PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

Board Meeting No. 235

March 7, 2012

Meeting number two hundred thirty-five of the Piedmont Virginia Community College Board was held Wednesday, March 7, 2012, in the Greene County Community Center in Stanardsville.

Present

Laila Bare
Stanley Cook
Mary Loose DeViney
Leonard Gardner
Deborah Harvey
Peter Kleeman

Sean Michael McCord
Suzanne Morse Moomaw
Paul Newland
Ava Pippin
Donna Plasket

Absent

Vera Cooke-Merritt
Debbi Goodman

Others

Frank Friedman, President
Tara Atkins-Brady, Director of Institutional Research, Planning & Institutional Effectiveness
Chuck Bohleke, Dean, Business, Mathematics & Technologies
Pat Buck, Assistant to the President & Special Projects Coordinator
Cliff Haury, Dean, Humanities, Fine Arts & Social Sciences
Kathy Hudson, Dean, Health and Life Sciences
William Jackameit, Vice President for Finance & Administrative Services
Mary Jane King, Director, Institutional Advancement & Development
Carrie O'Brien, Marketing & Media Relations
Valerie Palamountain, Dean, Workforce Services
Becky Parkhill, President, Professional Association of Support Staff
Charlotte Russell, President, Student Government Association
Shivaji Samanta, Chief Information Officer
Anita Showers, Manager of Marketing & Media Relations

Greene County Attendees:

Board of Supervisors: Davis Lamb, Clarence Peyton, Eddie Deane, David Cox
School Board: Troy Harlow, Michelle Flynn, Sharon Mack
Greene County Public Schools: David Jeck, Superintendent; Andrea Whitmarsh, Assistant Superintendent for Instruction; Mike Jamerson, WMHS Principal; Harry Daniel, Technical Education Center Principal
Tony Williams, Director, Economic Development Authority
Barry Clark, County Administrator
Gary Lowe, Mayor
Welcome and Call to Order

Dr. Moomaw welcomed those present and called the meeting to order at 3 p.m. Dr. Bare provided a packet of information about Greene County and presented each Board member with a specialty soap from a local store.

Approval of Minutes

On a motion by Ms. DeViney, seconded by Dr. Plasket, the proceedings of the January 4, 2012, meeting were approved; Dr. Kleeman and Mr. McCord abstained since they had not attended the meeting.

Public Comment

None

President’s Report

Budget/VCSCS/PVCC Updates. The budgets passed by the Senate and House are favorable to higher education, especially compared to the last few years. Final approval of the budget will be welcome. In the meantime, advertising is taking place for faculty positions but offers can’t be made until the College has a budget.

General Assembly Visits. Dr. Friedman accompanied students and Board members on two successful visits to the General Assembly in January (Dr. Plasket, 8 students, and staff) and February (Dr. Cook, Ms. Pippin, 18 students, and staff), visiting the legislators. It is a valuable experience for the students, talking one-on-one with the legislators and learning about process; it’s also good for the legislators to meet and hear directly from the students. Dr. Plasket noted that students represented the College admirably.

Jefferson School. This morning a grant award of $481,500 was made final for the culinary arts program; the gift to the Educational Foundation will be recorded as anonymous at the request of the donor. About $450,000 is designated to equip the kitchen at the Jefferson School with the balance for operations. A $500,000 grant from the blue moon fund will pay lease costs for 4-5 years. Funding operations will be a budgetary concern. Construction is moving along and hard hat tours can be arranged through the President’s Office. The expected completion date is October/November with classes to begin spring semester 2013; the culinary program will commence fall semester 2013.

