

PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

Board Meeting No. 257

January 6, 2016

Meeting number two hundred fifty-seven of the Piedmont Virginia Community College Board was held Wednesday, January 6, 2016, in the W. A. Pace Jr. Board Room.

Present

Stephen Davis	Sean Moynihan
Bruce Dotson	Ava Pippin
Alvin Edwards	Thomas Proulx
Frank Gallo	Fred Richardson
Debbi Goodman	Joseph Scruggs
Robert Hodous	

Absent

Peter Kleeman
Sean Michael McCord

Others

Frank Friedman, President
Pat Buck, Assistant to the President & Special Events Coordinator
John Donnelly, Vice President for Instruction & Student Services
Douglas Garcia, SBCC Liaison
Sue Haas, Chief Information Officer
Jolene Hamm, Director of Institutional Research, Planning & Institutional Effectiveness
Adam Hastings, Dean of Business, Mathematics & Technologies
Corinne Lauer, PASS President
Leigh-Anne Lawrence, Director of Marketing & Media Relations
Colum Leckey, College Senate Chair
Kim McManus, Vice President of Finance & Administrative Services
Caitilin Mohr, Manager of Grants Development and Administration
Valerie Palamountain, Dean of Workforce Services
Camryn Perry, Student Government Association President
James Ross, Vice President for Institutional Advancement & Development
Media

Welcome and Call to Order

Ms. Pippin welcomed those present and called the meeting to order at 4 p.m., wishing all a happy new year. Mr. Douglas Garcia, the College's SBCC liaison, was also welcomed. Dr. Friedman provided him with an overview of the College prior to the meeting. Mr. Garcia stressed the lines of communication are open from the College Board to him to the Chancellor and welcomes such communication.

Approval of Minutes

The proceedings of the November 4, 2015 meeting were unanimously approved on a motion by Mr. Hodous and seconded by Mr. Davis.

Public Comment

None

President's Report

Budget/VCCS/PVCC Updates. Dr. Friedman welcomed everyone back from the holiday break and wished all a happy new year. He provided an overview of the Governor's budget proposal. The introduced budget reflects the significant role of community colleges in strengthening Virginia's 21st century economy, including increased state investment in non-credit programs; incremental funds supporting student completion and success; and significant investments in capital projects supporting STEM, advanced manufacturing, and other high demand career opportunities. The debt package includes \$214 million to fund construction for seven projects previously approved for planning and two multi-college infrastructure projects, and cash funding for detailed planning on 11 new capital projects - including the College's Advanced Technology Center which includes a hybrid of student support and advanced technology spaces. The non-credit workforce credential plan is earmarked for \$24.6 million over two years to enhance the number of individuals receiving certifications in high-demand fields in Virginia. Included for credit programs is \$5.3 million each year to increase access and completion to educate and graduate more Virginians and support URP student college completion; \$1.1 million each year to establish veterans' advising programs at the seven community colleges with the greatest number of student veterans (we are one of the few community colleges earmarked to receive it); and \$1.58 million over two years to expand cyber security training at all community colleges, and all colleges are to meet requirements for federal designation as a cyber security center of excellence (including additional funding in the SCHEV budget for cyber programs and aid). The budget includes \$3.9 million in additional financial aid each year with a portion that may be used for non-credit courses. The College generally gets 2.5-3% of VCCS allocations. Effective July 10, 2017, a 2% salary increase is slated for full-time employees with no change to employee healthcare costs in 2017. SCHEV recommends salary increases for each year. Dr. Friedman will continue to advocate for our three highest priorities – the building, the Chancellor's workforce credentials proposal and salary increases -- and has spoken with Senator Hanger and Delegates Landes and Toscano.

College Updates

Dr. Donnelly

- Classes start next week and final preparations are underway.
- The College has applied to participate in two Department of Education programs to award Pell grants to those not currently eligible (incarcerated and dual enrollment); we will be notified later this semester of the results.
- For the fourth year, we will host both faculty and student exchange partners in the next few weeks; they will be involved in community events and classes.
- Faculty hiring is underway for positions in medical coding, IT networking and surgical technology.

