

PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

Board Meeting No. 286

January 6, 2021

Meeting number two hundred eighty-six of the Piedmont Virginia Community College Board was held Wednesday, January 6, 2021, via Zoom virtual meeting.

Members Present: Pam DeGuzman, chair, City of Charlottesville
R. Madison Cummings, Jr., Albemarle County
Bruce Dotson, Albemarle County
Chinta Gaston, City of Charlottesville
Alfreda Morris, Albemarle County
Janet Morrow, City of Charlottesville
Thomas Proulx, Nelson County
Fred Richardson, Greene County
PJ Rooney, Albemarle County
Joseph Scruggs, Buckingham County

Members Absent: Frank Gallo, Fluvanna County
Robert Hodous, City of Charlottesville
Lola Richardson, Louisa County

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
John Gulley, Chancellor's faculty advisory committee representative
Sue Haas, chief information officer
Jolene Hamm, director of institutional research, planning, and institutional effectiveness
Jenny Koster, professor of English and Writing Center coordinator
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 November 4, 2020 meeting were unanimously approved on a motion by Mrs. Morrow and seconded by Mr. Proulx.

Public Comment None

Introduction of New Faculty

Dr. Donnelly introduced the following new faculty members:

Christy Hawkins, dean of workforce services
Trisha Kipps, assistant professor, police science and criminal justice
Sarah Labensky, instructor, culinary arts
Sameh Muhammed, associate professor, DMS program director
Kathryn Murray, assistant professor, nursing
Katelyn Turner, radiography program clinical coordinator

The Board welcomed the faculty. Dr. Friedman thanked the faculty for joining the meeting and invited them to stay, although it was not required.

At this time, Dr. Friedman requested Board Chair DeGuzman move the order of the agenda and allow the President's Staff Updates to take place before the President's Report. There were no objections.

President's Staff Updates

Dr. Ben Copeland, vice president for finance and administrative services

Solar lights were recently installed in the Stultz Center Parking Lot.

Dr. Copeland commended all PVCC faculty, staff, and students who were here during the fall semester for doing such a great job handling issues related to Covid-19. Faculty communication with students was exceptional. Similar safety measures are in place for the spring 2021 semester.

Preliminary design updates for the Advanced Technology and Training Center (ATTC) were submitted to VCCS and the State Department of Engineering and Building in December. The submitted designs include solar panels, geothermal energy, and net-zero design. Those reviews should be completed in the next 30-45 days. We are still on track for a 2021 start.

Teresa Willis, human resources director, announced her retirement effective April 1. We are beginning the search process for a new director.

Dr. John Donnelly, vice president for instruction and student services

Spring semester classes begin Monday. During the fall 2019 semester, no classes were postponed, canceled, or delayed. We received 24-30 reports of on-campus students testing positive for Covid-19. Because protocols and procedures were followed, there was no course disruption.

We are in a similar situation for the spring 2021 semester. We will continue to offer synchronous, asynchronous, and hybrid. Most courses are online while approximately 12-15% of courses are in-person classes.

Additional funding for students is available for the spring semester. Re-Employing Virginians (REV), part of the CARES Act, provides direct tuition assistance for G3 courses. We had a brief window of time to get students recruited, certified, and into programs. PVCC was able to serve over 200 students with full tuition paid by these funds. The total funding was as follows: 122 credit students received a total of approximately \$200,000 and 89 non-credit students received approximately \$85,000. Thanks to a new bill, the funding has been extended into the new semester.

PVCC has a partnership with the Boys and Girls Club to provide academic advising. We have hired a new full-time academic advisor who is working with Boys and Girls Club participants and their parents to assist them with college decisions such as PVCC and/or other universities.

PVCC's One Book program will continue during the spring semester. We typically do not offer a One Book in the spring semester but will do so this spring. The book is titled, "You're More Powerful than You Think." If you would like a copy, please inform Dr. Donnelly.

Dr. Friedman detailed the implementation of the partnership with the Boys and Girls Club. Dr. Friedman and Mr. Stillerman met with a fundraising prospect, one of significant wealth who had a very strong relationship with the Boys and Girls Club but not with PVCC. The potential donor was very supportive of our mission and saw the opportunity to merge the strengths of the two. The Boys and Girls Club population is predominately a minority population and PVCC is always looking for ways to communicate with our community's minority population. The individual donated \$500,000 to PVCC to initiate the partnership. We will station a PVCC advisor at the Boys and Girls Club to work with the children and their parents. Many parents can take advantage of what we offer at PVCC. The community has great trust in the Boys and Girls Club. That trust will position our advisor to promote PVCC and help both students and parents.

