

PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

Board Meeting No. 273

November 7, 2018

Meeting number two hundred seventy-three of the Piedmont Virginia Community College Board was held Wednesday, November 7, 2018, in the W. A. Pace Jr. Board Room.

Present

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

Absent

Janet Morrow

Others

Frank Friedman, President
Pat Buck, Assistant to the President & Special Projects Coordinator
John Donnelly, Vice President for Instruction & Student Services
Sue Haas, Chief Information Officer
Jolene Hamm, Director of Institutional Research, Planning & Institutional Effectiveness
Leonda Keniston, Dean of Humanities, Fine Arts & Social Sciences
Crystal Newell, Director of Library Services
Harry Stillerman, Vice President for Institutional Advancement & Development
Bruce Vlk, Director of Marketing & Media Relations
Bill Pratt, Faculty Senate Co-Chair

Welcome and Call to Order

Mr. Hodous welcomed those present and called the meeting to order at 4 p.m., noting he was glad to see Board members present for the 4 p.m. start time. He introduced Ms. Chinta Gaston, the recently appointed Charlottesville representative to the Board. Ms. Gaston is thrilled to have the opportunity to be involved on the Board. She was presented with a PVCC lapel pin.

Approval of Minutes

The proceedings of the September 5, 2018 meeting were unanimously approved on a motion by Mr. Davis and seconded by Mr. Gallo.

Public Comment

None

President's Report

The College design team recently had a productive meeting with the architects for the Advanced Technology Center regarding the design of the building. The firm name cannot be released until a contract is signed.

No responses were received to the Request for Proposals for the lease of land behind the Dickinson Building. He will be working with the Real Estate Foundation to determine the reasons and next steps.

In preparation for the upcoming General Assembly session, Dr. Friedman has met with Delegate Landes and talked to Chancellor DuBois about the VCCS priorities. They are 1) to increase funding to \$10 million in addition to what has been funded for the Fast Forward workforce development program, a short-term training program in which the State pays up to two-thirds of the cost based on student performance; 2) to follow up on a JLARC study that reports community colleges do not have enough advisors/success coaches for the student population with a \$1 million request to develop a detailed plan on how to use the advisors and how many are needed. The following year an estimated \$20 million may be requested for additional positions; and 3) to support what we think will come out of the Governor's G3 program (get skills, get a job, give back), but specifications are still being developed. Dr. Friedman talked to Delegate Landes about salaries, the Advanced Technology Center, as well as funding for the architects which is to be paid first by PVCC then reimbursed by the State when they have the money (a debt ratio capacity issue). Funding for VCCS buildings is based on a complex formula and direct contact with our legislators is extremely important.

At the recent Chancellor's retreat, one of the speakers was the impassioned President of Amarillo College regarding what they are doing to serve low income/homeless/food insecure students, and how they built a set of services within the college as it's becoming a retention issue. We are already doing some of the things he spoke about, i.e., food pantry; clothing closet; the Kathy Hudson Emergency Fund which has provided over \$13,000 and fundraising continues to grow that fund. Advertising is underway to hire a director for the financial resource center which will have start up grant funding for the program with the goal of connecting students with social services, veterans advising, food stamps and other agencies in the community, in addition to what we are already doing. Childcare at the YMCA will be staying at the Jefferson School.

College Updates

Dr. Donnelly

- Spring registration has started.
- Cybersecurity Day was held on campus as part of the CA2Y national accreditation. It was well attended with national and state speakers.
- The Quality Enhancement Plan for civic engagement is in development as part of the SACSCOC reaffirmation of accreditation. Faculty are visiting other colleges with this program.
- CATEC has a long standing apprenticeship program, mainly in the skilled trades. Talks have been held with both the Albemarle and Charlottesville school systems about merging apprenticeship programs with PVCC's, and we have the green light to explore the possibility to talk about merging. The Central Virginia Apprenticeship Council approached Dr. Donnelly about this concept.
- Elaine Nichols, Diagnostic Medical Sonography Program Coordinator, has been named president of the Virginia Society for Ultrasound. The program's pass rates are up to 92% from 80% the year before.

Mr. Stillerman

- As of the end of October, the College has received \$1.367 million in contributions and gifts toward the \$1.8 million goal which we are expecting to meet or exceed. He would love to be able to say to potential donors that the boards have a 100% giving record.
- We are participating in Giving Tuesday, a global movement, with a variety of activities and a website to facilitate donations to support student initiatives.
- Firefly Restaurant is participating in a Dine Out evening on November 28 and will donate 50% of the evening's proceeds to support the Educational Foundation. On November 8 the Kendra Scott store will donate 20% of sales to support the foundation.
- The annual scholarship dinner takes place Friday, recognizing both donors and students. Over 150 students and donors will be attending. He welcomes board members as well.
- Board members have already begun to contribute to the fund for the College Board Community Service Award.

Ms. Haas

- Due to a variety of issues with the current phone system, Ms. Haas is researching solutions to change the infrastructure from copper-based to a fiber-based system which should offer large cost savings and provide more reliability. There is a good chance that we will be changing vendors and technologies. Analog lines are also costly and she will be looking at options in the future.

