PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

Board Meeting No. 250

November 5, 2014

Meeting number two hundred fifty of the Piedmont Virginia Community College Board was held Wednesday, November 5, 2014, in the W. A. Pace Jr. Board Room.

Present

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

Others
Frank Friedman, President
Corinne Faris, Administrative Assistant to the Office of the President
John Donnelly, Vice President for Instruction & Student Services
Sue Haas, Chief Information Officer
Jolene Hamm, Director of Institutional Research, Planning & Institutional Effectiveness
Hee Yun Joo, Student Government Association
Marie Melton, Business Manager
David Moyer, Faculty Senate
Valerie Palamountain, Dean of Workforce Services
Jeannie Perutelli, PASS
James Ross, Vice President for Institutional Advancement & Development
Miriam Rushfinn, Program Manager, Youth & Educational Symposia
Anita Showers, Director of Marketing & Media Relations

Welcome and Call to Order

Ms. Pippin welcomed those present and called the meeting to order at 4 p.m.

Approval of Minutes

The proceedings of the September 10, 2014, meeting were unanimously approved on a motion by Dr. Edwards, seconded by Mr. Proulx.

Public Comment

None
President's Report

Budget/VCCS/PVCC Updates. Since the last board meeting, another budget cut for higher education was announced: 5% this year and 7% next year, with the 7% reduction being a permanent cut. The original plan was revised and cut the reductions to half of the original amounts; this year it will be a $190,000 cut and next year’s will be a $185,000 cut. This year’s cut has been made with minimal effect on current operations. Next year, a careful review will be necessary of all expenditures to prepare for this permanent change to the budget. There have been no final decisions for cuts next year and the College is not acting until February or March due to the General Assembly session. The VCCS gives each college an amount to cut. The College determines how best to achieve the required reduction.

CATEC is in the process of reviewing their strategic plan to alter their curriculum to ensure theirs and PVCC’s is aligned to show a student’s path of success through the secondary and post-secondary educational programs to better serve the career and technical education in our community. All dealings related to this initiative are positive and moving forward. The next issue is identifying a facility at which this takes place. CATEC was opened in 1972 and there are ADA requirements for updating and developing new programs which require new labs. Would it make more sense to build a new building to serve the high school population by day and adults by night? Taxpayers get more for their money if a new building is built and used for both day and night classes but there could be scheduling issues. This is at a conceptual level at this point and no analysis has been done regarding costs, square footage, or determining usage. This is being discussed in the community at the board level and in the media. The curriculum alignment aspect is going to be a challenge. CATEC would still be its own identity, being a secondary school operation run by secondary staff; PVCC would not be in a position to put money towards construction. We would be in a position to donate land, but there is no promise in that. This will need to be investigated to see what can be put towards any construction. The College is not interested in CATEC having an on-site PVCC location on their campus. We would still need to renovate any CATEC spaces.

PVCC was approached by Dr. Rosa Atkins, Superintendent of Charlottesville City Schools, to see if the College is interested in becoming the administrative agent for the Adult Learning Center. They are the regional entity for adult education for the six localities, except Buckingham, that PVCC serves. A meeting with the local school superintendents showed that they are overwhelmingly in favor of PVCC becoming the administrative agent in open pathways to adult learners in our locales. If we facilitate that, it would provide major advantages to the College. An audit must be done to see what is currently working and what isn’t.

College Updates

Dr. Donnelly

- Spring registration started October 27.
- Four new advisors have been hired to support the proactive advising model; the search is nearing completion for the coordinator of library services position.
- PVCC’s three submissions for the Chancellor’s Innovation Fund Grants were awarded; the College was number two for the highest funding within the system. The foci of the grants are developmental mathematics, teaching and learning pedagogy and advanced manufacturing.
- PVCC is one of 25 colleges selected to be a participant in the AACC 21st Century Initiative’s Summit on the Redesign of Development Education to be held in February in Washington DC.
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- At a recent superintendent’s meeting, a program was proposed for the school systems to focus on college readiness that will involve testing all rising 11th graders using the VPT. Those testing as college-ready will be referred to dual enrollment, advanced placement and concurrent enrollment programs. Those not will participate in an intervention in the 11th and 12th grades.  
- PVCC has been asked to be the programmatic and fiscal agent for adult basic education, including the GED. Discussions have been held with TJACE and the superintendents who are all supportive. We are examining all aspects of the program to determine if it is something we want to do.  
- International education at PVCC includes a College listing of trips, speakers and events.

