

PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

Board Meeting No. 288

May 5, 2021

Meeting number two hundred eighty-eight of the Piedmont Virginia Community College Board was held Wednesday, May 5, 2021, via Zoom virtual meeting.

Members Present: Pam DeGuzman, chair, City of Charlottesville
Lola Richardson, vice chair, Louisa County
R. Madison Cummings, Jr., Albemarle County
Bruce Dotson, Albemarle County
Frank Gallo, Fluvanna County
Robert Hodous, City of Charlottesville
Alfreda Morris, Albemarle County
Janet Morrow, City of Charlottesville
Fred Richardson, Greene County
PJ Rooney, Albemarle County
Joseph Scruggs, Buckingham County

Members Absent: Chinta Gaston, City of Charlottesville
Thomas Proulx, Nelson County

Staff Present: Frank Friedman, president
Susian Brooks, marketing and media relations director
Melinda Clark, faculty senate co-president
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
Jolene Hamm, director of institutional research, planning, and institutional effectiveness
Nicole Oechslin, college senate chair
Rebecca Parkhill, assistant to the president and special projects coordinator
Tom Ruggeri, interim chief information officer
Harry Stillerman, vice president for institutional advancement and development

Others Present Ana Doder, recipient of the 2021 College Board Service Award
Media

Welcome and Call to Order

Chair DeGuzman welcomed those present and called the meeting to order at 4 p.m.

Approval of Minutes

The proceedings of the March 3, 2021, meeting were unanimously approved on a motion by Mr. Hodous and seconded by Ms. Richardson.

Public Comment None

President's Report

Dr. Friedman provided updates on the following:

Fall Semester. PVCC will return to normal operations for the fall semester. Some online classes will be offered, but most will be on campus. It is unclear at this time if VCCS will require the PVCC community to be fully vaccinated to come to campus.

Budget. The budget picture looks strong, although there is still some uncertainty.

Salary Increase. State employees will receive a 5% salary increase starting July 1, 2021. This is the largest increase in a very long time.

PVCC4U100%. We have some big news to share with the College Board. The administration has met and discussed ways to use the federal funding for students. PVCC4U100% has been launched. It will allow students to have their tuition and fees fully paid for the fall semester. Students must meet the following criteria to be eligible:

- The student's family income in the preceding year is less than \$100,000 or the student must have been recently laid off or furloughed due to COVID-19.
- The student must complete the full financial aid process by filling out the FAFSA and go through verification, if necessary. This process must be completed because it ultimately determines what kind of financial aid packaging the student will receive.

PVCC4U100% would not have been under consideration if it were not for the G3 program initiated by Governor Northam and passed by the General Assembly that in itself will provide the tuition and fees for almost all of our students who are in career and technical education programs. That is about a third of our students. The institutional money and foundation scholarship money will enable us to cover the other two-thirds, which includes those who are in transfer programs and are not covered by G3.

We consider this a big decision we made, and we appreciate all the attention we are receiving from the media. We received tremendous coverage on Monday, and we are going to continue to market this. It is an incredible opportunity for the people of Central Virginia. If they qualify in the fall and if they complete their fall courses with a GPA of 2.0 or greater, they will also qualify for spring if they take six credits or more. PVCC4U100% covers the fall and spring semesters. There is no guarantee this program can be continued beyond spring. Although we would love to continue the program, it will depend on continued federal funding.

CATEC Proposal. The last item in the President's report is more of a coming attraction. With G3, the tuition and fees for PVCC's credit and non-credit programs (workforce programs that lead to industry certifications) are covered. G3 is only for community colleges. The courses must be offered by the community college to be eligible for G3. The Charlottesville Area Technical Education Center (CATEC) offers adult programs in certain career and technical fields in the evening. These programs are separate from their focus on the high school students during the day. In those programs, the students are required to pay whatever tuition CATEC charges. If those programs were offered by PVCC in the future, G3 would cover those programs and they would become basically free for all of the students signing up for them.

Dr. Friedman presented a partnership proposal to the director of CATEC, allowing PVCC to offer those programs. Since PVCC does not have the space or the equipment to do so, we would utilize the facility and the equipment at CATEC. We would negotiate a revenue-sharing agreement that is fair to both CATEC and PVCC. Most importantly, why should the hundreds of individuals enrolled in those programs pay \$600, \$800, or \$1,000 when the Commonwealth is willing to pay it for them? This will be discussed at the next CATEC Board meeting on May 18.

