PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

Board Meeting No. 227

November 3, 2010

Meeting number two hundred twenty-seven of the Piedmont Virginia Community College Board was held Wednesday, November 3, 2010, in the W. A. Pace Jr. Board Room.

Present

Laila Bare                      Debbi Goodman
Stanley Cook                   Peter Kleeman
Vera Cooke-Merritt            Sean Michael McCord
Mary Loose DeViney             Suzanne Morse Moomaw
Leonard Gardner                Paul Newland

Absent

Deborah Harvey
Donna Plasket
Ava Pippin

Others

Frank Friedman, President
Tara Atkins-Brady, Director of Institutional Research, Planning & Institutional Effectiveness
Chuck Bohleke, Dean of Business, Math & Technologies
Pat Buck, Assistant to the President & Special Projects Coordinator
Kit Decker, Faculty Senate
John Donnelly, Vice President for Instruction & Student Services
Cliff Haury, Dean of Humanities, Fine Arts & Social Sciences
William Jackameit, Vice President for Finance & Administrative Services
Mary Jane King, Director of Institutional Advancement
Jennifer McClearan, ACE Program Coordinator
Tom Ruggeri, Interim Director of Information Technology
Anita Showers, Manager of Marketing & Media Relations
Joanne Smith, Professional Association of Support Staff
Lee Stone, Student Government Association
Media

Welcome and Call to Order

Dr. Moomaw welcomed those present and called the meeting to order at 4 p.m.
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Approval of Minutes

On a motion by Ms. DeViney, seconded by Dr. Newland, the proceedings of the September 1, 2010 meeting were approved.

Introduction of New Board Member

Dr. Morse welcomed Sean Michael McCord, the new representative for the City of Charlottesville. Mr. McCord’s term expires June 30, 2014.

President’s Report

Budget. The Governor asked state agencies to submit 2011 budget reduction plans for two, four and six percent cuts of state funding. The College plan was submitted yesterday to the VCCS which in turn submits a compiled plan for all the colleges to the Governor’s office. While details of the plans cannot be released, there would be no layoffs of full-time employees, even at the six percent level. Cuts would come primarily out of operational expenses, i.e. facilities, maintenance and renovation. There is one more budget year of stimulus funds; those funds will be lost in FY2013.

Reengineering Task Force. A copy of an email from the Chancellor to all college employees was distributed. He has held a series of town hall meetings to receive feedback. Recommendations from the Task Force include redesign of developmental education (that group is already moving forward), centralize “back-office” functions of financial aid (PVCC is one of several colleges that will pilot this) and 8 others.

New Director of IT. Tom Ruggeri has served as interim and has done a great job. Shivaji Samanta will be coming on board January 3. Though there were a large number of applications, he clearly was the best choice for the College.

Child Care Building. Discussions continue with UVA-HSF on the joint project.

Jefferson School. The financial piece of the project is successfully moving forward; the next step is preparing formal leases for its tenants.

Greene County Initiative. Progress continues, albeit slowly.

College Updates

Dr. Donnelly

- Dr. Donnelly introduced Chuck Bohlke, the new dean of business math and technologies.
- 1,400 students have registered so far during early registration which is taking place a week earlier than last year’s spring early registration.
• The new centralized advising system is in place with both full-time advisors and a faculty presence located in the advising and admissions center.
• The fitness center is being relocated and expanded to better serve students with additional class offerings.
• Four vacated classrooms in the main building are being renovated for use as general purpose classrooms for the spring semester.
• ODU has vacated the trailers and they are being renovated for adjunct office space and for student use by the SGA and the student paper.
• Twenty PVCC students will be attending the VCCS student leadership conference in Richmond.
• The Center for Excellence in Instruction is working on developing grants in collaboration with other community colleges and has been awarded two.
• The Academic and Career Expressway program (ACE) is moving forward nicely. There are currently 34 students enrolled with ongoing recruiting.
• Workforce Services has been awarded three grants to continue and initiate programs.

Dr. Jackameit
• The parking lot expansion is under construction and drainage work is taking place now. The project will yield 117 additional student spaces and is expected to be completed by the start of classes.
• The local budget season is underway with the college submitting its annual requests to all of the localities; the request amounts will not be increased.
• The college is working to increase the percentage of used books sold by the bookstore due to the high costs of textbooks. Fiscal year comparisons from 2008 to 2010 for used texts increased from 22% to 35%. Books sold back to the bookstore increased from 130,000 to 260,000. The new rental program accounts for 45% of new books and includes 106 rental titles which represents 20% of all books in the bookstore. Students have saved over $70,000 by renting 1,215 books over purchasing new ones. The bookstore is expanding titles for the spring semester. The College is aggressively pushing the program to better serve students.

Mr. Ruggeri
• IT services has installed a desk top alert system for emergency messaging; messages can be sent to individual or to all college machines.
• An assessment of handling credit card compliance is taking place to ensure compliance.
• The College Board thanked Mr. Ruggeri for his excellent interim service.

