



**Workgroup for College and Campus/Location Names Review**

Wednesday, September 16, 2020, 12:30 p.m.

Location: Zoom video/audio conference\*

**Agenda**

<p>Discuss Fauquier and Middletown campus names background information</p> <p>Add updated attachments from Kim</p> <p><i>Attachment 1: Historical Notes related to LFCC Campus Names – Virginia State Board minutes</i></p> <p><i>Attachment 2: Fauquier Campus establishment reference document – LFCC Pres Office files</i></p> <p><i>Attachment 3: LFCC Wolk Hall Groundbreaking Program excerpt</i></p> <p><i>Attachment 4: Anecdotal Background Information Concerning LFCC Facility Names</i></p>	<p>Kim Blosser, LFCC President</p>
<p>Update on LFCC brand research</p> <p>Will work with SIR brand research consultant. Kim brought workgroup questions/concerns to the consultant which resulted in the following final goals and objectives:</p> <p>The original objectives of this research are:</p> <ol style="list-style-type: none"> <li>1. To begin the process of a comprehensive brand assessment;</li> <li>2. To understand stakeholder and community awareness and perceptions of Lord Fairfax, the namesake of the individual;</li> <li>3. To assess any geographical confusion created by proximity to Fairfax County; and</li> <li>4. To uncover and understand stakeholder and/or community support or resistance to inform leadership’s decision making about a name change.</li> </ol> <p>Additional objectives (added since communications with Lord Fairfax leadership):</p> <ol style="list-style-type: none"> <li>1. Complete a comprehensive brand assessment;</li> <li>2. Explore advantages and drawbacks to a potential rebrand; and,</li> <li>3. Assess student clarity or confusion between town and county campuses.</li> </ol>	<p>Blosser</p>

<p><i>Attachment 5: LFCC Brand Research Study Goals &amp; Objectives</i></p>	
<p>Discuss next steps and drafting final report of workgroup findings</p> <p>Chair will draft final analysis report of findings and send to workgroup for review. Will then incorporate findings from brand research findings and determine whether the workgroup finds the names reflective of college's mission and values. Final report will be submitted to College Board for their November 12 meeting. Workgroup will not convene until after brand research consultant completes study.</p>	<p>Blosser</p>

Attendance: McInnis, Hansen, Blosser, Owens, Noyalas, Davis, Gillispie, Morgan, Carlos, Wenger; Humbert (absent)

**\* Join Zoom Meeting**

<https://vccs.zoom.us/j/95563262392>

Meeting ID: 955 6326 2392

1-301-715-8592 – to dial in

## Historical References to Campus Names of Lord Fairfax Community College

From May 28, 1992 State Board minutes:

7. Request for Exception to Section 2.IX.D.3.a, VCCS Policy Manual - Appointment of Local College Boards

Germanna Community College has requested an exception to Section 2.IX.D.3.a of the VCCS policy Manual - Appointment of Local College Boards. Effective July 1, Fauquier County will become a part of the Lord Fairfax Community College service region leaving Germanna with eight representatives rather than the required minimum of nine representatives. The Committee recommended approval as a temporary measure until one year after the opening of the Fredericksburg Area Campus when another representative will be added.

Chairman Dolan advised that some sort of mechanism should be incorporated in the approval of the exception for monitoring purposes and to re-visit the matter as soon as the campus is in place.

From the March 17, 1994 State Board minutes:

Report on General Assembly Actions

Ms. Graham reported on the 1994-96 VCCS Governor's Budget and Amendments for 1994 session. Ms. Graham indicated that every capital project that either was in the house or senate was passed through the Conference Committee. There were three renovation projects: Northern Virginia Community College (Renovate Manassas); Danville Community College (Renovate Old Library); and Virginia Western Community College (Renovate Old Art Building). There was one complete construction project at Piedmont Virginia Community College (Humanities Social Science Building). There were eight planning projects at the individual colleges:

Paul D. Camp Community College (Franklin Renovation); Thomas Nelson Community College (Plan Instruction Support Building); J. Sargeant Reynolds Community College (Facility on the Western Campus); Blue Ridge Community College (Plan Business Technology Center); Wytheville Community College (Learning Resource Center); and Lord Fairfax Community College (Plan Fauquier Campus and Plan Science Building). We received planning monies for the Midlothian Campus of John Tyler Community College and for the Norfolk Campus of Tidewater Community College.

