia. Edwards has been the institution's number one supporter over the years and was instrumental in its creation.

"The steadfast leadership provided by Senator John Edwards has fueled our successes and accomplishments," stated Executive Director Kay Dunkley. "We are grateful for his vision and influence to create the Roanoke Higher Education Center."

Back in the 1990s, Roanoke was the largest region in Virginia that did not have a four-year public college or university. Edwards began pushing to fix this problem by expanding educational opportunities in the area. When Edwards first ran for Senate in 1995, he campaigned on creating the Roanoke Higher Education Center, and once elected, he immediately made the Center his priority.

"The first thing I did when I got elected in 1996 was to put in a bill for the budget," he said. "The budget bill would give us a couple of hundred thousand dollars to get started with seed money, and it passed."

Edwards knew it would be best to build upon what was already there. The Roanoke Valley Graduate Center operating out of a downtown parking building needed space to grow, and Virginia Western Community College was also looking for space to build a business center. The former headquarters of Norfolk and Western Railway in downtown Roanoke, a classic example of Art Deco of the 1930s, was explored as a potential home.

With support from the downtown business community, educators, and more, they moved forward with the idea. "The City, the Economic Development office thought it might make a good idea to turn it into a higher education center because we already had a graduate program, and it was growing," he said. "We felt we could do that."

With a lot of persistence and determination, Edwards championed the cause in Richmond, where he encountered resistance for state funding for the first year or two. During this time, he also encouraged local colleges and universities to join the Center.

The Roanoke Higher Education Authority was established in 1997, with Dr. Thomas McKeon as the first Executive Director. That same year, Norfolk Southern donated its building to the Roanoke Foundation for Downtown, Inc. With \$9 million from the General Assembly and \$9 million in historic tax credit funding, the building was renovated. The Roanoke Higher Education Center officially opened in August 2000.

Senator Edwards is proud of the fact that the building was full on day one. In 2001, a group of visiting congressional members pronounced the Center to be "a new model for a new millennium." He added that the building became the most wired building in Virginia at that time, a state-of-the art facility for learning.

More than two decades later. under Senator Edwards' leadership, the Roanoke Higher **Education Center contributes** \$10 million in economic impact to the region. However, economic impact cannot just be seen in



dollars. While going door-todoor on the campaign trail, Edwards regularly encountered people who thanked him for his work on the Higher Education Center, saying that they would not have been able to get their degree had it not been there.

Nearly 15,000 degrees and certificates have been awarded since opening in 2000. Eleven members offer more than 100 programs of study, including undergraduate and graduate programs, certificates, endorsements, licenses, and workforce training. "The Roanoke Higher Education Center Foundation is doing great as well," he noted.

Reflecting on his proudest accomplishments over the vears. Edwards mentions that the Roanoke Higher Education Center is right up there. "It's been a huge success," he said. "I'm very proud of what we've done, and the staff is fantastic."

In retirement, Edwards plans to devote more time to his law practice and travel.

According to RHEC Board Member Annette Lewis, "Senator Edwards played a major role in the existence of the Roanoke Higher Education Center. Without his vision, support, and work to convince others to support the idea of a higher education center in Roanoke, it is doubtful that it would be available today. From day one, Senator Edwards worked across the aisle each year at the General Assembly to secure the state resources needed to grow the Roanoke Higher Education Center into a strong institution addressing the education needs of thousands annually. We are grateful to Senator Edwards and wish him Godspeed in his future endeavors."



Roanoke Higher Education Center: Answering the Call for Local Sonography Training



When Executive Director Kay Dunkley and her team learned that sonography was an in-demand profession with a shortage of workers in the Roanoke Valley, they sprung into action to bring a training program to life. Serving the workforce needs of the region is a key component of the Roanoke Higher **Education Center's (RHEC)** mission.

There is a need to fill local jobs now and in the future. According to the U.S. Bureau of Labor Statistics, overall employment of diagnostic medical sonographers and cardiovascular technologists is expected to grow 10 percent from 2022 to 2032, faster than the average of all occupations.

After receiving funding from the Commonwealth of Virginia and Carilion Clinic, Dunkley began conversations with local partners, and ultimately determined that the Sovah School of Health Professions was the right partner for this endeavor.