Dr. Ross
- Anita Showers will be retiring in March of 2015.  
- Ms. Pippin wrote a letter to the College Board members encouraging them to give to the annual campaign and is hoping for 100% Board participation. She noted that credit card payments may be made online.

Ms. Melton for Mr. Parker
- To date, five filtered water bottle filling stations have been installed, with all campus buildings having at least one. It has been a very successful initiative. No analysis on the effect of vending machine sales has been conducted yet.  
- The College announced this morning that the UVA Community Credit Union branch will open in January of 2015. PVCC will employ PVCC students to provide all financial services. The credit union will work with the College to help students learn about personal finances.  
- Shawn Harrison is now a commissioned law officer with the Commonwealth of Virginia. She is now able to recruit and hire.  
- Dr. Friedman announced Ms. Melton’s retirement effective the end of December 2014. She was one of the original of the PVCC staff, serving the College for 42 years. There was a round of applause for her.

Ms. Haas
- Ms. Haas reviewed plans to increase network bandwidth that will take place within the next week or two and will triple the College’s bandwidth by July of 2015. She had been receiving reports of slowness at the beginning of the semester and her team started monitoring daily activity. The VCCS has already increased our bandwidth. Information Technology is looking to the future at cloud-based services to move services off the network, with the VCCS to provide policies and procedures for security. The Chancellor is requiring cloud-based email within the next year. Security prevention is our goal since fixing it afterwards is extremely costly. The VCCS has an insurance policy to cover all costs for all 23 colleges for a security breach. As part of the implementation process, all Social Security numbers will be eliminated from records.  
- The technology three-year strategic plan will be complete by the end of the spring semester, with input from many. Development of the plan is committee-based with membership from faculty and administrator ranks.  
- PVCC is participating in a pilot program for shared services for an information security officer to enhance compliance.

Dr. Hamm
- Dr. Hamm discussed the significant progress on the SACSCOC 5th year interim report regarding accreditation; the report is due September 2015. The report provides our progress on the Quality
Enhancement Project, “Write Here! Write Now!” as well as reporting on 17 comprehensive standards and federal measures. We have begun preparation for the SACSCOC off campus site visits which will occur March 31-April 2, 2015. The Off Campus Site Visit and Report examines 14 SACSCOC comprehensive standards including institutional effectiveness for the site, academic support services, learning and information resources and Library resources.

- Dr. Hamm will welcome her new research analyst, Dr. Bernadette Knight, on November 10. Dr. Knight most recently worked for Virginia Commonwealth University and is an alumna of the University of Alabama.
- The Student Satisfaction Survey is underway with 500 students completing the survey.