From the September 28, 1995 State Board minutes:

Amended Six-Year Capital Outlay Plan and SCHEV Capital Recommendations

Ms. Ragsdale presented the Virginia Community College System amended Six Year Plan (Appendix I) and SCHEV's capital outlay recommendations. Institutions of higher education were requested by SCHEV to re-evaluate their Six Year Plans based on analyses completed since the initial submission.

The Chancellor explained to the Board the process developed by State Council for capital outlay recommendations. He noted that State Council has expressed concern regarding construction of the new campuses (Midlothian Campus at John Tyler Community College, Medical Education Campus at Northern Virginia Community College, Fauquier County Campus at Lord Fairfax Community College, and the Northern Peninsula Campus at Thomas Nelson Community College) in relationship to justification based on projected enrollment. As a result, the State Council requested further study of the justification for new campuses.

From the March 14, 1996 State Board minutes:

## 2. Lord Fairfax Community College

### Fauquier (Warrenton) Campus Acquisition of Land/Master Site

#### Plan/Schematic Drawings

During the 1994 Session of the General Assembly, \$200,000 was appropriated to begin planning for the Lord Fairfax Community College, Fauquier County (Warrenton) Campus.

In September of 1994, the Fauquier County Board of Supervisors identified a 47 acre track of land, located just south of Warrenton, Virginia, along Routes 15, 17 and 29, for use in developing the Fauquier Campus of Lord Fairfax Community College. The property to be conveyed to the Commonwealth of Virginia, State Board for Community Colleges is valued at \$553,200. In March of 1995, an architectural/engineering contract was awarded for the planning of the new Fauquier Campus. Phase I of the contract provides for the completion of a

Comprehensive Master Plan. In addition, this contract provides for the completion of the preliminary design documents for the first phase of this campus, including the construction of a 62,180 gross square foot administration/classroom building, a 600 space parking lot and associated site improvements.

Approval was requested for the acquisition of property for the Fauquier Campus of Lord Fairfax Community College for recommendation to the Governor for his consent to accept this gift of land. The Committee agreed not to approve the Lord Fairfax master site plan and schematic drawings until the College conducted another study of the master site plan and schematic drawings and reported their findings to the Facilities Committee.

\*A motion was made by Mr. Reid and seconded by Mrs. Bundy that:

**"THE STATE BOARD APPROVE THE ACQUISITION OF PROPERTY FOR THE FAUQUIER CAMPUS OF LORD FAIRFAX COMMUNITY COLLEGE FOR RECOMMENDATION TO THE GOVERNOR FOR HIS CONSENT TO ACCEPT THIS GIFT OF LAND."**

*Later in these minutes:*

#### New Campus Funding

Germanna Community College/Fredericksburg Campus

\$400,000 Year One, 6.75 FIE

**Lord Fairfax Community College/Fauquier Campus**

\$250,000 Year One, 5 FIE

\$250,000 Year Two, 5 FIE

And, from the same minutes:

