PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

Board Meeting No. 224

May 10, 2010

Meeting number two hundred twenty-four of the Piedmont Virginia Community College Board was held Monday, May 10, 2010, in the V. Earl Dickinson Building.

Present

Laila Bare          Peter Kleeman
Stanley Cook       Walter Levering
Mary Louise DeViney Suzanne Morse
Leonard Gardner    Paul Newland
Debbi Goodman       Ava Pippin
Deborah Harvey

Absent

Vera Cooke-Merritt
Donna Plasket

Others

Frank Friedman, President
Tara Atkins-Brady, Director of Institutional Research, Planning & Institutional Effectiveness
Pat Buck, Assistant to the President & Special Projects Coordinator
John Donnelly, Vice President for Instruction & Student Services
Erin Hughey-Commers, Piedmont Futures
William Jackameit, Vice President for Finance & Administrative Services
Mary Jane King, Director of Institutional Advancement
Valerie Palamountain, Dean of Workforce Services
Anita Showers, Manager of Marketing & Media Relations
Brian Wisniewski, Chief Information Officer
Albemarle County Schools: Pamela Munn, Billy Haun, Catherine Worley, Vicki Miller, Darah Bouham, Meagan Hoy
Albemarle County School Board: Ronnie Price, Pamela Moynihan, Barbara Mouly, Steve Koleszar, Jennifer Johnston
Albemarle County Board of Supervisors: Lindsay Dorrier, Dennis Rooker, Duane Snow, Ann Mallek

Media

Welcome and Call to Order

Mr. Levering welcomed those present and called the meeting to order at 3:15 p.m.
Approval of Minutes

On a motion by Ms. DeViney, seconded by Ms. Goodman, the proceedings of the March 3, 2010, meeting were approved.

President's Report

Curriculum Advisory Committee Appointments. Dr. Donnelly submitted the list of curriculum advisory committee appointees to the Board for approval. On a motion by Dr. Morse, seconded by Ms. DeViney, the appointments were approved.

Committee Reports

Finance and Building. Ms. DeViney reported for the committee, briefly reviewing the Local Funds Operating Budget for 2010-11 and parking lot expansion. The proposed total budget is $499,801. Of note the student activities budget proposals go through a thorough submission and review process resulting in changes in funding and new club requests each year. The student activities budget increased by $7,000 over last year. On a motion by Ms. DeViney, seconded by Mr. Gardner, the budget was approved.

Due to increased enrollment, a project to expand parking by 117 additional spaces is being planned, an increase of 15.7% for student parking. The College is served by the City bus system, with three stops on campus; discount tickets are sold in the cashier’s office. The Board approved additional parking in concept at the January meeting. On a motion by Ms. DeViney, seconded by Dr. Newland, the design proposal was approved.

Nominating Committee. Mr. Gardner reported on behalf of the committee, comprised of representatives from the various localities. Ms. Pippin, Dr. Cook, Mr. Gardner and Mr. Levering, ex officio comprised the membership. The committee presented the slate of Drs. Morse and Bare to serve as chair and vice chair, respectively, each serving two-year terms commencing July 1. On a motion by Mr. Gardner, second by Dr. Newland, the slate was approved. Congratulations were extended to the new officers and to the committee.

Chair’s Report

Commencement. Commencement takes place at 6 p.m. on Friday, May 14, on college grounds. Board members are asked to arrive at 5:30 in the President’s Conference Room for robing. University Hall serves as rain site. Should weather dictate a move, the decision will be made by 1 p.m. The speaker is Virginia Secretary of Education Gerard Robinson. A reception takes place at 8 p.m. in the Jessup Library for invited guests, including selected students.
PVCC Board
Meeting No. 224
Page Three

Nursing Pinning. The pinning ceremony takes place at 10:30 a.m. in the V. Earl Dickinson Building.

Next College Board Meeting. The next regularly scheduled meeting of the College Board is scheduled for 4 p.m. on Wednesday, September 1.

Summer Retreat. The Board will be polled regarding a date for the summer retreat.

Information Items

The following items were provided for information: March-May Media Highlights.

Closed Session to Discuss Real Estate Matter

Ms. DeViney moved that the Piedmont Virginia Community College Board convene in closed session, in accordance with Section 2.2-3711(A) (3) of the Code of Virginia, to discuss the disposition of publicly held property because discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the College and the State Board for Community Colleges, specifically the College’s conveyance to the PVCC Real Estate Foundation, and subsequently to another entity, of two acres of property located south of parking lot four and adjacent to Monticello High School for the development of a child care center.

Roll call vote in the affirmative to do so:
Laila Bare            Peter Kleeman
Stanley Cook          Walter Levering
Mary Loose DeViney    Suzanne Morse
Leonard Gardner       Paul Newland
Debbi Goodman         Ava Pippin
Deborah Harvey

Upon conclusion of the closed session, a roll call vote certifying that to the best of each member’s knowledge (i) only public business matters lawfully exempted from open meeting requirements under the Freedom of Information Act and (ii) only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed or considered in the meeting by the public body.

Each Board member present certified by saying “I so certify.”
Laila Bare            Peter Kleeman
Stanley Cook          Walter Levering
Mary Loose DeViney    Suzanne Morse
Leonard Gardner       Paul Newland
Debbi Goodman         Ava Pippin
Deborah Harvey
Resolved, the Board approves proceeding with formal negotiations with the University of Virginia Health Services Foundation to develop a childcare center to be located on the campus of Piedmont Virginia Community College. Resolved further, that any such agreement will be subject to final approval of this Board. Resolved further, that the President of PVCC is authorized to initiate any and all other necessary approvals through the Commonwealth that may be required.

