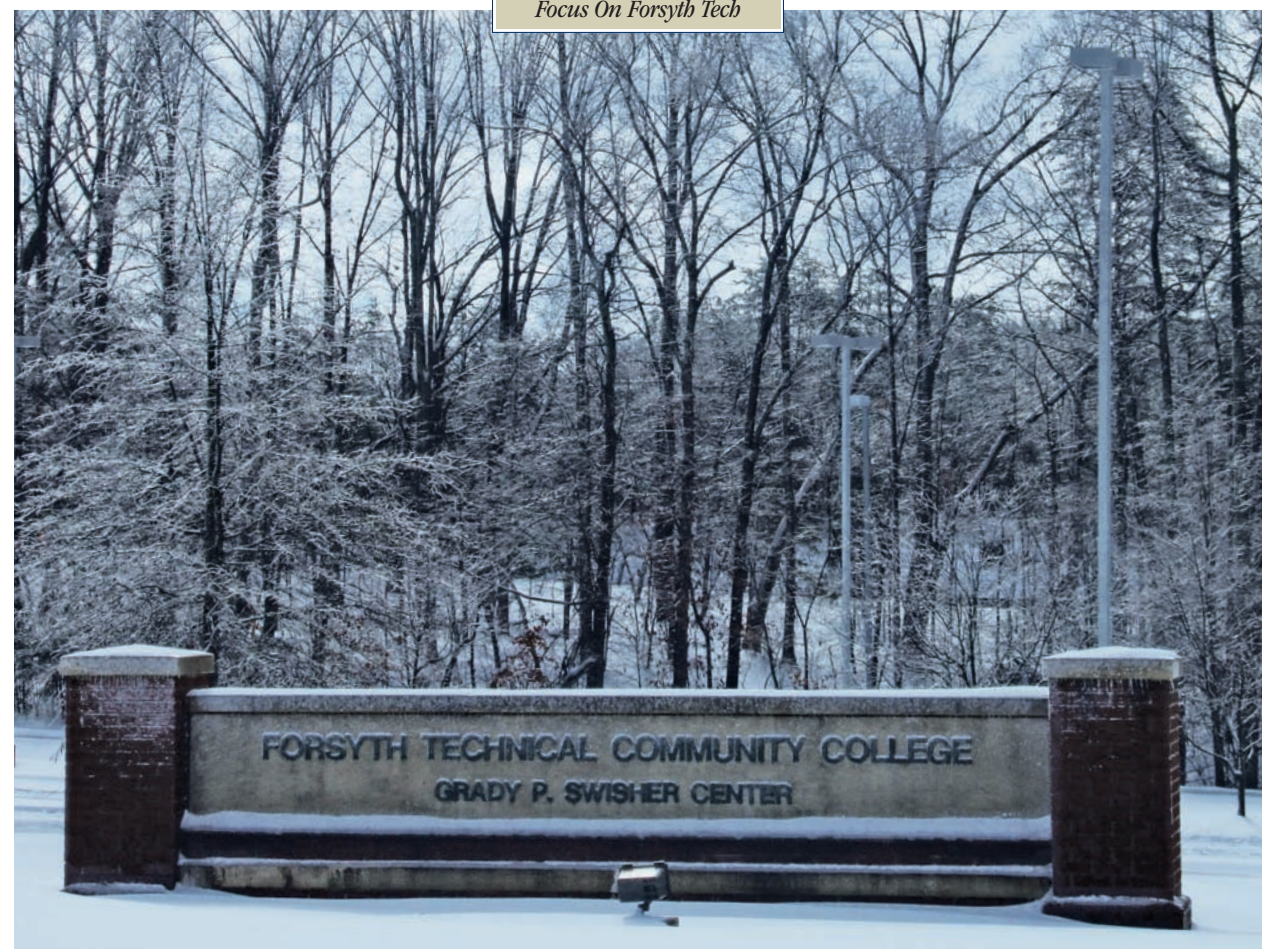


*in this issue:*  
**PODIUM STYLE** | *How to Say a Few Words*  
**A FUNGUS AMONG US** | *Tales of a Truffle Farmer*  
**THE LADY IS A CHAMP** | *Meet Christine Toole*

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Focus On Forsyth Tech

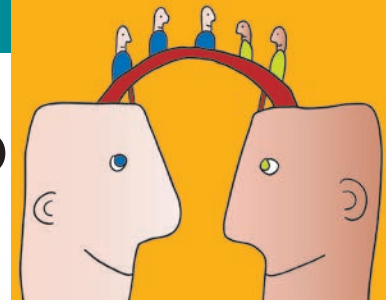


**How Cool Is That?** The Grady P. Swisher Center in Kernersville dons a white coat with the first snow of the season. The Center is home to Forsyth Tech programs in International Business, Global Logistics and Therapeutic Massage, as well as arts and science courses.

# Taking Corporate Training Up A Notch



# Be the Bridge to a Bright Future



*An Open Letter from Thomas Ingram  
President, Forsyth Tech Foundation Board*

People are often surprised to learn that I grew up in the slums of Newark, New Jersey. Teenage gangs were prevalent, and it was a tough and dangerous environment. I was able to climb out of it, but many were not so fortunate.

What made the difference for me were mentors and role models, people I met at the Boys Club and the Boy Scouts and the local arts center. I learned from them, and they were my bridge to education, opportunity, and the satisfying professional and personal life I enjoy now.

People are also surprised at how little it takes to provide access to a world of opportunity for a motivated Forsyth Tech student. Yes, the costs of attending Forsyth Tech are modest, but they are beyond the means of many who want to study here, whether they are recent high school graduates or employed people who are struggling to support a family while going to school. It's nothing short of tragic that many people are forced to drop out because of an inability to pay the tuition.

Providing scholarships is a primary purpose of the Forsyth Tech Foundation. The dollars you donate to help a student attend this college and complete the requirements for a degree or diploma make more of a difference than you can imagine. And not the least of that is the wonderful mentors and role models students encounter here in caring instructors and staff members.

As a member of the Foundation board, I have been privileged to see the whole range of opportunities that Forsyth Tech opens up for our community. I think of the large-scale collaborations fostered – like that between our region's two big medical centers that resulted in the construction of Bob Greene Hall and its new addition, where so many hundreds of nurses and healthcare workers are trained. I think of exciting recent degree programs, like Biotechnology and Nanotechnology, which are making our community a desirable place for leading-edge companies to locate. I think of the satellite campuses being created that serve students for whom transportation is a clear obstacle.

Gifts to the Foundation play a part in getting innovations up and running, just as they contribute to getting individuals up and running in good jobs and productive careers. Today, given the state of the economy, we all need what Forsyth Tech does for our people and our community more than ever.

I encourage you to put your charitable dollars to work where they will work hardest for a bright future. You can use the envelope bound into this magazine or make an online donation at [www.forsythtech.edu](http://www.forsythtech.edu).

*Tom Ingram*

Thomas E. Ingram

**The  
Foundation**  
of Forsyth Tech

## From the President | *Taking Care of Business*

*Dr. Gary M. Green*




Something that makes working for Forsyth Tech dynamic and rewarding is our close relationship with local businesses. These businesses are quite literally one of our reasons for being. Making sure that the workforce is as productive as possible is part of the mission of a community college.

One form this relationship takes is customized corporate training. I'm extremely proud of the highly responsive training our Corporate and Continuing Education division provides to organizations large and small, under the able leadership of Sue Marion. Whether it's leadership development, computer skills or Lean Manufacturing and service training, our team consistently delivers learning experiences that get high marks for quality, affordability and bottom-line impact. As our Cover Story chronicles, once businesses or non-profit agencies get a taste of our on-site education, they typically become regular clients, relying on Forsyth Tech for most or all of their workforce development needs.

In a more general way, our curriculum courses are also shaped by the needs of employers. When a new career-oriented program is under consideration, our first step is to conduct research to determine whether businesses here would employ people with that particular knowledge and set of skills. If the program idea passes that test, our next step is to establish a community advisory committee that is closely involved in the design of all aspects of these degree, diploma and certification programs. Our goals are to prepare students to hit the ground running in their chosen careers and to deliver to employers the skilled people they must have.