Ms. King
• The marketing office placed in the Virginia Community College System’s annual “Excellence in Communications” awards competition.
• The annual Educational Foundation scholarship lunch takes place on Friday and it provides an opportunity for donors to meet with students. There will be about 100 attendees, including 18 donors.
• Endowed scholarship funds for next year are up a bit at $136,000. Approximately $200,000 a year is awarded. This year there are four new endowed scholarships which helped push the total giving to the Foundation to over $1 million this calendar year.
• A survey link on the college web site has been set up to gather feedback to assist in assessing how to continuously improve information on the web.

Dr. Atkins-Brady

• The Planning and Budgeting Committee is using feedback gathered from the summer College Board retreat and the College community, and taking into consideration the chancellor's goals and work of the reengineering task force as it focuses on 3-5 initiatives to accomplish. They are also reviewing the mission statement. The Board will see the report at the end of the academic year for approval.

• Spring enrollment to date is at 1,400 HC, 778 FTE. The fall semester will finish at about 5,556 HC and 2,796 FTE, which is approximately 5% over last fall. Comparative enrollment for the VCCS is not yet available.

Enrollment Profile/Update

Dr. Atkins-Brady reviewed the fall credit enrollment profile. Trends include an increase in total enrollment, up this semester by more than 180 students and 145 FTES; increase in the number of students taking at least one distance learning course; increase in number of enrollments in dual enrollment classes in the high schools; and increase in percentage of students taking developmental courses. Gender ratio remains about the same as does ethnicity. The student population remains relatively young with more than half of the students age 21 and younger; 25 and older at almost 35%. Enrollment by locality increased for Albemarle, Buckingham, Charlottesville, Fluvanna, Louisa and Nelson. There was a fairly large increase for Charlottesville enrollment after a number of years of declining. It could be attributed to a number of things such as courses at night at CHS and outreach efforts to the city. That information has been provided to Holly Edwards of the City Council who had expressed interest/concern about the declining enrollment. The ACE program is also increasing city enrollments. Dr. Atkins-Brady will provide additional information as requested regarding 1) FTE vs. HC by jurisdiction and 2) the percentage of high school grads enrolled from each school, and the percentage of enrollment from each jurisdiction accounted for by high school grads.

Update Report on VCCS AIS/IT Security Audit

Dr. Jackameit reviewed the audit report as required by VCCS. Most issues that applied to the College were internal related and have been completed. A partnership with Albemarle County has been established for storage of data backup.

Program Highlight: Academic & Career Expressway

Jennifer McClearen, ACE Program Coordinator, provided an overview of the program structure and goals. The program is a FIPSE three-year grant-funded initiative that prepares adult and displaced workers for success in postsecondary education and the workplace. It provides college and career preparation to adult students who plan to enter certificate, associate degree, and/or workforce services programs at the College. ACE prepares the students for college and career success through individualized, competency-based, self-paced learning in basic reading, writing and math.
Committee Reports

**Curriculum Committee.** Reporting on behalf of the committee, Mr. Gardner presented three items for Board consideration and action. It is proposed that the current Early Childhood Development Career Studies Certificate be discontinued and replaced with two new Early Childhood Development Career Studies Certificates specializing in infant and toddler and preschool. The changes are to accommodate the new VCCS statewide articulation agreement and will provide the required coursework to allow students the option of pursuing a Childhood Development Associate (CDA) credential. A teach out plan will be in place. On a motion by Dr. Newland to approve the proposal as presented, seconded by Mr. Gardner, the Board unanimously approved the change.

**Policies and Procedures Manual Committee.** Dr. Moomaw suggested deferring action to the January meeting. She has received comments but additional comments may be submitted.

Chair's Report

**2010-11 Performance Commitments.** On a motion by Mr. Gardner, seconded by Dr. Bare, the performance commitments were unanimously approved.

**2010-11 Committee Assignments.** Most members have served on the same committee for a number of years. Please contact Dr. Morse prior to the January meeting if reassignments are requested.

**VCCS Annual Meeting.** The VCCS Annual meeting is scheduled for November 16-17 at the Boar's Head Inn in Charlottesville. The SBCC meeting will take place on November 18 at PVCC in the Dickinson Theater. Board members attending the meeting and/or meal functions include Dr. Bare, Ms. DeViney, Ms. Goodman and Dr. Kleeman.

**Other.** Both the PVCC reception for UVA President Teresa Sullivan and the Educational Foundation reception for past and present Foundation and College boards were wonderful events.

**Perriello/Hurt Debate.** The October 19 debate held at PVCC received both national and international press coverage. Sponsored by the League of Women Voter and Newsplex and hosted by the College, it served as a great opportunity for the community and the students.

**Next College Board Meeting.** The next meeting of the College Board is scheduled for 4 p.m. on Wednesday, January 12, 2011.

**Alternate Meeting Schedule.** As requested by a Board member, Dr. Moomaw will poll the members regarding their preference for a better day for Board meetings.
Information Items

The following items were provided for information: 2010-11 Board Membership, 2010-11 Board Calendar, and September-October media highlights.

Respectfully submitted,

[Signature]

Frank Friedman
President and Secretary to the Board

APPROVAL

[Signature]

Suzanne Morse Moomaw
Chair