PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

Board Meeting No. 231

June 14, 2011

Meeting number two hundred thirty-one of the Piedmont Virginia Community College Board was held Tuesday, June 14, 2011, at the residence of Donna Plasket.

Present

College Board Members: Stanley Cook, Mary Loose DeViney, Len Gardner, Debbi Goodman, Peter Kleeman, Sean Michael McCord, Suzanne Morse Moomaw, Ava Pippin, Donna Plasket

Educational Foundation Board Members: Wendy Brown, Bobbie Bruner, Rob Capon, Terry de Guzman, Rondi Furgason, Ken Lawson, Bo Newell, Brad Ramsey, Kendra Stribling, Bryan Wright

Others: Frank Friedman, Tara Atkins-Brady, Pat Buck, John Donnelly, Silvia Dowell, William Jackameit, Mary Jane King, Becky Parkhill, Phil Sparks, Bradley Purcell, Grace Carpenter

Welcome and Call to Order

Dr. Moomaw welcomed those present and called the meeting to order at 2:10 p.m. Dr. Plasket and Brad Ramsey also offered warm welcomes.

Phil Sparks was introduced as the new part-time development officer. Mr. Sparks is a former member of both boards and served as chair of the College Board.

Introductions were made by all and were asked to give their most rewarding part of being on the boards.

The purposes of the meeting were to get to know each other, gain an understanding of the roles of each board, spend time brainstorming ways to help the College get the resources it needs to carry out the priorities of the new strategic plan, and to learn more about the Carpenter Society.

Role of the Boards

Dr. Friedman reviewed the roles of both boards and the State Board for Community Colleges (SBCC). The College Board is advisory to the college president and is composed of 13 members, four each from Charlottesville and Albemarle and one each from the counties of Fluvanna, Greene, Louisa, Nelson and Buckingham. Members are appointed by their respective localities. Duties are established by the SBCC and include being responsive to service areas, submit recommendations, approve the college mission and Strategic Plan. The board advises the president of needs of individual localities. The Educational Foundation Board is a fundraising board, not a policy making board. The Strategic Plan serves as the foundation for its activities, raising external funds to allow those things in the plan to happen.
Strategic Plan

Dr. Atkins-Brady provided an overview of the new Strategic Plan, recently approved by the College Board. The plan addresses the needs of employers, businesses and students, with a national and state focus. It contains set of action items under the four priorities of student completion and success, access to education, excellence in instruction and student services, and resources to support teaching and learning.

Dr. Donnelly reviewed initiatives in Instruction and Student Services that include study abroad opportunities, financial aid, supplemental instruction, lecture capture technology, developmental education redesign, Greene County Center, Culinary Arts Program at Jefferson School, fine arts programming, and a new student center building.

Group Brainstorming

Using the instructional priorities as outlined by Dr. Donnelly, four groups brainstormed ideas for making them happen. Each group then reported on one major idea.

The following is a compilation of ideas resulting from each group.

Culinary Arts:
- Iron chef in D.C. - Peter Chang, Morio Batalli
- Taste of the Town
- Building awareness
- Similarities to viticulture and enology
- Get sponsorships
- Guest lectureship opportunities
- Cooking demonstrations
- Aramark, in-kind gifts of supplies
- Collaborate with Meals on Wheels
- Be the beneficiary of Restaurant Week

Student Center:
- Need major donor: pro athlete, writer
- Have renderings to generate interest and excitement
- Multi-purpose building to generate income
- Kresge Foundation for matching grant, final fundraising
- Local foundations?
- Kovan (Knights of Columbus)
- CACF
- Great naming opportunity for community
Greene County Center:
- Closest (Madison County)
- Are Montpelier donors potential donors?

Student center:
- Will likely include a mix of student fees, auxiliary enterprises, local government money as well as private donations. Is there a way to scale up/incorporate the Bolick Center?

Instructional technology:
- Dorothy Batten is a prospect as she just completed an online degree in counseling (Wendy).

Study abroad:
- This could be viewed as an “add on” rather than core mission. Would need to be very selective regarding donors. Semester at Sea should not be the only option. Ted Dintersmith (William and Mary alumnus and former partner in Charles River Ventures now living in Charlottesville just took his family on a round the world trip and is very enthusiastic about the benefits of travel.)

Developmental education:
- Look to engage parents of younger students and adult students in the conversation about the benefits of this program. Get them in front of donors.
- Connie Jorgensen, new to our faculty, has years of donor experience in the community and is a good resource.

Culinary arts:
- Economic development funds available? JABA is one of the largest purchasers of food supplies in the area (Meals on Wheels, etc.). Can we link with them for food purchases to get economies of scale?

Arts:
- Hunter Smith suggested for naming opportunity as she has done so at the Paramount (Wendy).

Study Abroad funding for scholarships:
- World Strides partnership
- Council on Foreign Relations, Charlottesville Chapter. Mr. Capon can contact Bill Gray. The chapter consists of seniors who meet at Glenmore to discuss various foreign policy topics. They have dues sitting in surplus that perhaps can be tapped.
- Exchange program (hosting, etc.)
- Rotary Clubs (Mr. Capon and Dr. Friedman have contacts)

Financial Aid:
- Discussion of local funding —very small amounts given by localities. When we really need their money, it is for site work; don’t want to jeopardize receiving that for smaller amounts.
- Launch a program with each graduating class to donate $20.11/$20.12 etc. With a modest amount most anyone can contribute -- students, family, community, etc. and direct the proceeds
to financial aid. And board members can take that idea to those they deal with, remind them they are part of the community.

- Commonwealth Neighborhood Assistance Tax Credit Program (JABA, Boys & Girls Club received it). Receive 40% in tax credits for unrestricted gifts of $500 or more.

Instructional Innovation:
- Naming opportunities with/or for corporations (i.e. Newseum has rooms named) for classrooms. Create an institute, how do you target/ask high net individuals – match each others’ gift. Foundations, businesses. Getting name in front of – i.e. restaurants sponsoring areas in Jefferson Center.
  - Aramark
  - Rabbi Jake Rubin, UVA Hillel Foundation (recently put in kitchen, did it below budget) good resource for John Donnelly. (Capon has contact information)
- Rosetta Stone Foundation
- Foundation board could give a gift as a whole vs. individually

 Planned Giving

Bradley Purcell presented information on planned giving, addressing what it is, the underlying demographics, the elements, how the College can get the planned giving message into the community, and how board members can help.

Adjournment and Continued Discussion

The meeting was adjourned and discussion continued over refreshments.

Respectfully submitted,

Frank Friedman
President and Secretary to the Board

APPROVAL

Suzanne Morse Moomaw
Chair