



Community Colleges of Appalachia - Fall Conference
Community Colleges: Engines of Recovery and Innovation
 October 28-29, 2021
 SUNY Corning Community College

Conference Outline

Wednesday, October 27

Time	Location	Event	Description
4:00-5:30 pm	TBD	CCA Board Meeting*	
5:45-7:30 pm	President's Residence	CCA Board Meeting Dinner*	
6:00-8:00	Meet in Radisson lobby	Dinner	Meet for networking dinner in downtown Corning with CCC guest hosts

*by invitation only

Thursday, October 28

Time	Location	Event	Description
8:00-8:30 am	Commons Bldg., Spencer Hill Campus	Registration/Breakfast	
8:30-9:00 am	Commons/ Triangle Lounge	Welcome	Dr. William Mullaney, President, SUNY Corning Community College Dr. Kevin Boys, President, Southern State Community College and Chair, Community Colleges of Appalachia Mayor Bill Boland, City of Corning
9:00-9:45 am	Commons/ Triangle Lounge	Session I: Arts of the MOV Collaborative *Winner of the Mark Ivester Innovation Award Chris Gilmer, Ph.D., President	Building bridges was never so important as it was in 2020. WVU Parkersburg, together with 12 area arts organizations, found ways to keep the arts alive, provide student

		Senta Goudy, Dean West Virginia University at Parkersburg	opportunity and create community engagement.
9:45-10:00 am		Break	
10:00-10:45 am	Commons/ Triangle Lounge	Session II, Collaborative Workforce Solutions through SETWorks Patrick O'Hagan, Program Manager, Chattanooga State Community College	Cross-sector, public, private, and philanthropic strategy leads to immersive 12-week training program for job seekers culminating in full-time job offers. Initiative lays the groundwork for college sponsored registered apprenticeship programs. SETWorks is a community based umbrella system for immersive programs developed to help people earn skills and wages while preparing for a career.
10:45-11:00 am		Break	
11:00-11:45 am	Commons/ Triangle Lounge	Session III Creating Employer-Driven Programs During a Pandemic Courtney Taylor, VP of Workforce and Economic Development; Scott Alsobrooks, President, East Mississippi Community College	Learn about beginning a Heavy Equipment Operations program in a rural region during a pandemic. Presentation will review the curriculum, process, challenges, and lessons learned during the creation of this employer- driven program. This session describes the process involved in setting up a wildly different training program in construction in an organization heavily geared towards manufacturing.
12:00-1:30 pm	Commons/ Triangle Lounge	Lunch & Keynote Address; Chris	For nearly 170 years, Corning Incorporated has combined its expertise in

		Sharkey, President, Corning Enterprises	glass science, ceramics science, and optical physics with deep manufacturing and engineering capabilities to develop life-changing innovations and products. With talented people at its core, Corning is equally committed to enhancing the vibrancy of the communities in which it operates. While business and education may seem like different worlds, the need for reinvention and innovation is shared in both, and the partnership with education in today's workforce environment is more important than ever.
1:30-1:45 pm		Break	
1:45-2:30 pm	Commons/ Triangle Lounge	Session IV: Becoming an Entrepreneurial College Dr. John C. Boyd, President, Mayland Community College	The Mayland Enterprise Corporation (MEC) is a 501 (c)(3) that is separate from the college foundation. The MEC manages the Mayland Earth to Sky Park to include the observatory, planetarium, gardens, and aquaponic operations. It also manages the newly opened Blue Ridge Boutique Hotel and the Three Peaks Enrichment Center (currently in construction). All ventures are entrepreneurial based and are intended to replace dwindling state revenue while adding millions of dollars into the local economy.
1:45-2:30 pm	Library 010	New President's Orientation to	

