



2023-2024

ANNUAL REPORT

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Education changes everything.

MISSION:

We serve the educational needs and economic growth of our community, by promoting lifelong student learning and success.

VISION:

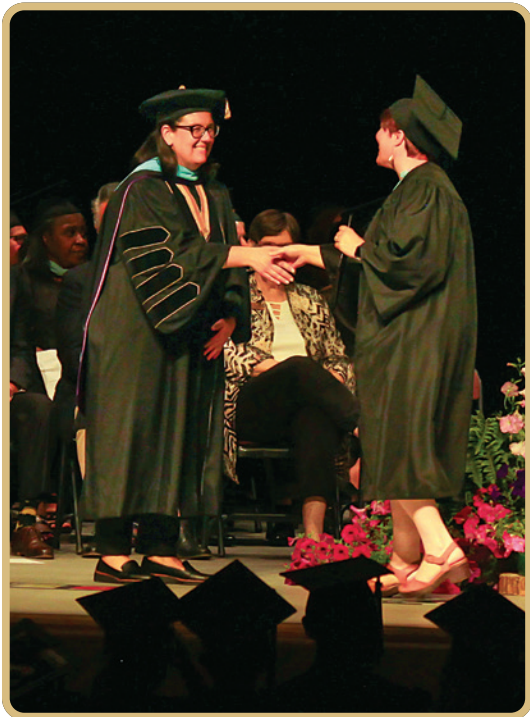
To enrich everyone through education.

← RECREATION
NATURE TRAIL
DISC GOLF
BALL FIELD



WELCOME TO OUR CAMPUS

We Are HCC



Dear HCC Family,

Reflecting on the 2023-2024 academic year, I am proud of the achievements, milestones, and shared successes that defined this year. This year was one of growth, resilience, and innovation, and I am inspired by the collective dedication of our faculty, staff, students, and community partners.

Our primary mission remains unchanged: to serve the educational needs and economic growth of our community by promoting lifelong student learning and success. As a community, we came together to support former employees of the Canton paper mill, including career advisement, and saw enrollments in a variety of programs across the college. It was powerful to see twelve former employees achieve their CDL Truck Driver Certification in August 2023, for many a path to a new career, just a few weeks after the closure of the mill.

In 2023-2024, we continued to prioritize access by launching NC Reconnect with a goal of engaging new and returning adult learners to programs at HCC, some lacking only a few credits to complete their credentials. This initiative reflects our

belief that higher education should be accessible to all who seek it.

We have also made significant strides in improving our campus infrastructure and resources. Following the mill closure, HCC was fortunate to receive a wide variety of support from local, state, and federal sources totaling nearly \$12 Million to invest in the future of workforce development in Haywood County. These investments ensure that our college remains a place where students can achieve new career pathways for years to come.

I would like to recognize the exceptional contributions of our faculty and staff, whose passion for education and unwavering commitment is demonstrated every day. Additionally, our students continue to shine with resilience, creativity, and a drive to succeed. Together, we have our college is not just an institution but a community united by a shared vision.

Thank you for your dedication to our mission and your belief in the transformative power of education. I look forward to all we will accomplish together in the year ahead.

With gratitude,

Shelley Y. White
President, Haywood Community College



Strategic Plan for Institutional Excellence 2021-2026

Goal Areas

Enrollment

Increase enrollments by 5% over a three-year period college wide, with a focus on targeted populations and an emphasis coming from Haywood County residents.

Engagement

Consistent year-over-year improvement on our engagement levels with students, community, and employees.

Infrastructure

Progress on our short- and long-term facilities and infrastructure needs based on our comprehensive infrastructure academic and facilities master plan.

Employees

Meet or exceed expectations on employee engagement, diverse representation, people development, and talent recruitment, based on a defined workplace culture of excellence, well-being, and high performance.

Student Success

Increase student success metrics by 5% over a three-year period, to ensure students are progressing on or meeting their goals and the college is providing skilled workers to the community.

2023-2024 Board of Trustees

The role of the Board of Trustees is to provide direction and oversight for Haywood Community College.



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Kaleb Rathbone
VICE CHAIR



Gorham Bradley



Dr. Ed A. Brown III



H. Lee Davis



Dr. Elizabeth Ferguson



Carol Larson



Tammy Hall McDowell



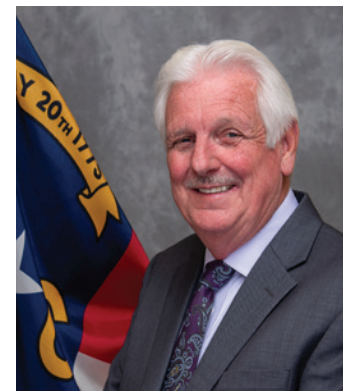
Thomas Olliff



Dr. Deborah Porto



Rhonda Schandevell



Danny Wingate

Ex Officio: Gabriella Loreda Marquez,
HCC SGA President



Students gathering in the library, 1973.

