

PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

Board Meeting No. 294

May 4, 2022

Meeting number two hundred ninety-four of the Piedmont Virginia Community College Board was held Wednesday, May 4, 2022, at the Eugene Giuseppe Center in Stanardsville, VA

Members Present

Madison Cummings, Jr., Albemarle County
Charles Dassance, Albemarle County
Alfreda Morris, Albemarle County
PJ Rooney, Albemarle County
Joseph Scruggs, Buckingham County
Pam DeGuzman, City of Charlottesville
Leslie Fravel, City of Charlottesville
Chinta Gaston, City of Charlottesville
Janet Morrow, City of Charlottesville
Fred Richardson, Greene County
Lola Richardson, Louisa County

Members Absent

Frank Gallo, Fluvanna County
Thomas Proulx, Nelson 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
Rebecca Parkhill, assistant to the president and special projects coordinator
Brittany Resmann, director of institutional research, planning, and institutional effectiveness
Tom Ruggeri, interim director of information technology
Harry Stillerman, vice president for institutional advancement and development

Welcome and Call to Order

Chair Lola Richardson welcomed those present and called the meeting to order at 4:04 p.m. Roll call was taken, and a quorum was physically present.

Approval of Minutes

The proceedings of the March 2, 2022, meeting were unanimously approved on a motion by Mr. Cummings seconded by Dr. F. Richardson.

Public Comment

No public comment.

President's Report

General Assembly Update

Budget. The state budget has not yet been approved by the General Assembly at this time. No updates have been provided to the college. The President's Staff continues to review budget requests and move forward.

Network2Work (N2W). As an "all or nothing" budget item, the future of Network2Work is in question. The Senate fully funded the program at a cost of \$6 million for the next two years; however, the House did not budget any funds toward N2W. If the program is not funded, it will continue to cover our service area but will be unable to cover the state.

Nursing. Nursing programs are not impacted by the state budget as all are funded through philanthropy and partnerships.

Woodrow W. Bolick Advanced Technology and Student Success Center. The building is fully funded and not impacted by this budget.

Human Resources

VCCS Chancellor. Russ Kavalhuna is the new Chancellor. He is currently the President of Henry Ford College in Michigan. The Governor raised objections to the appointment. It is unclear what the next move will be between discussions with the State Board and the Governor.

PVCC President. Dr. Friedman met with Dr. Runyon on Monday via Zoom. Future meetings are being scheduled with Dr. Friedman and Dr. Runyon. Dr. Friedman supports Dr. Runyon and thinks she will do an excellent job at PVCC.

Director of Information Technology. Josh Fitzpatrick has been hired as the new Director of Information Technology. He comes to us from Laurel Ridge (formerly Lord Fairfax) Community College where he served in the same position since September 2020. He has worked at the University of Virginia (UVA) as an information technology manager, Blue Ridge Community College as a help desk technician, James Madison University, and Louisa County Public Schools. Mr. Fitzpatrick has many years in the information technology field. He earned his associate degree from PVCC, a bachelor's degree from Old Dominion University, and a master's degree from James Madison University. We owe a great deal of gratitude to Tom Ruggeri for stepping up and serving in the interim.

Vice President for Finance and Administrative Services. Dr. Ben Copeland will be leaving PVCC at the end of May. Ellen Davenport, assistant vice chancellor for governmental relations at VCCS, will serve as interim vice president. Dr. Davenport has a background in finance and previously served as interim CFO at Virginia Peninsula (formerly Thomas Nelson) Community College. We are

grateful to Chancellor DuBois for allowing Dr. Davenport to take the position through October 1, or until a new vice president is hired.

American Association of Community Colleges (AACC)

Drs. Friedman and Donnelly and several deans attended the annual meeting of the AACC held in New York City over the weekend. The AACC is our parent organization with over 1,040 community colleges as members. This was their first live conference in years.

The AACC hosts an Awards of Excellence competition with many categories. PVCC submitted two applications, one for advancing diversity and one for corporate partnership. Both submissions were finalists for the awards, with four finalists in each category. PVCC did not win either one, but it is an honor to be a finalist. Awards will go on display in our cabinet in the Main Building. AACC also gave us an award to share with our corporate partner, UVA.

College Updates

Dr. Copeland

Human Resources. PVCC is seeking a Human Resources Director. Jennifer Salzman will serve as interim director until a qualified candidate is hired. Ms. Salzman is a former human resources director for PVCC and currently does consulting for the VCCS. She is serving as interim now and is providing support to the Human Resources Office.