The proposal will receive some media attention after that May 18 meeting. We initiated the proposal to help people in our region enroll in these courses, get an education, and have their costs paid by the Commonwealth.

Dr. Richardson asked if the G3 program had some restrictions concerning the programs of study. If the student applies to the PVCC program as well as the CATEC program, is there overlap? Dr. Donnelly has been involved in analyzing program eligibility. G3 will not cover every program. There are some definitions, such as high demand in terms of employability opportunities. It does not cover every program at PVCC, nor would it cover every program that CATEC is offering. The first step is to see if the CATEC Board is interested in the partnership. If so, we will get to work on the details of exactly which programs are eligible and how they would be scheduled, financial arrangements, etc.

Mr. Cummings inquired as to how the federal money is received by PVCC, whether it came from the Virginia Community College System (VCCS) office or directly to individual schools. Dr. Copeland stated the money comes straight to PVCC via the federal grants system.

College Updates

Dr. Copeland

- Last fall, the College Board approved funding for paving and parking lot work. With the early approval of the funding, PVCC was able to get the work started early and the needed paving and improvements are complete and ready for the fall semester.
- PVCC has a new landscaping contractor. They have been working very diligently on campus and the grounds are looking great. The grass is getting mowed on a more frequent interval.
- Construction plans for the ATTC building are reaching 75% and are on a timeline for a bid release in September or October of this year. We anticipate groundbreaking before the end of 2021.
- The Buildings and Grounds Department is working closely with instruction for High Flex classroom projects. They have been working on new paint and putting contracts in place for new flooring and ceiling grids.
- We are looking forward to providing support at the graduation on campus next Friday for the drive-thru celebration. The Police Department is actively involved by getting graduates/cars lined up and ready to proceed through the campus.
- As Dr. Friedman mentioned, we are starting all planning for a return to campus in August.

Dr. Hamm

- For the spring enrollment, headcount was 4,223 and FTE was 2,160. Our FTE is 5% down compared to last year, which is similar to other VCCS schools.

- Regarding graduation, approximately 874 students are graduating. We use an approximation because we have students for spring of 2021 that have applied, but we are still waiting to get their final grade results. Of those 874 students, 42% are from Albemarle, 1% from Buckingham, 11% from Charlottesville, 11% from Fluvanna, 10% from Greene, 7% from Louisa, 3% from Nelson, and 15% located outside the PVCC service region.
- We estimate that we will award 1,146 degrees, certificates, and career studies certificates.
- The top three associate degrees are General Studies, Nursing, and Business Administration.
- Dr. Richardson asked if the Early College enrollment numbers were impacted by the pandemic since many public schools had partial closings. Dr. Hamm stated the Dual Enrollment numbers were accurate and there was only a slight decrease.

Mr. Ruggeri

- We are in the process of replacing all our switches and our switch cabinets. Once the project is completed, PVCC will have 10 Gigabyte connections between all our buildings and the switch closets.
- Wireless access points are also being replaced in the Main Building, which will provide a much better wireless connection. The controller is also being replaced.
- The WIN backup has been upgraded. This is the backup circuit for our internet connection. It will now be connected at the same speed as our main connection. If our main internet connection goes out, we will have the same bandwidth on the backup. We can also do load balancing now, which effectively doubles our bandwidth.

Dr. Friedman alerted the Board that Ms. Haas has accepted a position elsewhere. Mr. Ruggeri is a networking expert who has worked for the college for many years. Mr. Ruggeri has served as interim CIO on four occasions, and we are very fortunate to have Mr. Ruggeri on staff. The search process is currently underway for a Director of IT.

Board Chair DeGuzman welcomed Mr. Ruggeri.