Now, in a new collaboration, Sovah Health will make its nationally accredited imaging education programs available to those living in the Roanoke Valley. In doing so, Sovah Health will begin training Roanoke area students in ultrasound technology to help meet the growing demand for sonographers, as well as supporting Roanoke Valley workforce development in creating a pipeline of skilled sonographers for local employers.

The Sovah School of Health Professions, an affiliate of Sovah Health (a regional health care delivery system), is in the process of developing a new satellite location at the RHEC. This new location is where the school will offer its accredited diagnostic medical sonography program. The first cohort of up to 10 students will start in January 2024.

Including prerequisites, the two-year, full-time course of study will lead to an Applied Science Associate's Degree in General Diagnostic Medical Sonography (A.S. DMS). This educational track will offer training in Abdominal Extended Sonography, Obstetrics and Gynecology Sonography, and Vascular Sonography. The satellite location will include a classroom and lab, as well as opportunities for clinical training in a number of sites around the Roanoke Valley.

The Diagnostic Medical Sonography Program is a comprehensive curriculum combining didactic, handson, and clinical study that enable program graduates to not only be awarded the A.S. (DMS) degree, but upon successful completion of the program, students will be eligible to take the American Registry of Diagnostic Medical Sonographers (ARDMS) examinations in the areas of:

- Sonography Principles & Instrumentation (SPI)
- Abdomen (AB)
- Obstetrics and Gynecology (OB/GYN)
- Vascular

Dr. Elaine Nichols is the Diagnostic Medical Sonography Program Director with the



"We're excited to get this up and going, and I think it's going to benefit the community to have local area people fill local jobs."

- Elaine Nichols

Sovah School of Health Professions. She anticipates that training sonography students in Roanoke will help fill the gaps that are needed in area hospitals right now, including Carilion Clinic, LewisGale Medical Center, and the VA Salem Healthcare System.

"We're excited to get this up and going, and I think it's going to benefit the community to have local area people fill local jobs," Nichols said.

Dunkley sees the RHEC/ Sovah Health partnership as one that will continue for as long as the need is there, the students are enrolled, and the program is sustainable. Plans are already underway to offer student scholarships through the Roanoke Higher Education Center Foundation.

As the newest member of the Roanoke Higher Education Center, Sovah Health joins many other members in offering experiential learning opportunities for practitioners who will go on to enjoy successful careers. "That to me is a direct correlation between the training, the education, and the jobs," stated Dunkley, "with increased earning potential and economic impact."

Additionally, Dunkley believes in the holistic part of education, which offers other benefits. "Education and training are more than just the training and the job. They give you selfconfidence, make you feel better about yourself and your skill set, and make you feel better about the contribution you are making to your family and to your community," she said.



RHEC MATH CAMP COMBINES _EARNING+FUN

For four weeks this past summer, 32 campers filled three classrooms on the Roanoke Higher Education Center's 8th floor. These campers were excited to learn about math.

The reason? As a result of disrupted education from the pandemic, Virginia student Standards of Learning (SOL) test scores have declined. According to the Virginia Department of Education, scores in math and reading for grades 3rd-8th from the 2022-23 state tests are still lower than pre-pandemic levels. Organized by Kimberly Mattson, Ph.D., RHEC's Student Success Center Coordinator, the new camp focused on improving math skills for local students.

Geared for rising 3rd, 4th, and 5th graders, the camp was offered free to lower-income students who were struggling in math. According to Mattson, each student was assessed individually, identifying gaps or "potholes" in skills. The camp then helped fill in those potholes with tailored instruction for each student to help them gain math skills that are fundamental for success in later grades.





In addition to classroom instruction, the math camp included field trips to the Gainsboro Library, the Taubman Museum of Art, the Virginia Museum of Transportation, and the Roanoke History museum at the O. Winston Link Museum. They also collaborated with other RHEC members, which included ACE (STEM) programming with Virginia Tech and computer coding activities with Code VA.

By all accounts, the camp was a huge success. Parent survey responses at the end of the camp indicated that parents felt that their children had more confidence in math and had learned many of the skills they were lacking. In addition, students took both a pre-diagnostic test and postassessment test showing new skill sets they had mastered.

