COLLEGE BOARD MEETING

***

Wednesday, September 10, 2014
4 PM
W. A. Pace Jr. Board Room
PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

Agenda

September 10, 2014
4 p.m.
W. A. Pace Jr. Board Room

Ava Pippin, Presiding

1. Welcome and Call to Order

2. Approval of May 7, 2014 and July 15, 2014 minutes (attachment #1, for action)

3. Public Comment

4. Introduction of New Faculty (Dr. Donnelly)

5. Presentation of Pins to New Board Members

6. President’s Report
   A. Introduction of College Representatives
   B. Budget/VCCS/PVCC Updates
   C. College Updates (Dr. Donnelly, Dr. Ross, Mr. Parker, Dr. Hamm, Ms. Haas)

7. Chair’s Report
   A. 2013-14 Performance Report (attachment #2)
   B. 2014-15 Committee Assignments (attachment #3)
   C. Next College Board Meeting, November 5, 4 p.m.
   D. VCCS Annual Meeting, November 18-19

8. Other

9. Information Items (attachment #4)
   A. Board Membership List
   B. Terms of Office
   C. College Board Calendar
   D. State Board Membership/Liaison
   E. Summer Media Highlights
PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

Board Meeting No. 248

July 15, 2014

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

➢ Legislative advocacy
  o Lobby day to include business leaders, others
  o Work to minimize political aspect

➢ Personnel
  o Paying teachers more
  o Continue culture of talent
  o 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,

Frank Friedman
President and Secretary to the Board

APPROVAL

Ava A. Pippin
Chair
PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

Board Meeting No. 247

May 7, 2014

Meeting number two hundred forty-seven of the Piedmont Virginia Community College Board was held Wednesday, May 7, 2014, in the W. A. Pace Jr. Board Room.

Present

Laila Bare
Bruce Dotson
Alvin Edwards
Leonard Gardner
Debbi Goodman
Robert Hodous

Peter Kleeman
Sean McCord
Sean Moynihan
Ava Pippin
Thomas Proulx

Absent

Vera Cooke-Merritt
Stephen Davis

Others

Frank Friedman, President
Pat Buck, Assistant to the President & Special Projects Coordinator
John Donnelly, Vice President for Instruction & Student Services
Sue Haas, Chief Information Officer
Jolene Hamm, Director of Institutional Research, Planning & Institutional Effectiveness
Steve Parker, Vice President for Finance & Administrative Services
Jeannie Perutelli, Professional Association of Support Staff
Nathaniel Ricca, Student Government Association
James Ross, Vice President for Institutional Advancement & Development
Shawn Harris, Police Chief
Media

Welcome and Call to Order

Dr. Bare welcomed those present and called the meeting to order at 4 p.m. Dr. Bare asked that Mr. Hodous serve as parliamentarian for the meeting.

Mr. Parker introduced PVCC’s new police chief, Shawn Harrison. She comes with a distinguished career, most recently having served as deputy chief for Baltimore City Community College. Chief Harrison is looking forward to forming the department to serve the needs of the College.
Approval of Minutes

The proceedings of the March 5, 2014, meeting were approved.

Public Comment

None

President's Report

Budget/VCCS/PVCC Updates.

- The Council of Presidents met with the Governor last month and the Attorney General this month, both times inquiring what would happen if there is not a budget by July 1. In each instance COP was told the lack of approval wouldn’t get to that point. The recommended budgets of the House and Senate give higher education and community colleges a small increase in funding; salary increases (Senate budget gives a 2% salary increase to faculty and staff in the middle of the biennium rather than one in each year of it; the House budget includes caveats on a 1% salary increase in the first year and a 1% salary increase in the second year); the Senate’s added funding to increase the community college transfer grant--$2.4 and $3 million in the first and second years, respectively. The State Board for Community Colleges meets in two weeks and is expected to address a tuition increase in amounts similar to what is being done at four year institutions—perhaps in the 3-5% range.
- Attorney General Mark Herring issued a ruling on immigration issues, declaring that some illegal immigrants who were brought to this country as children can qualify for in-state college tuition under existing law. Only a handful of students could be expected to benefit from this ruling at PVCC.
- A new strategic plan for the Charlottesville-Albemarle Technical Education Center has been adopted by the CATEC board. President Friedman and Dr. Donnelly have been involved with the consulting firm engaged to produce the plan and has worked closely with both City Council and the Albemarle County Board of Supervisors during the process. The plan will be beneficial to all students pursuing a career in technical education. The pilot will launch fall 2015.

