PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

Board Meeting No. 222

January 6, 2010

Meeting number two hundred twenty-two of the Piedmont Virginia Community College Board was held Wednesday, January 6, 2010, in the W. A. Pace Jr. Board Room.

Present

Stanley Cook
Vera Cooke-Merritt
Mary Loose DeViney
Leonard Gardner
Debbi Goodman
Deborah Harvey
Peter Kleeman
Walter Levering
Suzanne Morse
Ava Pippin
Donna Plasket

Absent

Laila Bare
Paul Newland

Others

Frank Friedman, President
Bob Antrobus, Grants Coordinator
Tara Atkins-Brady, Director of Institutional Research, Planning & Institutional Effectiveness
Pat Buck, Assistant to the President & Special Projects Coordinator
Bruce Glassco, Chair, College Senate
Barbara Heyl, Co-President, FPA
Kathy Hudson, Interim Vice President for Instruction & Student Services
William Jackameit, Vice President for Finance & Administrative Services
Jennifer Jones, President, Student Government Association President
Mary Jane King, Director of Institutional Advancement
Anita Showers, Manager of Marketing & Media Relations
Kris Swanson, Chancellor’s Faculty Advisory Committee
John Walsh, Co-President, FPA
Brian Wisniewski, Chief Information Officer
Media

Welcome and Call to Order

Mr. Levering welcomed those present and called the meeting to order at 4 p.m.

Approval of Minutes

On a motion by Ms. DeViney, seconded by Dr. Plasket, the proceedings of the November 4, 2009 meeting were approved.
President's Report

Budget/VCCS/PVCC Updates. As we enter this session of the General Assembly, the mood is one of uncertainty and apprehension due to potential budget reductions as presented in the outgoing Governor’s budget proposal and the loss of federal funds. For the first time since 1999 the college is receiving less than $3,000 in state funding per FTE student whereas in 2006 we received $4,000; it is also the first time we received less than private schools. The State Board for Community Colleges has increased tuition on a regular basis, including one this year. In this year’s budget 50% will come from student tuition, 44% from state funds and 6% from the federal stimulus. Governor Kaine has proposed no additional cuts this year; if there are any next year it should be small and manageable, but significant the following year. There is very little good news for employees—there has been no salary increase in the last two years and none is proposed for the next two. In addition, Governor Kaine will propose that the state cut back its portion for employees’ retirement with employees paying a portion –1% in the first year and 2% in the second year. The most recent edition of Virginia Business has a good article and synopsis of the budget situation. The college takes its first group to the General Assembly on January 14 with over a dozen students and again on February 9. The legislative reception is February 17 and board members are welcome to attend any of these events.

VPISS Position Filled. Dr. Friedman formally announced the appointment of Dr. John Donnelly as Vice President for Instruction and Student Services. He will be on board by the middle of February. Dr. Donnelly is currently Vice President of Academic and Student Affairs at Massachusetts Bay Community College and previously served as a dean at Germanna Community College. Dr. Friedman also thanked and recognized Dr. Hudson for the outstanding job she has done in an interim capacity for the last 1.5 years. Dr. Hudson graciously thanked the board and the college for supporting her during her interim tenure as VPISS.

College Updates

Dr. Hudson

• After 10 years, the college has admitted its first LPN class of 20 for a January 2010 start. Of 68 applicants, 28 were qualified and all jurisdictions are represented. Applicant statistics represent 41% white, 52% minorities, average age of 30, and the majority was female. The students will sit for the national boards in about a year. A full-time faculty member was hired to start the program.

Dr. Jackameit

• The administrative wing of the Kluge-Moses Science Building is nicely shaping up and we are on track to have substantial completion by mid-March.
• The visitor center renovations are coming along with painting, carpeting, etc. and the parking lot lights project is going forward. We are in the process of bidding for the ramp. The building will open in the spring.
• We are ready to interview firms for the exterior signage for the campus. It was noted that there is no signage for the college coming from the south; Dr. Jackameit has been in discussion with VDOT regarding this issue.
PVCC Board
Meeting No. 222
Page Three

- The $1.5 million upgrade to the HVAC in the main building will start around spring break and will be completed before early summer.
- A parking lot consulting firm is developing proposals for additional parking on campus.