Sue Haas, Chief Information Officer

The Oracle upgrade to 9.2 is in its first phase, which is primarily back-office testing processes. Throughout the spring semester, the Information Technology Department (IT) will be working on the user end of the upgrade.

Our current room scheduling software vendor no longer supports the software. They communicated this change to PVCC in December and gave IT four weeks to find a new software product. The transition to new software took place on December 15. Room-booking administrators will be trained by the end of January. The new software is Ad Astra, which will not only schedule rooms but will also prove useful for capacity planning for the deans. We are one of the first VCCS schools to move to Ad Astra.

PVCC faculty requested technology training for students as some students are having a hard time using Zoom. The IT Team will host some technology training sessions during the first two weeks of classes. This training is meant to ensure students have what they need to be successful.

Another phishing exercise was recently completed and more employees are becoming aware of phishing scams. Only 10% of PVCC employees clicked through a false email. Our percentage decreases each time we have the exercise.

The IT team has created three High-Flex classrooms. All faculty will be given a virtual tour of the classrooms, and a few faculty members will pilot the rooms and provide feedback. These new classrooms will allow higher enrollment in some classes. Ms. Haas thanked Dr. Donnelly for his partnership.

Due to additional funding from the CARES Act, the switch project, which would have taken two to three years to complete, will be completed within a year. Another order will go out in a few weeks and will be paid using ETF funding.

Harry Stillerman, vice president for institutional advancement and development

Mr. Stillerman provided a status report for 2020.

The Educational Foundation has received an extraordinary amount of support from faculty and staff, as well as an equally impressive philanthropic response.

The Foundation received a matching \$2 million gift challenge, which set the Foundation Board in motion to move forward with a \$10 million capital campaign. The campaign has three priorities; facility enhancements which includes the ATTC, expanding workforce development programs, and student success initiatives. Campaign work began in July by organizing the leadership committee.

At the November College Board meeting, Mr. Stillerman announced that the Foundation met the first deadline of \$1 million. Since that meeting, the Foundation has received another \$1.5 million in commitments, which puts us above the \$2 million match. The capital campaign has reached a total of \$8.5 million toward the \$10 million goal. This was achieved without an official public announcement. The Foundation is thrilled with where we are and the work that has taken place. Mr. Stillerman expressed that he is grateful to the Foundation Board, the PVCC faculty and staff, and Dr. Friedman's leadership.

Outside of the campaign, annual fundraising has experienced wonderful results as well. The goal of \$250,000 was exceeded.

The Educational Foundation has hit all of its benchmarks this year.

Eighty-five employees participated in the annual fund, and collectively over \$120,000 was donated to the Foundation. A total of \$450,000 in awards was received for 320 scholarships, which is up \$125,000 from last year. This is a record number of scholarships. A continued focal point is PVCC4U, which will be extended into spring and into next year.

An email announcement about the College Board Service Award was sent to employees. Mr. Stillerman looks forward to bringing nominations to the Community Relations Committee.

Jolene Hamm, director of institutional research, planning, and institutional effectiveness

Dr. Hamm presented information on enrollment and the results of a student survey, which focused on PVCC's move to online learning in response to Covid-19.

Fall enrollment is down 4% from last fall semester.

Focusing on the student survey, 93% of students felt PVCC took the appropriate precautions to prevent the spread of Covid-19. The students also noted that the professors, advisors, staff, and administrators were very helpful. Dr. Hamm shared several student comments from the survey.

President's Report

Despite the pandemic, PVCC's faculty and staff have done an exceptional job. All showed flexibility and learned new skills, and students felt we were meeting their needs and doing a great job.

Budget

Tuition revenue, state appropriation, and federal funding through the CARES Act/Stimulus Act affect PVCC's budget. In terms of tuition, fall enrollment was down between 4 and 5%, resulting in a shortfall of approximately \$250,000. This semester, it appears we may be down as much as 10%, resulting in a \$500,000 shortfall. Although we have a few more days to try to improve on that, 10% is realistic and not surprising. In the fall, we were at 4 or 5% enrollment compared to 9.5% nationally. Normally when unemployment is high and the economy is bad, community college enrollment goes up. Now with the pandemic, Dr. Friedman has seen the biggest drop in his 44-year community college career. Nationwide, people do not have money and education is not in the budget. This decline in enrollment is in keeping with what is happening throughout the Commonwealth and the nation. The good news is that federal funding is now offsetting the loss of tuition revenue. The college received money from the stimulus signed in the summer. Although we do not know exactly how much money the college will receive from the new stimulus package signed last week, it will be enough to offset the loss of revenue from tuition. This is important because we are losing money from the Workforce Services budget as well. Many workforce programs are strictly hands-on and had to be canceled. The federal money will help with that loss of revenue also.

