

# PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

## Board Meeting No. 271

August 13, 2018

Meeting number two hundred seventy-one of the Piedmont Virginia Community College Board was held Monday, August 13, 2018, in the North Mall Meeting Room.

### Present

Stephen Davis	Alfreda Morris
Pam Baker DeGuzman	Sean Moynihan
Bruce Dotson	Thomas Proulx
Frank Gallo	Lola Richardson
Robert Hodous	Joseph Scruggs

### Absent

Janet Morrow  
Fred Richardson

### Others

Frank Friedman, President  
Pat Buck, Assistant to the President & Special Events Coordinator  
Jean Chappell, Dean, Health & Life Sciences  
John Donnelly, Vice President for Instruction & Student Services  
Sue Haas, Chief Information Officer  
Jolene Hamm, Director of Institutional Research, Planning & Institutional Effectiveness  
Leigh Keniston, Dean, Humanities & Social Services  
Kim McManus, Vice President for Finance & Administrative Services  
Valerie Palamountain, Dean, Workforce Services  
Andrew Renshaw, Interim Dean, Business, Math & Technologies  
Jonathan Renshaw, Interim Dual Enrollment Coordinator/Early College Advisor  
Ridge Schuyler, Dean, Community Self-Sufficiency Programs  
Harry Stillerman, Vice President for Institutional Advancement & Development  
Bruce Vlk, Director of Marketing & Media Relations  
Media

### Louisa County Representatives

Bo Bundrick, Director of CTE Programs	Gail Proffitt, School Board
Lisa Chen, Assistant Superintendent	Todd Ryan, Director of Guidance
Lee Downey, High School Principal	Gregory Strickland, School Board
Christian Goodwin, County Administrator	Doug Straley, Superintendent
Debbie Hoffman, School Board	Andy Wade, Director of Economic Development
Ed Jarvis, Chamber of Commerce	

### **Welcome and Call to Order**

Mr. Hodous welcomed those present and called the meeting to order at 4:05 p.m.

### **Public Comment**

None

### **Introductions**

Each attendee introduced themselves with name, title and affiliation.

Each year the College Board meets with the leadership of one of the seven jurisdictions served by the College. Dr. Friedman welcomed all and explained the meeting would focus on discussion, dialogue, questions, complaints--whatever they wished--to help PVCC better serve Louisa County and its citizens. He encouraged everyone to be involved and engaged and to feel free to bring up topics of interest not on the agenda.

### **Campus Tour**

A video tour of the campus buildings and facilities was provided and Dr. Donnelly highlighted classrooms featured in the video.

### **Presentations and Discussions**

***PVCC Overview.*** Dr. Friedman provided a multi-year snapshot of enrollment, graduates, programs, facilities, workforce outcomes, and budgeting. Louisa's enrollment has grown by 74% since 2005, in large part to the success of dual enrollment. PVCC's student success initiatives have helped with graduation rates, growing from 328 awards in 2005-16 to 1,394 in 2017-18. There have been almost 20 new programs started in the last dozen years which were developed in response to the needs of employers, catering to the Central Virginia workforce, some with financial support from the UVA Health System and Sentara Martha Jefferson Hospital. The number of workforce services programs has grown dramatically; 20% of the Viticulture and Enology program graduates own their wineries. In addition to the four buildings on site, two off-site buildings are leased—Jefferson School in Charlottesville and the Giuseppe Center in Greene County. The Advanced Technology Center and Student Services Building will be the next building on campus. Architects were interviewed last week, building design is the next step, then it will be on to securing funding from the General Assembly for the 45,000 square foot building. Louisa's share of site development for the building totals \$84,119 over a three-year period based on an enrollment formula. Louisa's annual funding is \$5,099 (when there is no building) amounting to \$9 per student). In 2015-16, 2,123 PVCC students enrolled at a four-year college the next year with about one-third being dual enrolled students; the College is well-known for its UVA transfers. Generally, two-thirds of the students transfer in-state. Workforce training outcomes are impressive with a 95% placement rate within 6 months and 70% are directly related to their program of study. Over 500 industry certifications are earned per year and 200 annually graduate from health care programs. Two-thirds of Central Virginia employers have hired at least one PVCC student; 30% of all Central Virginia employees attended

PVCC. The College budget is approximately \$25million per year. State funding is up 4%, but State funding per FTE is down 15%. All of that causes us to raise tuition; it has almost doubled in 10 years.