PVCC's New Building. Gulf Seaboard out of Ashland is the general contractor for the project. A preconstruction meeting was held last week with the VCCS, PVCC, the newly hired construction company, architects, and consultants. This meeting served as a kickoff for the project. UVA is partnering with us to provide construction management/day-to-day expertise, which is a skill set that would incur inflated costs. UVA immediately voiced an interest to help us out. One of the project managers is a PVCC graduate. Groundbreaking should take place in early June, likely at 10:30 a.m.

Procurement. The Commonwealth's move to a new procurement system has been delayed. There is no update on when the software change will occur.

Dr. Donnelly

Academic Schedule. Final exams are taking place this week with all exams ending Monday. We are preparing for graduation on May 13.

Covid. Covid numbers are tracking with numbers elsewhere. PVCC has experienced a slight uptick but nothing significant or disrupting.

Summer Semester. The summer semester begins on May 23. Enrollment has been strong. PVCC will restart courses in correctional facilities this summer. These students have been registered and start in May.

Renovations. More traditional classrooms are being renovated into HyFlex classrooms. This project should be completed by the fall semester.

Tutoring. The First Quadrant Math Center will cease to exist. It is no longer needed due to the corequisite model versus developmental math. It will become a larger tutoring center in the fall.

Human Resources.

All open faculty positions have been filled with the exception of nursing, English, and Information Technology.

A new Director and Assistant Director of Student Accessibility & Accommodations have been hired.

Interviews are completed for the new position of Coordinator for Higher Education and Prison Programs. A finalist has been selected. This position is grant-funded for two years through the Laughing Gull Foundation.

Giuseppe Center. A second administrative assistant was hired to support the nursing program at the Giuseppe Center. Due to HVAC issues, there will be no summer courses at the center. Classes at the Giuseppe Center will start in earnest in the fall as there is much infrastructure with fifty students, labs, and scheduling.

One Book. The Fall 2022 One Book, *Story of More*, is available. The book discusses how we got to climate change and where we go from here. Please let Dr. Donnelly know if you would like a copy of the book.

Science Fair. The fair was an amazing experience. Ms. Morrow attended and was impressed with the students. They know how to do research and experimental design. The faculty should be congratulated as well. Dr. Donnelly stated this class, 299, is in all science disciplines. It is a one-credit Capstone course to develop quantitative research and present the research through a poster session at the end of the semester. The PVCC Science Fair has won awards for its uniqueness across the state.

Ms. Resmann

Enrollment. Ms. Resmann provided three semesters of enrollment updates.

Spring 2022. This spring, enrollment was 1% down, which is consistent since we lost the prison. The headcount was up 4% with a slight decline due to dual enrollment. In comparison, the VCCS was down 6%.

Summer 2022. The summer semester is going well and is up 8% from last year, although we have not yet scheduled a drop for non-payment. Currently, we are 90% to target. 75% of enrollments are online during the summer. Correctional center students have come back, which has helped enrollment.

Fall 2022. For the fall semester, the college is experiencing an increase of 25% in FTE from this time last year and is close to 30% of the target.

Strategic Planning. Ms. Resmann is working with Student Services and Marketing on strategic ways to maximize enrollment. Over 200 students currently enrolled for summer and are below six credit hours

are being contacted to let them know that if they take one more class, they will receive Pell. Over 200 students. High School students are also being targeted. Research indicates that if they complete fifteen hours in their first year, they are more likely to graduate.

Mr. Ruggeri

Phishing. PVCC conducted another phishing test, which showed an improved response by the employees. The previous test resulted in ninety employees being unaware of the rules and clicking on the link. For this test, the number is down to sixty.

Cyber Insurance. VCCS is still negotiating cyber insurance. We have not received information on whether the premiums will increase. Some schools are considering self-insuring.

Password Management. The VCCS is implementing the Last Pass app as their preferred password management tool. The VCCS will pay for the tool the first year, with colleges picking up the payment in the following years. Only one password is needed to get into the Last Pass “vault.”

New CIO. Mr. Ruggeri has worked with the new CIO, Josh Fitzpatrick. This will be Mr. Ruggeri’s last College Board meeting.

Mr. Stillerman

Early College Scholars Program. This year, thirty-eight students graduated from the Early College Scholars Program, which is the highest number of graduates thus far. The program has been successful due to scholarship funds from Greene County residents. Starting in 2013, these scholarships have provided funding for 133 students with a combined total of 834 credit hours.