Since serving the business community is one of our fundamentals, it is only appropriate that we involve business leaders in the earliest planning stages of our college-wide initiatives. Not long ago many of these leaders joined us for a two-day planning retreat that resulted in *Strategic Direction 2010*, a multiyear strategic plan for Forsyth Tech. You can read a summary of what that group of staff, faculty and community leaders produced on page 22.

A core value articulated in that process is a commitment to being a collaborative partner in making our community a better place to live. One of the best ways we can honor that commitment is to help our local organizations operate efficiently, effectively, flexibly and competitively, through training and development of their people. 

## Way to Grow

As the spring semester gets under way, Forsyth Tech has tallied a 20 percent increase in enrollment in credit programs over the spring term last year. We have a record 9,571 students in degree, diploma and certificate programs of study. The fact is, every semester brings growth – in the number of students served, in the number of programs and courses offered, in the number of locations in which classes are taught.

While we are responding to more need in the community for appropriately skilled workers and more individuals who must have higher education and up-to-the-minute skill sets, we also must use our limited resources more wisely and carefully than ever. We are starting the new decade with a new strategic plan, the product of many months of work and the input of faculty, staff, students and many business and community leaders.

How we arrived at a set of strategic initiatives and how our progress on those initiatives will be implemented, tracked and measured has considerable import for our two-county region. Summarized in this issue, *Strategic Direction 2010*, provides a glimpse of the road ahead.

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*Forsyth Tech is proud to be part of the North Carolina Community College System, with 58 institutions serving more than 800,000 students annually. North Carolina Community Colleges are creating success in our state by:*

- *Offering hope for a better future through vocational training and education*
- *Providing opportunity by making higher education available to all citizens*
- *Generating jobs by creating a skilled workforce for business and industry*

Forsyth Tech welcomes diversity and is dedicated to meeting the needs of students with disabilities, as mandated by the Americans with Disabilities Act. For more information, please contact Sarah Hawks, Coordinator, Disabilities Services Office, at 336.734.7155 or [shawks@forsythtech.edu](mailto:shawks@forsythtech.edu).



## ForsythTech's Got Talent!

Ricky Rickert and Michael Willard performed Old Time Rock 'n' Roll at "Forsyth Tech's Got Talent," the school's first (and probably not last) talent show. Held Nov. 12 in Ardmore Auditorium, the show featured 27 different performers (including faculty members Dr. Delores Wylie and Dr. Kevin Conley) who entertained more than 180 audience members with top-notch music, dance and comedy.



## A Touch of Compassion

Keana Walker, a second-year Forsyth Tech Therapeutic Massage associate degree student, was recently named the North Carolina Cooperative Education Association's William D. Weston Co-op Student of the Year. The award recognizes individuals who demonstrate outstanding achievements and contributions during their cooperative education experience. For her co-op experience, Keana took the initiative to approach Hospice of the Piedmont. There she started a new complementary massage therapy program, using the therapeutic massage techniques she learned at Forsyth Tech to bring comfort to hospice patients and much needed stress relief to family members and staff. Even more remarkably, Keana is blind, having lost her sight to cone dystrophy several years ago. Keana is shown above (on left, in blue) with Linda Moorer, chair of the Awards Committee for the North Carolina Cooperative Education Association, on the day of the Association's awards luncheon.

## Most Influential

The Business Journal recently named Forsyth Tech President Dr. Gary Green one of the Triad's Most Influential People. The magazine cited Dr. Green as being the leader of an institution that "is quickly and proactively helping laid off workers retrain and find new careers in this recession." They also noted the school's recent growth in enrollment and the manufacturing skills certification pilot program the school has implemented through the National Association of Manufacturing in announcing his placement on the list.



## A Winning web site

The National Council of Marketing and Public Relations (NCMPR) District 2 Medallion Awards recognize outstanding achievement in communications at community and technical colleges, and the 2009 winners were recently announced. Forsyth Tech was well represented, with the new and improved ForsythTech.edu taking home the Gold award in the Web Site category. A brochure created for the Forsyth Tech Foundation received a Silver award, as did last year's Education Bond Referendum multimedia campaign. Finally, Tech Quarterly received a Bronze award in the Magazine category. The NCMPR has members from more than 650 colleges nationally, with District 2 comprised of those members from Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia, the Bahamas and Bermuda.



## Lending a Hand

"Extreme Makeover: Home Edition" came to Lexington recently to build a new home for a local family. A number of local residents volunteered to help with the project, and one of them was Forsyth Tech's own Dr. Kristin Redfield, Instructor, English and Humanities. Kristin delivered more than \$3,000 worth of books donated to the family by Usborne Books and local author Dr. Gary Chapman, and also helped with moving items into the new home. Kristin said the experience left her with a "warm feeling" and was something she would gladly do again. The episode of "Extreme Makeover: Home Edition" filmed in Lexington can be viewed online at abc.go.com/shows/extreme-makeover-home-edition.



## Respiratory Therapy Reaches Rarefied Air

This past summer the Forsyth Tech Respiratory Therapy program was one of 10 programs in the United States (out of approximately 400) to receive the 2009 CoARC Award for Excellence in Education from the American Association of Respiratory Care. The award was only given to programs with 90 percent or higher Registered Respiratory Therapist credentialing success for the most recent three-year graduating years, and also met or exceeded established attrition and job placement thresholds. Forsyth Tech's program was the only one in the state of North Carolina to receive the award.

## Spreading Good Will

In the latest instance of Forsyth Tech folks working to strengthen partnerships in the community, Sue Marion, Vice President, Corporate and Continuing Education Services, has joined the Board of Directors of Goodwill Industries of Northwest North Carolina. Dr. Gary Green, President of Forsyth Tech, recommended Sue to the Board because Forsyth Tech partners with Goodwill in many different ways that involve Corporate and Continuing Education. Sue noted that she will be a member of the Workforce Development Subcommittee. She is scheduled to serve through the end of 2015.



## A Man of Characters

Herb Burns, Department Chair, Architectural/Construction Technologies, recently invited world-renowned game designer and concept artist Jason Manley to host a workshop on the campus of Forsyth Tech for the school's animation and gaming students. Mr. Manley was visiting Winston-Salem to deliver a keynote speech at the University of North Carolina School of the Arts sponsored by the Piedmont Triad Partnership. Mr. Manley talked to the students about a variety of topics, including how he started and grew two of his companies — Massive Black and conceptart.org — and the art of character design. He then conducted what Herb called "a master's class on developing a character and the scenarios you go through to build a good story around the character."

## Growing By Degrees

Forsyth Tech will be adding three new curriculum programs in the fall of 2010, each offering an Associate of Applied Science degree. The curriculum model for one of the programs, Business Administration/Import Export Compliance, was developed at and is being introduced to the community college system through Forsyth Tech. Bernie Yevin, Dean, Business and Information Technologies Division, says the program offers entry-level training and education that will allow students to move into the management of goods being shipped into or out of a foreign country. The need for qualified import/export compliance professionals in our area is growing, said Yevin. A second program, Sustainability Technology, is also new to the North Carolina Community College System. According to Herb Burns, Department Chair, Architectural/Construction Technologies, the program instructs individuals in areas such as alternative energy, environmental engineering technology, sustainable manufacturing and green building technology. Herb said the need for sustainable technology throughout the state is one reason this program was "fast-tracked" for introduction at several community colleges in 2010.

The third new program is Broadcasting and Production Technology, which helps students develop the skills needed to enter radio and television broadcasting and production. This program had been available at other community colleges but is new to Forsyth Tech. This new program, like the others, will further expand the educational opportunities available at our school.

## Students Fix Bikes for Tykes

Once again this year, Forsyth Tech students in the Autobody program repaired bicycles to be given to kids at Christmas. The students spent their free time fixing gears, adding new wheels and brakes, and even painting the bikes, which were then given to the Salvation Army for distribution. This is the third year the students have done this, and in that time they have restored more than 900 bicycles. They have also helped raise \$1,100 to buy tricycles for younger children.