On a motion by Mr. Gardner, seconded by Dr. Newland, the resolution was approved.

Following the business meeting, the Board met with Albemarle County officials.

**Joint Meeting & Dialogue with Albemarle County Leaders**

Ms. Mallek called the meeting of the Albemarle County School Board to order. Mr. Price called the meeting of the Albemarle County Board of Supervisors to order.

Introductions were made by all attendees.

Dr. Friedman noted the purpose of the joint meeting is to help PVCC be a better community college to serve students, employers and the community, and specifically Albemarle County. What can the College do better, different, or stop doing to better serve the needs of the aforementioned. He urged attendees to be candid. Dr. Friedman gave a brief update on enrollment, construction and renovation, programs, partnerships and funding.

In response to questions regarding financial aid, Dr. Friedman said that about one-third of the students receive aid, primarily through federal PELL grants, though Virginia does have a small state funded program. Through the Educational Foundation, 100 named scholarships worth about $200,000 are provided. A percentage of the academic year’s tuition increase for next year will be earmarked for institutional financial aid for which the college will determine eligibility.

Dr. Friedman responded to a question on how the College meets the challenge of staffing and budget constraints at new sites and new buildings. He indicated there is a plan for where we want to be which means hard decisions are made along the way. It can include an analysis of programs and job demands, closing programs and shifting resources as needed.

It was noted that there are about 1,000 students graduating from Albemarle County schools-- how can we deal with keeping them in the community? Dr. Friedman said approximately 20% of the June graduates enroll at PVCC in the fall. Over a 3-5 year period after graduation, the percentage increases to 35-40%. Some students take time off after high school or start elsewhere and come back to attend PVCC.

Utilizing social media provides opportunities to get the PVCC message out. A FaceBook presence is used for marketing, particularly for current students. We are not delving into Twitter; there is some blogging taking place but not a great deal.
Is there an expectation of current trends in state funding to change? Unfortunately, it appears that the current trend of less state funding is the new normal. The SBCC will look at a five-year tuition plan with that assumption. Of course that leads to worry that demographics will shift as tuition increases.

Are virtual associates degree offered? There are about 1,000 students per semester taking at least one online course. There is not an entire degree offered online. A county official commented it is good that the college is increasing on-site capabilities for internet access to courses which opens up possibilities to students with transportation difficulties. Principal Thomas inquired how they could pilot a program for students to take online classes at their site, and welcomes opportunities for students to learn how to take an online class for better success. CATEC will have students dual-enrolled in the building trades program next year.

Need to work on the college readiness/workforce achievement gap. Dr. Friedman questioned how the College can work with the school system to increase the college-going rate of graduates, preparation, and the success rate for college. Those are national, state, regional and local imperatives. The CAP (community action program) through government class is a great bridge to get involved with the community college; need to identify topics of interest to college and high school students; parallel overlapping programs.

A closer relationship with schools to encourage students to see the benefit of associate degrees or career training is encouraged. They need to think about college as a stepping stone to a career and not just “going to college.” PVCC holds the 7th Grade Career Fair for businesses and students and utilizes student speakers and sponsors the Commonwealth Scholars program. Of the recent graduates, 59 majored in transfer programs and 19 majored in career/technical programs—a huge discrepancy in those numbers. Need to connect programs/students to 21st century jobs such as solar, NGIC, technology, health care fields, human capital management, researching and developing those opportunities. Dr. Friedman asked about the DIA and growth in defense intelligence – are there opportunities emerging? and how can PVCC plug into that? The UVA research park has leased more space to defense contractors due to the proximity to the new Rivanna Station and those companies will need skilled workers for NGIC. The new career coach program at Murray could help the connection between the schools and a report of the success would be of interest; Murray also has on-site assessment testing for admission to PVCC. Dr. Friedman expressed an interest in expanding the placement testing with all Albemarle schools. Monticello did it with all 10th graders and all dual enrollment students are required to take it. 50-60% of the students take at least one college credit, including AP. The early college program with Monticello is under discussion, but is on hold now due to budget constraints.

What does PVCC do when the area is getting a group like DIA and how can the supervisors facilitate? We have been working with DIA and various contractors for 2 1/2 years and have done contract training
with several firms. Still waiting to get detailed information from DIA on their plans for local hiring and the skill sets needed. Dr. Friedman is involved with the Chamber’s DIA Roundtable, and is also getting information on a curriculum that leads to a related associate degree. The supervisors can keep the College informed about new subcontractors coming to the area. Dr. Friedman is on the TJPED board which offers insight on what PVCC can do. Early contact with employers is important and the College can move quickly to offer what they need.

Is there opportunity for PVCC to share messages through the school newsletters? Is there an online career assessment tool to take advantage of the Virginia Wizard? Can they link their FaceBook page with PVCC’s? Dr. Moran will make the appropriate contacts. It can also be linked to the county’s A-mail information distribution.

Dr. Friedman thanked all for their participation and input. He stressed again that we want to be a better community college to serve the citizens of our area, and to partner with the county and the schools to help them be successful with their goals.

The respective chairs of the School Board and the Board of Supervisors adjourned their boards

The College Board Meeting adjourned to dinner.

**Special Presentation**

Dr. Friedman presented a PVCC chair to Mr. Levering, recognizing and thanking him for his service as College Board chair for two years and a Board member representing Albemarle County since 2000.

Respectfully submitted,

Frank Friedman
President and Secretary to the Board

APPROVAL

Suzanne Morse Moomaw
Chair