- Spearheaded by Professor Jorgensen, the Positive Action Conference (PAC) for students will take place on campus the weekend of March 25. It was created to promote student awareness on the importance of local government in their everyday lives and includes speakers, panel presentations and participation from legislative representatives.
- New videos have been developed through our marketing and media relations office that show a variety of assets of the College, i.e., the Giuseppe Center, Jefferson City School, the Great Expectations program and more.
- mtvU, a new programming feature being tested this semester and set up in the cafe, broadcasts exclusive content dedicated to aspects of college life, including music, news and on-campus events. It is an American digital cable television network available to more than 750 college and university campuses across the United States.

Mr. McManus

- Day and evening lockdown drills are scheduled for January 20 on campus; notices will be going out to the college community with information and details to prepare for the drill. A full experience drill will take place in the future.
- A new coffee cart vendor is setting up after the previous vendor sold the business to them after a successful run on campus.
- A request for proposals for a new food service vendor has been sent out. The current vendor has indicated they will not be returning after this semester.

Dr. Ross

- Dr. Ross thanked Board members for their support of the annual campaign; final numbers will be available in February after the CVC campaign totals are included. A comprehensive approach has included letters, phone calls and personal visits. The William Monroe High School early college students at Giuseppe will likely again benefit from the generosity of an anonymous donor with a matching donation. Campaign dollars will be used for faculty and staff grants for innovative projects and a new student emergency fund.
- A committee is looking at ways to recognize outstanding alumni; suggested names are welcome. Through a partnership with Harris Connect, an updated alumni directory will be available.

Ms. Haas

- Cloud email has been installed; Office 365 is available and being installed on College computers, providing a variety of productivity tools. Windows10 deployment will be tested then installed in classrooms and labs over the summer and provided to faculty and staff in the fall.

Dr. Hamm

- Fall unduplicated headcount is 5,438; FTE is 2,738; workforce enrollment is 2,534 students.
- The student satisfaction survey has closed, having received the highest number of responses to date. Results will be provided to Dr. Friedman and department heads for review and follow up.

- A PVCC team, consisting of Dr. Donnelly, the Dean of Student Services, a faculty member, a staff member and Dr. Hamm, is participating in a VCCS Student Success Leadership Institute. The group attended its first meeting in November and gained valuable insight about the loss-momentum framework and explored data related to this framework.
- Dr. Hamm provides college-specific data including an interactive dataset based on the fall 2014 cohort and their matriculation at PVCC or subsequent transfer for the PVCC Student Success Taskforce.
- The College has not received news on the results of the 5th year SACSCOC interim report but results are expected soon. The required SACSCOC Institutional Profile was submitted.
- The office successfully completed fall federal reporting for IPEDS of completions, 12-month enrollments and institutional characteristics and has begun winter reporting for IPEDS of student financial aid, graduation rates, outcome measures, human resources, fall enrollment, finance and the academic libraries.
- In compliance with the Higher Education Opportunities Act, her office will be updating gainful employment websites this month in collaboration with the deans and the IT staff.
- The Planning and Budgeting Committee is working on the year one progress report for the 2015 strategic plan and will provide that report to the Board.
- The mid-year reporting process for the annual unit reporting cycle has been completed by division deans and program coordinators.
- Dr. Hamm, along with Dr. Donnelly, will serve on the VCCS General Education Assessment Workgroup to assist and provide insight into the revamping of general education assessment at the VCCS level.
- She has provided several research reports in the areas of the developmental English co-requisite model, cohort modeling for BMT programs, and a math performance model.

Approval of Educational Foundation Real Estate Committee Members

The Ad Hoc Committee of the Educational Foundation to recommend Real Estate Foundation Directors included Rob Capon, Frank Friedman, Kim McManus, Jim Ross, Jim Stultz and John Young. The Educational Foundation Board recommended approval of the following members: Jim Stultz, Percy Montague, Jim Grigg, Jack Horn, Jr., Rick Jones, Charlie Lewis, John Young, Ken Lawson, and Frank Friedman and Bob Hodous (ex officio), and Kim McManus, treasurer. On a motion by Mr. Davis and seconded by Mr. Gallo, the membership was unanimously approved. Dr. Friedman noted there are two potential activities to be dealt with over the next 12 months.