## You're a Good Man, Thomas Johnston

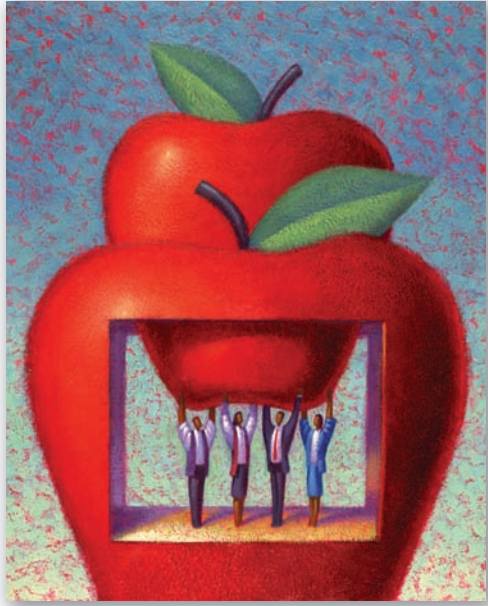
On December 14, the North Carolina Trucking Association Maintenance Council honored Thomas (shown below), a student in the Heavy Equipment and Transport Technology program at Forsyth Tech. Each year the Maintenance Council awards a 268-piece starter tool set to a deserving student, and Thomas was nominated to be this year's recipient by Joe Sechrest, Department Chair of the Transportation Department, and Allen Doub, his instructor. While earning his degree, Thomas has maintained an outstanding GPA and held down a full-time job to support his family, demonstrating a level of dedication and willingness to work hard they felt should be rewarded.



## New Leadership Team Member Named

Jewel Cherry was named Interim Vice President of Student Services, a position that makes her a member of the President's cabinet. Before assuming this position, she was Dean of Enrollment and Student Services. Jewel has more than 15 years of experience with the North Carolina Community College System.

# Taking Corporate Training Up A Notch



A few years ago Paige Green, human resources director at Liberty Hardware in Winston-Salem, was trying to get a grant to fund leadership training for new supervisors at the company. That particular grant required that the training be provided by an outside vendor.

When she scouted around, Ms. Green learned that Forsyth Tech offered exactly what she was looking for—courses developed by Development Dimensions International, taught by a DDI certified trainer. DDI is a favorite for corporate training; about a quarter of a million people go through its programs every year.

As it turned out, Liberty Hardware didn't get the grant money. Ms. Green could have taken all the courses herself and become certified to teach them. But having Forsyth Tech do the training was a more cost-effective solution. Thirty employees took more than 15 classes, including leadership fundamentals, coaching and delegation.

"It's been phenomenal," Ms. Green said. And leadership training was just the beginning. In the past two years, Liberty Hardware has turned to Forsyth Tech to teach employees to operate their upgraded inventory management system, for logistics and supply chain courses, for Six Sigma Yellow Belt training and for customer service training.



Liberty Hardware's  
Paige Green.

Forsyth Tech instructor Chris Suttles teaches Jeff Franklin to operate the scissor lift on the upgraded inventory management system at Liberty Hardware.



Paige Green is not alone in having been unaware of the breadth and quality of corporate training available through Forsyth Tech. Even in a state community college system that prides itself on the large investment it makes in workforce development, Forsyth Tech is a standout. And one thing that sets it apart is a team of experienced trainers who go out into the community, actively find out what employers want, and custom tailor learning experiences for them, at their sites and on their schedules.

The team members are Jennifer Coulombe, Director of Corporate Education; Tom Jaynes, Director of Industrial Training; and Tammy Tally, Coordinator/Trainer in Corporate Education. "My experience is in business and the non-profit sector," said Jennifer. "Tammy's background is in non-profit and government, and Tom's is in industry and technology. If we can't provide an organization with what they need, we tell them about other resources."

Most of the time, however, they can provide precisely what employers are looking for. In 2009,

Forsyth Tech's corporate training group taught 160 courses, some of them involving as many as 50 class hours.

"We visit as a team, and interview our clients to find out what they need," Jennifer said. "Instead of starting with a list of courses we can offer, we go in and hear what their needs are. To some extent, all courses are customized, because industries and companies each have their own lingo. We'll often spend twice as much to develop a course as they pay us to deliver the course."

In addition to the soft and hard skills training they are best known for, the corporate training group also offers executive coaching, strategic planning, board training and board development, and 360-degree feedback programs.

"A lot of times we start with their strategic plan, and how they want to transform the way they do business," Tammy said. "We start with the organization's mission and vision and goals."

A recent example is Tammy's work with



Vice President Sue Marion with Tom Jaynes, Tammy Tally and Jennifer Coulombe the corporate training team. Keeping current is important. They belong to all the professional organizations, keep their certifications up to date, read everything they can get their hands on and do great Google searches. Bottom line: They thrive on change and growth.

## POWERFUL PRESENTATION SKILLS



**Tammy Tally**  
Trainer, Corporate & Continuing Education  
Forsyth Technical Community College



Gramercy Research Group, one of Winston-Salem's newest companies. Located in the Loewy Building downtown, Gramercy was founded last March by Dr. Melicia Whitt-Glover, who was previously a faculty member at Wake Forest University School of Medicine. The company does community research focused on improving healthy lifestyle behaviors like nutrition and physical activity, primarily among black women. Gramercy Research Group had a staff of nine by the end of 2009, with six more slated to start in January. Most of them are data collectors and community health workers.

"We want to use this company as a ministry, by creating jobs and employing people who may have some difficulty finding employment. They are new graduates and people reentering the workforce," Dr. Whitt-Glover said. "They're eager to get going, and they're doing a great job. Giving them training means they don't have to learn things the hard way."

All the staff, even the interns, have had training in time management, developing partnerships and collaborations, personal empowerment and taking initiative, and presentations and public speaking.

"I had taken continuing education courses at Forsyth Tech, just for fun. I didn't know they did this kind of training," Dr. Whitt-Glover said. "It's been a great experience."

Melicia Whitt-Glover, (right) founder of Gramercy Research Group, says, "If I'd known these things 10 years ago, I'd be dangerous." Having received professional development training when she was on the faculty of Wake Forest University School of Medicine, she was persuaded of its power. Now all her employees receive extensive group training, conducted by Forsyth Tech's Tammy Tally (above). Additionally, individual staff members have taken many more Forsyth Tech classes, at the Small Business Center downtown and online.



### What's in a Name?

**"There are few independent research firms, because it's difficult to survive. I made the decision to start this company after prayer and fasting, making sure this is what I was meant to do. And I prayed for a name. Gramercy comes from a gospel song I was listening to – Your Grace and Mercy."**

*—Dr. Melicia Whitt-Glover, Founder and President, Gramercy Research Group*



Services. "Workshops and events are planned throughout the school year for the 499 children and families we serve in Forsyth County."

The DiSC training was so effective that Ms. Lindsey is planning to have the teaching staff go through the same course.

"Jennifer was an excellent instructor," she said. "Learning our colleagues' dimensions of behavior was enlightening and has made a positive difference in our team dynamics. There is no 'right' or 'wrong' in the different personality types – a good team has members from all four categories – Dominant, Influence, Steadfast and Conscientious."

Staff training is a special event, but the preschoolers at Head Start are active learners every day. A group of the children are pictured here with project specialist Marcy Sheets.

The soft skills, or interpersonal skills, Gramercy Research Group was looking for are particularly in demand.

"In our community we have folks who have skills, but not the right skills," Tammy said. "Employers will tell you that schools are not teaching people what they need to be employable. We see the same problems everywhere – people afraid to confront conflict, or not handling conflict well, people resisting change, when the rate of change is breathtaking. Our goal as professionals is, you're going to see behavior changes."

A popular course for helping teams operate effectively and improving the way individuals interact with clients or customers is the DiSC assessment, a system of typing individuals by the values and behaviors they exhibit at work. Family Services, Inc. Head Start program had Forsyth Tech train their management team and their family advocates, social workers who interact directly with the poverty-level families who qualify for Head Start.