Mr. Stillerman reminded the board of the retirement celebration for Dr. Friedman tomorrow evening from 5:30 p.m. – 7:30 p.m. Formal remarks will begin at 6:15.

Pathways campaign. The campaign has received \$14 million in gifts and commitments. The public phase will conclude by June 30. The campaign focuses on student success, workforce development expansion, and facility expansion. The Educational Foundation Board met a month ago and is considering those three priorities and how to support them.

Events. The Educational Foundation is also discussing ways to support three important upcoming events: Dr. Runyon’s introduction, the 50th Anniversary celebration, and continued stewardship for successful pathways.

Committee Reports

Curriculum Advisory Committee Appointments.

The Curriculum Advisory Committee consists of members of businesses, PVCC graduates, and individuals. The committee meets twice every year to discuss employment and curriculum issues. The members of the committee are approved by the PVCC College Board. Dr. Donnelly referred to attachment #2, for action.

Mrs. Morrow motioned to approve the appointments. Dr. F. Richardson seconded. All in favor; motion approved.

Finance and Building Committee:

1. Action Item: 2022-2023 Local Funds Operating Budget

Dr. Copeland highlighted items in the budget, bringing line item on Page 1, titled, "Activity Fee Escrowed to ATTC," to the attention of the board. He stated that money had been collected from Student Activity Fees for about eight years and will no longer continue. Other colleges such as Blue Ridge Community College and Tidewater Community College built facilities and relied on an increase in student fees. For example, Tidewater's Student Activity Fee is \$20 per credit hour while PVCC's is \$2-3 per credit hour. The State Board for Community Colleges recognized that a different method should be used. When PVCC discussed the new building, the college administration concluded the best practice is to create a small increase in fees over the course of several years. Since these students would be paying for something not benefiting them directly, the college administration brought the proposal to the Student Government Association at PVCC. The association voted overwhelmingly to approve the increase. A total of \$599,000 was collected, which will be used for equipment and items not provided by the state budget.

The column labeled "2021-2022 Actuals" contains figures from the end of March 2022.

Dr. Copeland expects auxiliary enterprise commissions to return to forecasted levels.

All graduation and commencement fees have been combined, leading to a \$10,000 increase. Additionally, other items in the President's Office such as events, award ceremonies, employee recognitions, and other categories have been reworked. Ms. Parkhill did an extensive review of past spending in order to correct the codes and budget moving forward.

The Local Funds Operating Budget is equivalent to previous years. The college can continue to claim certain HERFF-related lost expenses such as lost revenue for student fees. The lost revenue of \$34,000 is due to an enrollment decline based on a pre-pandemic five-year average.

The final page of the budget (found in attachment #4) lists Cash on Hand, which accounts for money that did not get spent on student activities last year. This page also lists a Local Operating line item. Of this, \$130,000 is recovery from lost revenue from the pandemic and is pulled down from the institutional fee.

\$1.99 million will support the new building. The college is required to have all that money in an account at the time of contract execution. Jurisdictional contributions of \$1 million were made over the course of three to four years. These contributions occurred years ago. No contributions from the localities have been made in the past three years. The jurisdictions' normal contributions are noted on the first page and are based on enrollment. To get the total to just above the \$1 million, the Educational Foundation contributed \$500,000.

Dr. Friedman noted the annual contributions from each locality are quite small. These contributions are apportioned by the percentage of enrollment in each locality. The college has

not raised those amounts other than minor incremental increases. Compared to other community colleges in the state, we are at the middle-to-low end of jurisdiction contribution. There is no formula or mandate; the contributions are voluntary from localities and Dr. Friedman has not pushed that further as he did not want to increase the annual contribution and risk being turned down by the localities when there is a construction project. Larger contributions are only requested when the college needs construction. Otherwise, the Educational Foundation would need to provide the funding. A strategic decision was made on how to best work with the localities. This is a College Board decision and something the board and Dr. Runyon may wish to discuss moving forward.

Dr. Richardson made a motion to approve the Local Funds Budget; Mr. Cummings seconded. All in favor; motion carried.

2. Multi-Year Parking Plan

Within the Local Funds Budget, a component of the institutional fee goes to the parking reserve. Every two years, the college reports the plans for that money to the state. The amount in local funds is less than the \$40,000 approved earlier for College Drive. At the end of Fiscal Year 2023, the parking reserve will reach \$789,621. This amount will roll over to Fiscal Year 2024. Currently, there are no projected large expenses for paving or sidewalk projects. Of the 2022-24 Projected Reserve Balance of \$921,821, contribution of \$600,000 will be added to the parking pavement and sidewalk of the new building. After completing these parking lots, the reserve will need to be built back.

