Meeting number two hundred forty-eight of the Piedmont Virginia Community College Board was held Tuesday, July 15, 2014, in the V. Earl Dickinson Building.

Present

College Board Members: Stephen Davis, Alvin Edwards, Frank Gallo, Debbi Goodman, Robert Hodous, Peter Kleeman, Sean McCord, Sean Moynihan, Ava Pippin, Thomas Proulx, Frederick Richardson, Joseph Scruggs

Absent: Bruce Dotson

Others: Frank Friedman, Pat Buck, John Donnelly, Sue Haas, Jolene Hamm, Steve Parker, James Ross

Welcome and Call to Order

Ms. Pippin welcomed those present and called the meeting to order at 3:10 p.m.

Introductions

New Board members Frank Gallo (Fluvanna), Frederick Richardson (Greene) and Joseph Scruggs (Buckingham) were welcomed. Their terms expire June 30, 2018. Board members and President’s staff were asked to introduce themselves, addressing why they are on the Board and what they would like to see the Board and the College achieve during their terms; President’s staff addressed why they chose to work at PVCC and what they want to see the College achieve.

Review of Strategic Plan 2011-14

Dr. Friedman provided an overview on the strategic plan. The plans span a three-year timeframe and involve a large number of people. The Board has one or two sessions to provide input for the committee that develops the plan, receives annual updates and a close-out report of the three-year cycle. The Planning and Budgeting Committee is charged with taking all input received from various sources to put together a strategic plan that reflects priorities for the upcoming three years. It focuses on actions and needs that the College wants to take and focuses on the priorities that move toward better achievement of our mission and goals. It is not a shelf document; it is a living document.

Dr. Hamm reported that 58 of the 73 items in the plan have been completed and many are now part of the College’s operations or practices. The ones not completed will be carried over as applicable. She highlighted key accomplishments and outcomes from the 2011 Strategic Plan Final Progress Report for the four institutional priorities: 1) student completion and success, 2) access to education, 3) excellence in instruction and student support and 4) resources to support teaching and learning.
Updates

Dr. Friedman

- CATEC’s space is getting old with configurations becoming outdated. With the implementation of their recently approved strategic plan, they will look at curricula and work with the College more in the development of new curriculum, i.e., culinary arts. The CATEC board authorized a facility study to build a shared vocational-technical campus on donated College property, utilizing the facilities separately for high school day classes and college evening classes. With the hire of CATEC’s director, Adam Hastings, as PVCC’s dean for business and math, progress could be slowed on the study.

- The Kluge-Moses Building was named to honor Patricia and Bill for their pledged $1.2 million for health science programs. After five years of payments, they went into bankruptcy. The Educational Foundation Board has discussed this and with an unfulfilled $1 million minimum naming policy, the College has legal rights to remove the name. The Chancellor does not want this to occur while the General Assembly is in session when a request for funding for the student success center will be made, nor is there intent to incur hard feelings. A potential donor is interested in making a donation to support health services and receive the opportunity to name the building. Only the College Board has authority to name or unname a building. This donor does not want the name change made too quickly with the hope of avoiding association with the un-naming. The timing of the gift agreement and gift announcement, Board action to remove the Kluge-Moses name, and Board action to rename the building are critical; the Board agrees the timing of the elements is crucial for a successful transition.

Preparing for the Next Three Years: Strategic Plan 2015

Dr. Friedman stressed the value of our plan as an action plan and not just a shelf document; it is a time to look at what we are going to do that moves the College forward—not just a continuation of the old but identifying new initiatives. The budget is tied into the plan and the Planning and Budgeting Committee recommends what resources are needed to achieve the plan, linking the resource to the plan action. Input for the plan is gathered from the Board as well as from other stakeholders within the College and the community, and is used by the Planning and Budgeting Committee to prepare a new plan.

Members broke into four groups for discussion and reports.

Small Group Reports and Discussion

Group 1: Access to higher education is at the core of our mission. What can PVCC do to expand access and increase enrollment? How can PVCC be more effective in enrolling underserved groups, including low income and minorities?

- How can we deal with the underserved beyond the greater Charlottesville-Albemarle area?
- Distance learning expansion, target parents
- Office location (specific emphasis on instructors)
- Outreach for adult learners
- Low cost incentive course
  - get dollar credit applied to next course on successful completion
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- Recruit/outreach to underserved populations -- go to where students are, i.e. FCCW, social workers
- Active release of information about graduates and transfers for marketing, focus on grads in their own county, use alumni
- Focus on student success by specific region

Group 2: PVCC is dedicated to student success. Yet currently, only half of the students who declare a major either graduate or transfer. The success rate is lower for part-time students and students who must enroll in developmental education. How can PVCC increase student retention and student success?

- Focus on orientation
- Social connections -- connection between faculty/students
- Peer mentoring outside of courses -- connect them to others with needs (i.e. take turns driving, child care)
- Increase student life opportunities
- Opportunities to expand access to online courses -- wireless connecting, defined goals -- graduation date

Group 3: PVCC promotes workforce development to assist individuals and to promote economic development in our service area. What can PVCC do to better promote workforce and economic development? What new programs are needed to prepare individuals for current or future careers/jobs in our service region? How can PVCC better serve the employers in our region?

- Entrepreneur
- Advanced manufacturing
- 3D printing
- Engineering technology
- Control systems
- Solar installation/geothermal
- Alternative energy

Group 4: To achieve its goals, PVCC must have the necessary resources. What ideas/suggestions do you have in the following areas?

- Facilities
  - Childcare
- Workforce development center (lifelong learning)
- Technology
  - Robotics/automation/cards
  - Target older students
  - Help desk services, personal touch, using students to teach
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➤ Fundraising
  ○ Encouraging campaigns for PVCC in wills
  ○ Student involvement
  ○ Campaign activities at graduation
  ○ Parents and grandparents of graduates
  ○ Note cards at bookstore – percentage to the Foundation

➤ Legislative advocacy
  ○ Lobby day to include business leaders, others
  ○ Work to minimize political aspect

➤ Personnel
  ○ Paying teachers more
  ○ Continue culture of talent
  ○ Mentoring programs for teachers and students – teachers to teachers as well as students

Additional comments:

➤ Does the community know about our excellent faculty and resources? Highlight the value of employees by communicating our resources, highlight credentials, show their interests – make a connection to a face and not just a name. Profile faculty on our website/social media/course schedule, etc.

➤ Virtual student center -- link to clubs, guidance counselors

Ms. Pippin thanked everyone for the great discussion but was sorry there wasn’t time to address Dr. Dotson’s questions:

“PVCC is doing very well and could certainly be described as one of the best in the State. But...what event/circumstance/change might come along that could threaten our success? How can we take steps to either prepare for this or to mitigate its impacts? Then the flip, what...might come along that could give us major new opportunities for growth and success? What steps can we take to prepare for this or to encourage its occurrence?”

Ms. Hamm can be contacted if there are questions about the strategic plan.

The meeting adjourned for continued conversation over dinner.

Respectfully submitted,

[Signature]

Frank Friedman
President and Secretary to the Board

APPROVAL

[Signature]

Ava A. Pippin
Chair