

PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

Board Meeting No. 285

November 4, 2020

Meeting number two hundred eighty-five of the Piedmont Virginia Community College Board was held Wednesday, November 4, 2020, via Zoom virtual meeting.

Members Present: Pam DeGuzman, Chair
R. Madison Cummings, Jr.
Bruce Dotson
Frank Gallo
Chinta Gaston
Robert Hodous
Alfreda Morris
Janet Morrow
Thomas Proulx
Fred Richardson
Lola Richardson
PJ Rooney
Joseph Scruggs

Staff Present: Frank Friedman, President
Susian Brooks, Marketing and Media Relations Director
Ben Copeland, Vice President for Finance and Administrative Services
John Donnelly, Vice President for Instruction and Student Services
Sue Haas, Chief Information Officer
Jolene Hamm, Director of Institutional Research, Planning, and Institutional Effectiveness
Nicole Oechslein, College Senate Chair
Rebecca Parkhill, Assistant to the President and Special Projects Coordinator
Harry Stillerman, Vice President for Institutional Advancement and Development

Others Present Media

Welcome and Call to Order

Dr. DeGuzman welcomed those present and called the meeting to order at 4:02 p.m.

Approval of Minutes

The proceedings of the September 2, 2020 meeting were unanimously approved on a motion by Mr. Hodous and seconded by Mr. Proulx.

Public Comment None

President's Report

Budget: PVCC's enrollment is approximately 5% down in Full-Time Equivalents (FTE) for the fall semester, which is a shortfall of roughly \$250,000. When the fall semester enrollment is down, the projection for the spring semester is typically the same. Another shortfall of \$250,000 is expected for the spring 2021 semester. The combined loss is approximately \$500,000. There is good news to offset this shortfall. The General Assembly's Special Session concluded with a new biennium budget. Not only was our budget not cut, but we also received some extra funding that was not planned. Governor Northam used some of the Federal CARES Act funding for higher education. PVCC will receive approximately \$200,000 in CARES Act funding from the Governor. This money is earmarked for 1) student financial aid for the spring 2021 semester and 2) increasing our Workforce Development programs (career and technical education). This funding will be used to purchase expensive equipment that we do not often have funding to purchase. Dr. Donnelly and the deans have been working on an equipment list. The funding will help us make significant inroads and upgrade some of these programs.

Although the state did not cut the budget, salary increases and bonuses for faculty and staff were eliminated. The General Assembly did place a contingency item in the budget. If the state revenue meets budget projections, then state employees will receive a bonus on September 1, 2021. The one-time bonus is \$1,500 for full-time state employees and \$750 for adjunct faculty. There is no commitment to pay these bonuses unless revenue meets or exceeds the projections.

With the state budget and federal money from the CARES Act, the college's budget is in good shape. Dr. Copeland is analyzing revenue and expenditure forecasts. The General Session will meet again in January. Next year's fiscal budget is unknown as it will depend on state revenue from taxes and other revenue streams.

Advanced Technology and Training Center (ATTC): The General Assembly approved the full funding request for the ATTC. This includes \$4 million for alternative energy sources for the building. Once complete, the ATTC will be a 100% net zero building. College officials met with the architects last Friday and the meeting was positive. Geothermal is now being considered and can be added to the plan without increasing the \$4 million budget. The plan is fully supported by the Virginia Community College System (VCCS), the Virginia Department of Planning and Budget, and the DGS Division of Engineering and Buildings.

PVCC is still on track to go to bid in late summer of 2021. Groundbreaking should take place approximately one year from now, and the construction should take approximately 18 months. Barring any unforeseen circumstances, the new building should be ready and open in early 2023.

Re-Employing Virginians (REV): Governor Northam has announced a new, exciting program called Re-Employing Virginians, or REV. Many people in our region have had a terrible disruption of careers and jobs due to COVID. Unemployment has soared, with many people either being laid off or having their hours reduced from full-time to part-time by their employers. The Governor recognized this issue and directed \$27 million of CARES Act funding into this program. REV funding will provide payment of 100% tuition and fees for any community college student, with some requirements. The funding covers the spring 2021 semester only. The students must be Virginia residents who were laid off due to COVID or had to leave a full-time position for a part-time position making less than \$15/hour. Another eligibility requirement is that the students are enrolled in programs that were formerly approved under G3.

Although the G3 program is not alive, REV pays only for those specific programs in career and technical education. The classes can be either credit or noncredit, and students can take up to 18 credits, which is the maximum per semester.