		Community Colleges of Appalachia* Dr. Kevin Boys, Chair Dr. Anne McNutt, Executive Director	
2:30-2:45 pm		Break	
2:45-3:00 pm	Commons/ Triangle Lounge	Session V, Strategies Used to Create Certainty in Times of Uncertainty: How Hocking College used the COVID-19 Crisis to Create a Future Competitive Advantage Dr. Betty Young, President; Jacqueline Hagerott, VP, Student Affairs and Campus Relations; Sean Terrell; Hocking College	With little notice, Hocking College was faced with finding a way to ensure safety; keep our students on track academically and to continue business operations during a global pandemic. Hocking College will share innovative operational and academic strategies that will result in a competitive advantage long after the COVID-19 crisis.
3:00-3:15		Break	
3:15-4:00	Commons/ Triangle Lounge	Session VI Connecting the Dots: Creative Curricula from Classroom into Community (CCA Instructional Program Award Winner) Elaine Corwin, Professor; Brad Griffith, Roxanne Heaney-Rumsey, and Genevieve Likoudis, students, SUNY Corning Community College	Join us for a student-led, immersion experience into Corning Community College's innovative Community & Public Health Education program. Meeting current needs of the changing landscape of higher education, this award winning curricular design offers students and community members the opportunity to build and acquire practical, applied skills, training and certifications required in the professional workplace while learning foundational theory and pedagogy within the classroom. Through experiential

			<p>learning, students successfully write & executed grants within the grant writing course, prepare and sample healthy recipes within the applied nutrition lab; create and host local & national community health events such as “Good in The Hood,” “Eat Well Recovery Well;” and a town hall gathering with Sofia Reed, VP, National Diversity Council on the Coalition for Racial Justice and Equity-all have drawn hundreds of attendees, even through COVID 19! Integrating a business project based framework into Community and Public Health models, students gain real life experience conducting needs assessment, program planning, communication/marketing, logistics, securing funding/budget and completing evaluation. In addition, embedded within core courses, students receive many trainings and certifications (e.g. NYS Peer Recovery Coaching & Advocacy, Recovery Ally, VAR etc.) positioning them to secure employment within the community and public health field while attaining their degree. Most importantly, students are</p>
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			creating a culture of hope, joy and possibility while making a positive impact on the health and wellbeing of individuals and their communities!
4:30-5:30 pm	Spencer Hill Campus	Tour of campus, including Peer Recovery Center and Kiln Firing	
5:30-6:00 pm		Break/Return to hotel	
6:00-7:30 pm	Three Birds Restaurant, 73 E Market St, Corning, NY 14830	Networking Reception	Join us for a fun evening of networking. Celebrate the harvest with locally produced food and beverage and find out what makes the Finger Lakes one of the top wine regions in the country.

*by invitation only

Friday, October 28

Time	Location	Event	Description
8:00-9:00 am	Commons Bldg., Spencer Hill Campus	Breakfast	
9:00-9:45 am	Commons/ Triangle Lounge	Session VII, Cost Effective Marketing Jeff Macharyas, Director of Communications & Marketing, SUNY Corning Community College	Marketing and communications has increasingly been more difficult even though we are in an age where there are so many ways to communicate. Do our messages reach anyone? Is anyone listening? Is the ROI less than spectacular? We'll address cost-effective marketing and communications methods, from digital ads, to postcards, from billboards to emails. What works and why. Marketing is trial and

			error, analytics and metrics and adapting to achieve results.
9:45-10:00 am		Break	
10:00-10:45 am	Commons/ Triangle Lounge	Session VIII, Becoming the BAR Gregory Brian Callopi Sr., Diesel Department Head, Greenville Technical College	Learn what the ARC grant has done for our Diesel Program including qualifying for NATEF accreditation, how transitioning to blended classes prior to the pandemic, resulted in a smooth transition to online, how we continued through the pandemic with minimal impact on our students, how we attract partnerships and how the use of up to date technology has put our students at the top of the want list for employers.
10:45-11:00 am		Break	
11:00-11:45 am	Commons/ Triangle Lounge	Session IX, Session VII The Power of Leveraging Partnerships to Maximize Economic Development (CCA Workforce Award Winner) Rhonda Hodges, Vice President of Workforce, Economic, and Community Development and Dr. Gary Hodges, President, Patrick & Henry Community College	Learn how Patrick & Henry Community College leveraged partnerships with NC3, Festo, the Harvest Foundation, the Tobacco Commission, and other partners to create a state-of-the art Manufacturing, Engineering, and Technology (MET) Complex which has become the region's "Crown Jewel of Economic Development."
11:45 am-12:00 pm	Commons/ Triangle Lounge	Conference Closing	

		Dr. William Mullaney, President, SUNY Corning Community College Dr. Kevin Boys, President, Southern State Community College and Chair, Community Colleges of Appalachia	
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