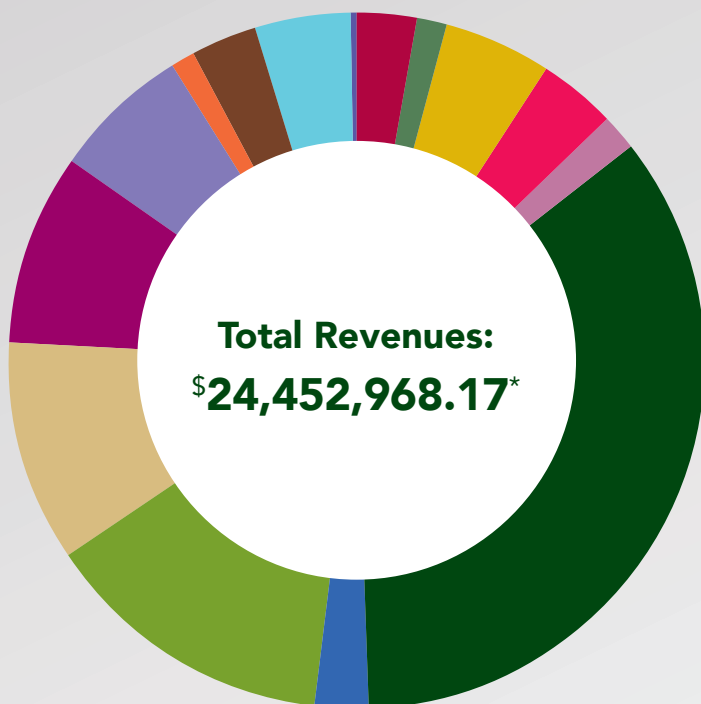
About HCC

Haywood Community College was founded in 1965 and continues to offer an array of high quality, affordable programs with small class sizes so students receive the personalized attention they deserve.

Aside from classroom instruction, students have the opportunity to participate in hands-on learning experiences through their program and student clubs.

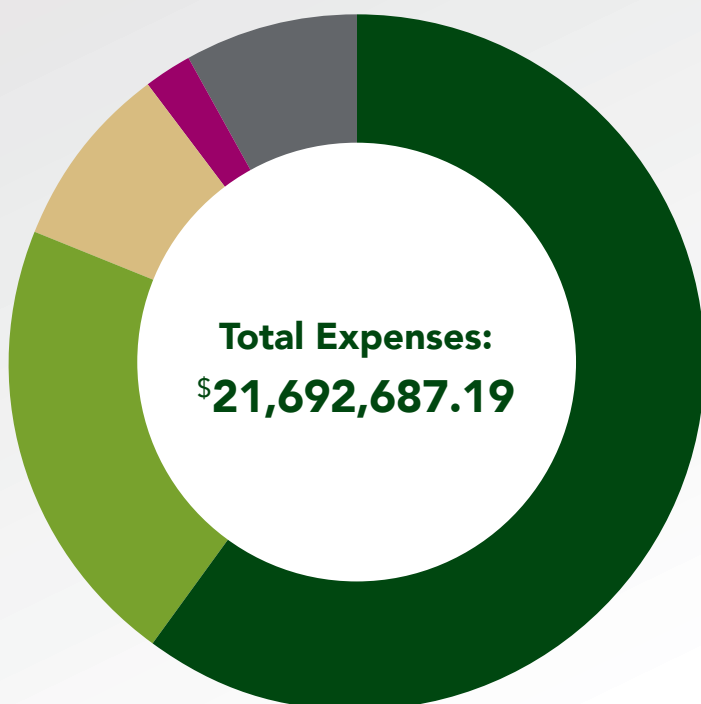
Tucked away in the Great Smoky Mountains, the campus is a designated arboretum and features beautiful gardens and a recently upgraded disc golf course and expanded hiking trail.

The campus woodlands contain over 1,000 trees, which range in age of up to 140 years old. Today, the arboretum provides an outdoor laboratory for many fields of study and provides a beautiful college campus for students and the community to enjoy.



REVENUES

| | |
|-----------------------|----------------------------------|
| \$689,672.48 | Student Tuition & Fees, Net |
| \$390,333.33 | Federal Grants & Contracts |
| \$1,167,498.16 | State & Local Grants & Contracts |
| \$934,051.95 | Sales & Services |
| \$411,091.78 | Other Operating Revenues |
| \$8,559,153.05 | State Aid |
| \$601,756.69 | State Aid - Coronavirus |
| \$3,312,437.00 | County Appropriations |
| \$2,529,953.03 | Student Financial Aid |
| \$2,185,627.64 | Noncapital Contributions |
| \$1,595,262.38 | Investment Income** |
| \$232,329.98 | State Capital Aid |
| \$756,504.29 | County Capital Aid |
| \$1,064,450.85 | Capital Contributions |
| \$55,919.73 | Additions to Endowments |



