Meeting number two hundred twenty-five of the Piedmont Virginia Community College Board was held Monday, July 19, 2010, in the Kluge-Moses Science Building.

Present

Laila Bare
Stanley Cook
Debby Goodman
Peter Kleeman

Suzanne Morse
Paul Newland
Ava Pippin
Donna Plasket

Absent

Vera Cooke-Merritt
Mary Loose DeViney
Leonard Gardner
Deborah Harvey

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 of Instruction & Student Services
William Jackameit, Vice President of Finance & Administrative Services
Valerie Palomountain, Dean of Workforce Services
Anita Showers, Coordinator of Marketing & Media Relations
Mary Lee Walsh, Dean of Student Services
Cliff Haury, Dean of Humanities and Social Sciences
Bob Miller, Dean of Business Technologies

Welcome and Call to Order

Dr. Morse welcomed those present and called the meeting to order at 3:07 p.m. Attendees introduced themselves. The retreat is a time to step back and delve deeper into items -- today’s focus is the Strategic Plan, community survey results, and the Shine Campaign.

Discussion on goals will take place at the September meeting; a draft of the committee members will be distributed. Dr. Morse will institute a new format for board meetings, running 4-5:30 p.m.; should the agenda need to take more time the Board will be notified.

Dr. Friedman added his welcome, encouraging discussion of the presentations on strategic planning and advocacy.
Strategic Planning

Dr. Atkins-Brady explained that a new strategic plan is developed every three years, is externally focused, and priorities are identified using data, forecasts, and input from the college community and stakeholders. She will address the accomplishments and plans for the future.

Accomplishments include the opening of the Stultz Center for Business and Career Development, the Kluge-Moses Science Building, academic division reorganization, restructuring of the admissions and advising center, implementing new programs, and receipt of $1.2 million in grants.

Works in progress include the Jefferson School partnership/culinary arts, the Greene County instructional space, a child care center on campus, enrollment of international students, and additional space for student activities.

The College implemented 28 of the 31 strategies which include: expanded academic programs/support services, enrolled a record number of students, revised organizational structure and business processes to better serve students, secured funding through grants and donations to implement and sustain successful programs and partnerships. We are on track to meet the majority of the plan’s goals; the remaining three strategies are being addressed, but not as originally envisioned.

The timeline for the development of the new plan includes input from stakeholders (June-September), identify priorities (October), strategy development/writing (November-December), review/revision (January-February), and approvals by the president (February) and Board (March).

The VCCS strategic plan, Achieve 2015, is focused on access, affordability, student success, workforce, and resources. It is important to align PVCC’s plan with VCCS direction.

Community Leaders’ Survey

The survey is part of the strategic planning process, seeking input from various constituent groups such as schools, businesses, not for profits, government, advisory boards, donors and alumni. In June 2010, 1,400 individuals were invited to participate in the survey; 191 responses were received, a 12.7 response rate. 99% of the respondents strongly agree or agree that PVCC offers high quality academic programs -- Dr. Friedman uses that information as part of his messaging.

Survey responses indicated:

- the college’s uniqueness lies in affordability/accessibility; diversity of student body; relationships with four-year schools and transfer agreements; quality, commitment of leadership, faculty, staff; quality, diversity, flexibility of course offerings; community partnerships and workforce development, career preparation.
- What comes to mind when you hear or see the name PVCC? low cost, high quality, place to start, place on the hill, strong, resources, opportunity, bridge.
- The perception that most people in this area have about PVCC? mostly positive; changing for the better; sometimes negative since everyone doesn’t understand the role of PVCC.
• What are the most important contributions to the service region? workforce training; educational opportunities and flexibility; quality, affordable education; preparing students for career or transfer; dual enrollment, work with high schools.

• What should we do more? Work with business/employers, respond to economic development trends, promotion of programs and services, transfer programs, partnerships with colleges and high schools, outreach on developmental education, online and off-campus classes, workplace skills/readiness classes, current program expansion.

• What should we do less? Raise tuition, fees and cost; classes in no/slow growth areas; “red tape”/bureaucracy; what we’ve done in the past; distance learning.

• Respondents were also asked to indicate “What opportunities do you see for PVCC to partner with you/your organization? How can we work together to encourage student success, build our regional workforce and/or strengthen our community?” Fifty-five individuals provided ideas and contact information which has been forwarded to the appropriate PVCC administrator for follow up.

