

PITT COMMUNITY COLLEGE 2020 REPORT TO THE COMMUNITY

**EDUCATING AND
EMPOWERING
PEOPLE FOR SUCCESS**

PUBLISHED BY
PITT COMMUNITY COLLEGE
AND THE PCC FOUNDATION



WWW.PITTCC.EDU



ON THE COVER

Curtisia Canady (L), SGA President, and Owen Simpkins (R), a Student Ambassador, both graduated in May.

Inside Front Cover:

Health Sciences students learn together across disciplines in the Hospital Simulation Lab.



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From the President



President Lawrence Rouse, Ed.D. with local artist and former student Richard Wilson

When I look back on the 2019-20 academic year, I'm reminded of the classic line from "A Tale of Two Cities" by Charles Dickens: "It was the best of times, it was the worst of times" Though that may be a bit of an exaggeration for Pitt Community College, it's safe to say we had a promising start and a challenging finish.

For PCC, 2019-20 began with a focus on our new partnership with the Achieving the Dream National Network to increase educational equity and ensure students achieve their goals for academic success, personal growth and economic opportunity. And before the ball could drop in Times Square, the PCC Foundation completed a campaign to secure \$3 million for our VISIONS program.

But everything changed in March due to the coronavirus pandemic – an invisible foe that's claimed many lives, damaged economies and increased isolation and anxiety

worldwide. For America, the virus preceded civil unrest that rekindled complex and difficult questions concerning activism, justice and racism that will take all of us working in harmony to resolve.

Despite the adversity we experienced, when I reflect upon the previous academic year, one word comes to mind with 20/20 clarity: *RESILIENCE*.

We've had so many professional and personal obstacles to overcome that it's easy to forget our many achievements, but achieve we did. PCC never closed due to the coronavirus; we just moved classes and student support services online – and did so swiftly and effectively.

Our graduates—and even some current students—stood on the front lines of the fight against COVID-19 as health care workers, firemen, police officers and EMTs. We can take pride in that, as well as our efforts to meet challenges with the steadfast determination and tenacity of a bulldog — from celebrating graduates with a virtual ceremony to rapidly disbursing CARES Act funding to help students overcome extremely difficult circumstances.

And though there will be many obstacles in the months ahead, I'm confident we will overcome them by placing the welfare of our students at the forefront of our efforts and continuing to work together to provide training our community needs to get back on its feet.

Go Bulldogs!

*Dr. Lawrence L. Rouse
President, Pitt Community College*



“Despite the adversity we experienced, when I reflect upon the previous academic year, one word comes to mind with 20/20 clarity: *RESILIENCE.*”

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From the Board of Trustees Chair

If it's true every cloud has a silver lining, then I think many would agree that finding it in 2020 requires a microscope. I'm kidding, of course, but the sledding has certainly been much tougher since the coronavirus pandemic arrived.

There are many powerful motivational quotes and observations for viewing adversity in a more positive light, including the silver lining adage previously mentioned. Dr. Martin Luther King said, "The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy." Legendary jazz musician Duke Ellington once said, "A problem is a chance for you to do your best."

As a PCC graduate and current Board of Trustees chairman, I can't help but feel a tremendous sense of pride when I think about how positively our students and employees have responded to the COVID-19 outbreak. They've remained steadfast in their commitment to higher education and found ways to carry on with the instructional process and important student support services.

We're not out of the woods yet with regard to the pandemic, and there will certainly be difficulties ahead. But if what's past is prologue, I have no doubt PCC will overcome those challenges, too, on the way to celebrating 60 years of developing a skilled local workforce in March.

*Gary Evans
Chair, PCC Board of Trustees*



PCC Responds to COVID-19



The Williams Building before COVID-19 (top) and after COVID-19 (bottom)

When Pitt Community College students left for Spring Break in March, it's a safe bet they weren't expecting a viral pandemic would keep most of them away from campus for the rest of the year and beyond.

But that's what happened at PCC, after the coronavirus outbreak gave administrators no choice but to close campus to the general public and move a vast majority of classes and student support services online in the interest of health safety. Virtually every aspect of campus life was adversely affected by the pandemic, whether it was the cancellation of student activities and athletics seasons or the PCC Foundation scaling back the scope of its fundraising events.

It was a disappointing scenario for students and employees, most of whom began teleworking due to the pandemic, but PCC made a remarkably smooth transition from mostly traditional, in-person instruction and student services to a new virtual format.

