



# President's Newsletter



Joanne Jaeger Tomblin, President

## Happy Thanksgiving... Let Us Give Thanks



Thanksgiving is truly an American Holiday. It is a time to enjoy the company of family and friends around the dinner table, and to be thankful for all that we have and enjoy in our lives. Let us all be thankful for the wonderful accomplishments of this institution and for our great family of employees.

There will be no classes during Thanksgiving Week, but the College will be open for business Monday, November 24, 2008 through Wednesday, November 26, 2008. The College will be closed Thursday, November 27 and Friday, November 28, 2008. As we return to work on Monday, December 1<sup>st</sup>, please remember that *All Governance Day* will be held on Friday, December 12<sup>th</sup>. This will also be the day we celebrate our college-wide Christmas luncheon! An agenda for *All Governance Day* will be

forwarded to all employees soon!

On November 12, 2008, we will hold the "Grand Opening" of the Allied Health and Technology Center. The event will begin at 11:00 a.m. at the Center and is open to the public. There will be a brief ceremony and ribbon cutting followed by tours of the facility and a reception. I invite each of you to attend the ceremonies if your work and supervisor permit your attendance. Since parking will be at a premium, we ask that all employees ride together or park cars at the Word of Life Church on Mudfork Road, taking one vehicle with several employees to the campus. This will be a great event, so we want all of our employees to enjoy it, and want as much parking space as possible for guests, students, and employees.

On one last note, Secretary of Arts and Education, Mrs. Kay Goodwin, has agreed to be our 2009 commencement speaker. She said that she was honored to be asked and excited about the accomplishments of Southern.

If you have an opportunity to read the November 3, 2008 issue of *Community College Week*, Southern West Virginia Community and Technical College is featured in regard to instituting a four-day work week. It appears that Southern may be the first community college in the nation to do this. The newspaper is also available on line, so for those of you who do not receive a copy, I am including the article in this newsletter.

Have a wonderful Thanksgiving break and holiday!!!!

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Pictured l-r: Randy Skeens, Allyn Sue Barker, President Tomblin, Van High School Counselor, Nancy Mullins, and Ronald Lemon

## Chancellor's Leadership Institute

A new college project for the West Virginia Community and Technical College System began this year. The Chancellor's Leadership Institute, which began this semester, is a two semester leadership development program to prepare faculty and staff to assume future leadership positions within their institution, and to support the initiatives and ongoing development of the West Virginia Community and Technical College System.

Southern's first participants are Pauline Sturgill, Director of Appalread and Community Development, and David Lord, Director of Wyoming/McDowell Campus Operations. After completing their first session in October, each participant has been asked to develop a project at their respective institution that responds to an identified need. Both Pauline and David have developed their projects. David will be working on *Preparing for Disasters*, and Pauline will be work-

ing on *Adult Recruitment through Workforce Development*. Both projects are excellent and will be very beneficial for the College. I hope, if asked, that all of you will assist them with their work throughout the year. Both will be asked to prepare a formal presentation that will be delivered during the spring session of the Institute.

## Board of Governors 2008 Retreat



*Pictured l-r are: Kevin Fowler, Terry Sammons, Tom Heywood, George Kostas, President Tomblin, Mark Milliron, Jada Hunter, George Morrison, Mike Baldwin, Linda Akers, Glenn Yost and Emma Baisden.*

## Southern's 2008 WVCCA Award Recipient

Please join me in congratulating Teri Wells, Student Records Assistant, who was the recent recipient of the West Virginia Community and Technical College Distinguished Service Award. The award is presented annually at the WVCCA Conference to an individual from each of the state's community and technical colleges who exhibit distinguished service to their institution.

Teri Wells has been a dedicated employee of Southern for 10 years. Her job provides her the opportunity to help persons serving in the military to enroll in online courses at Southern which has given the institution global perspective. She has served Southern on the Academic Affairs Committee, Classified Staff Council, and Enrollment Management Committee. She is always willing to assist the College with events and activities such as Tech Prep Campus Visits, Arts and Crafts Fairs, Harmony Week Events, and recruitment activities. She is also well versed in the BANNER system and has trained many individuals as well as provided technical assistance.

Not only does Teri work hard at Southern, but she is a great volunteer in her community working with groups such as the Southern Samaritans, veterans, and her church. She is married to Kevin Wells and they have two children, Katelyn and Kevin, Jr.



