PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

Board Meeting No. 244

November 6, 2013

Meeting number two hundred forty-four of the Piedmont Virginia Community College Board was held Wednesday, November 6, 2013, in the W. A. Pace Jr. Board Room.

Present

Laila Bare
Vera Cooke-Merritt
Stephen Davis
Bruce Dotson
Alvin Edwards

Leonard Gardner
Debbi Goodman
Robert Hodous
Peter Kleeman
Ava Pippin

Absent

Sean Michael McCord
Sean Moynihan

Others

Frank Friedman, President
Pat Buck, Assistant to the President & Special Projects Coordinator
John Donnelly, Vice President for Instruction & Student Services
Jolene Hamm, Director of Institutional Research, Planning & Institutional Effectiveness
Clifford Haury, Dean of Humanities, Fine Arts & Social Sciences
Connie Jorgensen, College Senate
Marie Melton, Business Manager
Jeannie Perutelli, Professional Association of Support Staff
Nathaniel Ricca, Student Government Association
James Ross, Vice President for Institutional Advancement & Development
Shivaji Samanta, Chief Information Officer
Meg Sewell, Assistant Professor of Child Development & Psychology
Anita Showers, Manager of Marketing & Media Relations
Jorge Diaz-Grajales, Faculty Professional Association
Media

Welcome and Call to Order

Dr. Bare welcomed those present and called the meeting to order at 4 p.m.

Approval of Minutes

The proceedings of the September 4, 2013, meeting were approved.
Public Comment

None

Introduction of New Director of Institutional Research, Planning & Institutional Effectiveness

Dr. Friedman introduced Dr. Jolene Hamm, the new director of institutional research, planning and institutional effectiveness. Dr. Hamm is a Fluvanna County High School graduate and was a dual-enrolled student at PVCC. She received her doctorate from Virginia Tech, and has most recently been at Ferrum College in a similar position.

Presentation of Pin to New Board Member

Dr. Bare presented a College lapel pin to new board member Alvin Edwards (Charlottesville); he spoke briefly about his education, career and community involvement.

Resignation of Nelson County Representative

Mr. Russell tendered his resignation from the College Board, effective October 22. The county is seeking a replacement to fill Mr. Otis’ unexpired term.

President’s Report

Budget/VCCS/PVCC Updates.

The Council for International Exchange of Scholars, which administers the Fulbright Scholar Program for the U.S. Department of State, named the grant recipients in The Chronicle of Higher Education. About 800 scholars are given the grants each year to lecture, consult, or conduct research abroad; PVCC’s Colum Leckey is one of 23 community college faculty to receive a grant and is doing research in Russia this semester.

The College Board was made aware of the September 23 bomb threat. All PVCC personnel handled the situation professionally with a smooth evacuation. The Albemarle County Police Department provided exemplary service with their incident command. A debriefing session was held following the event to review procedures and make adjustments as needed.

With the conclusion of the elections, it is time to start thinking about the General Assembly session and the budget. SCHEV has presented their budget recommendations for higher education to Governor McDonnell; it adds $128 million for higher education in the first year of the biennium to continue in the second year with additional funding for an increase of $381 million for higher education. It addresses faculty salaries of 2-4% in each year and the expansion of the community college transfer grant, an idea that the Chancellor floated years ago. These grants would provide for community college tuition rates for the last two years at Virginia public higher education institutions after students graduate from a community college, with the State making up the tuition difference. It’s a win-win situation for students and the State and would likely lead to enrollment increases at community colleges. SCHEV did not recommend new capital outlay money for this year but did for maintenance reserve funds that could negatively impact funding of our student success center.
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Last week Dr. Friedman met with a group of consultants and Albemarle County officials regarding a feasibility study on the merits of a wine heritage center. College land adjacent to the Stultz Center could be an option and would provide opportunities for joint facility use.

Legislative Visits. The 2014 visits are scheduled for Thursday, January 9 and Monday, February 10. Students will not be in classes on the ninth which allows for greater participation. Additional details will be forthcoming.

College Updates

Dr. Donnelly
- Several grants are providing a variety of opportunities for expanding services including a DOE CCAMPIS grant relating to childcare; $10,000 from Dominion Power for recent GED completers to transition to PVCC by taking the SDV and Introduction to Computers courses; and a DOL SAILS grant (Student Assistance and Intervention for Learning Success), an automated early alert system that provides feedback to struggling students and an advising tracking component.
- Registration for spring classes started November 1.
- Through the Rotary Club, the College will host visiting faculty from Buenos Aires this spring and a PVCC student will visit the country in the summer.
- A Veterans Day celebration takes place Monday from 9-11 a.m. and Board members are invited to attend.
- ODU is working on a plan to offer courses at the Giuseppe Center.
- The Analyst Boot Camp will be offered in the spring.
- In the international arena, WFS is working with Tibetan entrepreneurs; Chinese higher education leaders are in Charlottesville, arranged through UVA, and are interested in the transfer agreements.
- PVCC is offering a travel-study trip to France in mid-May, organized by Professor Kris Swanson. Contact Dr. Donnelly for more information.