"After the COVID-19 outbreak, people in the community would ask me when PCC was going to open back up for classes," said PCC President Lawrence Rouse. "I told them we never closed; we just moved everything online."

Guiding PCC's coronavirus response was Rouse's emphasis on good communication and maintaining a cohesive campus community. The college held virtual town hall events for employees and students to communicate with administrators and established a coronavirus information page on its website to keep students and the public well-informed. It also established a "PCC Student Coronavirus Hotline" to

make it easier for current and prospective students to get answers to general questions.

"Our top priority was the health safety of students and employees," Rouse said. "At the same time, though, we never lost track of our mission to educate and empower people for success." Rouse said Pitt employees exhibited the "strength and grit" necessary to help the college "meet challenges head on." That included, he said, organizing a virtual commencement ceremony for the Class of 2020 and counselors distributing meals and supplies from their on-campus food pantry to keep students from going hungry.

PCC also loaned laptops and mobile hotspots to students to help them complete online coursework, digitized forms for students to access online, and extended WiFi services to a campus parking lot, so they could safely connect to the internet at no charge.

When federal CARES Act funding arrived in late spring, the college quickly distributed the money to students struggling financially due to the coronavirus and to purchase more than 230 additional laptops and 120 hotspots to loan to students. CARES Act dollars were also used to make infrastructure improvements that enhanced the school's virtual learning capabilities, which included deployment of a virtual desktop system that allows students to utilize software that previously required them to be on campus.

When it became clear during the summer that PCC would have to continue teaching courses remotely, Dr. Tom Gould, PCC Vice President of Academic Affairs and Student Development Services, said administrators made the decision to leverage the college's technology assets to deliver services and keep people safe. The biggest improvement, he said, was the addition of virtual synchronous classes, which offer more structure than other online courses and operate very much like the traditional in-person classes they replaced.

Another key aspect of the college's COVID-19 response was the creation of the Ongoing Operations Taskforce to develop procedures for maintaining a safe and healthy campus for students and employees. Headed by PCC Vice President of Administrative Services Rick Owens, the eight-member group worked with

employees and public health officials to identify the needs and challenges for each area of campus. The assessment resulted in changes to classrooms, labs and other meeting spaces to minimize health risks.

Owens said PCC also instituted social distancing protocols, stepped up sanitization processes, and installed hand-sanitizer dispensers at the entrances to campus buildings. When students, employees and guests visit campus, he said they are required to wear masks in shared spaces, such as hallways, classrooms, labs and shared offices.

As PCC nears its 60th Anniversary in March 2021, Rouse says the college's main goal is to continue providing a safe teaching/learning environment for students to complete their programs of study. Pitt, he says, is also dedicated to helping individuals whose employment has been affected by the pandemic receive the training they need to get back on their feet.

During a town hall for students prior to the start of fall semester, Rouse challenged students to believe in themselves and the notion they could be successful, even in the midst of a pandemic. "Seek to go around and overcome barriers," he said, "and we will be here to help you become successful."

PCC'S RESPONSE TO COVID-19

ESTABLISHED **ONGOING OPERATIONS TASKFORCE**

LOANED **230 LAPTOPS** AND **123 HOTSPOTS**

TRANSITIONED TO **VIRTUAL SYNCHRONOUS CLASSES**

DEPLOYED A **VIRTUAL DESKTOP INFRASTRUCTURE**

INSTALLED **VIDEO CONFERENCING SYSTEMS** IN 20+ CLASSROOMS

SPONSORED **TWO FOOD DRIVES** FOR **PCC FOOD PANTRY**

DEVELOPED **VIRTUAL GRADUATION CEREMONY**



“My time as a student and ambassador at Pitt Community College has benefited me in so many ways. It has prepared me for my future education and career. I will always be grateful to PCC and everything it has provided me.”

– Owen Simpkins
Associate in Arts

PCC Virtual Graduation



Unfortunately, 2020 brought an unusual ending to the educational journey of our graduates. Due to gathering restrictions of COVID-19, the decision was made to proceed with a virtual graduation for PCC students. Using a company called Marching Order, students who chose to participate were given an opportunity to upload a personal photo and a brief personal statement. This information appeared along with the graduate's name, degree received, and list of any honors. Each student had a personalized slide, and their name was called by a professional name caller that was recorded by Marching Order. Messages included graduate speaker Curtisia Canady, SGA President; Board of Trustees Chair Gary Evans for special recognitions; and remarks from PCC President Lawrence Rouse, Ed.D. They were previously recorded along with a conferring of the degrees and turning of the tassel moment.

