PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

Board Meeting No. 252

March 4, 2015

Meeting number two hundred fifty-two of the Piedmont Virginia Community College Board was held Wednesday, March 4, 2015, in PVCC’s North Mall Meeting Room.

Present

Stephen Davis       Peter Kleeman
Bruce Dotson        Sean Michael McCord
Alvin Edwards       Ava Pippin
Frank Gallo         Thomas Proulx
Debbi Goodman       Fred Richardson
Robert Hodous       Joseph Scruggs

Absent

Sean Moynihan

Others

Frank Friedman, President
Pat Buck, Assistant to the President & Special Events Coordinator
John Donnelly, Vice President for Instruction & Student Services
Sue Haas, Chief Information Officer
Jolene Hamm, Director of Institutional Research, Planning & Institutional Effectiveness
Adam Hastings, Dean of Business, Mathematics & Technologies
Cliff Haury, Dean of Humanities, Fine Arts and Social Sciences
Valerie Palomar, Dean of Workforce Services
Steve Parker, Vice President of Finance & Administrative Services
Andrew Renshaw, Coordinator of Dual Enrollment and Off-Campus Programs
James Ross, Vice President for Institutional Advancement & Development
Anita Showers, Director of Marketing & Media Relations

Media

Nelson County Board of Supervisors: Constance Brennan, Allen Hale
Nelson County School Board: Dave Francis, Debbie Harvey, David Parr, Janet Turner-Giles
Nelson County Superintendent and High School Principal: Jeff Comer, Todd Weidow
Nelson County Director of Economic Development: Maureen Kelley

Welcome and Call to Order

Ms. Pippin welcomed those present and called the meeting to order at 3:35 p.m.

Approval of Minutes

The proceedings of the January 7, 2015, meeting were unanimously approved on a motion by Dr. Edwards, seconded by Mr. Hodous.
Public Comment

None

President’s Report

Budget/VCCS/PVCC Updates. The 2015 session of the General Assembly has ended with some good news regarding salary increases. The budget that has been sent to the Governor includes an average 2% increase for faculty (distribution details are disseminated by the State Board for Community Colleges); a 2% across-the-board increase for classified staff; and a longevity increase of $65 for employees with 5-30 years of service to help address compression issues. At this time it is not known if the increase will apply to adjunct faculty or hourly wage employees. The legislature will provide two-thirds funding with the balance coming from tuition revenue. For the first time, financial aid will be available for non-credit workforce programs; the budget includes $1 million for the community college system. Some of the cuts announced last fall will be restored to the base budget. A good deal of attention was on the bills on reporting sexual assault; our policy put in place in the fall is similar to the passed bill. Our policy requires faculty and staff to report incidents directly to our Title IX Coordinator (human resources manager), work with a committee on a preliminary investigation and, if a crime is involved, report to local police. It will be revised if necessary once the new law is signed by the Governor.

A three-person committee will conduct an onsite review March 31-April 2 of our off-campus offerings, dual enrollment at the high schools, Giuseppe Center and Jefferson School. This five-year report and site visit is mandated by the Southern Association of Colleges and Schools Commission on Colleges accrediting agency and is the mid-point of the reaffirmation cycle.

PVCC has been approached to become the fiscal and program agent for the GED and adult education program in the region. Our investigations into the operations and conversations with school superintendents lead us to believe it will be a good fit.

The General Assembly has provided language that the VCCS put together a workforce development plan for the Commonwealth by November. The Chancellor will conduct a listening tour with 19 stops to gather feedback from business leaders, educators, school systems and elected leaders on their needs for credentialed workers for economic development. He will conduct a session at PVCC at 3:30 p.m. on April 8. Details will be forthcoming but in the meantime guest names are welcome.