Mr. Stillerman

- The key word in 2021 for fundraising continues to be “momentum.” We are about nine months into our Pathways campaign that launched in September 2020. We set an \$11 million goal and have raised almost \$9 million.
- The primary focus is raising funds for capital enhancements, which includes the construction of the new building and renovation of the Main Building. The secondary focus is around the expansion of workforce development programs. The third area to focus on is to increase initiatives designed to increase student success and student access.
- We are trying to capitalize on all the good news that has been coming out of PVCC. Obviously, the PVCC4U100% Program and the news about the Piedmont Scholars program are two areas that we think the community has been interested in hearing about. We are focused on continuing to get out in the community and meet with people. Mr. Stillerman encouraged the Board members to send anyone interested in supporting the campaign to his office. At the next Board meeting, we will be

very close to moving toward the public face of the campaign. Mr. Stillerman thanked the Board for their support and encouragement.

- Outside of the Pathways campaign, we are going to be rolling out information about our Annual Fund campaign in the coming weeks. The campaign has achieved approximately 40% of the goal. Promotion to support this year's Annual Fund will be publicized on the first of June.
- From a marketing standpoint, our focus is on PVCC4U100%. The information will go out to as many people in the community as possible. PVCC4U100% is a wonderful program and the hope is that people can take advantage of it and benefit from it.
- Dr. Richardson asked for the total amount of money that must come from local sources for the new building. Mr. Stillerman stated that the goal of the Educational Foundation Board is to raise 25% of the cost of construction. We anticipate the capital piece for the building would be in the neighborhood of \$5 million. The total cost estimate for construction right now is about \$24 million for the new building. That amount includes building enhancements. The sustainability piece of that package is about \$4 million. We are also estimating a couple million dollars in renovations for the Main Building. The Foundation's commitment to the college for construction is \$5 million.
- Dr. Richardson asked if there was a separate budget for furnishings, or if that is part of the overall project. Dr. Copeland stated a budget is provided by VCCS, and there is a contribution level from the college for furnishings. Dr. Richardson also inquired whether there would be any more assessments of the local jurisdictions or if that process is complete. Dr. Copeland stated the local jurisdiction's contributions are complete.
- Dr. Friedman noted that the college will receive a subsequent appropriation of funds for equipment and furnishings. If we have additional funds available from the Foundation, we will use that to enhance our ability to purchase what we need for the building. This will depend on when the bids come in and we learn the exact amount needed for construction. Hopefully, we will be able to contribute some Foundation funds to the furnishings.
- Dr. Richardson inquired about the sale or leasing of land. Dr. Friedman indicated that the idea is no longer being pursued. The State Board for Community Colleges chose not to move forward with the idea. Unofficial conversations indicate that the SBCC has placed the initiative on hold.

Dr. Donnelly

- Today is the second day of final exams. We are looking forward to the fall semester and some resumption of normalcy.
- There are still some COVID positive students, but our numbers are decreasing similar to the region. Most courses in the summer will be online. We held a student vaccination event at the JCPenney site a few weeks ago. We were in the 1C category and were given some time in the evening exclusively for PVCC students and staff.
- VCCS G3 program provides funding for three additional, full-time advisors for the new students coming on with the process of onboarding and academic process.
- The college is embarking on a significant renovation of 12-13 classrooms to turn them into High Flex classrooms. Faculty can teach in person and allow others to Zoom into the class virtually.
- Our LPN pass rate is 92%. We are very pleased with this small cohort of students. Between January and now, 92% passed NCLEX on the first attempt.

- Albemarle County High School and Louisa High School have both expressed interest in networking, help desk, and cybersecurity programs at PVCC. They see the benefits of G3 and are working to create dual enrollment pathways. We can teach foundation courses in those programs. Upon graduation from high school, the students then come to PVCC to complete the degree.
- Virtual commencement is next Friday. The Virtual Ceremony is at 3 p.m. with the Drive-Through Celebration starting at 5 p.m. The Nursing Pinning is at 1 p.m. We hope you can participate. These are nice celebrations for our graduating students.
- The Festival of Cultures is part of PVCC's TJACE program. It starts this weekend with many virtual opportunities.
- Dr. Richardson asked about the three advisors' background requirements. The requirement is a bachelor's degree, some with a background in higher education and counseling. Many are students graduating from UVA higher education programs. Many advisors have master's degrees because these jobs are highly competitive.
- Coaches vs. Advisors. They are similar, but not interchangeable. The Academic Advisor is wholistic and touches on the student's interests, career goals, aspirations, and financial aid resources. Career Coaches, which is a VCCS term, typically work in high schools to recruit students to come to PVCC. The Career Coach does have some advising components, but not nearly as many as advisors.