College Updates

Dr. Donnelly

- Final exams started this week and end Monday. This year there are 637 graduates and 275 are expected to participate in the ceremony.
- The dean of the business, math and technology division has resigned and the search process has commenced. It is hoped that a new dean will be hired by July 1.
- Two new programs are expected to be launched spring or fall 2015 in partnership with Martha Jefferson and UVA Hospitals. Preliminary approval and funding have been received for the pharmacy tech and central sterile processing certificates. A signing ceremony will be scheduled.
- As part of the new faculty evaluation plan, 25 nominations were received and 8 faculty received rewards in the form of a monetary raise or bonus.
- The summer career academies for high school and middle school students offered through Workforce Services had a record 600 enrollments.
• The PVCC chapter of the Phi Theta Kappa Honor Society held its induction of new members last week which included a national PTK officer as the guest speaker; the officer also met with college leaders regarding student success.
• The Student Government Association recently held its first induction ceremony.
• The Plugged-In Program through the Adult Learning Center will graduate 7 students with a certificate in retail customer service. Partnering with PVCC for job skills, the program works with low income students to get their GED.

Dr. Ross
• Dr. Ross reported that the College rolled out a new website in March with lots of hard work and no major problems. It has increased functionality, allowing students to view class schedules and register with ease. The redesigned website will provide more recognition for donors and will be helpful in reaching out for alumni support.
• A record number of faculty applications were received for the Educational Foundation’s request for grant proposals.

Dr. Hamm
• The final spring enrollment report includes an FTE of 2,579 and a headcount of 5,288, both slightly higher than last spring and one of five community colleges that had positive increases in both FTE and headcount. The VCCS experienced an overall decline. Some things that could contribute to our increase are the strong relationships with the high schools and both hospitals.
• Strategic planning is underway; a draft of the plan will be presented to the Board at its summer retreat for feedback.

Mr. Parker
• Research for a new student ID card system is underway, looking into such things as debit accounts for college services (copy machines, vending, etc.), exploring what other community colleges are using, and polling students.
• Mr. Parker and Dr. Donnelly have been working with the UVA Credit Union to implement a full-service student-run branch on campus that would be available to all faculty, staff, students and our Boards. It will provide opportunities for employment for students and teaching opportunities for faculty; the Credit Union will offer seminars and workshops. It is expected to be up and running in the fall.
• The contractor involved in the valve and drain pipe repair of the dam caused the valve to drain too fast, resulting in a completely drained lake. The VCCS repair project is expected to be completed in 60 days. There are no plans to stock the lake with fish as it had not previously been a stocked pond.

Ms. Haas
• During her first seven weeks at the College, Ms. Haas has been meeting and listening to stakeholders about how things work and how things are going.
• Phase one installation of 47 access points to improve internet accessibility has been completed
• Upgraded switches have been purchased and will be installed.
• Two tracking systems are currently in place but she has plans to consolidate them to review performance and issue tracking and cycle times; it will provide one place for users to report problems and should be completed by summer’s end.
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• She has been working with Dr. Hamm on the strategic plan and has been writing the Information Technology Strategic Plan with stakeholder input. There likely will be major hardware purchases.
• Ms. Haas will be glad to offer tours of the computer labs to interested Board members.

Curriculum Advisory Committees

Dr. Donnelly noted that the advisory committee members provide business expertise with CTE program development. Included in the 2014-17 list are three new committees – culinary arts, entrepreneurship and cyber security. The localities for each member listed represent residence or employer and it is an ongoing ambition to have members from outlying counties. Board members may provide leads for new members to Dr. Donnelly for the deans. Ideal members are business owners, HR directors, and company managers likely to hire graduates who can offer guidance on required employee skills. Board members are not prohibited to serve on the advisory committees. On a motion by Dr. Edwards, seconded by Mr. McCord, the Board unanimously approved the membership as presented.

Tuition Differential Increase Proposal Recommendation

Dr. Friedman reviewed the background for the recommendation, noting that the SBCC adopted the concept that salary compensation decisions should be adjusted to account for geographical differences where such differences affect the competitiveness of employment offers and retention efforts. With College and State Board approval, VCCS policy 4.3.0(b) allows colleges to assess local tuition differential to students taking credit courses. The proposal comes to the Board as a unanimous recommendation from President’s Staff for approval of a differential increase of $1 per credit hour for in-state and out-of-state students. This increase is in addition to a regular tuition increase that might be approved by the State Board for 2014-15. The Chancellor authorized the College to submit the request through the College Board to the State Board for consideration. The increase would be implemented for the fall 2014 semester and, with level enrollment, the College will collect an additional $95,000 from the differential to fund a 2% across-the-board increase for teaching faculty. The motion for approval to request approval for the tuition differential increase was made by Mr. Hodous, seconded by Dr. Edwards, followed by questions: This 2% would be in addition to any increase passed by the General Assembly; increases are only appropriated by the General Assembly or the State Board but only this mechanism can allow colleges to provide an increase; this mechanism would only be available by request to the Chancellor if he provides the opportunity in the future; students would see an increase of $5.50-6/credit hour if all tuition and fees are approved; at this time we don’t know if the salary increase is for adjuncts as well as full-time faculty but it is not for administrative faculty, counselors or librarians; our differential amount is much lower than other community college requests. The Board unanimously approved the motion. Dr. Friedman extended thanks on behalf of the faculty.

Committee Reports

Budget and Finance Committee. Mr. Moynihan, chair, reporting on behalf of the committee, provided a written committee report. Upon review of each of the three items on the agenda, the committee recommended approval of each as listed below; all three items were unanimously approved.