College Updates

Dr. Donnelly

- Spring break is taking place this week.
- Hiring of full-time faculty continues and hopefully will be completed by April 1.
- Investigation continues into the feasibility of taking over the adult learning center and developing memoranda of understanding with school divisions, with a tentative completion date of July 1. One of the major challenges is moving personnel from the City school system to PVCC.
- PVCC was one of 15 community colleges invited to attend a national developmental education summit. It focused on what we can do as a college to increase the success rate in math.
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- PVCC has two out of 12 VCCS faculty finalists in competition for a statewide excellence in education award and is the only college with two projects.
- The Buenos Aires exchange student recently spent six weeks at the College and the exchange faculty member will be visiting for two weeks; our student and faculty exchanges will be visiting their college later this semester.
- A series of international education activities are planned including a visiting scholar from India, a presentation on medieval maps and the popular International Food Festival.
- A 5K event will take place on campus; additional information will be forthcoming.

Dr. Ross

- Dr. Ross thanked Board members for their assistance with the successful annual campaign. The goal of $150,000 was exceeded by $62,000. Campaign highlights include the establishment of a pacesetter level; employee contributions increased by 7.3%; a good response from alumni; and an anonymous $20,000 challenge for early college scholarships for Greene County students. Dr. Friedman noted that the annual campaign is a small part of fundraising. The calendar year ended with $1.4 million in cash and holdings over $10 million.
- Today is Anita Showers' last Board meeting as she retires at the end of March. A new marketing director has been hired.

Dr. Hamm

- The SACSCOC committee will be visiting March 31-April 2; to date they plan to tour Western Albemarle and Albemarle High Schools, CATEC and the Giuseppe Center. The committee will talk with students, principals, guidance counselors and will visit our off-campus sites to ensure that student services are equivalent to those at the main campus and to ensure that students are aware of available services.
- The SACSCOC 5th year report is due in September and we are continuing to work on that report.
- The Community College Survey of Student Engagement will be conducted this spring. The survey is done every 2-3 years and assists institutions with focusing on good educational practice and identifying areas of improvement for programs and services for students.
- Spring headcount enrollment is 5,188, down 1.78% from the previous spring; the VCCS is currently experiencing a decline of 3.15% for the same period. The full-time equivalent enrollment is 2,532, down 1.92% from the previous spring; the VCCS is currently experiencing a decline of 3.34% FTE from the previous spring.

Mr. Parker

- The new police officers have been hired for the College’s police department; a well-attended open house was held to introduce the employees. Another will be scheduled for students.
- A new security camera system, with better resolution, is being installed.
- The student-run UVA credit union is now open. A ribbon cutting ceremony is scheduled for March 16.
- The FY16 local fund budget requests and the third year request for the student fee increase will be brought to the Board for action at its May meeting.
Ms. Haas

- The firewall update has been completed and bandwidth has been tripled.
- Ms. Haas continues to focus on continuous improvement for the department. The help desk is more proactive with classroom issues, conducting checks every two weeks for each of the 82 classes; the ticketing system is being reviewed for its efficiency, resolution process and more.
- Purchases from last year’s Equipment Trust Fund spending plan have been closed out and the new plan is expected to be finalized by July 1.

Committee Reports

Dr. Richardson, chair, reported on behalf of the Curriculum Committee. Following a discussion and review of the provided documentation, the committee enthusiastically recommended approval of the Career Studies Certificate in Pharmacy Technician. UVA Health System and Martha Jefferson Hospital requested the development of the program to assist in preparing pharmacy technicians to safely function in an acute care setting. UVA has committed to funding one full-time faculty member for three years; the program will start fall 2015. On a motion by Dr. Richardson, seconded by Dr. Edwards, the Board approved the certificate.

Dr. Kleeman, chair, reported on behalf of the Community Relations Committee. The committee recommended the selection of Lauren Joy House for the PVCC Board Community Service Award for 2015. On a motion by Dr. Kleeman and seconded by Mr. Hodous, the Board approved the selection, with Mr. McCord abstaining. In the future the committee will review possible modification to the awarding of cash to the recipient.

Chair’s Report

Academic and Leadership Awards Convocation: The 11th annual convocation takes place at 4 p.m. in the Dickinson Theater.