816

COMMENCEMENT
CEREMONY
VIEWS

1,112

GRADUATE
NAMES CALLED

344

STUDENTS SUBMITTED
PHOTOS AND MESSAGES

30.9%

OF THE GRADUATING
CLASS PARTICIPATED

“As a student at PCC and as the SGA President, I was able to grow as a person, and for that I am truly thankful. The virtual PCC graduation was unexpected but a sweet end to a new beginning.”

– Curtisia Canady
Associate in Arts



Achieving the Dream Update



Ivanya Johnson - Winner of Xploration Station's 2019 #StudentExplorer competition.

The start of the 2019-20 academic year also marked the start of Pitt Community College's three-year commitment to increasing educational equity and student success through its partnership with the prestigious Achieving the Dream (ATD) National Network.

Speaking to administrators, faculty and staff prior to the start of the 2019 Fall Semester, PCC President Lawrence Rouse said joining ATD represented a "paradigm shift" for the college. He went on to explain that the partnership would help Pitt develop strategies for improving student completion, particularly among low-income students, students of color, and first-generation students.

A little more than a year later, Rouse says PCC's collaboration with ATD led the campus community to conduct a thorough self-evaluation. He said that process led to development of four main objectives: student success, workforce development, equity,

and organizational development and accountability. PCC Trustees incorporated those goals into the college's 2020-25 Strategic Plan.

"I think it was important that we engaged in courageous conversations to identify our weaknesses," Rouse said. "Now, we have an action plan to address them, and we hope that in the next few years, we'll see specific student populations we're targeting become more successful. We talk about 'educating and empowering people for success,' and our partnership with ATD has really gotten to the core of it."

During a recent PCC Board of Trustees meeting, Dr. Mary Fifield, one of two ATD coaches assigned to PCC along with Daryl Davis, said Pitt's decision to join the ATD network "was a courageous act, in and of itself." She then explained that the first year of the partnership was dedicated to gathering information necessary for developing the ATD action plan.

Fifield said PCC's self-analysis included faculty and staff completing a survey of college readiness, "capacity cafes" that gave employees chances to share their thoughts on how PCC could best help students, and a series of virtual meetings she and Davis held with various personnel. "Your faculty and staff are really a dedicated and committed group," Fifield told trustees. "They care about what they're doing. The fact that hundreds of them participated in this work was visible evidence of how much they care about the college."

Davis, whose focus is primarily on data, says the objectives outlined in PCC's action plan are supported by an analysis of the college's student completion rates.

The data, he said, revealed several “equity gaps” and highlighted the importance of students getting off to a good start in their academic careers. “If students don’t gain early momentum,” Davis said, “they have lower completion rates.”

Davis said that in order to eliminate “equity gaps,” PCC must decrease the percentage of students earning zero credits in their first term, particularly among black students, students with household incomes below \$30,000, and first-generation students. He said the college must also increase the percentage of students earning at least 24 credits in their first year (fall, spring and summer), again with a special focus on those three student populations but also giving attention to non-first-generation students and students with household incomes greater than \$30,000.

Despite additional challenges presented by the coronavirus pandemic, Rouse said PCC was excited about its ATD action plan and the work of its various ATD committees led by employees Donna Neal, Montez Bishop, and Katrina Arnold. “We’re very excited about this plan, and I think we have the staff and the faculty who will make it happen in the next few years,” Rouse said. “It’s been a campus-wide effort, and I am proud of what I am seeing from our efforts to increase student persistence and achieve higher completion rates.”

PCC Trustees Chairman Gary Evans told Fifield and Davis that he and his fellow board members are taking Pitt’s ATD collaboration “very seriously” and that they are closely monitoring the progress PCC is making through the partnership. “You can’t fix something you don’t know is broken, so it’s great to identify (equity gaps),” Evans said. “It appears we do have some work to do, and it’s really important.”



STUDENT DATA FOR 2019-2020

Curriculum Students

64.1% of Total*

Average Age - 23 Years

Female

61%

Male

39%

Minority

45.4%**

Employed Full- or Part-Time

37.6%

Continuing Education Students

35.9% of Total*

Average Age - 37.6 Years

Female

43.9%

Male

56.1%

Minority

41.8%**

Employed Full- or Part-Time

73.7%

*Note: Students enrolled as both Curriculum (CU) and Continuing Education (CE) were excluded from the percent of total calculations for CU and CE.