• Local Funds Budget, 2014-15: Motion by Dr. Kleeman, second by Mr. Proulx.
• Auxiliary Reserve Plan for College Parking Facilities, 2014-16 Biennium: Motion by Mr. Moynihan, second by Mr. McCord.
• Request to Increase Student Activity Fee: Motion by Mr. Hodous, second by Dr. Edwards

Nominating Committee. Dr. Kleeman, chair, reporting on behalf of the committee, provided a written committee report. The slate of officers presented is Chair: Ava Pippin (Louisa County and current vice-chair); Vice Chair: Sean McCord (City of Charlottesville) and Sean Moynihan (Albemarle County). There were no nominations from the floor. Mr. Hodous moved the nominations closed by acclamation; Dr. Edward seconded the motion. Ballots were distributed following a brief address by each candidate, tallied by Ms. Buck and submitted to Dr. Bare for announcement. Commencing July 1 for two years, Ms. Pippin will serve as chair and Mr. Moynihan as vice chair.

Chair’s Report

Awards and Recognition Ceremony and Reception. Board members are invited to the 3:30 p.m. May 9 awards ceremony. Dr. Bare will present the recipient of the College Board Service Award with a plaque and monetary award on behalf of the Board.

Commencement Events. Pinning events: Radiography Technology and Sonography both at 6 p.m., May 13 and May 14 respectively in the V. Earl Dickinson Theater; both the nursing pinning and commencement exercises are at the JPJ Arena at 1 p.m. and 6 p.m. respectively, followed by receptions. Board members are asked to arrive by 5:30 for robing.

Next College Board Meeting. The next meeting of the College Board is scheduled for 4 p.m. on Wednesday, September 3, 2014, at PVCC.

Evaluation of President. Dr. Bare asked members to submit to her within two weeks their feedback on Dr. Friedman’s leadership for incorporation into the Board’s evaluation for submission to the Chancellor. The Chancellor utilizes the Board’s input, along with the accomplishment report of the College’s goals for the current year and the proposed goals for the upcoming year for the yearly presidential evaluations.

Summer Planning Session. Among other agenda items, there will be a review of the accomplishments of the strategic plan and an opportunity to provide input for a new plan. Ms. Buck will be in touch regarding date options.

Information Items

The following items were provided for information: Terms of Office, College Board Committees and March-April Media Highlights.
Board Member Presentations

Dr. Friedman thanked each departing Board member for their dedication and service to the Board and presented parting gifts to Chair Laia Bare (PVCC arm chair) who served 10 years; and engraved keepsake boxes to Mr. Gardner (two full terms and a previous term as well) and Ms. Cooke-Merritt (two full terms).

Adjournment

The meeting was adjourned at 5:40 p.m.

Respectfully submitted,

Frank Friedman
President and Secretary to the Board

APPROVAL

Ava A. Pippin
Chair
Piedmont Virginia Community College Board
Performance Report: 2013-14

Leadership:

- Be effective liaisons between the leaders in appointing jurisdictions and the College.
  - Board members arranged meetings with President Friedman and members of their respective local governing boards and/or school systems.
- When possible, participate with students, faculty and staff in the life of the college through events, social activities, and instructional offerings.
  - Board members attended a number of events at the College including spring recognition and Dickinson events; the Board Chair provided welcoming remarks to convocations.
- Use these opportunities to introduce the College to colleagues and acquaintances who may not be familiar with its breadth of benefits to the community.
  - Board members took advantage of comp tickets for Dickinson events.
- Demonstrate commitment of total college leadership by 100% participation in the Educational Foundation annual fund.
  - 7 of 13 Board members participated in the 2013-14 Annual Fund (unrestricted)
  - 10 of 13 Board members gave to the PVCC Educational Foundation in 2013-14 (unrestricted and restricted)
- Participate in the development and subsequent support of the VCCS legislative priorities.
  - Board members participated in the visits to the General Assembly along with students to deliver the PVCC message.

Stewardship:

- Diligently and actively participate in all matters that properly come before the Board and its committees.
  - Carried out throughout the year.
- Monitor the College’s achievement of the Strategic Plan initiatives and participate in the strategic planning process.
  - Board members received updates.
- Convene at least one joint board meeting off campus on a rotational schedule with local boards of the College’s service area.
  - The Board met with representatives of Buckingham County at the March meeting.
- Actively participate in the SACS reaffirmation process as required or appropriate.
  - Not applicable for 2013-14.
Initiative:

- Work with the President or designee in seeking new off-campus class and/or workforce development offerings.
  - Board members have been advocates for the Greene County site, the Jefferson School and workforce offerings throughout the service region.
- Honor and recognize excellence in faculty, staff, and students. (e.g.: College Board Award for Service.)
  - Kit Decker was presented with the College Board Service Award at the spring Academic and Leadership Awards Convocation.
- Assist as appropriate in seizing timely new opportunities. (e.g.: the acquisition and use of the former Visitor Center, introduction of potential benefactors or collaborations that may benefit our communities.)
  - Board members provided numerous ideas and “leads” to President Friedman.