Next College Board Meeting. The next meeting of the College Board is scheduled for Wednesday, May 6, 2015, at 4 p.m. at PVCC.

Commencement. Commencement takes place at 6 p.m. on Thursday, May 14; the nursing pinning ceremony is at 1 p.m. Both events are at the John Paul Jones Arena, with receptions to follow each. Board members are asked to arrive at 5:30 p.m. Additional logistical information will be provided.

Information Items

The following information items were provided: College Board Calendar, College Board Committee List, College Board Member Terms of Office and the January-February Media Highlights.
JOINT MEETING & DIALOGUE WITH NELSON COUNTY LEADERS

Ms. Pippin welcomed all and thanked them for taking the time to participate in the conversation; introductions were made. Dr. Friedman noted that the Board meets with each locality on a rotational basis to engage in informal conversation about their ideas, needs and suggestions to help us become a better community college and better serve their needs.

A provided enrollment overview for Nelson County was briefly reviewed. Enrollment of the county’s residents in credit courses has increased 15% in the past 5 years, serving over 300 residents in the 2013-14 academic year. In that same year, 52 students from NCHS were dual enrolled at PVCC in three different courses at the high school. In addition, 67 NCHS students took a PVCC course online and four took classes at the PVCC campus. Of the over 1,500 students enrolled in credit online courses at PVCC, 86 were from Nelson County and 10 of these students enrolled only in distance learning courses. For fall 2014, 18% of the county’s students placed into developmental English and 53% into developmental math. Nationwide, math is the biggest barrier to student success at community colleges—PVCC wants to partner with Nelson County to help them achieve success.

Discussion highlights include the following:

Placement testing is usually done in the junior year and students can take PVCC courses if they pass. For those students not coming prepared for middle or high school, what can be done? And what needs to happen for those students who don’t pass the placement tests and want to go to college? Can they be identified earlier? Opportunities for communication/marketing to the rising 9th graders could be implemented and testing could begin then. The early college program can also be introduced earlier. Early planning is key.

What about offering a building trades program? The College has two career studies certificates, both with low enrollment and low forecast in jobs. The curriculum advisory committees look at needed curricula and job prospects. For those interested in apprenticeship programs, CATEC may be an option.

Technology courses for those not necessarily destined for college but for those that are older or need upgraded skills for higher paying jobs may be of interest. JAUNT travels to Charlottesville several days per week and could provide transportation for residents to come to the College.

Scheduling courses in the county at the Nelson or Rockfish Valley Centers should be explored; the workforce services arm of the College could look at options but they need to know what residents are interested in taking.

Expanding the use of high school faculty and the course offerings at the high school is of interest but the faculty credentials must meet requirements by our accrediting agency, the Southern Association of Colleges and Schools Commission on Colleges. Students typically perform better with face-to-face courses than internet based courses. Dr. Donnelly is happy to advise the school system on the required faculty qualifications. It was noted that it is easier for the high school to offer AP courses than dual enrollment courses due to the credentialing issue. Mr. Renshaw has worked with Superintendent Comer and they were able to find faculty with the credentials to offer courses at the high school; he has offered advice to principals on hiring qualified faculty to meet the requirements.
Students in the Governor’s School could benefit by taking dual enrollment courses that the high school can’t offer.

Dr. Friedman inquired if there are jobs now or on the horizon for which the College could help prepare people for those jobs? Soft skills such as interviewing for jobs was mentioned as well as workshops for seniors. A career coach is at the high school as a resource for students and there are student mentors already taking dual enrollment courses.

PVCC has been asked to become the fiscal and programmatic agent for the regional adult and career education programs. The GED should not be an end point but a path to become college ready or find employment. There can be ways to merge/incorporate basic skill work with job prep courses. Workforce Services is working with employers who want qualified workers to find what they need and to teach the technical as well as the presentation skills.

The meeting was followed by dinner and a performance by the Richmond Ballet.

Respectfully submitted,

[Signature]

Frank Friedman
President and Secretary to the Board

APPROVAL

[Signature]

Ava A. Pippin
Chair