Mrs. Morrow made a motion to approve the Multi-Year Parking Plan; Mrs. Fravel seconded. All in favor; motion carried.

3. Emergency Plan

The Emergency Plan requires local board approval and certification every four years. The college is required to review and update the plan on annual basis and submit the report to the Virginia Department of Emergency Management. The plan is a review of the operational function we implement on campus if any crisis arises. An emergency drill is required every two years. This past year, our exercise component was retraining due to turnover. The VCCS Emergency Manager came to campus and provided a 90-minute training with the group. The next phase will be a tabletop drill or smaller exercise and training. The Federal Emergency Management Agency, FEMA, offers various courses to help emergency personnel learn the systems and vernacular.

A question was raised regarding threat assessment and why it was not featured in this plan. Dr. Copeland stated there are other components of the Emergency Management Systems with specific plans that identify Continuity of Operations (COOP), Emergency Response, and this plan.

Dr. Richardson inquired about emergency plans for the Giuseppe Center in Greene County and the Jefferson School in Charlottesville. Since we are a tenant at the Jefferson School, our employees housed there will use the landlord's emergency plan. The Giuseppe Center uses the PVCC Emergency Plan with building-specific revisions, but if an emergency event occurs at the

Giuseppe Center, the employees would contact the Greene County responders and follow their instructions.

Mrs. Morrow made a motion to approve the Emergency Plan; Mr. Cummings seconded. All in favor; motion carried.

Chair's Report

- A. *Next College Board Meeting.* Wednesday, September 7, 2022. 4 p.m. W. A. Pace Board Room M814
- B. *Resolution.* Board Chair Lola Richardson presented a resolution to Dr. Frank Friedman, as follows:

RESOLUTION

OF APPRECIATION HONORING PIEDMONT VIRGINIA COMMUNITY COLLEGE PRESIDENT FRANK FRIEDMAN

WHEREAS Dr. Frank Friedman received his doctorate in educational psychology, a master's degree in experimental psychology from Purdue University and a bachelor's degree in psychology from Muhlenberg College; and

WHEREAS, Dr. Friedman was appointed as the fifth president of Piedmont Virginia Community College (PVCC) in 1999; and

WHEREAS, during his PVCC presidency Dr. Friedman has served with distinction, launching and expanding programs, building and repurposing facilities and leading PVCC to a nationally recognized organization with a reputation as an exceptional two-year higher education institution; and

WHEREAS, President Friedman is a champion for student success, with a mindset of meeting students where they are and a determination to help ensure that everyone who wants to go to college can; and

WHEREAS, President Friedman has played a prominent role in the economic development of the community and developmental relations for the College, serving on the Board of Directors of the Central Virginia Partnership for Economic Development, the Thomas Jefferson Area United Way, and the Blue Morning Social Entrepreneurship group, and being a past Chair of the Board of Directors of the Charlottesville Regional Chamber of Commerce; and

WHEREAS, under his leadership the College has experienced steady growth and elevation in business partnerships; and

WHEREAS, in his relationships with students, staff, faculty and community and State leaders, President Friedman has consistently demonstrated an unfaltering trust in the power of education to change people's lives; and

WHEREAS, Dr. Frank Friedman has been a trusted and valued colleague of the VCCS Chancellor and presidents of other system schools, and has collaborated with them to address common issues and advance the needs of higher education in Virginia;

NOW THEREFORE BE IT RESOLVED, that we, the members of the Piedmont Virginia Community College Board, do formally acknowledge President Frank Friedman for his 23 years of outstanding leadership of PVCC. We hereby extend our sincerest appreciation for his immeasurable service to the College and the areas it serves, and our congratulations on his well-deserved retirement.

BE IT FURTHER RESOLVED that the PVCC Board hereby directs that this resolution be inscribed in the permanent records of the board and a copy be presented to Dr. Frank Friedman as a token of this board's deep respect and gratitude for his abundant contributions to the success of PVCC.

Unanimously approved this 25 day of April 2022
PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD



A handwritten signature in cursive script, reading "Lola Richardson".