EXPENSES

| | |
|------------------------|------------------------------|
| \$13,066,350.32 | Salaries & Benefits |
| \$4,571,512.27 | Supplies & Services |
| \$1,864,418.54 | Scholarships and Fellowships |
| \$492,094.79 | Utilities |
| \$1,698,311.27 | Depreciation/Amortization |

* (Net of Other Nonoperating Expenses of \$33,074.17)

** (Net of Investment Expense of \$74,827.67)

Source: Unaudited HCC financial statements, June 30, 2024

Enrollment Statistics

CURRICULUM

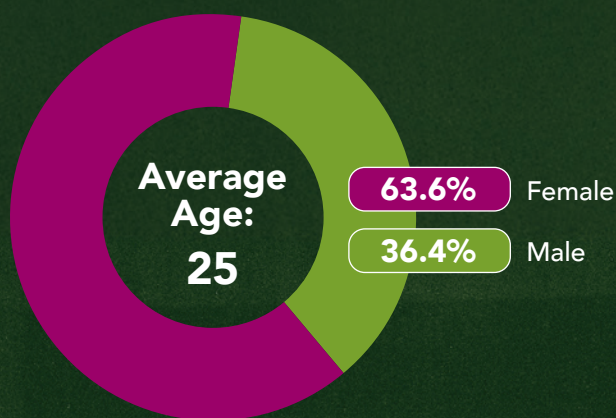
Enrolled Full-time **567**

Enrolled Part-time..... **1,127**

CONTINUING

EDUCATION **2,768**

TOTAL 4,462



CURRICULUM STUDIES

Career and Technical Education..... **40.0%**

College Transfer..... **22.2%**

Career and College Promise **19.0%**

Early College **11.2%**

Special Credit/Other **8.7%**

TOP PROGRAMS

Associate in Arts

Associate in General Education - Nursing

Fish and Wildlife Management Technology

Associate in Science

Information Technology

Early Childhood Education *Career Option Non-Transfer Track*

Medical Assisting

Business Administration

Medical Office Administration

CONTINUING EDUCATION

TOP PROGRAMS

Short-Term Workforce Development

Emergency Medical Services

Criminal Justice

Health Occupations

Fire & Rescue Services

Emergency Management

Engagement

Week of Welcome

We are always excited to welcome students to campus when the fall semester kicks off! This year we gave away some amazing items that can be worn or used around campus or in the community by all of our students.





Earth Day/Summit

Bringing the community to campus is always a key goal. Bringing people to campus to be educated is an even better goal and the Environmental Summit held in March did just that. Many partners were onsite showcasing how they support the environment and what we can all do to also share that support. A variety of speakers and presenters were on hand to share their views and expertise on a wide range of topics, allowing for audience engagement.

Craft/Plant Sale

In the Spring, the Professional Crafts students and the Campus Development team partnered to showcase and sell their items simultaneously. The Craft Sale featured a variety of items all designed and created by students in the program.

The Plant Sale was able to raise funds for ongoing campus beautification projects through the sale of vegetables, flowers, and more. Many volunteers work throughout the year to grow and nurture plants for this sale.

Car Show

HCC's second annual car show was in the books in April! Held annually on the fourth Saturday of April, this event offered free admission and featured over 80 vehicles. Our automotive and collision programs were also able to showcase highlights of their coursework and interactive learning activities like a virtual paint gun. Proceeds from the event support the student clubs, making the purchase of new equipment and professional development opportunities possible.



Creepy Critters

October brings amazing weather to Western North Carolina, and the opportunity to celebrate things that are creepy, crawly, and tie into the Halloween spirit. The employee led Sustainability Committee brought to life an event to showcase some of these creepy critters that make up our eco system and that many in this area study in our environment. Sustainability is a very broad scope and looking at how wildlife plays into this topic is intriguing. Many partners helped to make this event possible, as well as the hard work of our students.

Ice Fest

Engaging with community events allows the college to expand partnerships while bringing awareness to our region, and college. For the 2024 Ice Fest, coordinated by the Haywood County Tourism Development Authority, HCC hosted the Frosty 5k on campus. This family-friendly event allowed runners, walkers, and hikers to enjoy campus and reminding all those involved that you can still enjoy the outdoors, even in the winter!

Parades

Holiday parades are a can't miss event in our area. We were excited to see all those smiling faces in the crowds and show our support of the communities.



Fall in the Field & Spring Fling

Student Life hosts a variety of amazing events throughout the year. Fall in the Field and Spring Fling were the two mainstays for each semester last year. Featuring free food, kickball, activities, and cheering sections, students appreciated the welcome break from their studies to hang out and have some fun.