Program Highlight: Community Outreach and Training Programs

Dr. Donnelly, Dr. Hastings, Ms. Mohr and Dr. Palamountain reviewed PVCC initiatives in response to the Chancellor's and Governor's call for workforce development and credentialing.

PluggedInVa (PIVA) is a career pathways program that provides motivated adult learners with a contextualized GED curriculum integrated with industry-specific technical training as a means to develop essential workplace skills for entry-level jobs in targeted industries. The College partners with Thomas Jefferson Adult and Career Education (TJACE) to offer credit and non-credit training in a short-term format. Two cohorts in Customer

Service in Retail Management produced 100% program completers; a third cohort will complete Customer Service in Hospitality this year.

The U.S. Department of Agriculture opened a competition for a one-time employment and training initiative to develop and test methods to help SNAP work registrants obtain unsubsidized employment and increase income—PVCC was awarded \$2 million for EleVate SNAP E&T. Funding is for staffing, a computer lab and training.

Funded by the U.S. Department of Health and Human Services to Goodwill Industries of the Valley, the Health Profession Opportunity Grant pilot has awarded the College \$128,000 in the first grant year, renewable for up to four years, for an estimated total of \$653,874. The grant will help 20 students per year who are TANF recipients or low-income individuals obtain employment with an opportunity for career advancement in healthcare career pathways.

Partnerships with Growing Opportunities (GO) and the Charlottesville Works Peer Network are designed to end poverty. A successful program focuses on having jobs available for completers, assesses individual skill levels and other needs such as child care/transportation/health issues, etc. GO training programs in CDL, electrical helpers, nurse aides, office workers and custodial technicians provide trained workers to CAT and Jaunt, Design Electric, UVA Medical Center, The Graduate Hotel and Farmington. Ninety students have enrolled in GO programs which must be completed in eight weeks or less. The program cost per student is \$1,461.11. Next steps include increasing the number of employers involved, expand the program to the other localities, develop new training programs and identify target groups for recruitment.

Dr. Friedman noted that the Charlottesville-Albemarle Community Foundation developed a new initiative for strengthening systems, using donor money to strengthen systems within the Charlottesville-Albemarle community to move forward. They received 29 proposals and awarded three, two of which are in workforce development - \$250,000 to Charlottesville Works and \$150,000 for PVCC's cybersecurity program with CATEC.

Chair's Report

Legislative Visits: January 21 (students) and January 25 (Dr. Friedman/Business Leaders). Dr. Friedman invited the Board to participate in the January 21 visit to the General Assembly with students from the Student Government Association and political science classes. The January 25 visit is being coordinated by the Chancellor's office as a direct advocacy effort on behalf of workforce credentials, with discussions focusing on the workforce initiative, not students. He is inviting economic development and Chamber of Commerce representatives.

Legislative Reception, February 17. The annual reception begins at 5:30 at the Jefferson Hotel in Richmond. Carpooling will be available for those interested in attending.

Next College Board Meeting. The next meeting of the College Board is scheduled for Wednesday, March 2, 2016, at 3:30 p.m. at PVCC. This will be the joint meeting with Fluvanna County and is followed by the Richmond Ballet.

Information Items

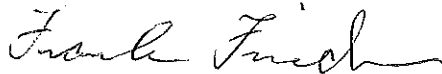
The following information items were provided: College Board Calendar and November-December Media Highlights.

Dr. Friedman noted that Board members are welcome to attend the board of supervisors/city council meetings at which Dr. Friedman will present the annual college update. He plans to let the boards know about upcoming site development budget requests should we get the planning money for the new building; with the economics of tight budgets, it could be controversial.

Adjournment

On a motion by Mr. Proulx and seconded by Dr. Richardson, the meeting was adjourned.

Respectfully submitted,



Frank Friedman
President and Secretary to the Board

APPROVAL



Ava A. Pippin
Chair