Opportunity * Access * Excellence
PVCC BOARD
2014-15 COMMITTEE ASSIGNMENTS

Community Relations Committee: The Community Relations Committee shall consider matters external to the college which may influence the ability of the college to fulfill its mission. The Community Relations Committee shall consist of the following subcommittees, each of which shall have a chair: Business and Industry Relations, High School Relations, Legislative Relations, University of Virginia Relations

Peter Kleeeman (Chair)
Stephen Davis
Sean McCord
Ava Pippin (ex officio)
Frank Friedman (ex officio)
James Ross (Staff Liaison)

Curriculum Committee: The Curriculum Committee shall consider matters pertaining to the college's instructional programs.

VACANT (Chair)
VACANT
Bruce Dotson
Debbi Goodman
Ava Pippin (ex officio)
Frank Friedman (ex officio)
John Donnelly (Staff Liaison)

Finance and Building Committee: The Finance and Building Committee shall consider matters pertaining to the local funds budget, the state M & O budget, and capital outlay (building) projects.

Sean Moynihan (Chair)
Alvin Edwards
Robert Hodous
Thomas Proulx
Ava Pippin (ex officio)
Frank Friedman (ex officio)
Steve Parker (Staff Liaison)

PVCC Educational Foundation Liaison: Stephen Davis

Real Estate Foundation Liaison: Robert Hodous
# Region 18
## Piedmont Virginia Community College
### 2014-15 Board Members

### Albemarle County

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### Buckingham County

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### City of Charlottesville

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434-589-1687 Business  
gallfi@aol.com

**Greene County**

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546 Mount Olivet Road  
Dyke, VA 22935  
434-985-1113 Home  
fsr@virginia.edu

**Louisa County**

Ms. Ava Pippin *(Chair)*  
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Mineral, VA 23117  
540-894-5824 Home  
avery@firstva.com

**Nelson County**

Mr. Thomas Proulx  
P. O. Box 25  
Afton, VA 22920  
540-456-6849 Home  
540-456-8300 Business  
proulx@cfw.com
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* Ineligible for reappointment; served two four-year terms.
** Eligible for reappointment at end of first four-year term.
*** Filled unexpired term; eligible for appointment to first or reappointment to second four-year term.
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<td>APR</td>
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<td>MAY</td>
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<td>Board Meeting 4 pm Pace Board Room</td>
<td>approve local funds budgets</td>
<td>approve Curriculum Advisory Committees</td>
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*State Board for Community Colleges meetings: for information only
** Second Wednesday
| Brewster       | Southwest Virginia Mountain Empire | Cuthbertson | Danville |
| Schewel       | J. Sargeant Reynolds              | Sullenberger | Blue Ridge, Dabney Lancaster, Virginia Western |
| Hall          | John Tyler                        |             |         |
| Fernandez     | Northern Virginia                 | Gannon      | Germanna |
| Byas          | Lord Fairfax                      | Ellis       | Paul D. Camp, Thomas Nelson |
| Conner        | Southside Virginia, Virginia Highlands | Nutter         | New River, Wytheville |
| Radm Fountain | Piedmont                          | Saslaw      | Patrick Henry, Rappahannock |
| Helfant-Browning | Eastern Shore, Tidewater         | Zajur       | Central Virginia |

*See back of page for additional information on the role of a community college liaison.*
ROLE OF A COMMUNITY COLLEGE LIAISON

1. First and foremost, serve as a goodwill ambassador of the VCCS reinforcing the adopted strategic goals of the State Board.

2. To be in attendance at special functions (i.e. building dedications, graduations, workforce partnership meetings or kick-offs) at the college or sponsored by the college elsewhere within their service region.

3. To attend some local board meetings to get a first-hand feel of College Board activities.

4. To be a recognized supporter of the community college in your liaison regions by participating in city-wide events, which provides a voice or presence for the community college.

5. To market and speak well of the VCCS wherever your travels take you, always with a mind for fund/friend raising.

6. To be vocal and knowledgeable about VCCS initiatives and take the opportunity to present these initiatives to college stakeholders.

7. To get to know the College President and Local Board Chair of your assigned colleges.

8. To contact each President at least once before each State Board meeting.

9. Report your liaison experiences at State Board meetings.
INTERNAL USE ONLY
STATE BOARD
FOR COMMUNITY COLLEGES
VIRGINIA COMMUNITY COLLEGE SYSTEM
2014-2015

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zajur@vahcc.com
Champion Teams up with PVCC to Teach Beer-Oriented Classes

Posted: Sep 03, 2014 3:34 PM EDT

Homebrewing help is on the way at Piedmont Virginia Community College. A new round of beer-making classes is about to begin.

Not too long ago, the teachers of these classes were the students. Hunter Smith and Levi Duncan took the same classes at PVCC when Charlottesville's Champion Brewery was just a dream. That's where they met, and their dream started to become a reality.

