REVISED

PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

Agenda

May 7, 2014
4 p.m.
W. A. Pace Jr. Board Room

Lailla Bare, Presiding

1. Welcome and Call to Order

2. Approval of March 5, 2014 minutes (attachment #1, for action)

3. Public Comment

4. President’s Report
   A. Budget/VCCS/PVCC Updates
   B. College Updates (Dr. Donnelly, Dr. Ross, Dr. Hamm, Mr. Parker, Ms. Haas)
   C. Curriculum Advisory Committee Appointments (Dr. Donnelly, attachment #2, for action)

5. Tuition Differential Recommendation (attachment #2a, for action)

6. Committee Reports
   A. Budget and Finance Committee (attachment #3, for action)
      1. Local Funds Budget, 2014-15
      3. Request to Increase Student Activity Fee
   B. Nominating Committee (for action)

7. Approval of College Emergency Operations Plan (attachment #4, for action)

8. Chair’s Report
   A. Awards and Recognition Ceremony and Reception, 3:30 p.m. on Friday, May 9, Main Building Auditorium
   B. Commencement Events
      1. Radiography Technology Pinning, 6 p.m. on Tuesday, May 13, Dickinson Theater
      2. Sonography Pinning, 6 p.m. on Wednesday, May 14, Dickinson Theater
      3. Nursing Pinning Ceremony, 1 p.m. on Thursday, May 15, JPJ Arena
      4. Commencement, 6 p.m. on Thursday, May 15, JPJ Arena
   C. Next College Board Meeting, September 3, 4 p.m.
   D. Summer Planning Session

9. Other

10. Information Items (attachment #5)
    A. Terms of Office
    B. College Board Committees
    C. March-April Media Highlights

11. Board Member Presentations to Departing Members
ATTACHMENT 2a

Item 5. Tuition Differential Recommendation (*attachment #2a, for action*)
TUITION DIFFERENTIAL INCREASE PROPOSAL

BACKGROUND:
During 2012, the State Board for Community Colleges evaluated factors that impact the colleges' ability to recruit and retain the best possible faculty and staff. The 2012 salary study findings are consistent with the State Council of Higher Education for Virginia (SCHEV) data comparing salaries for the colleges to their national peer groups. The results are significant and indicate that the cost of living and the cost of labor are different across the Commonwealth, yet the VCCS' past compensation practice of allocating pay increases at the same rate for all colleges did not acknowledge this fact.

In May 2012, the State Board adopted the concept that compensation decisions should be adjusted to account for geographical differences where such differences affect the competitiveness of our employment offers and retention efforts.

Upon local College Board and State Board approval, VCCS Policy 4.3.0(b) allows colleges to assess a local tuition differential to students taking credit courses. The purpose of the tuition differential is to increase capacity in order to improve service to college communities. Tuition differentials are currently assessed by Northern Virginia Community College, Tidewater Community College, Virginia Western, Thomas Nelson Community College and J. Sargeant Reynolds Community College.

The most recent statistics reflect that the average faculty salary for PVCC ($58,732) is approximately 5% below our college peer group average. In large part, due to housing costs, the cost of living index* in Charlottesville is higher than other areas in the Central Virginia region with community colleges (e.g., Blue Ridge, Central Virginia, Germanna, and J. Sargeant Reynolds). In fact, the overall cost of living in Charlottesville is 10% higher than Richmond, whereas housing is 34% higher.** Additionally, our tuition rate as a percent of per capita income for our area is 8.2%, which is lower than each of these colleges.

Recently, the lack of market competitiveness in faculty salaries at PVCC has resulted in a decline of offers to the top hiring choices in Nursing, Psychology, History and Math.

*Source: www.areavibes.com
**Source: www.bestplaces.net

STAFF RECOMMENDATION:
Recognizing that raises have not been provided to faculty five of the last six years and, in an effort to provide more competitive salaries for our teaching faculty, PVCC is requesting approval of a differential tuition increase of $1 per credit hour for in-state and out-of-state students. Authorization was recently provided by the Chancellor for PVCC to submit this request through the College Board and, upon approval, to the State Board for consideration. This increase is in addition to a regular tuition increase that might be approved by the State Board for 2014-2015. An increase of 4-5% is projected at this time.

This increase would be implemented for the fall semester of 2014. Under this plan, it is estimated that with level enrollment, PVCC will collect an additional $95,000 from the tuition differential. The amount collected will be used to fund a 2% across-the-board increase for teaching faculty.

It is not anticipated that this $1 increase will negatively affect access and enrollment since PVCC will still provide high quality for comparatively low cost. It is significant to note that the recently announced tuition increase at UVA targets a substantial amount of that revenue increase to faculty salaries to address faculty recruitment and retention issues. PVCC proposes this $1 tuition differential to address our version of these same issues.