*Pictured l-r are Ted Spring, President of New River Community and Technical College, James Skidmore, Chancellor of the West Virginia Community and Technical College System, Teri Wells, and Prudence Barker.*

## Williamson City Council Honors Mike Baldwin



*Congratulations to Mike Baldwin on his recent recognition by the Williamson City Council for his work on a documentary for the city. Pictured l-r are Williamson Mayor Darrin McCormick, Charlotte Sanders, Williamson Daily News Senior Writer, and Mike Baldwin.*

## Back to College Night

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As part of the West Virginia Community and Technical College Council's focus on the recruitment of adults, each community and technical college was asked to host a *Back To College Night* on their campuses. Southern held its *Back to College Night* on October 27 at all campuses. According to those who assisted with the event, the event was very successful. I thank all of individuals who assisted with this effort!!!!



## Computers Donated to Christian School

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Southern recently donated ten computers and 20 monitors to the newly established Williamson Christian School located in downtown Williamson. This is a great effort on Southern's part to put our older computers to good use. Approximately 50 students are enrolled at the K-7 school. Students and teachers recently came to Southern's Logan Campus to personally pick up this much-needed donation. My thanks to our Technology and Communications Units for making this happen.



*Pictured are l-r, Sharon Blevins, Bible Instructor; Doris Edwards, Teacher's Aide; Wayne Lawrence, Treasurer; President Joanne Jaeger Tomblin; Ron Hamilton, Chief Technology Officer; Tabby Tackett and Thelma Tackett, Church members and supporters.*

## Technology Assessment

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Technology Consultant, Joanne Chabot, recently visited Southern and completed interviews for our technology assessment. The visit went well, and I believe Ms. Chabot was overwhelmed with the number of individuals who participated. We anticipate a draft report in the near future. When this occurs, we will share her recommendations and then assess how we will move forward with restructuring or reorganizing.



**Southern**

SOUTHERN WEST VIRGINIA  
COMMUNITY AND TECHNICAL COLLEGE

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

## Upcoming Events for November 2008

- 4 President's Leadership Academy, 2:00pm, Board Conference Room
- 6 PEIA Health Screening, 7:00-10:00am, Room 111, Logan Campus
- 11 Wyoming/McDowell Campus Chili Cook-off
- 13 Mount View High School Visit, 12pm
- 18 Board of Governors Agenda Committee Meeting, 9:00am, Board Conference Room
- 19 Liberty High School Visit, 8:30am
- 22-28 Thanksgiving Break — No Classes
- 27-28 College Closed

## WVNS Covers Wyoming/McDowell Student Government Association Breast Cancer Awareness Event



**59 NEWS**  
623 44  
**Madonna Gilco**  
Student Government President



10/22/2008

CBS 59 News covered the Wyoming /McDowell Campus Student Government Association Breast Cancer Awareness fundraising activities held October 22, 2008 at the campus. All of the money collected was given to the West Virginia Breast and Cervical Cancer Screening Program. The SGA and Kelli Cline, Student Program Advisor, did a great job and are to be commended for their efforts.

*Pictured l-r: SGA President Madonna Gilco and Thelma Workman of the WV Breast and Cervical Cancer Awareness Program*

## Employee News

- Congratulations to Nancy Fala on the birth of her new grandson, Jon Douglas, born October 18, 2008.

# Community College Week®

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## Figuring it Out

A look at statistics shaping the higher education landscape

### Reasons for Enrollment

Percentage of community college students reporting various reasons for enrollment, 2003-04:



Note: Survey respondents could report more than one reason for enrollment.

SOURCE: NATIONAL CENTER FOR EDUCATION STATISTICS

NOVEMBER 3, 2008  
VOLUME 21, No. 6



A four-day week is now standard practice at Brevard Community College.

# Saving Energy, Boosting Morale

A pair of community colleges finds that going to a four-day workweek is yielding benefits both expected and surprising.