Dr. Hamm

- Her office is currently conducting several student surveys including the dual enrollment student survey, graduate follow-up survey for CTE graduates, and graduate follow-up survey for transfer students. The College gains valuable insights about program strengths and opportunities for growth. Data is not collected on child care needs but that can be added in the future.
- The SACSCOC compliance certification is a team effort with everyone across divisions and areas contributing to this project. We are scheduled to be on time for our submission in the spring of 2019.
- The transfer report looks at and has three goals regarding transfer success: 1) 25% of the institution's previous year's student population will subsequently enroll at a four-year institution: 26% of the students enrolled at PVCC in the 2016-17 academic year subsequently enrolled at a four-year institution; 2) PVCC transfer students will have a minimum first-semester grade point average of 2.8 at the top four-year transfer institutions in which the highest number of PVCC students subsequently enroll: a minimum first-semester GPA of 2.8 was achieved 85% of the time at the top four institutions. Since 2007, PVCC has met the minimum 2.8 GPA 100% of the time at the University of Virginia and 90% of the time at Virginia Tech; and 3) the institution's transfer students will have a six-year bachelor's completion rate of 42% (the Virginia average from the national clearinghouse: we have a 56% rate for those students who transferred to a four-year institution and received a bachelor's degree within six years of entering higher education. Dr. Friedman noted that these goals are all part of quality control and improvement of services and also serve as accountability measures for the accreditation process.

Fall Enrollment Report

Dr. Hamm provided a review of the preliminary enrollment report. As of October 15, there were 5,437 students enrolled at PVCC. This is roughly the same as this time last year with a 0.8% decline; the VCCS is currently experiencing a 3.25% decline in headcount. PVCC's FTE is roughly the same as last year; the VCCS is experiencing a 3.3% decline.

We continue to grow in diversity with a 12% African American population and 8% Hispanic. The College has had an increase in students under age 18 which corresponds to an increase in dual enrollment--the percent of students taking courses at the off-campus locations has increased by 3% and correlates to the dual enrollment increase. There was a slight increase in enrollment for Albemarle County and the remaining counties had marginal changes; the percent of students taking a full-time load has decreased by 2% with the average full-time load being 13.7 credit hours. The percentage of students enrolled in developmental courses has declined to 7%; transfer programs continue to have our highest percentage of students, followed by high school students. Fall 2018 dual enrollment (668.2) is up compared to fall 2017 (584.1).

Of those students who graduated from high school in June 2018 and enrolled fall 2018, 448 (8.3%) are graduates from the regional public high schools and 51% of these students were dual enrolled at PVCC last year.

Dr. Friedman noted that dual enrollment continues to grow considerably and contributes to a stable overall enrollment. Due to low unemployment there has been a decline of the 25+ age group and this is happening across the country. Many are actually enrolling in FastForward programs which are non-credit and those numbers don't count towards funding. When you add credit and non-credit enrollments, we are increasing. There has been discussion at the State and system level on uniformly charging the school systems for dual enrollment offerings (we don't charge). We are satisfied the way it is now. It does cost us some money but the reimbursement/ distribution of funds satisfies that and the Chancellor knows Dr. Friedman's stance. There will be a discussion at a VCCS meeting next week on whether or not the non-credit enrollment should be included in the funding model. Ultimately our philosophy is to meet the student needs.

Program Highlight: General Education

Drs. Hamm and Keniston and Ms. Newell spoke to general education in general and as it relates to SCHEV's policy in accordance with goals and initiatives of the Virginia Plan for Higher Education to prepare students with the competencies needed for employment and civic engagement.

General education is a broader collegial experience assessed by outcomes upon graduation, and imbedded across the curriculum. Students are introduced to academic disciplines that make up the core general education requirements of college and the co-curricular experience of students--a holistic application of experience. It allows us to prepare students for further academic studies and success, accomplishments, lifelong learning, adaptation to world changes, and engaged citizens. The General Education Committee is working to develop a more formal assessment program.

The four new general education competencies (the expectations for student learning) which colleges are mandated to assess include critical thinking, written communication, quantitative literacy and civic engagement. The VCCS identified two additional competencies—professional readiness and scientific literacy. Dr. Friedman noted these apply to associate degree programs, including degree programs in career and technical education programs.

PVCC's faculty and staff have selected Civic Engagement for the Quality Enhancement Plan for SACSCOC. The QEP Committee, which is made up of faculty members from the three divisions, has developed a literature review, developed student learning objectives, and is in the process of gaining additional PVCC community insight on these (strategic learning outcomes via the student survey and an engagement survey that went out to PVCC faculty, staff, and the College Board).

Committee Reports

Community Relations Committee. Mr. Stillerman reported on behalf of Ms. Morrow, committee chair. Board members received a letter about the College Board Service Award which was created by the Board to recognize students and/or employees for exemplary voluntary service outside College. Board members personally fund the award, typically \$300. There is currently \$400 on hand and more than one award can be presented; donations are payable to the Educational Foundation, c/o Mr. Stillerman, or via an online link that Mr. Stillerman will provide. He and Ms. Morrow will send out the call for nominations next semester.

Chair's Report

2018-19 Committee Assignments. Mr. Moynihan will serve on the Community Relations Committee and Ms. Gaston will serve on the Finance and Building Committee.

Next College Board Meeting. The next meeting of the College Board is at 4 p.m. on Wednesday, January 9, 2019, in the W. A. Pace Jr. Board Room.

Information Items

The following information items were provided: Board Membership, Terms of Office, and College Board Calendar.

Adjournment

The meeting was adjourned at 5:28 p.m.

Respectfully submitted,



Frank Friedman
President and Secretary to the Board

APPROVAL



Robert P. Hodous
Chair