College Updates

Dr. Jackamente

- Monday’s snow day provided an opportunity to use the emergency messaging options with success. Later this month a statewide tornado exercise will be held, including collegewide evacuation and a team exercise to follow the drill.
- North entrance demolition/renovation starts Monday of spring week; it is scheduled to be a four week project.
- Renovation of the main building auditorium is in the planning stage.
- The math emporium project is in state review and is scheduled to open in time for fall classes.
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- South entrance light pole replacements has been completed. The multi-college ADA parking lot/south entrance project is expected to be bid successfully.
- The local funds budget process has started and will conclude with approval of the budget at the May Board meeting. Localities are making/acting on recommendations on the funds requests which reflect only minor increases based on enrollment. Charlottesville and Albemarle County are recommending approval of their respective requests.
- The parking reserve fund plans, updated every two years, will also be presented for approval at the May Board meeting.

Dr. Atkins-Brady
- Preliminary spring headcount enrollment is at 5,429, up less than 1%; FTE is 2,623, down a couple percent over last year. In a comparison of the other 22 VCCS colleges, 14 posted a slight decrease, attributed to plateau in growth. Dr. Atkins-Brady will review the preliminary enrollment data and provide additional information to the Board.
- The five student success initiative task forces have met the deadline for submitting proposals relating to their tasks; they will be vetted and approved in the next month or so by the Planning & Budgeting Committee, President’s Staff and Instruction & Student Services leadership. If the Department of Education issues a call for Title 3 grant proposals, the College will package a proposal encompassing the work of the task forces.

Dr. Haury (for Dr. Donnelly)
- The math redesign has been implemented, reducing the total credits required; the credit requirements for English have also been revised down. The previous Compass test was not diagnostic, but the new test is a diagnostic tool which allows students to take classes directed to their weaknesses. More students are likely to complete programs and it is good for students to finish their programs earlier.
- The summer schedule is in draft review; the fall schedule is in production and includes classes at the Greene Center.
- Dr. Haury has negotiated with Germanna Community College a summer study abroad opportunity to India. There are two related courses students can take but are not required.

Mr. Sampson
- He is working on getting the Greene Center, Jefferson Center and math emporium ready for wiring and computers.
- Work continues on the lecture capture product. Viewing and recording hours have increased greatly.

Chair’s Report

Academic and Leadership Awards Convocation. The 2012 convocation is scheduled for 4 p.m. in the Dickinson Theater. Dr. Moomaw will present the College Board Service Award to Gina Baldi.

Next College Board Meeting. The next meeting of the College Board is scheduled for 4 p.m. on May 2.
Commencement and Nursing Pinning Ceremony. The pinning ceremony takes place at 1 p.m. and commencement exercises at 6 p.m. at John Paul Jones Arena on Friday, May 11. UVA President Teresa Sullivan will deliver the commencement address.

Information Items

The following items were provided for information: January-February Media Highlights.

Joint Meeting & Dialogue with Greene County Leaders

Introductions were made and Dr. Friedman reviewed the intent of the joint meeting. The College wants to hear ideas on what it can do better and more of to serve the citizens of Greene County, especially related to the soon to be opened Greene Center.

Dr. Friedman provided a brief enrollment summary. The College serves over 7,800 students in credit courses in a year and 4,000-5,000 in non-credit. The county’s enrollment of almost 500 students represents about six percent of the total enrollment and is up about 30% over the last five to six years. The enrollment is expected to increase with the addition of classes in the Center. In 2010-11, 75 WMHS students took dual enrollment courses which are tuition free for students. Last year that equated to $86,000 in tuition. It is expected that 20-25% of 2012 high school graduates will enroll in the fall. One problem area, a nationwide trend, is almost half of high school students are required to take precollege courses in reading, writing and math before they take college credit courses, particularly in math. There is a thriving distance learning program; last fall 154 residents took online courses and 43 of that number took all their PVCC courses by distance learning.

Discussion/Comments/Suggestions

Tony Williams:
- Businesses in the county have needs in workforce training; he will provide a list of companies that need a certain curriculum to train their employees and can help with coordinating contacts.
- Manufacturing companies in the industrial park may want courses in the center.
- Training for CDL licensed drivers.