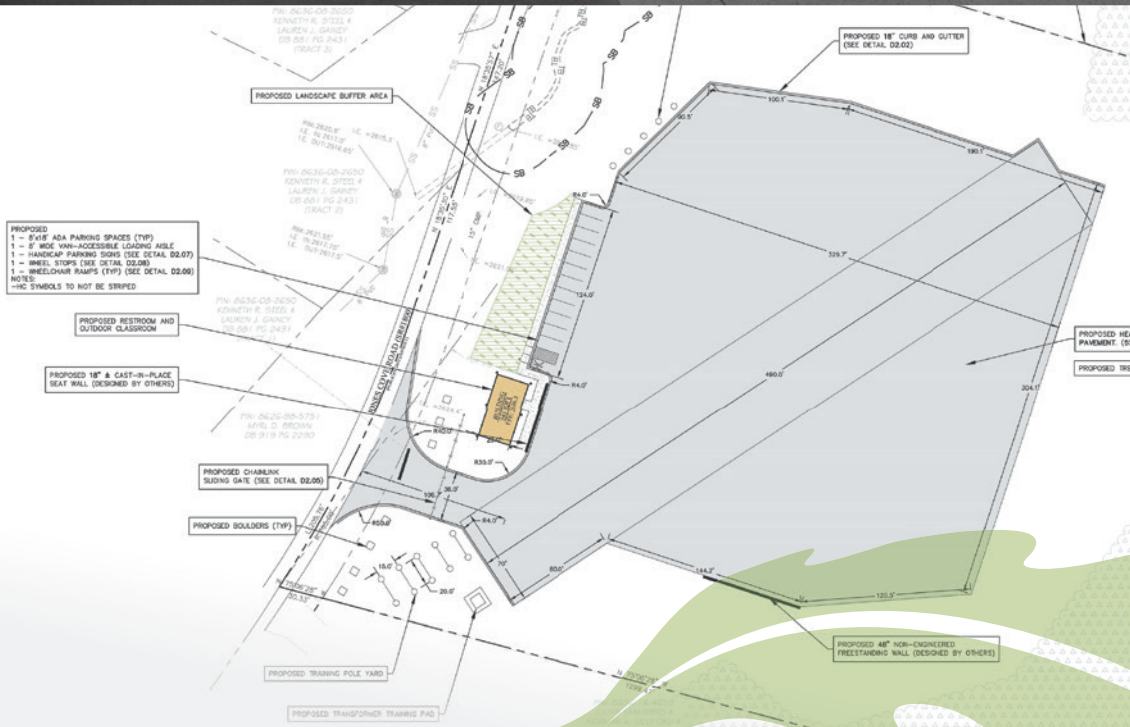


Infrastructure



Workforce Outdoor Training Center

The success of our first CDL Truck Driver Training class has led us to design and install the Workforce Outdoor Training Center, which will support an outdoor classroom space, driving area, and other resources to enhance the CDL class. This new facility will also be the future home to Electrical Lineworker Certification and BLET Driving – along with other classes.





Campus improvements

This past year led to a variety of new plantings on campus to continue to beautify campus. From a sunflower garden to a pollinator garden, the campus has expanded the variety of plants on campus to support the beautification efforts and natural resources that are in our region.

The rhododendron garden project received funding from the Haywood County Tourism Authority and HCC Foundation. These funds were used to purchase and plant new rhododendron varietals, complete repairs, and improve the overall appearance of the garden.

The Campus Development team was busy with numerous projects this past year. Some of the highlights included roof repairs on a few campus buildings, repairs and improvements to the fountain near Alder, an update to the Safety & Security office suite, and support of new equipment for a variety of classrooms.



Security vehicles

The Campus Security & Safety team took the initiative to re-brand their on-campus vehicles with a new wrap. With a vision in mind and graphic design expertise, the team finalized the design and have used it to wrap vehicles to provide an easier way to identify and access the team while on campus.



Enrollment

Open Houses

To share program information with the community and prospective students, HCC hosted three open houses which showcased our industry programs, health and human service programs and the nursing program. These events offer the opportunity for everyone to see the facility, equipment, and speak with the instructors one-on-one.





Peak Week

Getting students ready for fall is what Peak Week is all about. This year, the event was held in June to give students ample time to complete their applications and receive financial aid assistance. We rolled out the red carpet and were able to help over 50 students get ready for their fall semester as a Bobcat.

Childhood award

HCC's Early Childhood Education program was recognized by Forbes Advisor in February 2024 as one of the best online Associate Degree programs for Early Childhood Education. This program focuses on child development from birth



through age 8. One element that makes HCC's program so unique is the partnership with the on-campus childcare facility, the Regional Center for the Advancement of Children. Early Childhood Education students are able to work directly with this center for hands-on learning opportunities which are an invaluable part of the lessons learned in the classroom.

Community Science Night

Community Science Night is a state-wide initiative to bring all things STEM and science to the youth in North Carolina. This year, the team again helped a packed house of middle schoolers with science activities from color-changing slime to planting your own Christmas Tree, children and their families were able to see how science impacts the world we live in.



NC Reconnect

Thanks to the hard work and passion of the JM Belk Endowment, there have been major strides made across the state to re-engage with adult learners. Now in its fourth year, the NCReconnect program is helping students at community colleges re-enter college to finish what they started. Haywood Community College is pleased to be part of cohort four, reaching out to past HCC students who may have had life get in the way of their certification completion.