"By the end of camp, the campers were happy to show us what they knew, and they smiled a lot when they were able to improve their skills," said Mattson. "That was very rewarding."

RHEC's Math Camp was funded by the American Electric Power Foundation.

KEGLEY PRESERVATION ROBERTS AWARD FOR HERITAGE EDUCATION

Presented by the Roanoke Valley Preservation Foundation

Gainsboro History Project

In 2022, the Roanoke Higher Education Center completed construction of a Central Walkway and Plaza connecting its buildings that honors the legacy of Gainsboro and shares historical events in seven themed categories from 1835 to 1970. In conjunction with development of a new campus Central Walkway and Plaza, the Roanoke Higher Education Center sponsored, funded, and developed an interactive history and walking tour of the African American influence in the historic Gainsboro Neighborhood in Roanoke, Virginia. With the assistance of the Gainsboro Library, this significant educational accomplishment provides online access to more detailed, extensive information on the rich heritage of Gainsboro via a mobile application. Recipient of the inaugural Roberts Heritage Education Award, the Gainsboro History Project is recognized for

making the rich history of the community and early Roanoke more accessible to citizens locally and nationally.





Reprinted with permission





2023-2024 Scholarship **Awards**

ALBERTA CRAIGHEAD

Radford University Master of Social Work

ATAJAH TAYLOR

Virginia Tech Polytechnic Institute and State University Master's in Counselor Education

SIGNE WRIGHT

Radford University Master of Social Work

ANTONIO THOMAS

Virginia Commonwealth University Doctorate in Nurse Anesthesia

> THIS VALLEY WORKS, **TOTAL ACTION FOR PROGRESS**

CNA Program













Shaping the Future of Higher Education

RHEC Foundation Board of Directors:

John S. Edwards | Chair Kay Dunkley | President Kaitlyn Van Buskirk | Development Officer Lori Van Curen, CPF0 | Treasurer Alexandra Thacker | Secretary

Robert Archer Jeanne Armentrout Jack Avis Esteban Duran-Ballen John Fishwick, Jr. Catherine Greenberg Daniel Harrington Sarah MacDonald

Jim McAden Thomas McKeon Tyler Nguyen Sam Oakev IV Brian Powell Charles Price Mike Wray

MISSION: The Foundation supports the Roanoke Higher Education Center and its

> partner institutions through fundraising and resource development to meet the evolving demands of our region's diverse workforce through education,

training, student services, and lifelong learning programs.

VISION: To strengthen the region's economy by supporting access to education

and training that empowers the region's workforce and improves the

quality of life.

RHEC Foundation Board Fundraising Priorities 2020-2025

- 1. Career Center to assist students and workers, employees, and employers in the region. Services include:
 - Resume writing
 - Interview preparation
 - · Portfolio development and presentation
 - · Career re-direction
 - Tips and techniques on entering the workforce
 - Internships with businesses and industries
 - Job opportunities and referrals
- 2. Scholarships.

Tuition assistance to attend classes at RHEC in collaboration with partner institutions.

- 3. Innovation Fund to provide seed money to encourage and incentivize new program development in collaboration with partner institutions. Expand program offerings as informed by workforce reports.
- 4. Support the RHEC Mission.

To support the day-to-day expenses of the RHEC Foundation.



Pictured (I to r): Larry Jackson, Director of External Affairs, Appalachian Electric Power, with scholarship recipients Signe Wright, Alberta Craighead, and Atajah Taylor.

ROANOKE HIGHER EDUCATION CENTER Receives \$75,000 Grant to Further Social and Racial Equity

The Roanoke Higher Education Center (RHEC) received a \$75,000 grant from the American Electric Power Foundation as part of the "Social and Racial Equity: Diversity in Partnerships" initiative.

This partnership created opportunities for educational access and job training throughout the Roanoke Valley, Funding supported scholarships for need-based minority students; new Diversity, Equity, and Inclusion (DEI) and belonging trainings to area businesses; and a new summer math camp for low-income students.

The scholarships will open doors to career advancement by offering access to new job skills, training, and certification programs. Adult learners are often trying to juggle home responsibilities, work, and family life, and need financial assistance to attend college. Scholarship funds will support tuition, certification fees, and assistance with books or technology.