"Family advocates assist families with short-term and long-term goals, which may include helping them with employment, furthering their education or purchasing a home, as well as any emergency issues that may arise," said Jean Lindsey, human resources manager for Family

Jean Lindsey, Human Resources Administrator for Family Services, took the DiSC training with the management group. She found out that she's a "C," or Conscientious type, which confirmed something she's often observed: "When a new idea or proposal is presented, the management team looks to me to identify the challenges, along with the necessary steps to follow our federal guidelines. They know I'm all about the details."





The current recession has increased the demand for the corporate training Forsyth Tech offers. In some instances, companies no longer have internal training resources after rounds of layoffs. In others, companies have become intensely aware of the need to keep the customers they have, and keep them happy. That effort may call for customer service training, or it may require improvement of a company's internal processes, so that the organization becomes faster, more responsive and more accurate in filling orders.

Kaba Access Control, a manufacturer of commercial locks in Winston-Salem, is one of many companies that looks to Lean Six Sigma training

to transform the way the work is done.

Ed Lodics became plant operations manager at Kaba in April of 2008. "At the time, our on-time shipping rate was 65 to 70 percent. Now it's over 95 percent, with more aggressive lead time. Lean training is one piece of the puzzle," he said.

Mr. Lodics started working with Tom Jaynes almost as soon as he assumed his job, and by that summer he had started the first round of a 40-hour training program in Lean manufacturing principles for more than 15 employees. Then all 250 employees had an introductory course in 5S, a process improvement technique.

To directly address what Mr. Lodics saw as a

need for people to search out the data that would lead to good decisions and right actions, Jennifer Coulombe designed a course that melded elements of DDI training with elements of Six Sigma Green Belt training.

"It's all about changing the culture. You've got to set the direction and give people the tools," Mr. Lodics said.

The Forsyth Tech trainers get rave reviews for their delivery. They understand how adults learn, and they keep the classes lively and interactive.

"The classes are not 'sit and git,'" Tammy said. "People are engaged in challenging conversations and practicing new behaviors, real-life stuff."



{before}

{after}

After employees received Lean training, this lock assembly area at Kaba Access was organized for safety and efficiency. The raw components are now arranged in the sequence they will be used. The space was reduced by 50 percent, which not only creates less operator fatigue, but enables the company to bring more products in-house without spending more on bricks and mortar.

## everybody can use DiSC

The DiSC personality profile is a time-honored way of assessing an individual's behavior. A person's type is determined by his or her answers to a series of 28 questions. In the workplace, DiSC helps people understand themselves and others better, and therefore to communicate more effectively. You probably don't need the full test to spot your own type — or your co-workers behavioral styles.

### Dominance

Demanding, forceful, strong-willed, determined, driving, ambitious, pioneering.

### Influence

Convincing, magnetic, enthusiastic, persuasive, warm, expressive, optimistic.

### Steadiness

Calm, relaxed, patient, predictable, deliberate, consistent, possessive.

### Conscientious

Cautious, neat, exacting, systematic, accurate, tactful.



Ed Lodics, plant operations manager for Kaba Access Control, went through the training with his employees. "That says a lot to them. I've been in situations where the person leading the charge doesn't participate," he said.

## everybody can use 5S

It's hard to think of a piece of work that wouldn't benefit from the 5S philosophy that is a key to Lean Manufacturing. The S's apply to five Japanese words, and they add up to a process that results in improved morale, safety, productivity and efficiency. Translated to English, the five steps are:

### Sort

Get rid of unnecessary items in the workplace.

### Set in Order

Focus on what you need to get the job done, find a place for each item, and put everything in its proper place.

### Shine

Once you've cleared out the clutter, keep the space clean and neat every day.

### Standardize

Now that the place is clean and orderly, concentrate on standardizing best practices for the work performed there.

### Sustain

Resist falling back to your old ways. Keep the good habits going.





Employers say that people today see on-the-job training as a perk, an investment in their professional development and their ongoing employability. Virtually all the skills taught are not only transferable to other jobs but useful in any human interactions, including communications within the family.

The Forsyth Tech team also gets kudos for how well it looks out for client organizations.

"Tom Jaynes made us aware that we were eligible for grant funding from the state," said Paige Green at Liberty Hardware. "I didn't even know about it. It's a program for new and expanding industries. We received \$72,000 from the state for training our hourly workforce. With this grant, we'll be training more than 300 people over the course of 2009, 2010 and into 2011."

The good news for many local companies is that, even in a prolonged recession, North Carolina has not reduced its commitment to the development of a 21st century workforce. And the corporate training people at Forsyth Tech are ready, willing and positively passionate about developing talent and skills for organizations large and small, for businesses and non-profit agencies. 



### Sue Marion's Vision High-Quality Training, with Heart

In virtually any organization, the tone is set at the top. In Forsyth Tech's Division of Corporate and Continuing Education, that would be Sue Marion. Workforce development is her passion, her mission and her life's work.

She has worked in North Carolina's community college system for more than 33 years, her entire career. She began working at Forsyth Tech 17 years ago, as director of its Small Business Center. In 2004, she was promoted to vice


### More Than You Know

president of Corporate and Continuing Education, a cabinet-level position.

Now, more than 60 percent of the division's work is corporate and business training. A focus on customized training has been her initiative, and she built the team that can sell and deliver this highly flexible and responsive training.

Perhaps what drives her is a close association with all the kinds of people who need new skills – those who have been laid off, those who aren't prepared for the jobs they have, those who need retraining after long careers in jobs that have moved offshore. No ivory tower academic, she is constantly out in the community, forming and nurturing partnerships with all the agencies in the community that touch on workforce development.

"It's all about taking the programs to the people," she said.

And her understanding of the transformative power of education can be gleaned from her favorite quotation, from Henry Miller: "One's destination is never a place, but rather a new way of looking at things." 

## an inDELLable impression



Dell's decision to locate a manufacturing facility in Forsyth County represented a kind of stretch assignment for Forsyth Tech's corporate training group. Before the plant was even built, Forsyth Tech provided space for interviewing, orienting and training prospective employees, and trained hundreds of people on computer skills, Lean Manufacturing principles, safety and other subjects.

Sue Marion was new to her position as head of Corporate and Continuing Education, and she was determined to provide Dell the highest level of customer service. She succeeded so well that Dell continued to rely on Forsyth Tech for all its training needs the whole time it was here, though the company employed internal trainers in its other locations. Forsyth Tech trained 1,150 full-time people for Dell.

The announcement in 2009 that the plant would close was devastating to many, not least Forsyth Tech. The college sent a rapid-

response team to the plant and held two standing-room-only sessions in the company cafeteria. The next week Forsyth Tech sent six instructors to the plant to help employees prepare their resumes. They were there for a week.

To see those people lose their jobs was heartbreaking for Sue Marion, yet she feels they are better off than they might have been.

**"With what we were able to do for Dell, all those individuals have received extensive training, and those skills are all transferable," she said.**

And the challenge of training all the employees for a start-up operation, in a rapidly changing environment, has a lasting impact on Forsyth Tech, too. Like so many stretch assignments, it expanded the corporate training group's capabilities, so that now Sue Marion can say with confidence, "We are prepared for whatever a company needs." 



Now that I  
have your  
attention...

An Interview with  
Anu Williams, Instructor  
in Public Speaking



Besides being a practical necessity for many adults, Public Speaking is a core elective that fills the communications requirement for most degree programs at Forsyth Tech. Anu Williams is one of three full-time and five adjunct instructors who teaches the course. A native of Singapore, Anu and her family came to the U.S. in 2001 after living in Singapore for many years. She taught at a business school there, and has been an adjunct instructor in the community college system for several years as well as teaching at a Montessori school in Winston-Salem. This is Anu's first year as a full-time instructor at Forsyth Tech.