In addition to coach outreach support and marketing outreach, funds were also received to support adult learners on the local level. There are many highlights regarding how the funds are being used.

Swag was handed out to adult learners. Showing appreciation for all they do and providing them with resources to help them to be successful throughout the semester.

An event was held on campus to welcome adult learners returning to HCC and for those in our community that wanted to learn more about what their educational future could hold. Rock the Block featured food, a balloon artist, games for children, and informational resources.

The Reconnect Center on campus was established as a welcoming space to meet with students and their families

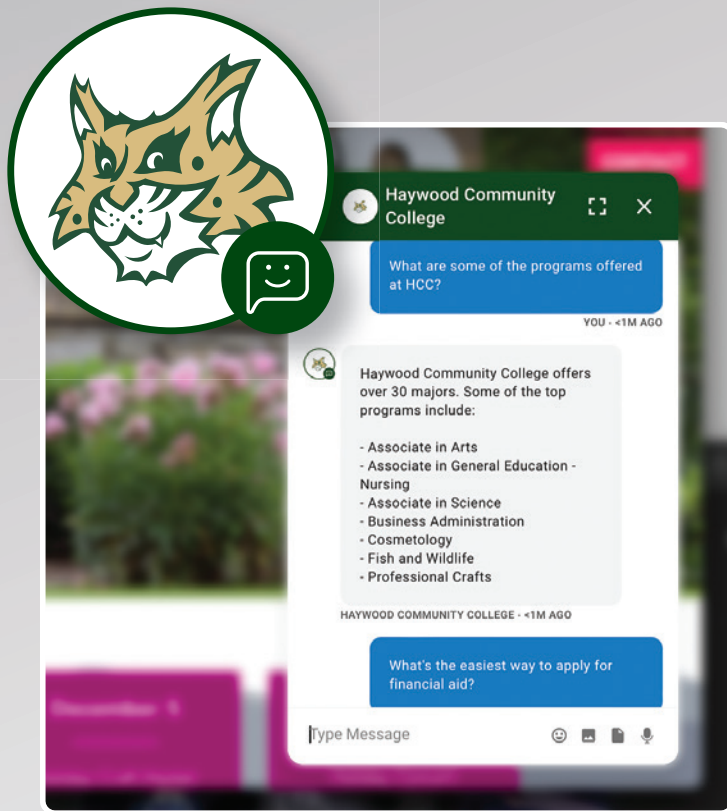
to discuss their goals, assist with their application needs, and meet with them throughout the semester to continue supportive conversations and they continue their work during their time with us.

A chatbot was implemented as a new communication tool via the college's website. This is to offer answers to questions students may have at any time of the day. With a live chat option, our team is able to answer the questions of prospective students easily and quickly.

An expansion of food options was established as part of Clyde's Cupboard. These to-go, shelf-stable meal kits are perfect for busy families and students that may need a little more homework time at night.

An enhancement was made to the HCC website, sharing hiring and salary projections for the program they are studying. Sharing this information is a direct tie for adult learners, or any prospective student, that may want to know what they can do with their credential after earning it.

Funding was set aside to support returning students that may have an outstanding balance. Although there are numerous scholarships available, sometimes there are other financial needs of the student and these funds can help remove that barrier for them.



NC RECONNECT



Employees

Excellence Awards

Two dedicated individuals that are part of our team were given Excellence Awards. Stephanie Wampler, Instructor of History and Humanities, was awarded the 2023-2024 Master Teacher distinction. The Master Teacher award is given to an instructor that has proven dedication in and out of the classroom and enhances the learning experience for their students. Calab Tate, Recruiter and Marketing Associate, was awarded the 2023-2024 Superior Staff Award. The Superior Staff award is peer-nomination awarded to a staff member that goes above and beyond their daily work to build on the culture for everyone and is dedicated to their work to support students, the community, and each other.





WCCLA

In partnership with other area community colleges, four employees participated in the Western Community College Leadership Academy program. This 9-month program provides college leaders the opportunity to learn about their leadership style, closely examine their personal and professional goals, and network with peers at other colleges.

ClydeCon

This year featured a re-vamp of our annual employee training. This conference-style event held a variety of sessions for all employees from brainstorming sessions to some nuts-and-bolts of systems and software. Employee driven and created events like this allow attendees to learn from their peer experts.



Living Well

Now in its fourth year, our employee wellness program, Living Well was created to encourage healthy habits, make connections, and enjoy the beauty of campus. This program is open to all employees that want to make a big, or small change with their health from regeneration to nourishment and networking.



Halloween

What an amazing turnout at the Halloween Costume Contest. Our employees surely brought out their competitive and creative side in this contest! What a way to show support of the activities held on campus throughout the year.

Student Success

Woodsmens Meet

The John G. Palmer Intercollegiate Woodsmen's Meet is an annual event hosted by HCC at the Cradle of Forestry where multiple colleges compete against each other in a variety of Lumberjack challenges. From water boil to crosscut, these students train all year for this event to showcase their skills.