Dr. Ross
- The annual fundraising campaign is underway and includes a volunteer student phone-a-thon as well as sending letters to members of the business community, donors, prospective donors, and faculty and staff. Dr. Bare encourages 100% participation in the campaign by the Board.
- A redesigned college web site will be unveiled in March.
- Dr. Ross accompanied Dr. Friedman to a Nelson County community leaders event, providing a wonderful opportunity for marketing the College.

Mr. Samanta
- Steps are underway to improve wireless coverage on campus, particularly in the cafeteria, Bolick Center and the North Mall Meeting Room. The large number of electronic devices used by the student population necessitated the increased coverage.
- A camera system has been installed in the culinary kitchen at Jefferson to provide better viewing of lessons for the students.

Ms. Melton for Mr. Parker
- A search committee is being put together for the police chief position and will include representatives from the faculty, staff and student organizations; police chiefs from other community colleges; and the VCCS state emergency coordinator. A spring hire is anticipated.
- The College received a $5,000 grant from the Thomas Jefferson Soil and Water District which will help fund the establishment of a native and wildlife meadow on campus grounds.
- Cleveland Pear and Crepe Myrtle trees and azaleas have been planted along college drive and perennials are being planted as well.

Dr. Hamm
- The annual student survey is in progress. It helps provide feedback in the College’s continuous quality improvement as well as for the strategic plan.
- A Virginia Employment Commission study shows that the College has provided educational services in the past five years to nearly 20 percent of the employed population of Charlottesville and the surrounding counties. The report included PVCC students who were enrolled in credit classes at the College within the last five years and who were employed for the first two quarters (January-June 2013) in the City of Charlottesville and Albemarle, Fluvanna, Greene and Nelson Counties. Eighteen percent of people employed in these areas have attended PVCC within the past five years. In addition, the report states that 65 percent of employers within the area employ current or former PVCC students.
- Dr. Hamm will be conducting a longitudinal study relating to the redesign of developmental Math/English courses.

Enrollment Profile

Dr. Hamm provided a summary of the fall 2013 enrollment profile, a copy of which is included in the meeting packet. It provides an early look at fall semester credit enrollment and highlights important trends that have implications for planning.

Compared to last fall, headcount is down slightly at 1.8%; the 18-21 age group increased significantly; Greene County showed the largest enrollment increase but other counties also had increases, and Albemarle had the most significant decrease; there was a large decrease (13% to 7%) in developmental class enrollments, possibly due to accurately assessed and placed students and new student orientation programs and will be studied further.

Of the 439 recent high school graduates at PVCC, 164 students were dual enrolled in PVCC courses last year and there was a 125% increase in home school completers.

Program Highlight: Childcare Partnership with YMCA

Dr. Haury and Professor Sewell provided background information about and implications of being awarded the CCAMPIS (Child Care Access Means Parents in School) grant.

Dr. Haury, project coordinator, reported that child care provided by the YMCA’s intergenerational childcare center, will be housed at the Jefferson School City Center. PVCC is the only Virginia community college to receive this grant. A Career Studies Certificate in Early Childhood Development prepares students for employment in this field.
Ms. Sewell, program coordinator, reported that the DOE grant is for $210,344 over four years. Pell Grant students will receive childcare subsidies on a sliding scale based on financial need, with up to 85% of the cost of child care provided (in addition to the 20% discount provided by the YMCA). Children from birth to five years will receive fully licensed full-time care and children from 3-12 years can receive evening child watch. Children of students, veterans or others enrolled in a certificate or degree program with 6 credits will be eligible to benefit from the grant. The primary goal of the grant is to increase student retention and graduation completion; a portion of the grant will provide for additional student advising and counseling. The expectation is that the grant will serve 10-20 students starting with the spring semester.

A stipulation of the grant requires that the provider has or must acquire national accreditation and the YMCA has initiated the process. PVCC will eventually provide an associate degree in this field.

Chair's Report

2013-14 Committee Assignments: With the resignation of Mr. Otis, Dr. Bare appointed Mr. Hodous to serve as the liaison to the Real Estate Foundation and Mr. Moynihan to serve as chair of the Finance and Building Committee.

VCCS Annual Meeting. The November 19-20 meeting takes place at the Marriott Downtown Richmond. Attending will be Drs. Bare, Dotson and Kleeman.

Next College Board Meeting. The next meeting of the College Board is scheduled for 4 p.m. on Wednesday, January 8 at the College.

Other

Dr. Bare commented that Dr. Friedman is well spoken and enthusiastic about the College during his media interviews, and his enthusiasm seems to permeate the campus. The College takes on the personality of its leader and it appears that everyone loves what they are doing to support the students.

Information Items

The following items were provided for information: Board Membership, Board Committees, College Board Calendar and September-October Media Highlights.

Respectfully submitted,

[Signature]

Frank Friedman
President and Secretary to the Board

APPROVAL

[Signature]

Laila B. Bare
Chair