The loss of tuition and the addition of stimulus funding will balance out and we may even have some federal money that will help with new expenses related to Covid-19, such as air purifiers and cleaning supplies. The college can use those federal funds to pay for the many expenses incurred due to Covid-19.

State funding is level, which is wonderful news. In the summer, we were being prepped for a 5%, 10%, or even 15% loss of state funding. So far, there have been no cuts and there are no new cuts in the Governor's budget proposal.

We have had no layoffs or furloughs because of the pandemic. Unfortunately, some sister institutions have needed to layoff and furlough employees. We have been managing funds appropriately and budgeting so we do not look only at the short-term, but a year or two in advance as well.

General Assembly

This is a short session since the General Assembly is dealing with the second year of the biennium budget. Only amendments to the budget are being discussed at this time. The biggest increase in funding that the Governor has proposed is to support his G3 program. The G3 program was discussed last year. The budget has \$36 million slated for the programs for next year. G3 is essentially a financial aid program. Students must meet certain requirements of low-to-moderate income to be eligible. The funding is only for career and technical education programs, both credit and non-credit. It does not cover transfer programs. Although it is unclear whether the G3 funding will make it past the General Assembly, the Chancellor is very optimistic that it will.

Financial aid for individuals is surfacing as a major issue. Our enrollment is dropping due to the people losing jobs and income because of the pandemic. Several initiatives have been implemented at both the state and federal levels, but it can be confusing because they all have a different set of eligibility requirements. This makes it difficult to market a clear message to the public. Dr. Friedman voiced this concern with the Chancellor, requesting ways to make it more simplified and understandable by the public. There is speculation about the Biden administration taking up the issue. Dr. Jill Biden has been a

faculty member at Northern Virginia Community College and is a huge supporter of community college education. Hopefully, Dr. Biden will encourage some action on student financial aid to make community colleges more affordable.

Advanced Technology and Training Center (ATTC)

The college has received full funding for the ATTC. The building project is no longer in jeopardy. We received the full \$4 million for alternative energy for a net-zero building. Dr. Friedman thanked Mrs. Morrow for her work advocating for alternative energy for this project. The attitude of the Commonwealth has changed. Initially, we did not receive great support from the state and we had to fight for money to use alternative energy. We have now received great support from the Department of Engineering and Buildings and the VCCS. In fact, the VCCS vice chancellor for facilities feels we have broken ground as PVCC is the first to have a net-zero building. The vice chancellor expects future building projects to be modeled after ours. With help of the state, we have geothermal wells in addition to solar panels, creating more alternative energy use.

Board member Gaston raised a question about childcare and asked if that is part of the issue with our students' ability to enroll. Dr. Friedman noted that although there was no data, he believes it has an impact. Many of our faculty and staff have been dealing with the issue, especially during the pandemic. Many schools are in flux and parents working full-time have to teach their children at home. K-12 schools often change the plan of whether students learn at school or home. Childcare is a very important issue to many of our students and an important issue in our community. PVCC has had a long-standing strategic plan to try developing a childcare center on campus. Although we came close a few times, the partnerships fell through each time. Right now, the United Way provides childcare scholarships for our students. They work closely with our Network2Work clients. Network2Work lines up childcare through the United Way's efforts. Anything that can be done to help is valuable.

The Cares Act funding can be used for childcare. With the first stimulus, PVCC distributed \$800,000 directly to students, which was a check written directly to students per federal regulations. Childcare was one of the eligible expenditures. The students received the money as a lump sum with a list of eligible expenditures. We do not have the regulations for the second stimulus yet, but we expect to have that information in the next thirty days.

Board member Rooney mentioned an interview Dr. Friedman did recently on WNRN in November. She recommended posting the interview on the President's web page. It was a very good interview and a good way to showcase how well PVCC understands the challenges faced by potential students.

Board chair DeGuzman noted that at each meeting, she is so impressed with all the work being done by PVCC. Particularly now, to hear so much good news and positive student feedback is wonderful. Student success, philanthropy, etc. is amazing during these difficult times. Dr. DeGuzman said it is a joy to be associated with the college and hear those wonderful things.