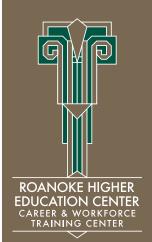
Additionally, the RHEC offered DEI trainings to area businesses and industries. Educating the workforce is crucial to building a safe and equitable workspace for all employees. Workshops created awareness of unconscious bias, cultural competence, and other barriers to DEI. Participants came away with tools and techniques that addressed affirmative DEI practices for the workplace.

The RHEC also offered a new summer math camp for 50 low-income students in grades 3-5.

Studies indicate that many students have difficulty retaining math concepts during the summer months. Due to the pandemic, students may need academic strengthening to get back up to speed. The camp addressed these skills gaps in a four-week summer math enrichment camp at no charge.

With these new opportunities, the RHEC is demonstrating its commitment to social and racial equity, providing educational opportunities to all, and serving first-generation, low-income, and minority students.

The new grant builds upon the partnership started last year with initial funding of \$50,000. These funds provided awards to the first class of scholarship recipients and supported a partnership with Virginia State University, a Historically Black College and University.





Roanoke Women's Foundation Representative Sue Nussbaum presents the check to Executive Director Kay Dunkley.

Roanoke Higher Education Center Receives \$50,000 **Grant to** Launch Career and Workforce **Training** Center

The Roanoke Higher Education Center (members) has received a \$50,000 grant from Roanoke Women's Foundation to support the launch of a new Career and Workforce Training Center.

Currently, the RHEC provides access to a vast array of educational opportunities through the 11 member institutions including colleges, universities, and workforce training agencies. With this new service, the RHEC will provide students with the necessary resources to seamlessly enter the local workforce after completing their training or degree.

"The Career and Workforce Training Center will be such a benefit for our students seeking new employment opportunities and for the business community," said Dr. Carla James, Senior Director of Academic & Student Services, Roanoke Higher Education Center.

The Career and Workforce Training Center will offer graduates tools and strategies that will connect them with employment opportunities. Services will include help with writing resumes and preparing for an interview, developing portfolios and presentations, as well as guidance on career re-direction, internship opportunities, and more. The staff will provide support on entering the workforce and facilitating a job search that is tailored to an individual's interests and career goals.

Locally, careers in research, technology, and healthcare are in demand. By aligning an educated and skilled workforce to the needs of the local community, students are primed to graduate from their programs with an internship or job already secured. Cultivating connections between students and employers will help keep talented workers in the region, contributing to the economic growth and vitality of the Roanoke Valley.



Career and Workforce Training Center services are free for students of the RHEC educational member organizations. Members of the public may utilize some services for a fee.

For more information, contact 540-767-6201 or email careercenter@education.edu.

The Roanoke Higher Education Center recognizes Roanoke Women's Foundation for its generous grant in support of our mission, our clients, and the greater community.

We are honored to recognize and thank the following donors who made generous contributions and in-kind gifts to the RHEC Foundation during the 2023 fiscal year.

419 West AEP American Electric Power Foundation Bob Archer Jeanne Armentrout Bank of Botetourt Bella Muse Photography Beth Hill Art Studio Bison Printing, Inc. Blue Ridge Beverage Co., Inc. Bobby's Hot & Cheesy Bonomo's Bubblecake chocolatepaper Colonial Downs Group, LLC Corbin's Confections Catherine Cotrupi Custom Originals in Stained Glass **Davidsons** Dr. Karen Dunkley Esteban Duran-Ballen Elderberry's **Dorris Evans** Robert Fetzer John Fishwick, Jr. Fink's Jewelers Fortunato Frame Connection Gentry Locke Attorneys George's Flowers Gladheart Wine Catherine Greenberg Dr. Daniel P. Harrington Tammy Hogue Lynn Hurt Habibo Isse J & J Fashions Dr. Carla James Jewells Fine Jewelry Joran's Interior Design Kent Jewelers

Tiffany Jones





Support!