Small Expressions

From September to November, the Mary Cornwell gallery showcased a special exhibit – Small Expressions. Small Expressions is an annual juried exhibition showcasing contemporary small-scale fiber works using any textile technique. The exhibit included 35 original art objects not exceeding 15 inches in any direction, completed within the past two years. With artwork from artists all over the U.S., the exhibit featured small but visually compelling pieces that spoke to the intricacy of expression, intimacy of design, thoughtful communication, and visual excitement. It was such a treat showcasing this amazing work in our region.



Phi Theta Kappa awards

What a proud moment for our PTK leaders! The Carolinas Region of Phi Theta Kappa held their annual conference in March, and colleges and groups from across the region attended to engage with like-minded peers. HCC's PTK leaders were able to attend and many awards were received for them and the college, including the award for most improved chapter.



*Pictured, left to right:
Josie Rodriguez
(Chapter President),
Alissa Holmes, and
Sørin Brunson.*

Student Success



Millpond Mosaic

With the success of the first year, the Millpond Mosaic was back and bigger than the first edition. Students are able to submit their work as an artist, poet, and write with their peers in a coordinated publication. Not only is this a good resume builder, but it showcases the sometimes hidden talents of all our students.

Charge-Ups

Taking time for a break during some traditionally high-stress times, Finals Charge-Up events were held for students to grab a caffeine jolt, a sweet treat, and simply take a mental break from studying with some fun games. Student Life coordinates engaging events at just the right time to support our students and this event was very well received.



Pizza with the President

Pizza with the President was created to invite students to meet our President, Dr. Shelley White and ask her a few questions. This gives all students the opportunity to talk directly with leadership with not only Dr. White, but the SGA leadership team as well. With pizza and comradery, this event was very well attended on campus!



Professional Crafts Show



Graduates from the Professional Crafts program were invited to showcase their artwork at the Folk Art Center located on the Blue Ridge Parkway. This facility provides a historical and artistic stop for visitors and locals alike. The show allows graduates to not only put their artistic skills into practice but their gallery and marketing skills as well to showcase their talents in a public setting.



Student Success



CDL grads

In partnership with Caldwell Community College & Technical Institute, HCC launched the first CDL class when news of the mill closure hit. This partnership was fast-tracked and launched in time to support former mill workers. This graduating class achieved a 100% employment rate, the ultimate educational goal.



New Student Orientation

We warmly welcomed students to campus with our New Student Orientation sessions. Reminding students about the resources available to them and some tips and tricks of navigating college were well received!



Student Government Association

Our Student Government Association leaders for the 2023 academic year were (left to right): Josie Rodriguez, Alissa Holmes, and Gabriella Loreda Marquez (SGA President). These student leaders supported on-campus events throughout the year and held monthly meetings to chat with fellow students. All students were invited to these meetings to share input on events, opportunities to engage with each other, and have the opportunity to talk directly with our Student Life team.



Graduation



The highlight of the year – graduation! This year, each ceremony featured a student speaker who shared their thoughts and advice with their fellow classmates. Ceremonies included recognition of graduates in Arts, Sciences, and Natural Resources; Nursing; Health, Human, and Business Services; Professional Crafts; Industry; Career & College Readiness; and Haywood Early College. Approximately 390 credentials were conferred this academic year to 349 students, including degrees, diplomas, and certificates.



Small Business Center



The primary purpose of SBC counseling is to provide sufficient guidance to assist entrepreneurs and business owners in starting and managing successful businesses.