Mr. Wisniewski
- The implementation of a classroom management system which remotely controls projectors and other equipment in the classrooms has been completed.
- The VCCS was granted level II security authorization by the state; the VCCS Tech Council will determine what it means to the colleges.

Ms. King
- The previously announced “race” to become the first board member fan on PVCC’s Facebook was won by Dr. Kleeman. He was presented with a prize of PVCC book ends.

Dr. Atkins-Brady
- Fall semester set another record of just over 5,400 students and 2,659 FTES. Headcount is up 10.8% and FTE is up by 8.7%. Other VCCS colleges experienced FTE increases ranging from 5-23%. We are expecting another good enrollment for spring; currently it is at 3,916 students and 2,088 FTES, and there are 172 students enrolled in spring non-credit classes. The next two weeks will show much higher enrollments.

Follow Up to Fall Enrollment Profile Dr. Atkins-Brady provided a report on the fall enrollment profile based on questions from the November board meeting. 1) What comprises the “other” ethnicity category and is it possible/beneficial to more closely examine trends in these demographics? Her report included a table that shows the number and percentage of students, by race/ethnicity, for fall ’07, ’08 and ’09. The number of Native American and Pacific Island students, though small, has doubled since fall ’07, and there has been a slight increase (.2%) in the percentage of Hispanic students. 2) What does enrollment by locality look like for distance learners and high school students compared to on campus student enrollment? Her table shows fall ’09 enrollment by locality, the number and percentage of enrollment accounted for by dual enrollment students, and the number and percentage of enrollment accounted for by students taking only online classes.

The question was asked if there is a threshold at which we can’t accommodate a certain number. Dr. Friedman stated that we need to be true to the mission and offer all we can and do all we can to provide an education and to never get to the point where we turn anyone away.

A comment was made that it would be great to get federal stimulus money to help with the issue of lack of broadband service for some of the outlying counties to enable students to participate in distance learning courses.

Approval of Naming of WFS Building

The college took possession of the visitor center in the fall and is readying it to be a workforce development center. Through the Educational Foundation, a fundraising campaign is underway to subsidize renovations. A donor has stepped forward and made a $500,000 unrestricted gift to the foundation. Jim and Cynthia Stultz are good friends of the college and believe in the purpose of the workforce center. Dr. Friedman recommended for board action naming the building The Stultz Center for
Business and Career Development. On a motion by Dr. Morse and seconded by Ms. DeViney, the board unanimously approved the name of the building as aforementioned. A formal gift agreement was signed by the college board chair. The Stultz’s will be part of the grand opening to be scheduled in conjunction with their travel schedule. Cynthia’s father is Woody Bolick, for whom the student center is named and he is given credit for the naming of the college.

Program Highlight: Fundraising and Grants

Ms. King and Dr. Jackaneit provided an overview of fundraising and grants at the college. External sources of funding are critical to the college. In recent years more than $5 million has come to the college through federal grants. The Campaign for Opportunity and Excellence, completed in 2006, raised $11.4 million from all sources including $3.2 million from foundations, businesses and individuals in the community. In 2008 nearly $1 million came in to the foundation through all sources including endowment income. A smaller amount is expected in 2009, but there has been a strong fourth quarter of giving.

Scholarships are a significant part of the work of the foundation. There are 63 named foundation scholarships with 99 individual awards and an average award amount of $2,300.

The Campaign garnered the largest gift in the history of the college--$1.2 million from the Kluge-Moses Foundation. From that campaign came support for medical coding and the nursing program; improvements to the Betty Sue Jessup Library; scholarships; and support for the visual arts and career and technical programs, including the new LPN program.

Current priority projects include raising funds for the visitor center, funding the first year of the LPN program, and raising funds for equipment and program development for the Kluge-Moses Science Building. A gift from a former student has been received to name the chemistry lab in honor of the late Ray Bratton, Professor Emeritus of Chemistry.

The annual fund is a flexible source of funding for Community Access Scholarships, faculty and staff professional development, and other college needs. To date $93,000 has been raised and includes 100% participation by the college board. Mr. Levering thanked the board for contributing at the 100% level.

Donors are recognized in a number of ways including the naming of buildings and spaces as well as a donor wall.

Since 2005 more than $5 million has been received in federal grants from the Dept. of Education, the Dept. of Labor, and the National Science Foundation. Bob Antrobus, grants coordinator, has done a great job in the submission and administration of these grants.