**PG. 6**

**5 Drinking in Crosshairs**  
Florida colleges are trying to reduce binge drinking among students.

**8 Green Energy Jobs**  
Michigan colleges are beefing up alternative energy offerings.

**10 Available Aid**  
Many eligible students never apply for financial aid, a study finds.

**12 Cheer for Holidays**  
A community college class will decorate Virginia's Executive Mansion.

PHOTO COURTESY BREVARD COMMUNITY COLLEGE

# CONDENSED CALENDAR, ADDED BENEFITS

Students, Employees Laud Colleges' Four-Day Workweeks

BY HARVEY MEYER

**W**hile many people are happy with the decision of Florida's Brevard Community College to offer employees a four-day workweek, Mercie Morgan and her grandma Persia are ecstatic.

For Morgan, who works in the school's financial aid office and also attends classes, the Monday-to-Thursday schedule means she gets to spend each Friday with her grandmother.

Morgan is grateful for the extra day off because she is saving money. She used to fill up her car every three weeks.

"Now," she said, "I can almost go three weeks before filling up, and every dollar counts for me." The extra day also helps her catch up on errands and homework.

But it's the time Morgan and her grandmother share every Friday that both women covet.

"In the past, I was too busy going to school on Fridays or working to spend time with my grandma," said Morgan. "Now I go there, have breakfast and clean the house. Then that evening we'll have movie night or go to dinner. Grandma says she now has a chance to get to know me better."

When Cocoa, Fla.-based Brevard opted for a year-round four-day workweek in August, college President James Drake expected employees and students would use the extra time off to partially reclaim their lives in today's hurly-burly world.

But a major impetus for Brevard — as it was at Southern West Virginia Community and Technical College, another community college offering a year-round, four-day workweek — was to save money on energy.

So far, that is certainly occurring. The institutions benefit from a daylong respite on heating or cooling costs in many campus buildings. Employees and students making long round-trip commutes to the schools also appreciate the savings.

But Drake said perhaps the best outcome of the year-round four-day workweek is an unprecedented boost in employee morale.

Employees like the idea of working four 10-hour days instead of the typical five eight-hour days.

"The most meaningful and pleasant surprise is the improvement in morale and personal psyche," said Drake, adding that



**Students at Southern West Virginia Community and Technical College gather in the college's Allied Health and Technology Center. The college's four-day workweek means savings for students and the college alike, and better morale among employees.**

more than 200 employees personally contacted him to proclaim their approval. "They have talked about the profound positive effects it has had on their lives."

### 'Greening' the College

With gas prices now in rapid descent, it's easy to forget how much pain at the pump disrupted people's lives not long ago. At Brevard, a four-campus, 15,000-student institution, Drake was attuned to employees' concerns in late spring 2007.

When Brevard first implemented a four-day workweek that summer as a pilot project, Monday-through-Thursday

summer schedules were not uncommon in the Florida community college system.

"I wanted to make sure we assessed it in every way," said Drake, who was selected to head Brevard in October 2007 after serving as interim president. "It wasn't just the energy savings for the institution but the quantitative and qualitative impact on faculty, staff and students."

The project was part of Brevard's effort to "green" the institution. The promise of substantial savings would also help the school confront sharp state budget cuts, which amounted to \$2.3 million alone in fiscal 2007-08. More cuts are expected this school year.

From fall semester 2007 to spring

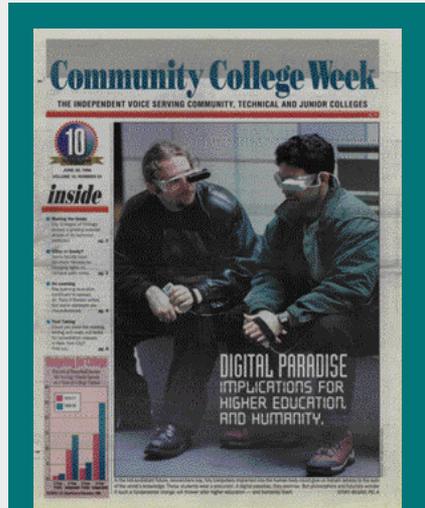
semester 2008, Brevard employees worked four-and-a-half-day workweeks, with half days on Friday. The institution transitioned back to a four-day workweek for a longer trial period this past summer. Officially, the year-round four-day workweek was launched Aug. 25.

During the first three weeks of each semester, Brevard will be open five days a week to accommodate students who are registering, paying tuition and requiring other needed services. Information technology, library, maintenance, security and certain other personnel continue to work every day, but in staggered, four-day schedules.