**Students who self-identified as other/unknown were excluded from the percent of total calculations.

Message from the Director



We are grateful for the work of our PCC Foundation Board members and the tremendous support we've received from donors and the community at-large. We still have much work to be done, though, and will continue building partnerships and seeking monetary contributions and gifts-in-kind that help us meet our capital goal and bolster the Annual Fund used to provide general scholarships to many students each year.

The 2019-20 academic year was one of tremendous unpredictability for the PCC Foundation, due to the coronavirus pandemic. As a result, our efforts to keep in touch with supporters and respond to student needs required a great deal of flexibility and creativity.

Between July 1, 2019 and June 20, 2020, the PCC Foundation raised more than \$1.7 million, despite having to alter plans for our fundraising and friend-raising activities (or cancel them entirely) in response to COVID-19.

The funding we raised during the past year went toward student scholarships and various educational activities at the college. It was also used to match a \$2 million-donation by the Eddie & Jo Allison Smith Family Foundation in support of PCC's VISIONS Program and benefited our capital campaign to build the Eddie & Jo Allison Smith Center for Student Advancement.

If you are considering supporting the PCC Foundation financially in the months ahead, rest assured your contribution, no matter the amount, will make a meaningful difference in the lives of our students and help PCC fulfill its mission of preparing a skilled local workforce that results in the growth of eastern North Carolina's economy. Perhaps Benjamin Franklin said it best when he said, "An investment in knowledge pays the best interest."

To learn more about how you can invest in our success, please visit our website at www.pittccfoundation.com or call (252) 493-7287.

*- Beth Sigmon
Executive Director, PCC Foundation*



2019-2020 ALLOCATIONS SUPPORTING THE COLLEGE

\$297,806

SCHOLARSHIPS & MINI GRANTS

\$25,675

DONATIONS TO PCC

\$326,047

PROGRAM SERVICES

TOTAL

\$649,528

Federal Tax ID #237376114



Message from the Foundation Board



On behalf of PCC Foundation Board members, I want to thank everyone who contributed to our organization during the 2019-20 academic year, despite the many problems and pitfalls they encountered. It is because of your unwavering support that the PCC Foundation was able to provide much-needed assistance to students facing educational barriers greater than perhaps at any other time in PCC's nearly 60-year history.

If 2020 has taught us anything, it's that the future is often unpredictable. Nevertheless, after reviewing the past fiscal year and

seeing the many goals the foundation achieved, I am encouraged about our prospects for continued success. Simply put, the PCC Foundation is built on solid rock with an active board of directors providing great leadership and enthusiasm. We also have dedicated donors and volunteers supporting our fundraising activities. And finally, we have administrators, faculty and staff who believe in our mission and appreciate the extra measure of excellence we endeavor to provide students.

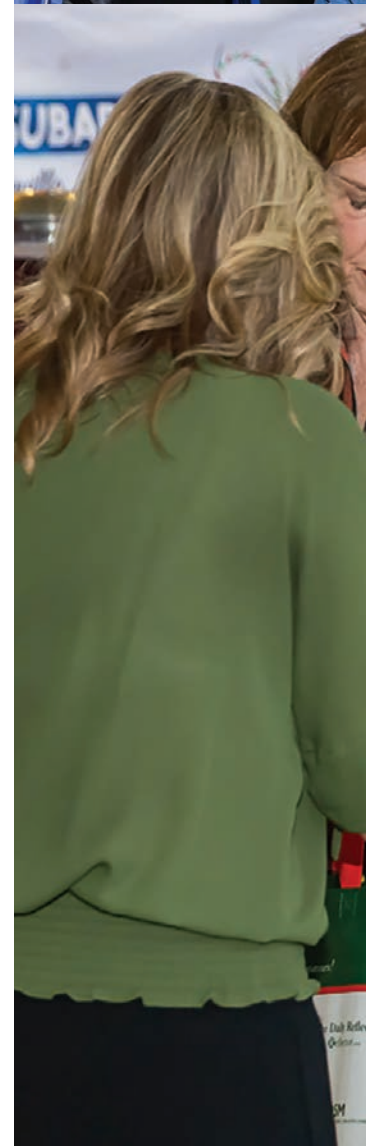
As we move forward during these uncertain times, we'll be calling upon you once again to help us meet the needs of Pitt County's community college. I humbly ask that you take a moment to consider supporting us during the 2020-21 academic year, whether it's an Annual Fund or capital campaign contribution, planned giving commitment, scholarship creation, or major gift to name a PCC facility.

In closing, thank you once more for your support of the PCC Foundation, your belief in PCC's educational mission, and your sincere desire to help students achieve their dreams through higher education.