GOVERNOR	GENERAL ASSEMBLY	STATE BOARD REQUEST
<b>J. Sargeant Reynolds Community College Downtown Campus Phase II Equipment</b>		
\$ 0 1st yr <b>\$805,000</b> GF 2nd yr <b>\$805,000</b>	\$ 275,000 GF 1st yr <b>\$ 530,000</b> GF 2nd yr <b>\$805,000</b>	N/A
<b>J. Sargeant Reynolds Community College Western Campus Phase II</b>		
\$0	\$4,500,000 VCBA <b>\$ 636,554</b> NGF <b>\$5,136,554</b> <i>21st Century College Trust Fund, VCBA 9(d)</i>	\$4,668,261 GF <b>\$ 636,554</b> NGF <b>\$5,304,815</b>
<b>Lord Fairfax Community College Fauquier Campus</b>		
\$0	\$ 7,196,000 VCBA <b>\$ 1,701,222</b> NGF <b>\$ 9,897,222</b> <i>21st Century College Trust Fund, VCBA 9(d)</i>	\$10,395,413 GF <b>\$ 1,701,220</b> NGF <b>\$12,096,633</b>

From the May 16, 1996 State Board minutes:

4. **Lord Fairfax Community College Fauquier County (Warrenton) Campus**

a. Acquisition of Land/Master Site Plan

It is recommended that the State Board rescind the motion passed at its March 14, 1996 meeting that: "THE STATE BOARD APPROVE THE ACQUISITION OF PROPERTY FOR THE **FAUQUIER CAMPUS** OF LORD FAIRFAX COMMUNITY COLLEGE FOR RECOMMENDATION TO THE GOVERNOR FOR HIS CONSENT TO ACCEPT THIS GIFT OF LAND."

The Chancellor stated that rescinding the previous motion is a technical correction. The Board must approve the master site plan before its recommendation to the Governor for his consent to accept a gift of land can be forwarded to the appropriate office.

\*A motion was made by Mr. Reid and seconded by Mr. Brown that:

"THE STATE BOARD RESCIND THE MOTION PASSED AT ITS MARCH 14, 1996 MEETING THAT: "THE STATE BOARD APPROVE THE ACQUISITION OF PROPERTY FOR THE FAUQUIER CAMPUS OF LORD FAIRFAX COMMUNITY COLLEGE FOR RECOMMENDATION CONSENT TO ACCEPT THIS GIFT OF LAND."

#### b. Schematic Drawings

This project provides for the completion of the first phase of this campus, including the construction of a 57,825 gross square foot administration/classroom building, renovation of the existing "barn" (approximately 3,000 gross square feet), construction of a 600 space parking lot and associated site improvements. The Facilities committee reviewed the schematic drawings for the aforesaid construction and recommends that the State Board approve the schematic drawings for Lord Fairfax Community College, Fauquier County (Warrenton) Campus.

\*A motion was made by Mr. Reid and seconded by Mr. Albro that:

**"THE STATE BOARD APPROVE THE SCHEMATIC DRAWINGS FOR LORD FAIRFAX COMMUNITY COLLEGE, FAUQUIER COUNTY (WARRENTON) CAMPUS."**

Mr. Reid noted a correction in the background information on Lord Fairfax Community College, Fauquier County (Warrenton) Campus, Acquisition of Land/Master Site Plan/Schematic Drawings. On line four, page 198, it should read:

"An additional \$7,196,000 in 21st Century College Trust Funds was appropriated during the 1996 Session of the General Assembly to fully fund the design and construction of this project." It should not have read:

"An additional \$1,756,000 in 21st Century College Trust Funds was appropriated during the 1996 Session of the General Assembly to fully fund this design and construction of this project."

From the July 18, 1996 State Board minutes:

#### 2 . Lord Fairfax Community College Fauquier County (Warrenton) Campus

##### Acquisition of Land/Master Site Plan

Vice Chair Ratliff reported that during the 1994 Session of the General Assembly, \$200,000 was appropriated to begin planning for the Lord Fairfax Community College, Fauquier County (Warrenton) Campus. An additional \$7,196,000 in 21st Century College Trust Funds was appropriated during the

1996 Session of the General Assembly to fully fund the design and construction of this project. In September of 1994, the Fauquier County Board of Supervisors identified a 47.4176 acre track of

land, located south of Warrenton, Virginia, along Routes 15, 17 and 29, for use in developing the **Fauquier Campus** of Lord Fairfax Community College. The property to be conveyed to the Commonwealth of Virginia, State Board for Community Colleges is valued at \$553,200. In March of 1995, an architectural/engineering contract was awarded for the planning of the new **Fauquier Campus**. The project will include the construction of a 57,825 gross square foot administration/classroom building, renovation of the existing "barn"

(approximately 3,000 square feet), construction of a 600 space parking lot and associated site improvements.

