PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

Board Meeting No. 246

March 5, 2014

Meeting number two hundred forty-six of the Piedmont Virginia Community College Board was held Wednesday, March 5, 2014, in the W. A. Pace Jr. Board Room. The joint meeting with Buckingham County officials followed in the North Mall Meeting Room.

Present

Laila Bare  Robert Hodous
Vera Cooke-Merritt  Peter Kleeman
Stephen Davis  Sean Moynihan
Bruce Dotson  Ava Pippin
Leonard Gardner  Thomas Proulx

Absent

Alvin Edwards
Debbi Goodman
Sean McCord

Others

Frank Friedman, President
Pat Buck, Assistant to the President & Special Projects Coordinator
Chuck Bohleke, Dean of Business, Math & Technologies
John Donnelly, Vice President for Instruction & Student Services
Jolene Hamm, Director of Institutional Research, Planning & Institutional Effectiveness
Steve Parker, Vice President for Finance & Administrative Services
Jeannie Perutelli, Professional Association of Support Staff
James Ross, Vice President for Institutional Advancement & Development
Tom Ruggeri, Interim Chief Information Officer
Anita Showers, Manager of Marketing & Media Relations
Joo Oh and Ashley Renner, UVA nursing student observers
Media

Others at Joint Meeting

Buckingham County Officials: County Administrator, Rebecca Carter; Assistant County Administrator, Karl Carter; Board of Supervisors members Cassandra Stish and John Staton; School Superintendent, Cecil Snead; School Board members Kathy Midkiff, Ed Wise, Russell Gowin, Sherry Ragland, Thomas Hutcherson and Theresa Bryant.
Welcome and Call to Order

Dr. Bare welcomed those present and called the meeting to order at 3:05 p.m. New Nelson County Board member Thomas Proulx was introduced. Mr. Proulx fills an unexpired term through 2017. Mr. Proulx is looking forward to his service on the Board.

Approval of Minutes

The proceedings of the January 8, 2014, meeting were approved.

Public Comment

None

President’s Report

Budget/VCCS/PVCC Updates. A copy of the VCCS 2014-16 budget comparison of general fund recommendations from the Governor, House and Senate was provided and reviewed. The proposed amounts are not significantly different for the VCCS but what is different is the distribution recommendations. The House recommendations emphasize holding down tuition increases and redirects all the new student and workforce training funding for access and affordability. The Senate also redirects part of the new operating funding to be used primarily for salary increases and additional student aid; they also recommend funding for a new formula-based incentive program that would reward colleges for non-credit workforce training resulting in an industry certification or license. Employee compensation recommendations are different, each of which is limited and still not up to a level hoping to see; they differ on increase vs. bonus but neither exceeds 2% in a year. There are no capital outlay projects for either two- or four-year institutions which means our budget amendment introduced by Delegate Landes and Senate Hanger for the student success center was not included in either budgets. Efforts to obtain funding will continue next year. The Senate’s budget adds $5.4 million for the expansion of the two-year transfer grant, providing awards that are on average the difference between the public two-year and four-year higher education institution costs for tuition and mandatory educational and general fees. Approximately $30 million of increased funding is directed for the VCCS, with roughly $750,000 distributed to PVCC. The State Board will consider tuition increases at its May meeting; best guess is a moderate increase in the 2-5% range.

The CATEC board hired a firm to lead their strategic planning process and both Dr. Friedman and Dr. Donnelly have been involved in providing information and recommendations. Our former board member from Fluvanna County is part of the strategic planning team and was instrumental in involving us heavily in the process. The number one recommendation involved greater cooperation with CATEC and PVCC, and we support that. We work well with CATEC now and have an articulation agreement as well as other joint ventures with them, but are both separate entities. Both institutions have culinary programs, each developed separately, but we made it possible for their students to seamlessly enter ours; the planning group recommends program planning from beginning to end as if one entity. In the end, the plans enhance career outcomes of vocational programs. We will continue to be involved to see how it plays out.
College Updates

Dr. Donnelly

- This week is spring break for students who are about halfway through the semester.
- The first Culinary Arts Advisory Committee meeting was held last month with 29 members attending the initial meeting. The community is very interested in the potential of the program.
- Two faculty recently received doctorates -- Juliane Milburn, Associate Professor of Nursing and J. Nicole Beckham, Assistant Professor of Communication Studies.
- A PVCC graduate from the Fluvanna Correctional Center for Women has been released, and with her training in a Braille program, has obtained a full-time job at a printing house for the blind in Kentucky. This is a great success story for one of our graduates from the Center.
- Four full-time faculty searches are underway in the psychology, cyber-security/networking, nursing and graphic arts disciplines.
- A graduate intern will be assisting with the creation of a leadership program for students; the program is expected to be in place in the fall.
- The PTK chapter has made great strides in achieving the five-star level, the highest ranking possible for the amount of work a chapter achieves. The PTK officers and the College will be recognized at the PTK conference in April.
- A group of 9 students in grades 6-9 will graduate later this semester from the College for Kids community program offered through the Workforce Services division. Their tuition was paid by the Albemarle County Rotary Club.
- The implementation of the new faculty evaluation plan and the associated awards and recognition component is ongoing.
- The ongoing strategic CATEC discussions include expanding services to all localities, not just for Albemarle and Charlottesville.

Dr. Ross

- Dr. Ross thanked Board members for contributing to the annual campaign. The total raised so far is over $130,000, an increase of 37%, and included a 26% increase in giving by employees. New strategies for the campaign included establishing pacesetter levels; solicitation letters with a focus on business needs, given that 65% of local businesses have staff who took courses or graduated from PVCC; letters to alumni and arts patrons; and a student phone-a-thon. The campaign provides funds for the faculty/staff grant program which assists with various projects for improving instruction.
- The marketing and media relations office has spent the last year on the development of the new website which will go live shortly.