- Q** Anu, we've all heard that public speaking ranks above even death in what people are afraid of. Do many of your students start out terrified of taking the floor?
- A** It's about half and half. But even those who are not fearful still need to learn speaking skills.
- Q** What is it that makes people so afraid of standing up and speaking?
- A** They don't want to make fools of themselves. They're afraid they will say something wrong and be embarrassed. A lot of the fear comes from not knowing how the audience will react.
- Q** That makes sense.
- A** Yes, the students are all nervous when they give their first speech to their classmates. As they become familiar with their classmates, they lose that fear. I feel something like that too, the first time I go into a new class, when we are sizing each other up. And you don't want to lose your fear completely.
- Q** Why is that?
- A** You need that adrenaline. I compare it to being a sprinter. Before you start, you're very aware of the crowd yelling and cheering you on. After the gun goes off, you don't hear anything. You're just focused on the finish line. You get into a state of flow, but only if you practice. Then it just comes. The same is true of public speaking.
- Q** So in your courses students get plenty of practice?
- A** They give six or seven speeches during the semester. Early in the course they are also learning about the psychological aspects of speech, both internal and external. They need to know that people hear

things differently depending on their own biases. They may come in with their minds already made up, and you can see that in their nonverbal reactions.

- Q** I can picture those audiences with their arms folded across their chests, and a grim expression on their faces...
- A** That can throw speakers off. We teach how to reach audiences, and how not to take it personally if you don't reach everybody.
- Q** How do you get an audience involved?
- A** Going in prepared helps. You need to know who the audience is. You need to be able to think on your feet, which is easier if you know your subject very well. Being prepared is half the battle.
- Q** You mentioned knowing your material well. Do students choose their own topics for speeches?
- A** Yes. That helps bring out their passion. I have learned from my students how to hunt and quarter a deer, how to change a tire, how to fit a bra, and how to prepare lots and lots of recipes.
- Q** There are obviously many types of occasions when public speaking is called for. Do you teach the skills needed for different purposes?
- A** Definitely. Students do a dramatic reading of a poem or storybook or prose passage of their choice, to learn about expression. And they do a speech for an event like a wedding or reunion or a eulogy at a funeral, the kind of speech where some creativity is called for. One student had his 5-year-old daughter in mind when he composed a speech he wanted to deliver at her wedding.
- Q** Almost everybody is called on to make a few remarks on such occasions. What comes next?
- A** After learning about delivery in the first few speeches, we turn to informative speech and persuasive speech, where research and supportive materials are needed and a logical sequence must be followed. These speeches need an introduction that gets people's attention, the main points, and then a conclusion, which might be a call to action. The final speech is a symposium. Students work in groups of four or five, and learn to divide up responsibilities. They operate as a panel, and take questions from the class.
- Q** Sounds like anybody can really benefit from learning to make a speech.
- A** Yes, students say that it helps them become more confident. Most of them work, and this class helps them run a staff meeting or ask their boss for a raise. If you have all your facts and it comes out organized, you have a better chance of getting the outcome you want. If you have good speaking skills, people listen to you.



Presidents and vice presidents make speeches every day, so you'd think they'd be pretty good public speakers. Well, even with all that practice, they still make mistakes. Here are five classics from the last few decades.

"We're the party of a great leader of compassion – Lyndon Baines Johnson, and the party of a great man who should have been President, who would have been one of the greatest Presidents in history – Hubert Horatio Hornblower...er, Humphrey." – President Jimmy Carter

"We're trying to get unemployment to go up, and I think we're going to succeed." – President Ronald Reagan

"One word sums up probably the responsibility of any vice president, and that one word is 'to be prepared.'" – Vice President Dan Quayle

"A zebra doesn't change its spots." – Vice President Al Gore

"Rarely is the question asked, 'Is our children learning?'" – President George W. Bush

More Than You Know

## Don't Faint!

If your pulse races and your voice breaks when you stand up to speak, there are plenty of things you can do to calm down. Anu Williams recommends that you:

- > Walk to the lectern confidently, with good posture.
- > Take your time.
- > Take shallow breaths.
- > Sweep the room with your eyes.
- > Hold each person's gaze for at least a couple of seconds.
- > Smile back if somebody smiles at you.
- > Use a conversational tone.
- > Take your time.
- > Pause frequently and look around, and
- > Don't memorize your talk. Use index cards to remind yourself of content you want to communicate. And put physical prompts in the margins of your cards: Breathe, Pause, Change Tone for Emphasis, Look Up, Smile!





Jane Morgan Smith with her truffle hunters, Friday and Dazy.

# Keep Your Fork — The Best Is Yet to Come!

Who Knew that Retirement Would Bring a World of Truffles?

**K**eeP Your Fork is the name of the truffle farm that Jane Morgan Smith and her husband, Rick, own. It could also be the title of her life story.

Jane was born and raised in High Point and spent most of her career in office work. As she and her husband started thinking about their eventual retirement, they decided they wanted to provide for a good second income by 2004. So in 1992 they bought some land in King and planned to grow shiitake mushrooms and perhaps other crops.

Then fate intervened, and Jane had retirement thrust on her several years ahead of plan. She was one of many who were offered an early out when Wachovia was merged into First Union.

“I decided to make a complete change,” she said. “I took my severance package and enrolled in the massage therapy program at Forsyth Tech. I loved it.”

Jane was in the first therapeutic massage program at Forsyth Tech that led to a diploma. Earlier classes had been part of the Continuing Education division.

“The program was in transition, and I was in transition,” she said. After graduating, she set up her own therapeutic massage practice, Art of Healing.

Meanwhile, back at the farm, the Smiths were introduced to another mushroom farmer, Franklin Garland of Hillsborough. He was getting out of the mushroom business and getting into truffles, a crop that was then almost unknown in North Carolina. The Smiths were intrigued, and planted their first filbert trees in 2000, knowing that no truffles would be growing among their roots for several years.

“You’re at the mercy of nature,” Jane said. Even now, she estimates that only 10 percent of the more than 100 trees they first planted have produced truffles.

She recently heard a major league Spanish truffle

farmer speak, who said that he had a 37-year-old tree that had just produced truffles for the first time. “That’s the kind of mystery we’re dealing with,” she said.

After planting that first orchard, the Smiths bought adjacent land for another orchard, and now have nine acres, the smallest farm on the tax records of Stokes County. And the Smiths are no longer such a rare breed — now there are more than 100 truffle farms in North Carolina, thanks mostly to the efforts of Franklin Garland. The industry is progressing in much the same way that North Carolina’s wine industry has developed.

“I decided I would end up with whichever needed me most, the massage practice or the farm,” Jane said. The farm won, and she phased out the last of her massage clients in 2009.

The truffle business engages a lot of her energy, though not in the sense of toil and sweat. She can’t imagine herself milking cows or gathering eggs, and she never dreamed that she would have any connection to agriculture. But growing truffles is not particularly labor intensive. There’s orchard maintenance three seasons of the year, and the winter harvest.

This farmer could be compared to Johnny Appleseed, spreading the word about how to grow and enjoy a crop that is new to this region. Jane makes presentations to garden clubs, gives advice to new truffle farmers, and serves as the president of the North American Truffle Growers Association. She was involved in planning the first National Truffle Fest, which was held last March in Asheville. And a particularly exciting opportunity to educate Americans about truffle growing came in January 2007 when Martha Stewart came to the farm. The show in which Jane, her truffle dog Friday and Martha Stewart walked Keep Your Fork Farm’s orchards was broadcast nationally a few weeks later.

“We’ve learned so much we can share with other people,” Jane said. “I’m always answering questions and networking with other farmers.”

Long ago, before she had any office skills, before she learned massage therapy, before she knew the first thing about fungi, Jane imagined that she would one day be a teacher. And as mysteriously as a truffle developing below the ground, the pattern has emerged.

“That’s really what I am now; I’m a teacher,” Jane said.

**The farm motto – the best is yet to come – holds true. Beginning to harvest the rewards feels good to Jane, like a long-held dream finally coming to fruition. 🍄**



Friday (left) took to truffle hunting like a duck to water. Dazy (below) is still learning.



## Never Fear, Friday Is on the Case

Pigs were the original truffle hunters. They sniffed out the tasty fungi in order to eat them. Today, truffle growers all over the world rely on obedient dogs rather than hungry hogs. To know if there are truffles ready to be harvested, Jane depends on a border collie she trained.