Dr. Friedman noted those three advising positions are funded directly through G3. The state recognizes the need to increase the advisors, so part of the G3 money was set aside for that purpose.

Curriculum Advisory Committee

Dr. Donnelly requests Board approval of the Curriculum Advisory Committee membership. A change has been made with the addition of the Medical Lab Tech curriculum. The program deals with phlebotomy and fluid analysis. The program is currently in development and is being created with help from the University of Virginia Medical Center and Sentara Martha Jefferson communities. The program will need to be approved by the College Board, the VCCS, and SCHEV before the committee is active.

On a motion from Chair DeGuzman and seconded by Dr. Richardson, the appointments of the committee, as presented, were unanimously accepted and approved.

Committee Reports

Community Relations Committee

Mr. Scruggs awarded the 2021 College Board Service Award to PVCC student Ana Doder. The purpose of this award is to recognize faculty, staff, and students who have made significant contributions through volunteer service to the community. Ms. Doder was selected in recognition of her desire to make a positive change on campus. Her efforts led to donations of 201 pounds of food and \$1,275 monetary donations for the Student Financial Resource Center. Mr. Scruggs thanked Ms. Doder for her hard work and well-deserved recognition.

Ms. Doder accepted the award and thanked Shawn Anderson, Amanda Key, and others who helped with these initiatives.

Curriculum Committee

On behalf of the committee, Ms. Richardson introduced a motion for College Board approval of a proposal to create a new Career Studies Certificate (CSC) in Graphic Arts and to eliminate the current Career Studies Certificate in Graphic Arts and Multimedia. The current certificate has two deficits. It forces students to specialize by choosing a CSC to pursue before they have a chance to explore different types of design, and the rigid structure of the Graphic Design and Multimedia certificate is difficult to expand or adapt. This is not sufficient for a field that moves as quickly as the design field.

The programs affected by this change are Graphic Design, and Media and Motion Graphics. The courses affected are Art and Photography. New courses will be added.

The proposal is a three-semester, 29 credit Career Studies Certificate. It will provide a broad exposure to tools for work in the field of computer graphics. It will also allow students to gain specialized work readiness skills through a variety of concentration areas including print, motion, web, video, photography, and user interface and user experience (UI/UX) design.

Supporting data was collected using multiple methods designed to seek data from the local employers and design professionals. The Graphic Design Advisory Board was consulted and a motion to move forward with the new CSC design was approved by the Advisory Board in the spring of 2020. The proposal was also approved by the Curriculum Committee, Dr. John Donnelly, and President Friedman. No new funding will be needed for this new program as it is replacing another program.

A question was raised regarding the exclusion of web design concentrations, specifically web coding software, in this program. The program does contain web design concentration language in the course description.

On a motion by Ms. Richardson and seconded by Mr. Cummings, the Board unanimously approved the proposal.

Finance & Building Committee

On behalf of the committee, Dr. Copeland introduced a motion for College Board approval of the proposed 2021-2022 PVCC Local Funds Operating Budget. Dr. Copeland reviewed the budget and items of interest were reviewed.

A question was raised regarding student activities spending this year. Dr. Friedman noted that there is a line in the budget for the carryforward of funds in the revenue column. We did not spend all the budgeted money, especially on student activities this year, due to COVID. Many planned activities could not happen. That money will carry forward and will give student activities greater revenue for the coming year. It will not be taken away but will be continued for that purpose.

Dr. Friedman described the evolution of student participation at PVCC. The college has made great progress in student engagement. Due to COVID, we have lost that momentum. One of Dr. Friedman's priorities is to enhance student engagement next year. The Board may want to revisit student activities in January or March by requesting a presentation.

On a motion by Dr. Copeland and seconded by Dr. Richardson, the Board unanimously approved the 2021-2022 PVCC Local Funds Operating Budget.

Chair's Report

Next College Board Meeting. The next College Board meeting will take place at 4 p.m. Wednesday, September 1, 2021, in the W.A. Pace Jr. Board Room.