There will be two different courses starting next week. "Introduction to Beer and Brewing" is for any and all craft beer lovers, and "Brewery Design and Equipment" will explain how production facilities should be set up.

"I've thought ever since I had my first craft beer it's the coolest possible business you could be affiliated with. It's very creative, it's very romantic, it's free, and it's also hard physical labor," said Hunter Smith, Champion brewmaster.

In order to take those creative liberties, and try innovative things, Smith says you have to start with the industry standards. He'll be teaching those as well as some beer basics, like what to expect from different ale types, and what IPA really means.

"They are just an awful lot of fun, I take it seriously, and most students take it seriously, but we also laugh, and drink beer, and have a good time at the same time," said Duncan.

You have to be of legal drinking age to taste anything brewed in the classes.
Inmates take PVCC courses at women's prison

Once a week, Piedmont Virginia Community College English professor Benjamin Sloan leads a three-hour class in Fluvanna County. Sloan is careful to arrive early, giving him ample time for the customary scanning and pat-down search he must undergo before meeting his students at the Fluvanna Correctional Center for Women.

After that, Sloan said, it's just another class. "For me, these people are students first," he said. "We concentrate on the content of the course."

PVCC offers two-year associate's degrees at the prison, giving anyone incarcerated there the chance to earn college credit that transfers directly to four-year colleges and universities around the state. Like arrangements at community colleges around the state, the college partnered with the prison to provide students with the same instruction it offers at its main campus.

The Piedmont professors use the same textbooks and curricula they use in any other course.

"They take the same courses and have the same requirements," said John R. Donnelly, vice president for instruction and student services at PVCC. Donnelly also has taught history courses at the prison.
"They are identical programs with identical faculty, identical rules," he said.

Teaching students at the Fluvanna prison doesn't cost any taxpayer money, Donnelly said. Some students pay their own way, but most are funded through Doris Buffett's Sunshine Lady Foundation, which gives out scholarships. (Buffett is the sister of Warren Buffett, head of Berkshire Hathaway, a division of which owns and operates The Daily Progress.)

Since the program began in 2006, about 24 inmates have graduated with associate's degrees, according to David Wright, who oversees vocational and academic programs at the Fluvanna prison. Some of them have been released and are thriving on the outside, Wright said: others are serving life sentences and have become tutors in the prison's general-education program.

Either way, the degree goes a long way in helping incarcerated women change for the better, Wright said.

"The degree first instills a sense of worth," he said. "We have a lot of offenders who came from environments where they weren't supported, they were abused. They begin to see that maybe they have abilities they didn't think they had before."

Kathleen Tomlin — who served more than six years in Fluvanna after being convicted of two counts of robbery — said the educational programs there helped her find a new direction in life. After enrolling in a computer education course, Tomlin decided she wanted to become a graphic designer. She began taking Piedmont courses and enrolled in Donnelly's Western civilization class.

Donnelly made a strong first impression on Tomlin, she said. Soon after her release in 2013, she enrolled at PVCC's main campus in Albemarle County.

"He made [the class] interesting and he made it relatable," she said. "He kind of set the bar at a good, high level for me, and it hasn't been lowered since."

According to a federal Department of Justice study released last year, inmates who participated in educational programs while incarcerated were 43 percent less likely to return to prison than those who had not. Studies in Texas, Maryland, Oklahoma, Utah, Ohio and Illinois all have shown lower recidivism rates among inmates who either enrolled in college courses or received degrees.

But the Fluvanna Correctional Center for Women doesn't let just anyone into its associate's degree program. The basic criteria for college classes apply: Students must have a high school diploma or GED. Anyone who doesn't pass college aptitude tests is enrolled in remedial courses. Offenders looking to enroll in the associate's degree program can't be troublemakers, either, Wright said — anyone with a disciplinary infraction on her record in the last 12 months is ineligible.

The students don't have access to the Internet. They do most of their research in the prison's library, and anyone who needs information online must put in a request to the librarian. Donnelly and Sloan both said it makes for a less distracted learning environment.
They are typically focused and engaged in their response to reading material since they do not have the usual distractions," Sloan said, adding that most of his students there had to qualify for a scholarship. Other than that, the students are basically the same.

Donnelly took it a step further.

"These are some of the best students I've ever had in college," he said. "They know this is a privilege for them... and they know that once they get out, this degree could be life-changing, could open a door for them."

Tomlin agrees — the students at the Fluvanna prison are happy for the opportunity and they apply themselves. The students also have fewer responsibilities to worry about — they don't have to take care of children, for example — but their mindset is different from many of the younger students at PVCC.

"Nobody in Fluvanna really makes a C," she said. "Everyone wants to get As or Bs."

If all goes as planned, Tomlin will graduate next year. She hopes to move on to Virginia Commonwealth University (or another four-year, in-state school) and parlay her degree into a career. She said she'd be happy with any job in graphic design that allows her to provide for her two children.

Although she's trying to start a new chapter in her life, Tomlin hasn't forgotten the friends she left behind.