**Dual Enrollment.** Jonathan Renshaw provided an overview of dual enrollment, noting program success is through focused effort and collaboration. While enrollment fluctuates from year to year it has increased 50% in five years, currently with 237 enrollments. The highest enrollments for the past five years include English 111/112, Sociology 200/268, History 121/122, Health Care Technology 101/102; Health 130 and Biology 101. Around 20 courses are offered annually; accreditation teaching credentials makes it difficult to find qualified teachers to teach them. Over \$380,000 was saved last year alone in tuition for Louisa students taking dual enrollment courses. The school system pays PVCC the tuition; PVCC pays for the use of the school and teachers at the exact amount of the tuition; parents and students don't pay. Not all community colleges in the state follow this protocol. The General Assembly, through the Joint Legislative Action Review Committee, has instructed the VCCS to develop a uniform policy on tuition reimbursement. Within the next year or two, PVCC will likely be unable to refund schools at the current 100%.

Mr. Wade noted that businesses may be interested in paying a portion of the tuition for dual enrollment trade classes. There are potential growth areas to align and imbed dual enrollment classes with CTE course pathways in business and marketing. Mr. Goodwin noted it is good business to partner and help employment in the county.

Mr. Ryan noted that PVCC's efforts demonstrate that the College cares for Louisa students; the on-site registration is appreciated.

Students apply to PVCC then are tested for course placement to ensure they have the skill level to succeed with college-level courses. The testing standards are different for CTE courses than for academic courses. Mr. Jarvis inquired how many students could be dual enrolled but aren't; Mr. Ryan commented that perhaps help could be obtained for those who may not have the requisite ability to succeed.

Dr. Friedman noted that the early college program entails significant scheduling and coordination issues, much more so than for dual enrollment. Greene County raised funds to pay for the early college courses for most of their students enrolled in the program; 18 high school students earned associate degrees this year, most at no cost to the families. PVCC is glad to work with Louisa on this initiative if it is wanted.

Mr. Straley noted that the career coach position has been successful in working with students and it would be beneficial to expand hours to serve students. PVCC will look into that possibility.

**Workforce Development.** Dr. Palamountain noted that over the next ten years Virginia will need to fill 1.5 million jobs, most of which will require a postsecondary credential, not a college degree. Workforce services classes tend to be expensive and typically run 8 weeks. There is a new State funding program called FastForward that includes tuition paid by students and the Commonwealth--1/3 paid by the student when registering; 1/3 paid by the State upon completion; 1/3 paid by the State when the credential is earned. There is also financial aid assistance through FANTIC (Financial Aid for Non-Credit Training) that leads to industry credentials, with up to 90% of the student portion paid.

KidsCollege was started about 10 years ago, offering project-based activities in STEM and arts. Programs are now offered at PVCC as well as in Fluvanna, at CATEC, and elsewhere. There is a need to market WFS programs. Mr. Goodwin has a good line of communication with employers regarding their needs and programs. Dr. Friedman noted that if both Mr. Goodwin and Mr. Wade can get PVCC more connected, partnerships can be established. Louisa representatives expressed a strong interest in offering these programs or partnership with Fluvanna.

Soft skills need to be addressed; PVCC can offer assistance with this to employers. Mr. Downey noted that teaching these skills takes place with CTE students. Ms. Chen noted that elementary and middle schools are attending career days.

Mr. Bundrick inquired about apprenticeship. PVCC has been awarded an apprenticeship grant for HVAC, electrical, electrical/solar and is in the process of hiring a program coordinator. Dr. Palamountain is already meeting with employers about needs; most employers are not looking for a cookie cutter model, they are looking at competency based education. Dr. Palamountain will follow up with Mr. Bundrick.


Dr. Friedman asked that he or Dr. Palamountain be contacted to provide assistance if they learn of businesses needing a specific employee skillset as well as for potential employers.

***Adult Basic Education and Community Self-Sufficiency Programs.*** Mr. Schuyler works with job-seekers to find quality jobs to help them meet their basic needs. Over 9,000 families in Louisa do not make enough to meet their basic needs, but identifying and connecting to training is difficult. It is achieved through marketing and recruiting, with the assistance of over 100 trained peers to find the jobs and people for the jobs. This network is well connected and conducts needs assessments that identify typical obstacles and helps resolve them. There are seven individuals in the GED program; 448 are enrolled and 185 have completed training; 80% have jobs paying \$25,000 or more.

Dr. Friedman would like to see this program rolled out in Louisa; it is basically an externally funded program through grants, federal and state aid, WIOA funds, and philanthropy through the PVCC Educational Foundation. There is no cost to the County. Mr. Goodwin would very much like to support it and much enthusiasm was expressed by others.

Dinner and informal discussion followed the presentations.

Respectfully submitted,



Frank Friedman  
President and Secretary to the Board

APPROVAL



Robert P. Hodous  
Chair