Process for Evaluation of President. Chair DeGuzman is near completion of the letter to Chancellor DuBois. The Board used feedback from faculty and staff surveys and discussed strengths and opportunities for areas of growth. Chair DeGuzman compiled this information into a letter. The Board members can still review and request changes to the letter by the weekend. Upon completion, Chair DeGuzman will email the letter to Chancellor DuBois, with a copy to Dr. Friedman or Ms. Parkhill. SACSCOC requires the college to have the evaluation on file.

Commencement Events.

1. Diagnostic Medical Sonography Pinning, May 12, 6 p.m., Virtual
2. Radiography Technology Pinning, May 11, 6 p.m., Virtual
3. Nursing Pinning Ceremony, May 14, 1 p.m., Virtual
4. Virtual Commencement, May 14, 3 p.m. We received a very nice commencement address from Governor Northam.
5. Drive-Through Celebration, May 14, 5 p.m. All Board members are invited, but attendance is not required.

Discussion Items

1. ***College Board Retreat.*** The Board has an option to hold a retreat in the summer. The retreat is not to conduct business, but to discuss important topics, issues of concern, and to brainstorm for planning. A retreat is not required and is the decision of the Board. If the Board wishes to have a summer retreat, Ms. Parkhill will work on logistics and Dr. Friedman will work with Chair DeGuzman to find appropriate topics.

The retreat will be held in a new High Flex classroom for those who would like to attend remotely. The retreat can be held any weekday between July 4 and August 10. If Board members have ideas for the retreat agenda, please send those to Chair DeGuzman. Agenda items should include topics helpful to the Board. What does the Board want to know? What is important to the Board members? We can set it up however you would like. Board ideas for fundraising for Pathways was a suggested retreat agenda item.

2. ***Joint Meeting with Local Jurisdiction.*** The Board typically meets with a local jurisdiction in March. The meetings are rotated among our seven jurisdictions. Due to COVID, there was no joint meeting in 2021. By March 2022, most of our jurisdictions should be meeting face-to-face. If so, the Board can reintroduce this idea for a joint meeting. Last year/this year's jurisdiction is Charlottesville. New City School Board members, a new City Superintendent, and possibly new City Council members will be elected in November. This would be an ideal opportunity to meet the new representatives. The Board should address this topic again after the November elections, with the intention of a March meeting.

Other Business

New Board members. Two new Board members are to be appointed by the localities to replace Dr. Dotson and Mr. Hodous. The correspondence has gone to the jurisdictions, but we do not know when the appointments will be made. We may not have new members by the summer retreat but hope to have them by September.

Chair DeGuzman wanted to thank Dr. Friedman and his team for the amazing job performance this academic year. The Board acknowledged the hard work in the background. This is also a testament to the team that has been built by Dr. Friedman and the systems that are in place to be able to weather this last year.

On behalf of the leadership team, Dr. Friedman thanked the Board and stated the real credit should not go to the administration, but to every faculty member and every staff member. Their lives were disrupted, and they were worried about themselves or family members getting sick. On top of that, they had to change almost everything about how they did their work. They are the ones who deserve the credit. The quality of the college is totally dependent on the quality of the faculty.

At this time, Dr. Friedman wanted to mention the loss of two of our faculty members this year. Eric Breckoff, associate professor of Culinary Arts, died suddenly. His death was a total surprise to his family and all of us. Beryl Solla, professor of arts and chair of the Visual and Performing Arts Department, did have a long-term illness. Her passing was not a big surprise, but still left so many of us grief-stricken to lose such an important member of the college and such a great friend to many of us.

Information Items

The following information item was provided: College Board calendar for 2021-2022.

Presentation to College Board Members

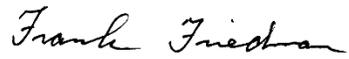
Chair DeGuzman recognized the two College Board members whose terms have expired after 8 years of service. Dr. Bruce Dotson, representing Albemarle County, and Mr. Bob Hodous, representing the City of Charlottesville. Both were virtually presented with engraved wooden burl boxes, which they graciously accepted. Dr. Dotson requested that the Board remain updated on our incarcerated students.

Adjournment

The meeting was adjourned at 5:19 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 stroke at the end.

Frank Friedman
President and Secretary to the Board

APPROVAL

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

Pam DeGuzman
Chair