"I just want those girls to know that they can come home and be somebody," she said.

Sloan, who has taught in prisons since the 1990s, said he enjoys teaching students there for the same reason he enjoys teaching at community colleges — he gets the chance to help students from many different backgrounds improve their lives. After graduation, those students get the chance to give back, Sloan said.

"College-educated people, whoever they may be and wherever they might live, influence in a positive way the cultural environment and community in which they live," Sloan said. "When this happens, we all benefit."
PVCC still accepting students for fall courses

It's not too late to register for fall semester classes at Piedmont Virginia Community College, as it is accepting students for classes starting in September, October and November.

The college still has credit courses open in English, history, biology, information technology, math, physical education, sociology and religion. All of the classes have terms lasting less than a semester that begin on the following dates:

- Sept. 11 for 12-week session
- Sept. 25 for 10-week session
- Oct. 2 for second 4-week session
- Oct. 21 for second 8-week session
- Nov. 11 for third 4-week session

A complete list is available at www.pvcc.edu.
PVCC Holding Information Session for New Culinary Arts Program

Posted: Jul 21, 2014 6:15 AM EDT
Updated: Aug 04, 2014 10:20 AM EDT

Aspiring chefs have the chance to launch their careers through a new culinary arts program at Piedmont Virginia Community College. Prospective students are required to attend an information session this summer before they can start classes in the school’s kitchen.

The culinary arts associate degree program just wrapped up its first full year in Charlottesville. Nearly 40 students make up the inaugural cohort - now sharpening their skills to enter the workforce.

An information session for new interested students will be held on Friday, August 1 at the PVCC Jefferson School Center. Attendees will get an overview of the five-semester program and tour PVCC’s culinary teaching facilities.

They will also have a chance to meet associate professor of culinary arts Eric Breckoff and talk to students currently enrolled in the program.

“We give them the details of how it’s structured, the pace of what we do, basically everything from soup to nuts, so what we’re really trying to do is find students that are passionate about this, that are willing to work hard and are eager to learn,” said Breckoff.

Graduates of the program will be prepared for different entry-level jobs including caterers, chefs, food service managers, and bakers.

Classes for PVCC’s culinary arts program will start on Thursday, August 21. Click here for more information.
Piedmont Virginia Community College Fall Semester Underway

08/21/2014 IN ALBEMARLE COUNTY, CHARLOTTESVILLE CITY, LOCAL, SURROUNDING COUNTIES

It's back to the classroom for another school serving our region. More than 5200 students have returned to Piedmont Virginia Community College for the fall semester. Anita Showers of Piedmont says the campus in Greene County is becoming more popular. Showers says there's also been higher enrollment at the off-campus center at the Jefferson School downtown.
Charlottesville takes aim at unemployment with new job center

Hollie Lee, the chief of Workforce Development Strategies in the city's office of economic development, is enthusiastic about the positive impact former probation officer Cory Demchak can have on unemployment in his role heading up the city's new job center. Photo: Brianna LaRecco

News

Jordy Yager
8/29/14 at 7:06 AM

Charlottesville's fight against unemployment has a new crusader in town. Seated in the city's new Downtown Job Center, Cory Demchak can be found busily at work in his underground lair in the basement of the public library on Market Street.

Demchak mans the just-opened one-stop shop for residents looking for a new job, a better or different job, help with beefing up a resumé, opening an email account, and countless other small but vital tips ranging from the best ways to dress for a job interview to how to get a free bus pass for up to 90 days.

Before the new job center opened, people looking for work had to trek up to Hydraulic Road to visit the Virginia Workforce Center. But for those whose lives revolve around the plethora of services available in the downtown area—who are less likely to have access to a car—the haul can take more than an hour on the city bus, and that's not taking into consideration any childcare needs or disabilities a person may have.

And while Demchak is focused on tailor-fitting the right existing job with the right applicant, the city is also taking another approach by launching a separate program called GoDriver. The program takes approved job seekers and partners with Piedmont Virginia Community College (PVCC) to train them to become local bus drivers, with a starting wage of $14.88/hour for those hired by Charlottesville Area Transit (CAT).
University presidents oppose Obama’s college grading system

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BY LINDLEY ESTES / THE FREE LANCE-STAR

If the Obama Administration’s plan for a higher education rating system goes forward as is, University of Mary Washington President Rick Hurley fears his campus might become a less-diverse, less-accessible institution.

“We have funds designated for recruiting underrepresented populations,” he said. “I could see having to redirect those funds to merit-based scholarships [if the rating system is instituted]. Merit is a good measure of success, but it’s only one measure. I believe a more diverse student body creates a better learning environment.”

Hurley, also the president of the Virginia Council of Presidents, signed a letter backed by 50 Virginia college presidents that was sent to Gov. Terry McAuliffe’s office and U.S. Secretary of Education Arne Duncan urging the administration to rethink the rating system.

It’s a rare collaboration between colleges, public and private, four-year and community colleges, and includes presidents of diverse campuses such as the College of William & Mary, James Madison University, Virginia State University, Piedmont Virginia Community College and Roanoke College, to name a few.
The letter states that while the presidents support efforts to make education more affordable, "we have serious reservations."