"Students are not finding any disruption

from the vaults  
of

Community College Week



The June 29, 1998 issue of Community College Week featured MIT grad students wearing miniaturized computers, precursors to implantable computers.

In 1998, Community College Week was celebrating its 10th Anniversary and writing about a digital future that might forever change higher education. In 2008, as we celebrated our 20th Anniversary while attending the League for Innovation in the Community College Conference on Information Technology (CIT), we met Dr. Michael Wesch, the anthropologist of YouTube fame, *The Machine is Us/ing US*. He gave a presentation on the higher education delivery system in the Web 2.0 environment of today. We see how higher education has evolved in the digital age looking back at predictions from 10 years ago.

Bits By Bytes

A Cyborg Future Looms

BY CHRIS ALLBRITTON

BOSTON - Even here at the Massachusetts Institute of Technology, a campus well-known for nerd hijinx, these three young men in the school's media lab look pretty weird.

Leonard Foner resembles a collision between an oversized kid and a Nintendo machine. A chunky eyepiece, apparently scavenged from a camcorder, protrudes

from his left eye, supported by Terminator-like sunglasses. A black vest girdled with circuits and computer hardware wraps his upper body, and a hard drive nestles in the small of his back.

His buddy, Thad Starner, looks less menacing. He sports clear plastic safety goggles and carries his computer in a shoulder bag.

The third researcher, Brad Rhodes, looks too jolly to be scary. His kinky hair is trying to escape from under a cap which has an eyepiece dangling from its brim.

He clutches a small keypad in his left hand, and his fingers twitch furiously as he takes notes on a miniature Computer.

The trio belong to a group of grad students who have dubbed themselves the 'borg. They are researching "wearables" - personal, very personal, computers small enough to fit into eyeglasses and hip pouches but powerful enough to access the world's information.

This technology looks clunky and a little intimidating today, but get ready. It promises to shrink, streamline and grow more and more inconspicuous.

The MIT researchers envision a digital paradise - instant translation among the world's tongues, the ability to monitor or even affect events anywhere in the world, a constant connection to global conversations in cyberspace.

Continues at [WWW.CCWEEK.COM](http://WWW.CCWEEK.COM)

at all regarding access to key academic and support services," Drake said. In fact, a survey showed eight in 10 students experienced a positive or no effect from the workweek.

Meanwhile, Southern West Virginia, a four-campus school based in Logan, W. Va., serving seven rural coal-mining counties, also eased into a four-day schedule. Some students and employees there make round-trip commutes that can be 150 miles long, so driving to campus one fewer day each week quickly translates into savings.

The school, with 4,900 for-credit and non-credit students, hopes to trim its energy costs. But Southern West Virginia's decision to institute a four-day workweek wasn't motivated by "green" considerations, said Joanne Jaeger Tomblin, president since 1999.

"We are benefiting from energy savings," she said. "But the schedule wasn't driven by wanting to be 'green.'"

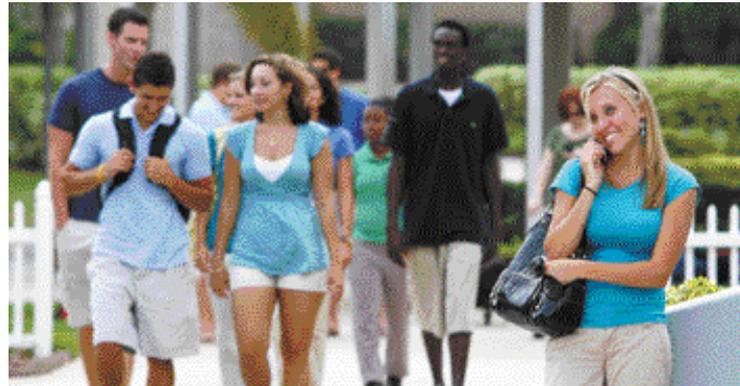
Like Brevard, Southern West Virginia started out a four-day workweek as a pilot project in summer 2007. By fall 2007, classes were again offered every day of the week, but the school instituted a "flexing" four-day schedule, enabling some employees to work Mondays-through-Thursdays and some other four-day workweeks.

Covering the Bases

This past summer, the school returned to a four-day workweek, which will continue the rest of this academic year.

While about 90 percent of employees are on a Monday-to-Thursday schedule, "flex" workers in information technology, maintenance, security and at the library are available to service students taking for-credit and non-credit classes on Fridays and weekends. Southern West Virginia administrators and staff will sometimes work Fridays to address necessary situations.

