



## **THINC. CCA BOARD Minutes**

March 23, 2021

THINC Board Room / Zoom Meeting

12:00 P.M.

### **Minutes**

In attendance In person Connie Hensler, Gerlad Wyatt, Bill Stump, Virtually Brandon Brooks, Joseph Miller, Shaudra Brown, City of West Point Meghan Duke, Ted Arnold, Lauren Edgar, Shelly Strickland, Kevin Patrick

- Welcome – Bill Stump, THINC Board Chair

Mr. Stump thanked everyone for coming and said he hoped to be back in person soon.

- February Minutes to Approve – Bill Stump

The minutes from February were reviewed and discussed. The Strategic Planning session focused on brand recognition, sustaining stakeholder support and engagement, and developing a culture of operational excellence. The needs assessment was announced twice at the early bird breakfast. Letters were mailed to over 700 companies with 55 responses received which is shy of the 200 that were expected. The goal is to have the Strategic Plan ready for the May meeting. It should be finished by April 30. This will guide THINC for the next 3 years. Brand recognition includes who THINC is and what people know about THINC. The elevator speech will be discussed later in the meeting.

Emails and social media enhancement - A diligent effort will be made to increase social media blasts to the general public electronically through the THINC Facebook page and Instagram. Also the THINConnector will be printed as well as sent electronically to board and advisory committee members. The question was asked who was driving that and the content. Mr. Wyatt said Ms. Burgess is in charge of Facebook while Ms. Mock is out. Ms. Burgess does the THINConnector.

The THINC Promotion video is loaded on the THINC website. It was asked if the video can be shown at the chamber breakfast. Connie Hensler will see if that is possible.

Board members are being invited to the THINC Leadership meetings. Board member, Eric Mosley, came to a leadership meeting a couple weeks ago and provided insight for brand recognition and the elevator speech.

There was an increase in enrollment for Expeditions employers. LEAP students were also invited to join the Student Information Session for THINC Expeditions. The event had 20+ vendors. Over 40 students participated and many of them were accompanied by a parent. Right now students are applying for jobs. Some of them will start this summer and rest in the fall. There are 20+ positions available.

A motion was made by Ms. Strickland to approve the minutes and it was seconded by Mr. Miller. Motion passed.

- Financials – Gerald Wyatt, THINC CEO

All financials were reviewed by Mr. Wyatt. There is currently over one million dollars in the budget. Mando America has committed \$100,000 over the next 5 years. West Point Development has contributed \$25,000. WellStar is making two installments (one in 2020 and the other in 2021) totaling \$30,000. The Randy Jackson fund is still scheduled to assist with funding for the international trip in 2022 to Italy.

A motion was made and seconded to approve the financials. The motion passed.

- CEO Report – Gerald Wyatt

- Elevator Speech

As mentioned earlier the elevator speech is part of the strategic plan. Mr. Wyatt read the speech to the group. Suggestions included emphasizing the make up of THINC students which comes from the three base schools. It was suggested to highlight the importance of soft skills. THINC has condensed the original 13 soft skills to 5 professional skills. Project based learning should also be emphasised.

- Industry / Community Visits

THINC hosted Leadership Troup in February. Members also toured THINC. A partnership was built with UrgenCare as they came on board to provide a healthcare position for THINC Expeditions.

SK Battery from North Georgia also visited THINC. They were getting ideas of what they would like to request at the career academy being built in their community. They were very impressed with THINC.

- Tours

THINC is doing smaller tours. Board members were asked to contact their leadership groups and new members in their organization to take a tour of THINC. The best days for tours are Tuesdays (student professional dress day) and Thursdays (few meetings being held.)

- LIFT

This program allows teachers to visit industry to find out their needs. They will get to tour manufacturing and healthcare facilities.

- Robotics / SLAM Camp

SLAM Camp will be June 7-11, 2021. Kia is one of the sponsors and Duracell is also being asked to assist. All social distancing guidelines will be implemented for the 20 students participating. Ten students at a time will tour each facility. Board members will be needed on the last day, June 11 to judge the robotics competition.

- DOE CTAE Grant Application

The CTAE Grant provides funds for all schools in the district. Information is being gathered from the development authorities and others.

THINC will also provide a summer Healthcare Camp for 20 students interested in exploring the healthcare field.

- Funding

Funding has been received and THINC continues to seek new businesses for yearly funding for a commitment covering 5 years. Funds have been received from Mando America and the West Point Development Authority.

- LaGrange Economic Development Authority

Kelley Bush from the LaGrange Economic Development Workforce was scheduled to give an update at the meeting today but was unable to attend. She will be invited to attend the next meeting.

- Troup County School System Update Dr. Brian Shumate / Dr. Penny Johnson

Dr. Johnson said they are finishing up the school year and planning for SY2022. The COVID numbers are down to 11 students and 4 staff members testing positive. The school system is thankful for the work of staff and community support that has kept students in school. Mr. Wyatt mentioned students going back to school has been a hot topic in the news. Our system has been back in school since August. Mr. Stump mentioned that one case in California has closed their schools back down. Being flexible and tending to social and emotional needs are necessary skills right now. Students are working hard.

Last Monday the school system used their nurses to vaccinate 650 school system employees. The second dose will be given Friday April 23. The first vaccine was given Monday March 15 followed by a virtual learning day.

Students will participate in GMAS testing this year. It will count as .01 percent. The ACT was administered to all juniors. Scholarships are being offered to students wanting to retake the assessment. TCSS will pay for the test.

TCSS has received CARES 1 and 2 money and will be receiving CARES 3 funds.

Student enrollment continues to increase as 180 students in various grade levels have moved in from systems not conducting in person learning.

Troup County schools will be implementing block scheduling next year. Students will be able to earn 8 instead of 7 credits with the new schedule.

- Other

Mr. Blackwell's class had an opportunity to work on a PBL project that required community input in answering a list of questions while being interviewed by THINC students. The task was to design a commercial, 2-5 minutes long, to encourage 18-40 year olds to visit or move to Troup County. The winning video was produced by 9th grader Sam Corley from Troup High School. He gathered a lot of his information from Facebook. He thanked Shelly Strickland for her assistance in answering questions. It was asked if the video will be on the THINC Facebook page. Bill would like to see some of the other videos made by the students in Mr. Blackwell's class.

It was requested again that the THINC promotional video be shown at the Chamber breakfast.

- Dashboard Information - Dr. Chris Williams

No report was given.

*Submitted by Kim Burgess, CTE Administrative Assistant*