Dr. Jackaneit serves as the foundation’s treasurer. The foundation has a Finance and Investment Committee that reviews investment policy and recommends changes to the foundation board. The current
approach is to invest long-term; to invest funds intended to be spent medium to short term in CD’s; and to hold funds for current operations awaiting investment or awaiting transfer in money market and checking accounts.

In 1996 the college started investing through UVA’s investment company, UVIMCO; we are the only entity outside of UVA who can invest through it. As of November 2009 we have about $5.3 million in total assets and almost $4 million market value invested at UVIMCO with a principal addition of almost $2.5 million. We peaked at $4.8 million in May 2008. We also receive income through spending down in endowments which primarily goes to funding scholarships. The spending rate has increased over the last two years due to pressure to use some of the gains through 2007, and making up for the drop in value in 2008 and 2009. A small management fee of $600 per month is charged by UVIMCO.

There is over $850,000 in certificates of deposit in 5 local banks (initial investment of $780,000). We will begin to spend down the Kluge-Moses and Perry Foundation CD’s for the new buildings.

There is about $500,000 in money markets and checking accounts. These funds are for current operations of the college, funds that are waiting investment and funds awaiting transfer to PVCC.

The foundation is audited annually by an outside audit firm. We also have a real estate foundation but it currently has no assets.

**Committee Reports**

*Finance and Building Committee.* Ms. DeViney reported for the committee on the recommendation for a proposed increase in the institutional fee of $.50 to $1.75 per credit hour, to be effective fall 2010. This increase brings the semester fee charge to $5.25 for students taking 3 credits and $26.25 for students taking 15 credits. The funds collected from this fee are used to construct, repair and maintain college parking lots, lot lights, and related facilities (sidewalks, medians, signage, etc.) associated with parking lots. This proposed increase will support a ten year program of parking lot and related facilities, construction and maintenance. The proposal has gone through the appropriate committee channels at the college, which includes student input. On a motion by Ms. DeViney, seconded by Dr. Kleeman, the board unanimously approved the institutional fee increase from $1.25 to $1.75 per credit hour effective fall 2010. This proposal now goes to the State Board for Community Colleges for its approval at their May meeting.

An inquiry was made if there are plans to increase transit service. The college has CTS service, Jaunt, and RideShare information sessions are offered as well.

A suggestion was made to explore additional advertising for people seeking rides, such as a web page.

*Community Relations Committee.* Dr. Kleeman reported for the committee which discussed the College Board Service Award. Nomination forms will be sent out early in the semester. It is an optional program for the board. The board has the option of presenting a cash award along with a plaque, and raises the funds through donations by board members. Available funds are low; Dr. Bare will be sending out information regarding donations. The committee will present its recommendations for awards at the March meeting.
PVCC Board
Meeting No. 222
Page Six

Bylaws Committee. Dr. Morse reported that this committee will provide a report at the next meeting. In the meantime, if there are specific items to review, the committee will do so. The board policy manual is closely modeled after the SBCC’s manual. Committee members also include Ms. DeViney and Dr. Plasket.

Chair’s Report

Board members who attended the November VCCS annual meeting included Drs. Plasket, Bare, Kleeman, Ms. Pippin, and Mr. Levering. The new VCCS strategic plan, Achieve 2015, includes five major tenets - access, affordability, student success, workforce, and resources. The Capital Steps, a musical group, performed. Attendees found it a positive experience, noting the enthusiasm of other participants, all working on creative solutions to issues.

Legislative Visits. The first of the two scheduled visits to the General Assembly and the college’s representatives takes place January 14. There are 12 students and 2 board members attending to date. The second visit is scheduled for February 9.

Legislative Reception. The reception is scheduled for February 17, time TBA. Additional information will be provided as it becomes available from the Chancellor’s office.

Next College Board Meeting. The next meeting of the College Board is scheduled for 4 p.m. on Wednesday, March 3, with Albemarle County representatives.

Financial Disclosures. Board members are reminded to return the forms to Yvonne Carey, Human Resources. Copies were provided as necessary.

Information Items

The following items were provided for information: November-December Media Highlights.

Respectfully submitted,

[Frank Friedman]

Frank Friedman
President and Secretary to the Board

APPROVAL

[Walter Levering]

Walter Levering
Chair