Lola Richardson
Chair

Dr. Friedman commented:

It has been an honor and a privilege to serve at PVCC these twenty-plus years. One of the great strengths of the college is the strong relationship between the President and the College Board. The divisiveness that can occur between boards and presidents can filter through an institution. I am thankful and grateful that is not the case here. We all have had one thing in mind, to support the students. The Board members have provided guidance, advice, and liaison activities. I could not have asked for anything more in working with the PVCC College Board. I thank you and urge you to continue that culture with Dr. Runyon and am sure great things will take place in the future for PVCC. Also, you are all friends, not just board members.

- C. *Evaluations*. A few months ago, a memo went to all Board Members for feedback on the president. Each member sent their thoughts to Board Chair Richardson, who sent a letter to the Chancellor.
- D. *Presidential Search Update*. Dr. Jean Runyon was selected as the 6th President of PVCC.
- E. *Commencement Events*
 - 1. Retirement Celebration for Dr. Friedman. May 5. Farmington Country Club

2. Radiography Technology Pinning, May 10, 6 p.m. V. Earl Dickinson Building Main Stage Theatre
3. Diagnostic Medical Sonography Pinning, May 11, 6 p.m. V. Earl Dickinson Building Main Stage Theatre
4. Nurses Pinning, May 13, 1 p.m. JPJ Arena. Dr. DeGuzman was selected as the Pinning Commencement Speaker. There will be 45-47 nurses to be pinned.
5. Commencement, May 13, 6 p.m. JPJ Arena. Dr. Friedman will be the Commencement Speaker.

F. Discussion Items

1. Board Retreat Discussion

The College Board Retreat will take place after Dr. Runyon's arrival on July 1. A question was asked regarding meeting with a different jurisdiction at each annual retreat. Many guests are invited, including members of the Boards of Supervisors/City Council, Executive Staff (Economic Development, County Executives) School Board Members and Superintendents, High School Principals, and others. These meetings typically allow for excellent dialogue and useful exchanges of information. The next meeting rotation may be with Charlottesville. The Board Members would like to continue this and will discuss it with Dr. Runyon. The President's Office coordinates the meetings, which used to be held in March. Attendance in March was low as most local Boards of Supervisors were involved in the budgeting process. An attempt was made during the summer to get better attendance. The biggest difficulty was finding a mutually agreeable meeting date. No meetings with localities were held during the pandemic. Date options must be established well in advance. Discussion should include what PVCC can do for the community and let the localities know that PVCC is here to serve them. Data is shared. The meeting is usually followed by dinner.

Mrs. Morrow commented that the meetings generated an extensive list of what the locality wanted. We followed up; sometimes we could do what was wanted and sometimes we could not. Either way, it was valuable to hear from them.

A question was also raised about planning a joint retreat between the College Board and the Educational Foundation.

What do we want to request of Dr. Runyon? Retreat in August? Discuss whether we have a locality retreat, and what she might want from us/her. She will likely want to meet with the College Board in the summer. The retreat is a good opportunity to get to know your president. Dr. Friedman will discuss this with Dr. Runyon.

New board member terms begin July 1. The new board members will be invited to the retreat.

The group found it best to not have something with a locality this summer and to have an information retreat with board members and the new president.

Dr. Friedman did discuss community members with Dr. Runyon. We are creating a list of community members and organizations with which she should meet. Dr. Friedman has already informed CVPED that she will take the PVCC seat. Dr. Friedman is on the Chamber of Commerce and requested they consider Dr. Runyon the next time a board seat is available. Dr. Friedman also recommended getting on the agenda for each of the seven jurisdictions' Boards of Supervisors meetings as an introductory opportunity. It is better to move forward this way before embarking on in-depth meetings with jurisdictions. Dr. Friedman will take the initiative for the meetings with the localities. Ms. Parkhill will email the board members and Dr. Runyon to find a convenient time for the retreat.

College Highlight

- A. The Early College Scholarship Graduation follows this meeting at 6:30 p.m. The event is being held at William Monroe High School.

Other

No other items or comments.

Informational Items

Attachment #7 contains the 2022-2023 College Board Calendar

Presentation to College Board Members

Chair Richardson presented departing gifts to Dr. Fred Richardson and Mr. Joe Scruggs and thanked them for their eight years of service on the College Board. Chair Richardson also expressed appreciation to Mr. Gallo, who was unable to attend today's meeting.

Adjournment

On a motion by Mrs. Morrow and seconded by Mr. Cummings, the meeting was adjourned at 5:25 p.m.

Signature Page Follows

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Respectfully submitted,



Frank Friedman
President and Secretary to the Board

APPROVAL



Lola Richardson
Chair