REV is a first-dollar program, meaning it is applied immediately to tuition and fees. The money is placed in the student account and does not go directly to the student. If the student also has a Pell grant, the student can receive the Pell money for living expenses. There is one caveat that will affect enrollment; the student must be registered by December 14, which is less than six weeks away. That sudden deadline is due to the federal regulations surrounding this money. REV information was just released last week. Marketing starts tomorrow with a web page on pvcc.edu. Media stories and advertising will also start tomorrow. This is a one-time opportunity for the spring 2021 semester only. For students, it is a great opportunity to continue or start an education at a community college in Virginia.

The G3 program is on hold, but everything related to G3 is taking place at PVCC. Curriculum development revisions and additions were made based on G3. When the General Assembly comes back into session in January, we do not know if the governor will put G3 funding in the budget.

The CARES Act is being distributed through various programs. The VCCS received approximately \$8 million for GEER funding (Governor's Emergency Education Relief) for student financial aid. PVCC typically receives approximately 3% of what the VCCS receives, which equates to approximately \$240,000. VCCS also received \$15 million for financial aid and program development. PVCC's portion of that funding is approximately \$450,000. The VCCS received \$27 million for REV, resulting in approximately \$800,000 for PVCC. When students come to PVCC, we want to find money to help them and meet the student where they are. Mr. Stillerman has done a great job bringing Foundation scholarship money to students. A question was raised regarding ETF money. PVCC does receive Equipment Trust Fund (ETF) funding, which is an endowment. It is spent on IT infrastructure and academic equipment.

College Updates

Dr. Copeland

- Planning for the ATTC building continues. Several meetings with the architects are scheduled.
- PVCC has a new custodial contractor. The company is working hard to catch up on floors, windows, and other areas in need of attention.
- The Business Office has two vacancies, a grants clerk and an accountant.
- The Stultz Building should receive two new solar lights within the next month.

Dr. Donnelly

- *COVID and PVCC classes:* Approximately 15% of current classes are in person, which are mostly science labs and some art labs. Faculty and staff were prepped for online learning, and students were advised about expectations when coming to campus. As of today, we have had 10-15 cases of students who have tested positive for COVID. The good news is that students have maintained social distance, are wearing PPE (personal protective equipment), and are limiting interaction. PVCC shut down only one class

because two instructors needed to self-quarantine. Students and faculty understand the importance of their hands-on education and follow the guidelines to keep themselves safe.

- The spring semester course schedule is the same as this semester; online anytime (asynchronous), online scheduled time (synchronous), and about 15% in person/on campus. When reviewing student course-taking patterns this fall, students preferred asynchronous to synchronous. If the class was synchronous via Zoom at night, enrollment was light, likely due to the class being 3-hours long and in the evening. Based on this information, the spring semester's evening schedule was altered to accommodate these preferences. Student success as it relates to synchronous versus asynchronous will be researched. Fall is the first time synchronous classes were offered.
- PVCC received full accreditation from the Virginia Board of Nursing for ten years. The accreditation is for the associate degree of nursing program. The new nursing curriculum is active.
- Several One-Book events are being held and are focused on diversity and civic engagement focusing on voting and the election. The college has hosted several presentations and symposium presentations on diversity issues. Chief Brackney, UVA professors, and others held symposiums and panel discussions on race and diversity. Book club discussions, get out the vote initiatives, and webinars were also held by faculty and staff.
- A new dean of workforce services has been hired. Dr. Christy Hawkins will start in mid-November and will have time to transition with Valerie Palamountain, who will be leaving at the end of December. Dr. Hawkins is currently the dean of health and life science in North Carolina and has served as the workforce director and dean at Thomas Nelson Community College. A press release is forthcoming.

The issue of diversity was discussed. Diversity and inclusion are part of the VCCS Strategic Plan, and it is a priority of the Chancellor's Office for all colleges to address diversity and inclusion issues related to hiring, creating a culture of acceptance, and supporting diversity and inclusion. Details of how we do it is up to us. VCCS does not require specific programs, with the exception of search advocates, which is a centralized, system-wide program adapted from a program at the University of Oregon. The search advocacy program is very successful in helping to increase the diversity of hiring. A search advocate is trained and placed on every search committee to ensure ample opportunity is given to diverse candidates and the search did not engage in anything that would lessen the opportunity to bring diverse individuals to our faculty and staff. PVCC has used search advocates for about a year.

Sue Haas

- At the previous meeting of the College Board, Ms. Haas reported on the Wi-Fi for students and computer usage in the labs. An average of seven students per day are using the lab, and the parking lot Wi-Fi is being utilized by students.
- Thirty laptops have been procured and will be additional loaners for the Goal program. This program now offers a total of 90 laptops, all of which have been loaned out. Ms. Haas worked with N2W and TJACE to procure a total of 23 laptops for their students.