“I took little pieces of truffle and wrapped them and hid them in the house. I’d give Friday (named for another detective, Sgt. Joe Friday of the old “Dragnet” series) the scent, and say ‘Find Mama nut-nut,’” she said. “Then I started hiding pieces of truffle wrapped in foil outside. I also took a length of PVC pipe and punched holes in it and put truffles in it. I closed off both ends so he could use it as a toy. Friday got really good, really fast.”

Friday loves to work and has a strong work ethic, Jane said, but the young dog she is training, Dazy, is not quite as focused.

“Friday’s reward is play. Dazy’s is treats,” she said. “The intention is for Dazy to become a truffle dog.” 🍄



A little taste of truffle goes a long way. This jar of truffle butter will flavor enough pasta for four people.

## Black Diamonds

Keep Your Fork Farm is the only farm in Stokes County that has harvested the Black Périgord Truffle, named for the Périgord region in France. The Smiths use the price the French set on this rare delicacy – \$800 per pound, or \$50 per ounce.

Prized by the ancient Romans as an aphrodisiac, truffles have no particular nutritional value. What creates the high demand for them today is a taste like no other.

“I had never tasted a truffle until I met the Garlands,” Jane said. “I liked them immediately. They’re a little mushroomy, but completely unique.”

Truffles are so wildly expensive that restaurant chefs buy them by the ounce. Fortunately, a little goes a long way, and bits of truffle can be used to give a rich and delicious taste to pasta or omelets or other dishes.

These fungi grow from spores that attach to the roots of a few varieties of trees. The roots

of seedling trees are actually dipped in the spores. Truffles will only grow in soil that has a very high pH and is regularly irrigated. Even when all the conditions are right, the yield can be small.

Jane sells some of the truffles to individuals and some to area restaurants. She also makes truffle butter, which is sold at Reynolda Farm Market and the Briar Patch. “We like it on warm bread,” Jane said.

Even as more people become acquainted with the luxurious taste of a truffle and more North Carolinians cultivate them, Jane said truffles are so elusive that the demand will always exceed the supply.

“The supply has dwindled, worldwide, from thousands of tons to hundreds of tons. Even in France, where they used to grow naturally, they have to be cultivated. This is going to be a lucrative market for a long, long time.”

*Find out more about the care and finding of truffles – [www.keepyourforkfarm.com](http://www.keepyourforkfarm.com)* 🍄



### More Than You Know



## Her Day Job Is Fun, Too

Jane Morgan Smith’s association with, and affection for, Forsyth Tech began when she enrolled in the therapeutic massage program. Later she worked part time with Project Skill-UP, a Forsyth Tech workforce training program in Walnut Cove. The productive relationship with her alma mater continues today. Jane is assistant director for StokesCORE, a non-profit organization that was founded as a response to the declining tobacco industry, plant closings, job cuts and corporate downsizings, which have had a severe impact on the county. Forsyth Tech is one of the partners in the organization, along with Workforce Development, Sertoma 4-H Educational Center and NC Cooperative Extension.

Jane works from an office at Camp Sertoma, and from her home office, and the staff meets at coffee shops and restaurants. This kind of fluidity is mostly welcome to Jane.

“At Wachovia, I had my desk and everything organized at my desk,” she said. “StokesCORE is more entrepreneurial. You’re not always in the same place with the same people.” 🍄



Who Works Here

# greg chase

Director,  
Human Resources

## Philosophically Speaking

In addition to his work as Director of Human Resources, Greg is also one of the advisors to the college's Philosophical Society, along with Dr. James Fortuna, the inspiration for the organization, Sylvia Haith, and Amy Quesenberry. "It's based on the Philosophical Society of America," he explains. "It's a free speech forum where students, faculty, staff – whoever – can come and discuss current topics of the day." For him, it's a venue "for interacting with students and seeing how today's students think and cooperate together." As a former military officer, he's also proud of the work the group does to help the homeless in the area, and particularly the homeless who will not come in out of the cold. "There's a very small number of them, maybe 15 or 20, but they are very hard-core homeless, and they are usually ex-military," he says. "We provide sleeping bags and long johns, warm underwear, gloves and toboggans throughout the cold months of the year." Clearly, this Philosophical Society isn't just all talk.

As a kid in Massachusetts, Greg Chase decided he wanted to see the world. "I had itchy feet," he says, and over the next 40 years, those itchy feet took him on an amazing journey.

It began at 18, when he went to Tulane University in New Orleans. Unfortunately, he was only there a year and half. He says a combination of things did him in – a heavy academic load, working 30 hours a week and, he admits candidly, the temptation to party. "It was New Orleans, and the drinking age was 18," he says simply.

After his career at Tulane came to an end, Greg moved on to Nicholls State College in nearby Thibodaux, Louisiana. Originally a two-year school, much like Forsyth Tech, by the time Greg arrived, it was a four-year college. At Nicholls State, a lot of good people helped Greg get serious about his studies. He earned a BS in Marine Biology and

credits the school with getting him back on track. "Nicholls State College saved me from myself," he says, "and I got a really good education."

It also got him started on the next part of his journey. "I went through two years of Air Force ROTC while I was there. I went into the Air Force, got trained as a pilot and spent 27 years flying C-130s."

Greg's Air Force career let him see the world. He spent three years in Southeast Asia, logging more than 200 combat hours. He flew a C-12 King Air as a security assistance officer for the U.S. Embassy in Zaire (Congo) for two years. He spent three years in Paris as Director of Air Force Affairs at the U.S. Embassy, which was his (and his wife's) favorite assignment. And between his overseas postings, he served on Air Force bases in several states, including North Carolina.

Those years in North Carolina led him to move to Winston-Salem when he retired from the Air Force. At that point he gave up flying to pursue his other career – personnel management.

That career also began in the Air Force.

"I was reassigned to a personnel position when I got back from Vietnam," he says, and eventually he earned an MA in Personnel Management from Webster University in St. Louis. "They had an off-campus site at Pope Air Force Base. It took me two years of night school. That's why I have empathy for the students that come here and go to night school. I know how hard it is having a full-time job and doing that."

Greg's journey brought him to Forsyth Tech as Director of Human Resources in 2002. In that position, he spends his days going over résumés, doing background checks, writing job descriptions and fielding lots of phone calls and emails from the faculty and staff. But the best part, he says, is watching people grow. "When we bring in new people, they reach a point and all of a sudden, *bing*, they just blossom. It's nice to see that happen."

In the last 40 years, Greg Chase's "itchy feet" have taken him to New Orleans, Vietnam, Congo, Paris and many places in between. Now, having seen the world, he brings a world of experience and knowledge to Forsyth Tech. ☺

Who Goes Here

In December 2008, Christine Toole just happened to see a Forsyth Tech flyer. As a result, in December 2010 she'll be the first woman to graduate from the Richard Childress Race Technology program at Forsyth Tech.

She isn't the typical Race Car Technology student. She's a mother of three and has a job in business administration with a non-profit organization. But she's right at home working on an engine. "I love the smell of the shop," she says, smiling. "I'm probably the only human who thinks the smell of old grease is wonderful. I go in there, and I get to use the tools and take things

apart and put things back together. It's a wonderland for me. What I feel when I hear a powerful engine start up could only be described as swooning."

Christine decided to join the program after a birthday gift reignited a passion for cars. "My husband sent me away to learn performance driving," she says. "I've always loved cars and engines. I worked on cars with my father when I was a kid and had always missed it." After attending the school, she thought it would be fun to have "a souped-up car of my own to take up to VIR (Virginia International Raceway) or just to play with in the front yard with my sons like my father did with me." But she realized she didn't have the basic knowledge she needed. "I couldn't maintain a car like that," she says.

That's when Fate stepped in. "My kids brought in the mail one day and – this sounds like magical realism, I know, but – they threw the mail across

the table and it all fell off except the Forsyth Tech flyer, and that was open to the page that listed Race Car Technology. I thought, 'Oh, my gosh, I could learn to do that,' and I called them up the same day."

And this isn't the first time Christine has been a Forsyth Tech student. "I started at Forsyth Tech a million and a half years ago and took some college transfer credits," she recalls. She ultimately went on to NC State and graduated Magna Cum Laude in Public Relations and Communications.