Enrollment Profile

- Dr. Hamm briefly reviewed the fall 2014 credit enrollment profile. She reminded the Board that this is an early look at fall enrollment and final numbers will not be available until the close of the semester. The data is based on 5,562 students enrolled for credit at PVCC as of October 27, 2014. When compared with last fall’s headcount we are nearly equivalent to last year and are experiencing an increase in FTE of 1.6% over last year. This increase in FTE can be attributed in part to the advising changes that Dr. Donnelly discussed at the September Board meeting. Currently, PVCC is 58% female and 42% male; 71% of our students are Caucasian, 15% African American, 5% Asian, 5% Hispanic, 2% Native American and 2% remain unspecified. Currently, 68.1% of our student body is age 24 or younger with 1,387 being under the age of 18 and nearly 1,800 students in the 18-21 age range. Dr. Hamm will provide further breakdown of demographics as requested. About 95% of the 1,387 students less than age 18 are high school dual enrollments. Service region enrollment has remained relatively stable when compared to last year. The data listed in the service region enrollment table is self-reported by the students.
- The Course Delivery Table shows that 42% of our students are taking courses at our off campus locations. This is a 3% increase when compared with the previous year.
- The Developmental Table shows that 10.6% of our students are taking at least one developmental course which is up from 7% over last fall.
- The locality increase includes satellite PVCC location students.
- Why has Albemarle enrollment decreased? One possible explanation is that after taking dual enrollment courses, those students move to a four-year institution, but we don’t really know; additional research is necessary to help answer that question.
- The types of courses that are most popular at PVCC’s satellite campuses are mostly core classes for general education and The Jefferson School’s culinary arts courses, since that is its home. Just over 39% of the student body is enrolled in transfer programs, 25.8% in CTE programs, and 25.7% is high school enrollment.
- There are 1,484 dual-enrolled students in the local high schools, up from 1,323 students last fall. Our dual enrollment FTE is 493.7 this fall which is up from 462 FTE fall 2013.

Strategic Plan 2015

Dr. Hamm reviewed the Strategic Plan for subsequent College Board approval and thanked the Board for their input. The proposed Strategic Plan has four institutional priorities: Enabling Student Success; Access to
Education; Resources to Support College’s Mission, Vision, and Values; and Economic and Workforce Development. Regarding the enabling student success priority, PVCC plans to improve student success by enhancing the advising process to ensure a structured intake system and have the students meet with advisors at targeted points to ensure successful completion. We will provide incentives for full-time student enrollment to encourage completion and student success. We will implement the SAILS at-risk intervention system and align job placement services with national best practices with the conversion of the career services office to a job placement office. Regarding the Access to Education priority, PVCC plans to increase enrollment and retention of underserved and nontraditional populations by partnering with local school systems and private schools to create a defined program in high school where students are tested for college readiness and create opportunity for students who are not college ready to become college ready by high school graduation. We will increase access to a high-quality education for everyone by developing educational programs that cultivate mid-level skills that lead to middle- to high-paying jobs. Some of these programs are Pharmacy Technician, Advanced Manufacturing, and Central Sterile Processing. Regarding the resources to support the College’s mission, vision, and values priority, we will ensure high-quality facilities by incorporating best practices for campus safety and security in the conversion to Public Safety and Campus Police. We will also implement a web-based faculty profile including faculty’s basic information. PVCC will ensure adequate financial resources by increasing philanthropic gifts to increase opportunity. PVCC will ensure a current and reliable information technology infrastructure through the development of a three-year technology plan. We will also automate and outsource business process and student support services as appropriate. Regarding the Economic and workforce development priority, PVCC will utilize our resources to further develop the community through conducting a feasibility study for the construction of a joint use CATEC-PVCC career and technology building on PVCC campus and integrate curriculum between CATEC and PVCC. To develop agreements, partnerships, and outreach programs that will strengthen relationships with the community and constituents, PVCC will establish an effective and ongoing planned giving program and develop an active alumni association with chapters in each locality of PVCC’s service region.

The Board took action on the matter of approving the Strategic Plan. On a motion by Mr. Moynihan to approve the plan, the Board unanimously did so.

Program Highlight: KidsCollege@PVCC

Dean Palamountain and Ms. Rushfinn presented to the Board the new KidsCollege@PVCC brand logo and a recap of the summer’s program. They also provided tee shirts for all Board Members. Their focus is on supporting school districts with field trips within the community localities. The students completed the Career Readiness Certificate. Workforce Services is now offering three spring break academies. They are now moving out to the community via portable classes for locality access and expanding partnerships by expanding into our community, including the City of Promise and Piedmont Housing Alliance. The program expanded to 8 weeks from mid-June to mid-August with 56 academies this year with morning and afternoon sessions and will increase the time by fifteen minutes next year and include clubs to add more time for those students who need to stay due to varying parent pick up times. They had an average of 80 kids per week. Many faculty members are getting involved during the summer. Board members are invited to come every Friday to see the completed student projects. All enrolled students get an ID number and they’re college students for life. Due to capacity restrictions, they are expanding to the Dickinson Building. Dean Palamountain reviewed items provided in folders. Workforce Services is looking at their Rotary partnership to expand their reaches.
Outreach efforts will help with distance issues and providing the program to other localities. Dr. Friedman is willing and hoping to expand to other localities, but the localities need to decide to become involved. Workforce Services tries to fulfill unmet needs within the community; schools can ask us for what they need and we will try to accommodate them and enrich those inaccessible to get them to college. Workforce Services found the niche with academic camps.