- Technology updates are being completed in classrooms. We are piloting three “Zoom rooms” as a way to facilitate the use of Zoom in classrooms. We have the potential to increase enrollment when using those classrooms on campus. Hardware and services have been procured, with the rooms coming together by mid-December.
- Two Zoom licenses have been secured, allowing the college to offer Zoom Webinars as well as meetings. The webinars are being used by administrators and faculty. The licenses allow for up to 500 and up to 1,000 participants.
- Phase Two of the switch replacement project is moving forward and delivery of the switches is expected soon. CARES Act funding helped with this purchase. All switches at PVCC will be replaced upon completion of Phase Two.

Harry Stillerman

- At the end of September, the Educational Foundation had \$15.6 million in assets. At the end of October, annual fundraising raised \$1.3 million from 250 donors, which is up about \$100,000 from last year. The number of individuals giving to the Foundation increased from 200.
- The Foundation has now entered into the early “quiet” phase of the capital campaign, with a goal of \$10 million. The funding will be used for capital enhancements and ATTC completion, expanding Workforce Services and career advancement programs, and student access/success initiatives. To date, \$6.7 million has been raised toward the goal from written and verbal commitments. Our campaign has also received \$3 million in matching gift challenges.
- The Educational Foundation is putting its money to good use. This year, through the PVCC4U initiative, we have been able to expand the number of scholarships, up from 175 last year to 350 students helped this year. The scholarship amounts increased from \$325,000 last year to \$600,000 this year.
- The money we receive is invested in UVA’s Investment Management Company, or UVIMCO, since the early 1990s.
- Mr. Stillerman thanked the Board members for their support to help make this success possible.

Jolene Hamm

Dr. Hamm presented the Fall 2020 PVCC Credit Preliminary Enrollment Report. The information in the report is for credit classes only and shows enrollment as of October 12, 2020. See Attachment #2.

Dr. Hamm also presented the Strategic Plan Update. Dr. Hamm reviewed general education competencies and discussed the VCCS Direct Enrollment Pilot, affordability, inclusivity, and the Student Financial Resource Center. PVCC has made tremendous strides to reduce hurdles to graduation. See Attachment #3.

A question was raised regarding the VCCS Direct Enrollment Pilot and whether students’ achievements are being tracked to ensure the students are surviving these classes. VCCS is collecting data from pilot schools, and PVCC will track these students as well. All VCCS colleges are going to this model. Within the next year or two, placement tests will no longer be a requirement in the VCCS. Dr. Friedman stated this

is new and still controversial. Historically, students were tested for reading, writing, and math. If the student did not score above a certain level, the student had to take developmental classes. Upon successful completion of those developmental classes, they moved to regular courses. That data from a community college research center out of Columbia University showed putting students in developmental classes led to very poor outcomes, which spurred a national movement among community colleges to put students directly into college-level courses but provide extra assistance beyond the regular course. Studies are very promising that the success rate increases dramatically. PVCC is in its first year, so data is not yet available. We are one of eight colleges in the pilot. Students are enrolled in the course and an additional course for tutoring. We will make this a Program Highlight at a future Board meeting next year, once data is available.

Students receive one-on-one tutoring, either online or face-to-face. PVCC offers tutoring in nearly every subject and provides “on demand” math and writing because we have centers for those. Board member Janet Morrow has provided tutoring in the math center. The English EDE classes all have embedded tutors. The students develop a relationship with a specific tutor and work with the tutor within the class. The Writing Center also offers a “Zoom Room” where students can immediately access face-to-face tutoring.

A Board member noted that students also need tutoring to learn how to be successful with online learning. For some, it is not going well, and they can develop bad habits. Our faculty have been teaching online for decades and know how to teach in this environment. PVCC also has a learning management platform that is very intuitive. We are positioned better than most to help students with the shift to online.

Committee Reports

At this time, Board Chair DeGuzman reordered the committee reports. There were no objections.

Community Relations Committee

Mr. Scruggs requested Mr. Stillerman explain the process of the Community Service Award, as the Board has to make the decision annually as to whether to continue the process. Mr. Stillerman stated the award has been ongoing for a number of years and is funded by individual Board members. The Office of Institutional Advancement and Development seeks nominations from the campus community to nominate someone worthy of the award. The nominee can be either a PVCC employee or a student.

This year’s nominee is Tracy Cersley, business manager. Mr. Scruggs read the nomination and spoke to what an extraordinary individual Ms. Cersley is due to her extensive volunteerism and desire to help students and co-workers alike. Mr. Scruggs recognized Ms. Cersley as the recipient of the 2020 Community Service Award. Ms. Cersley virtually attended the meeting and proudly accepted the award.