*- Randy Collier
Chair, PCC Foundation*



Foundation Board Officers (l to r): Don Rhodes (Vice Chair), Simone Pate (Secretary), and Ricky Brown (Treasurer)





THE PCC FOUNDATION

SUPPORTING THE NEEDS OF STUDENTS

“It is because of your unwavering support that the PCC Foundation was able to provide much-needed assistance to students facing educational barriers greater than perhaps at any other time in PCC’s nearly 60-year history.”





PCC FOUNDATION SPONSORED EVENTS

DOWN EAST HOLIDAY SHOW

The 2019 Down East Holiday Show was the most successful fundraiser in the event's 18-year history. With 196 vendors plus food trucks selling a wide variety of merchandise, 10,407 shoppers attended and generated \$154,235.75 (includes in-kind donations). Proceeds from this event provide scholarships and educational activities for PCC students.

GATHER, GIVE & GROW PCC SCHOLARSHIPS EVENT


The PCC Foundation had to significantly change the format of its spring scholarship fundraiser in response to recommendations from the Centers for Disease Control and Prevention for mitigating the spread of coronavirus.

Instead of gathering at The Cotton Barn in Winterville on March 20, 2020, PCC's chief fundraising organization elected to move forward with the event's online auction only.

"The health and safety of our supporters, volunteers and staff was our top priority, so from that standpoint, changing the event format was an easy decision," said PCC Foundation Executive Director Beth Sigmon. "We would love to have been able to see and thank our supporters in person at The Cotton Barn, but it was much more important for us to exercise caution."


The online auction began March 23 and ran until April 5. A total of \$49,199.73 was raised (includes in-kind donations).






GATHER, GIVE & GROW PCC SCHOLARSHIPS

THANK YOU TO OUR PREMIER SPONSORS!



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FOUNDATION

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\$100,000 - \$999,999

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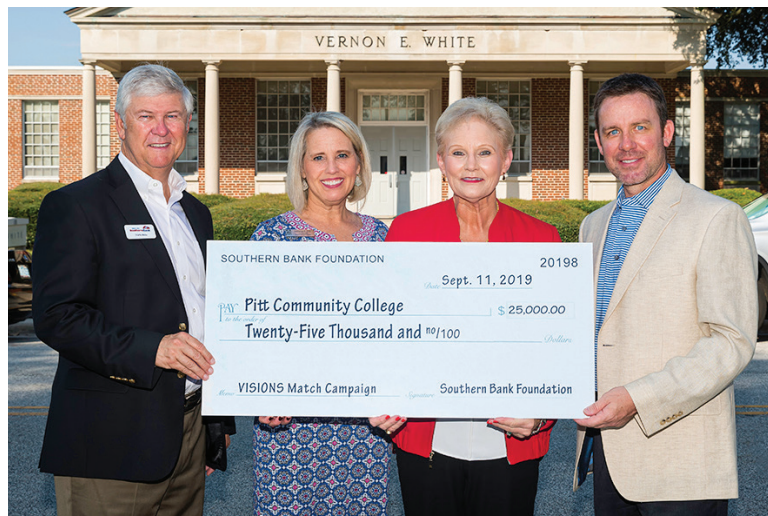
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The Southern Bank Foundation donated \$25,000 to support the VISIONS Match Campaign in September of 2019.

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 Stephanie Bowers
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**Honor Council
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Air U
 Jane Allgood
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 Montez Bishop
 Brook Valley Country Club
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 Adam Bunch

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 \$100-\$249**

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 Richard Adams
 Advance Mechanical Inc.
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 Lillie L. Andrews
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 April Lynn Photography
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The Golden Leaf Foundation and Duke Energy Foundation donated \$200,000 each to our PCC-Pitt County Schools Technical Academy and Apprenticeship Program.

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PCC teamed with the PCC Foundation in August 2019 to co-sponsor Bob 93.3's "Tuition Mission" competition. The two-day event featured Pitt students going head-to-head with one another in a series of contests in an effort to win money for tuition, fees and other educational expenses. Markus McCraney claimed the \$5,000-grand prize. Tikila Cofield took second (\$750), and LeJourney Farrow was third (\$500).