JAUNT buses are not used to bring more kids to PVCC due to the age of the children which restricts transportation to/from PVCC without adult supervision. They are utilized for chaperoned field trips only.

Chair's Report

VCCS Annual Meeting: The VCCS Annual Meeting takes place at the Richmond Marriott November 18-19, beginning with registration at 2 p.m. and concluding after lunch on the 19th. Board members registered to attend are Alvin Edwards, Peter Kleeman, Ava Pippin (second day) and Fred Richardson. Registration through the President’s Office is through November 6. Board members are welcome to carpool from Lot 1; please let Pat know the make and model of the vehicle and place your board member dashboard placard on your dashboard.

Next College Board Meeting. The next meeting of the College Board is scheduled for 4 p.m. on January 7 at the College.

Legislative Visits. Board members are welcome to participate in the legislative visits which are scheduled for January 21 and February 5. A contingency of student leaders and political science students will participate in the visits. Dr. Friedman encouraged the Board to attend. Departure is at 7 a.m. with a full schedule ending in the gallery. A nice lunch with the students wraps up the trip with a return to the campus around 4 p.m.

Legislative Reception. The reception is scheduled from 5:30-7:30 p.m. in Richmond. Additional details will be forthcoming from the VCCS.

Other

Mr. Moynihan wished safe travels to all faculty, staff and administration during the holidays.

Information Items

The following informational items were provided: Board Committee List and September-October Media Highlights.
Executive Session

Mr. Moynihan moved that the Piedmont Virginia Community College Board convene in closed session, in accordance with Section 2.2-3711(A) (8) of the Code of Virginia, to discuss matters relating to gifts, bequests and fundraising activities. Mr. Hodous seconded the motion.

All of the present Board Members convened in a closed Executive Session. Dr. Dotson left the Board meeting before the Executive Session began.

Upon conclusion of the closed session, a roll call vote certifying that to the best of each member’s knowledge (i) only public business matters lawfully exempted from open meeting requirements under the Freedom of Information Act and (ii) only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed or considered in the meeting by the public body.

Each Board member present certified by saying “I so certify.”

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

After the conclusion of the executive session, Mr. Moynihan moved that the resolution, captured below, be accepted; it was seconded by Dr. Edwards. The motion unanimously carried.

Resolution regarding the Kluge-Moses Science Building:

Whereas, the Kluge-Moses Foundation pledged $1.2 million in 2005 to PVCC to support science and health programs and laboratories, and

Whereas, in honor of this pledge, the PVCC Board named a building the Kluge-Moses Science Building, and

Whereas, due to unforeseen circumstances the Kluge-Moses Foundation terminated payments on the pledge in 2009 after $600,000 and

Whereas, the gift agreement clearly states that, “the naming is contingent upon fulfillment of the full $1.2 million pledge.”

Therefore, the PVCC Board directs the following:

1. The name of the building be changed to the Science Building at a date not later than the start of fall semester 2015.

2. The President of PVCC is directed to honor the very generous $600,000 gift from the Kluge-Moses Foundation by naming an aspect of PVCC such as a room or a program or an academic department in their honor.
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3. The President is directed to seek another gift of $1 million or more and recommend to this Board the naming of the Science Building in honor of the donor.

Adjournment

The meeting was adjourned at 6:35 p.m.

Respectfully submitted,

Frank Friedman
President and Secretary to the Board

APPROVAL

Ava A. Pippin
Chair