\*A motion was made by Mr. Daniel and seconded by Mr. Leftwich that:

"THE STATE BOARD APPROVE THE ACQUISITION OF PROPERTY FOR THE **FAUQUIER CAMPUS** OF LORD FAIRFAX COMMUNITY COLLEGE FOR RECOMMENDATION TO THE GOVERNOR FOR HIS CONSENT TO ACCEPT THIS GIFT OF LAND. THIS APPROVAL IS CONTINGENT UPON THE FAUQUIER COUNTY BOARD OF SUPERVISORS' AGREEMENT TO COMPLY WITH THE STATE BOARD'S RECOMMENDATIONS. (APPENDIX V) IT IS FURTHER RECOMMENDED THAT THE STATE BOARD DELEGATE AUTHORITY TO THE CHANCELLOR TO NEGOTIATE THESE RECOMMENDATIONS WITH THE FAUQUIER COUNTY BOARD OF SUPERVISORS AND TO APPROVE THE ASSOCIATED MASTER SITE PLAN."

*Later in the minutes*

#### **LORD FAIRFAX COMMUNITY COLLEGE FAUQUIER COUNTY CAMPUS**

#### ACQUISITION OF LAND

#### STATE BOARD FOR COMMUNITY COLLEGES. RECOMMENDATIONS

- The existing crossover and entrance should be closed and relocated to the Route 17 Business and Route 15/29 intersection. This will require the installation of a traffic signal, construction of a connector road to the present service road, and upgrading of the service road.

Although the traffic safety impact may be limited, the aesthetic impacts persist. Even the very best landfill operations have unpleasant odors, noise, and litter problems. Thus, the likelihood of these problems occurring at the LFCC campus is very high. This results in an unattractive access to the Community College. Some of the landfill operations will likely be in view of the campus. Although tree screening is planned, the landfill property will require an eight foot chain link fence to prohibit access during the off hours.

- The layout for the tree screening, its length, width and plant materials should be finalized by the Fauquier County Board of Supervisors and reviewed and agreed to by the VCCS.

- The appearance of the gated entrance to the landfill should also be addressed since this will be seen by everyone driving into the campus.
- Additionally, recycling facilities, hazardous material receptacles for motor oil, paint, etc., truck scales, and potentially truck washing facilities will all be located along the proposed access road. It is recommended that the Fauquier County Board of Supervisors work closely with the VCCS to ensure that proper screening, litter control, and decisions regarding the location of truck scales, recycling facilities, hazardous material receptacles, truck washing stations, and other peripheral landfill operations are incorporated into the landfill expansion.
- Further, the actual route of the road into the landfill should be agreed to by the VCCS and the Fauquier County Board of Supervisors.

## FAUQUIER CAMPUS

### Lord Fairfax Community College

Lord Fairfax Community College has officially received campus designation by the State Board for Community Colleges for its Fauquier program. Therefore, the College respectfully requests the County of Fauquier to designate 50 acres to build "a full fledged" college campus. Four factors primarily comprise the rationale for this request:

The current and projected demographics for Fauquier County and surrounding areas served by the present Fauquier facility which suggest substantial growth in the decade to come;

The geography of the region, which isolates the growing population of Warrenton and its southward extension from convenient access to higher education; and

The strong local support for community college education in Fauquier County, expressed in terms both of student enrollment and public and private financial support.

The community college represents a clean, environmentally sound business that will eventually employ from 100 - 150 faculty, staff, and administrators.