On a motion by Mr. Richardson and seconded by Mr. Cummings, the Board unanimously approved the continuation of the College Board Service Award in 2021.

Finance and Building Committee

The only issue on the committee's agenda was authorizing the expenditure of funds to repave parking lots 3 and 4. The request is for \$250,000 for each parking lot, bringing the reserve from just over \$1 million to \$882,000. Prior to a motion, several questions were raised and addressed.

1. Is the \$1.1 million lost if it is not spent in FY21-22, or can it be carried over?
 - a. The money is a reserve and does carry over.
2. Does resurfacing entail grinding and laying a layer of asphalt, or does it mean spraying an emulsifier or topcoat?
 - a. The parking lots require milling and repaving. Grinding will take off the top layer, and a new layer of asphalt will be applied.
3. In the \$10,000 maintenance portion of the Parking Reserve Plan, will herbicide be used, and will remarking of the parking lots be needed?
 - a. Yes to both. The maintenance portion also includes repairing potholes.
4. Is resurfacing an expense carried out on a predetermined fixed level or by inspection or survey?
 - a. There is no predetermined fixed schedule.

A Board member inspected parking lot 4 and found no need for resurfacing. The Parking Lot Reserve request was amended and is not specific to parking lots 3 or 4. Parking lot 4 upgrades are respective to drive lanes where we have excessive traffic and gatoring (cracking) of service. Lot 4 sees a lot of public bus transportation. These efforts are not complete lot resurfacing, just targeted areas. See Attachment #5.

The motion of the Finance and Building Committee is full College Board approval to accept the committee's recommendation that the amount up to \$520,000 be approved for parking lot maintenance and resurfacing as necessary to be taken out of the parking lot reserve fund. The motion was unanimously approved.

Facilities Renaming Committee

The committee met twice and noted the excellent assistance from the professors' research. The research was reviewed by the committee, and there were no concerns with the findings. This committee will meet once more and report out to the Board in January. Given that the research relied on public records, it is conceivable that there is something out there that was not found through this research. Any non-committee members with concerns or something to add should reach out to Ms. Gaston. The committee also welcomes any personal knowledge of the individuals. The committee is closing in on a positive recommendation absent something unknown coming up. A Board member asked for the list of names being researched, which the committee will share.

Curriculum Committee

The committee seeks Board approval for a revision of a program already in existence. It is a proposal for a change from a certificate in surgical technology to an associate of applied science (AAS) in surgical technology to begin in the fall of 2021. The degree program will be housed in the Division of Health and Life Sciences. The proposed change from a certificate to an associate degree is in response to an accreditation requirement, which requires completion of a minimum of an associate degree in surgical

technology on or after August 1, 2021. Upon final approval, PVCC will discontinue the current certificate program. This change will fit within the mission of PVCC to offer an accessible, affordable, high-quality education that promotes student success and community growth. See attachment #4.

The Curriculum Committee moves to approve the replacement of the certificate program in surgical technology with an associate of applied science degree in surgical technology.

The motion was unanimously approved.

Program Highlight: Network2Work (N2W)

Ridge Schuyler, dean of community self-sufficiency programs, is the founder and director of N2W at PVCC. N2W is an anti-poverty program to get people off public assistance and help them become self-sufficient through education and training. The program started under the auspices of the Charlottesville Regional Chamber of Commerce. Ridge worked for them and started the program. It became obvious that this program had great potential but needed additional support from PVCC. The program became so successful that the Governor's Office announced the Governor wanted it to extend to other communities throughout Virginia. Ridge is "on loan" to the Governor's Office to make this happen. The N2W program will be housed in centers such as Virginia Career Works or One Stops, which are federally funded. These locations were meant to help job seekers but can be more effective. Ridge will work with these centers, which will have a very tight connection to community colleges. The community college presidents in the N2W service area received a letter from Dr. Friedman to introduce N2W. This program should help them with enrollment. One of the goals next year for N2W is for greater access in our rural counties. See presentation documentation added to the Board packet.

Chair's Report

Committee assignments have been distributed.

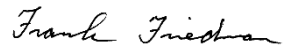
The next College Board meeting is January 6, 2021, at 4 p.m. via Zoom.

Adjournment

The meeting adjourned at 5:59 p.m.

[Signatures appear on following page.]

Respectfully submitted,

A handwritten signature in black ink that reads "Frank Friedman". The signature is written in a cursive style with a long horizontal stroke at the end.

Frank Friedman
President and Secretary to the Board

APPROVAL

A handwritten signature in blue ink that reads "Pam DeGuzman". The signature is written in a cursive style with a long horizontal stroke at the end.

Pam DeGuzman
Chair