Pam Kreger Stan and Elise Lanford Dr. Lorraine Lange Debra Lawson Annette Lewis M. Robinson Ladies Fine Clothing Sarah MacDonald

Evan Malone Mama Maria's Dr. Thomas McKeon Meg's and Garrett's Mel Wheeler, Inc. Montano's International Gourmet Tyler Nguyen Charles Price PG Sophie Holdings, Inc. Pinnacle Bank Present Thyme **Punch Boutique** Reid's Fine Furnishings Roanoke Gas Roanoke City Market, LLC Roanoke Symphony Orchestra Roanoke Women's Foundation Salem Ice Cream Parlor Salem Red Sox Deborah Snellings-Pate Susan Short Sandra Smith Raymond Smoot Cynthia Spahr Alexandra Thacker The Coop The Fresh Market The Knittin' Coop The Lighting Ninja The Maroon Door Three Lil' Pigs BBQ Town Center Tap House Dr. Richard Turner Two and a Half Sisters ValleyStar Credit Union Kaitlyn Van Buskirk Lori Van Curen Vintage Cellar Wasena City Tap Room & Grill Weekend by TBC Michael Wray Jessica Yopp

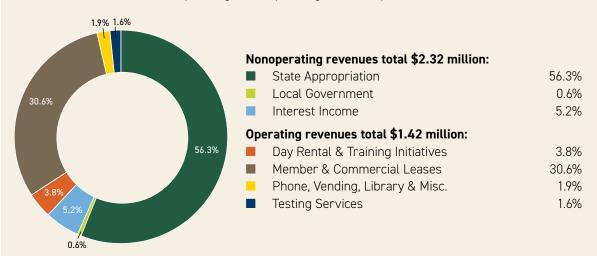
Kathy Baske Young

FISCAL YEAR 2023 FINANCIAL INFORMATION

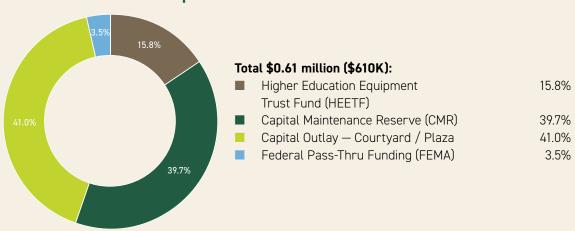
Revenue for Fiscal Year 2023

Grand total all sources = \$4.35 million

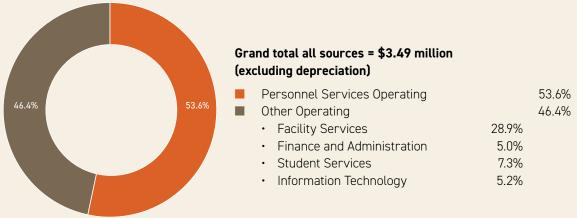
(\$3.74 Operating & Nonoperating + \$0.61 Capital State Aid)