The rating system is a measure by federal government to hold higher education institutions accountable by creating a government-sponsored list like those by private companies, such as the Princeton Review and U.S. News & World Report.

To create that ranking, schools would need to prove their worthiness of federal aid in the midst of rising tuition and poor job opportunities after college.

The letter lists three primary concerns: that low-income or nontraditional populations would be disadvantaged under the current proposal, that the weight the rating places on income of graduates is counter to the principles of American higher education and that graduation rates are the wrong way of basing ratings, since the system of calculating those rates is widely regarded as flawed.

"We urge careful consideration of the unintended consequences and incentives that would result from the proposed new system," the letter said. "In order to be successful, institutions would be under pressure to increase graduation rates by enrolling higher income students and to graduate students who enter high-paying professions. This unintended consequence would be especially true if there is a linkage of the federal student aid to the new rating system."

Hurley said it's not an issue of accountability.

"We're not afraid of that," he said. "We answer to a lot of agencies. There is a lot of already-available data on each institution in Virginia."
On her first day at Albemarle High School’s Math, Engineering and Science Academy, Mackenzie Jones’ teacher divided the students into groups and asked them to calculate the number of Gatorade powder packets it would take to fill the classroom.

“We had to work together to figure out the dimensions of the room, and it was just a cool first project that showed us a problem and that we have to work in teams,” Jones said.

To date, Jones is one of 320 students who has focused on math, science and engineering at the Albemarle academy that utilizes a project-based learning model.

Jeff Prillaman, who wrote the curriculum and serves as the academy’s director, said the model forces students to learn actively.

“You can’t just sit back at your desk and be a passive learner, you can’t just sit at your desk and receive information and give it back on a test in two weeks,” Prillaman said. “That’s the piece of MESA that probably appeals to kids the most, the fact that learning is fun, and should be fun.”

A Popular Program

Now in its sixth year, MESA has only grown in popularity. In the first year, about 65 students applied for 50 spots. This year, approximately 200 students applied for 72 spots.

Prillaman cites the program’s practicality as the cause. He said that during his first 10 years of teaching he noticed students always wondering how the curriculum applied to the real world. To make these connections more apparent, Prillaman said, he designed MESA so students learn a concept and its application in tandem.
“Our response to the ‘When am I going to use this?’ question is ‘When you get back from lunch,’” Prillaman said.

Students can enter MESA in ninth or 11th grade. While the majority of students enter as ninth graders, Prillaman said accepting 11th graders has been a positive because many students aren’t thinking about MESA in their middle school years.

In the program’s first two years, students take classes in earth science, chemistry, physics, math analysis, trigonometry and algebra II. Grades 11 and 12 are entirely project-based, and students can earn dual-enrollment credits through Piedmont Virginia Community College.

Highlighting her experience building a small helicopter, Jones—now a second year engineering student at Virginia Tech—said she learned a lot from the projects. To make the helicopter challenge more difficult, Jones said, her teacher added real-world constraints.

“You started off with the basic materials, and if you wanted to buy anything else, you had to trade in time or [pretend] money,” Jones said. “I thought that was cool, to work in real-world parameters.”

“School starts at 8:55, but by 8:15 I’ve got two full classrooms of kids already here learning,” Prillaman said. “You’ve got seniors working with freshman. They’re joined by interest, not necessarily grade level.”
PVCC fall semester registration underway

Posted: Sunday, July 20, 2014 7:39 pm

Daily Progress staff reports

Registration for the fall semester at Piedmont Virginia Community College is now open. Classes begin Aug. 21.

Students can apply online anytime at www.pvcc.edu. Anyone seeking in-person assistance can register at PVCC's Admissions and Advising Center.

The center is located in Room LJ144 of the main building of the college's main campus, located on College Drive, just south of Interstate 64.

The Admissions and Advising Center is open from 8 a.m. until 6 p.m. Monday through Thursday and 8 a.m. until 11:30 a.m. Friday. Starting Aug. 11, the center will extend its hours to 8 a.m. to 7 p.m. Monday through Thursday and 8 a.m. until 5 p.m. Friday.

More information is available at www.pvcc.edu. Prospective students can contact the Admissions and Advising Center at 961-6551 or admissions@pvcc.edu.
PVCC continues adjustment to workplace demands with second year of culinary arts program

Responding to the needs of employers in the Charlottesville area, Piedmont Virginia Community College continues to adjust its list of degree and career certificate programs.

Among the newer programs, the two-year culinary arts associate's degree program teaches students basic food preparation, nutrition, menu planning and cost control. The college holds many of the classes at its teaching kitchen at the Jefferson School City Center in Charlottesville.

Frank Friedman, the college's president, said he has wanted to add a culinary arts associate's degree for many years, but PVCC's main campus in Albemarle County lacked the space.

The college 'got serious' about developing the curriculum in 2011, when it moved into the Jefferson School, Friedman said.