Phillip Van Huesen
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 Sound Partners
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Scholarships Available to PCC Students

| | | |
|---|---|--|
| 1st Gen Fellows Scholarship | Addie Gore Scholarship | PCC Retirees Scholarship |
| Alliance One, Inc. Endowed Scholarship | Grady White Boats Endowed Scholarship | PCC Foundation Student Emergency Assistance |
| Michael Aman, Jr. Endowed Scholarship | Faye B. Gurganus Endowed Scholarship | PCC Welding Scholarship |
| Ambassadors Leadership Scholarship | Sandra Harrison Scholarship | Debi Pearson Scholarship |
| American Legion Post 39 of Greenville Endowed Scholarship | Gene Hemby Endowed Scholarship | Karen Perry Endowed Scholarship |
| American Legion Post 151 Veterans Memorial Fund Endowed Scholarship | Brent Holmes Memorial Endowed Scholarship | Pitt County American Legion Fair Endowed Scholarship |
| Roselyn Armstrong OTA Endowed Scholarship | Hope, Love and Cure Scholarship | Professional Construction Estimators Association Endowed Scholarship |
| Arno-Cannon Medical Imaging Scholarship | Lloyd Huggins Memorial Scholarship | William Rawlinson Endowed Scholarship |
| Mattie Baker Textbook Fund | International Education Scholarship | William P. "Bill" Rice Endowed Scholarship |
| Anthony "Tony" Bowen Memorial Scholarship | Dorothy P. Jenkins Endowed Nursing Scholarship | Ricks Automotive Scholarship |
| Floyd & Hilda Boyce Nursing Endowed Scholarship | Jane Keller Travel Abroad Endowed Scholarship | Leslie D. Rogers Scholarship for Student Leaders |
| Dr. Edgar Boyd Endowed Scholarship | Jennifer Knight Endowed Memorial Scholarship | Kenneth R. and Phyllis P. Ross Endowed Scholarship |
| John & Nancy Bray Endowed Scholarship | Dr. Judith Kuykendall Endowed Scholarship | Linwood and Vannie Rouse Memorial Endowed Scholarship |
| Dalton "Skip" Bright Endowed Scholarship | James E. Langston Endowed Memorial Scholarship | Dr. Charles E. & Lorraine Russell Endowed Scholarship |
| James Brooks Scholarship | Karen Lee Memorial Endowed Scholarship | Zachery Russian Memorial Scholarship |
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| Sue Butler Memorial Nursing Scholarship | R. Dudley Miller Endowed Scholarship | William H. Smith Endowed Scholarship |
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| Children's World & Walton Family Scholarship | Thomas E. Minges Memorial/Pepsi Scholarship | J. Spain M.A.I.N (Males Addressing Issues & Needs) Scholarship |
| Charles Coburn Scholarship | Minority Male Success Initiative Scholarship | William "Bill" Russell Spencer Oncology Scholarship |
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| Billy R. Combs, Sr. Scholarship | Garrie Moore Outreach Scholarship | Edward James Turner Memorial Scholarship |
| Charles & Jean Daeschner Endowed Scholarship | Jim and Barbara Moye Endowed Scholarship | Van Nortwick Endowed Scholarship |
| J. Paul Davenport Memorial Endowed Scholarship | Multicultural Activities Committee (MAC) Scholarship | VISIONS Scholarship |
| Paula R. Davis Memorial Endowed Scholarship | Diane Murphrey "Make It Happen" Endowed Scholarship | Joan Warren Memorial Endowed Scholarship |
| Thomas Denton Memorial Scholarship | Music & Drama Scholarship | Wells Fargo Automotive Dealers Partnership Scholarship |
| Kenneth and Mamie Dews Scholarship | National Association of Women In Construction (NAWIC) Scholarship | Vernon E. White Endowed Scholarship |
| Joseph Downing Endowed Scholarship | Will and Donna Neal Endowed Scholarship | William Rabon Wilkins Memorial Endowed Scholarship |
| Joyce Ann and Bobby Dunn Memorial Endowed Scholarship | Roxanne Nelson Memorial Scholarship | Danny Williams HVAC Memorial Scholarship |
| Edith Smith Edwards Scholarship | T. D. Nicholson, MD Educational Endowed Scholarship | Walter L. Williams Memorial Endowed Scholarship |
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| J. S. Flake Memorial Endowed Scholarship | PCC Alumni Association Scholarship | |
| Eleanor Beth Fulford Scholarship | PCC Foundation Scholarship | |
| William E. Fulford, Jr. Memorial Scholarship | | |
| Craig F. Goess Endowed Scholarship | | |



Edward & Joan Warren Building
and Clock Tower

Pitt Community College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award Associate Degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404.679.4500 for questions about the accreditation of Pitt Community College.

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