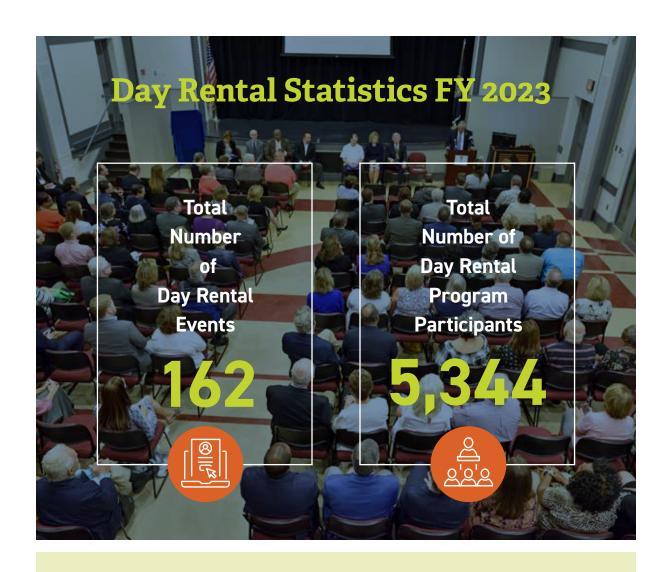


Capital State Aid Funded Revenues

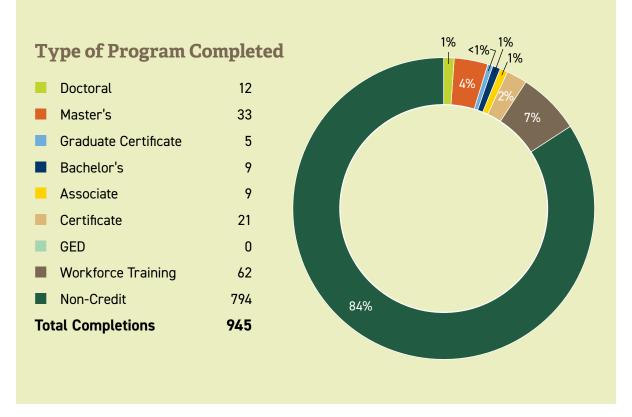


Expenses for Fiscal Year 2023





PROGRAM COMPLETIONS FY 2023



ROANOKE HIGHER EDUCATION CENTER





STAFF



Beth Avis

Receptionist

Kinsey Boone Painter

Maggie Boone Facilities Assistant

Cynthia Bryant Career Center Assistant

> Stephanie Coles Receptionist

Kay Dunkley

Executive Director Drew Eastwood

Maintenance Technician

Annalee Fairley Library Clerk

Gary Hiler **HR Consultant**

Celeste Holland Receptionist

Lynn Hurt Educational Testing Assistant Habibo Isse

Educational Testing Assistant

Carla James

Senior Director of Academic & Student Services

Tiffany Jones **Educational Testing Assistant**

> **Debbie Lawson** Receptionist

Evan Malone

Senior Accountant/ Reporting Analyst

Kimberly Mattson

Student Success Center Coordinator

Jeremiah McMillan Director of Facility Services

Jeff Repass

Senior Maintenance Technician

Chris Shelton Safety & Security Coordinator **Deborah Snellings-Pate**

Educational Testing Center Coordinator

Cynthia Spahr **Educational Testing Assistant**

> Michelle Swanson Accountant

Alexandra Thacker **Executive Assistant**

Victoria Thomas

Academic Program Assistant

Eli Tilley IT Technician

Nguyen Tran IT System Administrator

Kaitlyn Van Buskirk Development Officer

Lori Van Curen Director of Finance & Administration

Jessica Yopp Library Associate

MEMBER INSTITUTIONS























PARTNER INSTITUTIONS

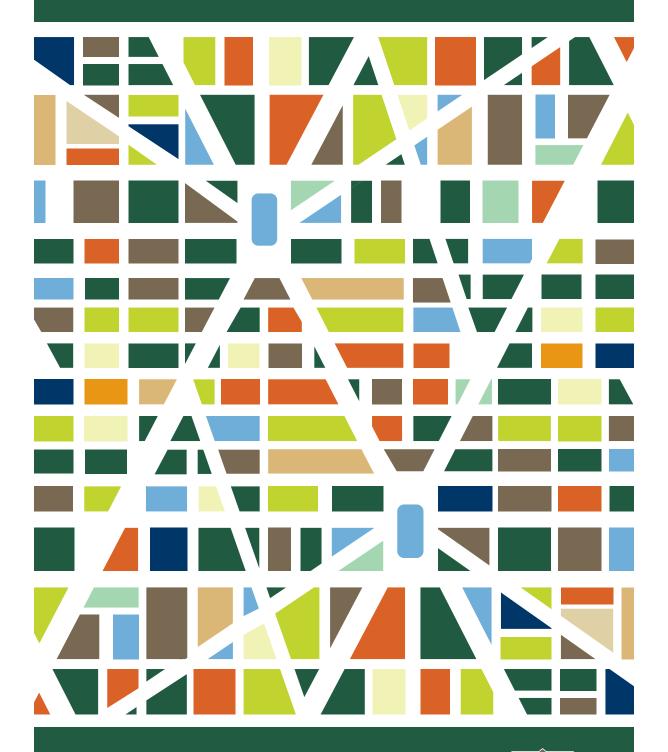












108 North Jefferson Street Roanoke, VA 24016 Phone: 540-767-6161 Email: info@education.edu www.education.edu **HOURS:**

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