In looking to the future, input was received from small group discussion on trends to consider in developing the next PVCC strategic plan:

Demographics / Population
• Becoming a community of “haves” and “have nots” / workforce
• Population is more international, older. Some have less education, different needs.
• Increasing number of refugees, in need of English skills
• Workforce is moving away from Charlottesville/Albemarle
• Foreign acquisition of local business

Education
• Increase in homeschooling
• Desire for “express education” combining school with work
• View of education as a means to earn a living

Technology
• Broadband
• Social networking
• Technology taking the place of dialogue/interaction
• Rapidly changing – balancing investment with having best and newest tech
• There are still students who don’t have access and/or technology skills
• Becoming a community of services, education – less industry

Economy
• Low wage / high service
• A healthcare economy
• Lack of mobility (lack of public transportation)
• Funding trend in higher education (government pays less, students pay more)
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Community
- Rapid population growth
- Regional economy / view -- working together regionally

Workforce
- Pool of unemployed / underemployed
- Intellectual resources

Small group discussion resulted in advice for the Planning & Budget Committee to consider in developing the next strategic plan:

Our community needs:
- Regional collaboration – can PVCC facilitate? How would it serve college?
- Increased access to PVCC programs and services. Remove barriers, e.g., transportation, internet access, language
- Career pathways
- Students who understand globalism
- Use our human capital
- Economic/academic development
- To determine role in intelligence industry
- “Large-college” services
- More PVCC locations
- Everyone to have a post-secondary experience

We should try:
- Attendance at Metro Planning Organization meetings (transportation)
- Additional internships
- Communication to students about existing transportation
- Discussions with ISPs to help open internet access
- Job Creation Summit
- More recognition for graduates who do not graduate in May
- Work within the high schools to get a better connection between career coaches, students, guidance – how do we get the students?
- Customized classes to prepare non-profits and volunteers to help build homes/etc. for outreach
- Volunteer training program

We should really pay attention to:
- ESL students – focused on interest areas
- Albemarle County’s role of linking jobs to economic development
- Outreach to students who aren’t planning to go to college
- How we outreach, market to adults and incentivize them
- Liberal arts education, developing sense of citizenship
- Build advising – make it accessible, convenient, etc.
- More guaranteed admissions
- Alumni – bring them back to the high schools
Don’t forget:
- Our current students
- Workforce training for jobs in the community or being successful in Global Economy
- Our community has more “have nots”
- PVCC is not a second choice – for many students it should be first choice! (individual attention, small classes, great faculty)

Walking Tour of Kluge-Moses Science Building

Dr. Donnelly conducted a walking tour of the Kluge-Moses Science Building. The official grand opening of the building is scheduled for Thursday, September 16, 3:30 p.m.

Discussion Item: The PVCC Message/Advocacy

Ms. Showers led the discussion on advocacy and delivering the PVCC message. She explained that a brand is not a logo but a promise of what the entity provides to constituents; in our case opportunity, access and excellence. To manage a brand you manage the message. Shine is the new marketing campaign. Board members were presented with water bottles with the Shine logo. The messaging part of it conveys to listeners that PVCC is the place where you find opportunity, access and excellence. With the advent of social media, skeptics don’t believe a corporate brand message--they believe family and friends and businesses via social media. PVCC turned to alumni to give testimony about the college and created three television commercials as part of the campaign. The commercials were previewed and the Board was as asked to listen to the message the alumni are sharing about the College.

The messages from the commercials include high quality/ high value; affordability; flexibility of schedules; opportunity for all; prepared and ready for 4-year colleges; never too late, you can do it & be successful; teachers care, are good, get to know you as a person; others believe in college since friend told them about it; adult friendly environment; prepare for new career.

Small group discussions resulted in defining other ways the college/faculty shine, or stand out, in the areas of opportunity, access and excellence. Do the commercial messages work for use by the Board or are there other messages for those they meet with? An action plan will be developed to communicate the story to audiences to be identified.

Reports from the breakout sessions included the following:

Excellence: state of the art equipment, tech award, students, regional and national faculty awards/ professional excellence, program offerings.

Access: low cost and open enrollment, educational opportunities, access to 4 year institutions/increased opportunities for students, services as well as classes, scholarships, year round classes, don’t have to be full time, earn credits online.
Opportunity: for the employer, meeting present and future needs; for students, what do you want to take, where do you want to go after PVCC, strong transfer options, personal enrichment, training for change in jobs.

Board members can create their own action plan determining who they can share the message with, and when and how to do it. Ms. Showers will create a brand ambassador tool kit for them to use to share the message.

Dr. Newland stated that a brand should have a goal, a marketing plan--where do Board members need to make an impact? Once that is determined then the Board should be recruited.

The message varies slightly for different groups, i.e., General Assembly, civic organizations, churches, etc.

A fact sheet will be included in the advocacy tool kit that will be presented at the September meeting.

The Board adjourned to dinner and conversation.

**Next College Board Meeting**

The next meeting of the College Board is Wednesday, September 1, 2010, p.m., in the W. A. Pace Board Room.

Respectfully submitted,

Frank Friedman
President and Secretary to the Board

**APPROVAL**

Suzanne Morse Moomaw
Chair