"Once we had signed up to be a partner, that's when we started our planning," he said.

The college kicked off the program last year, hiring Eric Breckoff, longtime instructor at J. Sargeant Reynolds Community College, to oversee it. About 48 students completed the first year of the program, Friedman said. As of last week, about 24 additional students had enrolled, Breckoff said.
Breckoff said the coursework begins with the basics, including knife work and various methods of cooking - braising, sautéing and grilling. There also are courses on baking and preparation of cold food. From there, students learn about differences in regional and international cuisines.

All culinary arts students must take a total of 67 credits, including classes in computer literacy and first aid.

Breckoff said he's hoping to give students a broad skill base that would be useful in any food service job.

"We talk about how to build a really solid foundation of knowledge," Breckoff said. "They'll learn more specifically about the nuances when they start working."

Students also learn about restaurant management, Breckoff said. The menu planning course, for example, teaches students how to price items correctly.

"A successful restaurant is a profitable restaurant," Breckoff said. "And the key to that is having a good menu."

Friedman said the degree will open doors for graduates in many positions in restaurants, country clubs, catering services and pastry shops.

"It's a pretty wide array of possibilities for someone coming out of the program," Friedman said.

Anyone wanting to enroll in the program must attend a free public information session at the Jefferson School City Center at 10 a.m. Friday. For more Information, contact Marya Choby at 961-6358 or mchoby@nycc.edu.

Friedman said he's also hoping to add two new health care career certificates in the next year. Both would help fill staffing needs at Martha Jefferson Hospital and the University of Virginia Medical Center.

Friedman said he's planning to offer a new central sterile processing technician certificate in January.

Graduates of the program, which takes less than a year to complete, would have the skills needed to sterilize instruments at either hospital.

Friedman said the college developed the curriculum in conjunction with Martha Jefferson and UVa.
Piedmont names new board leader

Piedmont Virginia Community College has a new board leader.

Ava Pippin, 60, of Mineral, succeeds Laila Bare as chairwoman of the Piedmont Virginia Community College Board. Louisa County supervisors appointed Pippin to the board in 2008 and she served as vice-chairwoman from 2013 to 2014.

Pippin is the executive director of the Louisa Educational Foundation, taught business at Louisa County High School for 33 years and was an adjunct business instructor at Piedmont from 1985 to 2004.

“Ava Pippin is an outstanding leader who is deeply devoted to making our community better through education,” Piedmont President Frank Friedman said in a news release.

Sean Moynihan, 58, of Earlysville, was named vice chairman of the board.
PVCC's new performing arts season offers new options and welcomes returning favorites

From staff reports

Piedmont Virginia Community College's new performing arts season starts off with a little magic.

Nelson Illusions Smoke and Mystery Tour will bring suspense-building illusions, comedy and theater to the V. Earl Dickinson Building at 7:30 p.m. Sept. 5 to open a new season of dance, music, theater and visual arts events at the college.

Open Mic Stand, which starts Sept. 11, is a new spoken-word series.

Also new this year is a collaboration between Piedmont's Theatre Department and Dance Department. "Karate Tango," a musical that explores romance and show business, will be presented at 7:30 p.m. Dec. 5 and 6 and 2:30 p.m. Dec. 7.

The visual art season starts at 5 p.m. Sept. 26 with an opening reception for two faculty exhibits. The Annual Faculty Exhibition will bring photography, ceramics, paintings and more to the North Gallery, while "Under the Influence," filled with works by art professor and gallery curator Beryl Solla, can be seen in the South Gallery.

The Latin Ballet of Virginia and guest artist Francisco "El Nano" Mesa will perform at 7:30 p.m. Oct. 4 in honor of National Hispanic Heritage Month. "Fiesta del Sol" will feature such popular Latin dance styles as salsa, cha-cha, reggaeton, capoeira, rumba, flamenco and mambo.
Horace Scruggs will be bringing in local musicians at 7:30 p.m. Feb. 21, 2016, for “The Odyssey of Soul,” an exploration of African and African-American musical traditions and the lasting impact they’ve had on American music. Scruggs, who is adjunct instructor of choral music at PVCC, will cover several hundred years’ worth of music to trace the influence of blue notes, call-and-response structure and syncopation.

Grammy Award-nominated folk singer-songwriter, instrumentalist, activist and author John McCutcheon will return at 7:30 p.m. March 28.

Returning favorites on the schedule include PVCC Chorus, the Let There Be Light outdoor solstice art installation, Charlottesville Municipal Band and the Free Movie Friday series of new and recent releases. Richmond Ballet will be back, and PVCC Dance will present its popular dance master classes. Look for PVCC Theatre productions as well.

Tickets are available online at www.pvcc.edu/performingarts and at the box office, which can be reached at 961-5376. Individual tickets for events in the Dickinson Building’s Main Stage Theatre can be bought at the PVCC cashier’s office during regular business hours a month before each performance; they’re also available at Sidetracks, Greenberry’s Coffee and Tea at Barracks Road Shopping Center and the PVCC box office.