"We do say we're on a four-day work-



The four-day workweek at Florida's Brevard Community College has attracted attention from other colleges interested in the innovation.

week," says Tomblin. "But if the community needs to use a facility on Friday or during the weekends, or if some services are needed for students, we'll have to readjust the schedule. We're trying to cover the bases as we go."

Four-day workweeks are by no means a panacea. Schedules for employees working staggered schedules may require continual tweaking, says Drake. And not all employees favor working longer hours four consecutive days; for some, productivity may also tail off during the ninth and tenth hours of each day.

"Two individuals (at Southern West Virginia) were not initially comfortable with the four-day workweek, in part because they were single parents," Tomblin said. "Their schedule was such that they had to be home earlier, because their children were getting out of school at a certain time." She added that those employees have since worked around that issue.

For some community colleges, such as Northwest Florida State College in Niceville, Fla., other limitations have emerged. Northwest offered four-day workweeks this past June and July and

expects to do so again next summer, said Jill White, the school's senior vice president. But while a smaller summer enrollment made a condensed schedule feasible, White says it's impossible to secure enough classroom space during the more populated fall and spring semesters.

Yet, taking into account all factors, officials from both Brevard and Southern West Virginia say the benefits of year-round four-day workweeks outweigh the drawbacks. Tomblin estimated employees can save up to \$2,000 annually in gas and meal costs with an added day off.

At Brevard, a detailed assessment underscores advantages for the school. The four-day workweek in summer 2007 and four-and-one-half-day weeks during fall 2007 and spring 2008 semester saved the school \$268,000 in energy expenses during fiscal 2007-08, compared to the previous year, said Jim Ross, Brevard's vice president for advancement and public affairs. That 10 percent decrease in energy costs frees up funding to hire additional instructors and other personnel, he said.

Moreover, the shortened workweek contributed toward Brevard's 51 percent

increase in job applicants in the six months following the summer 2007 pilot program, Ross said. The institution charted a 50 percent reduction in employee sick hours this past fiscal year, and a major decline in annual staff turnover since the four-day workweek was launched.

Coincidence or not, enrollment has jumped about 10 percent at Brevard since the workweek was instituted. A number of organizations, including other community colleges, have inquired about the measure.

"The four-day workweek has become a kind of window into the college," said Drake. "It is being seen as a very successful innovation, if you look at the local, regional and national attention we've received. That, in turn, may lead to more scholarships and community partners, who wonder what else might be going on at Brevard."

Southern West Virginia also stands to reap sizeable energy savings. Whether by chance or not, giving has also grown at the institution since implementing the condensed workweek, Tomblin said. Enrollment has also increased during this period, even while population in the school's service area has shrunk.

Significantly, Tomblin said, students are beneficiaries of the extended hours Monday through Thursday. That's because many Southern West Virginia employees are still working at 6 p.m. or later.

"We've actually increased the number of service hours," said Tomblin. "That's especially helpful for students who can't get to campus until late afternoon or early evening."

Surging Morale

Perhaps the biggest benefit of the year-round four-day workweek is the surge in employee morale. Workers appreciate having that extra day so they can attend to appointments and errands, enjoy more family time, volunteer or perform other

See *Four-Day*, page 8, col. 1

# tracking trends

## Michigan Colleges Beef Up Training for 'Green' Energy Jobs

LANSING, Mich. (AP) — Brandon Knight entered the alternative energy engineering program at Lansing Community College in 2006 with an eye toward owning a business dedicated to developing solar panels, wind turbines and perhaps even other energy sources that people haven't heard of yet.

He believes alternative energy holds the future for him and the state.

"It is quite clear to our generation how things are moving in the world. Alternative energy really provides benefits," Knight said. "The big draw to me is the balance between the environment and the economy, and this improves both."

Knight, 25, is among a number of students toward whom the state's educational institutions are tailoring programs in alternative energy. With demand spiking worldwide for more eco-friendly options, and the days of guaranteed jobs in the auto industry becoming a thing of the past, some educators agree overall interest in the alternative energy field is increasing.

All 15 of the state's public universities are offering courses devoted to alternative energy. The state has also identified 88 universities, colleges and educational centers for a worker retraining program with a focus on green jobs.