18 businesses started

64 jobs created

68 jobs retained

105 counseling clients

408 counseling hours

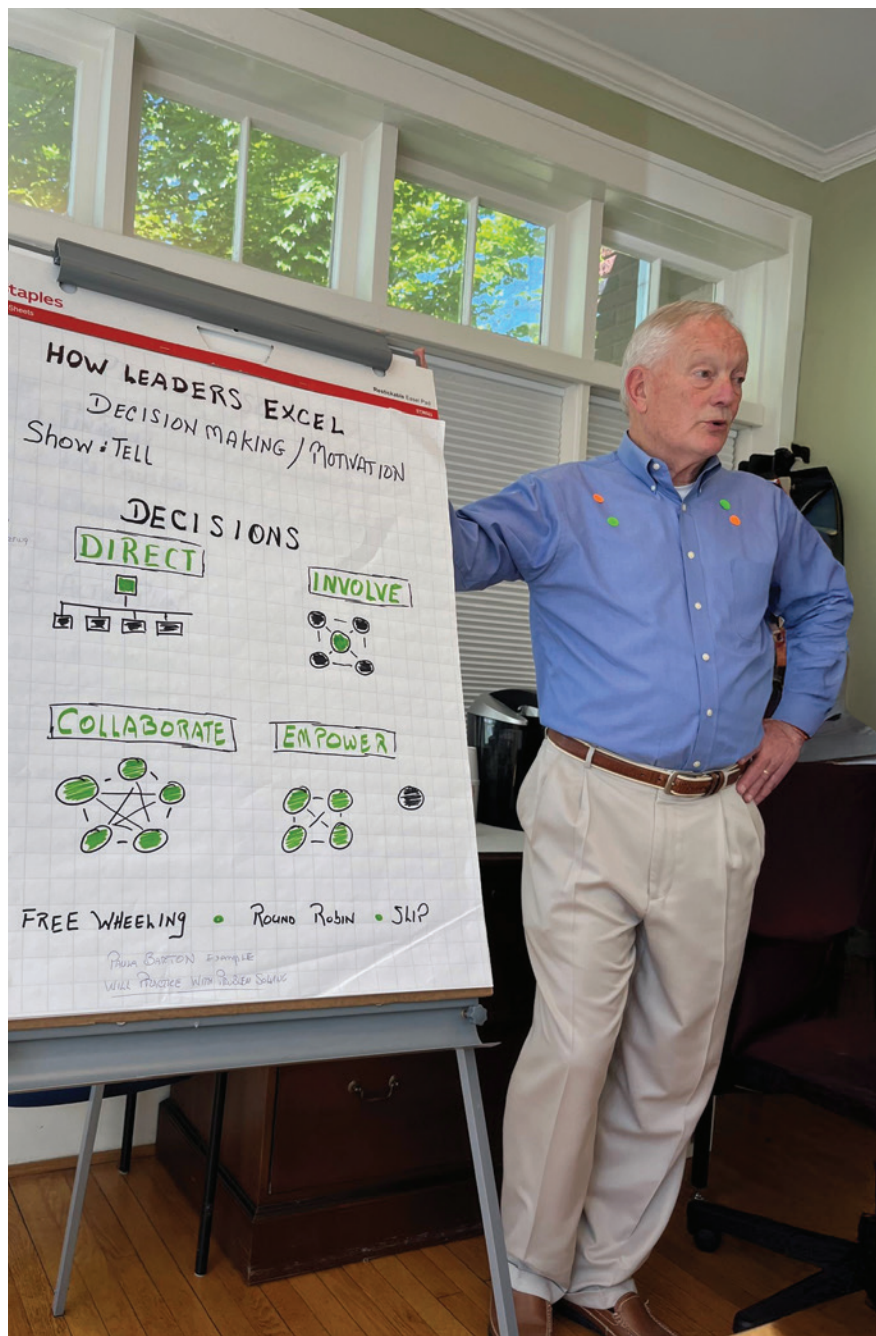
120 total events

180 total attendees



Professional Crafts and Artists Summit

The Small Business Center hosted 2 big in-person events in FY23-24. The first was a Professional Crafts and Artists Summit. This was held on the HCC campus in Sycamore Building in March. Our partner, TenBiz, Inc. developed a program for craftspeople and artists who are aspiring to become or are currently small business owners. This full day event included topics such as creating a positive initial impact, leveraging social media platforms, elevating your art with an impressive business pitch, how to enhance art marketing and more.



Leadership series

In April and May, the SBC, in partnership with the Haywood County Chamber of Commerce hosted a local business consultant, Ron Robinson, to offer "How Leaders Excel – How to Achieve More and Sleep Well at Night." This was a four-part series where local business owners met for four hours on consecutive Thursday mornings at the Chamber of Commerce and participated in a series of activities. Ron introduced a new topic each week and participants worked through a series of activities that included brainstorming solutions for real business problems. A graduation was held for the 6 graduates on the last day of the program.

HCC Foundation

Evening of Art

With live jazz, dancing, food and studio tours, the Evening of Art was held to support the needs of Professional Craft program. A silent auction featured works from HCC instructors, students and local artisans such as Margaret Roberts, Lexington Glassworks, Sarah Wells Rolland, Phillip D'Angelo, and Teresa Pennington. The event raised more than \$15,000 for the Professional Crafts program.





2023-2024 Foundation Board of Directors

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Mr. Jon Overbay,
Chair



Mr. Jack Bishop III,
Vice Chair

Ex-Officio Members:

Dr. Shelley White, *President*
Ms. Hylah Birenbaum, *Foundation Executive Director*
Ms. Karen Denney, *VP of Operations*

Discs in the Dogwoods

2024 saw the HCC Foundation host the inaugural Discs in the Dogwoods charity disc golf tournament on campus. This event is HCC's version of a golf tournament with food, fun, tee times, and hole sponsorships. The 18-hole course allows for players of all abilities to enjoy some time outside on the campus and experience all the fun the sport of disc golf has to offer.



Rotary Club donation

The Waynesville Rotary Club made a donation of \$8,093.12 to the HCC Foundation to support the Haywood Strong scholarship, a scholarship fund established to support the Pactiv Evergreen mill workers and their families. Funds for this donation were raised from ticket sales from the Poor Man's Supper event in Fall of 2023, which served 450 people with 100% of the proceeds supporting this donation.

"There were times when my dream of pursuing a higher education seemed impossible, but the financial assistance you have provided me has helped tremendously and I can follow my dream and graduate with an Associate's Degree in 2024."