David Jeck:
- Flexibility in the scheduling piece in terms of students leaving high school grounds and the course offerings themselves in terms of fit, linkage and timing of semester courses.

Mike Jamerson:
- Courses scheduled to fit within the scheduling at the high school. Dr. Friedman noted that would be easy to do for full classes but difficulties arise when only a couple of high school students are enrolled along with other students.
- Would like to tweak some of the offerings; may have full classes for math and would want to marry the time/day with their existing classes.
Gary Lowe:
- What is the vision for our first day of opening for the day and for the night? Residents are asking what will be offered. Dr. Haury noted that the script is unwritten and will need to figure out what is a good mix; the courses don’t have to follow the college time block. Dr. Friedman said they are working under the theory that evening classes will likely fill and fit the needs of the residents so a heavier evening schedule will be compiled. To a large degree the daytime offerings will serve the high schools but will also look at general offerings.

Harry Daniel:
- The site coordinator often has insight into the needs and desires of what to offer.
- Non-credit courses will be popular.
- EMS, firefighting

Troy Harlow:
- VOTEC nursing students find it harder to get into the nursing program. Dr. Hudson hopes to be able to offer compressed video to tie into PVCC site courses. She noted that all health technology programs have selective admission; with general education courses offered at the center it could make those students stronger candidates for the nursing program. Dr. Friedman would like to explore other health care programs, i.e., LPN and paramedic courses.
- Residents from Madison and other counties would prefer to come to the Center than travel to Germanna Community College.

Mike Jamerson:
- What is the benchmark for classes making? It is about 10 for campus classes but flexibility at the new site is key to not discourage residents in the early stages. Enrollment has to bring in enough tuition to pay instructor salaries.

Andrea Whitmarsh:
- Is pleased with initial offerings, especially in math, since the high school doesn’t have SACS accredited math instructors. As time progresses she predicts there will be more enrollments as students hear about other student success.

Sharon Mack:
- Ms. Mack suggested early morning/after school timeframes to the high school personnel, perhaps release time for the students.

Barry Clark:
- Virtual classes in real time would be a real benefit, especially for those without bandwidth. Dr. Friedman noted that two classrooms are being outfitted to enable that, one of which will have 20-25 computers. That room will be used as an open lab when not scheduled for student and community use, with broadband in it. Special attention will be given to make sure the community is aware of that. Students will have electronic access to the College’s library holdings. Classroom capture is another method of viewing classes.
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Davis Lamb:  
• How late will classes be offered in the evening? Flexibility in scheduling will be utilized, based on what works for the students.

Suzanne Moomaw:  
• How much does the community know about this site in general? Responders indicated that people are aware of it, they know it's coming, but do not necessarily know when it will be open. Open houses will be scheduled.  
• Will registration be on site? Operational details are being reviewed. There won’t be 24/7 coverage with full office functions, but will probably have set times available for admissions, financial aid and other student services functions.

Peter Kleeman:  
• Can Greene County transit be coordinated to get students to the site? That will be explored. The high school students will have a 10 minute walk or a short drive.

Tony Williams:  
• Suggests a link to the county’s and/or EDA website about the center.

Barry Clark:  
• Suggests county wide fliers about the opportunity to earn a college degree in the county.

Dr. Friedman said the general studies degree would likely be available as well as workforce courses/programs for training like construction management, EMS and others. How can the College work with defense contractors to help them prepare for that expanding area or for current employees?

The meeting was adjourned at 4:30 p.m., followed by the Center celebration and name unveiling and a reception at The Lafayette Inn. With a $500,000 gift from Ethyle Cole Giuseppe, the College has successfully completed its fundraising campaign to create the center. In recognition of the gift, the facility will be named the PVCC-Eugene Giuseppe Center in honor of Mrs. Giuseppe's late husband.

Respectfully submitted,

Frank Friedman  
President and Secretary to the Board

APPROVAL

Suzanne Morse Moomaw  
Chair