Facilities Renaming Committee

Last July, the State Board for Community Colleges directed local community college boards to review facility names to determine whether the names were inconsistent with the college's mission regarding equity and anti-discrimination. At the September Board meeting, the directive was discussed and a

committee was formed. The committee's charge was to look at the names of 17 facilities (rooms and buildings). Three faculty members were asked to assist with the research. The committee met several times and used available public records for background research. The committee established ground rules to look only at the individual, not the family, and to rely solely on public records, not oral history, interviews, antidotes, etcetera. The committee reserved the right to go further if necessary. Each person's biographies were thoroughly researched. The 17 names were sent to everyone on the College Board for feedback. No negative comments were received and no negative information was uncovered during the research.

The committee unanimously decided that there would be no reason to recommend to the Board to do further research or consider renaming any facilities. The committee noted that no search is completely exhaustive and there is no guarantee that significant negative information does not exist. However, the committee's due diligence was thoroughly and professionally completed.

The Board discussed the recommendation to review College Policy II-18.0, Naming of College Facilities. Mr. Stillerman will suggest revisions to the policy and make it more specific to ensure adequate due diligence is performed. The policy will prove we have a process in place and that it is followed. The University of Virginia's policy directs adequate due diligence.

The current policy also allows for naming related to service to the college. The majority of PVCC's named spaces have been named based on financial contributions. Some donors request their donation be used to recognize an outstanding faculty member through facility naming. Examples were given of facilities named for individuals who have demonstrated public and/or college service.

Board chair DeGuzman thanked the committee and faculty for their hard work.

Motion:

The Facilities Naming Review Committee recommends no changes to current named facilities and spaces. The Committee recommends that the College review and update the Naming of College Facilities Policy (II-18.0) to ensure appropriate vetting processes are in place when considering future naming opportunities (*Attachment 2*).

Mr. Dotson moved to adopt the recommendation of the Committee. Mr. Cummings seconded. A vote by roll was taken, as follows:

Pam DeGuzman, aye	Janet Morrow, aye
R. Madison Cummings, Jr., aye	Thomas Proulx, aye
Bruce Dotson, aye	Fred Richardson, aye
Chinta Gaston, aye	PJ Rooney, aye
Alfreda Morris, aye	Joseph Scruggs, aye

The roll call vote was unanimous in the affirmative and the recommendation was adopted.

Dr. Friedman will communicate the Board's decision to the State Board and the Chancellor.

Program Highlight – PVCC Writing Center

Dr. Donnelly introduced Jenny Koster, professor of English and Writing Center coordinator. Professor Koster has received numerous awards and was recently honored as a recipient of the State Council of Higher Education for Virginia (SCHEV) 2021 Outstanding Faculty Award. This award is the highest honor for faculty members at all Virginia public and private universities. Professor Koster was one of 72 nominees and was selected from 20 finalists. She is one of 11 faculty throughout Virginia to receive the award. She has the distinction of being the only community college faculty member to receive this award.

Professor Koster presented information about the Writing Center to the Board. The PowerPoint presentation was informative and the Board members were very impressed with the good work being done at the Writing Center.

Mr. Dotson noted that as a former reader and judge in the Essay Contest, several women from the Fluvanna Women's Correctional Center submitted essays and two won awards. Mr. Dotson hopes the college can continue to reach out to these students and find ways for them to continue to be involved in the contest.

Chair DeGuzman asked about tutor volunteers. Professor Koster noted that we do have opportunities, but it is a commitment for the volunteers. They must participate in training and other processes, including staff meetings. It is difficult to find a volunteer with the ability to commit the time required to be a tutor.

Chair's Report

Board chair DeGuzman asked if there were any further comments for the good of the order. Mr. Cummings mentioned watching the All-College meeting held virtually earlier in the day. He commented on how everything seems to be in flux right now. Mr. Cummings also mentioned the Charlottesville 100 Group and their excitement of the new building energy design.

A revised College Board calendar was included in the packets (*Attachment 3*).

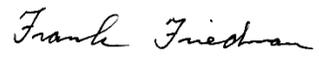
The next College Board meeting is March 3, 2021, at 4 p.m. via Zoom.

Adjournment

There being no further business, the meeting adjourned at 5:44 p.m.

[Signature Page Follows]

Respectfully submitted,

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

Pam DeGuzman
Chair