— Ashley, Pop & Marj Kelly Scholarship



Scholars Day

The Haywood Community College Foundation celebrated Scholar's Day in April to celebrate donors and student recipients, as well as recognizing state-level student award recipients. Donor and HCC retiree Sam Wiggins spoke about his involvement with the college as a career and the benefits of being a donor. Student recipient Melissa Ezelle talked about how she learned of the Professional Crafts program while living out of state and the difference scholarships have made in her time at the college.

\$426,299

was awarded to more than

416

**curriculum and
continuing education
students**

"I am currently returning to Haywood Community College to finish an Associate of Information Technology degree. This scholarship, in addition to my determination, will make my future dreams one step closer to becoming a reality."

— Chris, Al Manning Memorial Scholarship

"Becoming a registered nurse is my biggest goal and I will do anything in my power to achieve it. I highly appreciate the honor of being selected to this scholarship and it will be used toward a great cause."

— Deleah, Eugenia Scroggs Clark Endowed Scholarship



Bobcat College

Bobcat College is a week-long experience which showcases a different theme or program area each day. Showing children that their interest could turn into a career and the many options available at HCC is a great way to get them started thinking about their college options.

"I am majoring in Nursing with the goal of working in Hospice. There were times when my dream of pursuing a higher education seemed impossible, but the financial assistance you have provided me has helped me tremendously and kept me going."

— Mary Kate, Betty Jo Nichols Memorial
Endowed Scholarship

"I sincerely thank you for choosing me to receive this scholarship and for the opportunity to further my education with much less financial burden. I genuinely love Haywood Community College."

— Arthur, Gerald's Fund Scholarship

"Nursing has been my dream for many years but I have just had so many obstacles in life hold me back. Now that I have put that dream in motion, I am determined to fight hard to make it through ... I vow to strive to do my best and show honor to this scholarship."

— Krista, Vesta Hrniciar Scholarship



Birding the dune trail at Hatteras National Seashore. At the end of this walk, Northern Gannets were observed diving into the sea to catch fish.



MINI GRANT REPORT:

Fish and Wildlife students experience biodiversity afield

In February 2024, the Fish and Wildlife Management students from Haywood Community College took a field trip to the Outer Banks of North Carolina as part of their Ornithology class. The coastal regions of North Carolina are important wintering grounds for hundreds of bird species, particularly waterfowl that are hunted and shorebirds that are not.

There are several National Wildlife Refuges (NWR) in the area on which the birds congregate in large numbers. We were able to visit Alligator River NWR, Pea Island NWR, Lake Mattamuskeet NWR, and the Cape Hatteras National Seashore while on this trip. At these sites we discussed game and non-game bird management, waterfowl impoundment construction and operation, migration dynamics and management, national wildlife refuge management, and endangered species conservation. We were able to meet with US Fish and Wildlife Service staff and the refuge manager at Lake Mattamuskeet NWR to talk about their job and how our students can gain employment at the federal level. While this meeting was happening a manager from another nearby refuge drove by and stopped to say hello to us because he recognized the HCC logo on our van. It was a neat interaction to have on the opposite side of the state and highlights the good name that HCC has across the state, and the southeast, among wildlife professionals.

The birding at the refuges and on the local beaches was phenomenal. We were able to find over 70 species of birds

that we are not able to see in the mountains on a regular basis, including a couple of rare species that are typically found much farther north (Harlequin Duck and Common Eider). This experience gave us a great opportunity to discuss climate change, migration, and vagrancy with a vagrant bird right in front of us. It's also nice to see birds in person that the students had only seen previously via pictures or stuffed/freeze dried specimens. Pictures and specimens really don't measure up to living animals.

Our graduates go on to work in all regions of the country, particularly the southeast, and trips like this provide great opportunities to gain experience in different ecosystems that are not present in the mountains. Wildlife management is a broad field with many specialties, so first-hand experience in the field is important for informing career choices that our students will make one day. This trip definitely got some students thinking about refuge management and waterfowl management as potential areas of focus. Funds that were provided by the foundation for this trip were used for faculty lodging which is essential for traveling with students. Without these resources we would not be able to provide our students with amazing, career defining experiences. Thank you for your continued support of our program!

— Andrew Isenhower,
Fish and Wildlife Management Instructor



"Our graduates go on to work in all regions of the country, particularly the southeast, and trips like this provide great opportunities to gain experience in different ecosystems that are not present in the mountains."

LEFT: A student shows her cohorts the mermaid's purse (shark egg pouch) she found on the beach.



CLOCKWISE FROM ABOVE:
A student that is very happy to see some rare birds. The group did some birding around Hatteras Lighthouse and took a moment to pose for a picture. One of the waterfowl impoundments at Lake Mattamuskeet NWR with wintering ducks, geese, and swan present. The group posed with the refuge sign at Lake Mattamuskeet NWR before visiting waterfowl impoundments.





Haywood Community College
Clyde, North Carolina



185 Freedlander Drive
Clyde, NC 28721
828.627.2821 | haywood.edu