Dr. Hamm

- Final fall enrollment saw a headcount decline of only 1% (5,630) and a decline of 1.8% in FTE (2,762). Spring enrollment is strong to date; the College is one of five with an enrollment increase.
- The strategic planning process is underway, gathering input from faculty, staff and other groups. The plan will be shared with the Board at its summer retreat. Over 20 strategic planning initiative proposals have been received so far.
Mr. Parker

- After an extensive search for a campus police chief, Shawn Harrison has been hired and begins mid-April. Shawn has 30 years of law enforcement experience, and is currently a deputy chief in Baltimore.
- The College will participate in the statewide tornado drill next week.
- A new boiler is being installed in the Dickinson building, a $100,000 project funded by VCCS maintenance reserve funds.

Mr. Ruggeri

- Mr. Ruggeri returns to his normal job after the new CIO arrives later this month. Dr. Friedman reported that Sue Haas will begin her position on March 18, coming from UVA. Ms. Haas also teaches as an adjunct.
- The wireless upgrade continues with installation of the controller and access points; the upgrade will provide better access throughout the campus.
- Five classrooms will be upgraded with the necessary equipment to expand the number of lecture capture classrooms.
- Office 365 is available to students via free download.

Committee Reports

Curriculum Committee. Mr. Gardner, chair, reporting on behalf of the committee, recommended for board approval the following curricular changes; each was approved unanimously following discussion.

Discontinuance of Biotechnology Career Studies Certificate: The enrollment has all but disappeared in the past five years with only one student enrolled in the program. A two-year teach out of the program will be offered to the student. The certificate was a post-associate certificate requested by UVA but the need for the program declined.

Discontinuance of Human Services Career Studies Certificate: Established at the request of Region X, this certificate was designed as a closed admissions program, funded by the State Department of Mental Health and Mental Retardation regional offices. The funding is no longer available and there have been no students enrolled for the past three years due to lack of funding. Should the funding become available in the future, this pre-associate CSC could easily be restarted.

A new Entrepreneurship Career Studies Certificate can be offered by combining existing college course and courses currently in the VCCS catalog to provide training to potential entrepreneurs and those already involved in a small business in the service area. Most of the community colleges already have this certificate. Dean Bohleke affirmed we have the resources to add this certificate which could be both pre- and/or post-associate, and there is a pressing need for the skills. The certificate could be a nice complement to existing programs and could be a nice tie-in with the new CATEC model; it is a financial aid eligible certificate.

Community Relations Committee. Dr. Kleeman, chair, reporting on behalf of the committee, recommended the College Board Service Award be presented to Professor of Spanish Kit Decker. Professor Decker was selected from among four nominations for his involvement in coaching, the parent-teacher organization, and as a first responder. The Board funds the award, which may or may not be presented annually and may be presented to as many as two faculty, staff or students in a given year. On a motion by Dr. Kleeman, seconded by Mr. Hodous, the Board unanimously approved Professor Decker as the 2014 recipient.
Approval of College Emergency Operations Plan

An operational plan for establishing the framework for emergency management is developed and updated periodically based on VCCS input and a template for the plan. The plan was developed in coordination with the Virginia Department of Emergency Management with input from the VCCS, the Albemarle County Emergency Management Agency, and key offices within the College. The plan establishes an incident command structure established by the federal government and delineates the responsibility of the Board, president, and incident commander. All members of the command team receive training and prepare for and are involved in incident drills. Suggestions for modifications to the plan were made and will be considered for incorporation. Due to the number of suggestions made the plan was tabled for consideration at the May meeting.

Chair’s Report

Academic and Leadership Awards Convocation. Board members are invited to the 4 p.m. April 17 awards convocation in the Dickinson Theater.

Next College Board Meeting. The next meeting of the College Board is scheduled for 4 p.m. on Wednesday, May 7, 2014 at PVCC.

Commencement. PVCC’s 41st Commencement is scheduled for Thursday, May 15, at 6 p.m. at the John Paul Jones Arena. The nursing pinning ceremony is at 1 p.m. Ms. Buck will be in touch with additional logistical details.

Information Items

The following items were provided for information: College Board Calendar, Membership, Terms of Office and January-February Media Highlights.

Adjournment

The meeting was adjourned at 4:25 p.m. Immediately following adjournment, a joint meeting and dialogue with Buckingham County leaders, was held in PVCC’s North Mall Meeting Room and followed by continued discussion over dinner.

Joint Meeting & Dialogue with Buckingham Leaders

Dr. Friedman welcomed everyone and introductions were made. He explained that the purpose of the meeting is to hear from the localities how the College can better serve their needs.

Highlighted points of discussion and suggestions included:

- Satellite facility in Buckingham County
- What could PVCC offer that complements what Southside Virginia Community College offers?
  - HVAC, robotics, pre-engineering concepts, enhance STEM programs, evening adult ed courses beyond what’s already offered, soft skills, entrepreneurship, an underserved geographical population
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- More presence in the community, especially the northern areas (literature and events) and the schools (career days, work with guidance counselors, career coach)
- Campus tours for students
- Participate in career days with other high schools; 7th grade student visits
- Provide list of courses and where they transfer (transfer module)
- Assist with county pursuit of expansion of broadband
- Explore ways to promote courses offered in the county at the CTE Center
- Dr. Donnelly will meet with Superintendent Snead to explore many of these issues.

Respectfully submitted,

Frank Friedman  
President and Secretary to the Board

APPROVAL

Laila B. Bare  
Chair