While the locations of the colleges within the Virginia Community College System were determined with considerable care, it was inevitable that isolated and sparsely populated areas would be less well-served than others. As economic development and population growth have taken place at differential rates

## **LORD FAIRFAX COMMUNITY COLLEGE**

### **FAUQUIER CAMPUS**

The Fauquier Campus of Lord Fairfax Community College is conveniently located on a 50-acre site, on U.S. Route 29, just south of Warrenton, Virginia. In December 1988, Fauquier County businessman, Bob G. Sowder, donated 2.5 acres of property, with a building in need of renovation, to be used for the purpose of establishing a community college in Fauquier County. This property is now the Fauquier Campus of Lord Fairfax Community College.

In 1994, the Virginia General Assembly appropriated funds to begin preliminary planning for a full-service campus at the Fauquier location. In 1996, the General Assembly appropriated \$7.2 million for the construction of the Fauquier Campus of Lord Fairfax Community College. Construction on the 61,000 square foot project started in November 1997 and portions were first occupied in January 1999. The main building was fully occupied in July of 1999 and the Barn was ready for use in the spring of 2000.

## **Anecdotal Background Information Concerning LFCC Facility Names**

**Source: Kim Lewis, LFCC professor of English**

Dr. Kim Lewis, Professor of English, researched and wrote a history of LFCC through the first 25 years. Kim Blosser, LFCC president, emailed and asked her a question related to campus names and this was her response:

“Our College's founders gave us the name "LFCC" because they were simply following the VCCS protocol of naming campuses after locations (NOVA's Manassas Campus, for example), and colleges after a region or local identity.

Unlike Central Virginia Community College and Piedmont Community College, our College couldn't easily be named after a region since our region covers a little bit of everything in northern Virginia except NOVA. Of course, the name "Lord Fairfax" and the regular use of his crest are now being hotly debated.

I have no official documentation on the campus naming process. This [is] what I gathered from interviews when I was writing the College's history:

In the early days, there was no "Middletown Campus." It was just LFCC.

Fauquier became known as the "Fauquier Campus" because the campus is located in the county, outside Warrenton's city limits. Plus, because so many of the donors lived south of the campus, it was also prudent to focus on the county's name rather than the city's name. Moreover, LFCC's Workforce services and NOVA were always in a tug of war about which College got which account. The name "Fauquier" seemed to address that LFCC wasn't moving in on NOVA territory, by doing training for Manassas companies that had Warrenton offices.

For the first years of Fauquier's existence, the campus was such a "hole in the wall" -- little more than a barn -- that no one would have considered having an official campus naming ceremony. By the time we had a real facility, the name "Fauquier Campus" had become the norm.

Initially, there was LFCC and the Fauquier Campus. Textbook deliveries and lab supplies went to the real LFCC, which happened to have a Middletown address, and then traveled over the mountain to Fauquier. When WINC announced that LFCC was closed for bad weather, they always meant Middletown -- not that campus to the east.

President John J. "Ski" Sygielski started differentiating the two campuses by calling one the Fauquier Campus and the other the Middletown Campus. That's when our stationery, business cards and signage reflected that we have two named campuses.

Note: It wasn't until the end of the 1990's / early 2000's that LFCC letterhead had both campus names/addresses at the bottom. Until then, college letterhead stated "LFCC" with a Middletown

address at the top, and stated “Serving the counties of Frederick, Shenandoah, Warren, Page, Clarke, Rappahannock, Fauquier, and the City of Winchester” at the bottom.

**LFCC Brand Research Study** has been expanded to include:

## GOALS

The original objectives of this research are:

1. To begin the process of a comprehensive brand assessment;
2. To understand stakeholder and community awareness and perceptions of Lord Fairfax, the namesake of the individual;
3. To assess any geographical confusion created by proximity to Fairfax County; and
4. To uncover and understand stakeholder and/or community support or resistance to inform leadership's decision making about a name change.

Additional objectives (added since communications with Lord Fairfax leadership):

1. Complete a comprehensive brand assessment;
2. Explore advantages and drawbacks to a potential rebrand; and,
3. Assess student clarity or confusion between town and county campuses.