"The single most important step to address the global energy needs is education," said Margaret Wooldridge, a mechanical engineering professor at the University of Michigan.

Wooldridge has taught an "Advanced Energy Systems" class that has grown from 41 students to 60 in three years, with a waiting list.

At Michigan State University,



These blades from a wind turbine are part of the hands-on learning that takes place at the Michigan Institute of Aviation Technology in New Boston, Mich.

the introductory class of "Earth Environment and Energy" has 170 students this semester, compared with 30 when it was introduced six years ago.

Experts say green energy jobs are coming to Michigan, but most remain in the future.

"There aren't 20,000 jobs in the solar manufacturing world right now," said Mark Beyer, spokesman for Detroit-based alternative energy advocate NextEnergy.

"The education is more process-driven, to get students to understand the technologies, than tell them this is what the future is going to be."

At the University of Michigan, at least 60 courses are recognized by the Phoenix Energy Institute as alternative energy-ori-

ented classes. Michigan State, meanwhile, has 75.

In 2003, Wayne State University added an interdisciplinary master's degree and certificate programs in alternative energy.

While only 10-12 students receive a diploma in alternative energy each year, Wayne State Dean of Engineering Ralph Kummeler expects the number to grow once the economic benefit is based less on potential and more on readily available jobs.

One institution converting education into jobs is the Michigan Institute of Aviation and Technology in New Boston. Traditionally known for turning out airplane mechanics, the school recently expanded offerings in its power technology school.

With 30 years in the auto

industry, Bruce Lazarus enrolled in the institute's wind turbine technician program after he was laid off from his engineering position with Chrysler in November.

"Electricity has to be built on site," said Lazarus, of South Lyon, who holds a master's degree from Central Michigan. "(Wind) is a renewable energy we can put up anywhere."

Lazarus, 48, graduated in August and has accepted a position with Siemens Wind, traveling the country helping bring wind turbines online.

His 22-year-old son is joining the same program and is hoping for a similar job.

NextEnergy's Beyer and other energy experts say Michigan's green sector will grow once companies move on new state stan-

dards requiring power companies to produce 10 percent of the state's electricity from renewable sources by 2015.

According to a report by the Anderson Economic Group, Michigan has the potential to generate nearly 60 percent of its total electricity output from such sources as wind, dams and ethanol.

In 2005, only 3.3 percent came from renewable sources in Michigan, compared with 8.8 percent nationally.

Another analysis by the American Wind Energy Association said Michigan has the potential to become a leader in wind energy.

The association estimates the field could produce more than 30,000 jobs. ▲

## Four-Day, *from page 7, col. 4*

activities.

"There is a sense they are recapturing time during this digital era," said Drake. "There are stressful consequences of living in an information age, of cell phones and 24/7 e-mail. There's a feeling you can never get ahead of it. (The four-day workweek) offers a sense of looking at and structuring work differently, of being able to manage your life better."

He added, "Some employees have told me incredibly touching stories about spending more time with their children or caring for their elderly parents and other matters. They feel more content and at peace with themselves."

Similarly, Tomblin said morale at Southern West Virginia is "much improved" since instituting the shortened workweek. She said employees are happier and return to work each Monday more refreshed and energized. Furthermore, both presidents credit the schedule with hiking productivity.

"I know for a fact my department is working harder," said Indira Dzadovsky, Brevard's director of financial aid and veteran's affairs.

"They want to come in here and get the job done so they can enjoy the longer weekend," she said.

Yet for as much as they promote the

### UNDER REVIEW

**Much as they promote the four-day workweek, the college presidents are not promising the schedule indefinitely.**

year-round four-day workweek, both Tomblin and Drake aren't guaranteeing the schedule indefinitely.

"Right now, (the four-day workweek) is a very good thing," Tomblin said.

"But you don't know what new pro-

grams or even new campuses might be needed as time moves on. It's possible, at some point in the future, it may be necessary to go back to a five-day workweek."

Tomblin and Drake hope the condensed workweek will remain a staple at their institutions. Both also say they will assess the viability of the schedule every year.

What's more certain is their employees' support. Most seem to support instituting the schedule permanently.

"If the four-day workweek is taken away, it will be missed," acknowledges Mercie Morgan, the Brevard student and worker who now spends Fridays visiting her grandma. "I would be very sad." ▲