What will she do with her new degree in Race Car Technology? She's not sure yet. "I love being there so much, why wouldn't I go on and look for a job afterwards?" she asks, but also says that "if I just end up hanging out in the garage and teaching my kids how to use a ratchet, I'll be happy with that, too." ☺

# christine toole

Richard Childress Race Car Technology,  
Class of 2010

## On a Roll

Working on high-performance cars isn't Christine's only passion. She's also a writer, genealogist, jewelry maker and is active in local politics. And last year she became a member of the Charlotte Roller Girls, a roller derby team. "I knew some people who were getting involved in roller derby and I said, 'That's for me,' and I went out there and joined up," she says. Unfortunately, after enduring a year of intense training and a brutal assessment period to earn full membership, she suffered a career-ending injury before her first bout. Still, she says she's glad she did it. "The way that it made me feel was second to nothing else. Like I could do anything at all." And while she's decided not to get back into competition, she says she might become a roller derby referee. We think it's safe to say that if that's what she decides she wants to do, there's no doubt she'll do it.



# Keeping The Saw

*Forsyth Tech celebrates North Carolina's first JobsNOW graduating class*



On Dec. 10, 2009, the first JobsNOW graduation ceremony in North Carolina was held at Goodwill Industries of Northwest North Carolina in Winston-Salem. The 84 graduates who participated in the ceremony had taken night classes at Goodwill in eight different JobsNOW programs, including Electrician Helper, Medical Office Billing, Plumbing Helper, Introduction to Masonry, Pharmacy Assistant and Nursing Assistant. Approximately 60 percent of the graduates already have jobs.



Forsyth Tech President Dr. Gary Green welcomed the graduates and their guests and spoke about the 20-year partnership between Forsyth Tech and Goodwill, a partnership that continues to expand to meet the workforce development needs of the community.

Carmen Swink is one of those who found out about JobsNOW through the CCE course listing. She had been laid off in January and was unable to find another job, so she decided to take Medical Office Billing. "It was wonderful," she said of the course. "I really learned a lot." Ms. Swink is now volunteering at Forsyth Medical, in order to get on-the-job experience that will hopefully lead to a job.



Sue Marion, Vice President of Corporate and Continuing Education at Forsyth Tech (left), and Galyn Shivers, Director of Workforce Development Services (right), awarded certificates to the proud graduates.



Goodwill Industries President Art Gibel also congratulated the graduates, and told them that participating in JobsNOW training will give them a head start on being qualified for the jobs that are now available.



# Sharpened

"JobsNOW: 12 In 6" is a program launched in April by Gov. Beverly Perdue to help North Carolinians get entry-level training in occupational areas that are growing. The initiative created community college programs in 12 career paths, each requiring less than six months to complete. Forsyth Tech was one of the first community colleges to embrace the program, putting it on the cover of the fall Corporate & Continuing Education course listing that was mailed to every home in Forsyth and Stokes Counties. As a result, more than 800 students enrolled in JobsNOW courses at Forsyth Tech, more than half of the 1,400 enrolled statewide.



Winston-Salem Mayor Allen Joines urged the graduates to be lifelong learners. "Statistics show that people in the workforce today will change jobs seven times," he said. "Keep the saw sharpened." He also spoke to them about the importance of finding a career they love and living lives of character. He concluded his remarks with an inspiring quote from Ralph Waldo Emerson: "Do not go where the path may lead; go instead where there is no path and leave a trail."

Derrick Dease (center) signed up for two JobsNOW programs after reading about JobsNOW in the CCE course listing. He received certificates in both the Electrician Helper and Plumbing Helper courses, and wants to pursue a career in construction. He said he was very pleased with his JobsNOW experience. "We had a great class with real good instructors. They did a great job."



James Shaw graduated from the Introduction to Masonry course, and hopes to use the skills he learned to complete some do-it-yourself projects now and possibly earn some extra money later. "I have some projects at home that I want to try and do on my own," he said, "and when I retire this is something I want to do on the side." Mr. Shaw is currently a computer analyst.

Friends and family cheered on the graduates, many of whom are pursuing new careers, while others are expanding their skills in order to make themselves more versatile or more valuable to their current employers.



# Strategic Direction 2010

An Inclusive Process for Charting the Future

## All Together Now

You might expect a community college's strategic planning process to be, well, a community endeavor. At Forsyth Tech it most emphatically is, beginning with an invitation for faculty, staff and students to have their say, and culminating with a two-day facilitated session that included business and community leaders as well as a cross-section of the college community.

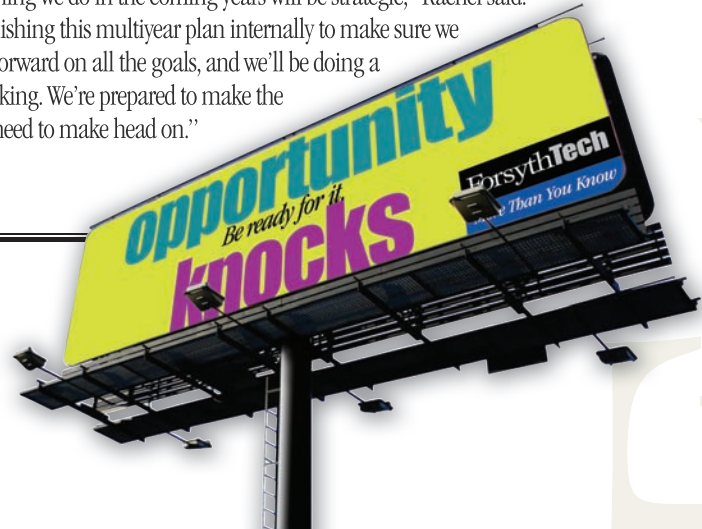
It started with internal soul searching, said Rachel Desmarais, Forsyth Tech's Vice President for Information Services. "What do we do well? What do we not do so well? What makes it difficult to do your job? What do you wish you had that you don't have?"

"Everyone who wanted to be included was included," she said, in a general survey, and in a series of focus groups. Their ideas and concerns were passed on, anonymously, to the President's cabinet, along with input from the Board of Trustees. Particular themes surfaced over and over – Student Engagement, Communication, Workforce Development and Technology.

In the two-day planning session, the larger group added another strategic initiative to those four: Resources and Funding. That initiative is particularly important in this difficult economy, Rachel said. "How do we meet monetary needs in a different way? How do we make sure we are good stewards of what we have?"

The strategic initiatives were all tied to the college's mission statement and slightly revised core values, and to a set of goals. The next step will come in March, when tactics for reaching every goal will be set forth.

"Everything we do in the coming years will be strategic," Rachel said. "We are publishing this multiyear plan internally to make sure we are moving forward on all the goals, and we'll be doing a lot more tracking. We're prepared to make the changes we need to make head on."



"Inviting people from the outside into the strategic planning process was impressive. I remember coming back and marveling at how really open the session was. When tough things came out, everybody was OK with that. People were honest and helpful. It's clear that Forsyth Tech has a real commitment to building community and to nurturing strong partnerships. I've had a lot of interactions with community colleges around the country, and I've never seen this kind of camaraderie. It's an amazing place, very much connected to the community."

—Cheryl Locke, Vice President and Chief Human Resources Officer, Wake Forest University Baptist Medical Center.

"I think it was wonderful to involve the community this way, opening up the good and the bad so we can all work together. It allowed us to think about how Goodwill can strengthen our relationship with Forsyth Tech, especially with JobsNOW. It helped me understand the overall picture better, so that we can collaborate even more than we do now."


—Sherry Carpenter, Vice President of Workforce Development Services, Goodwill Industries.

"Forsyth Tech is always striving to be better, always looking to the future. This process was all about enhancing the service to students, local businesses and the whole community. Each strategic initiative aims to do that, whether it is through student Engagement, Technology or Communications. The planning process reiterated what we all know about the leadership of the college. Dr. Green and his leadership team are always striving for the college to be better today and tomorrow than yesterday."

—Ann Bennett-Phillips, Forsyth Tech Board of Trustees; Vice President, Capital Development Services, Inc.

Forsyth Tech's Strategic Direction 2010 creates a shared vision for the work to be done as the College enters its 50th year. It is based on the best thinking of and collaborative dialogue among members of the college community and the broader community it serves, enlightened by comprehensive assessment data. Strategic Direction 2010 will drive planning, decision making and assessment throughout the College, and commence a new era of progress and measured achievement for Forsyth Tech.

## Mission Statement

Forsyth Technical Community College provides students with exceptional technical education and training as well as college transfer, adult basic education, and continuing and corporate education programs to develop a globally competitive workforce. The college responds to student, employer and community needs with innovative, flexible programs and service delivery. 

## Core Values

In order to implement our mission, Forsyth Tech employees are guided by the following core values:

We hold high expectations of our students and are ceaselessly committed to helping them meet those expectations.

We are a learning organization that supports formal and informal learning opportunities for both ourselves and our students.

We recognize the impact of ongoing technological change on lives and learning and embrace this change in our College community.

We are committed to being a collaborative partner in making our community a better place to live.

We value a work environment characterized by mutual respect, and demand of ourselves the highest competence, trust and integrity.

We respect diversity in the college community – diversity of age, gender, race, ethnicity, religion and sexual orientation – and recognize that diversity includes varied learning styles, cultural and economic differences.

## Strategic Initiatives

Forsyth Tech supports the College's mission by focusing on the following strategic initiatives:

### Student Engagement

The College facilitates a culture of caring by providing effective services, and enhancing relationships between students and the College that support student persistence and the achievement of personal and academic goals.

### Communication

Communications between students, faculty, staff, administration and the community are clear, consistent, effective and transparent.

### Workforce Development

The College develops and promotes innovative and flexible programs that respond to community needs, changing technologies, economic trends and emerging industries.

### Technology

Technology is used to enhance instruction, facilitate student success and employability, increase efficiency and promote personal interactions.

### Resources & Funding

The College empowers employees to seek out funding sources, uses innovative strategies to obtain additional resources, and makes efficient use of current resources.



# TEAMING UP

## to Give Students a Better Shot at Success

Dr. Donald J. Reaves, Chancellor of Winston-Salem State University, and Dr. Gary M. Green, President of Forsyth Tech, give each other credit for a breakthrough idea.

“Donald set developing a dual admission program as one of his goals in his inaugural address. We’ve been working on this ever since he arrived in Winston-Salem,” said Dr. Green.

“This was Gary’s idea,” said Dr. Reaves. “Ever since I arrived in Winston-Salem, Gary consistently asks what he can do to help us.” However the idea originated, the indisputable truth is that both leaders are determined to improve student success, as defined by retention and graduation rates. The Dual Admission Program, which will be implemented next fall, provides for students to be admitted to both institutions simultaneously. Aimed at improving student success, it addresses a national problem: the fact that more and more students are admitted to college underprepared for college work.

At Winston-Salem State, Dr. Reaves noted, there is a growing gap between students who might well be accepted at Harvard or Howard, and those who can’t do simple fractions. The reasons are complex, he said, but the result is that many students who have no real chance of succeeding are admitted to college, only to drop out, disillusioned and with their self-confidence destroyed.

Two years at a community college may be the answer for some. As Dr. Green said, “Universities may not be well-equipped to help underprepared students, but community colleges have that as a consistent part of our mission. We have small classes, taught by instructors who are trained and committed to helping academically weak students succeed. We offer developmental courses that bring students up to speed on basic skills, and we have a number of mentoring and counseling services.”

One of the advantages of dual admission is that a student who meets all the requirements for an associate’s degree will be assured a place at Winston-Salem State. Too often, Dr. Reaves said, students run into a lot of red tape when they try to transfer their college credits to a university. And these students will already have a relationship with the university when they arrive. From the time they start their college career at Forsyth Tech, they’ll have access to activities and resources at Winston-Salem State, such as the library and some social events.

When the admission process starts this spring, Winston-Salem State will be looking hard at students that it can’t admit, but who might be very good candidates with preparation at Forsyth Tech. And Forsyth Tech will be looking at its entering students, to identify those who might want to transfer to Winston-Salem State for their bachelor’s degree studies. One area of emphasis will be minority males, who are dropping out of universities at higher rates than other groups, and attending universities at lower rates.

“Rather than having these students fail, we will be putting them in an environment where they can learn and build confidence,” said Dr. Reaves.

The first year will be a pilot, involving about 25 students. And it might well be a pilot for the University of North Carolina and the state’s community college system. While transfer agreements are in place, the Dual Admission Program takes partnership between the two systems to a deeper level. As Dr. Green said, “It’s a win-win-win, for the students, the community college and the university.”

Before she joined the Forsyth Tech Foundation board, Beverly Hubbard Godfrey had no idea how responsive the college is to community needs.

## Why I Support Forsyth Tech

# Beverly Hubbard Godfrey

“I knew about the specialized services Forsyth Tech provided to Dell, but I didn’t know that these services are available to just about any business in Forsyth County. I didn’t know how flexible the college is,” she said.

In the past year, Ms. Godfrey learned exactly how responsive Forsyth Tech can be. For the first time, her company, Coldwell Banker Triad Realtors, had to lay off employees, and she, as president and CEO, had to break the news, a terribly distressing responsibility. The company wasn’t in a position to hire an outplacement firm, so Ms. Godfrey asked Dr. Shari Covitz, Executive Director of the Foundation, if there was any way Forsyth Tech could help those employees. Sue Marion, Vice President of the Division of Corporate and Continuing Education, called her the same day. The next week a team from Forsyth Tech arrived and met individually with all employees who were losing their jobs.

“They told them about all the programs and classes and support that were available, and almost everything they offered was at no charge to the employees. It was a godsend,” Ms. Godfrey said. “I had people who had been laid off come back and thank me.”

Ms. Godfrey has been impressed with how Forsyth Tech has gone the extra mile in this recession to accommodate the thousands more people who have come for training and support, even as the budget has been cut. And she has been highly impressed with the scope and sophistication of program offerings.

“People really don’t know the amazing quality of education we have here,” she said, mentioning the cutting-edge courses in green building, the use of Second Life technology in online course offerings, and the selection of Forsyth Tech by the national Manufacturing Institute to develop a new certification process with a grant from the Bill and Melinda Gates Foundation as just a few of many distinctions.

“Every business in our community benefits from Forsyth Tech one way or another, whether they know it or not,” she said. “Every business should make Forsyth Tech a beneficiary of their annual giving because the college needs private support to be the outstanding institution that it is.”



### More Than You Know

## How You Can Support Forsyth Tech

Forsyth Technical Community College serves more than 50,000 students annually in degree, diploma and certificate programs, and continuing education courses. To make educational opportunities widely available, and to meet the needs for a well-educated, skilled workforce, Forsyth Tech depends on private contributions from people like you.

The Foundation of Forsyth Tech, a nonprofit organization, is the fundraising arm of the College. Your gift to Forsyth Tech through the Foundation will support:

- > Scholarships for deserving students
- > Technology for classrooms, labs and shops
- > Professional development grants for faculty and staff

### Your Gift Creates a Strong College and a Strong Community

#### Choose your level of support:

President’s Club	\$10,000 and up	Leaders	\$250 - \$499
Pinnacle Club	\$5,000 - \$9,999	Champions	\$100 - \$249
Pacesetter’s Club	\$1,000 - \$4,999	Friends	Up to \$99
Directors	\$500 - \$999		

**Give online:** Use your credit card to make a secure donation at [www.forsythtech.edu/support/giving-to-forsyth-tech](http://www.forsythtech.edu/support/giving-to-forsyth-tech).

**Send a check:** Make your check payable to Forsyth Tech Foundation. Mail to The Foundation of Forsyth Tech, 2100 Silas Creek Parkway, Winston-Salem, NC 27103-5197.

**Get more information:** Learn about gifts you can make in honor of or in memory of individuals, matching gifts, charitable trusts and bequests, and gifts of stocks and property. Call Dr. Sharon B. Covitz, Executive Director, The Foundation of Forsyth Tech, 336.734.7520 or email [scovitz@forsythtech.edu](mailto:scovitz@forsythtech.edu).